2023 Edelman Trust Barometer

Special Report: Trust and Climate Change

Edelman
Trust Institute

2023 Edelman Trust Barometer Special Report: Trust and Climate Change

Online survey in its 3rd year

Fieldwork conducted: Sep 20 - Oct 4, 2023

14
Countries

13,986
Respondents

1,000+/-
Respondents per country**

Brazil	Canada	China	France	Germany	India	Japan
Mexico	Saudi Arabia	S. Africa	S. Korea	UAE	UK	U.S.

Data collected is representative of the general population across age, gender, region and ethnicity/nationality (where applicable) within each country. For more information on the sample surveyed, please refer to the Technical Appendix.

**The sample size varies by country from 978 to 1,002.
14-country global data margin of error: General population +/- 1.1 percentage points (n=13,986)
Country-specific data margin of error: General population +/- 4.1 percentage points (varies by country based on sample size, n=978 to n=1,002)
Margin of error is calculated at the 99% confidence level

Statistical significance

Indicates a statistically meaningful difference or change in the data that is unlikely to be due to chance or a random fluctuation.

All indicated year-over-year significant changes were determined using a t-test set at a 99%+ confidence level.

Shortened question text

Throughout the report, question text has been edited for readability. The full text for all shortened text is included in the technical appendix.

For full details, please refer to the Technical Appendix

Trust and Climate Change: Fear Alone Fails to Unlock Action

Jan 2021

A top fear worldwide

Climate behind only job loss as top concern

2021 Edelman Trust Barometer

Oct 2021

Little progress seen

Half say climate fight is lost

2021 Edelman Trust Barometer Special Report: Climate Change

Nov 2022

Business less trusted

2 in 3 say doesn't keep climate promises

2022 Edelman Trust Barometer Special Report: Trust and Climate Change

June 2023

Climate action must help me

Personal benefits sell sustainability claims

2023 NYU Stern CSB and Edelman Impact: Effective Sustainability Communications Best Practices Report

Nov 2023

Optimism is the opportunity

Hope and concern drive action

2023 Edelman Trust Barometer Special Report: Trust and Climate Change

Climate Crisis Universally Recognized

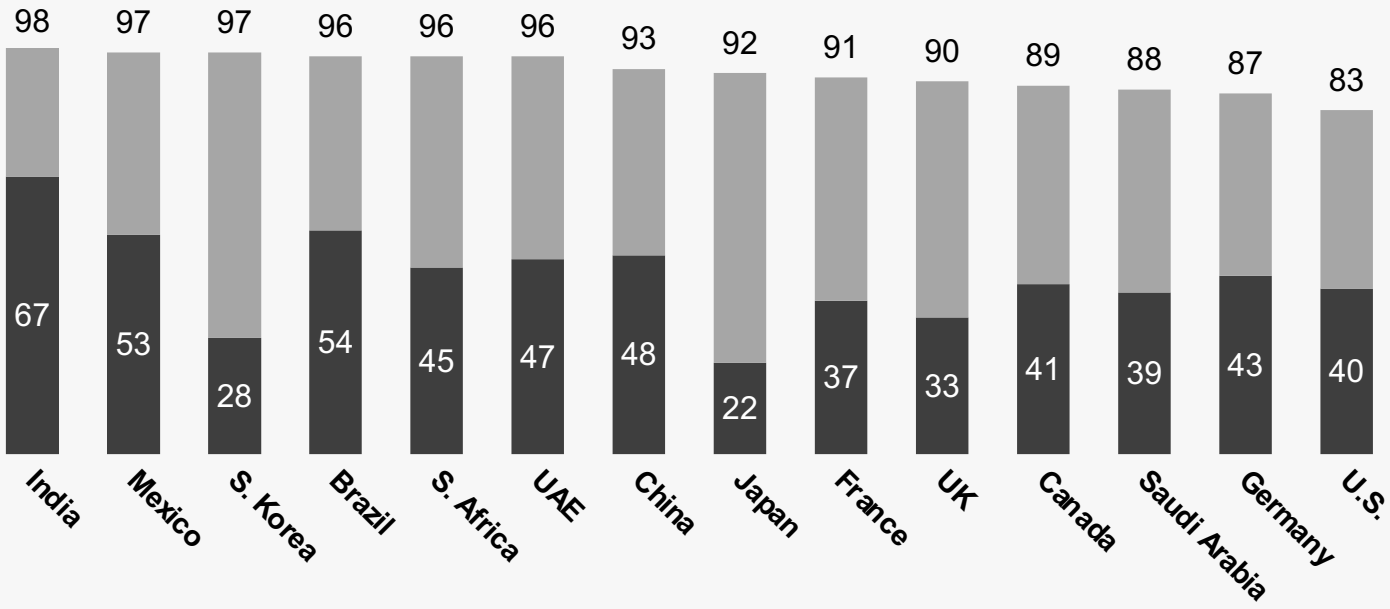
Percent who say

GLOBAL 14

I believe that **climate change poses a serious and imminent threat to the planet**

93%

50	**Over time** I have come to believe this
43	I have **always** believed this



2023 Edelman Trust Barometer Special Report: Trust and Climate Change. CLI_AWR_WHEN. Which of the following best describes your beliefs about climate change? General population, 14-mkt avg. Data is rebased to excludes respondents who said, "Don't know."

Climate Change Becomes More Personal

Percent who agree

GLOBAL 14

I worry climate change **will make life extremely difficult** and unpleasant for me and my family

72%

My health or that of my family **has gotten worse** due to climate change

45%

GLOBAL 13, excludes France

The weather where I live **has gotten more extreme** over the past few years

71%

2023 Edelman Trust Barometer Special Report: Trust and Climate Change. CC_WORRY. How worried are you that climate change will make life extremely difficult and unpleasant for you and your family? 5-point scale; top 3 box, somewhat or more worried. CLI_AWR. Please indicate how much you agree or disagree with the following statements. 9-point scale; top 4 box, agree. General population, 14-mkt avg. Data on the right excludes France due to a translation inconsistency.

Climate Trust in Crisis

Climate Trust Falls Across Institutions, Business Distrusted

Percent trust to do what is right **when it comes to climate change**

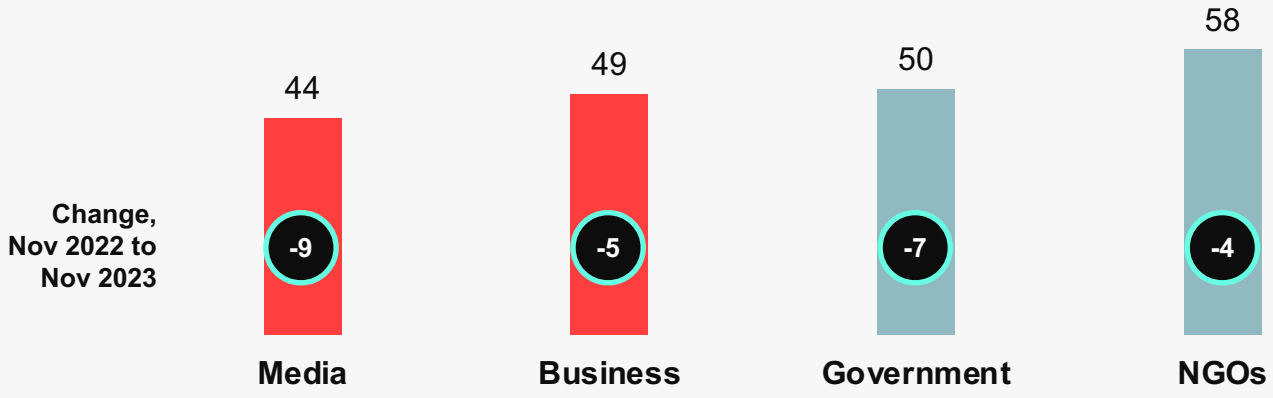
GLOBAL 13, excludes France

Distrust (1-49) | Neutral (50-59) | Trust (60-100)

\- | 0 | +

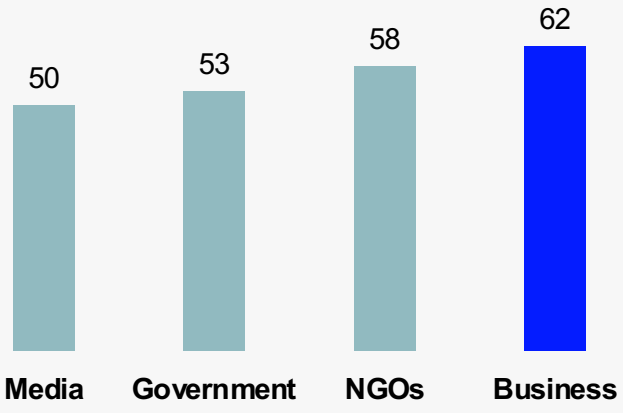
Significant change

On climate, business less trusted than government and NGOs



In General, Business Most Trusted

Trust to do what is right in general, from January 2023



2023 Edelman Trust Barometer Special Report: Trust and Climate Change. ECO_TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right when it comes to addressing climate change. 9-point scale; top 4 box, trust. General population, 13-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.
2023 Edelman Trust Barometer. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 13-mkt avg.
Data excludes France due to a translation inconsistency.

Only Experts and Peers Now Trusted for Climate Information

Percent trust to tell you the truth **when it comes to climate change**

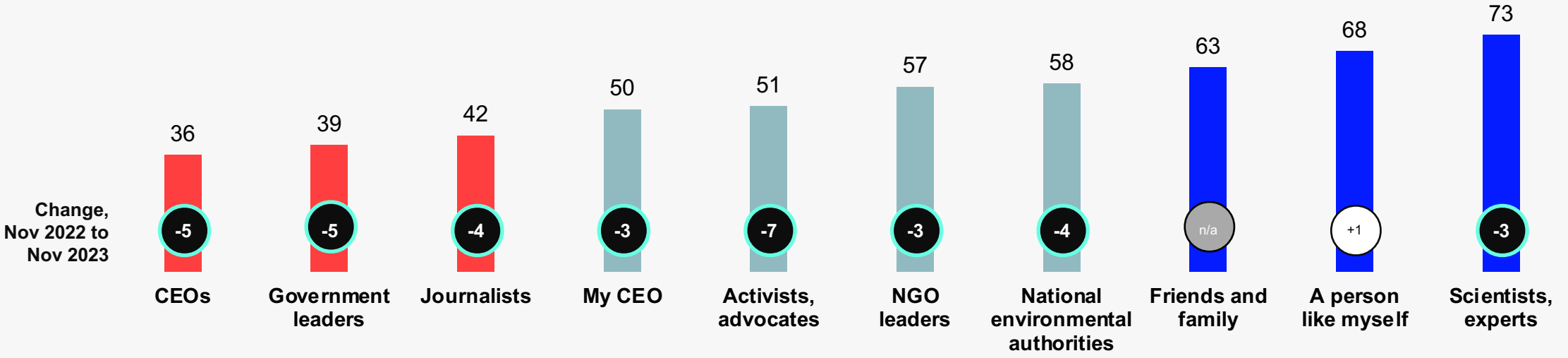
GLOBAL 13, excludes China

Distrust (1-49) | Neutral (50-59) | Trust (60-100)

- 0 +

Significant change

Since last year, most voices less trusted on climate



2023 Edelman Trust Barometer Special Report: Trust and Climate Change. ECO_TRU_PEP. Below is a list of categories of people. For each one, please indicate how much you trust that group of people to tell you the truth about climate change and about what our country should be doing to help prevent its worst consequences. 9-point scale; top 4 box, trust. Question asked to half of the sample. General population, 13-mkt avg. Data for some attributes not collected in China. "My CEO" only shown to employees of an organization (Q43/1). Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

Most Countries Distrust Each Other on Climate

Percent trust in each country to do what is right **when it comes to climate change**, excluding domestic respondents

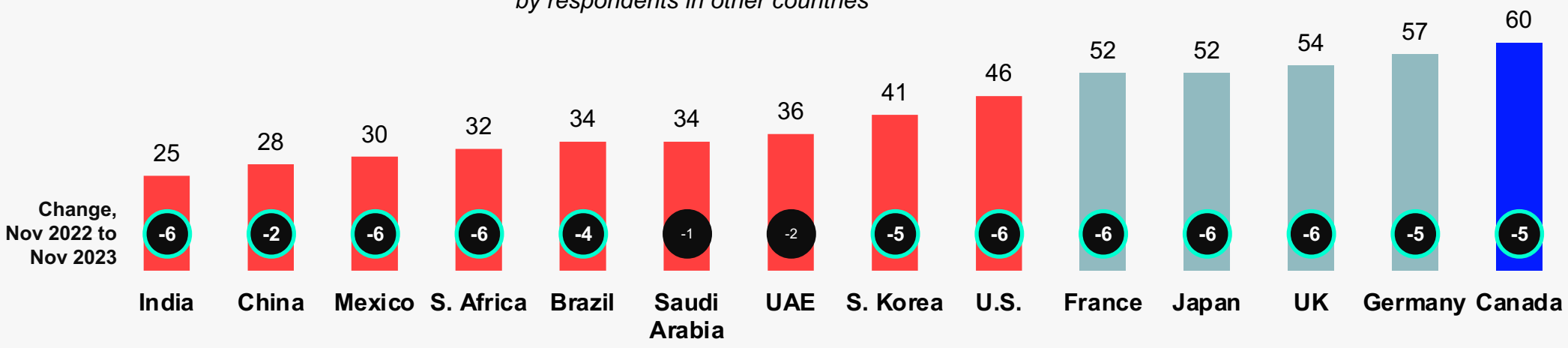
GLOBAL 13, excludes domestic respondents

Distrust (1-49) | Neutral (50-59) | Trust (60-100)

- 0 +

Significant change

All countries less trusted on climate by respondents in other countries

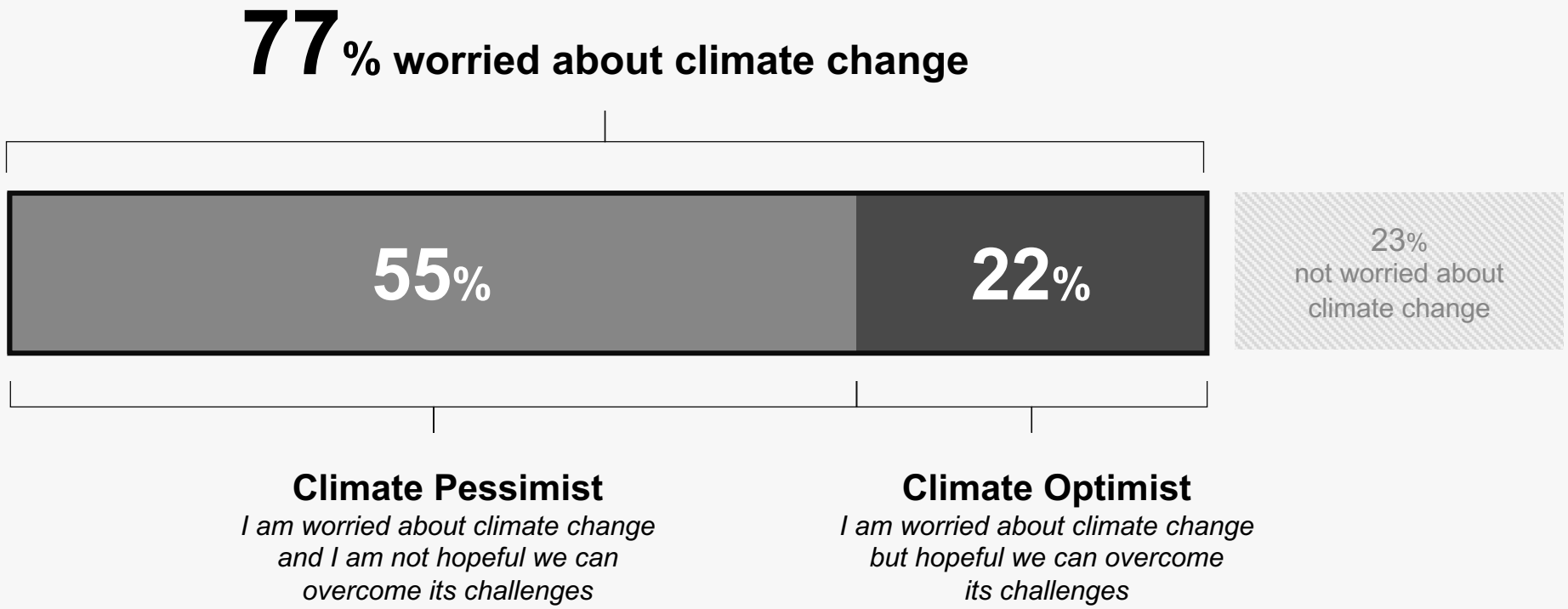


2023 Edelman Trust Barometer Special Report: Trust and Climate Change. ECO_TRU_NAT. Below is a list of countries. For each one, please indicate how much you trust that country to do what is right when it comes to addressing climate change. 9-point scale; top 4 box, trust. Question asked to half of the sample. General population, 13-mkt avg. Data shown excludes respondents from country being rated. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

3 in 4 Worried About Climate Change, Majority Pessimistic About Solutions

Percent who say

GLOBAL 14

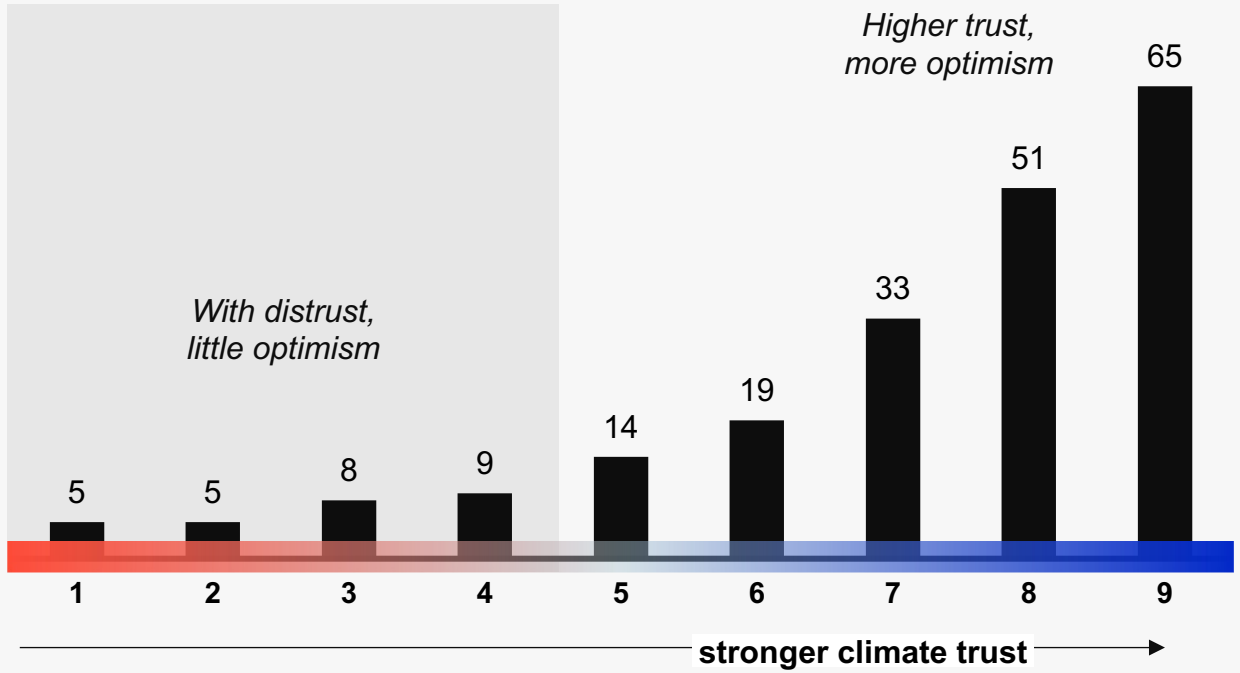


2023 Edelman Trust Barometer Special Report: Trust and Climate Change. Climate mindset segments. General population, 14-mkt avg. For more information on how the climate mindset segments were defined, please see the Technical Appendix.

No Trust, No Climate Optimism

Percent who are climate optimists,
among average level of trust in institutions to do what's right on climate

GLOBAL 14



2023 Edelman Trust Barometer Special Report: Trust and Climate Change. Climate optimists (POP_EMOr27/6-9 AND CC_HOPE/4-5). General population, 14-mkt avg., by average trust in business, government, media, and NGOs to do what is right when it comes to addressing climate change. ECO_TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right when it comes to addressing climate change. 9-point scale; top 4 box, trust. For more information on how the climate mindset segments were defined, please see the Technical Appendix.

Optimism Powers Climate Advocacy

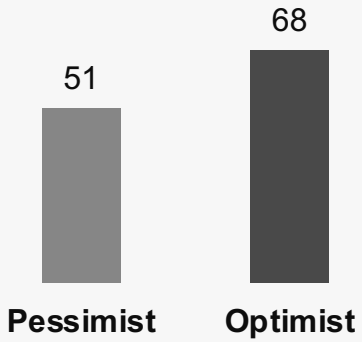
Percent who say

GLOBAL 14

Global Cooperation

I believe treaties like the Paris Agreement will help address climate change

Difference, optimist vs. pessimist **+17pts**



Policy Action

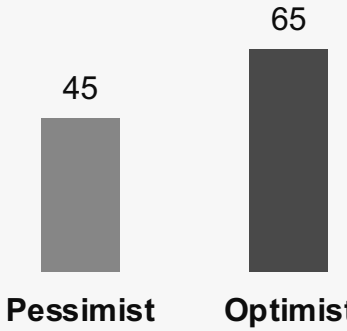
I have contacted government officials urging them to enact climate policies

+21pts

Peer Action

I have put pressure on my friends and family to live more climate-friendly lives

+20pts



2023 Edelman Trust Barometer Special Report: Trust and Climate Change. ECO_TRU_SOL. For each of the strategies listed below, please rate how effective you think it is or would be in combating climate change. 6-point scale; codes 4-5, help a lot/essential. Attributes asked to half of the sample. CLI_AGR_BUY. Please indicate how much you agree or disagree with the following statements. 9-point scale; top 4 box, agree. General population, 14-mkt avg., by climate mindset. For more information on how the climate mindset segments were defined, please see the Technical Appendix.

Inside the Climate Trust Crisis

Government: Climate Policy Out of Balance with Energy, Economic Needs

Percent who say

GLOBAL 13, excludes China

Government is **doing well on ...**

Balancing climate needs with
reliable and affordable energy

ONLY

35%

Balancing climate solutions
with economic recovery and growth

ONLY

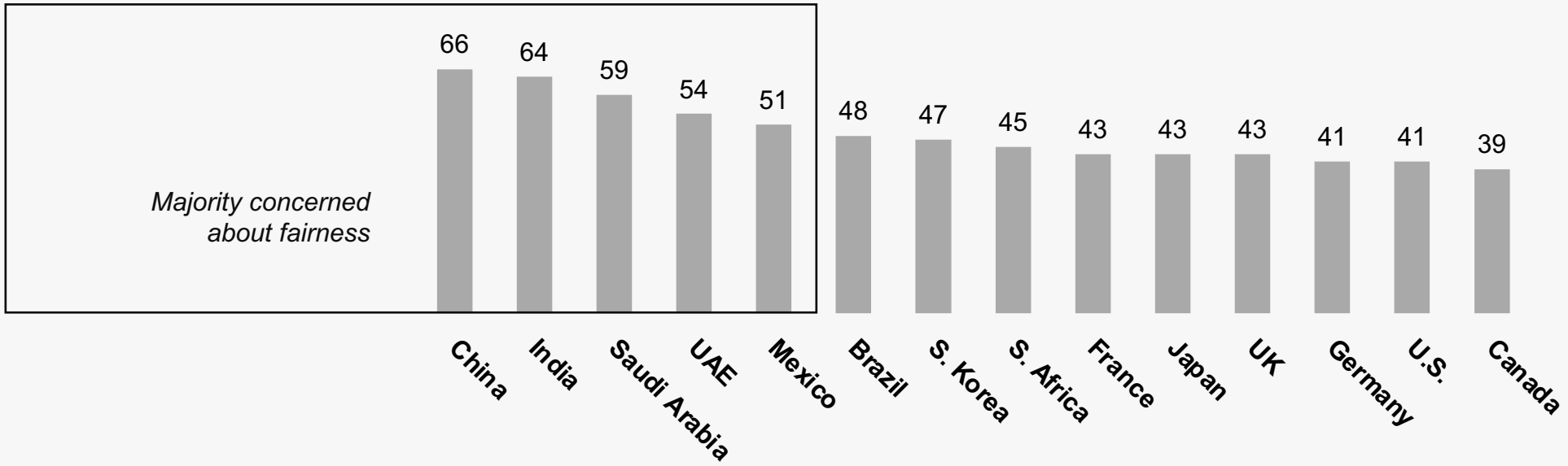
34%

2023 Edelman Trust Barometer Special Report: Trust and Climate Change. GOV_CC_PER. How well do you feel government is currently doing at each of the following? 5-point scale; top 2 box, doing well. Question asked to half of the sample. General population, 13-mkt avg. Data not collected in China.

Geopolitics: Developing Countries Concerned About Fairness of Climate Financing

Percent who agree

It is **unfair for countries not responsible** for causing climate change **to pay for addressing the problem**

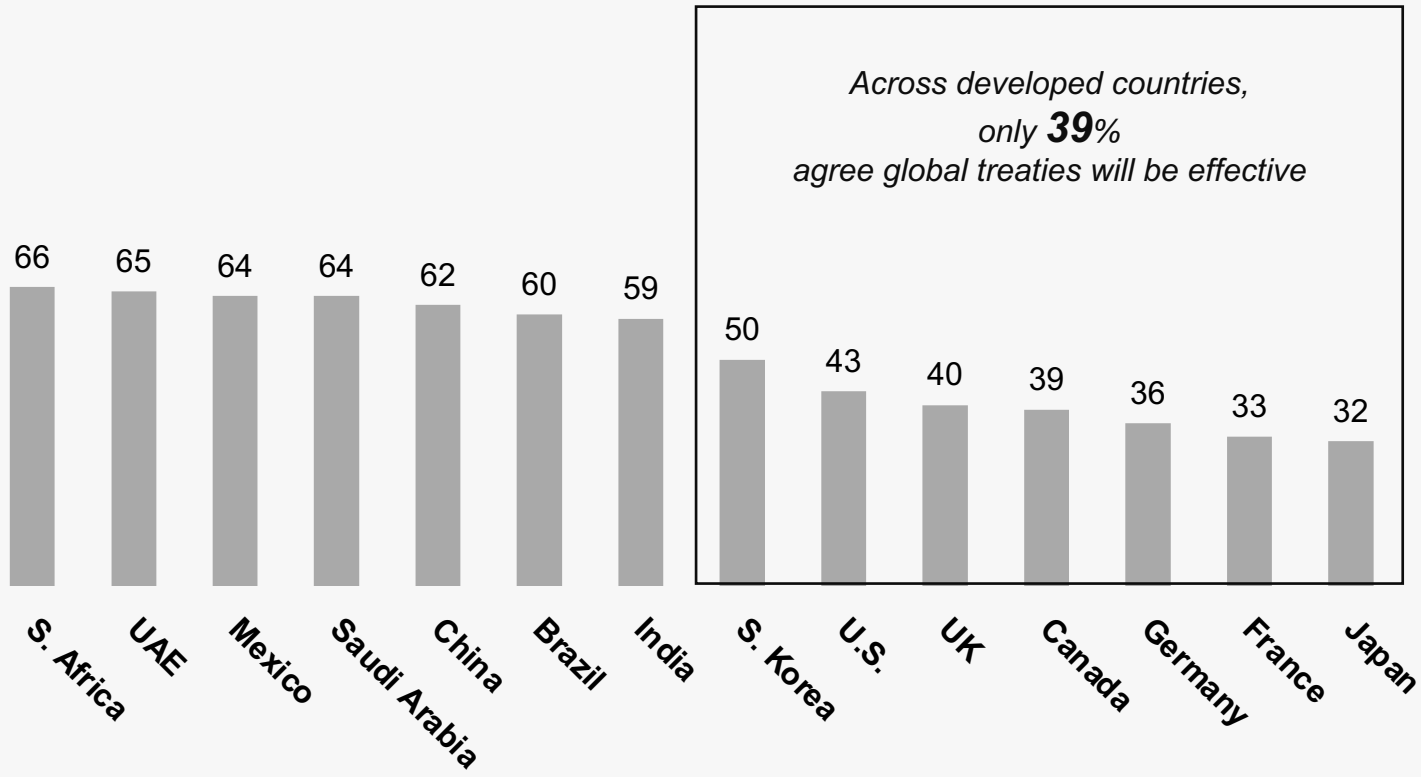


2023 Edelman Trust Barometer Special Report: Trust and Climate Change. CLI_AGR_GEN. Please indicate how much you agree or disagree with the following statements. 9-point scale; top 4 box, agree. Question asked to half of the sample. General population, by country.

Geopolitics: Developed Countries Skeptical of Global Treaties

Percent who say

International treaties like the Paris Agreement **will help a lot or be essential** to solve climate change



2023 Edelman Trust Barometer Special Report: Trust and Climate Change. ECO_TRU_SOL. For each of the strategies listed below, please rate how effective you think it is or would be in combating climate change. 6-point scale; codes 4-5, help a lot/essential. Attributes asked to half of the sample. General population, by country.

Business: Climate Commitments in Doubt

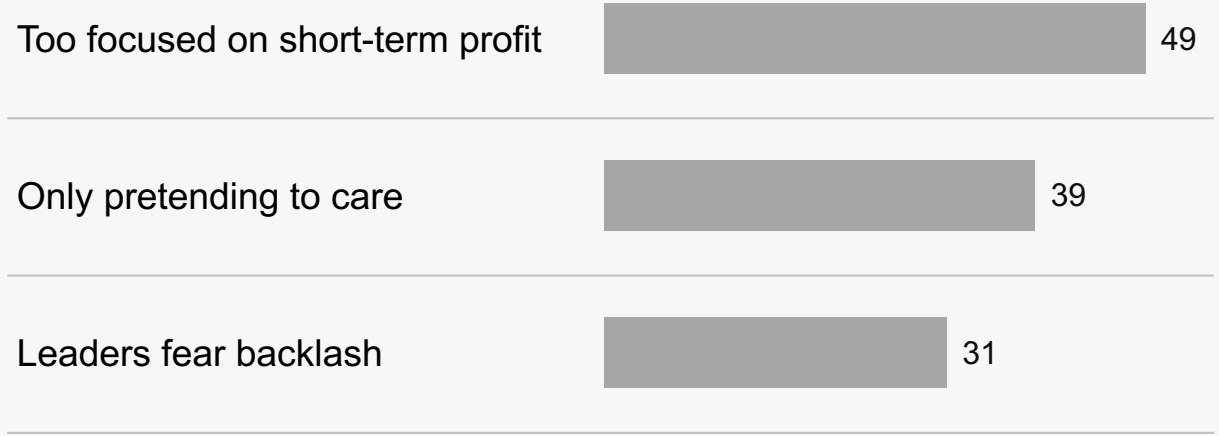
Percent who say

GLOBAL 14

Companies are not doing well at
living up to their climate change commitments

65%

Reasons why
Top 3 of 8



2023 Edelman Trust Barometer Special Report: Trust and Climate Change. MEET_CC_EXP. In general, how well do you believe companies are doing at living up to the promises and commitments they have made to address climate change both within their own organizations as well as in the country as a whole? 6-point scale; codes 1-3, mediocre or worse. Question asked to half of the sample. BIZ_FAIL_WHY. You just said that companies are not doing well in living up to their promises and commitments to address climate change. What do you believe are the main reasons why? Pick all that apply. Question asked to those who say companies are doing mediocre or worse at keeping their climate commitments (MEET_CC_EXP/1-3). General population, 14-mkt avg.

NGOs: Not Doing Enough To Catalyze Change

Percent who say

GLOBAL 14

NGOs are **doing well on …**

Partnering with government and business to develop and execute climate change solutions

ONLY

39%

Certifying or offering consumer guidance on carbon-friendly products or services

ONLY

37%

2023 Edelman Trust Barometer Special Report: Trust and Climate Change. NGO_CC_PER. How well do you feel NGOs are currently doing at each of the following? 5-point scale; top 2 box, doing well. Question asked to half of the sample. General population, 14-mkt avg.

A Missed Opportunity

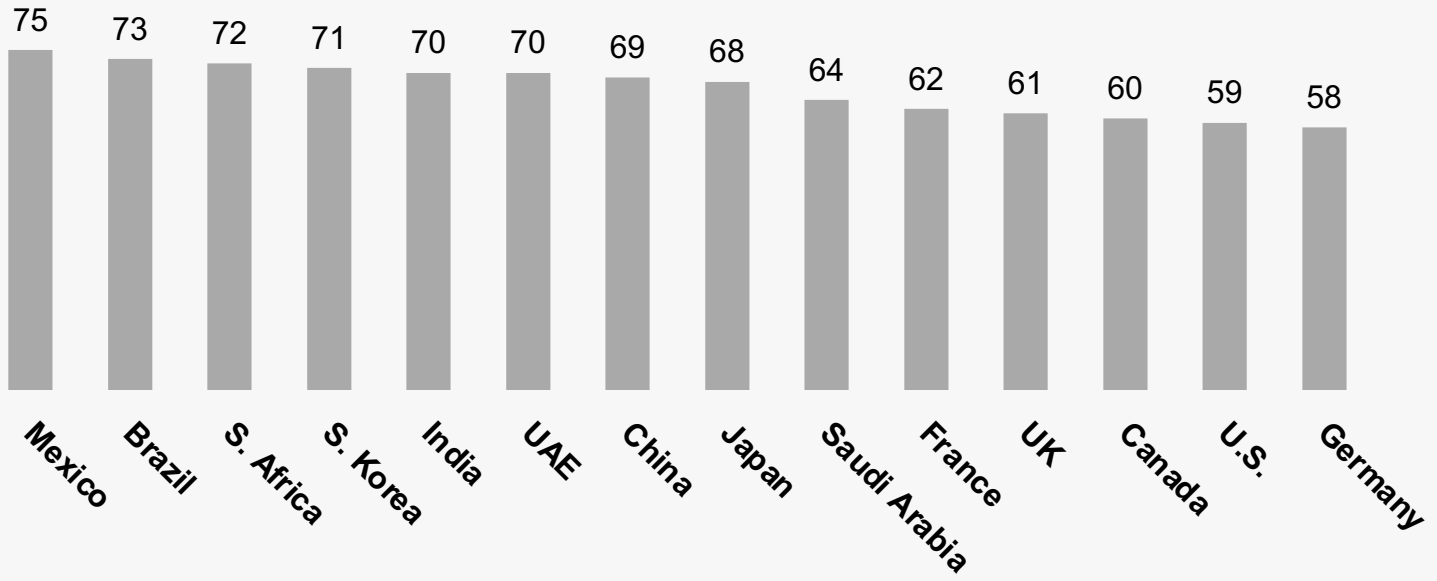
Majority Worldwide Wants To Live More Climate-Friendly Lifestyles

Percent who say

GLOBAL 14 - 0 + Significant change

There is a **meaningful gap** between how climate-friendly my lifestyle is vs. **how I would like it to be**

67%



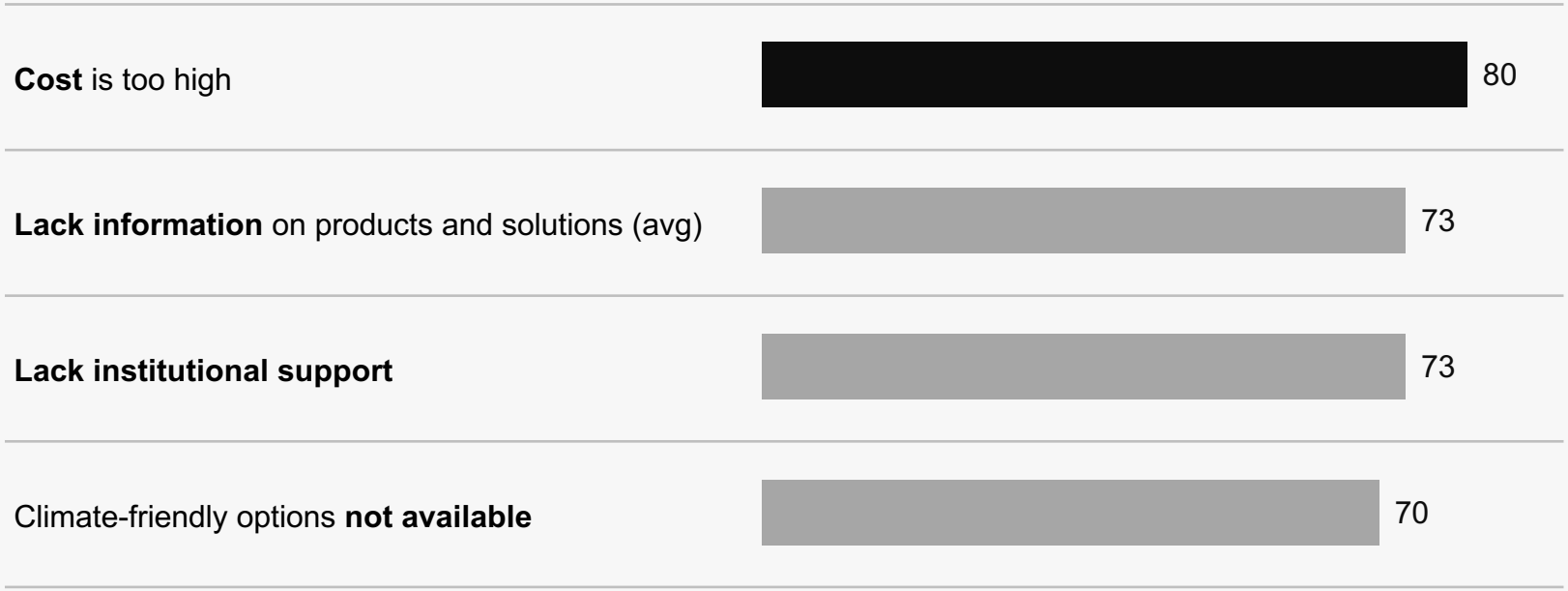
2023 Edelman Trust Barometer Special Report: Trust and Climate Change. ECO_GAP. Which of the following best describes the size of the gap between how climate-friendly your lifestyle currently is and how climate-friendly you would ideally like it to be? 6-point scale; codes 3-5, moderate or larger gap. General population, 14-mkt avg.

Cost Top Barrier to Climate-Friendly Lifestyles

Among the 67% who say there is a meaningful gap in how climate-friendly their lifestyle is vs. how they would want it to be, percent who say

GLOBAL 14

This plays a **meaningful role** in keeping me from living the climate-friendly lifestyle I want:



8 in 10 feel companies charge too much for climate-friendly products

2023 Edelman Trust Barometer Special Report: Trust and Climate Change. ECO_BAR. How big a role does each of the following have in keeping you from closing the gap between how climate-friendly your lifestyle currently is and how climate-friendly you would ideally like it to be? 5-point scale; codes 3-5, medium or larger role. General population, 14-mkt avg. Data is filtered to be among those who say there is a moderate or larger gap in how climate-friendly they are vs. how climate-friendly they would like to be (ECO_GAP/3-5). "Lack of information" is an average of attributes 4 and 11.

Climate Solutions Seen as Engine of Innovation Worldwide

Percent who say

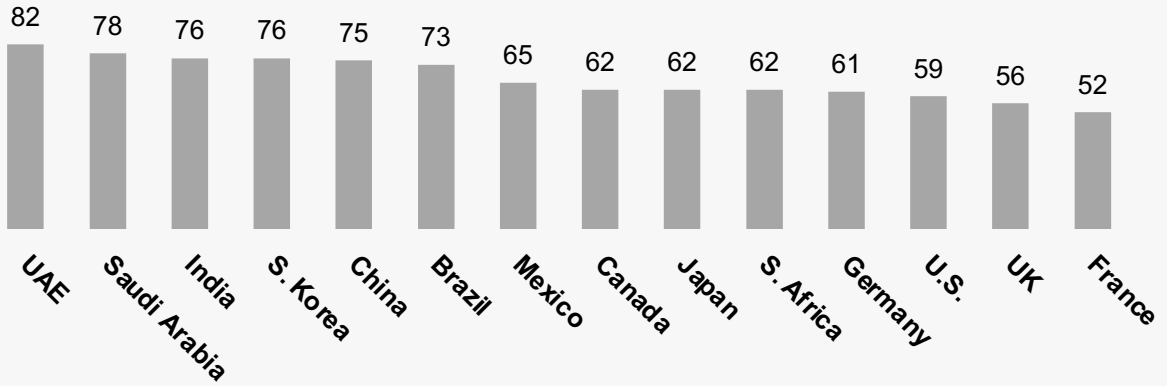
GLOBAL 14

Climate programs, policies, and solutions will positively impact the development of **new technologies**

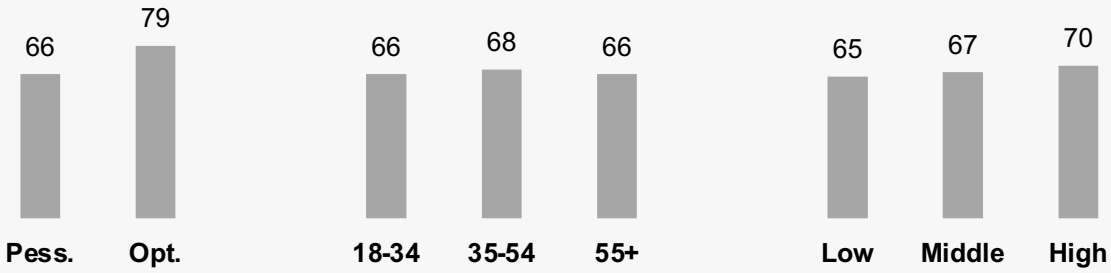
67%

Innovation potential for climate policy seen across demographics

Countries



Mindset | Age | Income



2023 Edelman Trust Barometer Special Report: Trust and Climate Change. CHG_LFE_IMP. What type of impact do you believe that current programs, policies, and solutions designed to combat climate change are having, or are poised to have, on each of the following? 3-point scale; code 2, positive impact. Question asked to half of the sample. General population, 14-mkt avg., and by age, income, and climate mindset. For more information on how the climate mindset segments were defined, please see the Technical Appendix.

The Roadmap to Climate Optimism

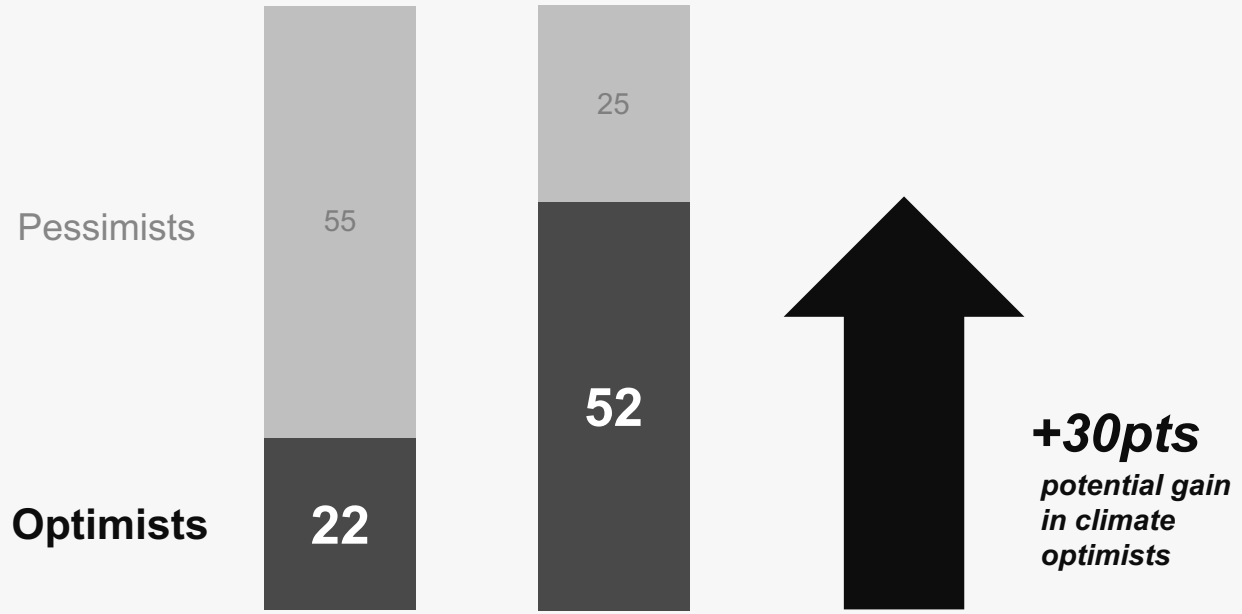
Outcomes Build Optimism

Drivers of climate optimism: factors that increase the likelihood that a respondent is a climate optimist

GLOBAL 14

If more people…

- Trust institutions on climate
- Believe companies keep climate commitments
- See climate progress and news that gives me hope
- Believe climate solutions will benefit me and society
- Believe climate-friendly lifestyles are attractive



To Earn My Trust, Make Climate Strategies Work For Me and My Community

Percent increase in likelihood to trust associated with doing each action well, top 2 drivers for each institution

GLOBAL 14

Business	% increased likelihood
Support **climate-vulnerable** people	+9.1
Deliver products to help me live with climate change	+7.5

NGOs	% increased likelihood
Inspire me to **reduce my footprint**	+8.5
Facilitate institutional **partnerships**	+6.3

GLOBAL 13, excludes China

Government	% increased likelihood
Balance climate needs with **affordable energy**	+8.9
Make me feel **a good life is possible**	+7.2

2023 Edelman Trust Barometer Special Report: Trust and Climate Change. Regression analysis. ECO_TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right when it comes to addressing climate change. 9-point scale; top 4 box, trust. [INS]_CC_PER. How well do you feel [INSTITUTIONS] are currently doing at each of the following? 5-point scale; top 2 box, doing well. General population, 14-mkt avg. Data for Government not collected in China (13-mkt avg.). For a full explanation of how this data was calculated, please see the Technical Appendix.

Design Policies That Pay Off for Me and My Country

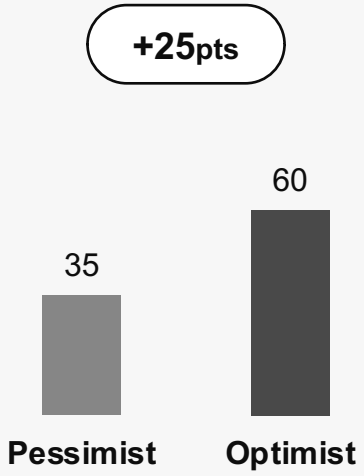
Percent who say

GLOBAL 14

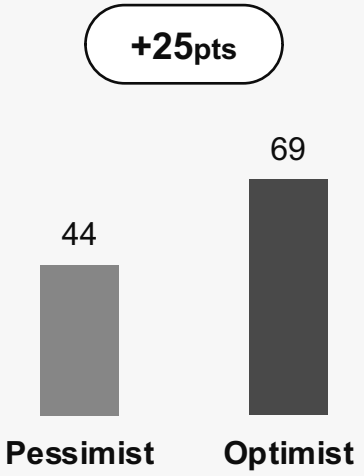
Current climate policies will positively impact …

Difference,
optimist vs. pessimist

My job security



My country's economic growth



2023 Edelman Trust Barometer Special Report: Trust and Climate Change. CHG_LFE_IMP. What type of impact do you believe that current programs, policies, and solutions designed to combat climate change are having, or are poised to have, on each of the following? 3-point scale; code 2, positive impact. Question asked to half of the sample. General population, 14-mkt avg., by climate mindset. For more information on how the climate mindset segments were defined, please see the Technical Appendix.

Tell Us More About Climate Progress

Percent who say

GLOBAL 14

I'd feel more inspired **if the media reported more** on climate change solutions and progress

There **is not enough reporting** in the media about climate solutions

Even pessimists want more hopeful news

Pessimist	Optimist	Pessimist	Optimist
66%	72%	55%	56%

2023 Edelman Trust Barometer Special Report: Trust and Climate Change. INSP_MOR. What impact, if any, would each of the following have on how inspired you feel to do more than you are doing now to address climate change? 5-point scale; codes 1-2, positive impact. Question asked to half of the sample. CLI_AGR_UND. Please indicate how much you agree or disagree with the following statements. 9-point scale; top 4 box, agree. Question asked to half of the sample. General population, 14-mkt avg., by climate mindset. For more information on how the climate mindset segments were defined, please see the Technical Appendix.

Sell Us on a Climate-Friendly Lifestyle

Percent who say

GLOBAL 14

How to sell me on a climate-friendly lifestyle

Build on strongest positive association	**Show me I am making a difference**
Overcome strongest negative association	**Show me it requires no more time and effort**

How to tell me about climate information

Use the most trusted voices	**Scientists/experts and peers**
Prioritize the most persuasive strategies	**Lead with data, make content accessible**

2023 Edelman Trust Barometer Special Report: Trust and Climate Change. CC_LIFE_PER. What are your general perceptions of a climate-friendly lifestyle? 11-point scale; bottom 5 box, negative [showing the strongest neg. assoc.]; top 5 box, positive [showing the strongest pos. assoc.]. Question asked to half of the sample. CC_CRED_REC. When it comes to climate-related issues and information, what makes someone, in your mind, a trustworthy source? Pick all that apply. [Data is showing the top 2 most persuasive strategies]. Question asked to half of the sample. ECO_TRU_PEP. Below is a list of categories of people. For each one, please indicate how much you trust that group of people to tell you the truth about climate change and about what our country should be doing to help prevent its worst consequences. 9-point scale; top 4 box, trust. [Data is showing the top 2 most trusted voices]. Question asked to half of the sample. General population, 14-mkt avg.

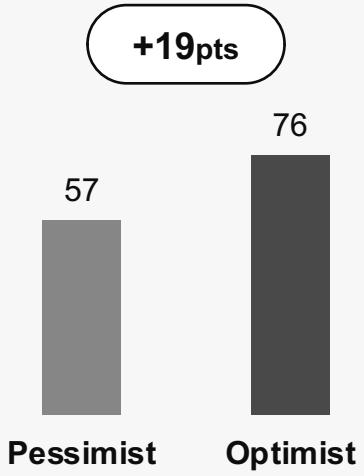
If You Inspire Optimism, I'll Make Big Life Changes

Percent who say

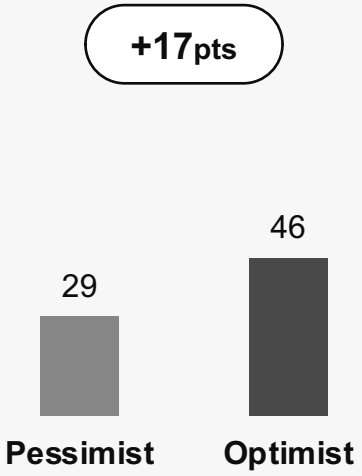
GLOBAL 14

Difference,
optimist vs. pessimist

I buy or boycott brands
based on their climate actions (net)



I do many things to reduce my footprint
even if costly and inconvenient (net)



2023 Edelman Trust Barometer Special Report: Trust and Climate Change. CLI_AGR_BUY. Please indicate how much you agree or disagree with the following statements. 9-point scale; top 4 box, agree. "I buy or boycott brands" is a net of attributes 1-2. GRE_CUR_CHG. Which of the following statements most accurately describes what you are currently doing to shrink your carbon footprint and reduce your personal impact on climate change? "I do many things to reduce my footprint" is a net of attributes 4-5. General population, 14-mkt avg., by climate mindset. For more information on how the climate mindset segments were defined, please see the Technical Appendix.

2023 Edelman Trust Barometer Special Report: Trust and Climate Change
Optimism Unlocks Action

1

Invest in optimism

While fear has long been the lead motivator on climate, it doesn't unlock the greatest support on its own. Optimism powers climate action.

2

Lean into solutions

Trust is in decline across institutions, countries, and voices. To grow trust, deliver on practical solutions and communicate the progress.

3

Make expertise accessible

Scientists and peers are top climate influencers. Provide authoritative scientific information and make it accessible through credible peer voices.

4

Make policy personal

People want climate-friendly lifestyles but they need institutional support. Show how climate solutions can make their lives better, not more expensive.

Supplemental Data

Trust in Institutions To Do What is Right on Climate Across Countries

Percent trust to do what is right **when it comes to climate change**

Significant change*

+/- Nov 2022 to Nov 2023	Global 14		Brazil		Canada		China		France		Germany		India		Japan		Mexico		Saudi Arabia		S. Africa		S. Korea		UAE		UK		U.S.	
	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-
NGOs	58	**-3***	61	-4	53	-3	71	**-10***	49	**-9***	41	-6	83	**5***	36	-3	65	-3	64	-4	65	3	57	-3	72	-1	44	**-7***	46	**-6***
Government	50[1]	**-7***	38	**-11***	38	**-14***	86	**-5***	32	n/a	33	**-11***	79	3	32	**-5***	48	2	82	0	31	-5	46	**-9***	79	-3	28	**-18***	36	**-10***
Business	48	**-5***	45	-3	35	**-8***	74	**-9***	35	**-10***	35	**-10***	71	1	41	2	53	-1	58	**-8***	48	-2	43	-2	59	**-6***	32	**-11***	40	**-7***
Media	43	**-9***	41	**-11***	35	**-10***	71	**-11***	29	**-8***	31	**-9***	67	-3	26	**-7***	48	**-7***	60	**-11***	42	**-9***	36	**-7***	59	**-11***	25	**-14***	34	**-10***
Universities and research institutions	70	**-2***	72	**-7***	69	6	83	-3	59	-7	62	-1	87	2	56	0	77	-4	73	-2	74	-2	61	-4	79	-3	65	-4	61	-5
National environmental authorities	59[2]	**-5***	56	**-10***	62	-4	n/a	-	37	**-14***	46	**-10***	83	4	39	-3	65	2	80	0	64	2	53	**-10***	80	**-5***	46	**-10***	55	-4
Climate activists and advocates	59	**-6***	63	-6	55	-3	77	**-9***	47	**-11***	37	**-18***	81	1	32	-3	69	**-7***	70	-3	68	-2	62	-2	72	-5	45	**-9***	52	-4
My Employer	58	**-4***	56	-1	55	-4	71	**-9***	49	-6	49	-5	79	1	36	-2	61	-5	69	-4	63	**11***	32	**-10***	72	2	54	**-9***	59	-1
The United Nations	55	**-8***	59	-4	48	-5	76	**-9***	35	**-14***	35	**-14***	81	1	36	**-8***	65	-5	60	-4	56	**-10***	59	**-10***	69	-5	47	**-13***	48	-7
The citizens of my country	54	**-5***	44	-4	51	-5	81	**-6***	43	**-11***	42	-6	77	0	32	-4	57	-2	74	0	45	-2	50	-4	71	-2	42	**-12***	46	**-10***
The European Union (EU)	51	**-9***	49	**-10***	43	**-9***	69	**-8***	40	**-14***	36	**-13***	75	1	39	-5	59	-6	57	-6	48	**-11***	56	-7	68	-3	38	**-17***	40	**-9***
My central/federal government	48[3]	**-7***	42	-5	44	**-11***	n/a	-	35	-	33	**-13***	79	1	32	-4	47	-2	73	**-9***	35	-5	44	**-8***	81	-2	34	**-11***	36	**-13***
My local/city government	47[3]	**-7***	33	**-9***	43	**-9***	n/a	-	43	-	40	-8	74	-1	36	-3	43	-5	77	-3	29	**-9***	37	**-14***	78	-3	31	**-17***	44	-7
My regional/state government	47[3]	**-8***	34	**-8***	40	**-15***	n/a	-	44	-	38	**-10***	75	-1	37	-3	44	-4	72	-4	31	-8	40	**-13***	76	-3	31	**-18***	39	**-12***

2023 Edelman Trust Barometer Special Report: Trust and Climate Change. ECO_TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right when it comes to addressing climate change. 9-point scale; top 4 box, trust. Depending on the attribute it was either asked to the full or half of the sample; "My employer" was only asked of those who are employed by an organization (Q43/1). General population, 14-mkt avg. "n/a" denotes attributes not asked in China. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

For methodological reasons: 1. Data is showing a 13-mkt avg., excluding France. 2. Data is showing a 13-mkt-avg., excluding China. 3. Data is showing a 12-mkt avg, excluding China and France.

Trust in Groups of People To Tell the Truth on Climate Change Across Countries

Percent trust to tell you the truth **when it comes to climate change**

Significant change*

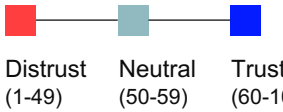
+/- Nov 2022 to Nov 2023	Global 14		Brazil		Canada		China		France		Germany		India		Japan		Mexico		Saudi Arabia		S. Africa		S. Korea		UAE		UK		U.S.	
	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-
Scientists and climate experts	73	-4*	74	-9*	76	2	84	-6*	63	-8*	65	-6	86	-1	60	-1	78	-8*	82	4	75	-3	71	-5	83	-1	69	-2	65	-5
A person like yourself	69	1	76	1	70	5	80	-5	62	-4	61	-2	86	3	35	0	74	2	75	3	75	8*	53	-2	79	1	67	1	66	-3
My friends and family	65	-	59	-	62	-	84	-	60	-	49	-	84	-	40	-	66	-	76	-	65	-	55	-	79	-	63	-	62	-
NGO leaders	59	-3*	58	-5	51	-2	79	-5	48	-3	52	-3	78	4	35	-4	66	-4	66	-1	63	-3	59	-7	71	-3	48	-5	52	-2
National environmental authorities	58[1]	-4*	52	-7	60	-3	n/a	-	40	-8	47	-6	83	4	39	-6	59	-4	80	2	63	2	50	-10*	81	1	43	-13*	55	-7
Climate activists/advocates	53	-7*	54	-3	43	-7	80	-6	42	-6	32	-8*	80	2	25	-8*	61	-9*	62	-9*	60	-4	50	-15*	73	1	39	-14*	47	-6
My CEO	52	-4*	54	6	40	-8	74	-6	39	-4	33	-10	78	5	28	-11*	55	-1	67	-8	49	0	33	-3	69	0	36	-12*	54	0
Journalists	44	-5*	44	-5	41	-3	71	-11*	31	-2	35	-2	69	0	27	-6	47	2	56	-7	40	-2	32	-4	61	-3	26	-12*	41	-5
Government leaders	42	-5*	34	1	29	-10*	83	-4	31	-9*	26	-9*	68	1	22	-8*	37	3	72	0	26	2	34	-5	71	-2	20	-17*	31	-11*
My regional/state government leaders	40[1]	-6*	32	-3	29	-13*	n/a	-	32	-11*	27	-13*	66	-2	29	-5	38	5	72	-2	28	-2	30	-10*	71	-2	23	-17*	39	-7
My local/city government leaders	40[1]	-6*	34	0	32	-12*	n/a	-	40	-6	29	-9*	62	-5	23	-9*	37	3	71	-4	27	1	29	-8*	71	-3	26	-15*	40	-6
CEOs	39	-4*	39	2	24	-5	73	-7	22	-5	22	-10*	71	0	26	-5	40	-3	59	-5	33	-2	29	0	61	-3	20	-14*	29	-3
Central/federal government leaders	38[1]	-8*	35	-2	31	-13*	n/a	-	28	-11*	26	-12*	74	0	19	-6	35	-2	63	-9*	29	-1	33	-5	69	-7	23	-18*	32	-11*

2023 Edelman Trust Barometer Special Report: Trust and Climate Change. ECO_TRU_PEP. Below is a list of categories of people. For each one, please indicate how much you trust that group of people to tell you the truth about climate change and about what our country should be doing to help prevent its worst consequences. 9-point scale; top 4 box, trust. Question asked to half of the sample; "My CEO" only shown to employees of an organization (Q43/1). General population, 13-mkt avg. "n/a" denotes attributes not asked in China. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

For methodological reasons: 1. Data is showing a 13-mkt-avg., excluding China.

Trust in Industry Sectors To Do What is Right on Climate Across Countries

Percent trust in each industry sector to do what is right **when it comes to climate change**

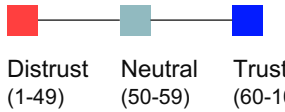


	Global 14		Brazil		Canada		China		France		Germany		India		Japan		Mexico		Saudi Arabia		S. Africa		S. Korea		UAE		UK		U.S.	
+/- Nov 2022 to Nov 2023	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-
Renewable energy	74	-2*	80	-4	69	4	85	-5*	60	-7	69	-1	85	-3	61	-3	85	1	80	1	75	-2	76	3	81	-1	64	-7	61	-5
Technology	68	-2	72	-1	61	-1	89	-2	50	-8*	58	-4	87	3	59	-3	72	2	78	-1	71	1	72	3	74	-5	55	-3	57	-3
Agriculture	66	-1	60	-5	63	1	84	-3	47	-13*	49	-1	86	1	50	-5	75	3	81	-1	78	4	53	0	81	0	54	-1	57	-6
Food and beverage	54	-1	57	2	49	3	75	-9*	36	-8*	41	-5	75	1	41	-4	61	5	65	0	54	-1	42	5	67	-2	44	-4	49	0
Electric utilities	53	-5*	56	1	50	-5	79	-9*	38	-14*	44	-2	76	-2	35	-10*	56	-2	68	-3	42	-1	45	-1	68	-8*	35	-6	48	-4
Automotive	47	-5*	44	-1	37	-8	68	-15*	31	-10*	32	-6	74	2	43	-6	49	5	58	-9*	46	1	40	-1	62	-5	36	-7	43	-4
Transportation	46	-5*	44	-1	37	-7	72	-11*	29	-7	30	-9*	68	-2	36	-9*	47	1	61	-7	42	-1	34	-4	61	-6	33	-9*	48	-1
Private equity	42	-2	42	4	31	-3	69	-11*	23	-6	24	-3	73	7	27	-2	48	5	59	-5	45	0	30	1	59	-1	26	-8*	38	-1
Oil and gas	41	-7*	39	0	34	-6	72	-12*	20	-12*	26	-10*	69	-1	31	-8*	39	-2	59	-9*	33	-8*	32	-3	59	-7	25	-11*	37	-4
Fashion	40	-5*	42	0	24	-9*	71	-9*	24	-9*	26	-3	66	0	26	-8*	39	0	57	-6	40	-2	34	0	54	-7	28	-9*	35	-7
Coal	35	-9*	32	0	22	-8*	65	-16*	20	-7*	20	-12*	63	-6	21	-13*	35	-5	53	-14*	33	-5	24	-3	52	-8	23	-11*	33	-9*

2023 Edelman Trust Barometer Special Report: Trust and Climate Change. ECO_TRU_IND. Below is a list of industry sectors. For each one, please indicate how much you trust that industry to do what is right when it comes to addressing climate change. 9-point scale; top 4 box, trust. Question asked to half of the sample. General population, 14-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

Trust in Each Country To Do What Is Right on Climate Across Countries

Percent trust in each country to do what is right **when it comes to climate change**, excluding domestic respondents



+/- Nov 2022 to Nov 2023	Global 13		Brazil		Canada		China		France		Germany		India		Japan		Mexico		Saudi Arabia		S. Africa		S. Korea		UAE		UK		U.S.	
	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-
Brazil	34	-4*	-	-	21	-4	55	-18*	19	-2	12	-5	70	2	12	-7*	43	-1	51	-6	43	8	20	-2	52	-7	18	-4	25	-5
Canada	60	-5*	57	-7	-	-	58	-14*	57	-3	46	-12*	73	0	45	4	72	-6	65	-6	60	-1	65	2	75	-8*	56	-5	56	-5
China	28	-2*	31	-1	14	-3	-	-	14	-1	12	-5	47	4	5	-5*	44	-4	56	-7	49	10*	8	-6*	52	-10*	13	-3	13	-8*
France	52	-6*	48	-4	46	-7	59	-17*	-	-	36	-12*	76	1	37	-3	58	-7	54	-12*	58	7	53	-5	59	-13*	44	-5	43	-5
Germany	57	-5*	52	-5	47	-5	60	-16*	49	-11*	-	-	77	4	46	3	67	-5	63	-12*	57	-3	65	3	72	-8*	49	-5	41	-6
India	25	-6*	26	-2	16	-4	41	-21*	14	-3	10	-7*	-	-	16	-2	33	-8	44	-3	34	3	15	-3	46	-4	14	-10*	20	-8*
Japan	52	-6*	58	-6	47	-4	33	-32*	37	-8	33	-10*	82	3	-	-	66	-3	72	-7	56	3	33	-2	79	-6	41	-3	41	-7
Mexico	30	-6*	30	0	22	-5	51	-18*	17	-2	12	-7*	65	1	13	-5	-	-	51	-2	32	0	18	-4	46	-10*	15	-9*	24	-8*
Saudi Arabia	34	-1	28	-6	15	-2	58	-13*	17	3	12	-4	71	6	13	-5	45	0	-	-	43	8*	22	-2	78	2	16	-5	18	-6
South Africa	32	-6*	32	-2	22	-5	51	-18*	18	-6	16	-5	69	2	12	-5	36	-8	49	-9*	-	-	16	-2	51	-8	21	-5	24	-8*
South Korea	41	-5*	38	-10*	34	0	49	-22*	27	-1	24	-8*	67	4	15	0	53	-8	61	-7	47	6	-	-	63	-8*	28	-3	29	-9*
United Arab Emirates (UAE)	36	-2	32	-9*	20	0	58	-13*	18	0	15	-6	75	8*	16	-3	46	-4	75	0	50	8	26	0	-	-	21	-1	21	-4
The United Kingdom	54	-6*	49	-7	51	1	56	-14*	42	-4	29	-13*	79	6	40	-2	59	-10*	62	-10*	61	-2	54	-5	70	-7	-	-	49	-6
The United States	46	-6*	44	-7	36	-6	44	-20*	24	-9*	24	-10*	78	5	36	0	51	-11*	58	-9*	51	-4	51	-3	65	-5	33	-8	-	-

2023 Edelman Trust Barometer Special Report: Trust and Climate Change. ECO_TRU_NAT. Below is a list of countries. For each one, please indicate how much you trust that country to do what is right when it comes to addressing climate change. 9-point scale; top 4 box, trust. Question asked to half of the sample. General population, 13-mkt avg. Data shown excludes respondents from country being rated. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

Climate Change Mindsets Across Countries

Percent who say

GLOBAL 14

	Global 14	Brazil	Canada	China	France	Germany	India	Japan	Mexico	Saudi Arabia	S. Africa	S. Korea	UAE	UK	U.S.
Optimist *I am worried about climate change but hopeful we can overcome its challenges*	22	27	11	34	9	9	47	9	33	36	19	16	34	8	14
Pessimist *I am worried about climate change and I am not hopeful we can overcome its challenges*	55	59	59	41	67	66	41	66	55	37	63	66	45	58	48
I am not worried about climate change	23	14	30	26	24	25	12	25	12	27	18	18	20	34	38

2023 Edelman Trust Barometer Special Report: Trust and Climate Change. Climate mindset segments. General population, 14-mkt avg. For more information on how the climate mindset segments were defined, please see the Technical Appendix.

Climate Change Mindsets Across Demographics

Percent who say

GLOBAL 14

	Global 14	Men	Women	18-34	35-54	55+	Low income	Middle income	High income	Urban	Suburban	Rural	Has children living at home
Optimist *I am worried about climate change but hopeful we can overcome its challenges*	22	24	20	23	24	18	19	22	26	26	13	12	30
Pessimist *I am worried about climate change and I am not hopeful we can overcome its challenges*	55	52	58	53	54	58	53	56	55	53	59	58	52
I am not worried about climate change	23	24	22	23	22	24	28	22	19	21	27	30	18

2023 Edelman Trust Barometer Special Report: Trust and Climate Change. Climate mindset segments. General population, 14-mkt avg., and by demographics. For more information on how the climate mindset segments were defined, please see the Technical Appendix.

Technical Appendix

2023 Edelman Trust Barometer Special Report: Trust and Climate Change

Sample Size, Quotas and Margin of Error

Country	Weighed Sample Size[1]	Unweighted Sample Size	Margin of Error – Total Sample[2]	Margin of Error – Half Sample[2]	Quotas Set On
Global 14	14,000	13,986	+/- 1.1 percentage points total sample	+/- 1.5 percentage points half sample	Quotas set at the country level
Brazil	1,000	1,000	+/- 4.1 pct pts. total sample	+/- 5.8 pct pts. half sample	Age, Gender, Region[4]
Canada	1,000	1,001			
China[3]	1,000	1,000			
France	1,000	1,000			
Germany	1,000	1,001			
India	1,000	1,001			
Japan	1,000	1,001			
Mexico	1,000	1,000			
Saudi Arabia	1,000	978			
S. Africa	1,000	1,000			
S. Korea	1,000	1,001			
UAE	1,000	1,000			
UK	1,000	1,001			
U.S.	1,000	1,002			

1. Data reported on slides is weighted to the same total base size to ensure each country has an equal effect on the global total. Some questions were asked of only half of the sample. Please refer to the footnotes on each slide for details.
2. Margin of error is calculated on the unweighted sample sizes collected, at the 99% confidence level.
3. All data collected in China is from the mainland. Regions of Greater China were not surveyed.
4. There were additional quotas on nationality in Saudi Arabia and the UAE, and ethnicity in the UK and U.S.

2023 Edelman Trust Barometer Special Report: Trust and Climate Change

Survey Languages Used and Internet Penetration by Country

	Languages	Internet Penetration*
Global	-	83%
Brazil	Portuguese	83%
Canada	Localized English, Canadian French	93%
China	Simplified Chinese	70%
France	French	92%
Germany	German	94%
India	Localized English, Hindi	60%
Japan	Japanese	93%

	Languages	Internet Penetration*
Mexico	Localized Spanish	77%
Nigeria	Localized English	68%
Saudi Arabia	Localized English, Arabic	89%
S. Africa	Localized English, Afrikaans	63%
S. Korea	Korean	97%
UAE	Localized English, Arabic	100%
UK	Localized English	95%
U.S.	English, Localized Spanish	94%

*Data source: http://www.internetworldstats.com/stats.htm as of Nov. 13, 2023

2023 Edelman Trust Barometer Special Report: Trust and Climate Change

Developed and Developing Countries

Developed countries	Developing countries
Canada	Brazil
France	China
Germany	India
Japan	Mexico
S. Korea	Saudi Arabia
UK	S. Africa
U.S.	UAE

*Data source: https://www.imf.org/en/Publications/WEO/weo-database/2023/April/groups-and-aggregates

2023 Edelman Trust Barometer Special Report:
Trust and Climate Change: Analyses

How We Defined Optimism, Pessimism, and Unconcerned

Climate mindset assignments were based on two dimensions – degree of worry about climate change and level of hope that we will be able to overcome the challenges posed by climate change. The specific questions used to measure each of these two dimensions are shown on the right.

Based on their responses to these two questions, respondents were assigned to one of the three climate mindset groups described below:

- ***Optimists*:** respondents who are **worried** about climate change (Dimension 1 = 6-9) but **have a lot of hope or are certain** that we will be able to overcome the challenges posed by climate change (Dimension 2 = 4-5).
- ***Pessimists*:** respondents who are **worried** about climate change (Dimension 1 = 6-9) and **do not have a lot of hope** that we will be able to overcome the challenges posed by climate change (Dimension 2 = 1-3, 99).
- ***Not worried about climate change:*** respondents who say they are **not worried** about climate change leading to drought, rising sea levels and other natural disasters regardless of whether or not they are hopeful (Dimension 1 = 1-5, 99).

Questions related to climate mindset
Dimension 1: DEGREE OF WORRY How much do you worry about climate change leading to drought, rising sea levels and other natural disasters?
1. I do not worry about this at all
2.
3.
4.
5.
6.
7.
8.
9. I am extremely worried about this
99. Don’t know
Dimension 2: LEVEL OF HOPE How much hope do you have that we will be able to overcome the challenges posed by climate change?
1. No hope
2. A little
3. Some
4. A lot
5. I am certain that we will be able to overcome these challenges
99. Don’t know / Not sure

2023 Edelman Trust Barometer Special Report: Trust and Climate Change: Analyses

How We Determined the Drivers of Climate Optimism

The drivers of increased likelihood to be a climate optimist were identified using a discrete choice analysis in which climate optimism was the outcome variable. The drivers included in the analysis were only shown to half of the sample. For this reason, our starting sample for the analysis only included half of the respondents (n=7,000). In addition, the unconcerned group defined on the previous slide were excluded, yielding a total sample of n=5365 for this analysis.

The specific questions used to measure climate optimism are shown on the previous slide. The predictor items used in the model are shown to the right. These items encompassed five key dimensions that our preliminary analyses indicated were important in generating optimism: 1) trust in institutions to do what is right when it comes to climate, 2) the belief that companies are keeping their climate commitments, 3) seeing and hearing about evidence of progress in ongoing efforts to address climate change, 4) seeing personal and societal benefits associated with current programs and policies to address climate change, and 5) viewing a climate friendly lifestyle as attractive and accessible.

The coefficient column in the table at the right represents the increased likelihood that someone identifies as a climate optimist if they meet the criteria described, holding all of the other variables constant. Items that had coefficients that were not significant at the p<.05 level were dropped from the analysis and are not displayed here.

Drivers	Question text and scoring	Coefficient
Trust institutions on climate	**Average Trust score of 6 or higher on a 9-point scale for government, media, business and NGOs**	**13.2%**
Believe companies keep climate commitments	In general, how well do you believe companies are doing at living up to the promises and commitments they have made to address climate change both within their own organizations as well as in the country as a whole? 5-point scale; codes 4-5 = **doing well**	**8.4%**
See climate progress and news that gives me hope	How much of what you see and hear about climate change in the media and online gives you hope that we can overcome the challenges posed by climate change. 7-point scale; codes 1-4 = ***half or more***	**12.1%**
	Please indicate how much you agree or disagree with the following; "There has been little to no progress made in the fight against climate change" 9-point scale; codes 1-5, 99 **= *see climate progress*** **reverse scored*	**6.1%**
Believe climate solutions will benefit me and society	What type of impact do you believe that current programs, policies, and solutions designed to combat climate change are having, or are poised to have, on each of the following? 3-point scale; code 2 **= positive impact** instead of negative or no impact on the below statements	
	Our country's ability to compete globally	**5.0%**
	Our country's ability to lift people out of poverty	**4.9%**
	The rate of inflation or the price I have to pay for the things I need	**3.8%**
	Gas and energy prices	**3.4%**
	Our country's food security	**3.2%**
Believe that climate-friendly lifestyles are attractive	What are your general perceptions of a climate-friendly lifestyle? 11-point semantic differential scale; codes 7-11, positive sentiment for each semantic pairing	
	Allows me to do all of the things I love, but perhaps in different ways vs. Requires that I give up many of the things I love doing	**5.4%**
	Is available to everybody vs. Is available only to the affluent	**3.4%**
	Is healthier than a non-climate-friendly lifestyle vs. Is just as, or less, healthy than a non-climate-friendly lifestyle	**3.4%**

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How We Calculated the Potential Increase in the Percentage of Optimists

The discrete choice analysis explained on the previous slide allowed us to calculate how the 12 factors listed in the chart at the right contribute to the likelihood that someone who is worried about climate change will also have hope that we can overcome its challenges thereby making them an optimist.

In order to estimate the potential increase in the percentage of optimists associated with all of those drivers being fully realized, we first determined the percentage of people who did ***not*** select or did not qualify on each variable. That data is displayed in the **% unrealized agreement** column. That percentage was then multiplied by the marginal effect (or the associated increased likelihood to be an optimist) shown in the **coefficient** column. This yielded the unrealized potential gain in the percentage of optimists associated with each item as shown in the **Optimism Lift Potential** column. These percentage point gains are just among the universe of people who are worried about climate change.

In order to calculate the potential increase in optimists at a total population level, we rebased the percentages to be among the starting sample (n=7000). Specifically, for each driver, we divided the lift potential by the proportion of optimists in our subsample (28.68569%), and then multiplied the result by the proportion of optimists in the starting sample (21.98685%). The re-calculated percentage point lifts for the 12 drivers were added together for a cumulative total gain of 30 percentage points.

Optimism driver	Driver group	Coefficient	% unrealized agreement	Optimism Lift Potential	Re-calculated Lift Potential
I trust business, NGOs, media, and government on climate	Trust in institutions on climate	**13.20%**	50	7	5
All/ About half of what I see and hear gives me hope	See climate progress and news that gives me hope	**12.10%**	41	5	4
Companies doing well/ very well at living up to the promises they made to adress climate change	Believe companies keep climate commitments	**8.40%**	74	6	5
Do not agree: There has been little to no progress made in the fight against climate change	See climate progress and news that gives me hope	**6.10%**	54	3	3
Allows me to do all of the things I love, but perhaps in different ways	Believe that climate-friendly lifestyles are attractive	**5.40%**	46	2	2
Our country's ability to compete globally	Believe climate solutions will benefit me and society	**5.00%**	45	2	2
Our country's ability to lift people out of poverty	Believe climate solutions will benefit me and society	**4.90%**	55	3	2
The rate of inflation or the price I have to pay for the things I need	Believe climate solutions will benefit me and society	**3.80%**	70	3	2
Is available to everybody	Believe that climate-friendly lifestyles are attractive	**3.40%**	34	1	1
Is healthier than a non-climate-friendly lifestyle	Believe that climate-friendly lifestyles are attractive	**3.40%**	35	1	1
Gas and energy prices	Believe climate solutions will benefit me and society	**3.40%**	64	2	2
Our country's food security	Believe climate solutions will benefit me and society	**3.20%**	47	2	1
Total Gain					**30pts**

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How We Measured the Drivers Of Increased Likelihood to Trust Government to Do What is Right When It Comes to Climate Change

The drivers of increased likelihood to trust government on climate were identified using a discrete choice analysis in which performance ratings for government on climate-related actions were the predictor variables. Trust in government to do what is right what it comes to climate was the outcome we were trying to predict.

In the box below, the specific questions used to measure government's climate-related performance and trust in government to do what is right on climate are displayed.

The coefficients in the table on the right represent the increased likelihood that someone will trust government on climate if they perceived that government is performing well on that attribute, holding all of the other attributes constant. Coefficients that were not significant at the $p<.05$ level are not shown.

The results of this analysis for the top two performance drivers of trust in government, defined in terms of the size of the increased likelihood to trust, are displayed in the report.

Respondents were asked:

Performance: How well do you feel **government** is currently doing on each of the following? Please indicate your answer using the 5-point scale below where one means "failing at this" and 5 means "doing this very well". "Doing well" is defined as a score of 4 or 5 on the scale.

Trust: Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right when it comes to addressing climate change using a 9-point scale where one means that you "do not trust them at all" and nine means that you "trust them a great deal". "Trust" is defined as a score between 6 and 9 on the scale.

Government performance items	Coefficient
Balancing the need to address climate change with the need to ensure our country has access to reliable and affordable energy	**8.91%**
Making me feel hopeful that a good life is still possible for us in the future despite our current climate challenges	**7.19%**
Developing regulations, policies and incentives that effectively get businesses to accelerate the pace at which they are reducing their greenhouse gas emissions	**6.89%**
Balancing the need to address climate change with the need to support economic recovery and/or growth	**6.57%**
Treating climate change as a non-partisan issue and working across ideological divides to address the challenge	**6.20%**
Developing regulations, policies and incentives that effectively motivate people to reduce their own carbon and greenhouse gas footprints	**6.03%**
Partnering with NGOs and business to develop and execute solutions to combat climate change	**5.50%**
Supporting economically disadvantaged communities in dealing with the impacts of climate change	**5.71%**
Ensuring that climate solutions and policies are fair and equitable to people at all income levels	**5.44%**
Educating people about how they can reduce their own carbon and greenhouse gas footprint	**4.67%**
Putting forth a realistic plan that details how we can overcome the challenges posed by climate change	Non-significant
Inspiring people like me to reduce my own greenhouse gas emissions and carbon footprint	Non-significant
Communicating the progress that has already been made in addressing climate change	Non-significant
Making sure that people who are at risk of losing their jobs as the economy shifts away from fossil fuels get the retraining and support they need to transition into new jobs	Non-significant
Focusing on preparing our country for living with the consequences of climate change that we will not be able to prevent or avoid	Non-significant

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How We Measured the Drivers Of Increased Likelihood to Trust Business to Do What is Right When It Comes to Climate Change

The drivers of increased likelihood to trust business on climate were identified using a discrete choice analysis in which performance ratings for business on climate-related actions were the predictor variables. Trust in business to do what is right what it comes to climate was the outcome we were trying to predict.

In the box below, the specific questions used to measure business' climate-related performance and trust in business to do what is right on climate are displayed.

The coefficients in the table on the right represent the increased likelihood that someone will trust business on climate if they perceived that business is performing well on that attribute, holding all of the other attributes constant. Coefficients that were not significant at the p<.05 level are not shown.

The results of this analysis for the top two performance drivers of trust in business, defined in terms of the size of the increased likelihood to trust, are displayed in the report.

Respondents were asked:

Performance: How well do you feel **business** is currently doing on each of the following? Please indicate your answer using the 5-point scale below where one means "failing at this" and 5 means "doing this very well". "Doing well" is defined as a score of 4 or 5 on the scale.

Trust: Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right when it comes to addressing climate change using a 9-point scale where one means that you "do not trust them at all" and nine means that you "trust them a great deal". "Trust" is defined as a score between 6 and 9 on the scale.

Business performance items	Coefficient
Supporting economically disadvantaged communities in dealing with the impacts of climate change	**9.14%**
Creating products and services that will help us live with the consequences of climate change that we are not able to prevent or avoid	**7.50%**
Putting forth a realistic plan that details how we can overcome the challenges posed by climate change	**6.34%**
Making safe, effective, and reasonably priced climate-friendly products readily available	**6.18%**
Certifying and clearly labeling products or services that have a smaller carbon footprint so consumers can easily identify more climate-friendly options	**6.16%**
Making sure that people who are at risk of losing their jobs as the economy shifts away from fossil fuels get the retraining and support they need to transition into new jobs	**5.90%**
Making me feel hopeful that a good life is still possible for us in the future despite our current climate challenges	**5.32%**
Inspiring people like me to reduce my own greenhouse gas emissions and carbon footprint	**4.80%**
Being transparent about their impact on the environment and the effectiveness of what they are doing to reduce their greenhouse gas emissions	**4.57%**
Partnering with NGOs and government to develop and execute solutions to combat climate change	Non-significant
Communicating the progress that has already been made in addressing climate change	Non-significant
Convincing people that climate-friendly products and services are as, or even more, desirable as the non-climate-friendly options	Non-significant
Inventing new products and technologies that help combat climate change	Non-significant
Educating people about how they can reduce their own carbon and greenhouse gas footprint	Non-significant

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Trust and Climate Change: Analyses

How We Measured the Drivers Of Increased Likelihood to Trust NGOs to Do What is Right When It Comes to Climate Change

The drivers of increased likelihood to trust NGOs on climate were identified using a discrete choice analysis in which performance ratings for NGOs on climate-related actions were the predictor variables. Trust in NGOs to do what is right what it comes to climate was the outcome we were trying to predict.

In the box below, the specific questions used to measure NGOs' climate-related performance and trust in NGOs to do what is right on climate are displayed.

The coefficients in the table on the right represent the increased likelihood that someone will trust NGOs on climate if they perceived that NGOs are performing well on that attribute, holding all of the other attributes constant. Coefficients that were not significant at the p<.05 level are not shown.

The results of this analysis for the top two performance drivers of trust in NGOs, defined in terms of the size of the increased likelihood to trust, are displayed in the report.

Respondents were asked:

Performance: How well do you feel **NGOs are** currently doing on each of the following? Please indicate your answer using the 5-point scale below where one means "failing at this" and 5 means "doing this very well". "Doing well" is defined as a score of 4 or 5 on the scale.

Trust: Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right when it comes to addressing climate change using a 9-point scale where one means that you "do not trust them at all" and nine means that you "trust them a great deal". "Trust" is defined as a score between 6 and 9 on the scale.

NGO performance items	Coefficient
Inspiring people like me to reduce my own greenhouse gas emissions and carbon footprint	**8.53%**
Convening various organizations and institutions to facilitate coordinated climate change solutions	**6.29%**
Ensuring that climate solutions and policies are fair and equitable to people at all income levels	**6.01%**
Educating people about how they can reduce their own carbon and greenhouse gas footprint	**5.97%**
Making me feel hopeful that a good life is still possible for us in the future despite our current climate challenges	**5.69%**
Using their influence to generate public support for new policies and programs designed to address climate change	**5.02%**
Certifying or offering guidance regarding which products or services have a smaller carbon footprint so consumers can easily identify more climate-friendly options	**5.00%**
Putting forth a realistic plan that details how we can overcome the challenges posed by climate change	**4.32%**
Communicating the progress that has already been made in addressing climate change	**4.27%**
Making sure that people who are at risk of losing their jobs as the economy shifts away from fossil fuels get the retraining and support they need to transition into new jobs	Non-significant
Partnering with government and business to develop and execute solutions to combat climate change	Non-significant
Holding businesses and governments accountable for their actions, or lack of actions, around climate change	Non-significant
Supporting economically disadvantaged communities in dealing with the impacts of climate change	Non-significant

Full Question Text

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Full Text for Answer Choices Abbreviated

Government Climate Policy Out of Balance with Energy, Economic Needs

GOV_CC_PER. How well do you feel government is currently doing at each of the following?

Shortened	Full
Balancing climate needs with reliable and affordable energy	Balancing the need to address climate change with the need to ensure our country has access to reliable and affordable energy
Balancing climate solutions with economic recovery and growth	Balancing the need to address climate change with the need to support economic recovery and/or growth

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Full Text for Answer Choices Abbreviated

Business Climate Commitments in Doubt

BIZ_FAIL_WHY. You just said that companies are not doing well in living up to their promises and commitments to address climate change. What do you believe are the main reasons why?

Shortened	Full
Too focused on short-term profit	They are focused on growing their short-term profits and are unwilling to make the monetary investments necessary to meet their climate commitments
Only pretending to care	Companies are not really interested in addressing the problem. They are only pretending to care.
Leaders fear backlash	Business leaders are afraid to take the tough and potentially unpopular actions required to address climate change in fear of being met with public protests or backlash
They are distracted	They are distracted by other issues and challenges
They don’t have expertise	They do not have the necessary experience and expertise
There’s no consensus	There is no consensus regarding the best way forward
Polarization makes it impossible	Political polarization around the climate issue is making it impossible for companies to get anything done
Technological innovations not yet developed	The technical innovations necessary to keep their commitments have yet to be developed

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Full Text for Answer Choices Abbreviated

NGOs: Not Doing Enough To Catalyze Change

NGO_CC_PER. How well do you feel NGOs are currently doing at each of the following?

Shortened	Full
Partnering with government and business to develop and execute climate change solutions	Partnering with government and business to develop and execute solutions to combat climate change
Certifying or offering consumer guidance on carbon-friendly products or services	Certifying or offering guidance regarding which products or services have a smaller carbon footprint so consumers can easily identify more climate-friendly options

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Full Text for Answer Choices Abbreviated

Cost Top Barrier to Climate-Friendly Lifestyles

ECO_BAR. How big a role does each of the following have in keeping you from closing the gap between how climate-friendly your lifestyle currently is and how climate-friendly you would ideally like it to be?

Shortened	Full
Cost is too high	Climate-friendly products and options cost more than I am willing to pay
Lack information on products and solutions (avg)	A lack of information. I do not know how to go about further reducing my personal impact on climate change.
	I am often unsure which product/service options are the more climate-friendly ones.
Lack institutional support	I do not have the institutional support I need to do better. Things in this country are not set up or designed to make being climate-friendly the easy option. It always requires extra effort.
Climate-friendly options not available	Climate-friendly options and products are not readily available where I live
Climate-friendly options don't work as well	Climate-friendly products and options do not work as well
Climate-friendly options are inconvenient	Climate-friendly products and options are inconvenient to use
My friends and family make it hard	I do not have the **social support** I need to do better. My friends and family make it difficult for me to live a more climate-friendly life.
My culture makes it hard	I do not have the **cultural support** I need to do better. Our culture does not celebrate climate-friendly lifestyles, promote sustainable consumption, or encourage buying only what you need.
I'm concerned with other things	Other things are more important or concerning to me. Being climate-friendly is not a high enough priority in my life to motivate me to make the effort required to do better than I am now.
I don't think what I do matters	My belief that in the end, what I do as an individual does not matter. Science and new technologies will either solve climate change or not regardless of the lifestyle choices I am making today.
I'm not convinced climate change is caused by people	I am still not fully convinced that climate change is caused by human activity
I don't see a benefit to me in doing more	I do not see any advantage or benefit **to me** in doing more than I am doing now
I feel hopeless	I feel the situation is hopeless so it does not make sense for me to do more

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Full Text for Answer Choices Abbreviated

To Earn My Trust, Make Climate Strategies Work For All of Us

[INS]_CC_PER. How well do you feel [INSTITUTION] are currently doing at each of the following?

Shortened	Full
Balance climate needs with affordable energy	Balancing the need to address climate change with the need to ensure our country has access to reliable and affordable energy
Make me feel a good life is possible	Making me feel hopeful that a good life is still possible for us in the future despite our current climate challenges
Regulate business emissions	Developing regulations, policies and incentives that effectively get businesses to accelerate the pace at which they are reducing their greenhouse gas emissions
Support climate- vulnerable people	Supporting economically disadvantaged communities in dealing with the impacts of climate change
Products to help me live with climate change	Making safe, effective, and reasonably priced climate-friendly products readily available Inventing new products and technologies that help combat climate change
Provide a plan of action	Putting forth a realistic plan that details how we can overcome the challenges posed by climate change
Inspire me to reduce my footprint	Certifying or offering guidance regarding which products or services have a smaller carbon footprint so consumers can easily identify more climate-friendly options
Facilitate institutional partnerships	Convening various organizations and institutions to facilitate coordinated climate change solutions
Ensure climate equity	Ensuring that climate solutions and policies are fair and equitable to people at all income levels

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Full Text for Answer Choices Abbreviated

Tell Us More About Climate Progress

INSP_MOR. What impact, if any, would each of the following have on how inspired you feel to do more than you are doing now to address climate change?

Shortened	Full
I'd feel more inspired if the media reported more on climate change solutions and progress	The media doing more stories on climate change that focus on solutions and progress rather than on climate disasters and how dire the situation is becoming

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Full Text for Answer Choices Abbreviated

Sell Us on a Climate-Friendly Lifestyle

CC_LIFE_PER. What are your general perceptions of a climate-friendly lifestyle?

Shortened	Full
Show me I am making a difference	Is doing one's part to help avoid the worst potential consequences of climate change
Show me it requires no more time and effort	Requires no more time and effort to maintain than a non-climate-friendly lifestyle
Show me it's available to all	Is available to everybody
Show me it reflects my values	Reflects my values and priorities

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Full Text for Answer Choices Abbreviated

Sell Us on a Climate-Friendly Lifestyle

CC_CRED_REC. When it comes to climate-related issues and information, what makes someone in your mind a trustworthy source?

Shortened	Full
Lead with data	They back up everything they say with data and research
Make content accessible	They speak in a way that is easy for me to understand
Avoid perception of profit motive	They are not in a position to profit from what they are saying or asking me to do
Align on goals	They share my goals, priorities, and values
Speak with passion	They speak with passion about the subject

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Full Text for Answer Choices Abbreviated

Sell Us on a Climate-Friendly Lifestyle

ECO_TRU_PEP. Below is a list of categories of people. For each one, please indicate how much trust that group of people tell to tell you the truth about climate change about what our country should be doing to help prevent its worst consequences.

Shortened	Full
Scientists/experts	Scientists and climate experts
Peers	A person like yourself
NGO leaders	The heads of non-profit organizations that address climate change such as Greenpeace, the Environmental Defense Fund, and the Environment Congress for Asia and Pacific (ECO)
National environmental authorities	National environmental authorities
Friends, family	My friends and family

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Full Text for Answer Choices Abbreviated

If You Inspire Optimism, I'll Make Big Life Changes

CLI_AGR_BUY. Please indicate how much you agree or disagree with each of the following statements.

Shortened	Full
I buy or boycott brands based on their climate actions (net)	I have stopped using a brand because it was not doing enough to combat climate change
	I have switched from one brand of a product to another because it was doing more to combat climate change

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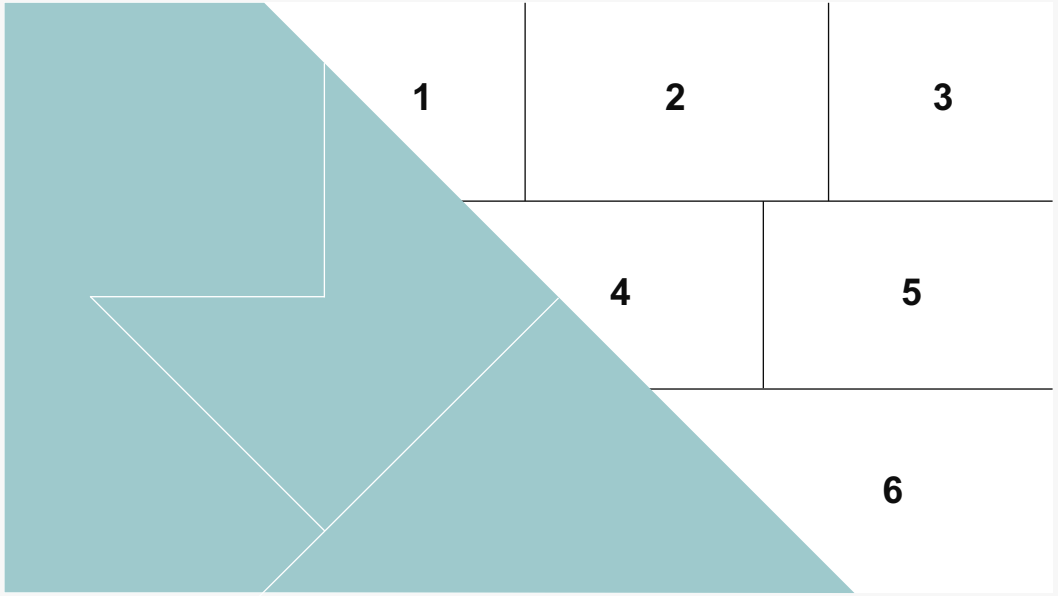
Full Text for Answer Choices Abbreviated

If You Inspire Optimism, I'll Make Big Life Changes

GRE_CUR_CHG. Which of the following statements most accurately describes what you are currently doing to shrink your carbon footprint and reduce your personal impact on climate change?

Shortened	Full
I do many things to reduce my footprint even if costly and inconvenient (net)	I am doing many things to reduce my impact on climate change even though it often means spending more money or having to deal with some inconvenience
	I am doing a lot to reduce my impact on climate change even though it means making significant lifestyle changes and investing a lot of money in technologies that help reduce my carbon footprint



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