



# Peoples' Climate Vote

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RESULTS

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**“The survey brings the voice of the people to the forefront of the climate debate. It signals ways in which countries can move forward with public support as we work together to tackle this enormous challenge.”**

Achim Steiner, Administrator,  
United Nations Development Programme

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# Executive Summary

**With 1.2 million respondents, the Peoples' Climate Vote is the largest survey of public opinion on climate change ever conducted. Using a new and unconventional approach to polling, results span 50 countries<sup>1</sup> covering 56% of the world's population<sup>2</sup>.** Poll questions were distributed through advertisements in mobile game apps in 17 languages, which resulted in a huge, unique, and random sample of people of all genders, ages, and educational backgrounds.

**The Peoples' Climate Vote is a pillar of the Mission 1.5 campaign launched in 2020 by the United Nations Development Programme (UNDP) to educate people about climate change solutions and ask them about the actions that they think governments should take.** The aim of the Peoples' Climate Vote was to connect the public to policymakers – and to provide the latter with reliable information on whether people considered climate change an emergency, and how they would like their countries to respond.

**These perspectives are needed now more than ever as countries around the world are in the process of developing new national climate pledges – known as Nationally Determined Contributions or NDCs – under the Paris Agreement.** As the world's largest provider of support to countries for NDC design, UNDP has found that a key factor for countries raising levels of climate ambition is popular support for policies that address climate change.

**With the onset of the COVID-19 crisis, the Peoples' Climate Vote took on added meaning** by providing insight into perceptions about the climate crisis in the context of a global pandemic. Many of the policy choices in the Peoples' Climate Vote – whether relating to jobs, energy, protecting nature or company regulation – speak to issues that countries are facing as they chart their recoveries.

**In the vote, people were asked about their belief in the climate emergency and which policies, across six areas - energy, economy, transportation, farms and food, protecting people, and nature – that they would like their government to enact.** Results are analyzed across country groups (high-income, middle-income, Least Developed Countries (LDCs), and Small Island Developing States (SIDS)), regions, demographics (gender, age, and education levels), and country-by-country.

The results were collated and processed by analysts at the University of Oxford, who weighted the data to create representative estimates of public opinion. With such a large sample size, and rich socio-demographic information, **the margin of error of the results is on average +/- 2%.**

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1 Algeria, Argentina, Australia, Belize, Benin, Bhutan, Bosnia and Herzegovina, Brazil, Canada, Chile, Democratic Republic of the Congo, Cote d'Ivoire, Djibouti, Ecuador, Egypt, Fiji, France, Georgia, Germany, Ghana, India, Indonesia, Iraq, Italy, Japan, Jordan, Kyrgyz Republic, Moldova, Morocco, Mozambique, Namibia, Nigeria, Pakistan, Panama, Philippines, Poland, Russia, South Africa, Spain, Sri Lanka, Sudan, Sweden, Thailand, Trinidad and Tobago, Tunisia, Turkey, Uganda, United Kingdom, United States and Viet Nam. Note that not all representative results for all questions and all demographic groups are available for every country.

2 Based on the population of countries over the age of 14. It is assumed that fewer people will have completed the survey under the age of 14. Since there are 2 billion people under the age of 14, this makes a considerable difference to population coverage.

**The results offer a comprehensive view on how people think about climate change and climate action, that has never been available before in many countries.** Even in many countries that have an understanding of overall public sentiment on climate change, it is the first time that detailed questions have been asked about policy solutions on this scale. There was also high participation by people who are sometimes hard to reach in polling, such as young people below the age of 18.

Major findings of the Peoples' Climate Vote include:

- **Even though the survey was conducted during the COVID-19 crisis, there was still widespread recognition of climate change as a global emergency in every country surveyed.** Over all 50 countries, 64% of people said that climate change was an emergency – presenting a clear and convincing call for decision-makers to step up on ambition.
  - The highest level of support was in SIDS (74%), followed by high-income countries (72%), middle-income countries (62%), then LDCs (58%).
  - Regionally, the proportion of people who said climate change is a global emergency had a high level of support everywhere - in Western Europe and North America (72%), Eastern Europe and Central Asia (65%), Arab States (64%), Latin America and Caribbean (63%), Asia and Pacific (63%), and Sub-Saharan Africa (61%).
  - Of the people that said climate change is a global emergency, 59% said that the world should do everything necessary and urgently in response. Meanwhile 20% said we should act slowly, while 10% percent of people thought the world is already doing enough.
- Respondents were asked which policies – out of a total of 18 that covered energy, economy, transportation, food and farms, nature, and protecting people from climate impacts – that governments should enact to address the climate emergency.

**Four climate policies emerged as the most popular globally:**

- 1. Conservation of forests and land** (54% public support);
- 2. Solar, wind and renewable power** (53%);
- 3. Climate-friendly farming techniques** (52%); and
- 4. Investing more in green businesses and jobs** (50%).

- Country-by-country analysis provides further insights into the world's most popular climate policies, for example:
  - **In countries with high emissions from deforestation and land-use change, there was strong backing for conserving forests and land.** Four out of five countries in the survey with the highest emissions from land-use change saw majority support for conserving forests and land, including Brazil (60%), Indonesia (57%) and Argentina (57%).

**Clear calls for renewable energy in higher emitting countries.** People backed renewable energy in eight of the ten survey countries with the highest emissions from the electricity/heating sectors, including the United States (65%), the biggest emitter surveyed, as well as Australia (76%), Canada (73%), Germany (71%), South Africa (69%), Japan (68%), Poland (57%), and Russia (51%).

- **Broad support for climate-friendly farming internationally, but mixed results in surveyed countries with the largest agricultural sectors.** Climate-friendly farming was the third most popular climate policy overall, including among people in Indonesia (60%), the Philippines (56%), Ecuador (53%), and Egypt (51%), all of which have the largest contributions of the agriculture sector to their economies.
- **There is majority support in nearly all G20 countries polled for more investment in green businesses and jobs,** led by the United Kingdom (73%), followed by Germany, Australia and Canada (all 68%), South Africa (65%), Italy (64%), Japan (59%), United States (57%), France, (56%), and Argentina, Brazil, and Indonesia (all 51%).
- **Making companies pay for pollution had high support in seven of twelve high-income countries,** led by the United Kingdom (72%) and Canada (69%).
- **Nine out of ten of the countries with the most urbanized populations backed clean transport.** These include substantial majorities in Chile (58%), Japan (57%), and the United States (56%). Clean transportation was the fifth most popular climate policy overall.
- **Infrastructure to protect people from extreme weather events was the seventh most popular climate policy across all countries.** Support for early warning systems was at roughly the same level.
- **The largest difference in the level of support between two countries for a climate policy in the survey was keeping the ocean and waterways healthy.** Support for this policy was 81% in the United Kingdom, compared with 29% in Iraq, a huge difference of 52 percentage points. This highlighted the importance of nation-specific factors – here, being surrounded by water versus almost land-locked – in guiding public opinion on some policies.



- **Wasting less food was more popular than wasting less energy.** Notably in high-income countries and South Africa (53%), there was a significant majority of support for reducing food waste. Wasting less energy was less popular overall, even though energy efficiency measures are cost-effective and can create green jobs.
- **The least-popular policies overall were plant-based diets and affordable insurance.** Only 30% of people surveyed supported the promotion of plant-based diets, while public backing for affordable insurance was just 32%. The low scores do not signify that people are against the policies, since not endorsing a policy could also be due to indifference to it. This could be an important opportunity for further education on these topics.
- The Peoples' Climate Vote results were analyzed according to socio-demographic information provided by respondents, including gender, age, and level of education. Analysis of these indicate that:
  - **The most profound socio-demographic driver of belief in the climate emergency and climate action is a person's educational background.** There were consistently very high levels of demand for climate action among people with post-secondary education in all countries, ranging from LDCs, such as Bhutan and the Democratic Republic of the Congo (both 82%), to wealthy countries like France (87%) and Japan (82%).
  - **While the gender gap was found to be small overall (4%), in some countries the gap was substantial.** There was much stronger belief in the climate emergency among women and girls than men and boys (by more than 10 percentage points) in Australia, Canada, and the United States. But it was the other way around in other countries such as Vietnam and Nigeria where men and boys were more receptive to the idea.
  - **Young people (under 18) are more likely to believe climate change is a global emergency than other age groups, but a substantial majority of older people still agreed with them.** Nearly 70% of under-18s said that climate change is a global emergency, compared to 65% of those aged 18-35, 66% aged 36-59 and 58% of those aged over 60.

# Introduction

In February 2020, the United Nations Development Programme (UNDP) and partners, including the University of Oxford, and a number of non-governmental organisations (NGOs), launched the Mission 1.5 campaign to educate people about climate change solutions and ask their opinions on the priority actions that governments should take to address the crisis.

The campaign has three pillars – an online game, **Mission 1.5**, a learning website, **Mission 1.5 in Action**, and the **Peoples' Climate Vote, the largest survey of public opinion regarding climate change ever conducted**. The three parts are designed to work together to provide people with an engaging and unconventional way to learn about climate action, to access materials explaining why different climate policies work, and to vote for the ones they want to be enacted in their country.

**The intention was that the insights generated would help governments to deepen their understanding of public perceptions towards climate solutions** and that, in turn, people would feel that they have an important voice in the critical decisions governments are making on national policy, as countries update their commitments to the Paris Agreement. Future versions of the Peoples' Climate Vote may offer opportunities to look more closely at specific sectors and show how public opinion changes over time.

**For some countries, this is the first time they have access to systematically gathered and analysed information on public opinion on climate change and policy solutions.** Even for countries that have an understanding of overall public sentiment on climate change, it is often the first time that detailed questions have been asked about policy solutions on this scale.

## How the survey was carried out

The Mission 1.5 game puts players in the role of government leaders trying to limit global warming to 1.5 degrees or less, the level recommended by science to prevent the most dangerous impacts of climate change and keep the Sustainable Development Goals (SDGs) in reach. The game focuses on six key policy sectors: energy, economy, transportation, farms and food, protecting people, and nature. The questions and answers draw from the SDGs, climate policies recommended by the United Nations (UN) and UNDP, the Intergovernmental Panel on Climate Change (IPCC), the National Aeronautics and Space Administration (NASA), and non-profit climate thinktank Project Drawdown. The questions and answers were simplified to enable mass participation and reviewed by some of the world's leading experts on climate policy. After players learn about each policy sector, the game then invites players to vote on the key policies they want to see their governments enact. These are the same questions and answers that were used in the Peoples' Climate Vote.

The Peoples' Climate Vote was conducted from 7 October to 4 December 2020 by **distributing poll questions through adverts in popular mobile gaming apps** to 50 countries. When a person

played a popular mobile game – such as Words with Friends, Angry Birds, Dragon City or Subway Surfers – the poll would replace the traditional in-game advert. This innovative approach led to a huge, unique, and random sample of 1.22 million people of all genders, ages, and educational backgrounds. It also meant that the Peoples' Climate Vote reached people who are sometimes hard to reach in traditional polling, such as those below the age of 18.

Voters were first asked two questions about whether they believe climate change is a global emergency and, if so, what kind of action they think the world should take (see Box 1). Then they were asked a series of questions about the different kinds of climate policies – across the six key policy areas of the Mission 1.5 game – that they would like their government to enact. The data were collated and processed by analysts at the University of Oxford, who used official statistics to weight the data to create representative estimates of public opinion. With such a large sample size, and rich socio-demographic information, the margin of error of the results is on average +/- 2%.

## How the sample countries were chosen

UNDP selected 50 countries spanning its operational regions – Africa, Arab States, Asia and the Pacific, Eastern Europe and Central Asia, Latin America and the Caribbean, and Western Europe and North America – as well as a mix of big and small countries, and of high- and middle-income countries, LDCs and SIDS. These categories are described in more detail in [Part Five](#) of this report. Altogether the sample covers 56% of the world's population over the age of 14. The survey was conducted in 17 languages<sup>3</sup>. UNDP plans to sample more countries not included in this survey later in 2021.

## Survey limitations

The Peoples' Climate Vote collected 1.22 million votes from around the world and has produced a comprehensive view of public opinion data in many countries, including the representative survey data included in this report. Respondents were asked to provide demographic information on their gender, age, and education levels.

There were, however, challenges with this innovative approach. Collecting enough responses from all different socio-demographic groups to generate representative estimates was not possible in all countries for all questions, for example. The main reason for this was that in some countries, especially those with smaller populations, it was difficult to get enough data for groups who were less likely to use mobile phone apps – those with less formal education,

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<sup>3</sup> Arabic, English, French, Georgian, German, Italian, Japanese, Kyrgyz, Polish, Portuguese, Romanian, Russian, Spanish, Sinhala, Thai, Turkish and Vietnamese.

for example, but also, in some cases, those aged over 60. The digital divide of varying access to technology and the internet meant that gathering enough sample data was also challenging in some LDCs.

Furthermore, participants were asked to self-identify their gender as male, female or “X”. Since there is no official source of population demographics showing the distribution of age and education levels for people who do not identify as male or female for all countries, it was not possible to publish representative results for people from the “X” group.

It is important to note that the percentage of a population estimated to support a particular policy does not indicate that those who did not vote for that policy are against it. Rather, a failure to endorse might indicate simple indifference to that policy.

For more information on the survey methodology and data availability for different countries, please see [Part Five](#) of this report.

## Box 1: List of People's Climate Vote Survey Questions

### OVERVIEW QUESTIONS

**1. Do you think climate change is a global emergency?**

- a. Yes
- b. No

**2. If yes, what should the world do about it?**

- a. Do everything necessary, urgently
- b. Act slowly while we learn more about what to do
- c. The world is already doing enough
- d. Do nothing

### POLICY QUESTIONS

**3. Energy:** To address the climate crisis, what should your country do about energy?

- a. Use solar, wind and renewable power
- b. Waste less energy in homes, buildings, and factories
- c. Stop burning fuels that pollute
- d. None of the above

**4. Economy:** To address the climate crisis, what should governments do about the economy?

- a. Invest more money in green businesses and jobs
- b. Require more information on how products are made
- c. Make companies pay for their pollution
- d. None of the above

**5. Transportation:** To address the climate crisis, how should your country improve transport?

- a. Use more clean electric cars and buses, or bicycles
- b. Transport good on planes, ships, trains and trucks that run on clean energy
- c. Improve the design of cities and rural communities
- d. None of the above

**6. Farms and food:** To address the climate crisis, what should governments do about farms and food?

- a. Use climate-friendly farming techniques
- b. Reduce food waste
- c. Promote plant-based diets
- d. None of the above

**7. Protecting People:** How can your country better protect people from extreme storms, flooding, droughts, forest fires, and other climate impacts?

- a. Install more early warning systems for disasters
- b. Provide good and affordable insurance
- c. Build infrastructure and conserve nature to protect lives and livelihoods
- d. None of the above

**8. Nature:** To address the climate crisis, what do you think your country should do about nature?

- a. Conserve forests and land
- b. Keep the ocean and waterways healthy
- c. Support local communities, indigenous peoples, and women that are environmental stewards
- d. None of the above



**PART ONE**

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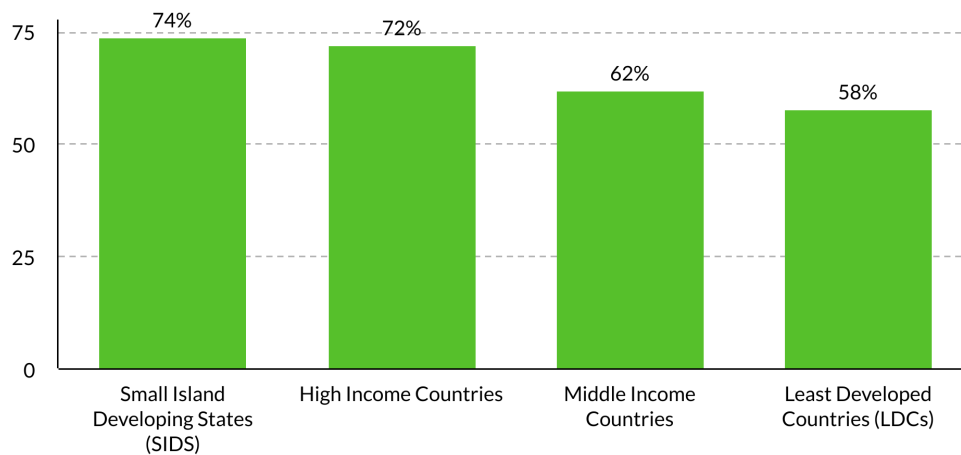
# The Climate Emergency – The Big Picture

# Recognition of the Climate Emergency

The Peoples' Climate Vote found that nearly two-thirds (64%) of people in 50 countries believe that climate change is a global emergency – presenting a clear and convincing mandate for decision-makers to increase their ambition levels in commitments under the Paris Agreement.

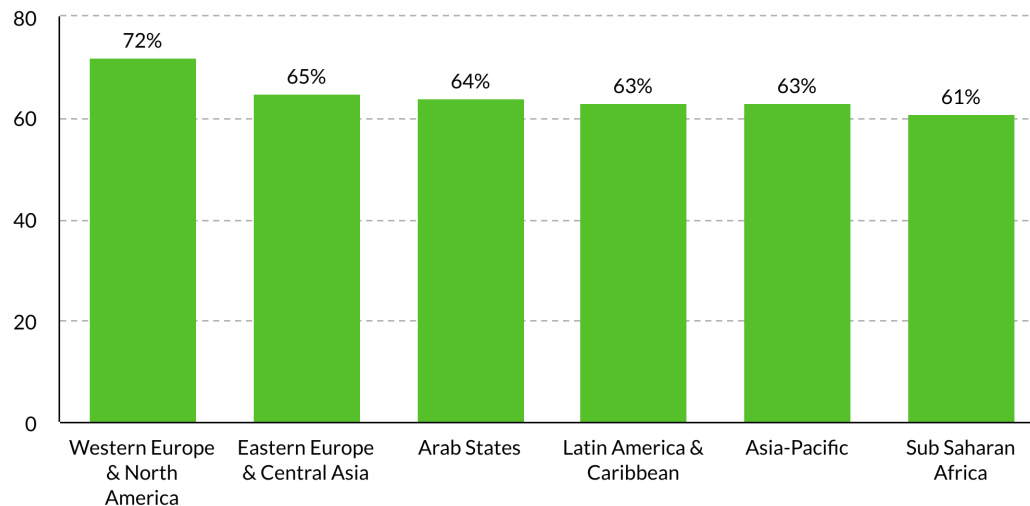
Belief in the climate emergency was very strong in the SIDS surveyed (74%), followed closely by high-income countries (72%) (see Figure 1). In the middle-income countries and LDCs surveyed, solid majorities (63% and 58% respectively) agreed that climate change is a global emergency.

**Figure 1. Public Belief in the Climate Emergency, by Country Group**



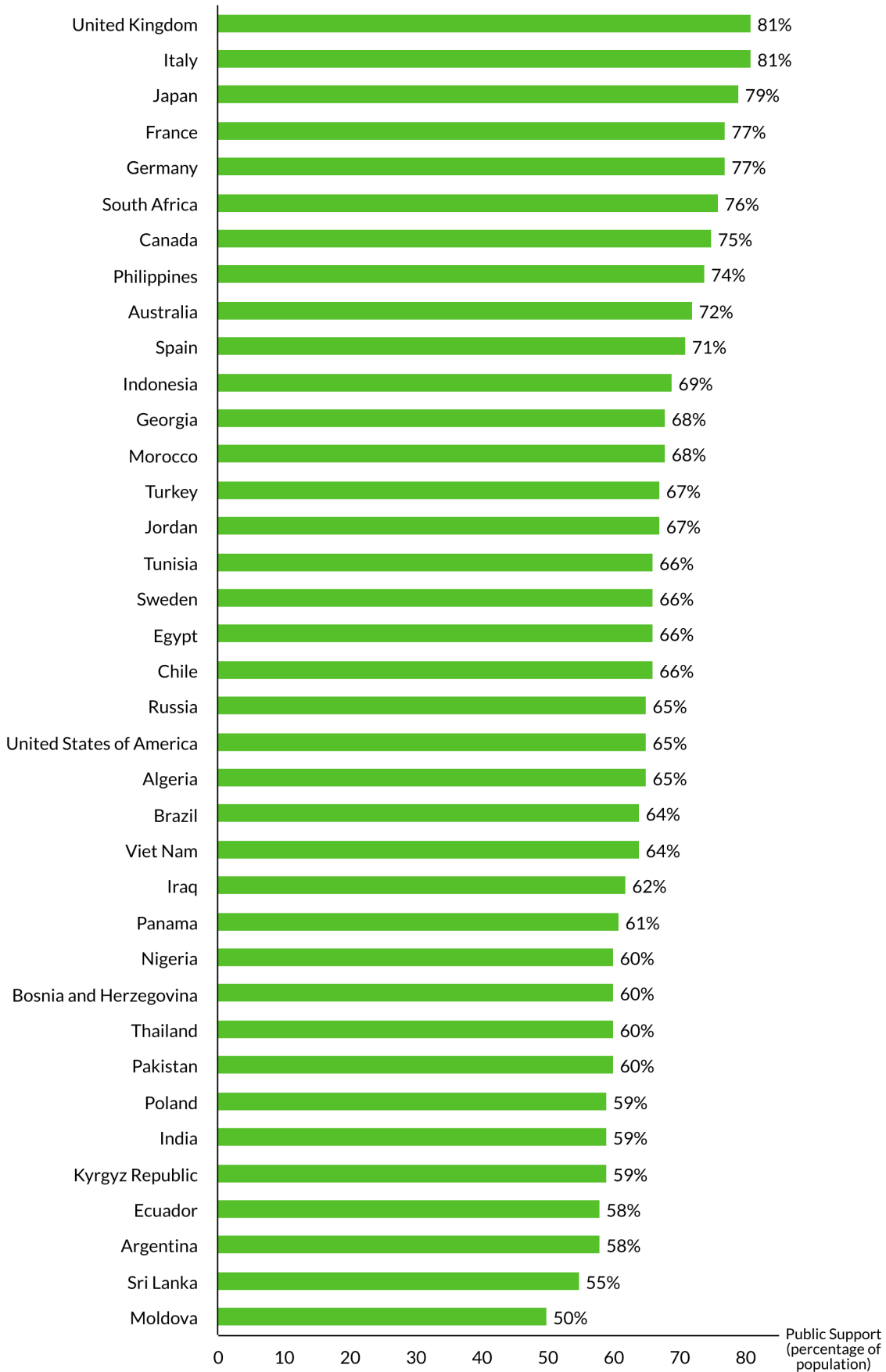
When analyzed across regions, the proportion of people who believe climate change is an emergency had a high level of support everywhere, in a range of 61% in Sub-Saharan Africa to 71% in Western Europe and North America.

**Figure 2. Public Belief in the Climate Emergency, by Region**



Majorities in every high- and middle-income country surveyed hold the view that climate change is a global emergency. Due to data limitations, representative results were only available for LDCs and SIDS as aggregate country groups. See [Survey Limitations](#) in the Introduction for further explanation.

**Figure 3. Public Belief in the Climate Emergency, by Country**





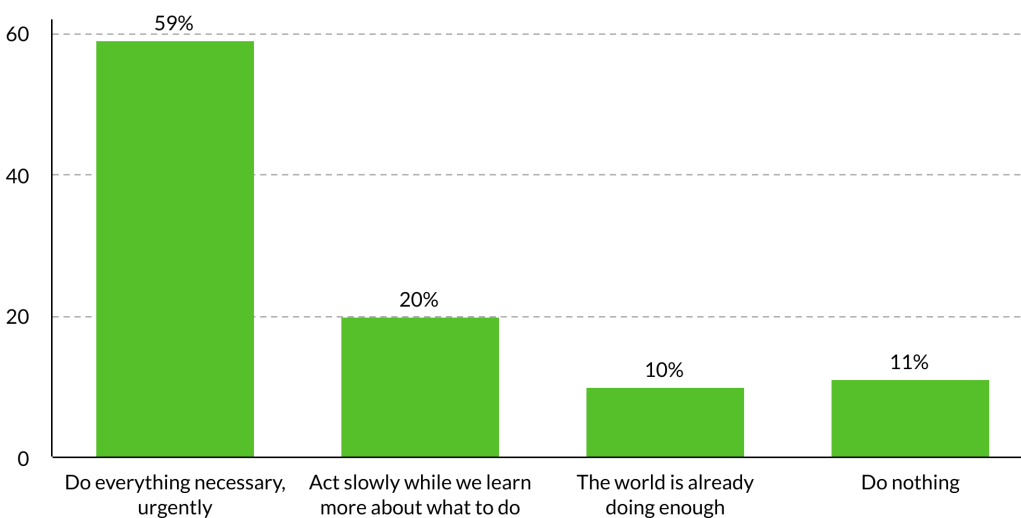
In the high-income countries, belief in the climate emergency was led by the co-hosts of the upcoming UN Climate Conference (COP26), the United Kingdom and Italy (both with 81%), followed by Japan (79%). The high-income countries with the lowest numbers of people recognizing the climate emergency were the United States (65%) and Chile (66%), but these were still solid majorities.

Most middle-income countries had high levels of support for the idea of a climate emergency – especially South Africa (76%), the Philippines (74%), Indonesia (69%), and Georgia and Morocco (both 68%). The lowest level of support was found in Moldova (50%).

## Desire for Comprehensive and Urgent Climate Action

The constituency of people who believe that climate change is a global emergency was large in the 50 countries surveyed. The Peoples’ Climate Vote asked those people what they wanted in terms of a response from their countries to address the challenge.

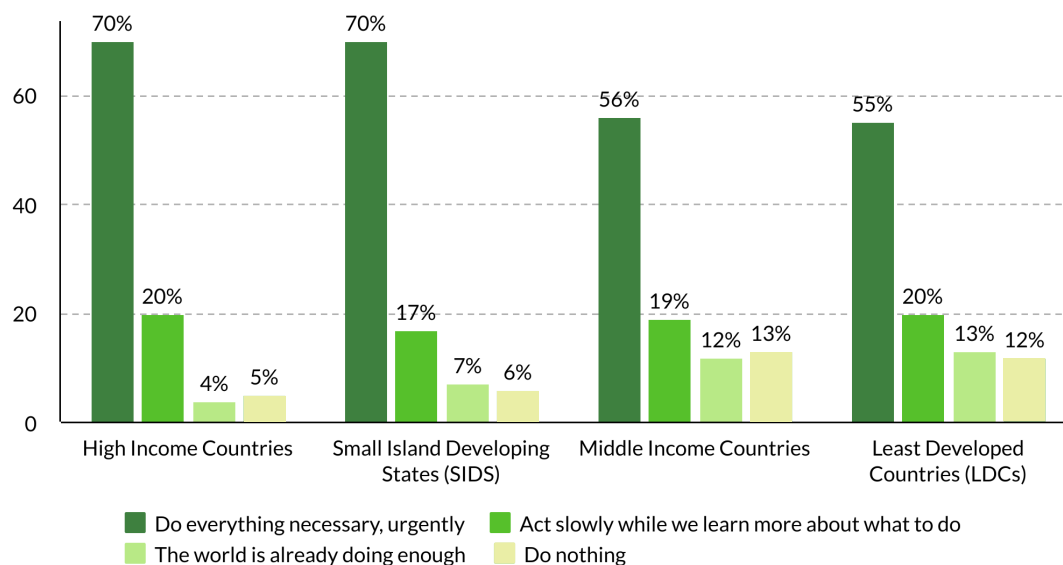
**Figure 4. Urgency of Response among People Who Believe in the Climate Emergency**



Among the group of people who said that climate change is a global emergency, 59% said that the world should do everything necessary and urgently in response. Meanwhile 20% said we should act slowly while we learn more about what to do. Ten percent of people said the world is already doing enough, while 11% said to do nothing. Given the solid majority of people who believe climate change is a global emergency, it was somewhat surprising that 41% of them did not demand urgent and comprehensive action in response – suggesting that more education is required even for those people who are already concerned about climate change.

Among those who believe in the climate emergency, there were majorities who said “do everything necessary, urgently” in countries of all different types, although this response was around 15 or 16 percentage points higher in high-income countries and SIDS than in middle-income countries and LDCs (see Figure 5). The proportion of those who believed in the climate emergency but said “act slowly while we learn what to do” was also consistent across all country groups, at between 17% and 20%.

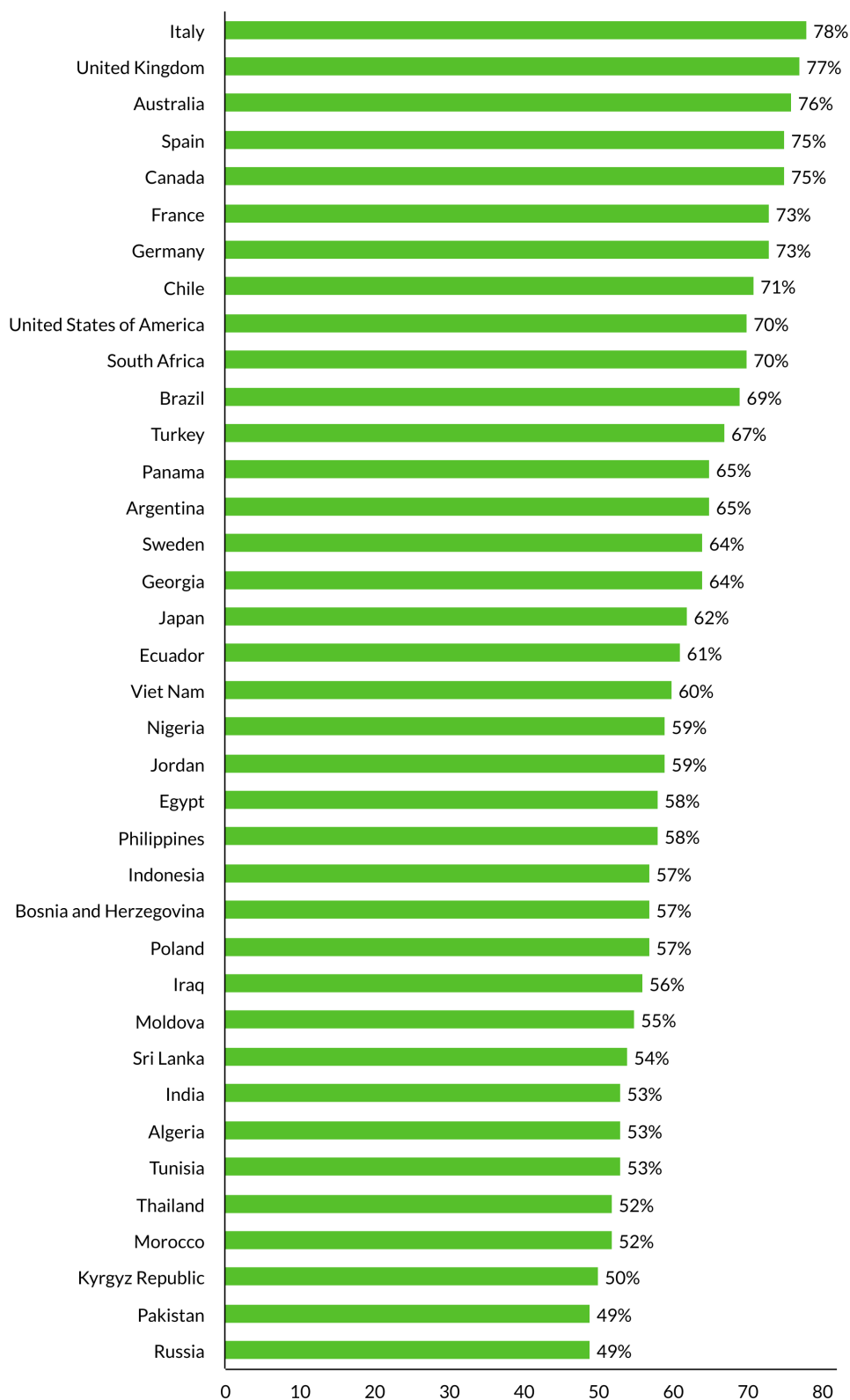
**Figure 5. Urgency of Response Among People Who Believe in the Climate Emergency, by Country Group**



## Appetite for Comprehensive, Urgent Action among Believers in a Climate Emergency by Country

The degree to which people who believe climate change is a global emergency also supported an urgent, comprehensive response varied by just under 30 percentage points across all countries (see Figure 6). In high-income countries, the widest margin of people who backed this was 78% in Italy compared with 57% in Poland. In middle-income countries, the highest level of support was in South Africa (70%), while the lowest levels were in Russia and Pakistan (both on 49%). This indicates that in many countries, more education is required for people who believe in the climate emergency so that they understand the necessity of urgent comprehensive action.

**Figure 6. Proportion of Respondents by Country who say we should do Everything Necessary, Urgently in response, as a Sub-Set of those People Who Believe in the Climate Emergency**



Please note that the results in Fig. 6 do not present the proportion of people in a given country who support urgent, comprehensive action. The results show the proportion of people who said this, who also said climate change is a global emergency. This was because people who did not support the idea of climate change as a global emergency, were not asked the question about the response. There may be people, and indeed it is very likely there are many people who believe in urgent, comprehensive action, who did not say that climate change is a global emergency.

# Public Support for Climate Action

# The World's Most Popular Climate Policies

After being asked about their belief in a climate emergency, and regardless of their views on that issue, all respondents in the Peoples' Climate Vote were asked which of 18 climate policies they would like their country to pursue to address climate change.

The policies proposed represent some of the most significant and recommended solutions to tackle climate change. Three options were offered to respondents for each of six policy areas: **energy, economy, transportation, farms and food, protecting people, and nature**. Please refer back to [Box 1](#) for a list of the climate policies and questions offered. Respondents could select as many policies as they wanted, or none at all.

The number of people that answered all the policy questions was 421,170, some 35% of the survey's total 1.22 million respondents. On average, respondents backed eight out of the 18 climate policies, and 97% fully supported climate action by supporting at least one policy. Votes from all 50 countries in the survey are included in results for groups of countries, but country-level results are not available due to data limitations. See [Survey Limitations](#) in the Introduction for an explanation.

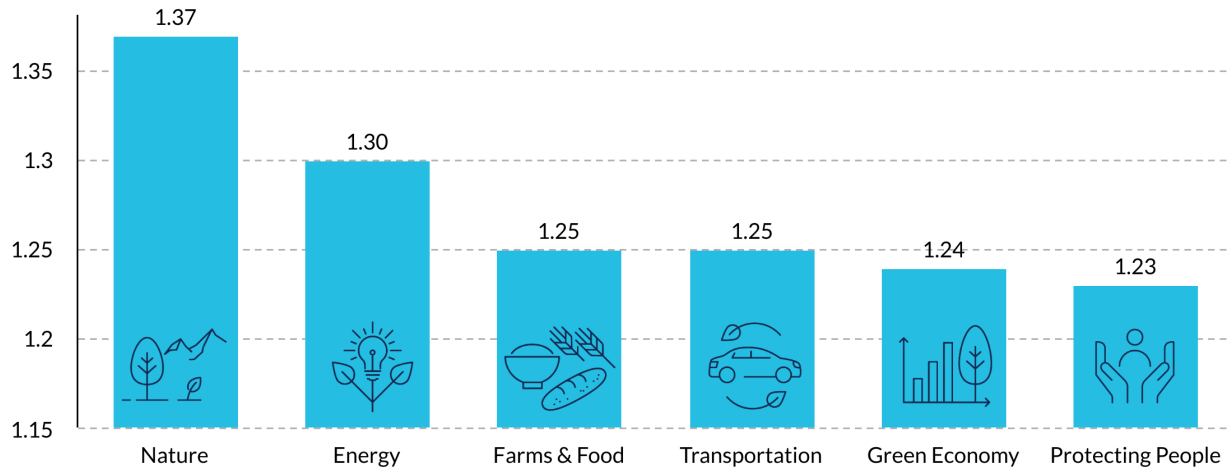
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**Four climate policies emerged as the most popular** of the 18 proposed to respondents in the Peoples' Climate Vote (see Figure 9). These were to **conserve forests and land** (54%) and **use solar, wind and renewable power** (53%), **climate friendly farming techniques** (52%), and **investing more money in green businesses and jobs** (50%).

**There were only 24 percentage points' difference between the most popular and least popular climate policy.** This narrow range is due to diverse preferences, rather than unwillingness to act. In other words, those that answered all the policy questions on average supported eight policies, but rarely settled on the same eight.

The results therefore indicate there is a **broad-based appetite for policy action** in response to climate change, but there needs to be **more outreach to explain how some of the policies** can address the issue and, most importantly, how they benefit citizens.

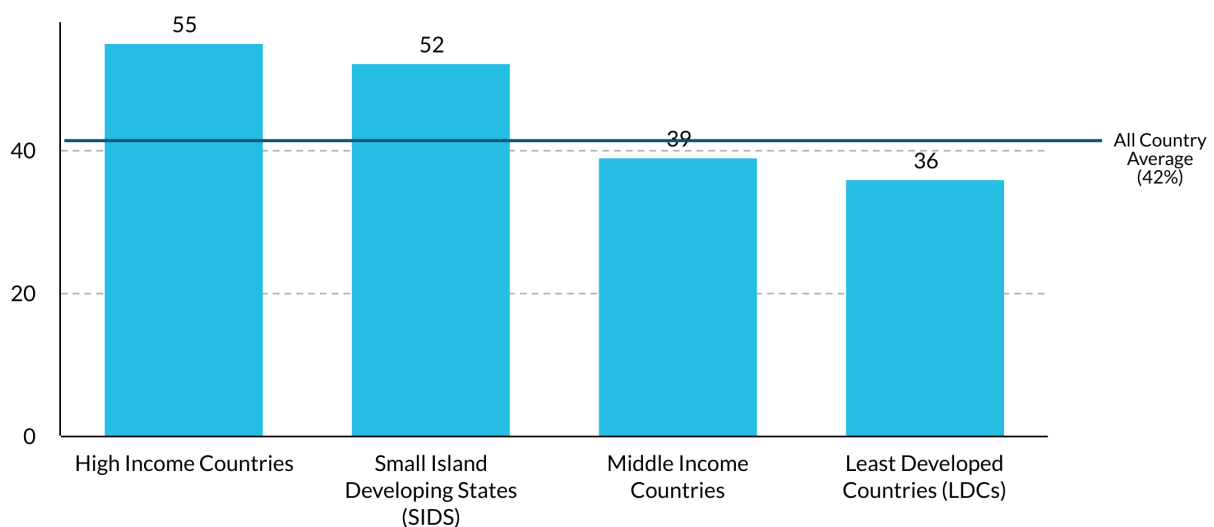
**Figure 7: The World's Most Popular Climate Policies**



## The World's Most Popular Climate Policies, by Area

On average, respondents in 50 countries selected 1.27 climate policies of a maximum three for each sector. The two most popular policy areas were Nature and Energy. On average respondents picked nature 1.37 times (i.e., 1.37 policies) and energy (1.30 policies) across all countries (see Figure 7).

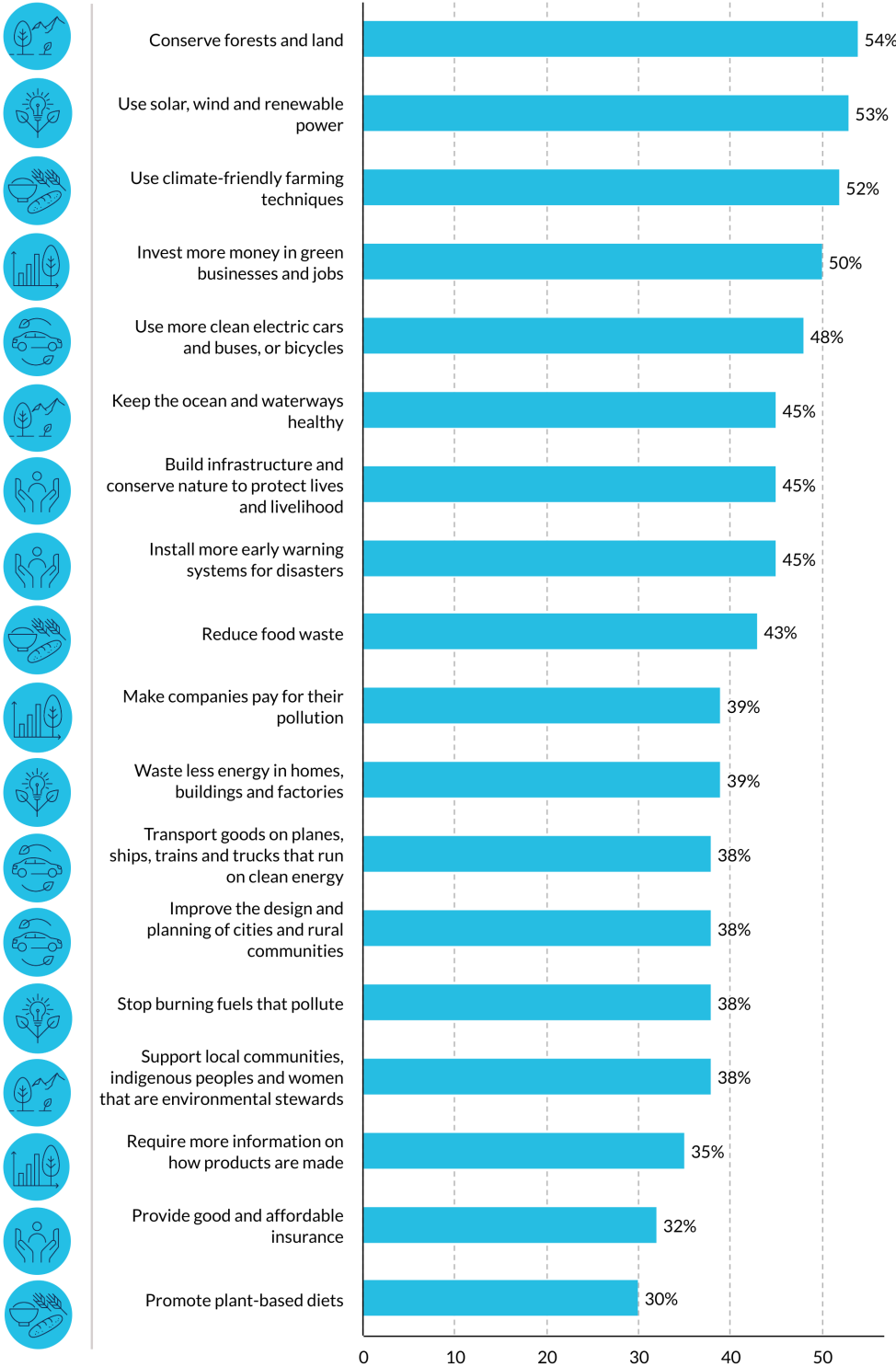
**Figure 8. Average Number of Climate Policies Selected in Each Policy Area**



# The World's Most Popular Climate Policies, by Country Group

Figure 9 shows that climate policies attracted **higher levels of public support in high-income countries and SIDS (55% and 52% respectively)** than in middle-income countries and LDCs. There are a multitude of factors – social, cultural, and political – that could contribute to varying public perceptions of different climate actions.

**Figure 9. Public Support Averaged Across All 18 Climate Policies, by Country Group**

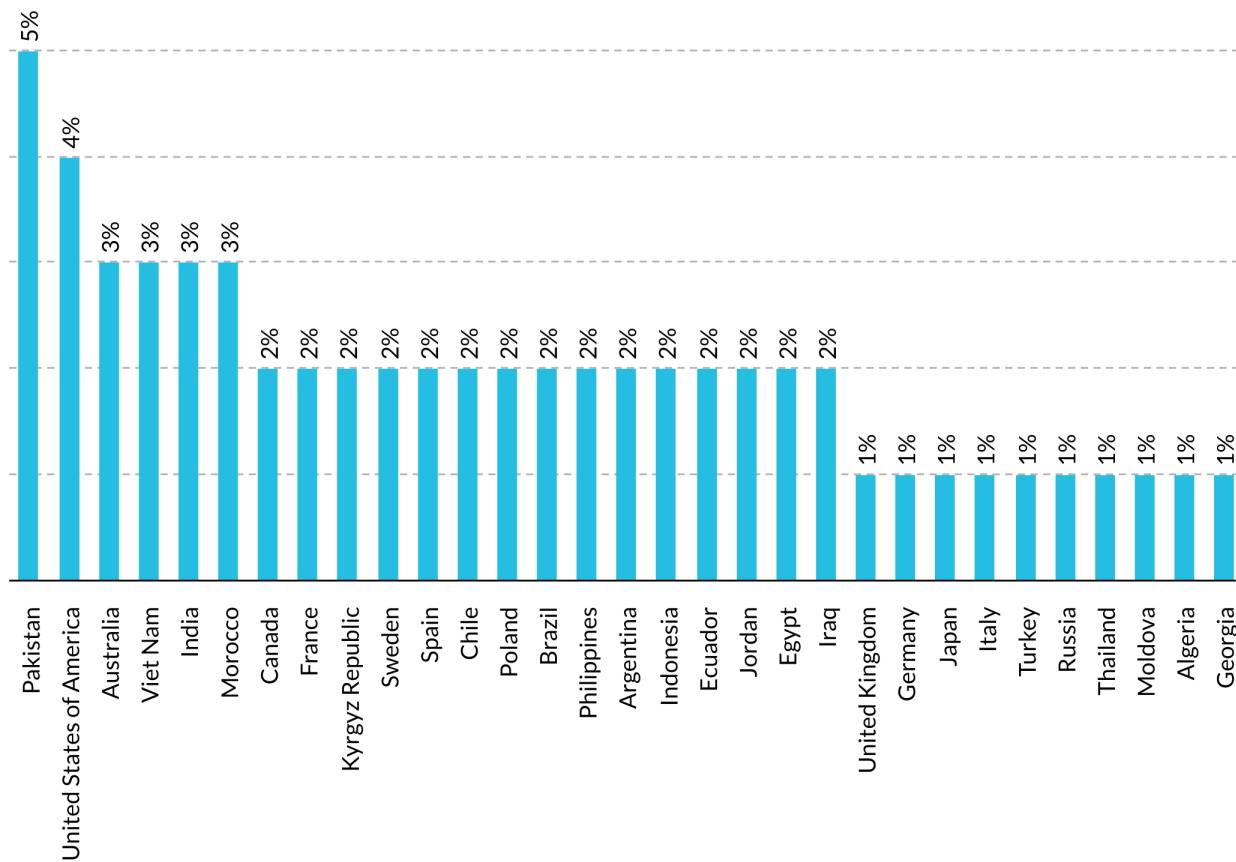


# Remarkably Few People Supported No Climate Policies in Any Country

Of those who answered questions in all six policy areas, the number of people who **did not support any of the 18 policies** on offer was extraordinarily low in all countries, at around 1% or 2%, as shown below (Figure 10). The country with the greatest number of people not supporting any of the climate policies was Pakistan, with 5%, followed by the United States, with 4%.

Interestingly, even people that said that they did not believe climate change is a global emergency still selected six climate policies, on average, that they would like to see enacted.

**Figure 10. Percentage of People Who Did Not Vote for Any Climate Policies, by Country**





# Support for Climate Policies by Region

Analysis conducted by UNDP and the University of Oxford points to a number of insights about public support across the 18 climate policies proposed in the survey, according to geographic region.

## Arab States

**Countries surveyed:** Algeria, Djibouti, Egypt, Iraq, Jordan, Morocco, Sudan, and Tunisia

People in the Arab States tended to support a smaller number of climate policies than in other regions, with average overall public support for all 18 climate policies of 36%. The top five climate policies nevertheless had over 40% support, led by **climate-friendly farming** and **using renewable power**, each with 48%, followed by **conserving forests and land** (47%).

### Ten Most Popular Climate Policies in Eight Countries in the Arab States

1. Use climate-friendly farming techniques	48%
2. Use solar, wind and renewable power	48%
3. Conserve forests and land	47%
4. Use more clean electric cars and buses, or bicycles	44%
5. Invest more money in green businesses and jobs	44%
6. Install more early warning systems for disasters	39%
7. Build infrastructure and conserve nature to protect lives and livelihoods	38%
8. Keep the ocean and waterways healthy	34%
9. Improve the design and planning of cities and rural communities	33%
10. Make companies pay for their pollution	31%

## Asia and the Pacific

**Countries surveyed:** Australia, Bhutan, Fiji, India, Indonesia, Japan, Pakistan, Philippines, Sri Lanka, Thailand, and Viet Nam

People surveyed in the diverse Asia and the Pacific region tended to support a wide spectrum of climate policies, with an average level of public support for all 18 climate policies of 38%. There were six climate policies with over 40% support, led by **Conserving forests and land** (48%), followed closely by **more renewables, investing in green businesses and jobs** and **climate-friendly farming** (all on 47%).

### Ten Most Popular Climate Policies in 11 Countries in Asia and the Pacific

1. Conserve forests and land	48%
2. Use solar, wind and renewable power	47%
3. Use climate-friendly farming techniques	47%
4. Invest more money in green businesses and jobs	47%
5. Use more clean electric cars and buses, or bicycles	45%
6. Install more early warning systems for disasters	42%
7. Build infrastructure and conserve nature to protect lives and livelihoods	38%
8. Keep the ocean and waterways healthy	38%
9. Reduce food waste	38%
10. Waste less energy in homes, buildings and factories	36%

## Eastern Europe and Central Asia

**Countries surveyed:** Bosnia and Herzegovina, Georgia, Kyrgyz Republic, Moldova, Poland, Russia, and Turkey

In the Eastern Europe and Central Asia region, there was strong support for **conserving forests and land** (61%). **Using solar, wind and renewable power** and **climate-friendly farming** each drew 54% support, while **more electric vehicles and bicycles**, carried 52%. The average level of support for each climate policy in the region was 44%.

### Ten Most Popular Climate Policies in Seven Countries in Eastern Europe and Central Asia

1. Conserve forests and land	61%
2. Use solar, wind and renewable power	54%
3. Use climate-friendly farming techniques	54%
4. Use more clean electric cars and buses, or bicycles	52%
5. Build infrastructure and conserve nature to protect lives and livelihoods	50%
6. Keep the ocean and waterways healthy	48%
7. Invest more money in green businesses and jobs	48%
8. Install more early warning systems for disasters	46%
9. Reduce food waste	45%
10. Make companies pay for their pollution	44%

## Latin America and Caribbean

**Countries surveyed:** Argentina, Belize, Brazil, Chile, Ecuador, Panama, and Trinidad and Tobago

The average level of public support in Latin America and the Caribbean for all 18 climate policies was 45%. There were five climate policies attracting majority support in the region, led by **conserving forests and land** (59%), followed by **solar, wind and renewable power** (57%), and **climate-friendly farming** (56%). **More clean electric vehicles and bicycles** won the approval of 52% of people, while **investing in green businesses and jobs** attracted 51%.

### Ten Most Popular Climate Policies in Seven Countries in Latin America and the Caribbean

1. Conserve forests and land	59%
2. Use solar, wind and renewable power	57%
3. Use climate-friendly farming techniques	56%
4. Use more clean electric cars and buses, or bicycles	52%
5. Invest more money in green businesses and jobs	51%
6. Build infrastructure and conserve nature to protect lives and livelihoods	49%
7. Keep the ocean and waterways healthy	47%
8. Install more early warning systems for disasters	46%
9. Make companies pay for their pollution	46%
10. Reduce food waste	46%

## Sub-Saharan Africa

**Countries surveyed:** Benin, Democratic Republic of the Congo, Cote d'Ivoire, Ghana, Mozambique, Namibia, Nigeria, South Africa, and Uganda

The average level of public support in Sub-Saharan African countries for all 18 climate policies was 41%. Four climate policies carried small majorities in support, led by **more renewables** (53%), followed by **conserving forests and land** and **more investment in green businesses and jobs** (each with 52%) and **climate-friendly farming** (51%).

### Ten Most Popular Climate Policies in Nine Countries in Sub-Saharan Africa

1. Use solar, wind and renewable power	53%
2. Invest more money in green businesses and jobs	52%
3. Conserve forests and land	52%
4. Use climate-friendly farming techniques	51%
5. Use more clean electric cars and buses, or bicycles	44%
6. Install more early warning systems for disasters	44%
7. Build infrastructure and conserve nature to protect lives and livelihoods	44%
8. Keep the ocean and waterways healthy	42%
9. Support local communities, indigenous peoples and women that are environmental stewards	39%
10. Reduce food waste	39%

## Western Europe and North America

**Countries surveyed:** Canada, France, Germany, Italy, Spain, Sweden, United Kingdom, and United States

In the countries surveyed in Western Europe and North America, the average level of support was 57%. No fewer than 15 climate policies carried majority support, of which the top ten are shown below (Figure 16). Two nature conservation policies – focused on **forests and land, and ocean and waterways** – came top, with very high support levels of 72% and 70% respectively.

Infrastructure policies were also popular – including **solar, wind and renewable power** (68%), **more electric vehicles and bicycles** (58%) and **greener freight** (55%). There was strong support for economic policies, including investing in green businesses and jobs (61%) and making companies pay for their pollution (58%). Finally, reducing food waste was also popular in this region (64%).

### Ten Most Popular Climate Policies in Nine Countries in Western Europe and North America

1. Conserve forests and land	72%
2. Keep the ocean and waterways healthy	70%
3. Use solar, wind and renewable power	68%
4. Build infrastructure and conserve nature to protect lives and livelihoods	65%
5. Use climate-friendly farming techniques	65%
6. Reduce food waste	64%
7. Invest more money in green businesses and jobs	61%
8. Make companies pay for their pollution	58%
9. Use more clean electric cars and buses, or bicycles	58%
10. Transport goods on planes, ships, trains and trucks that run on clean energy	55%

# Support for Climate Policies by Country Group

Analysis conducted by UNDP and the University of Oxford points to a number of insights in public support for various climate policies in different groups of countries.

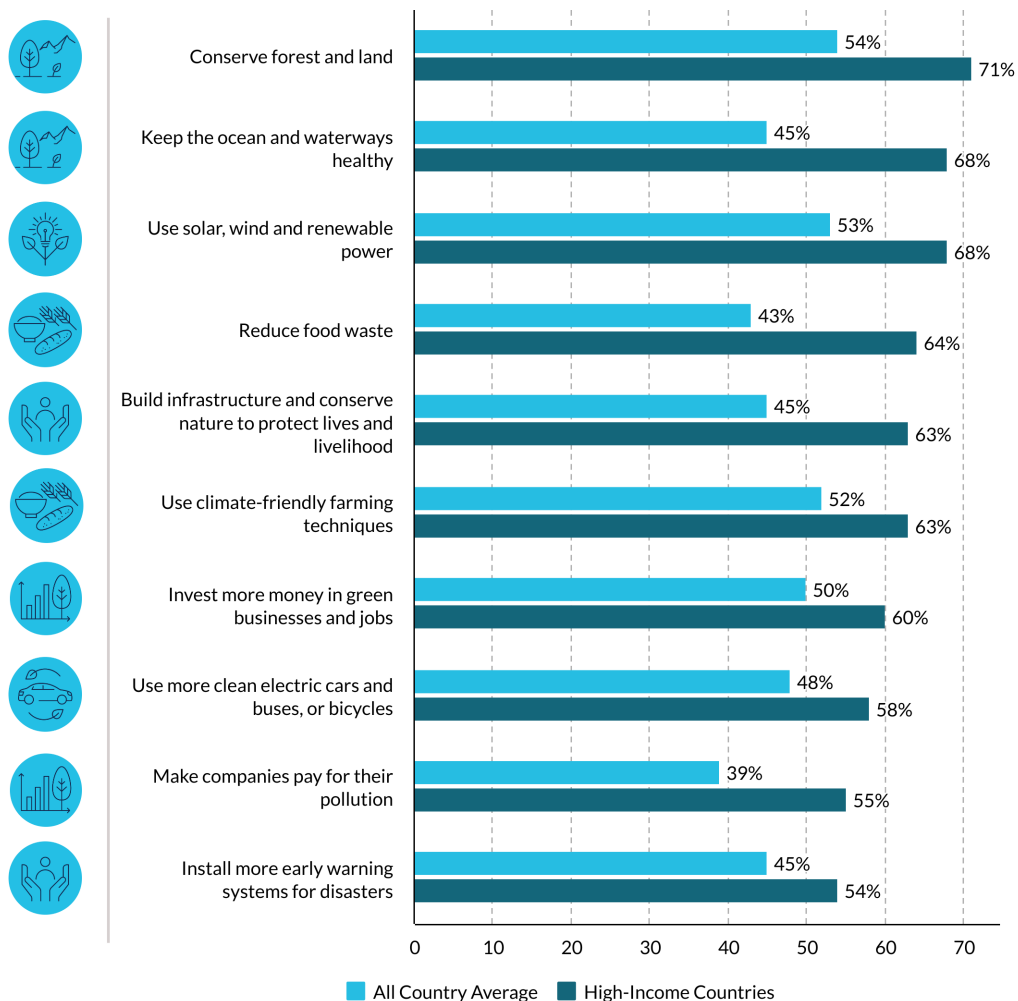
## High-Income Countries

### Majority support for 14 climate policies

**Countries Surveyed:** Australia, Canada, Chile, France, Germany, Italy, Japan, Panama, Poland, Spain, Sweden, Trinidad and Tobago, United Kingdom, and United States

The Peoples' Climate Vote found that there was majority support for 14 of the 18 climate policies in the 14 high-income countries surveyed (see Figure 11). The most popular were to conserve forests and land (71%), **use more solar, wind and renewable power (68%)** and **keep the ocean and waterways healthy (68%)**. These were followed by **reducing food waste (64%)**, **building infrastructure and conserving nature to protect people (63%)**, and **climate-friendly farming (63%)**.

**Figure 11. Ten Most Popular Climate Policies in High-Income Countries**



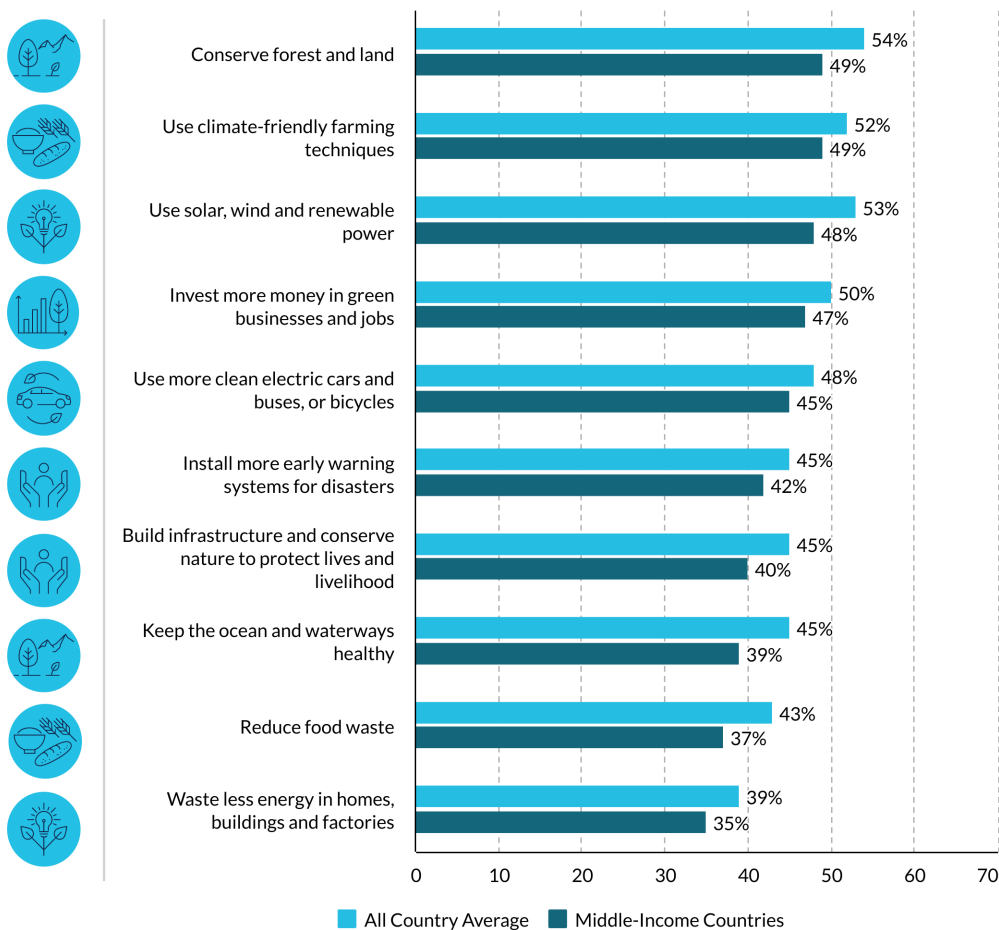
## Middle-Income Countries

# Support for land conservation, climate-friendly farming, and investment in renewables, green jobs and clean transportation

**Countries Surveyed:** Algeria, Argentina, Belize, Bosnia and Herzegovina, Brazil, Cote d'Ivoire, Ecuador, Egypt, Fiji, Georgia, Ghana, India, Indonesia, Iraq, Jordan, Kyrgyz Republic, Moldova, Morocco, Namibia, Nigeria, Pakistan, Philippines, Russia, South Africa, Sri Lanka, Thailand, Tunisia, Turkey, and Viet Nam

The five most popular climate policies in the 29 middle-income countries surveyed were **conservation of forests and lands and climate-friendly farming** (tied on 49% public support), followed closely by **investing in solar, wind and renewable power** (48%), **green businesses and jobs** (47%) and **more clean electric cars and buses, or bicycles** (45%) (Figure 12).

**Figure 12. Ten Most Popular Climate Policies in Middle-Income Countries**





## Least Developed Countries

### Conservation of forests and land finds majority public support

**Countries surveyed:** Benin, Bhutan, Democratic Republic of Congo, Djibouti, Mozambique, Sudan, and Uganda

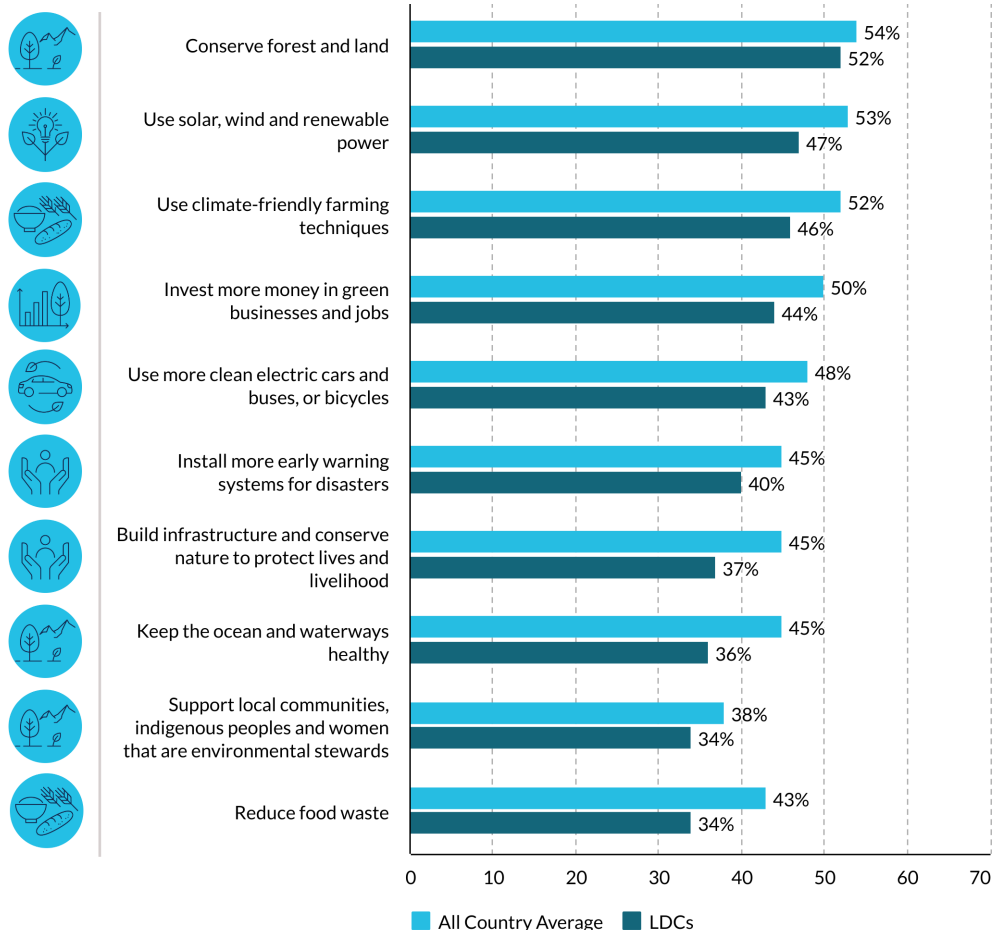
The Peoples' Climate Vote surveyed 15,213 people in seven of the world's LDCs. Representative results were not possible for individual countries because of a lack of data, but it was possible to present public opinion in the LDCs as a group (see Figure 13).

The most popular climate policies in LDCs were **conservation of forests and lands** (52%), followed by **solar, wind and renewable power** (47%), and **climate-friendly farming** (46%).

Every one of the 18 climate policies found less support in the LDCs than overall. Policy support in the LDCs surveyed was 36% on average across the 18 policies, compared with 42% for all countries surveyed. However, support for **conserving forests and land** (52%) in LDCs was only two percentage points less than the global average. It was also three percentage points stronger than public support in middle-income countries.

Another notable finding was that **supporting local communities, indigenous peoples and women that are environmental stewards** featured in the top ten climate policies for LDCs, albeit at a low level (34% public support). This policy did not have top ten support in any other country grouping.

**Figure 13. Ten Most Popular Climate Policies in Least Developed Countries**



## Small Island Developing States

### Higher levels of support for climate action than other developing countries

**Countries surveyed:** Belize, Fiji, and Trinidad and Tobago

The Peoples' Climate Vote surveyed 8,000 people in three SIDS. As with the LDCs, reliable country-level estimates were not possible because of a lack of data. However, it is possible to present aggregate data for the SIDS as a group.

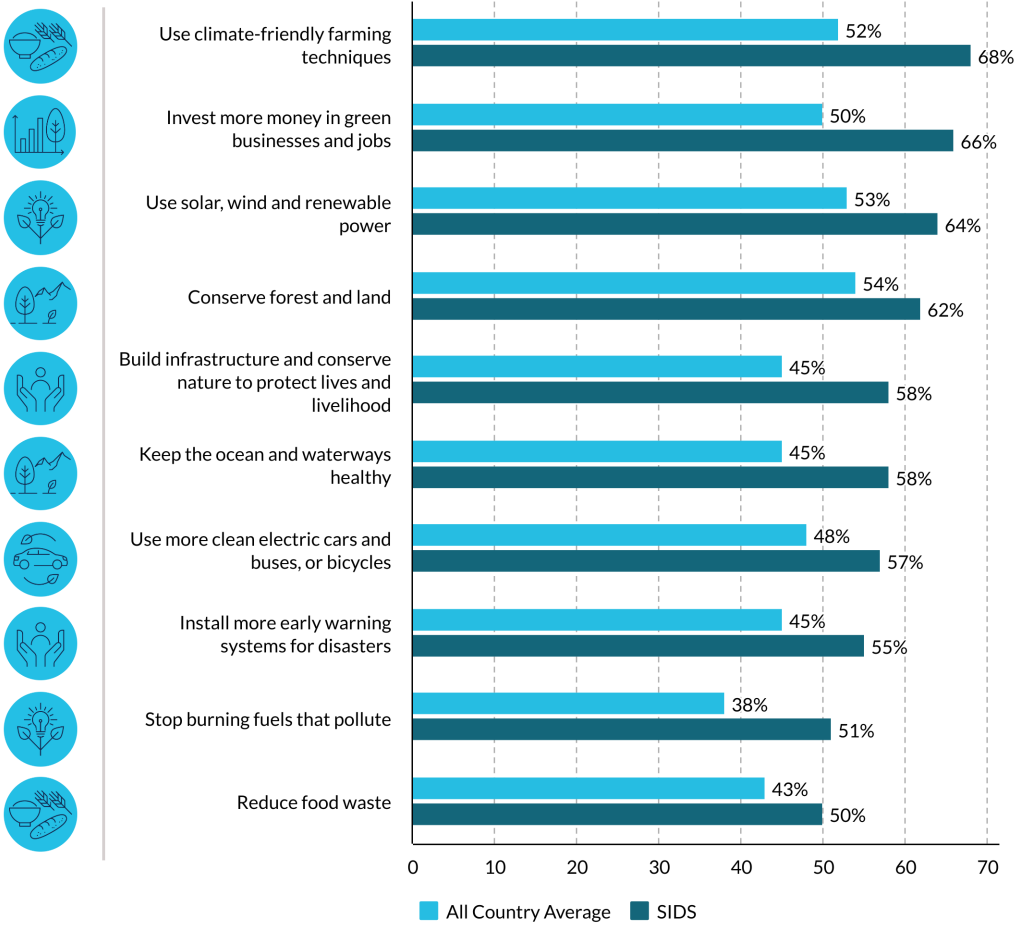
The results show that people in SIDS, who are particularly vulnerable to climate change, were much more supportive of climate policies than people from middle-income countries and LDCs, **with majority support for ten climate policies** shown below (Figure 14).

People from SIDS were most supportive of **climate-friendly farming** (68% support), **green businesses and jobs** (66%) and **using solar, wind and renewable power** (64%).

Fifty-one percent also endorsed **stopping burning fuels that pollute**, which did not feature in the top ten climate policies for any other country grouping.

Policy support levels were also even higher than in high-income countries for **promoting plant-based diets** (+9%), **investing in green businesses and jobs** (+6%), and **climate-friendly farming** (+5%).

**Figure 14. Ten Most Popular Climate Policies in Small Island Developing States**

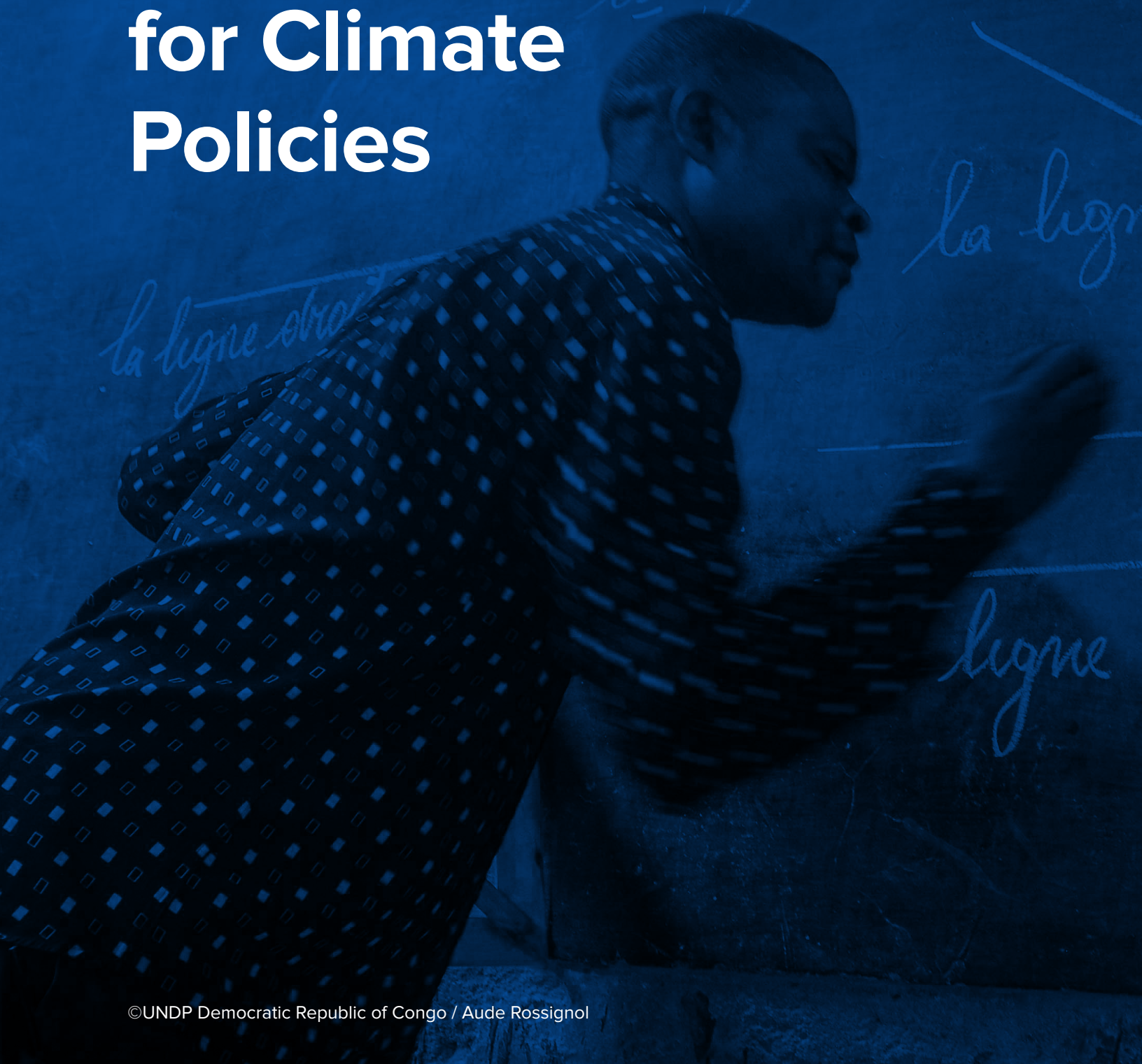




PART THREE

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# Ten Insights on Public Support for Climate Policies



Public support can help drive levels of climate ambition when governments make critical policy decisions, whether relating to their commitments under the Paris Agreement, COVID-19 recovery, or day-to-day policymaking. The Peoples' Climate Vote results provide insights to decision-makers on current support levels for different climate policies. **While all countries face a multitude of challenges, the Peoples' Climate Vote shows that there are many opportunities for governments to address climate change with the backing of the people.**

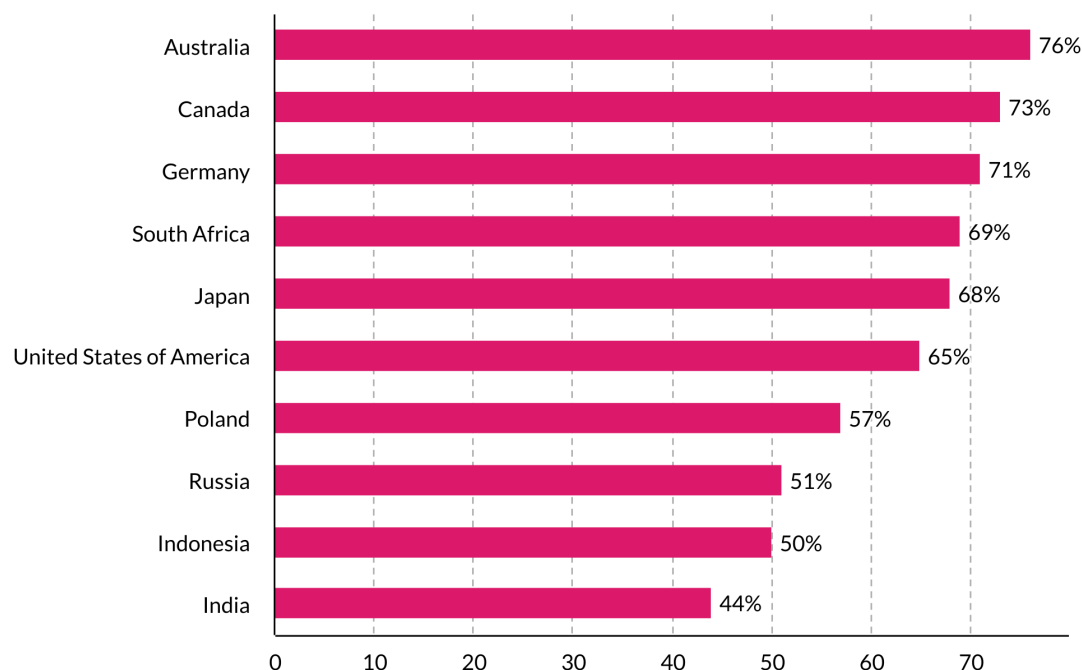
The results are drawn from survey questions asking people which of 18 policies they supported across six policy areas, including economy, energy, transportation, farms and food, nature, and protecting people. The lack of a policy choice does not necessarily mean the respondent was against the policy, but rather that they did not see it as a priority and/or were indifferent.

## Clean Energy

### Eight out of ten countries with the highest emissions from the electricity/heating sectors backed renewable energy

Transitioning toward clean, renewable energy is critical to tackling climate change. Respondents were asked what they would like their country to do in the energy sector and many people said they wanted more solar, wind and renewable power. This was the case even in eight of the ten countries surveyed with the highest greenhouse gas (GHG) emissions from the electricity/heating sectors<sup>4</sup>, as shown below (Figure 15).

**Figure 15. Popularity of Solar, Wind and Renewable Energy Power in Surveyed Countries with Highest Emissions from the Electricity/Heating Sectors**



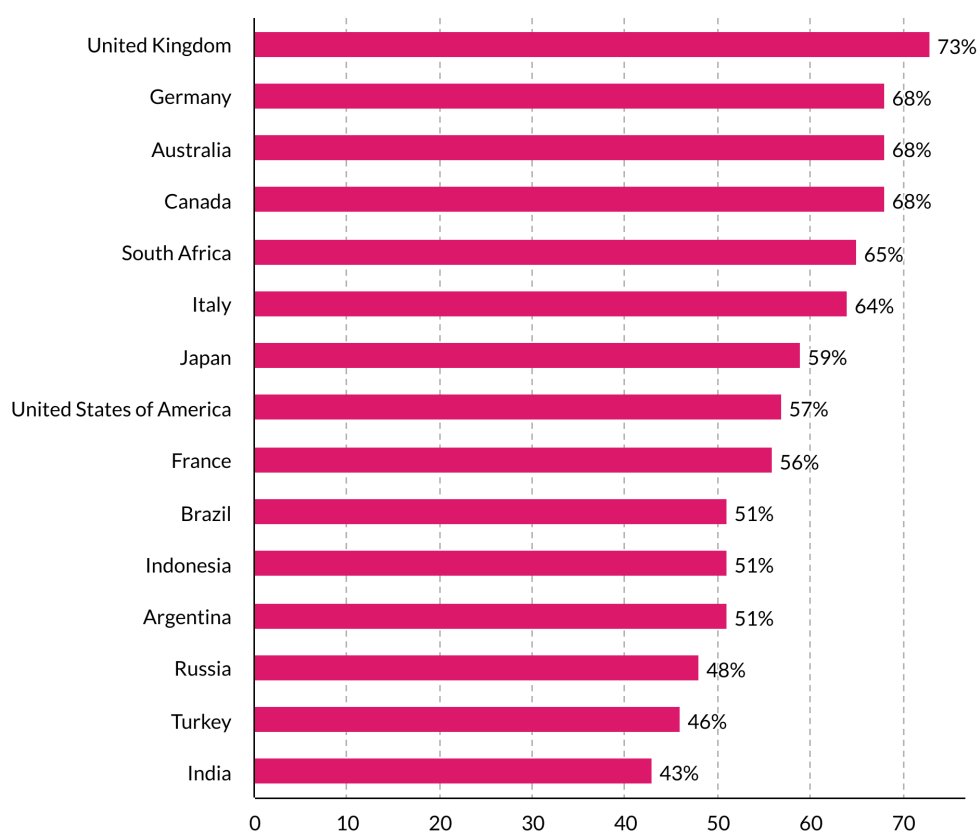
<sup>4</sup> From Climate Watch Historical GHG Emissions, 2020 (World Resources Institute). See <https://www.climatewatchdata.org/ghg-emissions>

# Green Economy

## People in G20 countries back increased investment in green businesses and jobs

There is majority support in nearly all G20 countries in the survey for more green investment, led by the United Kingdom (73%), and followed by Germany, Australia, and Canada (all 68%), South Africa (65%), Italy (64%), Japan (59%), United States (57%), France, (56%), Argentina, Brazil, and Indonesia (all 51%) (Figure 16). This is especially important as countries make policy and investment choices to recover from COVID-19 that will impact generations to come.

**Figure 16. Popularity of More Investment in the Green Economy and Jobs among G20 Countries**



# Forests and Land Use

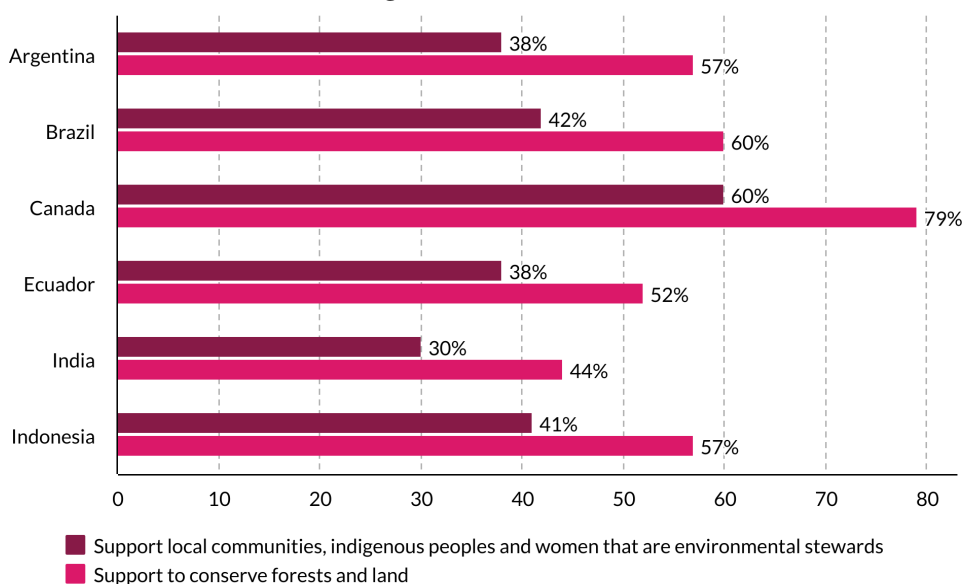
## Strong backing for conserving forests and land in countries with the highest emissions from deforestation and land-use change

The land on which people and nature depend is under threat. When land is converted from wild tropical forests or grasslands into agriculture, industrial areas, or new towns and cities, plants are destroyed which previously absorbed carbon dioxide as they grew. When fires start these also cause large amounts of carbon dioxide and methane to escape into the atmosphere. This means land-use change can, in some countries, contribute to large amounts of GHG emissions.

Figure 17 shows the six countries with enough policy preference responses for national estimates that have the highest emissions from land-use change<sup>5</sup>. In both Indonesia and Brazil – by far the largest emitters from this sector in the survey – there were solid majorities in favour of conserving forests and land, at 57% and 60% respectively. The same was true in Argentina (57%) and Canada (79%), which have smaller but nevertheless significant emissions from land-use change.

Conserving forests and land was the most popular climate policy in the survey for people of Argentina and Brazil. Even in India, where there was 44% support for this policy, it was still the third most popular climate policy in that country after increasing use of renewable energy and using climate-friendly farming techniques.

**Figure 17. Popularity of Nature-Based Climate Solutions Policies in Countries with Highest Emissions from Land-Use Change**



One way to help protect forests and land is to **support the local communities, indigenous peoples and women** who traditionally live in these areas and look after them, of whom there are estimated

5 Countries with highest level of land-use change emissions in 2017 (Climate Watch Historical GHG Emissions, 2020, World Resources Institute): Indonesia (1363.07 MtCO<sub>2</sub>e), Brazil (329.2), India (126.43), Argentina (101.88) and Canada (83.93). See: <https://www.climatewatchdata.org/ghg-emissions>

to be as many as 1.87 billion worldwide<sup>6</sup>. The results indicate that this policy is less well understood by the public as a way to address climate change, compared with direct conservation of forests and land. Nevertheless, out of the biggest emitters on land use change in the survey, it had solid majority support in Canada (60%).

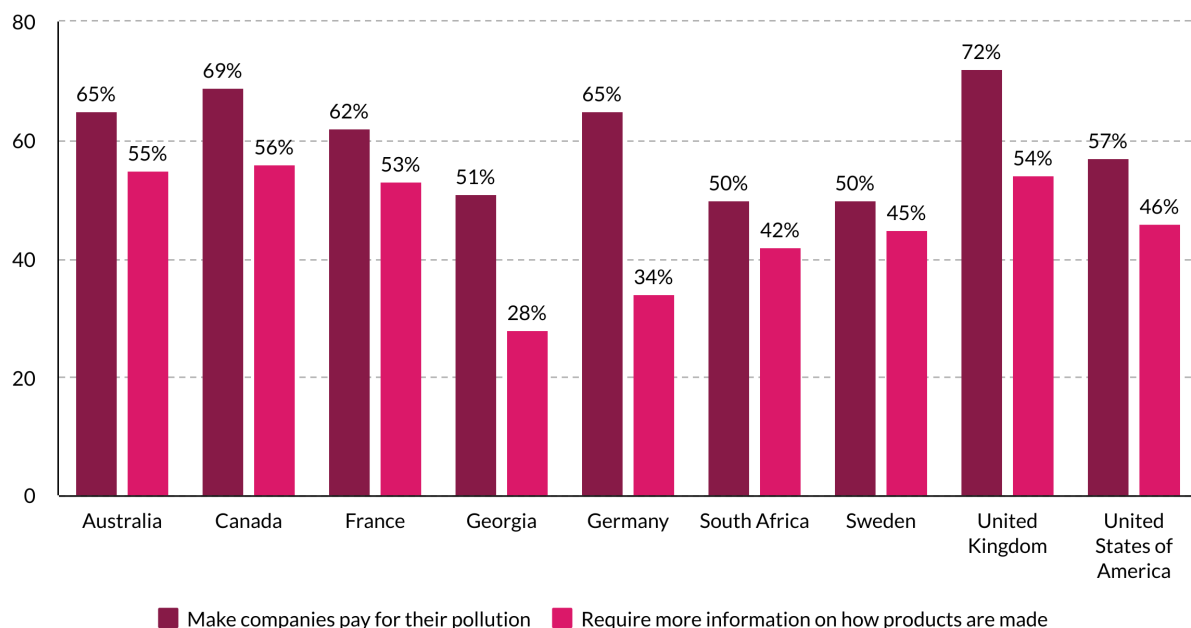
## Company Regulation

### Support for companies paying for pollution and providing more information on how products are made

The private sector is hugely important for climate action. Two of the climate policies proposed to respondents in the Peoples’ Climate Vote involved shaping how companies do business: making companies pay for their pollution and requiring more information on how products are made (Figure 18), which can help consumers to make more informed, climate-friendly choices.

**Making companies pay for their pollution enjoyed majority support in seven out of twelve<sup>7</sup> high-income countries**, led by the United Kingdom (72%) and Canada (69%). Public support for this policy was weaker in general in middle-income countries, with a majority in just one, Georgia (51%).

**Requiring companies to communicate on how products are made** was four percentage points less popular than making companies pay for their pollution across all countries, and 11 percentage points less popular in high-income countries. There were majorities for this policy in four countries, with Canada having the highest level of support for this (56%), closely followed by Australia (55%), the United Kingdom (54%), and France (53%).



6 Rights and Resources Initiative, 2020. <https://rightsandresources.org/blog/new-study-shows-rights-based-conservation-as-viable-path-to-achieve-global-biodiversity-agenda/>

7 The high-income country results exclude Panama because the survey yielded insufficient results for all socio-demographic groups in that country. This means there are country results for 12 out of 13 countries. Please see the Appendix 1: Methodology for a detailed explanation.



# Ocean and Waterways

## Largest public opinion gap among countries

The ocean covers 71% of the world’s surface and absorbs one-third of all GHG emissions. It is also home to millions of species and part of the life-support system for Earth. Keeping the ocean and waterways healthy is a critical part of the fight against climate change.

When respondents were asked whether they supported this policy, there was the biggest gap in public support between one country and another – of 52 percentage points – for any climate policy in the entire survey. Figure 19 shows the strongest support for this policy was from the United Kingdom (81%), followed by Canada (80%), and Australia (78%). SIDS also showed strong support (58%). The country where support was weakest was Iraq, which is mostly land-locked (29%).

**Figure 19. Countries with Strongest Support for Keeping Oceans and Waterways Healthy**



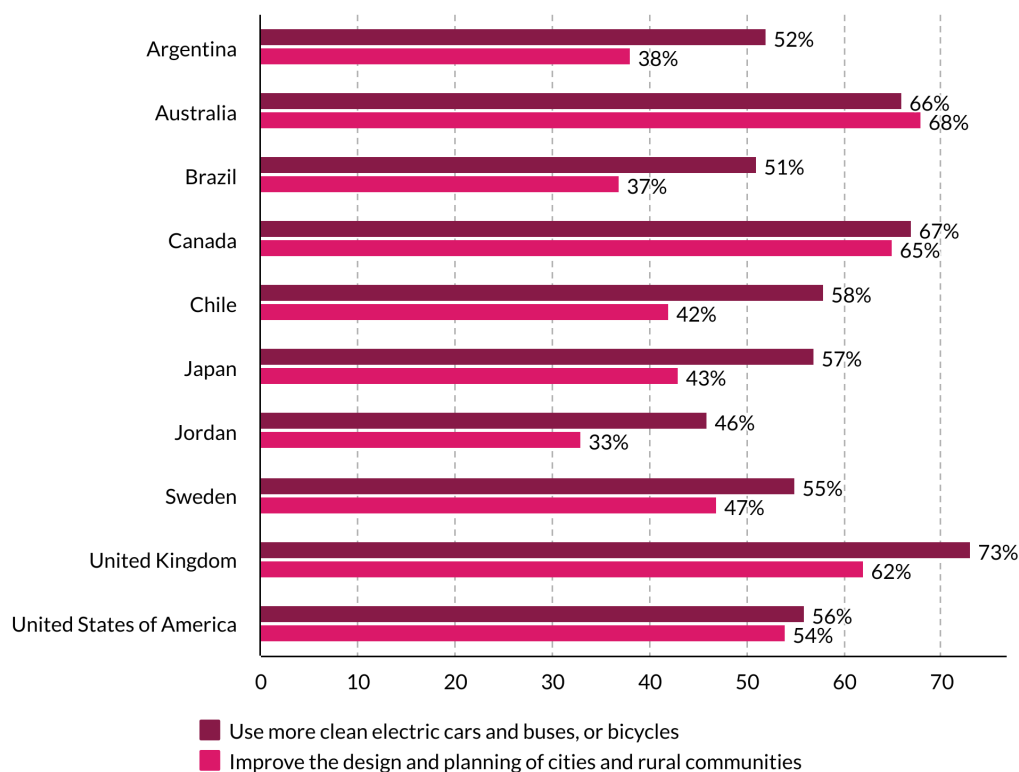
# Cities and Urbanization

## Nine out of ten of the most urbanized countries back clean transportation

Cities contribute 70% of global GHG emissions. In the Peoples' Climate Vote, respondents were asked how they would like their country to address climate change in the transportation sector. The first option was to use more clean electric cars and buses, or bicycles. The second was to improve the design and planning of cities and rural communities, which can reduce GHG emissions by encouraging public transportation, and reducing the distances required to travel for work or leisure. Since transportation emissions are a major challenge in the many urbanized countries, Figure 20 below presents results for the ten countries surveyed with the highest levels of urbanization<sup>8</sup>.

These show majorities for clean transportation in all of the top ten most urbanized countries in the survey, apart from Jordan, including the United Kingdom (73%), Canada (67%) and Australia (66%), Chile (58%), Japan (57%), United States, (56%), Sweden (55%), Argentina (52%), Brazil (51%)

**Figure 20. Popularity of Clean Transportation and Climate-friendly Planning Policies in the Most Urbanized Countries**



Improving the design and planning of cities and rural communities is perhaps less well known as a climate policy, and commanded ten percentage points less support across all countries in the survey than clean transport. There were majorities of people in favour in Australia (68%), Canada (65%), the United Kingdom (62%), and the United States (54%). Lower levels of support were in Sweden (47%), Japan (43%), Chile (42%), Argentina (38%), Brazil (37%), and Jordan (33%).

8 United Nations Population Division. World Urbanization Prospects: 2018 Revision.

# Farms and Food

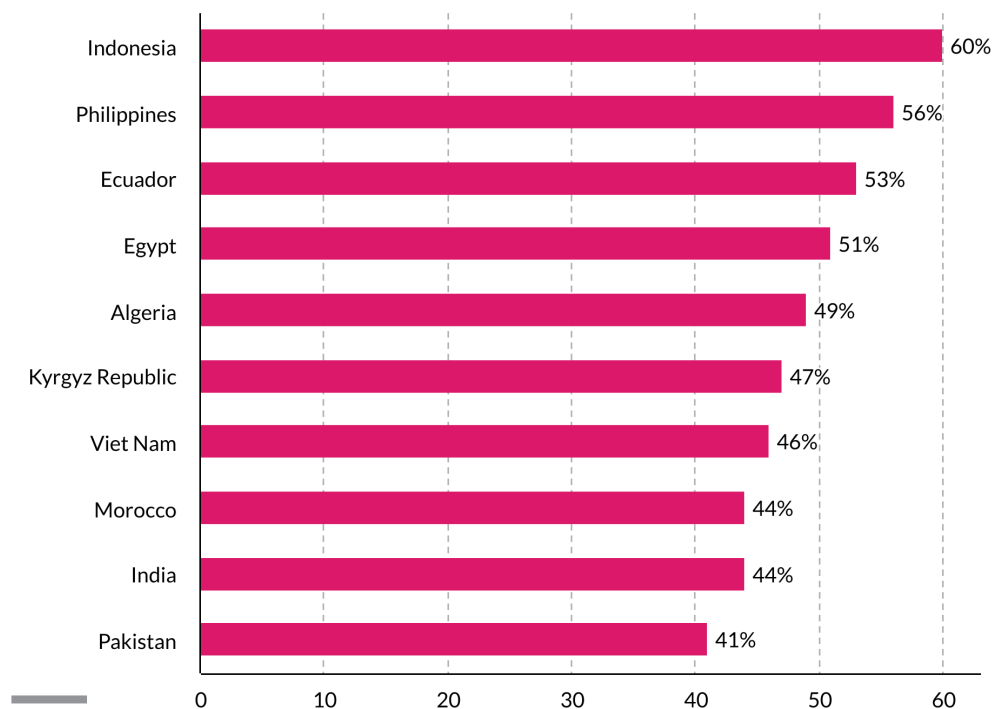
## Strong support for climate-friendly farming globally, but mixed results in countries with economies that with the largest agriculture sectors

Agriculture contributes to 22% of global GHG emissions. There are dozens of techniques available to reduce emissions from this sector, such as improving farm efficiency, nutrient management, and conservation agriculture. Respondents in the Peoples' Climate Vote were asked whether they supported climate-friendly farming techniques and, despite action in this sector being relatively limited even in the most climate-conscious countries, this was the third most popular climate policy across all countries in the survey, with 52% support overall. It was also the most popular policy in the SIDS, with 68% support.

Looking at the countries in the survey with the largest agricultural sectors<sup>9</sup>, the popularity of climate-friendly farming techniques presented mixed results (see Figure 21). Climate-friendly farming was the most popular climate policy in Indonesia, which has the second biggest agricultural economy of the countries in the survey. The 60% public support in Indonesia is a significant majority considering 49% of people across all middle-income countries supported this policy.

There was also above-average support among middle-income countries for climate-friendly farming techniques in the Philippines (56%), Ecuador (53%) and Egypt (51%), all countries where this policy was also the most popular climate policy. However lower levels of support for this policy in other countries with large agricultural economies indicate further education of the public is required.

**Figure 21. Popularity of Climate-Friendly Farming in Countries Largest Agricultural Sectors**



<sup>9</sup> Measured as a proportion of GDP, based on World Bank national accounts data and OECD National Accounts data files.

# Protecting People Against Climate Extremes

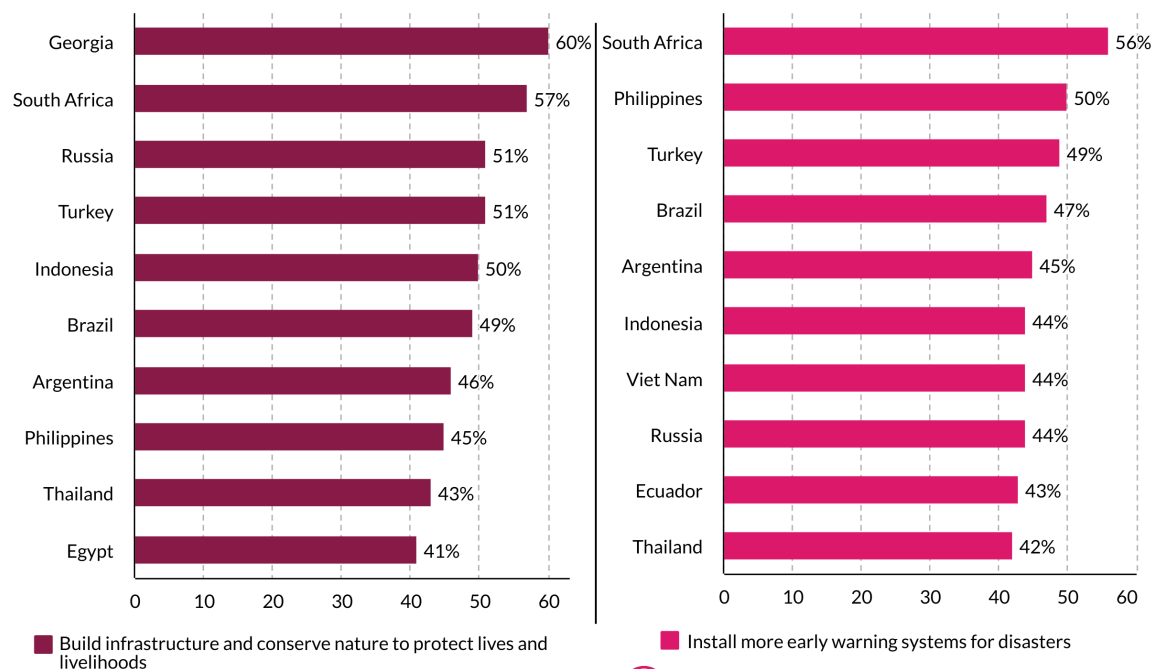
## New Infrastructure to protect people from extreme weather events was the seventh most popular climate policy across all countries

With more frequent and more extreme weather events hitting countries as global temperature increases, a key part of climate action is protecting people, nature, and livelihoods from the worst impacts. In the Peoples' Climate Vote, respondents were asked whether they wanted their countries to **invest in early warning systems** to alert people in advance of disasters such as drought, flooding, forest fires or hurricanes. They were also asked whether they wanted their country to **invest in infrastructure and nature to protect people and livelihoods**. Such infrastructure could include engineered flood defences, irrigation systems, and/or storm-proofing of roads and buildings, while nature-based solutions include planting mangroves to improve coastal defence, or trees to soak up water and reduce flood risk.

**New infrastructure to protect people from extreme weather events was the seventh most popular climate policy across all countries**, with Georgia (60%), South Africa (57%), and Russia (51%) leading the middle-income countries (Figure 22). With similar levels of support, installing more early warning systems for disasters was the eighth most popular climate policy across all countries. The two middle-income countries with highest support were South Africa (56%) and Philippines (50%).

It is perhaps more striking, though, that 25 countries (out of 32 with enough data for national estimates) did not achieve majority support for installing more early warning systems for disasters, which is an essential and cost-effective policy tool for almost every government on the planet to respond to climate change. This limited support could perhaps be attributed to lack of public awareness and knowledge about disaster risk reduction.

**Figure 22. Middle-Income Countries with Highest Support for 1) New Infrastructure and Nature Conservation to Protect Lives and Livelihoods and 2) Early Warning Systems**



# Reducing Waste

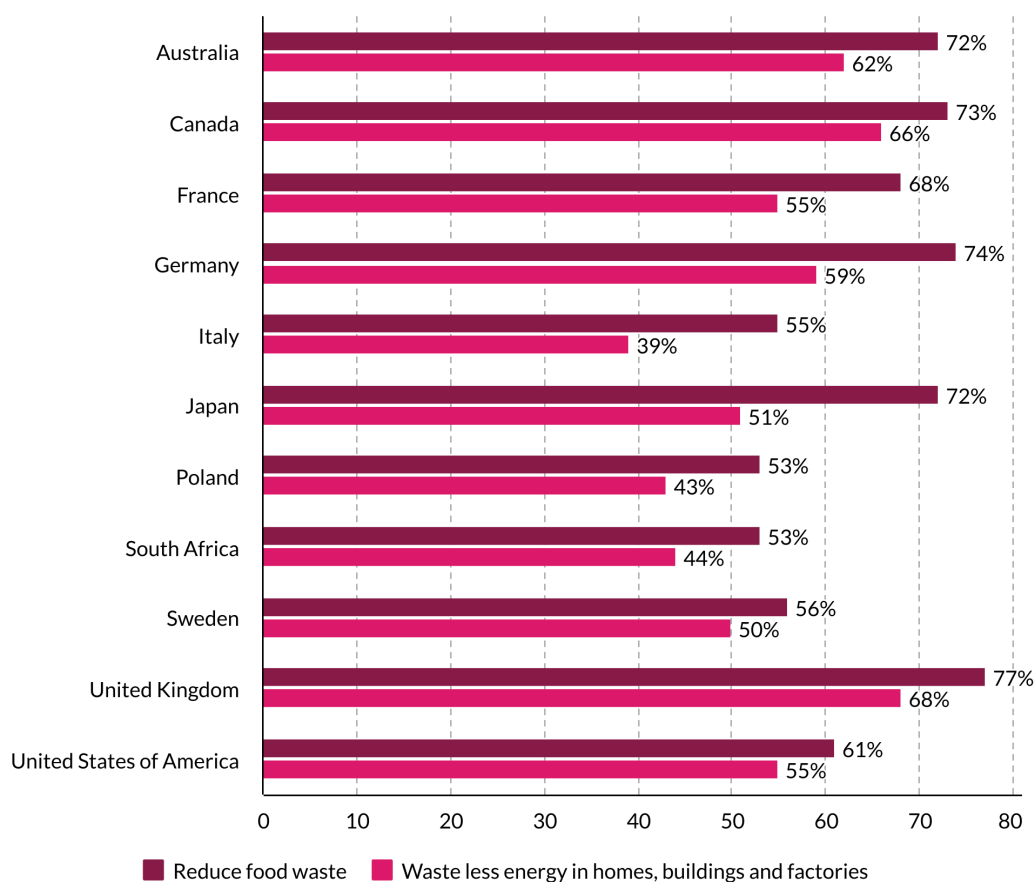
## Wasting less food more popular than wasting less energy

Since emissions are generated in food production, any food that is left to rot post-harvest or thrown out by consumers or retailers contributes to climate change. The same is true in energy consumption, in particular when grids are powered by coal, gas or oil. This means that **reducing food waste** and **wasting less energy in homes, buildings and factories** are important climate policies.

Among the 11 countries with majority support for policies to reduce food waste in the survey, there were large majorities in several high-income countries, notably the United Kingdom (77%), Germany (74%), Canada (73%), Australia, and Japan (both 72%) (see Figure 23). This group also included South Africa, the only middle-income country (53%).

Wasting less energy was less popular overall than reducing food waste, but nevertheless commanded solid majorities in a number of countries including the United Kingdom (68%), Canada (66%), and Australia (62%).

**Figure 23. Popularity of Reducing Food Waste and/or Wasting Less Energy**



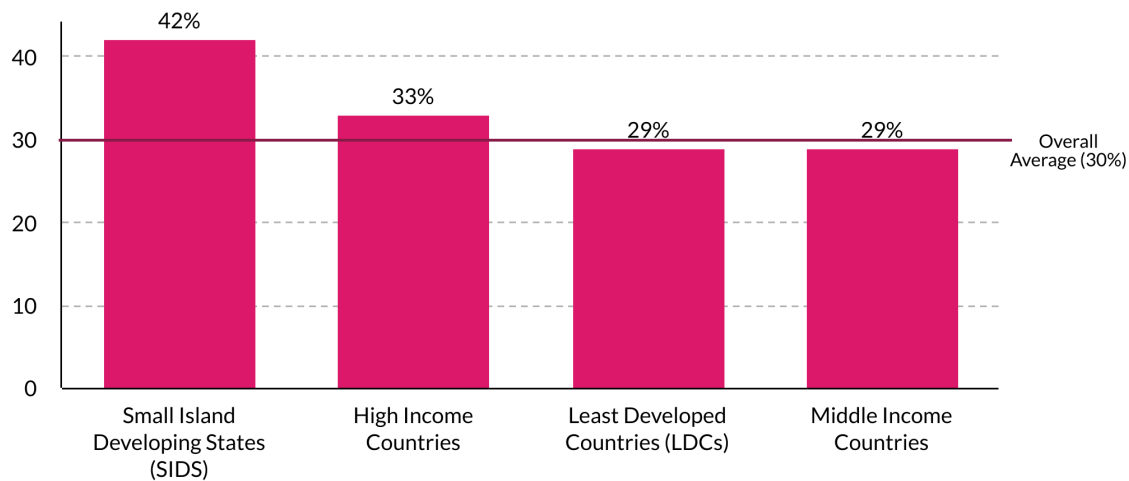
# Plant-Based Diets

## Fails to attract majority public support in any country

Rearing livestock in a conventional way contributes to climate change mainly due to deforestation to expand pastures. Unless forest-friendly and regenerative and biodiversity conservation approaches are adopted in livestock and beef production, just like conventional agriculture it creates environmental and health impacts. Plant-based diets offer an alternative to provide nutritious food with lower methane emissions.

The **promotion of plant-based diets struggled to get majority support in any of the countries surveyed**. Overall, just 30% of people surveyed supported the promotion of plant-based diets as a climate policy (Figure 24). This might be explained by a number of different factors. First, in some countries, there are few plant-based options. In others, there may not yet be significant awareness about these options. In others, people may have felt that diet is more of a personal choice than something that can be “promoted”.

**Figure 24. Popularity of Plant-based Diets as a Climate Policy, by Country Group Compared to Overall Average**



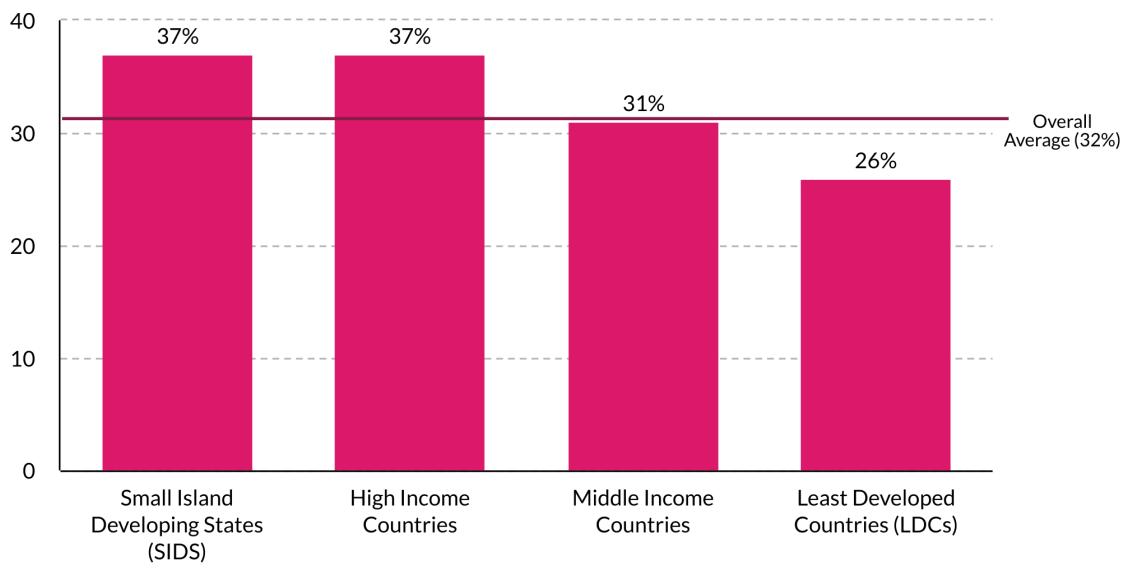
# Affordable Insurance

## Under-appreciated in all countries

Enabling access to high quality and affordable insurance is an important climate policy because it can protect people from the economic losses caused by climate impacts. It is also increasingly a challenge in countries, where it is more challenging to insure property because there are more frequent and intense extreme weather events.

However, promoting insurance was not a hugely popular policy choice in the Peoples' Climate Vote. The overall level of support across all countries was only 32% (Figure 25), making it the second least-popular climate policy choice (after plant-based diets).

**Figure 25. Popularity of Good, Affordable Insurance as a Climate Policy, by Country Group (Compared to Overall Average)**





## PART FOUR

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# Gender, Education, Age and the Climate Emergency



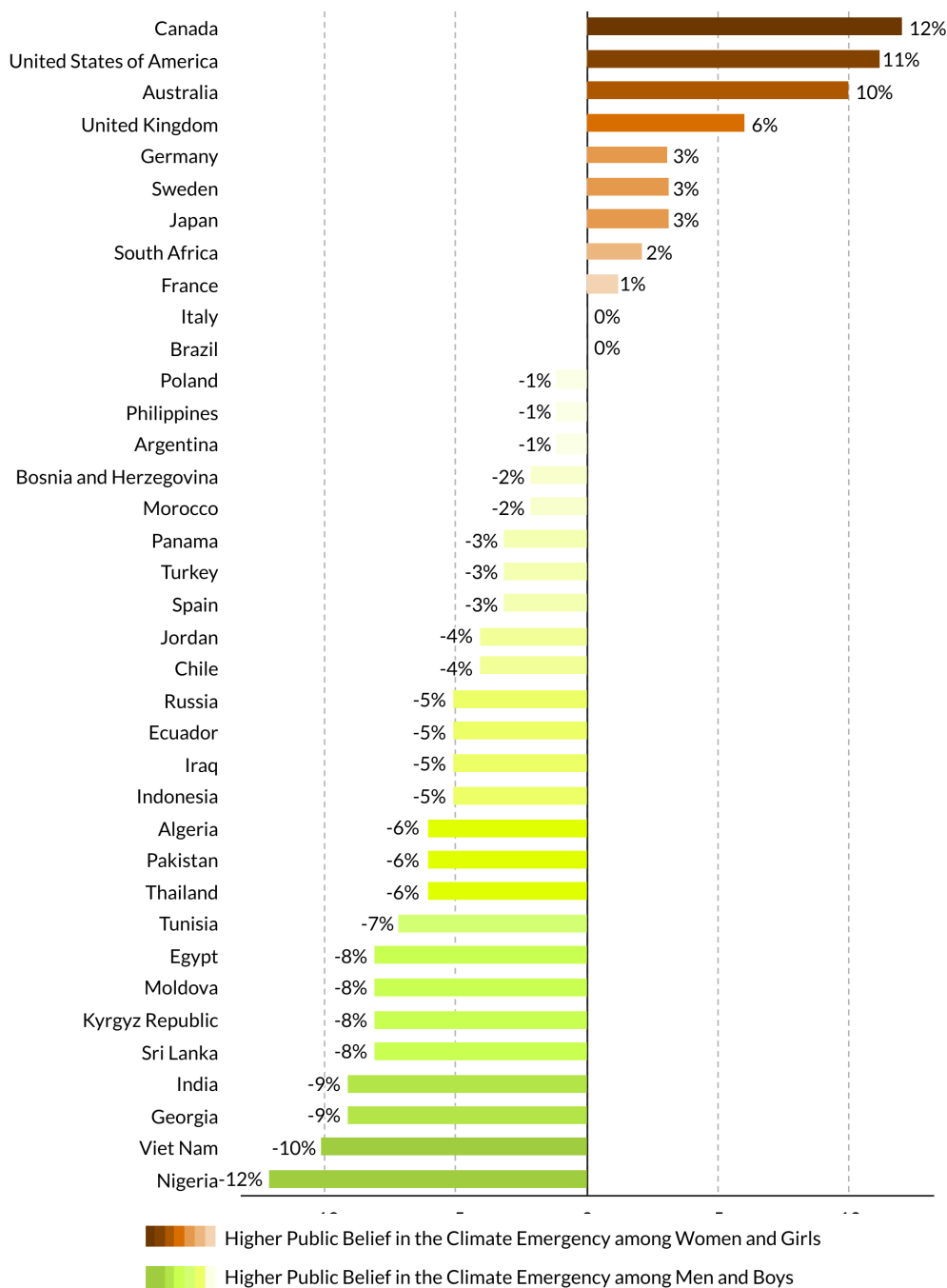


# Gender

## The influence of gender on belief in the climate emergency

Overall, the global results of the Peoples' Climate Vote showed that men and boys were more likely to see climate change as an emergency than women and girls, although the difference was small (4%). However, on a country-by-country analysis, **the gender gap was more pronounced – larger than 5 percentage points** – in about half of countries. The countries where **men and boys and women and girls were most aligned** in their views were Argentina, Brazil, France, Italy, the Philippines and Poland.

**Figure 26. The Influence of Gender on Belief in the Climate Emergency, by Country**



In three countries, women and girls were far more likely to say that climate change is an emergency than men and boys by 9 percentage points or more. These were Canada (+12 percentage points), United States (+11) and Australia (+10). Meanwhile, in four countries, significantly more men and boys said that climate change is a global emergency than women and girls, led by Nigeria (+12), Viet Nam (+10), Georgia (+9), and India (+9).

Some of these differences could be attributable to gender gaps in accessing education, as the study has also shown that there is much higher recognition of the climate emergency among those with higher levels of education (see below). However, the results also point to issues of gender equality and empowerment within countries.

While climate change threatens livelihoods and security for everyone, women and girls, particularly those who are living in poverty, often face higher risks and greater burdens from climate change. Women are also agents of change, and with access to resources and decision-making, can have a profound impact in efforts to address climate change. It will be critical, therefore, for all countries to provide gender-responsive education on climate change as well as access to information on climate impacts across all populations.

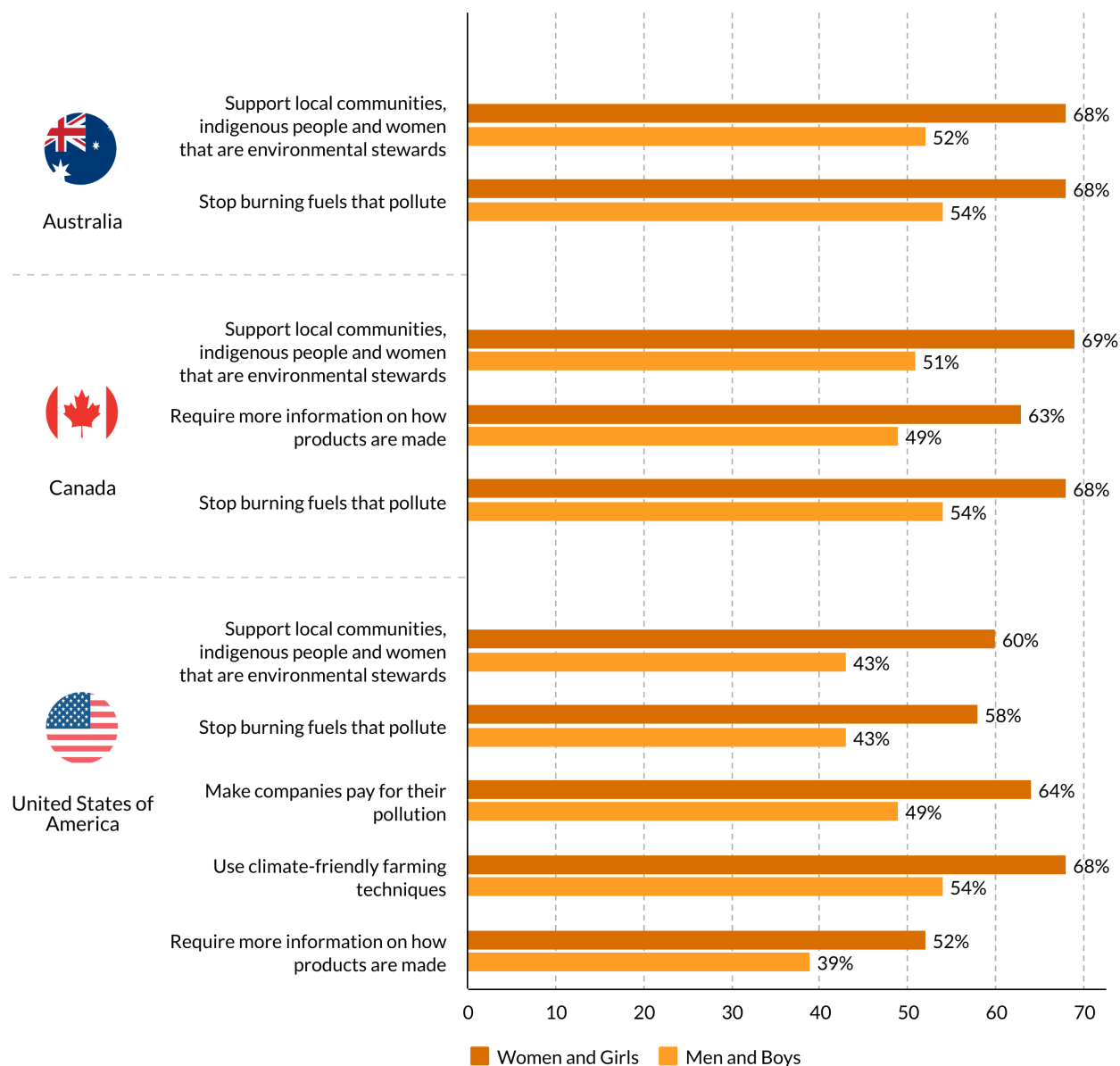
### Only marginal differences between men and boys, and women and girls in support for specific climate policies

Across all countries in the survey, women and girls were marginally more favourable toward the following climate policies by a margin of three percentage points: **good and affordable insurance, more information on how products are made, transporting goods using clean energy, stopping burning fuels that pollute, and supporting local communities, indigenous peoples and women that are environmental stewards.**

Across all countries in the survey, men and boys were more favourable to the following climate policies: **more clean electric cars and buses, or bicycles (+4 percentage points) and conserving forests and land, deploying solar, wind and renewable power, and investing more in green businesses and jobs (+3).** These policies are among the most popular overall. More generally in the Peoples' Climate Vote, men and boys were more favourable to the most popular climate policies and less favourable to the least popular ones than women and girls. This means that policies that were less popular overall attracted more support from women and girls than from men and boys. Although this survey does not measure strength of preference, that pattern accords with findings from other studies showing men and boys overall have stronger opinions in favour of some policies, and against others, while women and girls show more moderate and diffuse support.

All of the biggest gender gaps on specific climate policies backed by more women and girls were in Australia, Canada, and the United States. For example, they were between 16 and 18 percentage points more likely than men and boys to support local communities, indigenous peoples and women that are environmental stewards, compared with a three percent gender gap globally. Stopping burning fuels that pollute was also more popular with women and girls in the United States (by 15 percentage points), and in Australia and Canada (+14). Requiring more information on how products are made was also more popular with women and girls in Canada (by 14 percentage points) and the United States (+13).

**Figure 27. Climate Policies with Biggest Gender Gaps by Country, where Policies Attract More Support from Women and Girls**

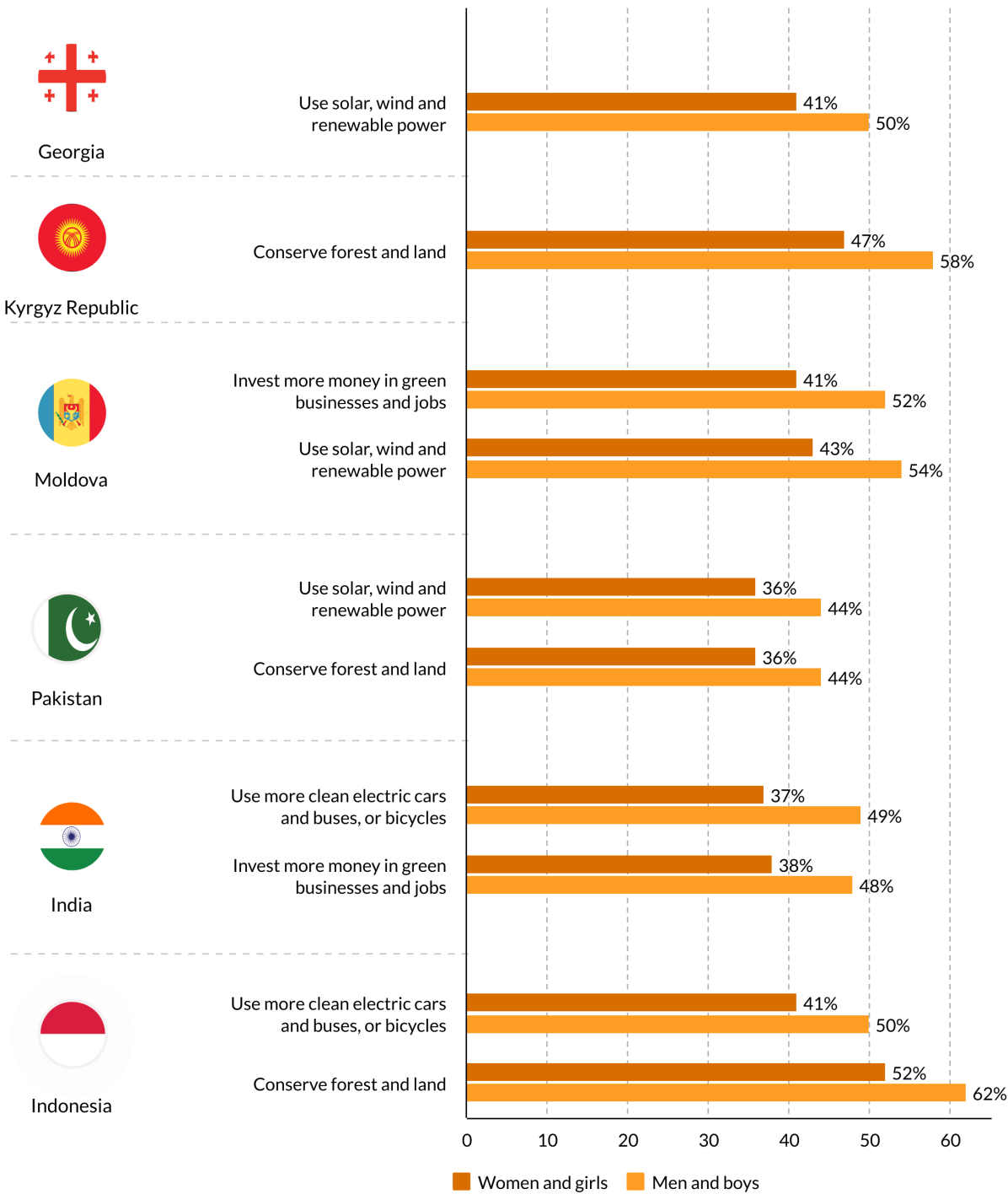


**In middle-income countries, the gender gap was largest for certain climate policies backed by men and boys**

As Figure 28 shows, conserving forest and land attracted support from a large majority of men and boys in Indonesia (62%) and the Kyrgyz Republic (58%). In these countries, these policies had surprisingly much lower levels of support among women and girls, at 52% and 47% respectively, a difference of some 10 and 11 percentage points.

Using solar, wind and renewable energy was likewise significantly more popular with men and boys than women and girls in a number of countries, in particular in Pakistan (+8 percentage points), Georgia (+9) and Moldova (+11).

**Figure 28. Climate Policies with Biggest Gender Gaps by Country, where Policies Attract More Support from Men and Boys**



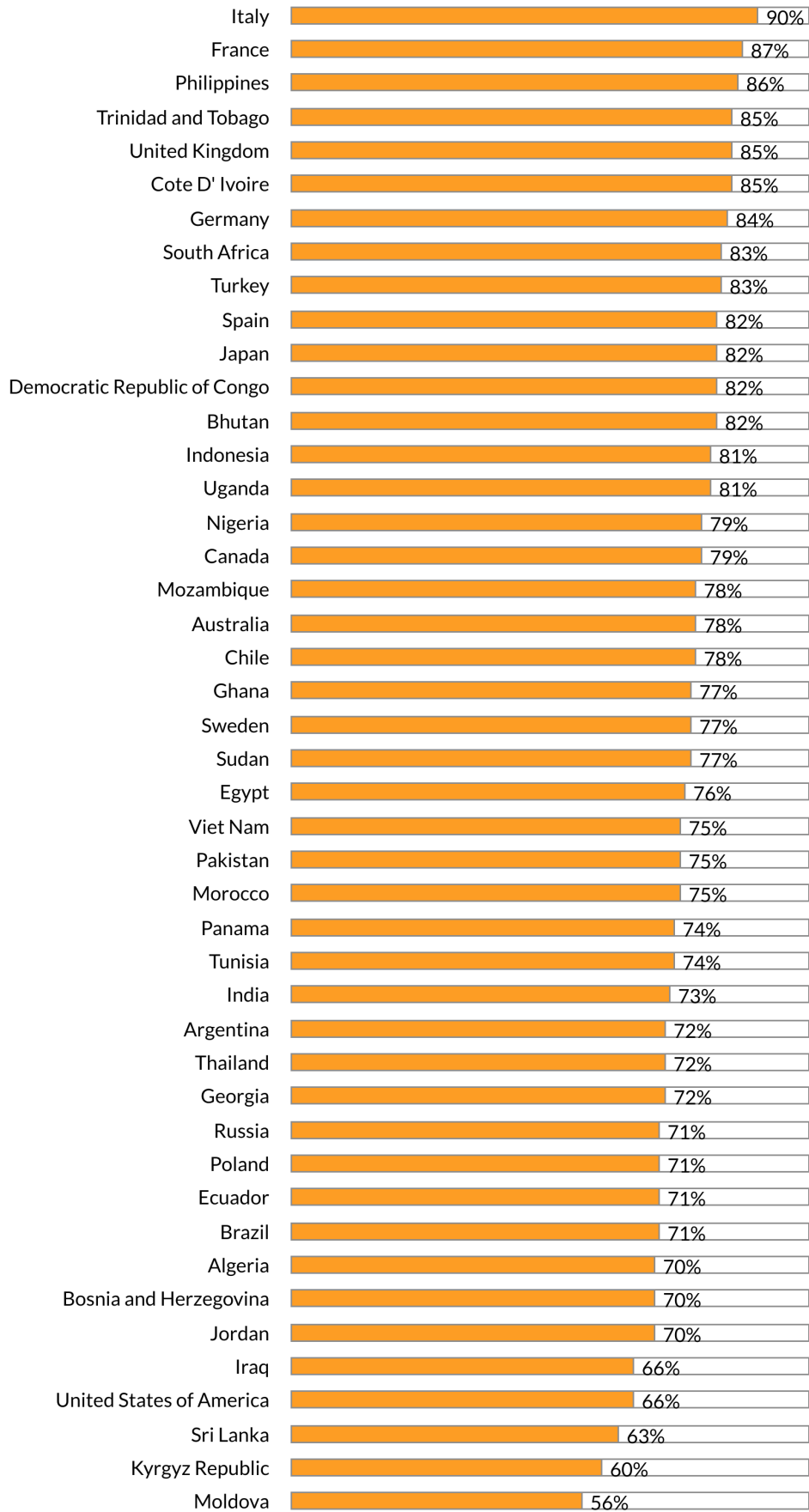
# Education

## The education effect on belief in the climate emergency

Across the entire survey, the most **profound driver of public opinion on climate change was a respondent's level of education**. Figure 29 illustrates the proportion of people in each survey country, who have experienced post-secondary education, that say climate change is a global emergency.

This shows that there is a **high level of consistency in recognition of the climate emergency among the most educated people** whether they are from high-income countries (e.g., Italy, France, Germany), LDCs (e.g., Bhutan, Democratic Republic of the Congo), or SIDS (e.g., Trinidad and Tobago).

**Figure 29. Public Belief in the Climate Emergency Among People with Post-Secondary Education**



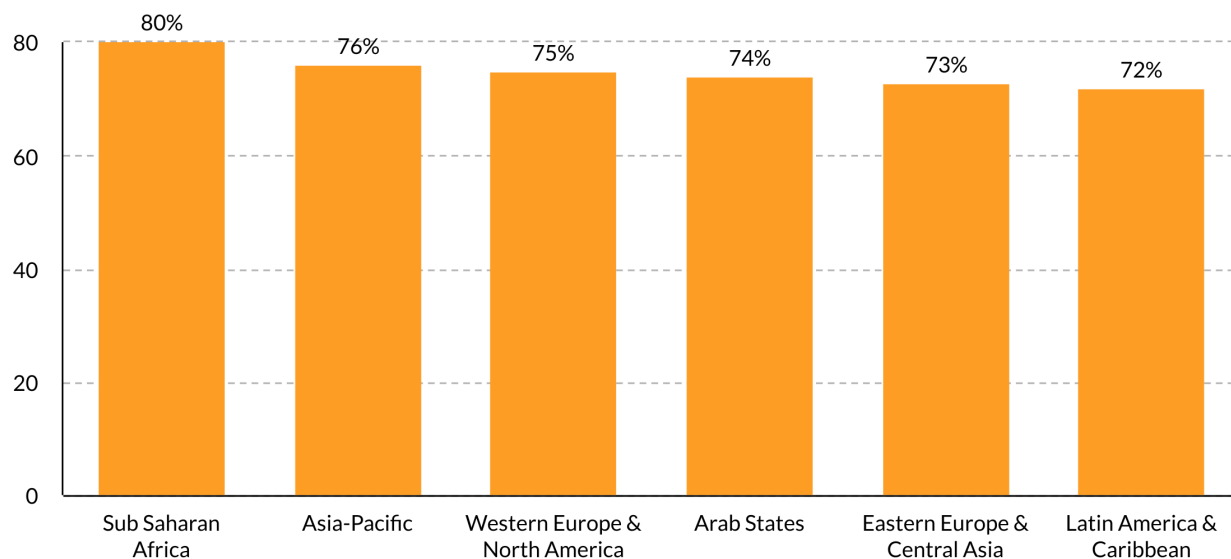
To reinforce this finding, the difference in levels of belief in the climate emergency between people with experience of post-secondary education, and people with only secondary education, was **eight percentage points**.

Moreover, **people with post-secondary education have the highest level of public backing for the 18 climate policies, across all age groups and genders**. Public support for climate policies is on average 58% for those with post-secondary education, compared with 42% for all respondents.

The difference between minimum and maximum support for climate policies shows that the highly-educated group is more selective in its choice of policies – approving of some policies in large numbers and dismissing others. Whereas the climate policy with the highest level of support among all people (54%) is 24 points more popular than the policy with the least support (30%), the corresponding difference for those with post-secondary education is 37 points (74%-37%).

Across all regions, perceptions of the climate emergency were high among people who had experienced post-secondary education (Figure 30). The region with the highest support was Sub-Saharan Africa with 80%, sixteen percentage points higher than the global average for all countries (64%).

**Figure 30. Public Belief in the Climate Emergency Among People with Post-Secondary Education, by Region**



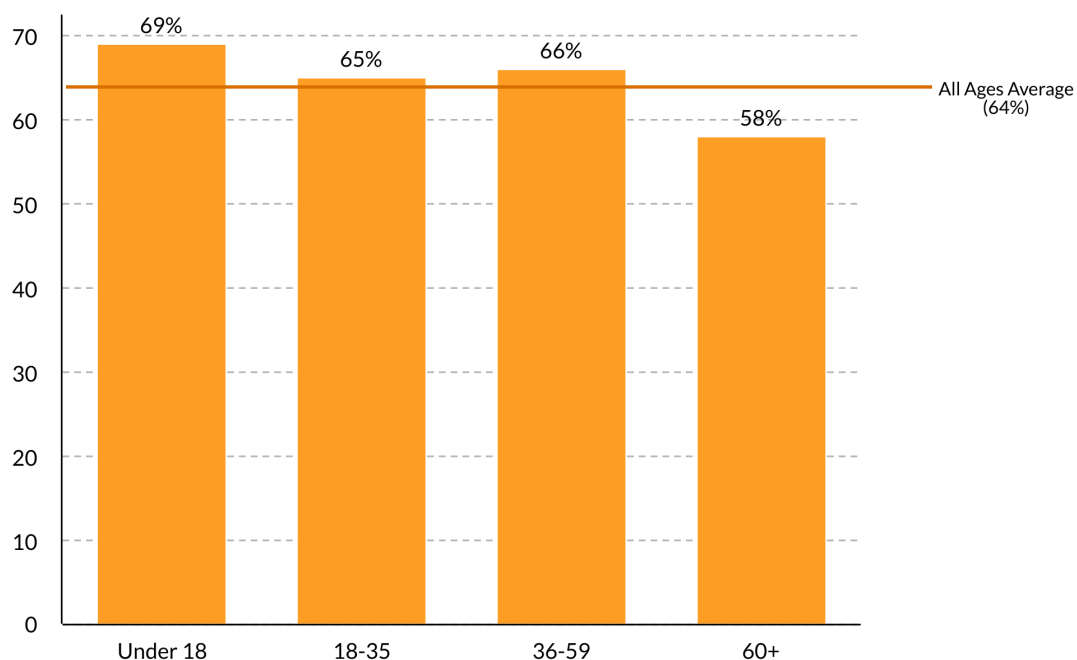
Of course, since all climate policies included in the Peoples’ Climate Vote are crucial for addressing climate change, low levels of support for particular climate policies among this group must still be addressed with greater education.

# Generational Divide

## Does age matter in belief in the climate emergency?

The findings relating to age in the Peoples' Climate Vote reflect the expansion of youth engagement, leadership and activism on climate change. In every country, **more young people (under-18) than older people (over 60)** said they thought climate change was an emergency, by some 11 percentage points. However, people aged 18- to 35-years-old and 36- to 59-years-old were not far behind young people, with 65% and 66% support respectively (Figure 31).

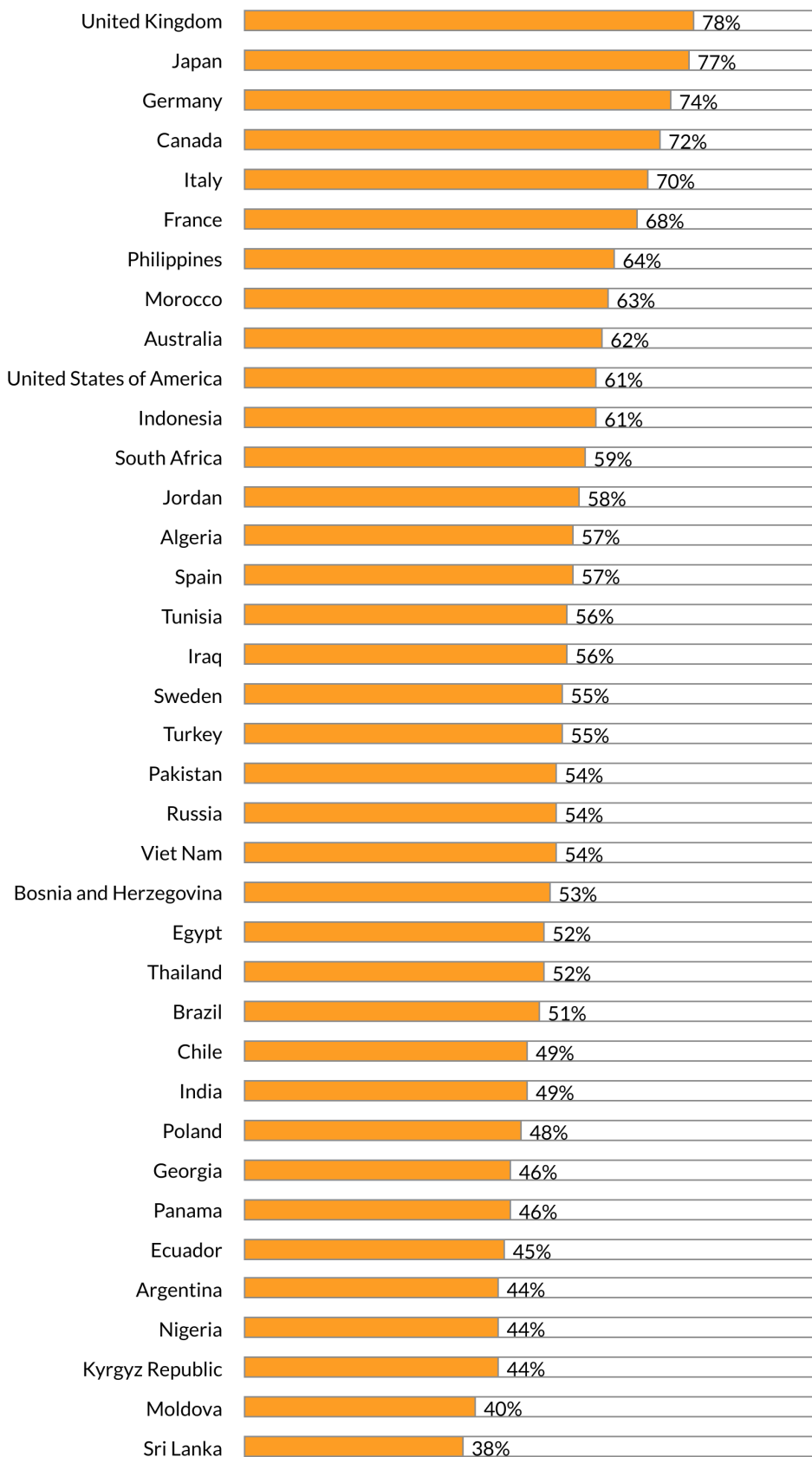
**Figure 31. Public Belief in the Climate Emergency, by Age Group**



When looking at the results by country, more than half of over-60s said climate change was an emergency in 26 out of the 37 countries with representative data available for this group (Figure 32).



**Figure 32. Public Belief in the Climate Emergency of People over Age 60, by Country**



# Under-18s in Focus

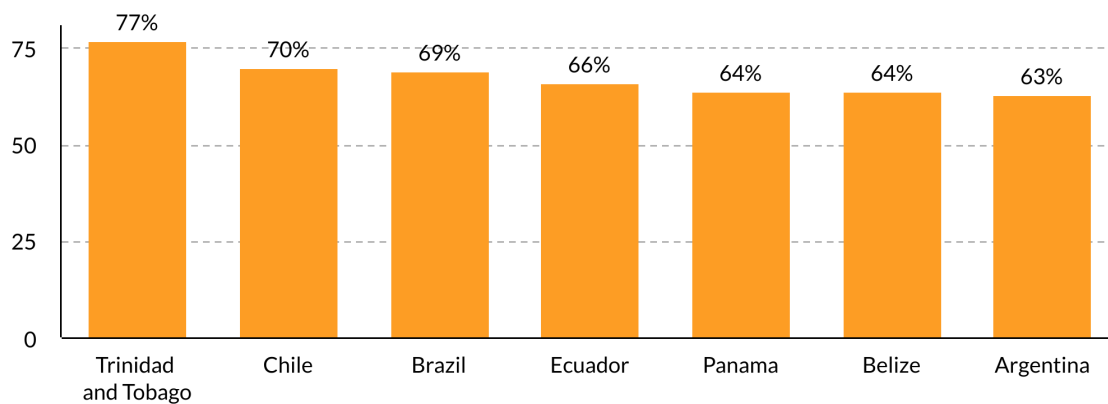
Because the Peoples' Climate Vote used a new and unconventional approach to survey people through gaming advertisement on mobile phones, the poll included a large number of young people. With responses from over 550,000 people under the age of 18, this section takes an in-depth look at young peoples' belief in the climate emergency on a regional basis.

## Under-18s in Latin America and Caribbean

**Countries surveyed:** Argentina, Belize, Brazil, Chile, Ecuador, Panama, and Trinidad and Tobago

A substantial majority (>70%) of under-18s in Trinidad and Tobago said that climate change is an emergency, while solid majorities of girls and boys in the other Latin American and Caribbean countries surveyed agreed (Figure 33).

**Figure 33. Public Belief in the Climate Emergency Among Under-18s in Seven Countries in the Latin America and the Caribbean**

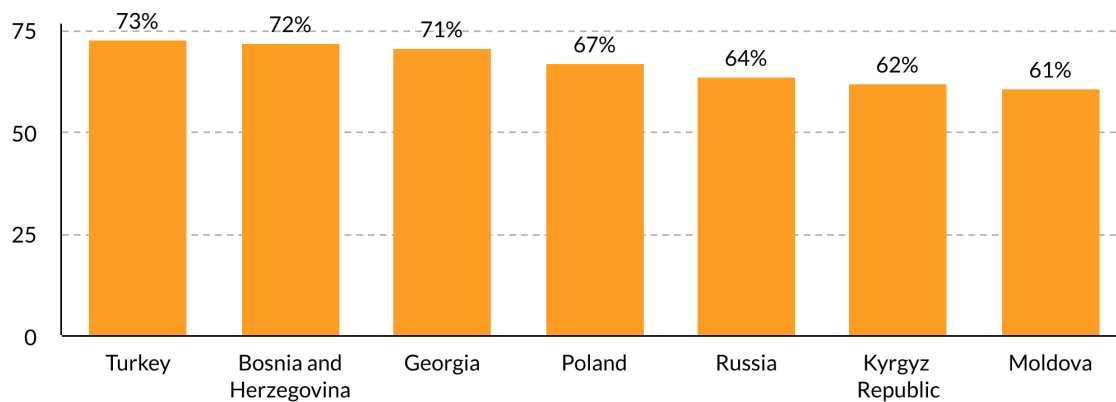


## Under-18s in Eastern Europe and Central Asia

**Countries surveyed:** Bosnia and Herzegovina, Georgia, Kyrgyz Republic, Moldova, Poland, Russia, and Turkey

A substantial majority (>70%) of under-18s in Turkey, Bosnia and Herzegovina and Georgia said that climate change is an emergency, and there are solid majorities elsewhere (Figure 34).

**Figure 34. Public Belief in the Climate Emergency Among Under-18s in Seven Countries in Eastern Europe and Central Asia**

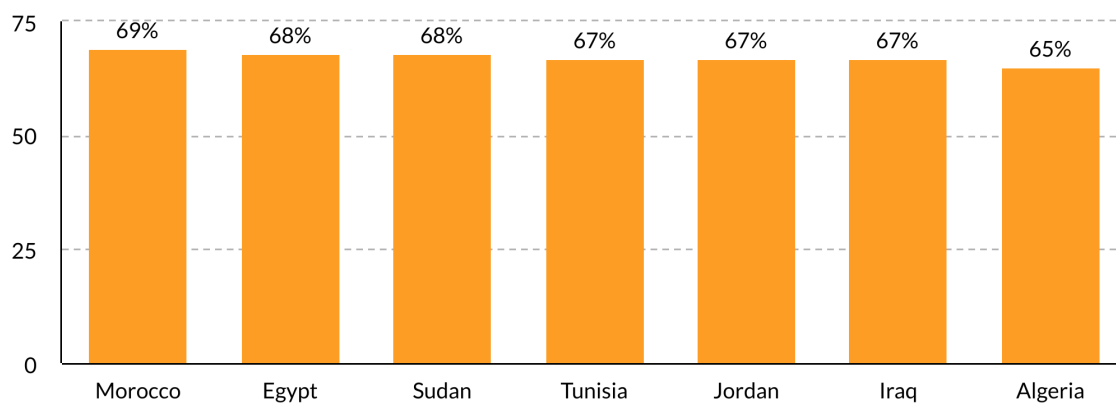


## Under-18s in Arab States

**Countries surveyed:** Algeria, Egypt, Iraq, Jordan, Morocco, Sudan and Tunisia

Support for the climate emergency among under-18s was consistent across all Arab States surveyed (Figure 35).

**Figure 35. Public Belief in the Climate Emergency Among Under-18s in Seven Countries in the Arab States**

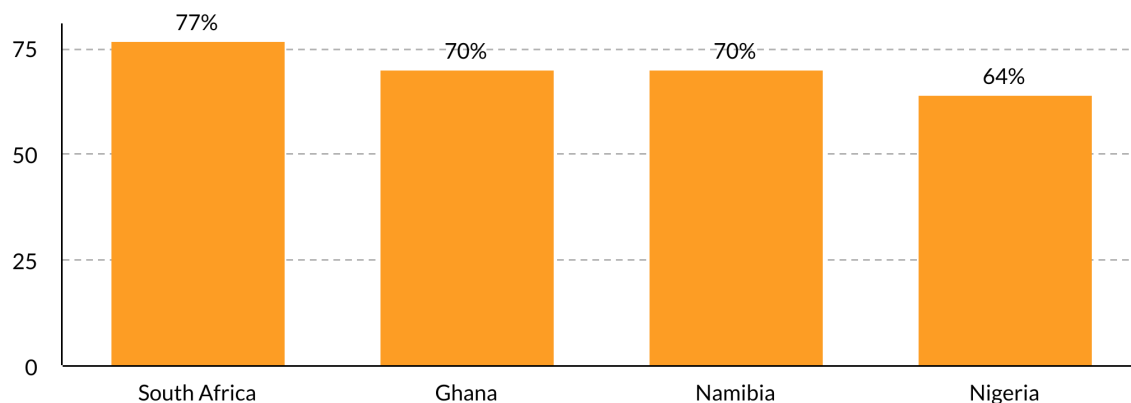


## Under-18s in Sub-Saharan Africa

**Countries surveyed:** Ghana, Namibia, Nigeria and South Africa

A substantial majority (>70%) of under-18s in South Africa, Ghana, and Namibia said that climate change is an emergency, and there was solid majority support (64%) in Nigeria (Figure 36).

**Figure 36. Public Belief in the Climate Emergency Among Under-18s in Four Countries in Sub-Saharan Africa**

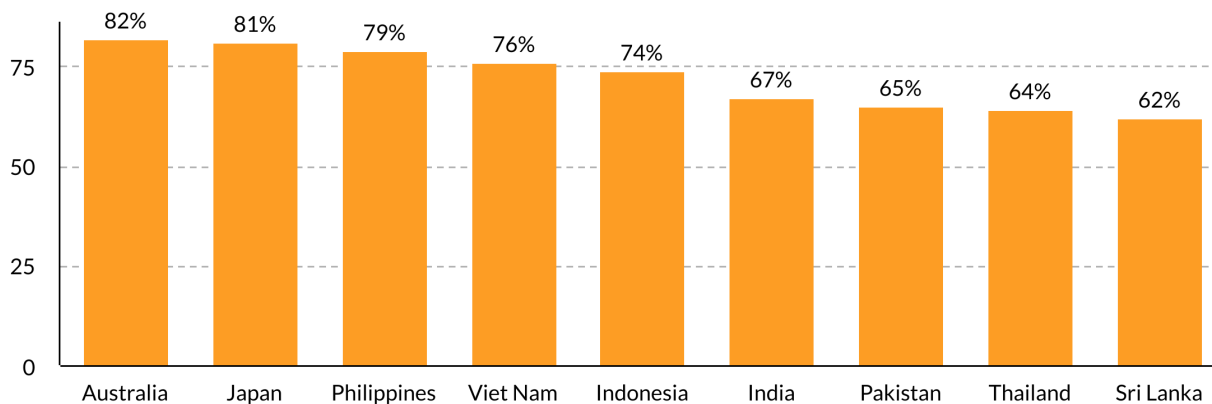


## Under-18s in Asia and the Pacific

**Countries surveyed:** Australia, India, Indonesia, Japan, Pakistan, Philippines, Sri Lanka, Thailand, and Viet Nam

A substantial majority (>70%) of under-18s in Australia, Japan, Philippines, Viet Nam, and Indonesia said that climate change is an emergency, and there were solid majorities among under-18s elsewhere (Figure 37).

**Figure 37. Public Belief in the Climate Emergency Among Under-18s in Nine Countries in Asia and the Pacific**

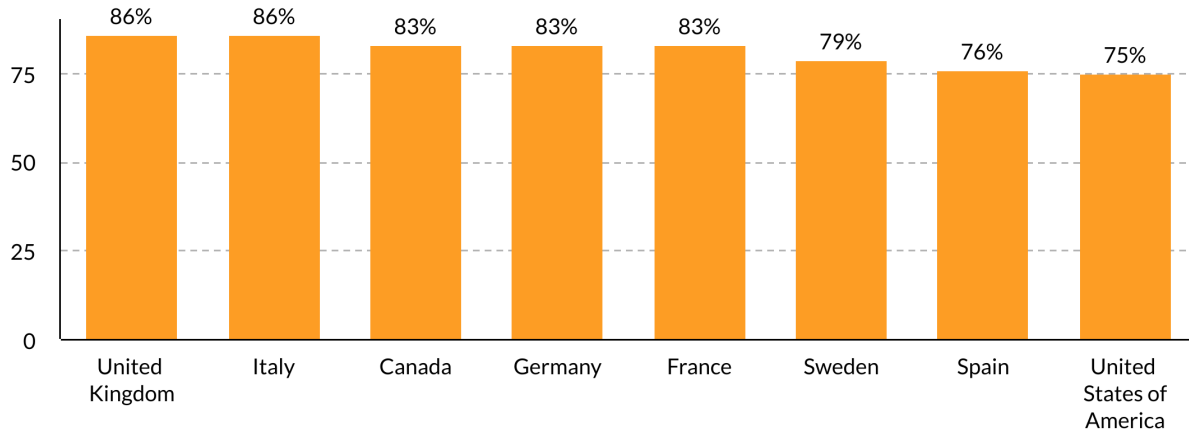


## Under-18s in Western Europe and North America

**Countries surveyed:** Canada, France, Germany, Italy, Spain, Sweden, United Kingdom, and United States.

There were substantial majorities of under-18s (>70%) supporting the idea of a climate change as an emergency in all countries surveyed (Figure 38).

**Figure 38. Public Belief in the Climate Emergency Among Under-18s in Eight Countries in Western Europe and North America**





PART FIVE

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# Survey Methodology

While numerous surveys measure belief in climate change in developed countries, UNDP wanted to reach new audiences and poll countries where less was known about public opinion. Given UNDP's unique role in supporting 115 countries to develop their national pledges under the Paris Agreement through its flagship **Climate Promise** initiative, it also wanted to help governments to gauge public sentiment on specific policy solutions that could be at the heart of those national pledges.

The Peoples' Climate Vote involved two "big picture" questions followed by six policy questions where the respondent could select up to three preferences per question (18 total). For demographic information, respondents were asked to identify their gender from male, female or "X", their age as under-18, 18-35, 36-59, or 60+, and when they left their education.

The first two "big picture" questions asked the respondent if they thought climate change was a global emergency and, if so, the urgency of action required to address it. The second part of the survey asked respondents which of the 18 policies they favoured to tackle climate change. The policy options were framed around six of the most impactful solution areas: energy, economy, transportation, farms and food, protecting people, and nature. The content draws from the SDGs, portfolio and approaches by the United Nations and UNDP, and analyses conducted by the IPCC and NASA, and NGOs such as Project Drawdown. The content was simplified to enable mass participation and reviewed by some of the world's leading experts on climate policy.

## Survey delivery

The Peoples' Climate Vote used an entirely new way of polling developed by UNDP and partners. The survey was distributed to people via advertising on mobile gaming networks. This meant invitations to participate popped up as adverts when people were playing the most popular mobile games. Nearly 4,000 apps were targeted including games that are popular internationally, such as Words with Friends, Angry Birds, Dragon City, Temple Run, or Subway Surfers, as well as those that are popular locally. Instead of seeing a traditional advert in their game, the player would be invited to participate in the Peoples' Climate Vote. The look and feel of the vote was developed as an inviting, fun, and playful way for people to send a message to world leaders.

The adverts were placed randomly and served only once to each individual by the mobile gaming advertising network. No personally identifiable information was collected by UNDP or any Mission 1.5 partner. With 30.7 million invitations were issued, the survey yielded 1.4 million responses, a response rate of 4.6% across the 50 countries. This report is based on analysis of the 1.22 million respondents who answered all three demographic questions and at least the first question on climate change.

## Processing

As there were more responses from some demographic groups than others, the raw “votes” from the survey were not representative of the population of any of the participating countries. An expert team from the University of Oxford weighted (or rebalanced) the data to generate estimates to be as representative as possible of the joint distribution of age, gender and education in each country. These more representative estimates can reveal much about public opinion in participating countries or groupings of countries. All cross-country averages were population-weighted, and so these results are strongly influenced by larger countries such as India.

For the first two “big picture” questions about the climate emergency and urgency of climate action, there are representative results for 37 countries. In a further 10 countries, it was not possible to produce reliable estimates for the whole population, but it was possible to produce reliable estimates for certain sections of the population (e.g. under-18s, 18-35s, post-secondary education, etc.) depending on the country.<sup>10</sup> In three countries<sup>11</sup>, the data were insufficient to publish reliable country or sub-group results.

For current national population breakdowns by age and gender, the 2020 projected figures from the 2019 revision of the UN Department of Economic and Social Affairs’ Population Division ‘World Population Prospects’ report (United Nations Population Division 2019) were used. Estimates of the numbers of people for each level of education come from the 2020 projections from the Wittgenstein Centre for Demography and Global Human Capital (2018), using International Standard Classification of Education (ISCED) levels, for different combinations of age and gender within each country.

To reconcile the different measures of education from the Peoples’ Climate Vote and the Wittgenstein Centre data, it was necessary to estimate the approximate level of education for each respondent using information on the age the respondent left education, and their actual age. The respondent was asked what year they left school and the following mapping was applied:

- Never attended school --> Never attended school (ISCED level 0)
- Left school aged less than 12 --> Primary level education (ISCED level 1)
- Left school aged 12 to 19 --> Secondary level education (ISCED levels 2 and 3)
- Left education aged 20 or over --> Post-secondary level education (ISCED levels 4+)
- Still in education and under 18 years of age --> Secondary level education (ISCED levels 2 and 3)
- Still in education and 18 years or older --> Post-secondary level education (ISCED levels 4+)

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<sup>10</sup> Belize, Bhutan, Cote d’Ivoire, Democratic Republic of Congo, Ghana, Mozambique, Namibia, Sri Lanka, Sudan, Trinidad and Tobago, and Uganda.

<sup>11</sup> Benin, Djibouti, and Fiji.



Overall population estimates are for the resident population of each country that is over 14 years old and identifies as either male or female. The survey did not ask respondents precisely how old respondents were. All those who were under 18 are assumed to have been over 14. This means that the opinions of any respondents who were 14 or under are treated as if they were equivalent to those of 15- to 17-year-olds for the purposes of overall population weighting.

Those who said their gender was “X” (i.e., not identifying as male or female) are not included in the published estimates because the target demographic data from the UN and Wittgenstein data does not provide population estimates for the size of non-binary populations within each country. However, the attitudes to climate change of those giving gender as “X” within the Peoples’ Climate Vote were very similar to those of respondents who identified as male or female.

In some countries, there were difficulties reaching enough people from more difficult-to-reach sub-populations, typically older groups and those with only primary or no formal education.

To ensure the integrity of published estimates, sampling targets were generated for all possible combinations of age group, gender, and education level, based on the groups used for weighting. It was expected that the survey would elicit responses from a minimum target number for each such age-gender-education combination. Those minimum targets were based on a perfectly representative sample of 2,000 people from a given country.

For any given survey question, no overall estimates of public opinion for a country are published unless the numbers of respondents answering that question and all three demographic questions meet all the age-gender-education sampling targets within 30% or within 20 people, or there are at least 35 respondents for any given age-gender-education combination. The latter criterion implies some large weighting in certain instances, but the response distributions are sufficiently regular that the weighting makes relatively little difference to the overall figures.

If those conditions were met and overall estimates are published for a question, estimates for sub-populations (defined by age or gender or education level) are also published if there is an adequate number of respondents for the estimates to be a reliable guide to how that group differs from the overall population. For this, the number of respondents was at least 250. Also, we do not publish figures for very small groups: ones that constitute less than 3% of the population aged over 14.

In some countries, adequate samples of sub-populations were achieved even though the requirements for publishing overall population estimates were not met. For these, estimates of the response distribution for a question for a particular demographic group are published if all the sampling targets have been met within that group and the total number of respondents is at least 500. This means, for instance, that some countries have published estimates of opinion on certain questions for, say, under 18-year-olds, if there are sufficient numbers of them for each combination of gender and education based on the sampling targets.

The margin of error for percentages quoted in this report will technically vary according to the sample size for the particular question, country and group being discussed. As a general rule for the country-level data, margins of error are no larger than + or - two percentage points. For differences between countries, or genders, gaps of five points or more are significant.

Some of the respondents who answered the initial questions (about belief in a climate emergency and preferences for speed of global action) did not go on to answer further questions about their views on which climate policies their country should pursue. Those who answered the policy questions were somewhat more likely, than those who did not, to have said in the initial questions that they believed in a climate emergency and that the world should do everything necessary about it. Some of this attrition is already accounted for by the fact that the data is weighted for the joint age-gender-education distribution separately for each climate question. If there were further adjustment for the pattern of attrition, support for the policy options would be no more than one to three points lower than published.

## Country groupings

In this report, the term country, used interchangeably with government, state or economy, does not imply political independence but refers to any territory for which authorities report separate social or economic statistics.

UNDP, together with the UN system, mobilizes international support and advocates for ambitious climate action. With regard to the analysis and results of the Peoples' Climate Vote, we have attempted to provide insights across various groups including economic classification.

In particular, UNDP has a strong commitment to SIDS and LDCs, especially given their high vulnerability to climate change impacts. We have included both groups as a key part of the analysis: LDCs represent the poorest and most vulnerable segment of the international community while **SIDS** are remote from world markets and suffer from climate change and fragile natural environments (Table 1).

The 50 countries in the Peoples' Climate Vote include: Algeria, Argentina, Australia, Belize, Benin, Bhutan, Bosnia and Herzegovina, Brazil, Canada, Chile, DRC, Cote d'Ivoire, Djibouti, Ecuador, Egypt, Fiji, France, Georgia, Germany, Ghana, India, Indonesia, Iraq, Italy, Japan, Jordan, Kyrgyz Republic, Moldova, Morocco, Mozambique, Namibia, Nigeria, Pakistan, Panama, Philippines, Poland, Russia, South Africa, Spain, Sri Lanka, Sudan, Sweden, Thailand, Trinidad and Tobago, Tunisia, Turkey, Uganda, United Kingdom, United States, and Viet Nam.

The main group used are according to UNDP's operational regions (Table 2) and by the World Bank Group's income group classification (Table 3). The income groups are divided into two groups of middle-income (includes lower-middle and upper-middle) and high-income (or sometimes referred to as developed countries). Income is measured using gross national income (GNI) per capita, in United States dollars, converted from local currency using the **World Bank Atlas method**.

Please see below the categorization of countries within the Peoples' Climate Vote. We have attempted to provide a balanced analysis and hope to make all reliable estimates available so others can continue to aggregate, group, and identify further insights. Additionally, as described previously, representative results are not available for all 50 countries surveyed.

Note that groups will have overlapping countries.

**Table 1: LDCs and SIDS participating in the People’s Climate Vote**

UN GROUP	COUNTRIES PARTICIPATING IN PEOPLE’S CLIMATE VOTE
LDCs	Benin, Bhutan, DRC, Djibouti, Mozambique, Sudan, Uganda
SIDS	Belize, Fiji, Trinidad and Tobago

**Table 2: Countries categorised according to UNDP’s operational regions**

UNDP OPERATIONAL REGION	COUNTRIES PARTICIPATING IN PEOPLE’S CLIMATE VOTE
Sub-Saharan Africa	Benin, DRC, Cote d'Ivoire, Ghana, Mozambique, Namibia, Nigeria, South Africa, Uganda
Arab States	Algeria, Djibouti, Egypt, Iraq, Jordan, Morocco, Sudan, Tunisia
Asia and the Pacific	Australia, Bhutan, Fiji, India, Indonesia, Japan, Pakistan, Philippines, Sri Lanka, Thailand, Viet Nam
Eastern Europe and Central Asia	Bosnia and Herzegovina, Georgia, Kyrgyz Republic, Moldova, Poland, Russia, Turkey
Latin America and the Caribbean	Argentina, Belize, Brazil, Chile, Ecuador, Panama, Trinidad and Tobago
Western Europe and North America	Canada, France, Germany, Italy, Spain, Sweden, United Kingdom, United States

**Table 3: Countries classified as high-income and middle-income by World Bank**

INCOME LEVEL	COUNTRIES PARTICIPATING IN PEOPLE’S CLIMATE VOTE
High-income	Australia, Canada, Chile, France, Germany, Italy, Japan, Panama, Poland, Spain, Sweden, Trinidad and Tobago, United Kingdom, United States
Middle-income	Algeria, Argentina, Belize, Benin, Bhutan, Bosnia and Herzegovina, Brazil, Ecuador, Cote d'Ivoire, Djibouti, Egypt, Fiji, Georgia, Ghana, India, Indonesia, Iraq, Jordan, Kyrgyz Republic, Moldova, Morocco, Namibia, Nigeria, Pakistan, Philippines, Russia, South Africa, Sri Lanka, Thailand, Tunisia, Turkey, Viet Nam



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