

CLIMATE CHANGE + CONSUMER BEHAVIOUR

A Global Advisor survey

October 2021

<https://www.ipsos.com/en/climate-change-consumer-behaviour-2021>

Q.

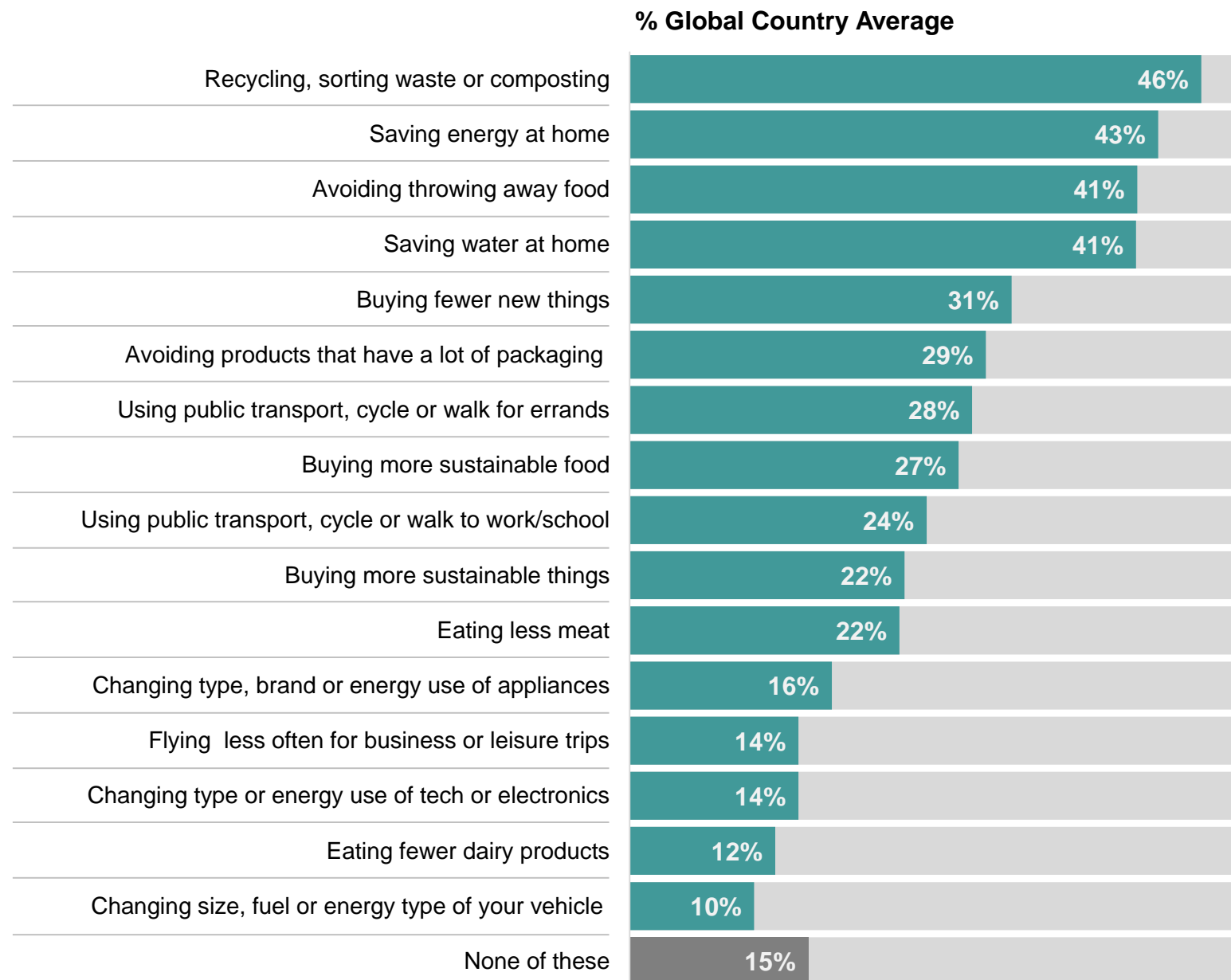
Over the past few years, have you made any changes regarding the products and services you buy or use, specifically out of concern about climate change?

Country	Yes, I have a <u>lot</u> of changes out of concern about climate change		Yes, I have a <u>few</u> changes out of concern about climate change		Not sure	No, I have <u>not</u> made any changes out of concern about climate change		% Total "Yes"	
	17%	39%	37%	12%		14%	8%	18%	Oct-21
Global Country Average	17%	39%	37%	12%	14%	8%	18%	56%	69%
India	39%	37%	37%	12%	13%	13%	13%	76%	88%
Mexico	25%	49%	49%	8%	18%	18%	18%	74%	86%
Chile	24%	49%	49%	8%	19%	19%	19%	73%	86%
China	24%	48%	48%	7%	21%	21%	21%	72%	85%
Colombia	25%	46%	46%	10%	19%	19%	19%	71%	N/A
Peru	25%	44%	44%	10%	21%	21%	21%	69%	84%
Hungary	12%	55%	55%	6%	27%	27%	27%	67%	78%
Malaysia	21%	41%	41%	17%	21%	21%	21%	62%	85%
South Africa	26%	35%	35%	10%	29%	29%	29%	61%	74%
Argentina	20%	40%	40%	14%	25%	25%	25%	60%	66%
Italy	17%	41%	41%	13%	30%	30%	30%	58%	73%
Belgium	11%	46%	46%	8%	35%	35%	35%	57%	67%
Turkey	22%	35%	35%	17%	26%	26%	26%	57%	68%
Canada	13%	43%	43%	13%	31%	31%	31%	56%	68%
Spain	12%	41%	41%	15%	31%	31%	31%	53%	76%
South Korea	10%	43%	43%	14%	33%	33%	33%	53%	61%
Brazil	20%	33%	33%	24%	24%	24%	24%	53%	68%
Great Britain	12%	41%	41%	15%	32%	32%	32%	53%	66%
France	14%	38%	38%	13%	36%	36%	36%	52%	73%
Sweden	13%	38%	38%	9%	40%	40%	40%	51%	64%
Saudi Arabia	22%	28%	28%	21%	29%	29%	29%	50%	56%
Germany	13%	37%	37%	17%	33%	33%	33%	50%	60%
Poland	11%	38%	38%	21%	31%	31%	31%	49%	72%
Australia	17%	31%	31%	16%	36%	36%	36%	48%	61%
Norway	12%	31%	31%	8%	50%	50%	50%	43%	N/A
Netherlands	10%	31%	31%	16%	43%	43%	43%	41%	57%
United States	9%	32%	32%	17%	43%	43%	43%	41%	56%
Russia	8%	32%	32%	15%	46%	46%	46%	40%	52%
Japan	2%	20%	25%	25%	53%	53%	53%	22%	31%

Base: 23,055 online adults aged 16-74 across 29 countries, 24 Sept - 8 Oct 2021. Please see the technical report for full details.

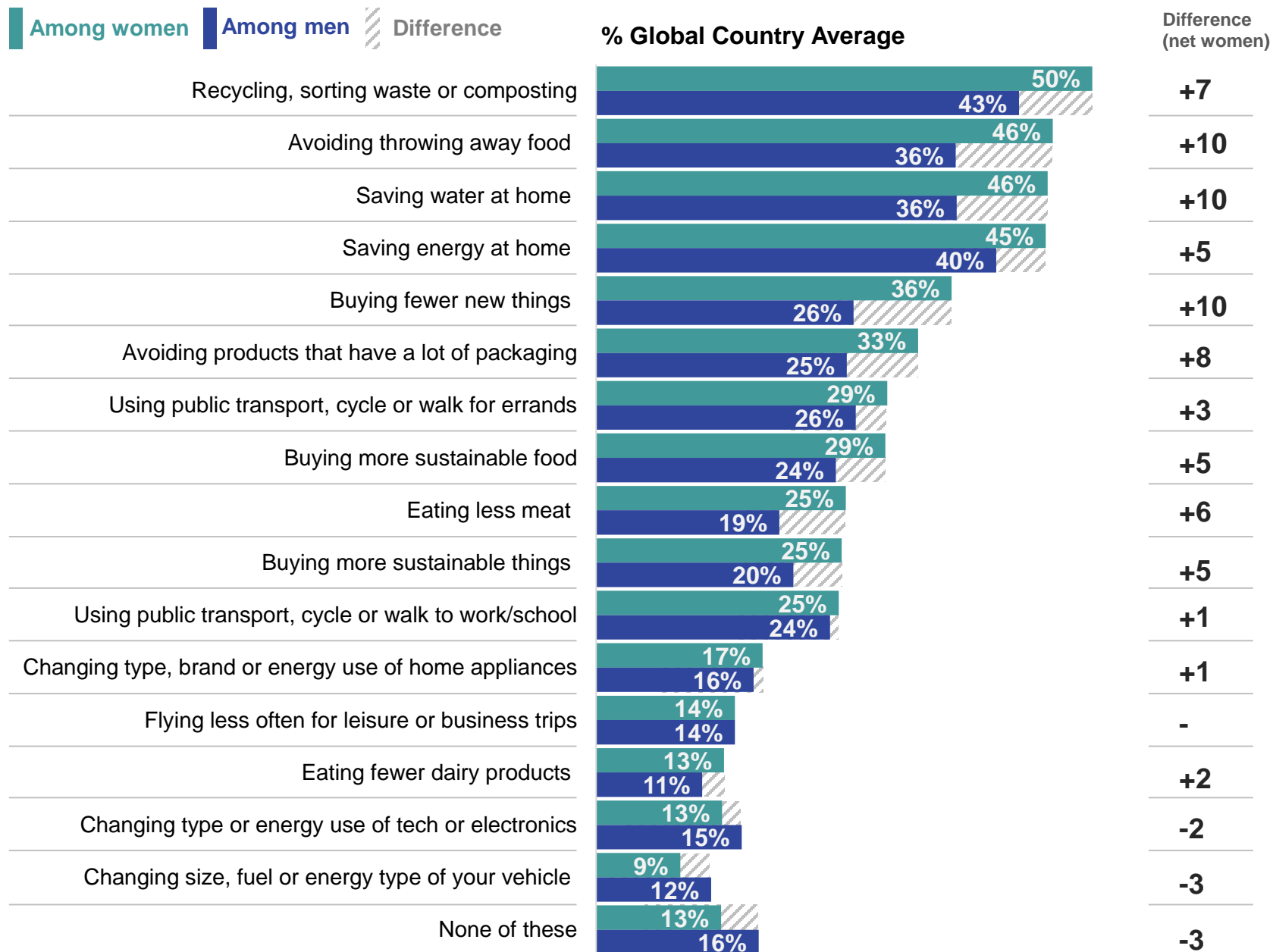
Q.

Which of the following do you personally now do more or more often than you used to, specifically out of concern about climate change? Select all that apply.



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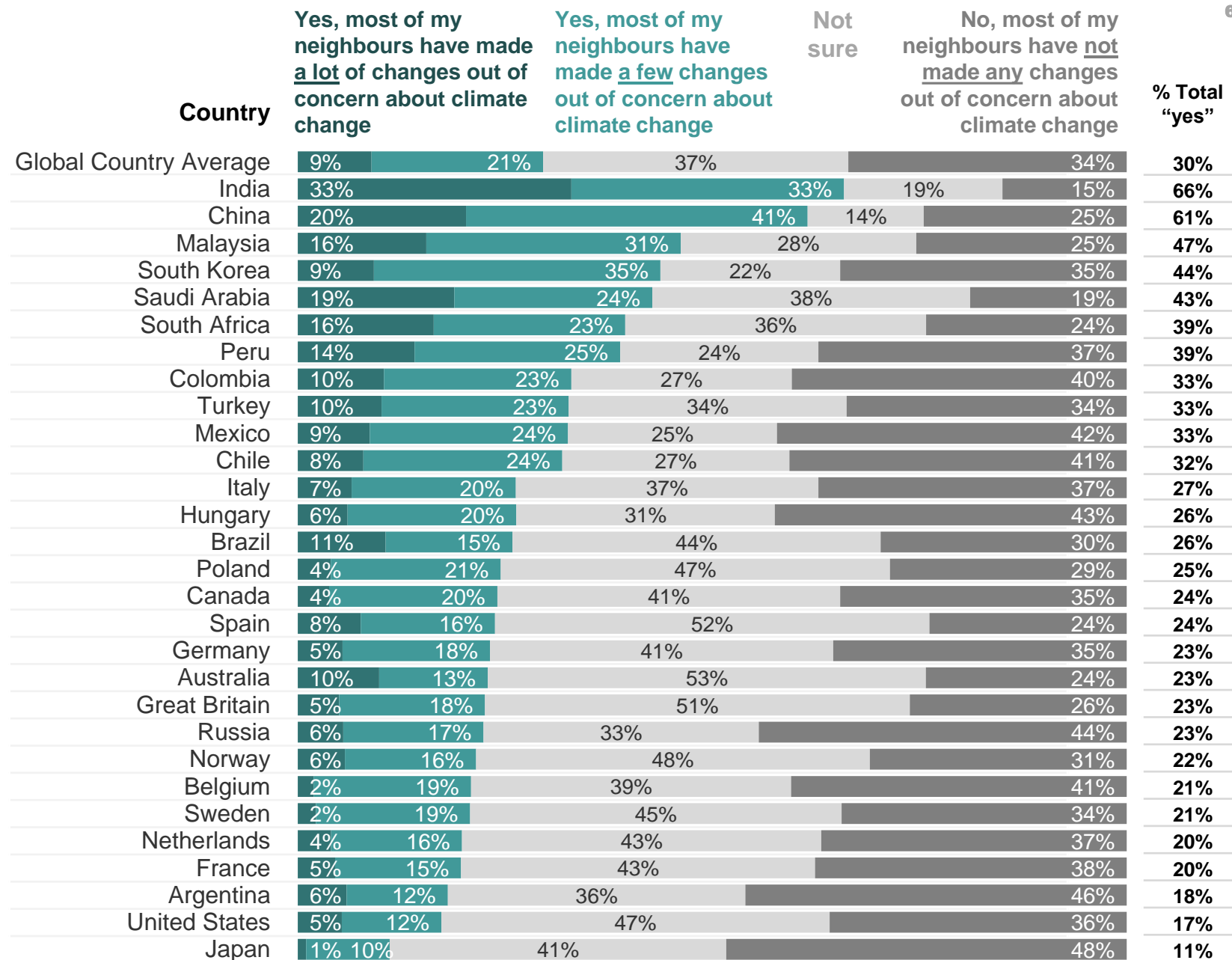
Environmental Behaviour Changes: You personally

Which of the following do you personally now do more or more often than you used to, specifically out of concern about climate change? Select all that apply.

	TOT	ARG	AUS	BEL	BRA	CAN	CHL	CHN	COL	FRA	GER	GB	HUN	IND	ITA	JAP	MAL	MEX	NLD	NOR	PER	POL	RUS	SAU	SAF	SOK	ESP	SWE	TUR	USA
Recycling, sorting waste or composting	46%	47%	55%	65%	25%	64%	49%	36%	60%	58%	40%	56%	60%	27%	50%	29%	42%	54%	52%	47%	49%	56%	27%	13%	41%	54%	41%	60%	51%	41%
Saving energy at home	43%	54%	40%	53%	37%	42%	53%	37%	62%	43%	34%	40%	54%	37%	38%	25%	46%	58%	41%	25%	51%	52%	41%	22%	50%	37%	46%	38%	58%	31%
Avoiding throwing away food	41%	43%	39%	54%	39%	48%	39%	32%	42%	46%	35%	40%	53%	35%	47%	38%	43%	44%	41%	43%	35%	50%	31%	27%	46%	43%	36%	49%	50%	29%
Saving water at home	41%	50%	40%	50%	39%	36%	53%	43%	66%	46%	28%	33%	52%	36%	45%	30%	46%	61%	33%	20%	52%	50%	37%	19%	50%	29%	37%	28%	54%	29%
Buying fewer new things	31%	31%	30%	36%	30%	40%	36%	22%	38%	32%	25%	32%	34%	28%	25%	15%	36%	38%	28%	32%	35%	34%	31%	21%	34%	32%	21%	42%	38%	23%
Avoiding products that have a lot of packaging	29%	24%	34%	41%	24%	33%	31%	30%	33%	33%	36%	33%	36%	26%	30%	13%	36%	29%	22%	21%	28%	29%	27%	14%	24%	45%	28%	25%	38%	19%
Using public transport, cycle or walk for errands	28%	36%	21%	31%	19%	22%	34%	38%	50%	19%	26%	27%	41%	21%	28%	19%	21%	39%	31%	21%	38%	33%	32%	14%	20%	27%	26%	28%	37%	8%
Buying more sustainable food	27%	27%	28%	32%	20%	33%	33%	27%	37%	24%	29%	23%	21%	30%	30%	12%	30%	30%	23%	19%	39%	20%	30%	19%	32%	19%	22%	33%	34%	19%
Using public transport, cycle or walk to work/school	24%	31%	15%	26%	16%	19%	30%	41%	38%	20%	17%	19%	34%	25%	18%	14%	21%	40%	21%	19%	33%	30%	27%	11%	23%	27%	23%	25%	28%	8%
Buying more sustainable things	22%	22%	24%	24%	15%	28%	28%	27%	26%	22%	20%	22%	24%	25%	23%	9%	24%	25%	19%	14%	20%	27%	16%	16%	27%	28%	19%	25%	32%	16%
Eating less meat	22%	27%	20%	28%	22%	20%	31%	17%	27%	30%	27%	23%	19%	24%	34%	5%	19%	22%	35%	18%	23%	20%	14%	14%	26%	12%	18%	27%	19%	15%
Changing type, brand or energy use of appliances	16%	17%	13%	19%	14%	13%	19%	20%	17%	15%	18%	10%	24%	23%	23%	10%	20%	18%	15%	8%	15%	18%	15%	11%	21%	16%	15%	11%	25%	12%
Flying less often for business or leisure trips	14%	5%	11%	26%	6%	15%	9%	19%	12%	9%	18%	13%	17%	18%	12%	8%	17%	11%	18%	20%	11%	11%	13%	14%	15%	10%	8%	27%	16%	11%
Changing type or energy use of tech or electronics	14%	14%	12%	12%	12%	10%	17%	14%	16%	13%	16%	7%	17%	26%	18%	6%	19%	16%	11%	7%	19%	15%	12%	11%	19%	12%	10%	10%	18%	9%
Eating fewer dairy products	12%	11%	12%	14%	8%	13%	16%	10%	15%	9%	11%	12%	13%	20%	8%	5%	17%	17%	11%	8%	18%	9%	7%	13%	15%	10%	10%	13%	10%	11%
Changing size, fuel or energy type of your vehicle	10%	8%	10%	12%	7%	8%	9%	17%	11%	7%	9%	9%	6%	20%	10%	7%	15%	11%	7%	12%	11%	6%	4%	11%	16%	12%	6%	11%	13%	6%
None of these	15%	12%	20%	11%	16%	15%	8%	5%	3%	19%	24%	20%	9%	8%	10%	33%	9%	5%	21%	20%	6%	15%	20%	20%	8%	10%	16%	17%	8%	32%

Q.

Now, think about your neighbours. Over the past few years, have most of your neighbours made any changes regarding the products and services they buy or use, specifically out of concern about climate change?



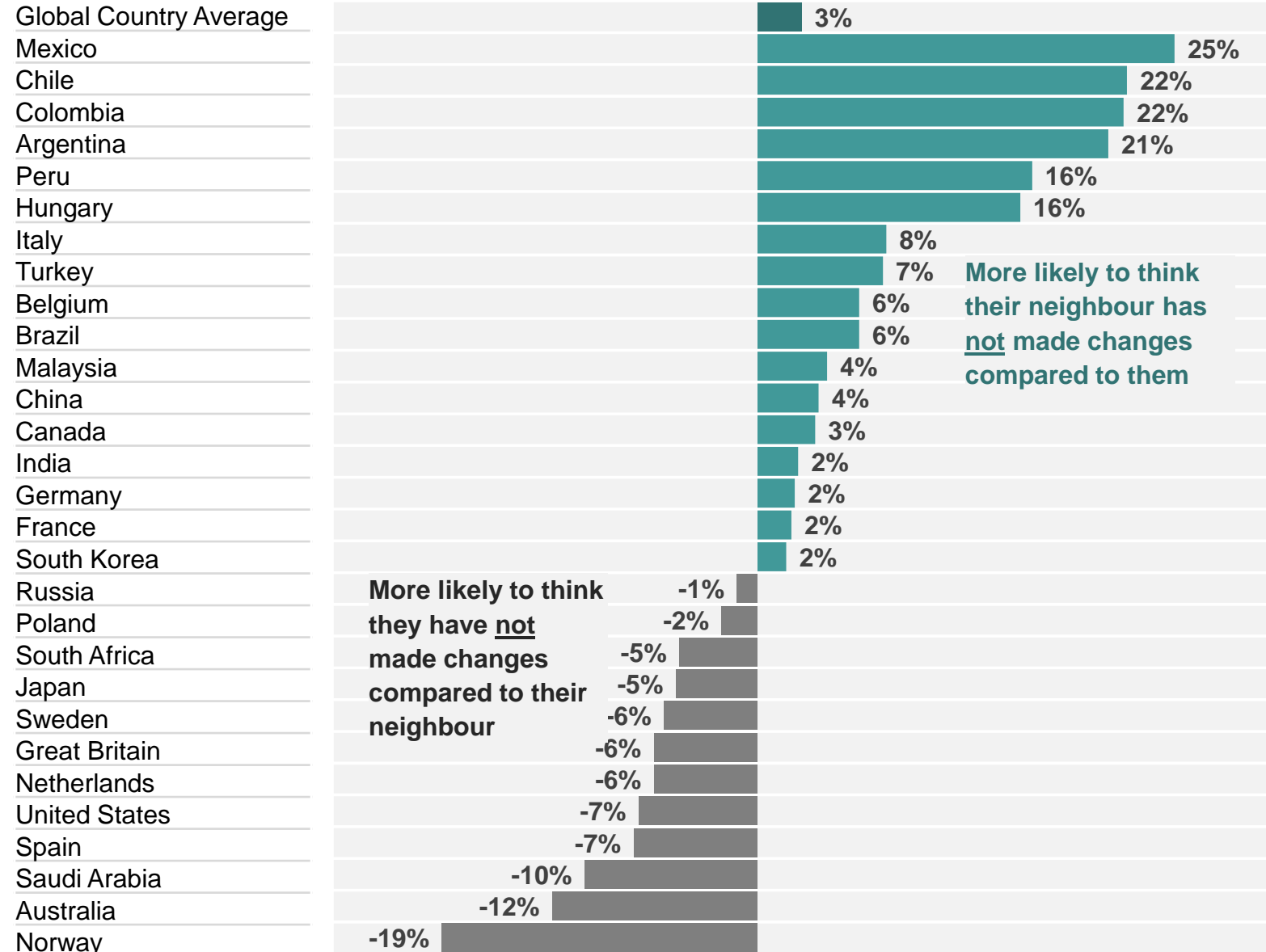
Behaviour changes: You personally versus your neighbour

Q.

Which of the following do you personally now do more or more often than you used to, specifically out of concern about climate change? Select all that apply.

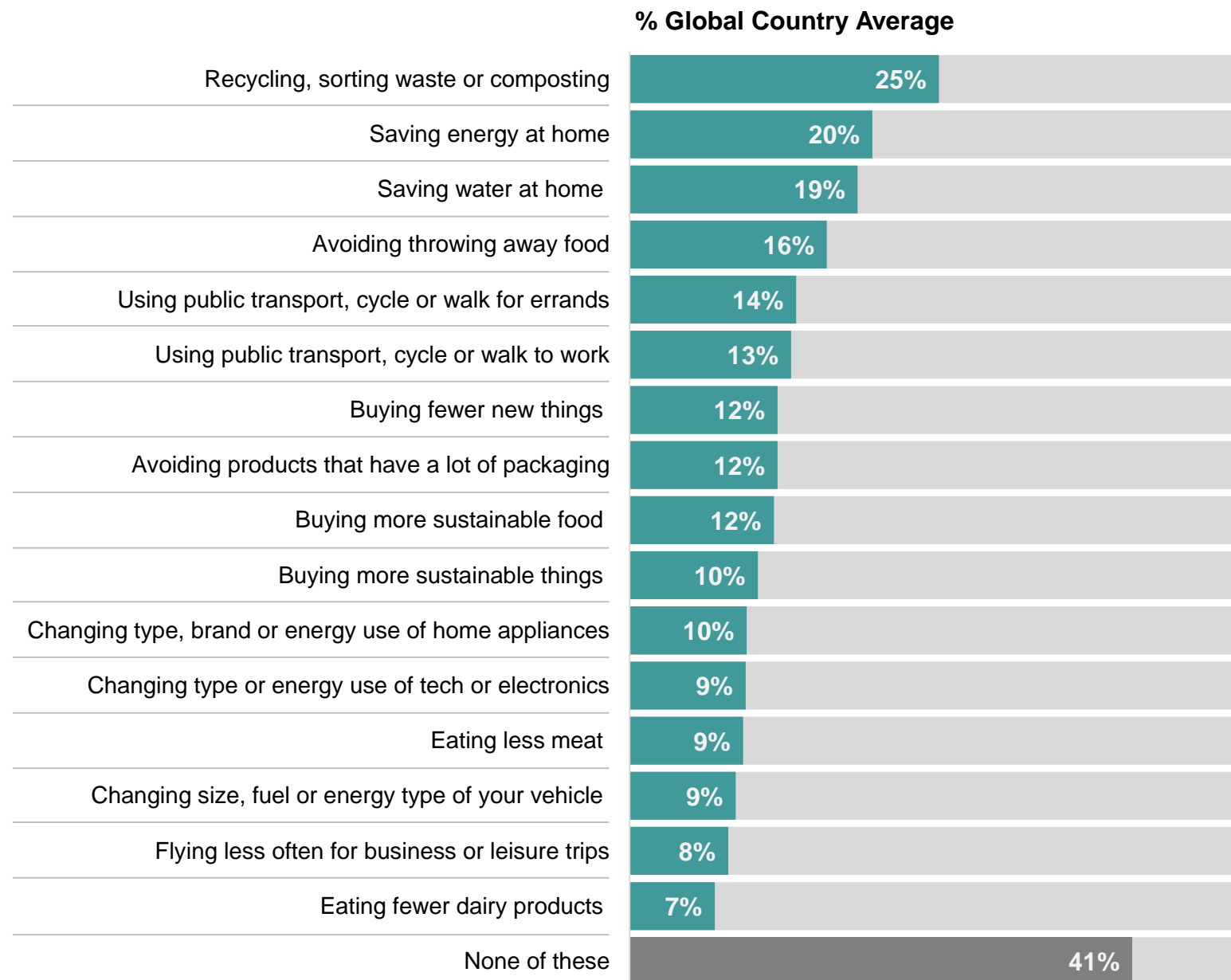
Now, think about your neighbours. Over the past few years, have most of your neighbours made any changes regarding the products and services they buy or use, specifically out of concern about climate change?

Net "Have not made changes" (*neighbour has not minus I have not*)



Q.

Which of the following do most of your neighbours now do more or more often than they used to, specifically out of concern about climate change? Select all that apply.



Environmental Behaviour Changes: Your neighbour

Which of the following do most of your neighbours now do more or more often than they used to, specifically out of concern about climate change? Select all that apply.

	TOT	ARG	AUS	BEL	BRA	CAN	CHL	CHN	COL	FRA	GER	GB	HUN	IND	ITA	JAP	MAL	MEX	NLD	NOR	PER	POL	RUS	SAU	SAF	SOK	ESP	SWE	TUR	USA
Recycling, sorting waste or composting	25%	23%	21%	26%	13%	33%	30%	28%	37%	26%	18%	19%	33%	21%	27%	20%	27%	29%	21%	20%	40%	39%	14%	10%	29%	30%	18%	26%	29%	21%
Saving energy at home	20%	21%	15%	19%	15%	13%	23%	28%	33%	15%	16%	9%	25%	28%	14%	12%	32%	27%	15%	8%	27%	27%	18%	17%	32%	19%	12%	10%	31%	12%
Saving water at home	19%	20%	12%	14%	15%	11%	24%	30%	37%	13%	11%	8%	21%	25%	16%	13%	27%	25%	7%	7%	31%	25%	20%	14%	31%	16%	12%	6%	39%	9%
Avoiding throwing away food	16%	16%	10%	14%	14%	12%	15%	24%	18%	12%	11%	8%	16%	27%	17%	14%	28%	16%	8%	9%	23%	21%	14%	19%	21%	20%	12%	9%	28%	8%
Using public transport, cycle or walk for errands	14%	15%	8%	9%	12%	9%	14%	28%	23%	8%	11%	5%	16%	19%	11%	7%	20%	19%	7%	7%	26%	16%	15%	13%	16%	15%	9%	8%	20%	5%
Using public transport, cycle or walk to work	13%	15%	8%	8%	10%	9%	18%	30%	23%	8%	8%	6%	13%	23%	8%	6%	19%	24%	7%	7%	25%	10%	12%	10%	19%	13%	8%	10%	15%	6%
Buying fewer new things	12%	11%	8%	7%	10%	10%	12%	17%	15%	7%	9%	8%	10%	22%	10%	5%	23%	14%	7%	7%	19%	14%	15%	21%	17%	14%	7%	6%	20%	7%
Avoiding products that have a lot of packaging	12%	9%	10%	9%	9%	10%	11%	23%	17%	10%	12%	6%	16%	20%	9%	6%	24%	13%	5%	6%	14%	10%	11%	11%	17%	25%	8%	4%	19%	6%
Buying more sustainable food	12%	11%	9%	9%	8%	10%	13%	23%	17%	9%	11%	6%	11%	23%	9%	5%	19%	9%	6%	5%	20%	11%	13%	14%	18%	14%	7%	8%	17%	7%
Buying more sustainable things	10%	8%	8%	9%	6%	8%	10%	21%	14%	7%	7%	6%	11%	22%	10%	5%	17%	12%	4%	5%	15%	12%	9%	12%	16%	15%	7%	4%	15%	7%
Changing type, brand or energy use of appliances	10%	9%	6%	8%	9%	7%	10%	19%	12%	4%	8%	4%	14%	22%	9%	4%	15%	9%	5%	3%	11%	10%	9%	15%	16%	10%	6%	3%	13%	6%
Changing type or energy use of tech or electronics	9%	8%	8%	7%	6%	4%	10%	15%	13%	5%	8%	4%	10%	26%	8%	2%	15%	14%	5%	6%	14%	9%	9%	10%	16%	13%	5%	4%	13%	6%
Eating less meat	9%	9%	7%	7%	8%	7%	9%	14%	11%	10%	9%	4%	7%	21%	7%	1%	15%	11%	9%	5%	15%	9%	6%	13%	15%	10%	7%	6%	13%	5%
Changing size, fuel or energy type of your vehicle	9%	7%	6%	6%	6%	6%	7%	17%	11%	4%	5%	5%	6%	21%	8%	4%	16%	11%	3%	10%	12%	8%	5%	11%	11%	16%	6%	7%	10%	6%
Flying less often for business or leisure trips	8%	4%	6%	8%	5%	6%	6%	14%	10%	4%	9%	5%	10%	17%	5%	3%	13%	9%	6%	7%	9%	7%	8%	12%	12%	8%	5%	7%	14%	4%
Eating fewer dairy products	7%	7%	5%	5%	4%	5%	8%	11%	9%	4%	5%	4%	6%	19%	7%	1%	13%	9%	3%	3%	9%	6%	6%	11%	12%	9%	4%	3%	9%	5%
None of these	41%	42%	55%	52%	49%	51%	35%	11%	27%	52%	51%	62%	38%	14%	39%	55%	22%	30%	58%	54%	22%	37%	45%	31%	28%	30%	49%	57%	27%	61%

Technical note

These are the results of a 29-country survey conducted by Ipsos on its Global Advisor online platform. Ipsos interviewed a total of 23,055 adults aged 18-74 in the United States, Canada, Malaysia, South Africa, and Turkey, 16+ in Norway, and 16-74 in 23 other markets between 24 September – 8 October 2021.

The sample consists of approximately 1,000 individuals in each of Australia, Belgium, Brazil, Canada, mainland China, France, Germany, Great Britain, Italy, Japan, Norway, Spain, and the U.S., and 500 individuals in each of Argentina, Chile, Hungary, India, Malaysia, Mexico, the Netherlands, Peru, Poland, Russia, Saudi Arabia, South Africa, South Korea, Sweden, and Turkey.

The samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain,

Hungary, Italy, Japan, the Netherlands, Poland, South Korea, Spain, Sweden, and the U.S. can be taken as representative of their general adult population under the age of 75. The sample in Norway is representative of those 16+.

The samples in Brazil, Chile, mainland China, India, Malaysia, Mexico, Peru, Russia, Saudi Arabia, South Africa, and Turkey are more urban, more educated, and/or more affluent than the general population. The survey results for these markets should be viewed as reflecting the views of the more “connected” segment of their population.

“The Global Country Average” reflects the average result for all the countries where the survey was conducted. It has not been adjusted to the population size of each country and is not intended to suggest a total result.

The data is weighted so that each country’s sample composition best reflects the demographic profile of the adult population according to the most recent census data.

Where results do not sum to 100 or the ‘difference’ appears to be +/-1 more/less than the actual, this may be due to rounding, multiple responses, or the exclusion of “don’t know” or not stated responses.

The precision of Ipsos online polls is calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.5 percentage points and of 500 accurate to +/- 5.0 percentage points. For more information on Ipsos' use of credibility intervals, please visit the Ipsos website. The publication of these findings abides by local rules and regulations.

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