

The Trust 10

SPECIAL REPORT: TRUST AND CLIMATE CHANGE

Climate change worries remain high

01

Seventy-seven percent worry about climate change leading to drought, rising sea levels, and other natural disasters.

Governments should take the lead

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Respondents believe that national (54%), state (43%), and local (36%) governments should take the lead in addressing climate change. But 57% say governmental leaders are unwilling to pass tough legislation that would force businesses and individuals to make climate-related changes.

Business is less trusted on climate than government

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Business is nine points less trusted to do what is right on addressing climate change versus in general. NGOs and government are more trusted than business to do what is right on climate change.

Businesses seen as not following through on climate promises

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Sixty-four percent say companies are doing mediocre or worse at keeping their climate commitments in their organization and community.

Mutual skepticism undermines willingness to cooperate

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Most markets, 11 of 14, are not trusted by foreign markets to do what is right in addressing climate change. At the same time, most markets see no need to do more themselves.

There is a gap between how green people are and how green they want to be

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Eighty-five percent say there is a gap between their current lifestyle and how climate-friendly they'd like it to be.

Barriers to sustainable lifestyles

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Among the 85% who say there is a gap between their current lifestyle and how climate-friendly they would like it to be, people say that cost, a lack of information, and the absence of institutional support are some of the reasons why they don't live as climate-friendly as they wish they did.

Businesses earn trust through education

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When business does well educating people about how to reduce their climate impact, the business is 5.6% more likely to be trusted to do what is right to address climate change.

People desire information on solutions

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Fifty-nine percent agree there is not enough reporting in the media about solutions to climate change, and 60% agree it's too difficult to find trustworthy information on the subject.

The majority of people see the benefits of climate solutions for society – but not for themselves

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Institutions leading climate action must show the benefits to individuals, because people recognize the positive impacts of current climate change solutions on a societal level more than on a personal level.