

Peoples' Climate Vote

Reflections from the
world's biggest public
poll on climate change

PREPARED BY
UNDP and the University of Oxford



based on a decision of the German Bundestag



+ UNDP's
Core Donors

**Largest survey of
public opinion
on climate change
ever conducted.**



1.2 million
RESPONDENTS

50
COUNTRIES

17
LANGUAGES



Algeria
Argentina
Australia
Belize
Benin
Bhutan
Bosnia and Herzegovina
Brazil
Canada
Chile
Democratic Republic of the Congo
Cote d'Ivoire
Djibouti
Ecuador
Egypt
Fiji
France
Georgia

Germany
Ghana
India
Indonesia
Iraq
Italy
Japan
Jordan

Kyrgyz Republic
Moldova
Morocco
Mozambique
Namibia
Nigeria
Pakistan
Panama

Philippines
Poland
Russia
South Africa
Spain
Sri Lanka
Sudan
Sweden

Thailand
Trinidad and Tobago
Tunisia
Turkey
Uganda
UK
USA
Viet Nam

A new and unconventional approach to polling.

Poll questions were distributed through unique invitations in mobile game apps around the world.

When a person played a game like Words with Friends or Angry Birds, the poll would replace the traditional in-game advertisement. This resulted in a huge, randomized sample. To our knowledge, this has never been tried before.

The survey produced data in many countries where similar polling results have never been available until now. It also reached hundreds of thousands of young people, a group hard to reach with traditional polling.

Data was collected by United Nations Development Programme (UNDP) and processed by the University of Oxford to represent 56% of the world's people over 14 years old.



What did the survey ask?

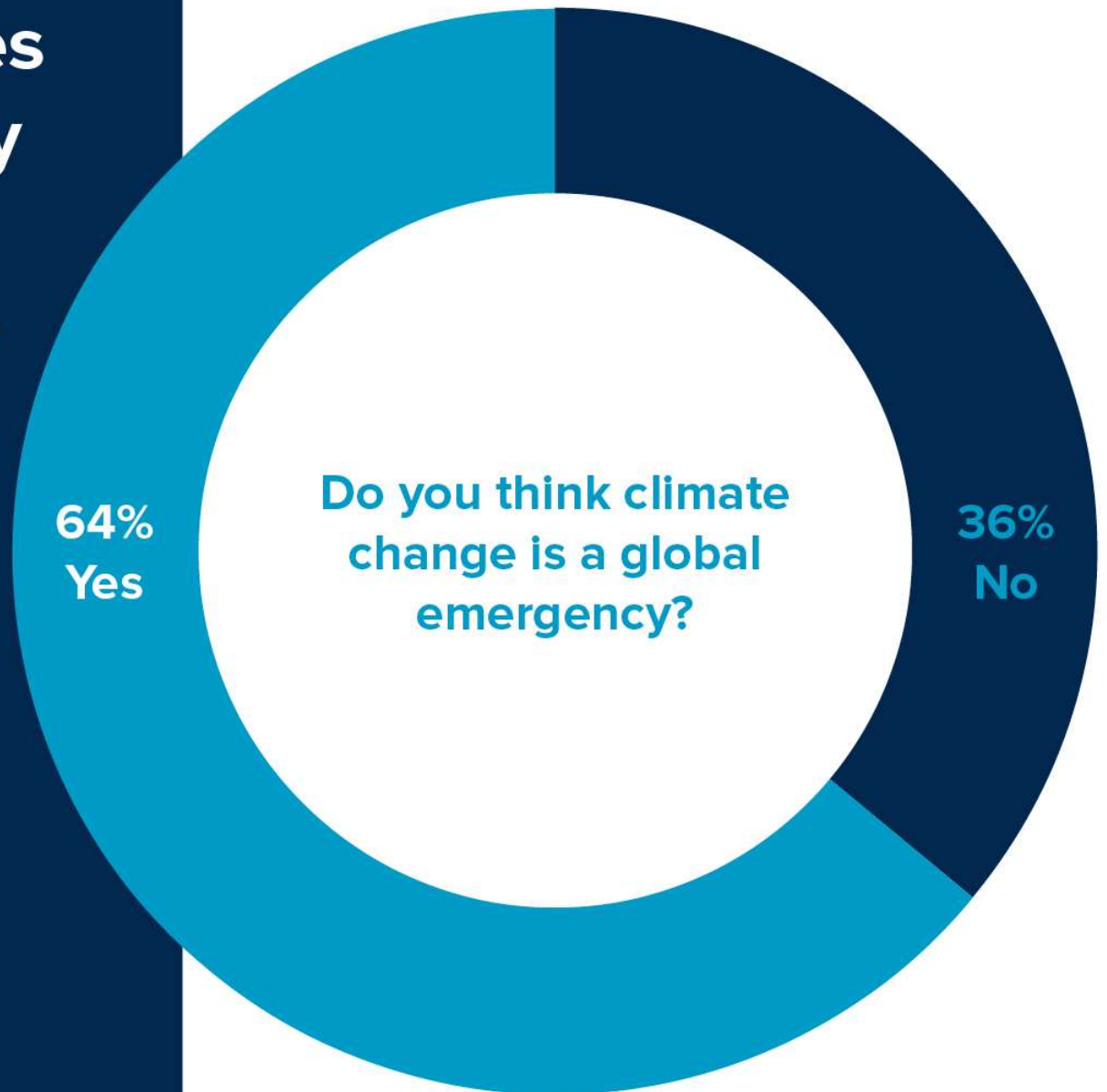
- In the vote, people were asked about their belief in the climate emergency and what kinds of policies – across energy, economy, transportation, farms and food, protecting people, and nature – that they would like their government to enact.

Why does the survey matter?

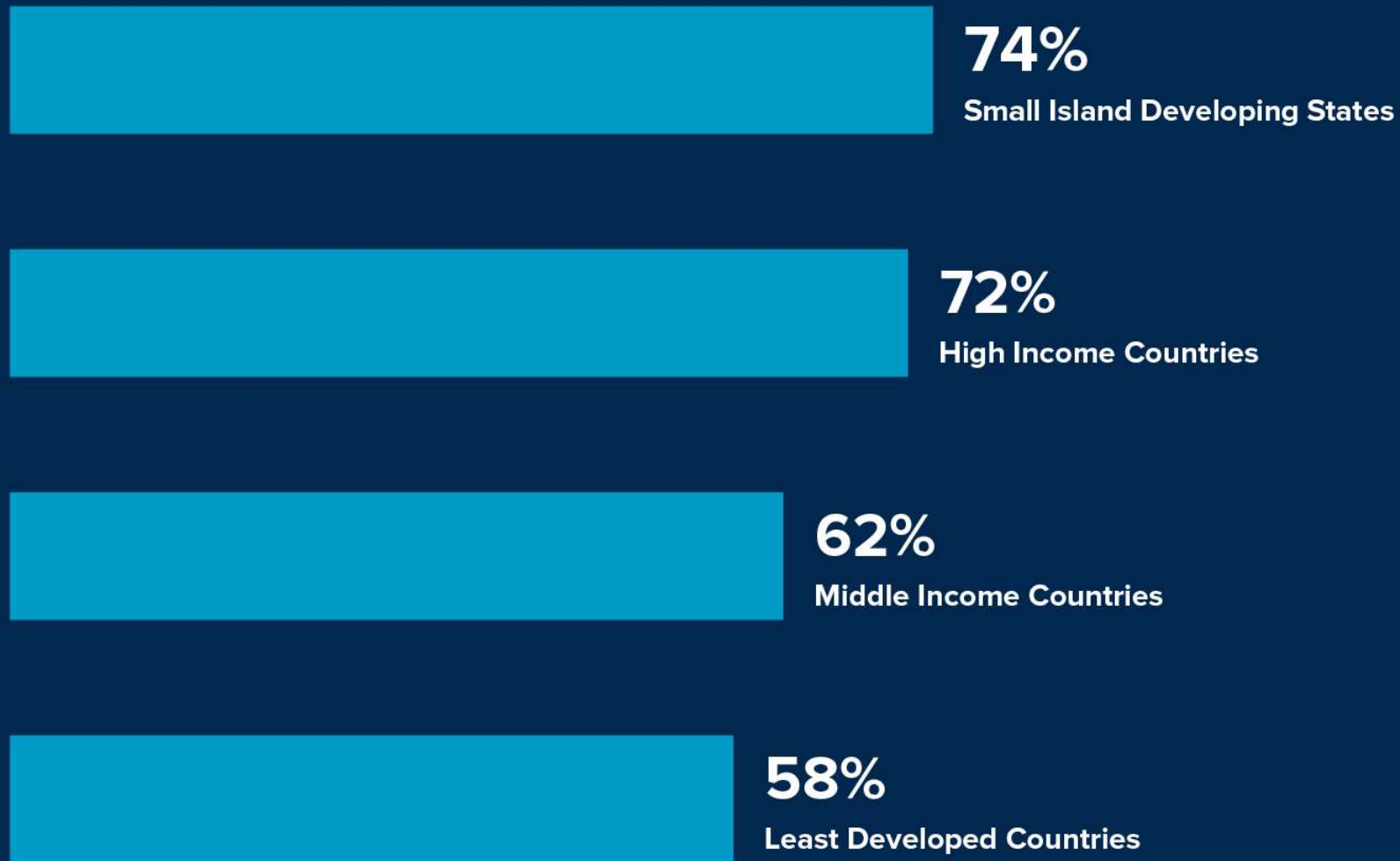
- Countries around the world are in the process of developing their national climate pledges under the Paris Agreement. The world is making policy choices to recover from COVID-19. Both will impact generations to come.
- Results from the Peoples' Climate Vote can help to inform governments as they make high-stakes decisions on climate and COVID-19 recovery.

Here's what we found.

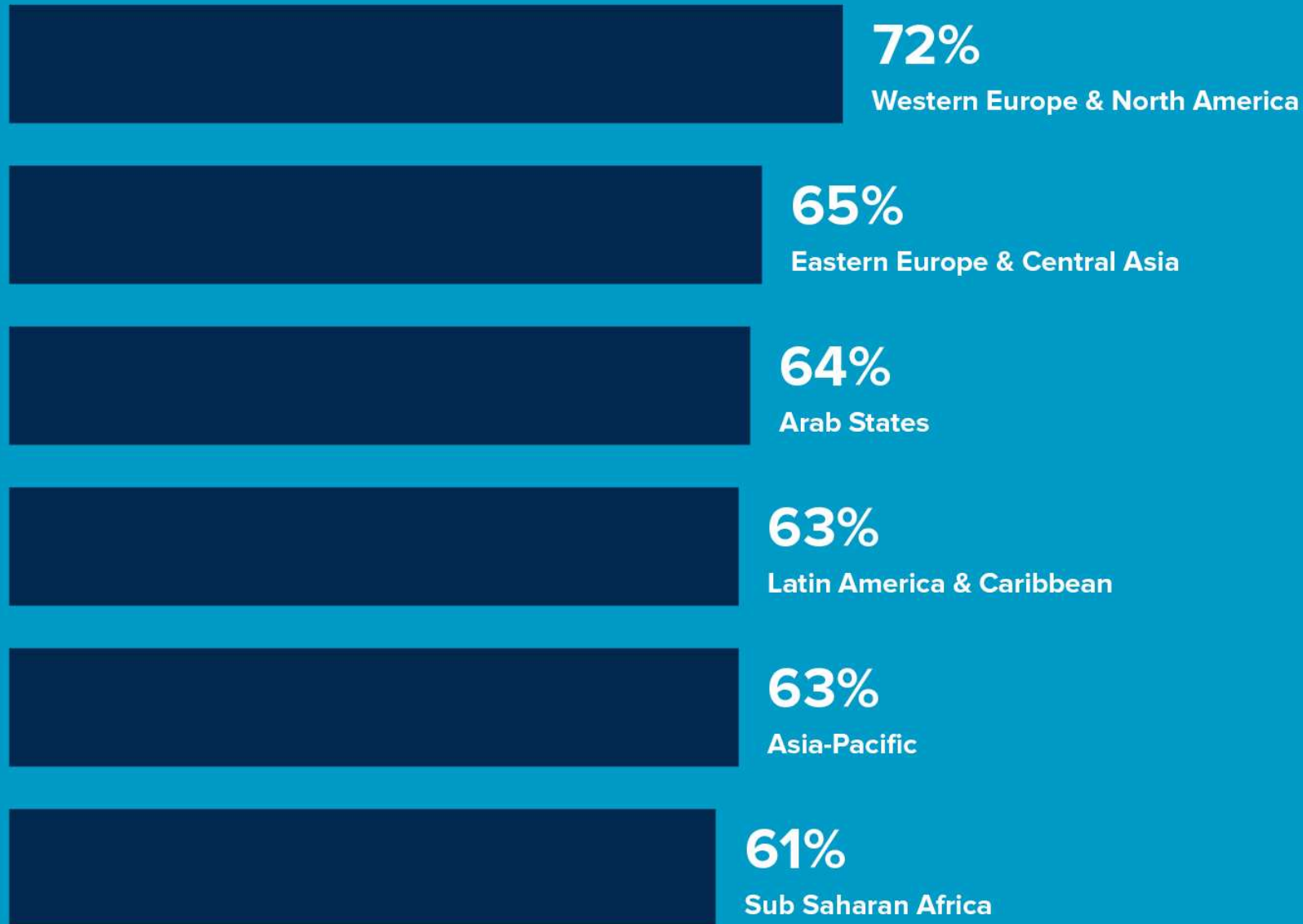
**Across 50 countries
polled, the majority
of people believe
we are in a climate
emergency.**



What percentage of people believe climate change is an emergency?



Belief in the Climate Emergency, by UNDP region



What policies should governments enact to address the climate emergency?

We listed 18 policy options and gave respondents the chance to click up to three preferences each for energy, economy, transportation, farms and food, protecting people, and nature.

A wide range of policy solutions were supported. Here are the top four:



Conserve forests
and land

54%



Invest in solar, wind
and renewable power

53%



Promote climate-friendly
farming techniques

52%



Create green
businesses and jobs

50%

Most popular policy: Conserve Forest and Land



Arab States	47% N°3
Asia Pacific	48% N°1
Eastern Europe & Central Asia	61% N°1
Latin America & Caribbean	59% N°1
Sub Sahara Africa	52% N°3
Western Europe & North America	72% N°1

In countries with high emissions from deforestation and land use change, there was strong support for conserving forest and land.



Brazil 60% policy support

Indonesia 57%

Argentina 57%

In countries with high largest coverage of forest, there was strong support for conserving forest and land.



Russia (20% of world's forest)
- 60% policy support

Brazil (12%) - 60%

Canada (9%) - 79%

USA (8%) - 69%

Report:

<https://www.undp.org/content/undp/en/home/librarypage/climate-and-disaster-resilience-/The-Peoples-Climate-Vote-Results.html>

<https://www.mission1point5learn.org/>

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#PeoplesClimateVote

#Mission1Point5

#ClimateActionNow



LIST OF SURVEY QUESTIONS

1. Do you think climate change is a global emergency?

- a. Yes
- b. No

2. If yes, what should the world do about it?

- a. Do everything necessary, urgently
- b. Act slowly while we learn more about what to do
- c. The world is already doing enough
- d. Do nothing

3. Energy: To address the climate crisis, what should your country do about energy?

- a. Use solar, wind and renewable power
- b. Waste less energy in homes, buildings, factories
- c. Stop burning fuels that pollute
- d. None of the above

4. Economy: To address the climate crisis, what should governments do about the economy?

- a. Invest more money in green businesses and jobs
- b. Require more information on how products are made
- c. Make companies pay for their pollution
- d. None of the above

5. Transportation: To address the climate crisis, how should your country improve transport?

- a. Use more clean electric cars and buses, or bicycles
- b. Transport good on planes, ships, trains and trucks that run on clean energy
- c. Improve the design of cities and rural communities
- d. None of the above

6. Farming: To address the climate crisis, what should governments do about farms and food?

- a. Use climate-friendly farming techniques
- b. Reduce food waste
- c. Promote plant-based diets
- d. None of the above

7. Protection: How can your country better protect people from extreme storms, flooding, droughts, forest fires and other climate impacts?

- a. Install more early warning systems for disasters
- b. Provide good and affordable insurance
- c. Build infrastructure and conserve nature to protect lives and livelihoods
- d. None of the above

8. Nature: To address the climate crisis, what do you think your country should do about nature?

- a. Conserve forests and land
- b. Keep the ocean and waterways healthy
- c. Support local communities, indigenous peoples and women that are environmental stewards
- d. None of the above

Methodology

The vote was designed as both a standalone survey and as part of the Mission 1.5 game where a person could learn about the policy options before voting.

As part of the People's Climate Vote, we asked two overall "big picture" questions and six policy questions where the respondent could click up to three preferences per question (18 total).

The first two "big picture" questions asked the respondent if they thought climate change was a global emergency and, if so, the urgency of action required to address it. The second part of the survey asked respondents which of the 18 policies they favoured to tackle climate change. The policy options were framed around six of the most impactful solution areas: energy, economy, transportation, farms and food, protecting people, and nature. The content draws from the Sustainable Development Goals (SDGs), portfolio and approaches by the United Nations and UNDP, analyses conducted by the IPCC and NASA, and NGOs such as Project Drawdown. The content was simplified to enable mass participation and reviewed by some of the world's leading experts on climate policy.

The respondent was also asked to self-identify their gender, age group, and education level. For demographic information, respondents were asked to identify their gender from male, female or X, their age as under 18, 18-35, 36-59, and 60+, and when they left their education.

SURVEY DELIVERY

The survey was distributed to people via advertising on mobile gaming networks. This meant invitations to participate popped up as adverts as people were playing the most popular mobile games such as Words with Friends, Angry Birds, Dragon City, Temple Run, or Subway Surfers. Instead of seeing a traditional advert in their game, the player would be invited to participate in the Peoples' Climate Vote. The look and feel of the vote was developed as an inviting, fun, and playful way for people to engage on climate change.

The adverts were placed randomly and served only once to each individual by the mobile gaming network. No personally identifiable information was collected by UNDP or any Mission 1.5 partner. With 30.7 million invitations were issued, the survey yielded 1.4 million responses, a response rate of 4.6% across the 50 countries. This report is based on analysis of the 1.2 million respondents who answered all three demographic questions and at least the first question on climate change.

PROCESSING

As there were more responses from some demographic groups than others, the 'votes' from the survey were not representative of the population of any of the countries. A team from the University of Oxford weighted (or rebalanced) the data to generate estimates that are as representative as possible of the joint distribution of age, gender and education in each country. As a result the huge sample now represents 56% of the world's population, with a small margin of error of +/- 2%

These more representative estimates can tell us much about public opinion overall in each participating country.