



When climate hits home: Public attitudes across six continents

Background and methodology
Findings
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This study sought to understand attitudes towards adaptation across 18 countries including:

- What are views about adaptation in the face of climate impacts?
- Do people foresee climate impacts affecting them and their lives?
- Are people more or less likely to prioritize issues that climate will affect or other issues?
- How does the public view government action and responsibility for taking action?
- Are new technologies perceived as important for adapting to climate impacts?

Background

To understand these issues, the study interviewed around 1000 respondents in:

- UK, France, Germany, Spain, Italy, Poland, Australia, USA, South Africa, Kenya, India, Argentina, Brazil, Mexico, China, Indonesia, Saudi Arabia, and Turkey.

This results in an overall theoretical margin of error of $\pm 3.1\%$ at the national level and $\pm 0.73\%$ at the global level.

The data analysis presented in this deck consists of frequencies (presenting the overall picture).

A merged figure is also provided at the top of each chart for convenience. This figure is representative of the countries in the study taken as a whole, but not directly for the world.

The data is weighted to be nationally representative, though, in countries with lower levels of internet penetration, the data will skew towards being more urban, educated, and politically engaged.

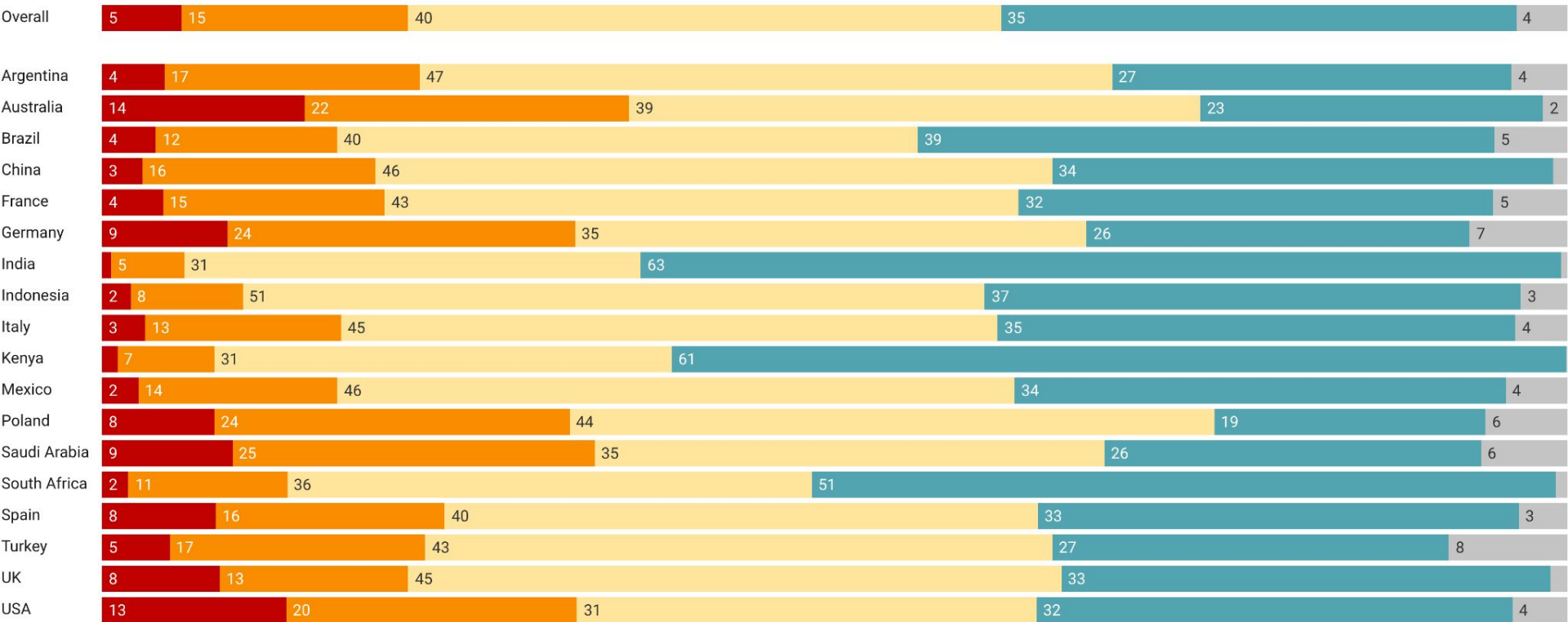
Background and methodology

- Climate impacts are more salient and seen as more pressing than efforts at prevention or mitigation of climate change overall, though by a small margin. In some countries salience is at comparable level for both issues.
- The median voter across markets wants both adaptation and mitigation – pluralities believe that mitigation and adaptation efforts are mutually beneficial and that their countries should focus on both. Taking into those who see the benefit of both but put more emphasis on adaptation or mitigation brings the share seeing adaptation and mitigation as two sides of the same coin to majorities.

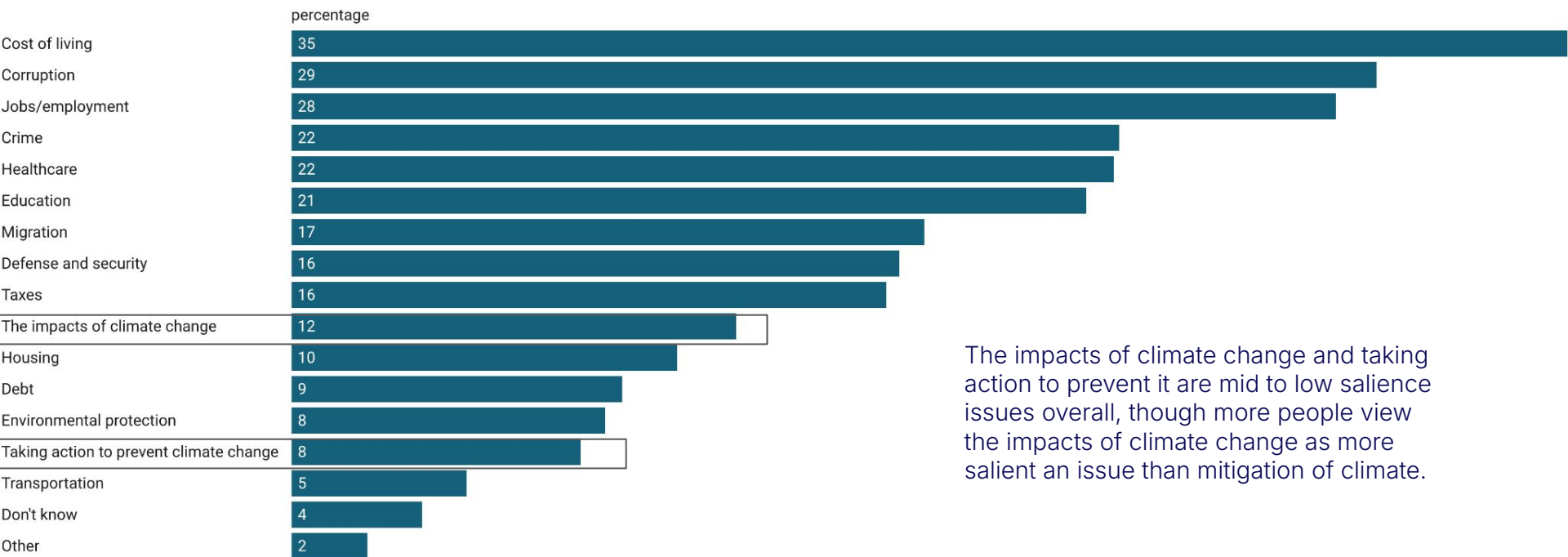
Findings: Impacts and mitigation

How concerned are you about climate change? (%)

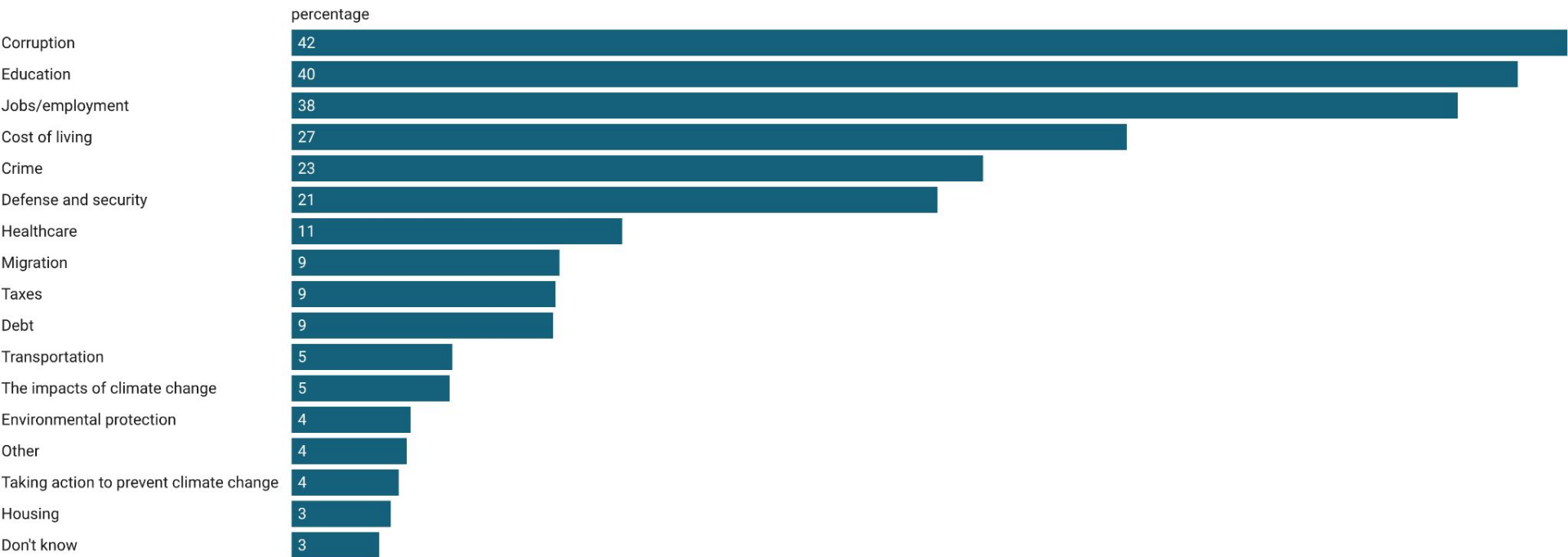
1 - Not concerned at all 2 - Not very concerned 3 - Concerned 4 - Very concerned Don't know



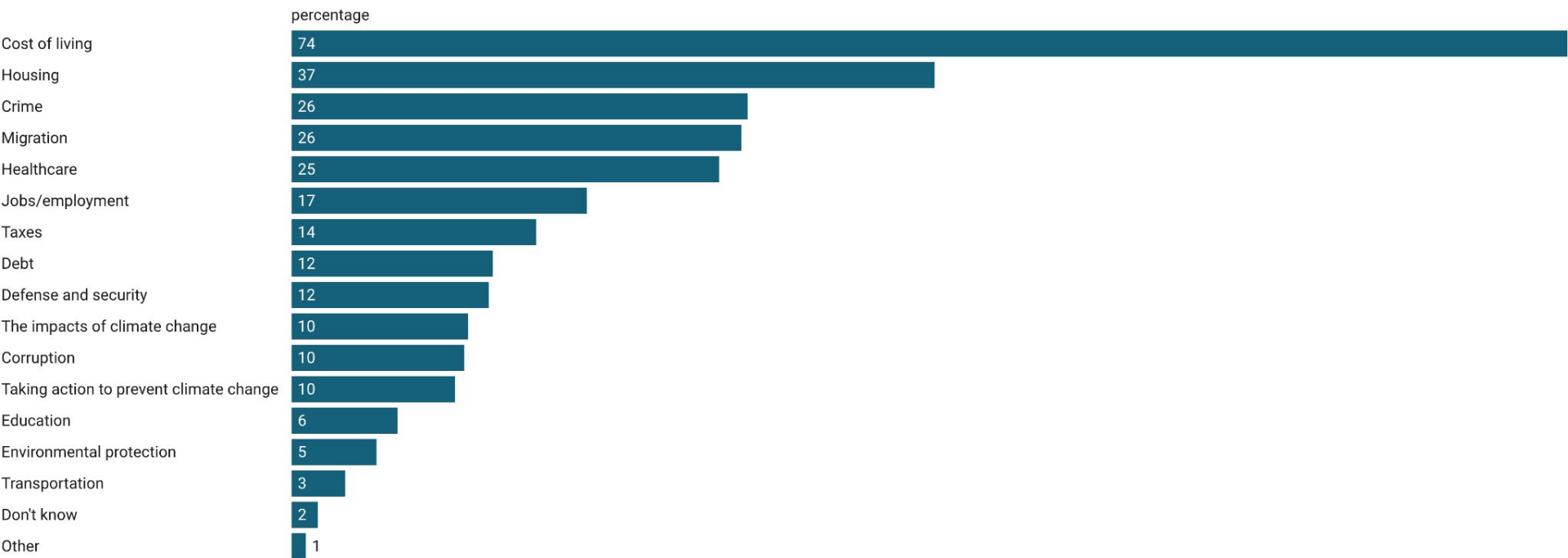
Most important issues facing the country - Overall (all countries) (%)



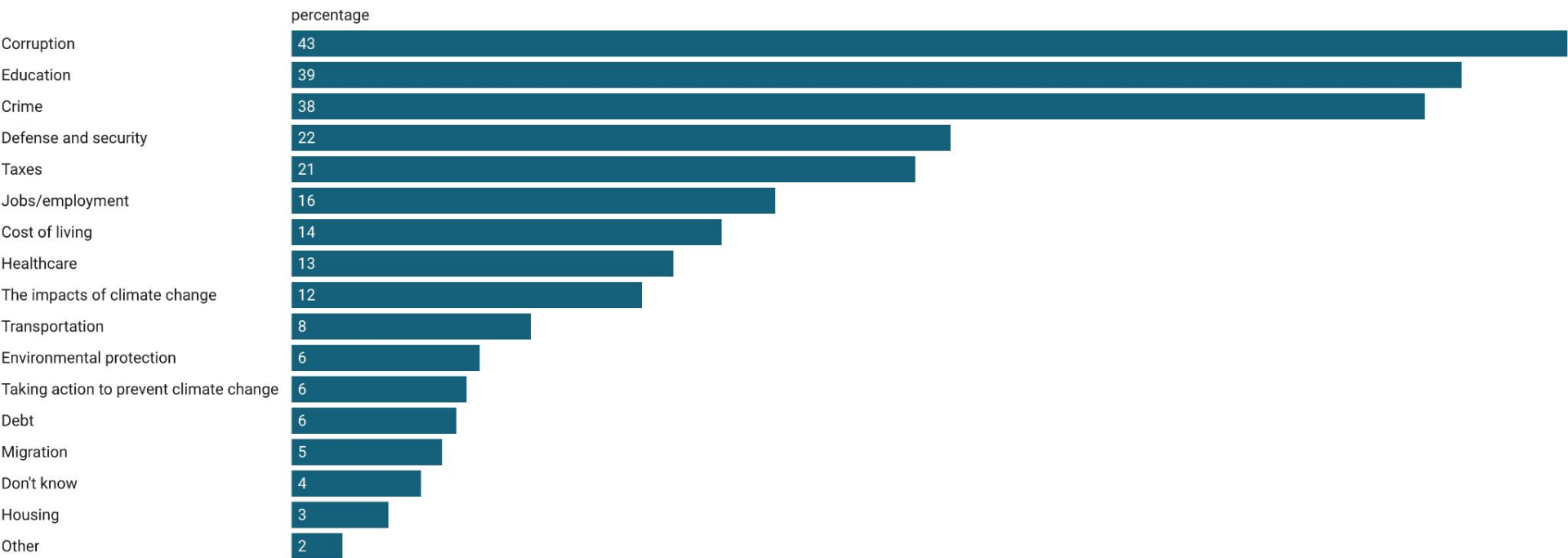
Most important issues facing the country - Argentina (%)



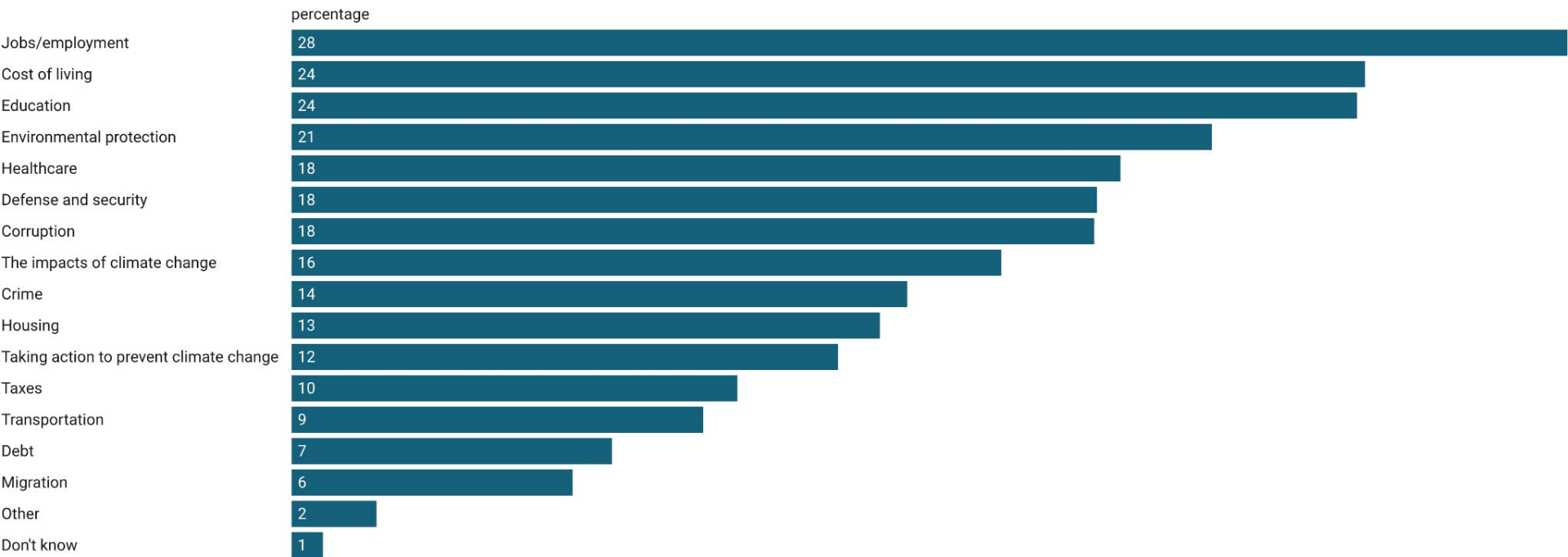
Most important issues facing the country - Australia (%)



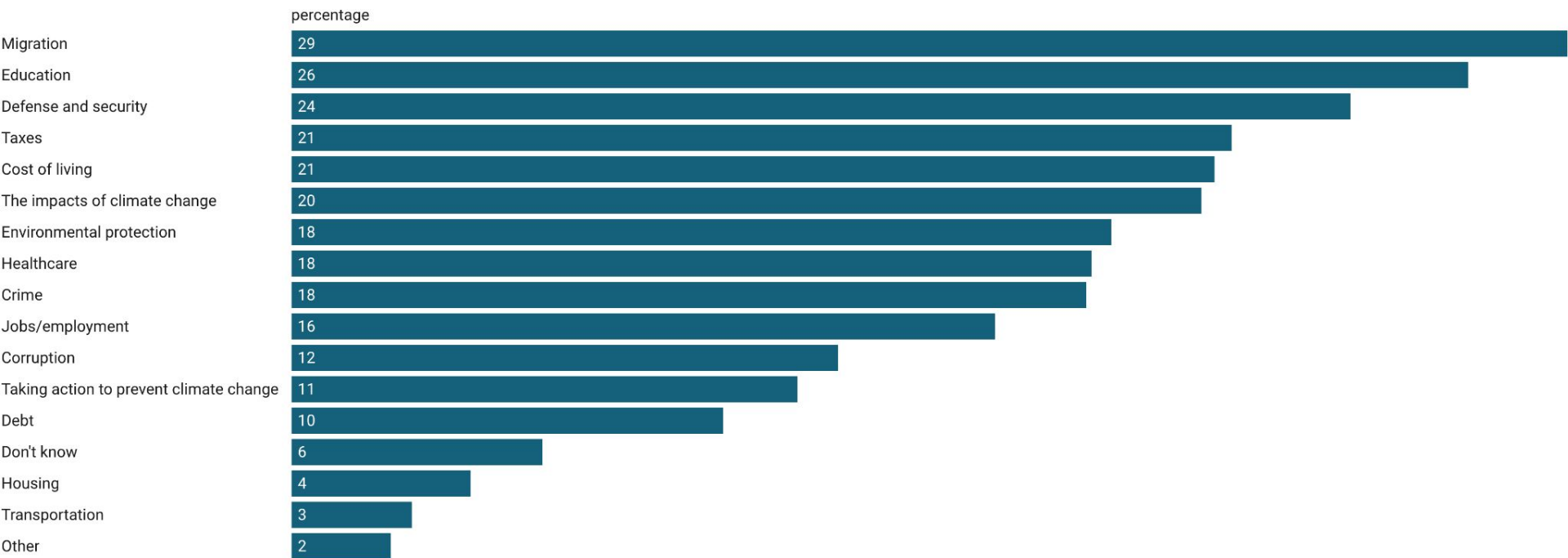
Most important issues facing the country - Brazil (%)



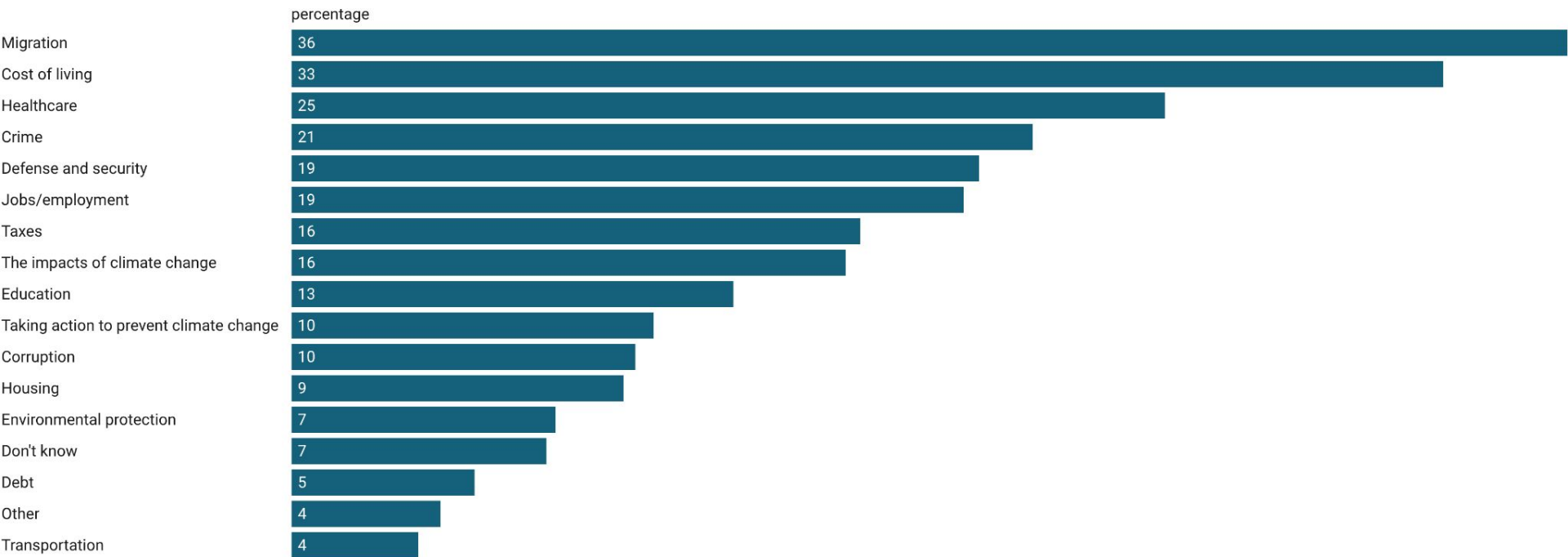
Most important issues facing the country - China (%)



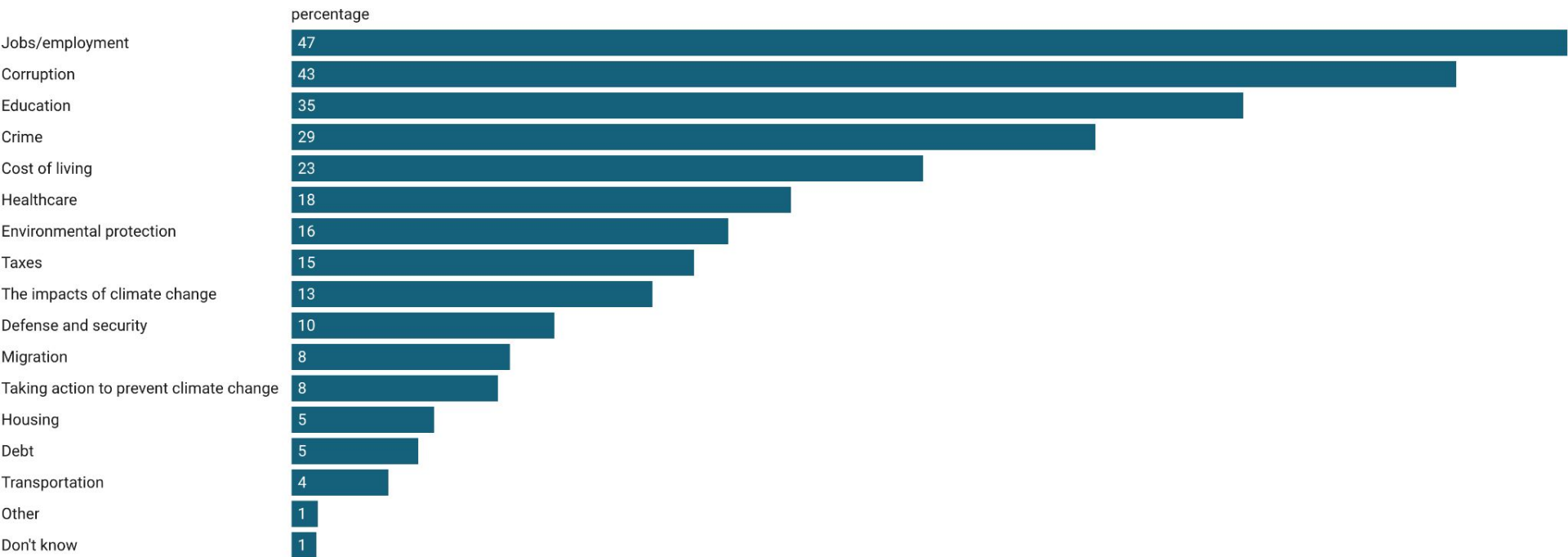
Most important issues facing the country - France (%)



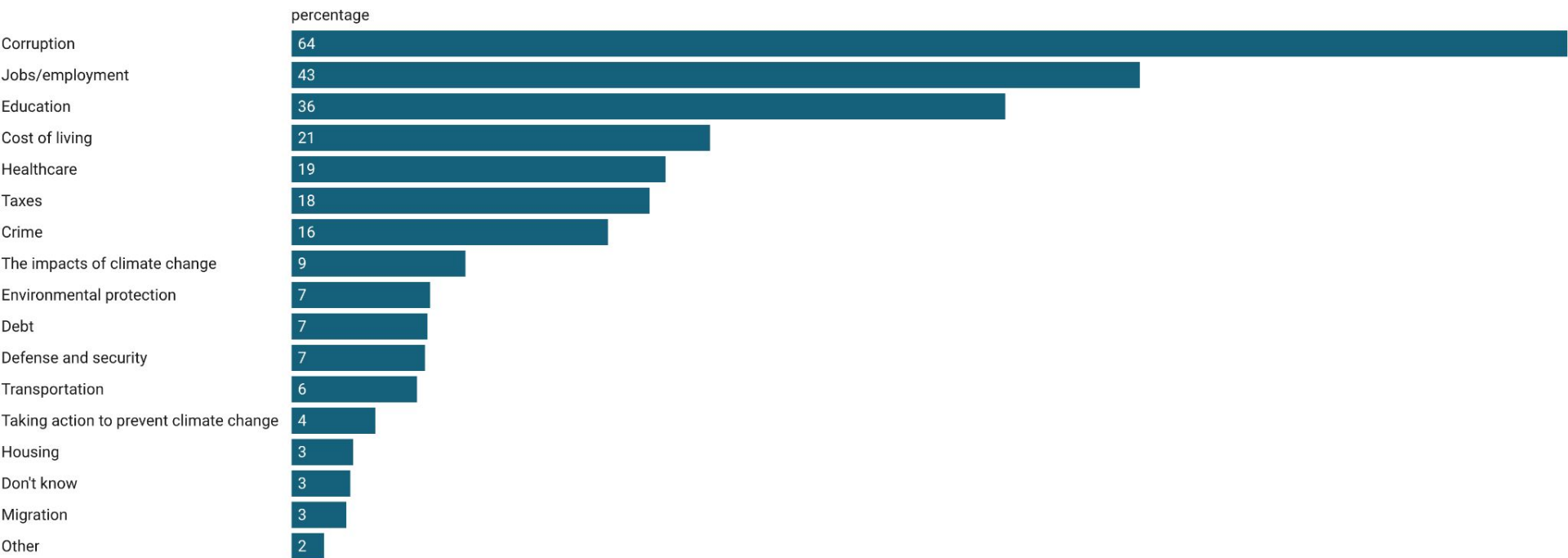
Most important issues facing the country - Germany (%)



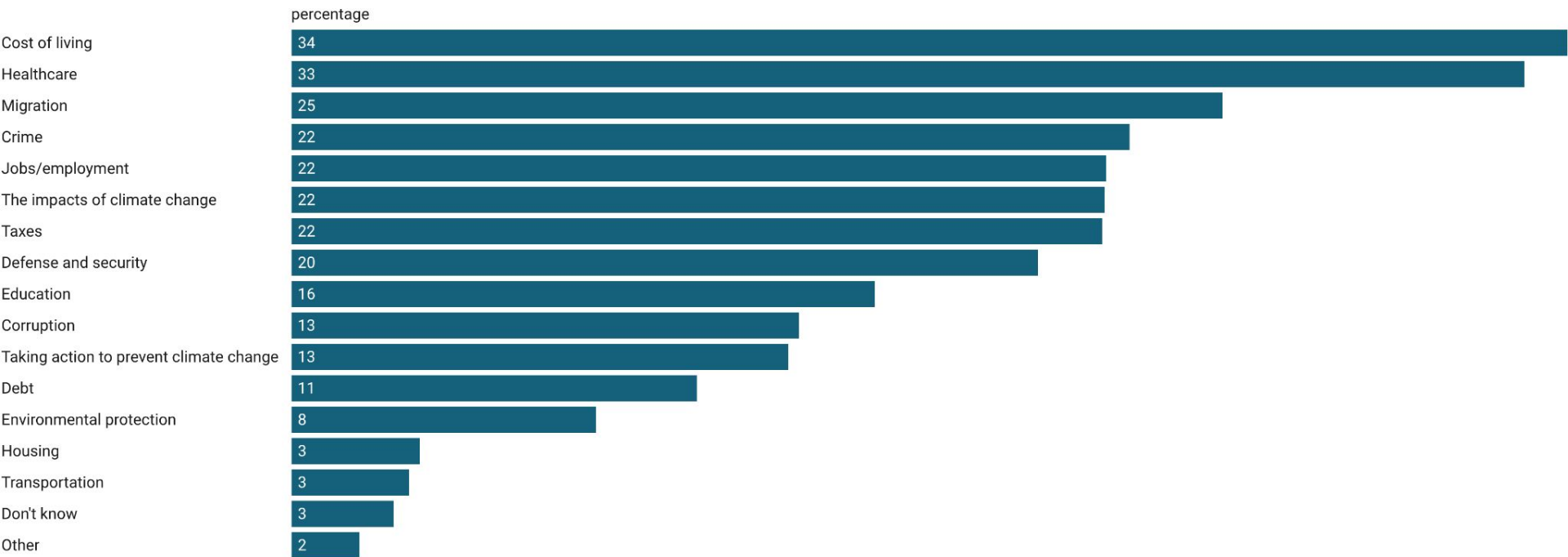
Most important issues facing the country - India (%)



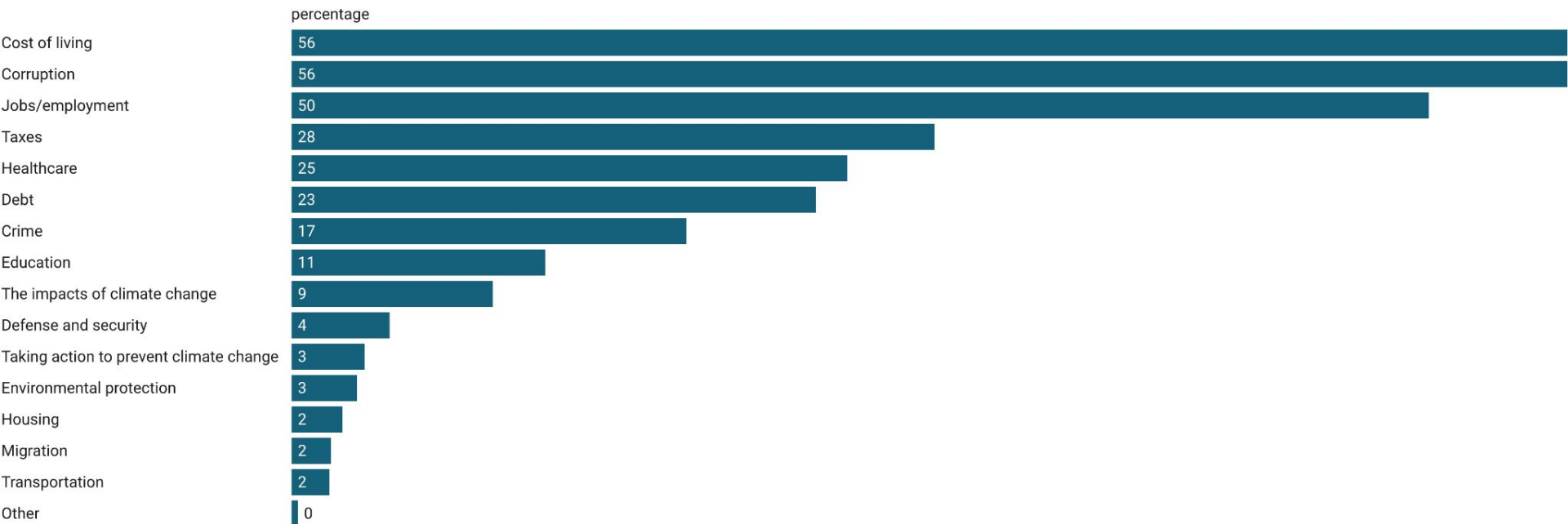
Most important issues facing the country - Indonesia (%)



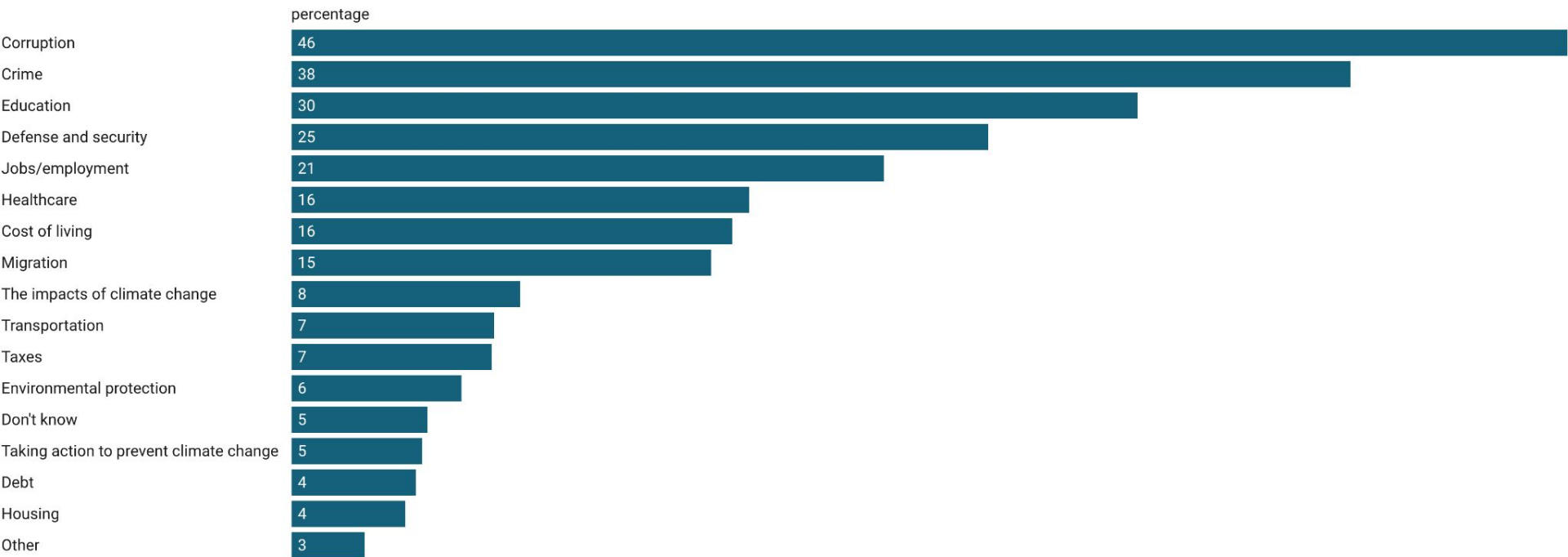
Most important issues facing the country - Italy (%)



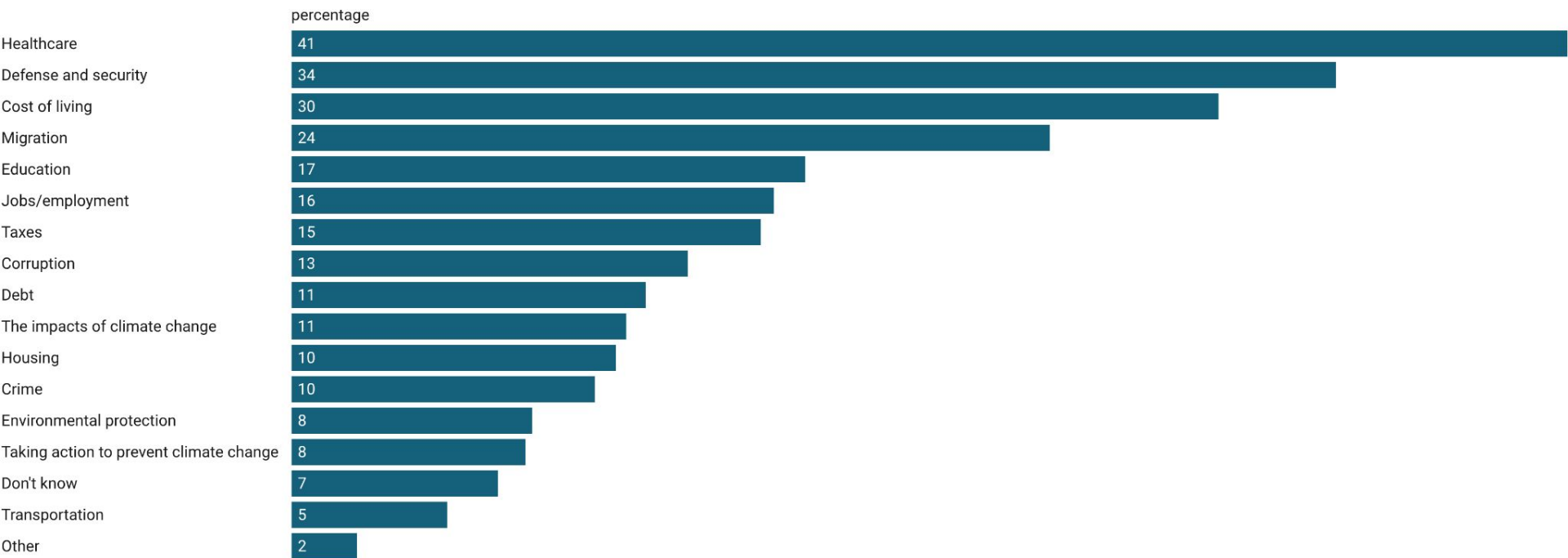
Most important issues facing the country - Kenya (%)



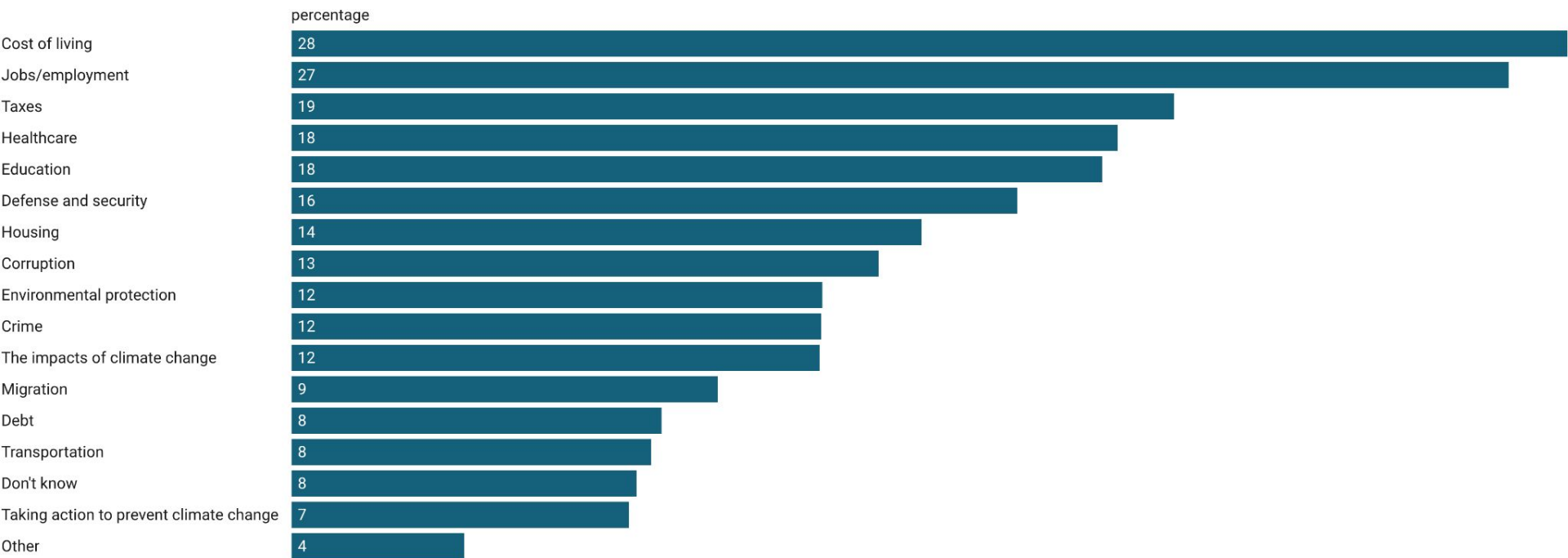
Most important issues facing the country - Mexico (%)



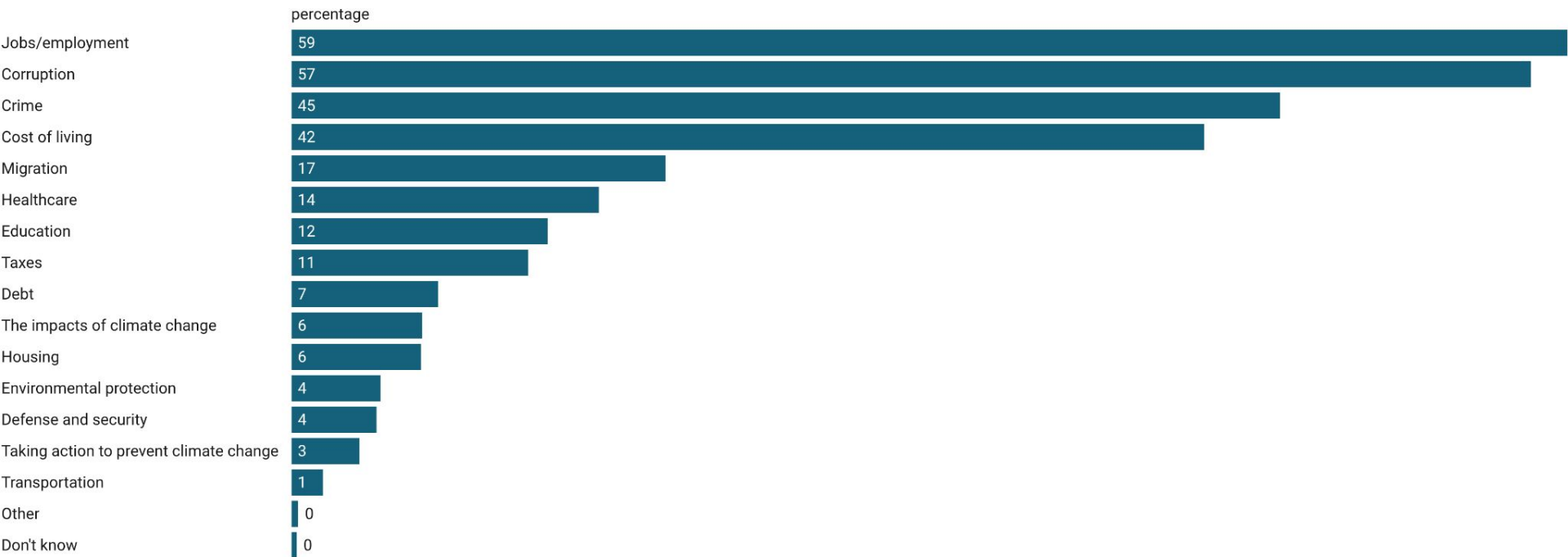
Most important issues facing the country - Poland (%)



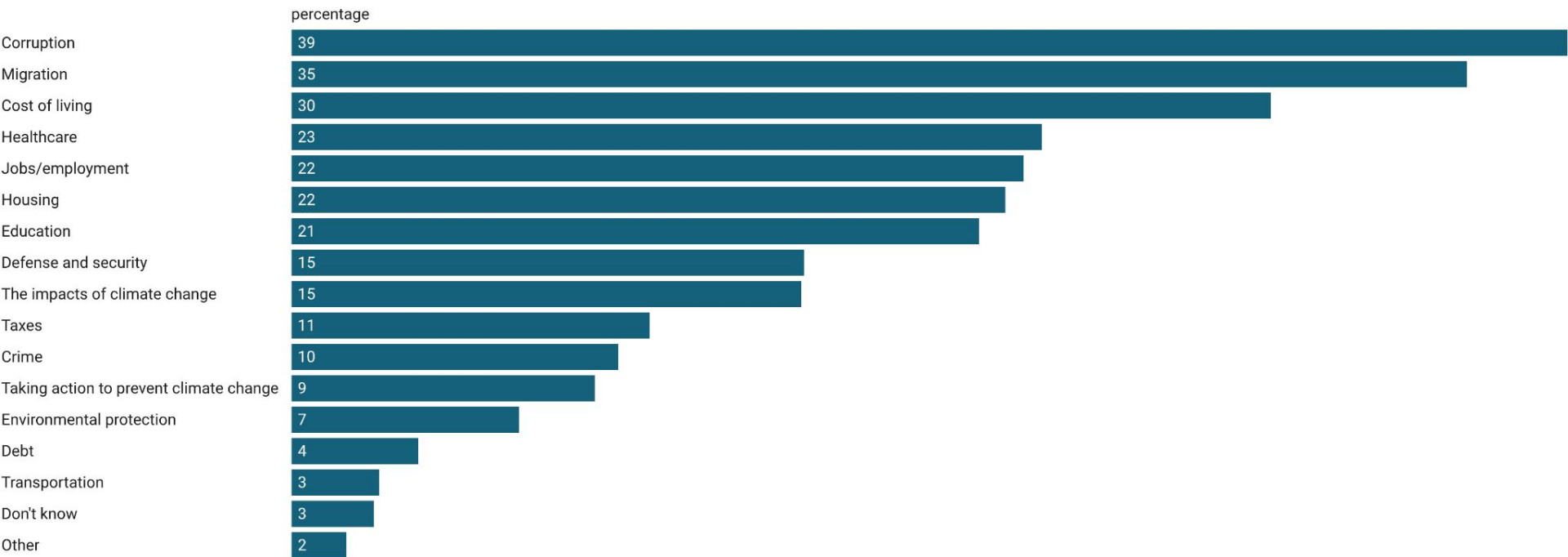
Most important issues facing the country - Saudi Arabia (%)



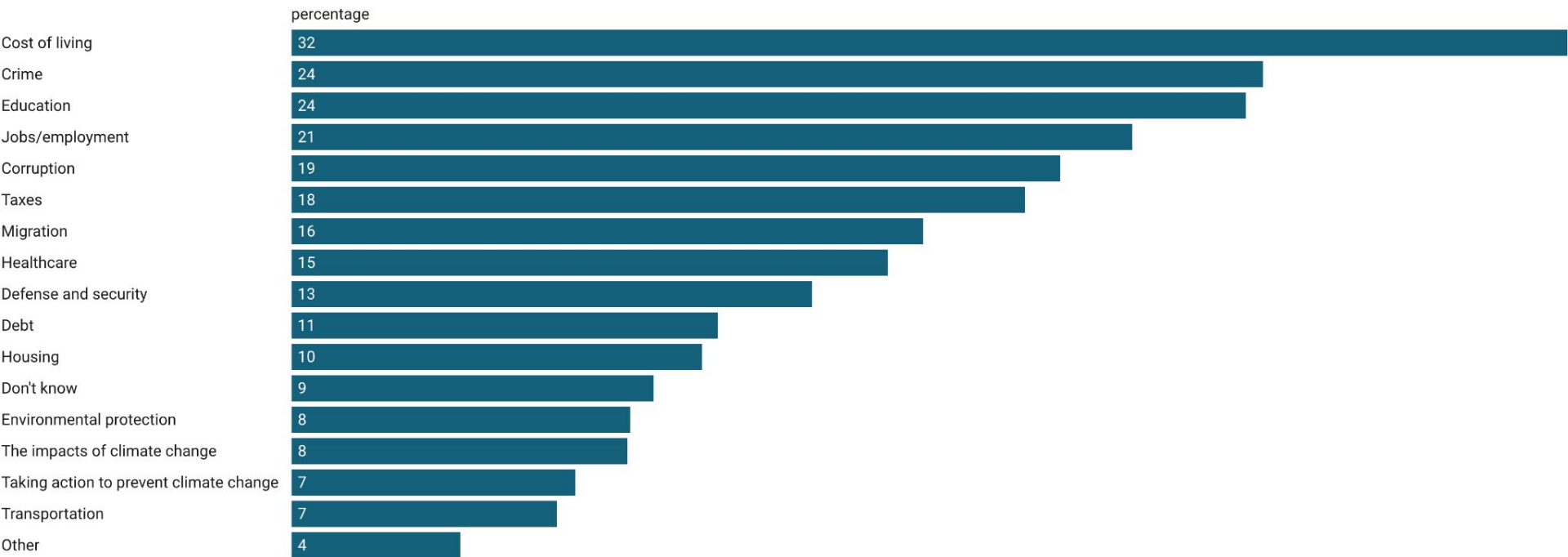
Most important issues facing the country - South Africa (%)



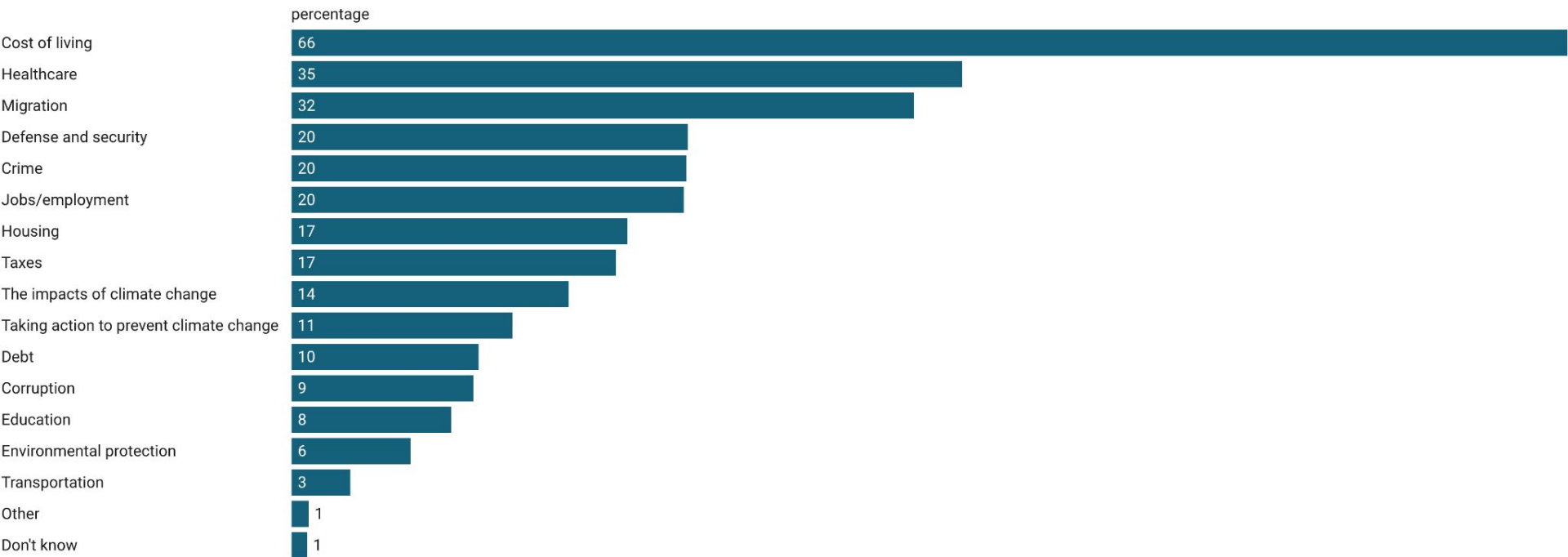
Most important issues facing the country - Spain (%)



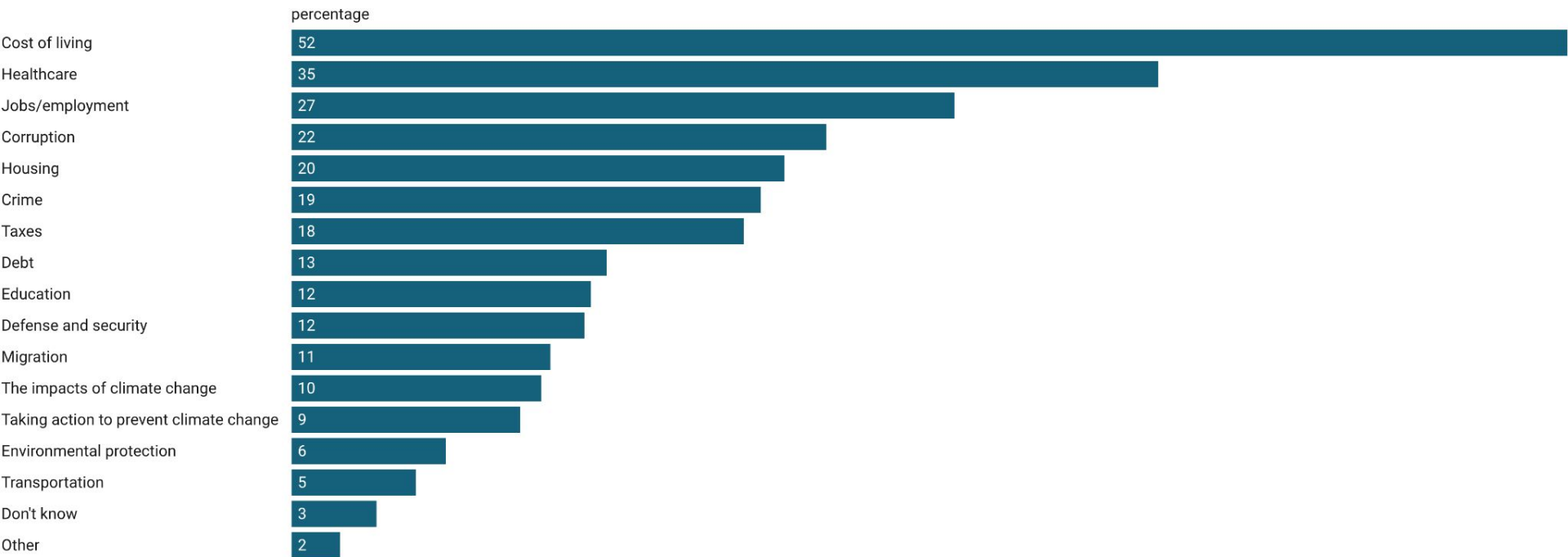
Most important issues facing the country - Turkey (%)



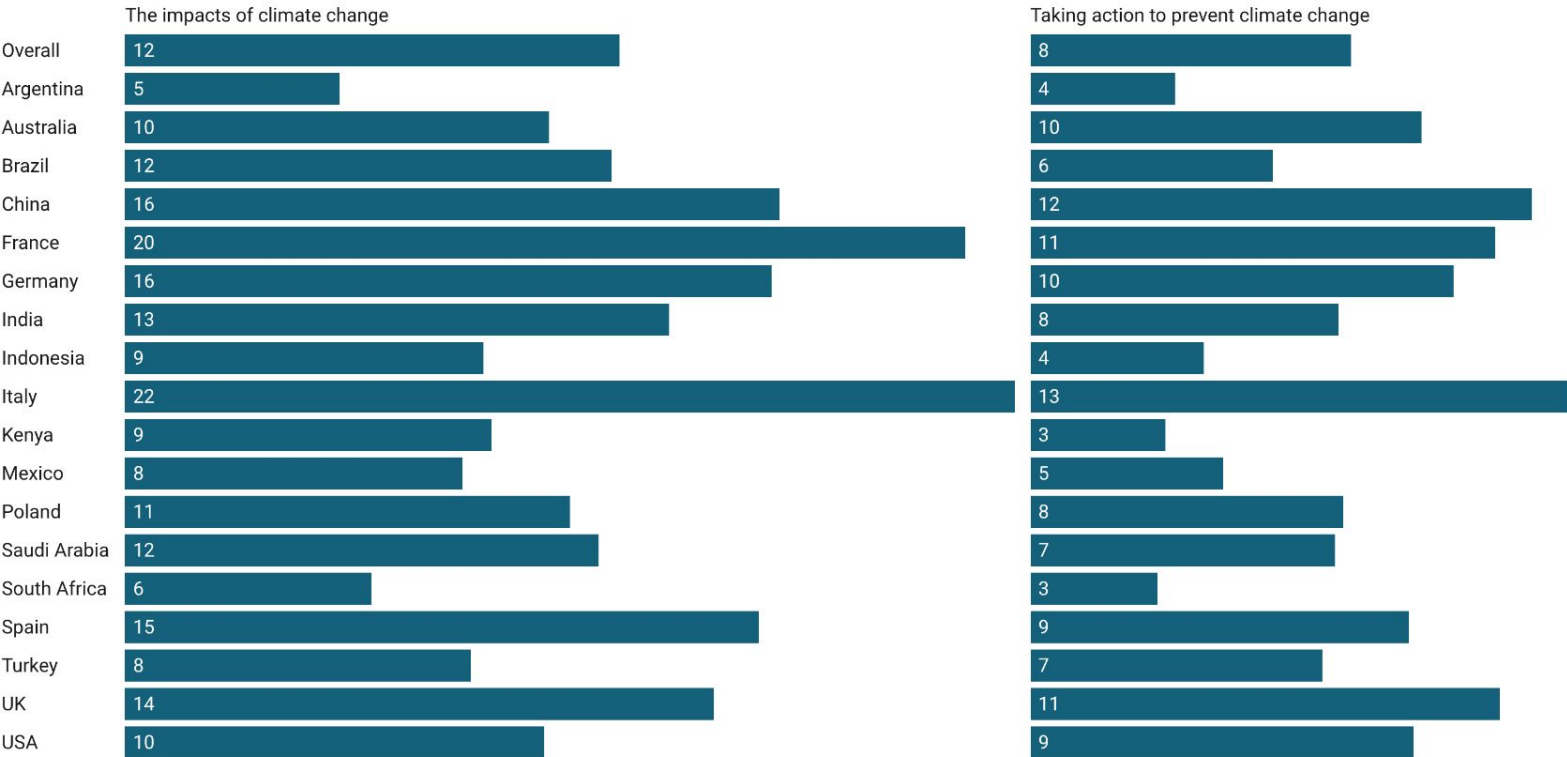
Most important issues facing the country - UK (%)



Most important issues facing the country - USA (%)



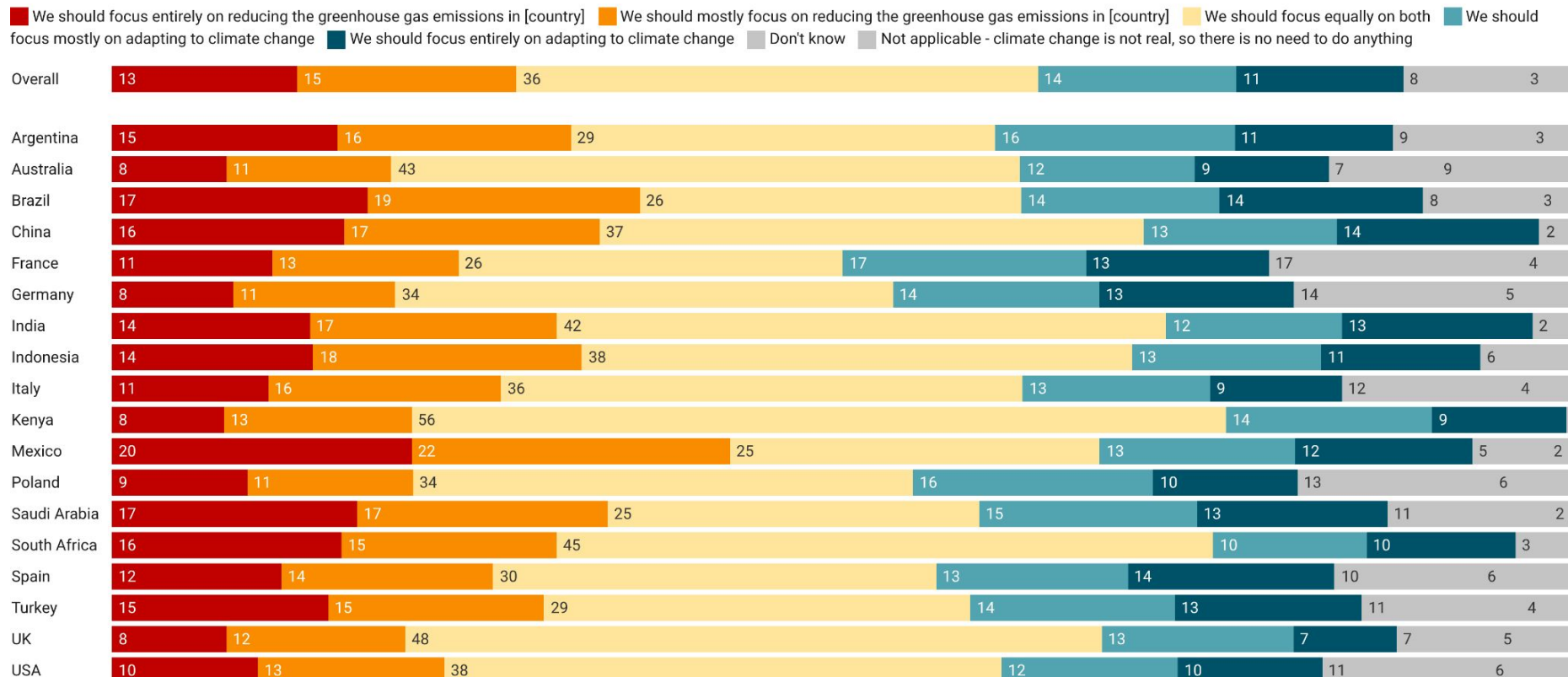
Impacts of climate change vs. taking action to prevent it - % naming as a top issue, by country



Across the different countries either more or a similar share name the impacts of climate change.

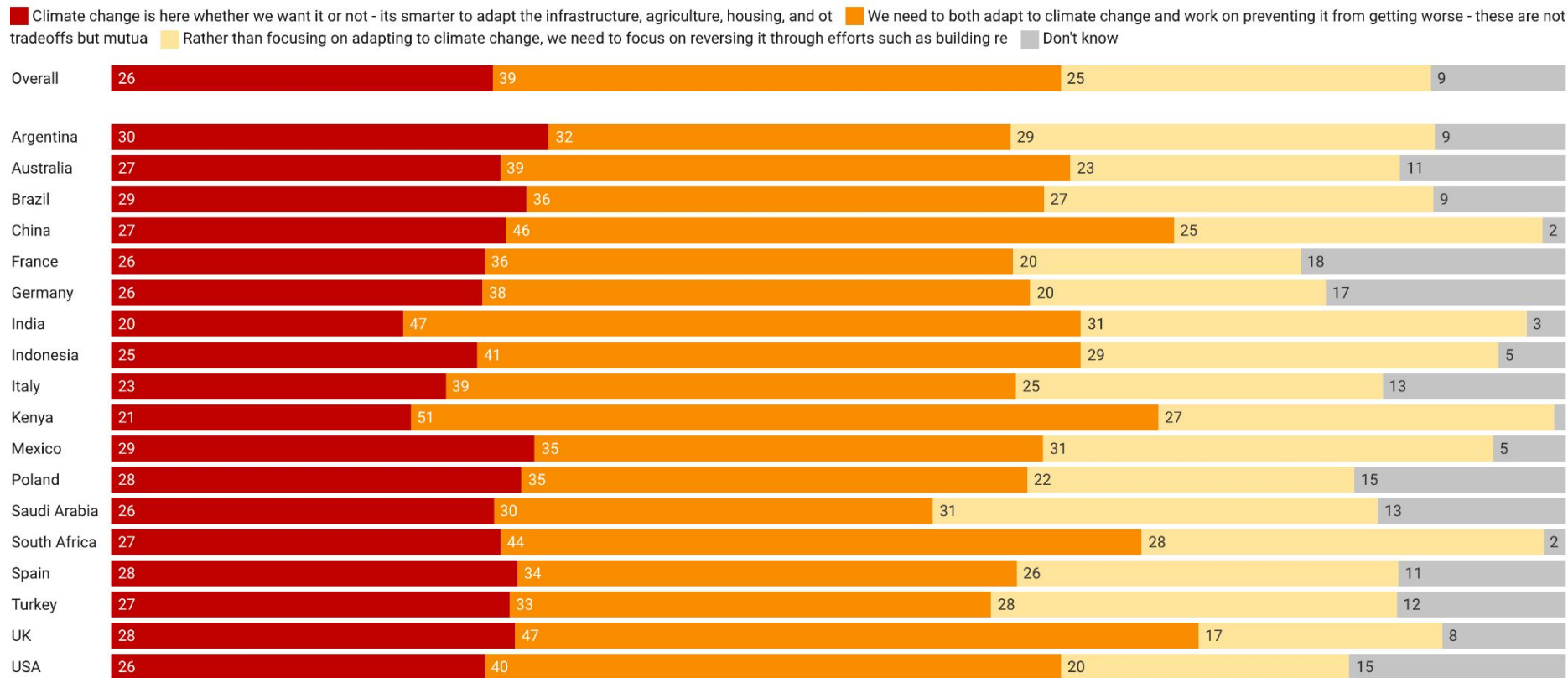
Focusing on both mitigation and adaptation is the plurality response, and some combination of mitigation and adaptation is the majority response across countries.

When it comes to climate change, some people argue [country] should focus on reducing greenhouse gas emissions to avoid the impacts of climate change getting worse in future. However, others say we should just focus on adapting to climate chang (%)



Focusing on both mitigation and adaptation is the plurality response, and some combination of mitigation and adaptation is the majority response across countries.

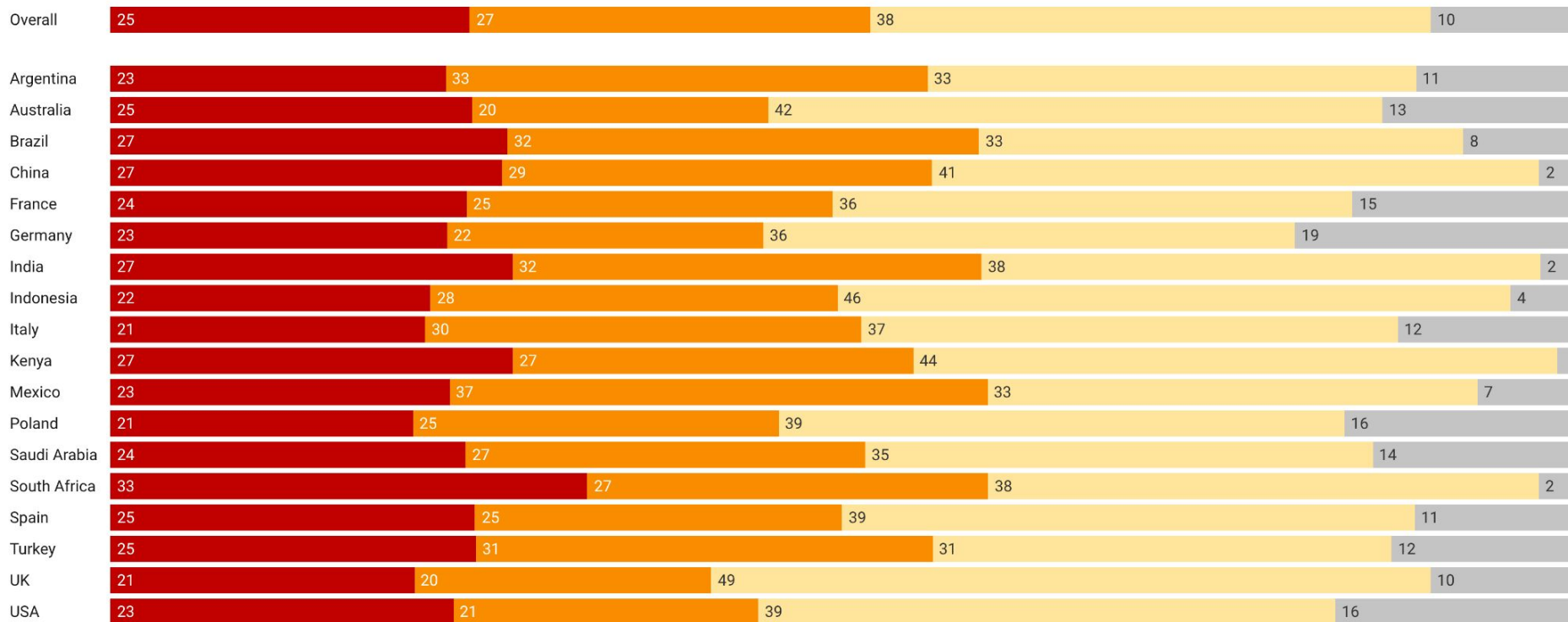
Which of the following statements do you agree with most? (%)



A plurality wants the government to focus on both mitigation and adaptation.

Which of the following statements comes closest to your view? (%)

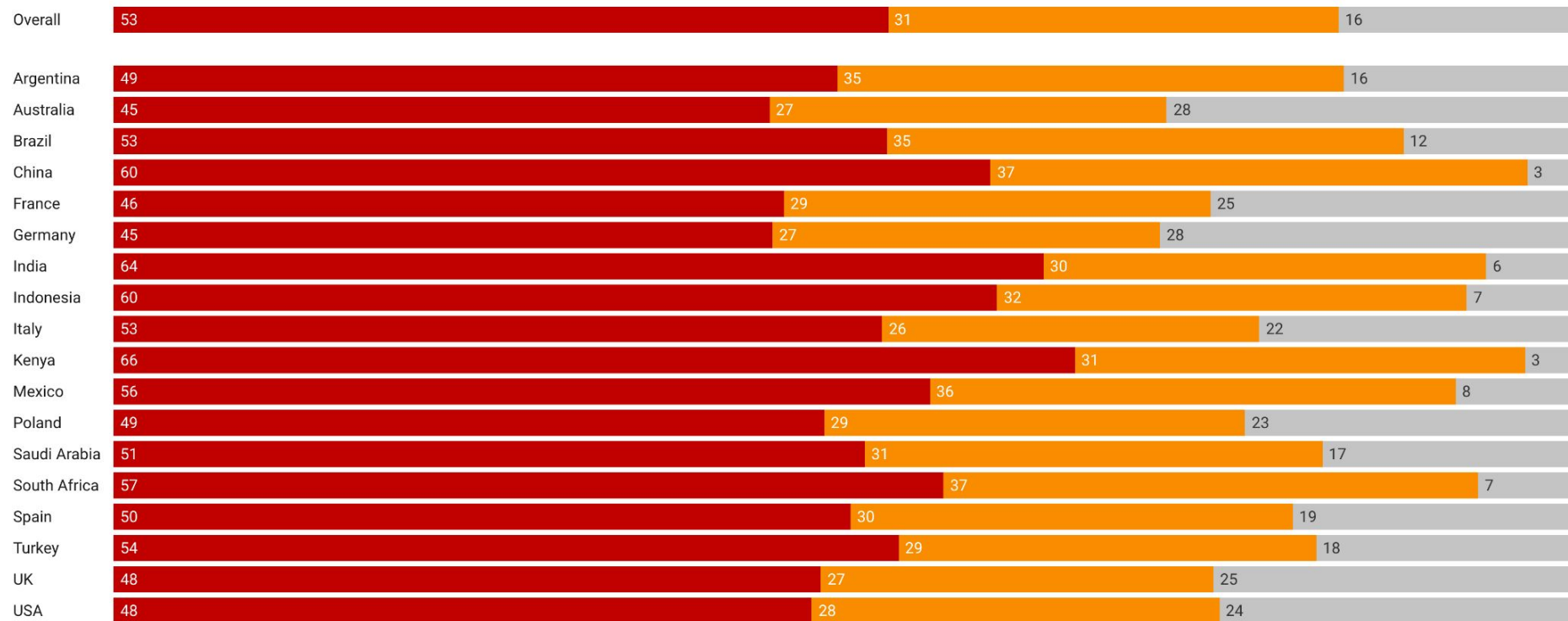
■ I want the government to focus on adapting to climate change (e.g. improving infrastructure) ■ I want the government to focus on preventing climate change (e.g. supporting renewables construction) ■ I want the government to do both - there is not a tradeoff between the government adapting and mitigating climate change ■ Don't know



The public tends towards believing that focusing on adapting will make mitigation efforts more ambitious.

Which of the following statements do you agree with more? (%)

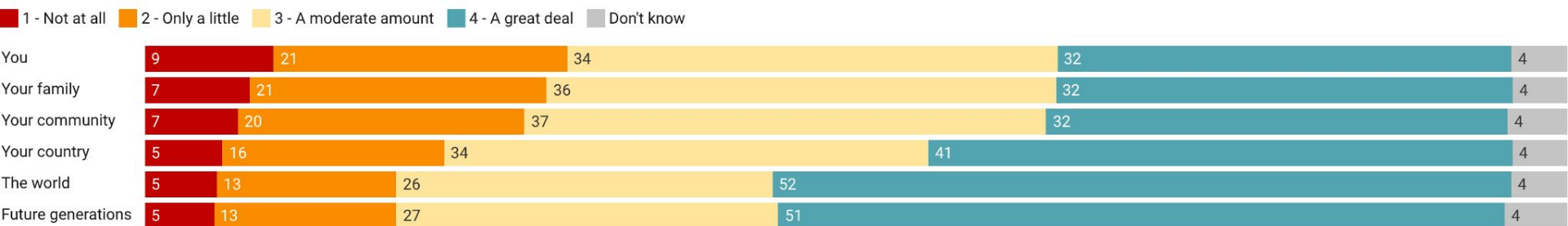
■ Focusing on adapting to climate change will make efforts aimed at reducing the emissions which cause it more ambitious ■ Focusing on adapting to climate change will make efforts aimed at reducing the emissions which cause it less ambitious ■ Don't know



- Impacts to individuals are perceived as more distant than impacts on the world, someone's country, or future generations;
- People do not make strong distinctions between whether more or less climate affected issues are going to be affected by climate, but there is some modest distinctions.
 - The public are slightly less likely to name migration, increased international conflict and energy shortages as being affected by climate;
 - The public are slightly more likely to name the economy, increased prices, water shortages, health problems, and health infrastructure issues.
 - The public are most likely to see increased extreme weather events as being affected by climate change.
- Although people make the connection between climate and extreme weather most frequently, they believe that the economic impacts will harm them most of the list asked about.
- The public is more likely than not to believe that climate change will hurt their security, harm their income, and increase their cost of living over the coming decade.

Findings: Impacts on daily life

How much will climate change affect the following groups? - Overall (all countries) (%)

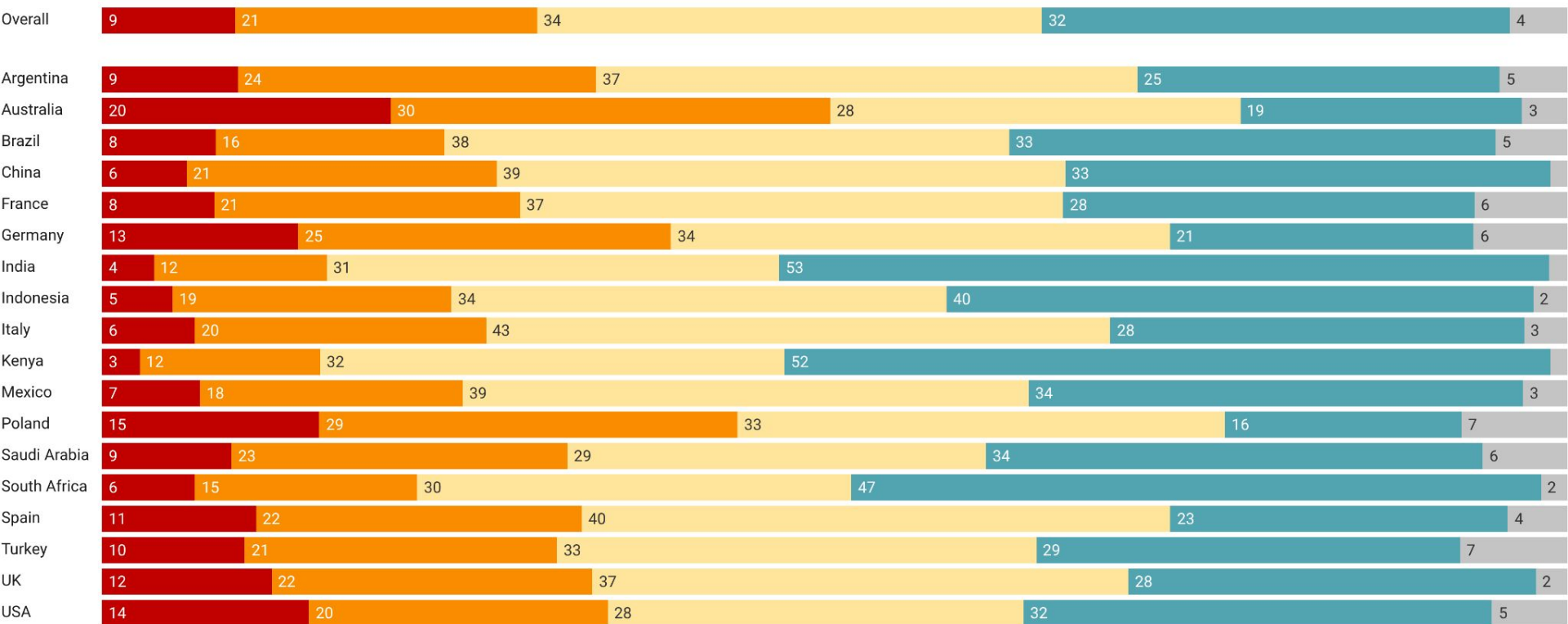


Across the survey, impacts are distant, with heavier impacts perceived on future generations, the world, and people's country more than their community, family, and the respondent themselves.

The impacts of climate change on individuals is perceived to be greater in India, Indonesia, Kenya, and South Africa.

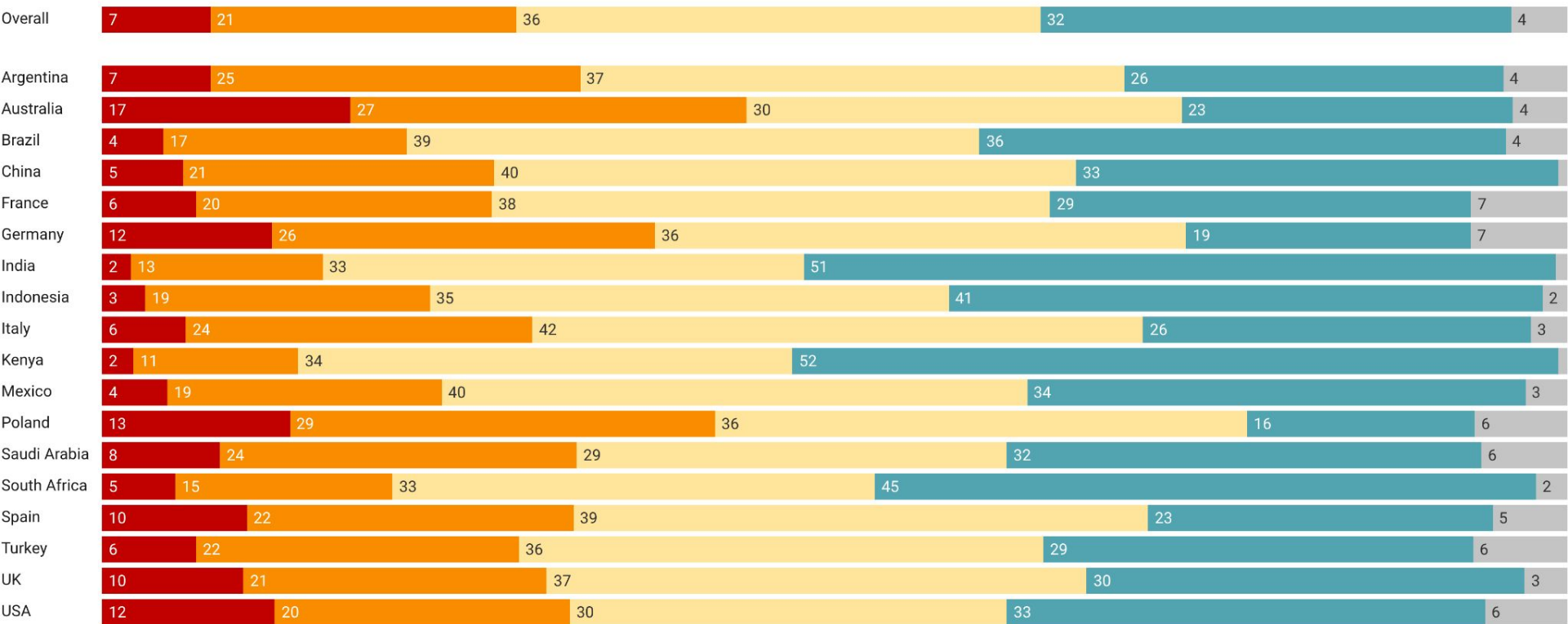
You - How much do you believe that climate change will affect the following groups of people? (%)

1 - Not at all 2 - Only a little 3 - A moderate amount 4 - A great deal Don't know



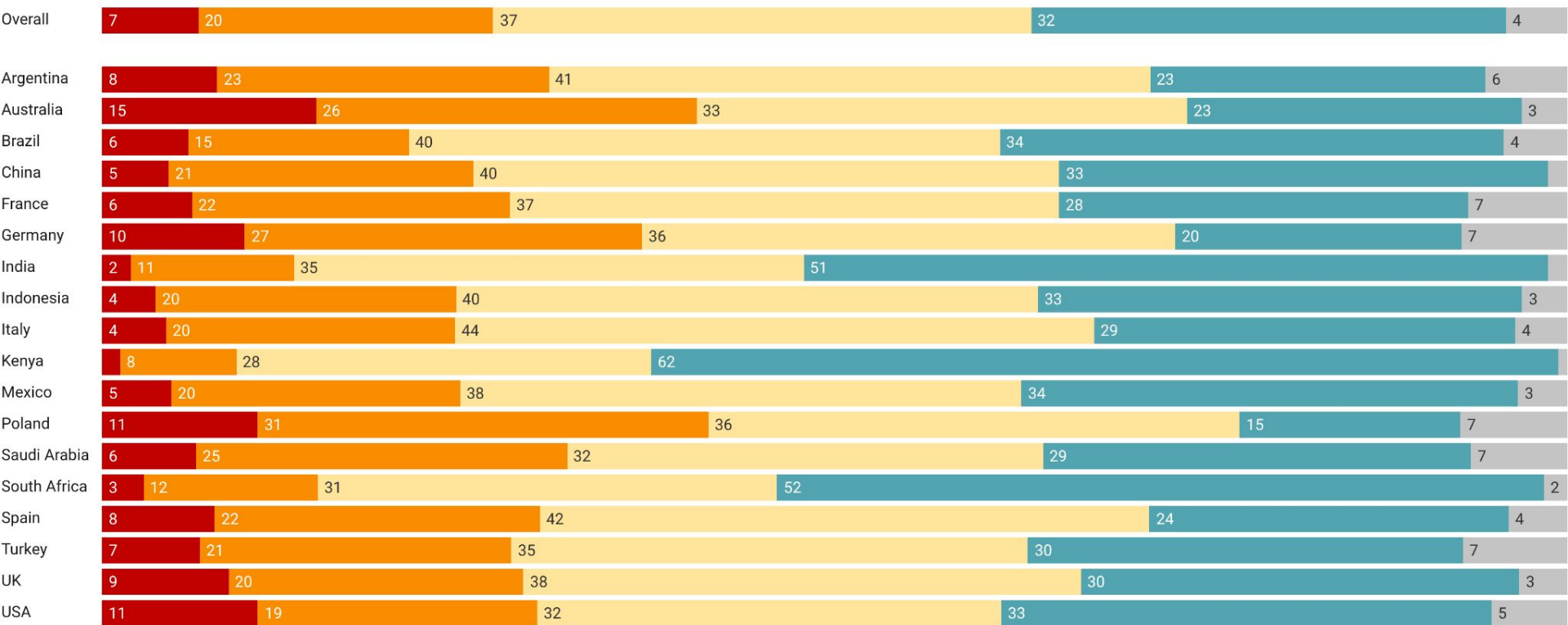
Your family - How much do you believe that climate change will affect the following groups of people? (%)

1 - Not at all 2 - Only a little 3 - A moderate amount 4 - A great deal Don't know



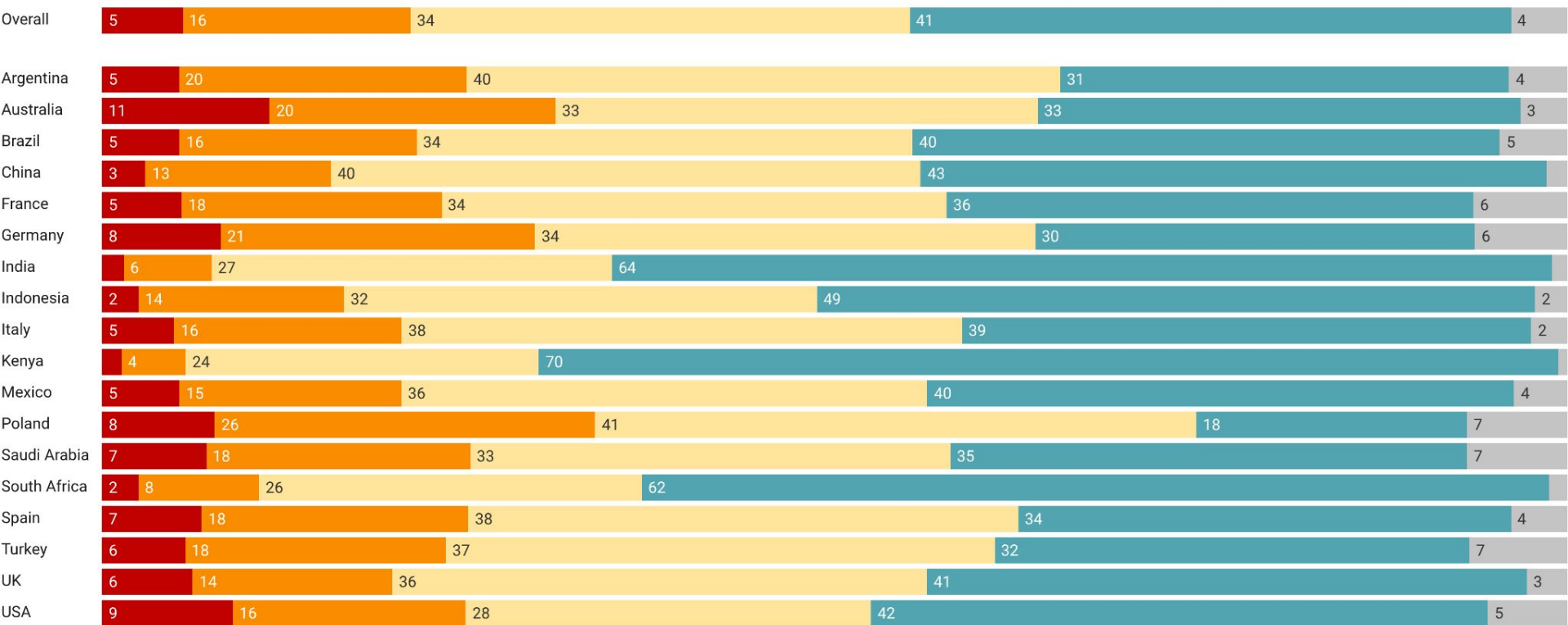
Your community - How much do you believe that climate change will affect the following groups of people? (%)

1 - Not at all 2 - Only a little 3 - A moderate amount 4 - A great deal Don't know



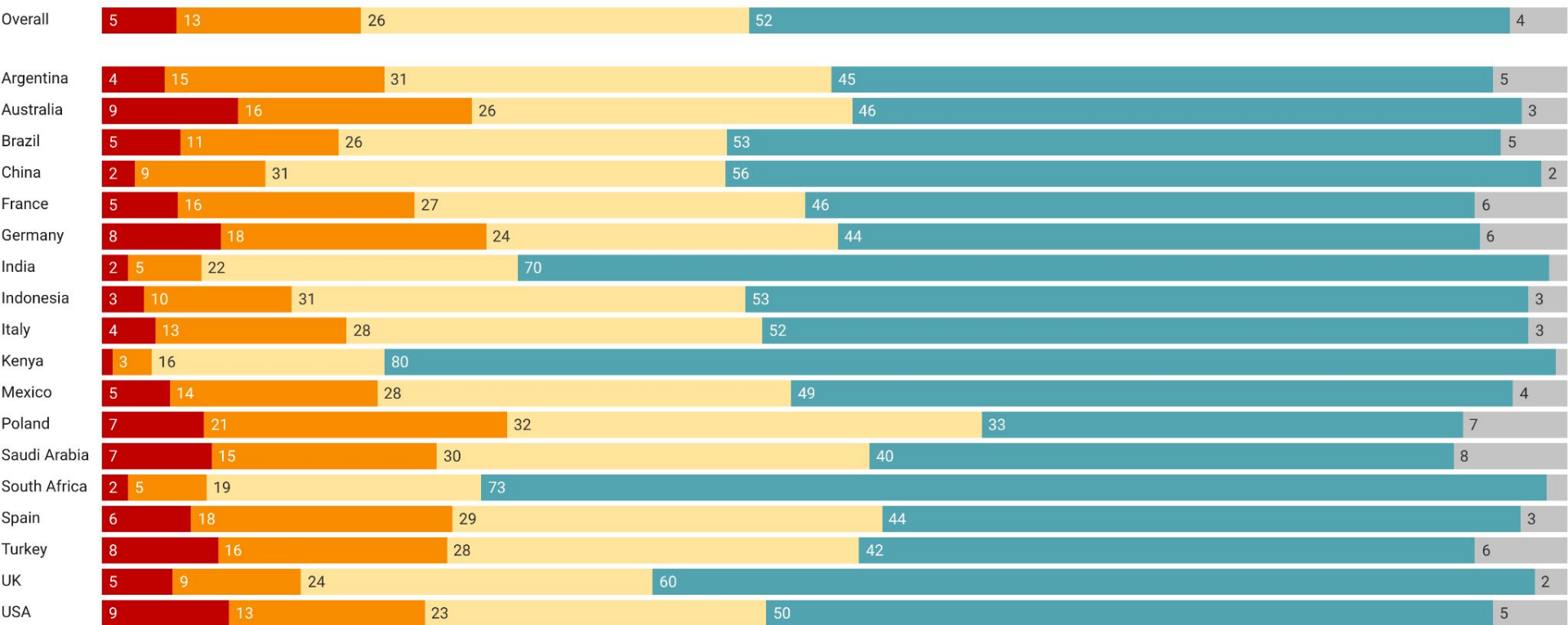
Your country - How much do you believe that climate change will affect the following groups of people? (%)

1 - Not at all 2 - Only a little 3 - A moderate amount 4 - A great deal Don't know



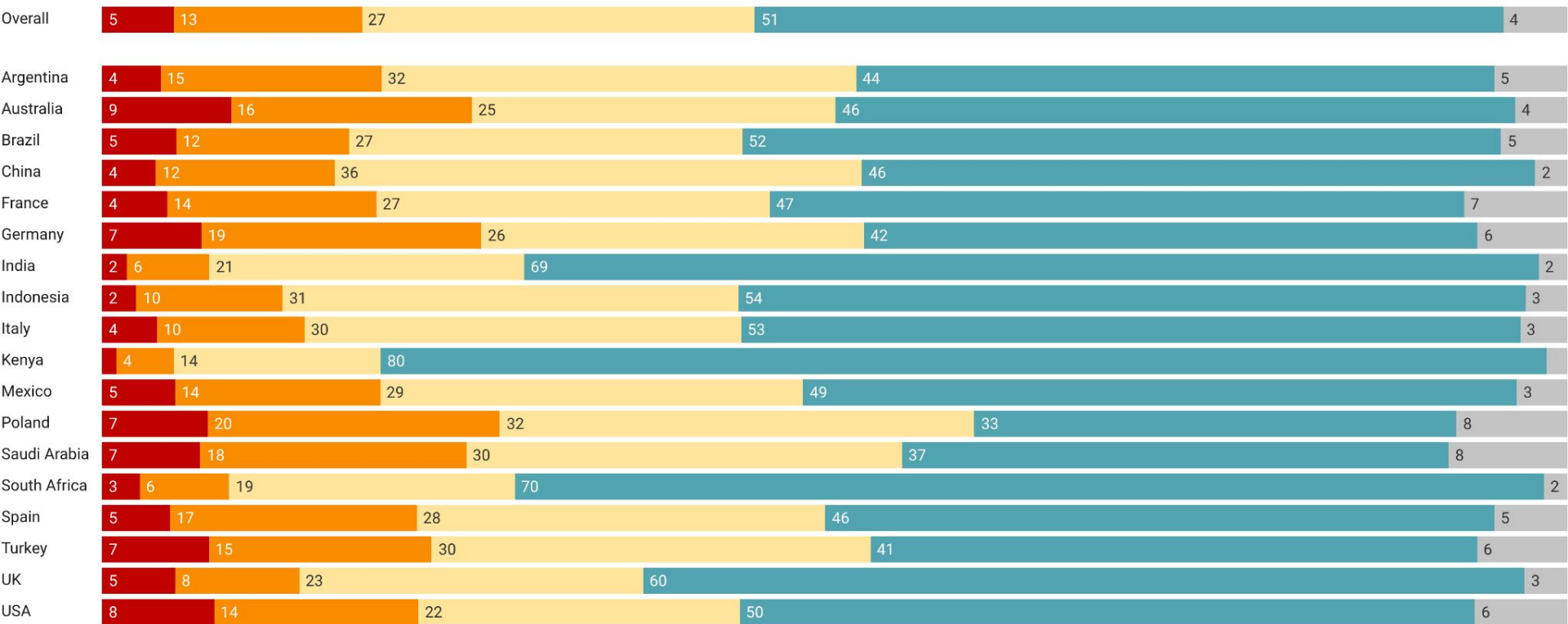
The world - How much do you believe that climate change will affect the following groups of people? (%)

1 - Not at all 2 - Only a little 3 - A moderate amount 4 - A great deal Don't know

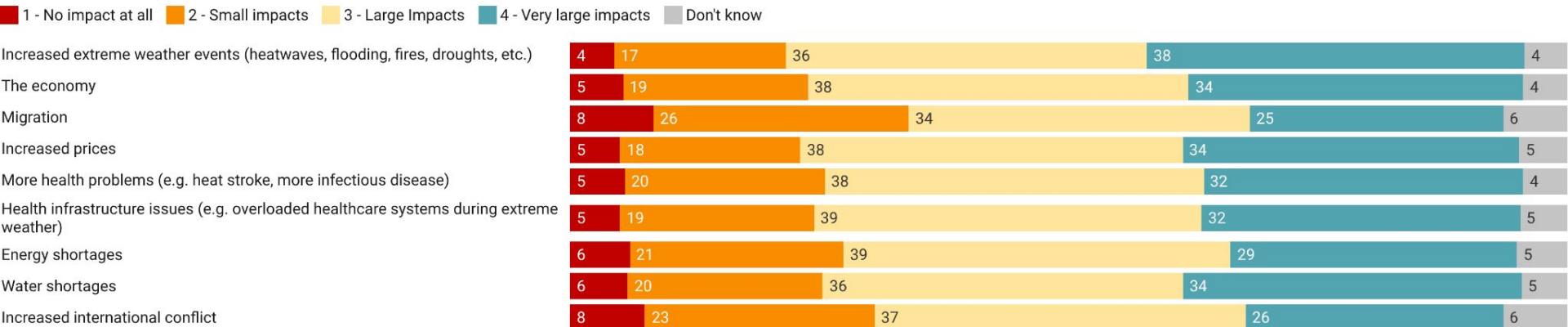


Future generations - How much do you believe that climate change will affect the following groups of people? (%)

1 - Not at all 2 - Only a little 3 - A moderate amount 4 - A great deal Don't know

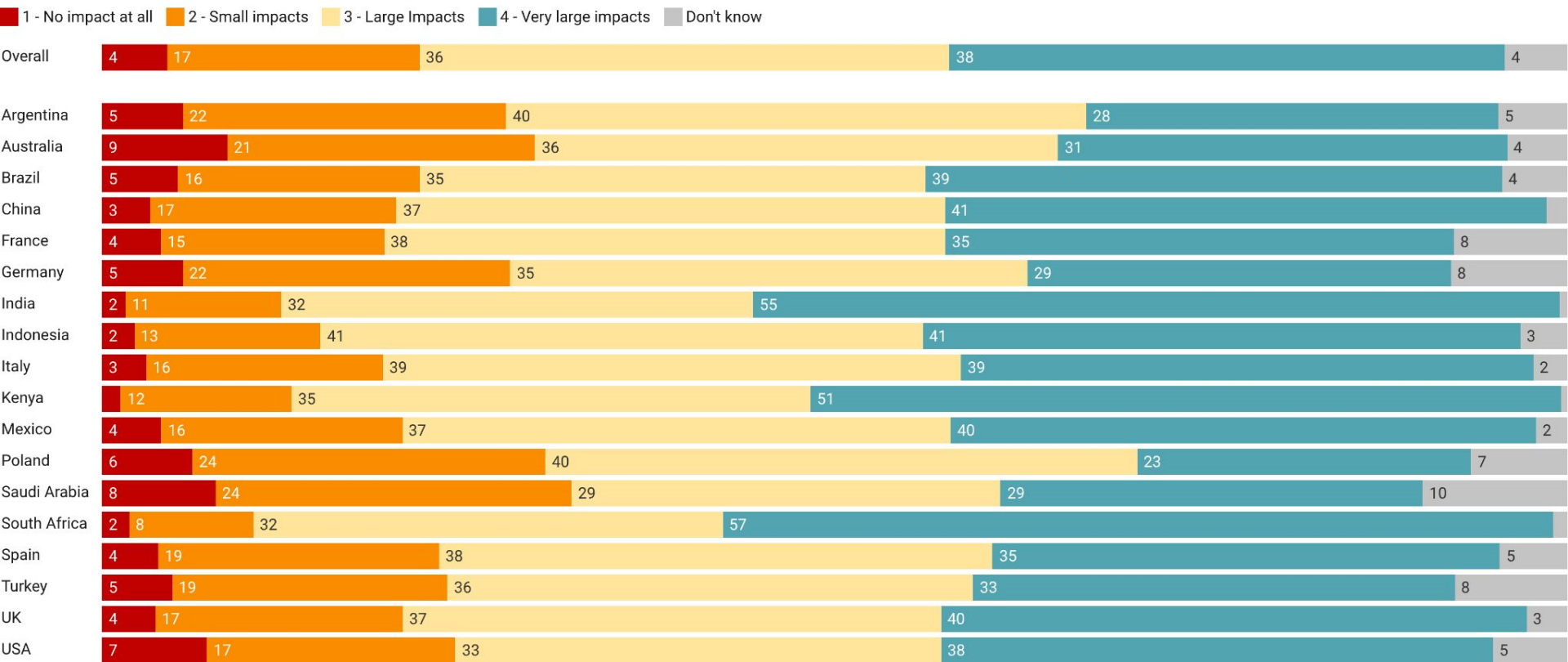


How much will these climate-related issues affect [country] over the next five years? - Overall (all countries) (%)

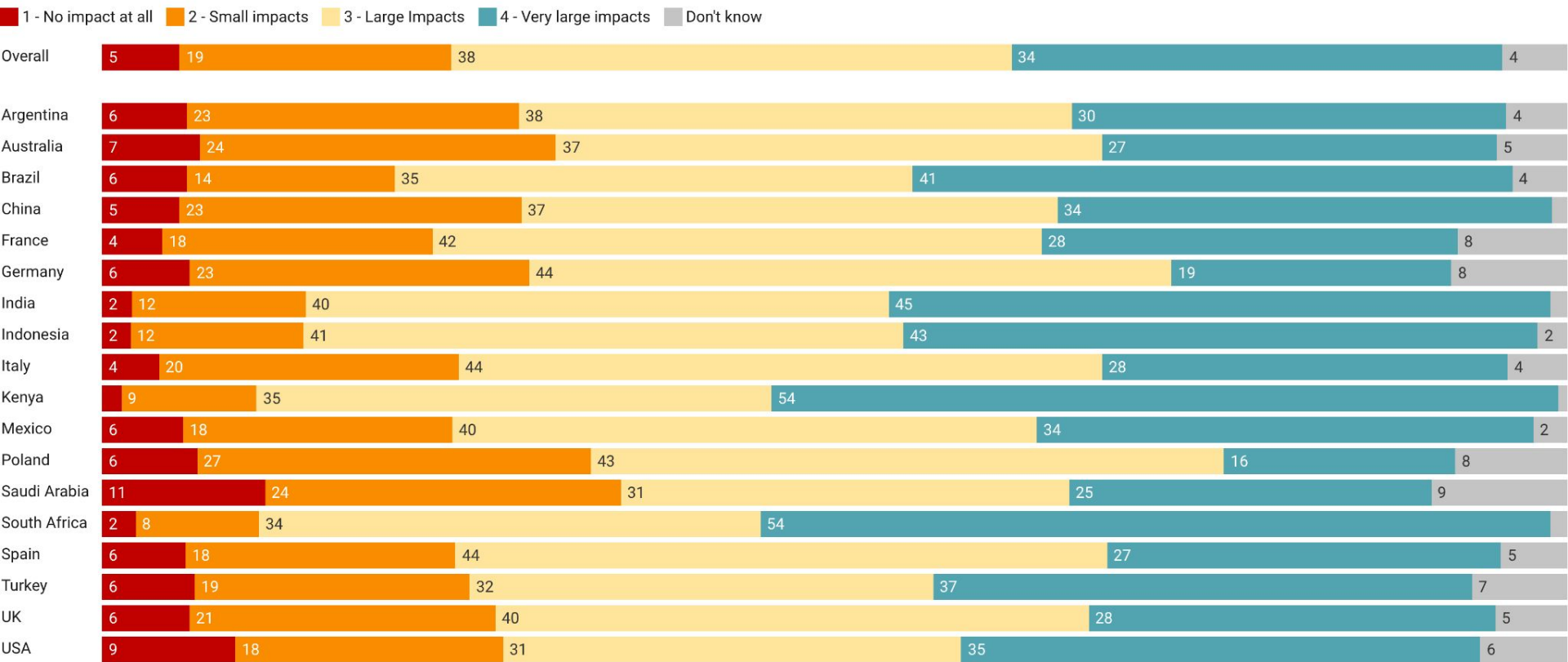


The perceived impact of climate on increased extreme weather events is strongest, while it is weakest on migration, international conflict, and energy shortages. Other issues fall in between. Notably, very few deny that there will be any impact across issues.

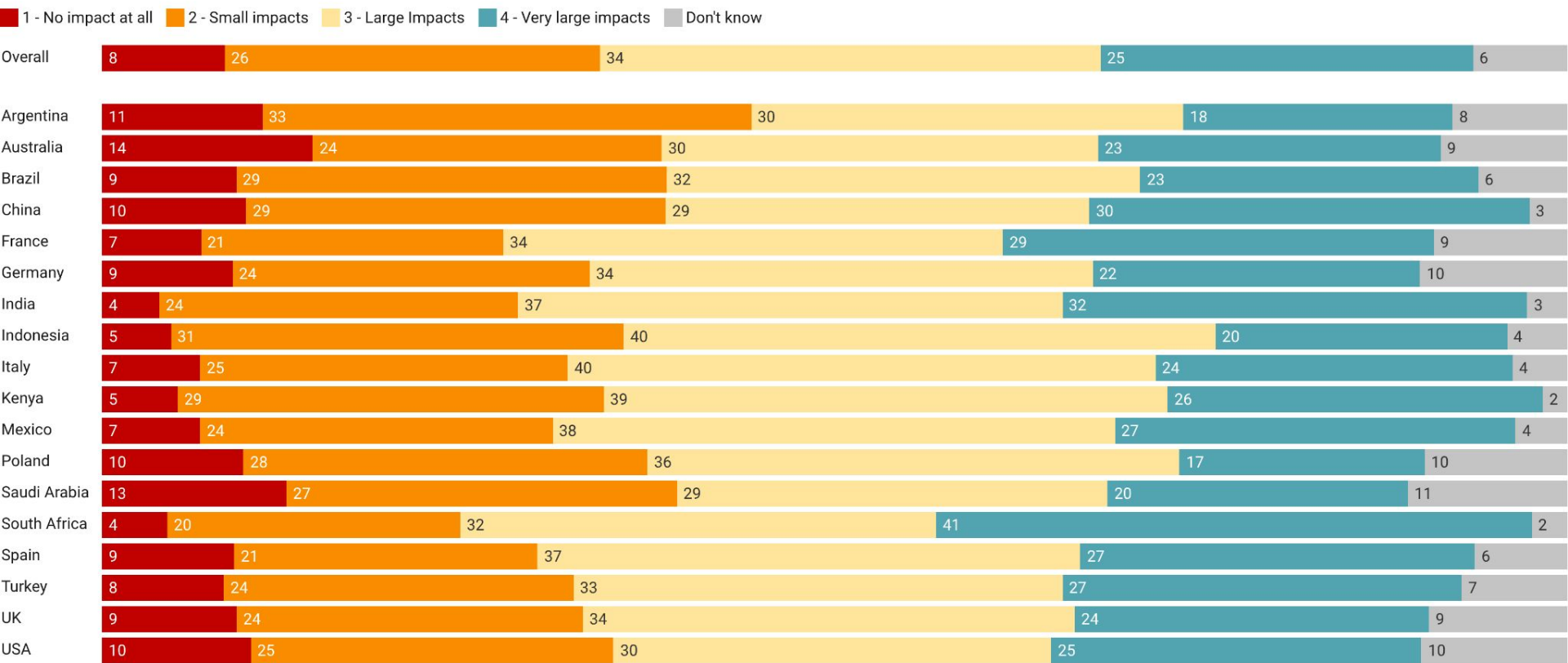
Increased extreme weather events (heatwaves, flooding, fires, droughts, etc.) - How much do you believe the following issues related to climate change will affect [country] over the next five years? (%)



The economy - How much do you believe the following issues related to climate change will affect [country] over the next five years? (%)

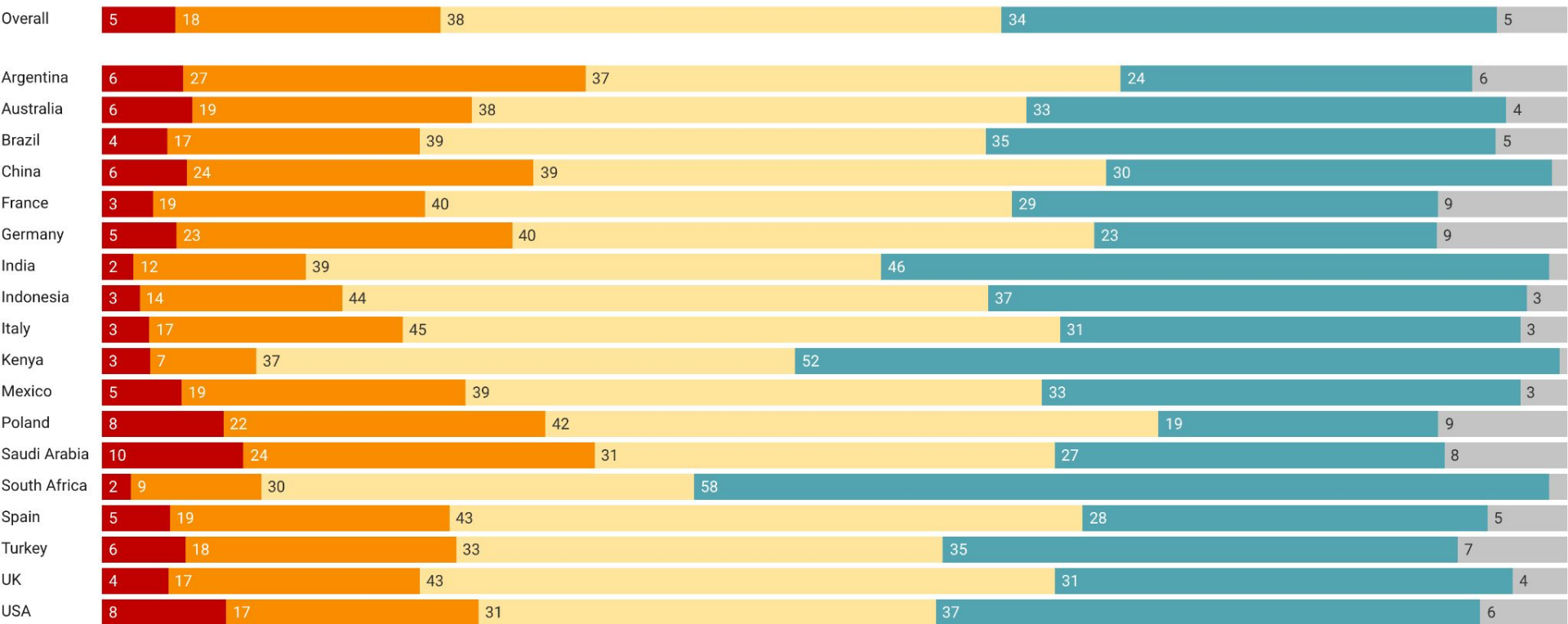


Migration - How much do you believe the following issues related to climate change will affect [country] over the next five years? (%)



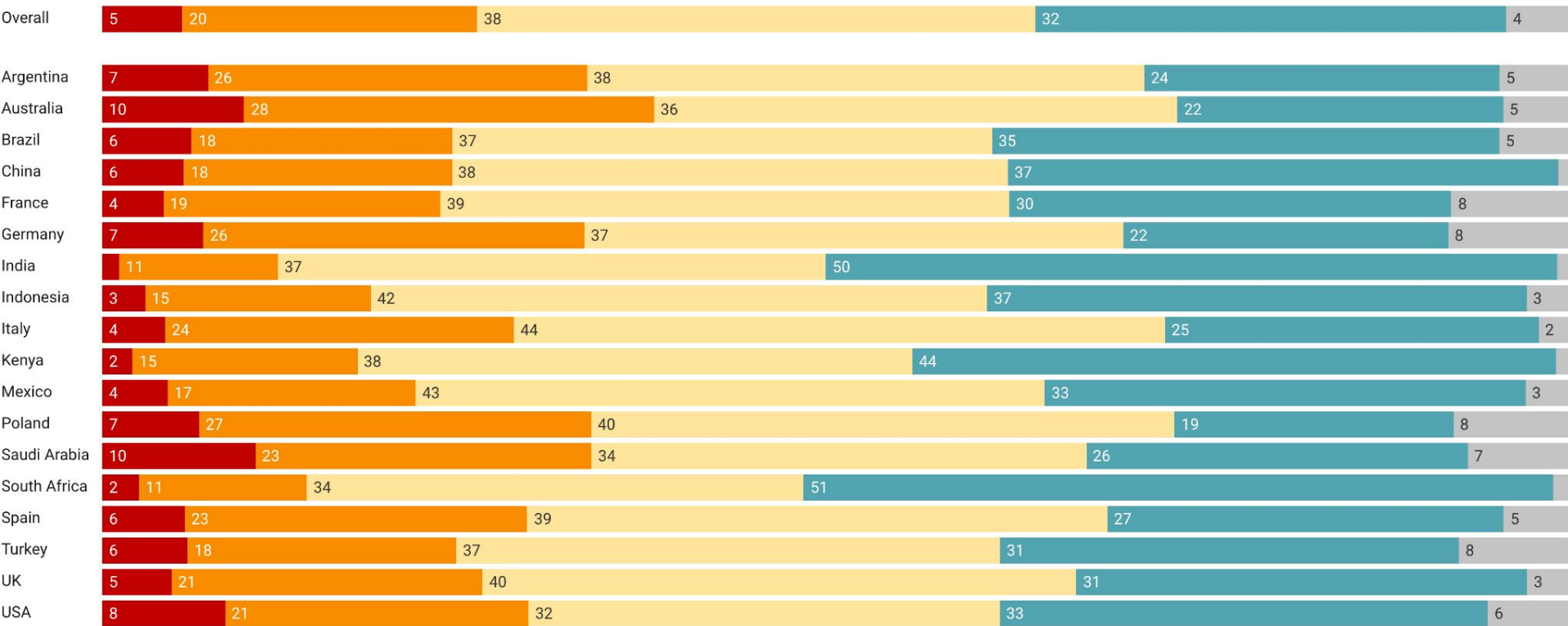
Increased prices - How much do you believe the following issues related to climate change will affect [country] over the next five years? (%)

1 - No impact at all 2 - Small impacts 3 - Large Impacts 4 - Very large impacts Don't know

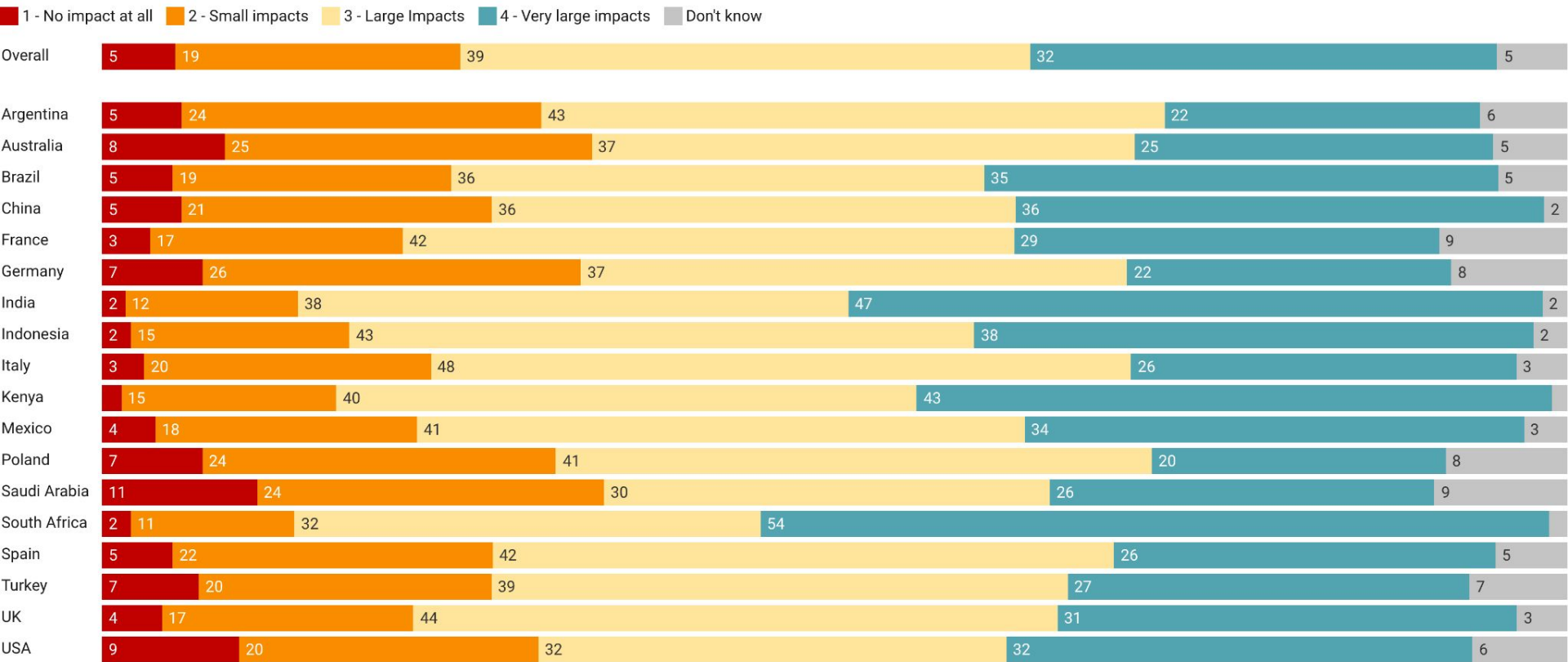


More health problems (e.g. heat stroke, more infectious disease) - How much do you believe the following issues related to climate change will affect [country] over the next five years? (%)

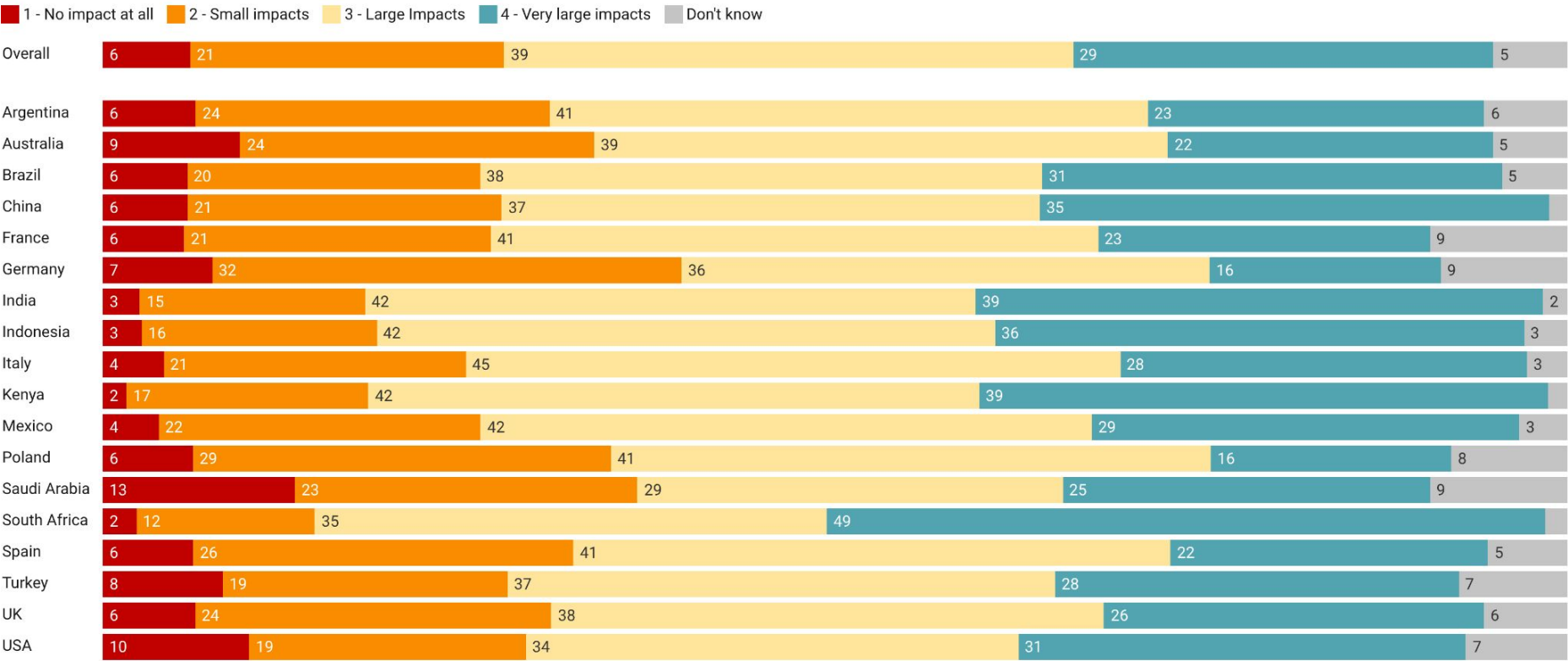
1 - No impact at all 2 - Small impacts 3 - Large Impacts 4 - Very large impacts Don't know



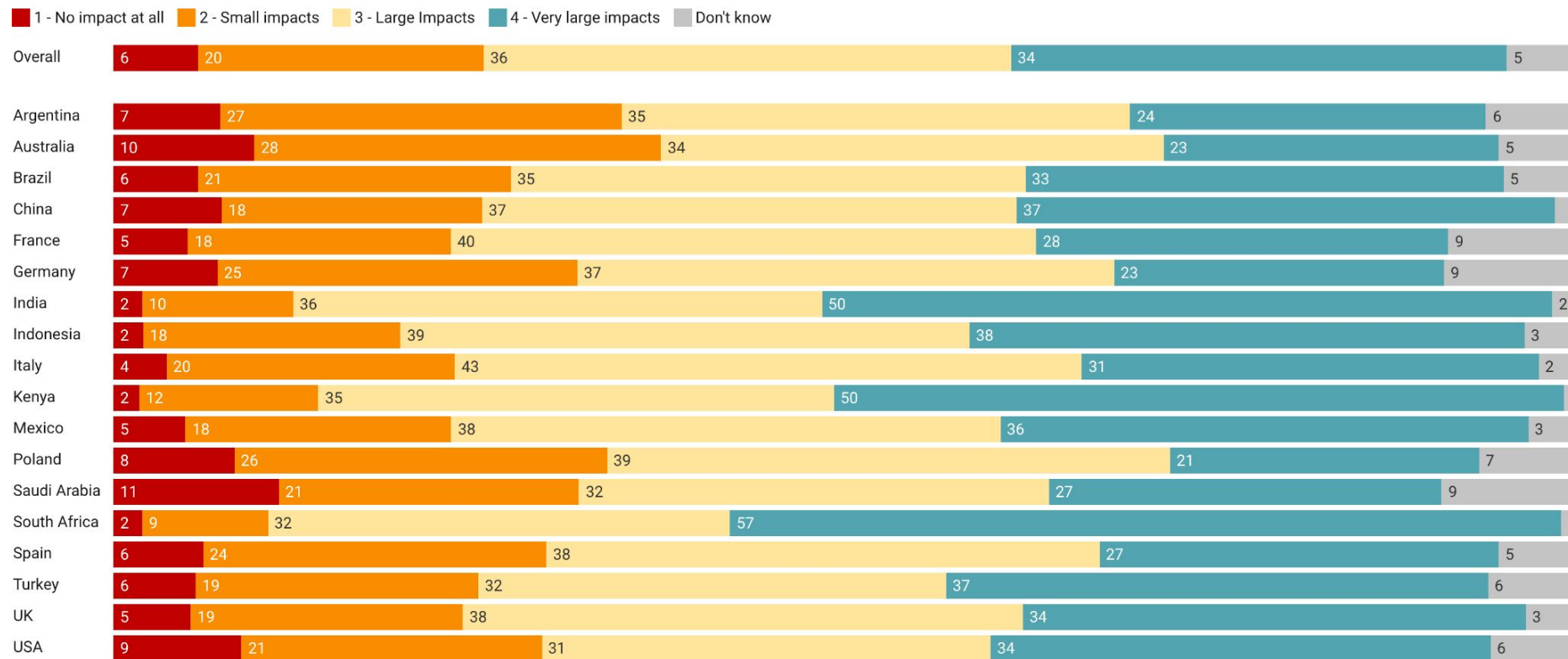
Health infrastructure issues (e.g. overloaded healthcare systems during extreme weather) - How much do you believe the following issues related to climate change will affect [country] over the next five years? (%)



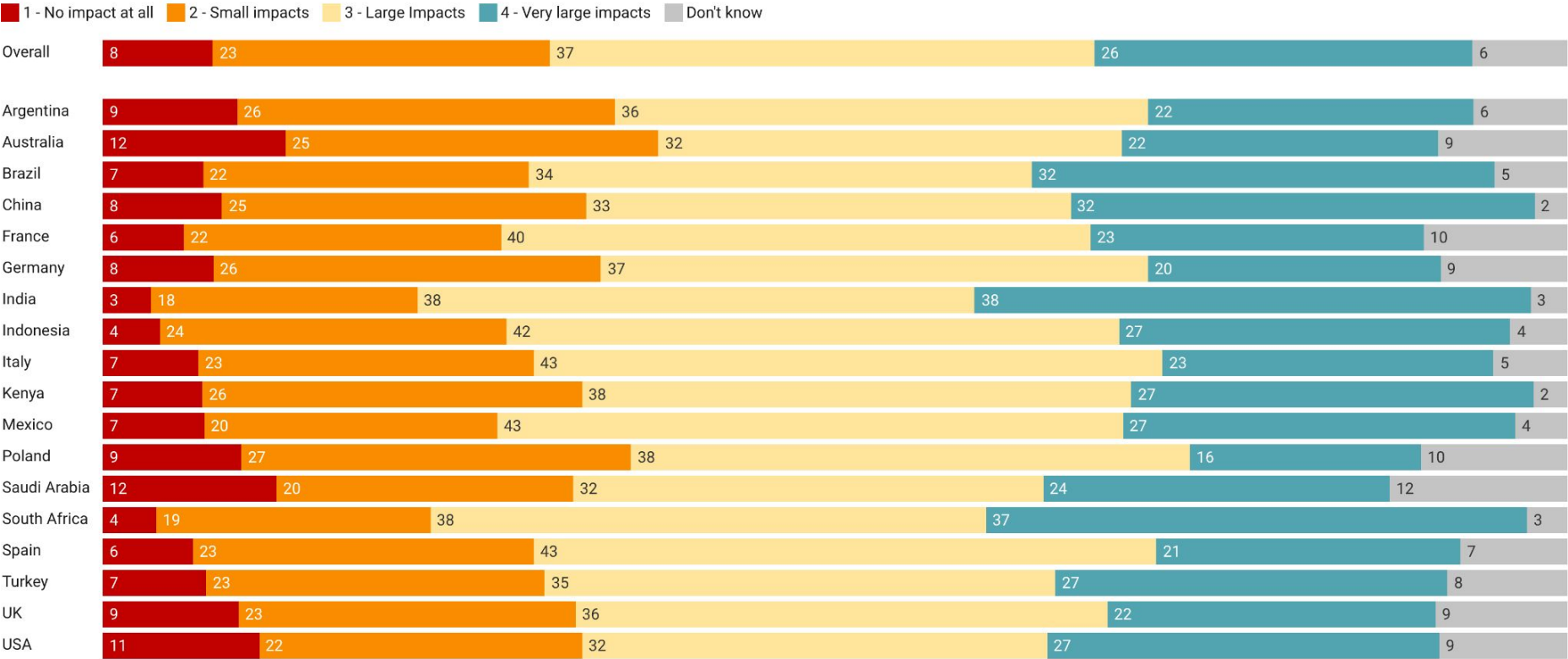
Energy shortages - How much do you believe the following issues related to climate change will affect [country] over the next five years? (%)



Water shortages - How much do you believe the following issues related to climate change will affect [country] over the next five years? (%)

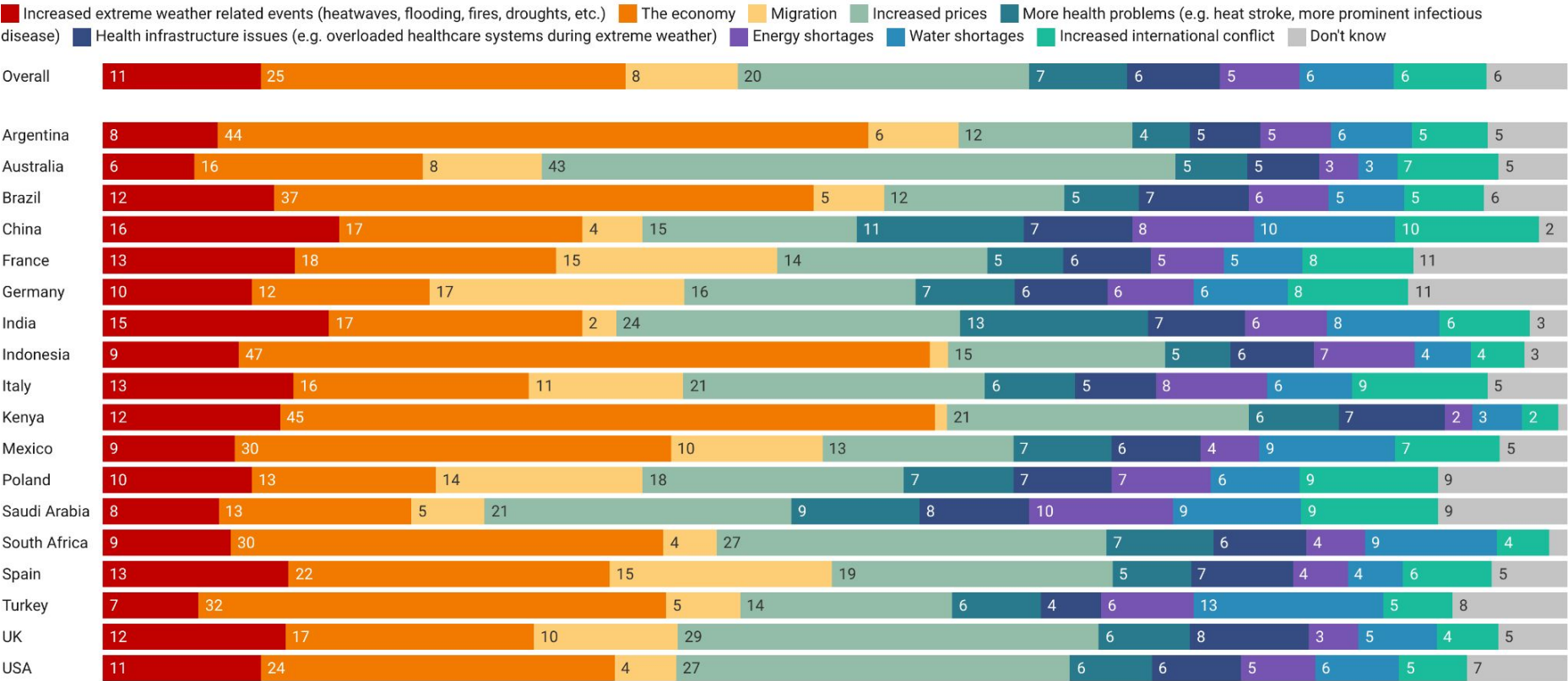


Increased international conflict - How much do you believe the following issues related to climate change will affect [country] over the next five years? (%)



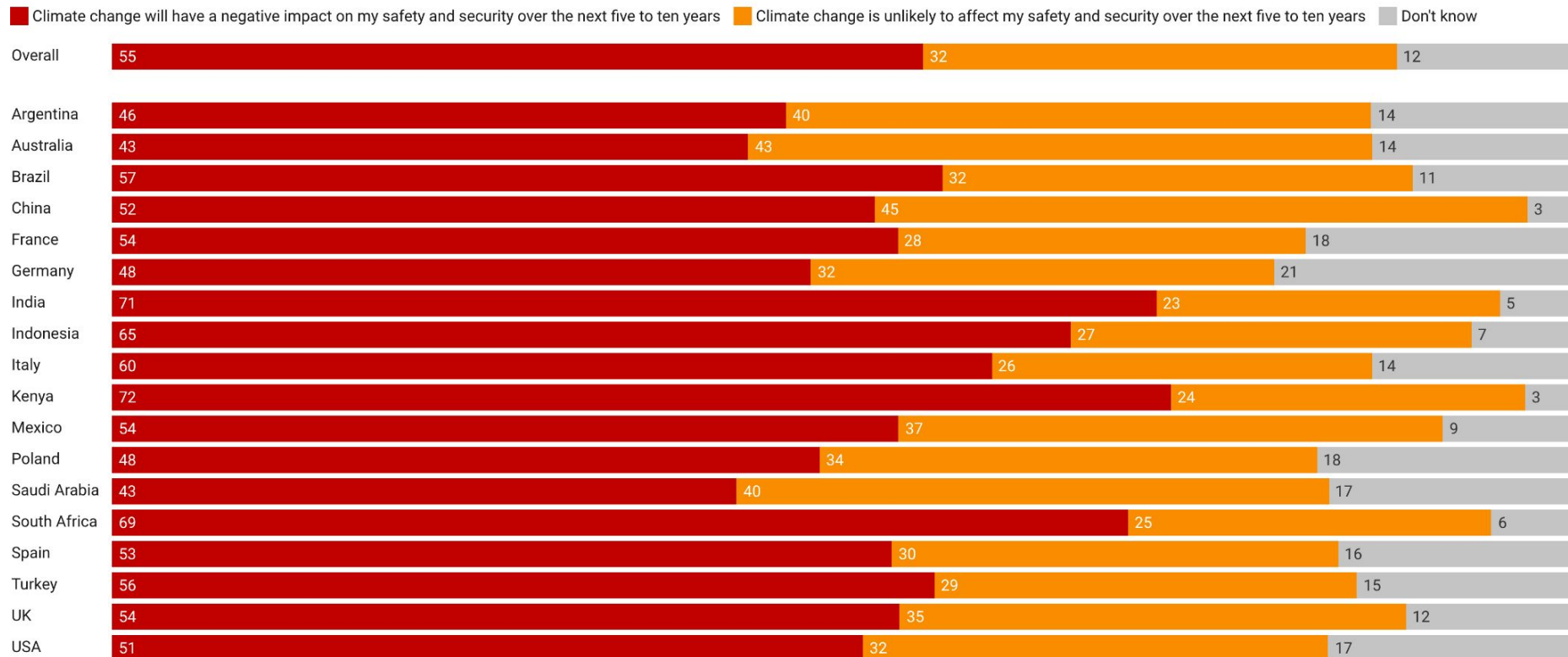
Economic issues predominate in terms of which climate related issues people believe will affect them most in the coming five years.

Which of the following issues do you believe will impact your life the most over the next five years? (%)



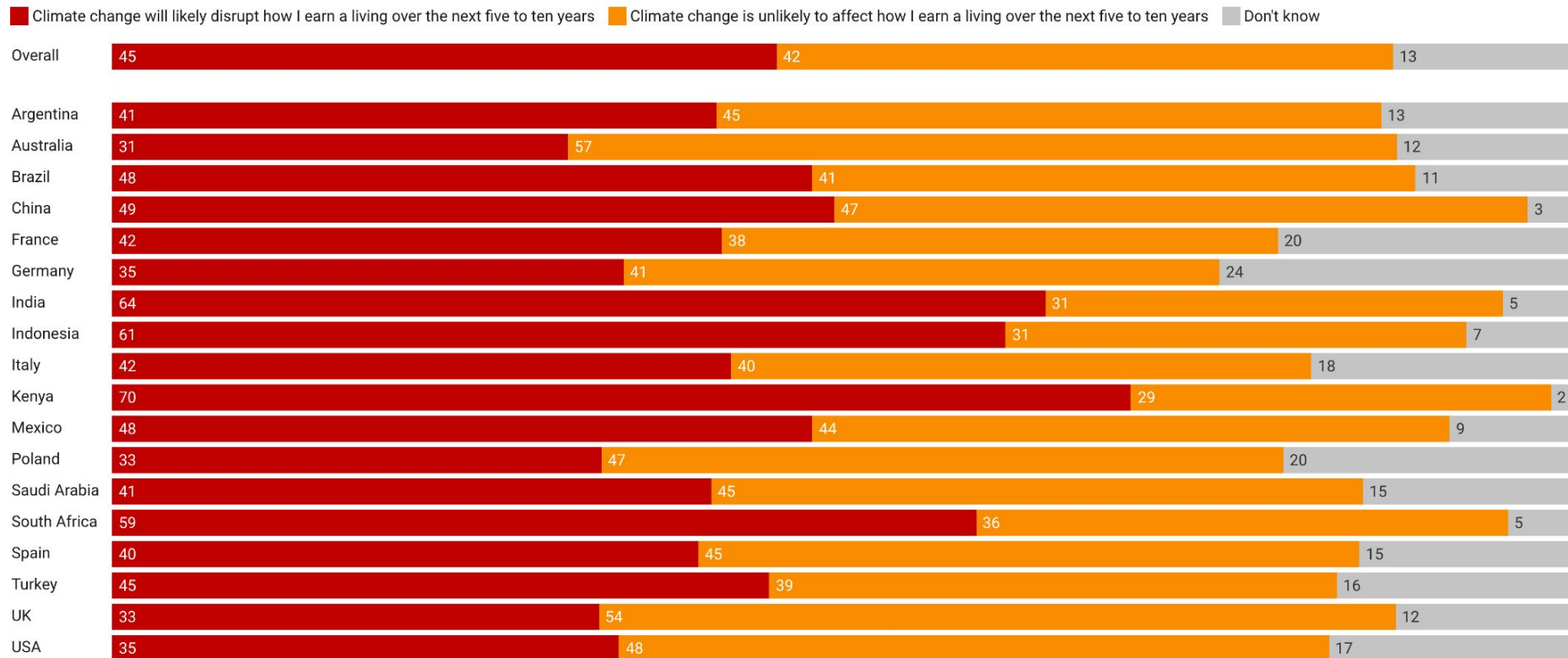
The public tends towards the belief that climate will harm their safety and security in the coming years.

Which of the following statements comes closest to your view? (%)



The public tends towards the belief that climate will disrupt how they earn in the coming years.

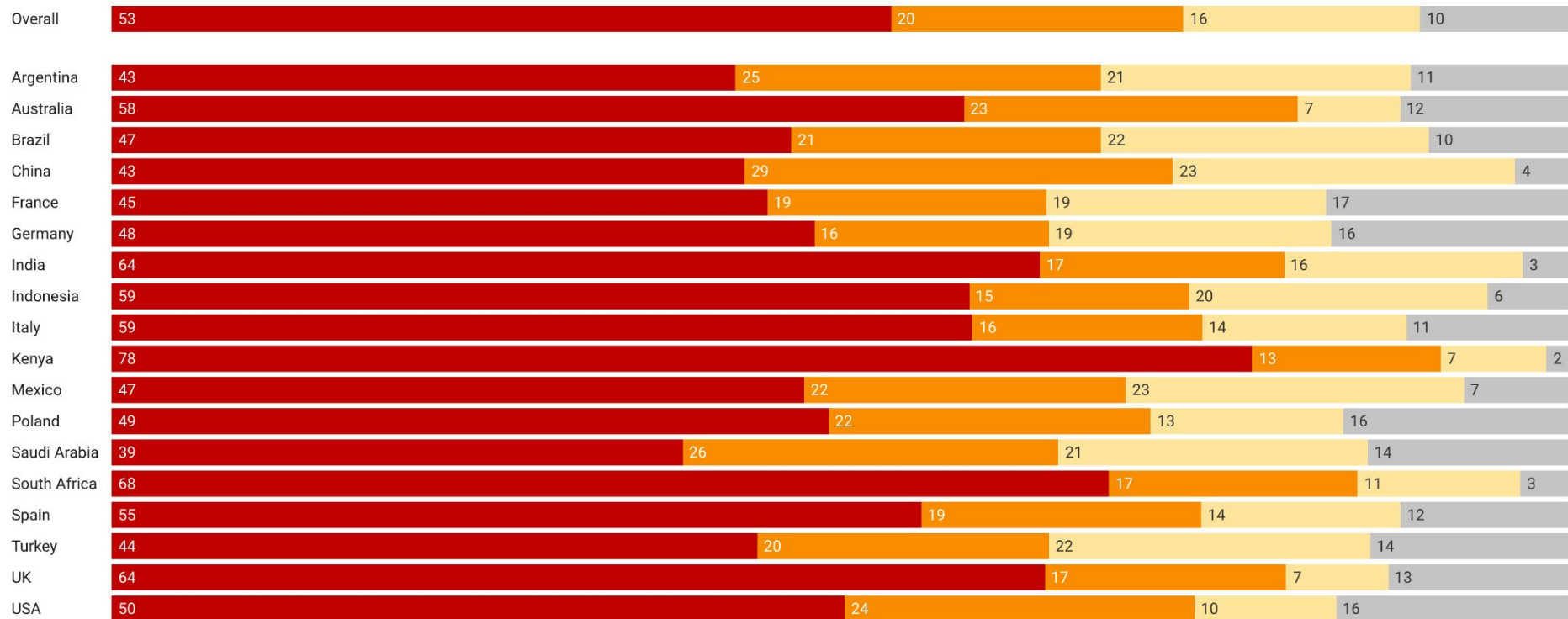
Which of the following statements comes closest to your view? (%)



The public tends towards the belief that climate will increase their cost of living in the coming years.

Which of the following statements comes closest to your view? (%)

Climate change is going to increase the cost of living for me and my family over the next five to ten years Climate change will not affect the cost of living for me and my family over the next five to ten years Climate change will decrease the cost of living for me and my family over the next five to ten years Don't know

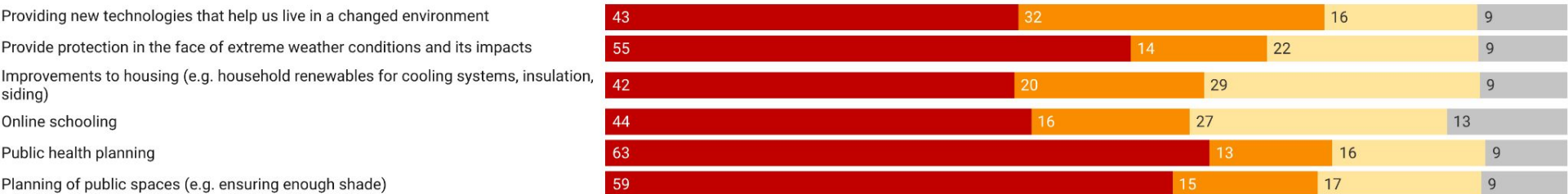


- Across the issues asked about, government is viewed as being responsible for climate adaptation most often.
- Yet, the public tends to believe the government does not have a clear game plan on climate, and is split on whether current efforts are effective.
- Half or more of the public wants the government to do more to help the country adapt to climate change.
- Trust in which political party is best suited to deal with adaptation is highly partisan.

Findings: Responsibility

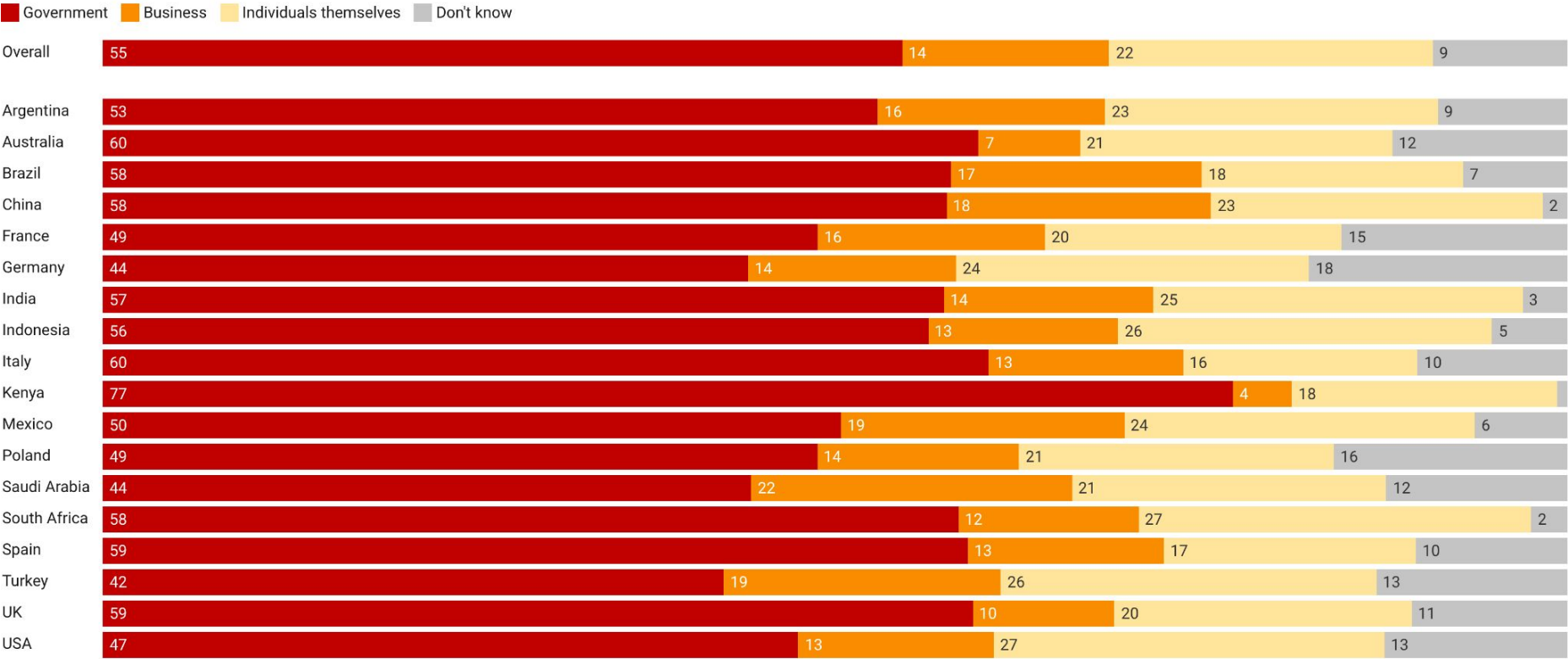
Which actors are most responsible for climate change adaptation? - Overall (all countries) (%)

Government Business Individuals themselves Don't know



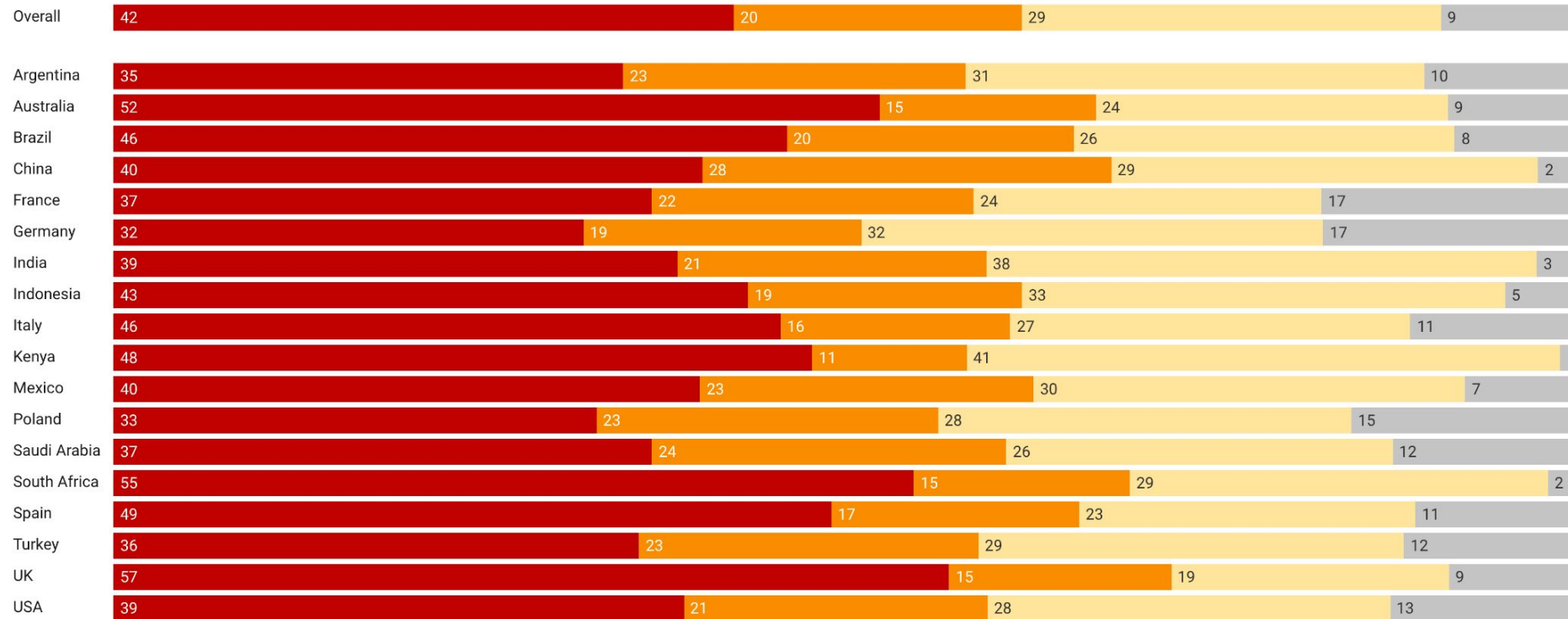
Across policy domains, the public tends towards placing responsibility with government. This instinct is particularly strong in relation to planning for public health and planning of public spaces as well as for providing protection in the face of extreme weather. It is relatively weak in relation to providing technology to live in a changed environment and improvements to housing.

Provide protection in the face of extreme weather conditions and its impacts - Which actors do you perceive as most responsible for the following aspects of climate change adaptation? (%)



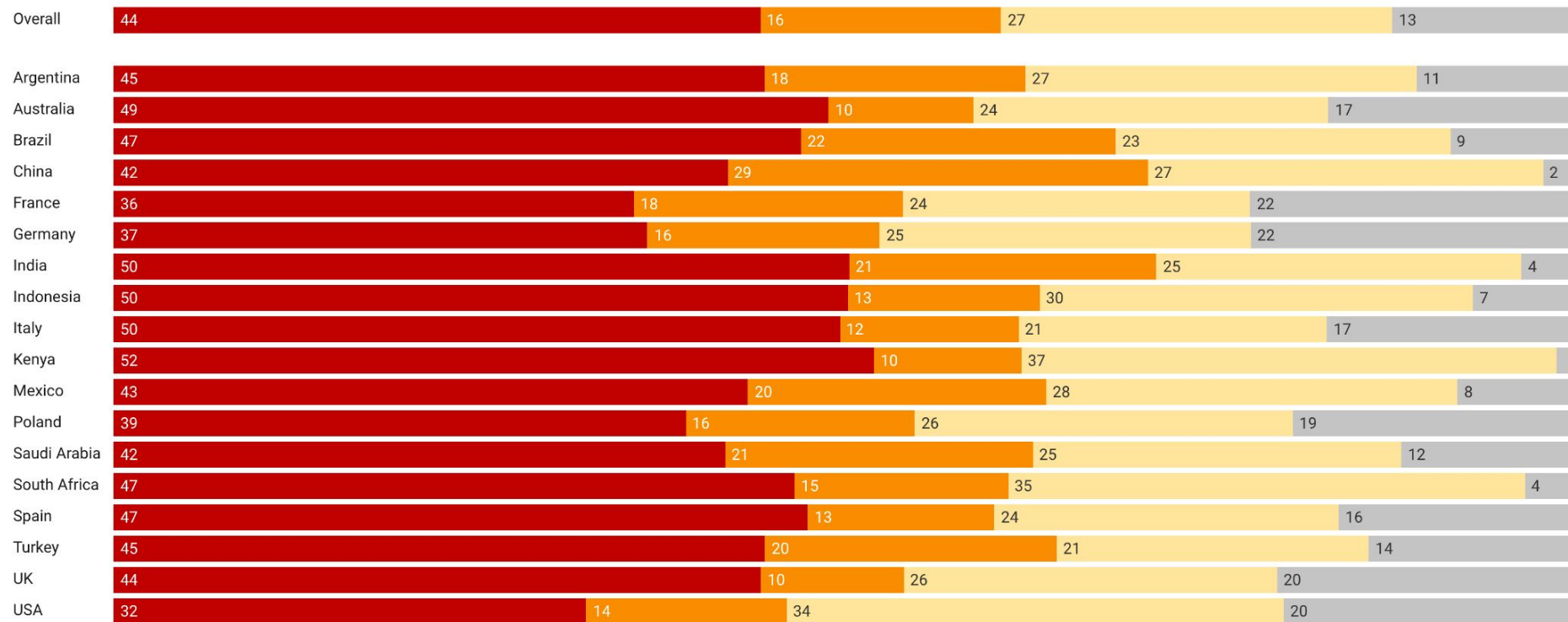
Improvements to housing (e.g. household renewables for cooling systems, insulation, siding) - Which actors do you perceive as most responsible for the following aspects of climate change adaptation? (%)

Government Business Individuals themselves Don't know



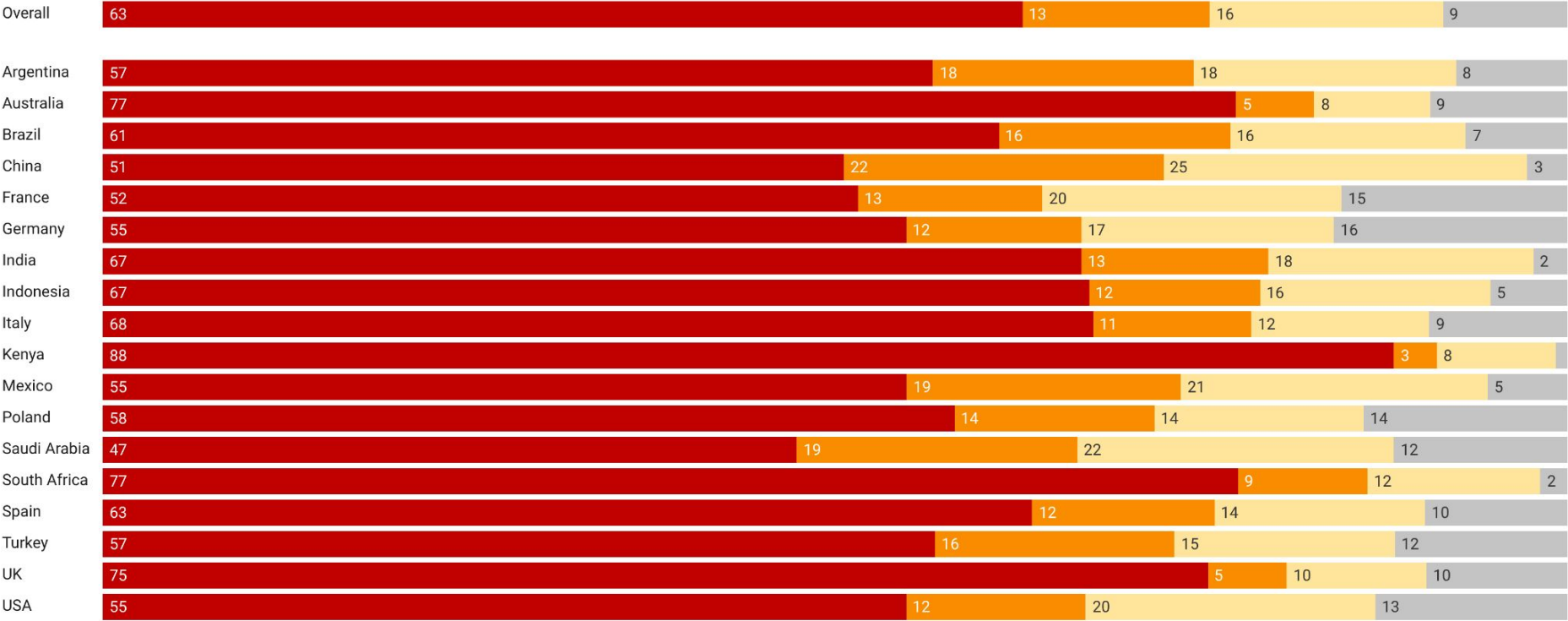
Online schooling - Which actors do you perceive as most responsible for the following aspects of climate change adaptation? (%)

Government Business Individuals themselves Don't know

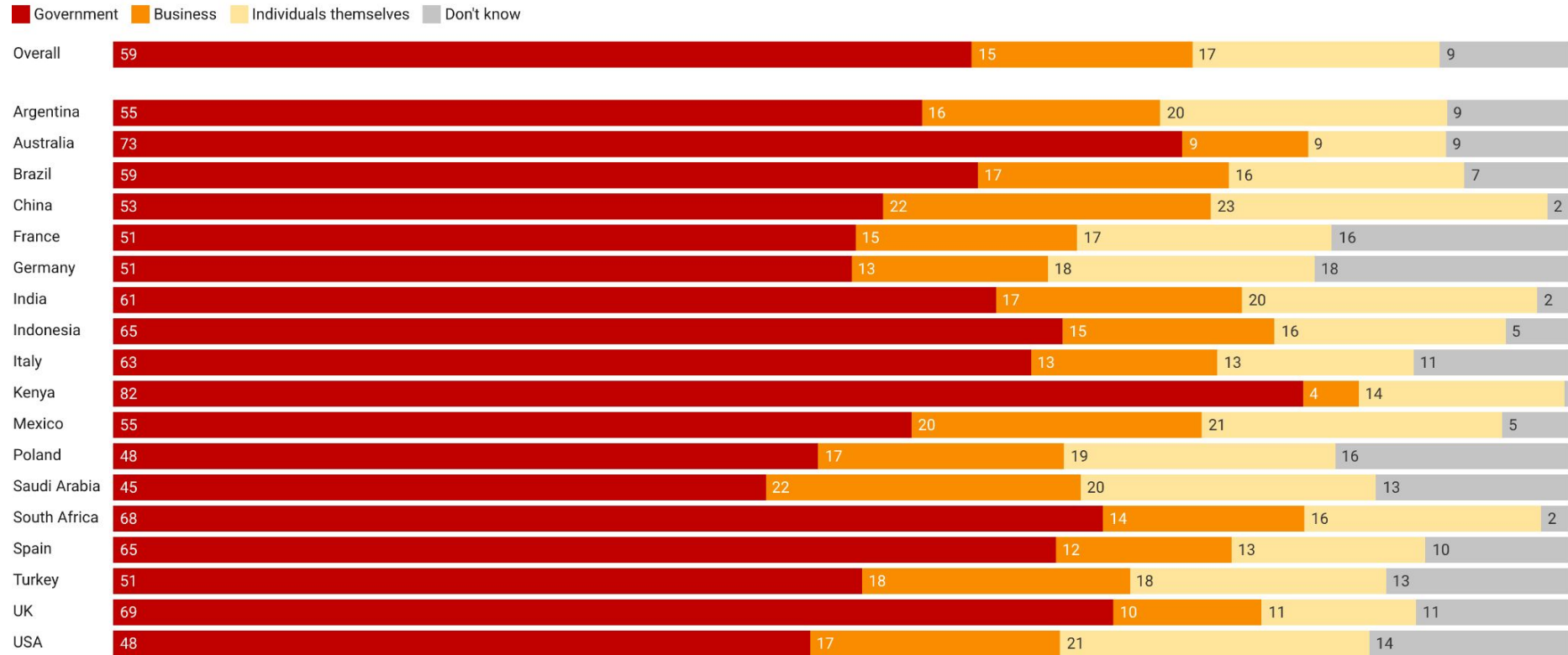


Public health planning - Which actors do you perceive as most responsible for the following aspects of climate change adaptation? (%)

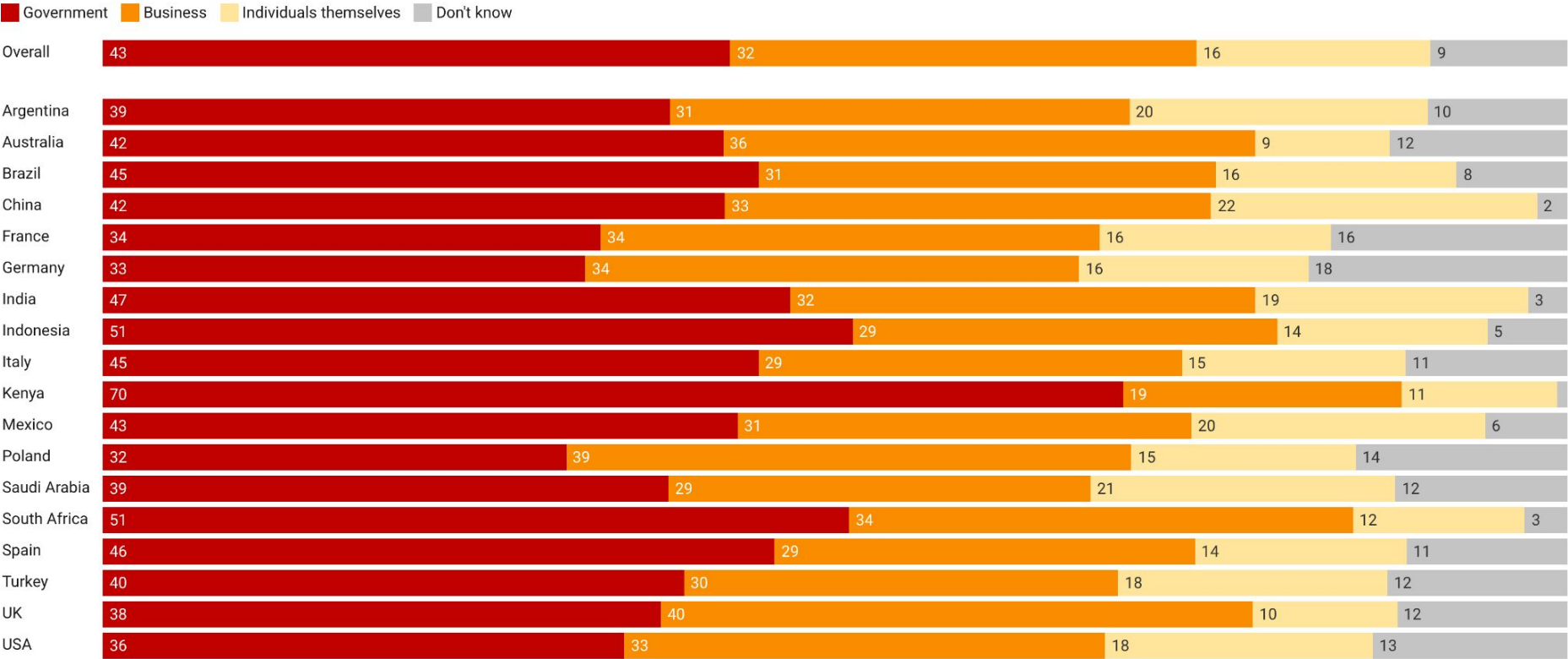
Government Business Individuals themselves Don't know



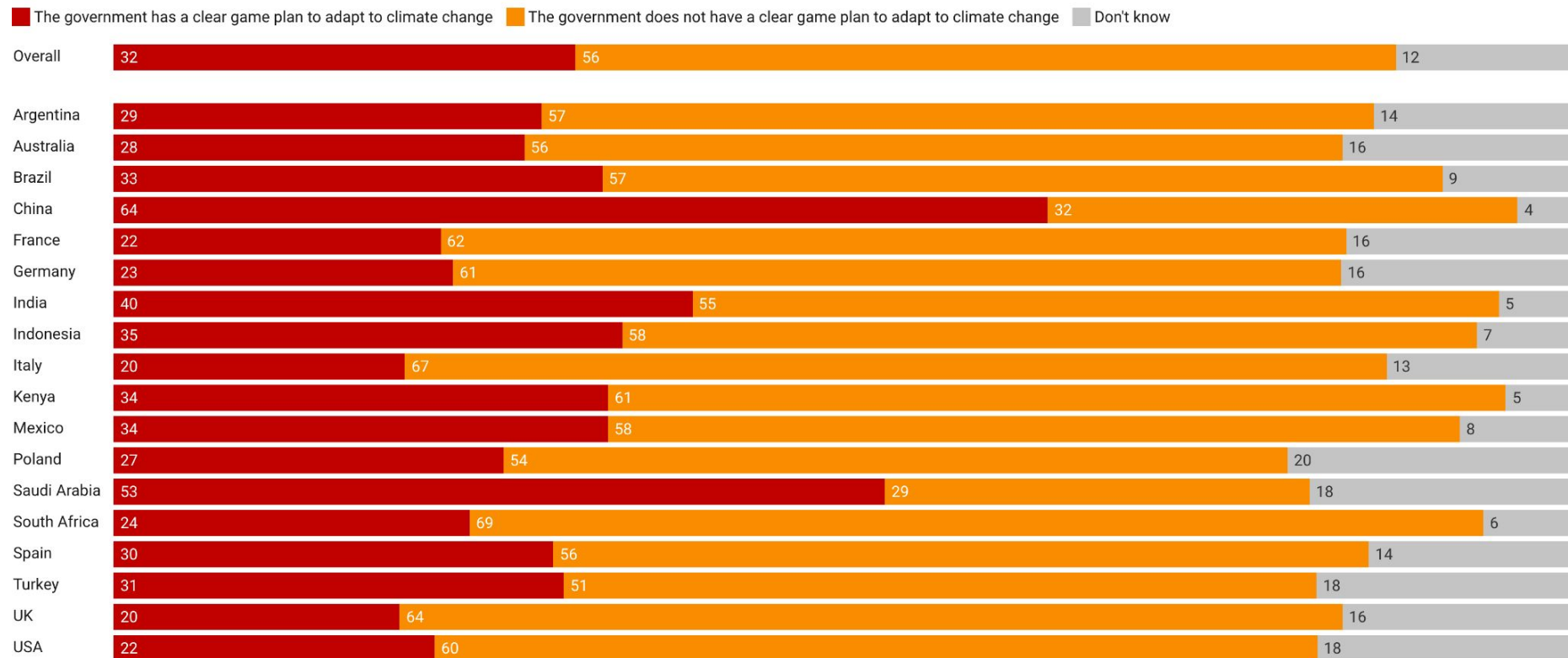
Planning of public spaces (e.g. ensuring enough shade) - Which actors do you perceive as most responsible for the following aspects of climate change adaptation? (%)



Providing new technologies that help us live in a changed environment - Which actors do you perceive as most responsible for the following aspects of climate change adaptation? (%)



Which of the following statements comes closest to your view? (%)



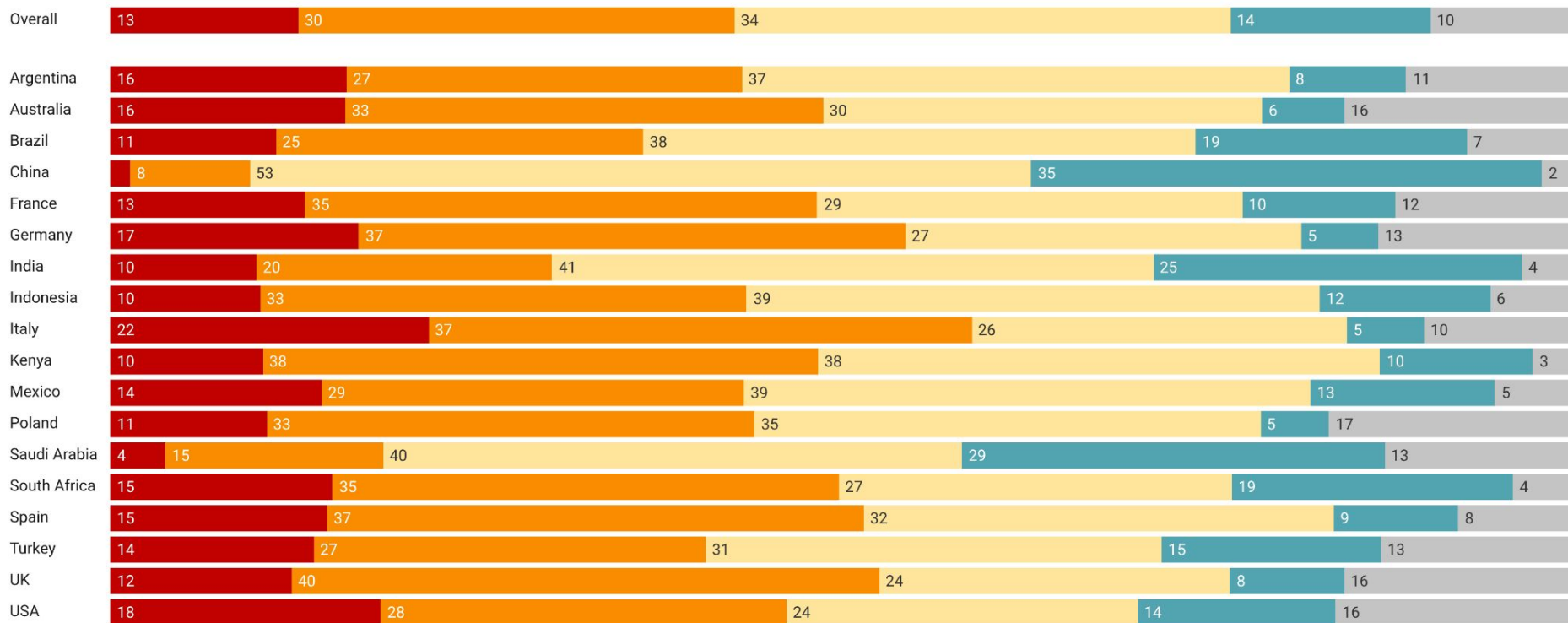
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Despite placing responsibility with government, relatively few believe they have a clear game plan to adapt, outside China and Saudi Arabia.

The public is broadly split on whether their government's efforts are effective or ineffective, but few believe they are very effective.

How effective or ineffective do you believe the current government's efforts are to adapt to climate change? (%)

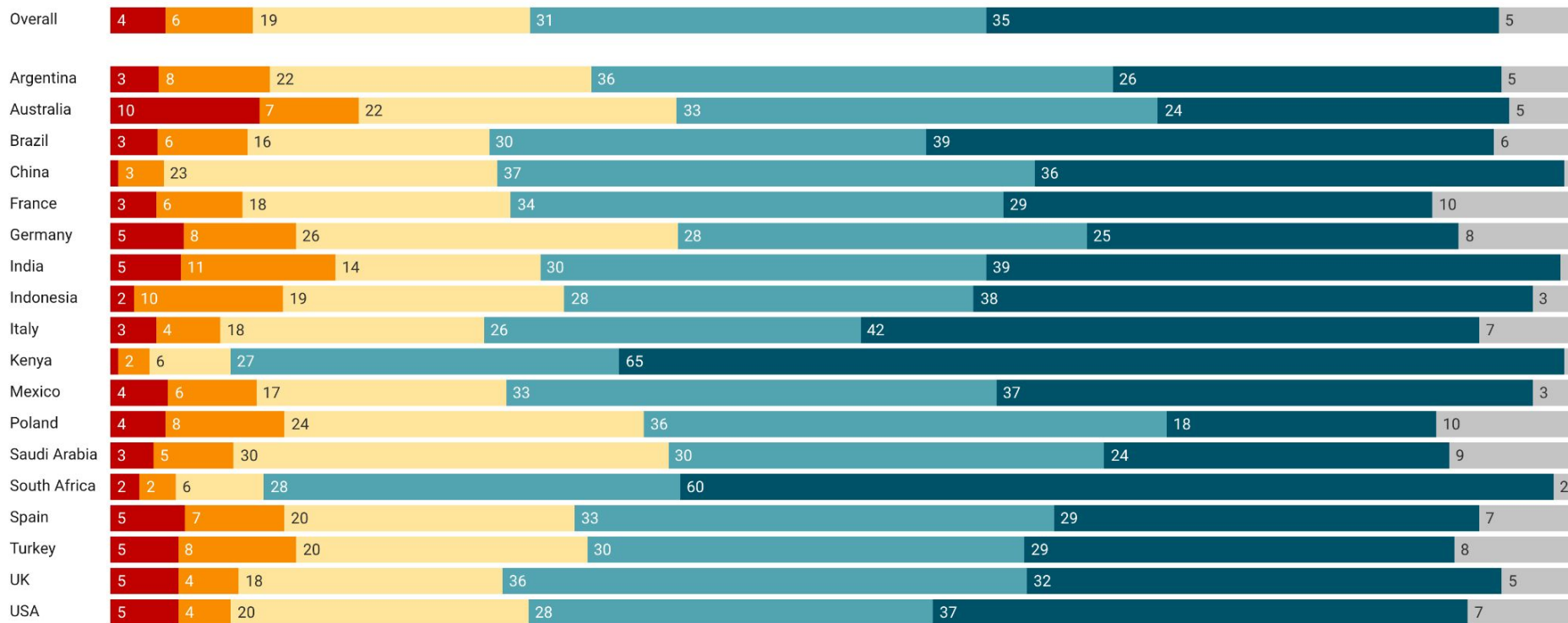
1 - Entirely ineffective 2 - Ineffective 3 - Effective 4 - Very effective Don't know



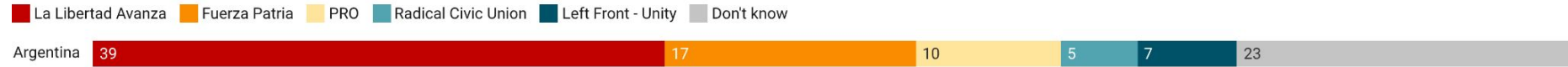
Half or more of the public in each country wants the government to do more than they are current to adapt to climate change.

Do you believe that the government should be doing more or less to help the country adapt to climate change? (%)

1 - Much less 2 - Less 3 - They are currently doing the right amount 4 - More 5 - Much more Don't know



Which of the following parties do you trust most to deal with adaptation to climate change? - Argentina (%)



The public tends to believe that La Libertad Avanza is the best party to deal with climate adaptation, largely reflecting partisanship in the country. When this data is broken down by the party a respondent supports, they tend to name their own party of support.

This pattern largely holds across countries.

Which of the following parties do you trust most to deal with adaptation to climate change? - Australia (%)



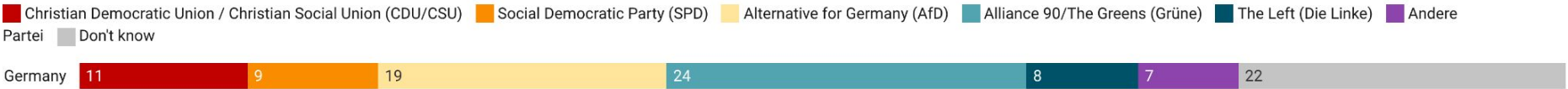
Which of the following parties do you trust most to deal with adaptation to climate change? - Brazil (%)



Which of the following parties do you trust most to deal with adaptation to climate change? - France (%)



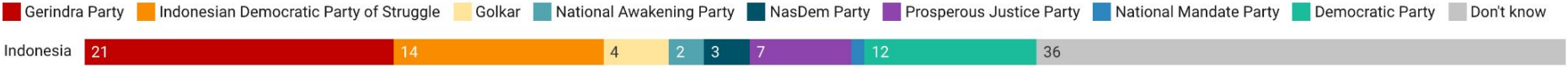
Which of the following parties do you trust most to deal with adaptation to climate change? - Germany (%)



Which of the following parties do you trust most to deal with adaptation to climate change? - India (%)



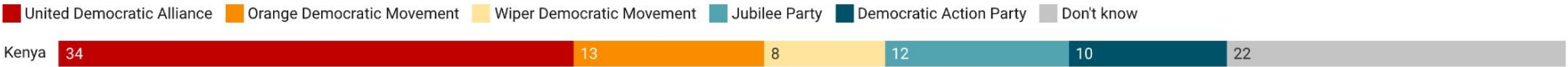
Which of the following parties do you trust most to deal with adaptation to climate change? - Indonesia (%)



Which of the following parties do you trust most to deal with adaptation to climate change? - Italy (%)



Which of the following parties do you trust most to deal with adaptation to climate change? - Kenya (%)



Which of the following parties do you trust most to deal with adaptation to climate change? - Mexico (%)



Which of the following parties do you trust most to deal with adaptation to climate change? - Poland (%)

■ Civic Coalition (KO) ■ Law and Justice (PiS) ■ Confederation ■ The Left (Lewica) ■ Poland 2050 ■ Don't know



Which of the following parties do you trust most to deal with adaptation to climate change? - South Africa (%)



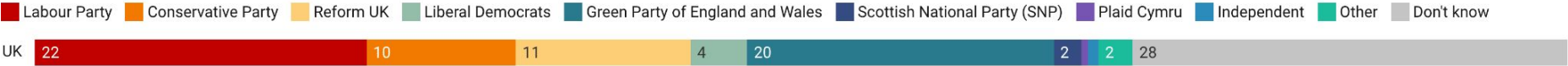
Which of the following parties do you trust most to deal with adaptation to climate change? - Spain (%)



Which of the following parties do you trust most to deal with adaptation to climate change? - Turkey (%)



Which of the following parties do you trust most to deal with adaptation to climate change? - UK (%)



Which of the following parties do you trust most to deal with adaptation to climate change? - USA (%)

Democratic Party Republican Party (GOP) Libertarian Party Green Party Don't know



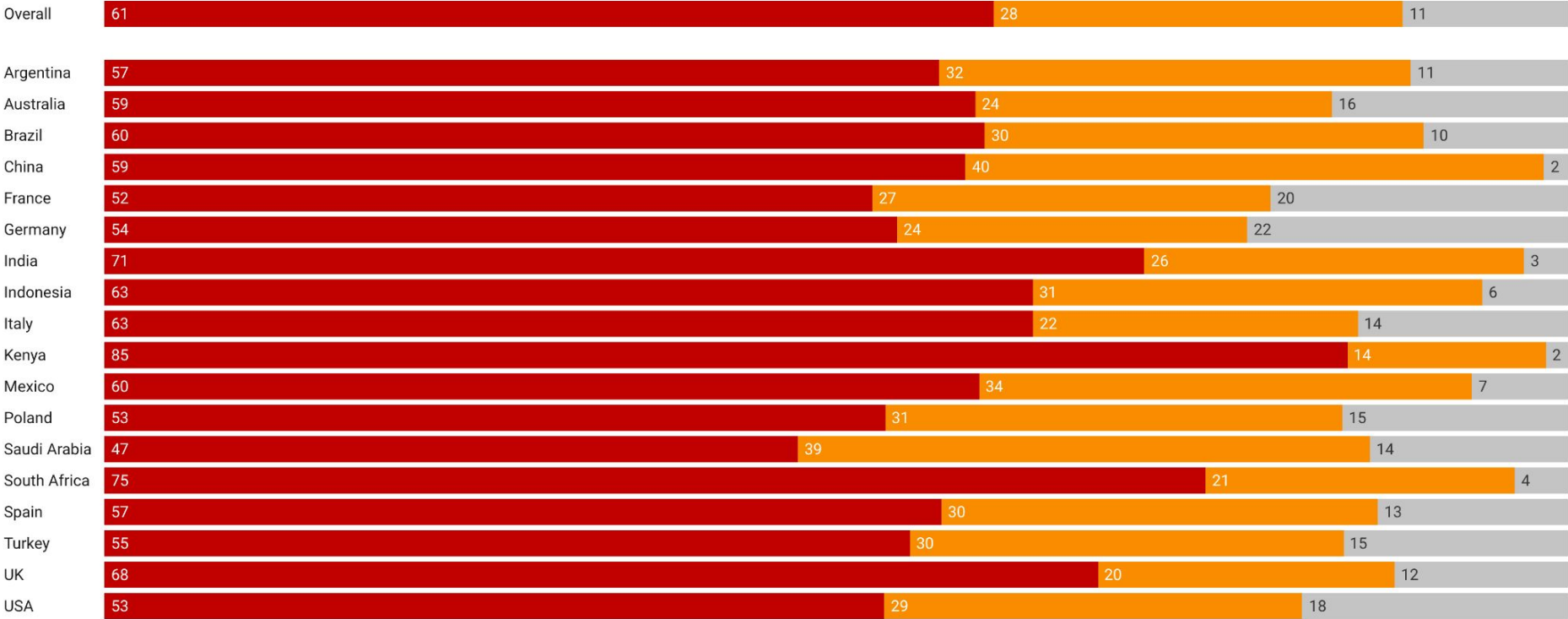
- A clear majority believe that new technologies are needed to live in the world as it adapts to climate change;
- While the government is the main actor viewed as responsible for this, business has a relatively important role as well.

Findings: Technology

Around one half to four in five members of the public believe new technology will be required.

Which of the following statements do you agree with most? (%)

■ New technologies and products will be required to live in the world as climate change alters day to day life. ■ Existing technologies and products will be sufficient to continue life as normal as climate change alters day to day lif ■ Don't know



Impacts or prevention

- Climate impacts are more salient and seen as more pressing than efforts at prevention or mitigation of climate change overall, though by a small margin. In some countries salience is at comparable level for both issues.
- The median voter across markets wants both adaptation and mitigation - pluralities believe that mitigation and adaptation efforts are mutually beneficial and that their countries should focus on both. Taking into those who see the benefit of both but put more emphasis on adaptation or mitigation brings the share seeing adaptation and mitigation as two sides of the same coin to majorities.

Conclusions

Impacts on daily life

- Impacts to individuals are perceived as more distant than impacts on the world, someone's country, or future generations;
- People do not make strong distinctions between whether more or less climate affected issues are going to be affected by climate, but there is some modest distinctions.
- The public are slightly less likely to name migration, increased international conflict and energy shortages as being affected by climate;
- The public are slightly more likely to name the economy, increased prices, water shortages, health problems, and health infrastructure issues.

Conclusions

Impacts on daily life

- The public are most likely to see increased extreme weather events as being affected by climate change.
- Although people make the connection between climate and extreme weather most frequently, they believe that the economic impacts will harm them most of the list asked about.
- The public is more likely than not to believe that climate change will hurt their security, harm their income, and increase their cost of living over the coming decade.

Conclusions

Responsibility

- Across the issues asked about, government is viewed as being responsible for climate adaptation most often.
- Yet, the public tends to believe the government does not have a clear game plan on climate, and is split on whether current efforts are effective.
- Half or more of the public wants the government to do more to help the country adapt to climate change.
- Trust in which political party is best suited to deal with adaptation is highly partisan.

Conclusions

Technology

- A clear majority believe that new technologies are needed to live in the world as it adapts to climate change;
- While the government is the main actor viewed as responsible for this, business has a relatively important role as well.

Conclusions

