Global Perspectives on Climate Change: Preliminary Findings from the Gallup World Poll

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Gallup World Poll Methodology

- Annual survey in 150+ countries since 2006
- Over 475,000 respondents so far
- Represent 95% of global population (aged 15 & over)
- Nationally representative random sampling (urban & rural)
  - RDD telephone in countries with 80%+ coverage
  - Face to face (3 stage random sampling)
- Typically $n=1000$
- Questions include a wide range of topics e.g., food & shelter, well-being, politics, values, environment.
- Translated into major local languages (quality review/pilot tests)

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Climate Change Questions

• Four questions on climate change from 2007-2009
  – Self-reported knowledge (awareness)
  – Cause (human vs. natural)
  – Risk perception (personal threat)
  – National government action

• Combined country data across years
“Unaware” of Climate Change

“How much do you know about global warming or climate change?”
(l’ve never heard of it; don’t know; refused)

n = 269,913 in 132 countries (2007-2009)
Self-Reported Knowledge

How much do you know about global warming or climate change?

- **Know Something**
- **A Great Deal**

<table>
<thead>
<tr>
<th>Country</th>
<th>Know Something</th>
<th>A Great Deal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Japan</td>
<td>77</td>
<td>22</td>
</tr>
<tr>
<td>Finland</td>
<td>75</td>
<td>23</td>
</tr>
<tr>
<td>Norway</td>
<td>74</td>
<td>23</td>
</tr>
<tr>
<td>Australia</td>
<td>75</td>
<td>23</td>
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<tr>
<td>UK</td>
<td>78</td>
<td>19</td>
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<tr>
<td>USA</td>
<td>71</td>
<td>25</td>
</tr>
<tr>
<td>Ivory Coast</td>
<td>3</td>
<td>23</td>
</tr>
<tr>
<td>Burundi</td>
<td>2</td>
<td>22</td>
</tr>
<tr>
<td>Niger</td>
<td>4</td>
<td>19</td>
</tr>
<tr>
<td>Ghana</td>
<td>3</td>
<td>20</td>
</tr>
<tr>
<td>Benin</td>
<td>2</td>
<td>19</td>
</tr>
<tr>
<td>Liberia</td>
<td>1</td>
<td>14</td>
</tr>
</tbody>
</table>

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The Unaware in Bangladesh

+ 1.5 metre
18 million people affected
22,000 km² of land submerged

Rajshahi 70%
Dhaka 74%
Khulna 58%
Barisal 68%
Chittagong 67%
Sylhet 72%

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Bangladesh: Climate Change Awareness by Education Level

- Completed elementary or less (up to 8 years): 44 million
- Secondary school: 25 million
- Four years beyond high school: 112,000

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Causes of Climate Change

“Temperature rise is a part of global warming or climate change. Do you think rising temperatures are a result of human activities or a result of natural causes?”

\[ n = 168,684 \text{ in 130 countries} \]

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Climate Change Due to Natural Causes
(Percent of “Aware”)
Major Emitters: Natural Causes

- USA
- UK
- Russia
- Canada
- Indonesia
- Germany
- Mexico
- Brazil
- Malaysia
- Japan

India

China

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Percent of "AWARES"

Millions of People
Risk Perception

“How serious of a threat is global warming to you and your family?”

(percent of the “Aware” that said “very serious”)

\( n = 127,207 \) in 128 countries (2007-2008)

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Major Emitters: Personal Threat

![Bar chart showing the percent of aware individuals in major emitters]

- Brazil: 84%
- Mexico: 66%
- India: 54%
- South Korea: 38%
- Indonesia: 36%
- Malaysia: 31%
- Japan: 30%
- USA: 25%
- UK: 23%
- Germany: 20%
- Russia: 19%
- China: 7%

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Your Government

Do you think the government is doing enough to reduce emissions of gases released by motor vehicles and factories, or not?"

n = 31,913 in 61 countries in 2009

Percent of Aware

<table>
<thead>
<tr>
<th>Response</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes, doing enough</td>
<td>26</td>
</tr>
<tr>
<td>No, not doing enough</td>
<td>62</td>
</tr>
<tr>
<td>(Not applicable - This is not a concern in this country)</td>
<td>2</td>
</tr>
<tr>
<td>(DK)</td>
<td>10</td>
</tr>
</tbody>
</table>
Our government is NOT doing enough.

"Do you think the government is doing enough to reduce emissions of gases released by motor vehicles and factories, or not?"

![Bar Chart]

Percent of Aware

- **Mexico**: 70%
- **Russia**: 68%
- **Japan**: 64%
- **Canada**: 62%
- **Indonesia**: 60%
- **Brazil**: 60%
- **USA**: 52%
- **China**: 48%

Major Emitters

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Summary

• Approximately 40% or 1.9 billion are unaware of climate change. Often the most vulnerable.
• Of those who are “Aware”, most:
  – Understand that climate change is caused by human activities; with some notable exceptions (US & India).
  – Perceive climate change as a personal threat – developing countries more than developed countries, (except China).
  – Want their own government to do more to address climate change.
Concluding Thoughts

Guinean students study under the lights of the Conakry airport parking lot in June, 2008. (Rebecca Blackwell/The Associated Press)

Cook stoves and black carbon. Source: unknown

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research.yale.edu/environment/climate/
International Negotiations: Who should cut emissions first?

“Some people believe that gases from motor vehicles and factories contribute to global warming. Some countries with developed economies like the United States, Germany, and Japan have been emitting these gases for many years; however, emissions are growing quickly in countries with fast-growing economies like China, India, and Brazil. Which group of countries should reduce emissions first?
Emissions First: Major Emitters

$n = 27,449$ in 51 countries in 2009

Percent of Aware

Canada: 77%
USA: 75%
Japan: 66%
Russia: 61%
Brazil: 55%
South Korea: 54%
Mexico: 54%
Malaysia: 48%
China: 44%