

Global Commons Survey

**G20 + Global Report: attitudes to planetary stewardship
and segmentation**

Commissioned by Earth4All and the Global Commons Alliance

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

September 2024

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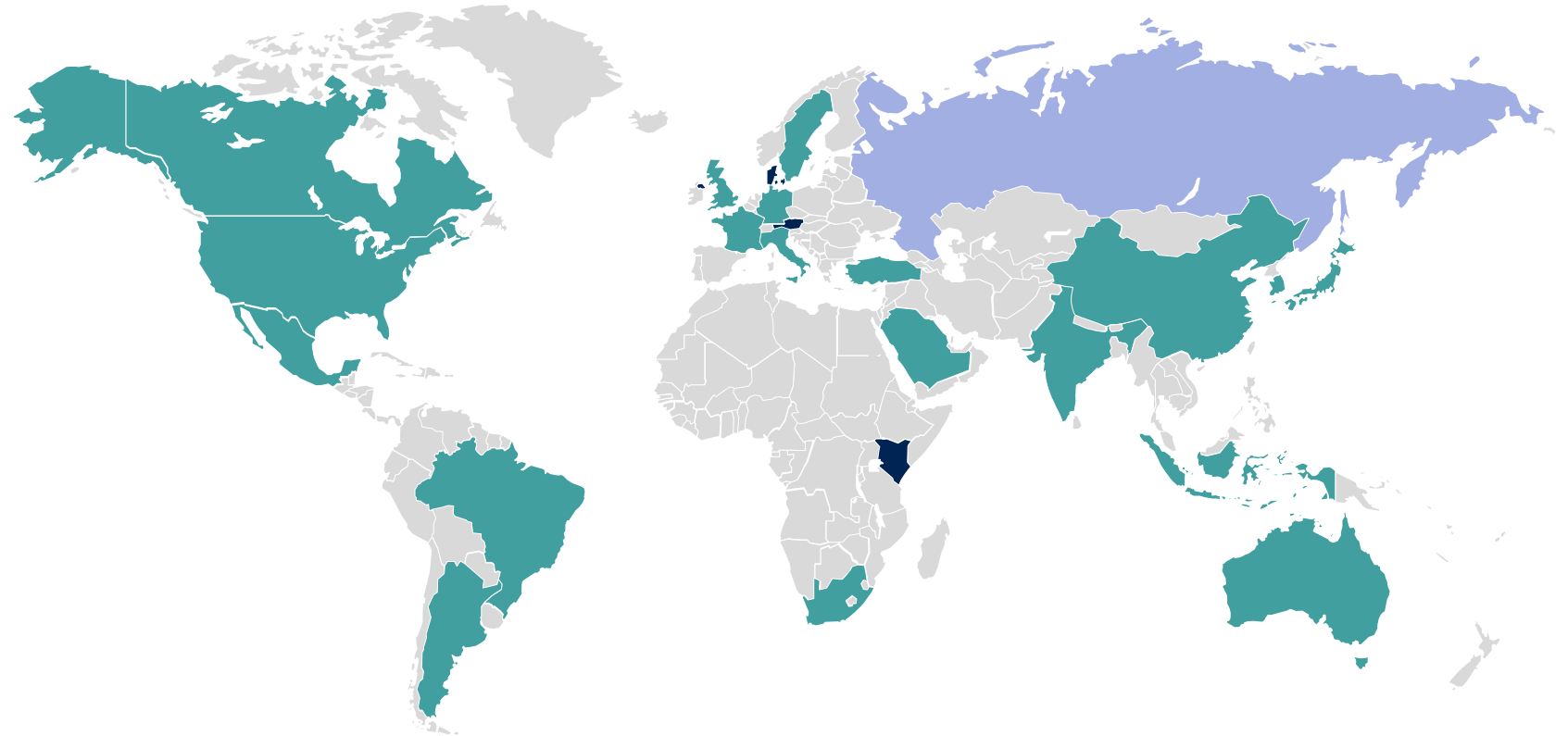
Overall Objectives and Methodology

- 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 average of country responses** and compares individual countries and demographic groups against this. The '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.
- Only statistically significant differences **of +/- 5% or larger are highlighted**. This is because, due to the large sample sizes, even small differences of +/- 2% may be statistically significant, so for presentational reasons we have only highlighted the largest differences in the data.
- Further detail on the **segmentation approach** can be found on Slide 36.

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

Country classification

For analysis purposes, we have grouped the countries included in the survey into five classifications based on:

- Country income level as defined by the World Bank: low (lower-middle), medium (upper-middle) and high (high) income*
- Vulnerability to climate change as defined by the University of Notre Dame (US): low, medium and high**

Where analysis has been conducted on these groups, the countries have been colour coded as per the Table.

		Vulnerability to Climate Change		
		Low	Medium	High
Income	Lower-middle	-	-	India, Kenya
	Upper-middle	Brazil, Turkey	Argentina, China, Indonesia, Mexico, South Africa	-
	High	Australia, Austria, Canada, Denmark, France, Germany, Italy, South Korea, Sweden, UK, US	Japan, Saudi Arabia	-

*World Bank Country Income Classification and Methodology can be found here: <https://datahelpdesk.worldbank.org/knowledgebase/articles/906519-world-bank-country-and-lending-groups>

**University of Notre Dame (US) Vulnerability to climate change definitions and methodology can be found here: <https://gain-new.crc.nd.edu/ranking/vulnerability>

PART 1: Attitudes to Planetary Stewardship

Summary of key findings.

Planetary stewardship - key findings (i)

Concern for nature, and awareness of the need for urgent action, is high across those surveyed in the G20.

- 59% of those surveyed in the G20 were extremely or very worried about the state of nature today and 62% about the state in which we will leave nature for future generations.
- 69% agreed that 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.
- 71% believe that the world needs to take action immediately, within the next decade to reduce carbon emissions from electricity, transport, food, industry, and buildings.

Although a majority of the G20 survey respondents expressed optimism about their personal futures, there's a significant disparity compared to their outlook on the world's future.

- 62% of those surveyed in the G20 were optimistic about their own future, but only 38% optimistic about the future of the world.
- 59% believe that nature is already too damaged to continue meeting humans’ needs in the long-term.
- 74% of people surveyed in the G20 believe that human health and wellbeing are closely connected to the health and wellbeing of nature, but only 49% believe that nature can meet the needs of humans right now.

Those surveyed do not tend to think that claims of environmental threats are exaggerated, and do not think that their government is doing enough to combat climate change

- 30% of those surveyed in the G20 agreed that many of the claims about environmental threats are exaggerated, and only 33% agreed that their government is doing enough to tackle climate change and environmental damage.
- In general, those surveyed in the G20 were sceptical that technology can solve environmental problems – just 39% agreed that new technologies can solve environmental problems without individuals having to make big changes in their lives.

Planetary stewardship - key findings (ii)

Over half of people surveyed in the G20 feel personally exposed to environmental and climate risks

- 52% of those surveyed say they are either very or somewhat exposed to environmental and climate risks
- Those in lower and middle income countries tend to think that they are more exposed to climate risks than those in high income countries

Lower- and upper-middle income countries exhibit the highest levels of concern about nature, but also the highest levels of optimism for the future.

- Concern about the state of nature today was generally higher in Brazil, Turkey, Argentina, Indonesia, Mexico, South Africa, India and Kenya than in high income countries: Europe, Japan and Saudi Arabia.
- At the same time, optimism for one's own and the planet's future also tended to be higher among lower- and upper-middle income countries.

Those exposed to climate threats, and those who are interested in politics are more likely to be concerned about nature and the planet.

- Levels of concern vary slightly across traditional demographics – for example, concern for nature was slightly higher among women, those under 24, those with children, those dissatisfied with household finances, and those with an interest in politics.
- However, the highest levels of concern and appreciation of urgency were found among those perceiving themselves to be personally exposed to environmental and climate related risks and threats. This points to the continuing importance of applying a “My world. Our world. The world” lens to understanding of people's attitudes towards the environment.

Planetary stewardship - key findings (iii)

There is strong support across those surveyed in the G20 for criminalising actions likely to cause serious damage to nature and the climate.

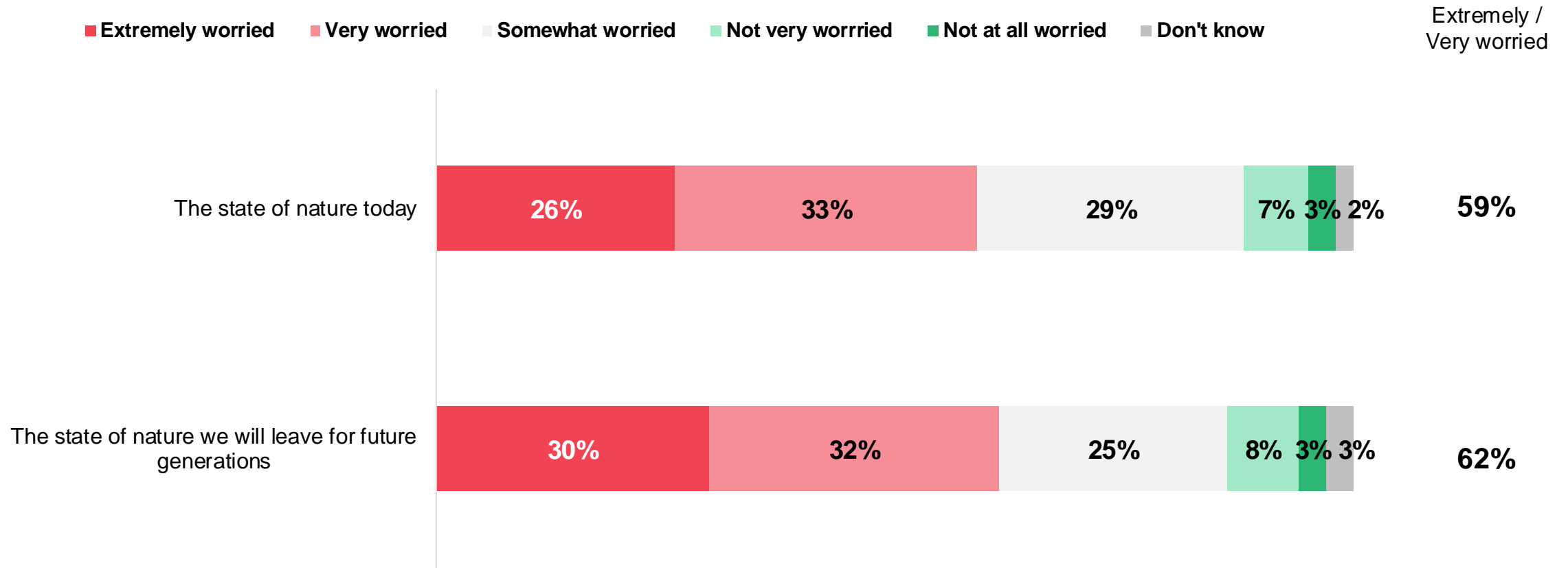
- 72% of those surveyed in the G20 agreed that it should be a criminal offence for leaders of large businesses or senior government officials to approve or permit actions they know are likely to cause damage to nature and climate that is widespread, long term or cannot be reversed.
- While support for this idea is relatively low in Japan (43%) and Saudi Arabia (57%), support in all other countries is >60%.

The majority of those surveyed in the G20 also think that action on environmental issues can bring about additional benefits, and that the costs of pollution are higher than the cost of investment to solve it.

- 66% of those surveyed in the G20 agreed that addressing climate change and environmental damage can bring many benefits to people in the country.
- 60% agreed that the costs of the damages due to environmental pollution are much higher than the costs of the investments needed for a green transition.

Attitudes towards planetary stewardship

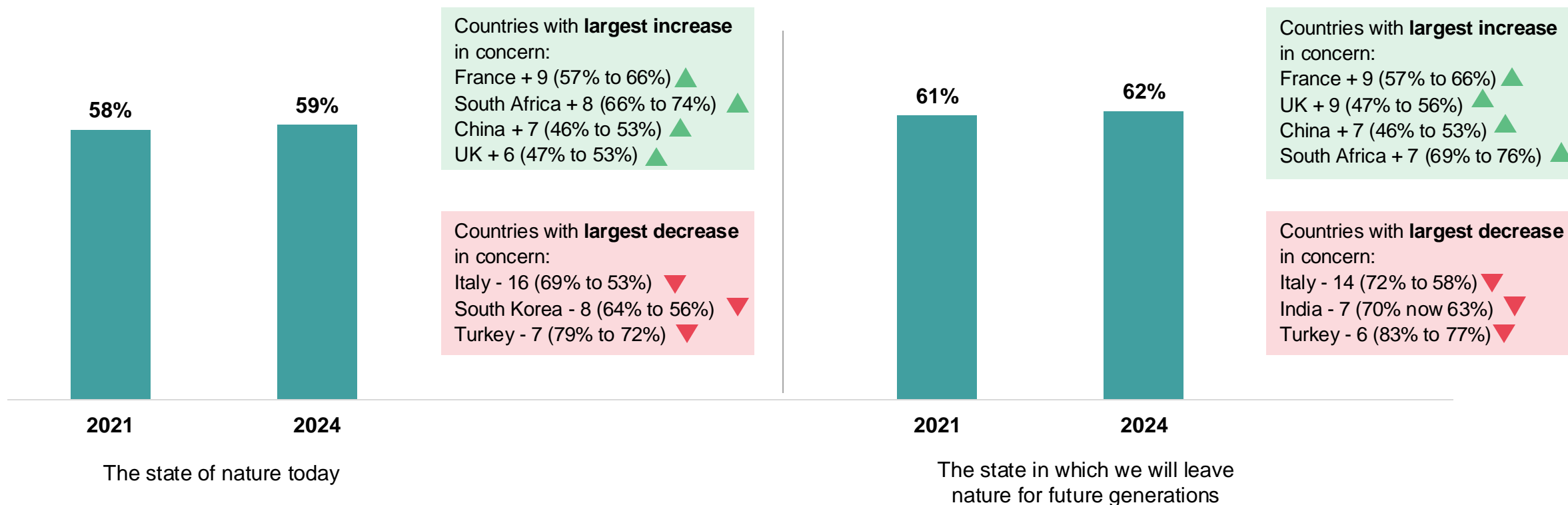
The majority of people surveyed in the G20 are worried about the state of nature, both now and for future generations.



Q4: How worried, if at all, are you about the following? Base: 18,000 across 18 G20 countries, 18 - 55-75, online interviews, 5th March – 8th April 2024. 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). Percentages results are an arithmetic average of national results across the 18 G20 countries surveyed.

Across those surveyed in the G20, concern for the state of nature today and the state in which we will leave nature for future generations has been stable over time

Concern about the state of nature (trended) – extremely / very worried



Q4: How worried, if at all, are you about the following? 2024 Base: 18,000 across 18 G20 countries, 18 - 55-75, online interviews, 5th March – 8th April 2024. 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). Percentages results are an arithmetic average of national results across the 18 G20 countries surveyed. 2021 Base: 19735 adults aged 16-75.

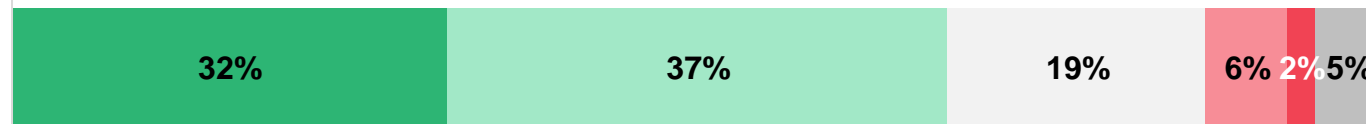
▲ ▼ 2024 significantly higher/lower than 2021

The majority of people surveyed in the G20 understand the urgency of major action to protect nature and the environment.

■ Strongly agree
 ■ Tend to agree
 ■ Neither agree nor disagree
 ■ Tend to disagree
 ■ Strongly disagree
 ■ Don't know

Top 2 box

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



■ Act immediately, within the next decade
 ■ Act within the next 20 to 30 years
 ■ Act, but we have more time than 30 years
 ■ Never – no action required
 ■ Don't know

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?



Q5. To what extent, if at all, do you agree or disagree with the following statements? And 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? Base: 18,000 across 18 G20 countries, 18 - 55-75, online interviews, 5th March – 8th April 2024. 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). Percentages results are an arithmetic average of national results across the 18 G20 countries surveyed.

Concern about nature is high across most demographic groups surveyed in the G20. Concern is highest among those perceiving themselves to be exposed to environmental and climate related risks and threats.

	G20* Total	Gender		Age					Children in HH		Education		HH finances		Exposure to climate threats		Interest in politics	
		Male	Female	18-24	25-34	34-44	45-54	55+	Children in HH	No children in HH	< Degree	Degree +	Satisfied	Dis-satisfied	Exposed	Not exposed	Interest	Not an interest
The state of nature today <i>(Extremely / Very worried)</i>	59%	56%	62%	59%	58%	59%	59%	55%	61%	55%	57%	59%	57%	64%	69%	49%	62%	51%
The state of nature we will leave for future generations <i>(Extremely / Very worried)</i>	62%	58%	65%	64%	62%	62%	63%	58%	64%	60%	61%	63%	59%	68%	71%	54%	65%	56%
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 <i>(Strongly / Tend to agree)</i>	69%	67%	71%	67%	68%	70%	70%	68%	71%	67%	66%	72%	70%	68%	76%	64%	74%	62%
How quickly do you think the world needs to take major action to reduce carbon emissions? <i>Act immediately, within the next decade</i>	71%	68%	74%	70%	71%	73%	70%	69%	73%	69%	68%	74%	71%	70%	77%	67%	74%	67%

*Please note G20 averages do not include Russia

Q4: How worried, if at all, are you about the following? Q5. To what extent, if at all, do you agree or disagree with the following statements? 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? 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), Turkey (1,000), Sweden (1,000) United Kingdom (1,000), United States (1,000). G20 percentages results are an arithmetic average of national results across the 18 G20 countries surveyed.



Concern about nature tends to be higher in lower- and upper-middle income countries surveyed, where perceived exposure to climate threat is also higher.



	G20*	AU	AT	CA	DK	FR	DE	IT	SK	SW	UK	US	JP	SA	BR	TR	AR	CN	ID	MX	ZA	IN	KE
The state of nature today <i>(Extremely / Very worried)</i>	58%	46%	56%	52%	53%	66%	56%	53%	56%	39%	53%	43%	48%	30%	78%	72%	65%	53%	67%	77%	74%	69%	70%
The state of nature we will leave for future generations <i>(Extremely / Very worried)</i>	62%	53%	60%	56%	59%	69%	60%	58%	64%	46%	56%	48%	52%	28%	80%	77%	71%	57%	68%	81%	76%	63%	77%
Because of human activities, the Earth is close to environmental 'tipping points' ... <i>(Strongly / Tend to agree)</i>	69%	64%	66%	64%	64%	64%	66%	62%	66%	60%	67%	61%	54%	56%	78%	71%	76%	70%	85%	82%	77%	73%	86%
How quickly do you think the world needs to take major action to reduce carbon emissions? <i>Act immediately, within the next decade</i>	71%	68%	65%	68%	67%	73%	66%	62%	66%	64%	69%	62%	53%	52%	81%	80%	80%	72%	80%	91%	83%	68%	86%
Exposed to climate risks and threats <i>(Very / Somewhat exposed)</i>	52%	42%	27%	44%	26%	37%	33%	44%	52%	16%	35%	46%	36%	30%	59%	69%	43%	79%	87%	66%	64%	79%	73%

*Please note G20 averages do not include Russia

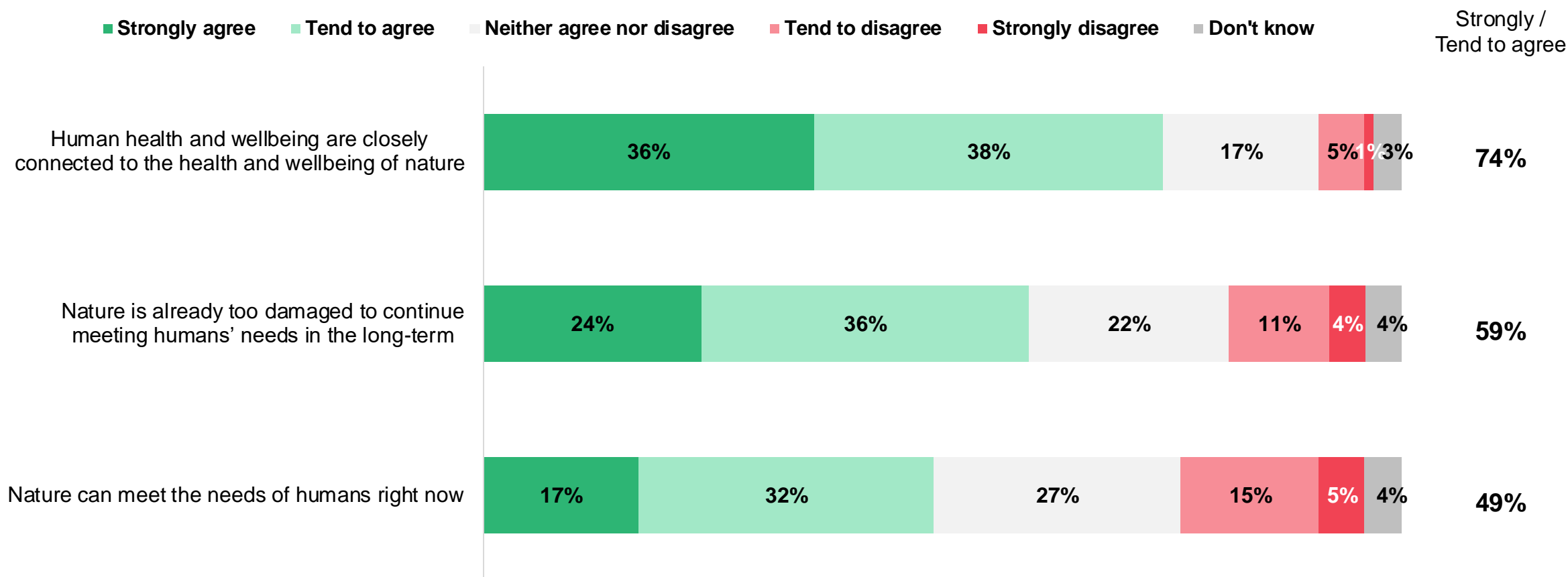
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High income, low vulnerability | High income, medium vulnerability | Middle income, low vulnerability | Middle income, medium vulnerability | Low income, high vulnerability

Vs G20 Total: ■ ≥ 5% higher ■ ≥ 5% lower

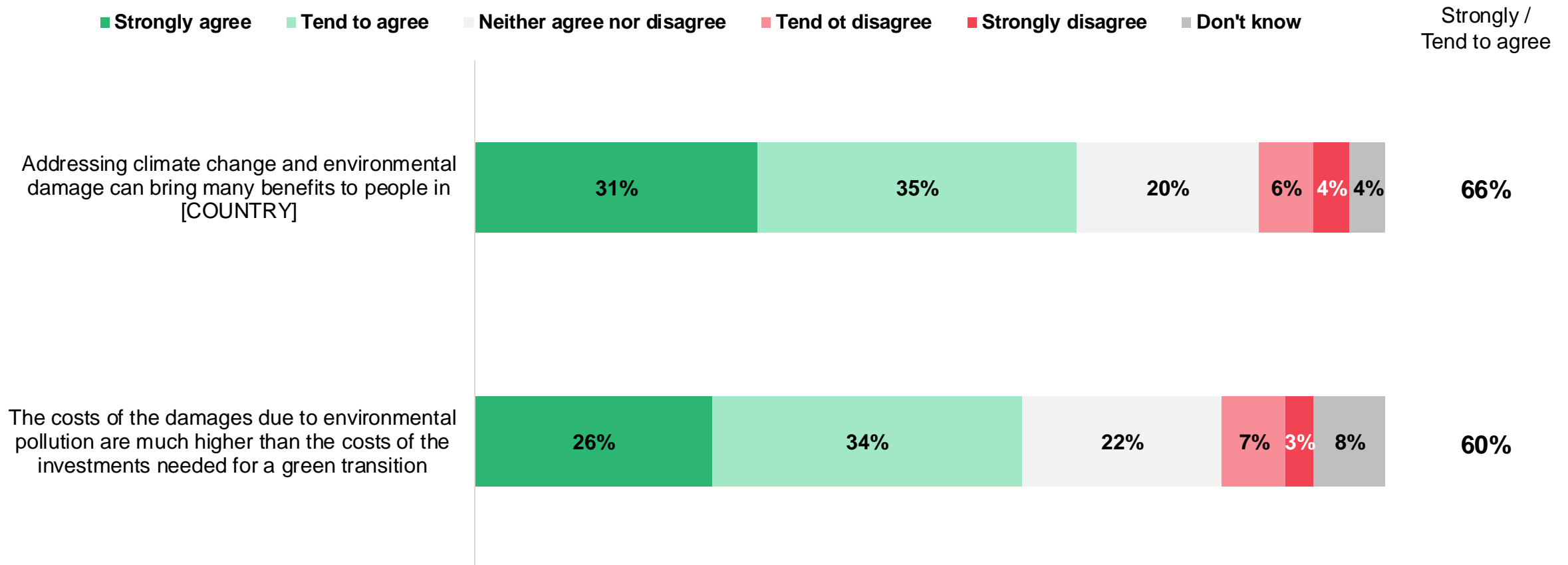


A high majority connect the health of nature with human health, and over half think nature is already too damaged to meet our needs.



Q5: To what extent, if at all, do you agree or disagree with the following statements? Base: 18,000 across 18 G20 countries, 18 - 55-75, online interviews, 5th March – 8th April 2024. 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). Percentages results are an arithmetic average of national results across the 18 G20 countries surveyed.

The majority of those surveyed in the G20 believe the costs of pollution are higher than the investment needed for a green transition, and that addressing climate change and environmental damage can bring benefits.

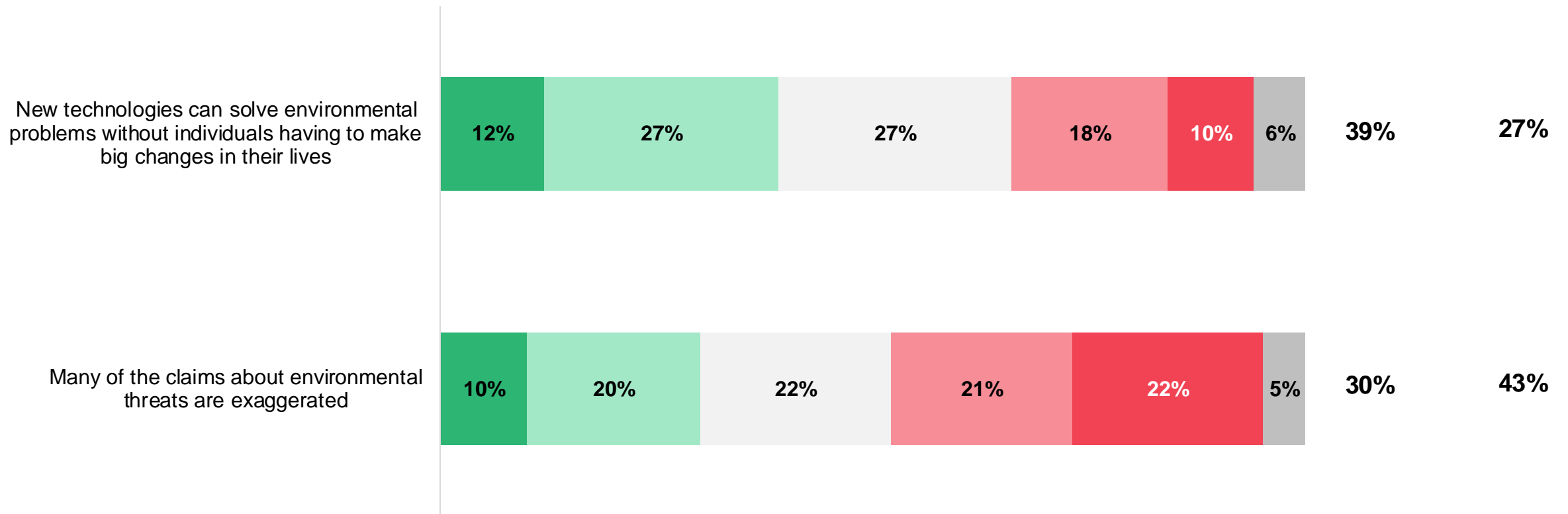


Q5: To what extent, if at all, do you agree or disagree with the following statements? Base: 18,000 across 18 G20 countries, 18 - 55-75, online interviews, 5th March – 8th April 2024. Argentina (1,000), Australia (1,000), Brazil (1,000), Canada (1,000), China (1,000), France (1,000), Germany (1,000), 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). Percentages results are an arithmetic average of national results across the 18 G20 countries surveyed.

Three in ten of those surveyed in the G20 think that the claims about environmental threats were exaggerated and 4 in 10 agree that new technologies can solve environmental problems without individuals having to make big changes.

■ Strongly agree
 ■ Tend to agree
 ■ Neither agree nor disagree
 ■ Tend to disagree
 ■ Strongly disagree
 ■ Don't know

Strongly / Tend to agree
 Strongly / Tend to disagree



Q5: To what extent, if at all, do you agree or disagree with the following statements? Base: 18,000 across 18 G20 countries, 18 - 55-75, online interviews, 5th March – 8th April 2024. 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). Percentages results are an arithmetic average of national results across the 18 G20 countries surveyed.



Those exposed to climate risk are most likely to link human and planetary health and see benefits in addressing environmental issues.

(Strongly / Tend to agree)	G20* Total	Gender		Age					Children in HH		Education		HH finances		Exposure to climate threats		Interest in politics	
		Male	Female	18-24	25-34	34-44	45-54	55+	Children in HH	No children in HH	< Degree	Degree +	Satisfied	Dis-satisfied	Exposed	Not exposed	Interest	Not an interest
Human health and wellbeing are closely connected to the health and wellbeing of nature	74%	73%	77%	72%	73%	76%	76%	78%	77%	74%	72%	78%	77%	73%	80%	73%	80%	67%
Nature can meet the needs of humans right now	49%	51%	46%	50%	52%	51%	47%	42%	56%	42%	47%	50%	55%	42%	54%	46%	53%	42%
Nature is already too damaged to continue meeting humans' needs in the long-term	59%	55%	59%	59%	60%	60%	56%	49%	62%	53%	55%	59%	58%	58%	67%	49%	60%	52%
Addressing climate change and environmental damage can bring many benefits to people in [COUNTRY]	66%	65%	67%	67%	67%	68%	64%	62%	71%	61%	61%	71%	70%	61%	75%	59%	71%	57%
The costs of the damages due to environmental pollution are much higher than the costs of the investments needed for a green transition	60%	62%	58%	60%	62%	61%	60%	56%	56%	65%	56%	64%	65%	57%	69%	53%	66%	51%
New technologies can solve environmental problems without individuals having to make big changes in their lives	39%	44%	35%	42%	44%	42%	38%	32%	45%	35%	37%	43%	47%	34%	45%	37%	45%	31%
Many of the claims about environmental threats are exaggerated	30%	33%	25%	30%	32%	30%	28%	25%	34%	24%	29%	30%	37%	22%	32%	28%	32%	24%

*Please note G20 averages do not include Russia

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), Turkey (1,000), Sweden (1,000) United Kingdom (1,000), United States (1,000). G20 percentages results are an arithmetic average of national results across the 18 G20 countries surveyed.

Vs G20 Total: ■ ≥ 5% higher ■ ≥ 5% lower



Lower- and higher-middle income countries surveyed are most likely to see the benefits of action on climate and environment.



(Strongly / Tend to agree)	G20*	AU	AT	CA	DK	FR	DE	IT	SK	SW	UK	US	JP	SA	BR	TR	AR	CN	ID	MX	ZA	IN	KE
Human health and wellbeing are closely connected to the health and wellbeing of nature	74%	70%	80%	73%	71%	72%	75%	68%	65%	71%	73%	70%	53%	64%	81%	78%	83%	76%	86%	81%	86%	79%	90%
Nature can meet the needs of humans right now	49%	42%	49%	43%	34%	39%	39%	26%	31%	43%	39%	47%	27%	57%	62%	58%	64%	50%	74%	60%	61%	67%	62%
Nature is already too damaged to continue meeting humans' needs in the long-term	59%	45%	52%	42%	43%	57%	55%	52%	53%	36%	46%	44%	65%	52%	72%	76%	68%	59%	72%	78%	54%	77%	59%
Addressing climate change and environmental damage can bring many benefits to people in [COUNTRY]	66%	67%	56%	65%	49%	55%	54%	58%	55%	61%	70%	66%	43%	59%	67%	71%	72%	75%	84%	80%	79%	73%	90%
The costs of the damages due to environmental pollution are much higher than the costs of the investments needed for a green transition	60%	57%	57%	50%	57%	54%	56%	55%	58%	49%	56%	52%	40%	52%	72%	63%	63%	70%	70%	70%	67%	76%	81%
New technologies can solve environmental problems without individuals having to make big changes in their lives	39%	36%	42%	32%	34%	22%	42%	32%	32%	35%	35%	38%	15%	48%	47%	55%	41%	34%	45%	47%	51%	57%	56%
Many of the claims about environmental threats are exaggerated	30%	27%	30%	29%	25%	23%	28%	20%	17%	24%	25%	33%	19%	44%	33%	23%	27%	29%	43%	29%	31%	54%	30%

*Please note G20 averages do not include Russia

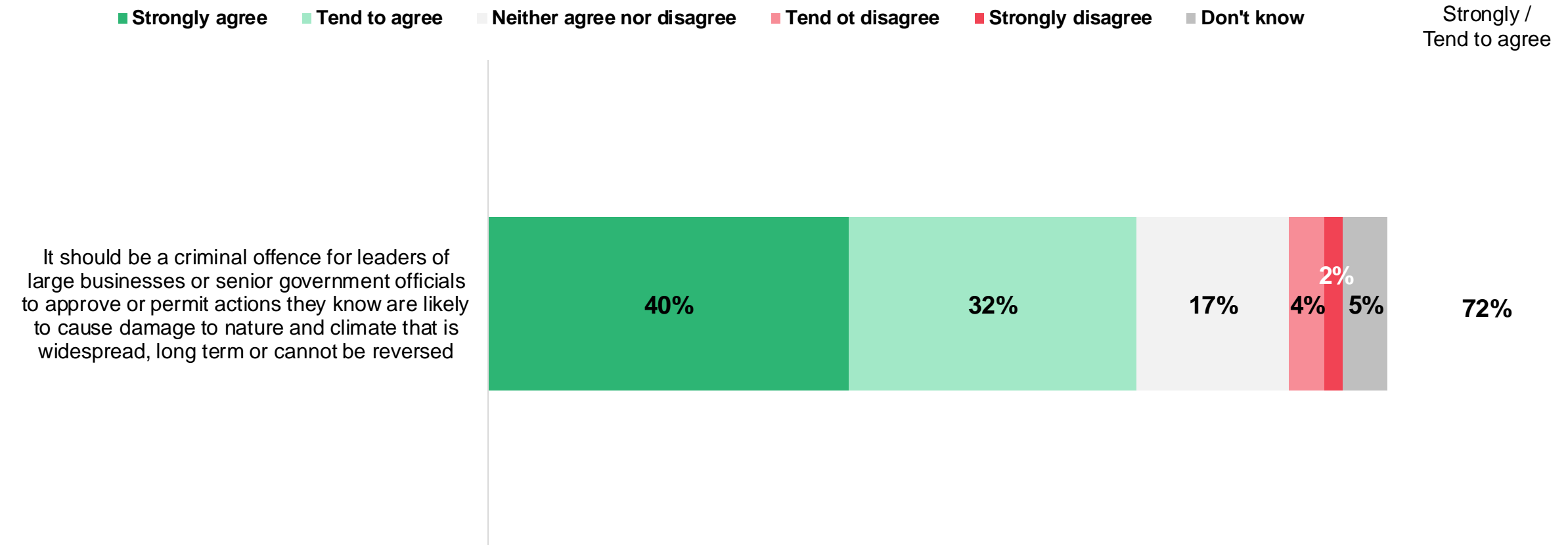
Q5: To what extent, if at all, do you agree or disagree with the following statements? Base: 22,000 across 22 countries, 18 - 55-75, online interviews, 5th March – 8th April 2024. Argentina (1,000), Australia (1,000), Austria (1,000) Brazil (1,000), Canada (1,000), China (1,000), Denmark (1,000), France (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), Turkey (1,000), Sweden (1,000) United Kingdom (1,000), United States (1,000). G20 percentages results are an arithmetic average of national results across the 18 G20 countries surveyed.

High income, low vulnerability | High income, medium vulnerability | Middle income, low vulnerability | Middle income, medium vulnerability | Low income, high vulnerability

Vs G20 Total: ■ ≥ 5% higher ■ ≥ 5% lower



Nearly three quarters of people surveyed in the G20 support criminalising actions likely to cause serious damage to nature and the climate.



Q5: To what extent, if at all, do you agree or disagree with the following statements? Base: 18,000 across 18 G20 countries, 18 - 55-75, online interviews, 5th March – 8th April 2024. 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). Percentages results are an arithmetic average of national results across the 18 G20 countries surveyed.

Support for criminalising actions likely to cause serious damage to nature and the climate is highest among those exposed to climate threats. while higher in lower- and higher-middle income countries, a majority support this in all countries except Japan

(Strongly / Tend to agree)	G20* Total	Gender		Age					Children in HH		Education		HH finances		Exposure to climate threats		Interest in politics	
		Male	Female	18-24	25-34	34-44	45-54	55+	Children in HH	No children in HH	< Degree	Degree +	Satisfied	Dis-satisfied	Exposed	Not exposed	Interest	Not an interest
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%	72%	74%	72%	72%	73%	73%	76%	75%	71%	71%	75%	75%	73%	79%	70%	78%	66%



(Strongly / Tend to agree)	G20*	AU	AT	CA	DK	FR	DE	IT	SK	SW	UK	US	JP	SA	BR	TR	AR	CN	ID	MX	ZA	IN	KE
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%	68%	72%	72%	75%	70%	68%	67%	61%	71%	78%	68%	43%	57%	83%	76%	85%	72%	82%	85%	85%	79%	91%

*Please note G20 averages do not include Russia

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), Turkey (1,000), Sweden (1,000) United Kingdom (1,000), United States (1,000). G20 percentages results are an arithmetic average of national results across the 18 G20 countries surveyed.

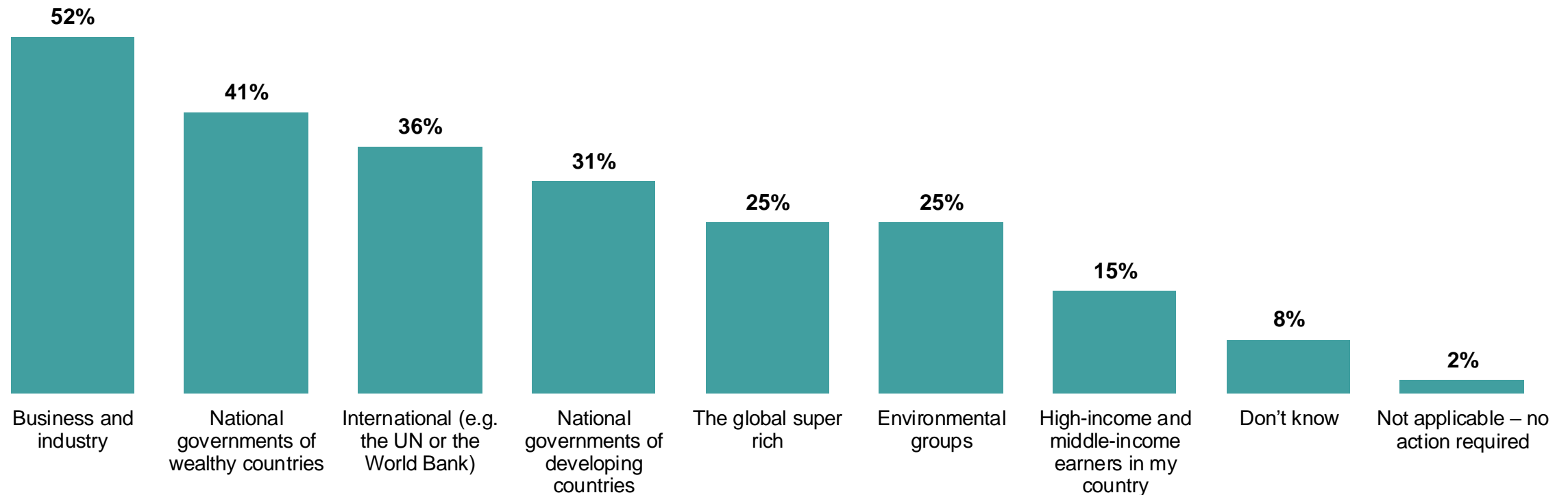
High income, low vulnerability | High income, medium vulnerability | Middle income, low vulnerability | Middle income, medium vulnerability | Low income, high vulnerability

Vs G20 Total: ■ ≥ 5% higher ■ ≥ 5% lower



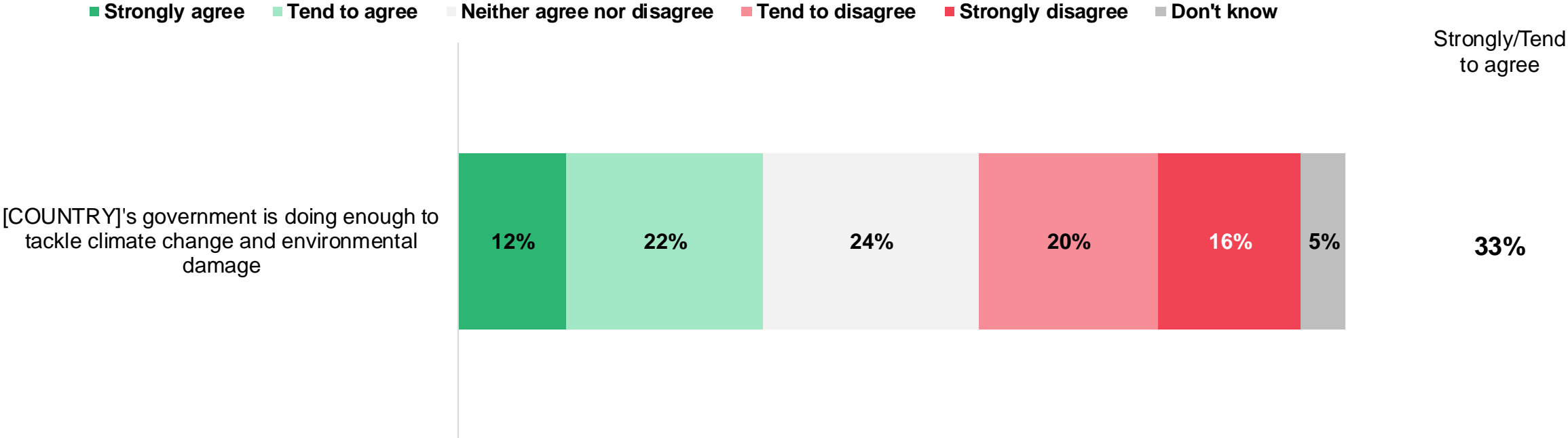
Across those surveyed in the G20, responsibility for reversing environmental damage is focused on business and government.

Which of the following should be held most responsible for reversing damage to environment (e.g. climate, water and air pollution, forests)?



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. Base: 18,000 across 18 G20 countries, 18 - 55-75, online interviews, 5th March – 8th April 2024. 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). Percentages results are an arithmetic average of national results across the 18 G20 countries surveyed.

However, only a third of those surveyed in the G20 think that their government is doing enough to tackle climate change.



Q5: To what extent, if at all, do you agree or disagree with the following statements? Base: 18,000 across 18 G20 countries, 18 - 55-75, online interviews, 5th March – 8th April 2024. 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). Percentages results are an arithmetic average of national results across the 18 G20 countries surveyed.



Low income countries, those with children in their household, satisfied with their household finances, interested in politics and exposed to climate threats are the most likely to think that their government is doing enough to tackle climate change.

(Strongly / Tend to agree)	G20* Total	Gender		Age					Children in HH		Education		HH finances		Exposure to climate threats		Interest in politics	
		Male	Female	18-24	25-34	34-44	45-54	55+	Children in HH	No children in HH	< Degree	Degree +	Satisfied	Dis-satisfied	Exposed	Not exposed	Interest	Not an interest
[COUNTRY]'s government is doing enough to tackle climate change and environmental damage	33%	36%	31%	35%	38%	36%	29%	28%	42%	25%	31%	36%	44%	22%	39%	29%	38%	26%



(Strongly / Tend to agree)	G20*	AU	AT	CA	DK	FR	DE	IT	SK	SW	UK	US	JP	SA	BR	TR	AR	CN	ID	MX	ZA	IN	KE
[COUNTRY]'s government is doing enough to tackle climate change and environmental damage	33%	27%	27%	29%	31%	21%	32%	27%	23%	27%	28%	34%	18%	62%	35%	36%	19%	0	56%	34%	24%	61%	52%

*Please note G20 averages do not include Russia

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), Turkey (1,000), Sweden (1,000) United Kingdom (1,000), United States (1,000). G20 percentages results are an arithmetic average of national results across the 18 G20 countries surveyed.

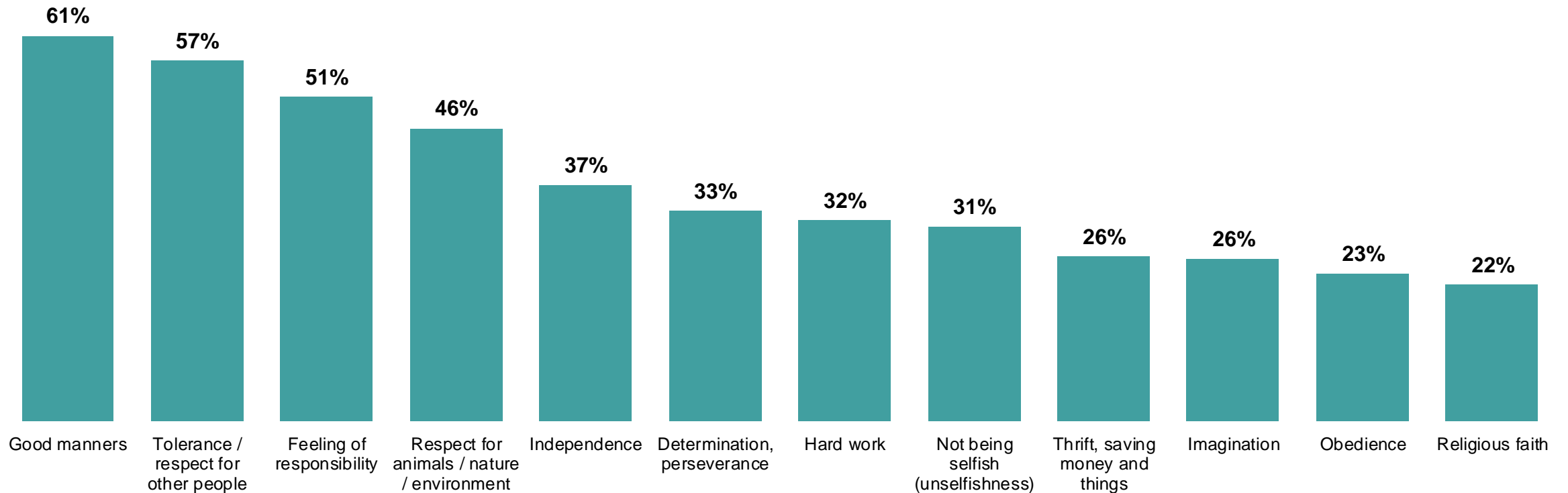
High income, low vulnerability | High income, medium vulnerability | Middle income, low vulnerability | Middle income, medium vulnerability | Low income, high vulnerability

Vs G20 Total: ■ ≥ 5% higher ■ ≥ 5% lower



Values

Those in the G20 reported that good manners, tolerance for other people and responsibility are the most important qualities they think children can be encouraged to learn at home. Respect for animals, nature and the environment rank just behind these.

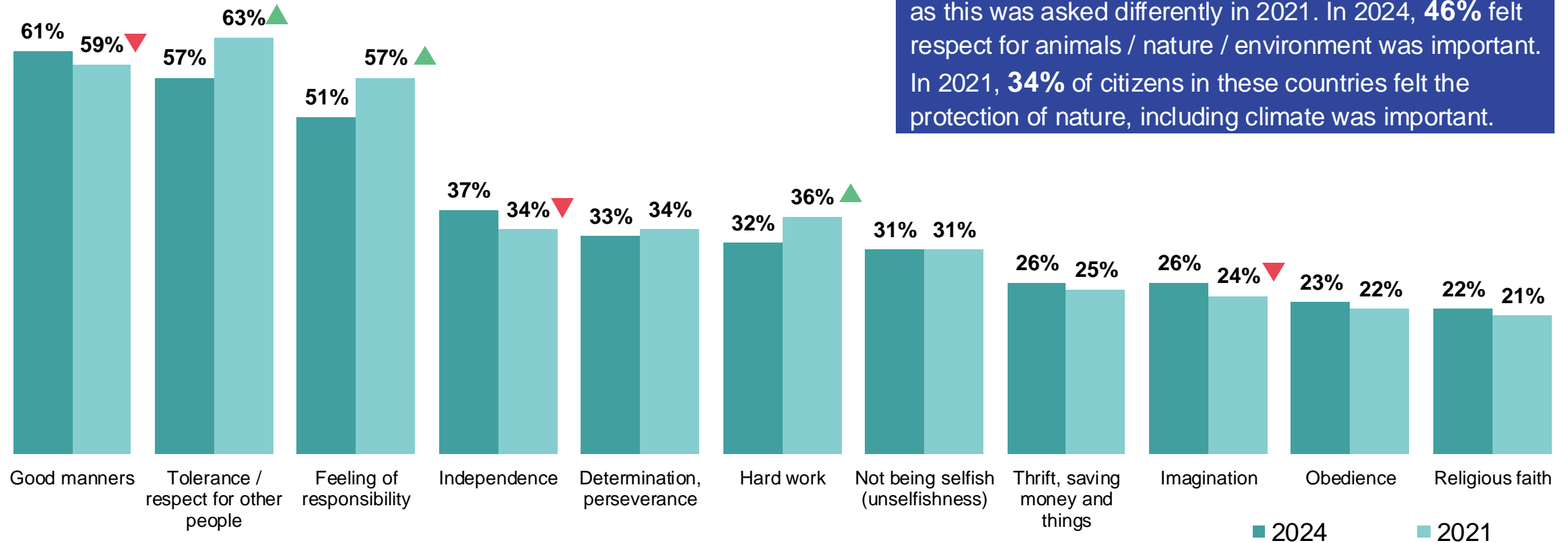


Q1: Here is a list of qualities that children can be encouraged to learn at home. Which, if any, do you consider to be especially important? Please choose up to five. Base: 18,000 across 18 G20 countries, 18 - 55-75, online interviews, 5th March – 8th April 2024. Argentina (1,000), Australia (1,000), 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). Percentages results are an arithmetic average of national results across the 18 G20 countries surveyed.

Among G20 countries surveyed, the top three important values to teach children have not changed since 2021.

Qualities that children can be encouraged to learn at home.

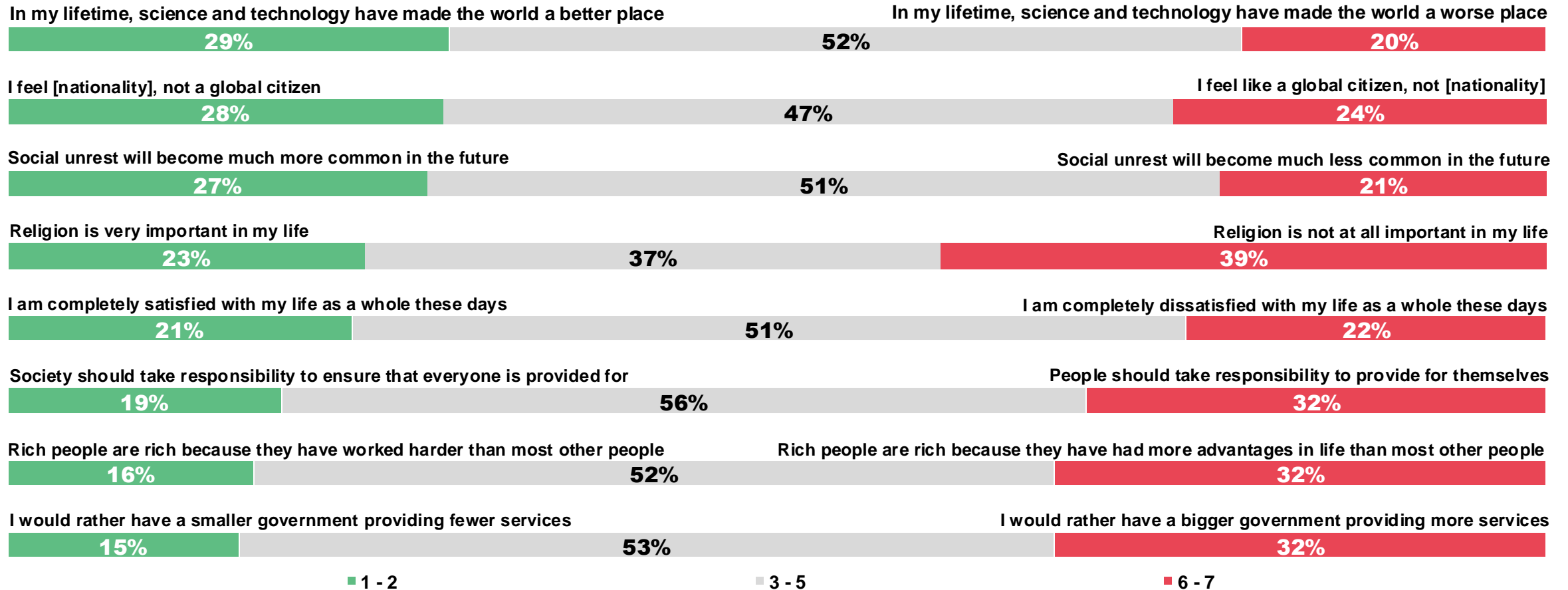
Respect for animals / nature / environment is not shown as this was asked differently in 2021. In 2024, **46%** felt respect for animals / nature / environment was important. In 2021, **34%** of citizens in these countries felt the protection of nature, including climate was important.



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? Please choose up to five. Base: 18,000 across 18 G20 countries, 18 - 55-75, online interviews, 5th March – 8th April 2024. 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). Percentages results are an arithmetic average of national results across the 18 G20 countries surveyed. 2021 (19735). None of these and don't know responses not shown. NB: G20 in 2024 does not include Russia

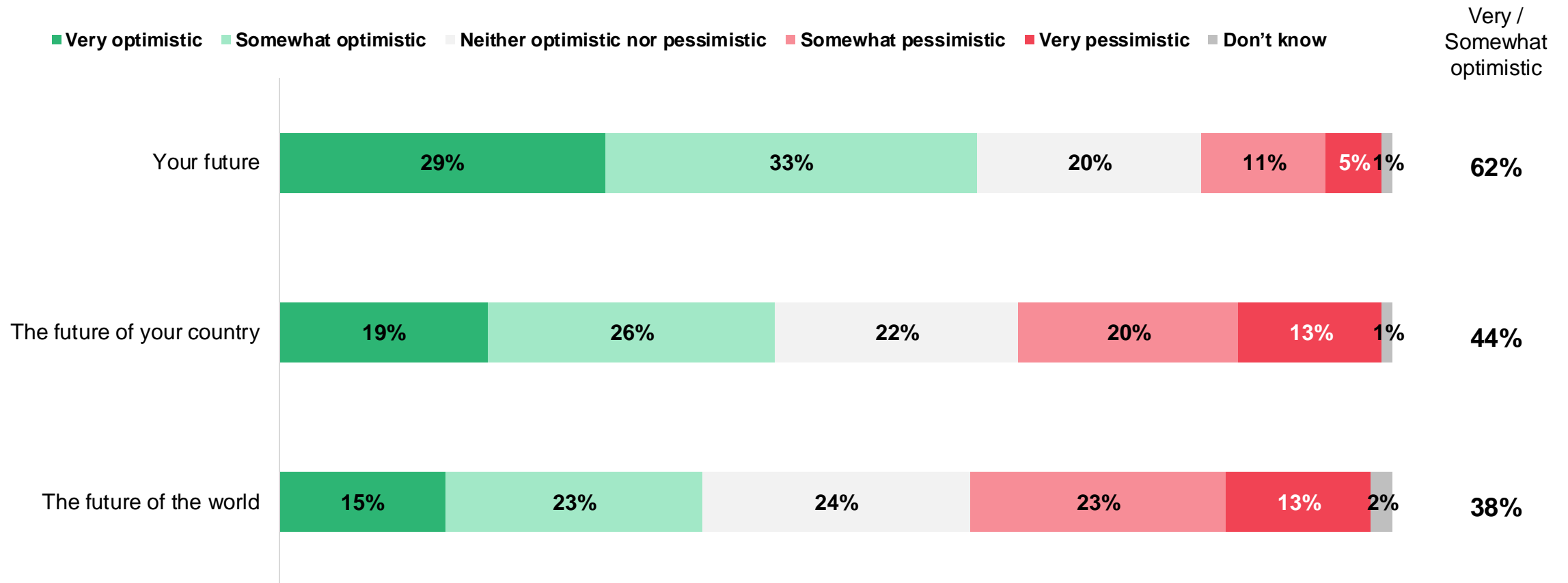


Of those surveyed in the G20, opinion is divided across core value statements – the clearest preference being for bigger over smaller government.



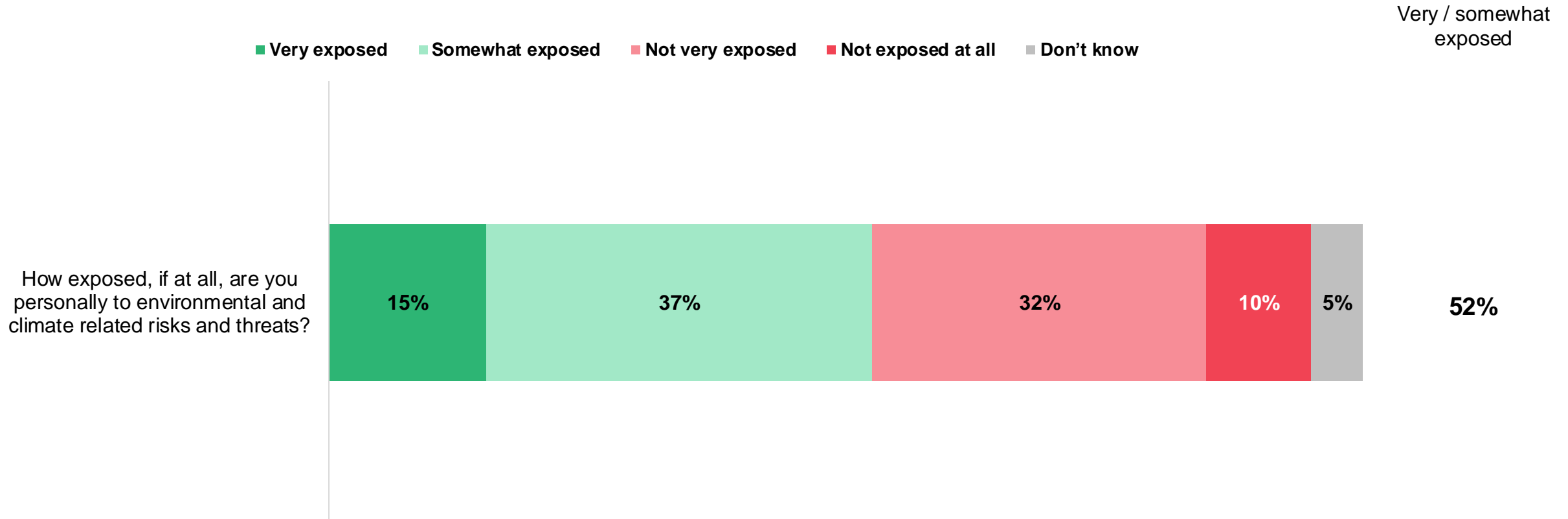
Q3: Please now give us your views on the following issues. We will show you two statements – please tell us which of these statements is closer to your beliefs. 1 means you agree completely with the statement on the left; 7 means you agree completely with the statement on the right; and if your views fall somewhere in between, you can choose any number in between. Base: 18,000 across 18 G20 countries, 18 - 55-75, online interviews, 5th March – 8th April 2024. 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). Percentages results are an arithmetic average of national results across the 18 G20 countries surveyed.

People surveyed in the G20 tend to be optimistic about their own future, but much less optimistic about that of their country or the world.



Q2: To what extent are you optimistic or pessimistic about each of the following...? Base: 18,000 across 18 G20 countries, 18 - 55-75, online interviews, 5th March– 8th April 2024. 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). Percentages results are an arithmetic average of national results across the 18 G20 countries surveyed.

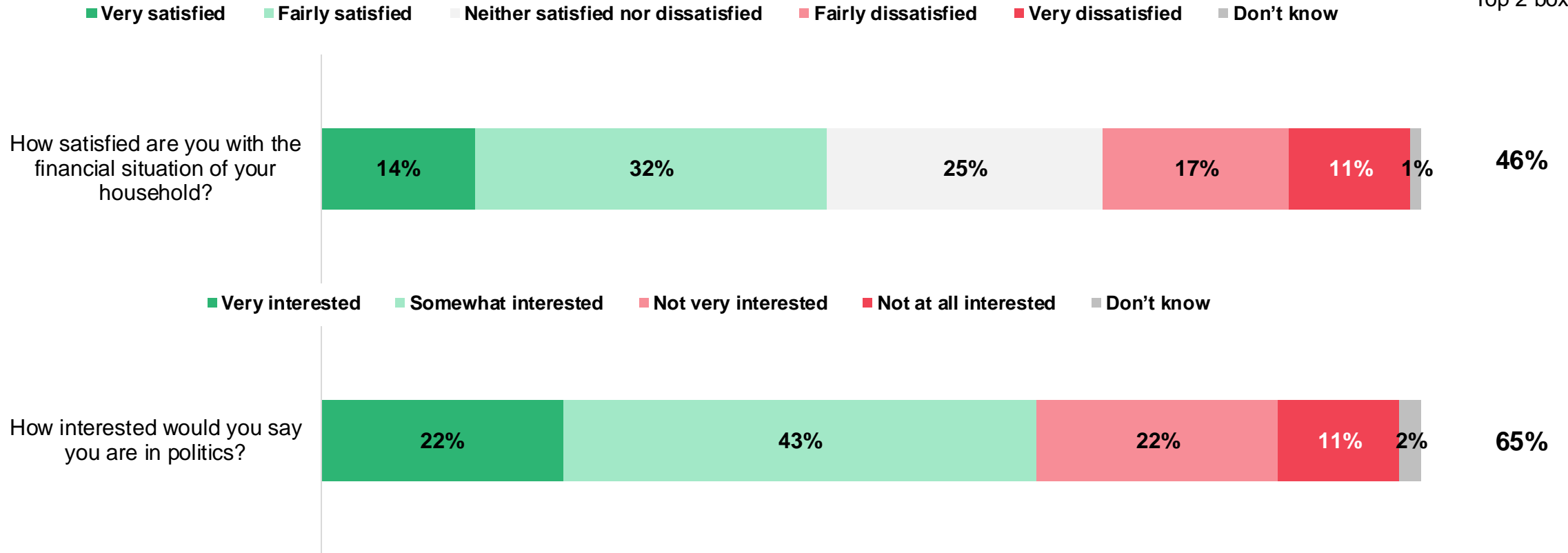
Over half of people surveyed in the G20 feel personally exposed to environmental and climate risks



QD5. How exposed, if at all, are you personally to environmental and climate related risks, and threats (e.g. fires, floods, pollution, extreme weather conditions, etc.)? Base: 18,000 across 18 G20 countries, 18 - 55-75, online interviews, 5th March – 8th April 2024. 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). Percentages results are an arithmetic average of national results across the 18 G20 countries surveyed.

Around two thirds of people surveyed in the G20 say they're interested in politics, while under half are satisfied with their household financial situation

Top 2 box



QD4. How satisfied are you with the financial situation of your household? QD6. How interested would you say you are in politics? Base: 18,000 across 18 G20 countries, 18 - 55-75, online interviews, 5th March – 8th April 2024. 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). Percentages results are an arithmetic average of national results across the 18 G20 countries surveyed.



Higher income countries are most pessimistic about the future.

Despite feeling more exposed to environmental risks, those in lower- and middle-income countries tend to be more optimistic about their own and the world's future.



	G20*	AU	AT	CA	DK	FR	DE	IT	SK	SW	UK	US	JP	SA	BR	TR	AR	CN	ID	MX	ZA	IN	KE
Your future <i>(Very / Somewhat optimistic)</i>	62%	60%	54%	62%	59%	38%	54%	31%	39%	54%	57%	70%	23%	83%	81%	42%	71%	75%	86%	85%	77%	80%	94%
The future of your country <i>(Very / Somewhat optimistic)</i>	44%	44%	32%	39%	41%	18%	30%	25%	21%	28%	30%	43%	11%	80%	57%	29%	50%	71%	68%	60%	47%	76%	72%
The future of the world <i>(Very / Somewhat optimistic)</i>	38%	33%	19%	28%	24%	14%	22%	20%	18%	19%	25%	41%	11%	64%	51%	20%	42%	55%	61%	53%	51%	73%	76%
Satisfied with household financial situation <i>(Very / Fairly satisfied)</i>	46%	44%	48%	46%	50%	38%	57%	42%	19%	45%	51%	59%	19%	73%	51%	31%	24%	70%	50%	42%	35%	72%	42%
Exposed to environmental and climate related risks and threats <i>(Very / Somewhat exposed)</i>	52%	42%	27%	44%	26%	37%	33%	44%	52%	16%	35%	46%	36%	30%	59%	69%	43%	79%	87%	66%	64%	79%	73%
Interested in politics <i>(Very / Somewhat interested)</i>	65%	56%	73%	64%	64%	57%	76%	61%	60%	64%	71%	67%	61%	50%	73%	60%	65%	80%	67%	67%	66%	70%	68%

*Please note G20 averages do not include Russia

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 (e.g. fires, floods, pollution, extreme weather conditions, etc.)? QD6. How interested would you say you are in politics? 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), Turkey (1,000), Sweden (1,000) United Kingdom (1,000), United States (1,000). G20 percentages results are an arithmetic average of national results across the 18 G20 countries surveyed.

High income, low vulnerability | High income, medium vulnerability | Middle income, low vulnerability | Middle income, medium vulnerability | Low income, high vulnerability

Vs G20 Total: ■ ≥ 5% higher ■ ≥ 5% lower



PART 2: Planetary Stewardship Segmentation

What did we do?

Segmentation: driving attitudes and behaviour change.

Identifying audience segments:

Along with capturing overall attitudes, we used this research to **identify distinct audience segments** regarding planetary stewardship (as per the Yale Program on Climate Change Communication' "Six Americas" segmentation).

Segmentation is used to **group together people** with similar attitudes and/or behaviours and distinguish them from other groups of people with different patterns of attitudes / behaviours.

The insight gained is used to build **targeted engagement strategies** (messaging, executions, channels etc.) for different groups of people, ultimately driving **attitude and behaviour change**.

Our approach to segmentation:

We use a wide range of segmentation tools and techniques available e.g., K-means, Latent Class, Multi-level models, Ensemble solutions etc when running segmentation projects.

Our preferred approach was to use **'ensemble' clustering techniques**. Rather than running a cluster analysis once, ensemble techniques run many possible solutions that through an iterative process converge on a solution that is highly stable and reproducible. The sample size of 1,000 per country allowed for this.

With any segmentation there is an additional process of data cleaning to ensure data quality, and reliability, resulting in meaningful segments being generated.

Based on the inputs that will be used to generate the segments, analysis is conducted to understand the number of valid responses that respondents have given. Where respondents have refused to answer these specific questions or selected 'don't know' too many times this introduces noise and makes segments less reliable.

As a result, some respondents are removed meaning the base size for the segmentation is 16,841.

Segment profiles and size

We identified 5 “Planetary Stewardship” segments.



Planetary Stewards

Planetary Stewards are driven by a sense of urgency and responsibility towards the environment, advocating for systemic change to address environmental challenges.

Concerned Optimists

Concerned Optimists are a group characterized by their blend of high environmental concern and optimism regarding the future and trust in institutions.

Steady Progressives

Steady Progressives are a group characterized by their pragmatic and moderate approach to environmental issues. They seek balanced solutions that address concerns.

Climate Sceptics

Climate Sceptics are a group distinguished by their dismissal of environmental concerns and their opposition to policies addressing climate change.

The Unengaged

The Unengaged are a group distinguished by their lack of interest and engagement in environmental and societal issues.

Planetary stewardship segmentation

The segmentation is based upon the following statements only. Here we show the different attitude profiles of the segments across these statements.

		G20* Total	Planetary Stewards	Concerned Optimists	Steady Progressives	Climate Sceptics	Unengaged
The state of nature today	Top Box Percentage	25%	64%	36%	19%	7%	6%
The state in which we will leave nature for future generations		30%	71%	37%	28%	7%	10%
Because of human activities, the Earth is close to environmental 'tipping points'		33%	78%	47%	29%	2%	7%
New technologies can solve environmental problems ...		12%	10%	34%	3%	4%	7%
Many of the claims about environmental threats are exaggerated		30%	1%	27%	1%	15%	8%
Human health and wellbeing are closely connected to the health and wellbeing of nature		38%	74%	56%	37%	5%	13%
Nature can meet the needs of humans right now		16%	10%	42%	15%	8%	10%
Nature is already too damaged to continue meeting humans' needs in the long-term		22%	52%	45%	9%	3%	11%
Addressing climate change and environmental damage can bring many benefits to people in <Country>		32%	63%	53%	30%	3%	9%
<Country> government is doing enough to tackle climate change and environmental damage		11%	2%	35%	2%	8%	9%
The costs of the damages due to environmental pollution are much higher than the costs of the investments		27%	59%	49%	13%	3%	10%
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 ...		43%	77%	59%	48%	8%	13%

*Please note G20 averages do not include Russia

Vs G20 Total: ■ + >15% ■ + 11-15% ■ + 6-10% ■ +1-5% ■ >15% ■ >11-15% ■ - 6-10% ■ - 1-5%

Base: 16,841 across 18 G20 countries, 18 - 55-75, online interviews, 5th March – 8th April 2024. 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). Percentages results are an arithmetic average of national results across the 18 G20 countries surveyed.



Segment detail: Planetary stewards



Planetary Stewards are a group driven by a sense of **urgency and responsibility towards the environment**. 97% say there is a need to act immediately to tackle climate change (71% G20 average) and 78% strongly agree that because of human activities, the Earth is close to environmental tipping points (32% G20 average). Likewise, 64% say they are extremely worried about the state of nature today (26% G20 average), and 71% say they are extremely worried about the state of nature we will leave for future generations (30% G20 average).

Planetary stewards **connect human and planetary health, but don't think nature can meet human needs now or in the future**. 74% strongly agree that human health and wellbeing are closely connected to the health and wellbeing of nature (36% G20 average). Likewise, around half (49%) disagree that nature can meet the needs of humans right now (21% G20 average, respectively) and 52% strongly agree that nature is already too damaged to continue meeting humans' needs in the long term (24% G20 average).



This group are more likely to be **pessimistic about the future** than average. 10% say they are very pessimistic about their future (5% G20 average), 24% are very pessimistic about the future of their country (13% G20 average), and 28% very pessimistic about the future of the world (13% G20 average).

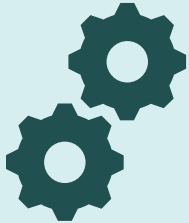
This group show the **strongest support for legal consequences for ecocide** with 77% strongly agreeing that it should be a criminal offence for leaders of large businesses or senior government to approve or permit actions they know are likely to cause damage (40% G20 average).

They have a **collectivist attitude**, believing in the role of government and society in creating a more equitable future. 38% say they would rather have a bigger government providing more services (32% G20 average), and 30% agree society should take responsibility to ensure that everyone is provided for (15% G20 average).

Planetary stewards



They have a **distrust of government** and a strong **sense of economic injustice**. 37% strongly disagree that their government can be trusted to make decisions which benefit the majority of people (20% G20 average), 39% strongly disagree the government can be trusted to make long-term decisions that will benefit the majority of people 20 or 30 years from now (21% G20 average). 65% strongly agree that there is too much inequality these days (36% G20 average), 52% strongly agree the economic system hurts people who have the least money (30% G20 average), 48% strongly agree that the way the world's economy works is now unfair to poorer countries (27% G20 average).



They **advocate for political and economic systems change** to address environmental challenges and promote a more equitable and sustainable future. 45% say the political system of their country needs to be completely reformed (29% G20 average). Likewise, 26% say the global political system needs to be completely reformed (23% G20 average), and 42% say it needs major changes (37% G20 average). 40% say the economic system in their country needs to be completely reformed (27% G20 average) and 45% say it needs major changes (41% G20 average). Likewise, 31% say the global economic system needs to be completely reformed (22% G20 average), and 50% say it needs major changes (42% G20 average). Similarly, over half (52%) say the way economy works should prioritise the health and wellbeing of people and nature rather than focusing solely on profit and increasing wealth (32% G20 average), and 44% say the economic success of a country should be measured by the health and wellbeing of its citizens, not how fast the economy is growing (26% G20 average).



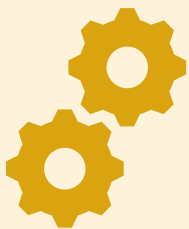
Demographically, this group are more likely to be female, over 45, and from higher income brackets, although they also express dissatisfaction with their financial situation. They tend to be politically engaged and perceive themselves as vulnerable to climate risks.

Concerned Optimists



Concerned Optimists are a group characterized by their **blend of environmental concern and optimism regarding the future**. Concern for the environment is high - 76% say there is a need to act immediately to tackle climate change (71% G20 average) and 47% strongly agree and 43% tend to agree that because of human activities the earth is close to environmental tipping points (32% and 37% G20 average, respectively). 36% are extremely worried about the state of nature today (26% G20 average), and 37% say they are extremely worried about the state of nature we will leave for future generations (30% G20 average).

But this group are optimistic the situation will improve. Half (50%) are very optimistic about their future (29% G20 average), 35% say the same about the future of their country (19% G20 average), and 33% are very optimistic about the future of the world (15% G20 average). Likewise, 42% strongly agree that nature can meet the needs of humans right now (17% G20 average) and 35% agree that social unrest will become much less common in the future (21% G20 average).



They combine concern for the environment with a conventional **belief in progress, growth and innovation**, advocating for **a future that is both environmentally sustainable and economically prosperous**. 34% strongly agree, and 44% tend to agree that new technologies can solve environmental problems without individuals having to make big changes in their lives (12% and 27% G20 average, respectively) and 53% strongly agree that addressing climate change and environmental damage can bring many benefits to people (31% G20 average). This group believe traditional economic systems will support growth. 48% strongly agree that focusing on economic growth in is the best way to achieve wealth and wellbeing for all (25% G20 average) and 35% also strongly believe that we are all better off when some people get rich, because their spending and investment trickles down throughout society, leading to more wealth for all (15% G20 average).

Concerned Optimists



This group tends to be **individualist and have a sense of individual responsibility**. This group are most likely to say that people should take responsibility to provide for themselves, with 40% saying this (32% G20 average). This group are also most likely to agree that high- and middle-income earners in their country have a responsibility for reversing climate damage with 23% saying this (15% G20 average).

Concerned optimists show a **stronger than average support for legal consequences for ecocide** with 59% strongly agreeing that it should be a criminal offence for leaders of large businesses or senior government to approve or permit actions they know are likely to cause damage (40% G20 average).



This group has **trust in their governments to address climate and social issues**. 38% strongly agree that their government can be trusted to make decisions for the benefit of the majority of people (17% G20 average), and 36% strongly agree that their government can be trusted to make long-term decisions that will benefit the majority of people 20 or 30 years from now (16% G20 average). Likewise, 35% strongly agree that the government is doing enough to tackle climate change (12% G20 average).



Demographically, this group are more likely to be male, under 45, with children and employed. They tend to be politically engaged and perceive themselves as vulnerable to climate risks; 34% say they are very interested in politics (22% G20 average) and 29% say they are very exposed to environmental and climate related risks. Underlying their optimism is a sense of insecurity and they are the group most likely to be dissatisfied with their current situation.

Steady Progressives



Steady Progressives are a group characterised by their **pragmatic and moderate approach to environmental and societal issues**, while acknowledging the **need to act**. 85% say there is a need to act immediately to tackle climate change (71% G20 average), and 49% say they are very worried about the state of nature today (33% G20 average) and 46% say they're very worried about the state in which we will leave nature for future generations (32% G20 average). While this group are more likely to agree overall that because of human activities the Earth is close to environmental tipping points (85% compared to 71% G20 average), they are less likely to strongly agree than other groups (29% compared to 32% G20 average, 78% of planetary stewards and 47% of concerned optimists).



They seek **balanced solutions that address concerns without resorting to extremes**, advocating for **gradual reforms** within existing systems to create a more sustainable and equitable future. This group are more likely than others to say that the political system of their country needs major changes, with 40% saying this (36% G20 average), but are less likely than other groups to say it needs complete reform with 31% saying this (29% G20 average). Similarly, this group are less likely than the average to say that the global political system needs to be completely reformed (17% vs 23% G20 average).

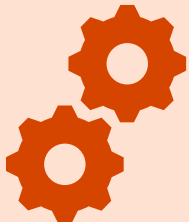
Concerned optimists show stronger than average support for **legal consequences** for ecocide with 48% strongly agreeing that it should be a criminal offence for leaders of large businesses or senior government to approve or permit actions they know are likely to cause damage (40% G20 average).

Steady Progressives



This group show **moderate distrust in government to tackle social and economic issues**. This group are less likely than average (10%) to strongly agree the government can be trusted to make decisions for the benefit of the majority of people (16% G20 average). Likewise, they are less likely than average (10%) to strongly agree that the government can be trusted to make long-term decisions that will benefit the majority of people 20 or 30 years from now (16% G20 average). This group also disagree that their government is doing enough to tackle climate change, with 21% saying they strongly disagree and 38% saying they tend to disagree (16% and 20% G20 average, respectively).

They **acknowledge issues of economic inequality** but are **less likely to advocate for complete reform economic system** compared to other groups. 40% strongly agree that there is too much economic inequality these days (36% G20 average). Just under half (49%) say the global economic system needs major changes (42% G20 average), but they are less likely than average to advocate for complete reform with 17% saying this (22% G20 average). Similarly, 47% say the economic system of their country needs major changes (41% G20 average).



This group **believe in the positive impact of science and technology**, but do not think this alone will solve environmental and social issues. More than average (34%) agree that science and technology have made the world a better place (29% G20 average), and less than average 15% think that science and technology have made the world a worse place (20% G20 average). But unlike Concerned Optimists, this group don't believe that new technology alone can solve the problem – 15% strongly disagree and 29% tend to disagree that new technologies can solve environmental problems without individuals having to make big changes in their lives (10% and 18% G20 average, respectively).



Demographically, they are more likely to be female and from higher income brackets. They tend to be less interested in politics and perceive themselves as less exposed to climate risks.

Climate Sceptics



Climate Sceptics are a group distinguished by their **dismissal of environmental concerns and their opposition to policies addressing climate change**. This group is the least likely to think that because of human activities, the earth is close to environmental tipping points – 46% disagreed with this statement compared to 9% of the G20 average. Likewise, 15% of climate sceptics strongly agree that many of the claims about environmental threats are exaggerated (10% G20 average). This group are the most likely to say that no action is required to reduce carbon emissions, with 15% saying this (3% G20 average)

Climate Sceptics also **perceive themselves as less exposed to climate risks**; 21% believe they are not at all exposed (10% G20 average). They are less likely than other groups to be concerned about the state of nature; 11% say they are not at all worried, and 26% say they're not very worried about the state of nature today (3% and 7% G20 average, respectively). Likewise, 11% say they are not at all worried, and 26% say they're not very worried about the state in which we will leave nature for future generations (3% and 8% G20 average, respectively).

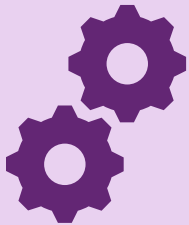


This group are more likely to believe in **individual liberty and limited government intervention**, compared with any other group. Compared to other groups, climate sceptics are more likely to favour a smaller government with fewer services and are less likely to say that rich people are rich because they have had more advantages in life.

Climate Sceptics



They tend to **be less interested in politics** and have **low trust in government**. 41% of climate sceptics say they're not at all, or not very interested in politics (32% G20 average) and only 9% strongly agree that the government can be trusted to make decisions that will benefit the majority, compared to 17% of the G20 average. However, they are also less likely to agree political change is necessary than other groups; 21% agree political system in their country needs to be completely reformed (29% G20 average).



Climate Sceptics show **less concern about economic disparities, or the impact of the economic system on environmental or social issues**. Only 5% agree that the economic system is bad for the environment (16% G20 average), and only 10% strongly agree that economic success should be measured by health and wellbeing of citizens (26% G20 average). More than average (9%) strongly disagree that the way the world's economy works is unfair to poorer countries (3% G20 average), and 10% strongly disagree that the economic system in their country hurts people who have the least money (5% G20 average).

They are also much less likely than average to **agree that there is a need for economic reform**. Just under a third (31%) say the global economic system needs minor changes, while 9% say it does not need to be changed at all (21% and 4% G20 average, respectively). Likewise, 31% say the economic system of their country needs only minor changes, and 11% say it does not need to be changed at all (21% and 5% G20 average, respectively).



Demographically, this group are more likely to be male and from lower income brackets.

The Unengaged

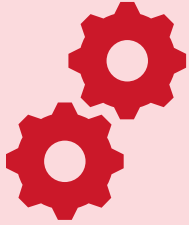


The Unengaged are a group distinguished by their **lack of interest and engagement in environmental and societal issues**. They are much less likely than average to say that they are worried about the state of nature today (34% compared to 60% G20 average) and the state we will leave nature for future generations (41% compared with 63% G20 average). Likewise, they are less likely (7%) than average to agree that because of human activities, the earth is close to environmental tipping points (32% G20 average). This group are also less likely than average (57%) also say we need to act immediately, within the next decade, to reduce carbon emissions (71% G20 average)



They tend to be **disinterested in politics and express minimal interest in political or social change**. Just 16% say they are very interested in politics, compared to 22% for the G20 average. This group are less likely to think that political systems need to change - 27% say the global political system only needs minor changes (24% G20 average), and 27% say the same for the political system of their country (21% G20 average), while more than average (10%) say that the political system of their country doesn't need to be changed at all (7% G20 average). This group also express slightly higher trust in today's government than other groups; more than average agree that their government can be trusted to make decisions which benefit the majority of people (44%) and can be trusted to make decisions which will benefit people 20-30 years from now (42%), compared to 39% and 37% G20 average respectively.

The Unengaged



They are **unconcerned about economic inequality** and show relatively low levels of support for significant changes to political and economic systems. Only 20% strongly agree there is too much economic inequality in their country these days (36% G20 average) and only 7% agree that the economic system is bad for the environment (16% G20). This group are much less likely to agree that there is a need for economic reform - 16% agree economic system in their country needs to be reformed, compared to 27% G20 average. They are less likely to support higher taxation on wealthy people/ businesses; 20% agree that large businesses should pay higher tax rates (35% G20 average).

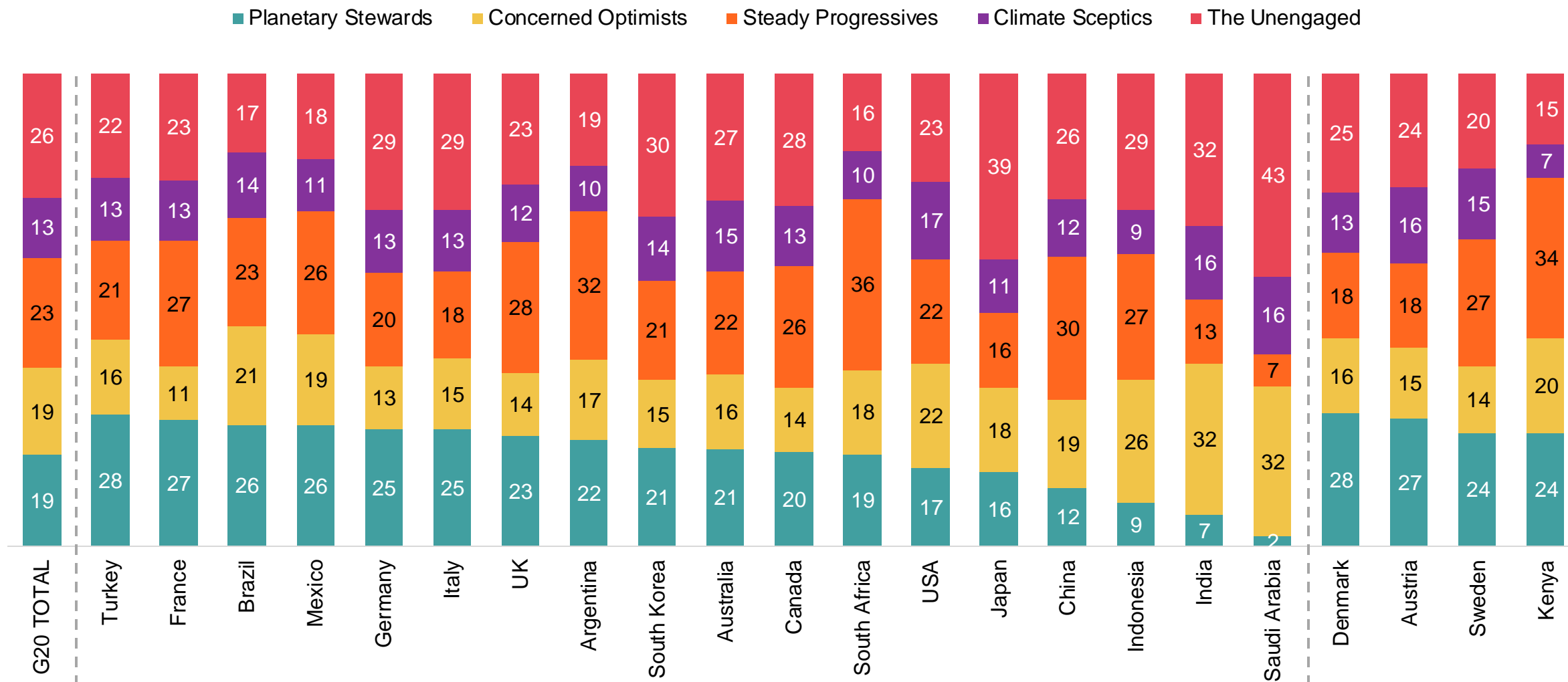


The Unengaged are **less likely to hold strong views on the future of the world**. Just 8% say they are 'very pessimistic' about future of the world (13% G20 average), with 29% saying they are neither optimistic or pessimistic (24% G20 average). They are a little more optimistic overall about the future of their country (48%) than the future of the world (41%), but again do not hold strong views; 9% are 'very pessimistic' (13% G20 average) about the future of their country, with a higher proportion neither optimistic nor pessimistic (26% vs 22% G20).



Demographically, they are more likely to be male and are distributed across various income levels but are more likely than average to say they're satisfied with the financial situation of their household (50% compared to 46% G20 average). This group are also less likely to see themselves as exposed to environmental and climate related threats – 46% say they are not very or not at all exposed (43% G20 average).

Segment global size and size of segments within countries



*Please see technical note for methodology and base information

Detailed segment attitudes, values, demographics

Planetary Stewards, Concerned Optimists and Steady Progressives tend to emphasise the need for urgency in acting to reduce carbon emissions

Climate Sceptics and the unengaged were much less likely to think we needed to take urgent action

	G20* Total	Planetary Stewards	Concerned Optimists	Steady Progressives	Climate Sceptics	The Unengaged
Act immediately, within the next decade	71%	97%	76%	85%	36%	57%
Act within the next 20 to 30 years	15%	2%	18%	9%	22%	23%
Act, but we have more time than 30 years	5%	*	4%	2%	17%	7%
Never – no action required	3%	*	1%	1%	15%	3%
Don't know	6%	1%	2%	2%	9%	9%

*Please note G20 averages do not include Russia

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? Base: 16,841 across 18 G20 countries, 18 - 55-75, online interviews, 5th March – 8th April 2024. Planetary Stewards (3,251), Concerned Optimists (3,115), Steady Progressives (3,921), Climate Sceptics (2,159), The Unengaged (4,395)

Planetary Stewards and Steady Progressives are more likely to place value on tolerance and respect for others, respect of animals and not being selfish

While Climate Sceptics, Concerned Optimists and The Unengaged are likely to place more value on hard work

	G20* Total	Planetary Stewards	Concerned Optimists	Steady Progressives	Climate Sceptics	The Unengaged
Good manners	61%	59%	62%	62%	57%	63%
Independence	37%	41%	34%	40%	33%	36%
Hard work	32%	25%	35%	31%	34%	35%
Feeling of responsibility	50%	54%	52%	52%	43%	49%
Imagination	26%	30%	23%	27%	25%	24%
Tolerance and respect for others	57%	72%	50%	66%	44%	53%
Thrift/saving money	26%	24%	27%	26%	27%	28%
Determination, perseverance	33%	37%	32%	36%	30%	32%
Religious faith	22%	14%	28%	21%	22%	25%
Not being selfish	31%	37%	28%	33%	29%	29%
Obedience	23%	17%	28%	21%	25%	25%
Respect for animals	46%	66%	44%	52%	34%	37%

*Please note G20 averages do not include Russia

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? Base: 16,841 across 18 G20 countries, 18 - 55-75, online interviews, 5th March – 8th April 2024. Planetary Stewards (3,251), Concerned Optimists (3,115), Steady Progressives (3,921), Climate Sceptics (2,159), The Unengaged (4,395)

The segments least concerned about the environment are also least likely to support a larger government providing more services or believe science and technology has made the world a better place

	G20* Total	Planetary Stewards	Concerned Optimists	Steady Progressives	Climate Sceptics	The Unengaged
I feel [NATIONALITY], not a global citizen	28%	33%	25%	32%	27%	26%
I feel like a global citizen, not [NATIONALITY]	24%	23%	36%	22%	19%	22%
Religion is very important in my life	23%	24%	24%	26%	20%	22%
Religion is not at all important in my life	39%	48%	42%	40%	32%	35%
In my lifetime, science and technology have made the world a better place	29%	38%	29%	34%	18%	25%
In my lifetime, science and technology have made the world a worse place	20%	15%	32%	15%	19%	18%
I am completely satisfied with my life as a whole these days	19%	22%	23%	24%	18%	20%
I am completely dissatisfied with my life as a whole these days	30%	20%	32%	18%	19%	20%
I would rather have a smaller government providing fewer services	15%	16%	14%	16%	20%	13%
I would rather have a bigger government providing more services	32%	38%	42%	32%	21%	27%
Rich people are rich because they have worked harder than most other people	16%	17%	18%	17%	15%	13%
Rich people are rich because they have had more advantages in life than most other people	32%	41%	38%	31%	23%	26%
Society should take responsibility to ensure that everyone is provided for	15%	30%	19%	21%	11%	14%
People should take responsibility to provide for themselves	32%	27%	40%	28%	28%	28%
Social unrest will become much more common in [COUNTRY] in the future	27%	46%	20%	31%	24%	20%
Social unrest will become much less common in [COUNTRY] in the future	21%	16%	35%	16%	16%	21%

*Please note G20 averages do not include Russia

First row of each paired statement = codes 1 or 2; second row of each paired statement = codes 6 or 7

Q3: 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. 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: 16,841 across 18 G20 countries, 18 - 55-75, online interviews, 5th March – 8th April 2024. Planetary Stewards (3,251), Concerned Optimists (3,115), Steady Progressives (3,921), Climate Sceptics (2,159), The Unengaged (4,395)



Despite opposing environmental outlooks, Planetary Stewards and Climate Sceptics are both more likely to be pessimistic about the future of the world or of their country

Concerned Optimists are the most optimistic about the future, while the Unengaged are neither optimistic or pessimistic about their future

	G20* Total	Planetary Stewards	Concerned Optimists	Steady Progressives	Climate Sceptics	The Unengaged
Extent optimistic or pessimistic about - Your future: Very optimistic	29%	21%	50%	27%	20%	26%
Extent optimistic or pessimistic about - Your future: Very pessimistic	5%	10%	3%	4%	7%	5%
Extent optimistic or pessimistic about - The future of your country: Very optimistic	19%	10%	35%	13%	12%	18%
Extent optimistic or pessimistic about - The future of your country: Very pessimistic	13%	24%	7%	12%	17%	9%
Extent optimistic or pessimistic about - The future of the world: Very optimistic	15%	7%	33%	9%	10%	14%
Extent optimistic or pessimistic about - The future of the world: Very pessimistic	13%	28%	7%	12%	17%	8%

*Please note G20 averages do not include Russia

Q2: To what extent are you optimistic or pessimistic about each of the following...? Base: 16,841 across 18 G20 countries, 18 - 55-75, online interviews, 5th March – 8th April 2024. Planetary Stewards (3,251), Concerned Optimists (3,115), Steady Progressives (3,921), Climate Sceptics (2,159), The Unengaged (4,395)

Concerned Optimists are more likely to strongly agree that their government can be trusted to make decisions which benefit the majority and in the longer term compared to any other group

Despite opposing views, Planetary Stewards and Climate Sceptics are both less likely to hold this view.

	G20* Total	Planetary Stewards	Concerned Optimists	Steady Progressives	Climate Sceptics	The Unengaged
Government can be trusted to make decisions for the benefit of the majority of people. <i>Strongly agree</i>	17%	6%	38%	10%	9%	18%
Government can be trusted to make decisions for the benefit of the majority of people. <i>Strongly disagree</i>	20%	37%	11%	21%	25%	13%
Government can be trusted to make long-term decisions that will benefit the majority of people 20 or 30 years from now. <i>Strongly agree</i>	16%	6%	36%	10%	9%	16%
Government can be trusted to make long-term decisions that will benefit the majority of people 20 or 30 years from now. <i>Strongly disagree</i>	21%	39%	11%	22%	25%	13%

*Please note G20 averages do not include Russia

Q8: To what extent, if at all, do you agree or disagree with the following statements about your country? Base: 16,841 across 18 G20 countries, 18 - 55-75, online interviews, 5th March – 8th April 2024. Planetary Stewards (3,251), Concerned Optimists (3,115), Steady Progressives (3,921), Climate Sceptics (2,159), The Unengaged (4,395)

Planetary Stewards and Concerned Optimists are more likely to strongly agree that there is too much economic inequality these days, and to feel the current economic system is bad for the environment, compared to Climate Sceptics and the Unengaged

<i>Strongly agree</i>	G20* Total	Planetary Stewards	Concerned Optimists	Steady Progressives	Climate Sceptics	The Unengaged
There is too much economic inequality in these days	36%	65%	41%	40%	16%	20%
We are all better off when some people get rich, because their spending and investment trickles down throughout society, leading to more wealth for all	15%	9%	35%	7%	10%	11%
The economic system in hurts people who have least money	30%	52%	37%	31%	14%	16%
The economic system in is bad for the environment	16%	32%	26%	12%	5%	7%
The way the world's economy works now is unfair to poorer countries	27%	48%	40%	25%	11%	14%
Focusing on economic growth is the best way to achieve wealth and wellbeing for all who live here	25%	22%	48%	21%	18%	18%
The way economy works should prioritise the health and wellbeing of people and nature rather than focusing solely on profit and increasing wealth	32%	52%	48%	32%	13%	18%
The economic success of a country should be measured by the health and wellbeing of its citizens, not how fast the economy is growing	26%	44%	41%	25%	10%	14%

*Please note G20 averages do not include Russia

Q13: To what extent, if at all, do you agree or disagree with the following statements? Base: 16,841 across 18 G20 countries, 18 - 55-75, online interviews, 5th March – 8th April 2024. Planetary Stewards (3,251), Concerned Optimists (3,115), Steady Progressives (3,921), Climate Sceptics (2,159), The Unengaged (4,395)

Planetary Stewards, Concerned Optimists and, to a lesser extent, Steady Progressives are more likely to strongly support economic and political system changes

Climate Sceptics and the Unengaged are much less likely to strongly support reform

<i>Strongly agree</i>	G20* Total	Planetary Stewards	Concerned Optimists	Steady Progressives	Climate Sceptics	The Unengaged
The global political system: It needs to be completely reformed	23%	26%	35%	17%	23%	17%
The global political system: It needs major changes	37%	42%	38%	40%	31%	38%
The political system of [COUNTRY]: It needs to be completely reformed	29%	45%	33%	31%	21%	19%
The political system of [COUNTRY]: It needs major changes	36%	36%	38%	40%	31%	38%
The global economic system: It needs to be completely reformed	22%	31%	32%	17%	16%	14%
The global economic system: It needs major changes	42%	50%	42%	49%	34%	41%
The economic system of [COUNTRY]: It needs to be completely reformed	27%	40%	34%	26%	19%	16%
The economic system of [COUNTRY]: It needs major changes	41%	45%	41%	47%	33%	41%

*Please note G20 averages do not include Russia

Q14. Which comes closest to your view about the following systems? Base: 16,841 across 18 G20 countries, 18 - 55-75, online interviews, 5th March – 8th April 2024. Planetary Stewards (3,251), Concerned Optimists (3,115), Steady Progressives (3,921), Climate Sceptics (2,159), The Unengaged (4,395)

Planetary Stewards and Concerned Optimists are more likely to show strong support for higher taxation for polluting individuals and companies

Whereas just two in ten Climate Sceptics strongly support this measure

<i>Strongly support</i>	G20* Total	Planetary Stewards	Concerned Optimists	Steady Progressives	Climate Sceptics	The Unengaged
Large businesses pay higher tax rates	35%	57%	52%	34%	16%	20%
Wealthy people pay higher rates of income tax	37%	58%	49%	37%	18%	24%
Wealthy people pay a higher tax on their wealth	36%	58%	48%	36%	18%	23%
People and companies that pollute the environment for example by causing greenhouse gas emissions should pay higher taxes	42%	70%	56%	46%	17%	24%

*Please note G20 averages do not include Russia

Q16: To what extent if at all would you support or oppose the following proposals as means of funding major changes to our economy and lifestyles? Base: 16,841 across 18 G20 countries, 18 - 55-75, online interviews, 5th March – 8th April 2024. Planetary Stewards (3,251), Concerned Optimists (3,115), Steady Progressives (3,921), Climate Sceptics (2,159), The Unengaged (4,395)

Planetary Stewards and Concerned Optimists are more likely to strongly support for Earth4All's policy proposals, compared to Climate Sceptics and The Unengaged

Investment in renewable energy is particularly divisive – with 73% of Planetary Stewards strongly supporting this policy, but just 11% of Climate Sceptics feeling the same

<i>Strongly support</i>	G20* Total	Planetary Stewards	Concerned Optimists	Steady Progressives	Climate Sceptics	The Unengaged
All people receiving a minimum regular income each month from the government regardless of employment status	24%	31%	43%	21%	11%	14%
The government ensuring that every citizen has free or affordable healthcare	46%	72%	51%	54%	23%	30%
Strengthening workers' rights, to protect jobs and ensure adequate retraining	40%	64%	54%	44%	18%	24%
The use of citizens assemblies to increase citizens' influence in political decision-making	28%	40%	46%	25%	15%	15%
Laws and regulations limiting the political influence of large corporations in the political process	30%	53%	41%	29%	15%	15%
Policies ensuring more equal gender representation in government and business leadership roles	29%	50%	43%	28%	8%	14%
Policies supporting work-life balance, such as parental leave, better childcare provision and flexible working hours	37%	62%	51%	40%	14%	21%
Promoting policies to help people eat healthier diets that reduce meat consumption and harmful emissions	27%	45%	44%	25%	9%	14%
Investing in renewable energy, energy efficiency, clean transport and reducing pollution in industry	41%	73%	56%	46%	11%	21%
Giving legal rights to nature in national laws	29%	57%	42%	29%	7%	11%
Giving legal rights to future generations in national laws	29%	49%	50%	27%	7%	14%

*Please note G20 averages do not include Russia

Q17: To what extent if at all would you support or oppose the following proposals as means to improve all people's wellbeing and quality of life and respond to global challenges? Base: 16,841 across 18 G20 countries, 18 - 55-75, online interviews, 5th March – 8th April 2024. Planetary Stewards (3,251), Concerned Optimists (3,115), Steady Progressives (3,921), Climate Sceptics (2,159), The Unengaged (4,395)

Planetary Stewards and Concerned Optimists are more likely to show strong support for the proposals for participatory democracy, particularly global citizens surveys and referenda

Whereas, Steady Progressives, Climate Sceptics and The Unengaged show lower than average support

<i>Strongly support</i>	G20* Total	Planetary Stewards	Concerned Optimists	Steady Progressives	Climate Sceptics	The Unengaged
Global surveys of citizens attitudes and concerns	24%	37%	38%	21%	9%	13%
Global citizens assemblies	21%	27%	39%	17%	10%	12%
A United Nations Parliamentary Assembly	17%	21%	35%	14%	6%	9%
Global referenda	20%	31%	37%	18%	6%	10%

*Please note G20 averages do not include Russia

Q12. Some ways that citizens could be more involved in international organisations are listed below. To what extent, if at all, do you support or oppose these proposals. Base: 16,841 across 18 G20 countries, 18 - 55-75, online interviews, 5th March – 8th April 2024. Planetary Stewards (3,251), Concerned Optimists (3,115), Steady Progressives (3,921), Climate Sceptics (2,159), The Unengaged (4,395)

Segment demographics

	G20* Total	Planetary Stewards	Concerned Optimists	Steady Progressives	Climate Sceptics	The Unengaged
Gender: Male	51%	44%	55%	46%	57%	55%
Gender: Female	49%	56%	45%	54%	43%	45%
Age band: 18-24	15%	14%	17%	15%	17%	15%
Age band: 25-34	24%	19%	30%	22%	24%	25%
Age band: 35-44	23%	23%	26%	22%	22%	24%
Age band: 45-54	22%	25%	19%	23%	21%	21%
Age band: 55-64	13%	17%	7%	15%	13%	12%
Age band: 65+	2%	4%	1%	3%	3%	2%
Number of children in HH: 0	49%	60%	35%	52%	49%	48%
Number of children in HH: 1+	50%	39%	65%	47%	49%	51%
Employed	72%	64%	72%	66%	66%	70%
Not Employed	28%	36%	27%	34%	34%	30%
Wealth: Low	34%	33%	35%	33%	38%	35%
Wealth: Mid	33%	32%	31%	32%	32%	34%
Wealth: High	33%	35%	34%	35%	30%	32%

*Please note G20 averages do not include Russia

QS1: Which of the following best describes your gender? QS1. What is your date of birth? QD3: How many children aged 15 or under are there in your household? EMP01: What is your current employment status? QD2: Which of these options best describes your household's total income, before taxes and any other deductions? Base: 16,841 across 18 G20 countries, 18 - 55-75, online interviews, 5th March – 8th April 2024. Planetary Stewards (3,251), Concerned Optimists (3,115), Steady Progressives (3,921), Climate Sceptics (2,159), The Unengaged (4,395)

Segment demographics (2)

	G20* Total	Planetary Stewards	Concerned Optimists	Steady Progressives	Climate Sceptics	The Unengaged
How satisfied are you with the financial situation of your household?: <i>Very satisfied</i>	14%	6%	30%	7%	12%	13%
How satisfied are you with the financial situation of your household?: <i>Very dissatisfied</i>	11%	17%	7%	12%	11%	8%
How exposed, if at all, are you personally to environmental and climate related risks and threats?: <i>Very exposed</i>	15%	18%	29%	11%	9%	10%
How exposed, if at all, are you personally to environmental and climate related risks and threats?: <i>Not exposed at all</i>	10%	6%	8%	7%	21%	12%
How interested would you say you are in politics?: <i>Very interested</i>	22%	29%	34%	19%	17%	16%
How interested would you say you are in politics?: <i>Not at all interested</i>	11%	9%	7%	11%	14%	11%

*Please note G20 averages do not include Russia

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 (e.g. fires, floods, pollution, extreme weather conditions, etc.)
Base: 16,841 across 18 G20 countries, 18 - 55-75, online interviews, 5th March – 8th April 2024. Planetary Stewards (3,251), Concerned Optimists (3,115), Steady Progressives (3,921), Climate Sceptics (2,159), The Unengaged (4,395)



Thank you

Ipsos Standards & Accreditations (for reports)

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.



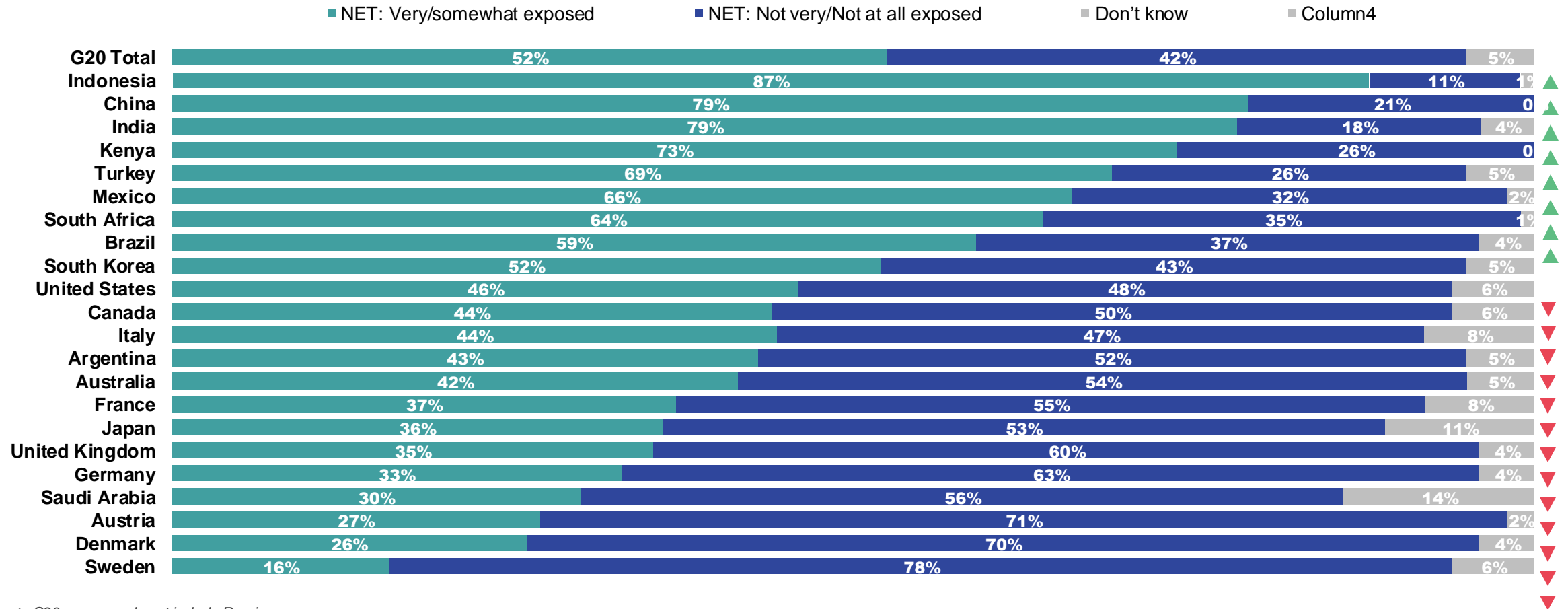
Fair Data – Ipsos UK is signed up as a 'Fair Data' Company by agreeing to adhere to twelve core principles. The principles support and complement other standards such as ISOs, and the requirements of Data Protection legislation.

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: country ranking charts

How exposed, if at all, are you personally to environmental and climate related risks, and threats (e.g. fires, floods, pollution, extreme weather conditions, etc.)?

QD5. How exposed, if at all, are you personally to environmental and climate related risks, and threats (e.g. fires, floods, pollution, extreme weather conditions, etc.)?



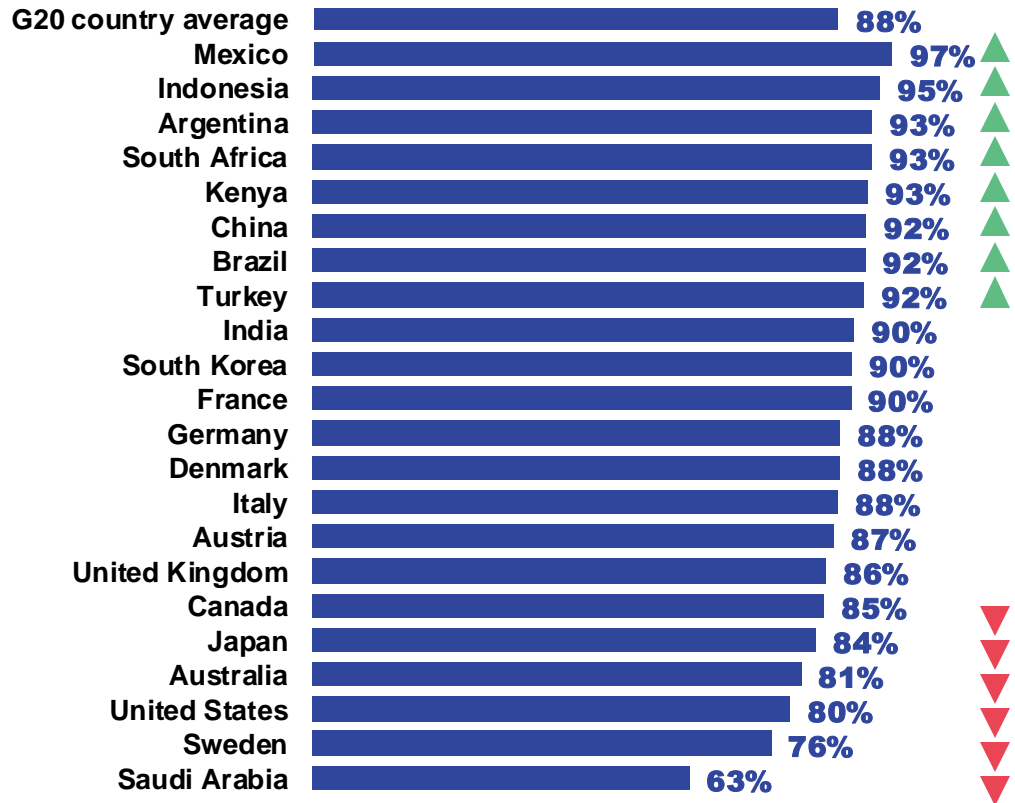
*Please note G20 averages do not include Russia

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).

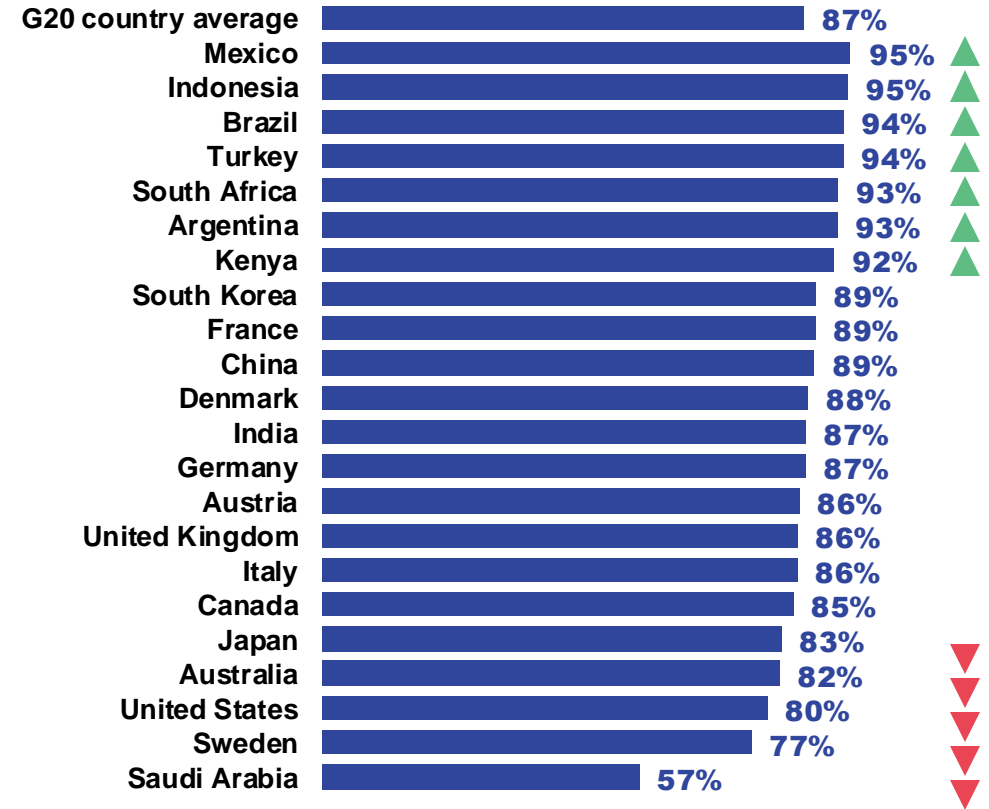
How worried, if at all, are you about the following? (Extremely / very / somewhat worried).

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

The state of nature today



The state in which we will leave nature for future generations

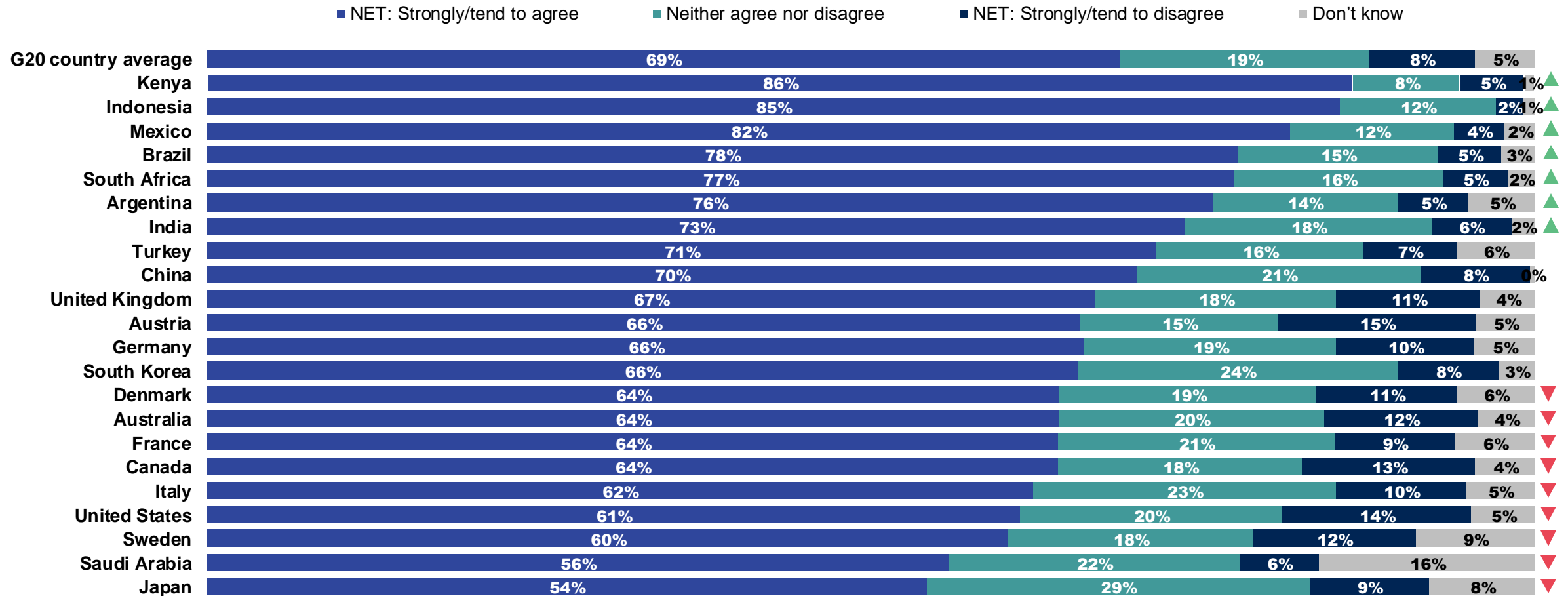


*Please note G20 averages do not include Russia

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).

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?

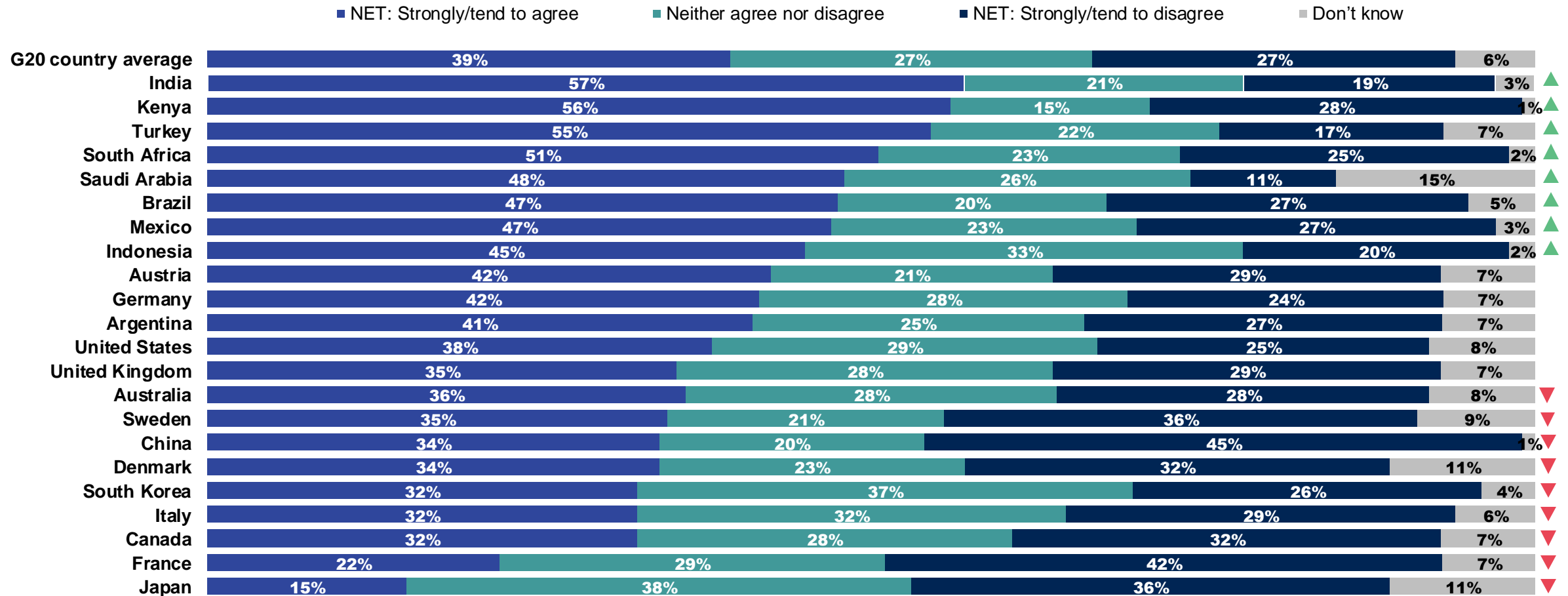


*Please note G20 averages do not include Russia

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?

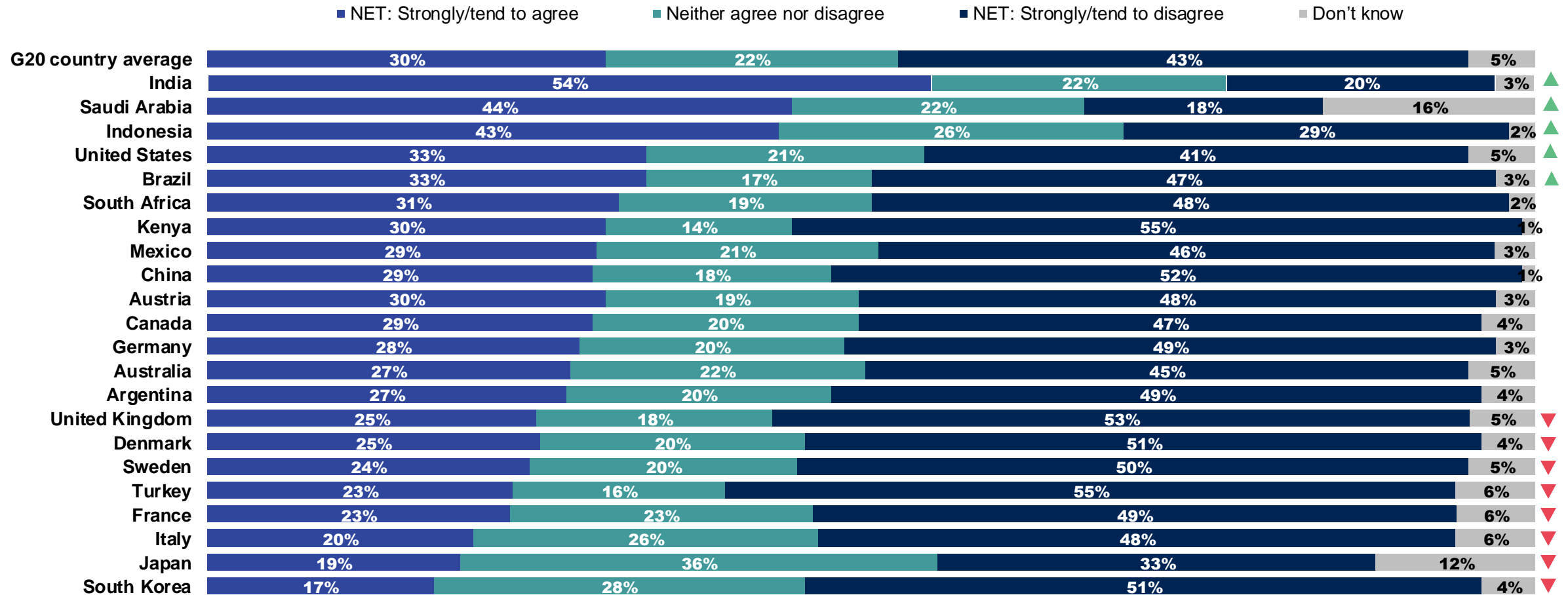


*Please note G20 averages do not include Russia

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?

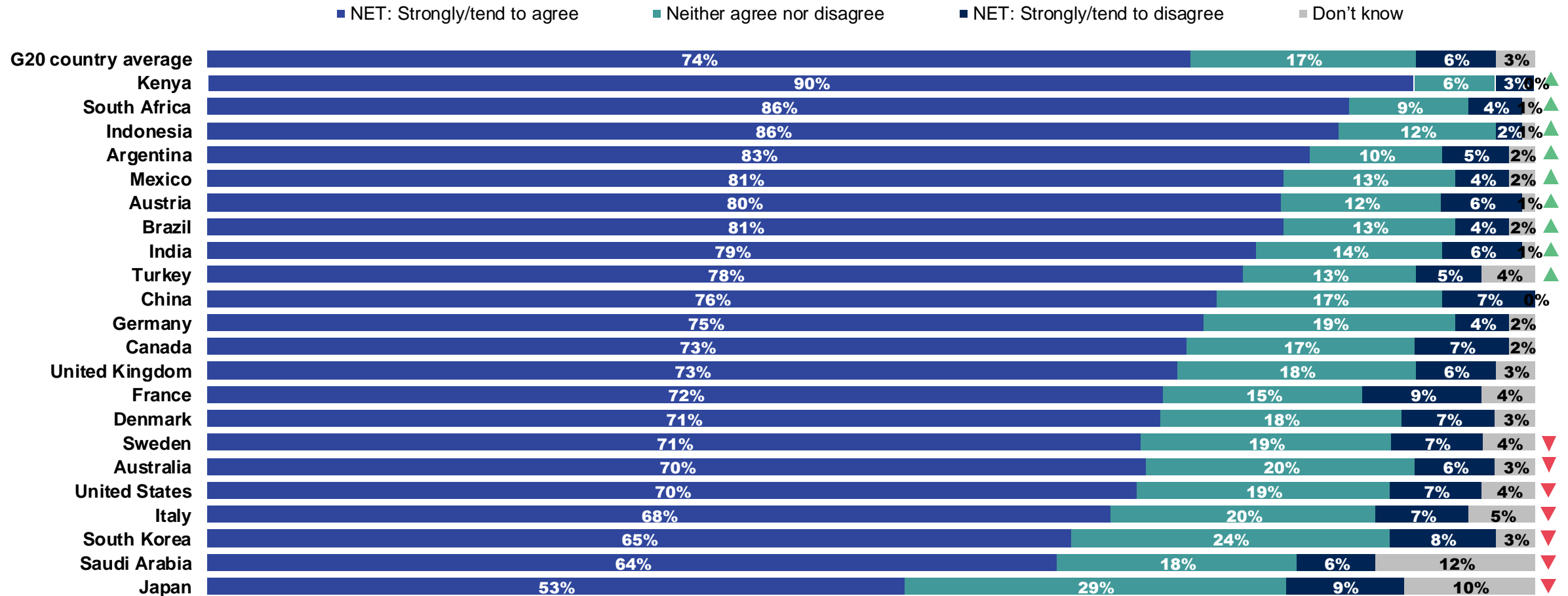


*Please note G20 averages do not include Russia

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?

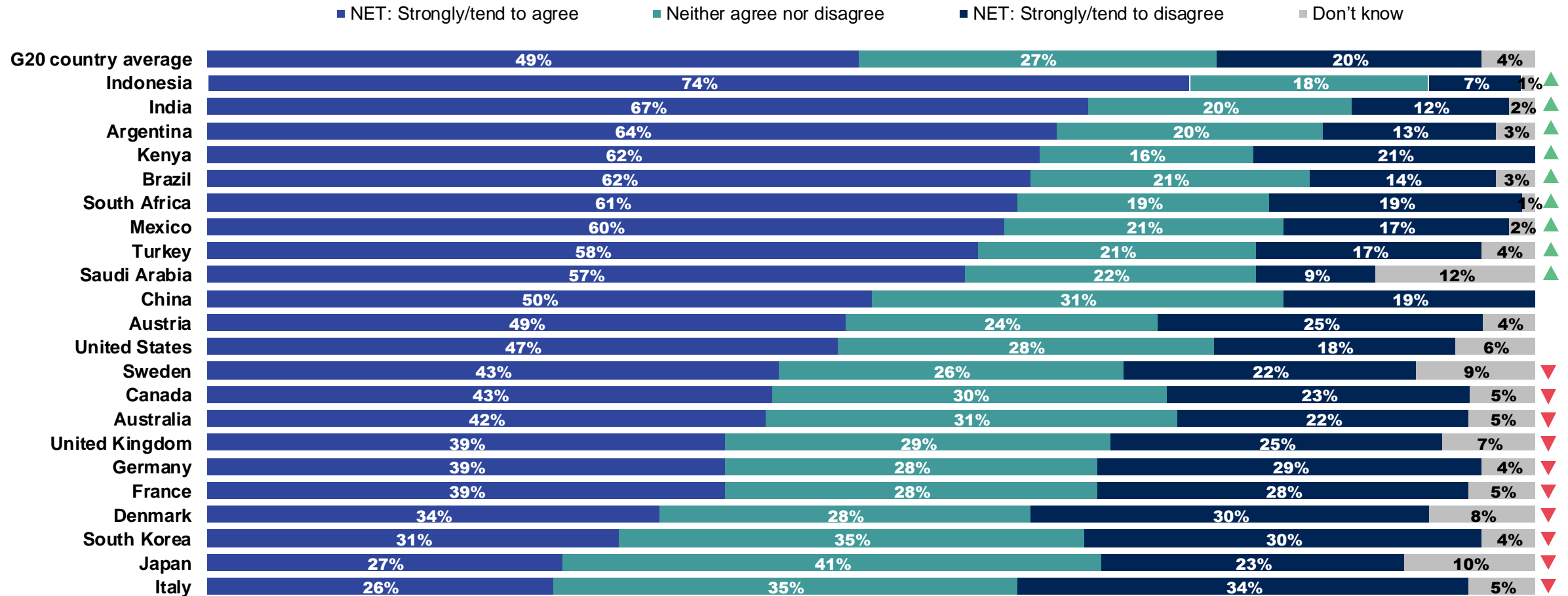


*Please note G20 averages do not include Russia

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?

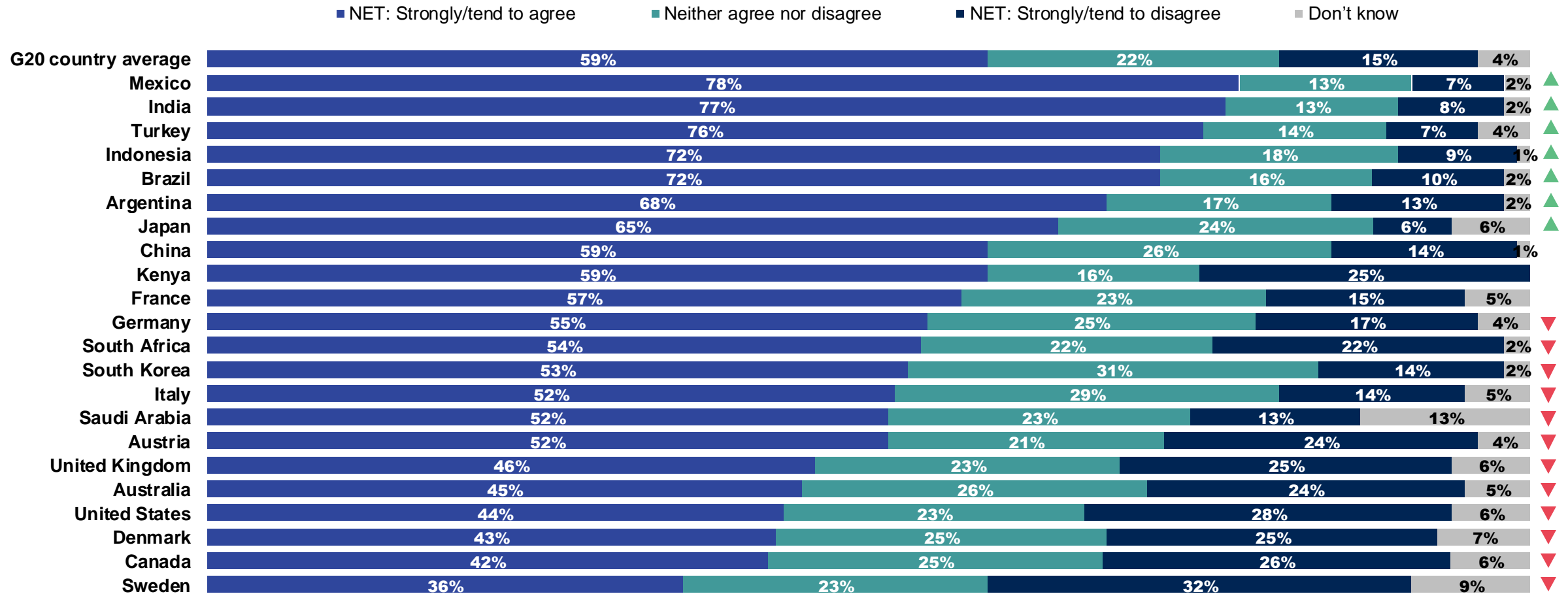


*Please note G20 averages do not include Russia

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?

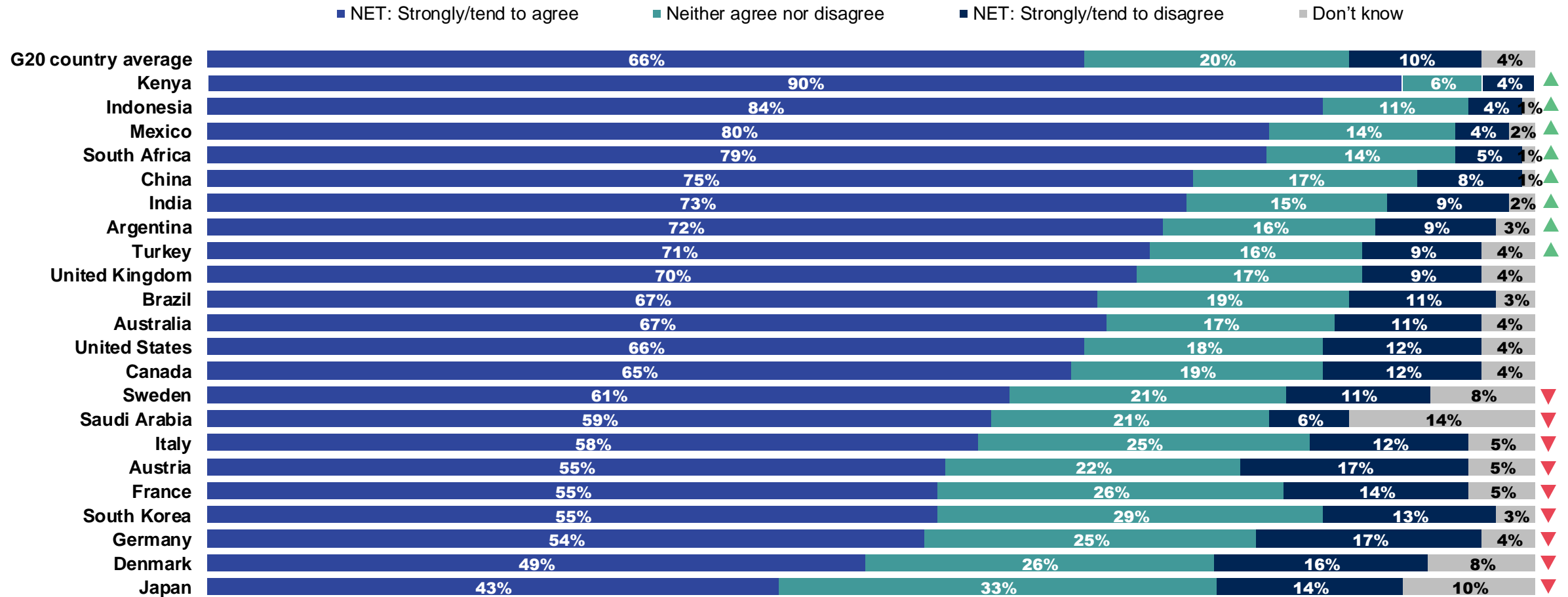


*Please note G20 averages do not include Russia

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?

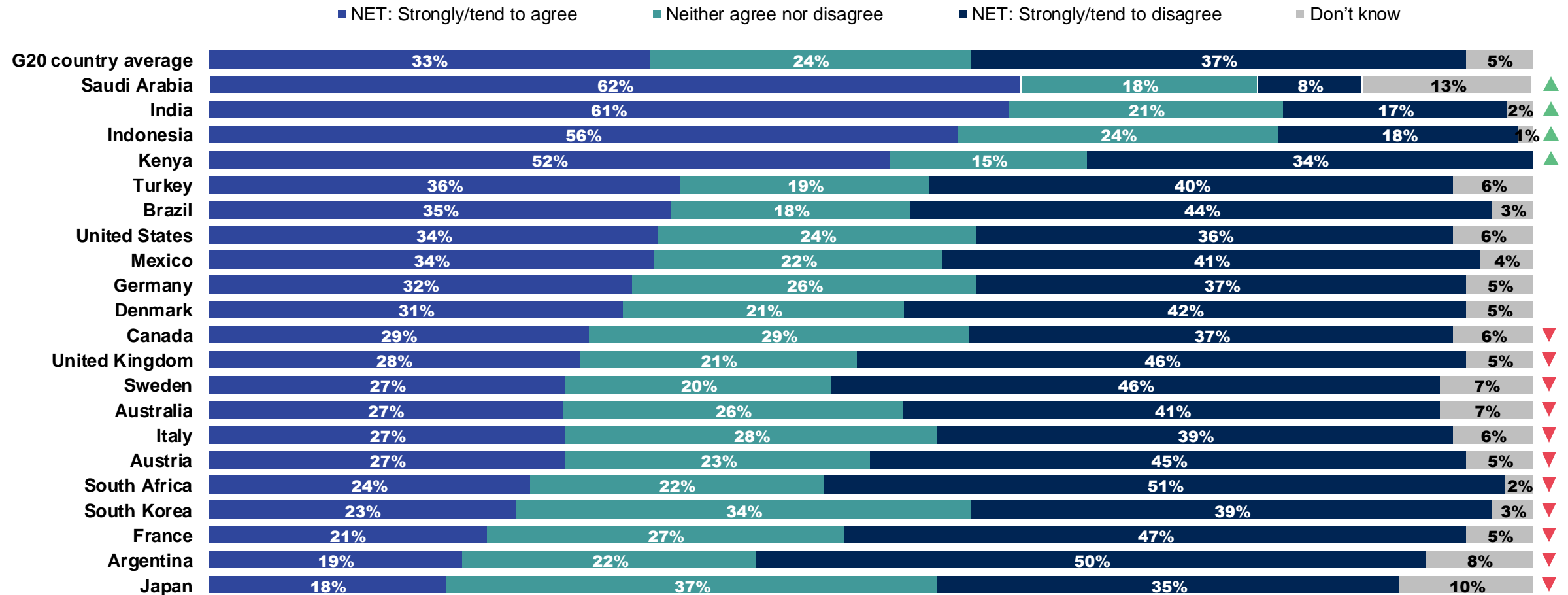


*Please note G20 averages do not include Russia

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).

[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?

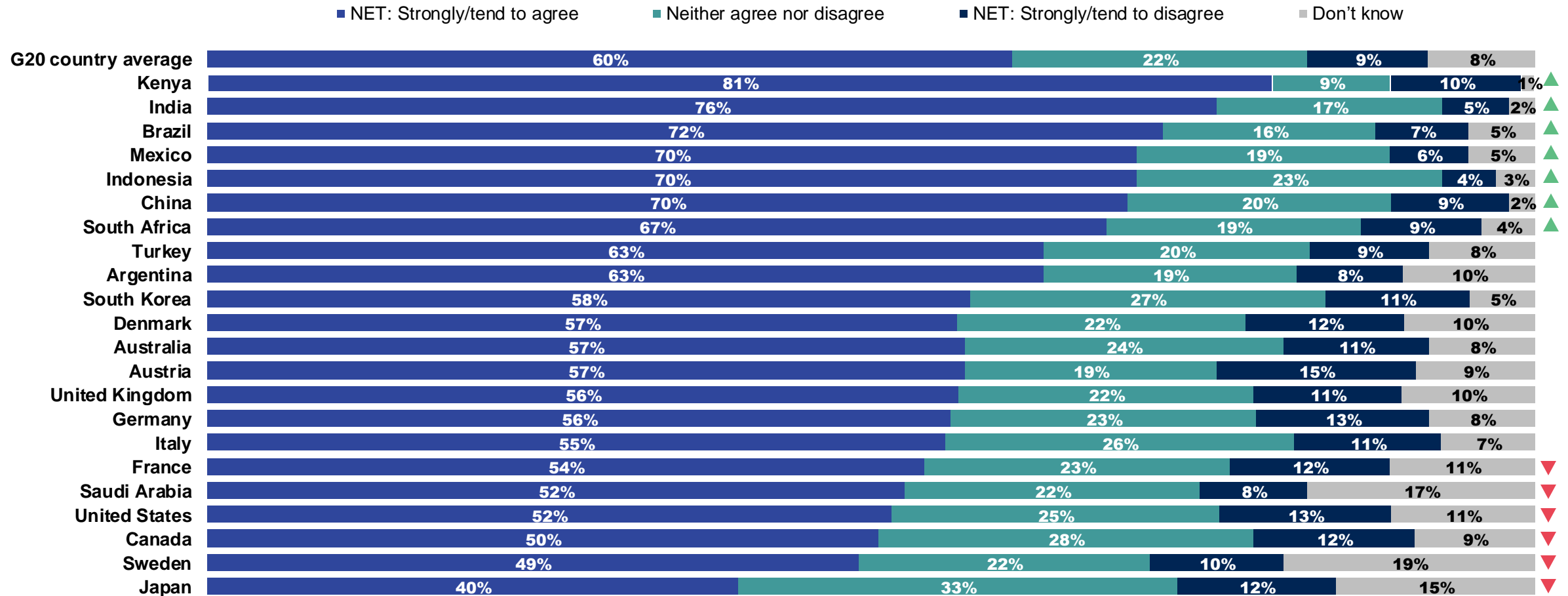


*Please note G20 averages do not include Russia

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).

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?



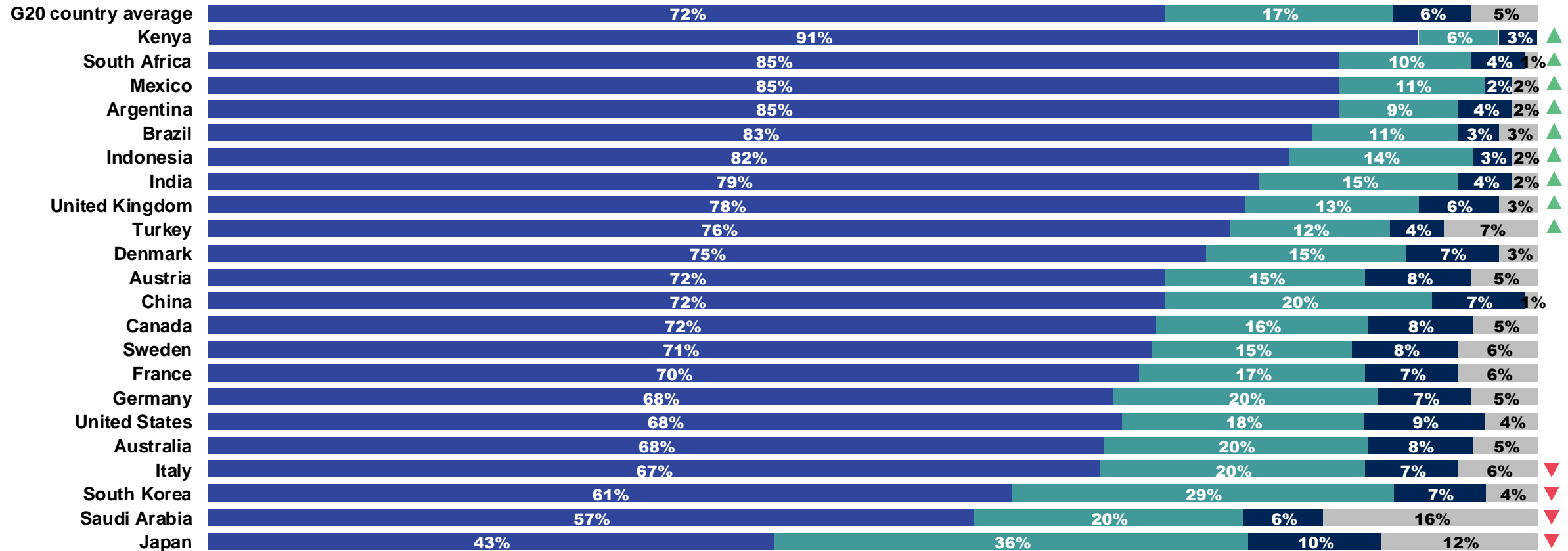
*Please note G20 averages do not include Russia

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).

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?

■ NET: Strongly/tend to agree ■ Neither agree nor disagree ■ NET: Strongly/tend to disagree ■ Don't know

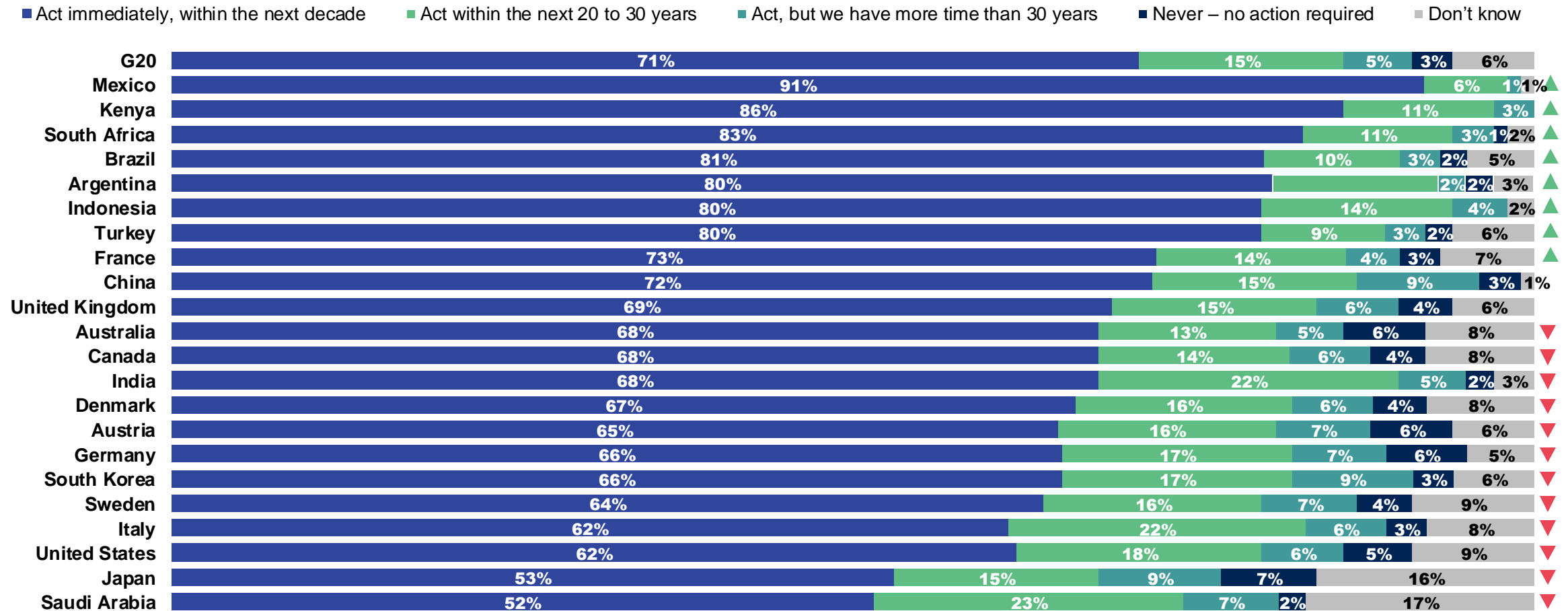


*Please note G20 averages do not include Russia

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? Please select the option that best reflects your understanding and opinion of the urgency.



*Please note G20 averages do not include Russia

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).