

GLOBAL PUBLIC CONFIDENCE STUDY 2024

Report on Climate Confidence

IRIS NETWORK
GLOBAL PUBLIC CONFIDENCE
STUDY REPORT 2024



Introduction

- ▶ The 2024 IRIS Global Public Confidence Study provides a multi-country view of public sentiment across the most important issues of the day. The project aimed to understand:
 1. Public assessments of the economy and personal finances
 2. Levels of confidence and concern about climate change
 3. Perspectives on the state of healthcare systems
 4. Awareness, usage and attitudes towards artificial intelligence
- ▶ **This report presents the climate results. Separate reports address views on economic confidence, health care and on artificial intelligence.**
- ▶ More than **14,000 people were surveyed across 21 countries** (14,096).
- ▶ Fieldwork was completed during June, July, and August 2024 (with one country completed in February).
- ▶ A nationally representative sample of 500 to 1,000 adults was interviewed in each country.
- ▶ Data was collected online in 21 countries, by telephone (CATI) in Turkey.
- ▶ Overall results are compared with 2023 results (18 countries are common with 2023 study).

Participating Countries

Australia			Indonesia			Mexico			South Korea		
Austria			Italy			Nigeria			Spain		
Canada			Japan			Panama			Switzerland		
France			Kenya			Poland			Turkey		
Finland			Malaysia			Romania			USA		
Greece											

To learn more about IRIS and its member companies: <https://www.irisnetwork.org/network>

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1. EXECUTIVE SUMMARY

Executive Summary

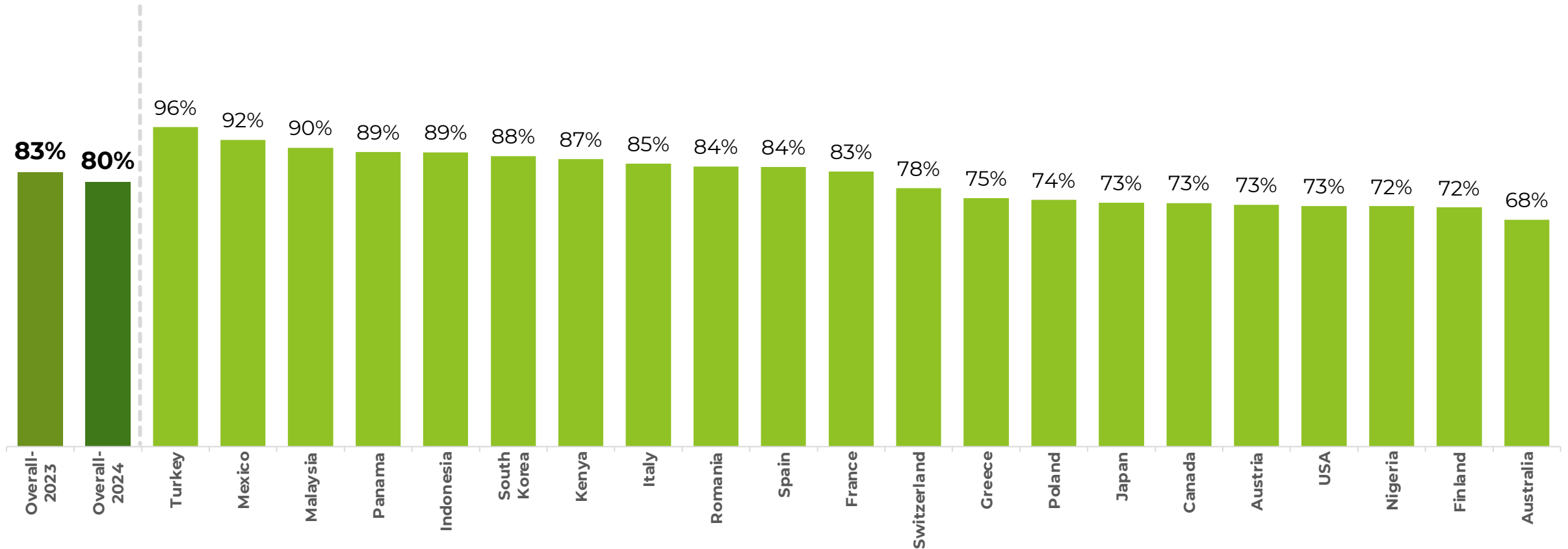
- ▶ Concern about climate change is high across most countries with an overall average of eight in ten saying they are at least somewhat worried.
- ▶ In almost every country, climate change is seen as a more serious problem for the planet, than for the country and least so in the local area where people live. Many people look at climate change as a distant problem, not something of direct local concern or relevance – which may be limiting people's willingness to act. An exception is Turkey, where concern is high locally, nationally and globally.
- ▶ Asked how important the development of renewable energy should be for their country, overall, nearly 50% consider this a top priority. That reaches eight in ten in Mexico and Panama, and two in three in Kenya. Small proportions rate this a top priority in Japan, South Korea, Switzerland, Spain and Greece.
- ▶ When asked if knowing that a company uses a range of sustainability factors influences the purchase decision, about four in ten say that a company reducing energy or water waste, limiting use of plastics, reducing packaging, making biodegradable products and reducing CO2 emissions would definitely influence their decision. The proportions vary considerably across countries. Amongst these factors, reducing CO2 emissions is the least influential on the purchase decision.
- ▶ Almost six in ten say products that are healthy/safe to use and clean/toxin free would definitely influence their decision, which make these factors more effective at differentiating brands.

2. CLIMATE OUTLOOK

Concern About Climate Change

Q. How worried are you about climate change?

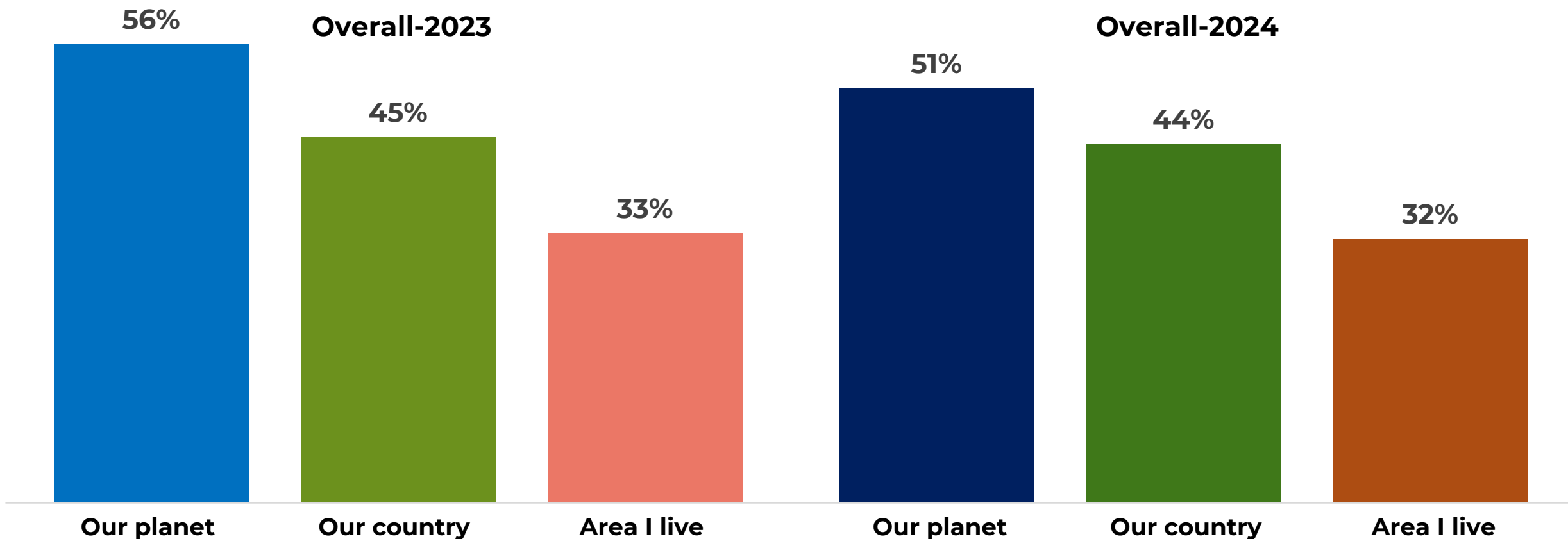
Worried + Very worried about climate change %



Climate change a serious problem?

Q. How serious a problem or not do you consider climate change for... **our planet?/ ... our country?/ ... the area where you live?**

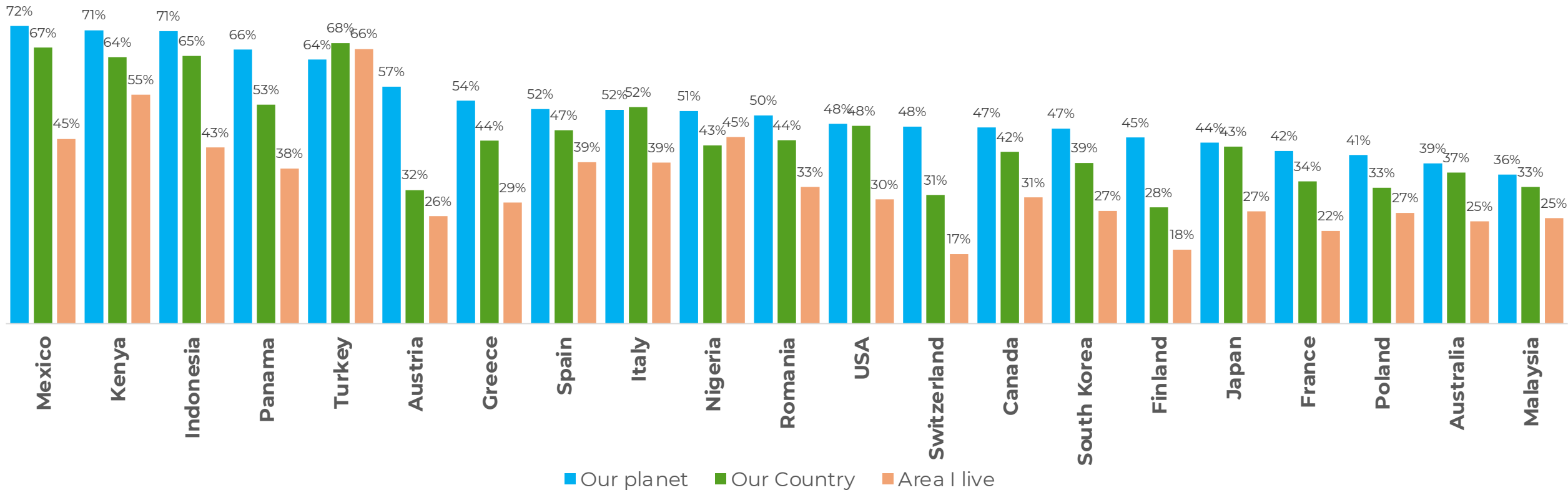
Very serious %



Climate change a serious problem?

Q. How serious a problem or not do you consider climate change for... **our planet?**/ ... **our country?**/ ... **the area where you live?**

Very serious %

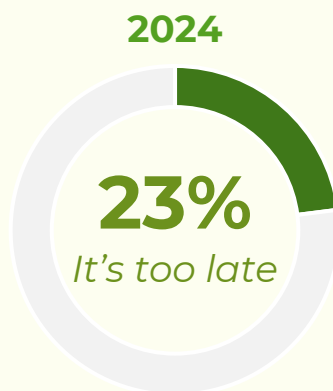


Negative Impacts due to Climate Change

Too late to prevent negative impact due to climate change vs. Not too late

Q. Is it too late to prevent major negative impacts due to climate change?

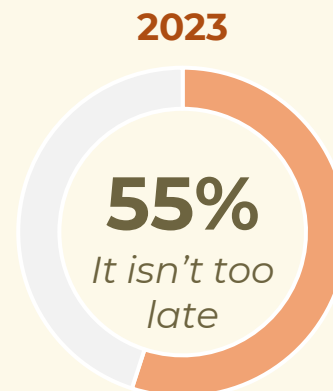
% Yes



Highest in....

Switzerland	34%
South Korea	34%
Italy	33%
Greece	32%
France	32%
Malaysia	30%
Japan	27%
Panama	26%

% No



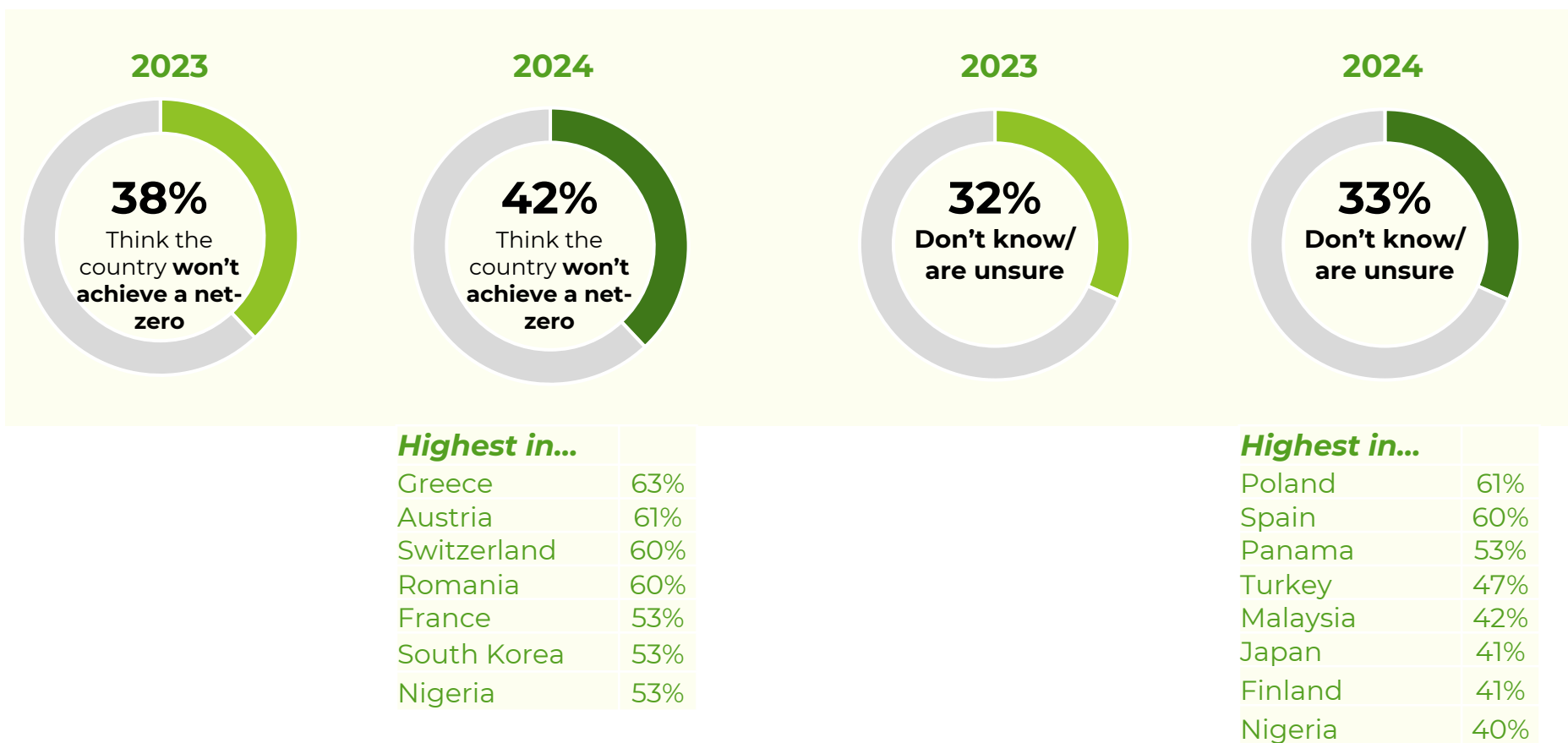
Highest in....

Spain	87%
Kenya	81%
Indonesia	79%
Nigeria	78%
Mexico	72%
Turkey	71%
Panama	58%
USA	57%
Romania	56%
Austria	55%

Net-Zero Emissions

What year will a net-zero emissions economy be achieved?

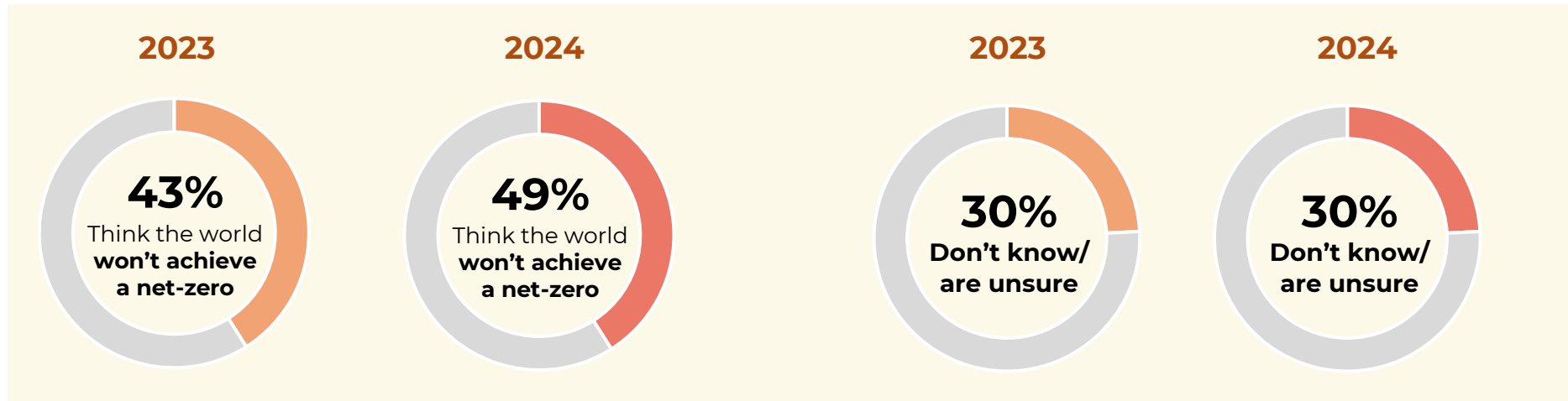
Q. Based on current progress, in what year, if ever, do you think the **country** you live in will achieve a net-zero emissions economy?



Net-Zero Emissions

What year will a net-zero emissions economy be achieved?

Q. Based on current progress, in which year, if ever, do you think the **world** will achieve a net-zero emissions economy?



Highest in....	
Australia	79%
Switzerland	75%
Austria	72%
Romania	62%
Greece	61%
Finland	58%
France	56%
South Korea	55%
Canada	55%
Japan	53%

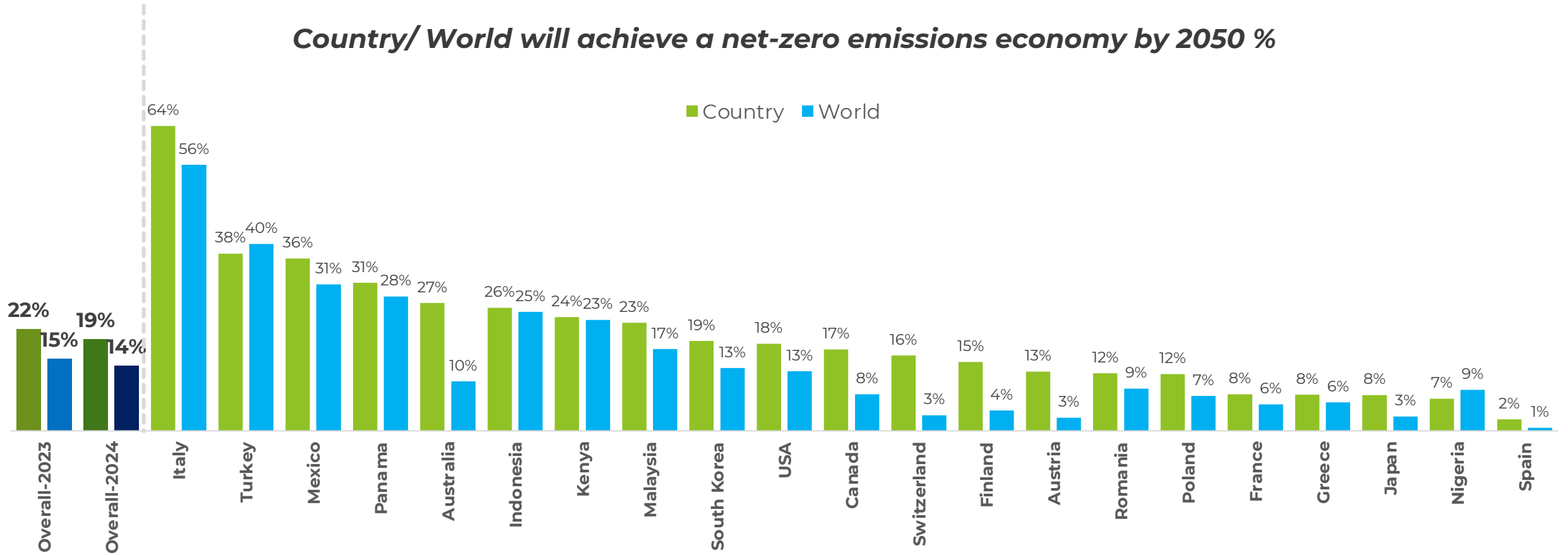
Highest in....	
Poland	54%
Turkey	52%
Spain	50%
Panama	47%
Malaysia	45%
Nigeria	41%
Japan	40%

Planning for 2050

Few in any country think we are on track for 2050

Q. Based on current progress, in what year, if ever, do you think the country you live in/ world will achieve a net-zero emissions economy?

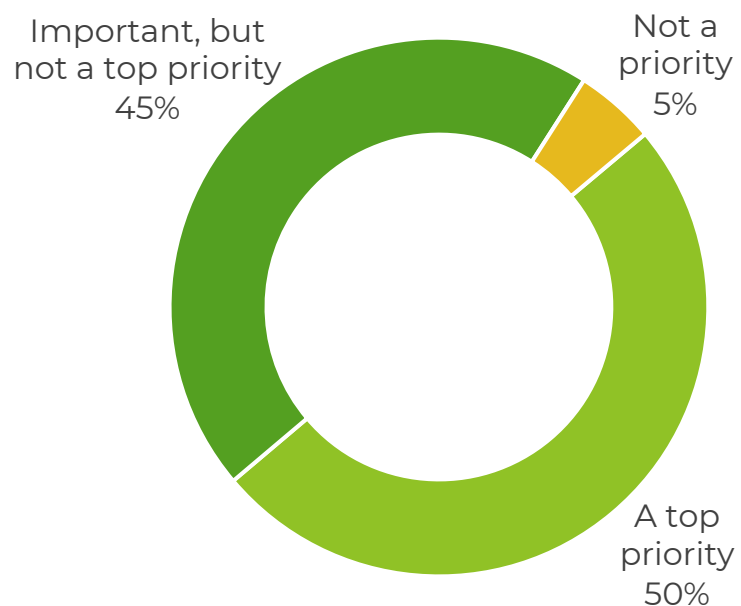
Country/ World will achieve a net-zero emissions economy by 2050 %



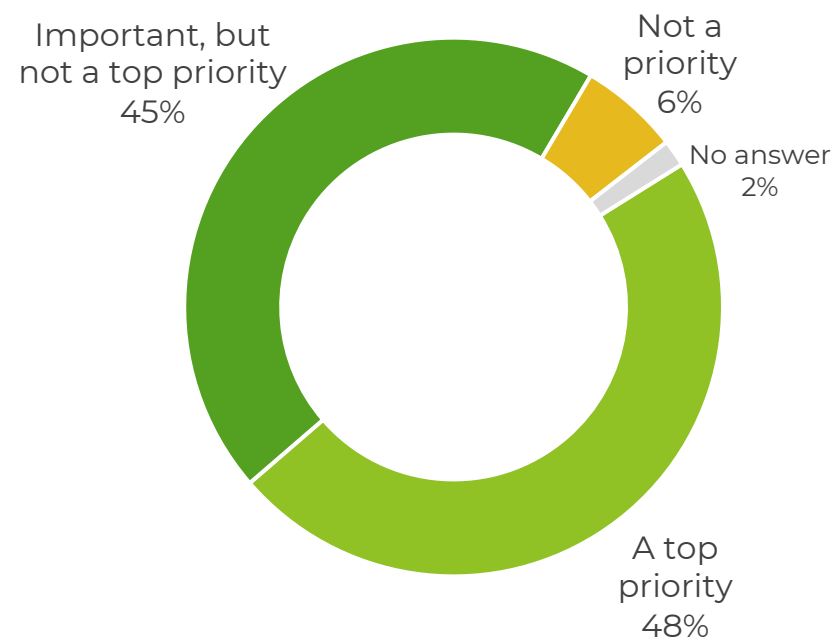
Clean/ Renewable Energy

Q. How much of a priority should the development of clean/renewable energy be for your country?

2023



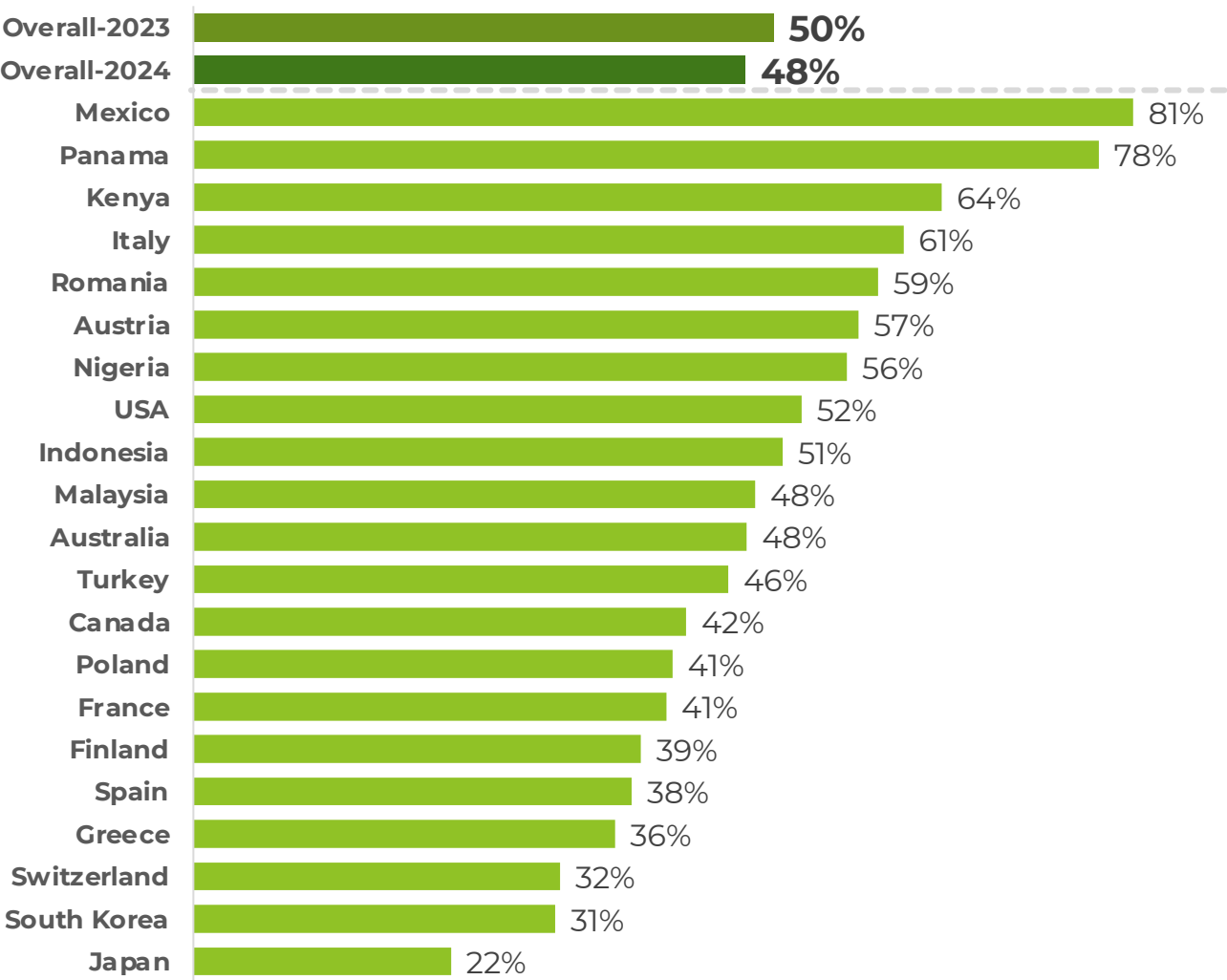
2024



Clean/ Renewable Energy

Q. How much of a priority should the development of clean/ renewable energy be for your country?

A top priority %

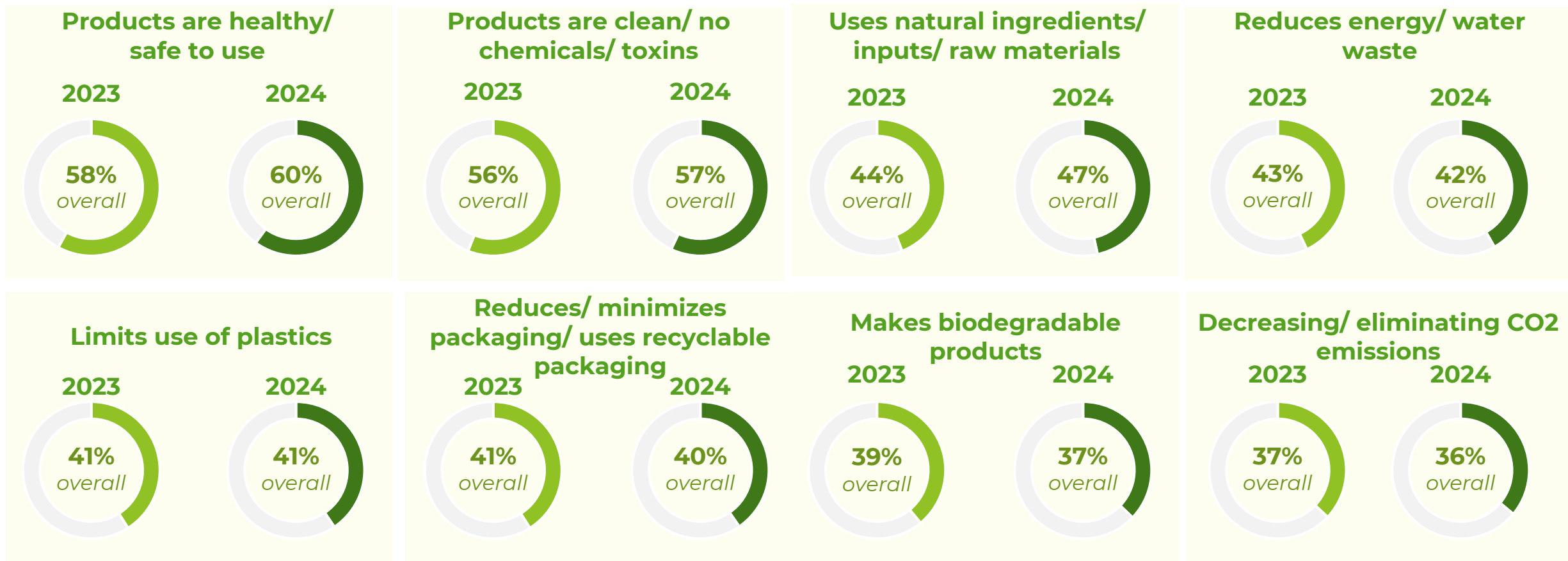


3. SUSTAINABILITY IMPACT ON PURCHASE DECISION

Sustainability Impact on Purchase

Q. To what extent would knowing that a company does the following influence your decision to choose that company's product or service over another? (definitely, maybe, not really, not at all)

Definitely %



Sustainability Impact on Purchase

Q. To what extent would knowing that a company does the following influence your decision to choose that company's product or service over another? (definitely, maybe, not really, not at all)

Definitely %

Products are healthy/ safe to use



Highest in....

Spain	85%
Kenya	82%
Nigeria	80%
Indonesia	79%
Turkey	73%
Mexico	70%
Austria	70%
Malaysia	70%

Lowest in....

Japan	14%
South Korea	35%
Poland	45%
France	48%

Products are clean/ no chemicals/ toxins



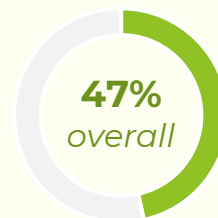
Highest in....

Indonesia	78%
Spain	78%
Kenya	74%
Nigeria	72%
Turkey	69%
Romania	67%
Malaysia	66%

Lowest in....

Japan	11%
South Korea	36%
Australia	46%
France	47%
Poland	47%

Uses natural ingredients/ inputs/ raw materials



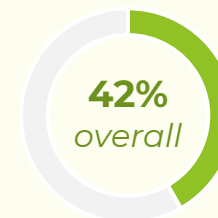
Highest in....

Nigeria	84%
Kenya	74%
Turkey	66%
Romania	64%
Indonesia	63%

Lowest in....

Japan	6%
South Korea	12%
Canada	33%
Finland	34%

Reduces energy/ water waste



Highest in....

Nigeria	65%
Kenya	62%
Panama	61%
Indonesia	60%
Mexico	60%
Italy	59%

Lowest in....

Japan	9%
South Korea	17%
Poland	28%
Finland	29%

Sustainability Impact on Purchase

Q. To what extent would knowing that a company does the following influence your decision to choose that company's product or service over another? (definitely, maybe, not really, not at all)

Definitely %



Highest in....	
Turkey	69%
Kenya	59%
Panama	59%
Indonesia	56%
Italy	55%
Nigeria	51%
Mexico	51%

Lowest in....	
Japan	6%
South Korea	15%
Finland	29%
Poland	32%



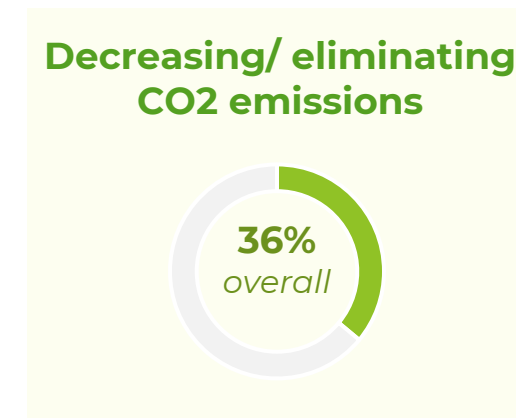
Highest in....	
Nigeria	64%
Panama	62%
Kenya	57%
Turkey	57%
Austria	56%

Lowest in....	
Japan	6%
South Korea	15%
Finland	28%
Poland	29%



Highest in....	
Indonesia	60%
Nigeria	54%
Austria	52%
Kenya	50%

Lowest in....	
Japan	6%
South Korea	18%
Finland	23%
Poland	28%



Highest in....	
Spain	68%
Nigeria	57%
Indonesia	56%
Kenya	54%
Turkey	52%

Lowest in....	
Japan	8%
South Korea	17%
Finland	24%
Poland	26%

Thank you.



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