

THE PEOPLES' CLIMATE VOTE

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General

- **With 1.2 million respondents, the Peoples' Climate Vote is the largest survey of public opinion on climate change ever conducted.** Results span 50 countries in 17 languages and cover 56% of the world's people over 14 years old.
- **The Peoples' Climate Vote is part of UNDP's Climate Promise** and Mission 1.5 campaign to educate people about climate change solutions and ask them about the priority actions that they think governments should take.
- The Peoples' Climate Vote used an **innovative and unconventional approach to polling**. Poll questions were distributed through **mobile gaming networks** in order to include hard-to-reach audiences in traditional polling. This resulted in a huge, randomized sample.
- **These perspectives are needed now more than ever as countries around the world are developing new national climate pledges – known as Nationally Determined Contributions or NDCs – under the Paris Agreement.** As the world's largest provider of support to countries for NDCs, UNDP has found that a key factor for countries raising levels of climate ambition is popular support for policies that address climate change.
- For many countries participating, this is the **first time they will have large-scale, systematically gathered, and analysed information on public opinion** on climate change and policy solutions.
- **The Peoples' Climate Vote has delivered a treasure trove of data on public opinion that we've never seen before.** Recognition of the climate emergency is much more widespread than previously thought. Results also show that people clearly want a strong and wide-ranging policy response.
- **Results of the survey will be shared** with policymakers and governments as they enact policies to rebuild economies post COVID and address climate change. 2021 is a pivotal year for countries' climate action commitments, with a key round of negotiations due to take place in November in Glasgow, UK.
- **The survey aims to bring the voice of the people to the forefront of the climate debate.** It signals ways in which countries can move forward with public support as we work together to tackle the climate crisis.

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Methodology and Innovation

- People were invited to vote using **mobile games**. For example, when a person played a game like Words with Friends or Angry Birds, the poll would replace the traditional in-game advertisement. This produced a huge, unique, and random sample of people of all genders, ages, and educational backgrounds.
- **In the vote, people were asked about their belief in the climate emergency and which policies, across six areas - energy, economy, transportation, farms and food, protecting people, and nature – that they would like their government to enact.** Results are analyzed across country classifications (high income, middle income, Least Developed Countries (LDCs), and Small Island Developing States (SIDS)), regions, demographics (gender, age, and education levels), and country-by-country.
- **Results were processed by the survey analysts at the University of Oxford** and they reflect over half the world's population. With such a large sample size, and rich socio-demographic information, **the margin of error of the results is on average +/- 2%.**
- The survey engaged **550,000 teenagers under 18**, a key constituency on climate change that is typically unable to vote yet in regular elections.

Findings

- **Across all 50 countries, a majority (64%) of respondents said that climate change is an emergency. The results of the survey clearly illustrate that urgent climate action has broad support amongst people around the globe, across nationalities, age, gender and education level.**
- Also, beyond asking about public perception of the climate emergency, the poll reveals how people want their policymakers to tackle the crisis. From farms and food to green jobs to protecting nature.
- The **4 most popular climate policies** overall were: conserving forests and land (54% public support), more solar, wind and renewable energy (53%), adopting climate-friendly farming techniques (52%) and more investment in green businesses and jobs (50%).
- The survey shows that people often want broad climate **policies beyond the current state** of play:
 - There was a clear call for **more renewable energy** in higher-emitting countries.
 - In countries with high emissions from deforestation and land-use change, there was strong backing for **conserving forests and land**.
 - Nine out of ten of the countries with the most urbanized populations backed more use of **electric cars and buses, or bicycles**.
 - In seven high-income countries there was large support for **companies to have to pay** for pollution.
- As governments plan investments to rebuild economies emerging from the **COVID-19** crisis, **there is majority support in nearly all G20 countries polled for more investment in green businesses and jobs.**

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- The policies with the **least support** were affordable insurance (32%) and plant-based diets (30%).
- While there were high levels of support in many countries for most climate policies, more education may be required to build public support for the scale of the transformation required to address climate change.

Insights Across Demographics

- The survey shows a direct link between a person's **level of education** and the belief in the climate emergency and desire for climate action. There were very high levels of belief in climate action among those who had attended university or college in all countries, from lower-income countries such as Bhutan (82%) and Democratic Republic of the Congo (82%), to wealthy countries like France (87%) or Japan (82%).
- **Young people (under 18) are more likely to believe climate change is an emergency than other age groups, but a substantial majority of older people still agreed with them.** Nearly 70% of under-18s said that climate change is a global emergency, compared to 65% of those aged 18-35, 66% aged 36-59 and 58% of those aged over 60.
- Attitudes to climate change vary **based on gender** depending on the country:
 - There was much stronger belief in the climate emergency among women and girls than men and boys (by a gap of more than 10 percentage points) in Australia, Canada, and USA.
 - But it was the other way around in other countries such as Vietnam and Nigeria where men and boys were more supportive of the idea of the climate emergency.