

GLOBAL PUBLIC CONFIDENCE STUDY 2023

Report On Climate Confidence

Part of the IRIS Network



@behaviourandattitudes



Behaviour & Attitudes



@banda_ie

Introduction

Behaviour & Attitudes (B&A) is part of the IRIS Global Network of Research Institutes.

The 2023 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

This report presents the climate results. Separate reports address views on economic confidence, and on healthcare.

Nearly **19,000 people were surveyed across 27 countries** (18,688).

Fieldwork was completed during February, March, and April 2023 (with one additional country added in June).

A nationally representative sample of 500 to 1,000 adults was interviewed in each country, with 1,000 interviewed in Ireland.

Data was collected online in 25 countries, by telephone (CATI) in Turkey and in-person (TAPI) in Bulgaria.

Participating Countries

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

Australia			France			Japan			South Korea		
Austria			Finland			Lithuania			Spain		
Brazil			Greece			Mexico			Switzerland		
Bulgaria			India			Netherlands			Turkey		
Canada			Indonesia			Panama			UK		
Colombia			Ireland			Poland			USA		
Germany			Italy			Romania					

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1. Executive Summary



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B&A

Delve Deeper



Ireland ranks **lowest** of all countries surveyed in terms of being worried/very worried about climate change. While a healthy majority (69%) do express angst, our opinions may be tempered somewhat by not directly experiencing (yet) the more visceral signs of climate change when compared to other nations.

Over half (52%) in Ireland believe that climate change is a very serious issue for **our planet**, but just 44% see this as an immediate threat to our own country and one third (33%) to the area where they live. These results are on a par with the study averages, and the UK.

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.

Ireland ranked mid-table in terms of whether the impact of climate change can be prevented – one in five (19%) believe it is too late, versus 53% saying we still have time to remedy the situation. The majority in most countries still feel it is not too late, with Spain (88%), Indonesia (82%) and Turkey (76%) more likely to hold this opinion.

Just one in four Irish citizens (25%) believe we will **never** achieve a net zero emission (NZE) economy in our own country, compared to an average of 38% across the countries surveyed, suggesting a *relative* degree of optimism in Ireland. Similarly, just three in ten (31%) of us believe the world will never achieve the same, significantly below the study average of 43%. However, about 1 in 3 of Irish people and global are unsure as to whether targets will be achieved.

That said, we are pragmatic about when this will be achieved – just 18% of Irish people feel net zero emissions will happen in our country by 2050, versus 22% globally. Likewise, in terms of the planet, just one in ten of Irish people are confident of attaining NZEs by 2050; below the global norm of 15%.

The Irish are above the global average in believing that developing clean/renewable energy should be a top priority (55% indeed versus 50% globally).

Asked how important the development of renewable energy should be for their country, overall, 50% consider this a top priority. That reaches eight in ten in Mexico and Panama, and two in three in Brazil, Columbia, India, Romania and Italy. Small proportions rate this a top priority in Bulgaria, Turkey, Lithuania, and the Netherlands.

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 packaging, limiting use of plastics, reducing CO2 emissions and reducing energy or water waste, would definitely affect their decision. The proportions vary considerably across countries. Amongst these factors, reducing CO2 emissions is the least influential on the purchase decision.

In terms of Irish pre-disposition to choosing companies who actively implement sustainable policies, Ireland is generally mid-table compared to other countries. In terms of the proportion in Ireland, is definitely influenced when a company:

- Reduces/minimises packaging/uses recycled packaging = 46% (49% globally)
- Limits its use of plastic 43% (41% globally)
- Reduces energy/water waste = 38% (43% globally)
- Decreases/eliminates CO2 emissions = 33% (37% globally).

2. Climate Outlook



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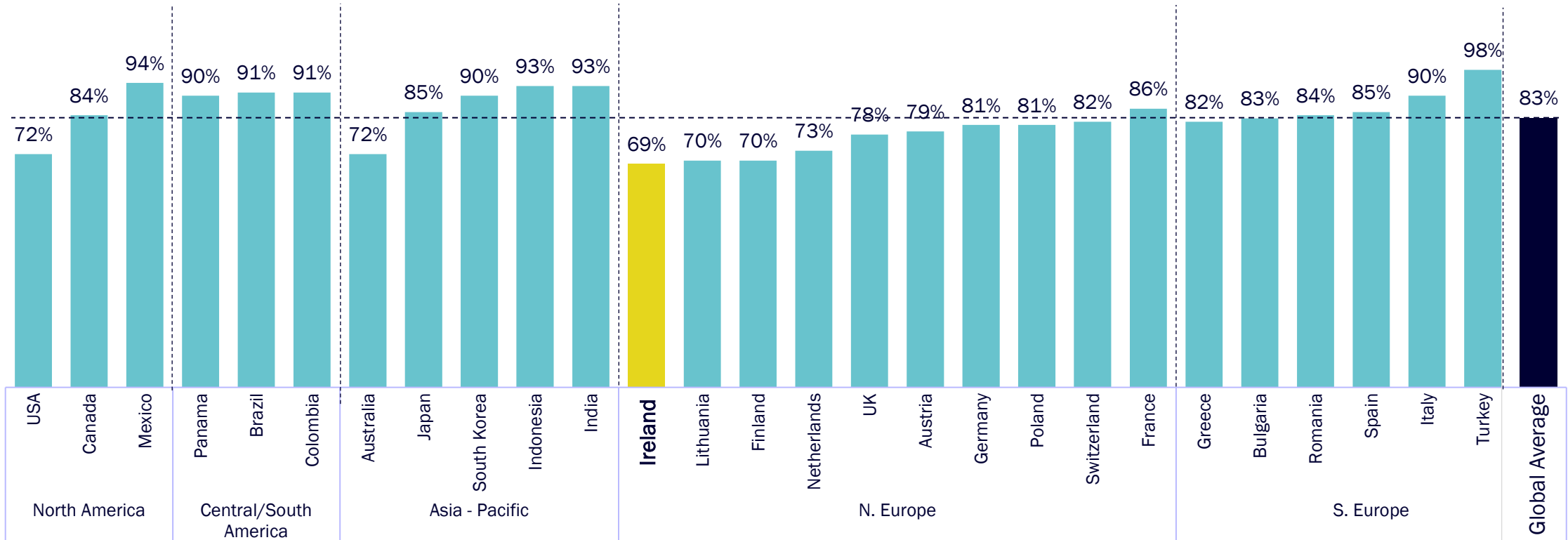
B&A

Delve Deeper

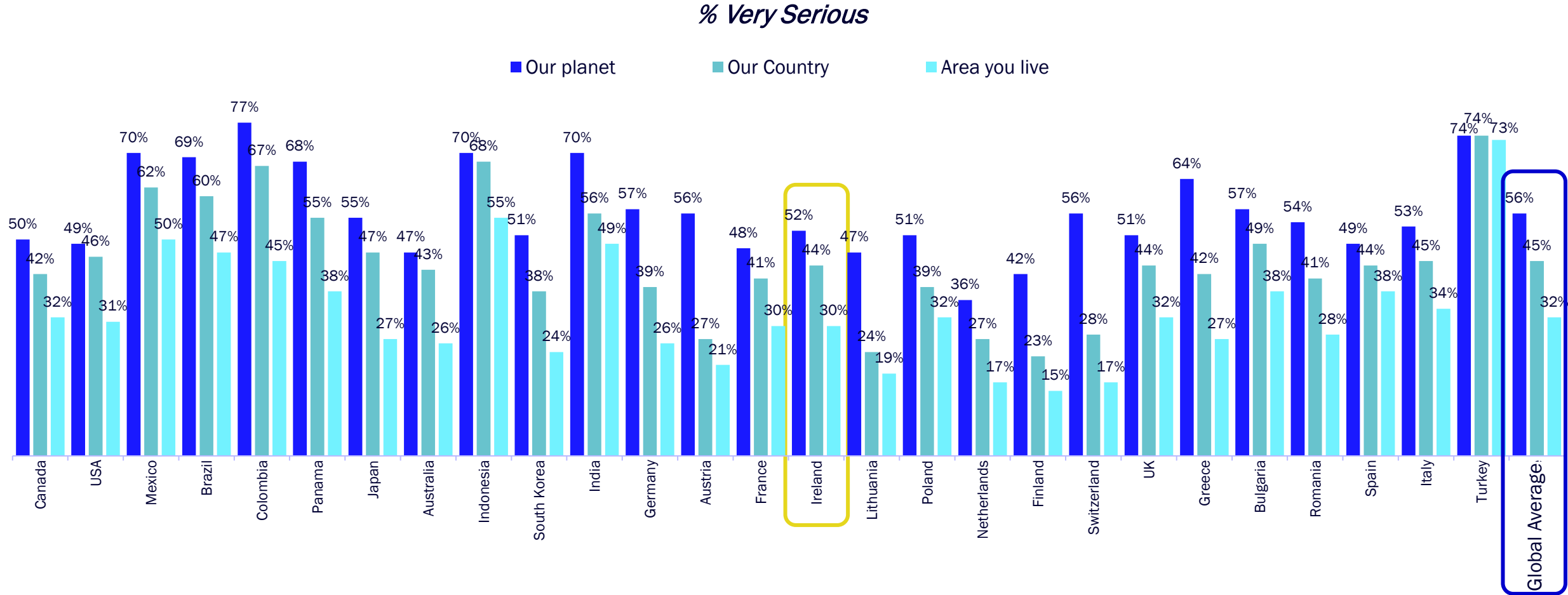


Concern about climate change

% 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?**

Q. How serious a problem or not do you consider climate change for... **our country?**

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

Negative impacts due to climate change

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

% Yes



Highest in....

India	41%
Switzerland	35%
Italy	35%
Austria	34%
France	34%
Finland	28%
Panama	27%
Germany	27%

Ireland 19%
Joint 4th lowest

% No



Highest in....

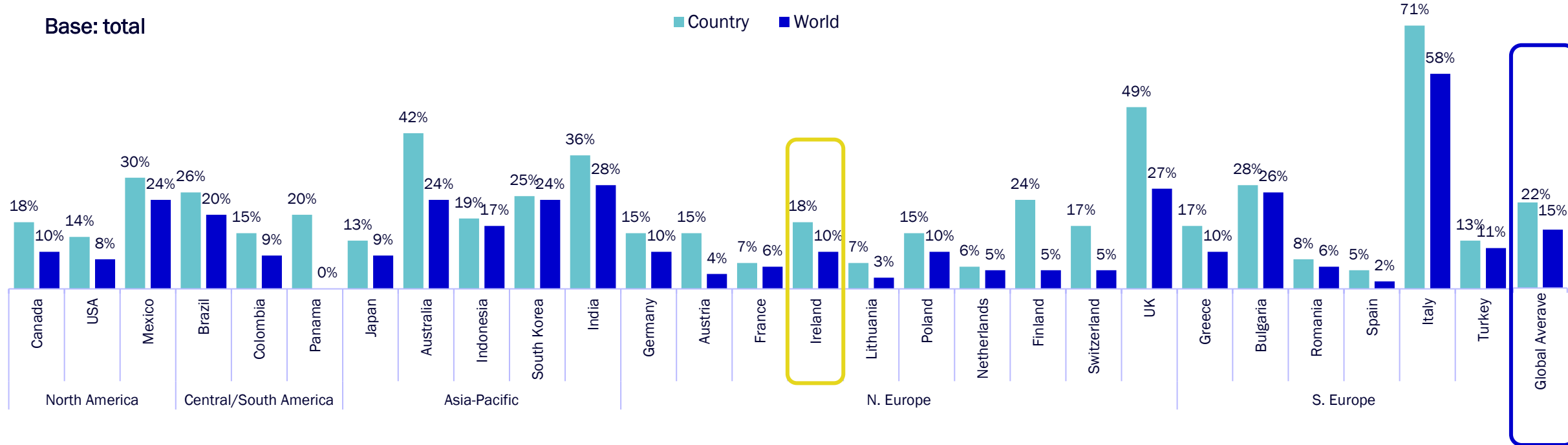
Spain	88%
Indonesia	82%
Turkey	76%
Colombia	70%
Mexico	68%
Brazil	68%
South Korea	58%
Greece	57%

Ireland 53%
Ranked 17th

Planning for 2050

Few in any country think we are on track for 2050

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

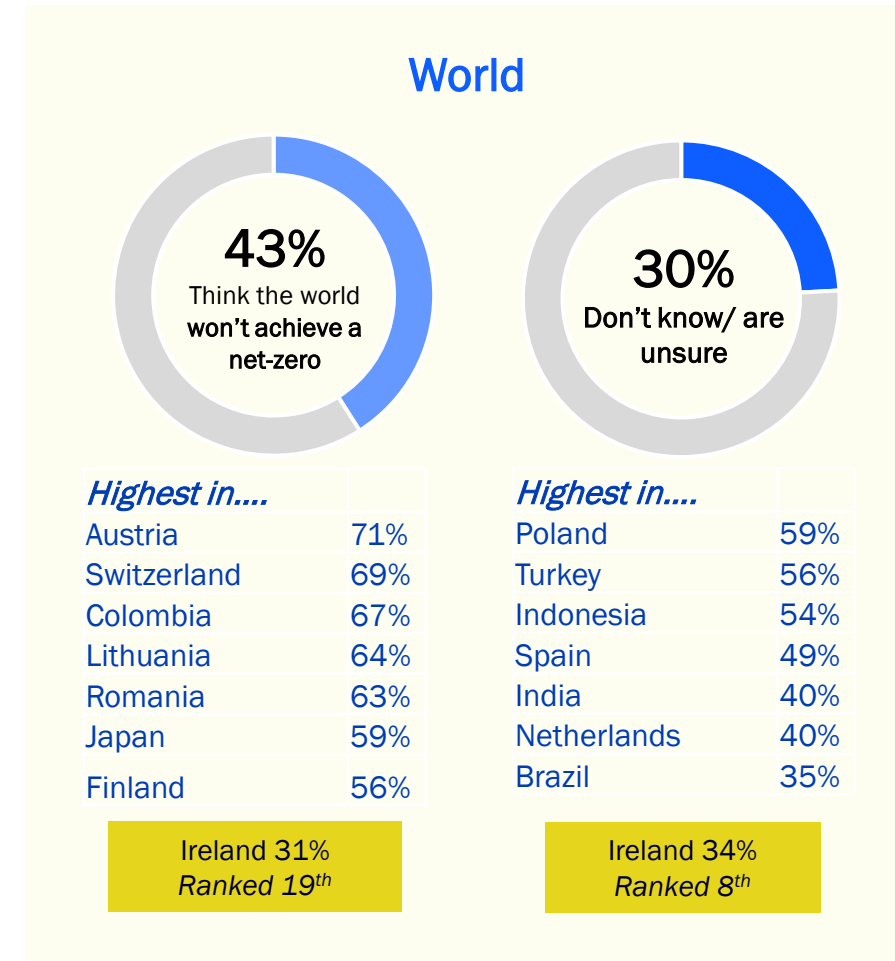
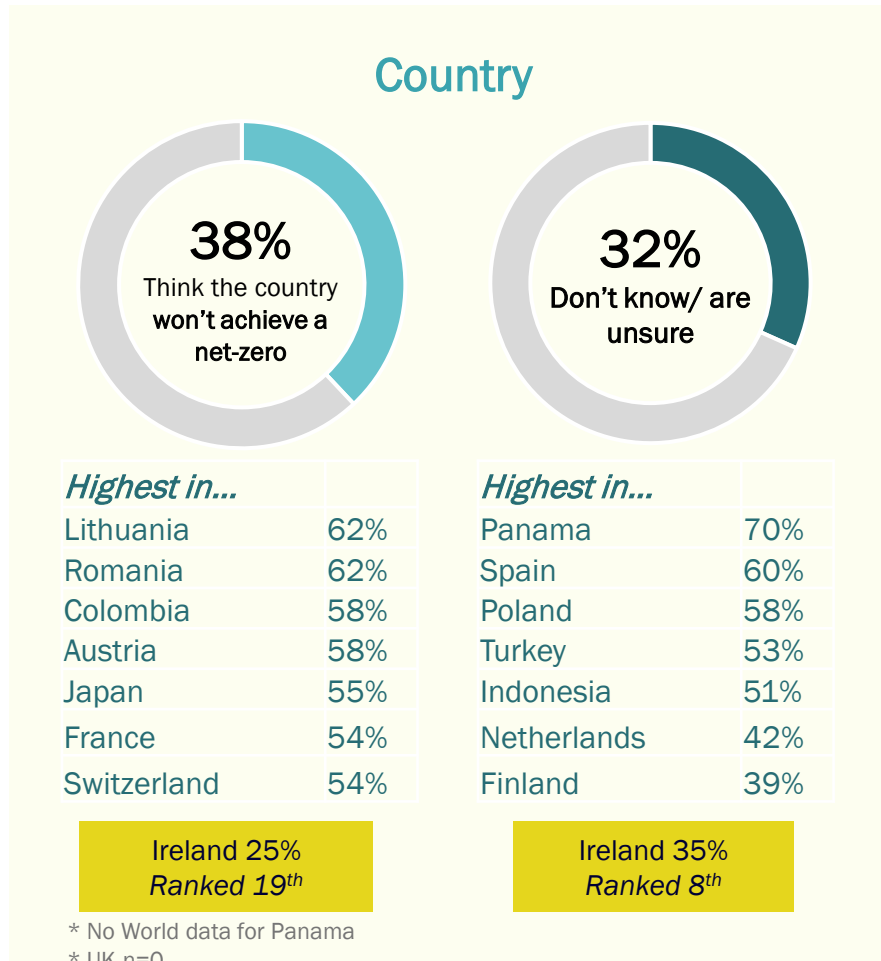


Q. Based on current progress, in what year, if ever, do you think the **country** you live in will achieve a net-zero emissions economy?

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

Net-Zero Emissions

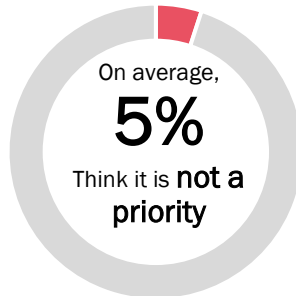
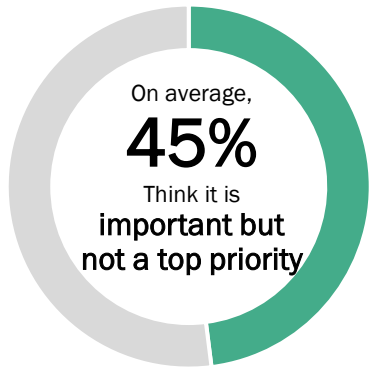
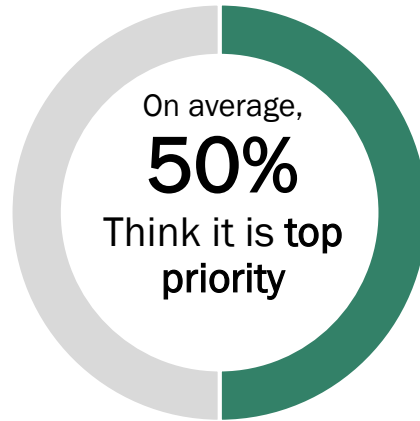
What year will a net-zero emissions economy be achieved?



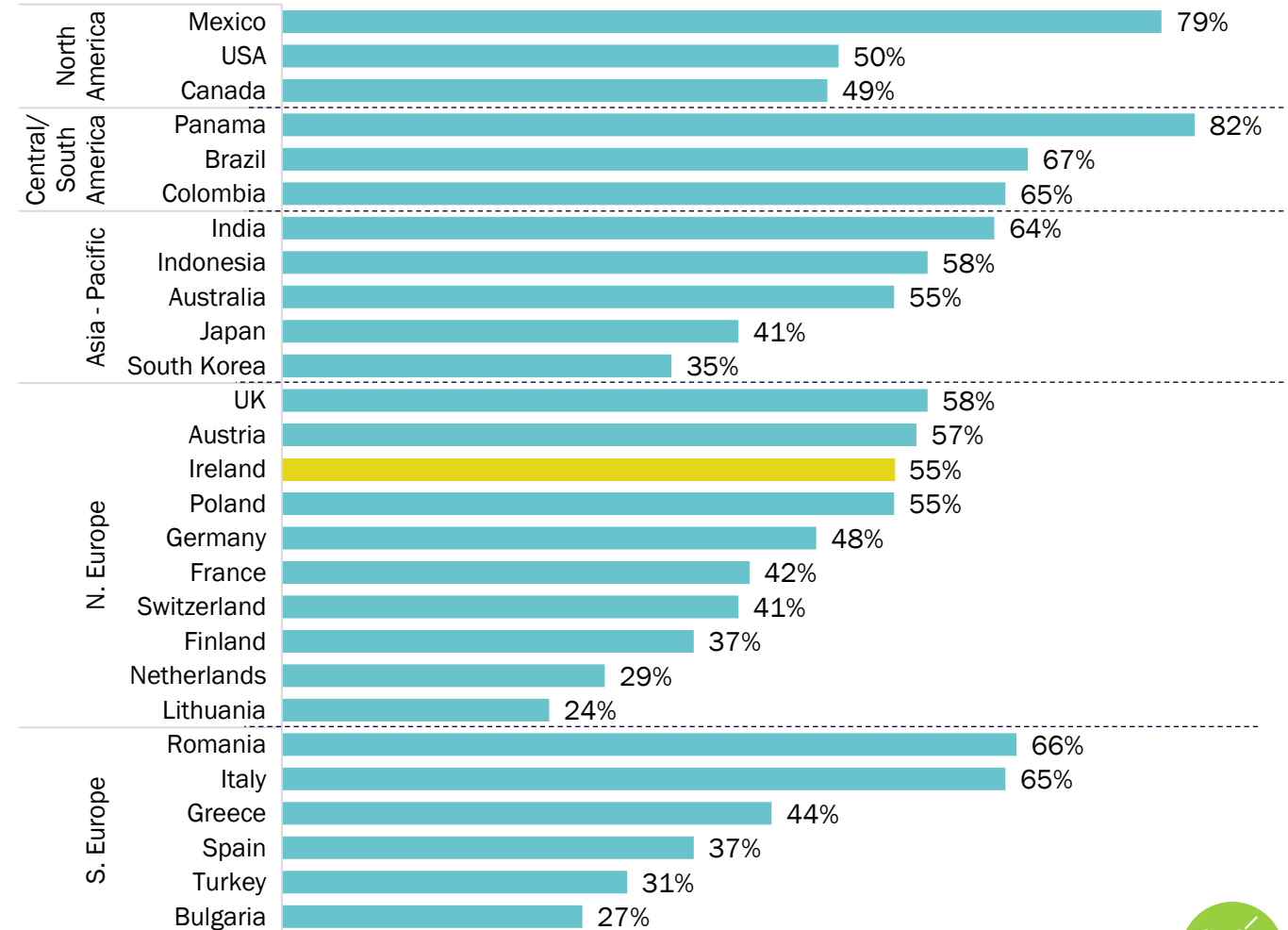
Q. Based on current progress, in what year, if ever, do you think the country you live in will achieve a net-zero emissions economy?

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

Clean/Renewable energy



% of top priority

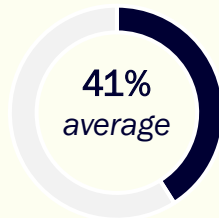


3. Sustainability Impact On Purchase Decisions



Sustainability impact on purchase

Reduces/minimizes
packaging/uses recyclable
packaging



Higher in....

Colombia	67%
Indonesia	64%
Panama	62%
Turkey	61%
Brazil	58%
Mexico	57%
Switzerland	54%

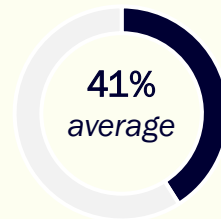
Lowest in....

Japan	12%
South Korea	14%
Lithuania	18%
Netherlands	22%

% of Definitely

Ireland 46%
Ranked joint 10th

Limits use of plastics



Higher in....

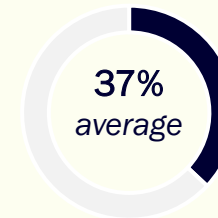
Indonesia	66%
Panama	63%
Colombia	62%
Turkey	60%
Mexico	60%
India	58%
Brazil	52%

Lowest in....

Japan	13%
South Korea	14%
Lithuania	20%
Netherlands	30%

Ireland 43%
Ranked joint 17th

Decreasing/eliminating CO2
emissions



Higher in....

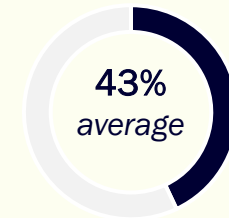
Indonesia	72%
Spain	68%
Turkey	59%
Colombia	58%
Panama	52%
Mexico	52%

Lowest in....

Japan	14%
South Korea	15%
Lithuania	18%
Netherlands	21%

Ireland 33%
Ranked 19th

Reduces energy/water
waste



Higher in....

Indonesia	74%
Panama	68%
Colombia	68%
Brazil	64%
Mexico	61%
India	58%
Turkey	57%

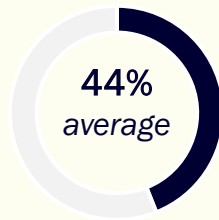
Lowest in....

Japan	15%
South Korea	18%
Lithuania	23%
Finland	30%

Ireland 38%
Ranked 22nd

Sustainability impact on purchase

Uses natural ingredients/
raw materials



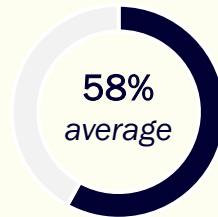
Higher in....

Indonesia	69%
Colombia	63%
Romania	63%
Turkey	61%
Mexico	60%
India	59%
Panama	58%

Lowest in....

South Korea	10%
Japan	13%
Netherlands	15%
Lithuania	33%

Products are healthy/safe to
use



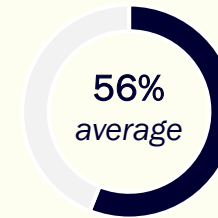
Higher in....

Indonesia	87%
Spain	85%
Brazil	71%
Colombia	71%
India	70%
Greece	68%
Romania	68%
Panama	68%

Lowest in....

Japan	25%
South Korea	39%
Lithuania	43%
Netherlands	45%

Products are clean/no
chemicals/toxins



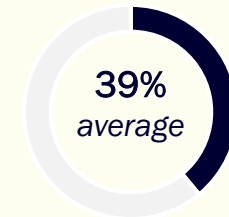
Higher in....

Indonesia	88%
Spain	77%
Colombia	69%
Romania	68%
Greece	67%

Lowest in....

Japan	20%
Netherlands	39%
South Korea	44%
Lithuania	46%

Makes biodegradable
products



Higher in....

Indonesia	78%
Colombia	63%
Mexico	62%
Turkey	59%
India	56%
Brazil	56%
Panama	51%

Lowest in....

Japan	12%
Netherlands	20%
South Korea	20%
Lithuania	23%

% of Definitely

Ireland 41%
Ranked joint 19th

Ireland 58%
Ranked joint 18th

Ireland 49%
Ranked 25th

Ireland 37%
Ranked joint 16th



MARKET
RESEARCH
WORLDWIDE

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)



IRIS NETWORK
GLOBAL ECONOMIC CONFIDENCE STUDY
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Thank You



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