Global Commons Survey 2024

Japan

G20+ Global Report: planetary stewardship

Commissioned by Earth4All and the Global Commons Alliance

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

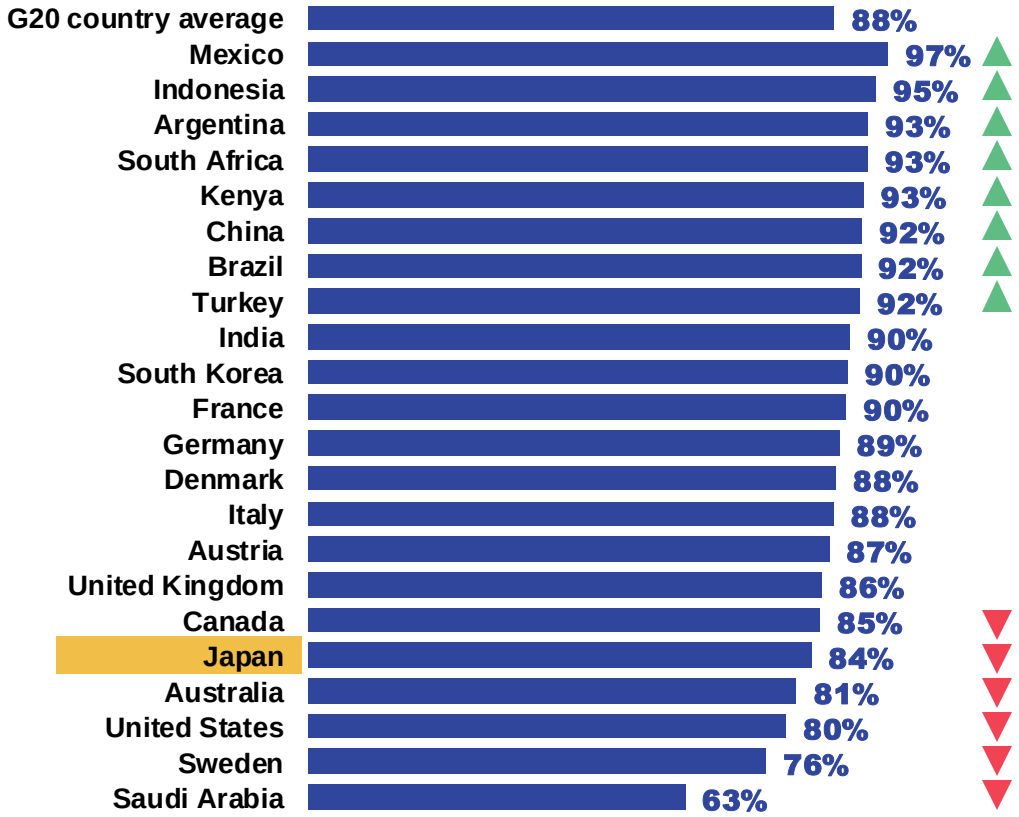
Planetary stewardship

01

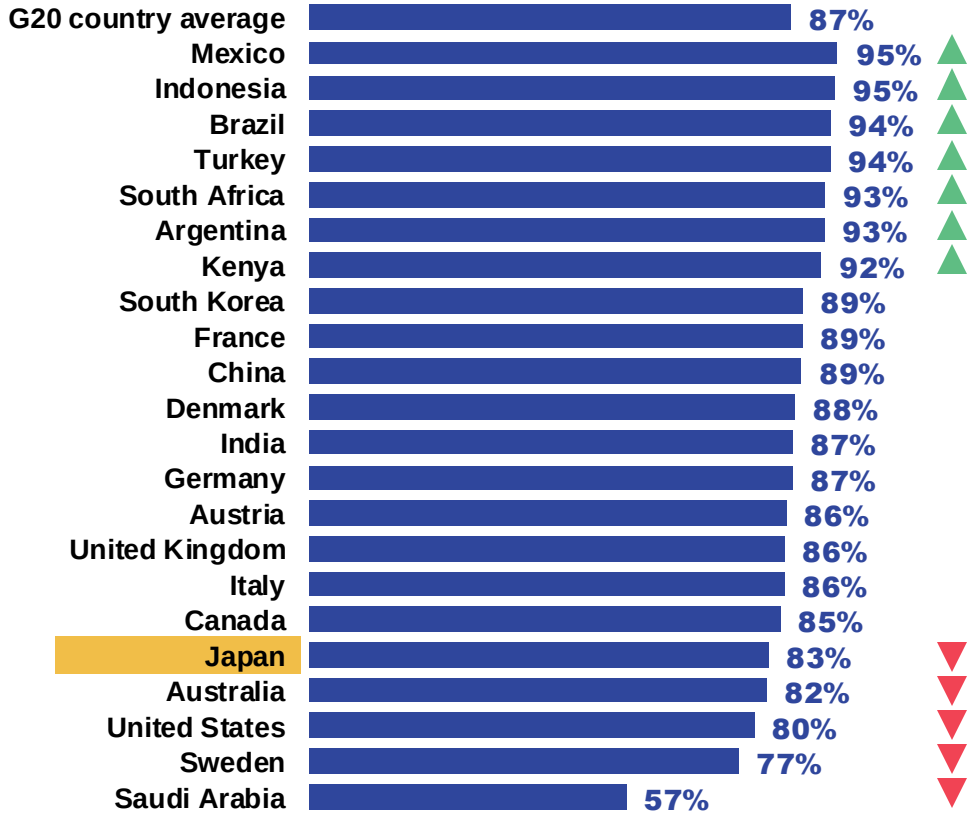
How worried, if at all, are you about the following? (Extremely / very / somewhat worried).

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).

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▲▼ Statistically significant difference vs G20 average

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

Q4

	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)	55-65 (K)
The state of nature today	84% H	82%	85%	80%	86%	89% AD	86% H	75%	81%	88% AHI	87% HI
The state in which we will leave nature for future generations	83% HI	81%	85%	80%	82%	87% A	84%	74%	77%	89% HI	87% HI

Base: Japan, 1,000 adults aged 18 to 65, interviewed online, 5th March – 8th 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 55-65).

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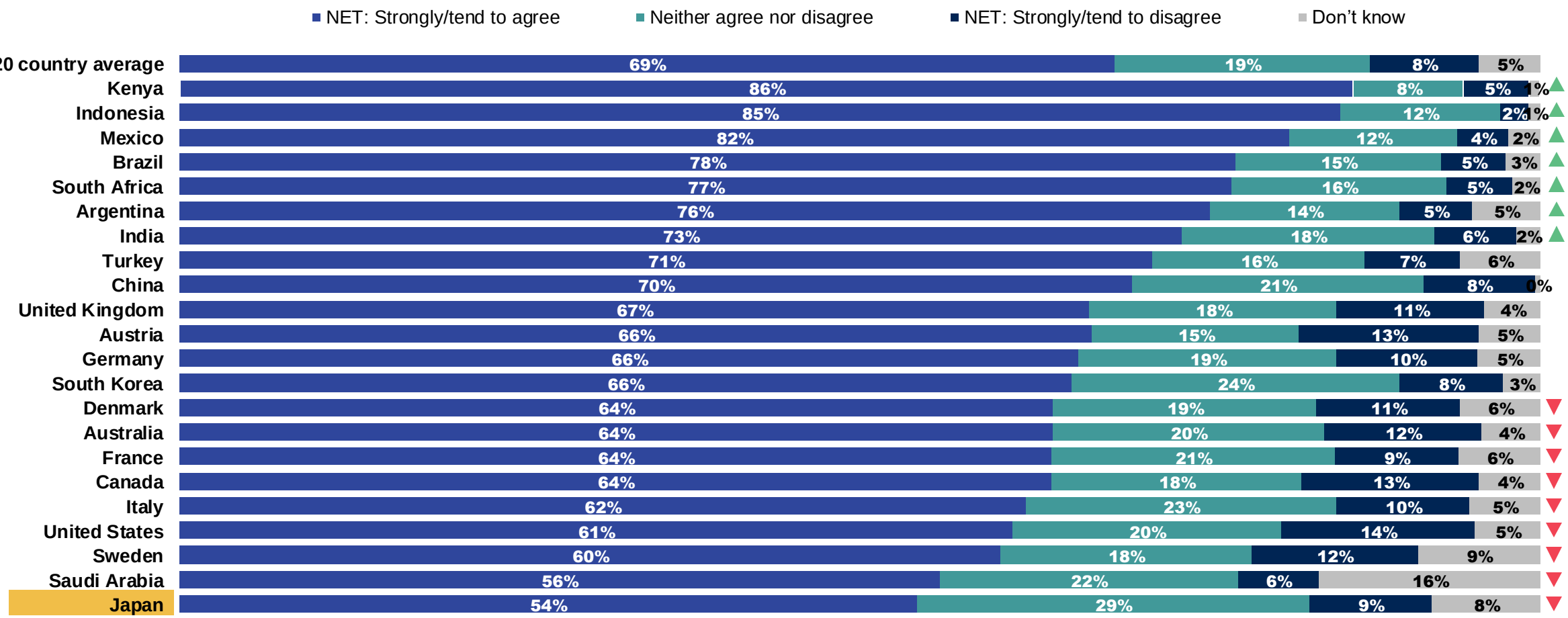
Because of human activities, the Earth is close to environmental ‘tipping points’ where climate or nature, such as rainforests or glaciers, may change suddenly or be more difficult to stabilise in the future.

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).

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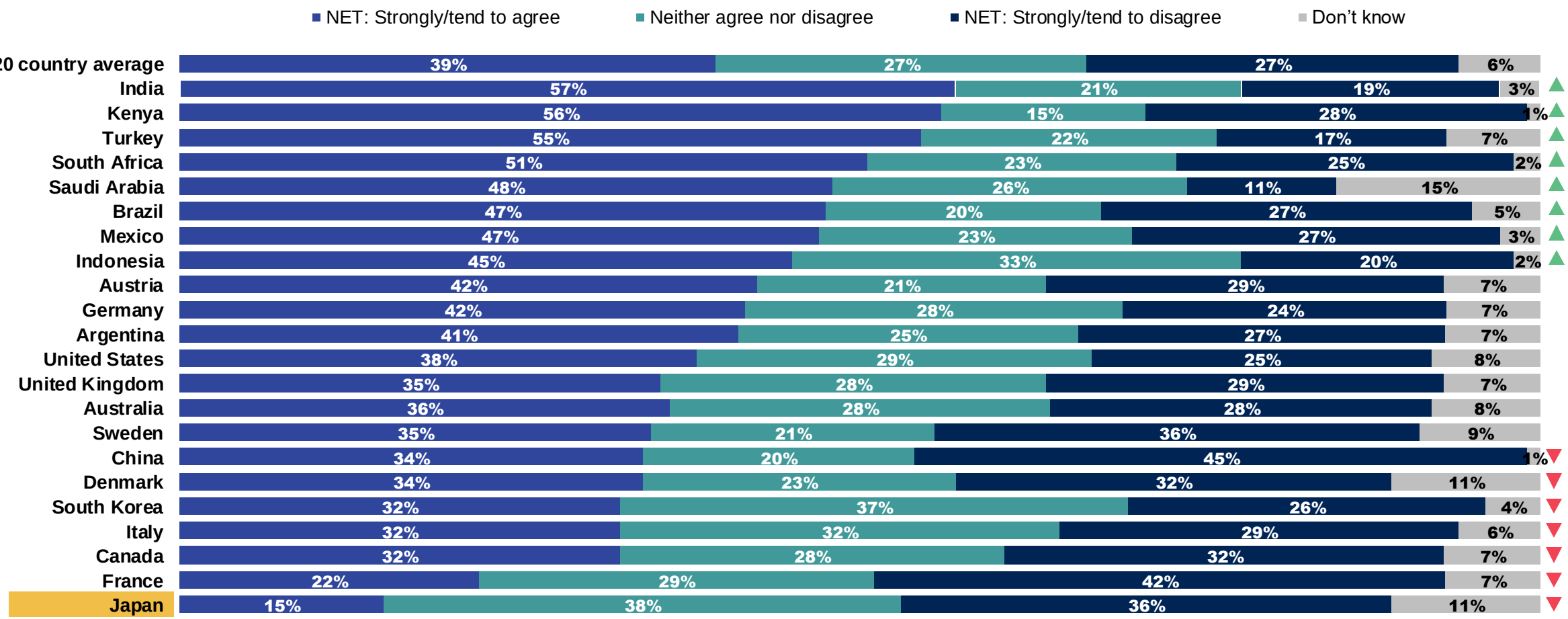
▲▼ Statistically significant difference vs G20 average (NET: strongly/tend to agree)

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?



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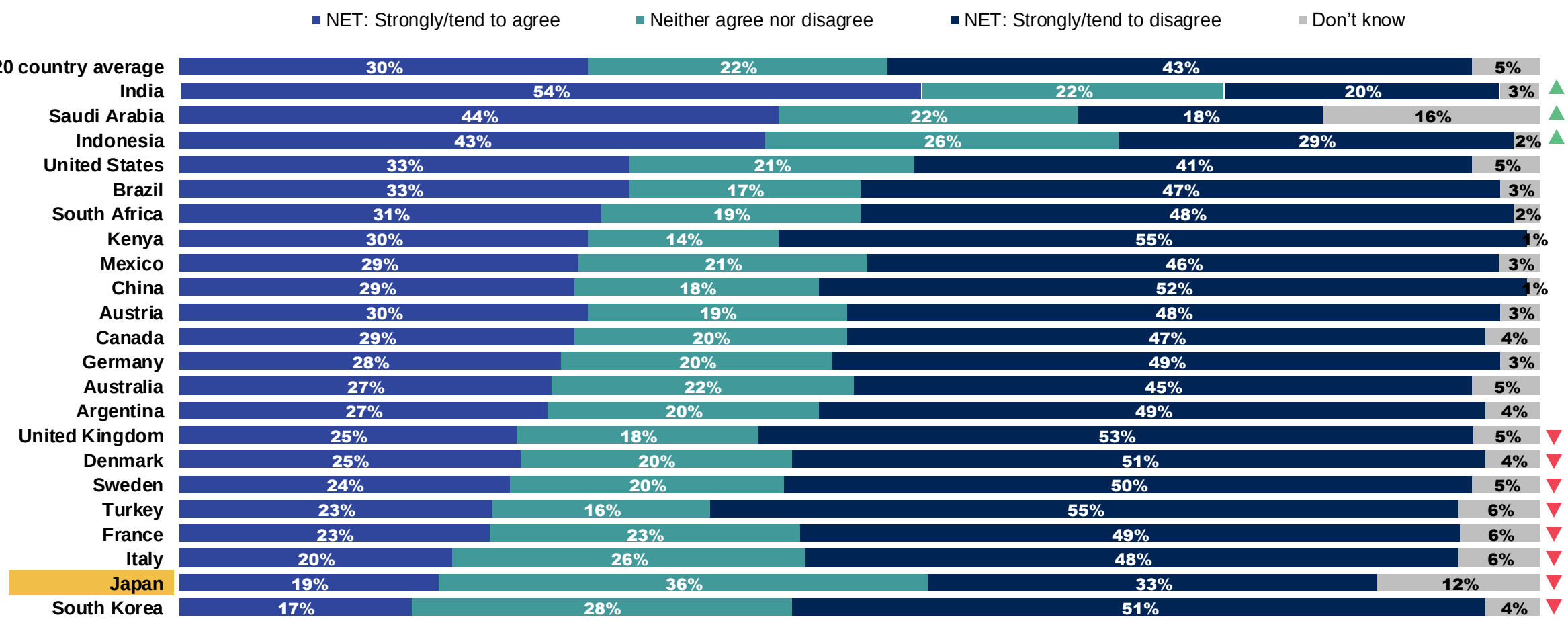
▲▼ Statistically significant difference vs G20 average (NET: strongly/tend to agree)

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).

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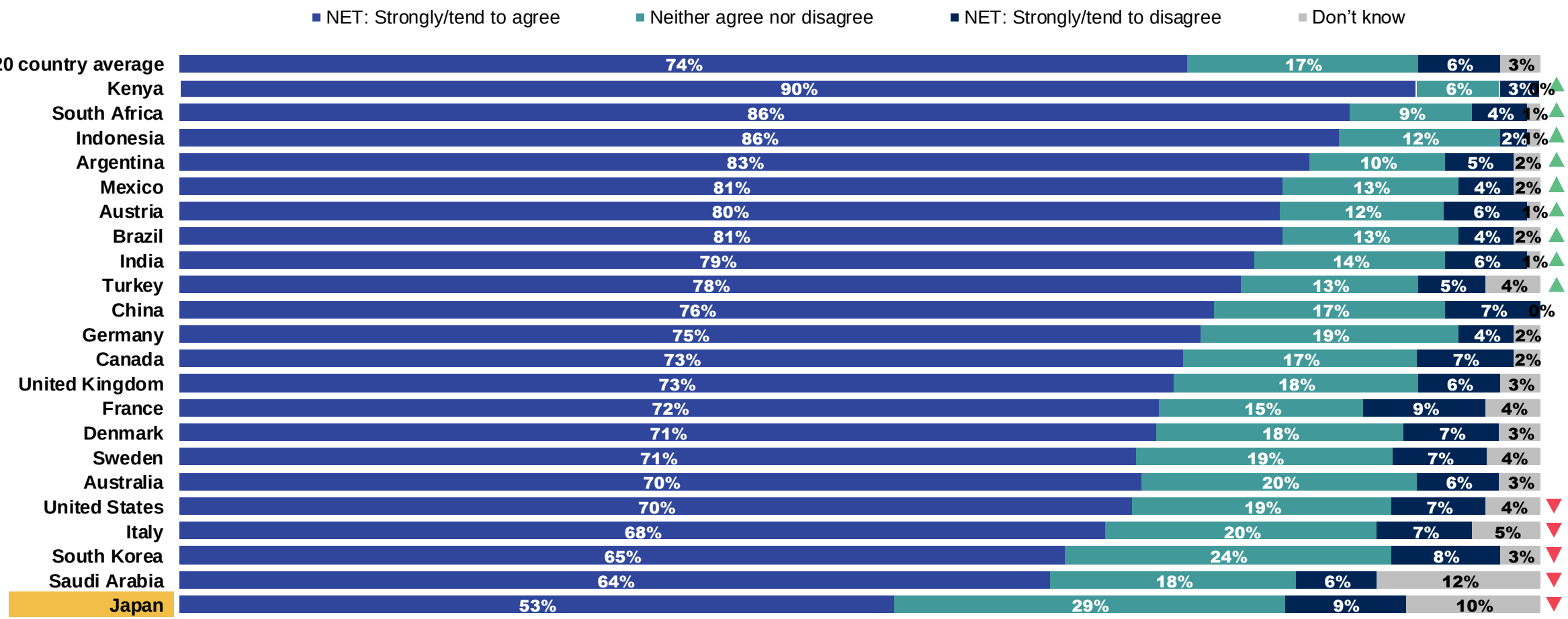
▲▼ Statistically significant difference vs G20 average (NET: strongly/tend to agree)

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).

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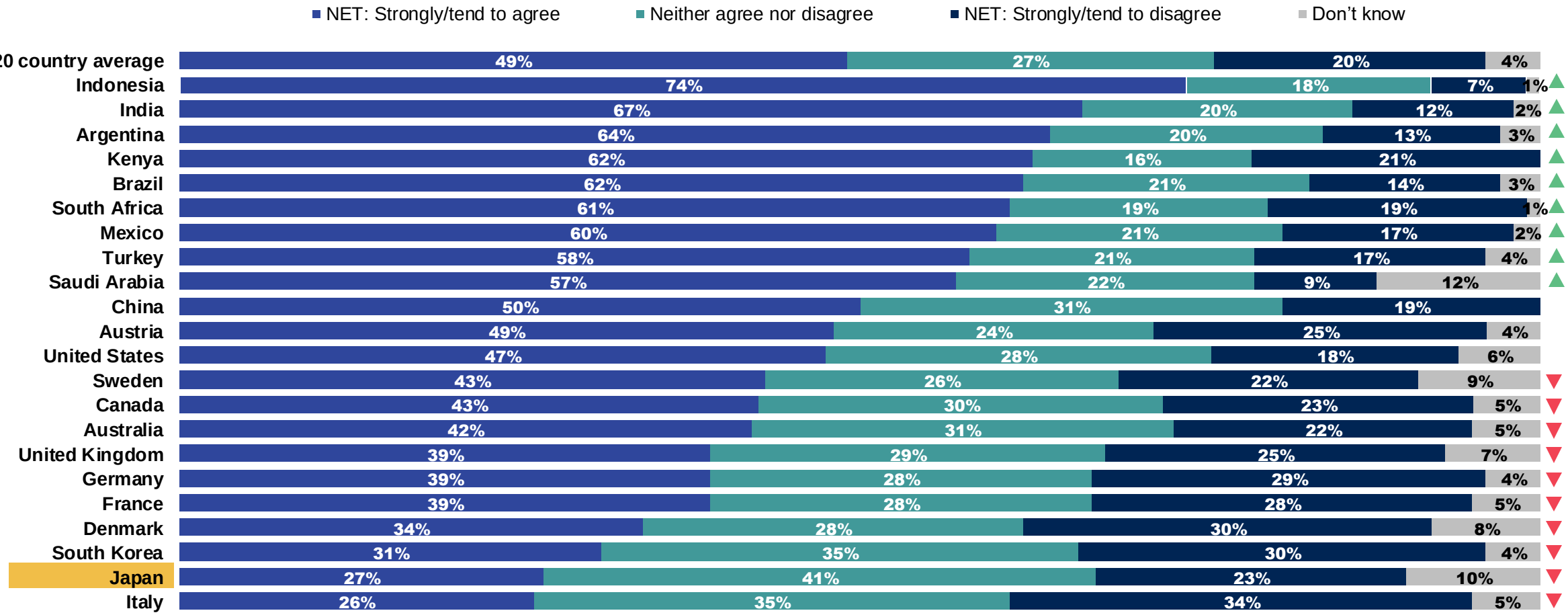
▲▼ Statistically significant difference vs G20 average (NET: strongly/tend to agree)

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).

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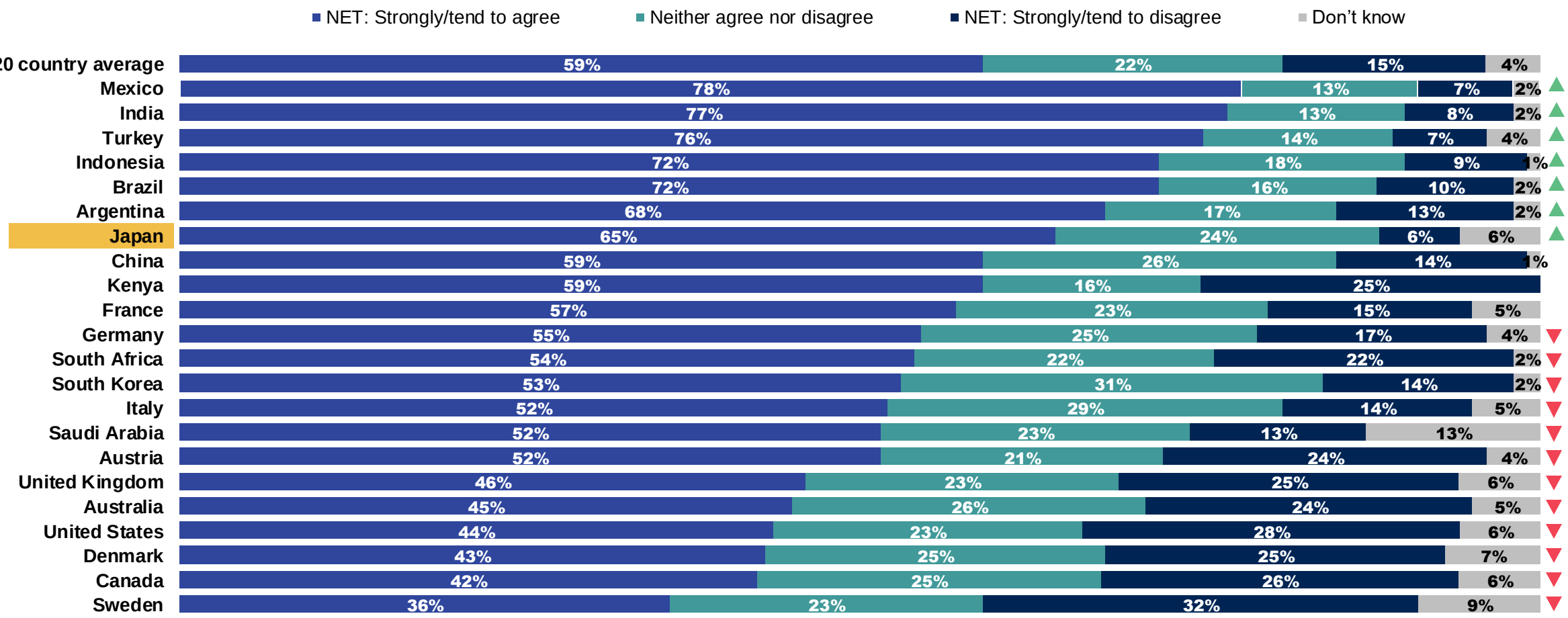
▲▼ Statistically significant difference vs G20 average (NET: strongly/tend to agree)

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).

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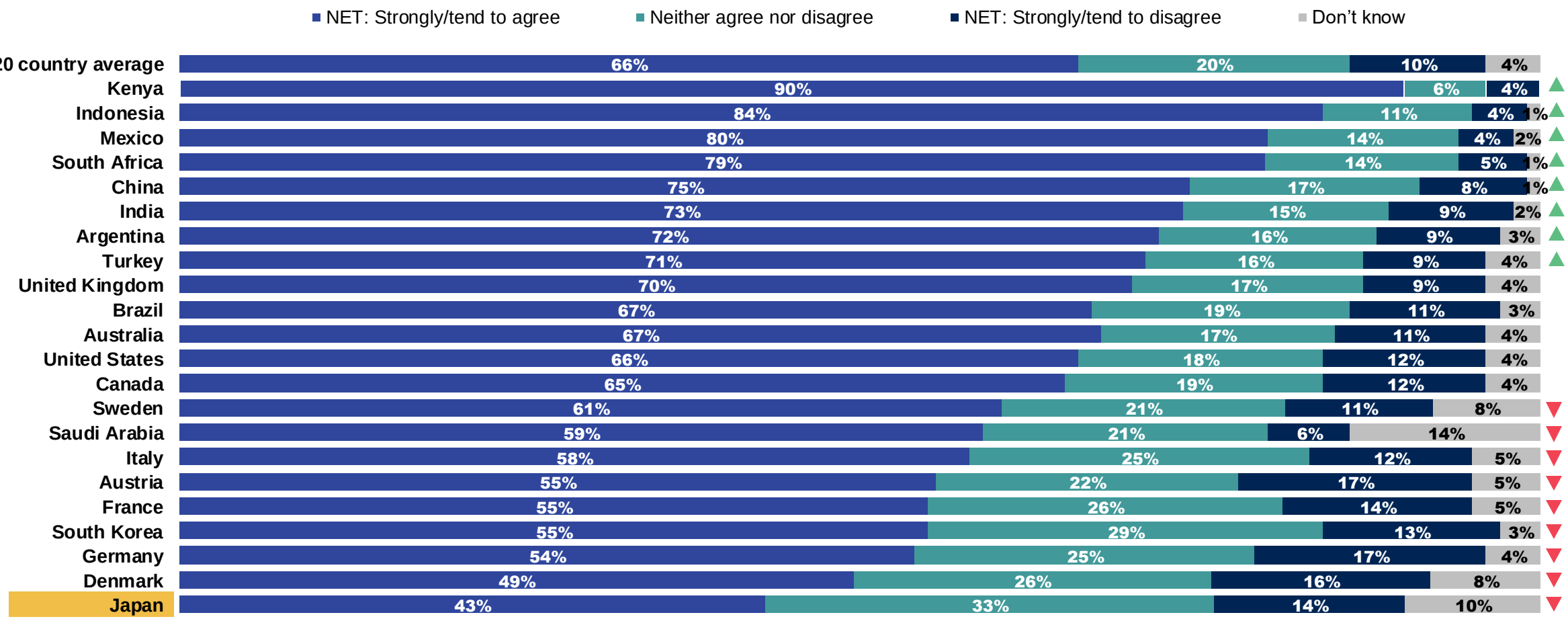
▲▼ Statistically significant difference vs G20 average (NET: strongly/tend to agree)

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).

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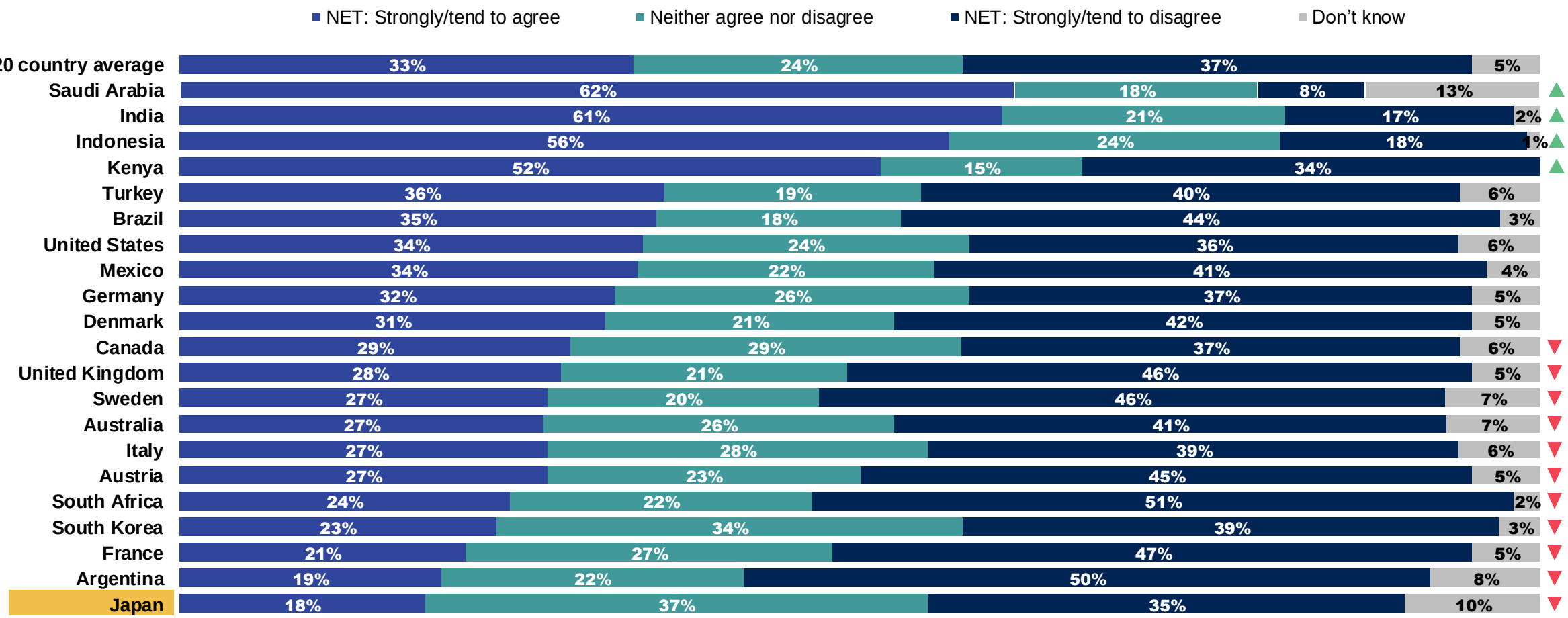
▲▼ Statistically significant difference vs G20 average (NET: strongly/tend to agree)

[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?



Base: 21,000 across 21 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), 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 17 G20 countries surveyed (Argentina, Australia, Brazil, Canada, France, Germany, India, Indonesia, Italy, Japan, Mexico, Saudi Arabia, South Africa, South Korea, Turkey, United Kingdom, United States).

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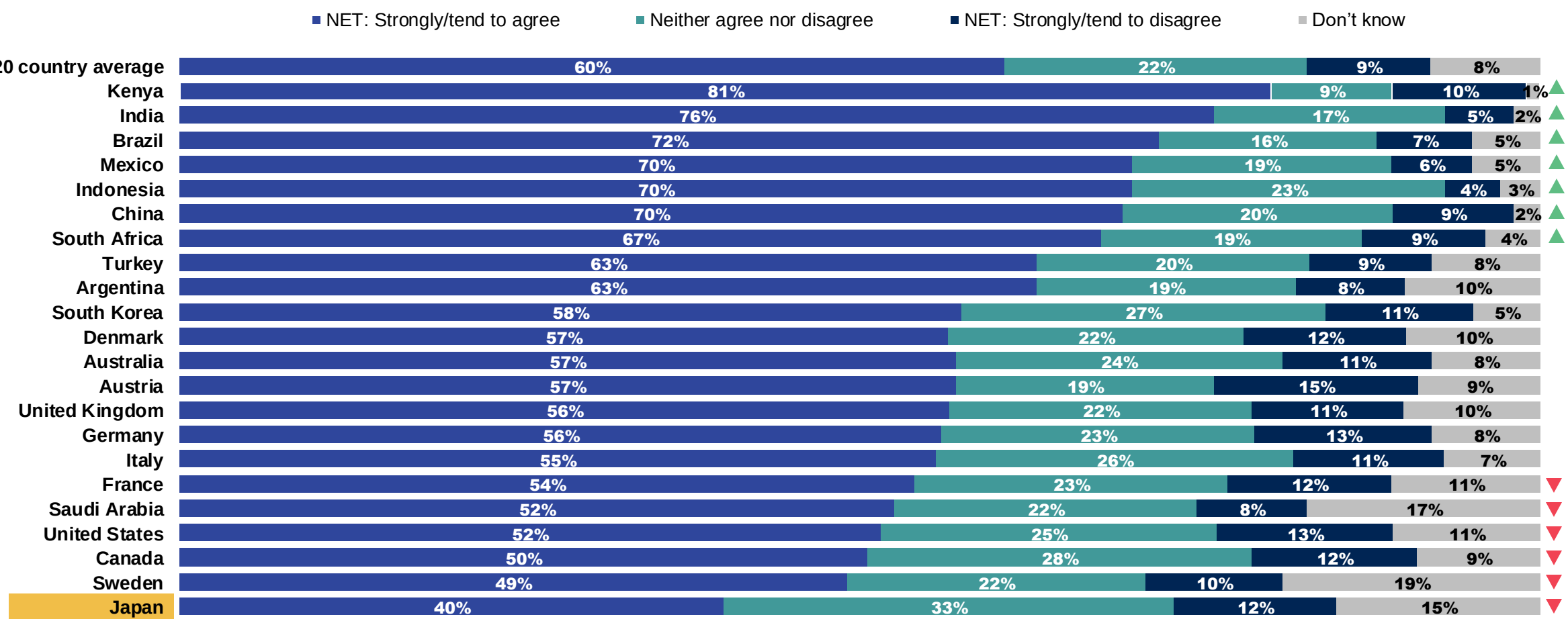
▲▼ Statistically significant difference vs G20 average (NET: strongly/tend to agree)

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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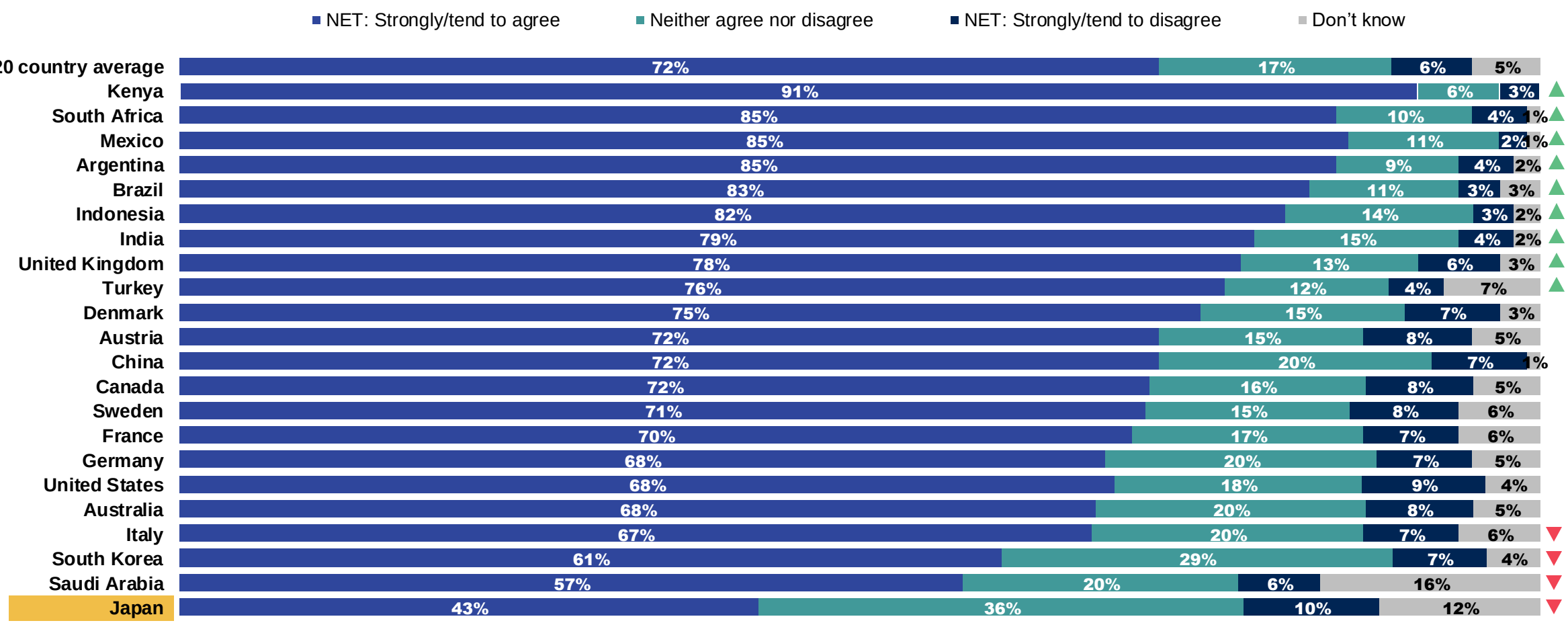
▲▼ Statistically significant difference vs G20 average (NET: strongly/tend to agree)

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?



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▲▼ Statistically significant difference vs G20 average (NET: strongly/tend to agree)

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)	55-65 (K)
Nature is already too damaged to continue meeting humans' needs in the long-term	65%	63%	66%	63%	65%	67%	70%	59%	62%	63%	70% H
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	54% D	52%	57%	49%	56%	58% D	63% I	50%	50%	53%	60% I
Human health and wellbeing are closely connected to the health and wellbeing of nature	53% I	53%	52%	50%	52%	59% AD	56%	49%	46%	51%	62% AHIJ
Addressing climate change and environmental damage can bring many benefits to people in Japan	43% CI	47% AC	40%	42%	43%	51% ADE	53% AHIJ	39%	37%	40%	52% AHIJ
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	43%	46% AC	40%	44%	41%	48% A	48% HI	36%	37%	44%	49% AHI

Base: Japan, 1,000 adults aged 18 to 65, interviewed online, 5th March – 8th 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 55-65).

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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)	55-65 (K)
The costs of the damages due to environmental pollution are much higher than the costs of the investments needed for a green transition	40% HI	43%	37%	41%	40%	44% A	43% H	32%	34%	40%	50% AHIJ
Nature can meet the needs of humans right now	27%	28%	27%	27%	27%	31%	36% AJK	30%	27%	26%	22%
Many of the claims about environmental threats are exaggerated	19% E	22% AC	16%	23% AE	15%	20%	20%	23%	18%	17%	16%
Japan's government is doing enough to tackle climate change and environmental damage	18% K	19%	17%	21% E	14%	22% E	30% AIJK	25% AJK	17% K	16%	10%
New technologies can solve environmental problems without individuals having to make big changes in their lives	15%	17%	14%	16%	15%	17%	22% AJ	15%	17%	13%	14%

Base: Japan, 1,000 adults aged 18 to 65, interviewed online, 5th March – 8th April 2024.
For subgroup base sizes, please see Methodology.

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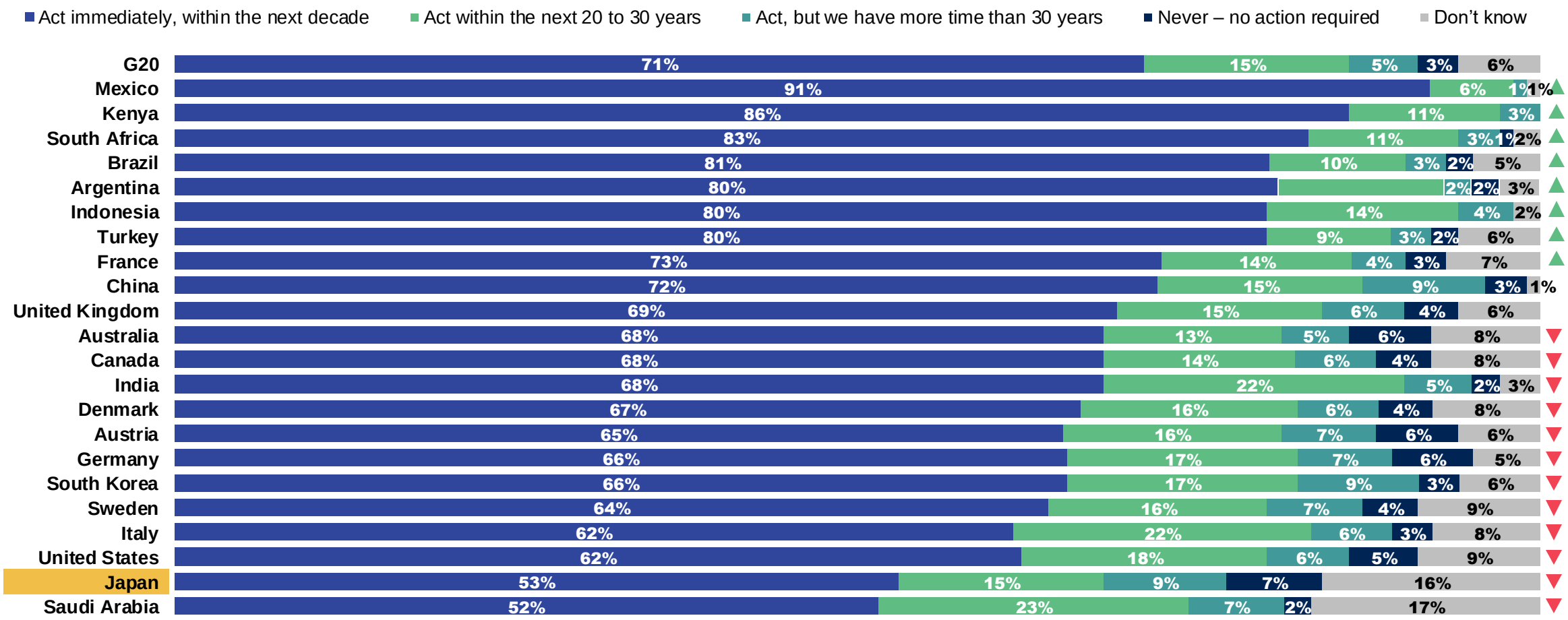
Thinking about climate change and protecting nature, how quickly do you think the world needs to take major action to reduce carbon emissions from electricity, transport, food, industry, and buildings?



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▲▼ Statistically significant difference vs G20 average (NET: Act immediately, within the next decade)

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)	55-65 (K)
Act immediately, within the next decade	53% H	54%	52%	48%	50%	61% ADE	47%	44%	52%	53%	63% AGHIJ
Act within the next 20 to 30 years	15% K	14%	15%	13%	19% A	15%	21% K	19% K	17% K	14%	8%
Act, but we have more time than 30 years	9%	10%	8%	10%	11%	8%	7%	10%	11%	9%	8%
Never – no action required	7% C	9% AC	5%	9% AF	8%	5%	9%	11% I	4%	6%	6%
Don't know	17% BEF	13%	19% AB	20% EF	12%	11%	17%	17%	16%	18%	15%

Base: Japan, 1,000 adults aged 18 to 65, interviewed online, 5th March – 8th 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 55-65).

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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)	55-65 (K)
Business and industry	50%	52%	49%	47%	54%	55% D	44%	47%	50%	51%	55%
International (e.g. the UN or the World Bank)	41% H	43%	39%	41%	43%	42%	41%	33%	40%	42%	46% H
National governments of wealthy countries	36% C	40% AC	32%	35%	36%	39%	39%	32%	33%	37%	40%
The global super rich	23% C	26% AC	20%	21%	23%	26%	23%	19%	19%	29% AHI	23%
National governments of developing countries	18% E	19%	16%	18%	13%	21% AE	15%	17%	17%	20%	18%
Environmental groups	14% BFJ	10%	17% AB	16% F	18% AF	8%	16%	21% AJK	15% J	10%	10%
High-income and middle-income earners in Japan	11% E	12%	10%	10%	8%	17% ADE	12%	13%	13%	8%	10%
Not applicable – no action required	5%	6%	4%	7% AF	5%	3%	7%	5%	4%	5%	5%
Don't know	16% B	12%	21% AB	15%	14%	12%	12%	19%	18%	17%	15%

Base: Japan, 1,000 adults aged 18 to 65, interviewed online, 5th March – 8th 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 55-65).

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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)	55-65 (K)
Good manners	60% DG	61%	60%	54%	64% D	62%	48%	57%	58%	63% G	65% G
Tolerance and respect for other people	54%	52%	57%	52%	59%	51%	56%	54%	55%	53%	53%
Feeling of responsibility	53% I	53%	53%	50%	52%	54%	46%	46%	45%	59% AGHI	60% AGHI
Independence	52% DH	52%	52%	48%	54%	58% AD	52%	43%	54% H	55% H	53% H
Imagination	45%	44%	45%	45%	43%	46%	48%	47%	42%	43%	45%
Determination, perseverance	43% BD	38%	47% AB	38%	43%	46% D	38%	44%	50% AGJK	40%	40%
Thrift, saving money and things	30%	27%	33%	28%	30%	31%	34%	31%	31%	28%	28%
Respect for animals, nature, and the environment	29% BH	24%	32% AB	33% AE	25%	26%	24%	22%	32% H	31% H	30%
Hard work	27% CD	32% AC	22%	23%	27%	34% A	25%	28%	28%	28%	25%
Not being selfish (unselfishness)	16% G	13%	18% A	17%	15%	17%	8%	14%	17% G	13%	22% AGJ
Obedience	6%	7%	5%	6%	5%	8%	2%	7%	7%	6%	6%
Religious faith	3%	4%	2%	4% AE	2%	2%	3%	4%	3%	3%	2%
None of these	2%	2%	1%	2%	2%	1%	1%	4% AK	1%	2%	1%
Don't know	3%	4%	2%	4%	2%	2%	5%	3%	4%	3%	2%

Base: Japan, 1,000 adults aged 18 to 65, interviewed online, 5th March – 8th 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 55-65).

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Values and demographics

02

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

Q2.

	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)	55-65 (K)
Your future	23%	23%	23%	20%	21%	30%	28%	32%	15%	22%	22%
	I					ADE	I	AIJK			
The future of your country	11%	12%	10%	10%	10%	15%	14%	15%	8%	9%	11%
						AD		IJ			
The future of the world	11%	9%	12%	13%	9%	12%	21%	19%	8%	8%	5%
	K						AIJK	AIJK			

Base: Japan, 1,000 adults aged 18 to 65, interviewed online, 5th March – 8th 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 55-65).

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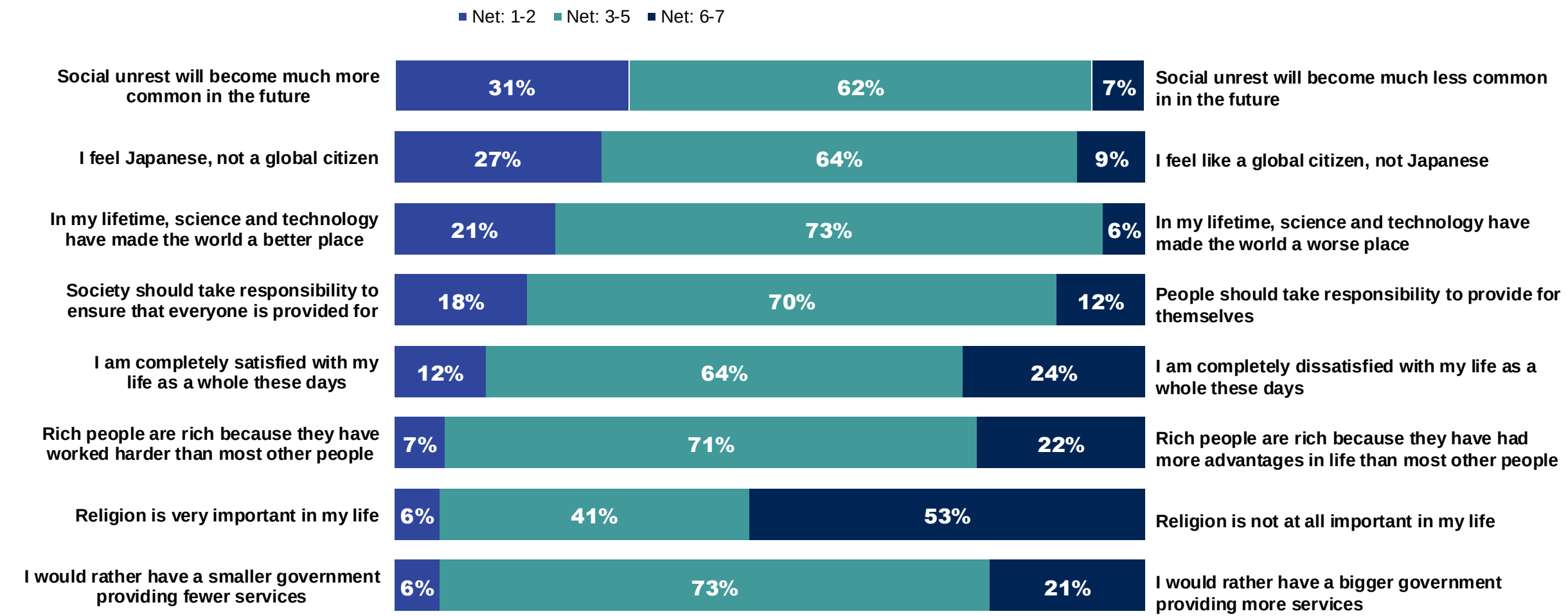
Please now give us your views on the following issues. We will show you two statements – please tell us which of these statements is closer to your beliefs.

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: Japan, 1,000 adults aged 18 to 65, interviewed online, 5th March – 8th April 2024.

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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, QD5.

		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)	55-65 (K)
How satisfied are you with the financial situation of your household?	NET: Very/fairly satisfied	19% D	19%	20%	12%	15%	34% ADE	27% AIJK	26% AIJK	16%	16%	16%
	NET: Very/fairly dissatisfied	52% F	52%	52%	67% AEF	50% F	35%	44%	48%	56% G	52%	55%
	Don't know	2%	2%	3%	1%	1%	1%	3%	4% AJK	3% JK	1%	-
How exposed, if at all, are you personally to environmental and climate related risks, and threats?	NET: Very/somewhat exposed	36%	38%	34%	36%	35%	40%	32%	35%	35%	34%	39%
	NET: Not very/not at all exposed	53%	54%	52%	53%	56%	54%	56%	53%	51%	54%	53%
	Don't know	11% BF	8%	14% AB	11% F	9%	6%	10%	12%	13% K	12%	8%

Base: Japan, 1,000 adults aged 18 to 65, interviewed online, 5th March – 8th 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 55-65).

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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 counties 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 **Japan,** comparing responses with the other nations surveyed. This study also compares responses from different demographic groups in Japan. In **Japan, 1,000 participants aged 18-65 were interviewed** in Japanese between 5th March and 8th April 2024.

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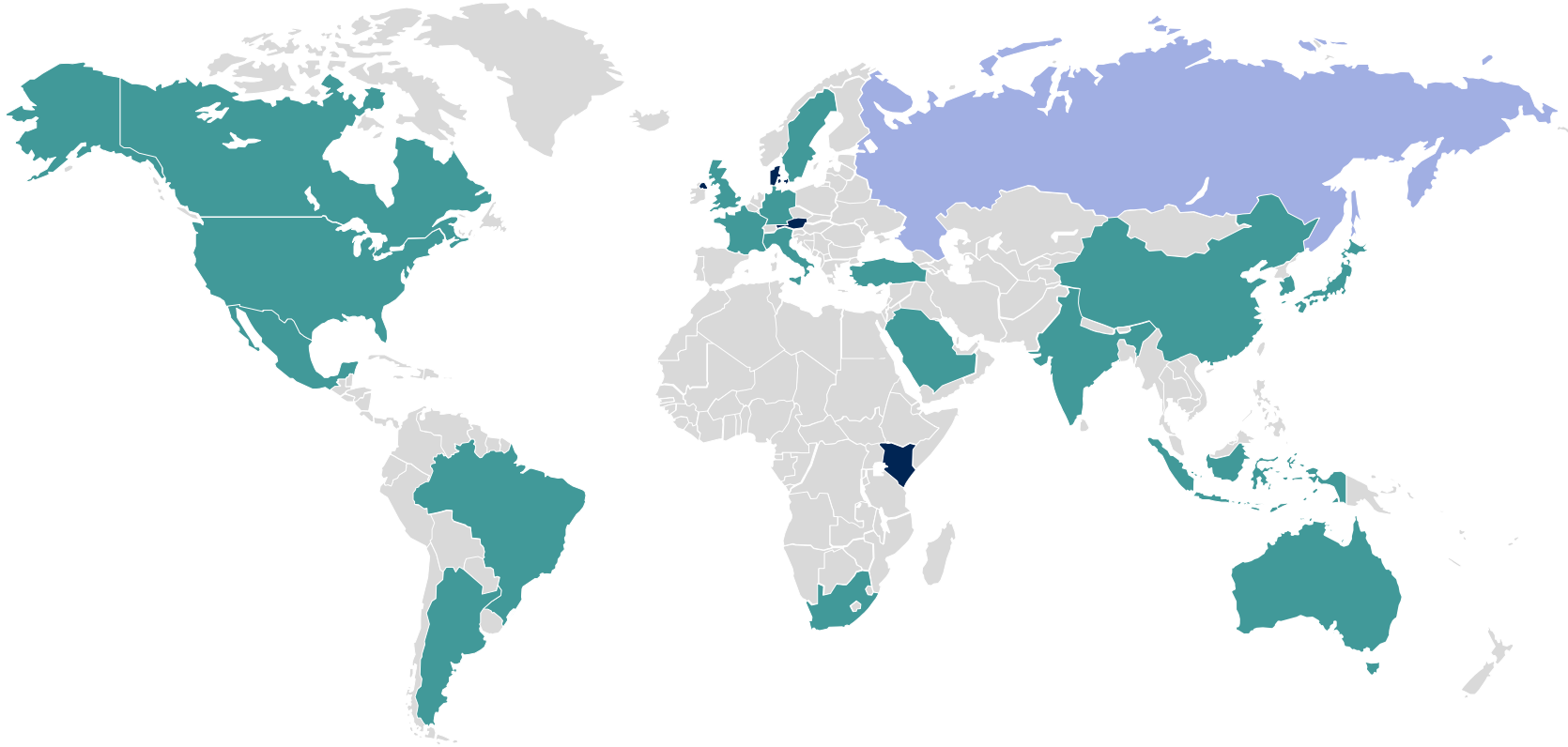
Methodology: Study Coverage.

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.



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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

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Methodology: demographics/subgroups bases.

	Unweighted 1000 / Weighted 1000
Gender	
Male	502 / 498
	50% / 50%
Female	487 / 491
	49% / 49%
Employment Status	
Working	738 / 738
	74% / 74%
Not working	262 / 262
	26% / 26%
Education	
Secondary	515 / 515
	52% / 52%
Degree or above	448 / 448
	45% / 45%
Household Income (per annum, pre-tax)	
Low (<$50,000)	328 / 328
	33% / 33%
Middle ($50,000-$94,999)	265 / 265
	27% / 26%
High ($95,000+)	298 / 298
	30% / 30%
Children in Household	
Yes	215 / 215
	22% / 21%
No	773 / 773
	77% / 77%

	Unweighted 1000 / Weighted 1000
Age	
18-24	115 / 116
	12% / 12%
25-34	167 / 176
	17% / 18%
35-44	222 / 219
	22% / 22%
45-54	262 / 256
	26% / 26%
55-65	234 / 233
	23% / 23%
Region	
Hokkaido	42 / 41
	4% / 4%
Tohoku	66 / 66
	7% / 7%
Kanto	362 / 364
	36% / 36%
Chubu	178 / 179
	18% / 18%
Kansai	161 / 162
	16% / 16%
Chugoku	55 / 54
	6% / 5%
Shikoku	27 / 27
	3% / 3%
Kyushu / Okinawa	109 / 108
	11% / 11%

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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.

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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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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.

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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.

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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.

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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.

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