Toward a More Sustainable World
A global study of public opinion

Presented to the World Economic Forum by SAP + Qualtrics
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Survey methodology

Building on a similar 2019 study, SAP Qualtrics conducted a new survey of more than 10,500 respondents across 30 countries that comprise approximately 76% of the global population.

- **LENGTH OF INTERVIEW**: 18 minutes (median)
- **SURVEY TYPE**: Attitudinal
- **SURVEY FIELDED**: January 2-13, 2020
- **PANELISTS**: Online, general population
- **RESPONSES**: 10,501 participants across 30 countries

Worldwide targeted sample of adults (ages 18+) drawn from standing online research panels.

Sample stratified to ensure representation across 8 regions; countries selected on size within region (by population) and panel availability.

Quotas based on country-specific age, gender, and education distributions.
Represented countries & regions

- **Western Europe**
  - France (n=315)
  - Germany (n=315)
  - Italy (n=315)
  - Spain (n=214)
  - United Kingdom (n=315)

- **Sub-Saharan Africa**
  - Kenya (n=210)
  - Nigeria (n=412)
  - South Africa (n=211)

- **Middle East & North Africa**
  - Algeria (n=207)
  - Egypt (n=419)
  - Morocco (n=209)
  - Saudi Arabia (n=210)
  - Turkey (n=420)

- **Eastern Europe & Central Asia**
  - Poland (n=315)
  - Romania (n=313)
  - Russia (n=527)
  - Ukraine (n=320)

- **South Asia**
  - Bangladesh (n=210)
  - India (n=838)
  - Pakistan (n=314)

- **East Asia & Pacific**
  - China (n=839)
  - Indonesia (n=314)
  - Japan (n=316)

- **Latin America & Caribbean**
  - Argentina (n=211)
  - Brazil (n=421)
  - Colombia (n=209)
  - Mexico (n=313)
  - Peru (n=209)

- **North America**
  - Canada (n=315)
  - United States (n=735)
1. Who trusts climate science?
2. How do concerns about the environment shape policy preferences?
3. How can individuals protect the environment?
Who trusts climate science?
More than half of global respondents trust climate science, especially in South Asia. By contrast, approximately 1-in-5 respondents in North America and Eastern Europe/Central Asia express little or no trust.

**QUESTION**
How much do you trust what scientists say about the environment?
Respondents in South Asian countries of India, Bangladesh, and Pakistan exhibit especially high levels of trust in climate science; respondents in Ukraine, Japan, and Russia express much less trust.

**QUESTION**

How much do you trust what scientists say about the environment?

*Percentage saying “a great deal” or “a lot”*
Trust in climate is largely similar to 2019 levels, but some regions exhibit slight declines in the number of respondents expressing “a great deal” or “a lot” of trust.

**QUESTION**
How much do you trust what scientists say about the environment?

*Percentage saying “a great deal” or “a lot”*
Majorities in every region blame global warming on human activity, but more than 30% of respondents in North America and East Asia/the Pacific blame natural patterns.

**QUESTION**
Which of the following statements comes closest to your view of global warming?
How do concerns about the environment shape policy preferences?
Super-majorities in every region of the globe think “government should do more to protect the environment even if it causes some harm to jobs and business.”

**QUESTION**
Which comes closer to your view, even if neither is exactly right?
Widespread support for government-led protection of the environment is nearly unchanged from one year ago.

**QUESTION**
Which comes closer to your view, even if neither is exactly right?

*Percentage saying “government should do more to protect the environment even if it causes some harm to jobs and business”*
On average, respondents are nearly twice as likely to assign priority to the environment rather than economic growth. Respondents in South Asia assign the greatest priority to the environment.

**QUESTION**

With which of the following statements about the environment and the economy do you most agree?
More than half of respondents in India and Turkey see protection of the environment as more important than economic growth. Respondents in Ukraine, Russia, and Japan least often say the same.

**QUESTION**

With which of the following statements about the environment and the economy do you most agree?

*Percentage saying “Protection of the environment should be given priority, even it slows down economic growth”*
With the exception of South Asia, most respondents around the globe think their country is doing too little to protect the environment.

**QUESTION**

When it comes to laws and regulations to protect the environment, would you say the government of [your country] is doing too much, too little, or just enough?
Attitudes about the role of government are consistent over time: within each region there is similarly strong interest in government action in 2019 and 2020.

**QUESTION**
When it comes to laws and regulations to protect the environment, would you say the government of [your country] is doing too much, too little, or just enough?

*Percentage saying “too little”*
Taxes on polluters are widely popular: super majorities of respondents in every global region “somewhat” or “strongly favor” such policies.

**QUESTION**
Do you favor or oppose policies that put extra taxes on businesses that pollute?
More generally, overwhelming majorities of respondents across the globe see “most government regulations” as necessary. Fewer than half of respondent in each region see regulations as “unnecessary.”

**QUESTION**

Which of the following best describes your view of government regulations?
How can individuals protect the environment?
The world is divided in its view of plastics: 36% of all respondents like plastic packaging, while 41% dislike it. Plastic is especially unpopular among European and Central Asian respondents.

**QUESTION**
Over the past several years companies have relied more on plastics as packaging for their products. Generally speaking, do you like or dislike plastic packaging?
Concerns about plastics vary by region: MENA and South Asian respondents are most worried about human health effects, but North Americans and Western Europeans worry most about the ocean.

**QUESTION**
Which would you say is your biggest concern about plastics? Please select just one response.
A plurality of respondents in every region see replacing plastics with other materials as the best way to reduce harmful effects of plastics; reuse is the least popular solution.

**QUESTION**
What do you think is the best way to reduce harmful effects of plastics in your community?
Despite preferences to recycle or replace plastics, respondents say the biggest motivation to reuse packaging is to reduce harmful effects on the environment, not for convenience or a reduction in price.

**QUESTION**
Some companies use packaging that can be refilled or reused many times. Which factor would most encourage you to seek out reusable packages and containers? Please select just one response.
More generally, there is global consensus that recycling is important: fewer than 5% of respondents in each region reject its importance.

**QUESTION**

Paper, glass, some plastics, and other materials can be recycled or processed in such a way that they can be made new again. How important do you think it is for people like you to recycle what they can?
Respondents see a lack of recycling programs and not knowing how to participate in programs as the biggest barriers to recycling.

**QUESTION**

What do you think keeps people like you from recycling more? Please select just one response.