

Global Commons Survey 2024

China

G20+ Global Report: attitudes to political and economic transformation

Commissioned by Earth4All and the Global Commons Alliance

Partners: The Policy Institute Kings College, ISWE, Wellbeing Economy Alliance

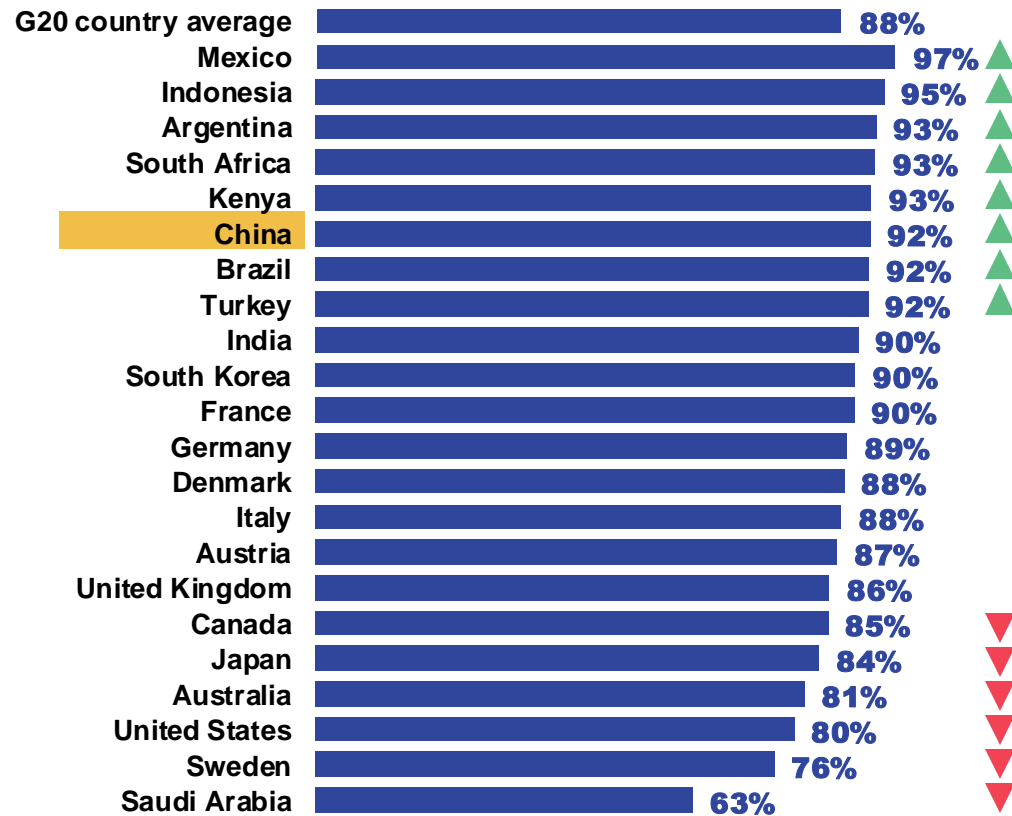
Planetary stewardship

01

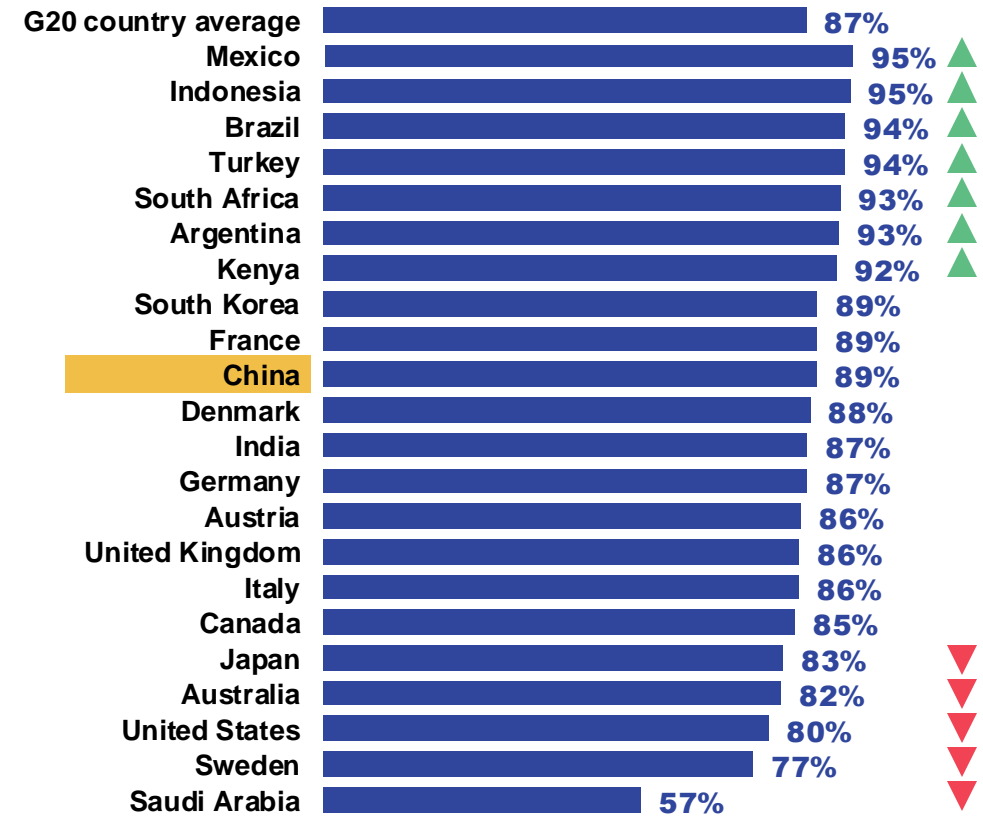
How worried, if at all, are you about the following? (Extremely / very / somewhat worried).

Q4. NET: Extremely/very/somewhat worried

The state of nature today



The state in which we will leave nature for future generations



Base: 22,000 across 22 countries, 18 - 55-75, online interviews, 5th March – 8th April 2024. Argentina (1,000), Australia (1,000), Austria (1,000), Brazil (1,000), Canada (1,000), China (1,000), Denmark (1,000), France (1,000), Germany (1,000), India (1,000), Indonesia (1,000), Italy (1,000), Japan (1,000), Kenya (1,000), Mexico (1,000), Saudi Arabia (1,000), South Africa (1,000), South Korea (1,000), Sweden (1,000), Turkey (1,000), United Kingdom (1,000), United States (1,000). 'G20 country average' is an arithmetic average of 18 G20 countries surveyed (Argentina, Australia, Brazil, Canada, China, France, Germany, India, Indonesia, Italy, Japan, Mexico, Saudi Arabia, South Africa, South Korea, Turkey, United Kingdom, United States).

How worried, if at all, are you about the following? (Extremely / very / somewhat worried).

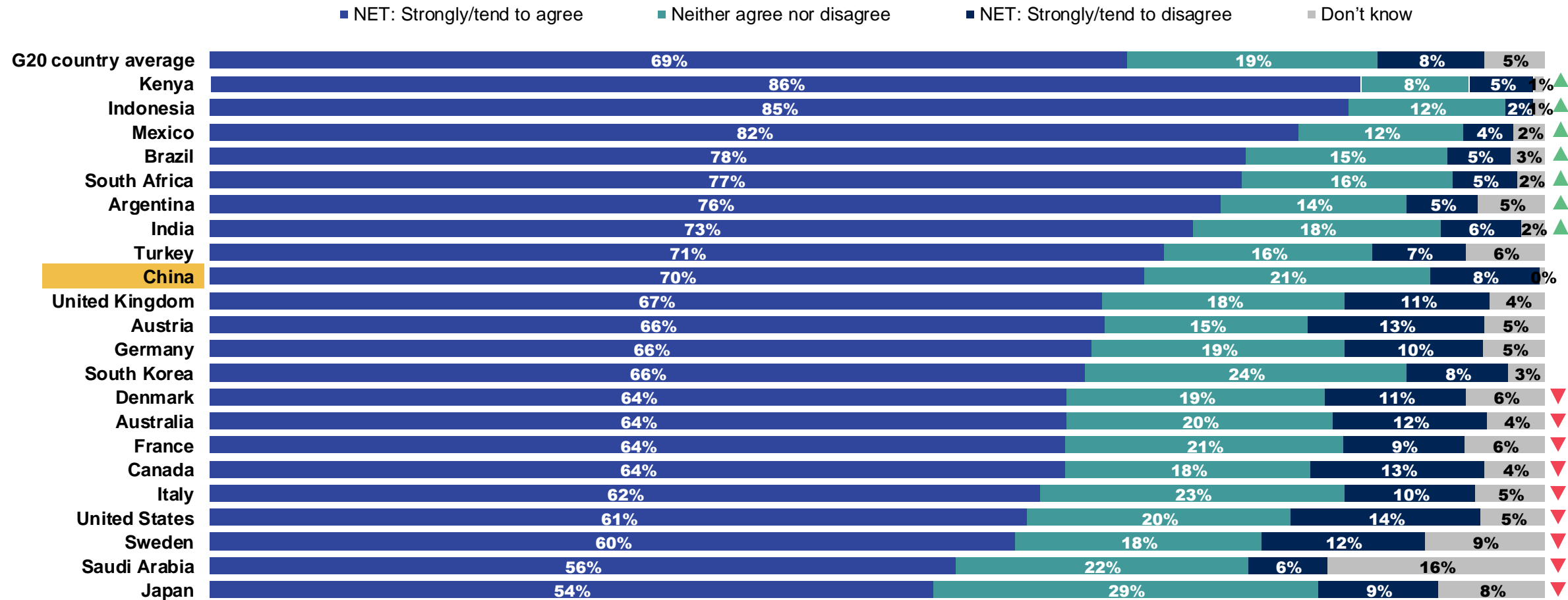
Q4. NET: Extremely/very/somewhat worried

	Total (A)	Gender		Household income			Age			
		Male (B)	Female (C)	Low (D)	Middle (E)	High (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-55 (J)
The state of nature today	92%	92%	93%	94%	93%	90%	93%	93%	92%	92%
The state in which we will leave nature for future generations	89% <div></div>	89%	88%	89%	90%	88%	87%	91% <div></div>	85%	91% <div></div>



Because of human activities, the Earth is close to environmental ‘tipping points’ where climate or nature, such as rainforests or glaciers, may change suddenly or be more difficult to stabilise in the future.

Q5. To what extent, if at all, do you agree or disagree with the following statements?

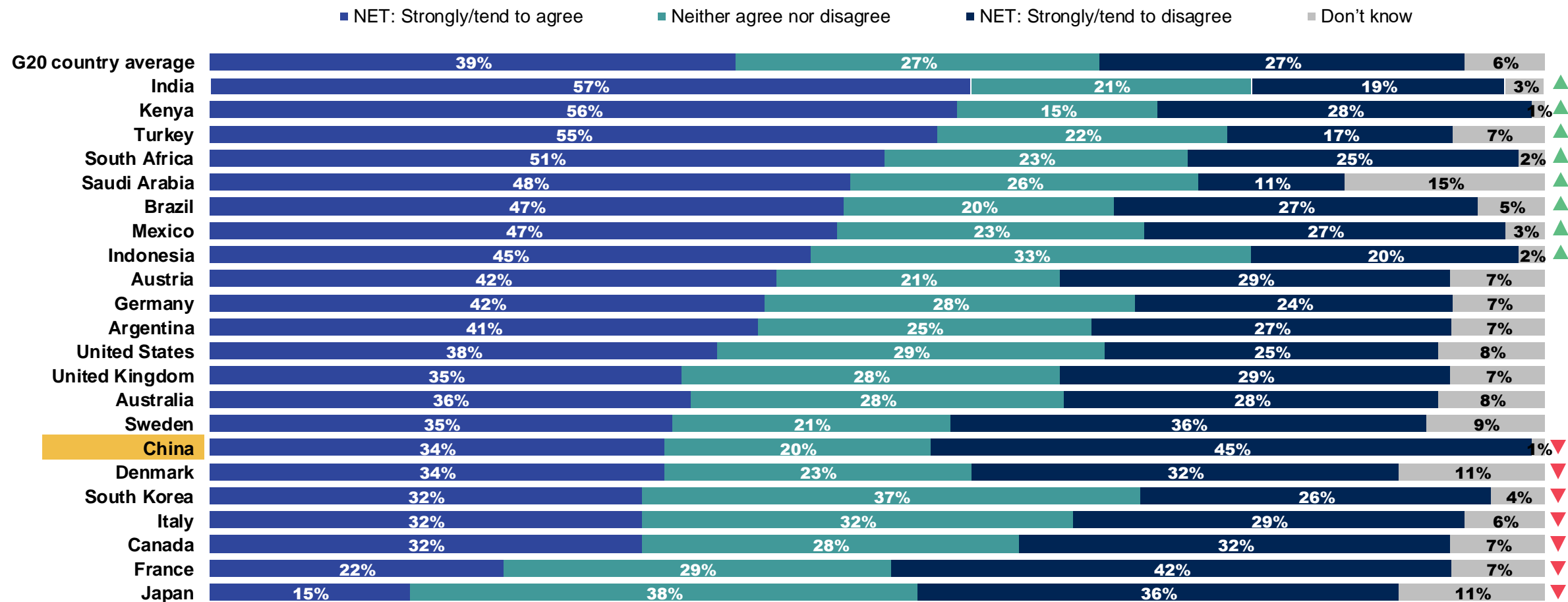


Base: 22,000 across 22 countries, 18 - 55-75, online interviews, 5th March – 8th April 2024. Argentina (1,000), Australia (1,000), Austria (1,000), Brazil (1,000), Canada (1,000), China (1,000), Denmark (1,000), France (1,000), Germany (1,000), India (1,000), Indonesia (1,000), Italy (1,000), Japan (1,000), Kenya (1,000), Mexico (1,000), Saudi Arabia (1,000), South Africa (1,000), South Korea (1,000), Sweden (1,000), Turkey (1,000), United Kingdom (1,000), United States (1,000). 'G20 country average' is an arithmetic average of 18 G20 countries surveyed (Argentina, Australia, Brazil, Canada, China, France, Germany, India, Indonesia, Italy, Japan, Mexico, Saudi Arabia, South Africa, South Korea, Turkey, United Kingdom, United States).



New technologies can solve environmental problems without individuals having to make big changes in their lives.

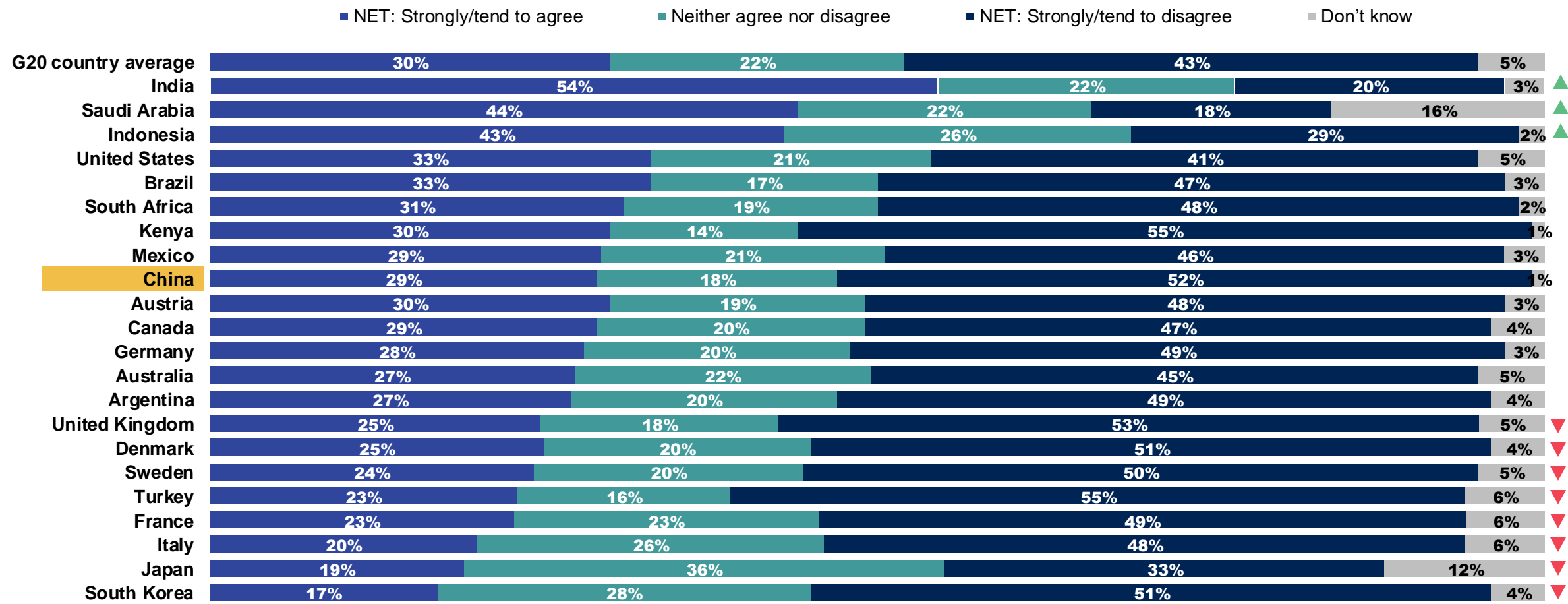
Q5. To what extent, if at all, do you agree or disagree with the following statements?



Base: 22,000 across 22 countries, 18 - 55-75, online interviews, 5th March – 8th April 2024. Argentina (1,000), Australia (1,000), Austria (1,000), Brazil (1,000), Canada (1,000), China (1,000), Denmark (1,000), France (1,000), Germany (1,000), India (1,000), Indonesia (1,000), Italy (1,000), Japan (1,000), Kenya (1,000), Mexico (1,000), Saudi Arabia (1,000), South Africa (1,000), South Korea (1,000), Sweden (1,000), Turkey (1,000), United Kingdom (1,000), United States (1,000). 'G20 country average' is an arithmetic average of 18 G20 countries surveyed (Argentina, Australia, Brazil, Canada, China, France, Germany, India, Indonesia, Italy, Japan, Mexico, Saudi Arabia, South Africa, South Korea, Turkey, United Kingdom, United States).

Many of the claims about environmental threats are exaggerated.

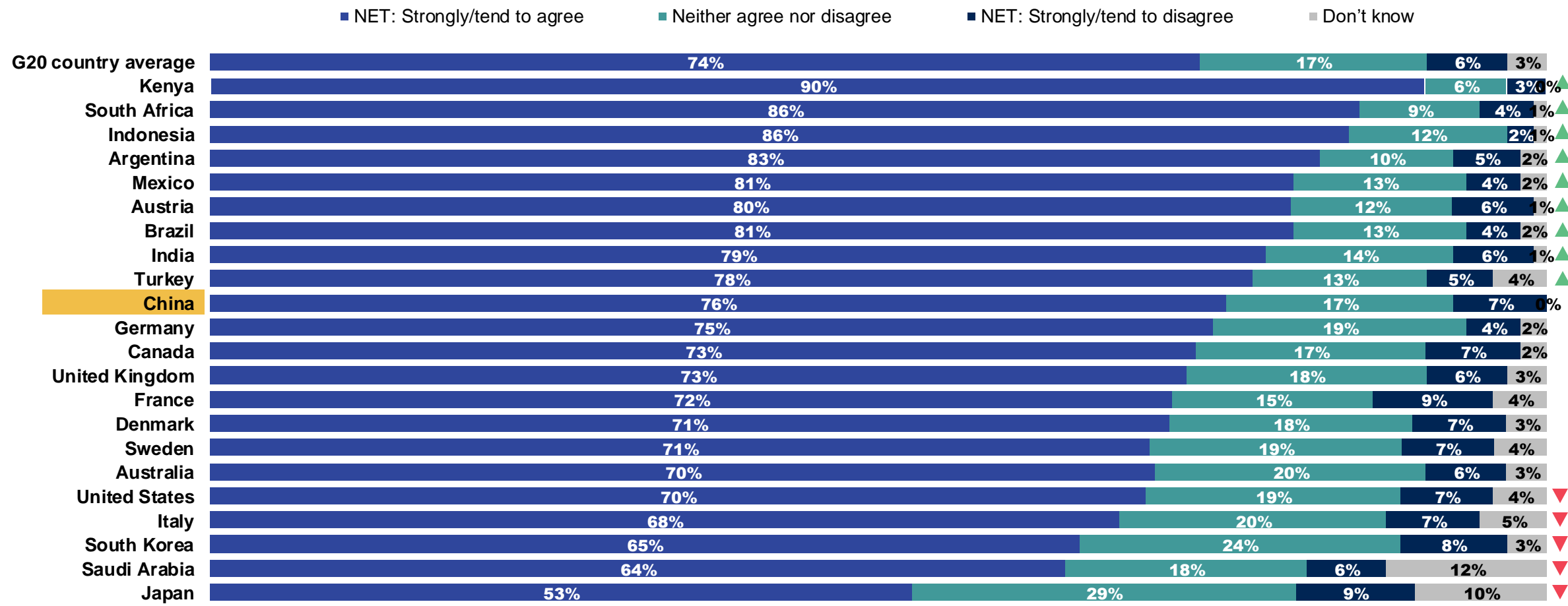
Q5. To what extent, if at all, do you agree or disagree with the following statements?



Base: 22,000 across 22 countries, 18 - 55-75, online interviews, 5th March – 8th April 2024. Argentina (1,000), Australia (1,000), Austria (1,000), Brazil (1,000), Canada (1,000), China (1,000), Denmark (1,000), France (1,000), Germany (1,000), India (1,000), Indonesia (1,000), Italy (1,000), Japan (1,000), Kenya (1,000), Mexico (1,000), Saudi Arabia (1,000), South Africa (1,000), South Korea (1,000), Sweden (1,000), Turkey (1,000), United Kingdom (1,000), United States (1,000). 'G20 country average' is an arithmetic average of 18 G20 countries surveyed (Argentina, Australia, Brazil, Canada, China, France, Germany, India, Indonesia, Italy, Japan, Mexico, Saudi Arabia, South Africa, South Korea, Turkey, United Kingdom, United States).

Human health and wellbeing are closely connected to the health and wellbeing of nature.

Q5. To what extent, if at all, do you agree or disagree with the following statements?

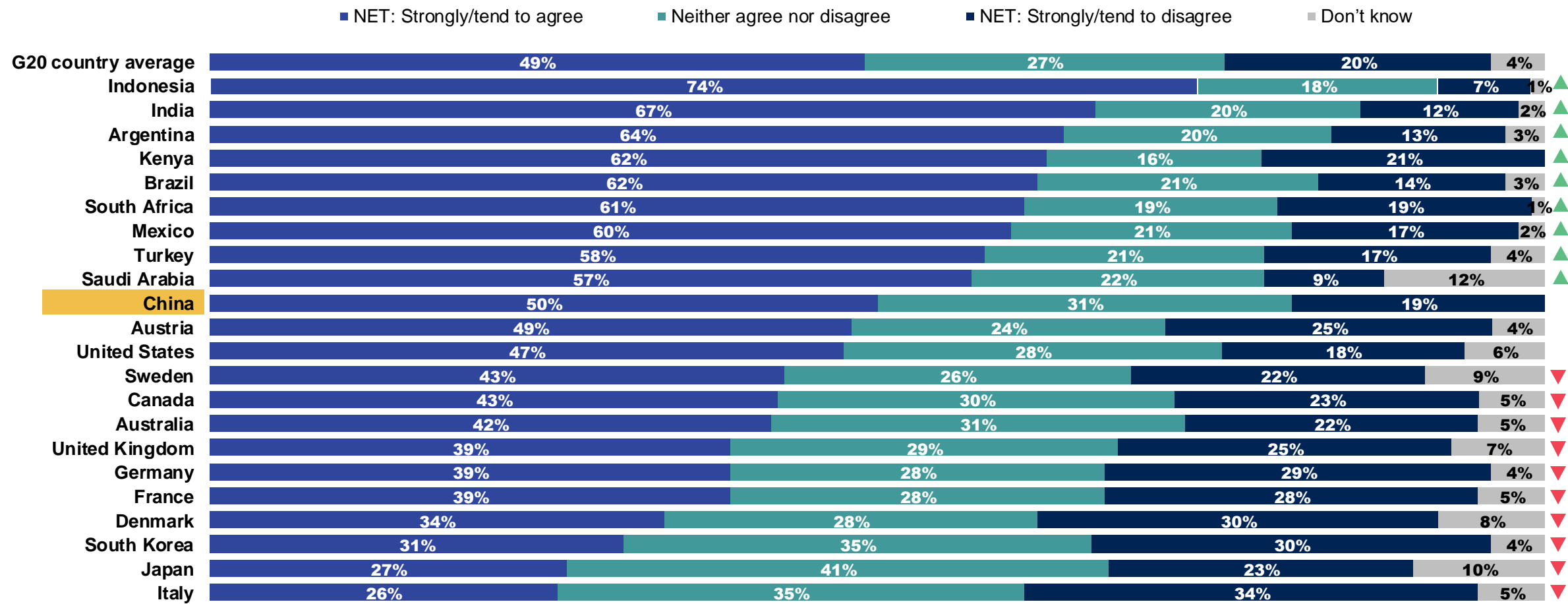


Base: 22,000 across 22 countries, 18 - 55-75, online interviews, 5th March – 8th April 2024. Argentina (1,000), Australia (1,000), Austria (1,000), Brazil (1,000), Canada (1,000), China (1,000), Denmark (1,000), France (1,000), Germany (1,000), India (1,000), Indonesia (1,000), Italy (1,000), Japan (1,000), Kenya (1,000), Mexico (1,000), Saudi Arabia (1,000), South Africa (1,000), South Korea (1,000), Sweden (1,000), Turkey (1,000), United Kingdom (1,000), United States (1,000). 'G20 country average' is an arithmetic average of 18 G20 countries surveyed (Argentina, Australia, Brazil, Canada, China, France, Germany, India, Indonesia, Italy, Japan, Mexico, Saudi Arabia, South Africa, South Korea, Turkey, United Kingdom, United States).



Nature can meet the needs of humans right now.

Q5. To what extent, if at all, do you agree or disagree with the following statements?

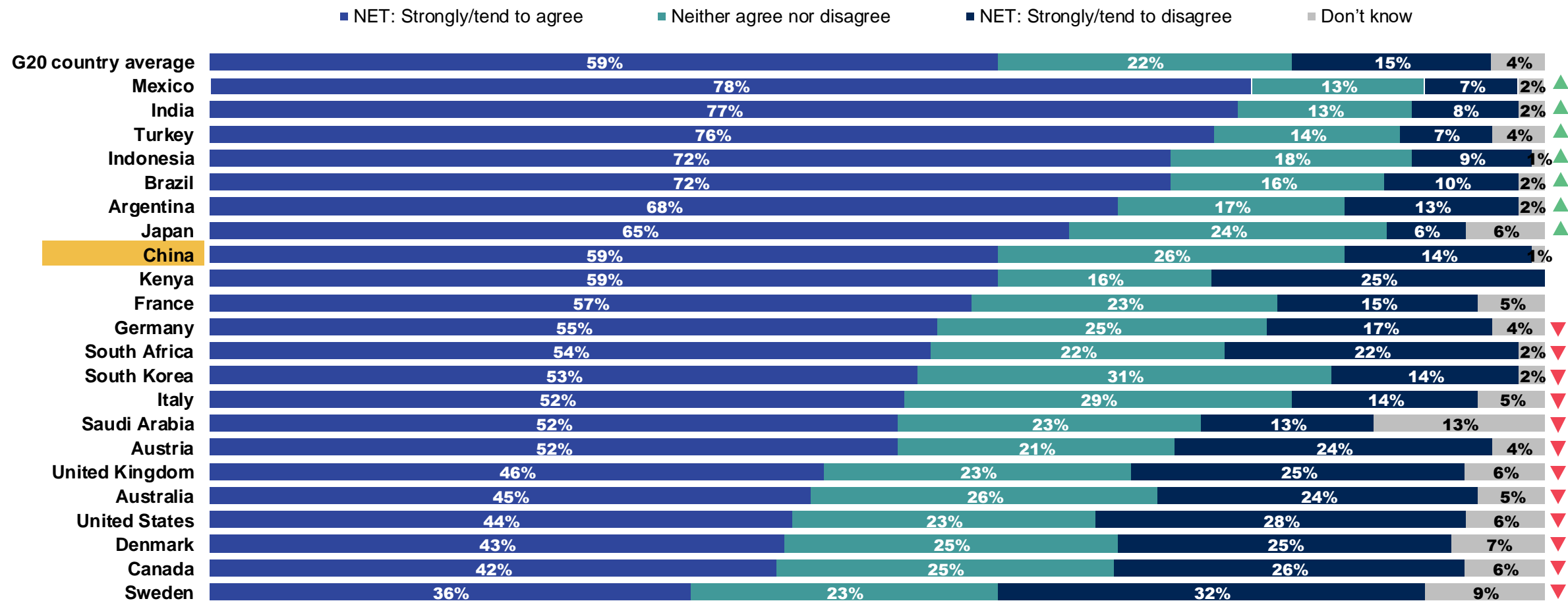


Base: 22,000 across 22 countries, 18 - 55-75, online interviews, 5th March – 8th April 2024. Argentina (1,000), Australia (1,000), Austria (1,000), Brazil (1,000), Canada (1,000), China (1,000), Denmark (1,000), France (1,000), Germany (1,000), India (1,000), Indonesia (1,000), Italy (1,000), Japan (1,000), Kenya (1,000), Mexico (1,000), Saudi Arabia (1,000), South Africa (1,000), South Korea (1,000), Sweden (1,000), Turkey (1,000), United Kingdom (1,000), United States (1,000). 'G20 country average' is an arithmetic average of 18 G20 countries surveyed (Argentina, Australia, Brazil, Canada, China, France, Germany, India, Indonesia, Italy, Japan, Mexico, Saudi Arabia, South Africa, South Korea, Turkey, United Kingdom, United States).



Nature is already too damaged to continue meeting humans' needs in the long-term.

Q5. To what extent, if at all, do you agree or disagree with the following statements?

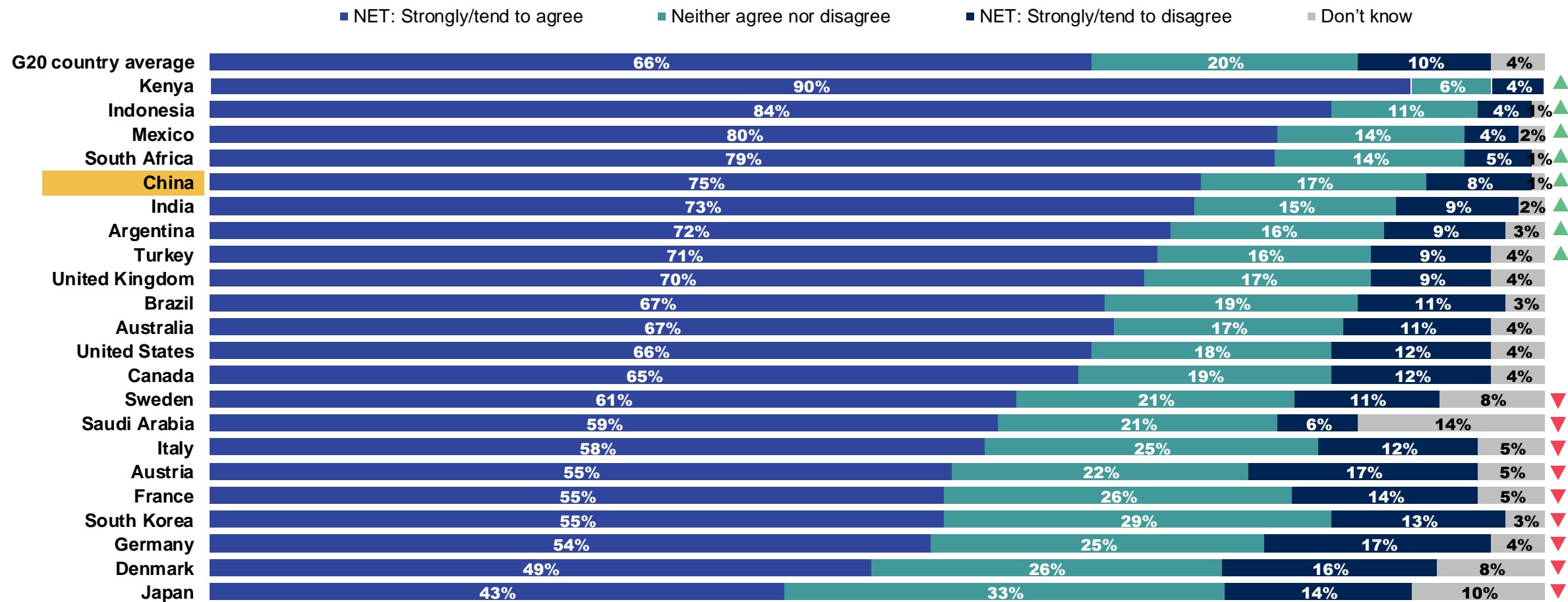


Base: 22,000 across 22 countries, 18 - 55-75, online interviews, 5th March – 8th April 2024. Argentina (1,000), Australia (1,000), Austria (1,000), Brazil (1,000), Canada (1,000), China (1,000), Denmark (1,000), France (1,000), Germany (1,000), India (1,000), Indonesia (1,000), Italy (1,000), Japan (1,000), Kenya (1,000), Mexico (1,000), Saudi Arabia (1,000), South Africa (1,000), South Korea (1,000), Sweden (1,000), Turkey (1,000), United Kingdom (1,000), United States (1,000). 'G20 country average' is an arithmetic average of 18 G20 countries surveyed (Argentina, Australia, Brazil, Canada, China, France, Germany, India, Indonesia, Italy, Japan, Mexico, Saudi Arabia, South Africa, South Korea, Turkey, United Kingdom, United States).



Addressing climate change and environmental damage can bring many benefits to people in [COUNTRY].

Q5. To what extent, if at all, do you agree or disagree with the following statements?

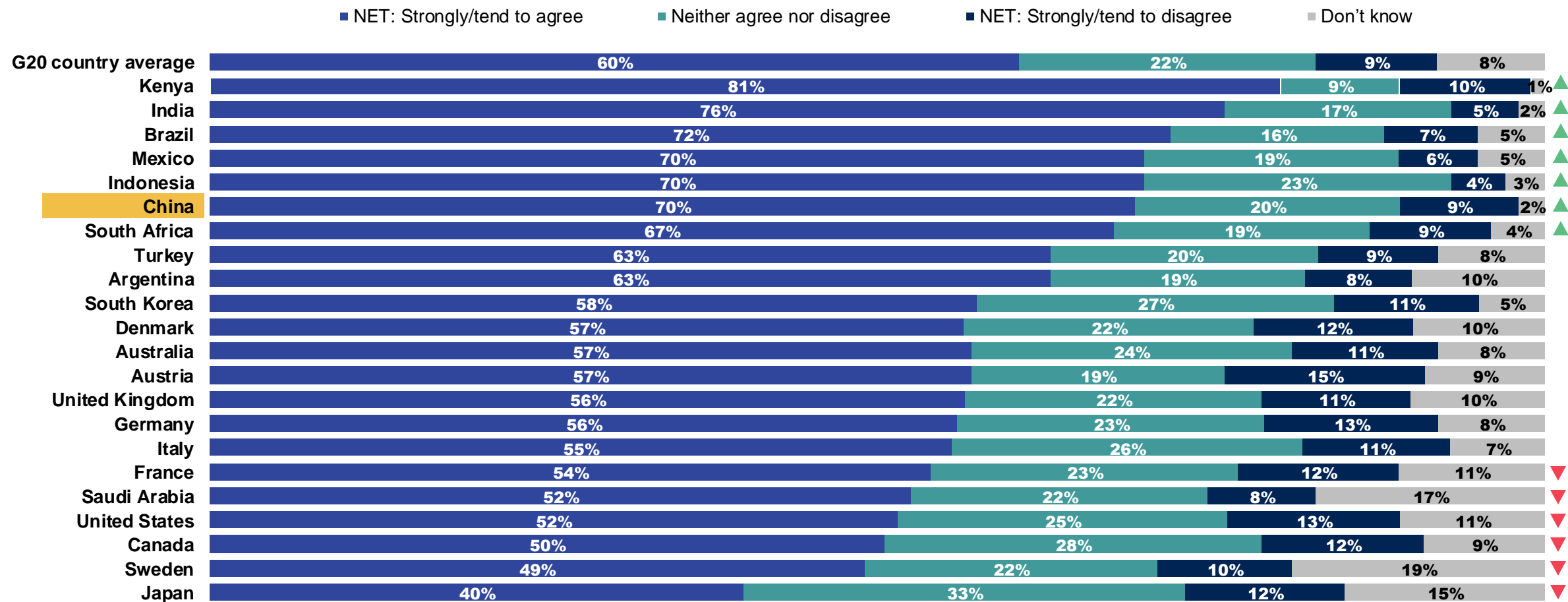


Base: 22,000 across 22 countries, 18 - 55-75, online interviews, 5th March – 8th April 2024. Argentina (1,000), Australia (1,000), Austria (1,000), Brazil (1,000), Canada (1,000), China (1,000), Denmark (1,000), France (1,000), Germany (1,000), India (1,000), Indonesia (1,000), Italy (1,000), Japan (1,000), Kenya (1,000), Mexico (1,000), Saudi Arabia (1,000), South Africa (1,000), South Korea (1,000), Sweden (1,000), Turkey (1,000), United Kingdom (1,000), United States (1,000). 'G20 country average' is an arithmetic average of 18 G20 countries surveyed (Argentina, Australia, Brazil, Canada, China, France, Germany, India, Indonesia, Italy, Japan, Mexico, Saudi Arabia, South Africa, South Korea, Turkey, United Kingdom, United States).



The costs of the damages due to environmental pollution are much higher than the costs of the investments needed for a green transition.

Q5. To what extent, if at all, do you agree or disagree with the following statements?

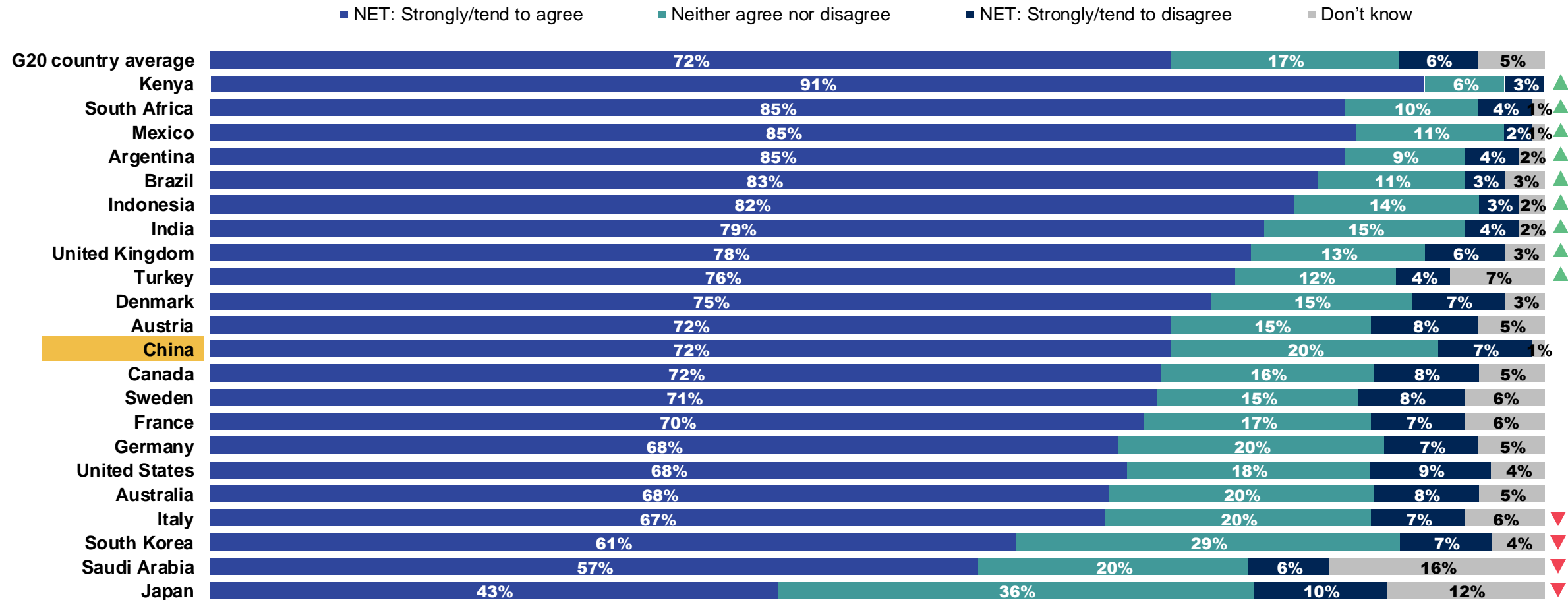


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It should be a criminal offence for leaders of large businesses or senior government officials to approve or permit actions they know are likely to cause damage to nature and climate that is widespread, long term or cannot be reversed.

Q5. To what extent, if at all, do you agree or disagree with the following statements?



Base: 22,000 across 22 countries, 18 - 55-75, online interviews, 5th March – 8th April 2024. Argentina (1,000), Australia (1,000), Austria (1,000), Brazil (1,000), Canada (1,000), China (1,000), Denmark (1,000), France (1,000), Germany (1,000), India (1,000), Indonesia (1,000), Italy (1,000), Japan (1,000), Kenya (1,000), Mexico (1,000), Saudi Arabia (1,000), South Africa (1,000), South Korea (1,000), Sweden (1,000), Turkey (1,000), United Kingdom (1,000), United States (1,000). 'G20 country average' is an arithmetic average of 18 G20 countries surveyed (Argentina, Australia, Brazil, Canada, China, France, Germany, India, Indonesia, Italy, Japan, Mexico, Saudi Arabia, South Africa, South Korea, Turkey, United Kingdom, United States).



To what extent, if at all, do you agree or disagree with the following statements? (Strongly / tend to agree).

Q5. NET: Strongly/tend to agree

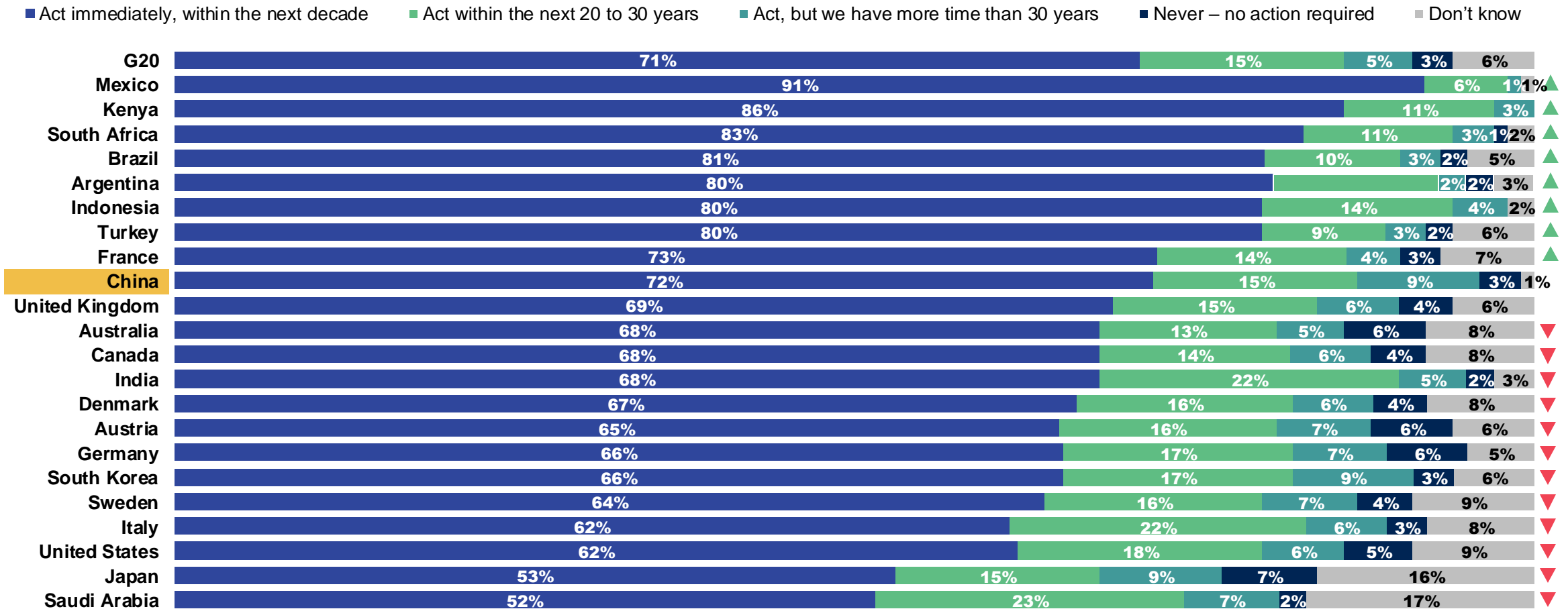
	Total (A)	Gender		Household income			Age			
		Male (B)	Female (C)	Low (D)	Middle (E)	High (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-55 (J)
Human health and wellbeing are closely connected to the health and wellbeing of nature	76% J	75%	78%	76%	79%	74%	87% AHIJ	79% J	77%	70%
Addressing climate change and environmental damage can bring many benefits to people in China	75% BJ	72%	78% AB	74%	78%	72%	85% AHIJ	76%	73%	70%
It should be a criminal offence for leaders of large businesses or senior government officials to approve or permit actions they know are likely to cause damage to nature and climate that is widespread, long term or cannot be reversed	72% FIJ	70%	73%	72% F	80% AD	64%	83% AIJ	78% AIJ	66%	66%
Because of human activities, the Earth is close to environmental ‘tipping points’ where climate or nature, such as rainforests or glaciers, may change suddenly or be more difficult to stabilise in the future	70%	70%	70%	69%	74%	68%	72%	73%	69%	68%
The costs of the damages due to environmental pollution are much higher than the costs of the investments needed for a green transition	70%	70%	69%	69%	73%	67%	69%	73%	71%	67%

To what extent, if at all, do you agree or disagree with the following statements? (Strongly / tend to agree).

Q5. NET: Strongly/tend to agree

	Total (A)	Gender		Household income			Age			
		Male (B)	Female (C)	Low (D)	Middle (E)	High (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-55 (J)
Nature is already too damaged to continue meeting humans’ needs in the long-term	59%	61%	58%	60%	60%	58%	70% AHIJ	56%	56%	60%
Nature can meet the needs of humans right now	50%	53%	46%	49%	49%	51%	55%	50%	40%	54%
	CI	AC					I	I		AI
New technologies can solve environmental problems without individuals having to make big changes in their lives	34% CHI	41% AC	27%	31%	33%	37%	29%	26%	27%	48% AGHI
Many of the claims about environmental threats are exaggerated	29%	38%	20%	32%	26%	30%	26%	21%	17%	47%
	CHI	AC								AGHI

Thinking about climate change and protecting nature, how quickly do you think the world needs to take major action to reduce carbon emissions from electricity, transport, food, industry, and buildings?



Base: 22,000 across 22 countries, 18 - 55-75, online interviews, 5th March – 8th April 2024. Argentina (1,000), Australia (1,000), Austria (1,000), Brazil (1,000), Canada (1,000), China (1,000), Denmark (1,000), France (1,000), Germany (1,000), India (1,000), Indonesia (1,000), Italy (1,000), Japan (1,000), Kenya (1,000), Mexico (1,000), Saudi Arabia (1,000), South Africa (1,000), South Korea (1,000), Sweden (1,000), Turkey (1,000), United Kingdom (1,000), United States (1,000). 'G20 country average' is an arithmetic average of 18 G20 countries surveyed (Argentina, Australia, Brazil, Canada, China, France, Germany, India, Indonesia, Italy, Japan, Mexico, Saudi Arabia, South Africa, South Korea, Turkey, United Kingdom, United States).

Thinking about climate change and protecting nature, how quickly do you think the world needs to take major action to reduce carbon emissions from electricity, transport, food, industry, and buildings?

Q6. Thinking about climate change and protecting nature, how quickly do you think the world needs to take major action to reduce carbon emissions from electricity, transport, food, industry, and buildings?

	Total (A)	Gender		Household income			Age			
		Male (B)	Female (C)	Low (D)	Middle (E)	High (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)
Act immediately, within the next decade	72% BDJ	64%	81% AB	66%	74% D	76% AD	73% J	87% AGIJ	74% J	58%
Act within the next 20 to 30 years	15% CFH	20% AC	10%	19% AF	15%	11%	10%	9%	13%	23% AGHI
Act, but we have more time than 30 years	9% CH	13% AC	5%	10%	8%	8%	15% AHI	1%	6% H	14% AHI
Never – no action required	3% H	3%	2%	4% A	2%	2%	1%	-	5% AH	4% H
Don't know	1% B	-	2% AB		1%	3% ADE		2%	2% J	-

In your opinion, which of the following should be held most responsible for reversing damage to environment (e.g. climate, water and air pollution, forests)? Please select up to three.

Q7. In your opinion, which of the following should be held most responsible for reversing damage to environment (e.g. climate, water and air pollution, forests)? Please select up to three.

	Total (A)	Gender		Household income			Age			
		Male (B)	Female (C)	Low (D)	Middle (E)	High (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-55 (J)
Business and industry	49% BJ	46%	53% AB	46%	51%	51%	48%	60% AGJ	53% J	39%
International organisations (e.g. the UN or the World Bank)	46% BJ	42%	51% AB	50%	47%	43%	52% J	56% AJ	48% J	35%
Environmental groups	46% BEJ	42%	50% AB	46%	41%	49% E	56% AIJ	49% J	45%	39%
National governments of wealthy countries	41%	41%	41%	40%	44%	39%	36%	44%	46% GJ	38%
National governments of developing countries	33% DI	34%	31%	27%	36% D	34%	37% I	29%	27%	38% AHI
The global super rich	29%	30%	28%	30%	29%	29%	23%	29%	32%	30%
High-income and middle-income earners in China	27% H	27%	26%	23%	26%	31% AD	28%	22%	25%	31% AH
Not applicable – no action required	1%	1%	1%	1%	1%	1%	2% I	1%		1%
Don't know	-	-	1%	1%	-	1%	1%	1%	-	-

Base: China, 1,000 adults aged 18 to 55, interviewed online in March and April 2024.
For subgroup base sizes, please see Methodology.

Green letters show that column % is significantly higher than the column indicated by the letter. Subgroups sig tested against total and comparable others (i.e. male vs female; low vs middle vs high household income; 18-24 vs 25-34 vs 35-44 vs 45-55).

Here is a list of qualities that children can be encouraged to learn at home. Which, if any, do you consider to be especially important?

Q1. Here is a list of qualities that children can be encouraged to learn at home. Which, if any, do you consider to be especially important?

	Total (A)	Gender		Household income			Age			
		Male (B)	Female (C)	Low (D)	Middle (E)	High (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-55 (J)
Tolerance and respect for other people	52% BJ	47%	58% AB	49%	53%	55%	62% AJ	60% AJ	53% J	42%
Feeling of responsibility	50% BJ	44%	56% AB	49%	51%	49%	64% AIJ	59% AIJ	46%	38%
Respect for animals, nature, and the environment	46% BDJ	42%	50% AB	40%	50% AD	46%	58% AIJ	52% AIJ	41%	39%
Independence	41% BJ	37%	44% AB	39%	44%	39%	40% J	47% AJ	47% AJ	30%
Hard work	38%	36%	40%	35%	41%	36%	32%	46% AGIJ	37%	34%
Good manners	37%	37%	38%	34%	42% AD	35%	42%	37%	39%	35%
Determination, perseverance	34% H	35%	33%	33%	30%	39% AE	34%	27%	37% H	38% H
Obedience	34%	35%	33%	35%	32%	35%	39%	31%	35%	34%
Imagination	34%	33%	35%	29%	37% D	35%	31%	33%	36%	34%
Thrift, saving money and things	31%	33%	28%	34%	30%	27%	29%	31%	25%	35% I
Not being selfish (unselfishness)	20% G	21%	20%	19%	19%	23%	11%	21% G	22% G	22% G
None of these	-	-	-	-	-	-	-	-	-	- A
Don't know	-	-	- -A	-	-	-	-	-	-	-

Base: China, 1,000 adults aged 18 to 55, interviewed online in March and April 2024.
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Green letters show that column % is significantly higher than the column indicated by the letter. Subgroups sig tested against total and comparable others (i.e. male vs female; low vs middle vs high household income; 18-24 vs 25-34 vs 35-44 vs 45-55).

Values and demographics

02

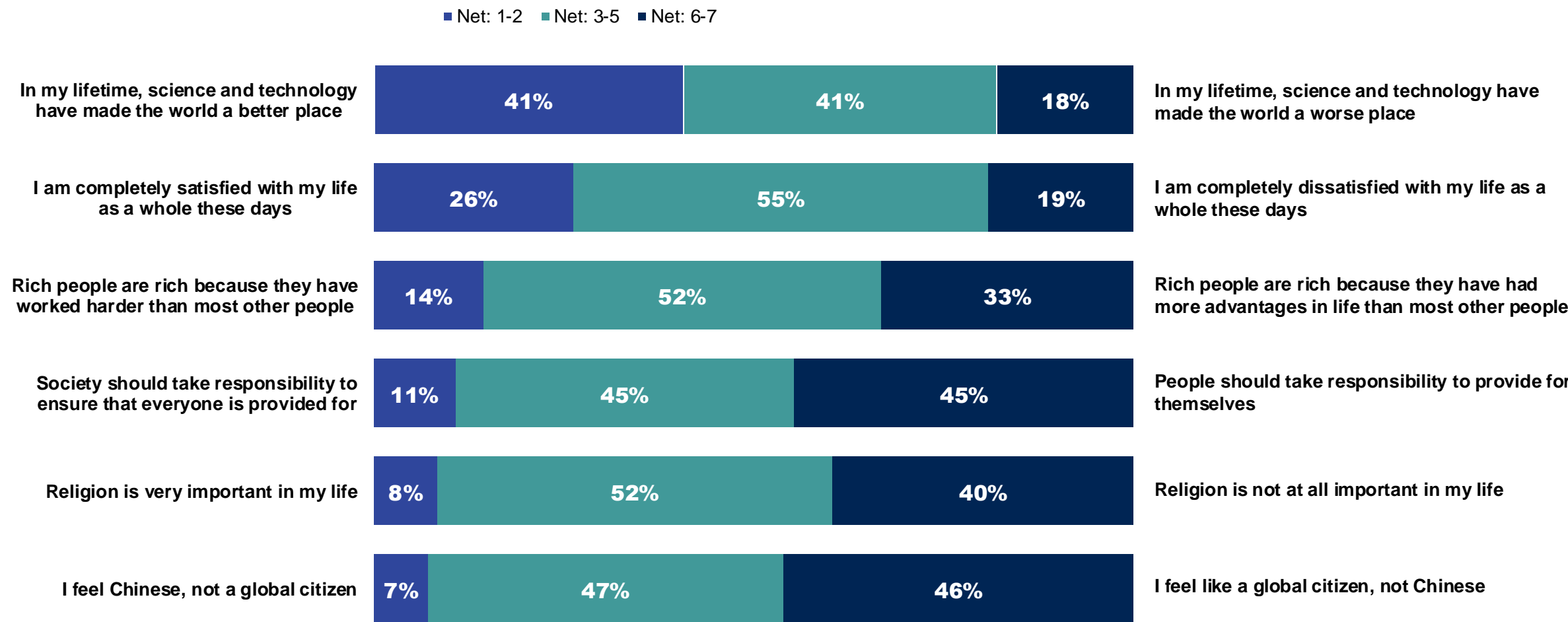
To what extent are you optimistic or pessimistic about each of the following... (Very / somewhat optimistic).

Q2. To what extent are you optimistic or pessimistic about each of the following...

	Total (A)	Gender		Household income			Age			
		Male (B)	Female (C)	Low (D)	Middle (E)	High (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-55 (J)
<div>Your future</div> <div>The future of your country</div> <div>The future of the world</div>	75%	73%	78%	71%	81%	75%	70%	80%	72%	77%
	D				ADF			AGI		
	71%	69%	73%	69%	77%	66%	79%	75%	65%	68%
	FI				ADF		AIJ	AIJ		
	55%	54%	56%	54%	56%	56%	51%	51%	53%	62%
										AGHI

Please now give us your views on the following issues. We will show you two statements – please tell us which of these statements is closer to your beliefs.

Q3. 1 means you agree completely with the statement on the left; 7 means you agree completely with the statement on the right; and if your views fall somewhere in between, you can choose any number in between.



Base: China, 1,000 adults aged 18 to 65, interviewed online in March and April 2024.



How satisfied are you with the financial situation of your household?

How exposed, if at all, are you personally to environmental and climate related risks, and threats?

QD4. How satisfied are you with the financial situation of your household?
 QD5. How exposed, if at all, are you personally to environmental and climate related risks, and threats?

		Total (A)	Gender		Household income			Age			
			Male (B)	Female (C)	Low (D)	Middle (E)	High (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-55 (J)
How satisfied are you with the financial situation of your household?	NET: Very/fairly satisfied	70% DG	72%	68%	63%	71% D	76% AD	58%	74% AG	67%	73% G
	NET: Very/fairly dissatisfied	9% FH	10%	9%	15% AEF	9% F	4%	20% AHIJ	6%	9%	9%
How exposed, if at all, are you personally to environmental and climate related risks, and threats?	NET: Very/somewhat exposed	79% F	81%	77%	83% AF	82% F	72%	77%	78%	76%	83% AI
	NET: Not very/not at all exposed	21% D	19%	22%	17%	17%	28% ADE	23%	22%	23%	17%



Methodology

03

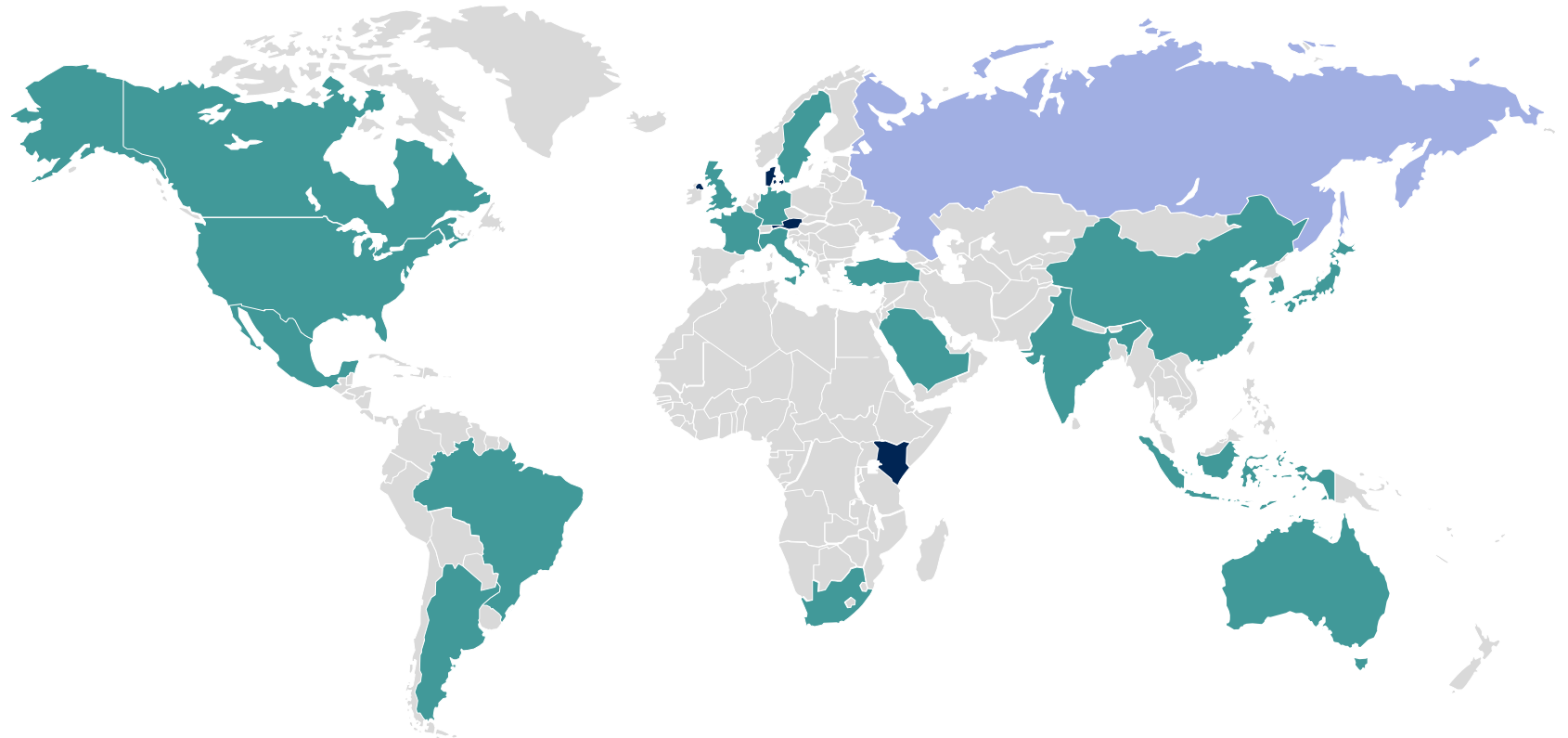
Objectives and methodology.

- Commissioned by Earth4All and the Global Commons Alliance, in partnership with The Policy Institute Kings College, Wellbeing Alliance, ISWE, and Wellbeing Economy Alliance, Ipsos conducted research to understand **attitudes to societal transformations, political / economic systems and planetary stewardship**. Questions focused on: values and worldviews, attitudes towards nature and planetary stewardship, attitudes towards national and global political and economic systems, levels of support for Earth4All policy recommendations. **This report focuses on attitudes towards national and global political and economic systems, and levels of support for Earth4All policy proposals.**
- Ipsos surveyed **22,000 participants aged 18 to 55-75 in total across 22 countries**. This included 18 G20 countries (Argentina (1,000), Australia (1,000), Brazil (1,000), Canada (1,000), China (1,000), France (1,000), Germany (1,000), India (1,000), Indonesia (1,000), Italy (1,000), Japan (1,000), Mexico (1,000), Saudi Arabia (1,000), South Africa (1,000), South Korea (1,000), Turkey (1,000), United Kingdom (1,000), United States (1,000)), plus four countries outside the G20 (Austria (1,000), Denmark (1,000), Kenya (1,000) and Sweden (1,000)). Not all questions were asked in China. All interviews were conducted online and took place between **5th March and 8th April 2024**.
- Quota sampling** was used, and in each country data are **weighted to be representative of the national population on age, gender, region and working status**. Where results do not sum to 100, this may be due to rounding, multiple responses, or the exclusion of 'don't know' categories.
- This report presents a 'G20 country average'** and compares individual countries against this. Overall 'G20 country average' percentage is an arithmetic average of national results across the 18 G20 countries surveyed (or 17 G20 countries in the case of questions that were not asked in China), where the results from each country have the same weight and are not pro-rata to the true population proportions for this audience.
- This report presents the findings from **China**, comparing responses with the other nations surveyed. This study also compares responses from different demographic groups in China. In **China, 1,000 participants aged 18-55 were interviewed** in Chinese (Simplified) between 5th March and 8th April 2024.

Methodology: study coverage.


22 countries were included in the study, a total of **22,000 participants** from age 18 to 55-75.

Some questions that were asked were also run in the [Global Commons Survey in 2021](#). Where this is the case, trend data has been shown for those countries included in both the 2021 and 2024 studies.



■ Countries new to survey in 2024 ■ Countries surveyed in 2021 & 2024 ■ Countries surveyed in 2021 only

Sample overview by country.

	Country	Abbreviation	Sample Size	Ages covered	Language
	United Kingdom	UK	1000	18-75	English
	Italy	IT	1000	18-65	Italian
	Turkey	TR	1000	18-60	Turkish
	United States	US	1000	18-75	English
	Argentina	AR	1000	18-55	Spanish
	Australia	AU	1000	18-65	English
	Brazil	BR	1000	18-55	Portuguese
	China	CN	1000	18-55	Chinese (Simplified)
	India	IN	1000	18-65	English
	Indonesia	ID	1000	21-65	Bahasa Indonesia
	Japan	JP	1000	18-65	Japanese
	South Korea	SK	1000	18-55	Korean
	Mexico	MX	1000	18-55	Spanish
	Saudi Arabia	SA	1000	18-65	Arabic
	South Africa	ZA	1000	18-65	English
	Canada	CA	1000	18-65	English, French
	France	FR	1000	18-65	French
	Germany	DE	1000	18-65	German
	Austria	AT	1000	18-75	German
	Denmark	DK	1000	18-75	Danish
	Kenya	KE	1000	18-65	Swahili
	Sweden	SW	1000	18-65	Swedish

Methodology: demographics/subgroups bases.

Unweighted 1000 / Weighted 1000	
Gender	
Male	514 / 515 51% / 52%
Female	486 / 485 49%
Employment Status	
Working	786 / 785 79%
Not working	214 / 215 21% / 22%
Education	
Secondary	294 / 295 29% / 30%
Degree or above	706 / 705 71%
Household Income	
Low (0-7999 yuan)	316 / 316 32%
Middle (8,000-14999 yuan)	341 / 341 34%
High (15000+ yuan)	342 / 342 34%
Children in Household	
Yes	679 / 680 68%
No	318 / 317 32%

Unweighted 1000 / Weighted 1000	
Age	
18-24	137 / 135 14%
25-34	281 / 281 28%
35-44	249 / 250 25%
45-54	333 / 333 33%
Region	
East China	302 / 300 30%
Northern China	70 / 70 7%
North East China	76 / 76 8%
North West China	118 / 120 12%
South Central China	290 / 290 29%
South West China	144 / 144 14%

Ipsos Standards & Accreditations

Ipsos's standards & accreditations provide our clients with the peace of mind that they can always depend on us to deliver reliable, sustainable findings. Moreover, our focus on quality and continuous improvement means we have embedded a 'right first time' approach throughout our organisation.



ISO 20252 – is the international specific standard for market, opinion and social research, including insights and data analytics. Ipsos in the 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.



HMG Cyber Essentials – A government backed and key deliverable of the UK's National Cyber Security Programme. Ipsos UK was assessment validated for certification in 2016. Cyber Essentials defines a set of controls which, when properly implemented, provide organisations with basic protection from the most prevalent forms of threat coming from the internet.



Fair Data – Ipsos UK is signed up as a 'Fair Data' Company by agreeing to adhere to twelve 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.

Appendix: Trending vs Global Commons research

04

How worried, if at all, are you about the following? (Extremely / very worried).

Q4. How worried, if at all, are you about the following?

	The state of nature today			The state in which we will leave nature for future generations		
	2021	2023		2021	2023	
G20*	58%	59%		61%	62%	
Argentina	68%	65%		68%	71%	
Australia	46%	46%		51%	53%	
Brazil	74%	78%	▲	77%	80%	
Canada	52%	52%		55%	56%	
China	46%	53%	▲	47%	57%	▲
France	57%	66%	▲	58%	69%	▲
United Kingdom	46%	53%	▲	47%	56%	▲
Germany	57%	56%		59%	60%	
India	70%	69%		70%	63%	▼
Indonesia	68%	67%		70%	68%	
Italy	69%	53%	▼	72%	58%	▼
Japan	44%	48%		47%	52%	▲
Saudi Arabia	26%	30%	▲	31%	28%	
South Korea	64%	56%	▼	66%	64%	
Mexico	77%	77%		81%	81%	
South Africa	66%	74%	▲	69%	76%	▲
Turkey	79%	72%	▼	83%	77%	▼
United States	45%	43%		49%	48%	
Sweden	40%	39%		45%	46%	

Base= 2021= 18,655; 2023=19,000. *Please note that G20 average in 2021 included Russia.



Statistically significant difference vs Global Commons research 2021. Please note that due to survey differences, these trends should be read with caution.

Because of human activities, the Earth is close to environmental ‘tipping points’ where climate or nature, such as rainforests or glaciers, may change suddenly or be more difficult to stabilise in the future.
(Strongly / tend to agree).

Q5. To what extent, if at all, do you agree or disagree with the following statements?

	2021	2023	
G20*	73%	69%	▼
Argentina	77%	76%	
Australia	66%	64%	
Brazil	83%	78%	▼
Canada	66%	64%	
China	74%	70%	▼
France	72%	64%	▼
United Kingdom	65%	67%	
Germany	67%	66%	
India	77%	73%	▼
Indonesia	86%	85%	
Italy	79%	62%	▼
Japan	63%	54%	▼
Saudi Arabia	72%	56%	▼
South Korea	73%	66%	▼
Mexico	78%	82%	▲
South Africa	76%	77%	
Turkey	85%	71%	▼
United States	60%	61%	
Sweden	63%	60%	

Base= 2021= 18,655; 2023=19,000. *Please note that G20 average in 2021 included Russia.



Statistically significant difference vs Global Commons research 2021. Please note that due to survey differences, these trends should be read with caution.

Nature can meet the needs of humans right now. (Strongly / tend to agree).

Q5. To what extent, if at all, do you agree or disagree with the following statements?

	2021	2023	
G20*	50%	49%	
Argentina	64%	64%	
Australia	42%	42%	
Brazil	57%	62%	▲
Canada	47%	43%	▼
China	47%	50%	
France	37%	39%	
United Kingdom	35%	39%	▲
Germany	38%	39%	
India	61%	67%	▲
Indonesia	76%	74%	
Italy	40%	26%	▼
Japan	33%	27%	▼
Saudi Arabia	65%	57%	▼
South Korea	35%	31%	▼
Mexico	55%	60%	▲
South Africa	56%	61%	▲
Turkey	62%	58%	▼
United States	53%	47%	
Sweden	41%	43%	▼

Base= 2021= 18,655; 2023=19,000. *Please note that G20 average in 2021 included Russia.



Statistically significant difference vs Global Commons research 2021. Please note that due to survey differences, these trends should be read with caution.

Nature is already too damaged to continue meeting humans' needs in the long-term. (Strongly / tend to agree).

Q5. To what extent, if at all, do you agree or disagree with the following statements?

	2021	2023	
G20*	59%	59%	
Argentina	66%	68%	
Australia	43%	45%	
Brazil	75%	72%	
Canada	35%	42%	▲
China	57%	59%	
France	59%	57%	
United Kingdom	42%	46%	
Germany	55%	55%	
India	75%	77%	
Indonesia	64%	72%	▲
Italy	60%	52%	▼
Japan	72%	65%	▼
Saudi Arabia	66%	52%	▼
South Korea	62%	53%	▼
Mexico	75%	78%	
South Africa	47%	54%	▲
Turkey	81%	76%	▼
United States	34%	44%	▲
Sweden	31%	36%	▲

Base= 2021= 18,655; 2023=19,000. *Please note that G20 average in 2021 included Russia.



Statistically significant difference vs Global Commons research 2021. Please note that due to survey differences, these trends should be read with caution.