

# Global Commons Survey 2024

**Denmark**

**G20+ Global Report: planetary stewardship**

**Commissioned by Earth4All and the Global Commons Alliance**

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

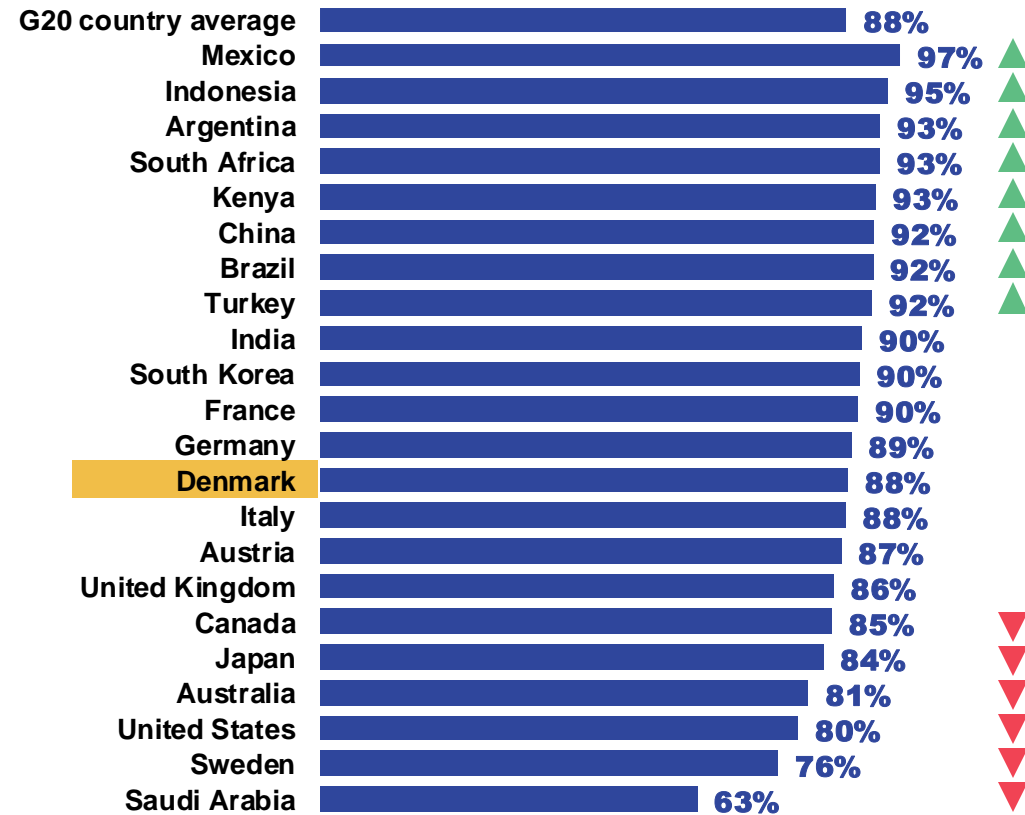
# Planetary stewardship

# 01

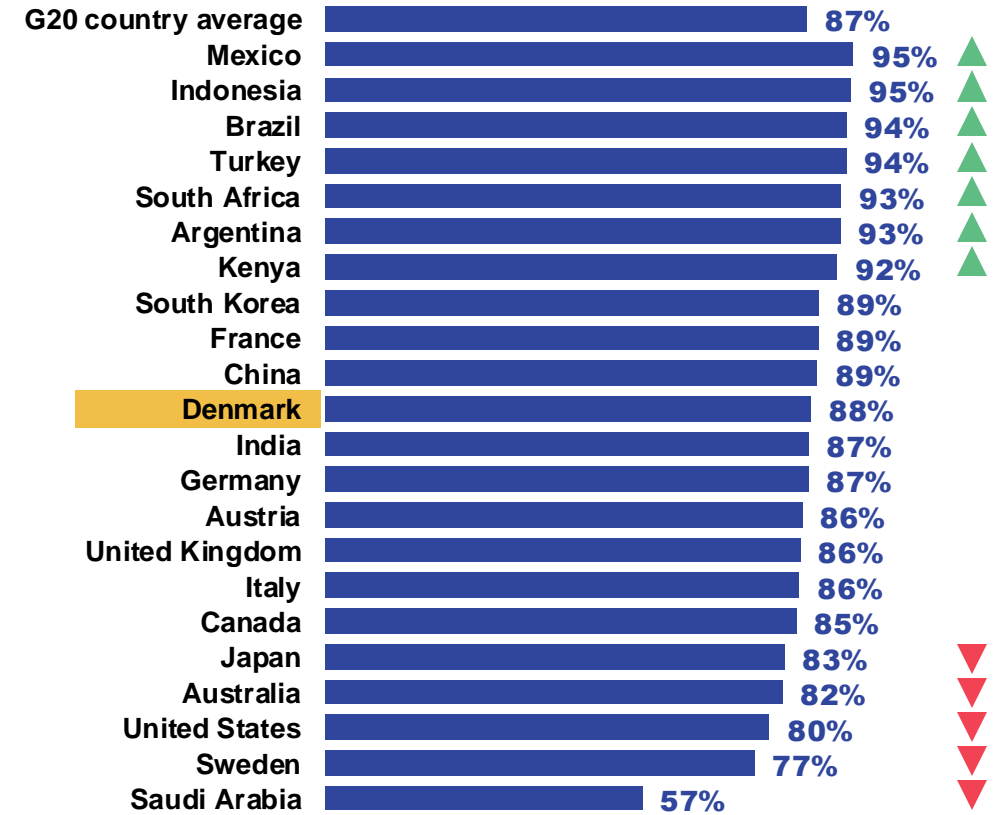
# How worried, if at all, are you about the following? (Extremely / very / somewhat worried).

Q4. 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



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).

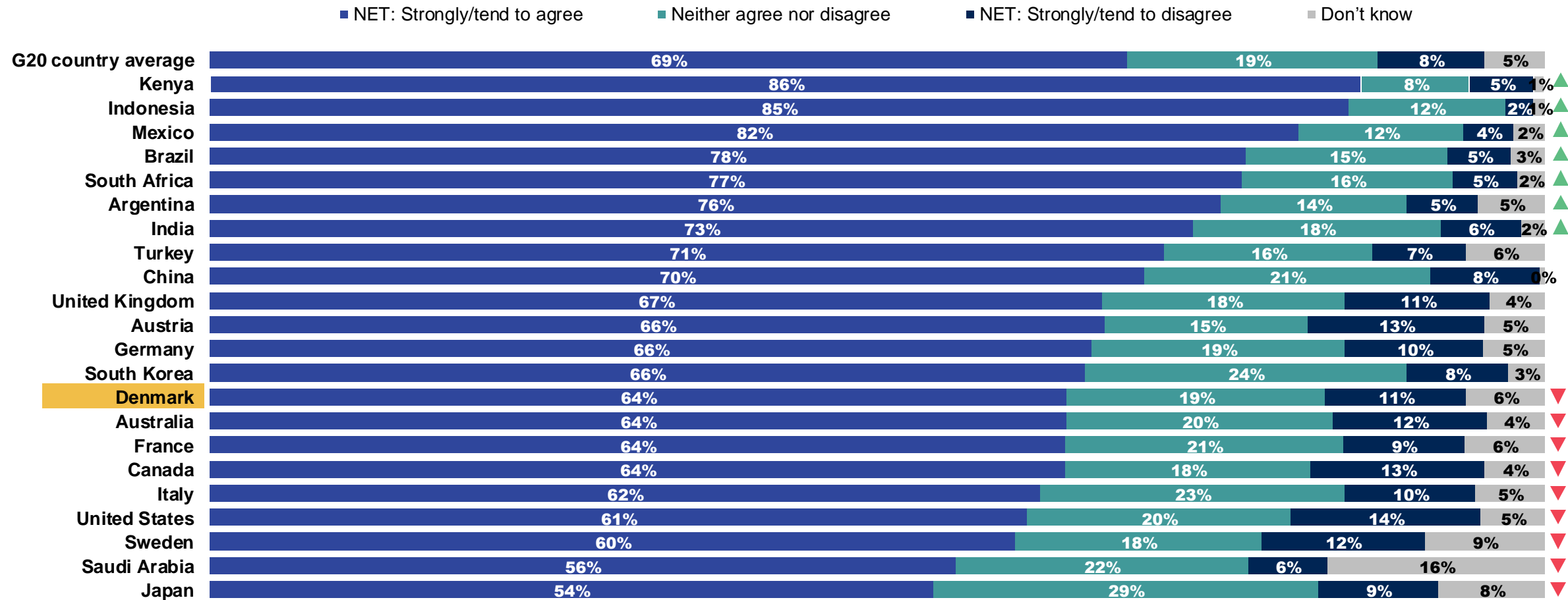
Q4. How worried, if at all, are you about the following?

	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)	45-54 (J)	55-64 (K)	65-75 (L)
The state of nature today	88%	86%	90%	89%	89%	87%	89%	87%	89%	89%	88%	87%
The state in which we will leave nature for future generations	88% B	84%	91% AB	88%	88%	89%	83%	88%	90%	87%	89%	87%



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?

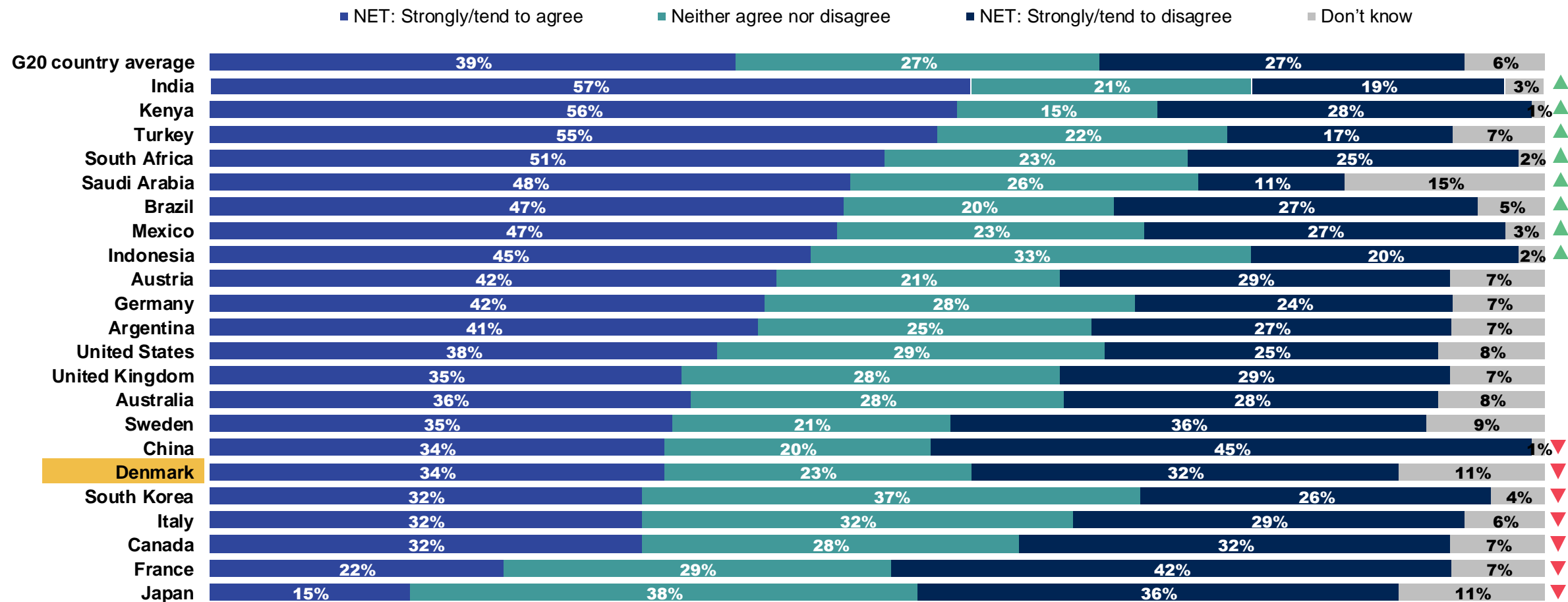


Base: 22,000 across 22 countries, 18 - 55-75, online interviews, 5th March – 8th April 2024. Argentina (1,000), Australia (1,000), Austria (1,000), Brazil (1,000), Canada (1,000), China (1,000), Denmark (1,000), France (1,000), Germany (1,000), India (1,000), Indonesia (1,000), Italy (1,000), Japan (1,000), 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.

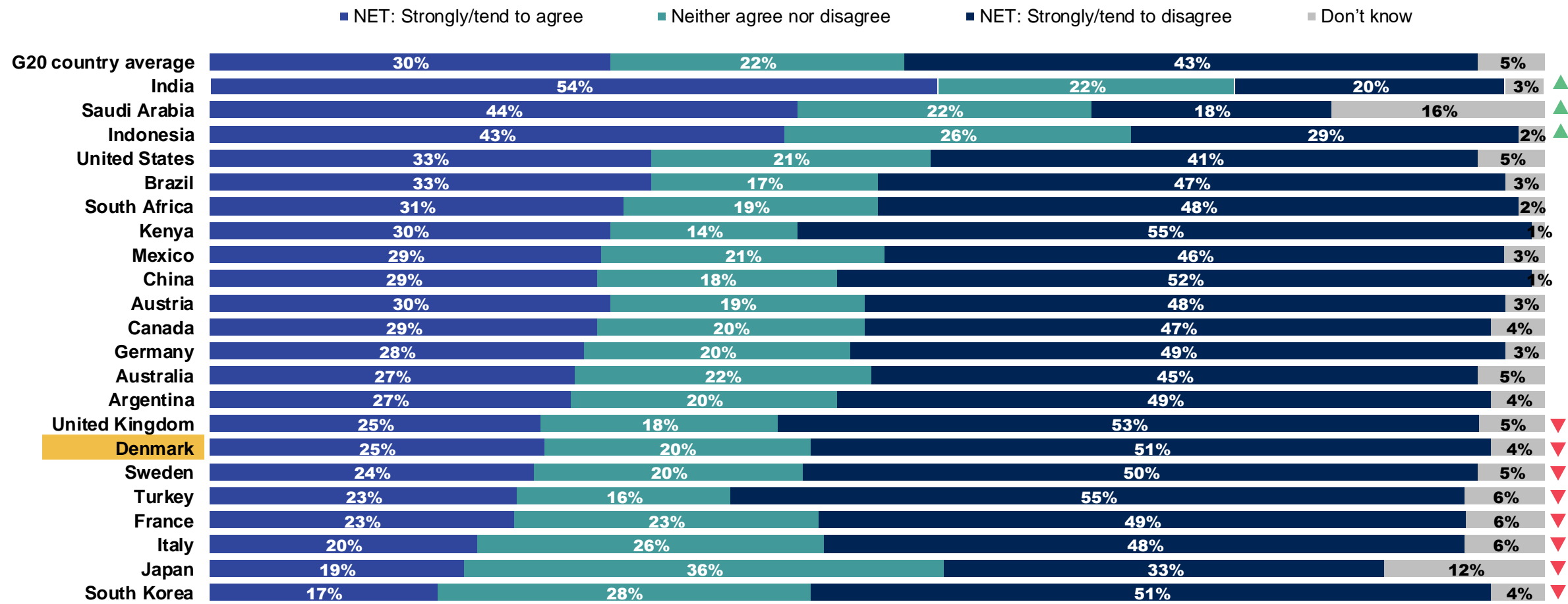
Q5. To what extent, if at all, do you agree or disagree with the following statements?



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.

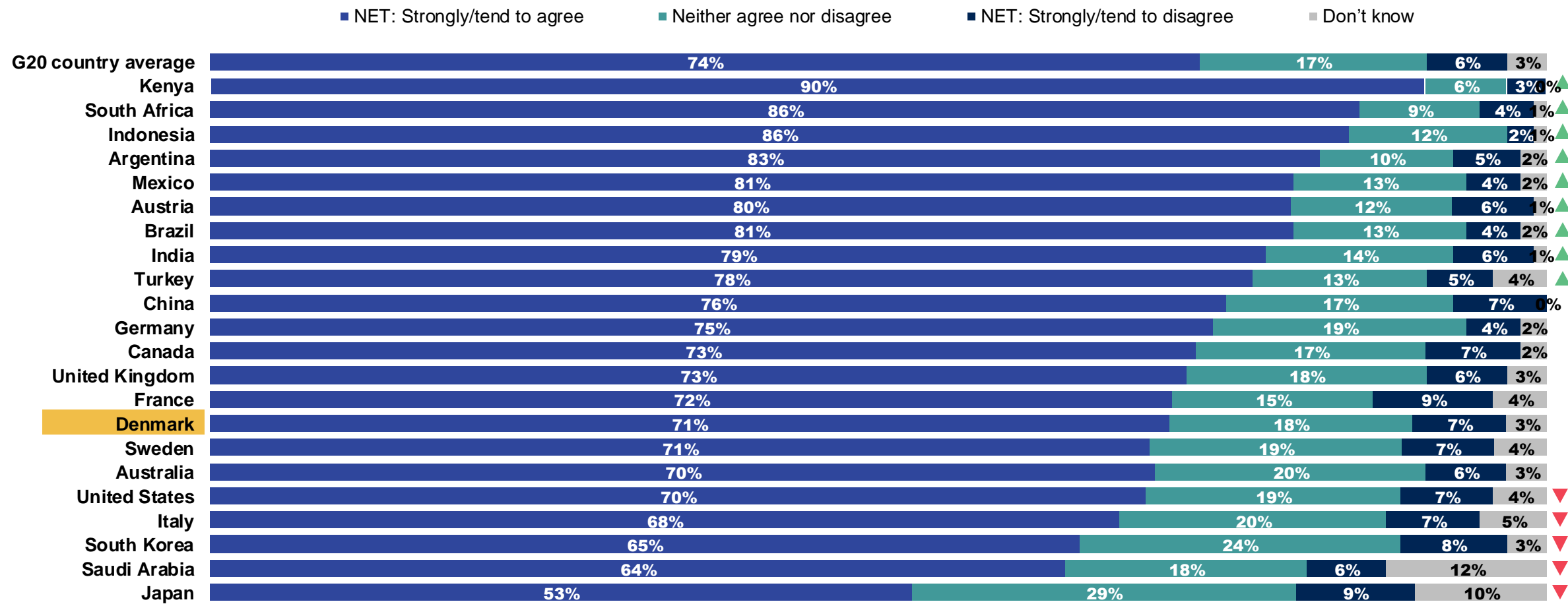
Q5. To what extent, if at all, do you agree or disagree with the following statements?



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# 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?

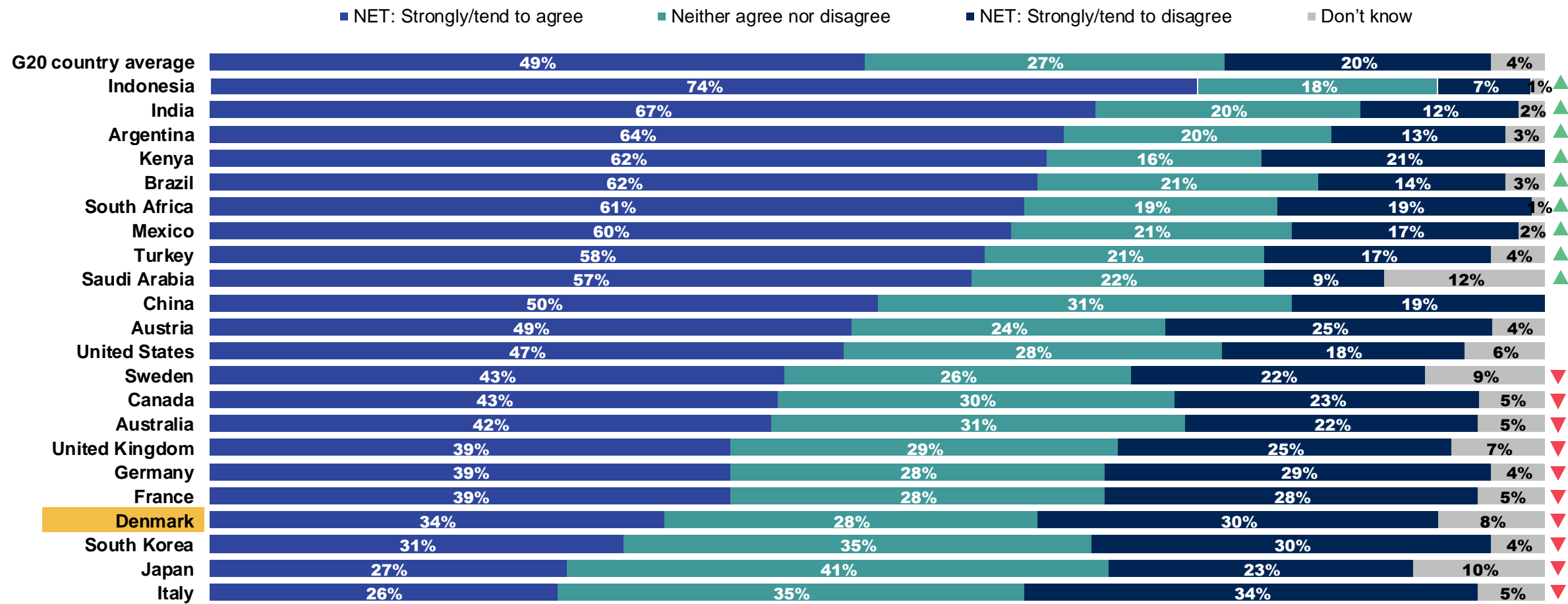


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# Nature can meet the needs of humans right now.

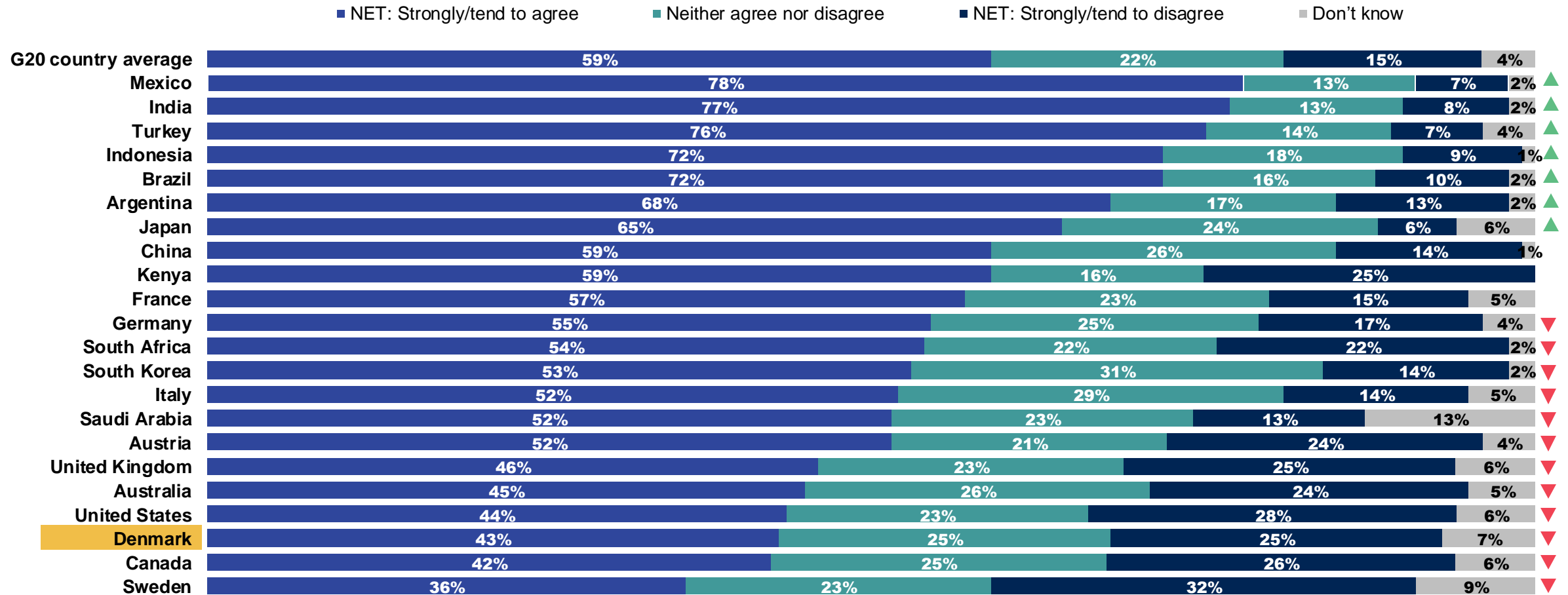
Q5. To what extent, if at all, do you agree or disagree with the following statements?



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.

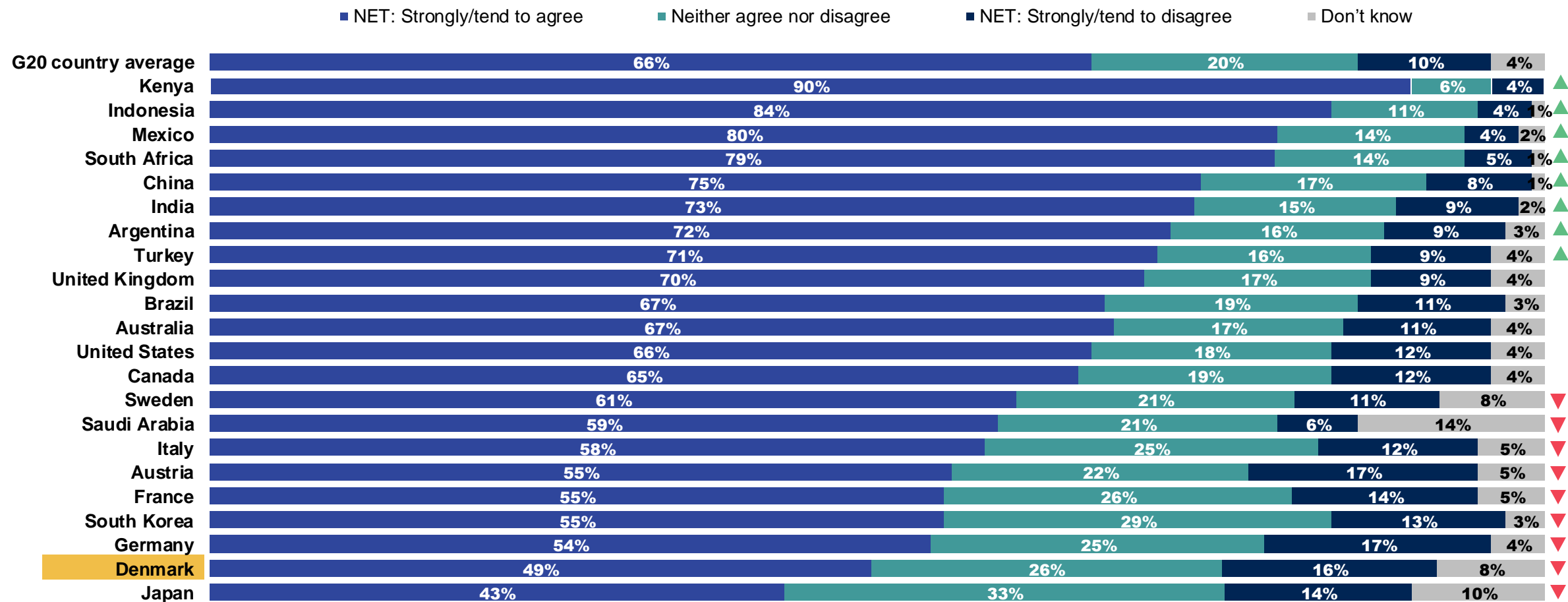
Q5. To what extent, if at all, do you agree or disagree with the following statements?



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?

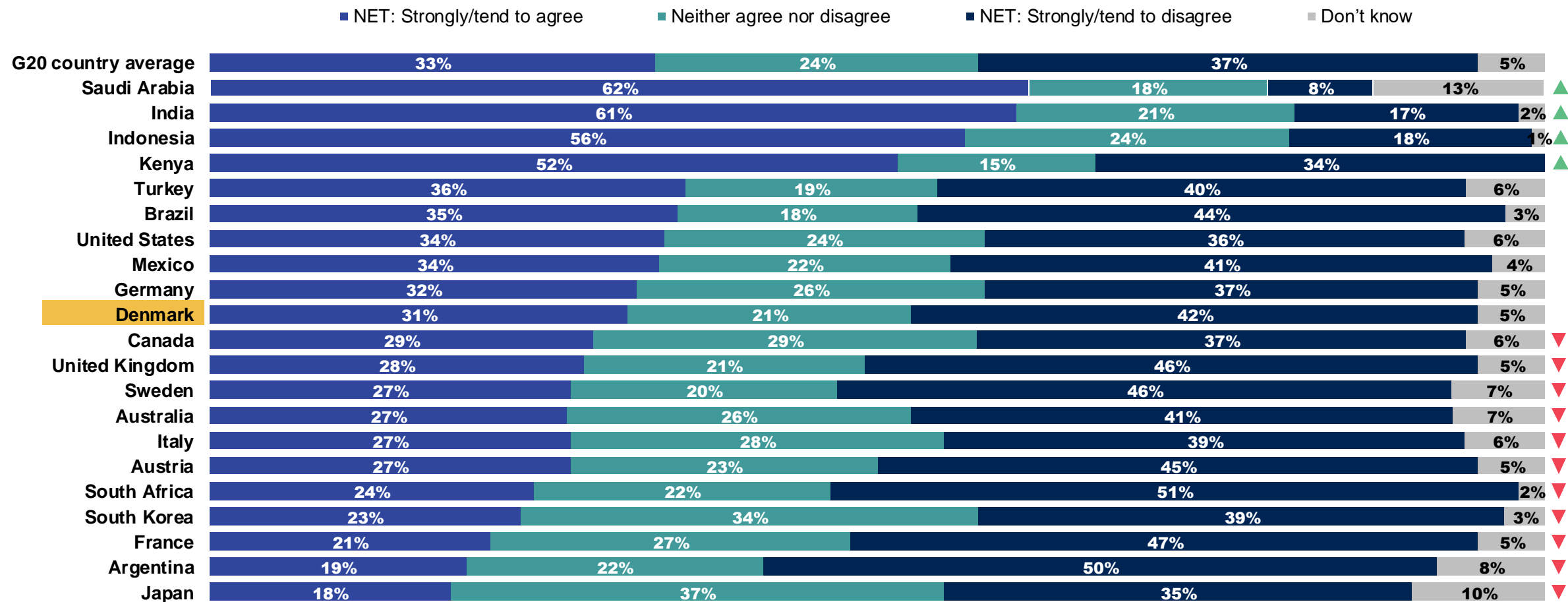


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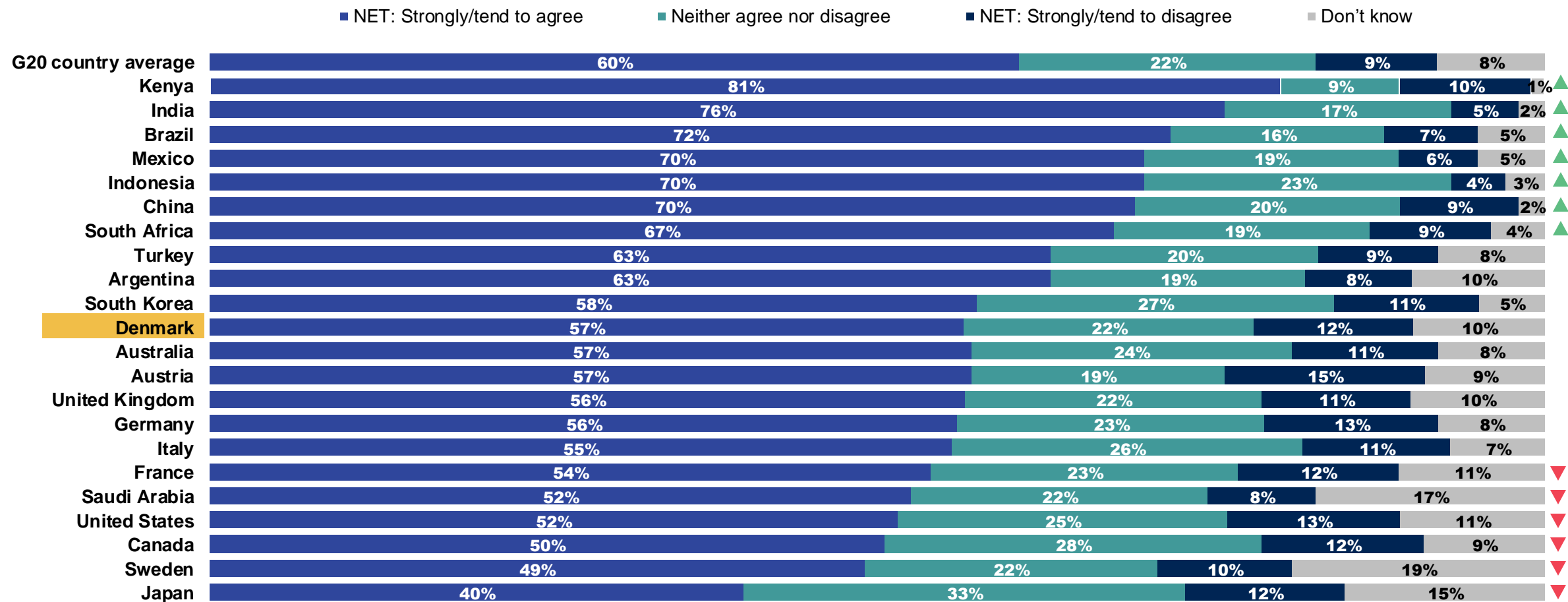
# The [COUNTRY]'s government is doing enough to tackle climate change and environmental damage.

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



# 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?

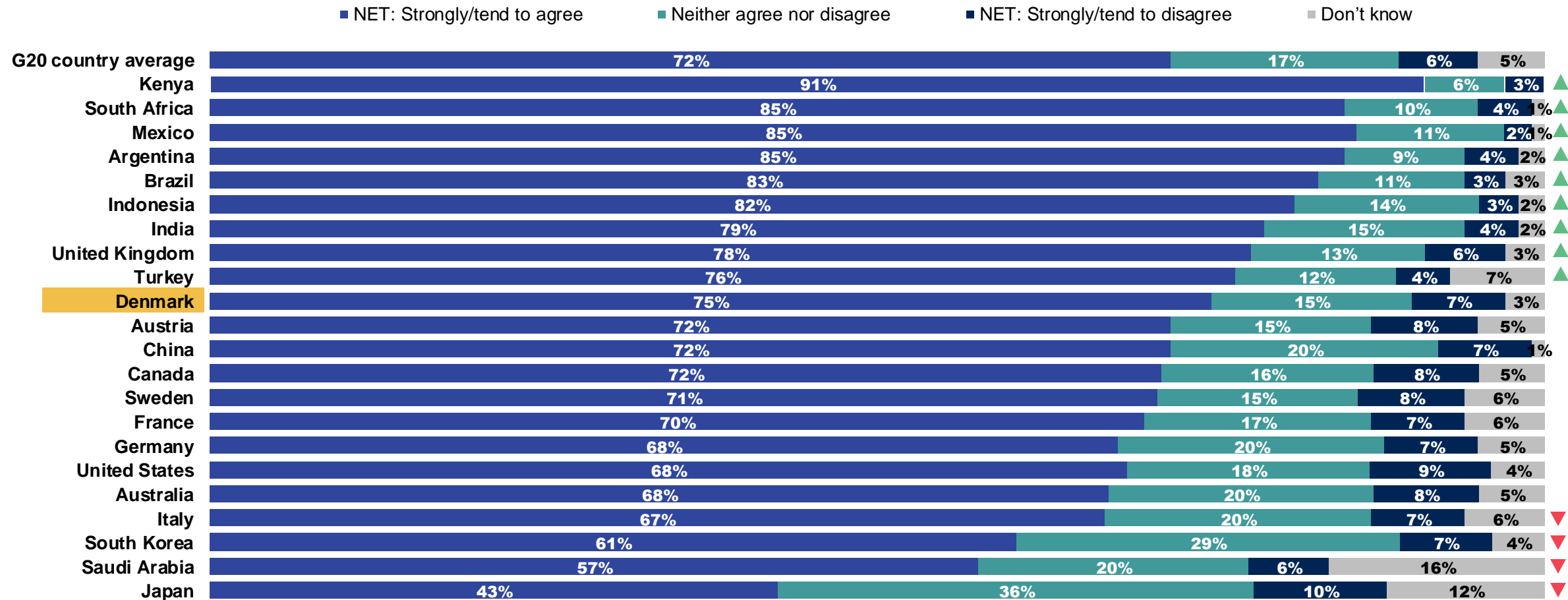


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It should be a criminal offence for leaders of large businesses or senior government officials to approve or permit actions they know are likely to cause damage to nature and climate that is widespread, long term or cannot be reversed.

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.

	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)	55-64 (K)	65-75 (L)
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	75% G	73%	77%	77%	73%	76%	61%	70%	72% G	73% G	85% AGHIJ	84% AGHIJ
Human health and wellbeing are closely connected to the health and wellbeing of nature	71% GH	70%	73%	68%	74%	75% D	59%	62%	70%	76% GH	78% AGH	80% AGH
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	64% H	64%	65%	63%	64%	69% A	58%	53%	70% H	64% H	72% AGH	67% H
The costs of the damages due to environmental pollution are much higher than the costs of the investments needed for a green transition	57% E	55%	58%	62% E	52%	60% E	55%	54%	60%	56%	61%	52%
Addressing climate change and environmental damage can bring many benefits to people in Denmark	49%	49%	50%	50%	48%	54%	54%	51%	51%	46%	51%	43%

Base: Denmark, 1,000 adults aged 18 to 75, interviewed online in March and April 2024.  
For subgroup base sizes, please see Methodology.

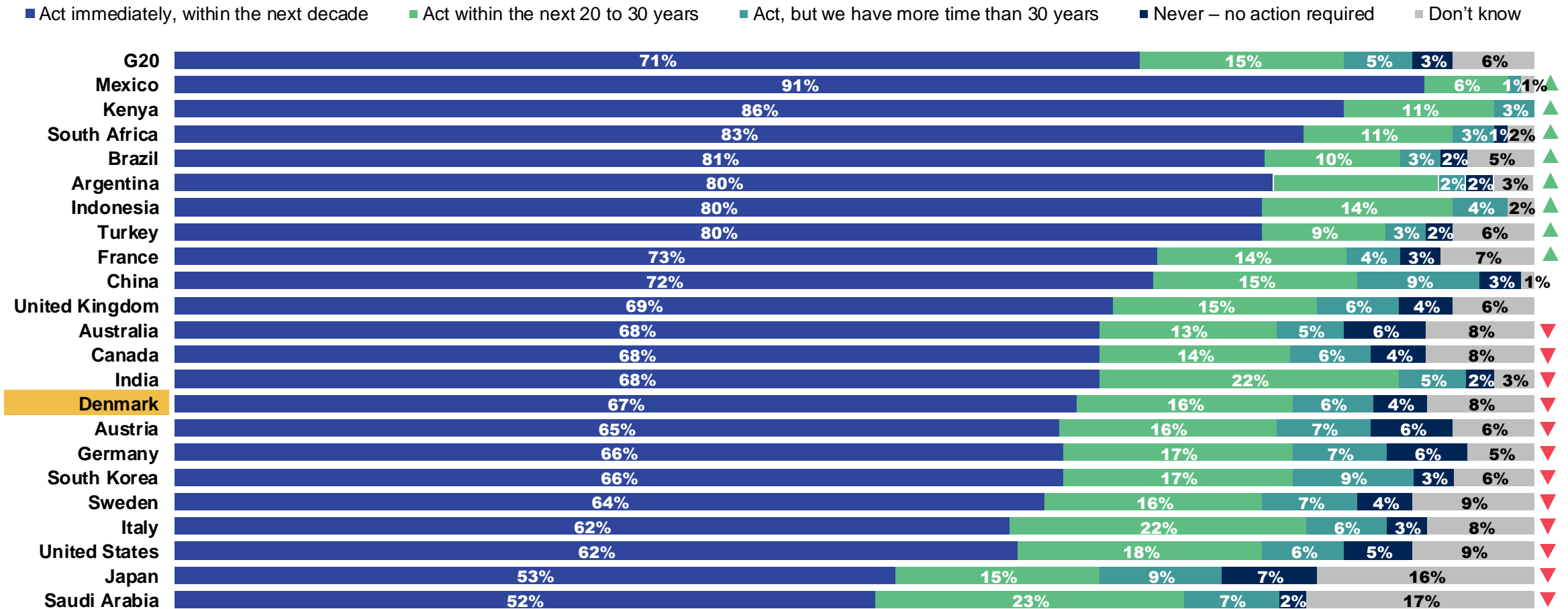
Green letters show that column % is significantly higher than the column indicated by the letter. Subgroups sig tested against total and comparable others (i.e. male vs female; low vs middle vs high household income; 18-24 vs 25-34 vs 35-44 vs 45-54 vs 55-64 vs 65-75).

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

Q5.

	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)	55-64 (K)	65-75 (L)
Nature is already too damaged to continue meeting humans’ needs in the long-term	43%	43%	44%	45%	45%	45%	41%	47%	47%	41%	46%	37%
New technologies can solve environmental problems without individuals having to make big changes in their lives	34% C	38% AC	30%	31%	34%	37%	36%	42% AJL	33%	31%	32%	31%
Nature can meet the needs of humans right now	34%	33%	34%	40% AF	33%	30%	38%	44% AIJKL	32%	30%	30%	28%
Denmark’s government is doing enough to tackle climate change and environmental damage	31%	31%	32%	29%	29%	37% ADE	42% AIJL	35% I	25%	28%	34%	26%
Many of the claims about environmental threats are exaggerated	25% CJ	28% AC	22%	27%	25%	24%	32% JK	34% AIJK	22%	19%	20%	27%

# 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.

	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)	55-64 (K)	65-75 (L)
Act immediately, within the next decade	67% BG	63%	70% AB	67%	66%	70%	55%	64%	67% G	68% G	75% AGH	66%
Act within the next 20 to 30 years	16% CJ	19% AC	14%	15%	16%	19%	30% AHIJKL	20% JKL	17%	10%	12%	12%
Act, but we have more time than 30 years	6% C	7% AC	4%	7%	6%	4%	10% K	4%	6%	7%	3%	6%
Never – no action required	4% CF	5% C	2%	5%	4%	2%	2%	4%	2%	4%	4%	5%
Don't know	8% BFG	6%	10% B	6%	8%	5%	3%	7%	7%	11% G	6%	11% G



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.

	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)	55-64 (K)	65-75 (L)
Business and industry	55% GH	56%	55%	53%	56%	55%	34%	45%	56% GH	56% GH	63% AGH	73% AGHIJ
National governments of wealthy countries	51% G	52%	50%	52%	48%	54%	37%	46%	50% G	49% G	61% AGHIJ	60% AGHJ
International organisations (e.g. the UN or the World Bank)	41% B	35%	47% AB	45%	38%	41%	45%	46% JL	41%	35%	44%	36%
National governments of developing countries	32% H	35%	29%	28%	34%	37% AD	28%	24%	31%	34% H	34% H	43% AGHI
The global super rich	24%	26%	22%	24%	25%	26%	31%	25%	23%	22%	23%	23%
Environmental groups	12% KL	11%	13%	14%	11%	11%	28% AIJKL	20% AIJKL	10%	8%	5%	5%
High-income and middle-income earners in Denmark	11% L	11%	10%	12%	11%	11%	21% AIJKL	13% L	12% L	10%	8%	5%
Not applicable – no action required	2%	3%	2%	3%	3%	2%	4% I	1%	1%	3%	3%	2%
Don't know	8% BFK	6%	11% AB	7%	9%	5%	4%	11% GK	10%	13% AGK	5%	7%

Base: Denmark, 1,000 adults aged 18 to 75, 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 45-54 vs 55-64 vs 65-75).

# 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.

	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)	55-64 (K)	65-75 (L)
Tolerance and respect for other people	70% B	66%	75% AB	70%	67%	72%	64%	68%	70%	68%	72%	80% AGHIJ
Respect for animals, nature, and the environment	62% B	56%	67% AB	64%	65%	58%	58%	61%	67%	63%	59%	61%
Good manners	62%	60%	63%	63%	66%	58%	57%	60%	64%	63%	59%	68%
Feeling of responsibility	59% BGH	55%	63% AB	54%	56%	64% ADE	45%	52%	57%	56%	69% AGHIJ	72% AGHIJ
Independence	55% DGH	53%	57%	49%	54%	60% AD	45%	48%	61% GH	62% AGH	56% G	55%
Imagination	36%	37%	35%	39%	35%	36%	35%	34%	37%	36%	40%	35%
Not being selfish (unselfishness)	35%	34%	35%	35%	34%	33%	33%	31%	31%	37%	37%	38%
Thrift, saving money and things	24% H	24%	23%	22%	25%	24%	23% H	14%	23% H	30% AH	25% H	26% H
Determination, perseverance	23% CEL	27% AC	20%	24%	19%	29% AE	24%	27% L	23%	23%	25%	17%
Hard work	16% CL	19% AC	13%	16%	16%	16%	27% AIJKL	22% AJKL	18% L	13% L	13% L	5%
Obedience	13%	16% AC	11%	17% A	13%	12%	12%	13%	10%	12%	14%	19% AIJ
Religious faith	6% K	6%	6%	7%	6%	5%	11% AIJK	10% AIJK	4%	5% K	1%	6% K
None of these	-	-	1%	1%			1%	1%	1%		1%	
Don't know	1%	1%	1%	1%	1%			1%	1%	1%	2%	1%

Base: Denmark, 1,000 adults aged 18 to 75, 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 45-54 vs 55-64 vs 65-75).

# Values and demographics

# 02

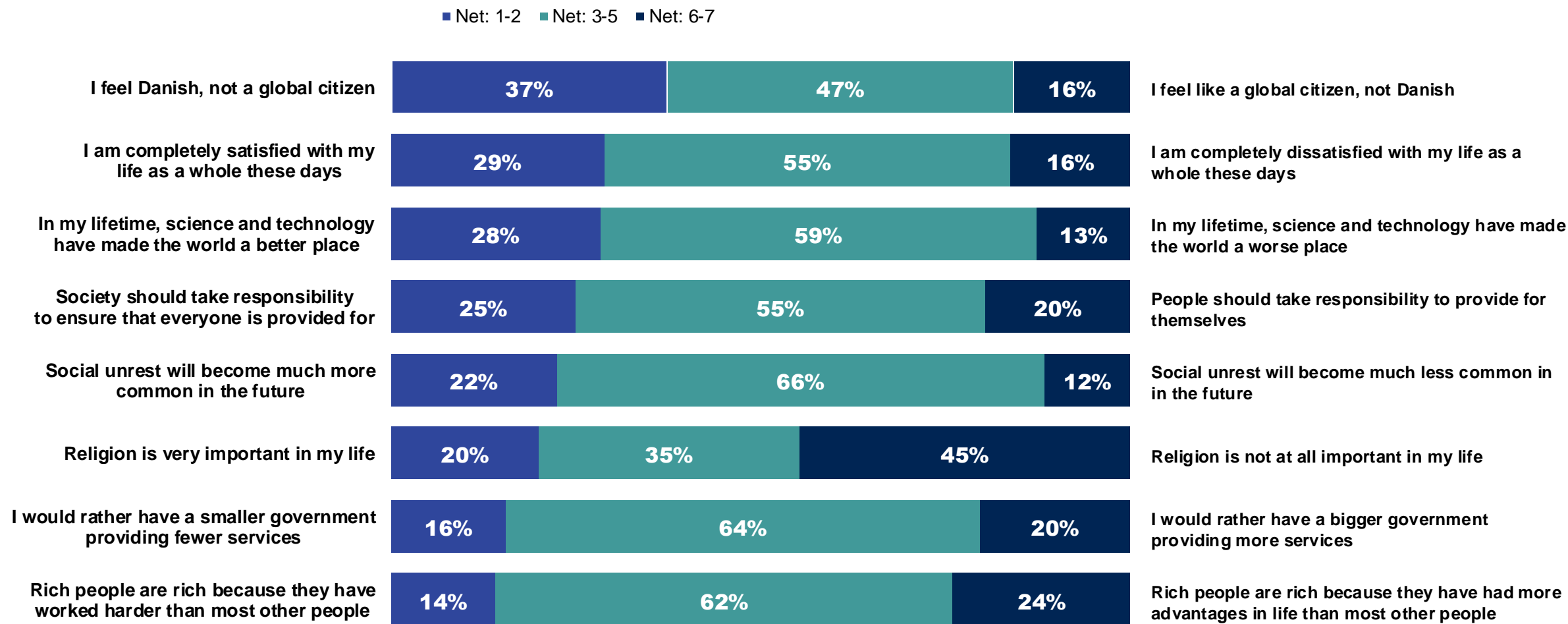
# To what extent are you optimistic or pessimistic about each of the following... (Very / somewhat optimistic).

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)	45-54 (J)	55-64 (K)	65-75 (L)
<div>Your future</div> <div>The future of your country</div> <div>The future of the world</div>	59%	60%	59%	50%	58%	70%	67%	70%	61%	56%	53%	49%
	DL					ADE	JKL	AJKL	L			
	41%	42%	41%	39%	40%	47%	52%	44%	44%	40%	38%	32%
	L					AD	AJKL	L	L			
	24%	22%	25%	22%	20%	28%	29%	28%	25%	22%	22%	16%
	L					AE	L	L	L			

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: Denmark, 1,000 adults aged 18 to 75, 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)	45-54 (J)	55-64 (K)	65-75 (L)
How satisfied are you with the financial situation of your household?	NET: Very/fairly satisfied	50% CD	56% AC	45%	32%	49% D	69% ADE	60% AIJ	48%	45%	44%	49%	59% AHIJ
	NET: Very/fairly dissatisfied	22% FL	20%	24%	37% AEF	21% F	10%	16%	24% L	29% AGL	25% L	20%	15%
How exposed, if at all, are you personally to environmental and climate related risks, and threats?	NET: Very/somewhat exposed	26% L	27%	24%	30%	25%	25%	30% L	28% L	32% AL	27% L	23%	16%
	NET: Not very/not at all exposed	70% DI	70%	70%	65%	72%	73%	67%	68%	64%	67%	74% I	82% AGHIJ



# Methodology

# 03

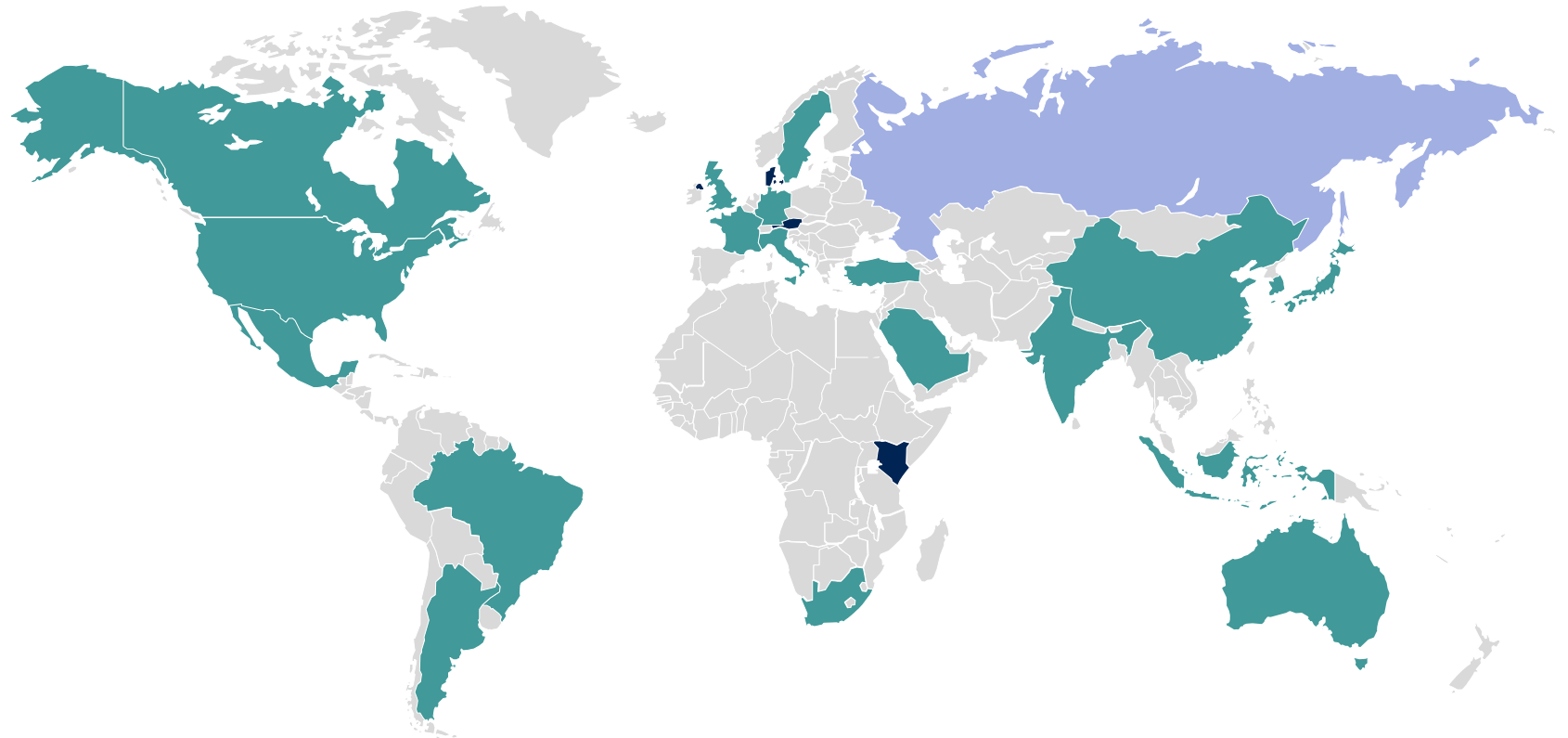
# Objectives and methodology.

- 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 **Denmark**, comparing responses with the other nations surveyed. This study also compares responses from different demographic groups in Denmark. In **Denmark, 1,000 participants aged 18-75 were interviewed** in Danish 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	<b>UK</b>	1000	18-75	English
	Italy	<b>IT</b>	1000	18-65	Italian
	Turkey	<b>TR</b>	1000	18-60	Turkish
	United States	<b>US</b>	1000	18-75	English
	Argentina	<b>AR</b>	1000	18-55	Spanish
	Australia	<b>AU</b>	1000	18-65	English
	Brazil	<b>BR</b>	1000	18-55	Portuguese
	China	<b>CN</b>	1000	18-55	Chinese (Simplified)
	India	<b>IN</b>	1000	18-65	English
	Indonesia	<b>ID</b>	1000	21-65	Bahasa Indonesia
	Japan	<b>JP</b>	1000	18-65	Japanese
	South Korea	<b>SK</b>	1000	18-55	Korean
	Mexico	<b>MX</b>	1000	18-55	Spanish
	Saudi Arabia	<b>SA</b>	1000	18-65	Arabic
	South Africa	<b>ZA</b>	1000	18-65	English
	Canada	<b>CA</b>	1000	18-65	English, French
	France	<b>FR</b>	1000	18-65	French
	Germany	<b>DE</b>	1000	18-65	German
	Austria	<b>AT</b>	1000	18-75	German
	Denmark	<b>DK</b>	1000	18-75	Danish
	Kenya	<b>KE</b>	1000	18-65	Swahili
	Sweden	<b>SW</b>	1000	18-65	Swedish

# Methodology: Demographics.

Unweighted 1000 / Weighted 1000	
Gender	
Male	509 / 500
	51% / 50%
Female	489 / 498
	49% / 50%
Employment Status	
Working	675 / 690
	68% / 69%
Not working	325 / 310
	33% / 31%
Education	
Primary or below	99 / 98
	10% / 10%
Secondary	390 / 393
	39% / 39%
Degree or above	511 / 508
	51% / 51%
Household Income	
Low	269 / 268
	27% / 27%
Middle	322 / 323
	32% / 32%
High	321 / 321
	32% / 32%
Children in Household	
Yes	306 / 307
	31% / 31%
No	689 / 688
	69% / 69%

Unweighted 1000 / Weighted 1000	
Age	
18-24	113 / 122
	11% / 12%
25-34	182 / 186
	18% / 19%
35-44	165 / 161
	17% / 16%
45-54	189 / 185
	19% / 19%
55-64	185 / 181
	19% / 18%
65-75	166 / 164
	17% / 16%
Region	
Jylland	295 / 328
	30% / 33%
Syddanmark	212 / 207
	21% / 21%
København	340 / 323
	34% / 32%
Sjælland	153 / 142
	15% / 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.

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**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.**