P( )TENTIAL
ENERGY

(Later is Too Late)

A comprehensive analysis of the messaging that accelerates climate action in the G20 and beyond

November 2023

In partnership with: Yale Program on Climate Change Communication · The Meliore Foundation · Zero Ideas

Introduction

As we move into the really hard part of the zero-carbon transition, coupled with the massive impacts of climate change and rapid acceleration towards climate tipping points, opinions regarding action on climate are widely perceived to have polarized and hardened.

But that's not in fact true. What this report shows is that many people around the world are not only aware, but are also deeply concerned and want action.

Where things get less clear, and more divided, is what that action looks like. Many feel there is little they can personally do, and they are right in most cases. Many wonder if their lives and livelihoods will be negatively affected. But they also want the wonder of nature and the love for their children to guide the decisions that those in power are making now.

There are universal values and desires for climate action that a sizable majority of people around the world share. But that reality alone will not deliver action. The salience of the issue needs to be maintained, consolidated and increased to ensure a tide of public opinion is there to support the targeted political, campaigning and policy interventions that can bridge the power gap between public opinion writ large and actual political and policy outcomes.

And that power gap is not a neutral space. Neither is the battle for public opinion.

Vast resources are being brought to bear to not only reduce the salience of climate in the public mind, but also to control the power gap, focusing on preventing those in decision-making positions from acting by creating political, economic, cultural and ideological incentives to block or slow progress.

The findings of this report show that there is an opportunity for a major, globally applied, persuasion-based campaign to connect the emotions and aspirations of publics around the world to climate action. This approach can build support for ambitious policy outcomes and ensure a solid basis of public support that can be a tide that raises all boats.

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Executive summary

Global support for climate action is high, but good messaging is essential to achieve policy gains

Climate action at scale depends on public support. The changes we need require active government leadership. And governments are rightly mindful of what their constituents will and won't support.

So over the last six months, we have sought to answer two questions: **Does the world want action on climate? How can we motivate the public to accelerate progress?**

In partnership with the Yale Program on Climate Change Communication, Potential Energy has carried out **one of the broadest and most comprehensive global message testing studies ever conducted**. We examined what moves and motivates people to support climate actions and specific pro-climate policies.

This research shows how we can **dramatically accelerate the climate transition with the right framing and messages**. By understanding and responding to what really motivates people, we can strengthen their support, defend against opposing forces, and create the social and political environment that meaningful climate action depends on.

In this report we present the principal findings from our research, showing how:

1. The world is united in wanting climate action.
2. We have more in common than we think.
3. But winning policy debates requires strong framing.
4. A big narrative moves the world, and can tip the balance of public opinion.

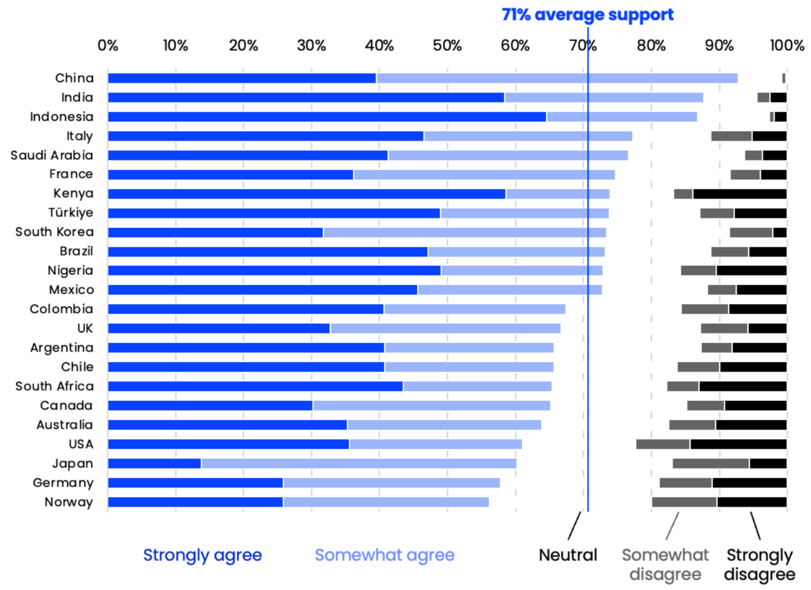
As the research shows, there already is a strong and broad consensus for immediate, increased government action on climate change, across countries and across diverse populations within countries. But this often doesn't translate into support for specific policy initiatives, opening the field to backlash and backsliding. **The right framing and messaging can be a critical difference maker.**

Our findings

1. Does the world want action on climate change? Substantial, majority support exists

There is majority support for immediate government action on climate change in every country we surveyed. On average across the 23 countries, 71% of people agree with the statement, "I support immediate action by the government to address climate change,[1]" and only 13% disagree. With the statement, "It is essential that our government does whatever it takes to limit the effects of climate change," support is even stronger: 78% agreement and just over 10% disagreement, a ratio of 7.5.

Support for government climate action by country



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[1] In China and Saudi Arabia, these questions were worded with no specific reference to the government.

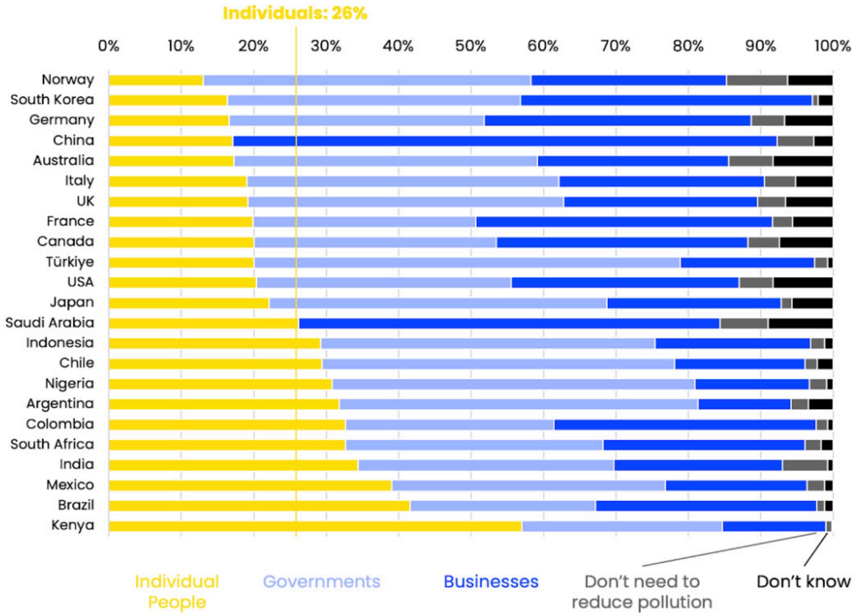
2. How does the world view the issue? The world is surprisingly united on how it sees the problem

Despite clear differences in cultural context, stage of economic development, education on the issue and energy infrastructure, citizens throughout the world are remarkably consistent on several aspects of how they see climate change. Every country sees it as a problem of generational responsibility, and every country sees human wellbeing as trumping national interests.

People blame government and business, not individuals

People primarily hold governments and businesses accountable, and don't see themselves as the major culprit nor the solution. On average, only 26% of people said individuals should be most responsible for addressing climate change, with the remainder putting the onus on government and businesses.

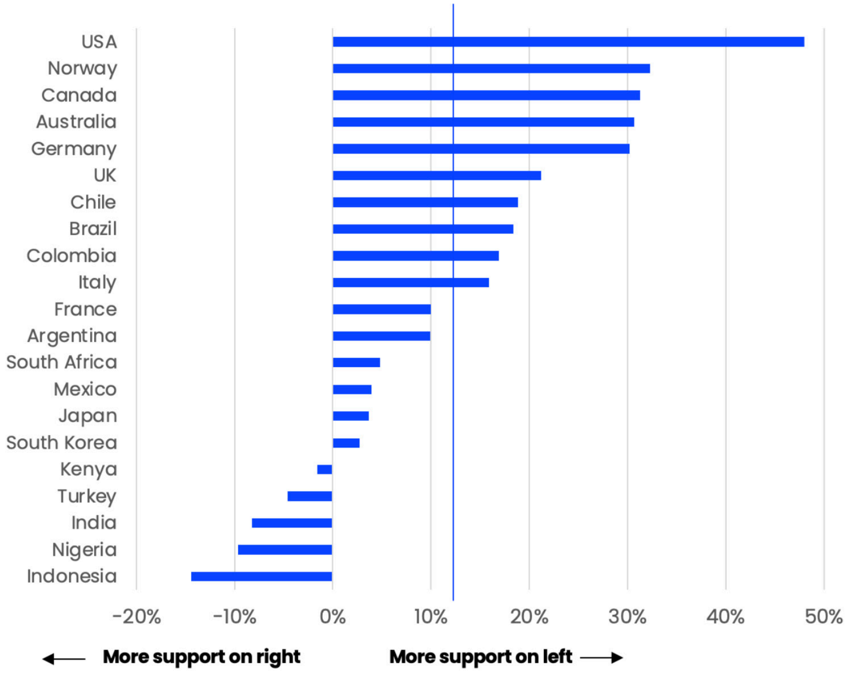
Who should be most responsible for reducing climate change



Political polarization gets in the way, but is much more of an American phenomenon

Across most countries, political polarization is not the defining dynamic. On average, people who identify as being on the political Right are 13% less supportive of climate action than those who identify as progressive, and in some countries, like India, conservative-leaning citizens are actually more supportive. The US is unique, with four times the polarization of the average country. Across 82 major political parties in 23 countries, only 6 parties don't have simple majority support for pro-climate policies.

Difference between progressive and conservative support for climate action



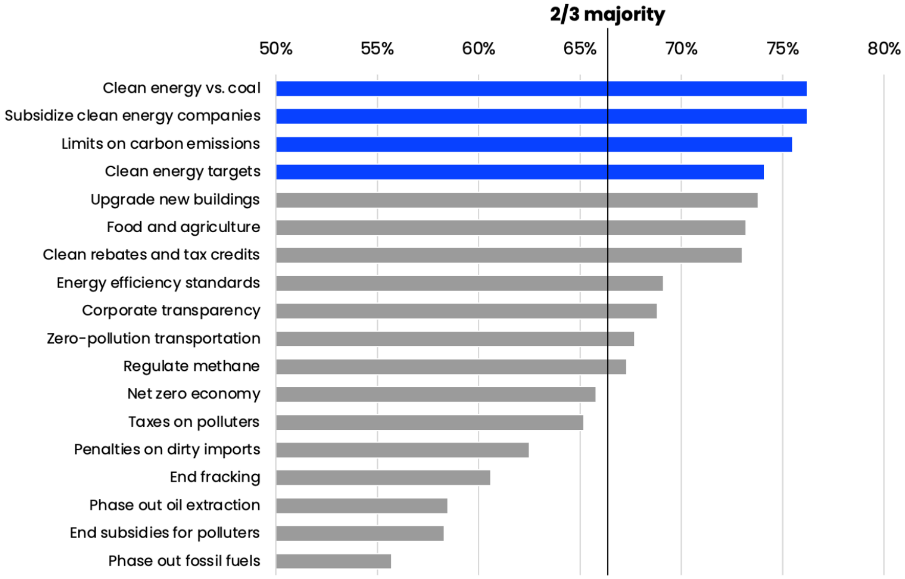
3. Does the world support the policies we need? Winning policy support requires strong framing

While overall support for government action on climate is high, support for specific climate policy framings, positioned head-to-head with an opposing argument, are a closer call.

We tested 18 policies, each framed in 3 different ways, across 23 countries (a total of 1,242 different tests.) Across policies and within countries, there are often significant variations in levels of support, and it's clear that some policies are closer to a coin toss.

Yet, when framed well, many policy ideas receive over two-thirds support in every country.

Average support by policy territory



The most universally popular policy frames in these tests were all about limiting pollution and setting goals for clean energy.

The US has the lowest support for climate policies in the G20, although comprising 25% of historical carbon emissions and 25% percent of the world's GDP.[2,3] Notably, the countries with the least support for climate policies all have higher political polarization and higher fossil fuel intensity.

Limitation is a losing frame

The data clearly shows that framing is a key difference maker and can turn political winners into losers. Frames that included the words mandate,

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[2] Our World in Data
[3] World Bank 2022 Gross Domestic Product

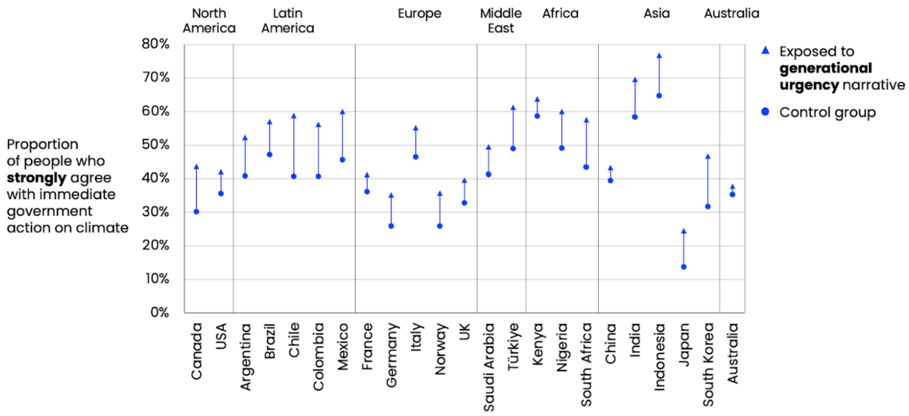
ban or phaseout on average had 9 points lower support (and in some cases, up to 20 points lower support) than those that did not. Framings that included ideas like upgrading, setting standards, making solutions accessible, reducing pollution, and reducing dependency performed significantly better.

This finding is particularly important as climate policy advances from the “behind the scenes” policies like clean energy standards to the policies that more directly affect individual citizens’ lives - in their kitchens, homes, garages and farms. **The one limitation that does work: pollution.**

4. Can we motivate the public to accelerate progress ? How? A big narrative can tap our shared motivations and help tip the balance

Good, pro-climate messages substantially increased citizen support for policy action. In Randomized Controlled Trial tests (we exposed respondents citizens to a message and compare them to those in an unexposed “control group”), the best narrative lifted the level of strong support globally for climate action by an average of 11 percentage points (from 41% to 52%); some countries saw lifts in the high teens. The average country was 60% more moved by climate messages than the US, which had a seven-point lift.

Lift in support by country from highest performing narrative

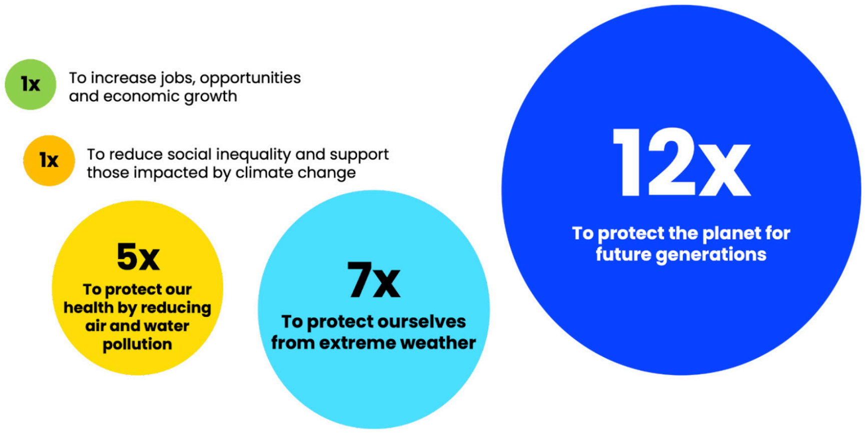


The big “why” for climate isn’t jobs, prosperity or even the cost of extreme weather - it’s love for the next generation.

The data clearly showed that one message moves citizens of countries throughout the world, significantly.

While policy and political leaders often focus on messages like green jobs, economic prosperity, ending injustice, and even fighting the costs of extreme weather, the data indicates that there is a better message to grow the overall size of support. Across every country, the dominant reason for action on climate change was **protecting the planet for the next generation**. This reason was 12 times more popular than creating jobs.

Relative size of perceived benefits across countries



A note on methodology

This report is based on findings from an international online survey of adults (18+) conducted by the Potential Energy Coalition, with instrument design and analysis conducted in partnership with the Yale Program on Climate Change Communication, The Meliore Foundation (Global Strategic Communications Council), and Zero Ideas. Responses were collected from 23 countries worldwide, from respondents who were part of an online panel and opted into the survey. Fieldwork was conducted between June 12 and August 28, 2023.

We conducted three Randomized Controlled Trial message tests and compared (among other questions) three different framings of 18 different policy territories with nearly 60,000 people across 23 countries, which collectively account for 70% of the world's population[4]. However, the research is not universal. Our 23 countries are primarily those within the G20, with limited coverage beyond that; none of the world's least developed countries was studied here. And because we conducted online surveys with pre-existing consumer panels, our coverage within the countries we surveyed is limited to the online population and only as good as those panels. We strove to ensure as representative a coverage of the population as we could given those constraints.

We explain how in our methodology appendix (Appendix 1).

Scale

- 57,968 respondents
- Over 2,000 respondents in each country

Methodology

- Approach designed and delivered by Potential Energy
- Instrument design and analysis conducted in partnership with Yale Program on Climate Change Communication

Reach

Twenty three countries

- Comprising the G20 (18 countries, excluding Russia)
- Additional countries include Chile, Colombia, Kenya, Nigeria, and Norway
- Representing 70% of the world's population, 80%+ of global emissions[5], and 90% of global GDP[6]

Independence

Led by the nonprofit organization Potential Energy Coalition in partnership with researchers and independent NGOs, including Yale Program on Climate Change Communication, The Meliore Foundation, and Zero Ideas.

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[4] This survey intended to sample a population that broadly reflects countries with membership in the G20, as well as the additional inclusion of Chile, Colombia, Kenya, Nigeria, and Norway.

[5] EDGAR, 2022

[6] World Bank, 2022

CHAPTER 1

Does the world want action on climate change?

Significant support exists across countries

- Supporters of climate action outnumber opponents by nearly 8 to 1
- Support for action is universal and strong, across countries and demographics
- Support is influenced by fossil intensity of economies

The world is united in wanting climate action

Across the 23 countries in the survey, majority support for immediate government action to address climate change was universal. This was assessed directly, at the start of the survey, and the findings are compelling:

Supporters of climate action outnumber opponents by nearly 8 to 1

Figure 1 shows the degree of support for government action on climate, using two differently worded questions. On average across the 23 countries in our survey, 71% of people agree with the statement, "I support immediate action by the government to address climate action," and only 13% disagree.

With the statement, "It is essential that our government does whatever it takes to limit the effects of climate change," support is even stronger: 78% agreement and just over 10% disagreement, a ratio of 7.5X.

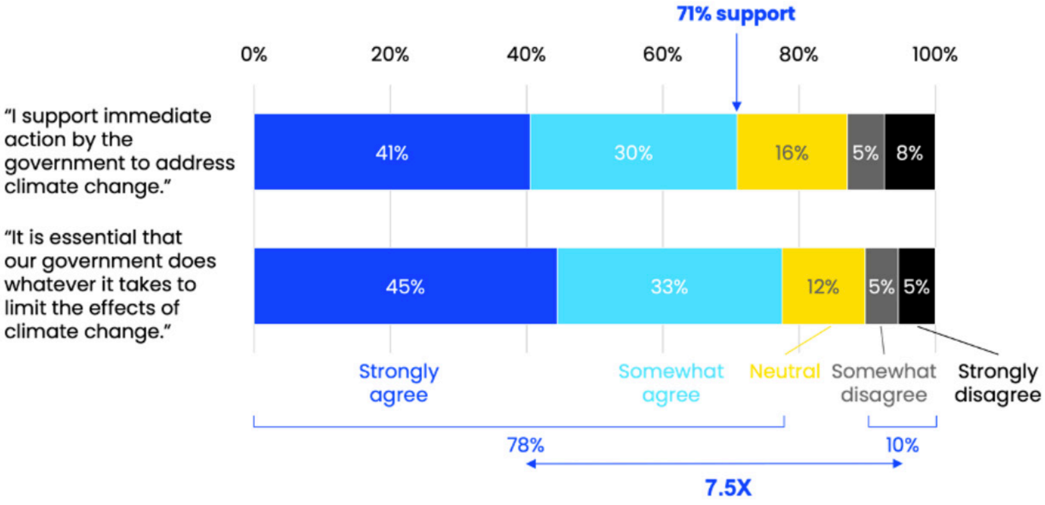
Support for action is universal, across countries and demographics

The level of support for immediate government action on climate does vary across the world, but it is consistently high.

Figure 2 shows the support level for individual countries. Support ranges from 56% in Norway to 93% in China. There is majority agreement in every country, and the ratio of support to opposition (setting aside "neutral" responses) is greater than 3X in nearly every country.

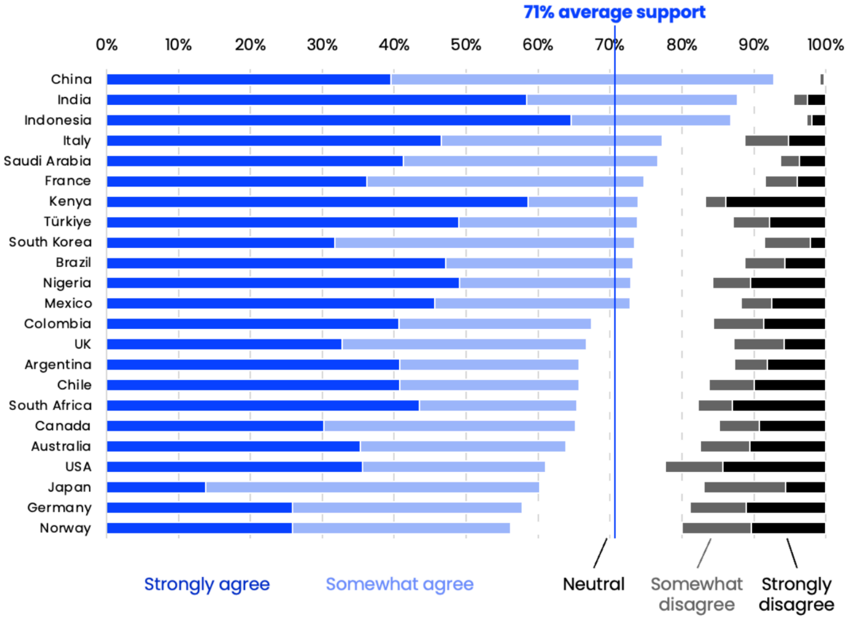
> *Across every demographic cut - age, income, gender, rural/ urban - and every country, support outnumbers opposition significantly.*

Figure 1: Overall support for government climate action



Question B1 "I support immediate action by the government to address climate change" and B1A "It is essential that our government does whatever it takes to limit the effects of climate change." Average scores across all countries.

Figure 2. Support for government climate action by country



Question B1 "I support immediate action by the government to address climate change."
In China and Saudi Arabia, "by the government" was omitted.

Table 1 shows the level of support for different gender, education and age groups, globally and for each region. The big picture of strong majority support holds across these (and other) demographic cuts.

> *The data does not support the commonly held view that there is a highly significant difference between the young and old. Support for action among younger citizens is three points lower overall.*

Notable exceptions are lower support among the less educated in some Global North countries, particularly reduced by Norway and the United States (respectively, 49% and 51% of those with high school education or less support climate action). Lower support was also found among the highest age bracket in the same group of Global North countries, driven down in this case by Norway and Australia (respectively, 51% and 55% of those age 55+ support climate action). Also, and notably, the data does not support the commonly held view that younger people are much stronger supporters of climate action than older people in most countries.

An additional analysis was conducted on a composite demographic cut that identified people with lower degrees of educational attainment (high-school or less) and live in a rural area within a Global South country (hereinafter referred to as "rural, Global South populations"). People with this profile are likely to be under-represented in this survey, because of the limited penetration of Internet-based research panels in this part of the population. Testing the extent to which key findings apply to this group helps to avoid drawing conclusions that exclude under-represented parts of the online population, while still recognizing that this research cannot reach those who are not online. The proportion of this group who agree that "I support immediate action by the government to address climate change" is 62%. While lower than the all-country average (71%), it remains strong majority support and within the range of demographic and regional cuts in the table above.

Table 1: Support for government climate action by demographic

Percentage of people agreeing that "I support immediate action by the government to address climate change," by region and demographic.

		All-country average	North America	Latin America	Europe	Middle East	Africa	Asia	Australia
All	All	71%	63%	69%	67%	75%	71%	80%	64%
Gender	Male	70%	60%	68%	66%	75%	71%	79%	59%
	Female	72%	66%	70%	67%	76%	71%	81%	68%
Education	High school or less	67%	56%	64%	63%	65%	72%	77%	59%
	Vocational or technical certifications	70%	60%	69%	62%	72%	68%	83%	62%
	Bachelors and other advanced degrees	75%	69%	73%	73%	79%	73%	82%	70%
Age	18-34	70%	64%	68%	70%	73%	69%	74%	73%
	35-54	72%	63%	68%	67%	77%	73%	82%	67%
	55 or older	73%	63%	73%	64%	84%	76%	84%	55%

Question B1 "I support immediate action by the government to address climate change." Strongly or somewhat agree. Average scores across countries within each group. Groups defined as follows:

North America: Canada, USA
Latin America: Argentina, Brazil, Chile, Colombia, Mexico
Europe: France, Germany, Italy, Norway, United Kingdom
Middle East: Saudi Arabia, Türkiye
Africa: Kenya, Nigeria, South Africa
Asia: China, India, Indonesia, Japan, South Korea
Australia: Australia

A profile of the key data for this "rural, Global South" group is included in Appendix [2] for comparison with other countries and regions. A fuller discussion of the extent to which this survey represents national populations is in Appendix [1].

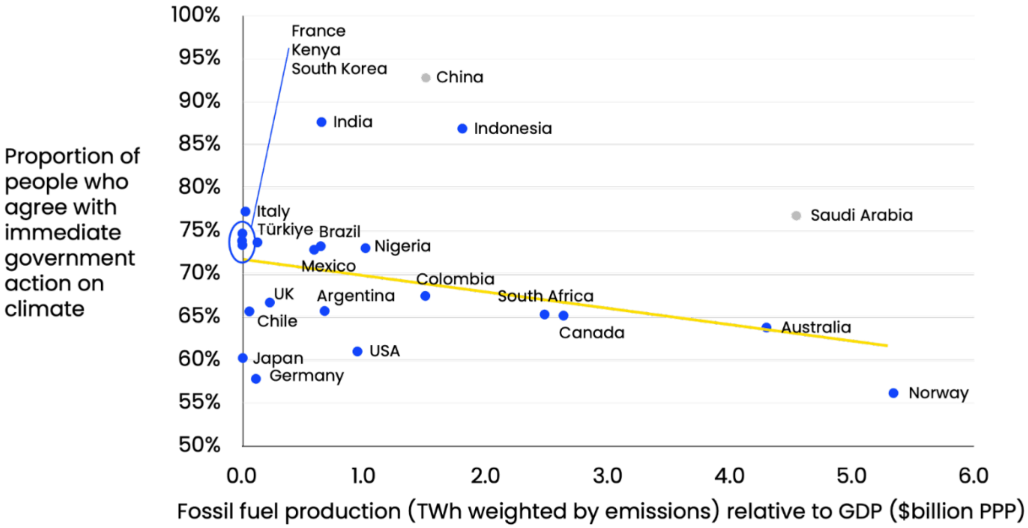
Support is influenced by fossil intensity of economies

When support is compared among countries with different levels of fossil fuel production in their economies, there are some noteworthy differences. Figure 3 shows the average support in each country plotted against the country's fossil intensity, defined here by the size of that country's fossil fuel industry (production of coal, oil and gas in terawatt-hours, with each fuel weighted by its emissions intensity) relative to its economy (GDP adjusted for purchasing power parity). Note that this metric does not measure a country's emissions from fossil fuel consumption; it measures the emissions from the fossil fuels the country produces, regardless of where they are consumed. Divided by GDP, this gives an indication on how material fossil fuel production is to the country's economy.

The distribution in this chart suggests that at low fossil intensity, the fossil issue is not salient, and other issues are driving a wide range of support levels. At higher fossil intensity, the population's interests in the country's fossil fuel industry increasingly dominate. This may reflect either the influence of the fossil fuel industry in the country, or a recognition of how the country's wealth is generated.

Where we mark countries as "fossil-intensive" in other charts in this report, we refer to countries with a score of 0.5 or more on this intensity metric: that is, all those countries to the right of (and not including) the UK in Figure 3.

Figure 3. Support by fossil fuel intensity at country level



Question B1 "I support immediate action by the government to address climate change." In China and Saudi Arabia, "by the government" was omitted. Sum of production of 2022 coal, oil and gas in TWh, weighted by each fuel's CO2 emissions factor (363 kgCO2 for coal (lignite), 264 for crude oil, 202 for natural gas), divided by 2021 GDP in US$ billion PPP. Source: Our World in Data.

CHAPTER 2

How does the world view the issue?

We have more in common than we think.

- While there are expected differences across countries, the world sees many dimensions of the problem similarly
- People want to solve it for the global good over national interests, and see it primarily as a generational moral responsibility
- Climate is a seen as problem for government and business, not individual behavior change
- Political polarization is acute in America, but not widespread

We have more in common than we think

Beneath this overall level of support for how people think about climate change and climate action, there are important differences across the world — but there are bigger similarities. People have a lot more in common on how they view climate action than one might expect. This chapter first acknowledges the differences, then analyzes more deeply what people have in common.

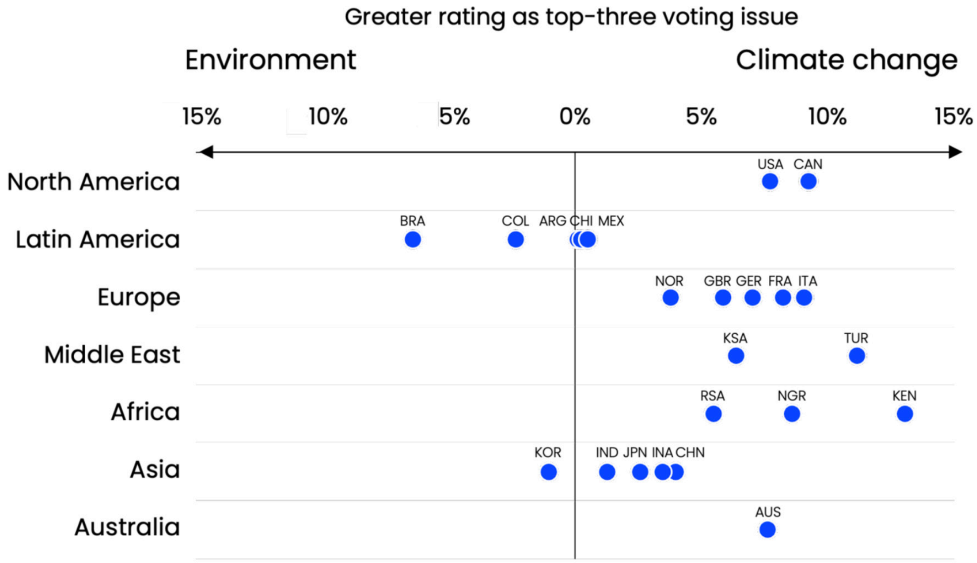
While there are indeed expected differences across countries . . .

We see climate in different environmental contexts

Different countries may see climate in a different context regarding broader environmental issues. In many parts of the world, climate change is a dominant issue in itself. In others, particularly where climate action may have as much to do with preservation of nature as it does with reducing carbon emissions, "the environment" may be a more salient framing. Figure 4 shows the difference in the percent of people rating "climate change" as one of their top-three voting issues, relative to the percent rating "environment." In most cases, "climate change" is higher, but in Latin America and Asia, the environmental context is highly salient; this difference is particularly pronounced in Brazil.

> *The world doesn't speak the language of "1.5 degree" or the "Paris Agreement." Only 20% of people knew the UN temperature target and less than a half have heard of the Paris Agreement.*

Figure 4. Climate change vs. the environment as a top-three voting issue



Question B2. "If there was a national election today, of the issues below, which would be most important to your vote?" In China and Saudi Arabia: "Which of the issues below are most important to you?" Dots refer to the net percentage-point difference in each country between the proportion of people who selected "The environment" and the proportion who selected "Climate change" as one of their top three issues.

Table 2. Level of knowledge of climate issues

Country Group	UN goal for limit to global temperature rise		% heard of the Paris Agreement
	% stating correctly (1.5-2°C)	Average estimate	
North America	28%	3.7°C	57%
Latin America	21%	4.3°C	47%
Europe	42%	3.2°C	64%
Middle East	14%	5.2°C	54%
Africa	17%	4.7°C	38%
Asia	25%	4.3°C	58%
Australia	29%	3.5°C	50%

Question H6. "The United Nations (UN) has set a goal to limit global temperature increase. Please use the slider to indicate what you think the UN target is." Slider scale 0-10°C in 0.5°C increments.
Question H5. "Which of the following have you heard of?" Paris Agreement one of four real and one invented possible answers.

We differ in how much we know about climate issues

Many people are unaware of the specifics of climate action. To gauge people's familiarity with the issues, respondents were asked whether they have heard of the Paris Agreement. Then, they were asked to select the goal that the United Nations has set for the limit to the world's temperature rise (on a sliding scale from 0-10°C, choosing either 1.5 or 2°C as the right answer). Table 2 shows the average answers to these questions for each region.

At the population level, greater knowledge may lead to higher issue salience and voting prioritization (Figure 5), but it does not imply greater support for climate action. In fact, there is a moderate inverse correlation: the countries with the best knowledge of the temperature goal tend to have lower support for climate action (Figure 6). This may reflect a build-up of resistance in countries where the debate is more developed.

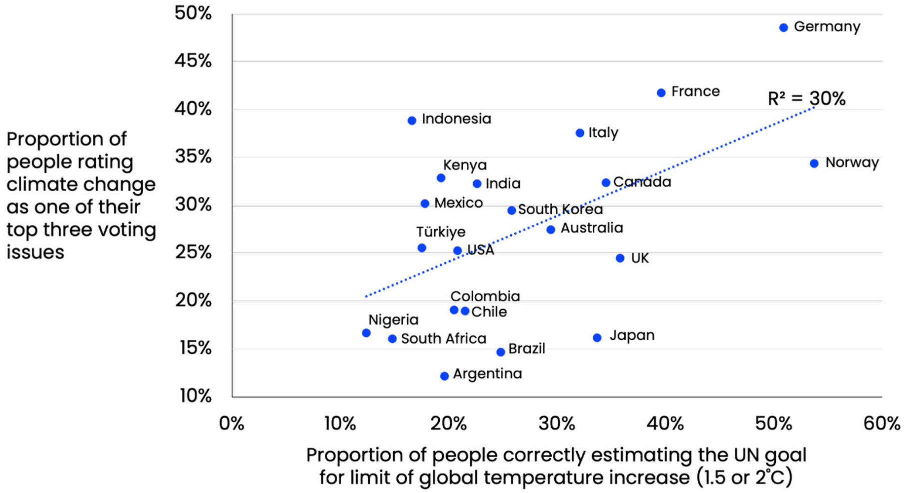
> *Knowledge about climate is not correlated with support for action.*

We differ in our sense of "what it takes"

For a number of world issues, some more and some less directly related to climate change, respondents were asked which of two contrasting perspectives they felt best described themselves. Their answers on many of these issues showed remarkable consistency across the world, but one area where countries demonstrated fairly significant divergence was about the perceived scale and pace of social change to solve climate change.

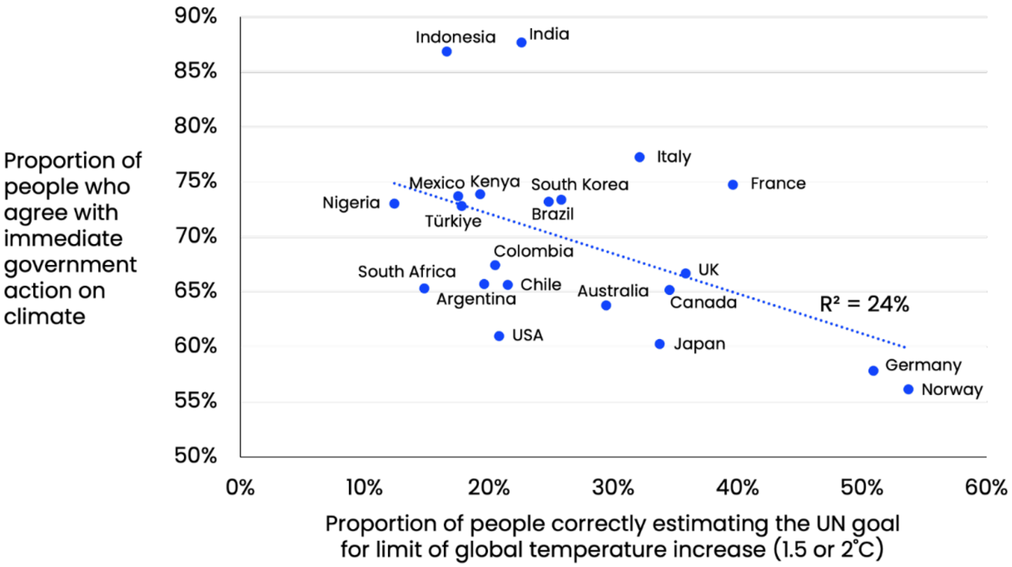
Figure 7 shows how respondents in different countries placed themselves on a spectrum between two opposing views: To solve climate change, do we need to make big, disruptive changes to our society, or gradual, step-by-step changes? Each dot in the chart represents the average score for respondents in one country, with countries grouped in rows by geographic region.

Figure 5. Climate as a voting issue by climate knowledge at country level



Question B2. "If there was a national election today, of the issues below, which would be most important to your vote? / Which of the issues below are most important to you?" 1. Climate change.
Question H6. "The United Nations (UN) has set a goal to limit global temperature increase. Please use the slider to indicate what you think the UN target is." Slider scale 0-10°C in 0.5°C increments. Proportion of people in each country selecting either 1.5 or 2°C.

Figure 6. Climate action support by climate knowledge at country level



Question B1 "I support immediate action by the government to address climate change." Strongly or somewhat agree.
Question H6. "The United Nations (UN) has set a goal to limit global temperature increase. Please use the slider to indicate what you think the UN target is." Slider scale 0-10°C in 0.5°C increments. Proportion of people in each country selecting either 1.5 or 2°C.

While there is significant variation within some regions, there are clear differences between regions:

- Countries in Africa and Asia support climate action, but more than others, they expect it to be step by step. In some cases, this may reflect a “sustainable development” perspective, with climate action progressing as the economy develops.
- Comparatively, countries in Europe and Latin America tend to expect a need for big, disruptive changes.

Citizens of most countries prefer step-by-step to big, disruptive change

...on key dimensions, the world views the problem similarly

And yet, despite these important differences, there are big similarities across countries that provide the opportunity for building and solidifying broad public support.

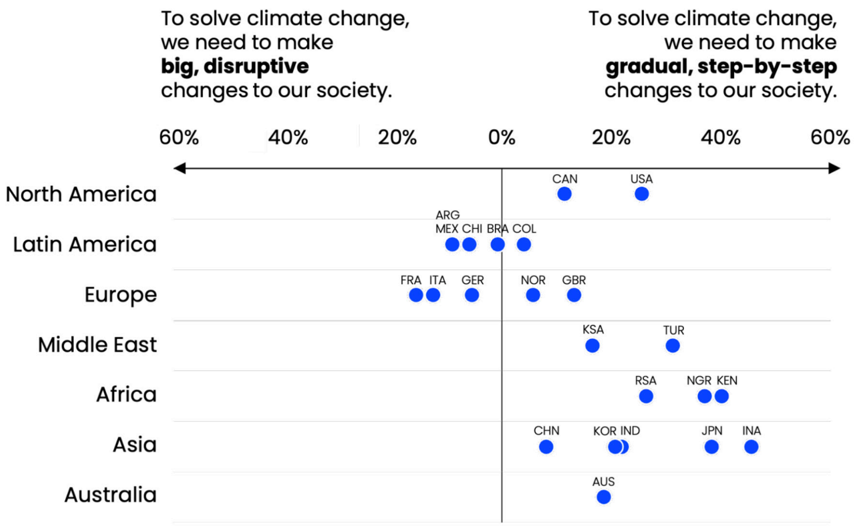
We acknowledge our generational responsibility

In every country, people are far more likely to feel that “it's the responsibility of this generation to solve climate change and leave a thriving world for our children and grandchildren,” rather than the contrasting viewpoint that “we shouldn't demand that people make sacrifices for the sake of people not even born yet” (Figure 8).

We see this as a global issue of compassion, and not one of national interest

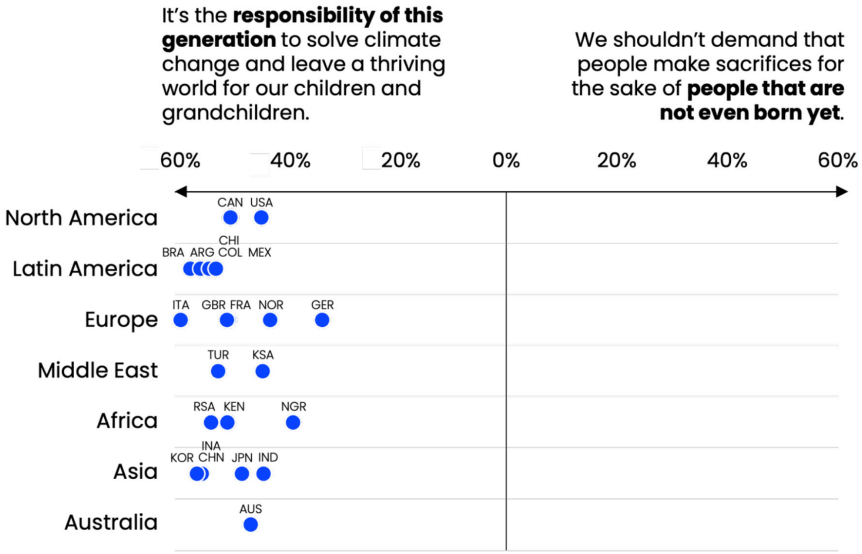
Rather than solving climate change because we need to “protect ourselves and put our national interests first,” nearly all countries viewed climate action as critical to alleviating the suffering felt across the world.

Figure 7. Scale of change needed for climate action



Question C1_10. “Please indicate which of the following statements best describes you.” 5-point scale from strong alignment with left statement to strong alignment with right statement.

Figure 8: Sense of generational responsibility



Question C1_2. “Please indicate which of the following statements best describes you.” 5-point scale from strong alignment with left statement to strong alignment with right statement. Dots refer to the net percentage-point difference in each country between the proportion of people leaning towards each statement.

People agree: climate is primarily a responsibility for governments and businesses, not individuals

Several questions were designed to explore how people see their own (and other individuals') role in climate action, compared with institutional roles. In both, people see individuals like themselves playing the smallest role.

> *The majority in all countries agree that global progress on climate is more important than national interests.*

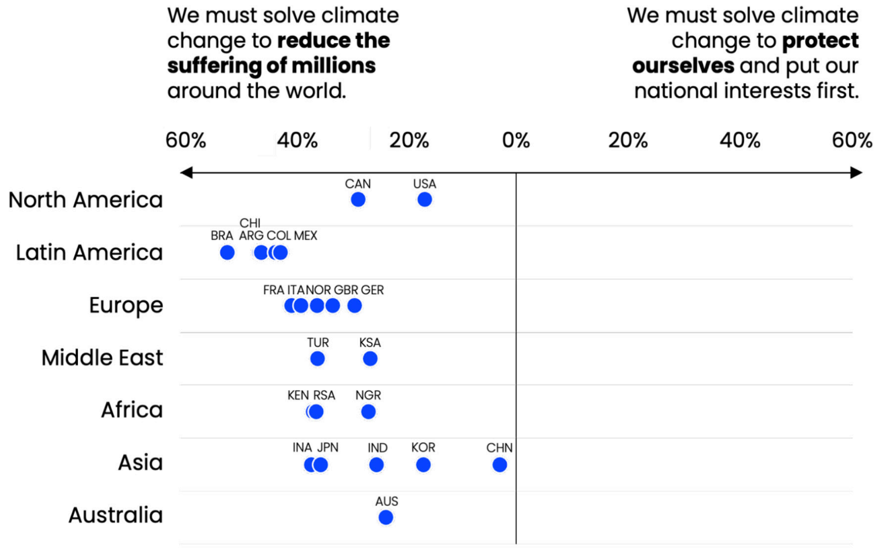
Figures 10 and 11 compare the impact that people see coming from different approaches to climate action: different types of voluntary behavior by companies and individuals, and both "sticks and carrots" types of government intervention. In all regions:

- Government is seen to have the greatest impact, with more confidence in "sticks" (e.g., laws and regulations) than in "carrots" (e.g., financial incentives and aid);
- Companies are seen to have the next greatest impact, with clean energy technology seen as more impactful than operational changes;
- Individuals are seen to have the least impact.

> *Only 28% of people view climate change as primarily being about individual behavior.*

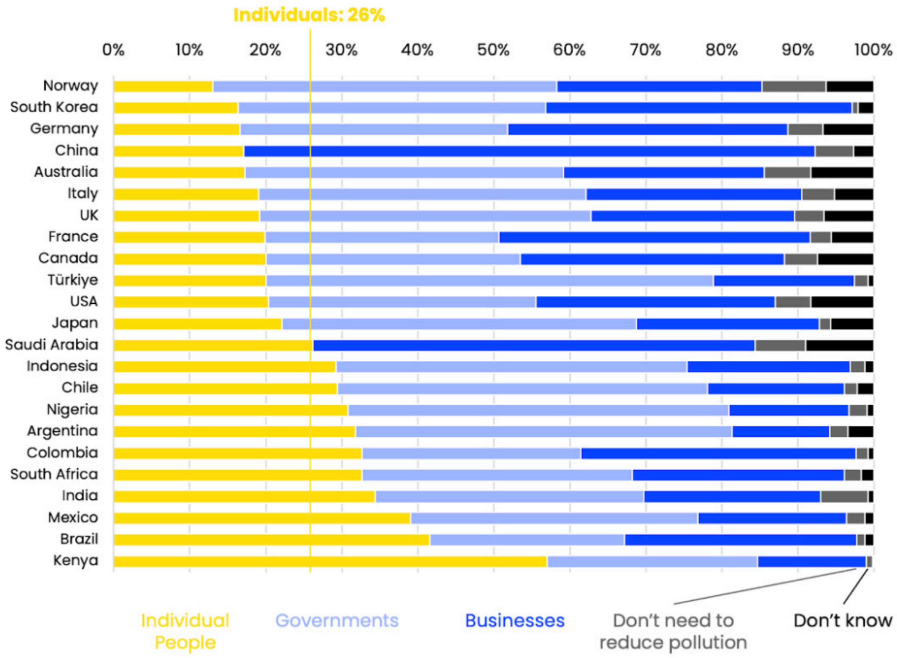
It is also clear that citizens do not see individual sacrifice as essential, and don't think addressing climate change means compromising their standard of living. The high level of support for immediate government action on climate change is also not a carte blanche for any climate action. In almost all countries there is a clear expectation that "with technology and innovation, we

Figure 9. Focusing on the global good



Question C1_8. "Please indicate which of the following statements best describes you." 5-point scale from strong alignment with left statement to strong alignment with right statement. Dots refer to the net percentage-point difference in each country between the proportion of people leaning towards each statement.

Figure 10: Who should be most responsible for reducing climate change



Question E2. In the country or territory where you live, who do you feel should be most responsible for reducing the pollution that causes climate change? "Government" omitted as response option in China and Saudi Arabia.

can maintain or improve our standard of living and still stay within the environmental limits of our planet," and that we therefore don't have to "accept a lower standard of living" (Figure 12). (France is the one exception, to the left of the axis in the figure.) This expectation helps explain which specific policies people are more or less ready to support today, versus which policies will need additional research, better framing, and more intensive public engagement, which will be discussed further in Chapter 3.

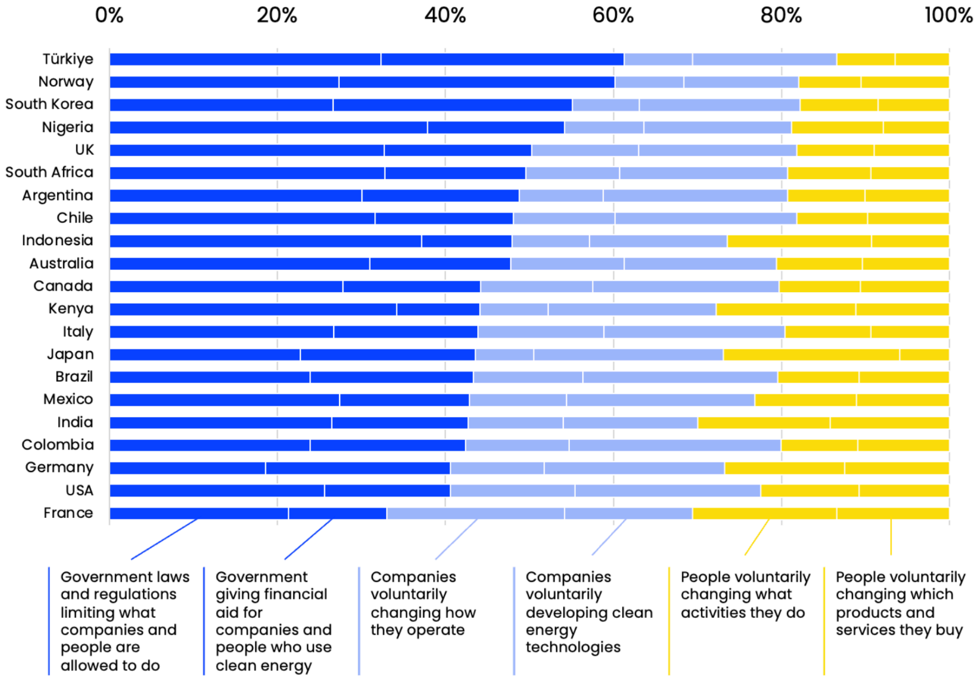
A note on political polarization: an acute challenge in America, but not widespread globally

Support for government action on climate is more uniform across the political spectrum than often assumed. The data shows clearly that high political polarization of climate is not a global phenomenon.

Figure 13 shows the full scale of support (from "strongly disagree" to "strongly agree") cut by how people place themselves on a spectrum from extreme left to extreme right. This chart is an average for all countries in the survey (except China and Saudi Arabia, where the political spectrum question was not asked). Climate concern is not only an issue of the Left. On average, while support tends to be higher among the Left and lower among the Right, levels of support are notably consistent across the groups. Majorities of people across the political spectrum "somewhat" or "strongly" agree that they support climate action.

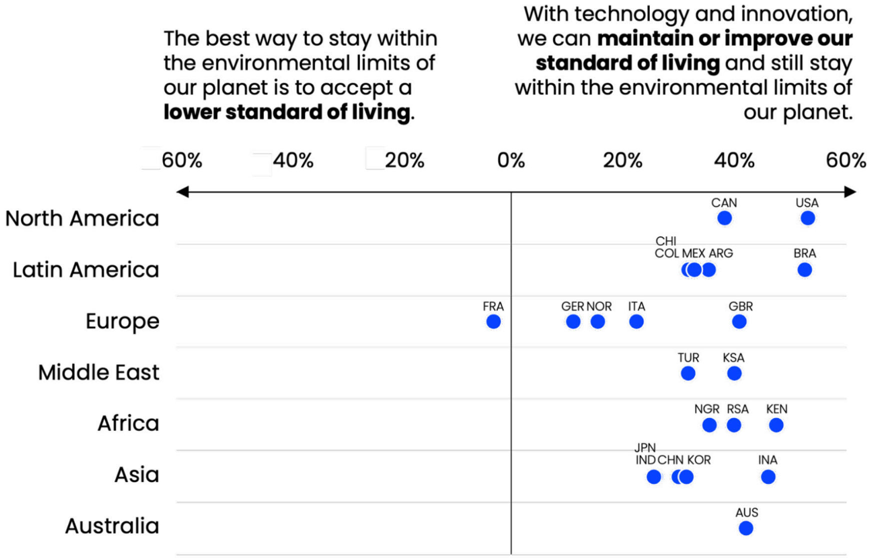
> *Notably, many of the most polarized countries are those that have the highest fossil fuel intensity.*

Figure 11. Actors and activities with the greatest impact



Question E4. "In your opinion, which of the following can have the greatest impact in limiting climate change?" Percentage of people ranking each answer #1.

Figure 12. Expectation to maintain standard of living



Question C1_4. "Please indicate which of the following statements best describes you." 5-point scale from strong alignment with left statement to strong alignment with right statement. Dots refer to the net percentage-point difference in each country between the proportion of people leaning towards each statement.

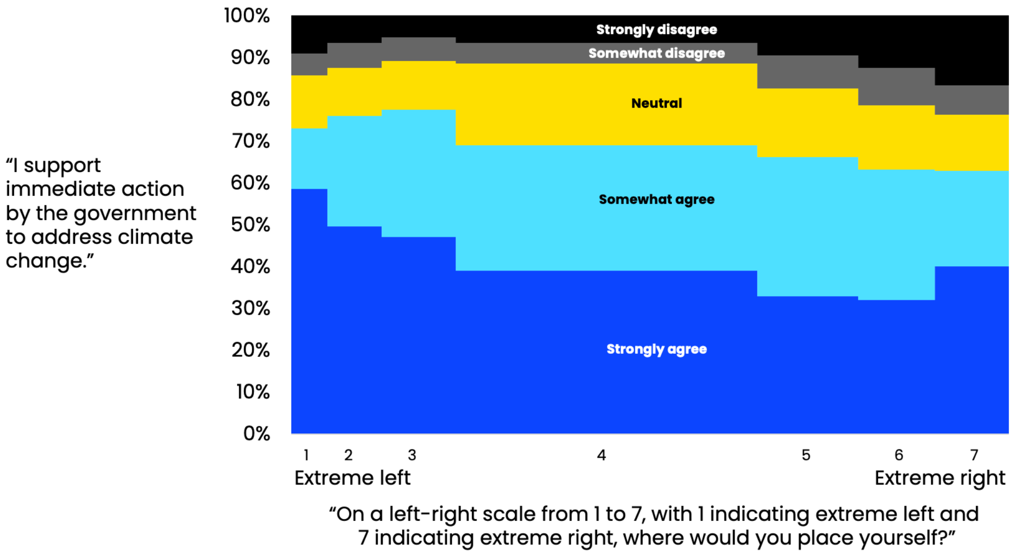
Figure 14 shows the degree of difference in support for government action on climate change between Left and Right (excluding China and Saudi Arabia). This "polarization" data is calculated using respondents' scores on a seven-point scale of identification of political ideology (where 1 is "extreme left" and 7 is "extreme right") by averaging levels of support across the left (scores 1-3) and subtracting average support across the right (scores 5-7). Across countries, people on the political Right are 13 percentage points less supportive of climate action than those on the Left, but in some countries, like India, people on the right are actually more supportive.

> *Polarization in the US is four times that of the average country*

Many countries, particularly in the Global South, have low polarization, even climbing slightly towards the political Right. South Africa in Figure 15 has a fairly flat profile; Kenya and Mexico are similar. India has a climbing profile; Indonesia, Nigeria and Türkiye have similar profiles.

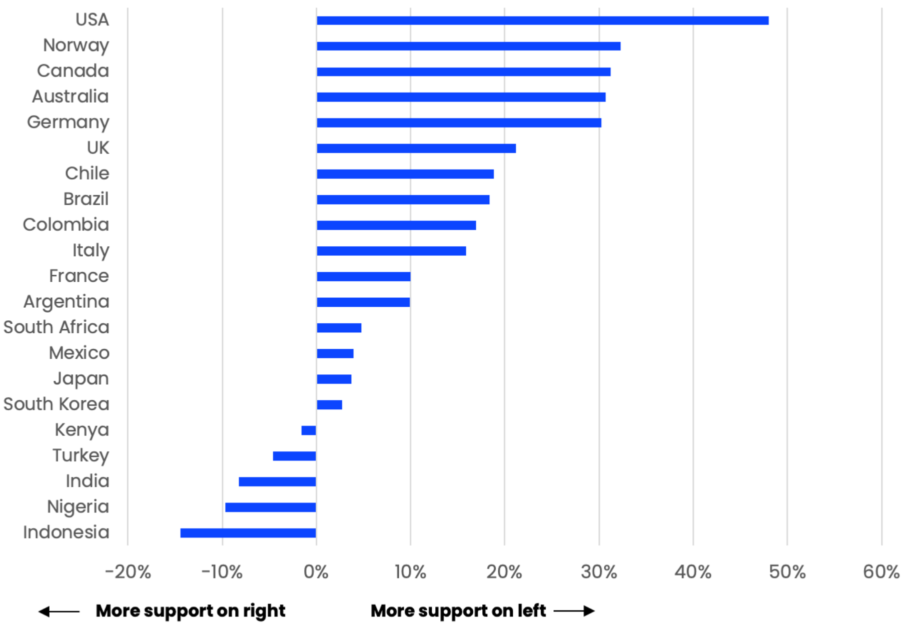
However, polarization is a unique and important force in a small set of countries, particularly the US, which is somewhat unique in this regard.

Figure 13. Support across the political spectrum globally



Question B1 "I support immediate action by the government to address climate change."
Question J9A. "Some people talk about politics in terms of left, center, and right. On a left-right scale from 1 to 7, with 1 indicating extreme left and 7 indicating extreme right,where would you place yourself?"
Note: The width of the sections for each ideological level corresponds to the relative size of that group.

Figure 14. Gap in support by political leaning by country



Question B1 "I support immediate action by the government to address climate change."
Question J9A. "Some people talk about politics in terms of left, center, and right. On a left-right scale from 1 to 7, with 1 indicating extreme left and 7 indicating extreme right,where would you place yourself?"

While a simplified left-right spectrum aids comparison between countries, the profiles are borne out when looking at support among voters for different political parties within countries (Figure 16).

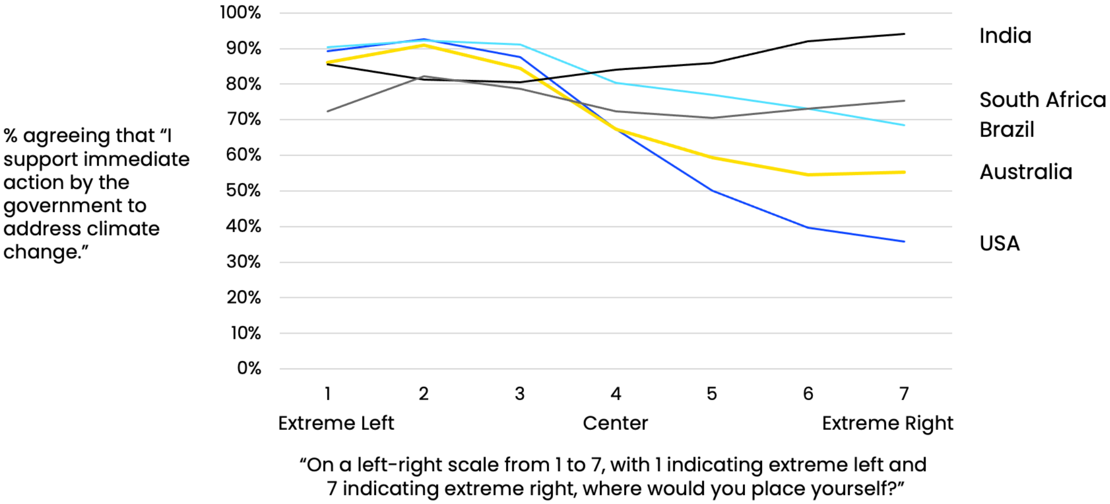
- In the USA, the difference between support for immediate government action on climate between Democrat and Republican voters is 46 pts.
- In Australia, the difference between Labour Party and Liberal Party voters is 30 pts.
- In Brazil, the difference between FE Brasil and Partido Liberal voters is 25 pts.
- In South Africa, the difference between Democratic Alliance and ANC voters is 7 pts (Democratic Alliance higher).
- In India, the difference between BJP and Congress voters is 4 pts (BJP higher).

Across 82 major political parties in 23 countries, only 6 parties don't have majority support for pro-climate policies.

Citizens in the US who most closely identify as part of the Republican party exhibit some of the lowest support for climate policies in the world, second to only the Alternative für Deutschland (AfD) in Germany in the countries surveyed. Others that rank at the bottom of the list include the Fremskrittspartiet party (FrP) in Norway, the Conservative Party in Canada, and both the Liberal and National Party in Australia. Support for government climate action by people who support each major political party in each country (except China, Kenya, Saudi Arabia and Türkiye) is shown in the country profiles in Appendix 2.

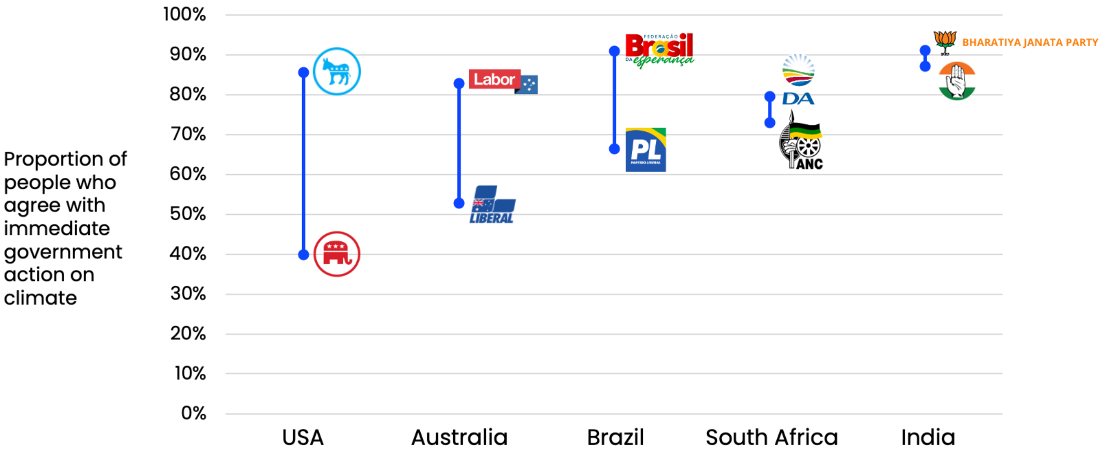
Supporters of almost all political parties have significant support for climate policy, with a notable outlier of US Republicans

Figure 15. Support across the political spectrum by country



Question B1 "I support immediate action by the government to address climate change." Strongly or somewhat agree.
Question J9A. "Some people talk about politics in terms of left, center, and right. On a left-right scale from 1 to 7, with 1 indicating extreme left and 7 indicating extreme right,where would you place yourself?"

Figure 16. Gap in support by political party by country



Question B1 "I support immediate action by the government to address climate change." Strongly or somewhat agree.
Question J10. "Generally speaking, do you think of yourself as aligned with?"

CHAPTER 3

Does the world support the policies we need?

Winning policy support requires strong framing.

- Specific policies have global support – averaging 67% – but for many it can be a close call
- Some policies have particularly strong support, particularly clean energy standards and pollution limitations
- Country variation is high, with the US as the laggard among the G20
- Limitation is a losing frame

Winning policy debates requires strong framing

There is global support for specific policies, but for many it can be a close call

While overall support for government action on climate is extremely high, support for specific climate policy framings, positioned head-to-head with an opposing argument, are a much closer call. The high level of support for overall government action on climate does not always translate into the same degree of support for specific climate policies framed in a competitive context.

Presented in general terms without opposition, the ratio of supporters to opponents averages over 7X (Figure 1). But testing support for specific climate policy framings, with supporting and opposing arguments set against each other, shows that the degree to which support outweighs opposition becomes much more marginal. This chapter provides the findings from testing reactions to 3 different framings of 18 different climate policies, each positioned head-to-head with an opposing argument - across 23 countries; this results in a total of 1,242 different tests.

The ratio of supporters to opponents for any particular policy stands at an average of 1.7 supporters for every opponent, contrasted with 7.7 supporters per opponent for climate action more generally. Some policies can be closer to a coin toss. The data shows significant variation by policy and by country, from 45% (support for the end of fossil fuel extraction in the US) to 87% (support for a clean energy standard in Chile.)

It is important to note that this analysis gives directional but not exact relative evaluations by policy. Each territory requires deeper study and framing analysis, sensitive to the political and economic conditions of individual countries. However, strong patterns emerge from this data.

The 18 policy territories, the globally best performing argument for each out of the three frames tested, and the opposing argument for each are shown in Table 3. A full table of results, showing the support for each frame tested for each policy, by country, is in Appendix [3].

Some policies have particularly strong support

Figure 17 shows the average support for each of the 18 policies we tested, averaged across all 23 countries. There is a clear difference between the broadly popular policies shown in blue and the broadly less popular policies shown in gray.

The most universally popular policy frames in these tests were all about limiting pollution and setting goals for clean energy:

> **Replacing coal with clean energy:** "Using clean energy alternatives to coal lowers energy costs and creates a greener energy sector. It brings affordable, reliable, and sustainable electricity to everyone's daily lives."
>
> **Subsidizing clean energy:** "We should invest in safer, healthier communities with reduced smog and cleaner air by encouraging clean technologies."
>
> **Limiting carbon emissions:** "We share a global responsibility to limit the amount of carbon pollution emitted in order to protect the communities that are most at risk."
>
> **Setting clean energy targets:** "Cleaner energy means cleaner air, water, and environment. We should require our energy providers to rapidly shift to using only non-polluting clean energy for our communities."

What characterizes the higher performing territories? Three of the four top performing policies focus on positive aspects of clean energy. They promise tangible benefits. Clean energy vs. coal brings "affordable, reliable, and sustainable electricity to everyone's daily lives." *Subsidizing clean energy companies* brings "reduced smog and cleaner air." *Limits on carbon emissions* are framed not just as a technical solution, but to invoke the "global responsibility [we] share... to protect the communities that are most at risk." *Cleaner energy targets* lead to "cleaner air, water and environment." (See Table 3.)

The high performance of *Clean energy vs. coal* also likely reflects the impact of a decade of campaigning against coal.

Chile leads in support for action; the US has the lowest support.

Significant country variation in policy-level support, with the US at the bottom

Figure 18 shows the average support for these 18 policies in each country. Most notably although comprising 25% of historical carbon emissions and 25% percent of the world's GDP, US citizens' support for 18 climate policies is the lowest among all countries measured at only 59% support. In addition, many countries at the bottom of the list all have higher political polarization and high fossil fuel intensity.

While there are consistent patterns to what people will and won't support, there are notable regional and country-level variations (Table 4).

Many of the more fossil intensive countries in the Global North are particularly committed to fossil fuel and other extraction: Australia, Canada, Norway, the UK and USA. This group has low policy support across the board, and a relatively low level of support for immediate government action on climate (63% vs. 71% global average). They are, unsurprisingly, particularly resistant to policies targeting fossil fuels, their producers and their subsidies, but are generally amenable to policies positively promoting clean alternatives.

Table 3. Policy framings tested and their supporting and opposing arguments

Q	Policy territory	Support statement	Opposition statement
F1	End subsidies for polluters	The government/We should stop providing handouts to companies that pollute the environment, causing climate change.	Fossil fuel subsidies keep energy prices affordable and support economic growth. We must balance environmental concerns with societal needs.
F2	Phase out fossil fuels	We can no longer let dirty, extractive industries use our natural resources for their own profit. Their products are making extreme weather worse and must be phased out.	We can reduce emissions while continuing to use fossil fuels, which are critical to keeping prices low and maintaining our quality of life.
F3	Corporate transparency	People deserve the truth about the environmental and social impacts of companies. Businesses must be held to higher standards and required to produce their products cleanly and ethically.	The government/We should focus on keeping energy prices low for citizens and maintaining stability of the energy system, not interfering in how companies operate.
F4	Limits on carbon emissions	We share a global responsibility to limit the amount of carbon pollution emitted in order to protect the communities that are most at risk.	Regulating corporate activities will ultimately lead to inefficient economies and higher prices for consumers.
F5	Taxes on polluters	To ensure a fair and just energy system, we need to charge polluters for the cost of the damage their pollution causes.	Any tax implemented on companies is ultimately passed on to the consumer, leading to higher prices, and still wouldn't reduce climate change or extreme weather.
F6	Penalties on dirty imports	Pollution-intensive products produced in other countries with dirty energy should be the most expensive, not the cheapest. The government/We should ban or put a cost on dirty imported products.	Any tax implemented on companies is ultimately passed on to the consumer, leading to higher prices, and still wouldn't reduce climate change or extreme weather.
F7	Clean energy vs coal	Using clean energy alternatives to coal lowers energy costs and creates a greener energy sector. It brings affordable, reliable, and sustainable electricity to everyone's daily lives.	Coal is a stable, cost-effective energy source. We need it to power more homes, not less. Any transition will need to be gradual and wait until other technologies are ready.
F8	Regulate methane	Polluters are getting away with leaking methane gas, a powerful carbon pollutant, into the air. We must hold them accountable by strictly regulating these pollutants.	Methane leakages rarely happen and are not a big enough problem that needs more government bureaucracy. Natural gas is a cheap, clean and cost-effective power source.
F9	End fracking	We cannot permit oil and gas companies to keep fracking, a process that releases methane, a powerful pollutant that traps more heat, cooks our planet, and worsens wildfires, droughts, and floods.	We should use all cost-effective forms of energy, and fracking ensures we have access to cheap and abundant energy.
F10	Phase out oil extraction	Oil extraction has significant environmental impacts, including air and water pollution. We must phase out oil extraction to reduce pollution and avoid risking our health.	Access to oil resources is critical to keep our cars and trucks on the road, powering our economy, and protecting our way of life. We need to ensure a stable, secure supply of oil for our country.
F11	Clean energy targets	Cleaner energy means cleaner air, water, and environment. We should require our energy providers to rapidly shift to using only non-polluting clean energy for our communities.	Clean energy is expensive and unreliable. In time, it may work, but what we need now is steady, dependable power for our homes and industries.
F12	Subsidize clean energy companies	We should invest in safer, healthier communities with reduced smog and cleaner air by encouraging clean technologies.	The government/We shouldn't waste taxpayer money on making risky bets on unproven technology. They should let the market decide.
F13	Clean rebates and tax credits	Clean technologies should be accessible for everyone, not just the rich and wealthy. We should ensure that the communities most impacted by pollution and climate change can access and benefit from clean products with some financial support.	In a time of economic uncertainty, it is not right to increase taxes and costs on everyday citizens to peddle "clean" products.
F14	Energy efficiency standards	Setting new energy standards that increase efficiency and reduce pollution will force companies to be more innovative and competitive, leading to better products for consumers.	Raising energy standards for buildings and cars will only lead to higher prices for consumers. The average citizen can't afford it, especially in today's economy.
F15	Net zero economy	Clean, zero-pollution economies are just better. They're better for our health, our kids, our way of life and the planet. We can start to build a pollution-free society today.	We are already transitioning our economy to lower emissions and should continue to do so gradually. We need to wait until other technologies are ready.
F16	Food and agriculture	Our farmers are the most vulnerable to extreme weather. We must financially support them in new, more sustainable ways of growing food during a changing climate.	Farmers and farmworkers know best, and we shouldn't force them to use agricultural practices that will be expensive and raise costs for everyone else.
F17	Zero-pollution transportation	Switching to zero-pollution cars, trucks, and other kinds of transportation is in the best interest of our communities. It means less toxic air pollution and healthier kids.	To take away our ability to drive our own cars is to take away our freedom. We should decide for ourselves what mode best fits our needs. Relying on public transit alone is unrealistic.
F18	Upgrade new buildings	As better technologies come onto the market, we should require their use in all new buildings and construction. These smart upgrades ultimately save us in energy and money.	It isn't right for the government to tell us how to cook our food or how to heat our homes. It's inevitable that these changes will increase prices for everyday citizens.

Question F1-18. "The following are pairs of statements you might hear from two competing political leaders. In each case, which leader are you most likely to support?"

Europe shows resistance to a wide range of policies in France and particularly Germany, with more widespread support in Italy. Germany is less supportive of interventions in the home (57% support for upgrading new buildings, vs. 74% average) and in cars (51% support for zero-pollution transportation, vs. 68% average). Italy is one of a small handful of countries — the rest in Latin America — with strong support for the phase-out of fossil fuel extraction.

Africa and Latin America show similar patterns of strong support for most policies, including interventions on transport and buildings, while they are less supportive of resisting policies likely to increase the price of oil and gas. Brazil, Nigeria, Saudi Arabia and South Africa are relatively more protective of fossil-fuel extraction; Chile joins Italy in being particularly supportive of fossil-fuel phase-out.

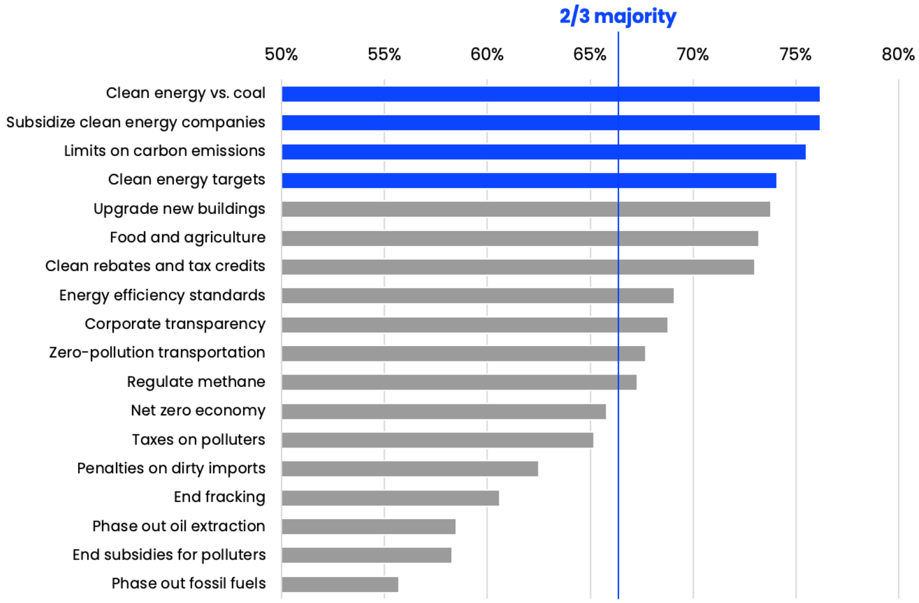
Asia overall sits somewhere between the lower support for ending fossil-fuels of the other Global North groups and the greater relative supportiveness of the other Global South groups. Within Asia, Japan largely plays the more supportive South role. India and China play somewhere in between, less supportive of various anti-fossil policies but more supportive of interventions on transportation and buildings.

Whereas the oil- and gas-producing countries are less supportive of phasing out those fossil fuels, even the three biggest coal producers are supportive of the shift to clean energy from coal — China somewhat (67%), India more (72%) and Indonesia strongly (86%).

Polarization on specific policies reveal key battlegrounds

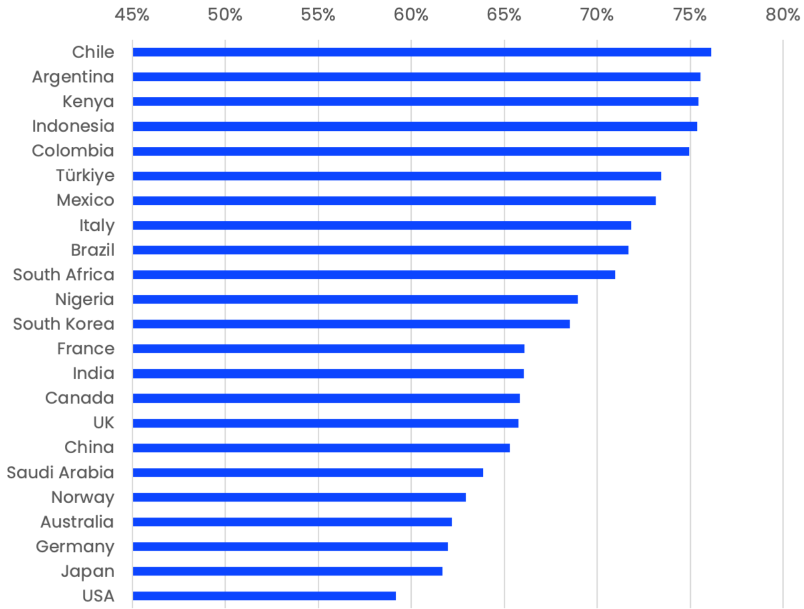
As described above, support for various policies was tested via a simulated debate, in which the policy is contrasted with an opposing argument. Experience suggests that policies with only a thin majority in this simulation have not stood up to the weight of opposition messaging in practice, such as regulating new home heating in Germany, which received 57% support in the survey. For policies that achieve less than a two-thirds majority, it is highly likely they will face a close political battle once opposition forces are deployed.

Figure 17. Average support by policy territory



Question F. "The following are pairs of statements you might hear from two competing political leaders. In each case, which leader are you most likely to support?" Highest performing frame globally for each policy.

Figure 18. Support for specific climate policies by country



Question F. "The following are pairs of statements you might hear from two competing political leaders. In each case, which leader are you most likely to support?" Highest performing frame globally for each policy. Average score across 18 policies tested.

Table 4. Policy support by country

Policy territory		North America		Latin America					Europe					Middle East		Africa			Asia					Australia
	All countries	Canada	USA	Argentina	Brazil	Chile	Colombia	Mexico	France	Germany	Italy	Norway	UK	Saudi Arabia	Türkiye	Kenya	Nigeria	South Africa	China	India	Indonesia	Japan	South Korea	Australia
Clean energy vs. coal	76%	81%	67%	83%	83%	83%	77%	76%	80%	69%	81%	80%	73%	71%	77%	88%	71%	79%	67%	72%	86%	70%	74%	67%
Subsidize clean energy companies	76%	75%	69%	79%	87%	83%	81%	80%	70%	63%	80%	72%	74%	76%	79%	88%	75%	81%	77%	71%	76%	70%	74%	73%
Limits on carbon emissions	76%	73%	68%	78%	81%	80%	79%	77%	67%	67%	78%	70%	76%	73%	76%	85%	77%	81%	77%	73%	87%	67%	75%	71%
Clean energy targets	74%	69%	65%	85%	84%	87%	86%	80%	71%	64%	81%	64%	68%	67%	81%	85%	72%	81%	66%	72%	80%	59%	71%	66%
Upgrade new buildings	74%	73%	63%	77%	75%	77%	79%	80%	66%	57%	76%	71%	71%	67%	77%	87%	79%	79%	72%	74%	82%	69%	79%	71%
Food and agriculture	73%	66%	61%	76%	78%	81%	83%	82%	68%	64%	75%	66%	66%	64%	78%	88%	75%	77%	67%	70%	80%	75%	77%	67%
Clean rebates and tax credits	73%	71%	64%	79%	79%	77%	78%	80%	62%	64%	71%	66%	68%	73%	69%	80%	82%	78%	75%	74%	85%	64%	73%	65%
Energy efficiency standards	69%	70%	62%	75%	72%	75%	74%	71%	54%	53%	66%	66%	65%	67%	71%	81%	73%	73%	66%	69%	82%	66%	73%	64%
Corporate transparency	69%	72%	63%	79%	74%	78%	79%	74%	60%	60%	63%	66%	66%	65%	66%	76%	64%	72%	66%	61%	71%	73%	73%	61%
Zero-pollution transportation	68%	58%	51%	76%	73%	77%	78%	76%	58%	51%	68%	52%	58%	68%	78%	84%	69%	71%	71%	71%	86%	67%	69%	53%
Regulate methane	67%	63%	60%	71%	70%	74%	69%	67%	71%	66%	64%	59%	67%	64%	71%	80%	71%	73%	69%	65%	67%	59%	67%	63%
Net zero economy	66%	57%	51%	74%	74%	78%	76%	77%	61%	61%	69%	48%	55%	60%	75%	78%	73%	74%	66%	70%	78%	51%	53%	52%
Taxes on polluters	65%	61%	59%	70%	64%	70%	65%	67%	66%	57%	65%	65%	65%	62%	74%	68%	65%	69%	60%	64%	74%	58%	69%	62%
Penalties on dirty imports	63%	60%	59%	68%	57%	66%	68%	67%	61%	55%	67%	65%	64%	53%	65%	68%	67%	63%	60%	66%	65%	54%	58%	60%
End fracking	61%	60%	53%	66%	59%	67%	74%	64%	64%	68%	65%	61%	60%	56%	66%	55%	61%	58%	61%	54%	49%	55%	60%	59%
Phase out oil extraction	59%	54%	46%	74%	56%	72%	76%	70%	64%	54%	73%	48%	56%	44%	60%	59%	53%	53%	50%	58%	69%	51%	55%	54%
End subsidies for polluters	58%	61%	57%	70%	60%	65%	58%	60%	68%	65%	69%	59%	66%	55%	67%	52%	51%	54%	36%	56%	57%	44%	58%	56%
Phase out fossil fuels	56%	48%	45%	64%	57%	71%	61%	62%	64%	56%	72%	41%	52%	47%	71%	54%	57%	55%	48%	50%	51%	50%	59%	48%

Question F. “The following are pairs of statements you might hear from two competing political leaders. In each case, which leader are you most likely to support?” Highest performing frame globally for each policy.

Figure 19 shows which policies clear this hurdle for the different segments across the political spectrum.

For the political Left, almost all the policies we tested achieve a two-thirds majority with their best framing. For moderates, many policies achieve a two-thirds majority, but just as many are in the vulnerable zone of likely close battles. For the Right, policy support spans all the way from more than two-thirds majority on some "clean energy" positions (though not when framed as targets), down to minority support for phasing out fossil fuels or fossil fuel extraction if framed without strong, clean alternatives.

"Limitation" is a losing frame

The data clearly shows that framing is a key difference maker and can turn political losers into winners. Support for any individual policy territory varied by as much as 20 points depending on how it was positioned.

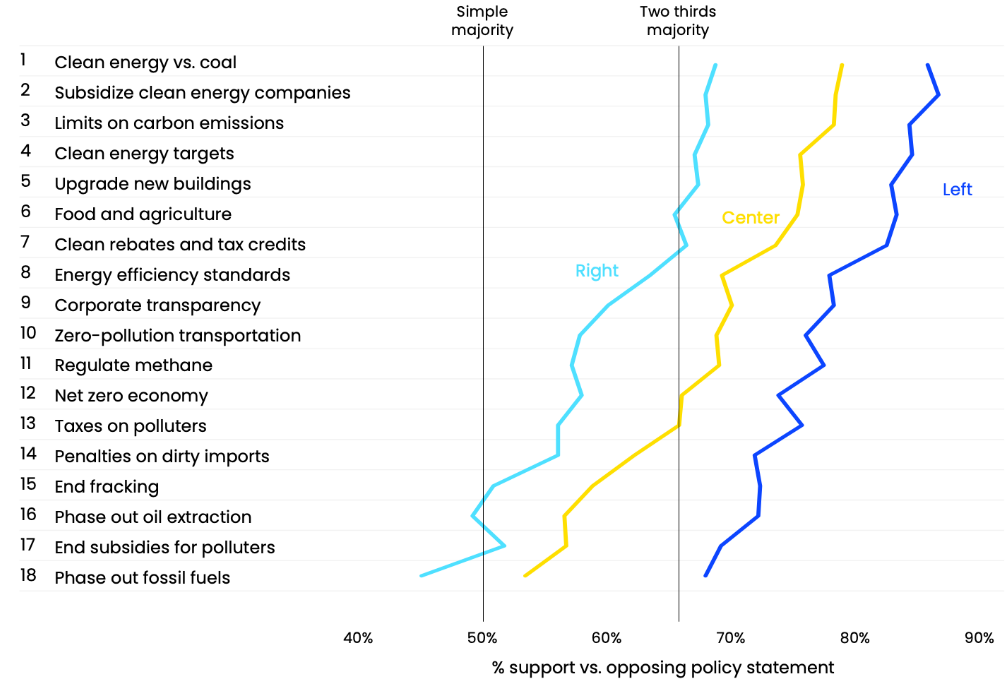
As an example, Table 5 shows three ways to address the decarbonization of buildings, with a general ban positioning garnering 20 points lower support.

Policy frames that included the words mandate, ban or phaseout often led to **9 points lower support** (and in extreme cases, up to 20 points lower support) than those that did not. Framings that included upgrading, setting standards, making solutions accessible, reducing pollution, and reducing dependency performed significantly better.

This finding is particularly important as climate policy advances from the "behind the scenes" territories like clean energy standards to the policies that more directly affect individual citizens' lives - in their kitchens, homes, garages and farms. **The one limitation that does work: pollution.** The statement "We share a global responsibility to limit the amount of carbon pollution emitted in order to protect the communities that are most at risk" garnered a high 76% percent.

> Policy frames that use the words mandate, ban or phaseout were 9 to 20 points less effective.

Figure 19. Policy support by political ideology



Question F. "The following are pairs of statements you might hear from two competing political leaders. In each case, which leader are you most likely to support?" Highest performing frame globally for each policy
Question J9A. "Some people talk about politics in terms of left, center, and right. On a left-right scale from 1 to 7, with 1 indicating extreme left and 7 indicating extreme right,where would you place yourself?"

Table 5. Relative effectiveness of different narratives

Tested frame about gas stoves & buildings	**Support**
Research shows that homes using gas have high indoor air pollution. We should **ban** the use of gas-powered appliances and heating/cooling systems in buildings.	54%
Research shows that homes using gas have high indoor air pollution. We should **mandate** that new buildings use the latest clean technology to ensure our health and safety.	70%
As better technologies come onto the market, we should require their use in all new buildings and construction. These smart upgrades ultimately save us in energy and money.	74%

CHAPTER 4

Can we motivate people to accelerate progress? How?

A big narrative can tap our shared motivations and tip the balance.

- Across countries, citizens are highly moveable
- The big motivation is not jobs, prosperity or even reducing the cost of extreme weather. It's protecting what we love

A big narrative can tap our shared motivations and tip the balance

Chapter 3 showed the importance of tuning policy positions so they connect with people in different countries. This chapter brings together the findings of the first three chapters with the findings from the message testing. Beyond the tactical issues of individual policy debates, is there a larger narrative that can tap into the motivations people have and positively shape how they respond? A narrative big enough to transcend the wide variety of policy issues, countries and people, and yet stay relevant?

There is considerable conversation in the climate movement about what needs to change with the narrative to accelerate action. Common perspectives include: "We need less fear and more optimism." "We need to talk less about the problem and more about solutions." "We need to sell the benefits beyond solving climate, like jobs and the economy." "We need to focus on creating a clear narrative on fossil fuels as the source of the problem."

All of these perspectives serve an important purpose, and none are wrong, per se. However, this research sought to develop an empirical assessment of how people around the world respond to different climate change narratives, using randomized controlled trials. A control group in each country was asked questions about their support for climate action right at the start of the survey (after some demographic screening questions). The treatment groups were asked the same questions, but after reading one of three short narratives (the full text of each narrative is in Appendix 1):

- A narrative about the **urgent need to protect the planet for the next generation**, which we called "Later is too late," because "it's putting our children's futures at risk" and "it's our responsibility to leave behind a world that's safe and livable for future generations."

Figure 20. Lift in support by country from generational urgency narrative

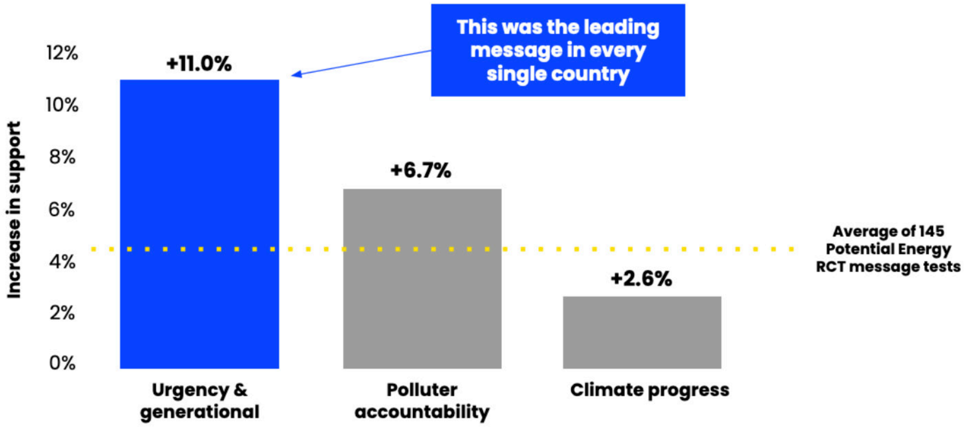
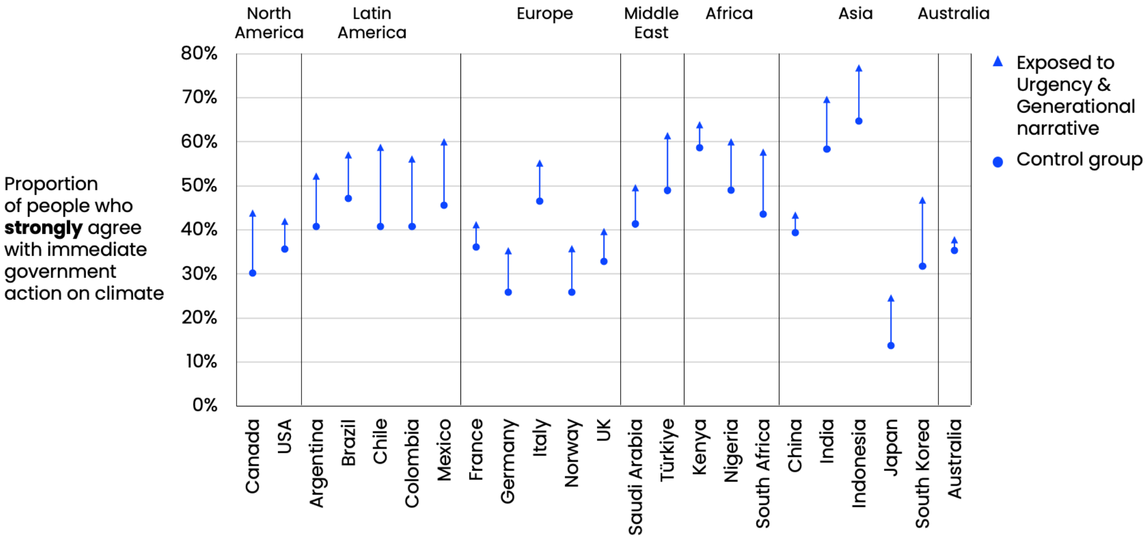


Figure 21. Lift in support by country from Urgency & Generational narrative



Question B1. "I support immediate action by the government to address climate change." Proportion who strongly agree.

- A narrative about blame and **polluter accountability** entitled “Make polluters pay”, arguing that “we shouldn’t let billion-dollar companies and out-of-touch elites profit off their pollution while putting our future in jeopardy.”

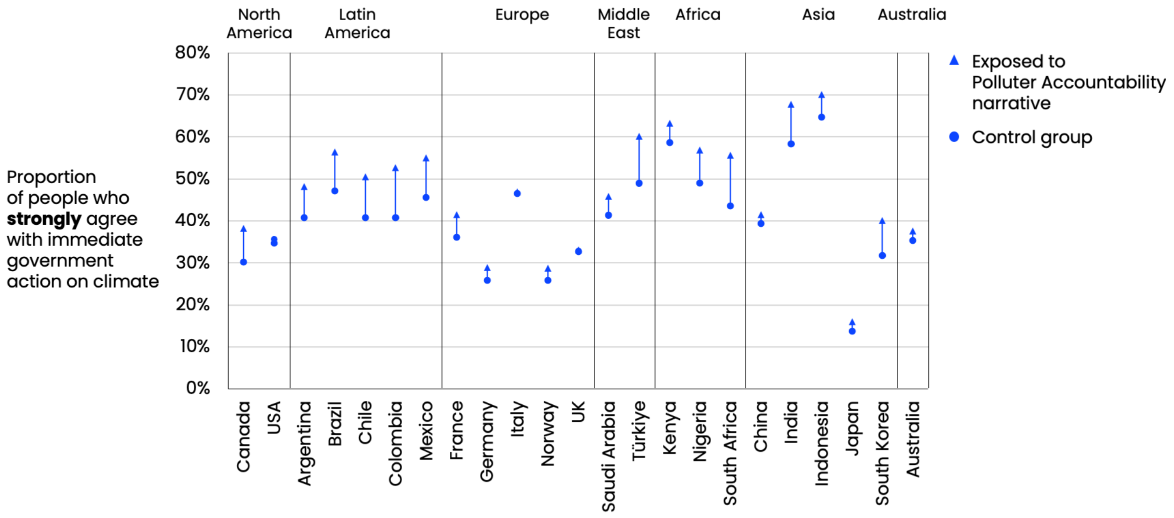
- An optimistic narrative that **climate progress is already here**, labeled “Extraordinary progress is here,” talking up clean energy and how “we’re starting to see the benefits: new jobs, new businesses and more innovation,” but need to do much more.

Across countries, citizens are highly moveable

Comparing the level of strong support (5 on a 1-5 scale) for government climate action by the groups exposed to each of these narratives, versus the control group who saw no narrative, reveals the “lift” that each narrative generates. The differences are clear. Averaged across all 23 countries, the generational urgency narrative lifts support by 11 percentage points; polluter accountability lifts support by 7 percentage points; and the climate progress narrative lifts support by just 3 percentage points.

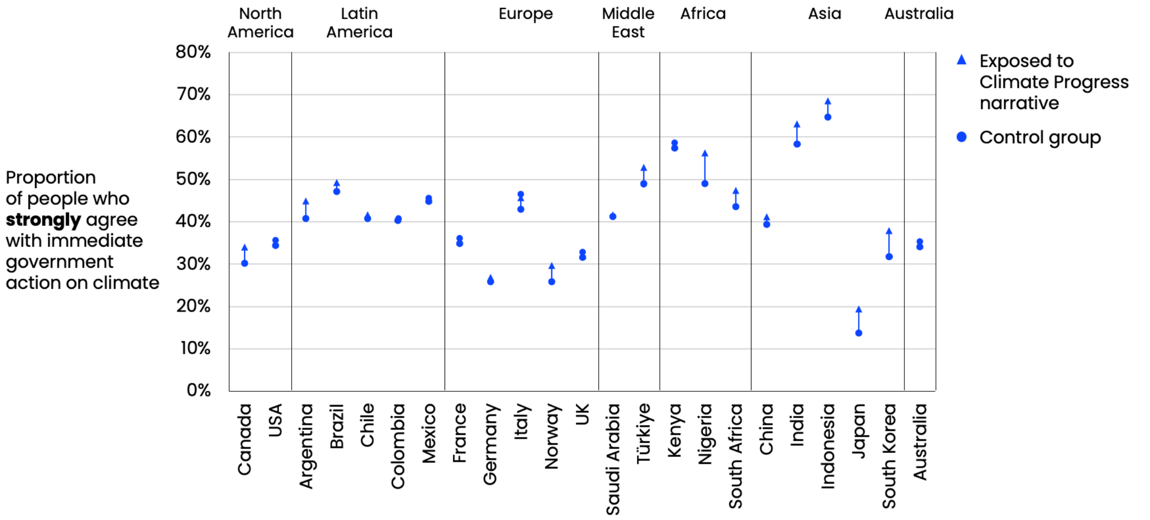
Figure 20 shows the key finding of this work: the Urgency & Generational message significantly outperforms the others. The global lift is significant, approximately three times larger than Potential Energy has measured from the average of 145 such tests previously conducted in the US. It was four times more productive than the climate progress message. Details of the lifts by country for each message are shown in Figures 21-23. The generational urgency narrative is the winning narrative in each country, as well as overall.

Figure 22. Lift in support by country from Polluter Accountability narrative



Question B1. “I support immediate action by the government to address climate change.” Proportion who strongly agree

Figure 23. Lift in support by country from Climate Progress narrative

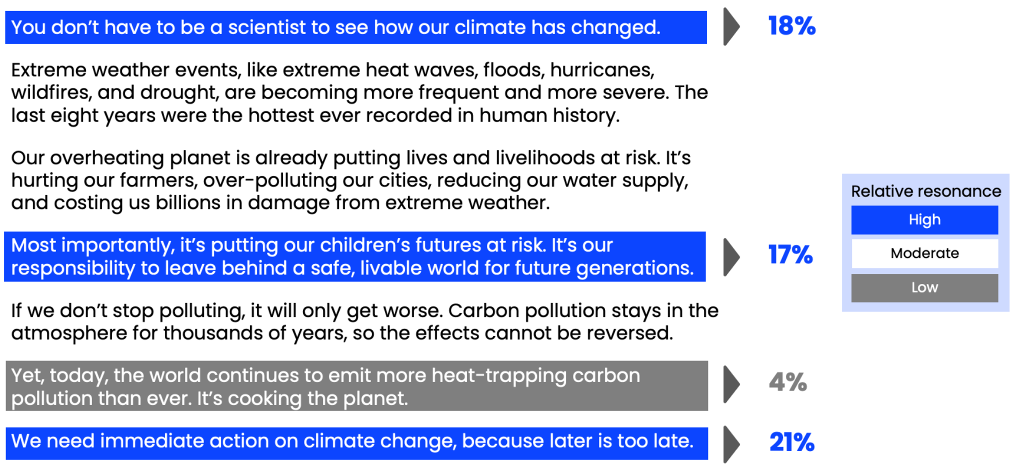


Question B1. “I support immediate action by the government to address climate change.” Proportion who strongly agree.

Asking citizens to highlight the sentences that were most resonant to them in each narrative sheds further insight (see Figures 24-26). The numbers to the right represent the portion of respondents who chose that sentence as standing out to them the most. From this analysis, the following themes appear resonant:

- Concern about impending loss, especially for the next generation, resonates strongly
- Immediacy of action matters
- Messaging that concentrates the nexus of the problem on the larger polluters gets attention
- Optimistic realities — like the portion of energy already coming from clean sources — are motivating
- On the other hand, concepts which seem to be considered ancillary like potential prosperity and job gains have particularly low resonance.

Figure 24. Urgency & Generational Narrative: What Resonates Most



You don't have to be a scientist to see how our climate has changed. ▶ 18%

Extreme weather events, like extreme heat waves, floods, hurricanes, wildfires, and drought, are becoming more frequent and more severe. The last eight years were the hottest ever recorded in human history.

Our overheating planet is already putting lives and livelihoods at risk. It's hurting our farmers, over-polluting our cities, reducing our water supply, and costing us billions in damage from extreme weather.

Most importantly, it's putting our children's futures at risk. It's our responsibility to leave behind a safe, livable world for future generations. ▶ 17%

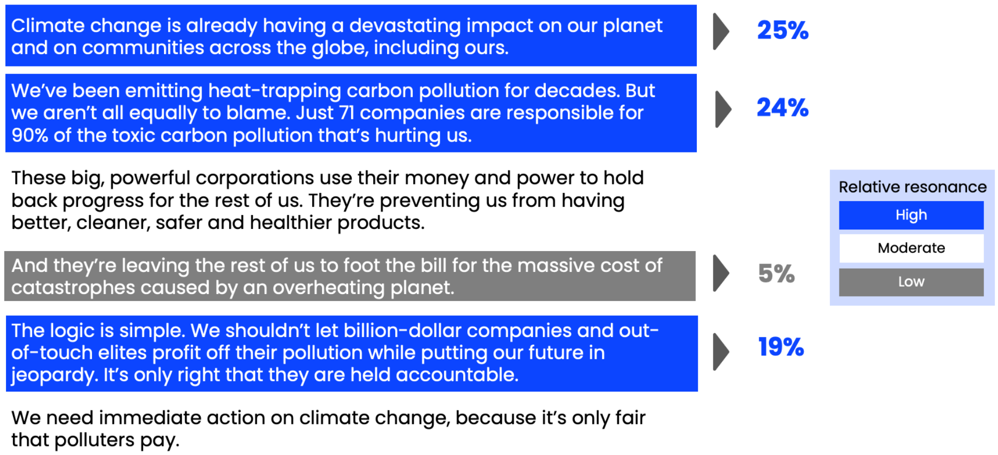
If we don't stop polluting, it will only get worse. Carbon pollution stays in the atmosphere for thousands of years, so the effects cannot be reversed.

Yet, today, the world continues to emit more heat-trapping carbon pollution than ever. It's cooking the planet. ▶ 4%

We need immediate action on climate change, because later is too late. ▶ 21%

Question B3. "Regardless of whether you agree or disagree, which of the following sentence(s) stood out to you the most?".

Figure 25. Polluter Accountability Narrative: What Resonates Most



Climate change is already having a devastating impact on our planet and on communities across the globe, including ours. ▶ 25%

We've been emitting heat-trapping carbon pollution for decades. But we aren't all equally to blame. Just 71 companies are responsible for 90% of the toxic carbon pollution that's hurting us. ▶ 24%

These big, powerful corporations use their money and power to hold back progress for the rest of us. They're preventing us from having better, cleaner, safer and healthier products.

And they're leaving the rest of us to foot the bill for the massive cost of catastrophes caused by an overheating planet. ▶ 5%

The logic is simple. We shouldn't let billion-dollar companies and out-of-touch elites profit off their pollution while putting our future in jeopardy. It's only right that they are held accountable. ▶ 19%

We need immediate action on climate change, because it's only fair that polluters pay.

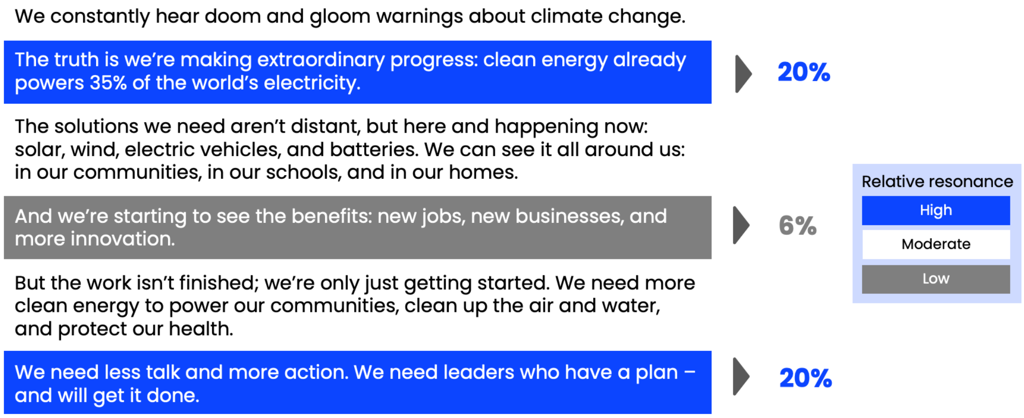
Question B3. "Regardless of whether you agree or disagree, which of the following sentence(s) stood out to you the most?".

The generational urgency narrative showed a compelling impact. Of the three narratives, it had the greatest lift of the three regardless of how we cut the data: for men and women; for all age groups; across the political spectrum; at all education levels; in cities and in villages. The lifts for each narrative are also similar, and rank in the same order, for our "rural, Global South" test group. It lifted support among this group by 10.5 pts versus 11 pts for the country average.

The lift from the generational urgency narrative is strong regardless of prior climate knowledge. People who know the UN 1.5-2°C temperature goal are not lifted significantly more or less by the narrative (Figure 27).

> *Protecting the planet for the next generation outperforms climate jobs by a factor of 12:1*

Figure 26. Climate Progress Narrative: What Resonates Most



We constantly hear doom and gloom warnings about climate change.

The truth is we're making extraordinary progress: clean energy already powers 35% of the world's electricity. **20%**

The solutions we need aren't distant, but here and happening now: solar, wind, electric vehicles, and batteries. We can see it all around us: in our communities, in our schools, and in our homes.

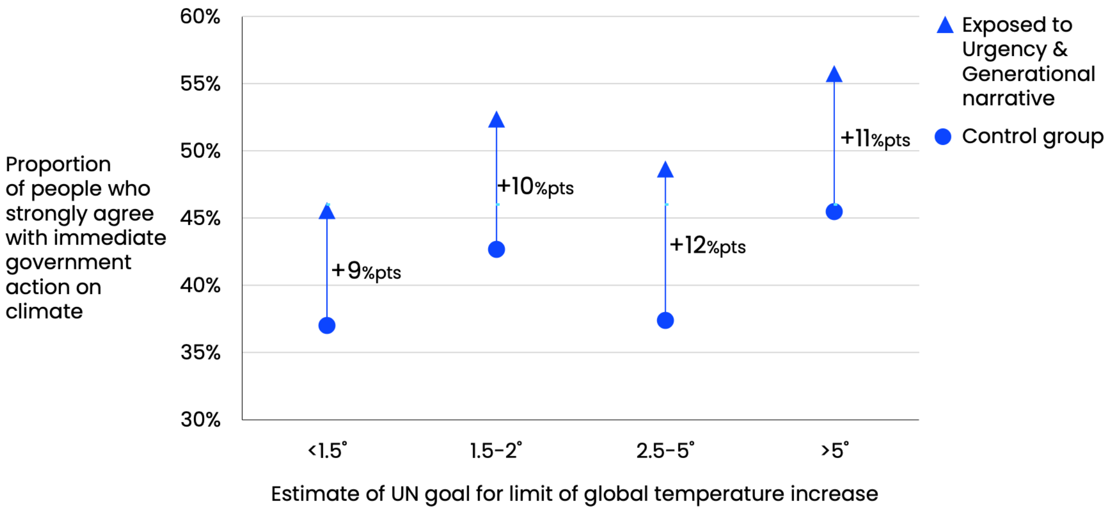
And we're starting to see the benefits: new jobs, new businesses, and more innovation. **6%**

But the work isn't finished; we're only just getting started. We need more clean energy to power our communities, clean up the air and water, and protect our health.

We need less talk and more action. We need leaders who have a plan – and will get it done. **20%**

Question B3. "Regardless of whether you agree or disagree, which of the following sentence(s) stood out to you the most?".

Figure 27. Lift in support by climate knowledge from Urgency & Generational narrative



Question B1. "I support immediate action by the government to address climate change." Proportion who strongly agree.
Question H6. "The United Nations (UN) has set a goal to limit global temperature increase. Please use the slider to indicate what you think the UN target is." Slider scale 0-10°C in 0.5°C increments.

Figure 28 shows how the lift from this narrative is strong across the political spectrum.

A shared motivation: Protect what we love

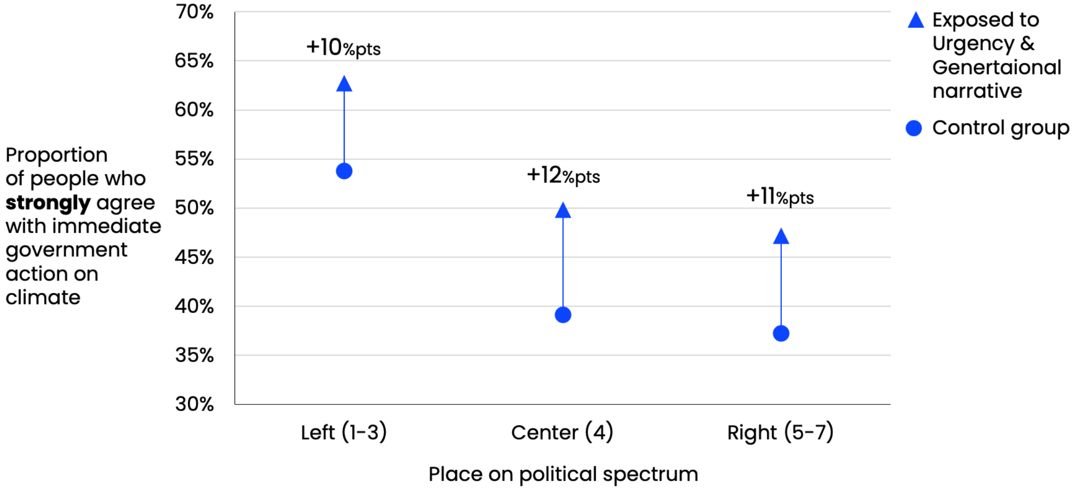
What is driving such the broad power of the Urgency & Generational narrative across countries, across the political spectrum and across the world?

Among the reasons people have for supporting climate action, the data shows one overwhelming and universal reason: *to protect the planet for future generations* (Figure 29).

Across countries, this motivation leads by a large margin. On average it is a full 12X larger than the motivation, for example, to increase jobs and economic growth (Figure 30).

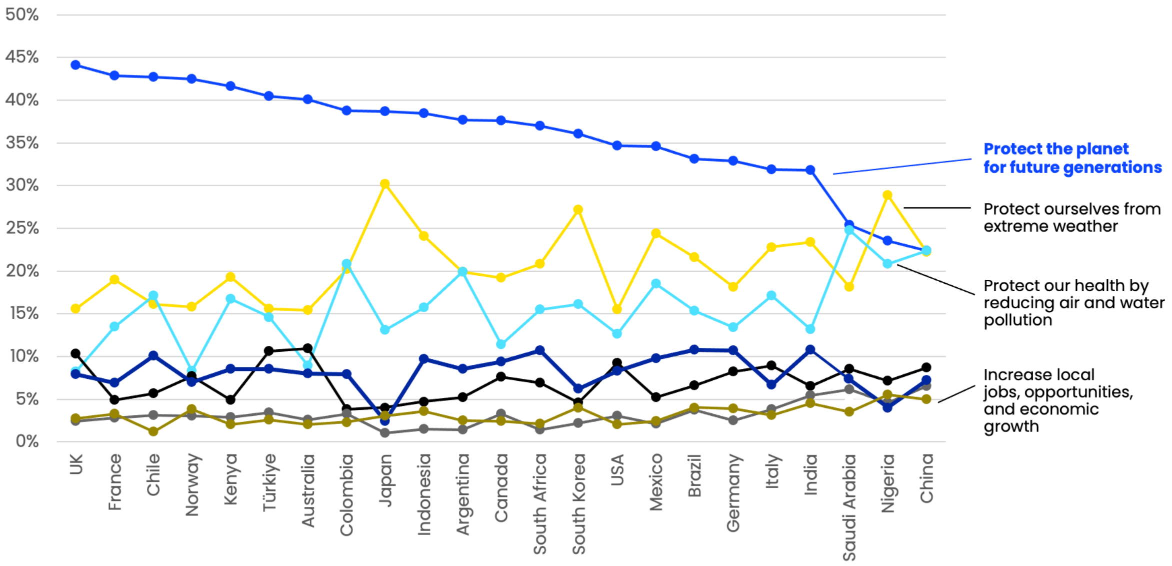
This data is consistent with academic learnings about the motivating power of loss aversion ("losses loom larger than gains," see Kahneman & Tversky, 1979). The desire to protect the planet for future generations appears also to drive how people feel about species loss — not as just one aspect of climate change, but as the core of what we are losing, and what will (on our present course) not be there for the children they love and for future generations more broadly. When asked to react to a choice of different world futures (see Appendix 1 for description of conjoint analysis), concern about the loss of nature was much more highly valued than other future scenarios, like the impact of extreme weather on migration and conflicts (see Figure 31). While most people recognize climate change as a problem and want action, the threat they feel from the worst outcome described ("famine and droughts across the world cause mass migration and conflict") is not as severe as the threat they feel from the worst biodiversity outcome ("species extinction accelerates, devastating the natural world"). People are motivated by protecting what they value and love today, and less by scenarios they have harder time imagining.

Figure 28. Lift in support by political leaning from Urgency & Generational narrative



Question B1. "I support immediate action by the government to address climate change." Proportion who strongly agree.
Question J9A. "Some people talk about politics in terms of left, center, and right. On a left-right scale from 1 to 7, with 1 indicating extreme left and 7 indicating extreme right,where would you place yourself?"

Figure 29. Benefits of taking action on climate change



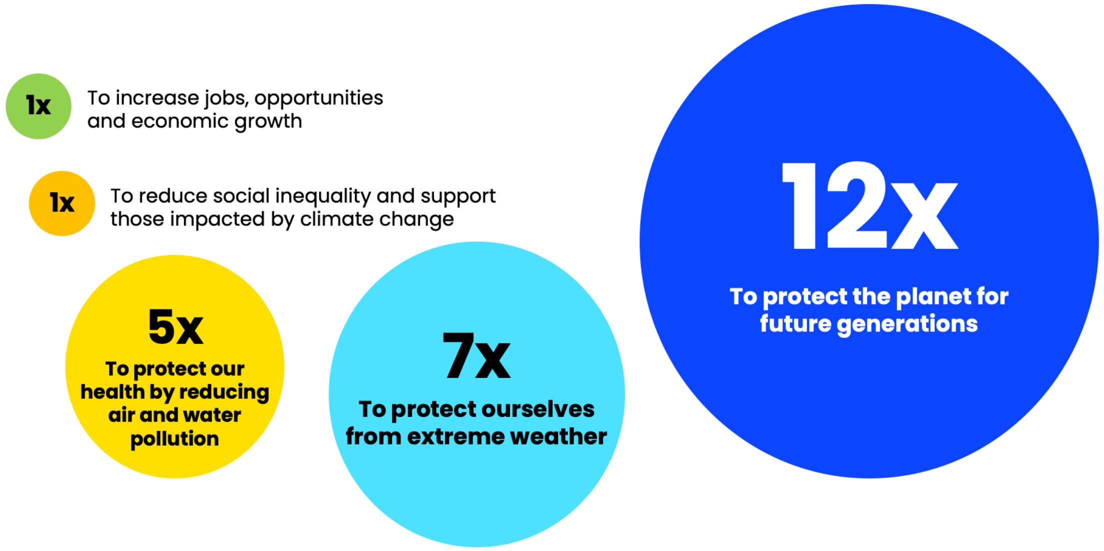
Question B6. In your opinion, what is the most important benefit of taking action on climate change?

> *The data says that fear versus hope is the wrong debate. The big motivator is protecting what we love.*

It is the combination of people's love for their children and their world, and their sense of impending loss, that drives their desire for a different and better future for the world. This is the bigger narrative that can lift support across countries and segments.

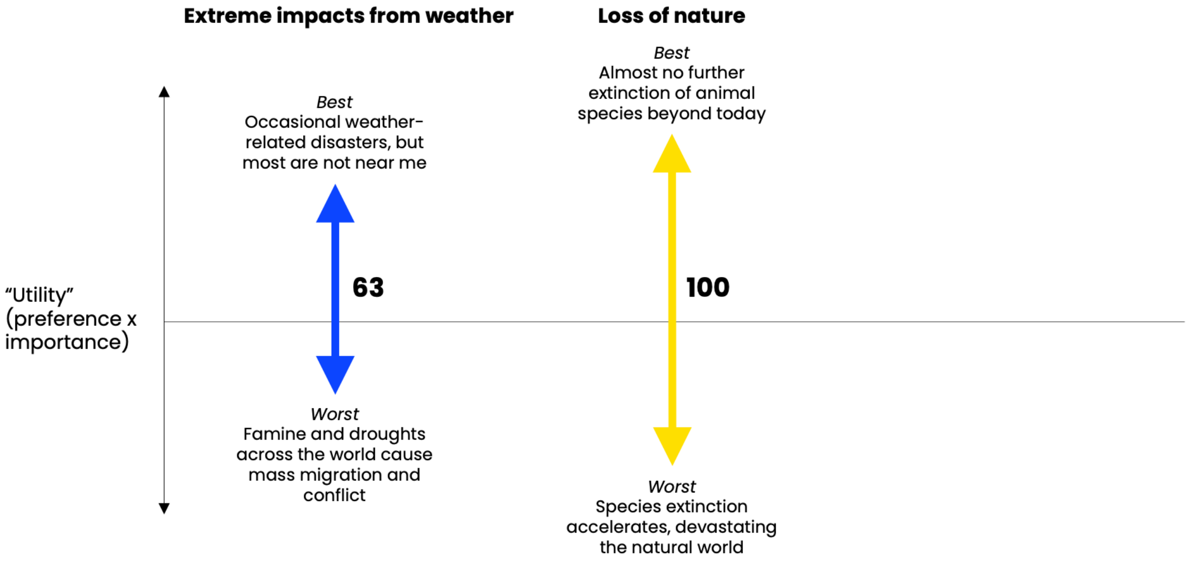
This impact across the political spectrum may seem surprising given the polarization of climate politics in a few countries. But it is consistent with what the data reveals about the principles and motivations driving people. If you are concerned about species loss and risks to human health, and your prime motivation is to leave a better world for the people you love, you may engage with a narrative that is anchored in the world we risk losing, and speaks to our shared responsibility to change the course we are on. And you will find it easier to support policies that you can see making that world better, with less pollution and more clean energy, than policies that you can see losing yet more of what we have, in the prosperity and way of life we have achieved in the fossil fuel era.

Figure 30. Relative size of perceived benefits globally



Question B6. In your opinion, what is the most important benefit of taking action on climate change?

Figure 31. Relative impact of different environmental outcomes on people's choice between alternative futures to live in.



Question D1. "We're now going to show you some descriptions for how your world might be in the future. For each set of three different possible worlds that are described, which future would you choose to live in?"

Conclusion

Although the fight against climate change has been going on for decades, the field of climate communications is still a relatively small and nascent one. Significant and sophisticated marketing efforts have been deployed by industry actors to shape the public debate, but less work has been done to communicate the risks and costs of climate change.

We hope this data will light a path forward, to accelerate change through the power of narrative. It tells us that while there is indeed significant concern among the citizens of the world, the policies we need will not sell themselves. It tells us that the right messaging and framing can be the difference between success and failure at the level that matters most — making policy happen. And, most optimistically and perhaps surprisingly, it tells us that there is indeed a climate narrative that both unites and motivates citizens throughout the world.

While there are many hypotheses and trends on how to communicate in a way that best drives greater public will, we see communication first and foremost as a science, anchored by data. We hope that the data of this work will add to the body of knowledge and will provide new foundations to build the communications capacity we need.

Organizations behind the study

Potential Energy

Potential Energy is a global, nonprofit marketing firm creating public demand for action on climate change. Leveraging deep analytics and creative storytelling drawn from private sector marketing, Potential Energy connects with people on a human level to tip the balance on the policies that will dramatically accelerate the energy transition. Potential Energy's campaigns are backed by extensive audience research across more than 20 countries, with over 3 billion ads served and measured, yielding data-driven insights that shift the climate narrative to win the fights that matter. Founded in 2018 by longtime marketing executive John Marshall, Potential Energy has a proven track record of successful campaigns, including Science Moms, building support for climate action. Learn more and get involved at: potentialenergycoalition.org

In partnership with:

Yale Program on Climate Change Communication

The Yale Program on Climate Change Communication (YPCCC) conducts scientific research on public climate change knowledge, attitudes, policy preferences, and behavior, and the underlying psychological, cultural, and political factors that influence them. YPCCC engages the public in climate change science and solutions, in partnership with governments, media organizations, companies, and civil society, and with a daily, national radio program, Yale Climate Connections. Through their research, YPCCC informs decision-making about climate change, educates the public, and helps build public and political will for climate action. Major projects include Climate Change in the American Mind, The Yale Climate Opinion Maps, and International Attitudes & Behavior.

Meliore Foundation

Meliore Foundation is a leading organisation for philanthropy focused on funding global strategic communications. Constituted in Belgium and operating globally, Meliore is both an operating and a grant making foundation. Its aim is to help create real and lasting change in the world by working with global philanthropic funding partners to support programs that educate and encourage fact-based discourse at community, societal, commercial and policy-making levels.

Zero Ideas

Zero Ideas is a charitable organization founded by Simon Glynn, after consulting to corporate clients since 1990 and on climate issues since 2004. Frustrated by how conservatively most companies are responding to climate today, Simon created Zero Ideas to challenge leaders to think more deeply and radically about what they can and should be doing, and not simply follow the herd through the motions of ESG metrics and disclosures. Zero Ideas is a Charitable Incorporated Organization in England & Wales.

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Zero Ideas
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Appendix

Appendix 1: Research Methodology

The results presented here are derived from an unbranded Internet-based quantitative survey fielded by independent panel-provider Dynata between June 12 and August 28, 2023. Respondents opt in to a standing panel in which they complete online surveys for monetary compensation or other rewards.

The project was conceived and funded by the Potential Energy Coalition. The approach was designed and delivered by Potential Energy with instrument design and analysis conducted in partnership with the Yale Program on Climate Change Communication. The Meliore Foundation provided strategic support and local expertise. Zero Ideas collaborated in the research design and analysis.

Research Design

Target countries and groups

We surveyed the populations of 23 countries (a total of 57,968 respondents), comprising the G20 (18 countries, excluding Russia) and a selection of additional countries to increase the diversity of our global representation: Chile, Colombia, Kenya, Nigeria, Norway. Together, these 23 countries account for 70% of the world's population, more than 80% of the world's greenhouse gas emissions, and 90% of the world's GDP.

We have presented some of our results in geographically-defined regional groups. The countries in these groups are not homogeneous; we use the groups as a way to make the findings about 23 different countries easier to digest and interpret.

The 23 countries and seven country groups are as follows:

North America: Canada, USA

Latin America: Argentina, Brazil, Chile, Colombia, Mexico

Europe: France, Germany, Italy, Norway, United Kingdom

Middle East: Saudi Arabia, Türkiye

Africa: Kenya, Nigeria, South Africa

Asia: China, India, Indonesia, Japan, South Korea

Australia: Australia

Sample sizes and representation

The sample sizes were chosen to support Randomized Controlled Trials, which compare responses from people who are shown one of three short text-based narratives on climate action, with responses from a control group not shown any narrative (see Analysis Methodologies below for more detail). We used a total of four trial groups (three narrative/treatment groups and a control), and designed our research with country-level samples of at least 2,000 respondents per country to give us at least 500 respondents per trial group. For countries with particular internal diversity we used a large sample to allow for more internal profiling and segmentation. The sample sizes per country are shown on the following page.

Recognizing that we have different sample sizes in each country, any results quoted for the overall 23-country survey are expressed as the "23-country average", rather than a raw, unadjusted average of all 57,968 respondents.

Recognizing that this is an Internet-based opt-in sample and surveying through online consumer panels cannot achieve full representation of the adult population, particularly in Global South countries where Internet and panel penetration of the population is less complete, we used the following methods to make the country samples as nationally representative as possible. We:

- Used quotas for age and gender when fielding the survey, to ensure close to national representation on these two dimensions
- Profiled the self-stated education and household income distribution of our sample with the Dynata panel and with available third-party estimates for each country
- Profiled the self-stated income distribution of our sample to highlight countries with a wealthy skew — i.e. where the high income brackets were highly populated rather than representing the tail of a distribution
- Based on these two profiling steps, we went back into the field to boost our sample of low-education and low-income respondents in three countries (India, Indonesia, Nigeria) where the distributions showed particular divergence from a likely national representation

Additionally, because the online samples used in this report may underrepresent lower socioeconomic groups from developing countries, we investigated the profile of respondents who met all of the following three criteria:

- Live in a country categorized as the Global South (Argentina, Brazil, Chile, China, Colombia, India, Indonesia, Kenya, Nigeria, South Africa, and Saudi Arabia);

- Live in “countryside or village,” not “major city” or “town”;
- Have at most a secondary school education

We use this group, the “rural, Global South” (n = 831), to test the generalizability of our main results and whether key research findings apply to this group. Respondents in this subgroup were similarly distributed across narrative groups: Urgency & Generational (n = 234), Polluter Accountability (n = 203), Climate Progress (n = 200), and the control group (n = 194). Findings that apply also to this group are less sensitive to issues of national representation: The weighting of two groups is less critical if the value of each is similar.

While the samples in this report are not fully nationally representative and the statistics do not necessarily represent true population parameters, these results provide meaningful profiles of online adult populations in each country.

Questionnaire length

The median length of the survey for each respondent was 26 minutes. To ensure we kept respondents’ attention we included a series of attention measures and checks throughout the survey, and disqualified respondents who failed more than one of these checks.

Country-specific variations

Surveys and test narratives were translated into the primary language spoken in each country. Household income and education bands were also tailored to each country’s terminology and levels.

Lists of political parties that respondents may support were also unique to each country. To give a metric of political affiliation that can be compared across countries, we also used a left-right political scale,

Sample sizes and questionnaire languages across countries

Country	Total *N*	Control group *n*	Urgency & Generational *n*	Polluter Accountability *n*	Climate Progress *n*	Language(s)
Argentina	2,084	505	525	541	513	Spanish
Australia	3,218	807	802	802	807	English
Brazil	3,261	822	806	822	811	Portuguese
Canada	2,202	520	529	631	522	English, French
Chile	2,037	498	522	525	492	Spanish
China	2,064	512	518	515	519	Chinese (simplified)
Colombia	2,007	501	505	499	502	Spanish
France	2,021	503	511	503	504	French
Germany	3,222	804	804	813	801	German
India	4,120	1,032	1,031	1,028	1,029	English
Indonesia	2,572	641	648	637	646	Indonesian
Italy	2,032	559	505	477	491	Italian
Japan	2,024	501	505	515	503	Japanese
Kenya	2,024	498	515	501	510	English, Swahili
Mexico	2,014	508	508	498	500	Spanish
Nigeria	2,626	660	657	653	656	English
Norway	2,013	502	503	503	505	Norwegian
Saudi Arabia	2,150	542	540	533	535	Arabic
South Africa	3,212	779	828	818	787	English, Afrikaans
South Korea	2,397	609	605	589	594	Korean
Türkiye	2,082	525	521	515	521	Turkish
UK	3,211	868	766	815	762	English
US	3,375	803	812	814	946	English

introduced as follows: "Some people talk about politics in terms of left, center, and right. On a left-right scale from 1 to 7, with 1 indicating extreme left and 7 indicating extreme right, where would you place yourself?" To validate the applicability of this scale across countries, we looked within countries where people who identify themselves with different political parties had placed themselves on the scale.

In two countries — China and Saudi Arabia — we were not able to ask questions specifically about the government. Statements that "The government should... [take some climate action]" were therefore replaced in these two countries with "We should...." Questions specific to the government in contrast to other actors were omitted in these two countries.

In these two countries, and also in Kenya and Türkiye, we omitted questions about political party affiliation.

Measuring support for government climate action

Many of the findings in this report derive from one core question that tests a respondent's support for government climate action. Respondents were asked to what extent they agree or disagree with the statement: "I support immediate action by the government to address climate change." (In China and Saudi Arabia: "I support immediate action to address climate change.") Respondents rated their agreement or disagreement with this statement on a five-point rating scale:

1. Strongly disagree
2. Somewhat disagree
3. Neutral
4. Somewhat agree
5. Strongly agree

We also asked for respondents' level of agreement with two similar questions:

- "It is essential that our government does whatever it takes to limit the effects of climate change." (In China and Saudi Arabia: "It is essential that we do whatever it takes to limit the effects of climate change")
- "I support policies and investments that accelerate the transition to clean energy."

While the set allows us to see nuances between the three, most of the results presented in this report use the first question as the "dependent variable" for analysis.

Analysis Methodologies

Narrative lift (Randomized Controlled Trials)

We used Randomized Controlled Trials to test reactions to three narratives each describing a rationale for climate action. Across each country, survey respondents were randomly assigned to one of four groups: Urgency & Generational (emphasizing saliency/urgency), Polluter Accountability (emphasizing accountability), Climate Progress (emphasizing optimism), or the control group (which did not include a narrative—respondents in this group just completed the survey). Toward the beginning of the survey, the respondents exposed to one of the three text-based narratives were provided with the following directions beforehand: "Please read and carefully consider the following 5-part statement. You can use the arrow keys to go back and forth to re-read the whole statement" (see below for the full texts). Afterwards, respondents completed the three questions measuring support for government climate action described above, as well as the remainder of the survey.

The narrative "lift" analysis in this report compares the degree of support for government climate action between people exposed to a particular narrative and those in the control group. The methodology allows us to observe directly the impact that a narrative has on a group of respondents, which may be different from what the same respondents tell us (or even think themselves) when asked to state a preference.

We measure the "lift" achieved by each of these narratives, by subtracting the percentage of respondents in the control group who "strongly" support climate action from the percentage of respondents exposed to the narrative who "strongly" support climate action. We test the lift in "strong support" (#5 on the 1-5 scale of support), rather than "strong/moderate support" (#4 and #5), because a large majority of respondents in the control group — 71% on average — "strongly" or "somewhat" support climate action, and the focus for achieving policy support in practice requires cementing moderate support into strong support that will drive voting and advocacy behavior.

To understand what aspects of the narrative drive the lift we measure, we also asked respondents afterwards to highlight the sentence that stood out to them the most, and whether or not they agreed with that sentence on a 5-point rating scale.

---

1. Urgency & Generational

Later is Too Late

You don't have to be a scientist to see how our climate has changed.

Extreme weather events, like extreme heat waves, floods, hurricanes, wildfires, and drought, are becoming more frequent and more severe. The last eight years were the hottest ever recorded in human history.

Our overheating planet is already putting lives and livelihoods at risk. It's hurting our farmers, over-polluting our cities, reducing our water supply, and costing us billions in damage from extreme weather.

Most importantly, it's putting our children's futures at risk. It's our responsibility to leave behind a safe, livable world for future generations.

If we don't stop polluting, it will only get worse. Carbon pollution stays in the atmosphere for thousands of years, so the effects cannot be reversed.

Yet, today, the world continues to emit more heat-trapping carbon pollution than ever. It's cooking the planet.

We need immediate action on climate change, because later is too late

2. Polluter Accountability

Make Polluters Pay

Climate change is already having a devastating impact on our planet and on communities across the globe, including ours.

We've been emitting heat-trapping carbon pollution for decades. But we aren't all equally to blame: just 71 companies are responsible for 90% of the toxic carbon pollution that's hurting us.[1]

These big, powerful corporations use their money and power to hold back progress for the rest of us. They're preventing us from having better, cleaner, safer and healthier products.

And they're leaving the rest of us to foot the bill for the massive cost of catastrophes caused by an overheating planet.

The logic is simple. We shouldn't let billion-dollar companies and out-of-touch elites profit off their pollution while putting our future in jeopardy. It's only right that they are held accountable.

We need immediate action on climate change, because it's only fair that polluters pay.

3. Climate Progress

Extraordinary Progress is Here

We constantly hear doom and gloom warnings about climate change.

The truth is we're making extraordinary progress: clean energy already powers 35% of the world's electricity.

The solutions we need aren't distant, but here and happening now: solar, wind, electric vehicles, and batteries. We can see it all around us: in our communities, in our schools, and in our homes.

And we're starting to see the benefits: new jobs, new businesses, and more innovation.

But the work isn't finished; we're only just getting started. We need more clean energy to power our communities, clean up the air and water, and protect our health.

We need less talk and more action. We need leaders who have a plan — and will get it done.

Policy trade-offs

In addition to measuring general support for "immediate government action," we tested reaction to a variety of specific government policy approaches on climate action.

In doing this we wanted to control for two factors that affect the success of policy statements in real life: the importance of the language in which they are framed, and the statements made in opposition to them. So we tested each of 18 policy statements as a trade-off between two politically contrasted alternatives, asking respondents a binary question that simulates a political battle: "The following are pairs of statements you might hear from two competing political leaders. In each case, which leader are you most likely to support?" And we tested three different framings of the supporting statement, splitting our sample of respondents so that each saw only one of the three.

This approach avoids the easiness of picking a high number on a scale: In this construct, a policy statement has to win a direct fight with an opposing statement, as in real life.

In addition to the greater realism, this construct allows us to answer:

- Which policies have a greater win rate than others today, when pitched against credible opposing arguments?
- Which policies are in the contestable space, with a majority but not a secure majority?
- What framing of policy statements can maximize the win rate?
- How do the above answers vary by country, political leaning, demographics etc.?

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[1] Correction: The fact should have been "Just 100 companies are responsible for 71% of the toxic carbon pollution that's hurting us." From Carbon Disclosure Project's "The Carbon Majors" Report, published in 2017.

Conjoint analysis attributes

Attribute (not shown)	**Level #1**	**Level #2**	**Level #3**
Local environmental impact	Dramatically reduced pollution means no health concerns	Air pollution affects some people's health	Severely polluted air and water endangers life for many
Global environmental impact	Occasional, distant weather-related disasters	More intense floods, fires, and water shortages bringing refugees	Famine and droughts across the world cause mass migration and conflict
Species loss	Almost no further extinction of animal species beyond today	Noticeable loss of animal species	Species extinction accelerates, devastating the natural world
How we pay for climate action	Energy prices are substantially higher than today	Prices in general are somewhat higher than today	Taxes are somewhat higher than today
Role of government and business	Government leads our country's action on climate, and businesses follow the rules set	Government and businesses work together to set the agenda for action on climate	Businesses lead our country's action on climate, with little government involvement
Impact on equality	Little support for the communities most affected by climate change	Protection for climate-vulnerable communities and those worse hit by higher costs or lost jobs	Significant interventions to ensure fair outcomes for all

Conjoint analysis

In addition to a range of attitudinal and behavioral questions related to climate change, we used conjoint analysis to derive how individual respondents value different outcomes related to climate change and climate action. In this exercise, we showed respondents a succession of screens, each displaying three possible future scenarios, and asked them to choose in each case which of the three they would choose to live in. The scenarios are constructed from six attributes, each of which has three different "levels" or possible outcomes (see table).

On each screen, respondents make a single choice between the six-attribute scenarios in their entirety. From their choices across multiple screens we then model the "utility" for each respondent of each level of each attribute. In this way we derive, rather than ask, the trade-offs that respondents are making between different aspects of the future, such as climate change, species loss or inequality. This combination of preference and importance gives a "utility" score (the relative value placed on a given attribute), which can be compared between populations and between characteristics.

Six Climate Audiences

The Six Climate Audiences segmentation method used in this report is derived from the Global Warming's Six Americas tool developed by the Yale Program on Climate Change Communication (for details on the methodology of this tool, see Chryst et al., 2018). Respondents answered four questions about climate change and were categorized into one of six segments: Alarmed, Concerned, Cautious, Disengaged, Doubtful, or Dismissive. This tool distinguishes people along a continuum of those most worried about climate change (the Alarmed) to those least worried about it (the Dismissive). The percentage of people in each country who are Alarmed about climate change is presented in this report. The original four-question tool uses the term "global warming," and was modified to use the term "climate change" in the present research.

Country Profiles

Issue priority

To assess voting issue importance, at the beginning of the survey, respondents were provided with a list of 15 issues and answered the following question: “If there was a national election today, of the issues below, which would be most important to your vote? Please rank the most important as 1. You may select up to 5.” The 15 issues were randomized and included issues such as “Climate change,” “The environment,” “Jobs & employment,” and “Taxes.” The percentages refer to those who included “Climate change” or “The environment” in their top three most important voting issues. Respondents in China and Saudi Arabia were asked a different question: “Which of the issues below are most important to you? Please rank the most important as 1. You may select up to 5.”

Engagement with climate change

Respondents were asked four questions about their climate change beliefs (refer to the Six Climate Audiences section for more detail) and were segmented into one of six groups. The percentage of “Alarmed” across profiles refers to those who are the most worried about climate change. The percentage of those who are “Comfortable talking about climate change” refers to those who said they are either “Very comfortable” or “Comfortable” to the question: “How comfortable are you talking about climate change to a friend or a relative? Select one.”

Support for immediate action by the government to address climate change

Percentages refer to respondents in the control group only who said they “Strongly agree” or “Somewhat agree” to the question: “To what extent do you agree or disagree with the following statement? Select one. I support immediate action by the government to address climate change.” Respondents in China and Saudi Arabia received a modified statement: “I support immediate action to address climate change.” The “Children at home” group refers to those who said they had at least one child at home when asked “How many children under 18 live in your household?” The “Lives in major city” group refers to those who responded “Major city” to the question: “Which of the following best describes where you live?”

To assess political party affiliation, respondents in each country (except for China, Saudi Arabia, Türkiye, and Kenya) were asked “Generally speaking, do you think of yourself as aligned with?” and provided a list of several political parties specific to their country (ranging from at least three to 10 or more across countries, including an “Independent / No Affiliation” option). The top political parties in each country that had sample sizes of at least 100 respondents (max 6 parties) are presented. Because of sample size limitations, the percentages are not restricted to respondents in the control group only. The percentage point difference in support for climate action between each specific party and their country average (including all narrative groups + the control) is presented.

Understanding of climate change

To assess knowledge about the United Nations’ goal to limit Earth’s warming, respondents were provided with the following: “The United Nations (UN) has set a goal to limit global temperature increase. Please use the slider to indicate what you think the UN target is.” Responses ranged from 0°C to 10°C in 0.5° increments and were categorized into four groups: Less than 1.5°C, 1.5-2°C (the correct answer), 2.5-5°C, and More than 5°C. To assess awareness of the Paris Agreement, respondents were asked: “Which of the following have you heard of? [Paris Agreement]” as well as four other options (e.g., Geneva Convention, Oslo Accord).

Preferred policy narratives

Respondents were asked “Which of the following actions would you most like your national government to take? Please select up to 3 actions and rank them in order of most importance.” Response options (except #16) were randomized.

1. Make fossil fuel companies pay the true cost of pollution
2. Stop letting companies dig up new fossil fuels
3. Speed up the approvals for new clean energy infrastructure
4. Lower the cost of clean electricity
5. Set an end date for selling polluting cars
6. Put a cost on polluting cars and trucks
7. Fund farmers to use climate-friendly farming practices and crops
8. Protect more of our land, forest, and oceans from destruction
9. Require new buildings to use less energy than old ones
10. Lower the cost for people to switch to clean heating/cooling systems
11. Ensure that richer countries financially support the transition for other countries
12. Ensure that rich countries pay for most of the climate-related damages
13. Tax corporations and individuals who emit the most carbon pollution
14. Provide money and training for the skills needed in a fossil fuel-free future
15. Stop burning fossil fuels near where people live
16. Should not pursue any of these actions

Respondents in China and Saudi Arabia received modified versions of these questions: “In your view, which of the following actions should be the highest priority?” The actions presented in the profiles include the top most desired actions selected among respondents, and percentages indicate those who included the action in their top three.

Movability

Refer to the Narrative Lift (Randomized Controlled Trials) section for how percentage point lift was calculated.

Responsibility

“In the country or territory where you live, who do you feel should be most responsible for reducing the pollution that causes climate change?” Response options (except #4 and #5) were randomized.

1. The government*
2. Businesses
3. Individual people
4. The country where I live should not reduce its pollution
5. Don’t know

*Respondents in China and Saudi Arabia were not provided with this response option.

Motivations and attitudes

“In your opinion, what is the most important benefit of taking action on climate change? Select one.” Response options (except #9 and #10) were randomized.

1. We protect ourselves from extreme weather like heatwaves, wildfires, floods, hurricanes (e.g. cyclones or typhoons)
2. We protect our health by reducing air and water pollution
3. We protect the planet for future generations
4. We make energy more accessible, affordable, and reliable
5. We increase local jobs, opportunities, and economic growth
6. We ensure our country is a leader and role model for the rest of the world
7. We ensure that polluting companies are held responsible for the damages they caused
8. We reduce social inequality and support those impacted by climate change
9. There is no reason to take action on climate change
10. Other, please specify

Principles people are aligned with

Respondents were asked “Using the below scale, please indicate which of the following statements best describes you” and were provided with a randomized list of 12 pairs of statements. The ordering of the left/right columns was also randomized.

The principles presented in the profiles include the five statements in the table (out of 12 in the questionnaire). Percentages refer to the net percentage point difference in those who selected responses #4 or #5 versus those who selected #1 or #2 for each pair of statements..

Principles people are aligned with: Questionnaire text and presentation

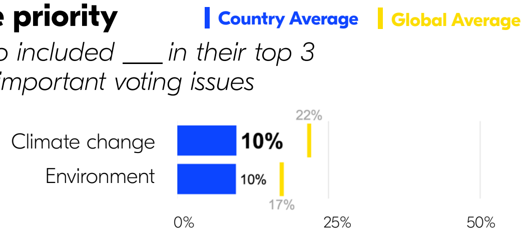
I strongly align with this statement		**I am neutral**		**I strongly align with this statement**
1	**2**	**3**	**4**	**5**
Scientists’ judgments are based on the facts.				Scientists’ judgments are just as likely to be biased as other people’s.
We must solve climate change to reduce the suffering of millions around the world.				We must solve climate change to protect ourselves and put our national interests first.
Solving climate change should be a top priority because it’s the most important threat to our society.				Climate change is just one of several issues we should address as we try to solve more important social problems.
To solve climate change, we need to make big, disruptive changes to our society.				To solve climate change, we need to make gradual, step-by-step changes to our society.
The best way to stay within the environmental limits of our planet is to accept a lower standard of living.				With technology and innovation, we can maintain or improve our standard of living and still stay within the environmental limits of our planet.

Appendix 2: Country Profiles

Argentina

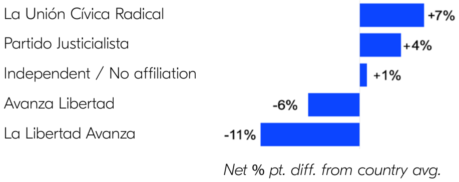
Issue priority

% who included ___ in their top 3 most important voting issues



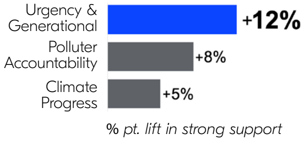
Polarization

Support for immediate action by the government to address climate change by…



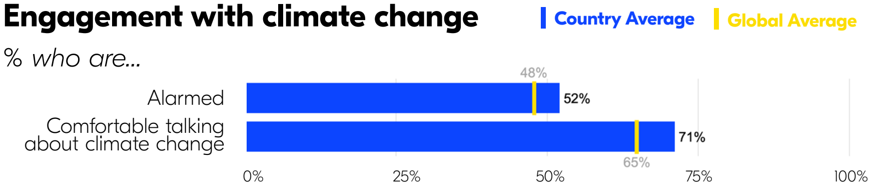
Movability

Lift for support for immediate action by the government to address climate change…



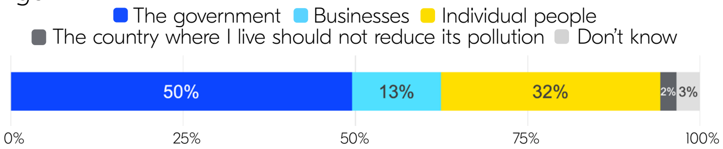
Engagement with climate change

% who are...



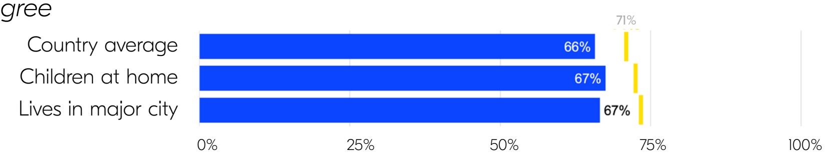
Responsibility

% who say ___ should be most responsible for reducing the pollution that causes climate change



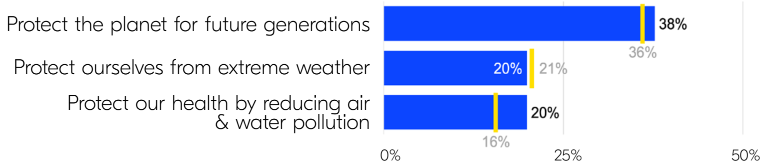
Support for immediate action by the government to address climate change

% agree

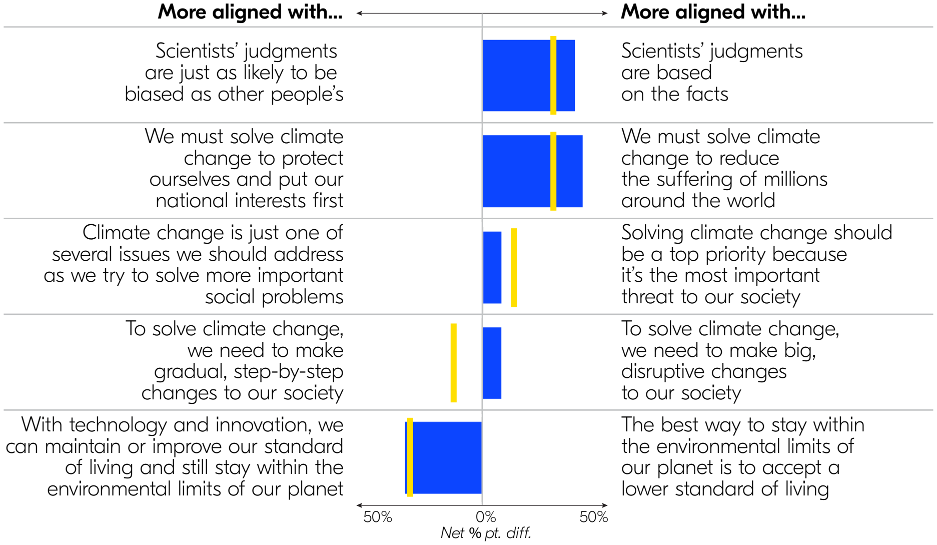


Motivations and attitudes

Three most important benefits of taking climate action (*% top benefit*)

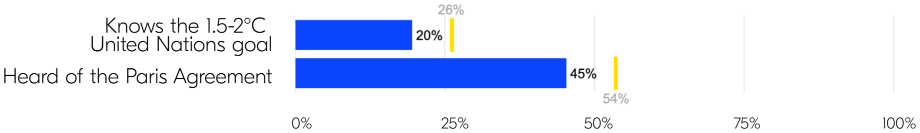


Principles people are aligned with



Understanding of climate change

% who...



Preferred policy narratives

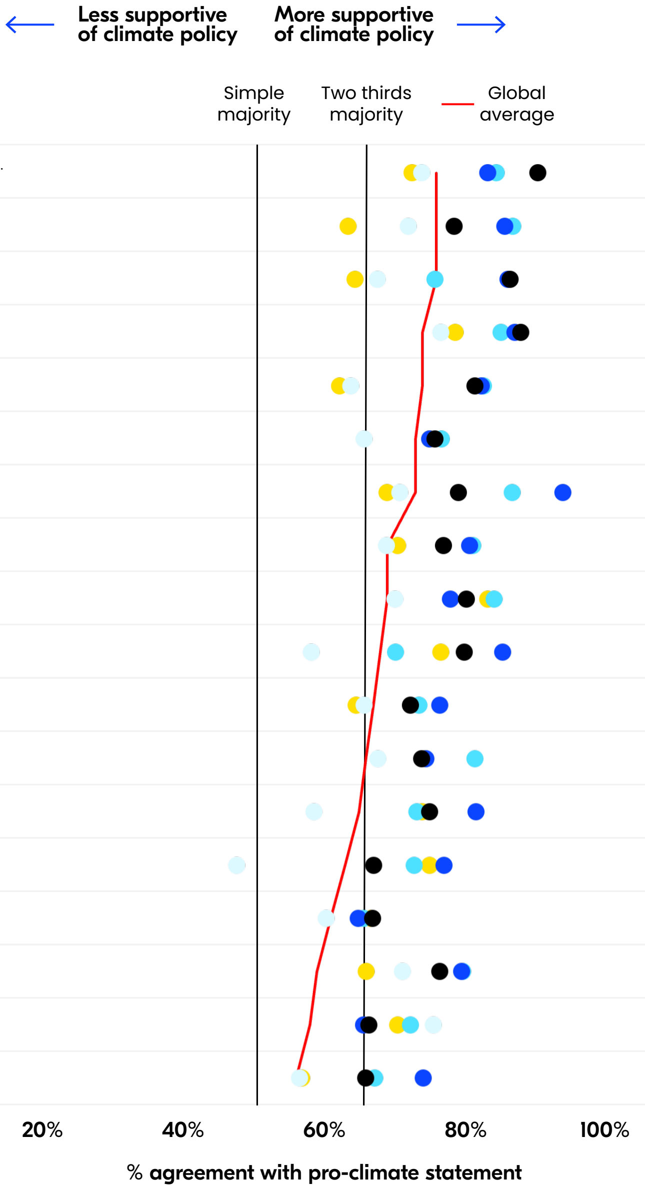
Actions people would most like their national government to take

1. Protect more of our land, forest, and oceans from destruction **(43%)**
2. Speed up the approvals for new clean energy infrastructure **(28%)**
3. Tax corporations and individuals who emit the most carbon pollution **(28%)**
4. Lower the cost for people to switch to clean heating/cooling systems **(26%)**
5. Lower the cost of clean electricity **(24%)**
6. Make fossil fuel companies pay the true cost of pollution **(23%)**

Argentina

Policy support by political party

● Avanza Libertad (AL)
● La Libertad Avanza (LLA)
● Unión Cívica Radical (UCR)
● Partido Justicialista (PJ)
● Independent or no affiliation

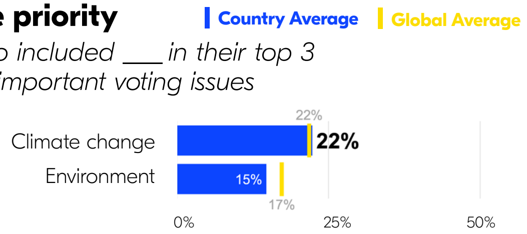


	Policy territory	Anti-climate statement	Pro-climate statement
1	***Clean energy versus coal***	Coal is a stable, cost-effective energy source. We need it to power more homes, not less. Any transition will need to be gradual and wait until other technologies are ready.	Using clean energy alternatives to coal lowers energy costs and creates a greener energy sector. It brings affordable, reliable, and sustainable electricity to everyone's daily lives.
2	***Subsidize clean energy companies***	The government/We shouldn't waste taxpayer money on making risky bets on unproven technology. They should let the market decide.	We should invest in safer, healthier communities with reduced smog and cleaner air by encouraging clean technologies.
3	***Limits on carbon emissions***	Regulating corporate activities will ultimately lead to inefficient economies and higher prices for consumers.	We share a global responsibility to limit the amount of carbon pollution emitted in order to protect the communities that are most at risk.
4	***Clean energy targets***	Clean energy is expensive and unreliable. In time, it may work, but what we need now is steady, dependable power for our homes and industries.	Cleaner energy means cleaner air, water, and environment. We should require our energy providers to rapidly shift to using only non-polluting clean energy for our communities.
5	***Upgrade new buildings***	It isn't right for the government to tell us how to cook our food or how to heat our homes. It's inevitable that these changes will increase prices for everyday citizens.	As better technologies come onto the market, we should require their use in all new buildings and construction. These smart upgrades ultimately save us in energy and money.
6	***Sustainable agriculture***	Farmers and farmworkers know best, and we shouldn't force them to use agricultural practices that will be expensive and raise costs for everyone else.	Our farmers are the most vulnerable to extreme weather. We must financially support them in new, more sustainable ways of growing food during a changing climate.
7	***Clean rebates and tax credits***	In a time of economic uncertainty, it is not right to increase taxes and costs on everyday citizens to peddle "clean" products.	Clean technologies should be accessible for everyone, not just the rich and wealthy. We should ensure that the communities most impacted by pollution and climate change can access and benefit from clean products with some financial support.
8	***Energy efficiency standards***	Raising energy standards for buildings and cars will only lead to higher prices for consumers. The average citizen can't afford it, especially in today's economy.	Setting new energy standards that increase efficiency and reduce pollution will force companies to be more innovative and competitive, leading to better products for consumers.
9	***Corporate transparency***	The government/We should focus on keeping energy prices low for citizens and maintaining stability of the energy system, not interfering in how companies operate.	People deserve the truth about the environmental and social impacts of companies. Businesses must be held to higher standards and required to produce their products cleanly and ethically.
10	***Zero-pollution transportation***	To take away our ability to drive our own cars is to take away our freedom. We should decide for ourselves what mode best fits our needs. Relying on public transit alone is unrealistic.	Switching to zero-pollution cars, trucks, and other kinds of transportation is in the best interest of our communities. It means less toxic air pollution and healthier kids.
11	***Regulating methane***	Methane leakages rarely happen and are not a big enough problem that needs more government bureaucracy. Natural gas is a cheap, clean and cost-effective power source.	Polluters are getting away with leaking methane gas, a powerful carbon pollutant, into the air. We must hold them accountable by strictly regulating these pollutants.
12	***Net zero economy***	We are already transitioning our economy to lower emissions and should continue to do so gradually. We need to wait until other technologies are ready.	Clean, zero-pollution economies are just better. They're better for our health, our kids, our way of life and the planet. We can start to build a pollution-free society today.
13	***Taxes on polluters***	Any tax implemented on companies is ultimately passed on to the consumer, leading to higher prices, and still wouldn't reduce climate change or extreme weather.	To ensure a fair and just energy system, we need to charge polluters for the cost of the damage their pollution causes.
14	***Penalties on dirty imports***	Any tax implemented on companies is ultimately passed on to the consumer, leading to higher prices, and still wouldn't reduce climate change or extreme weather.	Pollution-intensive products produced in other countries with dirty energy should be the most expensive, not the cheapest. The government/We should ban or put a cost on dirty imported products.
15	***End fracking***	We should use all cost-effective forms of energy, and fracking ensures we have access to cheap and abundant energy.	We cannot permit oil and gas companies to keep fracking, a process that releases methane, a powerful pollutant that traps more heat, cooks our planet, and worsens wildfires, droughts, and floods.
16	***Phase out oil extraction***	Access to oil resources is critical to keep our cars and trucks on the road, powering our economy, and protecting our way of life. We need to ensure a stable, secure supply of oil for our country.	Oil extraction has significant environmental impacts, including air and water pollution. We must phase out oil extraction to reduce pollution and avoid risking our health.
17	***End subsidies for polluters***	Fossil fuel subsidies keep energy prices affordable and support economic growth. We must balance environmental concerns with societal needs.	The government/We should stop providing handouts to companies that pollute the environment, causing climate change.
18	***Phase out fossil fuels***	We can reduce emissions while continuing to use fossil fuels, which are critical to keeping prices low and maintaining our quality of life.	We can no longer let dirty, extractive industries use our natural resources for their own profit. Their products are making extreme weather worse and must be phased out.

Australia

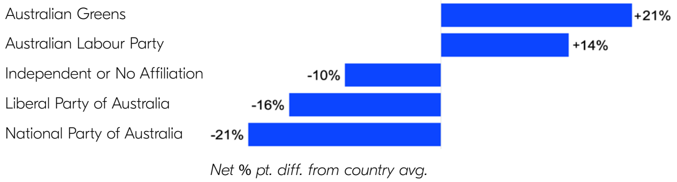
Issue priority

% who included ___ in their top 3 most important voting issues



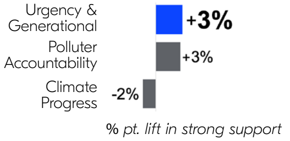
Polarization

Support for immediate action by the government to address climate change by…



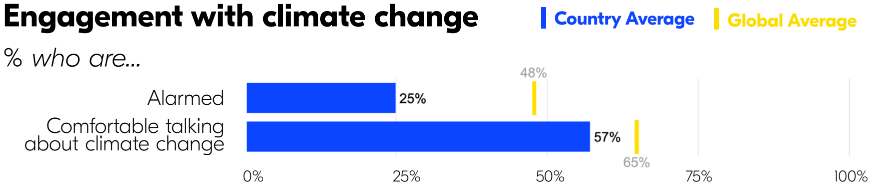
Movability

Lift for support for immediate action by the government to address climate change…



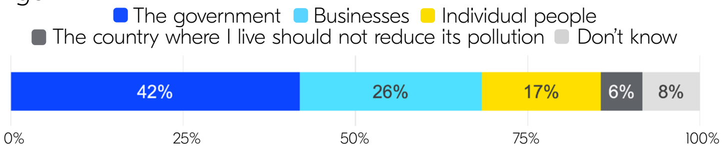
Engagement with climate change

% who are...



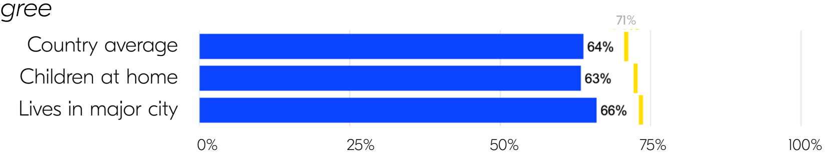
Responsibility

% who say ___ should be most responsible for reducing the pollution that causes climate change



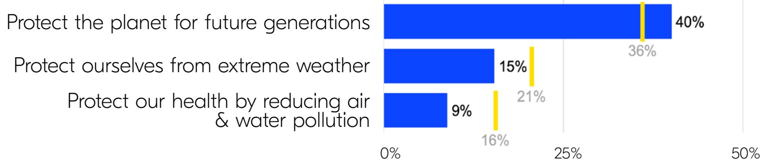
Support for immediate action by the government to address climate change

% agree

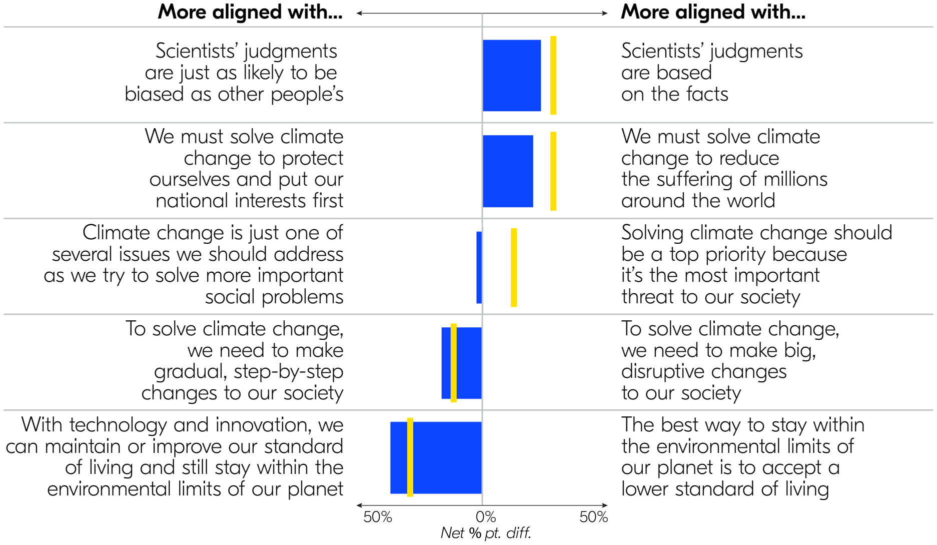


Motivations and attitudes

Three most important benefits of taking climate action (% top benefit)

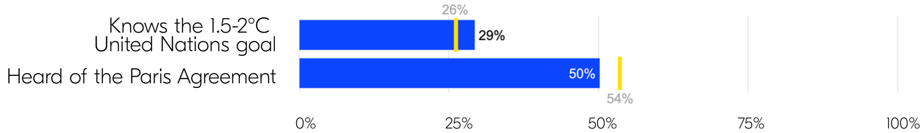


Principles people are aligned with



Understanding of climate change

% who...



Preferred policy narratives

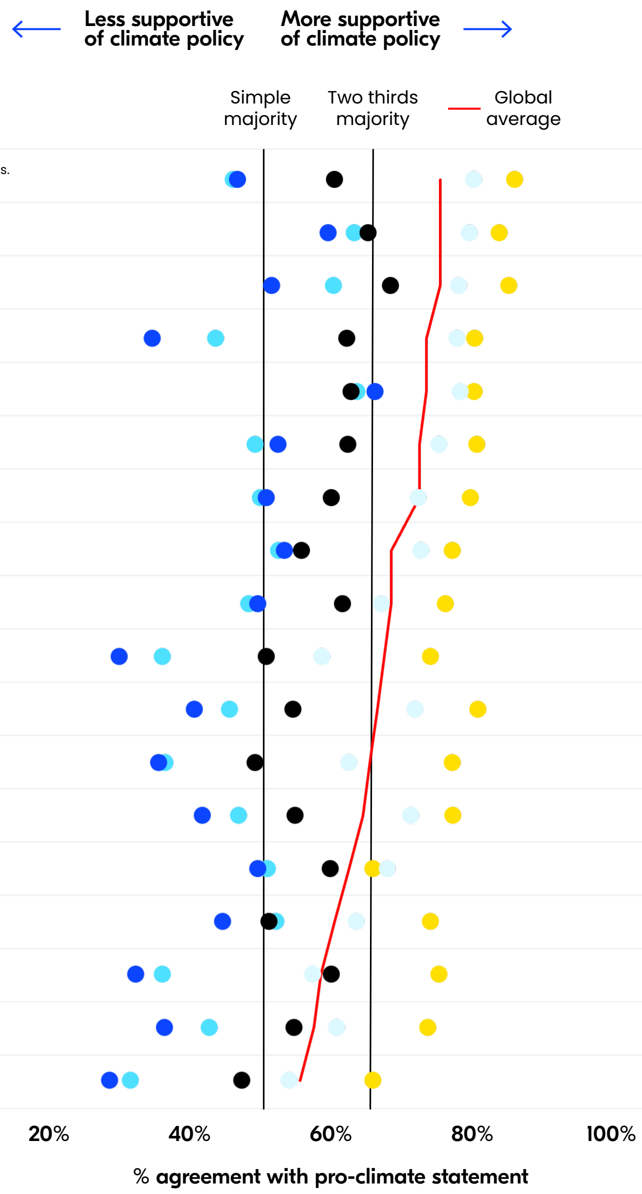
Actions people would most like their national government to take

1. Lower the cost of clean electricity **(45%)**
2. Lower the cost for people to switch to clean heating/cooling systems **(35%)**
3. Protect more of our land, forest, and oceans from destruction **(33%)**
4. Fund farmers to use climate-friendly farming practices and crops **(21%)**
5. Speed up the approvals for new clean energy infrastructure **(20%)**
6. Tax corporations and individuals who emit the most carbon pollution **(19%)**

Australia

Policy support by political party

● Australian Greens
● Australian Labour Party
● Liberal Party of Australia
● National Party of Australia
● Independent or no affiliation



	Policy territory	Anti-climate statement	Pro-climate statement
1	***Clean energy versus coal***	Coal is a stable, cost-effective energy source. We need it to power more homes, not less. Any transition will need to be gradual and wait until other technologies are ready.	Using clean energy alternatives to coal lowers energy costs and creates a greener energy sector. It brings affordable, reliable, and sustainable electricity to everyone's daily lives.
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3	***Limits on carbon emissions***	Regulating corporate activities will ultimately lead to inefficient economies and higher prices for consumers.	We share a global responsibility to limit the amount of carbon pollution emitted in order to protect the communities that are most at risk.
4	***Clean energy targets***	Clean energy is expensive and unreliable. In time, it may work, but what we need now is steady, dependable power for our homes and industries.	Cleaner energy means cleaner air, water, and environment. We should require our energy providers to rapidly shift to using only non-polluting clean energy for our communities.
5	***Upgrade new buildings***	It isn't right for the government to tell us how to cook our food or how to heat our homes. It's inevitable that these changes will increase prices for everyday citizens.	As better technologies come onto the market, we should require their use in all new buildings and construction. These smart upgrades ultimately save us in energy and money.
6	***Sustainable agriculture***	Farmers and farmworkers know best, and we shouldn't force them to use agricultural practices that will be expensive and raise costs for everyone else.	Our farmers are the most vulnerable to extreme weather. We must financially support them in new, more sustainable ways of growing food during a changing climate.
7	***Clean rebates and tax credits***	In a time of economic uncertainty, it is not right to increase taxes and costs on everyday citizens to peddle "clean" products.	Clean technologies should be accessible for everyone, not just the rich and wealthy. We should ensure that the communities most impacted by pollution and climate change can access and benefit from clean products with some financial support.
8	***Energy efficiency standards***	Raising energy standards for buildings and cars will only lead to higher prices for consumers. The average citizen can't afford it, especially in today's economy.	Setting new energy standards that increase efficiency and reduce pollution will force companies to be more innovative and competitive, leading to better products for consumers.
9	***Corporate transparency***	The government/We should focus on keeping energy prices low for citizens and maintaining stability of the energy system, not interfering in how companies operate.	People deserve the truth about the environmental and social impacts of companies. Businesses must be held to higher standards and required to produce their products cleanly and ethically.
10	***Zero-pollution transportation***	To take away our ability to drive our own cars is to take away our freedom. We should decide for ourselves what mode best fits our needs. Relying on public transit alone is unrealistic.	Switching to zero-pollution cars, trucks, and other kinds of transportation is in the best interest of our communities. It means less toxic air pollution and healthier kids.
11	***Regulating methane***	Methane leakages rarely happen and are not a big enough problem that needs more government bureaucracy. Natural gas is a cheap, clean and cost-effective power source.	Polluters are getting away with leaking methane gas, a powerful carbon pollutant, into the air. We must hold them accountable by strictly regulating these pollutants.
12	***Net zero economy***	We are already transitioning our economy to lower emissions and should continue to do so gradually. We need to wait until other technologies are ready.	Clean, zero-pollution economies are just better. They're better for our health, our kids, our way of life and the planet. We can start to build a pollution-free society today.
13	***Taxes on polluters***	Any tax implemented on companies is ultimately passed on to the consumer, leading to higher prices, and still wouldn't reduce climate change or extreme weather.	To ensure a fair and just energy system, we need to charge polluters for the cost of the damage their pollution causes.
14	***Penalties on dirty imports***	Any tax implemented on companies is ultimately passed on to the consumer, leading to higher prices, and still wouldn't reduce climate change or extreme weather.	Pollution-intensive products produced in other countries with dirty energy should be the most expensive, not the cheapest. The government/We should ban or put a cost on dirty imported products.
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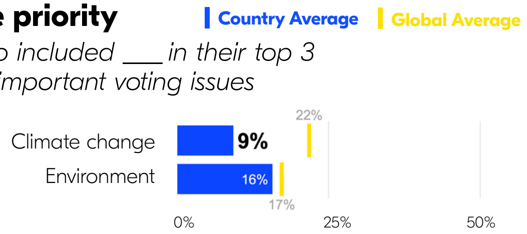
18	***Phase out fossil fuels***	We can reduce emissions while continuing to use fossil fuels, which are critical to keeping prices low and maintaining our quality of life.	We can no longer let dirty, extractive industries use our natural resources for their own profit. Their products are making extreme weather worse and must be phased out.

Brazil

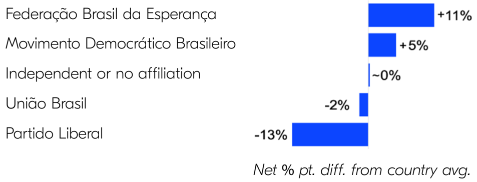
Issue priority

% who included ___ in their top 3 most important voting issues



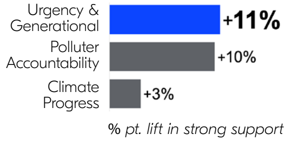
Polarization

Support for immediate action by the government to address climate change by…



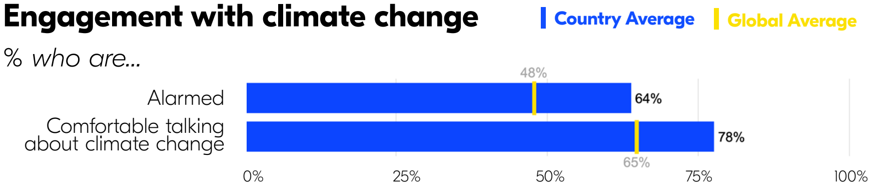
Movability

Lift for support for immediate action by the government to address climate change…



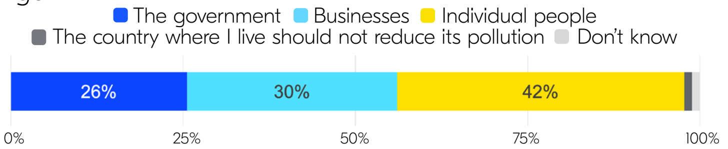
Engagement with climate change

% who are...



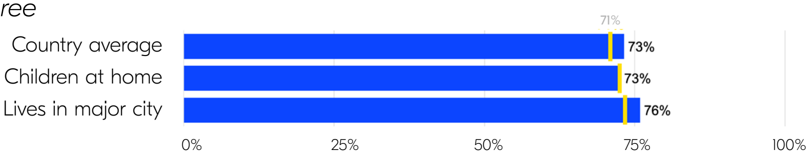
Responsibility

% who say ___ should be most responsible for reducing the pollution that causes climate change



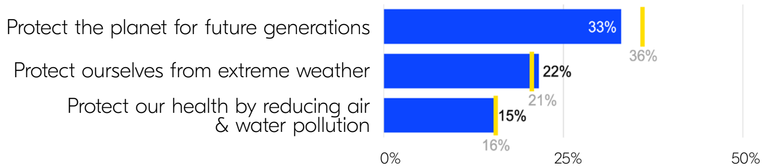
Support for immediate action by the government to address climate change

% agree

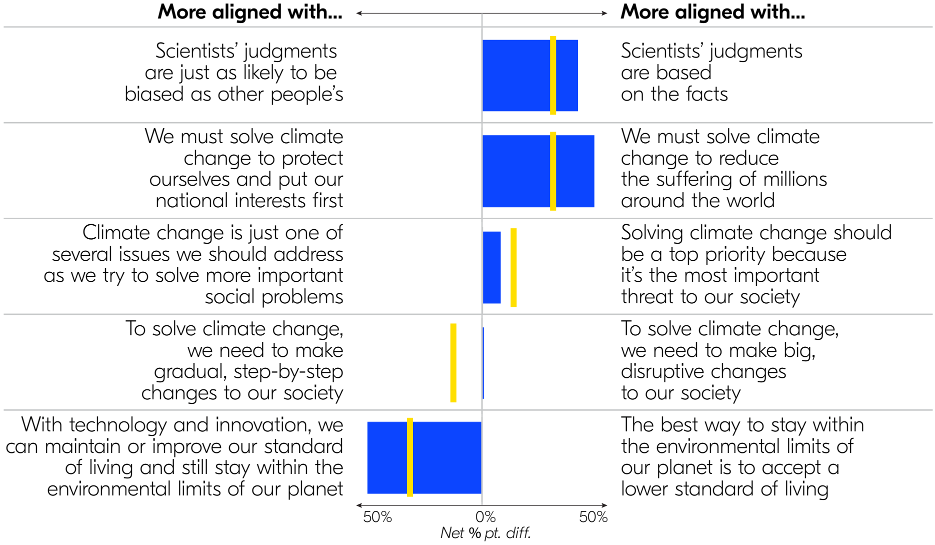


Motivations and attitudes

Three most important benefits of taking climate action (% top benefit)

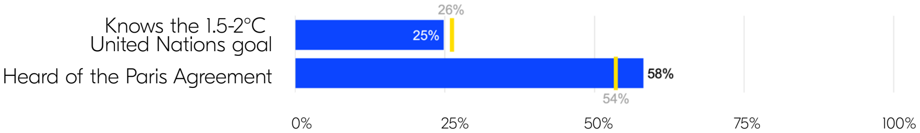


Principles people are aligned with



Understanding of climate change

% who...



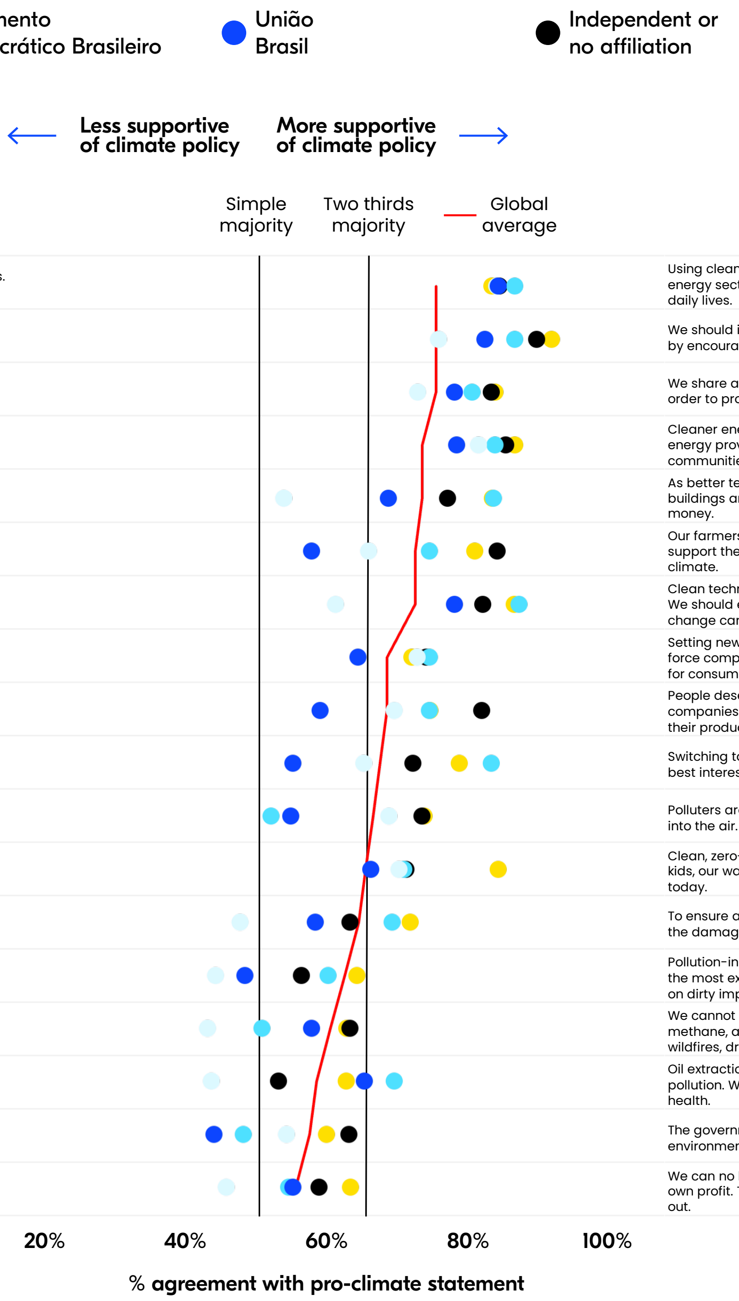
Preferred policy narratives

Actions people would most like their national government to take

1. Protect more of our land, forest, and oceans from destruction **(43%)**
2. Lower the cost of clean electricity **(36%)**
3. Speed up the approvals for new clean energy infrastructure **(30%)**
4. Lower the cost for people to switch to clean heating/cooling systems **(28%)**
5. Tax corporations and individuals who emit the most carbon pollution **(24%)**
6. Fund farmers to use climate-friendly farming practices and crops **(21%)**

Brazil

Policy support by political party



	Policy territory	Anti-climate statement	Pro-climate statement
1	***Clean energy versus coal***	Coal is a stable, cost-effective energy source. We need it to power more homes, not less. Any transition will need to be gradual and wait until other technologies are ready.	Using clean energy alternatives to coal lowers energy costs and creates a greener energy sector. It brings affordable, reliable, and sustainable electricity to everyone's daily lives.
2	***Subsidize clean energy companies***	The government/We shouldn't waste taxpayer money on making risky bets on unproven technology. They should let the market decide.	We should invest in safer, healthier communities with reduced smog and cleaner air by encouraging clean technologies.
3	***Limits on carbon emissions***	Regulating corporate activities will ultimately lead to inefficient economies and higher prices for consumers.	We share a global responsibility to limit the amount of carbon pollution emitted in order to protect the communities that are most at risk.
4	***Clean energy targets***	Clean energy is expensive and unreliable. In time, it may work, but what we need now is steady, dependable power for our homes and industries.	Cleaner energy means cleaner air, water, and environment. We should require our energy providers to rapidly shift to using only non-polluting clean energy for our communities.
5	***Upgrade new buildings***	It isn't right for the government to tell us how to cook our food or how to heat our homes. It's inevitable that these changes will increase prices for everyday citizens.	As better technologies come onto the market, we should require their use in all new buildings and construction. These smart upgrades ultimately save us in energy and money.
6	***Sustainable agriculture***	Farmers and farmworkers know best, and we shouldn't force them to use agricultural practices that will be expensive and raise costs for everyone else.	Our farmers are the most vulnerable to extreme weather. We must financially support them in new, more sustainable ways of growing food during a changing climate.
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9	***Corporate transparency***	The government/We should focus on keeping energy prices low for citizens and maintaining stability of the energy system, not interfering in how companies operate.	People deserve the truth about the environmental and social impacts of companies. Businesses must be held to higher standards and required to produce their products cleanly and ethically.
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15	***End fracking***	We should use all cost-effective forms of energy, and fracking ensures we have access to cheap and abundant energy.	We cannot permit oil and gas companies to keep fracking, a process that releases methane, a powerful pollutant that traps more heat, cooks our planet, and worsens wildfires, droughts, and floods.
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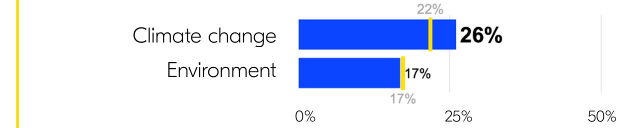
18	***Phase out fossil fuels***	We can reduce emissions while continuing to use fossil fuels, which are critical to keeping prices low and maintaining our quality of life.	We can no longer let dirty, extractive industries use our natural resources for their own profit. Their products are making extreme weather worse and must be phased out.

Canada 🇨🇦

Issue priority

Country Average **Global Average**

% who included ___ in their top 3 most important voting issues



Polarization

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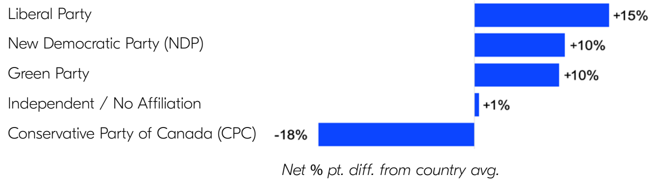

Movability

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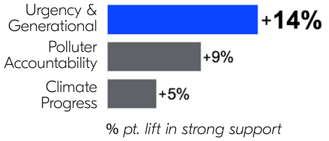
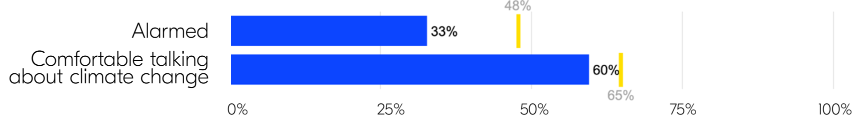


Engagement with climate change

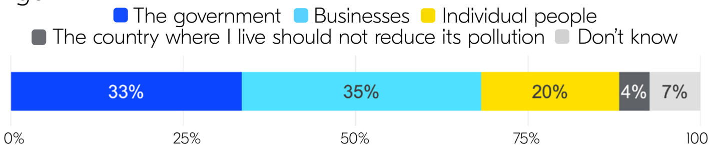
Country Average **Global Average**

% who are...



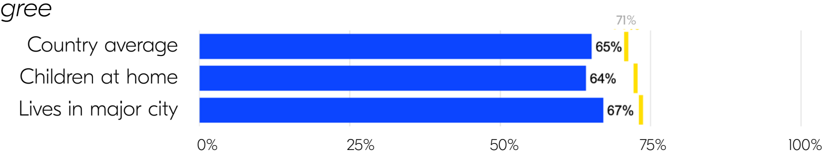
Responsibility

% who say ___ should be most responsible for reducing the pollution that causes climate change



Support for immediate action by the government to address climate change

% agree



Motivations and attitudes

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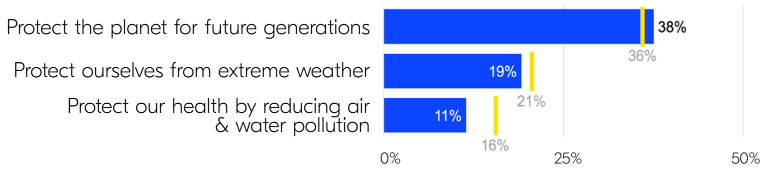
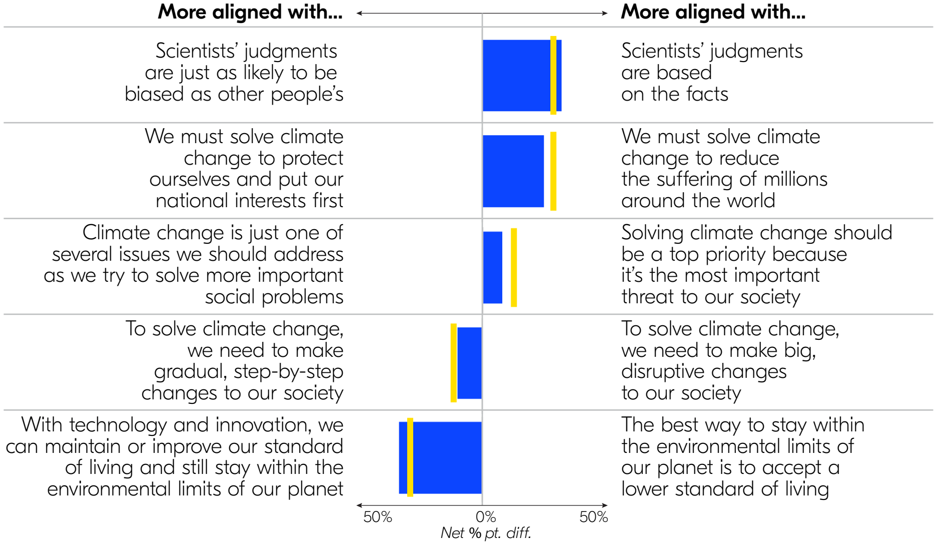
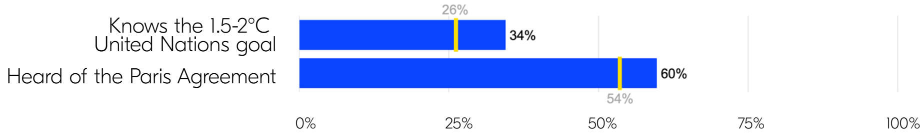


Principles people are aligned with



Understanding of climate change

% who...



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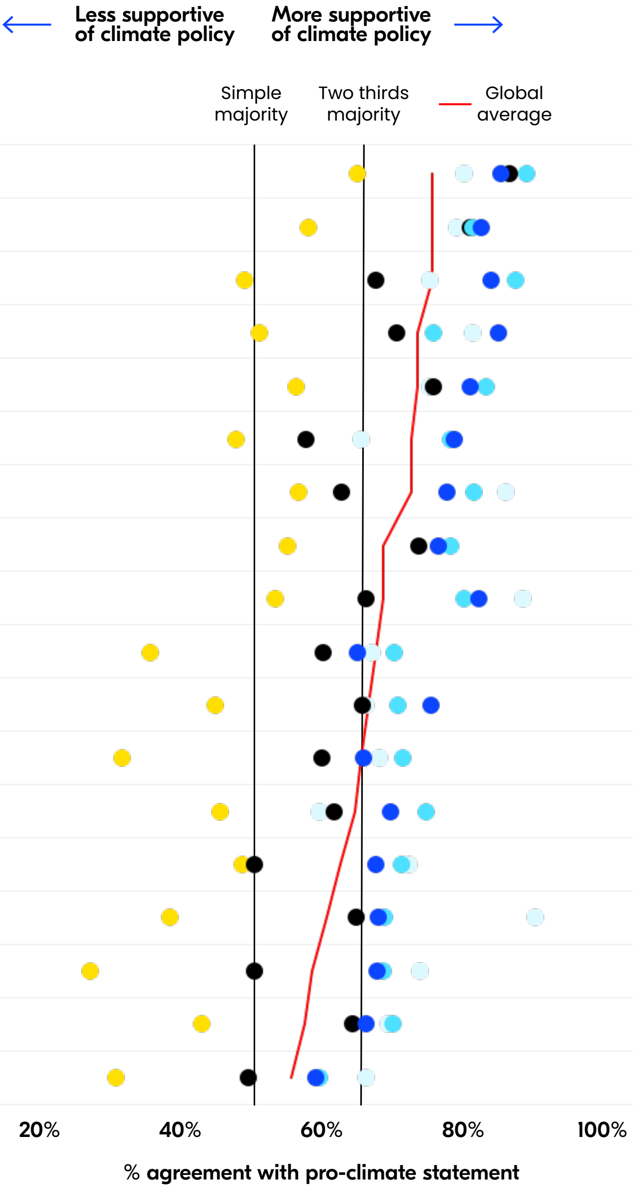
Actions people would most like their national government to take

1. Lower the cost of clean electricity **(35%)**
2. Protect more of our land, forest, and oceans from destruction **(34%)**
3. Lower the cost for people to switch to clean heating/cooling systems **(31%)**
4. Tax corporations and individuals who emit the most carbon pollution **(24%)**
5. Speed up the approvals for new clean energy infrastructure **(21%)**
6. Make fossil fuel companies pay the true cost of pollution **(21%)**

Canada

Policy support by political party

● Conservative Party of Canada (CPC)
● Green Party
● Liberal Party
● New Democratic Party (NDP)
● Independent or no affiliation



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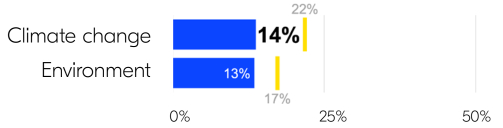
Chile

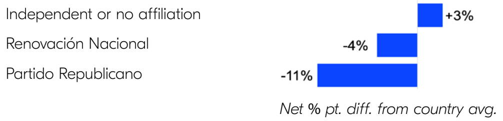
Issue priority

% who included ___ in their top 3 most important voting issues



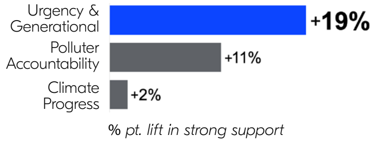
Polarization

Support for immediate action by the government to address climate change by…



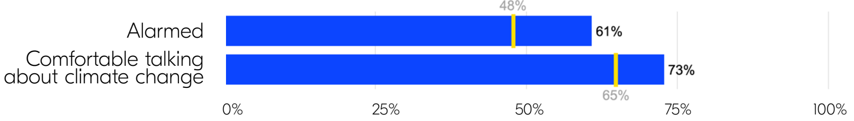
Movability

Lift for support for immediate action by the government to address climate change…



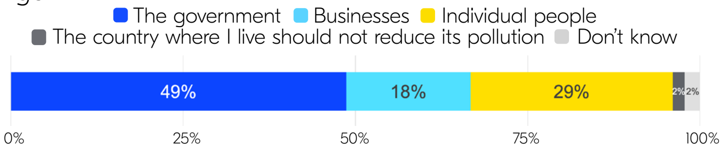
Engagement with climate change

% who are...



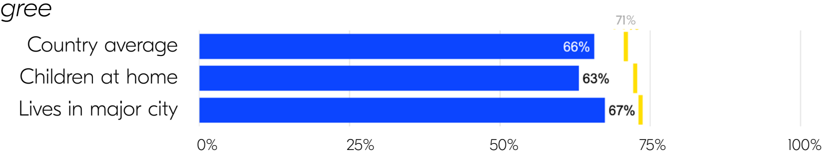
Responsibility

% who say ___ should be most responsible for reducing the pollution that causes climate change



Support for immediate action by the government to address climate change

% agree



Motivations and attitudes

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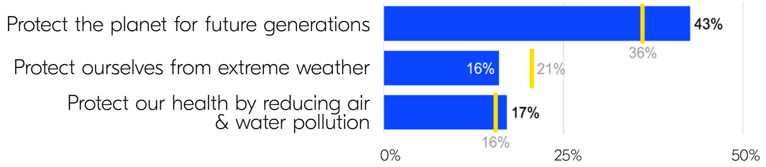
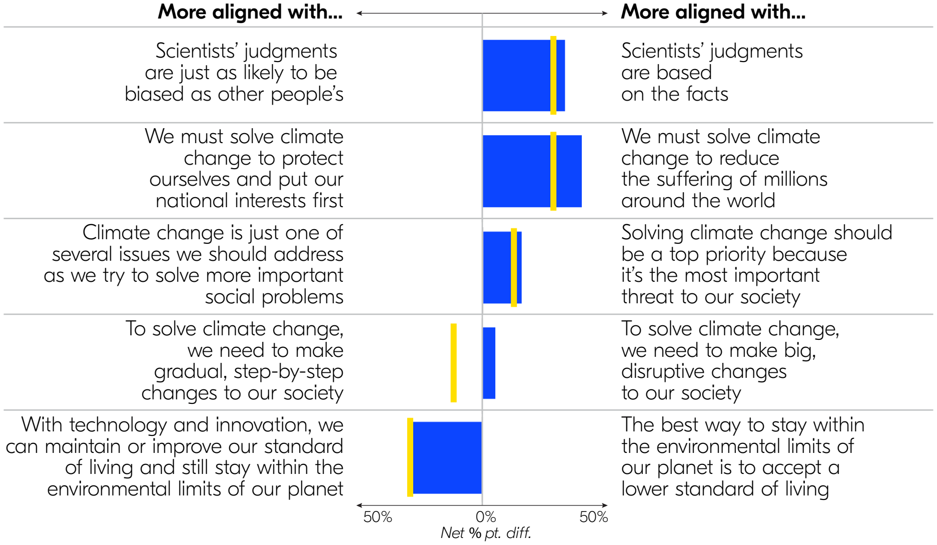
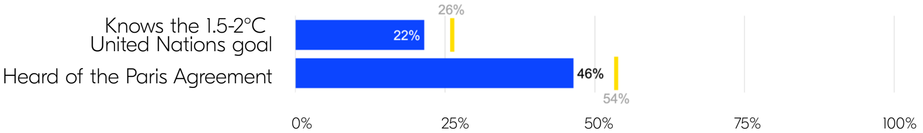


Principles people are aligned with



Understanding of climate change

% who...



Preferred policy narratives

Actions people would most like their national government to take

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4. Tax corporations and individuals who emit the most carbon pollution **(28%)**
5. Fund farmers to use climate-friendly farming practices and crops **(26%)**
6. Speed up the approvals for new clean energy infrastructure **(25%)**

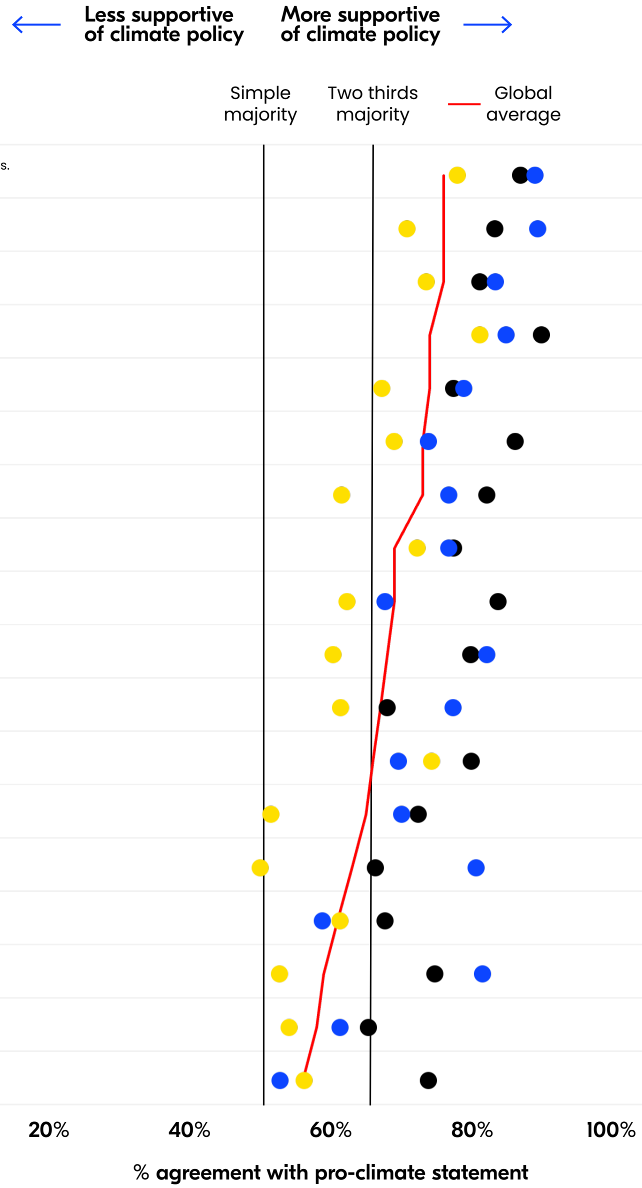
Chile

Policy support by political party

● Partido Republicano (PLR)

● Renovación Nacional (RN)

● Independent or no affiliation



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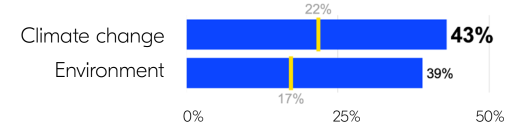
China

Issue priority

Country Average **Global Average**

*% who included ___ in their top 3 most important issues**



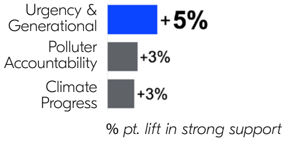
Polarization

*Support for immediate action to address climate change by…**

*Respondents in China were not asked about their party affiliation. Questionnaires in China excluded references to the government and political affairs so questions marked with an asterisk were modified (e.g., "The government" response option was not included in the question about responsibility). Refer to the Methodology in the Appendix for more details.

Movability

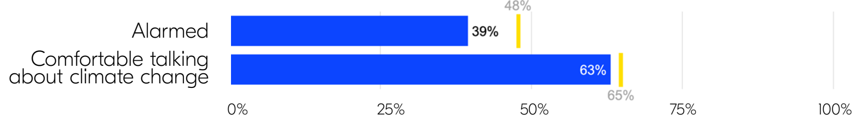
Lift for support for immediate action to address climate change…



Engagement with climate change

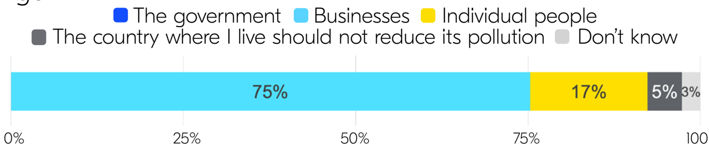
Country Average **Global Average**

% who are...



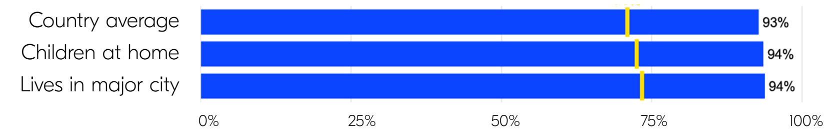
Responsibility

*% who say ___ should be most responsible for reducing the pollution that causes climate change**



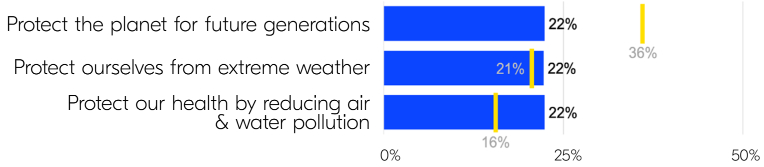
Support for immediate action to address climate change by...

*% agree**



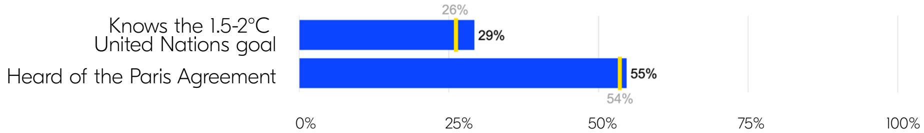
Motivations and attitudes

Three most important benefits of taking climate action (*% top benefit*)

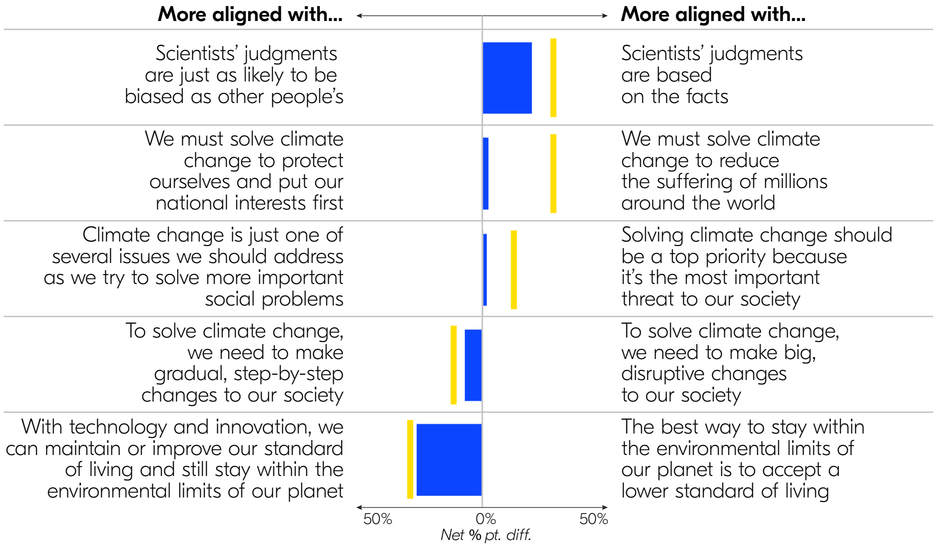


Understanding of climate change

% who...



Principles people are aligned with



Preferred policy narratives

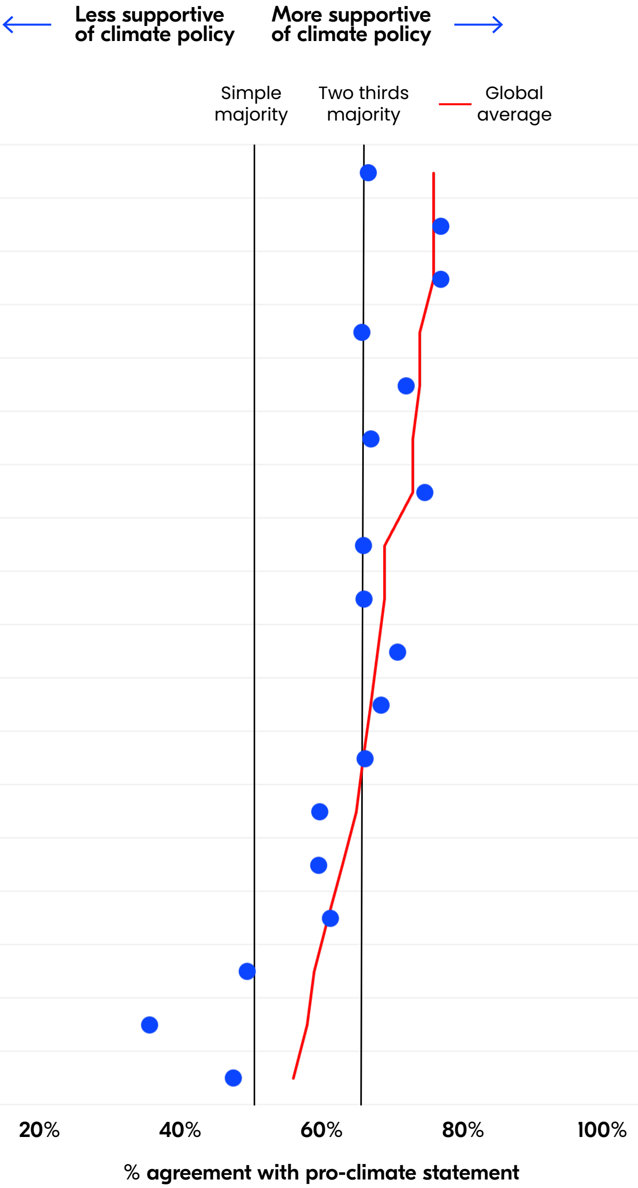
*Actions people would most like to prioritize**

1. Protect more of our land, forest, and oceans from destruction **(39%)**
2. Speed up the approvals for new clean energy infrastructure **(32%)**
3. Lower the cost of clean electricity **(28%)**
4. Lower the cost for people to switch to clean heating/cooling systems **(23%)**
5. Tax corporations and individuals who emit the most carbon pollution **(21%)**
6. Fund farmers to use climate-friendly farming practices and crops **(21%)**

China

Policy support

● Country Average



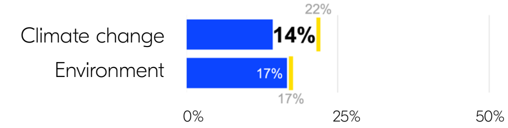
	Policy territory	Anti-climate statement	Pro-climate statement
1	***Clean energy versus coal***	Coal is a stable, cost-effective energy source. We need it to power more homes, not less. Any transition will need to be gradual and wait until other technologies are ready.	Using clean energy alternatives to coal lowers energy costs and creates a greener energy sector. It brings affordable, reliable, and sustainable electricity to everyone's daily lives.
2	***Subsidize clean energy companies***	The government/We shouldn't waste taxpayer money on making risky bets on unproven technology. They should let the market decide.	We should invest in safer, healthier communities with reduced smog and cleaner air by encouraging clean technologies.
3	***Limits on carbon emissions***	Regulating corporate activities will ultimately lead to inefficient economies and higher prices for consumers.	We share a global responsibility to limit the amount of carbon pollution emitted in order to protect the communities that are most at risk.
4	***Clean energy targets***	Clean energy is expensive and unreliable. In time, it may work, but what we need now is steady, dependable power for our homes and industries.	Cleaner energy means cleaner air, water, and environment. We should require our energy providers to rapidly shift to using only non-polluting clean energy for our communities.
5	***Upgrade new buildings***	It isn't right for the government to tell us how to cook our food or how to heat our homes. It's inevitable that these changes will increase prices for everyday citizens.	As better technologies come onto the market, we should require their use in all new buildings and construction. These smart upgrades ultimately save us in energy and money.
6	***Sustainable agriculture***	Farmers and farmworkers know best, and we shouldn't force them to use agricultural practices that will be expensive and raise costs for everyone else.	Our farmers are the most vulnerable to extreme weather. We must financially support them in new, more sustainable ways of growing food during a changing climate.
7	***Clean rebates and tax credits***	In a time of economic uncertainty, it is not right to increase taxes and costs on everyday citizens to peddle "clean" products.	Clean technologies should be accessible for everyone, not just the rich and wealthy. We should ensure that the communities most impacted by pollution and climate change can access and benefit from clean products with some financial support.
8	***Energy efficiency standards***	Raising energy standards for buildings and cars will only lead to higher prices for consumers. The average citizen can't afford it, especially in today's economy.	Setting new energy standards that increase efficiency and reduce pollution will force companies to be more innovative and competitive, leading to better products for consumers.
9	***Corporate transparency***	The government/We should focus on keeping energy prices low for citizens and maintaining stability of the energy system, not interfering in how companies operate.	People deserve the truth about the environmental and social impacts of companies. Businesses must be held to higher standards and required to produce their products cleanly and ethically.
10	***Zero-pollution transportation***	To take away our ability to drive our own cars is to take away our freedom. We should decide for ourselves what mode best fits our needs. Relying on public transit alone is unrealistic.	Switching to zero-pollution cars, trucks, and other kinds of transportation is in the best interest of our communities. It means less toxic air pollution and healthier kids.
11	***Regulating methane***	Methane leakages rarely happen and are not a big enough problem that needs more government bureaucracy. Natural gas is a cheap, clean and cost-effective power source.	Polluters are getting away with leaking methane gas, a powerful carbon pollutant, into the air. We must hold them accountable by strictly regulating these pollutants.
12	***Net zero economy***	We are already transitioning our economy to lower emissions and should continue to do so gradually. We need to wait until other technologies are ready.	Clean, zero-pollution economies are just better. They're better for our health, our kids, our way of life and the planet. We can start to build a pollution-free society today.
13	***Taxes on polluters***	Any tax implemented on companies is ultimately passed on to the consumer, leading to higher prices, and still wouldn't reduce climate change or extreme weather.	To ensure a fair and just energy system, we need to charge polluters for the cost of the damage their pollution causes.
14	***Penalties on dirty imports***	Any tax implemented on companies is ultimately passed on to the consumer, leading to higher prices, and still wouldn't reduce climate change or extreme weather.	Pollution-intensive products produced in other countries with dirty energy should be the most expensive, not the cheapest. The government/We should ban or put a cost on dirty imported products.
15	***End fracking***	We should use all cost-effective forms of energy, and fracking ensures we have access to cheap and abundant energy.	We cannot permit oil and gas companies to keep fracking, a process that releases methane, a powerful pollutant that traps more heat, cooks our planet, and worsens wildfires, droughts, and floods.
16	***Phase out oil extraction***	Access to oil resources is critical to keep our cars and trucks on the road, powering our economy, and protecting our way of life. We need to ensure a stable, secure supply of oil for our country.	Oil extraction has significant environmental impacts, including air and water pollution. We must phase out oil extraction to reduce pollution and avoid risking our health.
17	***End subsidies for polluters***	Fossil fuel subsidies keep energy prices affordable and support economic growth. We must balance environmental concerns with societal needs.	The government/We should stop providing handouts to companies that pollute the environment, causing climate change.
18	***Phase out fossil fuels***	We can reduce emissions while continuing to use fossil fuels, which are critical to keeping prices low and maintaining our quality of life.	We can no longer let dirty, extractive industries use our natural resources for their own profit. Their products are making extreme weather worse and must be phased out.

Colombia

Issue priority

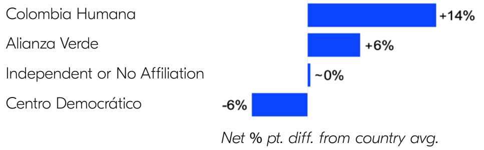
Country Average **Global Average**

% who included ___ in their top 3 most important voting issues



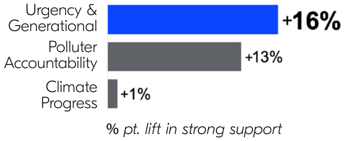
Polarization

Support for immediate action by the government to address climate change by…



Movability

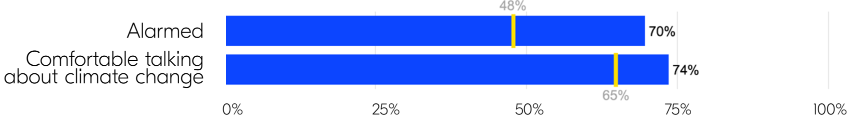
Lift for support for immediate action by the government to address climate change…



Engagement with climate change

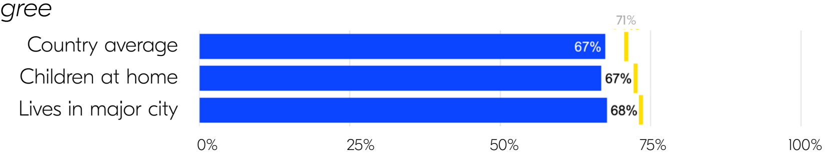
Country Average **Global Average**

% who are...



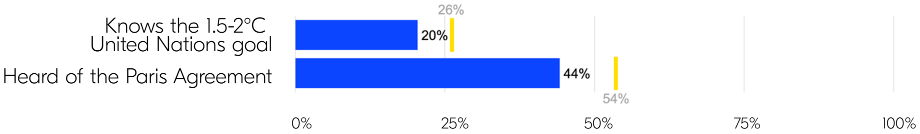
Support for immediate action by the government to address climate change

% agree



Understanding of climate change

% who...



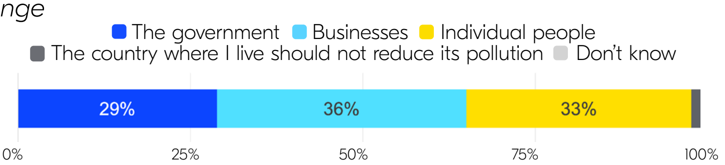
Preferred policy narratives

Actions people would most like their national government to take

1. Protect more of our land, forest, and oceans from destruction **(44%)**
2. Fund farmers to use climate-friendly farming practices and crops **(35%)**
3. Speed up the approvals for new clean energy infrastructure **(28%)**
4. Tax corporations and individuals who emit the most carbon pollution **(26%)**
5. Lower the cost of clean electricity **(24%)**
6. Make fossil fuel companies pay the true cost of pollution **(20%)**

Responsibility

% who say ___ should be most responsible for reducing the pollution that causes climate change



Motivations and attitudes

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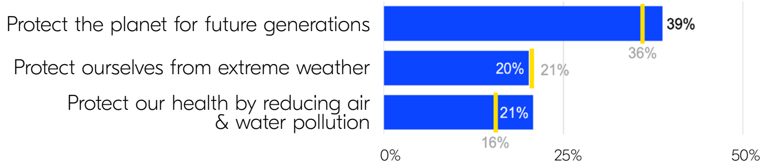
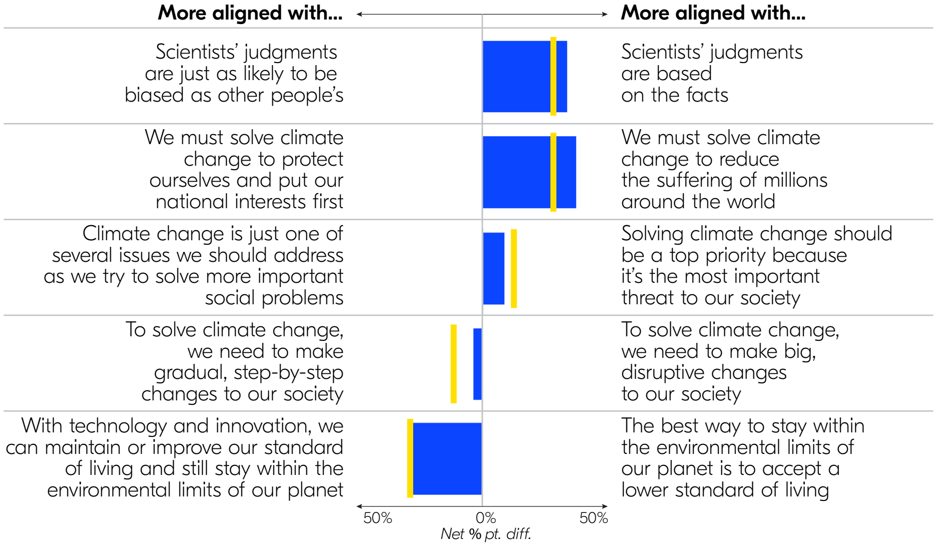


Principles people are aligned with



Colombia

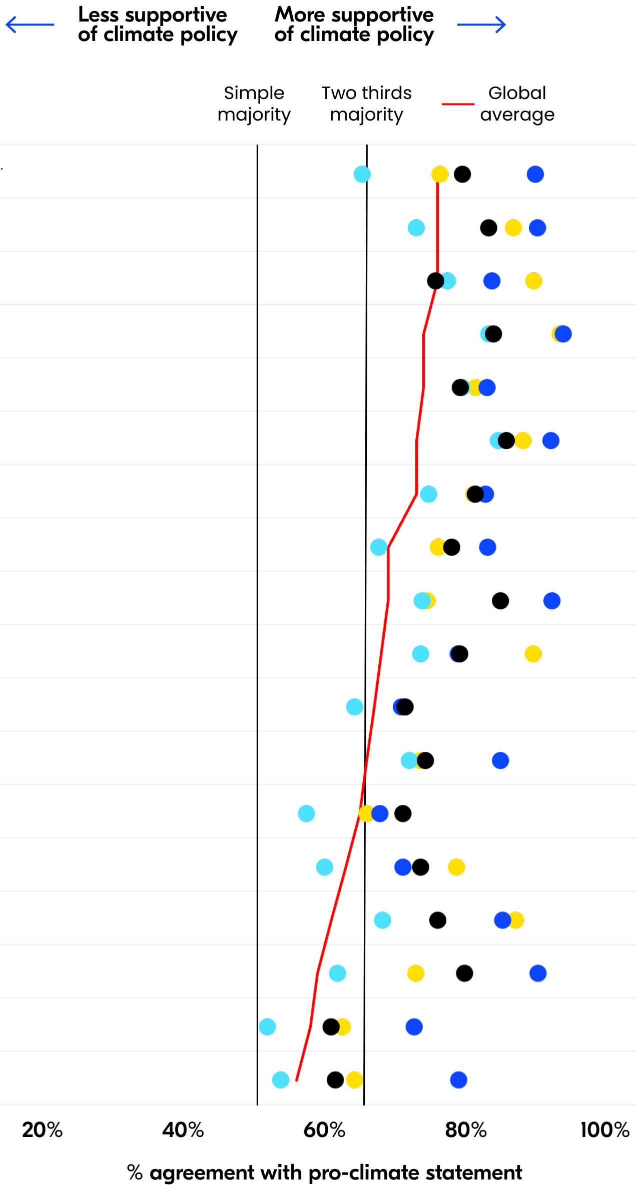
Policy support by political party

● Alianza Verde

● Centro Democrático (CD)

● Colombia Humana

● Independent or no affiliation



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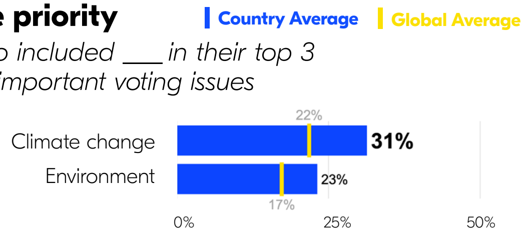
France

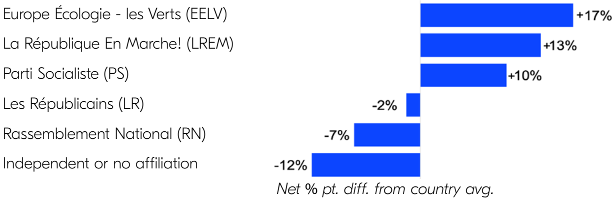
Issue priority

% who included ___ in their top 3 most important voting issues



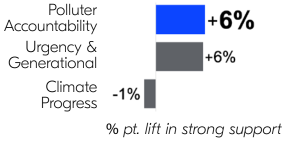
Polarization

Support for immediate action by the government to address climate change by…



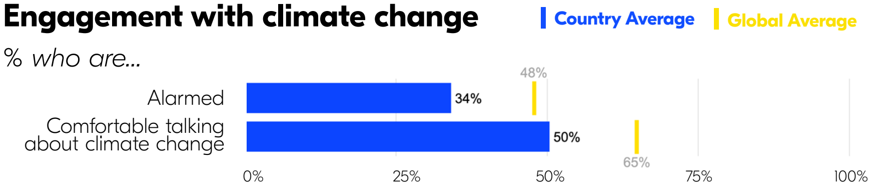
Movability

Lift for support for immediate action by the government to address climate change…



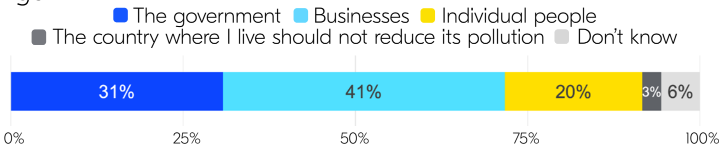
Engagement with climate change

% who are...



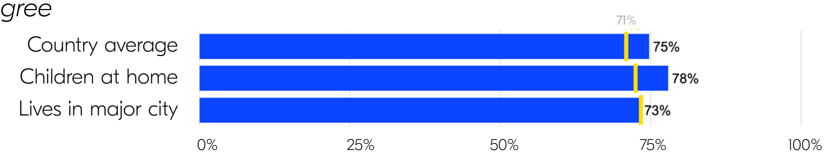
Responsibility

% who say ___ should be most responsible for reducing the pollution that causes climate change



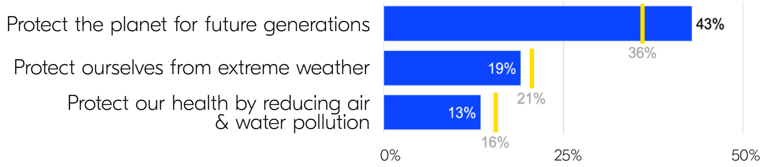
Support for immediate action by the government to address climate change

% agree

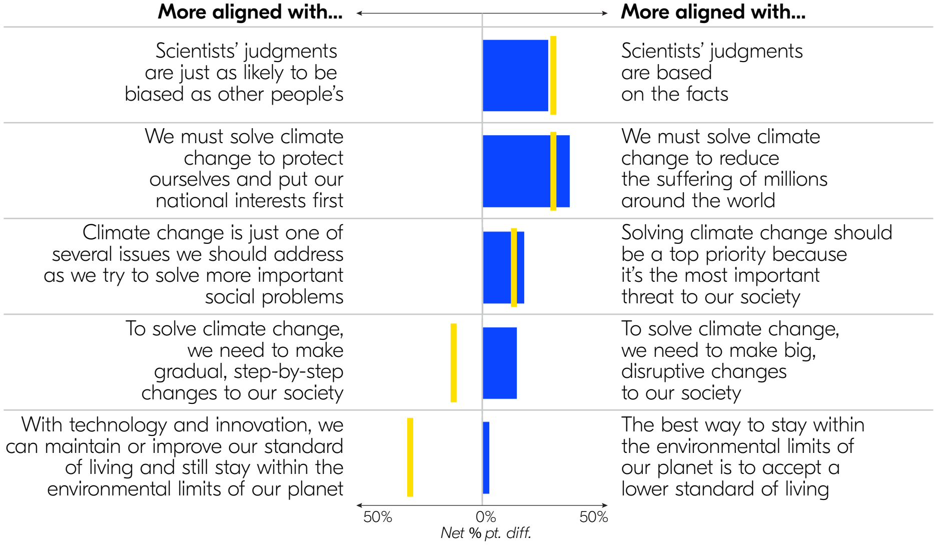


Motivations and attitudes

Three most important benefits of taking climate action (% top benefit)

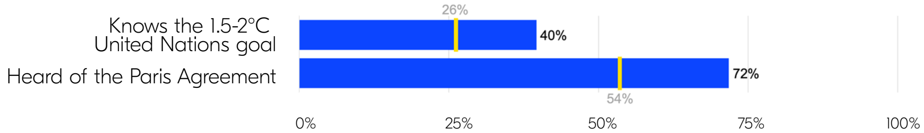


Principles people are aligned with



Understanding of climate change

% who...



Preferred policy narratives

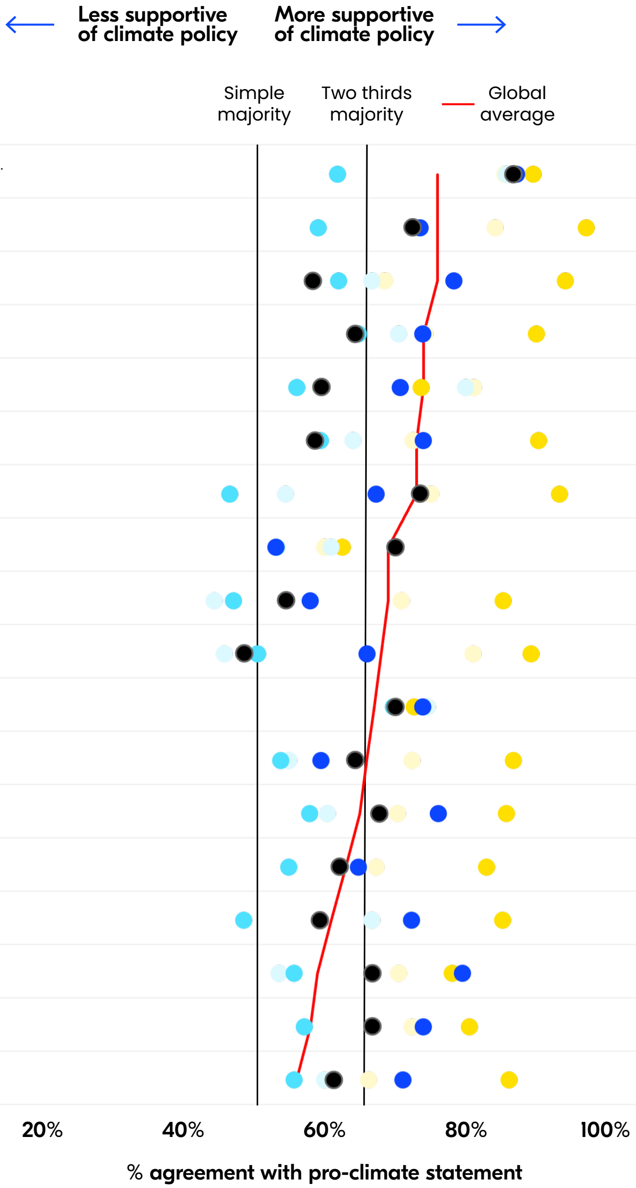
Actions people would most like their national government to take

1. Protect more of our land, forest, and oceans from destruction **(38%)**
2. Lower the cost of clean electricity **(29%)**
3. Make fossil fuel companies pay the true cost of pollution **(25%)**
4. Fund farmers to use climate-friendly farming practices and crops **(25%)**
5. Tax corporations and individuals who emit the most carbon pollution **(23%)**
6. Require new buildings to use less energy than old ones **(22%)**

France

Policy support by political party

● Europe Écologie - les Verts (EELV)
● La République En Marche! (LREM)
● Les Républicains (LR)
● Rassemblement National (RN)
● Parti Socialiste (PS)
● Independent or no affiliation



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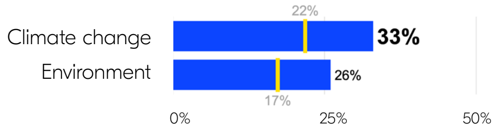
Germany

Issue priority

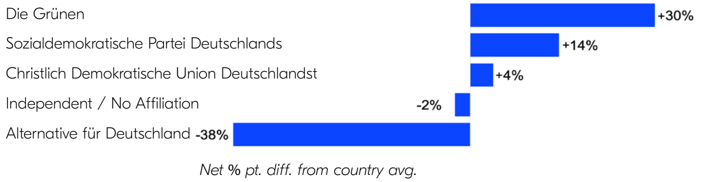
Country Average **Global Average**

% who included ___ in their top 3 most important voting issues



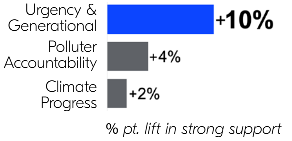
Polarization

Support for immediate action by the government to address climate change by…



Movability

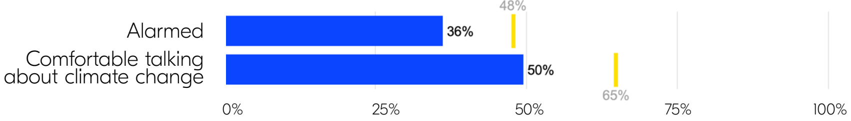
Lift for support for immediate action by the government to address climate change…



Engagement with climate change

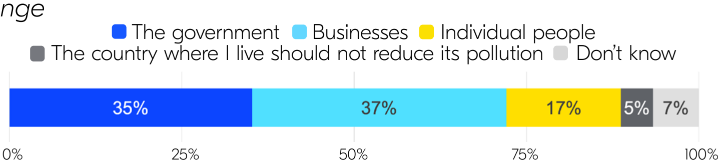
Country Average **Global Average**

% who are...



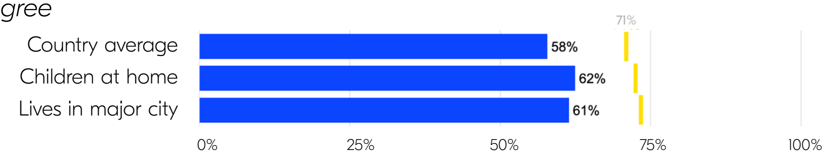
Responsibility

% who say ___ should be most responsible for reducing the pollution that causes climate change



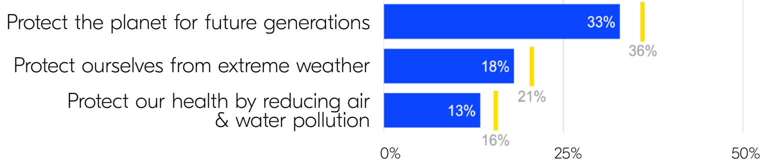
Support for immediate action by the government to address climate change

% agree

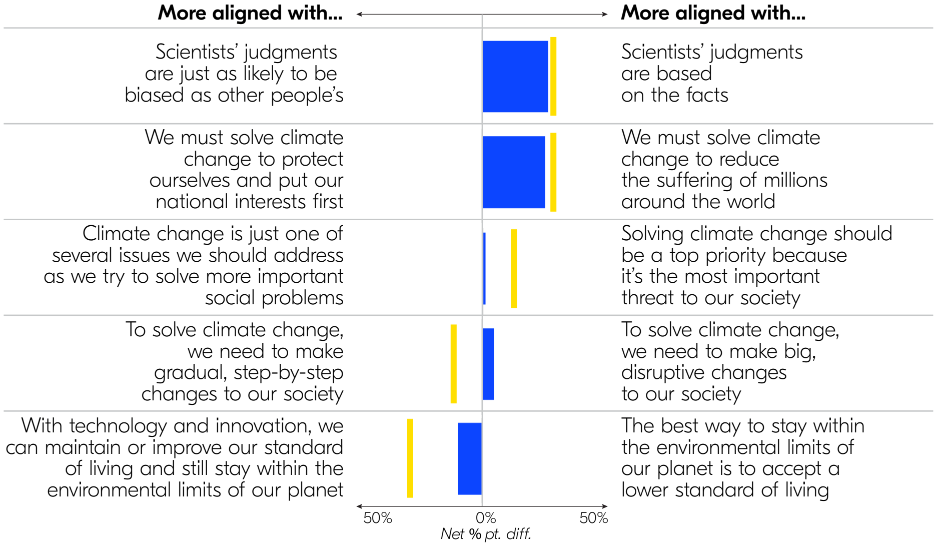


Motivations and attitudes

Three most important benefits of taking climate action (% top benefit)

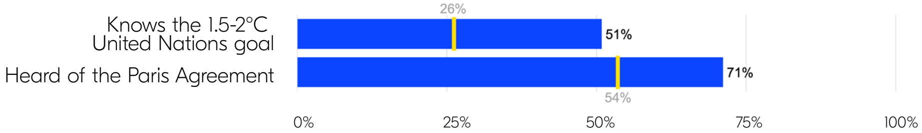


Principles people are aligned with



Understanding of climate change

% who...



Preferred policy narratives

Actions people would most like their national government to take

1. Protect more of our land, forest, and oceans from destruction **(39%)**
2. Lower the cost of clean electricity **(37%)**
3. Fund farmers to use climate-friendly farming practices and crops **(28%)**
4. Speed up the approvals for new clean energy infrastructure **(27%)**
5. Lower the cost for people to switch to clean heating/cooling systems **(21%)**
6. Require new buildings to use less energy than old ones **(17%)**

Germany

Policy support by political party

● Alternative für Deutschland

● Christlich Demokratische Union Deutschlands

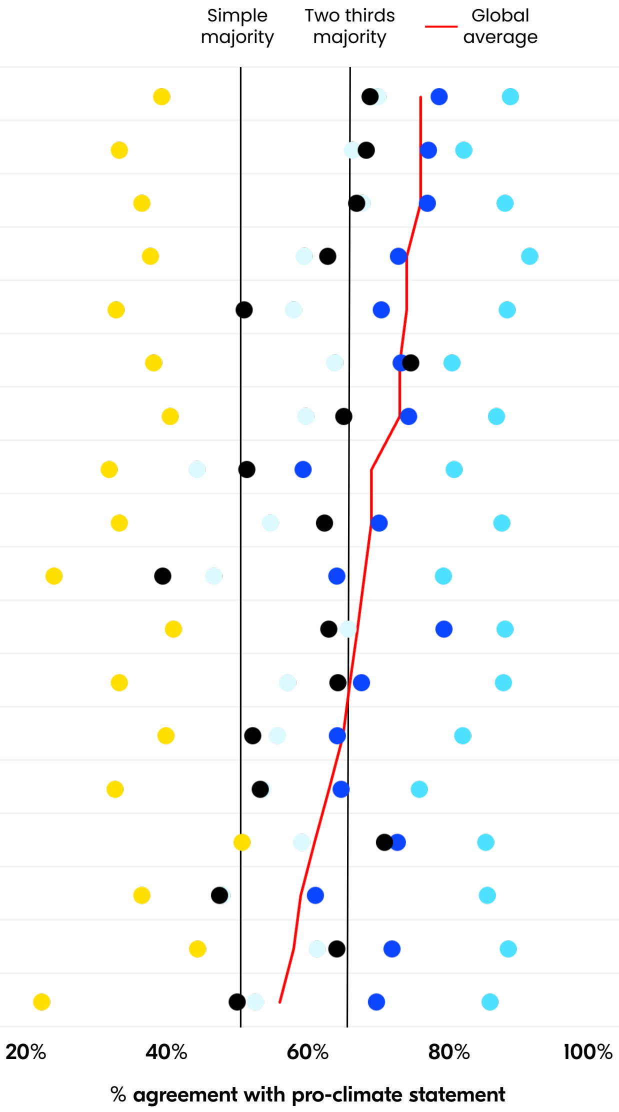
● Die Grünen

● Sozialdemokratische Partei Deutschlands

● Independent or no affiliation

← Less supportive of climate policy

More supportive of climate policy →



	Policy territory	Anti-climate statement	Pro-climate statement
1	***Clean energy versus coal***	Coal is a stable, cost-effective energy source. We need it to power more homes, not less. Any transition will need to be gradual and wait until other technologies are ready.	Using clean energy alternatives to coal lowers energy costs and creates a greener energy sector. It brings affordable, reliable, and sustainable electricity to everyone's daily lives.
2	***Subsidize clean energy companies***	The government/We shouldn't waste taxpayer money on making risky bets on unproven technology. They should let the market decide.	We should invest in safer, healthier communities with reduced smog and cleaner air by encouraging clean technologies.
3	***Limits on carbon emissions***	Regulating corporate activities will ultimately lead to inefficient economies and higher prices for consumers.	We share a global responsibility to limit the amount of carbon pollution emitted in order to protect the communities that are most at risk.
4	***Clean energy targets***	Clean energy is expensive and unreliable. In time, it may work, but what we need now is steady, dependable power for our homes and industries.	Cleaner energy means cleaner air, water, and environment. We should require our energy providers to rapidly shift to using only non-polluting clean energy for our communities.
5	***Upgrade new buildings***	It isn't right for the government to tell us how to cook our food or how to heat our homes. It's inevitable that these changes will increase prices for everyday citizens.	As better technologies come onto the market, we should require their use in all new buildings and construction. These smart upgrades ultimately save us in energy and money.
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8	***Energy efficiency standards***	Raising energy standards for buildings and cars will only lead to higher prices for consumers. The average citizen can't afford it, especially in today's economy.	Setting new energy standards that increase efficiency and reduce pollution will force companies to be more innovative and competitive, leading to better products for consumers.
9	***Corporate transparency***	The government/We should focus on keeping energy prices low for citizens and maintaining stability of the energy system, not interfering in how companies operate.	People deserve the truth about the environmental and social impacts of companies. Businesses must be held to higher standards and required to produce their products cleanly and ethically.
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15	***End fracking***	We should use all cost-effective forms of energy, and fracking ensures we have access to cheap and abundant energy.	We cannot permit oil and gas companies to keep fracking, a process that releases methane, a powerful pollutant that traps more heat, cooks our planet, and worsens wildfires, droughts, and floods.
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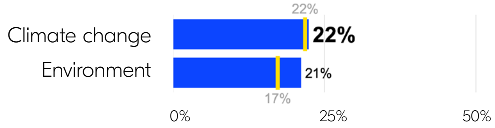
India

Issue priority

Country Average | Global Average

% who included ___ in their top 3 most important voting issues



Polarization

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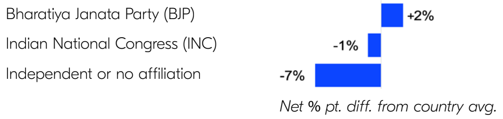

Movability

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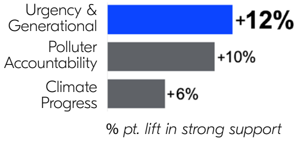
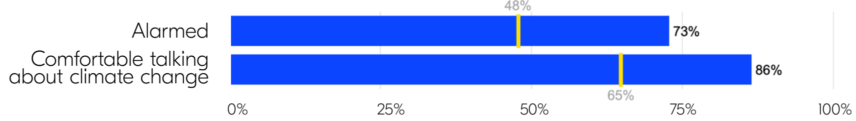


Engagement with climate change

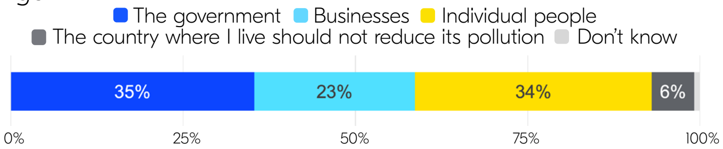
Country Average | Global Average

% who are...



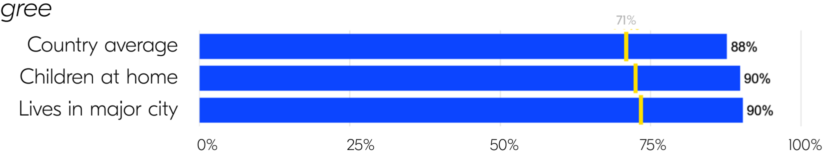
Responsibility

% who say ___ should be most responsible for reducing the pollution that causes climate change



Support for immediate action by the government to address climate change

% agree



Motivations and attitudes

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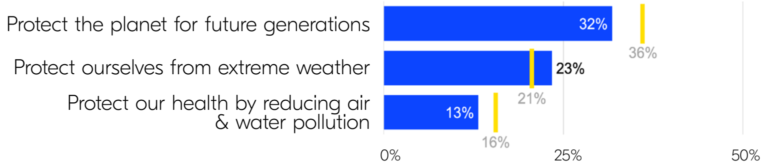

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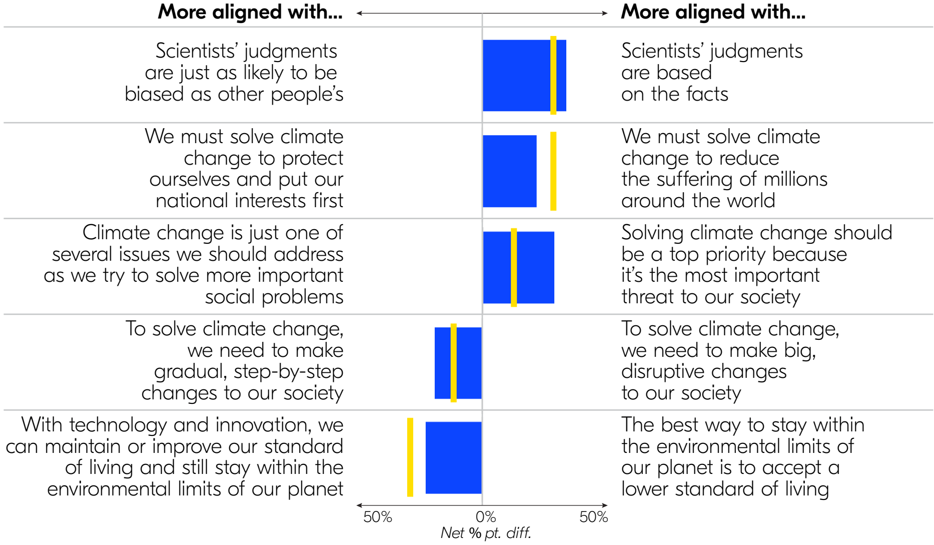
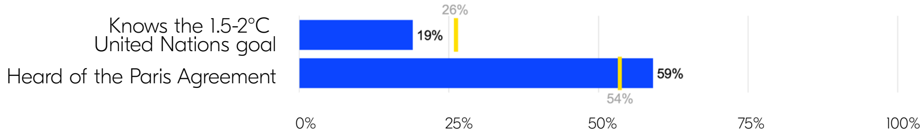


Understanding of climate change

% who...



Preferred policy narratives

Actions people would most like their national government to take

1. Protect more of our land, forest, and oceans from destruction **(35%)**
2. Speed up the approvals for new clean energy infrastructure **(28%)**
3. Fund farmers to use climate-friendly farming practices and crops **(25%)**
4. Stop burning fossil fuels near where people live **(23%)**
5. Lower the cost of clean electricity **(22%)**
6. Make fossil fuel companies pay the true cost of pollution **(20%)**

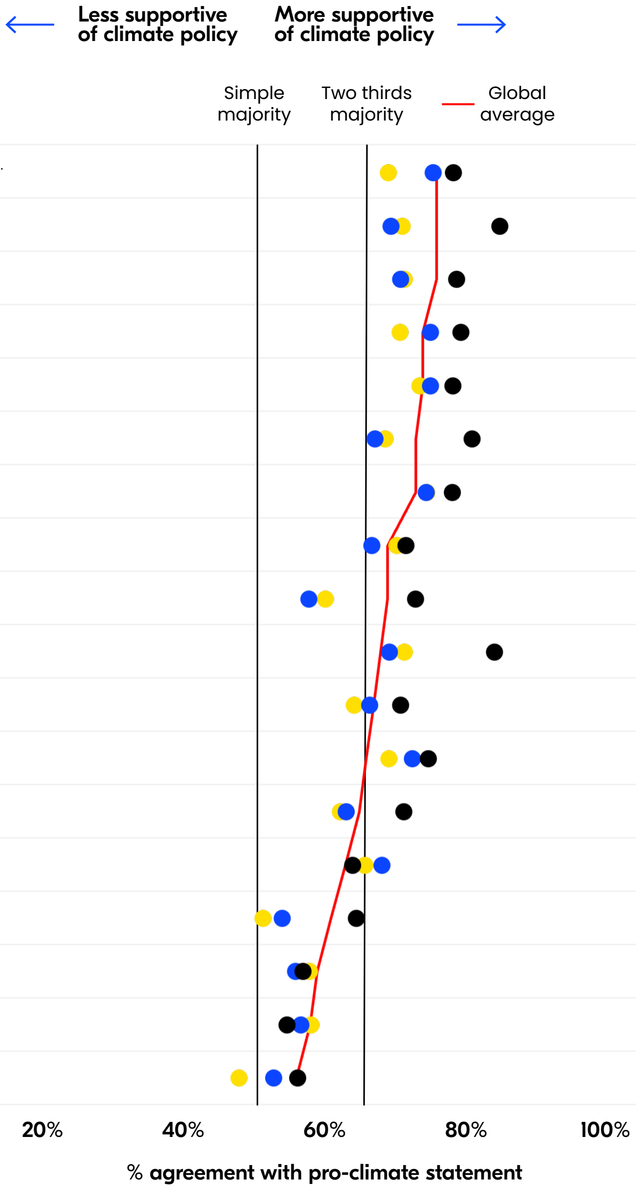
India

Policy support by political party

● Bharatiya Janata Party (BJP)

● Indian National Congress (INC)

● Independent or no affiliation



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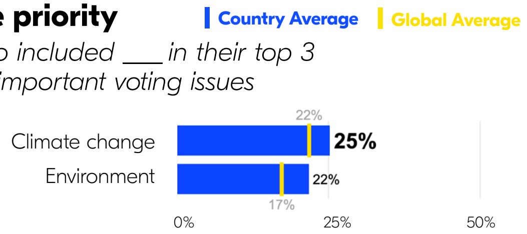
Indonesia

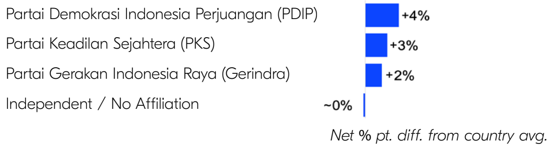
Issue priority

% who included ___ in their top 3 most important voting issues



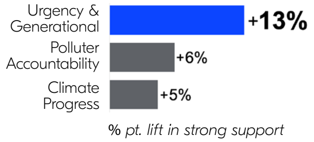
Polarization

Support for immediate action by the government to address climate change by…



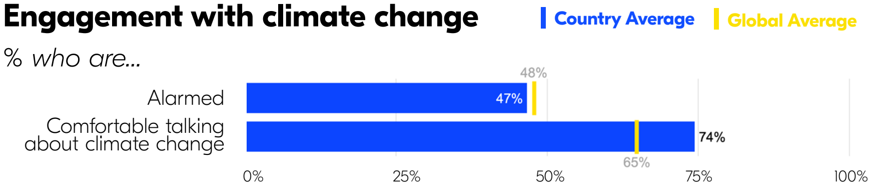
Movability

Lift for support for immediate action by the government to address climate change…



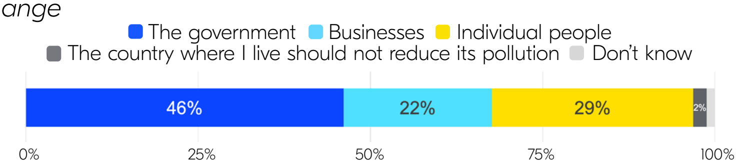
Engagement with climate change

% who are...



Responsibility

% who say ___ should be most responsible for reducing the pollution that causes climate change



Support for immediate action by the government to address climate change

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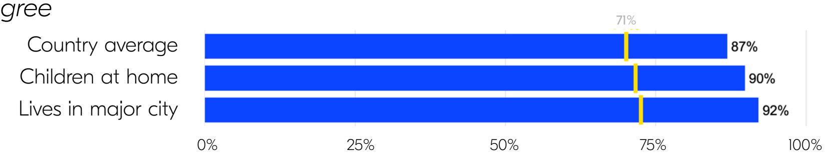
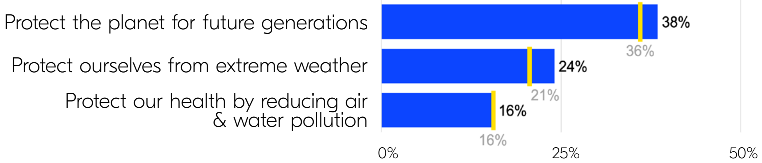
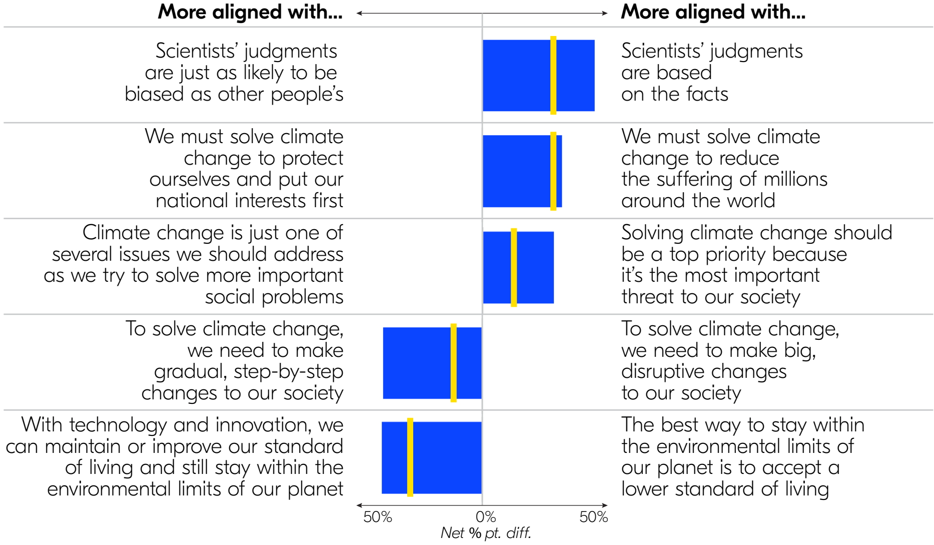


Motivations and attitudes

Three most important benefits of taking climate action (*% top benefit*)

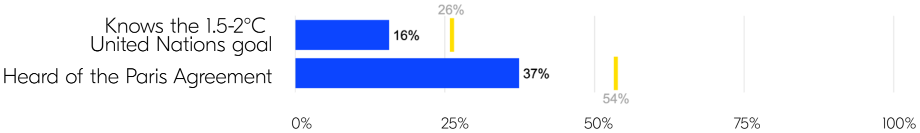


Principles people are aligned with



Understanding of climate change

% who...



Preferred policy narratives

Actions people would most like their national government to take

1. Protect more of our land, forest, and oceans from destruction **(55%)**
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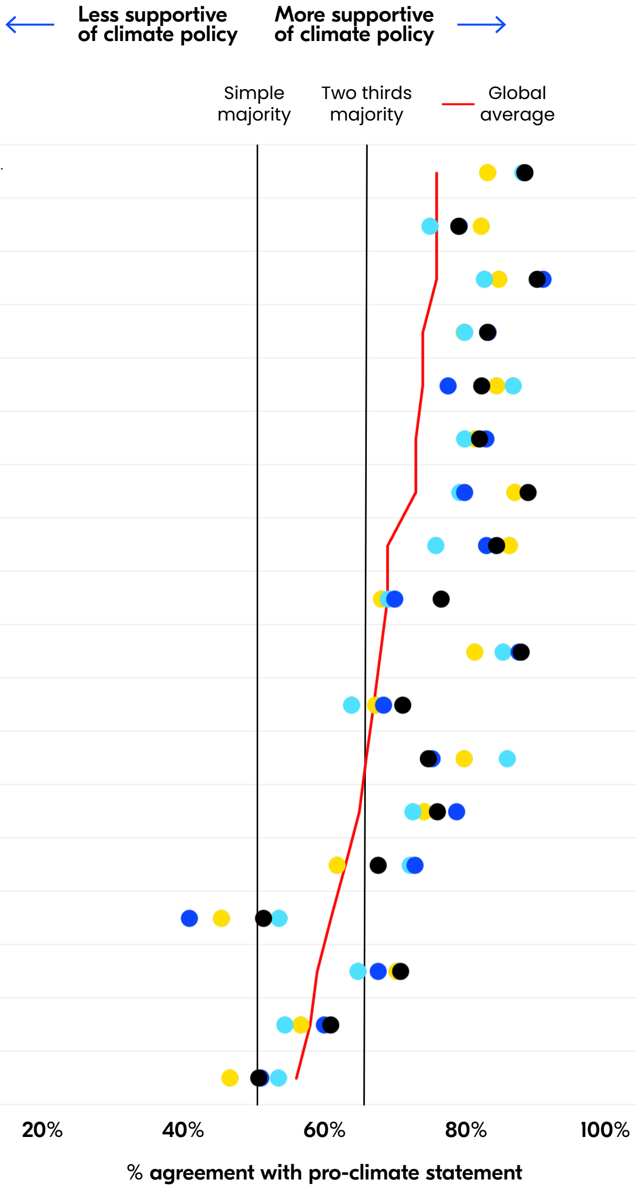
3. Make fossil fuel companies pay the true cost of pollution **(28%)**
4. Fund farmers to use climate-friendly farming practices and crops **(25%)**
5. Lower the cost for people to switch to clean heating/cooling systems **(22%)**
6. Stop letting companies dig up new fossil fuels **(21%)**

Indonesia

Policy support by political party

● Partai Demokrasi Indonesia Perjuangan (PDIP)
● Partai Gerakan Indonesia Raya (Gerindra)
● Partai Keadilan Sejahtera (PKS)
● Independent or no affiliation



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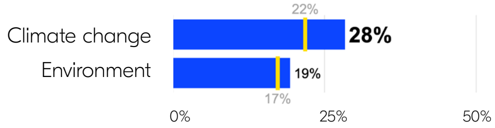
Italy

Issue priority

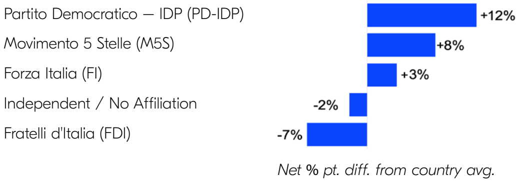
Country Average **Global Average**

% who included ___ in their top 3 most important voting issues



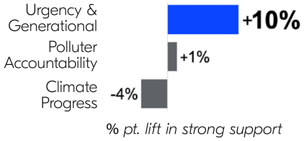
Polarization

Support for immediate action by the government to address climate change by…



Movability

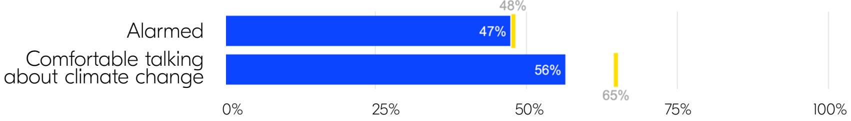
Lift for support for immediate action by the government to address climate change…



Engagement with climate change

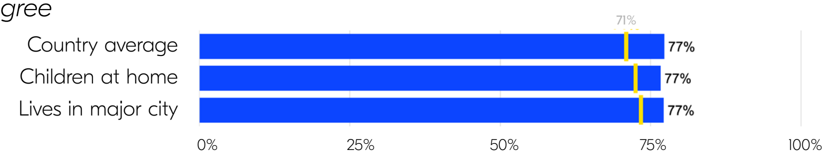
Country Average **Global Average**

% who are…



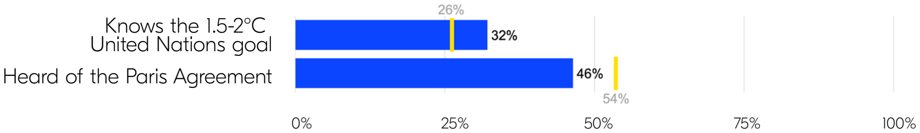
Support for immediate action by the government to address climate change

% agree



Understanding of climate change

% who…



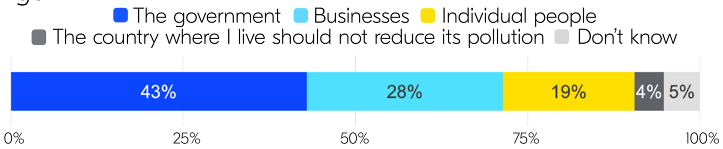
Preferred policy narratives

Actions people would most like their national government to take

1. Lower the cost of clean electricity **(38%)**
2. Speed up the approvals for new clean energy infrastructure **(31%)**
3. Lower the cost for people to switch to clean heating/cooling systems **(28%)**
4. Protect more of our land, forest, and oceans from destruction **(24%)**
5. Tax corporations and individuals who emit the most carbon pollution **(22%)**
6. Make fossil fuel companies pay the true cost of pollution **(22%)**

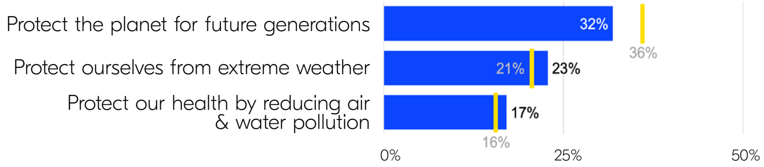
Responsibility

% who say ___ should be most responsible for reducing the pollution that causes climate change

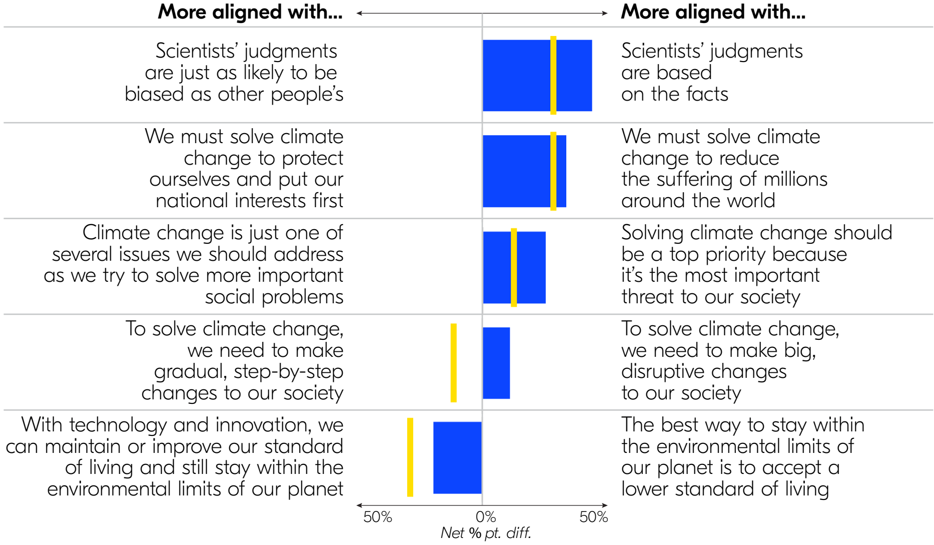


Motivations and attitudes

Three most important benefits of taking climate action (*% top benefit*)



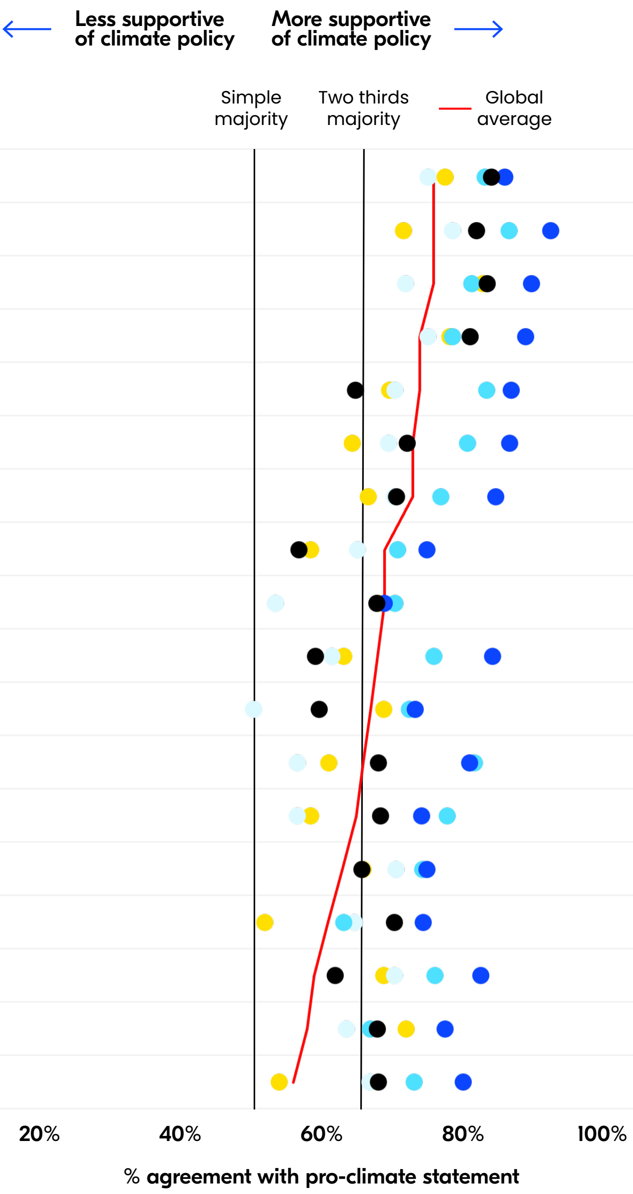
Principles people are aligned with



Italy

Policy support by political party

- ● Forza Italia (FI)
- ● Fratelli d'Italia (FDI)
- ● Movimento 5 Stelle (M5S)
- ● Partito Democratico — IDP (PD-IDP)
- ● Independent or no affiliation

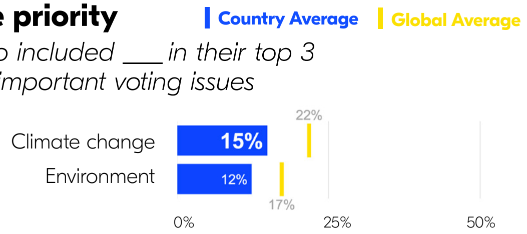


	Policy territory	Anti-climate statement	Pro-climate statement
1	***Clean energy versus coal***	Coal is a stable, cost-effective energy source. We need it to power more homes, not less. Any transition will need to be gradual and wait until other technologies are ready.	Using clean energy alternatives to coal lowers energy costs and creates a greener energy sector. It brings affordable, reliable, and sustainable electricity to everyone's daily lives.
2	***Subsidize clean energy companies***	The government/We shouldn't waste taxpayer money on making risky bets on unproven technology. They should let the market decide.	We should invest in safer, healthier communities with reduced smog and cleaner air by encouraging clean technologies.
3	***Limits on carbon emissions***	Regulating corporate activities will ultimately lead to inefficient economies and higher prices for consumers.	We share a global responsibility to limit the amount of carbon pollution emitted in order to protect the communities that are most at risk.
4	***Clean energy targets***	Clean energy is expensive and unreliable. In time, it may work, but what we need now is steady, dependable power for our homes and industries.	Cleaner energy means cleaner air, water, and environment. We should require our energy providers to rapidly shift to using only non-polluting clean energy for our communities.
5	***Upgrade new buildings***	It isn't right for the government to tell us how to cook our food or how to heat our homes. It's inevitable that these changes will increase prices for everyday citizens.	As better technologies come onto the market, we should require their use in all new buildings and construction. These smart upgrades ultimately save us in energy and money.
6	***Sustainable agriculture***	Farmers and farmworkers know best, and we shouldn't force them to use agricultural practices that will be expensive and raise costs for everyone else.	Our farmers are the most vulnerable to extreme weather. We must financially support them in new, more sustainable ways of growing food during a changing climate.
7	***Clean rebates and tax credits***	In a time of economic uncertainty, it is not right to increase taxes and costs on everyday citizens to peddle "clean" products.	Clean technologies should be accessible for everyone, not just the rich and wealthy. We should ensure that the communities most impacted by pollution and climate change can access and benefit from clean products with some financial support.
8	***Energy efficiency standards***	Raising energy standards for buildings and cars will only lead to higher prices for consumers. The average citizen can't afford it, especially in today's economy.	Setting new energy standards that increase efficiency and reduce pollution will force companies to be more innovative and competitive, leading to better products for consumers.
9	***Corporate transparency***	The government/We should focus on keeping energy prices low for citizens and maintaining stability of the energy system, not interfering in how companies operate.	People deserve the truth about the environmental and social impacts of companies. Businesses must be held to higher standards and required to produce their products cleanly and ethically.
10	***Zero-pollution transportation***	To take away our ability to drive our own cars is to take away our freedom. We should decide for ourselves what mode best fits our needs. Relying on public transit alone is unrealistic.	Switching to zero-pollution cars, trucks, and other kinds of transportation is in the best interest of our communities. It means less toxic air pollution and healthier kids.
11	***Regulating methane***	Methane leakages rarely happen and are not a big enough problem that needs more government bureaucracy. Natural gas is a cheap, clean and cost-effective power source.	Polluters are getting away with leaking methane gas, a powerful carbon pollutant, into the air. We must hold them accountable by strictly regulating these pollutants.
12	***Net zero economy***	We are already transitioning our economy to lower emissions and should continue to do so gradually. We need to wait until other technologies are ready.	Clean, zero-pollution economies are just better. They're better for our health, our kids, our way of life and the planet. We can start to build a pollution-free society today.
13	***Taxes on polluters***	Any tax implemented on companies is ultimately passed on to the consumer, leading to higher prices, and still wouldn't reduce climate change or extreme weather.	To ensure a fair and just energy system, we need to charge polluters for the cost of the damage their pollution causes.
14	***Penalties on dirty imports***	Any tax implemented on companies is ultimately passed on to the consumer, leading to higher prices, and still wouldn't reduce climate change or extreme weather.	Pollution-intensive products produced in other countries with dirty energy should be the most expensive, not the cheapest. The government/We should ban or put a cost on dirty imported products.
15	***End fracking***	We should use all cost-effective forms of energy, and fracking ensures we have access to cheap and abundant energy.	We cannot permit oil and gas companies to keep fracking, a process that releases methane, a powerful pollutant that traps more heat, cooks our planet, and worsens wildfires, droughts, and floods.
16	***Phase out oil extraction***	Access to oil resources is critical to keep our cars and trucks on the road, powering our economy, and protecting our way of life. We need to ensure a stable, secure supply of oil for our country.	Oil extraction has significant environmental impacts, including air and water pollution. We must phase out oil extraction to reduce pollution and avoid risking our health.
17	***End subsidies for polluters***	Fossil fuel subsidies keep energy prices affordable and support economic growth. We must balance environmental concerns with societal needs.	The government/We should stop providing handouts to companies that pollute the environment, causing climate change.
18	***Phase out fossil fuels***	We can reduce emissions while continuing to use fossil fuels, which are critical to keeping prices low and maintaining our quality of life.	We can no longer let dirty, extractive industries use our natural resources for their own profit. Their products are making extreme weather worse and must be phased out.

Japan

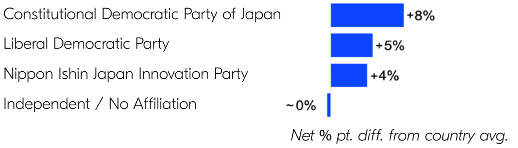
Issue priority

% who included ___ in their top 3 most important voting issues



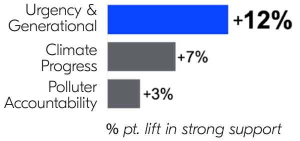
Polarization

Support for immediate action by the government to address climate change by…



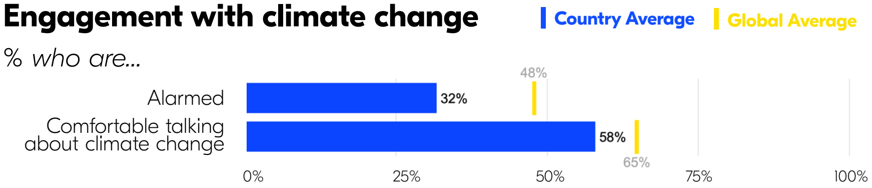
Movability

Lift for support for immediate action by the government to address climate change…



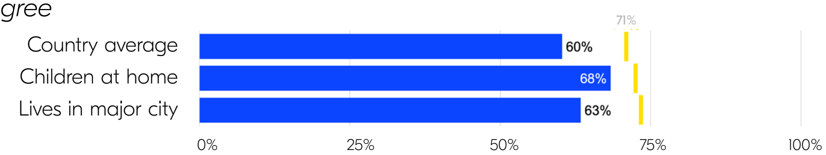
Engagement with climate change

% who are...



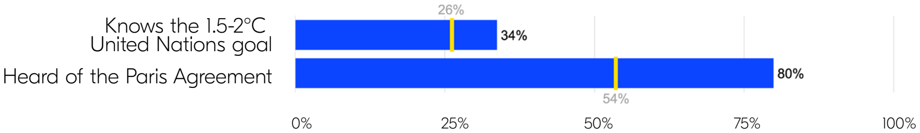
Support for immediate action by the government to address climate change

% agree



Understanding of climate change

% who...



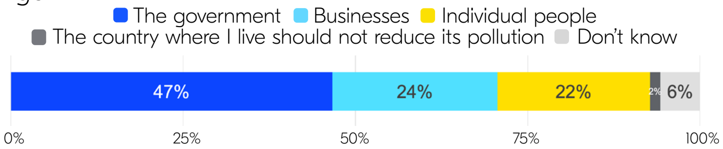
Preferred policy narratives

Actions people would most like their national government to take

1. Protect more of our land, forest, and oceans from destruction **(47%)**
2. Lower the cost of clean electricity **(36%)**
3. Speed up the approvals for new clean energy infrastructure **(34%)**
4. Lower the cost for people to switch to clean heating/cooling systems **(25%)**
5. Fund farmers to use climate-friendly farming practices and crops **(19%)**
6. Tax corporations and individuals who emit the most carbon pollution **(19%)**

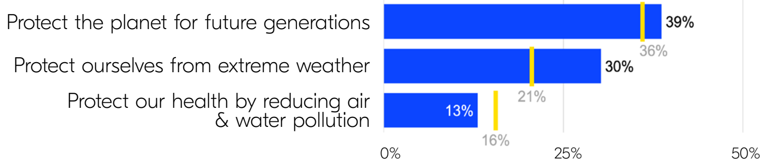
Responsibility

% who say ___ should be most responsible for reducing the pollution that causes climate change

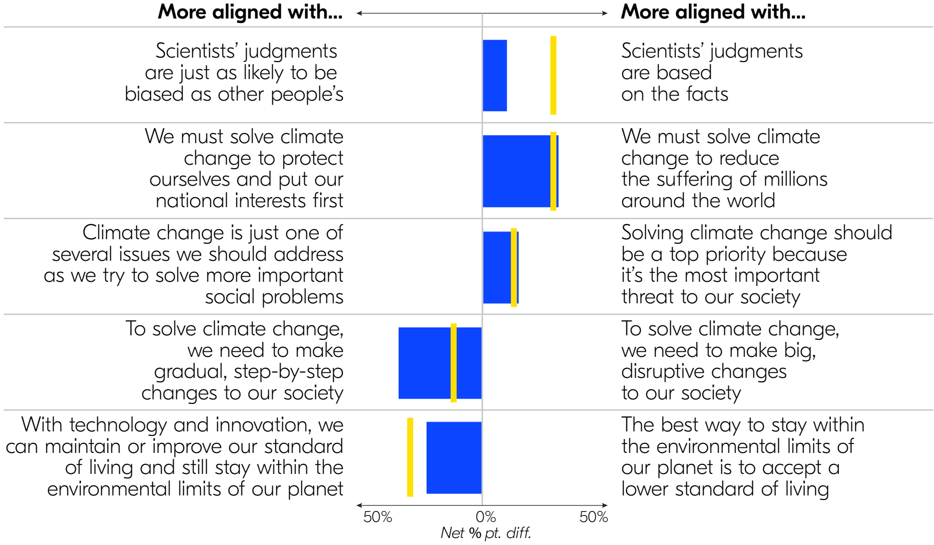


Motivations and attitudes

Three most important benefits of taking climate action (% top benefit)



Principles people are aligned with



Japan

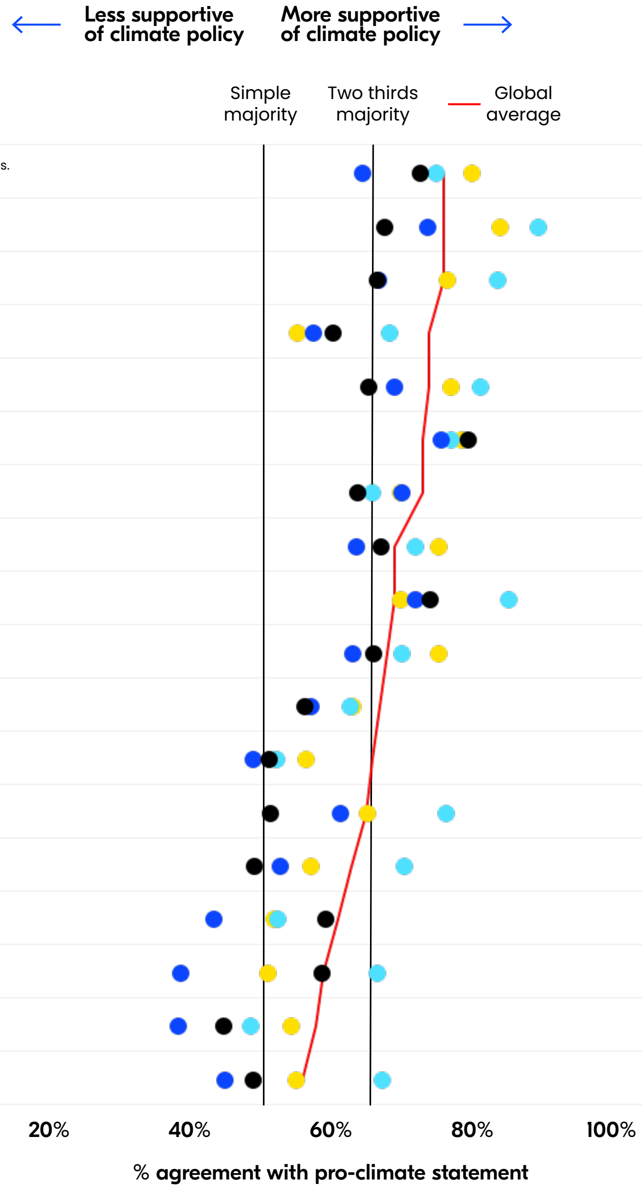
Policy support by political party

● 日本維新の会 Nippon Ishin Japan Innovation Party

● 立憲民主党 Constitutional Democratic Party of Japan

● 自由民主党 Liberal Democratic Party

● Independent or no affiliation



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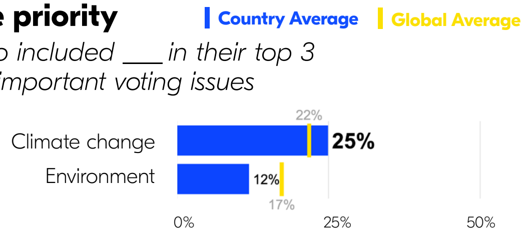
Kenya

Issue priority

% who included ___ in their top 3 most important voting issues



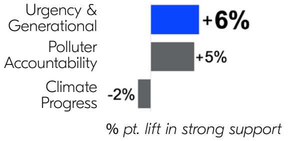
Polarization

*Support for immediate action by the government to address climate change by…**

*Respondents in Kenya were not asked about their party affiliation. Refer to the Methodology in the Appendix for more details.

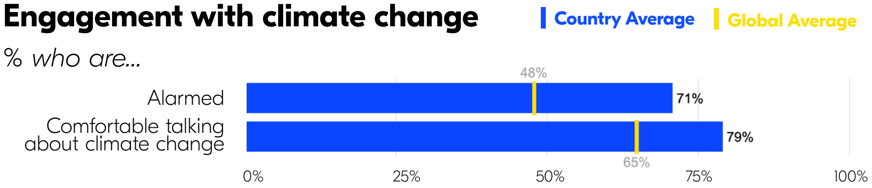
Movability

Lift for support for immediate action by the government to address climate change…



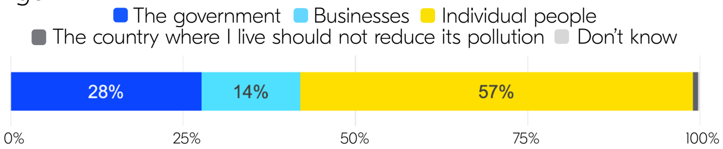
Engagement with climate change

% who are...



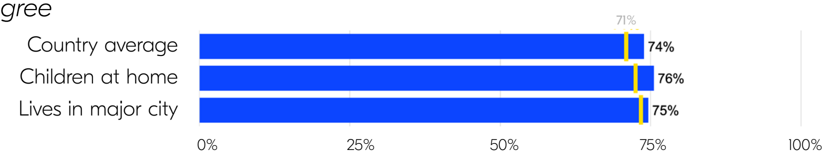
Responsibility

% who say ___ should be most responsible for reducing the pollution that causes climate change



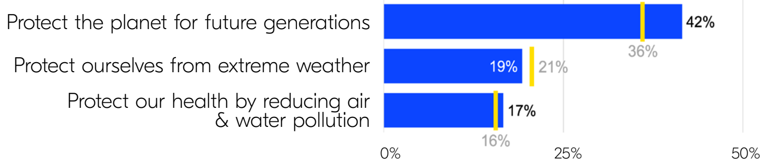
Support for immediate action by the government to address climate change

% agree

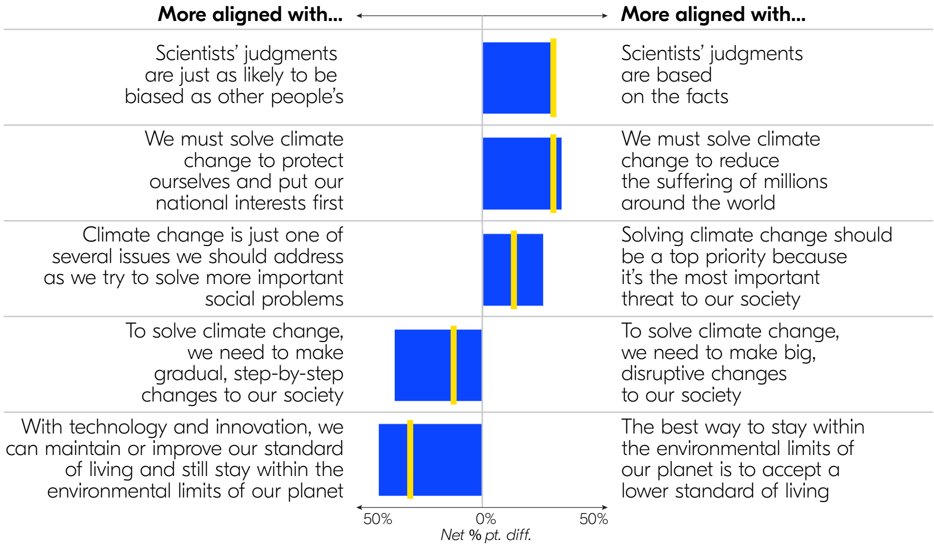


Motivations and attitudes

Three most important benefits of taking climate action (*% top benefit*)

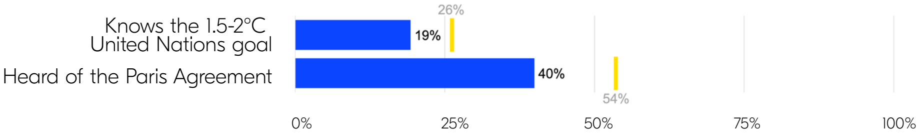


Principles people are aligned with



Understanding of climate change

% who...



Preferred policy narratives

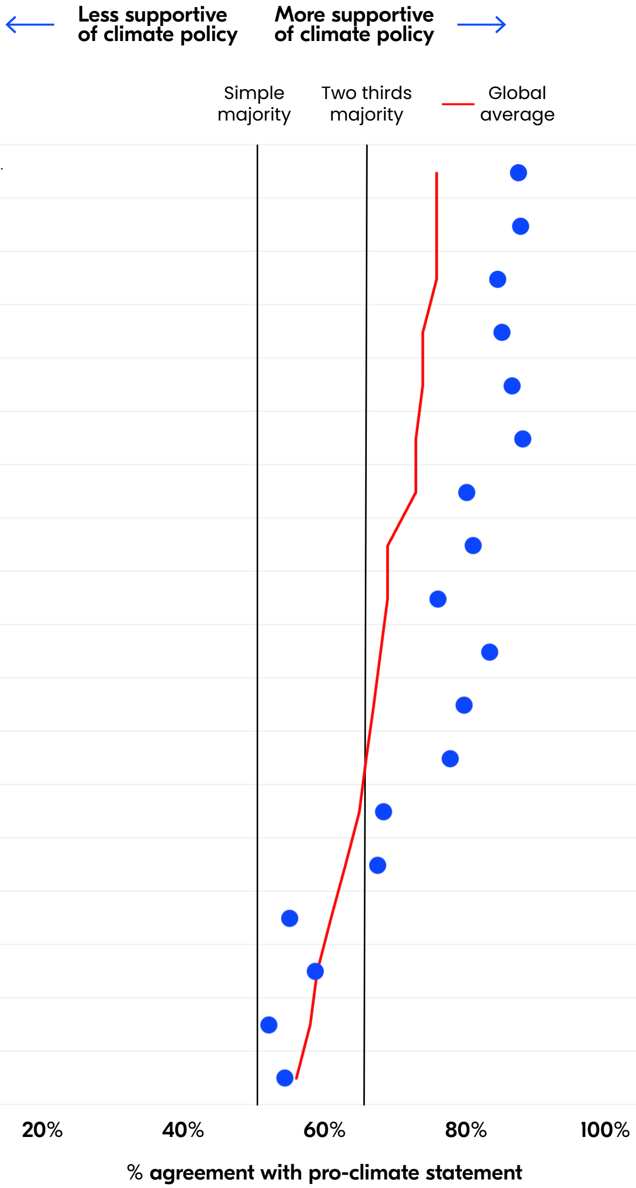
Actions people would most like their national government to take

1. Protect more of our land, forest, and oceans from destruction **(49%)**
2. Fund farmers to use climate-friendly farming practices and crops **(38%)**
3. Lower the cost of clean electricity **(34%)**
4. Speed up the approvals for new clean energy infrastructure **(33%)**
5. Lower the cost for people to switch to clean heating/cooling systems **(32%)**
6. Provide money and training for the skills needed in a fossil fuel-free future **(26%)**

Kenya

Policy support

● Country Average



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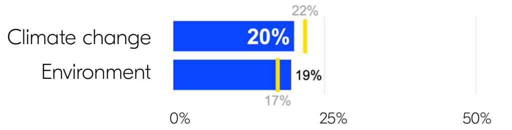
Mexico

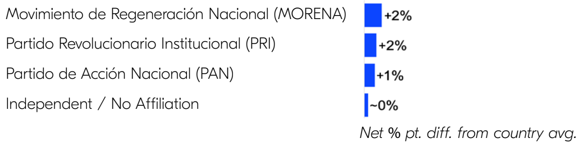
Issue priority

% who included ___ in their top 3 most important voting issues



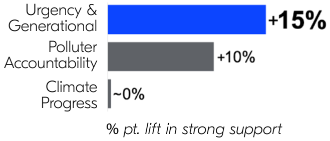
Polarization

Support for immediate action by the government to address climate change by…



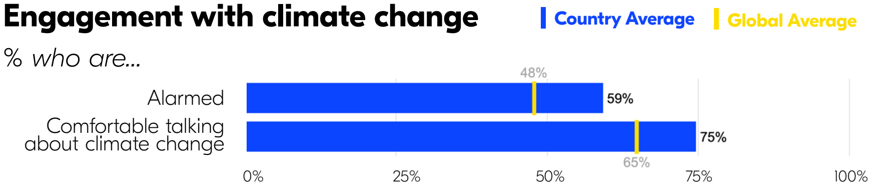
Movability

Lift for support for immediate action by the government to address climate change…



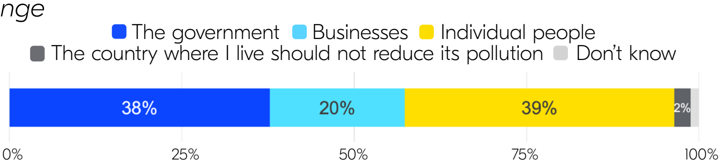
Engagement with climate change

% who are...



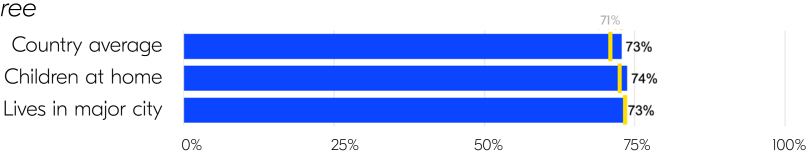
Responsibility

% who say ___ should be most responsible for reducing the pollution that causes climate change



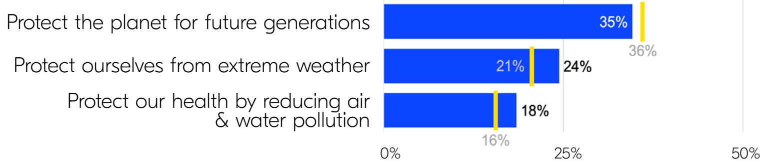
Support for immediate action by the government to address climate change

% agree

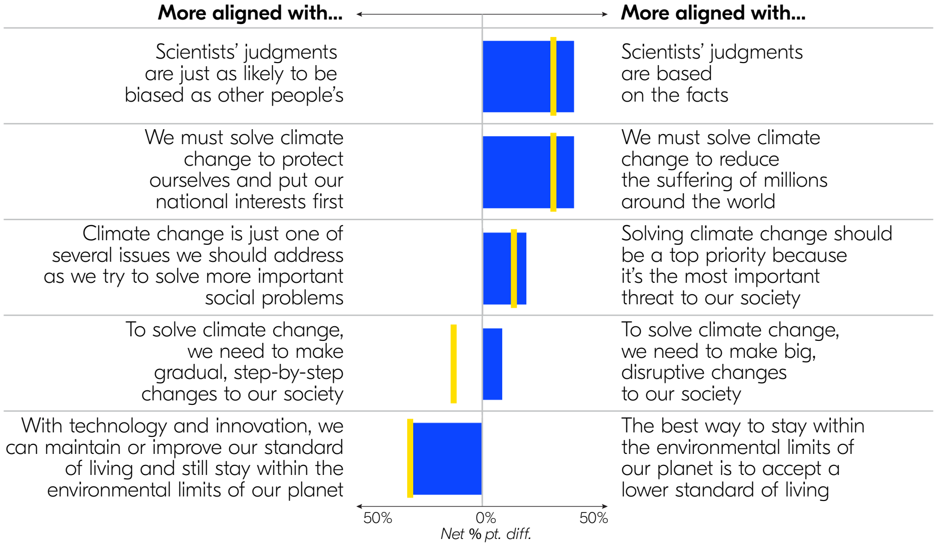


Motivations and attitudes

Three most important benefits of taking climate action (% top benefit)

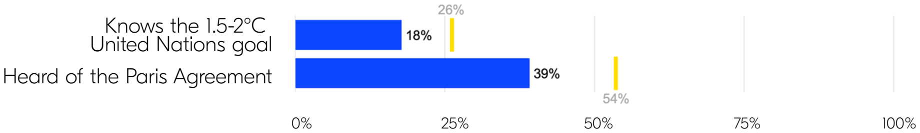


Principles people are aligned with



Understanding of climate change

% who...



Preferred policy narratives

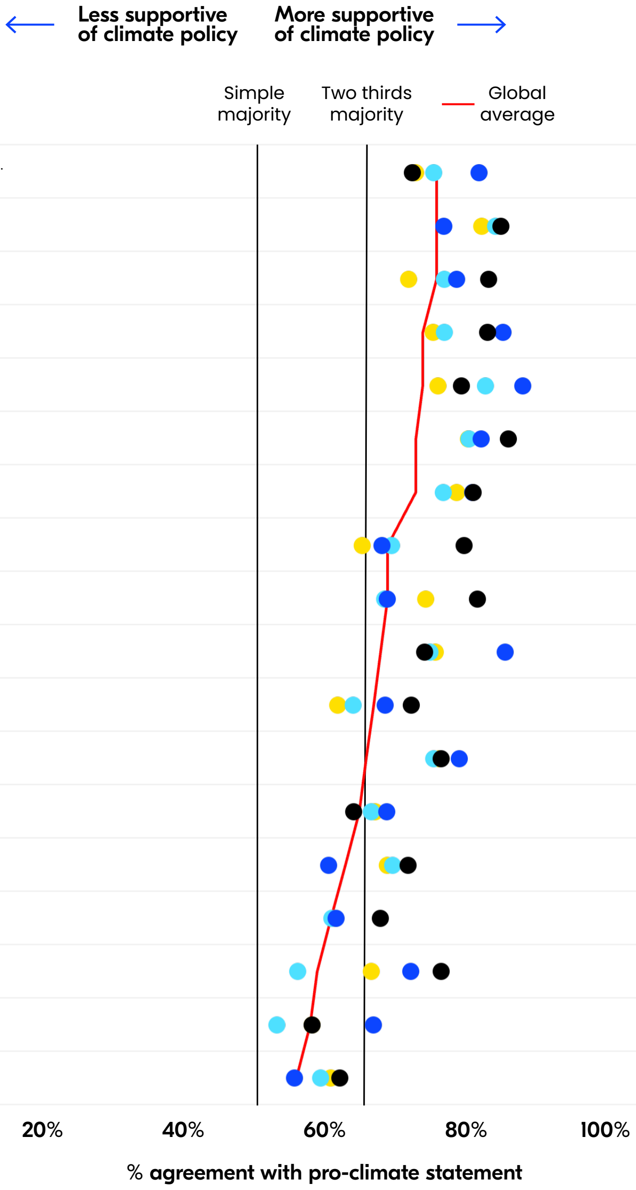
Actions people would most like their national government to take

1. Protect more of our land, forest, and oceans from destruction **(42%)**
2. Fund farmers to use climate-friendly farming practices and crops **(29%)**
3. Lower the cost of clean electricity **(29%)**
4. Tax corporations and individuals who emit the most carbon pollution **(28%)**
5. Speed up the approvals for new clean energy infrastructure **(26%)**
6. Make fossil fuel companies pay the true cost of pollution **(23%)**

Mexico

Policy support by political party

● Movimiento de Regeneración Nacional (MORENA)
● Partido Revolucionario Institucional (PRI)
● Partido de Acción Nacional (PAN)
● Independent or no affiliation

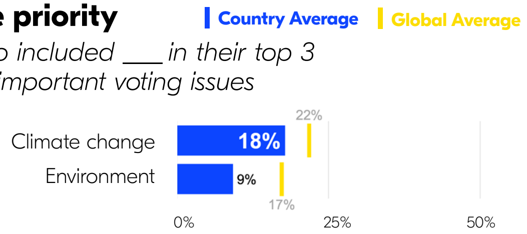


	Policy territory	Anti-climate statement	Pro-climate statement
1	***Clean energy versus coal***	Coal is a stable, cost-effective energy source. We need it to power more homes, not less. Any transition will need to be gradual and wait until other technologies are ready.	Using clean energy alternatives to coal lowers energy costs and creates a greener energy sector. It brings affordable, reliable, and sustainable electricity to everyone's daily lives.
2	***Subsidize clean energy companies***	The government/We shouldn't waste taxpayer money on making risky bets on unproven technology. They should let the market decide.	We should invest in safer, healthier communities with reduced smog and cleaner air by encouraging clean technologies.
3	***Limits on carbon emissions***	Regulating corporate activities will ultimately lead to inefficient economies and higher prices for consumers.	We share a global responsibility to limit the amount of carbon pollution emitted in order to protect the communities that are most at risk.
4	***Clean energy targets***	Clean energy is expensive and unreliable. In time, it may work, but what we need now is steady, dependable power for our homes and industries.	Cleaner energy means cleaner air, water, and environment. We should require our energy providers to rapidly shift to using only non-polluting clean energy for our communities.
5	***Upgrade new buildings***	It isn't right for the government to tell us how to cook our food or how to heat our homes. It's inevitable that these changes will increase prices for everyday citizens.	As better technologies come onto the market, we should require their use in all new buildings and construction. These smart upgrades ultimately save us in energy and money.
6	***Sustainable agriculture***	Farmers and farmworkers know best, and we shouldn't force them to use agricultural practices that will be expensive and raise costs for everyone else.	Our farmers are the most vulnerable to extreme weather. We must financially support them in new, more sustainable ways of growing food during a changing climate.
7	***Clean rebates and tax credits***	In a time of economic uncertainty, it is not right to increase taxes and costs on everyday citizens to peddle "clean" products.	Clean technologies should be accessible for everyone, not just the rich and wealthy. We should ensure that the communities most impacted by pollution and climate change can access and benefit from clean products with some financial support.
8	***Energy efficiency standards***	Raising energy standards for buildings and cars will only lead to higher prices for consumers. The average citizen can't afford it, especially in today's economy.	Setting new energy standards that increase efficiency and reduce pollution will force companies to be more innovative and competitive, leading to better products for consumers.
9	***Corporate transparency***	The government/We should focus on keeping energy prices low for citizens and maintaining stability of the energy system, not interfering in how companies operate.	People deserve the truth about the environmental and social impacts of companies. Businesses must be held to higher standards and required to produce their products cleanly and ethically.
10	***Zero-pollution transportation***	To take away our ability to drive our own cars is to take away our freedom. We should decide for ourselves what mode best fits our needs. Relying on public transit alone is unrealistic.	Switching to zero-pollution cars, trucks, and other kinds of transportation is in the best interest of our communities. It means less toxic air pollution and healthier kids.
11	***Regulating methane***	Methane leakages rarely happen and are not a big enough problem that needs more government bureaucracy. Natural gas is a cheap, clean and cost-effective power source.	Polluters are getting away with leaking methane gas, a powerful carbon pollutant, into the air. We must hold them accountable by strictly regulating these pollutants.
12	***Net zero economy***	We are already transitioning our economy to lower emissions and should continue to do so gradually. We need to wait until other technologies are ready.	Clean, zero-pollution economies are just better. They're better for our health, our kids, our way of life and the planet. We can start to build a pollution-free society today.
13	***Taxes on polluters***	Any tax implemented on companies is ultimately passed on to the consumer, leading to higher prices, and still wouldn't reduce climate change or extreme weather.	To ensure a fair and just energy system, we need to charge polluters for the cost of the damage their pollution causes.
14	***Penalties on dirty imports***	Any tax implemented on companies is ultimately passed on to the consumer, leading to higher prices, and still wouldn't reduce climate change or extreme weather.	Pollution-intensive products produced in other countries with dirty energy should be the most expensive, not the cheapest. The government/We should ban or put a cost on dirty imported products.
15	***End fracking***	We should use all cost-effective forms of energy, and fracking ensures we have access to cheap and abundant energy.	We cannot permit oil and gas companies to keep fracking, a process that releases methane, a powerful pollutant that traps more heat, cooks our planet, and worsens wildfires, droughts, and floods.
16	***Phase out oil extraction***	Access to oil resources is critical to keep our cars and trucks on the road, powering our economy, and protecting our way of life. We need to ensure a stable, secure supply of oil for our country.	Oil extraction has significant environmental impacts, including air and water pollution. We must phase out oil extraction to reduce pollution and avoid risking our health.
17	***End subsidies for polluters***	Fossil fuel subsidies keep energy prices affordable and support economic growth. We must balance environmental concerns with societal needs.	The government/We should stop providing handouts to companies that pollute the environment, causing climate change.
18	***Phase out fossil fuels***	We can reduce emissions while continuing to use fossil fuels, which are critical to keeping prices low and maintaining our quality of life.	We can no longer let dirty, extractive industries use our natural resources for their own profit. Their products are making extreme weather worse and must be phased out.

Nigeria

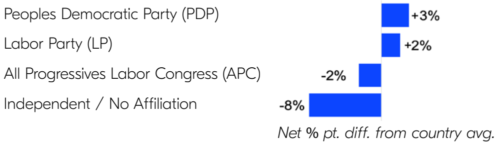
Issue priority

% who included ___ in their top 3 most important voting issues



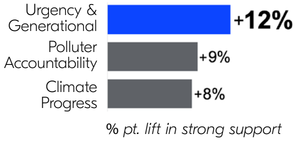
Polarization

Support for immediate action by the government to address climate change by…



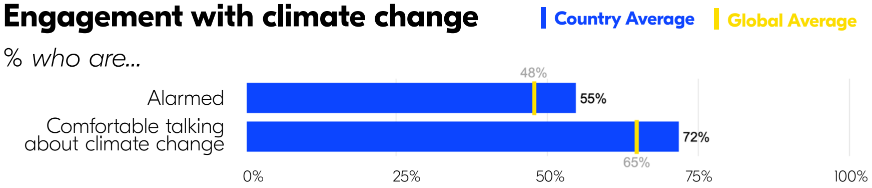
Movability

Lift for support for immediate action by the government to address climate change…



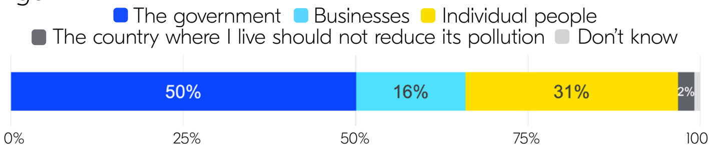
Engagement with climate change

% who are...



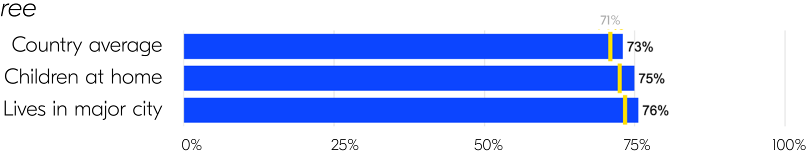
Responsibility

% who say ___ should be most responsible for reducing the pollution that causes climate change



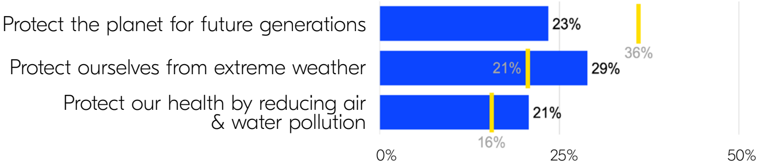
Support for immediate action by the government to address climate change

% agree

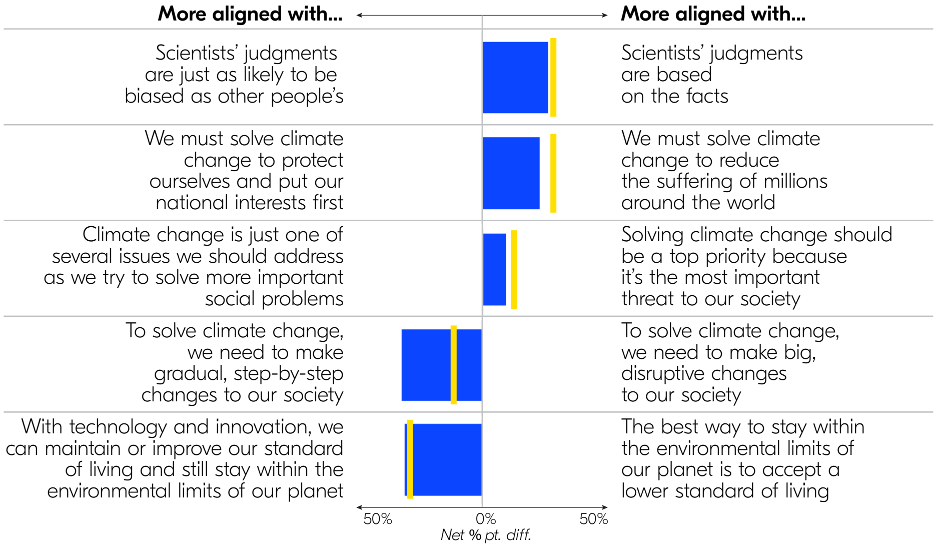


Motivations and attitudes

Three most important benefits of taking climate action (*% top benefit*)

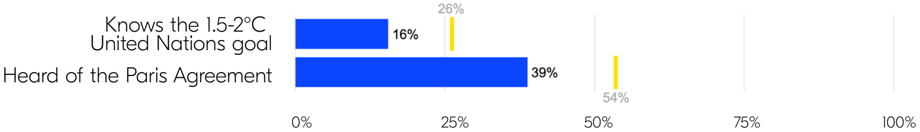


Principles people are aligned with



Understanding of climate change

% who...



Preferred policy narratives

Actions people would most like their national government to take

1. Protect more of our land, forest, and oceans from destruction **(30%)**
2. Stop burning fossil fuels near where people live **(28%)**
3. Fund farmers to use climate-friendly farming practices and crops **(26%)**
4. Speed up the approvals for new clean energy infrastructure **(26%)**
5. Lower the cost of clean electricity **(25%)**
6. Lower the cost for people to switch to clean heating/cooling systems **(25%)**

Nigeria

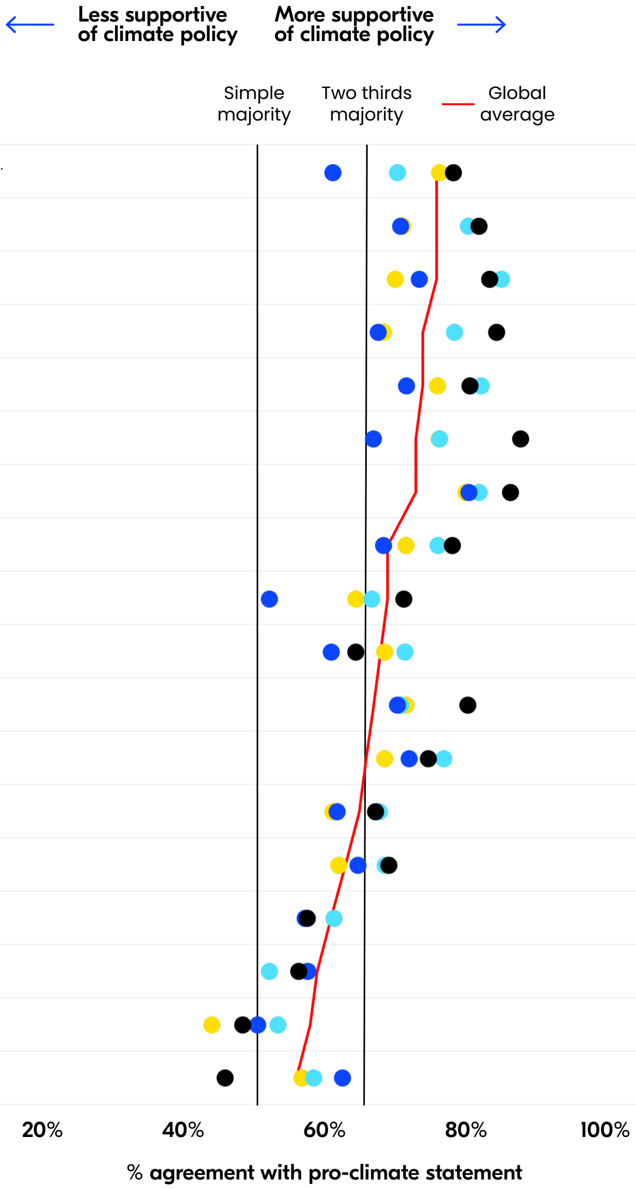
Policy support by political party

● All Progressives Congress (APC)

● Labor Party (LP)

● Peoples Democratic Party (PDP)

● Independent or no affiliation



	Policy territory	Anti-climate statement	Pro-climate statement
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3	***Limits on carbon emissions***	Regulating corporate activities will ultimately lead to inefficient economies and higher prices for consumers.	We share a global responsibility to limit the amount of carbon pollution emitted in order to protect the communities that are most at risk.
4	***Clean energy targets***	Clean energy is expensive and unreliable. In time, it may work, but what we need now is steady, dependable power for our homes and industries.	Cleaner energy means cleaner air, water, and environment. We should require our energy providers to rapidly shift to using only non-polluting clean energy for our communities.
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11	***Regulating methane***	Methane leakages rarely happen and are not a big enough problem that needs more government bureaucracy. Natural gas is a cheap, clean and cost-effective power source.	Polluters are getting away with leaking methane gas, a powerful carbon pollutant, into the air. We must hold them accountable by strictly regulating these pollutants.
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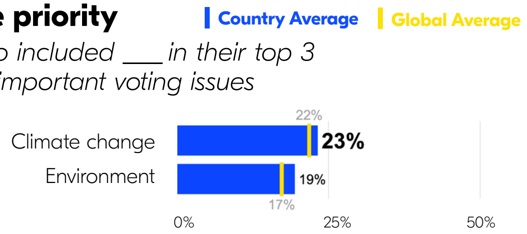
Norway

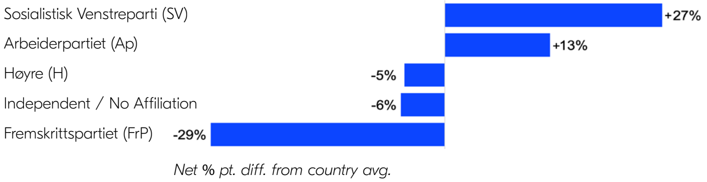
Issue priority

% who included ___ in their top 3 most important voting issues



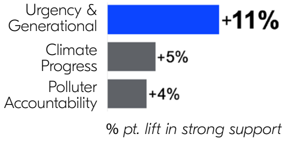
Polarization

Support for immediate action by the government to address climate change by…



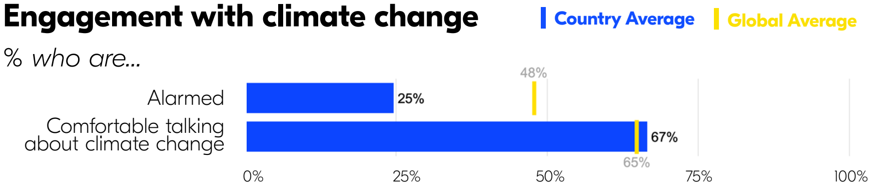
Movability

Lift for support for immediate action by the government to address climate change…



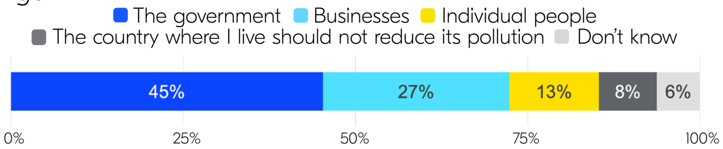
Engagement with climate change

% who are…



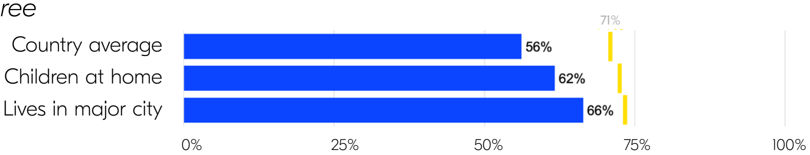
Responsibility

% who say ___ should be most responsible for reducing the pollution that causes climate change



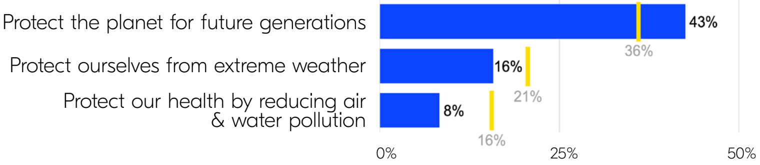
Support for immediate action by the government to address climate change

% agree

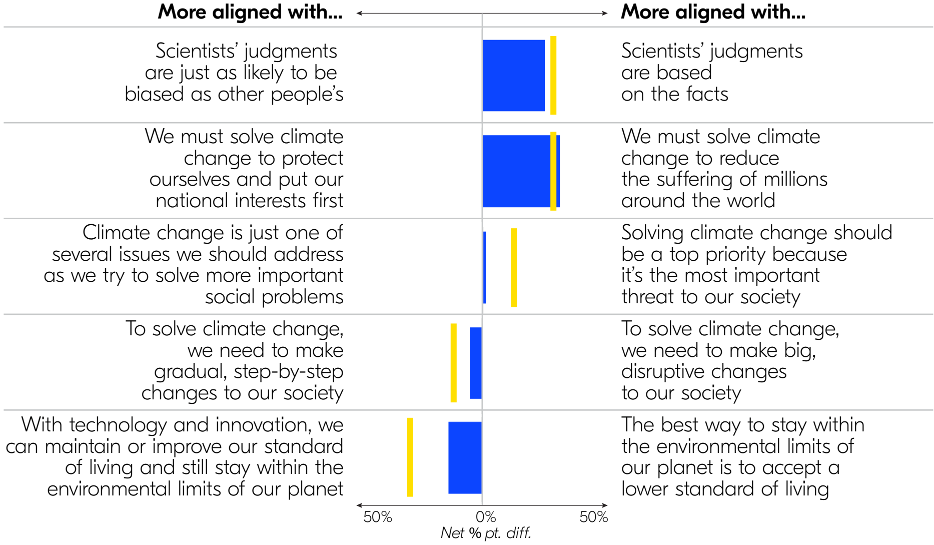


Motivations and attitudes

Three most important benefits of taking climate action (% top benefit)

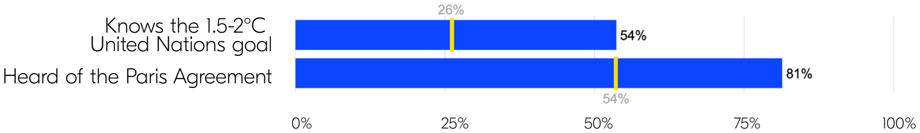


Principles people are aligned with



Understanding of climate change

% who…



Preferred policy narratives

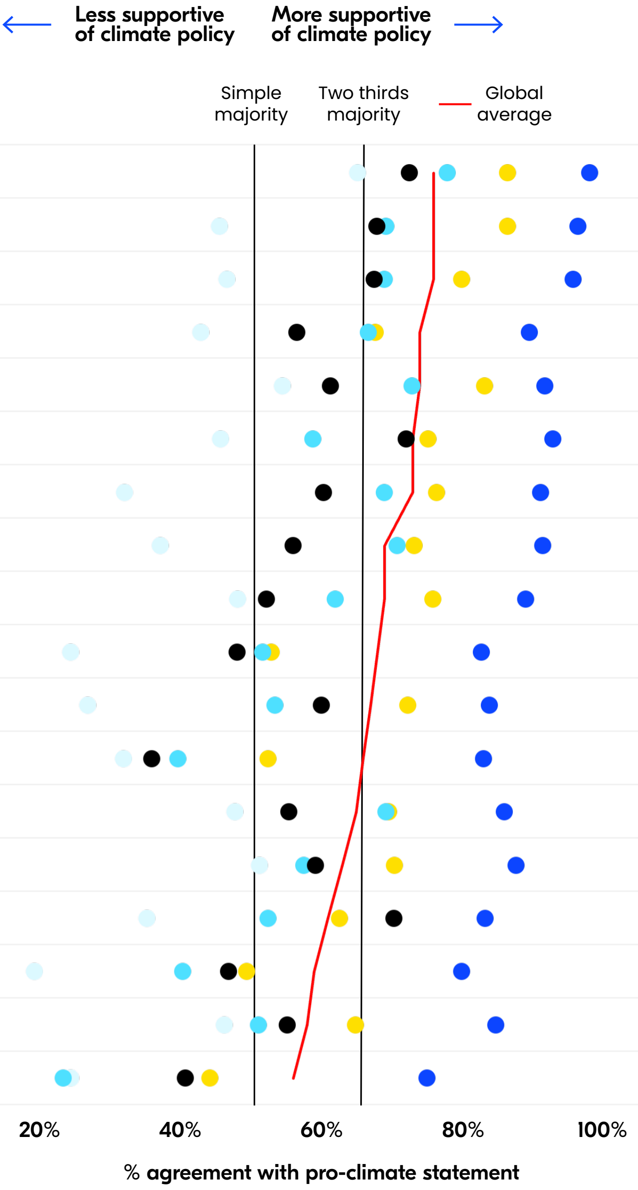
Actions people would most like their national government to take

1. Lower the cost of clean electricity **(36%)**
2. Protect more of our land, forest, and oceans from destruction **(35%)**
3. Speed up the approvals for new clean energy infrastructure **(26%)**
4. Require new buildings to use less energy than old ones **(24%)**
5. Fund farmers to use climate-friendly farming practices and crops **(23%)**
6. Lower the cost for people to switch to clean heating/cooling systems **(21%)**

Norway

Policy support by political party

- ● Arbeiderpartiet (Ap)
- ● Fremskrittspartiet (FrP)
- ● Høyre (H)
- ● Sosialistisk Venstreparti (SV)
- ● Independent or no affiliation



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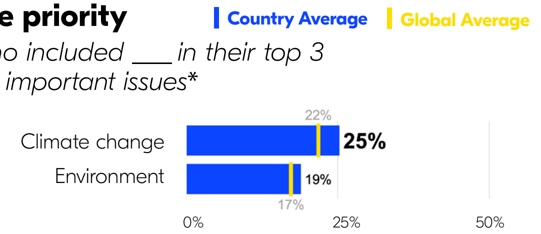
18	***Phase out fossil fuels***	We can reduce emissions while continuing to use fossil fuels, which are critical to keeping prices low and maintaining our quality of life.	We can no longer let dirty, extractive industries use our natural resources for their own profit. Their products are making extreme weather worse and must be phased out.

Saudi Arabia

Issue priority

*% who included ___ in their top 3 most important issues**



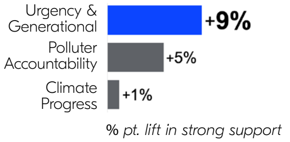
Polarization

*Support for immediate action to address climate change by…**

*Respondents in Saudi Arabia were not asked about their party affiliation. Questionnaires in Saudi Arabia excluded references to the government and political affairs so questions marked with an asterisk were modified (e.g., "The government" response option was not included in the question about responsibility). Refer to the Methodology in the Appendix for more details.

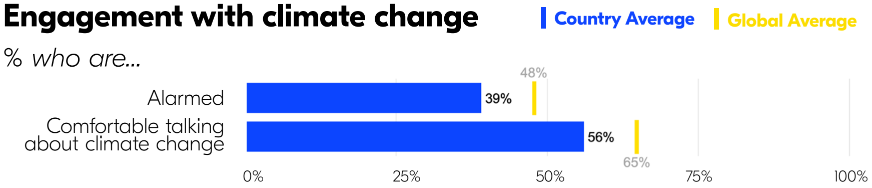
Movability

Lift for support for immediate action to address climate change…



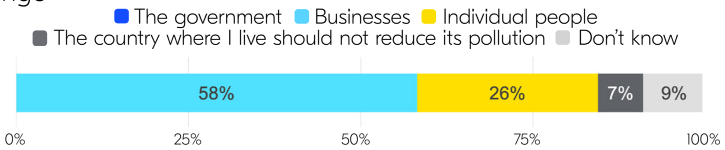
Engagement with climate change

% who are…



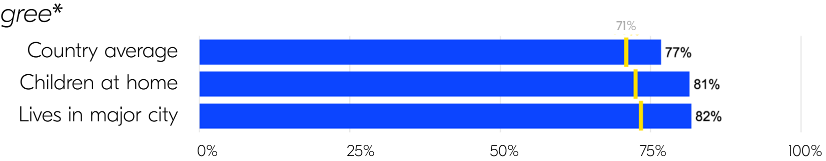
Responsibility

*% who say ___ should be most responsible for reducing the pollution that causes climate change**



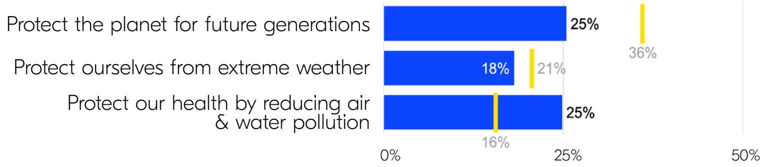
Support for immediate action to address climate change by…

*% agree**

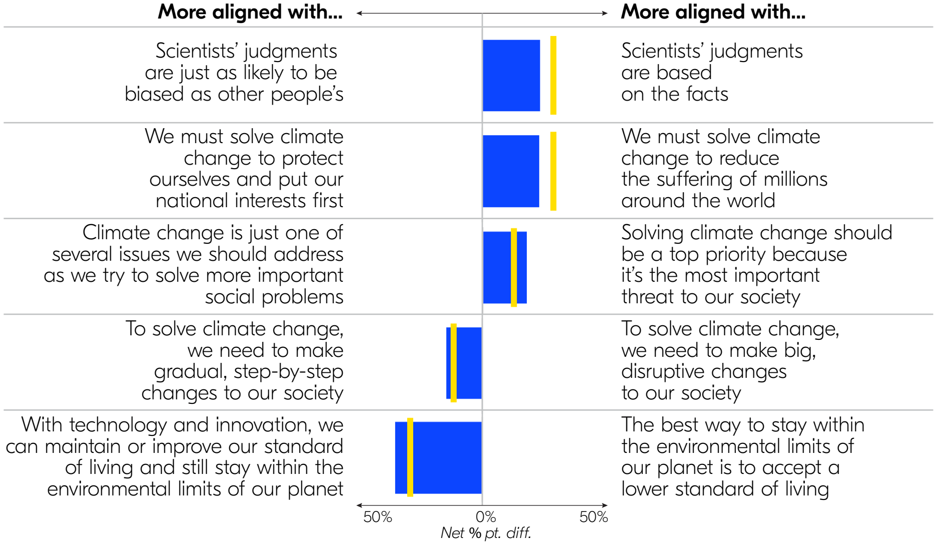


Motivations and attitudes

Three most important benefits of taking climate action (*% top benefit*)

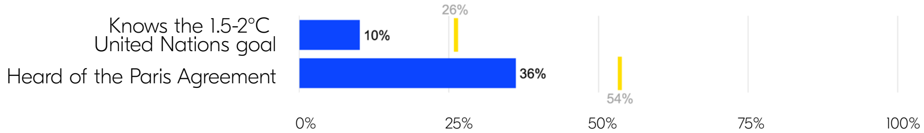


Principles people are aligned with



Understanding of climate change

% who…



Preferred policy narratives

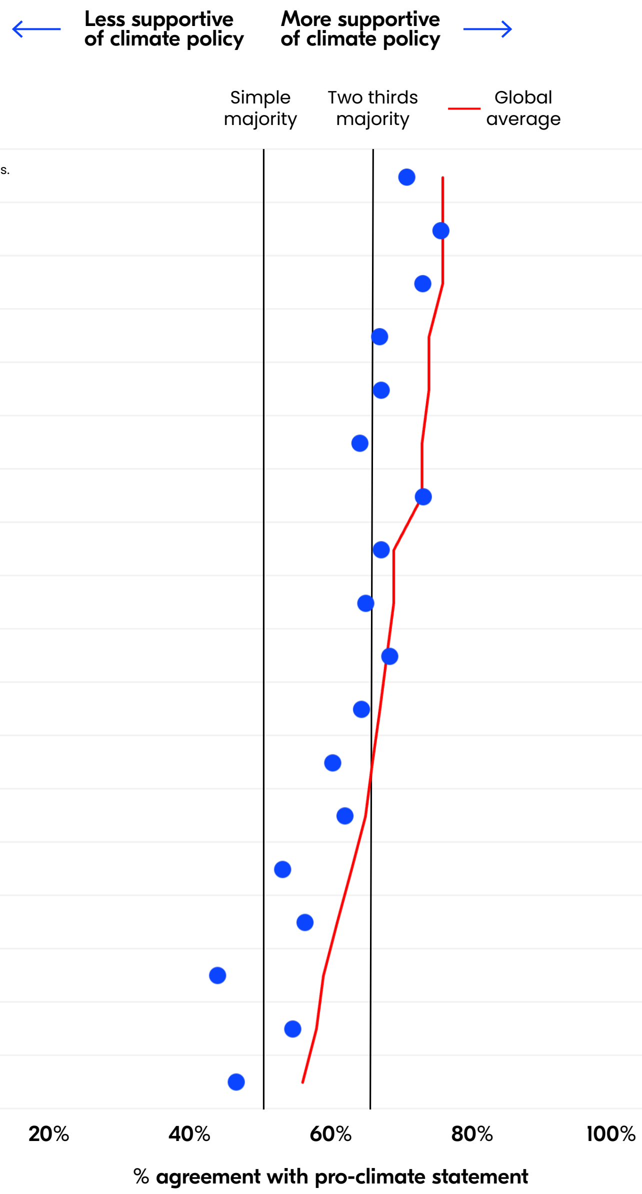
*Actions people would most like to prioritize**

1. Lower the cost of clean electricity **(34%)**
2. Protect more of our land, forest, and oceans from destruction **(28%)**
3. Fund farmers to use climate-friendly farming practices and crops **(26%)**
4. Stop burning fossil fuels near where people live **(25%)**
5. Speed up the approvals for new clean energy infrastructure **(23%)**
6. Provide money and training for the skills needed in a fossil fuel-free future **(19%)**

Saudi Arabia

Policy support

● Country Average



	Policy territory	Anti-climate statement	Pro-climate statement
1	***Clean energy versus coal***	Coal is a stable, cost-effective energy source. We need it to power more homes, not less. Any transition will need to be gradual and wait until other technologies are ready.	Using clean energy alternatives to coal lowers energy costs and creates a greener energy sector. It brings affordable, reliable, and sustainable electricity to everyone's daily lives.
2	***Subsidize clean energy companies***	The government/We shouldn't waste taxpayer money on making risky bets on unproven technology. They should let the market decide.	We should invest in safer, healthier communities with reduced smog and cleaner air by encouraging clean technologies.
3	***Limits on carbon emissions***	Regulating corporate activities will ultimately lead to inefficient economies and higher prices for consumers.	We share a global responsibility to limit the amount of carbon pollution emitted in order to protect the communities that are most at risk.
4	***Clean energy targets***	Clean energy is expensive and unreliable. In time, it may work, but what we need now is steady, dependable power for our homes and industries.	Cleaner energy means cleaner air, water, and environment. We should require our energy providers to rapidly shift to using only non-polluting clean energy for our communities.
5	***Upgrade new buildings***	It isn't right for the government to tell us how to cook our food or how to heat our homes. It's inevitable that these changes will increase prices for everyday citizens.	As better technologies come onto the market, we should require their use in all new buildings and construction. These smart upgrades ultimately save us in energy and money.
6	***Sustainable agriculture***	Farmers and farmworkers know best, and we shouldn't force them to use agricultural practices that will be expensive and raise costs for everyone else.	Our farmers are the most vulnerable to extreme weather. We must financially support them in new, more sustainable ways of growing food during a changing climate.
7	***Clean rebates and tax credits***	In a time of economic uncertainty, it is not right to increase taxes and costs on everyday citizens to peddle "clean" products.	Clean technologies should be accessible for everyone, not just the rich and wealthy. We should ensure that the communities most impacted by pollution and climate change can access and benefit from clean products with some financial support.
8	***Energy efficiency standards***	Raising energy standards for buildings and cars will only lead to higher prices for consumers. The average citizen can't afford it, especially in today's economy.	Setting new energy standards that increase efficiency and reduce pollution will force companies to be more innovative and competitive, leading to better products for consumers.
9	***Corporate transparency***	The government/We should focus on keeping energy prices low for citizens and maintaining stability of the energy system, not interfering in how companies operate.	People deserve the truth about the environmental and social impacts of companies. Businesses must be held to higher standards and required to produce their products cleanly and ethically.
10	***Zero-pollution transportation***	To take away our ability to drive our own cars is to take away our freedom. We should decide for ourselves what mode best fits our needs. Relying on public transit alone is unrealistic.	Switching to zero-pollution cars, trucks, and other kinds of transportation is in the best interest of our communities. It means less toxic air pollution and healthier kids.
11	***Regulating methane***	Methane leakages rarely happen and are not a big enough problem that needs more government bureaucracy. Natural gas is a cheap, clean and cost-effective power source.	Polluters are getting away with leaking methane gas, a powerful carbon pollutant, into the air. We must hold them accountable by strictly regulating these pollutants.
12	***Net zero economy***	We are already transitioning our economy to lower emissions and should continue to do so gradually. We need to wait until other technologies are ready.	Clean, zero-pollution economies are just better. They're better for our health, our kids, our way of life and the planet. We can start to build a pollution-free society today.
13	***Taxes on polluters***	Any tax implemented on companies is ultimately passed on to the consumer, leading to higher prices, and still wouldn't reduce climate change or extreme weather.	To ensure a fair and just energy system, we need to charge polluters for the cost of the damage their pollution causes.
14	***Penalties on dirty imports***	Any tax implemented on companies is ultimately passed on to the consumer, leading to higher prices, and still wouldn't reduce climate change or extreme weather.	Pollution-intensive products produced in other countries with dirty energy should be the most expensive, not the cheapest. The government/We should ban or put a cost on dirty imported products.
15	***End fracking***	We should use all cost-effective forms of energy, and fracking ensures we have access to cheap and abundant energy.	We cannot permit oil and gas companies to keep fracking, a process that releases methane, a powerful pollutant that traps more heat, cooks our planet, and worsens wildfires, droughts, and floods.
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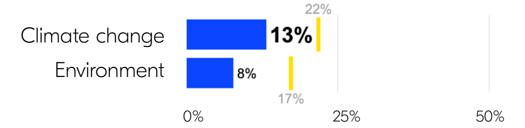
South Africa

Issue priority

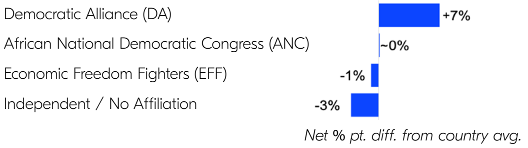
Country Average | Global Average

% who included ___ in their top 3 most important voting issues



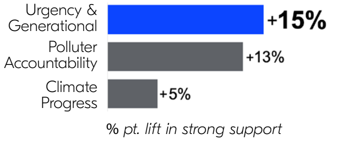
Polarization

Support for immediate action by the government to address climate change by…



Movability

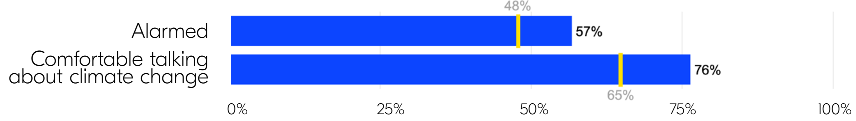
Lift for support for immediate action by the government to address climate change…



Engagement with climate change

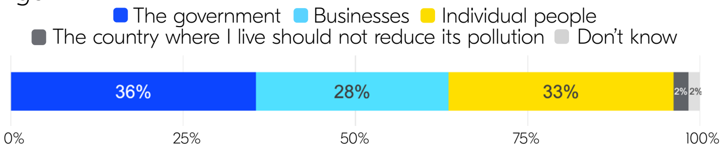
Country Average | Global Average

% who are...



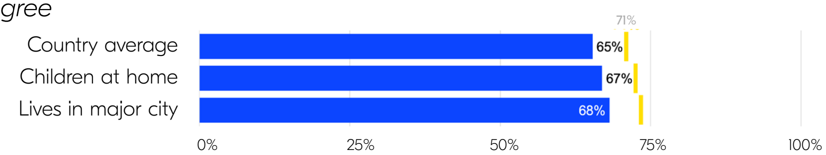
Responsibility

% who say ___ should be most responsible for reducing the pollution that causes climate change



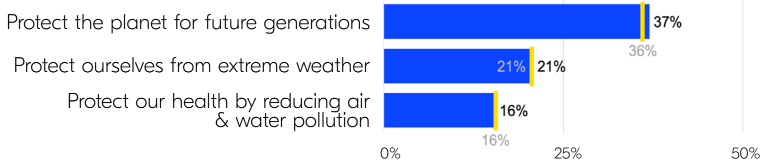
Support for immediate action by the government to address climate change

% agree

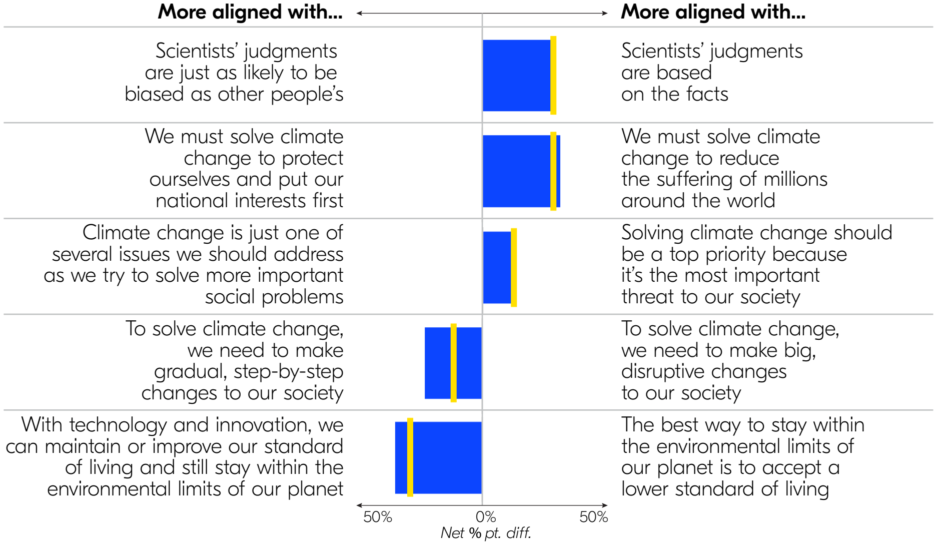


Motivations and attitudes

Three most important benefits of taking climate action (% top benefit)

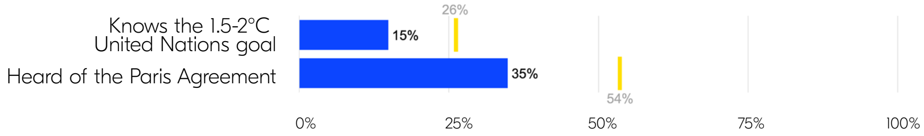


Principles people are aligned with



Understanding of climate change

% who...



Preferred policy narratives

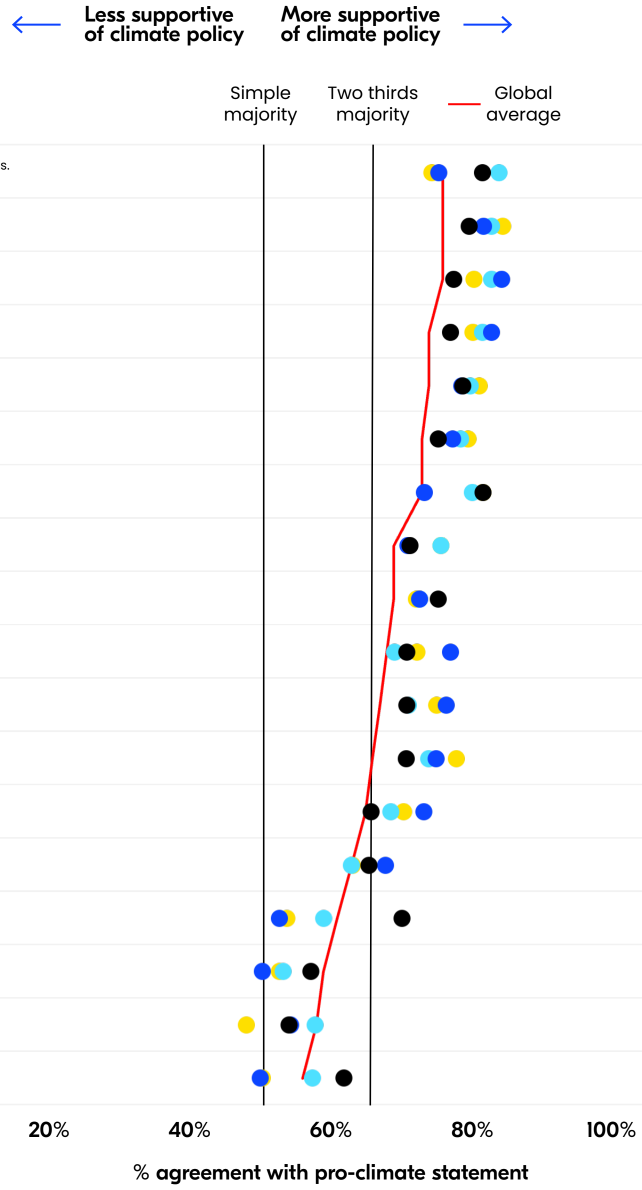
Actions people would most like their national government to take

1. Protect more of our land, forest, and oceans from destruction **(38%)**
2. Lower the cost of clean electricity **(33%)**
3. Fund farmers to use climate-friendly farming practices and crops **(29%)**
4. Speed up the approvals for new clean energy infrastructure **(29%)**
5. Lower the cost for people to switch to clean heating/cooling systems **(28%)**
6. Provide money and training for the skills needed in a fossil fuel-free future **(25%)**

South Africa

Policy support by political party

- ● African National Congress (ANC)
- ● Democratic Alliance (DA)
- ● Economic Freedom Fighters (EFF)
- ● Independent or no affiliation



	Policy territory	Anti-climate statement	Pro-climate statement
1	***Clean energy versus coal***	Coal is a stable, cost-effective energy source. We need it to power more homes, not less. Any transition will need to be gradual and wait until other technologies are ready.	Using clean energy alternatives to coal lowers energy costs and creates a greener energy sector. It brings affordable, reliable, and sustainable electricity to everyone's daily lives.
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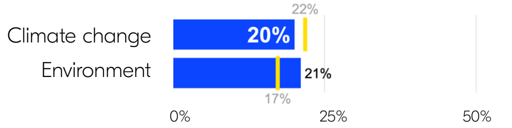
South Korea

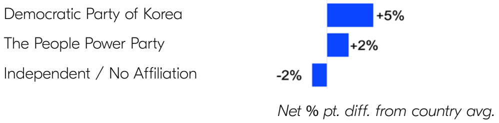
Issue priority

% who included ___ in their top 3 most important voting issues



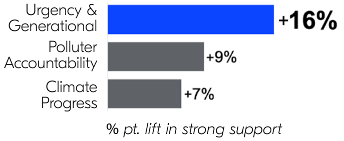
Polarization

Support for immediate action by the government to address climate change by…



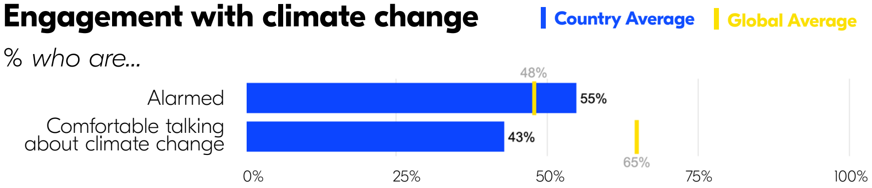
Movability

Lift for support for immediate action by the government to address climate change…



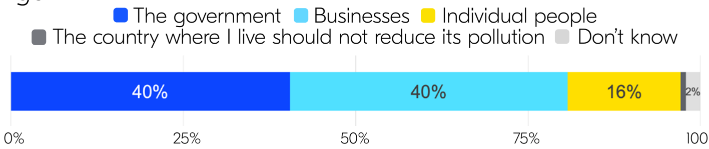
Engagement with climate change

% who are...



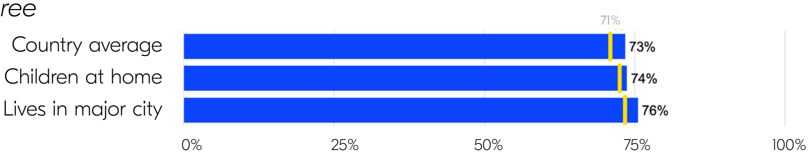
Responsibility

% who say ___ should be most responsible for reducing the pollution that causes climate change



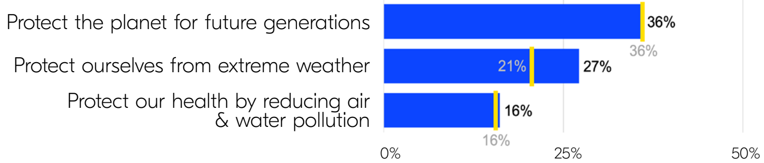
Support for immediate action by the government to address climate change

% agree



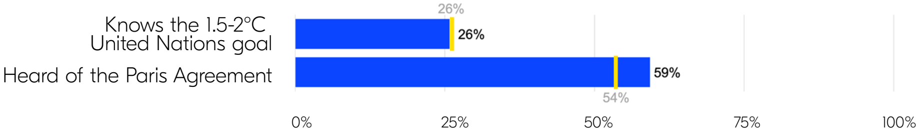
Motivations and attitudes

Three most important benefits of taking climate action (% top benefit)

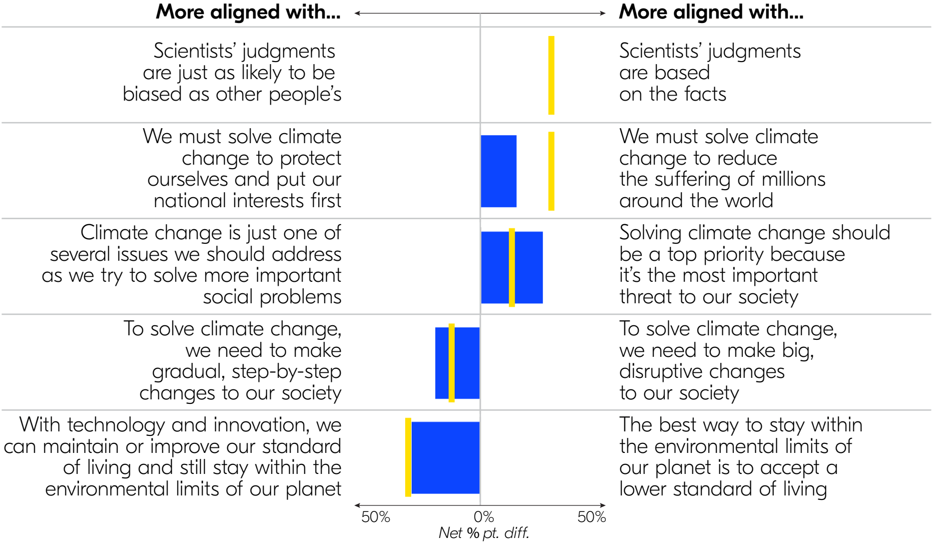


Understanding of climate change

% who...



Principles people are aligned with



Preferred policy narratives

Actions people would most like their national government to take

1. Protect more of our land, forest, and oceans from destruction **(36%)**
2. Tax corporations and individuals who emit the most carbon pollution **(36%)**
3. Speed up the approvals for new clean energy infrastructure **(28%)**
4. Provide money and training for the skills needed in a fossil fuel-free future **(25%)**
5. Lower the cost for people to switch to clean heating/cooling systems **(23%)**
6. Make fossil fuel companies pay the true cost of pollution **(22%)**

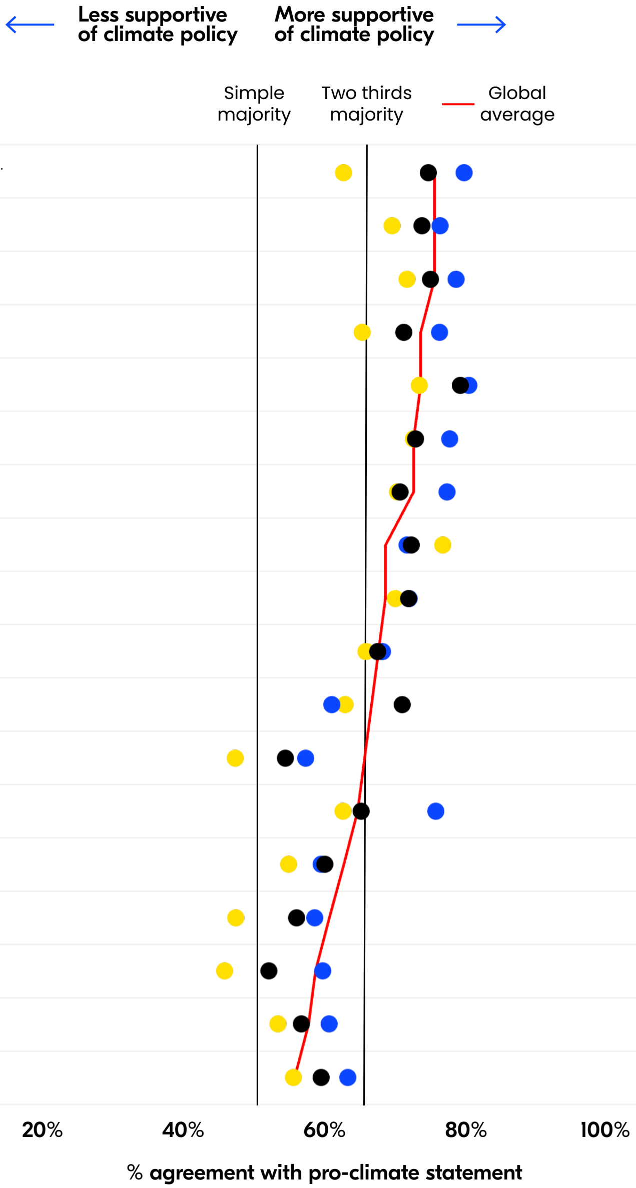
South Korea

Policy support by political party

● 국민의힘 The People Power Party

● 민주당 Democratic Party of Korea

● Independent or no affiliation



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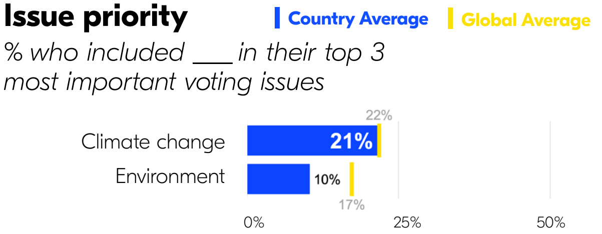
16	***Phase out oil extraction***	Access to oil resources is critical to keep our cars and trucks on the road, powering our economy, and protecting our way of life. We need to ensure a stable, secure supply of oil for our country.	Oil extraction has significant environmental impacts, including air and water pollution. We must phase out oil extraction to reduce pollution and avoid risking our health.
17	***End subsidies for polluters***	Fossil fuel subsidies keep energy prices affordable and support economic growth. We must balance environmental concerns with societal needs.	The government/We should stop providing handouts to companies that pollute the environment, causing climate change.
18	***Phase out fossil fuels***	We can reduce emissions while continuing to use fossil fuels, which are critical to keeping prices low and maintaining our quality of life.	We can no longer let dirty, extractive industries use our natural resources for their own profit. Their products are making extreme weather worse and must be phased out.

Türkiye

Issue priority

% who included ___ in their top 3 most important voting issues



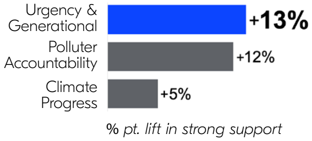
Polarization

*Support for immediate action by the government to address climate change by…**

*Respondents in Türkiye were not asked about their party affiliation. Refer to the Methodology in the Appendix for more details.

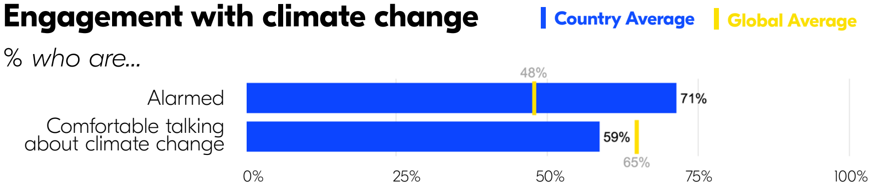
Movability

Lift for support for immediate action by the government to address climate change…



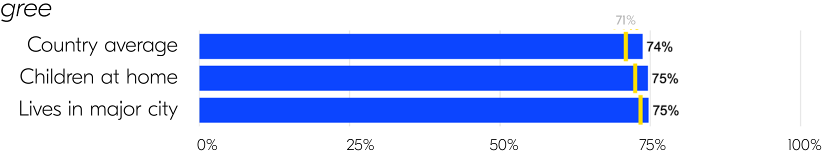
Engagement with climate change

% who are…



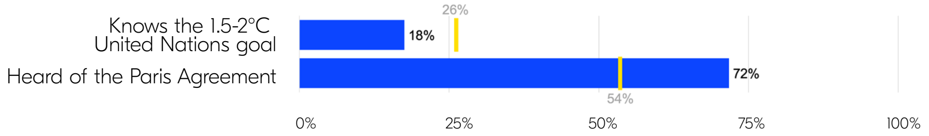
Support for immediate action by the government to address climate change

% agree



Understanding of climate change

% who…



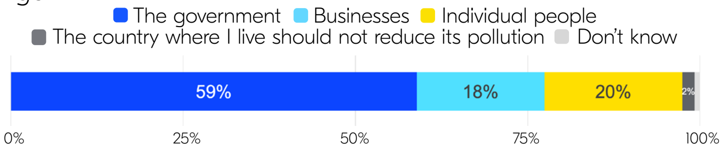
Preferred policy narratives

Actions people would most like their national government to take

1. Speed up the approvals for new clean energy infrastructure **(33%)**
2. Protect more of our land, forest, and oceans from destruction **(32%)**
3. Lower the cost of clean electricity **(29%)**
4. Fund farmers to use climate-friendly farming practices and crops **(29%)**
5. Lower the cost for people to switch to clean heating/cooling systems **(24%)**
6. Provide money and training for the skills needed in a fossil fuel-free future **(20%)**

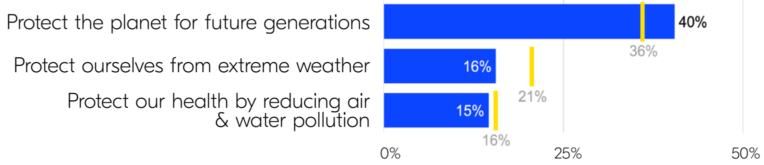
Responsibility

% who say ___ should be most responsible for reducing the pollution that causes climate change

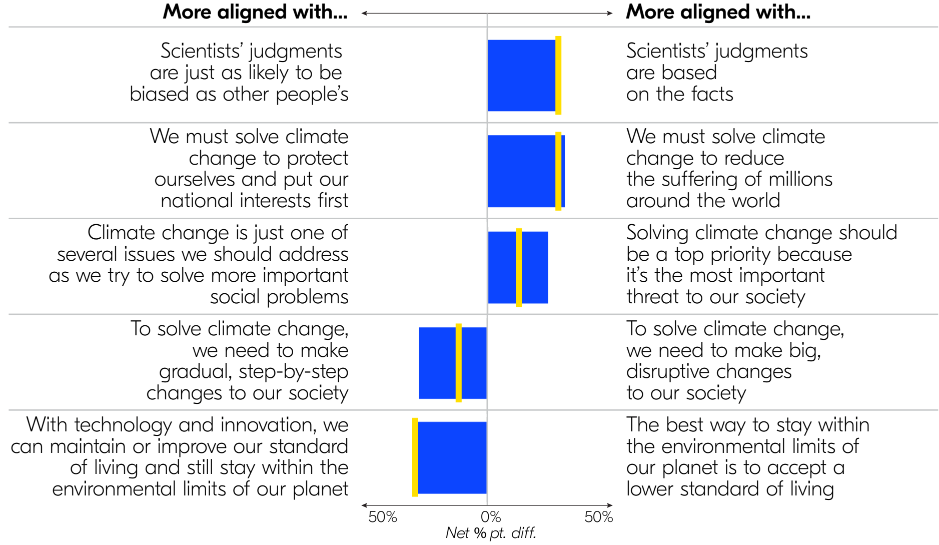


Motivations and attitudes

Three most important benefits of taking climate action (*% top benefit*)



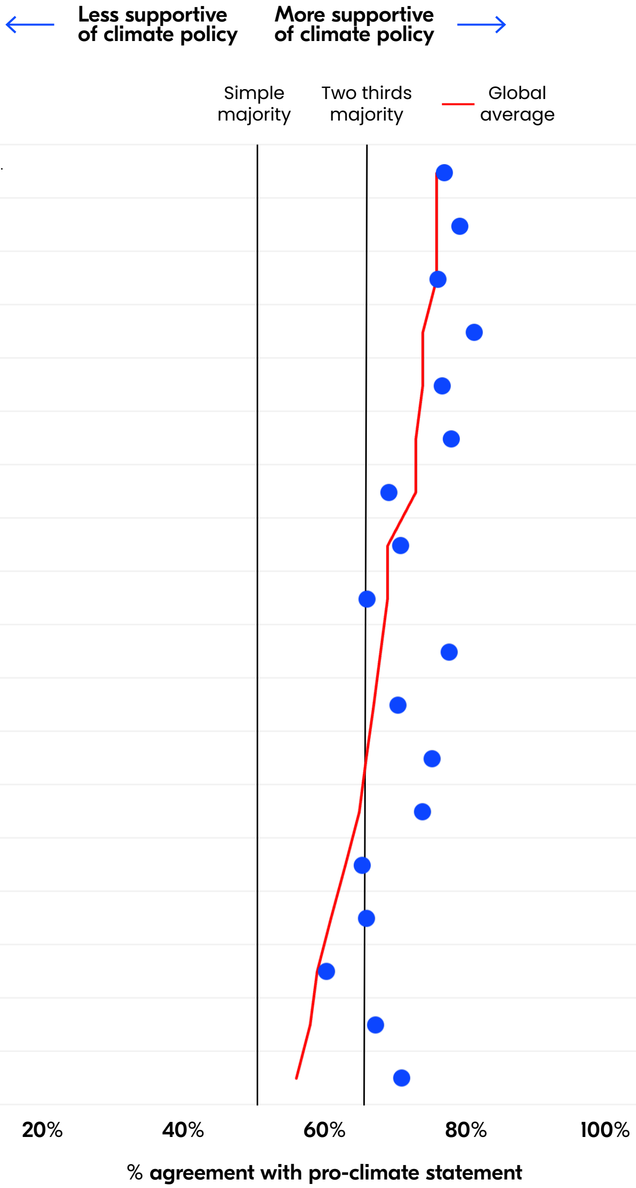
Principles people are aligned with



Türkiye

Policy support

● Country Average



	Policy territory	Anti-climate statement	Pro-climate statement
1	***Clean energy versus coal***	Coal is a stable, cost-effective energy source. We need it to power more homes, not less. Any transition will need to be gradual and wait until other technologies are ready.	Using clean energy alternatives to coal lowers energy costs and creates a greener energy sector. It brings affordable, reliable, and sustainable electricity to everyone's daily lives.
2	***Subsidize clean energy companies***	The government/We shouldn't waste taxpayer money on making risky bets on unproven technology. They should let the market decide.	We should invest in safer, healthier communities with reduced smog and cleaner air by encouraging clean technologies.
3	***Limits on carbon emissions***	Regulating corporate activities will ultimately lead to inefficient economies and higher prices for consumers.	We share a global responsibility to limit the amount of carbon pollution emitted in order to protect the communities that are most at risk.
4	***Clean energy targets***	Clean energy is expensive and unreliable. In time, it may work, but what we need now is steady, dependable power for our homes and industries.	Cleaner energy means cleaner air, water, and environment. We should require our energy providers to rapidly shift to using only non-polluting clean energy for our communities.
5	***Upgrade new buildings***	It isn't right for the government to tell us how to cook our food or how to heat our homes. It's inevitable that these changes will increase prices for everyday citizens.	As better technologies come onto the market, we should require their use in all new buildings and construction. These smart upgrades ultimately save us in energy and money.
6	***Sustainable agriculture***	Farmers and farmworkers know best, and we shouldn't force them to use agricultural practices that will be expensive and raise costs for everyone else.	Our farmers are the most vulnerable to extreme weather. We must financially support them in new, more sustainable ways of growing food during a changing climate.
7	***Clean rebates and tax credits***	In a time of economic uncertainty, it is not right to increase taxes and costs on everyday citizens to peddle "clean" products.	Clean technologies should be accessible for everyone, not just the rich and wealthy. We should ensure that the communities most impacted by pollution and climate change can access and benefit from clean products with some financial support.
8	***Energy efficiency standards***	Raising energy standards for buildings and cars will only lead to higher prices for consumers. The average citizen can't afford it, especially in today's economy.	Setting new energy standards that increase efficiency and reduce pollution will force companies to be more innovative and competitive, leading to better products for consumers.
9	***Corporate transparency***	The government/We should focus on keeping energy prices low for citizens and maintaining stability of the energy system, not interfering in how companies operate.	People deserve the truth about the environmental and social impacts of companies. Businesses must be held to higher standards and required to produce their products cleanly and ethically.
10	***Zero-pollution transportation***	To take away our ability to drive our own cars is to take away our freedom. We should decide for ourselves what mode best fits our needs. Relying on public transit alone is unrealistic.	Switching to zero-pollution cars, trucks, and other kinds of transportation is in the best interest of our communities. It means less toxic air pollution and healthier kids.
11	***Regulating methane***	Methane leakages rarely happen and are not a big enough problem that needs more government bureaucracy. Natural gas is a cheap, clean and cost-effective power source.	Polluters are getting away with leaking methane gas, a powerful carbon pollutant, into the air. We must hold them accountable by strictly regulating these pollutants.
12	***Net zero economy***	We are already transitioning our economy to lower emissions and should continue to do so gradually. We need to wait until other technologies are ready.	Clean, zero-pollution economies are just better. They're better for our health, our kids, our way of life and the planet. We can start to build a pollution-free society today.
13	***Taxes on polluters***	Any tax implemented on companies is ultimately passed on to the consumer, leading to higher prices, and still wouldn't reduce climate change or extreme weather.	To ensure a fair and just energy system, we need to charge polluters for the cost of the damage their pollution causes.
14	***Penalties on dirty imports***	Any tax implemented on companies is ultimately passed on to the consumer, leading to higher prices, and still wouldn't reduce climate change or extreme weather.	Pollution-intensive products produced in other countries with dirty energy should be the most expensive, not the cheapest. The government/We should ban or put a cost on dirty imported products.
15	***End fracking***	We should use all cost-effective forms of energy, and fracking ensures we have access to cheap and abundant energy.	We cannot permit oil and gas companies to keep fracking, a process that releases methane, a powerful pollutant that traps more heat, cooks our planet, and worsens wildfires, droughts, and floods.
16	***Phase out oil extraction***	Access to oil resources is critical to keep our cars and trucks on the road, powering our economy, and protecting our way of life. We need to ensure a stable, secure supply of oil for our country.	Oil extraction has significant environmental impacts, including air and water pollution. We must phase out oil extraction to reduce pollution and avoid risking our health.
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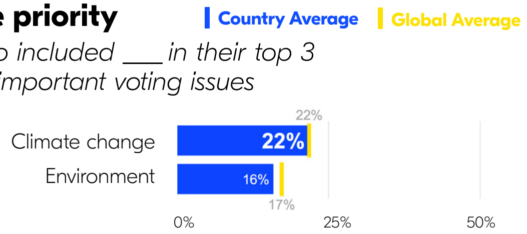
18	***Phase out fossil fuels***	We can reduce emissions while continuing to use fossil fuels, which are critical to keeping prices low and maintaining our quality of life.	We can no longer let dirty, extractive industries use our natural resources for their own profit. Their products are making extreme weather worse and must be phased out.

United Kingdom

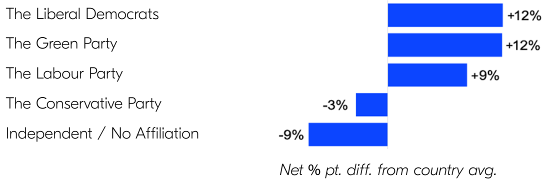
Issue priority

% who included ___ in their top 3 most important voting issues



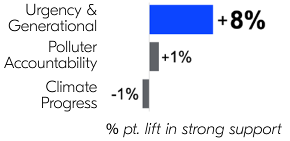
Polarization

Support for immediate action by the government to address climate change by…



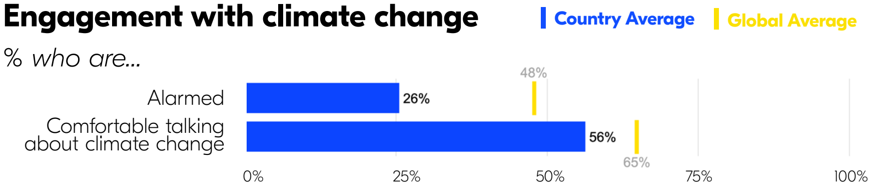
Movability

Lift for support for immediate action by the government to address climate change…



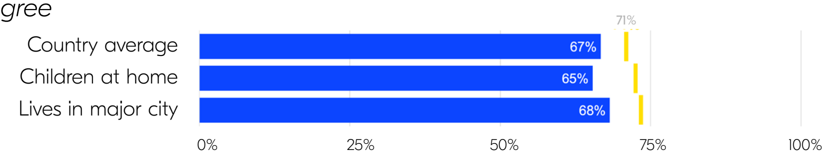
Engagement with climate change

% who are...



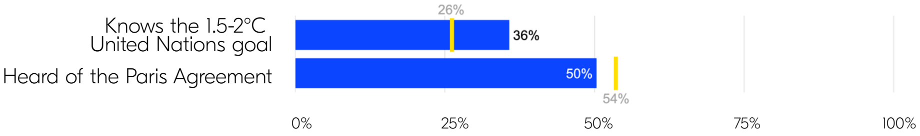
Support for immediate action by the government to address climate change

% agree



Understanding of climate change

% who...



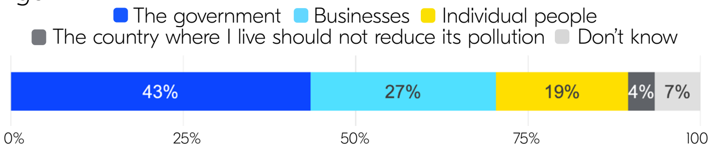
Preferred policy narratives

Actions people would most like their national government to take

1. Lower the cost of clean electricity **(40%)**
2. Protect more of our land, forest, and oceans from destruction **(33%)**
3. Lower the cost for people to switch to clean heating/cooling systems **(33%)**
4. Tax corporations and individuals who emit the most carbon pollution **(24%)**
5. Require new buildings to use less energy than old ones **(21%)**
6. Make fossil fuel companies pay the true cost of pollution **(20%)**

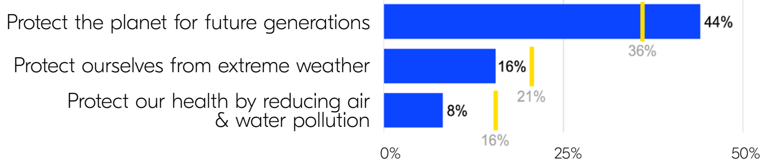
Responsibility

% who say ___ should be most responsible for reducing the pollution that causes climate change

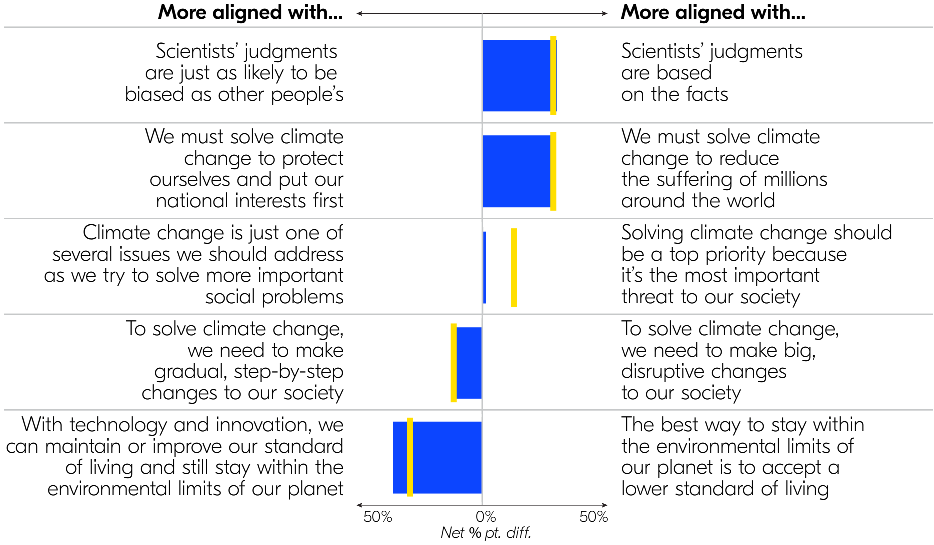


Motivations and attitudes

Three most important benefits of taking climate action (*% top benefit*)



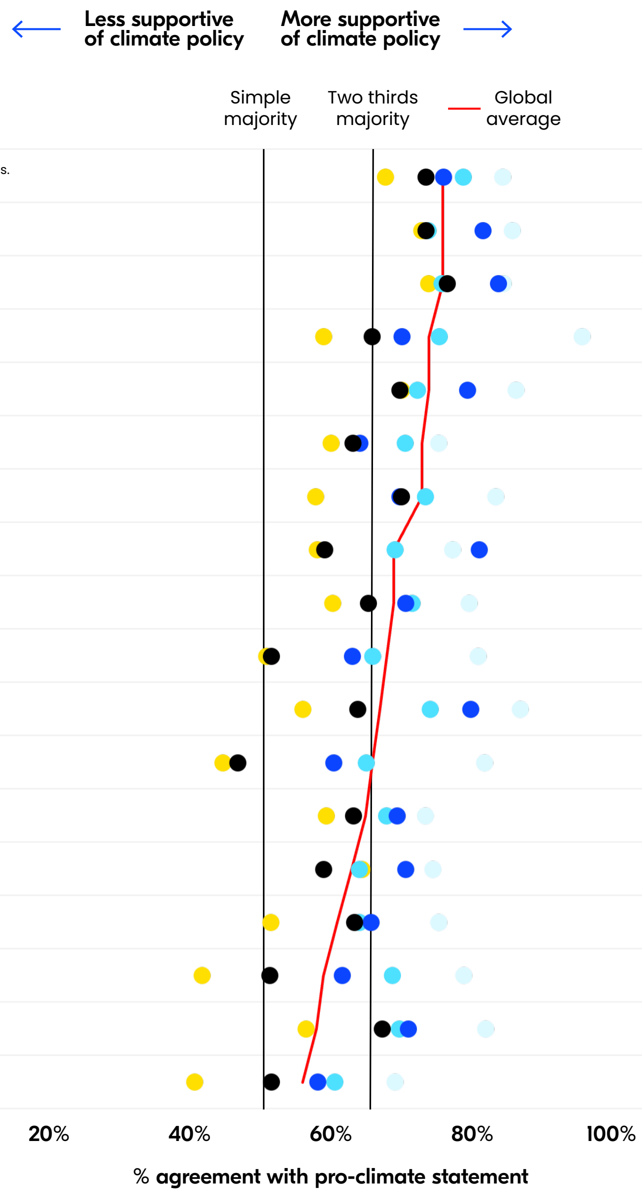
Principles people are aligned with



United Kingdom 🇬🇧

Policy support by political party

● The Conservative Party ● The Green Party ● The Labour Party ● The Liberal Democrats ● Independent or no affiliation



	Policy territory	Anti-climate statement	Pro-climate statement
1	***Clean energy versus coal***	Coal is a stable, cost-effective energy source. We need it to power more homes, not less. Any transition will need to be gradual and wait until other technologies are ready.	Using clean energy alternatives to coal lowers energy costs and creates a greener energy sector. It brings affordable, reliable, and sustainable electricity to everyone's daily lives.
2	***Subsidize clean energy companies***	The government/We shouldn't waste taxpayer money on making risky bets on unproven technology. They should let the market decide.	We should invest in safer, healthier communities with reduced smog and cleaner air by encouraging clean technologies.
3	***Limits on carbon emissions***	Regulating corporate activities will ultimately lead to inefficient economies and higher prices for consumers.	We share a global responsibility to limit the amount of carbon pollution emitted in order to protect the communities that are most at risk.
4	***Clean energy targets***	Clean energy is expensive and unreliable. In time, it may work, but what we need now is steady, dependable power for our homes and industries.	Cleaner energy means cleaner air, water, and environment. We should require our energy providers to rapidly shift to using only non-polluting clean energy for our communities.
5	***Upgrade new buildings***	It isn't right for the government to tell us how to cook our food or how to heat our homes. It's inevitable that these changes will increase prices for everyday citizens.	As better technologies come onto the market, we should require their use in all new buildings and construction. These smart upgrades ultimately save us in energy and money.
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10	***Zero-pollution transportation***	To take away our ability to drive our own cars is to take away our freedom. We should decide for ourselves what mode best fits our needs. Relying on public transit alone is unrealistic.	Switching to zero-pollution cars, trucks, and other kinds of transportation is in the best interest of our communities. It means less toxic air pollution and healthier kids.
11	***Regulating methane***	Methane leakages rarely happen and are not a big enough problem that needs more government bureaucracy. Natural gas is a cheap, clean and cost-effective power source.	Polluters are getting away with leaking methane gas, a powerful carbon pollutant, into the air. We must hold them accountable by strictly regulating these pollutants.
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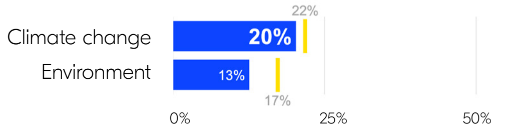
United States

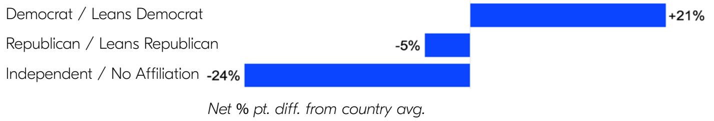
Issue priority

% who included ___ in their top 3 most important voting issues



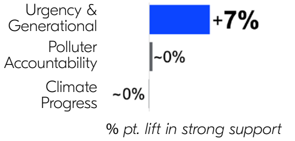
Polarization

Support for immediate action by the government to address climate change by…



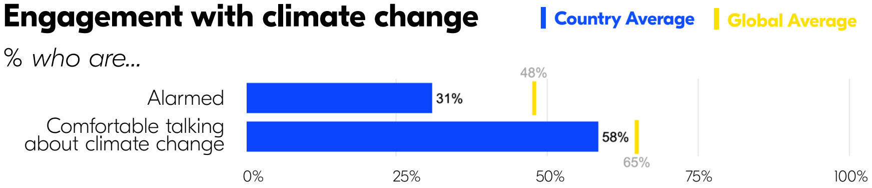
Movability

Lift for support for immediate action by the government to address climate change…



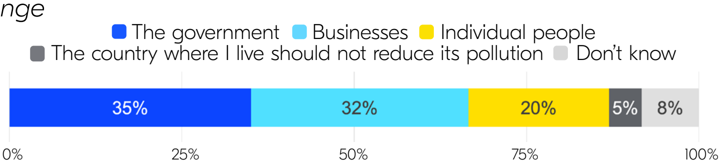
Engagement with climate change

% who are...



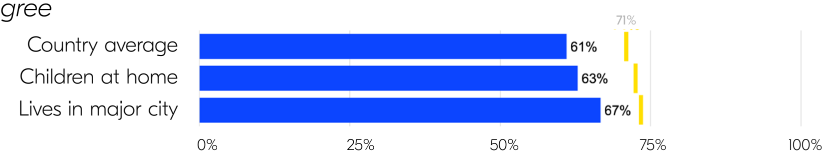
Responsibility

% who say ___ should be most responsible for reducing the pollution that causes climate change



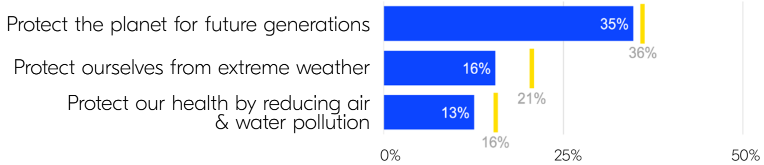
Support for immediate action by the government to address climate change

% agree

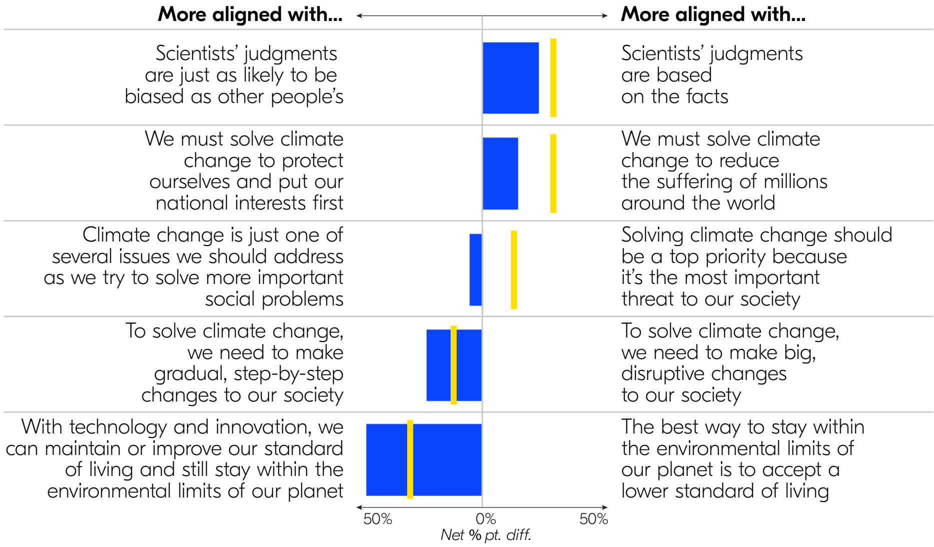


Motivations and attitudes

Three most important benefits of taking climate action (% top benefit)

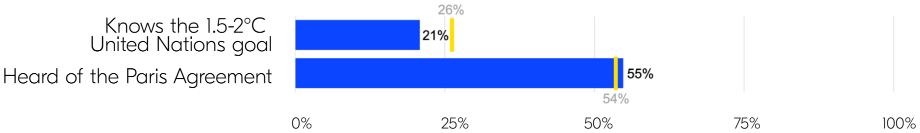


Principles people are aligned with



Understanding of climate change

% who...



Preferred policy narratives

Actions people would most like their national government to take

1. Protect more of our land, forest, and oceans from destruction **(35%)**
2. Lower the cost of clean electricity **(34%)**
3. Lower the cost for people to switch to clean heating/cooling systems **(31%)**
4. Tax corporations and individuals who emit the most carbon pollution **(23%)**
5. Speed up the approvals for new clean energy infrastructure **(19%)**
6. Fund farmers to use climate-friendly farming practices and crops **(18%)**

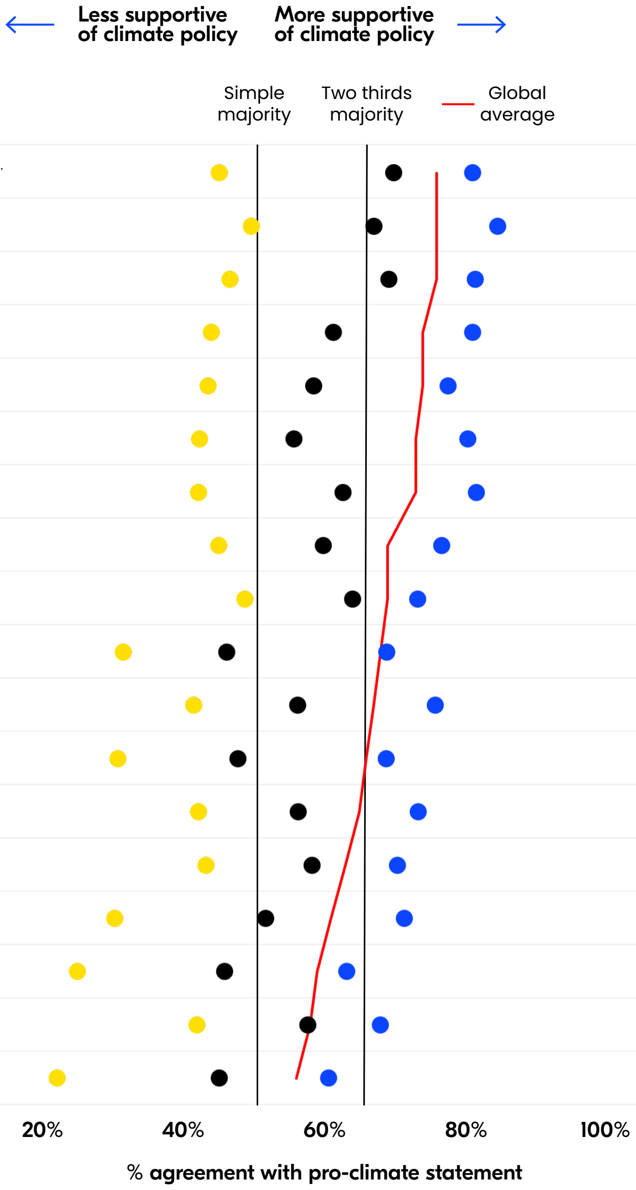
United States

Policy support by political party

● Republican / Leans Republican

● Democrat / Leans Democrat

● Independent or no affiliation



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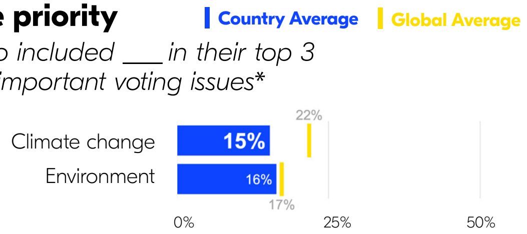
13	***Taxes on polluters***	Any tax implemented on companies is ultimately passed on to the consumer, leading to higher prices, and still wouldn't reduce climate change or extreme weather.	To ensure a fair and just energy system, we need to charge polluters for the cost of the damage their pollution causes.
14	***Penalties on dirty imports***	Any tax implemented on companies is ultimately passed on to the consumer, leading to higher prices, and still wouldn't reduce climate change or extreme weather.	Pollution-intensive products produced in other countries with dirty energy should be the most expensive, not the cheapest. The government/We should ban or put a cost on dirty imported products.
15	***End fracking***	We should use all cost-effective forms of energy, and fracking ensures we have access to cheap and abundant energy.	We cannot permit oil and gas companies to keep fracking, a process that releases methane, a powerful pollutant that traps more heat, cooks our planet, and worsens wildfires, droughts, and floods.
16	***Phase out oil extraction***	Access to oil resources is critical to keep our cars and trucks on the road, powering our economy, and protecting our way of life. We need to ensure a stable, secure supply of oil for our country.	Oil extraction has significant environmental impacts, including air and water pollution. We must phase out oil extraction to reduce pollution and avoid risking our health.
17	***End subsidies for polluters***	Fossil fuel subsidies keep energy prices affordable and support economic growth. We must balance environmental concerns with societal needs.	The government/We should stop providing handouts to companies that pollute the environment, causing climate change.
18	***Phase out fossil fuels***	We can reduce emissions while continuing to use fossil fuels, which are critical to keeping prices low and maintaining our quality of life.	We can no longer let dirty, extractive industries use our natural resources for their own profit. Their products are making extreme weather worse and must be phased out.

Rural Global South - Aggregated Sample

Issue priority

*% who included ___ in their top 3 most important voting issues**



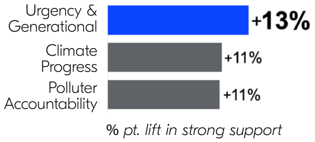
Polarization

*Support for immediate action by the government to address climate change by…**

*Respondents in China, Saudi Arabia, Kenya, and Türkiye were not asked about their party affiliation. Questionnaires in China and Saudi Arabia excluded references to the government and political affairs so questions marked with an asterisk were modified (e.g., "The government" response option was not included in the question about responsibility). Refer to the Methodology in the Appendix for more details.

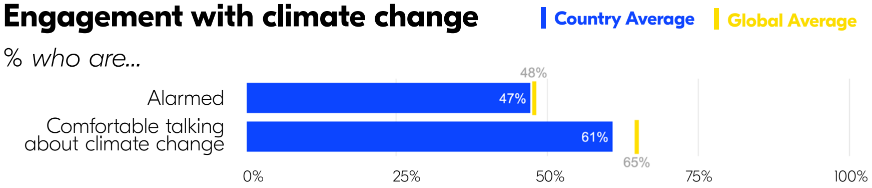
Movability

Lift for support for immediate action by the government to address climate change…



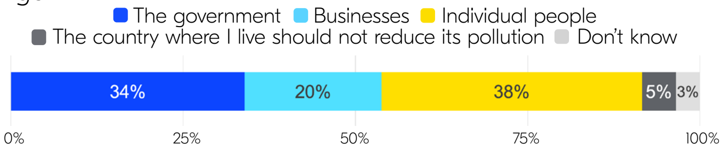
Engagement with climate change

% who are...



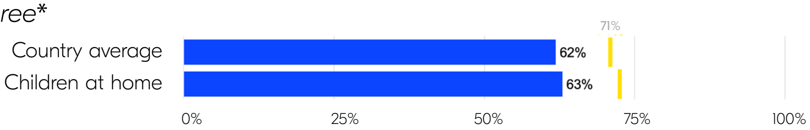
Responsibility

*% who say ___ should be most responsible for reducing the pollution that causes climate change**



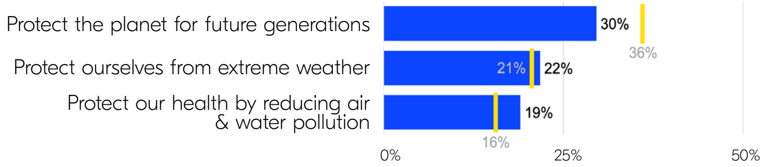
Support for immediate action by the government to address climate change

*% agree**

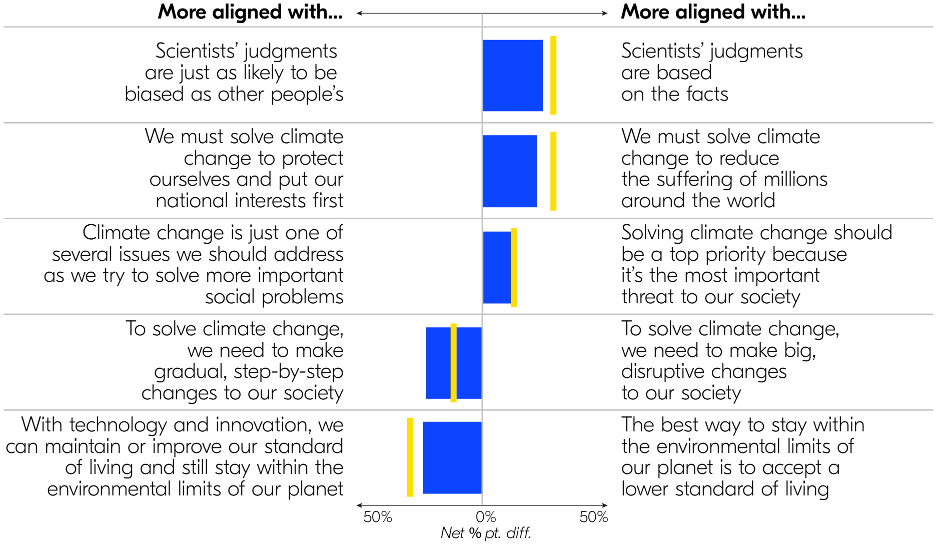


Motivations and attitudes

Three most important benefits of taking climate action (% top benefit)

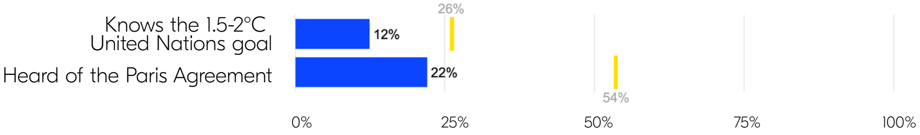


Principles people are aligned with



Understanding of climate change

% who...



Preferred policy narratives

*Actions people would most like their national government to take**

1. Protect more of our land, forest, and oceans from destruction **(43%)**
2. Fund farmers to use climate-friendly farming practices and crops **(32%)**
3. Speed up the approvals for new clean energy infrastructure **(24%)**
4. Lower the cost of clean electricity **(23%)**
5. Make fossil fuel companies pay the true cost of pollution **(22%)**
6. Stop burning fossil fuels near where people live **(21%)**

This group consists of respondents across Global South countries who reported that they live in a "Countryside/village" and have completed, at most, a secondary education level (refer to the Methodology in the Appendix).

Appendix 3: Data Tables for Policy Support

Policy support by policy frame, by country, North America

Policy territory	Pro-climate statement	Anti-climate statement	Global average	North America	
				Canada	USA
Clean energy vs. coal	Using clean energy alternatives to coal lowers energy costs and creates a greener energy sector. It brings affordable, reliable, and sustainable electricity to everyone's daily lives.	Coal is a stable, cost-effective energy source. We need it to power more homes, not less. Any transition will need to be gradual and wait until other technologies are ready.	76%	81%	67%
Clean energy vs. coal	By banning new coal mines or power plants, we safeguard our children's future, ensuring they inherit a world with clean air, thriving ecosystems, and a stable climate.		62%	68%	57%
Clean energy vs. coal	Coal is the most polluting fossil fuel. The government/ We should stop the development of any new coal mines or power plants to prevent climate change from getting worse.		61%	70%	56%
Subsidize clean energy companies	We should invest in safer, healthier communities with reduced smog and cleaner air by encouraging clean technologies.	The government/We shouldn't waste taxpayer money on making risky bets on unproven technology. They should let the market decide.	76%	75%	69%
Subsidize clean energy companies	Incentivizing and financially supporting homegrown, abundant clean energy enables us to reliably power ourselves, so that we won't need to rely on other dangerous countries for energy.		75%	72%	66%
Subsidize clean energy companies	Investing and increasing clean energy will lead to a boom in the economy across the country and will create new, high quality and accessible jobs.		74%	72%	64%
Limits on carbon emissions	We share a global responsibility to limit the amount of carbon pollution emitted in order to protect the communities that are most at risk.	Regulating corporate activities will ultimately lead to inefficient economies and higher prices for consumers.	76%	73%	68%
Limits on carbon emissions	It is the responsibility of the government to set strict limits on the total amount of pollution allowed in our country to protect our health.		74%	69%	63%
Limits on carbon emissions	We need to hold polluters accountable for their harmful impact by regulating and strictly enforcing limits on their pollution.		74%	74%	68%
Clean energy targets	Cleaner energy means cleaner air, water, and environment. We should require our energy providers to rapidly shift to using only non-polluting clean energy for our communities.	Clean energy is expensive and unreliable. In time, it may work, but what we need now is steady, dependable power for our homes and industries.	74%	69%	65%
Clean energy targets	Setting ambitious targets for pollution-free energy will lead to more innovation and growth in the economy. This will create new, high quality and accessible jobs across the country.		68%	66%	61%
Clean energy targets	When it comes to difficult challenges, our country doesn't shy away from tackling them head on. It's the same for changing all our energy sources to clean energy - we can lead the world and show everyone how to get it done.		64%	61%	57%
Upgrade new buildings	As better technologies come onto the market, we should require their use in all new buildings and construction. These smart upgrades ultimately save us in energy and money.	It isn't right for the government to tell us how to cook our food or how to heat our homes. It's inevitable that these changes will increase prices for everyday citizens.	74%	73%	63%
Upgrade new buildings	Research shows that homes using gas have high indoor air pollution. We should mandate that new buildings use the latest clean technology to ensure our health and safety.		70%	69%	55%
Upgrade new buildings	Research shows that homes using gas have high indoor air pollution. We should ban the use of gas-powered appliances and heating/cooling systems in buildings.		54%	53%	46%

Food and agriculture	Our farmers are the most vulnerable to extreme weather. We must financially support them in new, more sustainable ways of growing food during a changing climate.	Farmers and farmworkers know best, and we shouldn't force them to use agricultural practices that will be expensive and raise costs for everyone else.	73%	66%	61%
Food and agriculture	Sustainably managing our farmland and protecting our forests protects more than unique ecosystems and wildlife, it is essential to preserving our way of life.		73%	72%	62%
Food and agriculture	Agriculture is key to our well-being and our economy. However, we are reaching a point of irreversible damage to our food systems if we fail to reduce climate change.		70%	66%	59%
Clean rebates and tax credits	Clean technologies should be accessible for everyone, not just the rich and wealthy. We should ensure that the communities most impacted by pollution and climate change can access and benefit from clean products with some financial support.	In a time of economic uncertainty, it is not right to increase taxes and costs on everyday citizens to peddle "clean" products.	73%	71%	64%
Clean rebates and tax credits	Clean products save us money in the long run. By financially supporting people to purchase these products, we all benefit from lower costs of better technologies.		66%	58%	60%
Clean rebates and tax credits	To get people to transition to a clean economy, we must support consumers in purchasing cleaner products, through subsidies, rebates, and tax credits.		66%	63%	60%
Energy efficiency standards	Setting new energy standards that increase efficiency and reduce pollution will force companies to be more innovative and competitive, leading to better products for consumers.	Raising energy standards for buildings and cars will only lead to higher prices for consumers. The average citizen can't afford it, especially in today's economy.	69%	70%	62%
Energy efficiency standards	Setting new energy standards will lead to better products for everyone, allowing the public to access and upgrade to cleaner, quieter, more efficient technologies.		69%	65%	61%
Energy efficiency standards	As new technologies become available, the government/we should set stricter standards, ensuring that all buildings, cars, and trucks are as clean and efficient as possible.		67%	65%	59%
Corporate transparency	People deserve the truth about the environmental and social impacts of companies. Businesses must be held to higher standards and required to produce their products cleanly and ethically.	The government/We should focus on keeping energy prices low for citizens and maintaining stability of the energy system, not interfering in how companies operate.	69%	72%	63%
Corporate transparency	Companies should be required to be more transparent about how their activities pollute the environment and track their progress as they eliminate their pollution.		68%	70%	62%
Corporate transparency	Companies should be required to disclose to their investors how they are vulnerable to extreme weather events.		49%	52%	47%
Zero-pollution transportation	Switching to zero-pollution cars, trucks, and other kinds of transportation is in the best interest of our communities. It means less toxic air pollution and healthier kids.	To take away our ability to drive our own cars is to take away our freedom. We should decide for ourselves what mode best fits our needs. Relying on public transit alone is unrealistic.	68%	58%	51%
Zero-pollution transportation	We must build more public, shared, or non-motorized transport and reduce our reliance on gas-powered cars, so that we can limit the worst effects of climate change.		65%	59%	51%
Zero-pollution transportation	Increasing public transportation and limiting gas-powered cars benefits all of us, especially those who cannot afford their own cars, in the form of cleaner air and fewer traffic jams.		62%	57%	46%
Regulate methane	Polluters are getting away with leaking methane gas, a powerful carbon pollutant, into the air. We must hold them accountable by strictly regulating these pollutants.	Methane leakages rarely happen and are not a big enough problem that needs more government bureaucracy. Natural gas is a cheap, clean and cost effective power source.	67%	63%	60%
Regulate methane	Methane, a powerful carbon pollutant found in gas, dramatically accelerates the overheating of the planet and must be strictly regulated.		63%	60%	54%
Regulate methane	Methane gas is a dangerous, highly flammable and toxic carbon pollutant that must be strictly regulated by the government to protect our health.		63%	60%	55%

Net zero economy	Clean, zero-pollution economies are just better. They're better for our health, our kids, our way of life and the planet. We can start to build a pollution-free society today.	We are already transitioning our economy to lower emissions and should continue to do so gradually. We need to wait until other technologies are ready.	66%	57%	51%
Net zero economy	To limit the devastating effects of climate change, we need to ensure that all countries and companies deliver on their commitments to net-zero.		62%	61%	53%
Net zero economy	Many countries talk about stopping climate change, but no one is leading. We can. Let's act now and show everyone what is possible when we act. We can be the first pollution-free nation.		60%	50%	52%
Taxes on polluters	To ensure a fair and just energy system, we need to charge polluters for the cost of the damage their pollution causes.	Any tax implemented on companies is ultimately passed on to the consumer, leading to higher prices, and still wouldn't reduce climate change or extreme weather.	65%	61%	59%
Taxes on polluters	The government/We should implement a tax on companies based on the dirty emissions they emit.		61%	56%	57%
Taxes on polluters	Oil and gas companies shouldn't be allowed to profit from human tragedy, like war - and should pay additional taxes on their obscene profits.		61%	59%	56%
Penalties on dirty imports	Pollution-intensive products produced in other countries with dirty energy should be the most expensive, not the cheapest. The government/We should ban or put a cost on dirty imported products.	Any tax implemented on companies is ultimately passed on to the consumer, leading to higher prices, and still wouldn't reduce climate change or extreme weather.	63%	60%	59%
Penalties on dirty imports	Dirty products shouldn't get a free pass - the government/we should place a tax on carbon-intensive products that are imported into our country.		61%	62%	56%
Penalties on dirty imports	It's only fair that dirty, polluting energy or products made using polluting energy should cost more to use in order to account for the damage it causes.		53%	47%	50%
End fracking	We cannot permit oil and gas companies to keep fracking, a process that releases methane, a powerful pollutant that traps more heat, cooks our planet, and worsens wildfires, droughts, and floods.	We should use all cost effective forms of energy, and fracking ensures we have access to cheap and abundant energy.	61%	60%	53%
End fracking	We cannot permit oil and gas companies to keep fracking, a process that releases toxic contaminants into the air, water, and soil and poisons our health.		60%	60%	49%
End fracking	We cannot permit oil and gas companies to keep fracking, a mining process that disrupts habitats, poisons wildlife, and has been proven to cause small earthquakes.		60%	60%	51%
Phase out oil extraction	Oil extraction has significant environmental impacts, including air and water pollution. We must phase out oil extraction to reduce pollution and avoid risking our health.	Access to oil resources is critical to keep our cars and trucks on the road, powering our economy, and protecting our way of life. We need to ensure a stable, secure supply of oil for our country.	59%	54%	46%
Phase out oil extraction	Oil extraction is a risky process with significant environmental impacts and frequent oil spills. We must protect wildlife habitats from irreversible damage and phase out oil extraction.		58%	55%	46%
Phase out oil extraction	We cannot permit fossil fuel companies to continue extracting oil. Phasing out oil production is critical to limiting the worst impacts of climate change and extreme weather.		54%	51%	42%
End subsidies for polluters	The government/We should stop providing handouts to companies that pollute the environment, causing climate change.	Fossil fuel subsidies keep energy prices affordable and support economic growth. We must balance environmental concerns with societal needs.	58%	61%	57%
End subsidies for polluters	We shouldn't be using precious taxpayer money to increase profits of oil and gas companies. This is an unsustainable and unaffordable policy.		47%	57%	50%
End subsidies for polluters	Taxpayer money shouldn't be invested in the oil and gas companies that pollute the environment, causing climate change.		46%	54%	45%
Phase out fossil fuels	We can no longer let dirty, extractive industries use our natural resources for their own profit. Their products are making extreme weather worse and must be phased out.	We can reduce emissions while continuing to use fossil fuels, which are critical to keeping prices low and maintaining our quality of life.	56%	48%	45%
Phase out fossil fuels	We need to rapidly phase out our use of fossil fuels. These dirty fuels cause irreversible damage to the natural world that we rely on.		53%	49%	42%
Phase out fossil fuels	We should stop all fossil fuel extraction as a bold step to reduce pollution and limit the impacts of climate change.		43%	35%	30%

Policy support by policy frame, by country, Latin America

Policy territory	Pro-climate statement	Anti-climate statement	Global average	Latin America				
				Argentina	Brazil	Chile	Colombia	Mexico
Clean energy vs. coal	Using clean energy alternatives to coal lowers energy costs and creates a greener energy sector. It brings affordable, reliable, and sustainable electricity to everyone's daily lives.	Coal is a stable, cost-effective energy source. We need it to power more homes, not less. Any transition will need to be gradual and wait until other technologies are ready.	76%	83%	83%	83%	77%	76%
Clean energy vs. coal	By banning new coal mines or power plants, we safeguard our children's future, ensuring they inherit a world with clean air, thriving ecosystems, and a stable climate.		62%	62%	68%	72%	61%	65%
Clean energy vs. coal	Coal is the most polluting fossil fuel. The government/We should stop the development of any new coal mines or power plants to prevent climate change from getting worse.		61%	63%	63%	72%	61%	66%
Subsidize clean energy companies	We should invest in safer, healthier communities with reduced smog and cleaner air by encouraging clean technologies.	The government/We shouldn't waste taxpayer money on making risky bets on unproven technology. They should let the market decide.	76%	79%	87%	83%	81%	80%
Subsidize clean energy companies	Incentivizing and financially supporting homegrown, abundant clean energy enables us to reliably power ourselves, so that we won't need to rely on other dangerous countries for energy.		75%	83%	85%	82%	84%	80%
Subsidize clean energy companies	Investing and increasing clean energy will lead to a boom in the economy across the country and will create new, high quality and accessible jobs.		74%	84%	81%	83%	83%	79%
Limits on carbon emissions	We share a global responsibility to limit the amount of carbon pollution emitted in order to protect the communities that are most at risk.	Regulating corporate activities will ultimately lead to inefficient economies and higher prices for consumers.	76%	78%	81%	80%	79%	77%
Limits on carbon emissions	It is the responsibility of the government to set strict limits on the total amount of pollution allowed in our country to protect our health.		74%	81%	78%	79%	80%	76%
Limits on carbon emissions	We need to hold polluters accountable for their harmful impact by regulating and strictly enforcing limits on their pollution.		74%	81%	80%	80%	76%	74%
Clean energy targets	Cleaner energy means cleaner air, water, and environment. We should require our energy providers to rapidly shift to using only non-polluting clean energy for our communities.	Clean energy is expensive and unreliable. In time, it may work, but what we need now is steady, dependable power for our homes and industries.	74%	85%	84%	87%	86%	80%
Clean energy targets	Setting ambitious targets for pollution-free energy will lead to more innovation and growth in the economy. This will create new, high quality and accessible jobs across the country.		68%	79%	81%	78%	79%	73%
Clean energy targets	When it comes to difficult challenges, our country doesn't shy away from tackling them head on. It's the same for changing all our energy sources to clean energy - we can lead the world and show everyone how to get it done.		64%	66%	77%	72%	76%	68%
Upgrade new buildings	As better technologies come onto the market, we should require their use in all new buildings and construction. These smart upgrades ultimately save us in energy and money.	It isn't right for the government to tell us how to cook our food or how to heat our homes. It's inevitable that these changes will increase prices for everyday citizens.	74%	77%	75%	77%	79%	80%
Upgrade new buildings	Research shows that homes using gas have high indoor air pollution. We should mandate that new buildings use the latest clean technology to ensure our health and safety.		70%	76%	73%	76%	78%	72%
Upgrade new buildings	Research shows that homes using gas have high indoor air pollution. We should ban the use of gas-powered appliances and heating/cooling systems in buildings.		54%	54%	53%	56%	61%	62%
Food and agriculture	Our farmers are the most vulnerable to extreme weather. We must financially support them in new, more sustainable ways of growing food during a changing climate.	Farmers and farmworkers know best, and we shouldn't force them to use agricultural practices that will be expensive and raise costs for everyone else.	73%	76%	78%	81%	83%	82%
Food and agriculture	Sustainably managing our farmland and protecting our forests protects more than unique ecosystems and wildlife, it is essential to preserving our way of life.		73%	80%	77%	78%	76%	76%
Food and agriculture	Agriculture is key to our well-being and our economy. However, we are reaching a point of irreversible damage to our food systems if we fail to reduce climate change.		70%	77%	74%	79%	77%	78%

Clean rebates and tax credits	Clean technologies should be accessible for everyone, not just the rich and wealthy. We should ensure that the communities most impacted by pollution and climate change can access and benefit from clean products with some financial support.	In a time of economic uncertainty, it is not right to increase taxes and costs on everyday citizens to peddle "clean" products.	73%	79%	79%	77%	78%	80%
Clean rebates and tax credits	Clean products save us money in the long run. By financially supporting people to purchase these products, we all benefit from lower costs of better technologies.		66%	64%	71%	69%	69%	65%
Clean rebates and tax credits	To get people to transition to a clean economy, we must support consumers in purchasing cleaner products, through subsidies, rebates, and tax credits.		66%	63%	71%	68%	66%	66%
Energy efficiency standards	Setting new energy standards that increase efficiency and reduce pollution will force companies to be more innovative and competitive, leading to better products for consumers.	Raising energy standards for buildings and cars will only lead to higher prices for consumers. The average citizen can't afford it, especially in today's economy.	69%	75%	72%	75%	74%	71%
Energy efficiency standards	Setting new energy standards will lead to better products for everyone, allowing the public to access and upgrade to cleaner, quieter, more efficient technologies.		69%	76%	74%	76%	74%	74%
Energy efficiency standards	As new technologies become available, the government/we should set stricter standards, ensuring that all buildings, cars, and trucks are as clean and efficient as possible.		67%	74%	72%	74%	78%	71%
Corporate transparency	People deserve the truth about the environmental and social impacts of companies. Businesses must be held to higher standards and required to produce their products cleanly and ethically.	The government/We should focus on keeping energy prices low for citizens and maintaining stability of the energy system, not interfering in how companies operate.	69%	79%	74%	78%	79%	74%
Corporate transparency	Companies should be required to be more transparent about how their activities pollute the environment and track their progress as they eliminate their pollution.		68%	77%	75%	78%	78%	77%
Corporate transparency	Companies should be required to disclose to their investors how they are vulnerable to extreme weather events.		49%	64%	52%	64%	51%	51%
Zero-pollution transportation	Switching to zero-pollution cars, trucks, and other kinds of transportation is in the best interest of our communities. It means less toxic air pollution and healthier kids.	To take away our ability to drive our own cars is to take away our freedom. We should decide for ourselves what mode best fits our needs. Relying on public transit alone is unrealistic.	68%	76%	73%	77%	78%	76%
Zero-pollution transportation	We must build more public, shared, or non-motorized transport and reduce our reliance on gas-powered cars, so that we can limit the worst effects of climate change.		65%	70%	72%	69%	70%	72%
Zero-pollution transportation	Increasing public transportation and limiting gas-powered cars benefits all of us, especially those who cannot afford their own cars, in the form of cleaner air and fewer traffic jams.		62%	64%	71%	66%	64%	67%
Regulate methane	Polluters are getting away with leaking methane gas, a powerful carbon pollutant, into the air. We must hold them accountable by strictly regulating these pollutants.	Methane leakages rarely happen and are not a big enough problem that needs more government bureaucracy. Natural gas is a cheap, clean and cost effective power source.	67%	71%	70%	74%	69%	67%
Regulate methane	Methane, a powerful carbon pollutant found in gas, dramatically accelerates the overheating of the planet and must be strictly regulated.		63%	70%	68%	71%	66%	69%
Regulate methane	Methane gas is a dangerous, highly flammable and toxic carbon pollutant that must be strictly regulated by the government to protect our health.		63%	69%	68%	67%	64%	62%
Net zero economy	Clean, zero-pollution economies are just better. They're better for our health, our kids, our way of life and the planet. We can start to build a pollution-free society today.	We are already transitioning our economy to lower emissions and should continue to do so gradually. We need to wait until other technologies are ready.	66%	74%	74%	78%	76%	77%
Net zero economy	To limit the devastating effects of climate change, we need to ensure that all countries and companies deliver on their commitments to net-zero.		62%	68%	70%	69%	64%	66%
Net zero economy	Many countries talk about stopping climate change, but no one is leading. We can. Let's act now and show everyone what is possible when we act. We can be the first pollution-free nation.		60%	64%	62%	70%	65%	70%
Taxes on polluters	To ensure a fair and just energy system, we need to charge polluters for the cost of the damage their pollution causes.	Any tax implemented on companies is ultimately passed on to the consumer, leading to higher prices, and still wouldn't reduce climate change or extreme weather.	65%	70%	64%	70%	65%	67%
Taxes on polluters	The government/We should implement a tax on companies based on the dirty emissions they emit.		61%	71%	57%	73%	64%	66%
Taxes on polluters	Oil and gas companies shouldn't be allowed to profit from human tragedy, like war - and should pay additional taxes on their obscene profits.		61%	67%	54%	68%	64%	68%

Penalties on dirty imports	Pollution-intensive products produced in other countries with dirty energy should be the most expensive, not the cheapest. The government/We should ban or put a cost on dirty imported products.	Any tax implemented on companies is ultimately passed on to the consumer, leading to higher prices, and still wouldn't reduce climate change or extreme weather.	63%	68%	57%	66%	68%	67%
Penalties on dirty imports	Dirty products shouldn't get a free pass - the government/we should place a tax on carbon-intensive products that are imported into our country.		61%	70%	58%	70%	64%	67%
Penalties on dirty imports	It's only fair that dirty, polluting energy or products made using polluting energy should cost more to use in order to account for the damage it causes.		53%	53%	48%	52%	51%	52%
End fracking	We cannot permit oil and gas companies to keep fracking, a process that releases methane, a powerful pollutant that traps more heat, cooks our planet, and worsens wildfires, droughts, and floods.	We should use all cost effective forms of energy, and fracking ensures we have access to cheap and abundant energy.	61%	66%	59%	67%	74%	64%
End fracking	We cannot permit oil and gas companies to keep fracking, a process that releases toxic contaminants into the air, water, and soil and poisons our health.		60%	68%	60%	68%	71%	63%
End fracking	We cannot permit oil and gas companies to keep fracking, a mining process that disrupts habitats, poisons wildlife, and has been proven to cause small earthquakes.		60%	67%	59%	64%	76%	61%
Phase out oil extraction	Oil extraction has significant environmental impacts, including air and water pollution. We must phase out oil extraction to reduce pollution and avoid risking our health.	Access to oil resources is critical to keep our cars and trucks on the road, powering our economy, and protecting our way of life. We need to ensure a stable, secure supply of oil for our country.	59%	74%	56%	72%	76%	70%
Phase out oil extraction	Oil extraction is a risky process with significant environmental impacts and frequent oil spills. We must protect wildlife habitats from irreversible damage and phase out oil extraction.		58%	73%	59%	74%	72%	68%
Phase out oil extraction	We cannot permit fossil fuel companies to continue extracting oil. Phasing out oil production is critical to limiting the worst impacts of climate change and extreme weather.		54%	67%	49%	70%	68%	64%
End subsidies for polluters	The government/We should stop providing handouts to companies that pollute the environment, causing climate change.	Fossil fuel subsidies keep energy prices affordable and support economic growth. We must balance environmental concerns with societal needs.	58%	70%	60%	65%	58%	60%
End subsidies for polluters	We shouldn't be using precious taxpayer money to increase profits of oil and gas companies. This is an unsustainable and unaffordable policy.		47%	55%	47%	50%	48%	42%
End subsidies for polluters	Taxpayer money shouldn't be invested in the oil and gas companies that pollute the environment, causing climate change.		46%	57%	45%	58%	51%	49%
Phase out fossil fuels	We can no longer let dirty, extractive industries use our natural resources for their own profit. Their products are making extreme weather worse and must be phased out.	We can reduce emissions while continuing to use fossil fuels, which are critical to keeping prices low and maintaining our quality of life.	56%	64%	57%	71%	61%	62%
Phase out fossil fuels	We need to rapidly phase out our use of fossil fuels. These dirty fuels cause irreversible damage to the natural world that we rely on.		53%	62%	54%	62%	61%	56%
Phase out fossil fuels	We should stop all fossil fuel extraction as a bold step to reduce pollution and limit the impacts of climate change.		43%	51%	38%	54%	49%	48%

Policy support by policy frame, by country, Europe

Policy territory	Pro-climate statement	Anti-climate statement	Global average	Europe				
				France	Germany	Italy	Norway	UK
Clean energy vs. coal	Using clean energy alternatives to coal lowers energy costs and creates a greener energy sector. It brings affordable, reliable, and sustainable electricity to everyone's daily lives.	Coal is a stable, cost-effective energy source. We need it to power more homes, not less. Any transition will need to be gradual and wait until other technologies are ready.	76%	80%	69%	81%	80%	73%
Clean energy vs. coal	By banning new coal mines or power plants, we safeguard our children's future, ensuring they inherit a world with clean air, thriving ecosystems, and a stable climate.		62%	74%	59%	69%	65%	64%
Clean energy vs. coal	Coal is the most polluting fossil fuel. The government/ We should stop the development of any new coal mines or power plants to prevent climate change from getting worse.		61%	67%	61%	70%	74%	65%
Subsidize clean energy companies	We should invest in safer, healthier communities with reduced smog and cleaner air by encouraging clean technologies.	The government/We shouldn't waste taxpayer money on making risky bets on unproven technology. They should let the market decide.	76%	70%	63%	80%	72%	74%
Subsidize clean energy companies	Incentivizing and financially supporting homegrown, abundant clean energy enables us to reliably power ourselves, so that we won't need to rely on other dangerous countries for energy.		75%	67%	65%	79%	75%	70%
Subsidize clean energy companies	Investing and increasing clean energy will lead to a boom in the economy across the country and will create new, high quality and accessible jobs.		74%	58%	60%	79%	66%	65%
Limits on carbon emissions	We share a global responsibility to limit the amount of carbon pollution emitted in order to protect the communities that are most at risk.	Regulating corporate activities will ultimately lead to inefficient economies and higher prices for consumers.	76%	67%	67%	78%	70%	76%
Limits on carbon emissions	It is the responsibility of the government to set strict limits on the total amount of pollution allowed in our country to protect our health.		74%	70%	63%	77%	69%	72%
Limits on carbon emissions	We need to hold polluters accountable for their harmful impact by regulating and strictly enforcing limits on their pollution.		74%	74%	67%	74%	70%	77%
Clean energy targets	Cleaner energy means cleaner air, water, and environment. We should require our energy providers to rapidly shift to using only non-polluting clean energy for our communities.	Clean energy is expensive and unreliable. In time, it may work, but what we need now is steady, dependable power for our homes and industries.	74%	71%	64%	81%	64%	68%
Clean energy targets	Setting ambitious targets for pollution-free energy will lead to more innovation and growth in the economy. This will create new, high quality and accessible jobs across the country.		68%	62%	55%	75%	66%	63%
Clean energy targets	When it comes to difficult challenges, our country doesn't shy away from tackling them head on. It's the same for changing all our energy sources to clean energy - we can lead the world and show everyone how to get it done.		64%	57%	52%	69%	52%	56%
Upgrade new buildings	As better technologies come onto the market, we should require their use in all new buildings and construction. These smart upgrades ultimately save us in energy and money.	It isn't right for the government to tell us how to cook our food or how to heat our homes. It's inevitable that these changes will increase prices for everyday citizens.	74%	66%	57%	76%	71%	71%
Upgrade new buildings	Research shows that homes using gas have high indoor air pollution. We should mandate that new buildings use the latest clean technology to ensure our health and safety.		70%	62%	56%	68%	63%	64%
Upgrade new buildings	Research shows that homes using gas have high indoor air pollution. We should ban the use of gas-powered appliances and heating/cooling systems in buildings.		54%	53%	45%	61%	50%	45%
Food and agriculture	Our farmers are the most vulnerable to extreme weather. We must financially support them in new, more sustainable ways of growing food during a changing climate.	Farmers and farmworkers know best, and we shouldn't force them to use agricultural practices that will be expensive and raise costs for everyone else.	73%	68%	64%	75%	66%	66%
Food and agriculture	Sustainably managing our farmland and protecting our forests protects more than unique ecosystems and wildlife, it is essential to preserving our way of life.		73%	69%	69%	75%	69%	68%
Food and agriculture	Agriculture is key to our well-being and our economy. However, we are reaching a point of irreversible damage to our food systems if we fail to reduce climate change.		70%	67%	62%	73%	59%	60%

Clean rebates and tax credits	Clean technologies should be accessible for everyone, not just the rich and wealthy. We should ensure that the communities most impacted by pollution and climate change can access and benefit from clean products with some financial support.	In a time of economic uncertainty, it is not right to increase taxes and costs on everyday citizens to peddle "clean" products.	73%	62%	64%	71%	66%	68%
Clean rebates and tax credits	Clean products save us money in the long run. By financially supporting people to purchase these products, we all benefit from lower costs of better technologies.		66%	54%	56%	69%	61%	58%
Clean rebates and tax credits	To get people to transition to a clean economy, we must support consumers in purchasing cleaner products, through subsidies, rebates, and tax credits.		66%	54%	61%	70%	64%	63%
Energy efficiency standards	Setting new energy standards that increase efficiency and reduce pollution will force companies to be more innovative and competitive, leading to better products for consumers.	Raising energy standards for buildings and cars will only lead to higher prices for consumers. The average citizen can't afford it, especially in today's economy.	69%	54%	53%	66%	66%	65%
Energy efficiency standards	Setting new energy standards will lead to better products for everyone, allowing the public to access and upgrade to cleaner, quieter, more efficient technologies.		69%	57%	52%	64%	61%	65%
Energy efficiency standards	As new technologies become available, the government/we should set stricter standards, ensuring that all buildings, cars, and trucks are as clean and efficient as possible.		67%	55%	50%	66%	64%	62%
Corporate transparency	People deserve the truth about the environmental and social impacts of companies. Businesses must be held to higher standards and required to produce their products cleanly and ethically.	The government/We should focus on keeping energy prices low for citizens and maintaining stability of the energy system, not interfering in how companies operate.	69%	60%	60%	63%	66%	66%
Corporate transparency	Companies should be required to be more transparent about how their activities pollute the environment and track their progress as they eliminate their pollution.		68%	63%	60%	65%	61%	62%
Corporate transparency	Companies should be required to disclose to their investors how they are vulnerable to extreme weather events.		49%	45%	43%	40%	52%	47%
Zero-pollution transportation	Switching to zero-pollution cars, trucks, and other kinds of transportation is in the best interest of our communities. It means less toxic air pollution and healthier kids.	To take away our ability to drive our own cars is to take away our freedom. We should decide for ourselves what mode best fits our needs. Relying on public transit alone is unrealistic.	68%	58%	51%	68%	52%	58%
Zero-pollution transportation	We must build more public, shared, or non-motorized transport and reduce our reliance on gas-powered cars, so that we can limit the worst effects of climate change.		65%	58%	48%	66%	52%	54%
Zero-pollution transportation	Increasing public transportation and limiting gas-powered cars benefits all of us, especially those who cannot afford their own cars, in the form of cleaner air and fewer traffic jams.		62%	51%	46%	64%	47%	50%
Regulate methane	Polluters are getting away with leaking methane gas, a powerful carbon pollutant, into the air. We must hold them accountable by strictly regulating these pollutants.	Methane leakages rarely happen and are not a big enough problem that needs more government bureaucracy. Natural gas is a cheap, clean and cost effective power source.	67%	71%	66%	64%	59%	67%
Regulate methane	Methane, a powerful carbon pollutant found in gas, dramatically accelerates the overheating of the planet and must be strictly regulated.		63%	66%	66%	56%	51%	60%
Regulate methane	Methane gas is a dangerous, highly flammable and toxic carbon pollutant that must be strictly regulated by the government to protect our health.		63%	65%	62%	55%	50%	61%
Net zero economy	Clean, zero-pollution economies are just better. They're better for our health, our kids, our way of life and the planet. We can start to build a pollution-free society today.	We are already transitioning our economy to lower emissions and should continue to do so gradually. We need to wait until other technologies are ready.	66%	61%	61%	69%	48%	55%
Net zero economy	To limit the devastating effects of climate change, we need to ensure that all countries and companies deliver on their commitments to net-zero.		62%	61%	67%	73%	53%	60%
Net zero economy	Many countries talk about stopping climate change, but no one is leading. We can. Let's act now and show everyone what is possible when we act. We can be the first pollution-free nation.		60%	54%	53%	63%	41%	51%
Taxes on polluters	To ensure a fair and just energy system, we need to charge polluters for the cost of the damage their pollution causes.	Any tax implemented on companies is ultimately passed on to the consumer, leading to higher prices, and still wouldn't reduce climate change or extreme weather.	65%	66%	57%	65%	65%	65%
Taxes on polluters	The government/We should implement a tax on companies based on the dirty emissions they emit.		61%	60%	51%	57%	58%	64%
Taxes on polluters	Oil and gas companies shouldn't be allowed to profit from human tragedy, like war - and should pay additional taxes on their obscene profits.		61%	61%	66%	67%	55%	70%

Penalties on dirty imports	Pollution-intensive products produced in other countries with dirty energy should be the most expensive, not the cheapest. The government/We should ban or put a cost on dirty imported products.	Any tax implemented on companies is ultimately passed on to the consumer, leading to higher prices, and still wouldn't reduce climate change or extreme weather.	63%	61%	55%	67%	65%	64%
Penalties on dirty imports	Dirty products shouldn't get a free pass - the government/we should place a tax on carbon-intensive products that are imported into our country.		61%	56%	55%	64%	59%	61%
Penalties on dirty imports	It's only fair that dirty, polluting energy or products made using polluting energy should cost more to use in order to account for the damage it causes.		53%	47%	52%	56%	59%	57%
End fracking	We cannot permit oil and gas companies to keep fracking, a process that releases methane, a powerful pollutant that traps more heat, cooks our planet, and worsens wildfires, droughts, and floods.	We should use all cost effective forms of energy, and fracking ensures we have access to cheap and abundant energy.	61%	64%	68%	65%	61%	60%
End fracking	We cannot permit oil and gas companies to keep fracking, a process that releases toxic contaminants into the air, water, and soil and poisons our health.		60%	65%	65%	67%	58%	57%
End fracking	We cannot permit oil and gas companies to keep fracking, a mining process that disrupts habitats, poisons wildlife, and has been proven to cause small earthquakes.		60%	65%	66%	66%	61%	57%
Phase out oil extraction	Oil extraction has significant environmental impacts, including air and water pollution. We must phase out oil extraction to reduce pollution and avoid risking our health.	Access to oil resources is critical to keep our cars and trucks on the road, powering our economy, and protecting our way of life. We need to ensure a stable, secure supply of oil for our country.	59%	64%	54%	73%	48%	56%
Phase out oil extraction	Oil extraction is a risky process with significant environmental impacts and frequent oil spills. We must protect wildlife habitats from irreversible damage and phase out oil extraction.		58%	61%	54%	73%	47%	57%
Phase out oil extraction	We cannot permit fossil fuel companies to continue extracting oil. Phasing out oil production is critical to limiting the worst impacts of climate change and extreme weather.		54%	61%	53%	68%	41%	49%
End subsidies for polluters	The government/We should stop providing handouts to companies that pollute the environment, causing climate change.	Fossil fuel subsidies keep energy prices affordable and support economic growth. We must balance environmental concerns with societal needs.	58%	68%	65%	69%	59%	66%
End subsidies for polluters	We shouldn't be using precious taxpayer money to increase profits of oil and gas companies. This is an unsustainable and unaffordable policy.		47%	60%	61%	63%	54%	60%
End subsidies for polluters	Taxpayer money shouldn't be invested in the oil and gas companies that pollute the environment, causing climate change.		46%	61%	55%	62%	44%	49%
Phase out fossil fuels	We can no longer let dirty, extractive industries use our natural resources for their own profit. Their products are making extreme weather worse and must be phased out.	We can reduce emissions while continuing to use fossil fuels, which are critical to keeping prices low and maintaining our quality of life.	56%	64%	56%	72%	41%	52%
Phase out fossil fuels	We need to rapidly phase out our use of fossil fuels. These dirty fuels cause irreversible damage to the natural world that we rely on.		53%	56%	52%	66%	39%	49%
Phase out fossil fuels	We should stop all fossil fuel extraction as a bold step to reduce pollution and limit the impacts of climate change.		43%	51%	44%	59%	27%	38%

Policy support by policy frame, by country, Middle East

Policy territory	Pro-climate statement	Anti-climate statement	Global average	Middle East	
				Saudi Arabia	Türkiye
Clean energy vs. coal	Using clean energy alternatives to coal lowers energy costs and creates a greener energy sector. It brings affordable, reliable, and sustainable electricity to everyone's daily lives.	Coal is a stable, cost-effective energy source. We need it to power more homes, not less. Any transition will need to be gradual and wait until other technologies are ready.	76%	71%	77%
Clean energy vs. coal	By banning new coal mines or power plants, we safeguard our children's future, ensuring they inherit a world with clean air, thriving ecosystems, and a stable climate.		62%	53%	72%
Clean energy vs. coal	Coal is the most polluting fossil fuel. The government/We should stop the development of any new coal mines or power plants to prevent climate change from getting worse.		61%	51%	65%
Subsidize clean energy companies	We should invest in safer, healthier communities with reduced smog and cleaner air by encouraging clean technologies.	The government/We shouldn't waste taxpayer money on making risky bets on unproven technology. They should let the market decide.	76%	76%	79%
Subsidize clean energy companies	Incentivizing and financially supporting homegrown, abundant clean energy enables us to reliably power ourselves, so that we won't need to rely on other dangerous countries for energy.		75%	74%	76%
Subsidize clean energy companies	Investing and increasing clean energy will lead to a boom in the economy across the country and will create new, high quality and accessible jobs.		74%	78%	74%
Limits on carbon emissions	We share a global responsibility to limit the amount of carbon pollution emitted in order to protect the communities that are most at risk.	Regulating corporate activities will ultimately lead to inefficient economies and higher prices for consumers.	76%	73%	76%
Limits on carbon emissions	It is the responsibility of the government to set strict limits on the total amount of pollution allowed in our country to protect our health.		74%	73%	79%
Limits on carbon emissions	We need to hold polluters accountable for their harmful impact by regulating and strictly enforcing limits on their pollution.		74%	68%	76%
Clean energy targets	Cleaner energy means cleaner air, water, and environment. We should require our energy providers to rapidly shift to using only non-polluting clean energy for our communities.	Clean energy is expensive and unreliable. In time, it may work, but what we need now is steady, dependable power for our homes and industries.	74%	67%	81%
Clean energy targets	Setting ambitious targets for pollution-free energy will lead to more innovation and growth in the economy. This will create new, high quality and accessible jobs across the country.		68%	68%	75%
Clean energy targets	When it comes to difficult challenges, our country doesn't shy away from tackling them head on. It's the same for changing all our energy sources to clean energy - we can lead the world and show everyone how to get it done.		64%	60%	75%
Upgrade new buildings	As better technologies come onto the market, we should require their use in all new buildings and construction. These smart upgrades ultimately save us in energy and money.	It isn't right for the government to tell us how to cook our food or how to heat our homes. It's inevitable that these changes will increase prices for everyday citizens.	74%	67%	77%
Upgrade new buildings	Research shows that homes using gas have high indoor air pollution. We should mandate that new buildings use the latest clean technology to ensure our health and safety.		70%	61%	79%
Upgrade new buildings	Research shows that homes using gas have high indoor air pollution. We should ban the use of gas-powered appliances and heating/cooling systems in buildings.		54%	51%	59%
Food and agriculture	Our farmers are the most vulnerable to extreme weather. We must financially support them in new, more sustainable ways of growing food during a changing climate.	Farmers and farmworkers know best, and we shouldn't force them to use agricultural practices that will be expensive and raise costs for everyone else.	73%	64%	78%
Food and agriculture	Sustainably managing our farmland and protecting our forests protects more than unique ecosystems and wildlife, it is essential to preserving our way of life.		73%	59%	76%
Food and agriculture	Agriculture is key to our well-being and our economy. However, we are reaching a point of irreversible damage to our food systems if we fail to reduce climate change.		70%	59%	78%

Clean rebates and tax credits	Clean technologies should be accessible for everyone, not just the rich and wealthy. We should ensure that the communities most impacted by pollution and climate change can access and benefit from clean products with some financial support.	In a time of economic uncertainty, it is not right to increase taxes and costs on everyday citizens to peddle "clean" products.	73%	73%	69%
Clean rebates and tax credits	Clean products save us money in the long run. By financially supporting people to purchase these products, we all benefit from lower costs of better technologies.		66%	65%	72%
Clean rebates and tax credits	To get people to transition to a clean economy, we must support consumers in purchasing cleaner products, through subsidies, rebates, and tax credits.		66%	67%	70%
Energy efficiency standards	Setting new energy standards that increase efficiency and reduce pollution will force companies to be more innovative and competitive, leading to better products for consumers.	Raising energy standards for buildings and cars will only lead to higher prices for consumers. The average citizen can't afford it, especially in today's economy.	69%	67%	71%
Energy efficiency standards	Setting new energy standards will lead to better products for everyone, allowing the public to access and upgrade to cleaner, quieter, more efficient technologies.		69%	65%	75%
Energy efficiency standards	As new technologies become available, the government/we should set stricter standards, ensuring that all buildings, cars, and trucks are as clean and efficient as possible.		67%	64%	65%
Corporate transparency	People deserve the truth about the environmental and social impacts of companies. Businesses must be held to higher standards and required to produce their products cleanly and ethically.	The government/We should focus on keeping energy prices low for citizens and maintaining stability of the energy system, not interfering in how companies operate.	69%	65%	66%
Corporate transparency	Companies should be required to be more transparent about how their activities pollute the environment and track their progress as they eliminate their pollution.		68%	62%	67%
Corporate transparency	Companies should be required to disclose to their investors how they are vulnerable to extreme weather events.		49%	53%	40%
Zero-pollution transportation	Switching to zero-pollution cars, trucks, and other kinds of transportation is in the best interest of our communities. It means less toxic air pollution and healthier kids.	To take away our ability to drive our own cars is to take away our freedom. We should decide for ourselves what mode best fits our needs. Relying on public transit alone is unrealistic.	68%	68%	78%
Zero-pollution transportation	We must build more public, shared, or non-motorized transport and reduce our reliance on gas-powered cars, so that we can limit the worst effects of climate change.		65%	67%	76%
Zero-pollution transportation	Increasing public transportation and limiting gas-powered cars benefits all of us, especially those who cannot afford their own cars, in the form of cleaner air and fewer traffic jams.		62%	67%	76%
Regulate methane	Polluters are getting away with leaking methane gas, a powerful carbon pollutant, into the air. We must hold them accountable by strictly regulating these pollutants.	Methane leakages rarely happen and are not a big enough problem that needs more government bureaucracy. Natural gas is a cheap, clean and cost effective power source.	67%	64%	71%
Regulate methane	Methane, a powerful carbon pollutant found in gas, dramatically accelerates the overheating of the planet and must be strictly regulated.		63%	61%	65%
Regulate methane	Methane gas is a dangerous, highly flammable and toxic carbon pollutant that must be strictly regulated by the government to protect our health.		63%	59%	64%
Net zero economy	Clean, zero-pollution economies are just better. They're better for our health, our kids, our way of life and the planet. We can start to build a pollution-free society today.	We are already transitioning our economy to lower emissions and should continue to do so gradually. We need to wait until other technologies are ready.	66%	60%	75%
Net zero economy	To limit the devastating effects of climate change, we need to ensure that all countries and companies deliver on their commitments to net-zero.		62%	55%	68%
Net zero economy	Many countries talk about stopping climate change, but no one is leading. We can. Let's act now and show everyone what is possible when we act. We can be the first pollution-free nation.		60%	51%	72%
Taxes on polluters	To ensure a fair and just energy system, we need to charge polluters for the cost of the damage their pollution causes.	Any tax implemented on companies is ultimately passed on to the consumer, leading to higher prices, and still wouldn't reduce climate change or extreme weather.	65%	62%	74%
Taxes on polluters	The government/We should implement a tax on companies based on the dirty emissions they emit.		61%	57%	67%
Taxes on polluters	Oil and gas companies shouldn't be allowed to profit from human tragedy, like war - and should pay additional taxes on their obscene profits.		61%	58%	65%

Penalties on dirty imports	Pollution-intensive products produced in other countries with dirty energy should be the most expensive, not the cheapest. The government/We should ban or put a cost on dirty imported products.	Any tax implemented on companies is ultimately passed on to the consumer, leading to higher prices, and still wouldn't reduce climate change or extreme weather.	63%	53%	65%
Penalties on dirty imports	Dirty products shouldn't get a free pass - the government/we should place a tax on carbon-intensive products that are imported into our country.		61%	56%	68%
Penalties on dirty imports	It's only fair that dirty, polluting energy or products made using polluting energy should cost more to use in order to account for the damage it causes.		53%	51%	56%
End fracking	We cannot permit oil and gas companies to keep fracking, a process that releases methane, a powerful pollutant that traps more heat, cooks our planet, and worsens wildfires, droughts, and floods.	We should use all cost effective forms of energy, and fracking ensures we have access to cheap and abundant energy.	61%	56%	66%
End fracking	We cannot permit oil and gas companies to keep fracking, a process that releases toxic contaminants into the air, water, and soil and poisons our health.		60%	52%	66%
End fracking	We cannot permit oil and gas companies to keep fracking, a mining process that disrupts habitats, poisons wildlife, and has been proven to cause small earthquakes.		60%	52%	66%
Phase out oil extraction	Oil extraction has significant environmental impacts, including air and water pollution. We must phase out oil extraction to reduce pollution and avoid risking our health.	Access to oil resources is critical to keep our cars and trucks on the road, powering our economy, and protecting our way of life. We need to ensure a stable, secure supply of oil for our country.	59%	44%	60%
Phase out oil extraction	Oil extraction is a risky process with significant environmental impacts and frequent oil spills. We must protect wildlife habitats from irreversible damage and phase out oil extraction.		58%	44%	62%
Phase out oil extraction	We cannot permit fossil fuel companies to continue extracting oil. Phasing out oil production is critical to limiting the worst impacts of climate change and extreme weather.		54%	45%	64%
End subsidies for polluters	The government/We should stop providing handouts to companies that pollute the environment, causing climate change.	Fossil fuel subsidies keep energy prices affordable and support economic growth. We must balance environmental concerns with societal needs.	58%	55%	67%
End subsidies for polluters	We shouldn't be using precious taxpayer money to increase profits of oil and gas companies. This is an unsustainable and unaffordable policy.		47%	37%	48%
End subsidies for polluters	Taxpayer money shouldn't be invested in the oil and gas companies that pollute the environment, causing climate change.		46%	41%	60%
Phase out fossil fuels	We can no longer let dirty, extractive industries use our natural resources for their own profit. Their products are making extreme weather worse and must be phased out.	We can reduce emissions while continuing to use fossil fuels, which are critical to keeping prices low and maintaining our quality of life.	56%	47%	71%
Phase out fossil fuels	We need to rapidly phase out our use of fossil fuels. These dirty fuels cause irreversible damage to the natural world that we rely on.		53%	55%	70%
Phase out fossil fuels	We should stop all fossil fuel extraction as a bold step to reduce pollution and limit the impacts of climate change.		43%	39%	56%

Policy support by policy frame, by country, Africa

Policy territory	Pro-climate statement	Anti-climate statement	Global average	Africa		
				Kenya	Nigeria	South Africa
Clean energy vs. coal	Using clean energy alternatives to coal lowers energy costs and creates a greener energy sector. It brings affordable, reliable, and sustainable electricity to everyone's daily lives.	Coal is a stable, cost-effective energy source. We need it to power more homes, not less. Any transition will need to be gradual and wait until other technologies are ready.	76%	88%	71%	79%
Clean energy vs. coal	By banning new coal mines or power plants, we safeguard our children's future, ensuring they inherit a world with clean air, thriving ecosystems, and a stable climate.		62%	70%	51%	54%
Clean energy vs. coal	Coal is the most polluting fossil fuel. The government/We should stop the development of any new coal mines or power plants to prevent climate change from getting worse.		61%	67%	52%	51%
Subsidize clean energy companies	We should invest in safer, healthier communities with reduced smog and cleaner air by encouraging clean technologies.	The government/We shouldn't waste taxpayer money on making risky bets on unproven technology. They should let the market decide.	76%	88%	75%	81%
Subsidize clean energy companies	Incentivizing and financially supporting homegrown, abundant clean energy enables us to reliably power ourselves, so that we won't need to rely on other dangerous countries for energy.		75%	85%	76%	74%
Subsidize clean energy companies	Investing and increasing clean energy will lead to a boom in the economy across the country and will create new, high quality and accessible jobs.		74%	87%	75%	79%
Limits on carbon emissions	We share a global responsibility to limit the amount of carbon pollution emitted in order to protect the communities that are most at risk.	Regulating corporate activities will ultimately lead to inefficient economies and higher prices for consumers.	76%	85%	77%	81%
Limits on carbon emissions	It is the responsibility of the government to set strict limits on the total amount of pollution allowed in our country to protect our health.		74%	83%	72%	79%
Limits on carbon emissions	We need to hold polluters accountable for their harmful impact by regulating and strictly enforcing limits on their pollution.		74%	83%	74%	78%
Clean energy targets	Cleaner energy means cleaner air, water, and environment. We should require our energy providers to rapidly shift to using only non-polluting clean energy for our communities.	Clean energy is expensive and unreliable. In time, it may work, but what we need now is steady, dependable power for our homes and industries.	74%	85%	72%	81%
Clean energy targets	Setting ambitious targets for pollution-free energy will lead to more innovation and growth in the economy. This will create new, high quality and accessible jobs across the country.		68%	78%	68%	72%
Clean energy targets	When it comes to difficult challenges, our country doesn't shy away from tackling them head on. It's the same for changing all our energy sources to clean energy - we can lead the world and show everyone how to get it done.		64%	76%	64%	58%
Upgrade new buildings	As better technologies come onto the market, we should require their use in all new buildings and construction. These smart upgrades ultimately save us in energy and money.	It isn't right for the government to tell us how to cook our food or how to heat our homes. It's inevitable that these changes will increase prices for everyday citizens.	74%	87%	79%	79%
Upgrade new buildings	Research shows that homes using gas have high indoor air pollution. We should mandate that new buildings use the latest clean technology to ensure our health and safety.		70%	83%	73%	74%
Upgrade new buildings	Research shows that homes using gas have high indoor air pollution. We should ban the use of gas-powered appliances and heating/cooling systems in buildings.		54%	62%	56%	51%
Food and agriculture	Our farmers are the most vulnerable to extreme weather. We must financially support them in new, more sustainable ways of growing food during a changing climate.	Farmers and farmworkers know best, and we shouldn't force them to use agricultural practices that will be expensive and raise costs for everyone else.	73%	88%	75%	77%
Food and agriculture	Sustainably managing our farmland and protecting our forests protects more than unique ecosystems and wildlife, it is essential to preserving our way of life.		73%	84%	70%	74%
Food and agriculture	Agriculture is key to our well-being and our economy. However, we are reaching a point of irreversible damage to our food systems if we fail to reduce climate change.		70%	86%	75%	72%

Clean rebates and tax credits	Clean technologies should be accessible for everyone, not just the rich and wealthy. We should ensure that the communities most impacted by pollution and climate change can access and benefit from clean products with some financial support.	In a time of economic uncertainty, it is not right to increase taxes and costs on everyday citizens to peddle "clean" products.	73%	80%	82%	78%
Clean rebates and tax credits	Clean products save us money in the long run. By financially supporting people to purchase these products, we all benefit from lower costs of better technologies.		66%	73%	67%	67%
Clean rebates and tax credits	To get people to transition to a clean economy, we must support consumers in purchasing cleaner products, through subsidies, rebates, and tax credits.		66%	75%	65%	67%
Energy efficiency standards	Setting new energy standards that increase efficiency and reduce pollution will force companies to be more innovative and competitive, leading to better products for consumers.	Raising energy standards for buildings and cars will only lead to higher prices for consumers. The average citizen can't afford it, especially in today's economy.	69%	81%	73%	73%
Energy efficiency standards	Setting new energy standards will lead to better products for everyone, allowing the public to access and upgrade to cleaner, quieter, more efficient technologies.		69%	82%	70%	70%
Energy efficiency standards	As new technologies become available, the government/we should set stricter standards, ensuring that all buildings, cars, and trucks are as clean and efficient as possible.		67%	78%	68%	68%
Corporate transparency	People deserve the truth about the environmental and social impacts of companies. Businesses must be held to higher standards and required to produce their products cleanly and ethically.	The government/We should focus on keeping energy prices low for citizens and maintaining stability of the energy system, not interfering in how companies operate.	69%	76%	64%	72%
Corporate transparency	Companies should be required to be more transparent about how their activities pollute the environment and track their progress as they eliminate their pollution.		68%	78%	66%	72%
Corporate transparency	Companies should be required to disclose to their investors how they are vulnerable to extreme weather events.		49%	52%	43%	46%
Zero-pollution transportation	Switching to zero-pollution cars, trucks, and other kinds of transportation is in the best interest of our communities. It means less toxic air pollution and healthier kids.	To take away our ability to drive our own cars is to take away our freedom. We should decide for ourselves what mode best fits our needs. Relying on public transit alone is unrealistic.	68%	84%	69%	71%
Zero-pollution transportation	We must build more public, shared, or non-motorized transport and reduce our reliance on gas-powered cars, so that we can limit the worst effects of climate change.		65%	82%	65%	67%
Zero-pollution transportation	Increasing public transportation and limiting gas-powered cars benefits all of us, especially those who cannot afford their own cars, in the form of cleaner air and fewer traffic jams.		62%	76%	62%	64%
Regulate methane	Polluters are getting away with leaking methane gas, a powerful carbon pollutant, into the air. We must hold them accountable by strictly regulating these pollutants.	Methane leakages rarely happen and are not a big enough problem that needs more government bureaucracy. Natural gas is a cheap, clean and cost effective power source.	67%	80%	71%	73%
Regulate methane	Methane, a powerful carbon pollutant found in gas, dramatically accelerates the overheating of the planet and must be strictly regulated.		63%	73%	62%	66%
Regulate methane	Methane gas is a dangerous, highly flammable and toxic carbon pollutant that must be strictly regulated by the government to protect our health.		63%	73%	67%	70%
Net zero economy	Clean, zero-pollution economies are just better. They're better for our health, our kids, our way of life and the planet. We can start to build a pollution-free society today.	We are already transitioning our economy to lower emissions and should continue to do so gradually. We need to wait until other technologies are ready.	66%	78%	73%	74%
Net zero economy	To limit the devastating effects of climate change, we need to ensure that all countries and companies deliver on their commitments to net-zero.		62%	66%	57%	65%
Net zero economy	Many countries talk about stopping climate change, but no one is leading. We can. Let's act now and show everyone what is possible when we act. We can be the first pollution-free nation.		60%	77%	68%	71%
Taxes on polluters	To ensure a fair and just energy system, we need to charge polluters for the cost of the damage their pollution causes.	Any tax implemented on companies is ultimately passed on to the consumer, leading to higher prices, and still wouldn't reduce climate change or extreme weather.	65%	68%	65%	69%
Taxes on polluters	The government/We should implement a tax on companies based on the dirty emissions they emit.		61%	64%	59%	65%
Taxes on polluters	Oil and gas companies shouldn't be allowed to profit from human tragedy, like war - and should pay additional taxes on their obscene profits.		61%	50%	55%	56%

Penalties on dirty imports	Pollution-intensive products produced in other countries with dirty energy should be the most expensive, not the cheapest. The government/We should ban or put a cost on dirty imported products.	Any tax implemented on companies is ultimately passed on to the consumer, leading to higher prices, and still wouldn't reduce climate change or extreme weather.	63%	68%	67%	63%
Penalties on dirty imports	Dirty products shouldn't get a free pass - the government/we should place a tax on carbon-intensive products that are imported into our country.		61%	63%	65%	62%
Penalties on dirty imports	It's only fair that dirty, polluting energy or products made using polluting energy should cost more to use in order to account for the damage it causes.		53%	52%	56%	54%
End fracking	We cannot permit oil and gas companies to keep fracking, a process that releases methane, a powerful pollutant that traps more heat, cooks our planet, and worsens wildfires, droughts, and floods.	We should use all cost effective forms of energy, and fracking ensures we have access to cheap and abundant energy.	61%	55%	61%	58%
End fracking	We cannot permit oil and gas companies to keep fracking, a process that releases toxic contaminants into the air, water, and soil and poisons our health.		60%	55%	63%	59%
End fracking	We cannot permit oil and gas companies to keep fracking, a mining process that disrupts habitats, poisons wildlife, and has been proven to cause small earthquakes.		60%	53%	59%	59%
Phase out oil extraction	Oil extraction has significant environmental impacts, including air and water pollution. We must phase out oil extraction to reduce pollution and avoid risking our health.	Access to oil resources is critical to keep our cars and trucks on the road, powering our economy, and protecting our way of life. We need to ensure a stable, secure supply of oil for our country.	59%	59%	53%	53%
Phase out oil extraction	Oil extraction is a risky process with significant environmental impacts and frequent oil spills. We must protect wildlife habitats from irreversible damage and phase out oil extraction.		58%	59%	54%	56%
Phase out oil extraction	We cannot permit fossil fuel companies to continue extracting oil. Phasing out oil production is critical to limiting the worst impacts of climate change and extreme weather.		54%	50%	48%	47%
End subsidies for polluters	The government/We should stop providing handouts to companies that pollute the environment, causing climate change.	Fossil fuel subsidies keep energy prices affordable and support economic growth. We must balance environmental concerns with societal needs.	58%	52%	51%	54%
End subsidies for polluters	We shouldn't be using precious taxpayer money to increase profits of oil and gas companies. This is an unsustainable and unaffordable policy.		47%	39%	37%	38%
End subsidies for polluters	Taxpayer money shouldn't be invested in the oil and gas companies that pollute the environment, causing climate change.		46%	36%	33%	40%
Phase out fossil fuels	We can no longer let dirty, extractive industries use our natural resources for their own profit. Their products are making extreme weather worse and must be phased out.	We can reduce emissions while continuing to use fossil fuels, which are critical to keeping prices low and maintaining our quality of life.	56%	54%	57%	55%
Phase out fossil fuels	We need to rapidly phase out our use of fossil fuels. These dirty fuels cause irreversible damage to the natural world that we rely on.		53%	54%	51%	51%
Phase out fossil fuels	We should stop all fossil fuel extraction as a bold step to reduce pollution and limit the impacts of climate change.		43%	48%	44%	40%

Policy support by policy frame, by country, Asia

Policy territory	Pro-climate statement	Anti-climate statement	Global average	Asia				
				China	India	Indonesia	Japan	South Korea
Clean energy vs. coal	Using clean energy alternatives to coal lowers energy costs and creates a greener energy sector. It brings affordable, reliable, and sustainable electricity to everyone's daily lives.	Coal is a stable, cost-effective energy source. We need it to power more homes, not less. Any transition will need to be gradual and wait until other technologies are ready.	76%	67%	72%	86%	70%	74%
Clean energy vs. coal	By banning new coal mines or power plants, we safeguard our children's future, ensuring they inherit a world with clean air, thriving ecosystems, and a stable climate.		62%	52%	59%	58%	58%	66%
Clean energy vs. coal	Coal is the most polluting fossil fuel. The government/We should stop the development of any new coal mines or power plants to prevent climate change from getting worse.		61%	45%	61%	56%	45%	59%
Subsidize clean energy companies	We should invest in safer, healthier communities with reduced smog and cleaner air by encouraging clean technologies.	The government/We shouldn't waste taxpayer money on making risky bets on unproven technology. They should let the market decide.	76%	77%	71%	76%	70%	74%
Subsidize clean energy companies	Incentivizing and financially supporting homegrown, abundant clean energy enables us to reliably power ourselves, so that we won't need to rely on other dangerous countries for energy.		75%	77%	68%	81%	76%	69%
Subsidize clean energy companies	Investing and increasing clean energy will lead to a boom in the economy across the country and will create new, high quality and accessible jobs.		74%	74%	71%	74%	74%	72%
Limits on carbon emissions	We share a global responsibility to limit the amount of carbon pollution emitted in order to protect the communities that are most at risk.	Regulating corporate activities will ultimately lead to inefficient economies and higher prices for consumers.	76%	77%	73%	87%	67%	75%
Limits on carbon emissions	It is the responsibility of the government to set strict limits on the total amount of pollution allowed in our country to protect our health.		74%	72%	71%	84%	68%	72%
Limits on carbon emissions	We need to hold polluters accountable for their harmful impact by regulating and strictly enforcing limits on their pollution.		74%	75%	67%	76%	65%	72%
Clean energy targets	Cleaner energy means cleaner air, water, and environment. We should require our energy providers to rapidly shift to using only non-polluting clean energy for our communities.	Clean energy is expensive and unreliable. In time, it may work, but what we need now is steady, dependable power for our homes and industries.	74%	66%	72%	80%	59%	71%
Clean energy targets	Setting ambitious targets for pollution-free energy will lead to more innovation and growth in the economy. This will create new, high quality and accessible jobs across the country.		68%	59%	64%	71%	50%	74%
Clean energy targets	When it comes to difficult challenges, our country doesn't shy away from tackling them head on. It's the same for changing all our energy sources to clean energy - we can lead the world and show everyone how to get it done.		64%	65%	64%	68%	51%	68%
Upgrade new buildings	As better technologies come onto the market, we should require their use in all new buildings and construction. These smart upgrades ultimately save us in energy and money.	It isn't right for the government to tell us how to cook our food or how to heat our homes. It's inevitable that these changes will increase prices for everyday citizens.	74%	72%	74%	82%	69%	79%
Upgrade new buildings	Research shows that homes using gas have high indoor air pollution. We should mandate that new buildings use the latest clean technology to ensure our health and safety.		70%	73%	73%	83%	57%	73%
Upgrade new buildings	Research shows that homes using gas have high indoor air pollution. We should ban the use of gas-powered appliances and heating/cooling systems in buildings.		54%	53%	63%	70%	29%	57%
Food and agriculture	Our farmers are the most vulnerable to extreme weather. We must financially support them in new, more sustainable ways of growing food during a changing climate.	Farmers and farmworkers know best, and we shouldn't force them to use agricultural practices that will be expensive and raise costs for everyone else.	73%	67%	70%	80%	75%	77%
Food and agriculture	Sustainably managing our farmland and protecting our forests protects more than unique ecosystems and wildlife, it is essential to preserving our way of life.		73%	75%	65%	86%	73%	76%
Food and agriculture	Agriculture is key to our well-being and our economy. However, we are reaching a point of irreversible damage to our food systems if we fail to reduce climate change.		70%	67%	66%	78%	70%	64%

Clean rebates and tax credits	Clean technologies should be accessible for everyone, not just the rich and wealthy. We should ensure that the communities most impacted by pollution and climate change can access and benefit from clean products with some financial support.	In a time of economic uncertainty, it is not right to increase taxes and costs on everyday citizens to peddle "clean" products.	73%	75%	74%	85%	64%	73%
Clean rebates and tax credits	Clean products save us money in the long run. By financially supporting people to purchase these products, we all benefit from lower costs of better technologies.		66%	76%	68%	75%	64%	72%
Clean rebates and tax credits	To get people to transition to a clean economy, we must support consumers in purchasing cleaner products, through subsidies, rebates, and tax credits.		66%	68%	66%	72%	60%	70%
Energy efficiency standards	Setting new energy standards that increase efficiency and reduce pollution will force companies to be more innovative and competitive, leading to better products for consumers.	Raising energy standards for buildings and cars will only lead to higher prices for consumers. The average citizen can't afford it, especially in today's economy.	69%	66%	69%	82%	66%	73%
Energy efficiency standards	Setting new energy standards will lead to better products for everyone, allowing the public to access and upgrade to cleaner, quieter, more efficient technologies.		69%	70%	66%	83%	62%	72%
Energy efficiency standards	As new technologies become available, the government/we should set stricter standards, ensuring that all buildings, cars, and trucks are as clean and efficient as possible.		67%	65%	67%	72%	64%	73%
Corporate transparency	People deserve the truth about the environmental and social impacts of companies. Businesses must be held to higher standards and required to produce their products cleanly and ethically.	The government/We should focus on keeping energy prices low for citizens and maintaining stability of the energy system, not interfering in how companies operate.	69%	66%	61%	71%	73%	73%
Corporate transparency	Companies should be required to be more transparent about how their activities pollute the environment and track their progress as they eliminate their pollution.		68%	60%	62%	76%	72%	66%
Corporate transparency	Companies should be required to disclose to their investors how they are vulnerable to extreme weather events.		49%	41%	43%	52%	55%	50%
Zero-pollution transportation	Switching to zero-pollution cars, trucks, and other kinds of transportation is in the best interest of our communities. It means less toxic air pollution and healthier kids.	To take away our ability to drive our own cars is to take away our freedom. We should decide for ourselves what mode best fits our needs. Relying on public transit alone is unrealistic.	68%	71%	71%	86%	67%	69%
Zero-pollution transportation	We must build more public, shared, or non-motorized transport and reduce our reliance on gas-powered cars, so that we can limit the worst effects of climate change.		65%	70%	68%	87%	62%	67%
Zero-pollution transportation	Increasing public transportation and limiting gas-powered cars benefits all of us, especially those who cannot afford their own cars, in the form of cleaner air and fewer traffic jams.		62%	67%	65%	87%	53%	66%
Regulate methane	Polluters are getting away with leaking methane gas, a powerful carbon pollutant, into the air. We must hold them accountable by strictly regulating these pollutants.	Methane leakages rarely happen and are not a big enough problem that needs more government bureaucracy. Natural gas is a cheap, clean and cost effective power source.	67%	69%	65%	67%	59%	67%
Regulate methane	Methane, a powerful carbon pollutant found in gas, dramatically accelerates the overheating of the planet and must be strictly regulated.		63%	65%	64%	68%	56%	61%
Regulate methane	Methane gas is a dangerous, highly flammable and toxic carbon pollutant that must be strictly regulated by the government to protect our health.		63%	63%	63%	76%	50%	62%
Net zero economy	Clean, zero-pollution economies are just better. They're better for our health, our kids, our way of life and the planet. We can start to build a pollution-free society today.	We are already transitioning our economy to lower emissions and should continue to do so gradually. We need to wait until other technologies are ready.	66%	66%	70%	78%	51%	53%
Net zero economy	To limit the devastating effects of climate change, we need to ensure that all countries and companies deliver on their commitments to net-zero.		62%	50%	58%	66%	48%	65%
Net zero economy	Many countries talk about stopping climate change, but no one is leading. We can. Let's act now and show everyone what is possible when we act. We can be the first pollution-free nation.		60%	64%	63%	62%	47%	53%
Taxes on polluters	To ensure a fair and just energy system, we need to charge polluters for the cost of the damage their pollution causes.	Any tax implemented on companies is ultimately passed on to the consumer, leading to higher prices, and still wouldn't reduce climate change or extreme weather.	65%	60%	64%	74%	58%	69%
Taxes on polluters	The government/We should implement a tax on companies based on the dirty emissions they emit.		61%	49%	61%	71%	58%	70%
Taxes on polluters	Oil and gas companies shouldn't be allowed to profit from human tragedy, like war - and should pay additional taxes on their obscene profits.		61%	55%	58%	64%	51%	64%

Penalties on dirty imports	Pollution-intensive products produced in other countries with dirty energy should be the most expensive, not the cheapest. The government/We should ban or put a cost on dirty imported products.	Any tax implemented on companies is ultimately passed on to the consumer, leading to higher prices, and still wouldn't reduce climate change or extreme weather.	63%	60%	66%	65%	54%	58%
Penalties on dirty imports	Dirty products shouldn't get a free pass - the government/we should place a tax on carbon-intensive products that are imported into our country.		61%	57%	57%	69%	51%	60%
Penalties on dirty imports	It's only fair that dirty, polluting energy or products made using polluting energy should cost more to use in order to account for the damage it causes.		53%	61%	54%	50%	54%	59%
End fracking	We cannot permit oil and gas companies to keep fracking, a process that releases methane, a powerful pollutant that traps more heat, cooks our planet, and worsens wildfires, droughts, and floods.	We should use all cost effective forms of energy, and fracking ensures we have access to cheap and abundant energy.	61%	61%	54%	49%	55%	60%
End fracking	We cannot permit oil and gas companies to keep fracking, a process that releases toxic contaminants into the air, water, and soil and poisons our health.		60%	54%	55%	47%	58%	62%
End fracking	We cannot permit oil and gas companies to keep fracking, a mining process that disrupts habitats, poisons wildlife, and has been proven to cause small earthquakes.		60%	53%	52%	50%	54%	60%
Phase out oil extraction	Oil extraction has significant environmental impacts, including air and water pollution. We must phase out oil extraction to reduce pollution and avoid risking our health.	Access to oil resources is critical to keep our cars and trucks on the road, powering our economy, and protecting our way of life. We need to ensure a stable, secure supply of oil for our country.	59%	50%	58%	69%	51%	55%
Phase out oil extraction	Oil extraction is a risky process with significant environmental impacts and frequent oil spills. We must protect wildlife habitats from irreversible damage and phase out oil extraction.		58%	49%	58%	55%	51%	55%
Phase out oil extraction	We cannot permit fossil fuel companies to continue extracting oil. Phasing out oil production is critical to limiting the worst impacts of climate change and extreme weather.		54%	38%	53%	56%	50%	55%
End subsidies for polluters	The government/We should stop providing handouts to companies that pollute the environment, causing climate change.	Fossil fuel subsidies keep energy prices affordable and support economic growth. We must balance environmental concerns with societal needs.	58%	36%	56%	57%	44%	58%
End subsidies for polluters	We shouldn't be using precious taxpayer money to increase profits of oil and gas companies. This is an unsustainable and unaffordable policy.		47%	41%	36%	36%	37%	47%
End subsidies for polluters	Taxpayer money shouldn't be invested in the oil and gas companies that pollute the environment, causing climate change.		46%	32%	40%	39%	28%	41%
Phase out fossil fuels	We can no longer let dirty, extractive industries use our natural resources for their own profit. Their products are making extreme weather worse and must be phased out.	We can reduce emissions while continuing to use fossil fuels, which are critical to keeping prices low and maintaining our quality of life.	56%	48%	50%	51%	50%	59%
Phase out fossil fuels	We need to rapidly phase out our use of fossil fuels. These dirty fuels cause irreversible damage to the natural world that we rely on.		53%	51%	51%	45%	47%	59%
Phase out fossil fuels	We should stop all fossil fuel extraction as a bold step to reduce pollution and limit the impacts of climate change.		43%	39%	47%	44%	31%	46%

Policy support by policy frame, by country, Australia

Policy territory	Pro-climate statement	Anti-climate statement	Global average	Australia
				Australia
Clean energy vs. coal	Using clean energy alternatives to coal lowers energy costs and creates a greener energy sector. It brings affordable, reliable, and sustainable electricity to everyone's daily lives.	Coal is a stable, cost-effective energy source. We need it to power more homes, not less. Any transition will need to be gradual and wait until other technologies are ready.	76%	67%
Clean energy vs. coal	By banning new coal mines or power plants, we safeguard our children's future, ensuring they inherit a world with clean air, thriving ecosystems, and a stable climate.		62%	53%
Clean energy vs. coal	Coal is the most polluting fossil fuel. The government/We should stop the development of any new coal mines or power plants to prevent climate change from getting worse.		61%	56%
Subsidize clean energy companies	We should invest in safer, healthier communities with reduced smog and cleaner air by encouraging clean technologies.	The government/We shouldn't waste taxpayer money on making risky bets on unproven technology. They should let the market decide.	76%	73%
Subsidize clean energy companies	Incentivizing and financially supporting homegrown, abundant clean energy enables us to reliably power ourselves, so that we won't need to rely on other dangerous countries for energy.		75%	69%
Subsidize clean energy companies	Investing and increasing clean energy will lead to a boom in the economy across the country and will create new, high quality and accessible jobs.		74%	69%
Limits on carbon emissions	We share a global responsibility to limit the amount of carbon pollution emitted in order to protect the communities that are most at risk.	Regulating corporate activities will ultimately lead to inefficient economies and higher prices for consumers.	76%	71%
Limits on carbon emissions	It is the responsibility of the government to set strict limits on the total amount of pollution allowed in our country to protect our health.		74%	70%
Limits on carbon emissions	We need to hold polluters accountable for their harmful impact by regulating and strictly enforcing limits on their pollution.		74%	71%
Clean energy targets	Cleaner energy means cleaner air, water, and environment. We should require our energy providers to rapidly shift to using only non-polluting clean energy for our communities.	Clean energy is expensive and unreliable. In time, it may work, but what we need now is steady, dependable power for our homes and industries.	74%	66%
Clean energy targets	Setting ambitious targets for pollution-free energy will lead to more innovation and growth in the economy. This will create new, high quality and accessible jobs across the country.		68%	57%
Clean energy targets	When it comes to difficult challenges, our country doesn't shy away from tackling them head on. It's the same for changing all our energy sources to clean energy - we can lead the world and show everyone how to get it done.		64%	62%
Upgrade new buildings	As better technologies come onto the market, we should require their use in all new buildings and construction. These smart upgrades ultimately save us in energy and money.	It isn't right for the government to tell us how to cook our food or how to heat our homes. It's inevitable that these changes will increase prices for everyday citizens.	74%	71%
Upgrade new buildings	Research shows that homes using gas have high indoor air pollution. We should mandate that new buildings use the latest clean technology to ensure our health and safety.		70%	61%
Upgrade new buildings	Research shows that homes using gas have high indoor air pollution. We should ban the use of gas-powered appliances and heating/cooling systems in buildings.		54%	48%
Food and agriculture	Our farmers are the most vulnerable to extreme weather. We must financially support them in new, more sustainable ways of growing food during a changing climate.	Farmers and farmworkers know best, and we shouldn't force them to use agricultural practices that will be expensive and raise costs for everyone else.	73%	67%
Food and agriculture	Sustainably managing our farmland and protecting our forests protects more than unique ecosystems and wildlife, it is essential to preserving our way of life.		73%	69%
Food and agriculture	Agriculture is key to our well-being and our economy. However, we are reaching a point of irreversible damage to our food systems if we fail to reduce climate change.		70%	57%

Clean rebates and tax credits	Clean technologies should be accessible for everyone, not just the rich and wealthy. We should ensure that the communities most impacted by pollution and climate change can access and benefit from clean products with some financial support.	In a time of economic uncertainty, it is not right to increase taxes and costs on everyday citizens to peddle "clean" products.	73%	65%
Clean rebates and tax credits	Clean products save us money in the long run. By financially supporting people to purchase these products, we all benefit from lower costs of better technologies.		66%	59%
Clean rebates and tax credits	To get people to transition to a clean economy, we must support consumers in purchasing cleaner products, through subsidies, rebates, and tax credits.		66%	62%
Energy efficiency standards	Setting new energy standards that increase efficiency and reduce pollution will force companies to be more innovative and competitive, leading to better products for consumers.	Raising energy standards for buildings and cars will only lead to higher prices for consumers. The average citizen can't afford it, especially in today's economy.	69%	64%
Energy efficiency standards	Setting new energy standards will lead to better products for everyone, allowing the public to access and upgrade to cleaner, quieter, more efficient technologies.		69%	65%
Energy efficiency standards	As new technologies become available, the government/we should set stricter standards, ensuring that all buildings, cars, and trucks are as clean and efficient as possible.		67%	61%
Corporate transparency	People deserve the truth about the environmental and social impacts of companies. Businesses must be held to higher standards and required to produce their products cleanly and ethically.	The government/We should focus on keeping energy prices low for citizens and maintaining stability of the energy system, not interfering in how companies operate.	69%	61%
Corporate transparency	Companies should be required to be more transparent about how their activities pollute the environment and track their progress as they eliminate their pollution.		68%	60%
Corporate transparency	Companies should be required to disclose to their investors how they are vulnerable to extreme weather events.		49%	43%
Zero-pollution transportation	Switching to zero-pollution cars, trucks, and other kinds of transportation is in the best interest of our communities. It means less toxic air pollution and healthier kids.	To take away our ability to drive our own cars is to take away our freedom. We should decide for ourselves what mode best fits our needs. Relying on public transit alone is unrealistic.	68%	53%
Zero-pollution transportation	We must build more public, shared, or non-motorized transport and reduce our reliance on gas-powered cars, so that we can limit the worst effects of climate change.		65%	53%
Zero-pollution transportation	Increasing public transportation and limiting gas-powered cars benefits all of us, especially those who cannot afford their own cars, in the form of cleaner air and fewer traffic jams.		62%	53%
Regulate methane	Polluters are getting away with leaking methane gas, a powerful carbon pollutant, into the air. We must hold them accountable by strictly regulating these pollutants.	Methane leakages rarely happen and are not a big enough problem that needs more government bureaucracy. Natural gas is a cheap, clean and cost effective power source.	67%	63%
Regulate methane	Methane, a powerful carbon pollutant found in gas, dramatically accelerates the overheating of the planet and must be strictly regulated.		63%	54%
Regulate methane	Methane gas is a dangerous, highly flammable and toxic carbon pollutant that must be strictly regulated by the government to protect our health.		63%	57%
Net zero economy	Clean, zero-pollution economies are just better. They're better for our health, our kids, our way of life and the planet. We can start to build a pollution-free society today.	We are already transitioning our economy to lower emissions and should continue to do so gradually. We need to wait until other technologies are ready.	66%	52%
Net zero economy	To limit the devastating effects of climate change, we need to ensure that all countries and companies deliver on their commitments to net-zero.		62%	55%
Net zero economy	Many countries talk about stopping climate change, but no one is leading. We can. Let's act now and show everyone what is possible when we act. We can be the first pollution-free nation.		60%	47%
Taxes on polluters	To ensure a fair and just energy system, we need to charge polluters for the cost of the damage their pollution causes.	Any tax implemented on companies is ultimately passed on to the consumer, leading to higher prices, and still wouldn't reduce climate change or extreme weather.	65%	62%
Taxes on polluters	The government/We should implement a tax on companies based on the dirty emissions they emit.		61%	56%
Taxes on polluters	Oil and gas companies shouldn't be allowed to profit from human tragedy, like war - and should pay additional taxes on their obscene profits.		61%	62%

Penalties on dirty imports	Pollution-intensive products produced in other countries with dirty energy should be the most expensive, not the cheapest. The government/We should ban or put a cost on dirty imported products.	Any tax implemented on companies is ultimately passed on to the consumer, leading to higher prices, and still wouldn't reduce climate change or extreme weather.	63%	60%
Penalties on dirty imports	Dirty products shouldn't get a free pass - the government/we should place a tax on carbon-intensive products that are imported into our country.		61%	58%
Penalties on dirty imports	It's only fair that dirty, polluting energy or products made using polluting energy should cost more to use in order to account for the damage it causes.		53%	53%
End fracking	We cannot permit oil and gas companies to keep fracking, a process that releases methane, a powerful pollutant that traps more heat, cooks our planet, and worsens wildfires, droughts, and floods.	We should use all cost effective forms of energy, and fracking ensures we have access to cheap and abundant energy.	61%	59%
End fracking	We cannot permit oil and gas companies to keep fracking, a process that releases toxic contaminants into the air, water, and soil and poisons our health.		60%	56%
End fracking	We cannot permit oil and gas companies to keep fracking, a mining process that disrupts habitats, poisons wildlife, and has been proven to cause small earthquakes.		60%	58%
Phase out oil extraction	Oil extraction has significant environmental impacts, including air and water pollution. We must phase out oil extraction to reduce pollution and avoid risking our health.	Access to oil resources is critical to keep our cars and trucks on the road, powering our economy, and protecting our way of life. We need to ensure a stable, secure supply of oil for our country.	59%	54%
Phase out oil extraction	Oil extraction is a risky process with significant environmental impacts and frequent oil spills. We must protect wildlife habitats from irreversible damage and phase out oil extraction.		58%	52%
Phase out oil extraction	We cannot permit fossil fuel companies to continue extracting oil. Phasing out oil production is critical to limiting the worst impacts of climate change and extreme weather.		54%	45%
End subsidies for polluters	The government/We should stop providing handouts to companies that pollute the environment, causing climate change.	Fossil fuel subsidies keep energy prices affordable and support economic growth. We must balance environmental concerns with societal needs.	58%	56%
End subsidies for polluters	We shouldn't be using precious taxpayer money to increase profits of oil and gas companies. This is an unsustainable and unaffordable policy.		47%	51%
End subsidies for polluters	Taxpayer money shouldn't be invested in the oil and gas companies that pollute the environment, causing climate change.		46%	47%
Phase out fossil fuels	We can no longer let dirty, extractive industries use our natural resources for their own profit. Their products are making extreme weather worse and must be phased out.	We can reduce emissions while continuing to use fossil fuels, which are critical to keeping prices low and maintaining our quality of life.	56%	48%
Phase out fossil fuels	We need to rapidly phase out our use of fossil fuels. These dirty fuels cause irreversible damage to the natural world that we rely on.		53%	47%
Phase out fossil fuels	We should stop all fossil fuel extraction as a bold step to reduce pollution and limit the impacts of climate change.		43%	33%

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