



**Ipsos Global @dvisor**

# **Global Warming Issue Unites World Opinion: 82% View Climate Change as Major Threat**

On the heels of the 2015 United Nations Climate Change Conference held in Paris, Ipsos polled citizens around the world to gauge their opinion on the climate change and global warming issues.



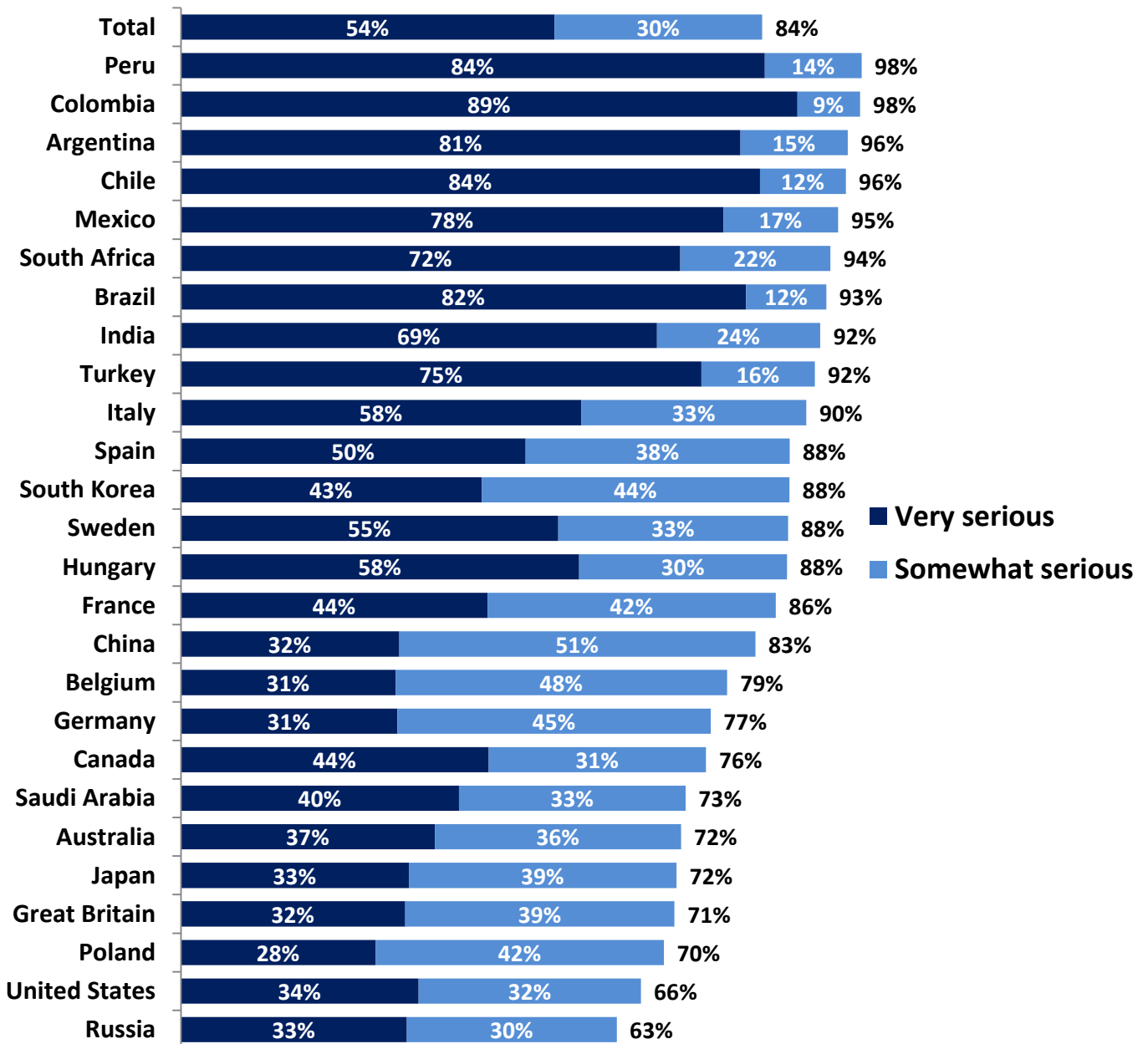
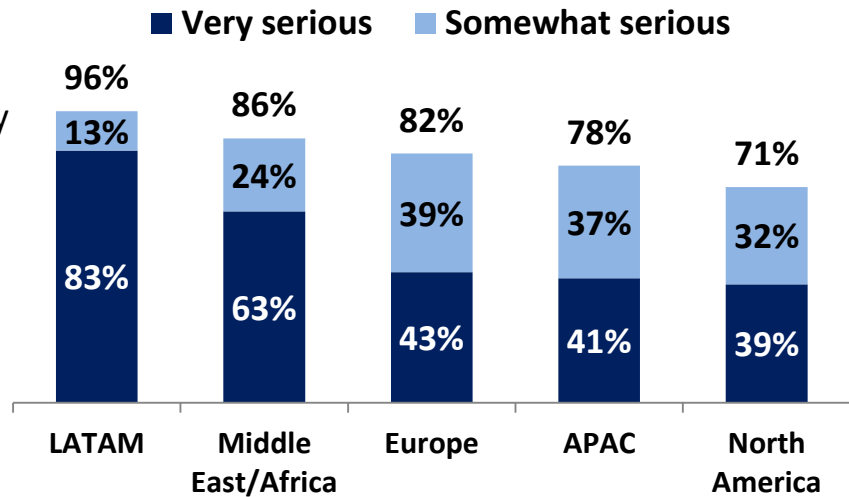
**December 2015**



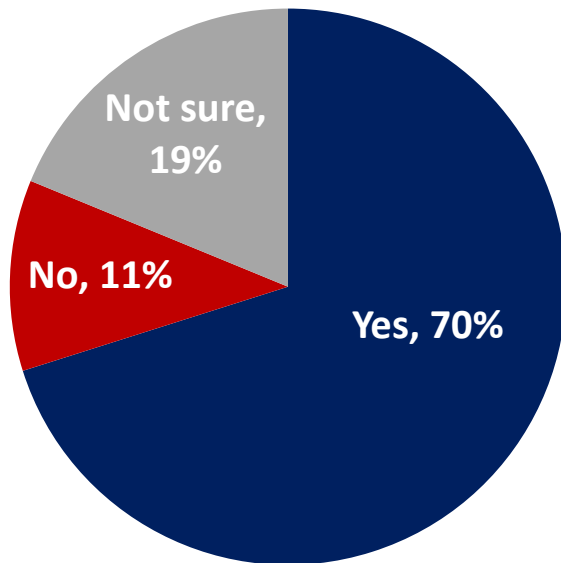
# Ipsos Global @dvisor Climate Change Survey

An overwhelming majority (84%) in 27 countries consider global warming a serious issue. Half (54%) consider it very serious issue.

The Americas are on the opposite ends of the spectrum on the seriousness of global warming. Only 4 in 10 (39%) respondents in North America consider it a very serious issue compared to 4 in 5 (83%) respondents in Latin America.



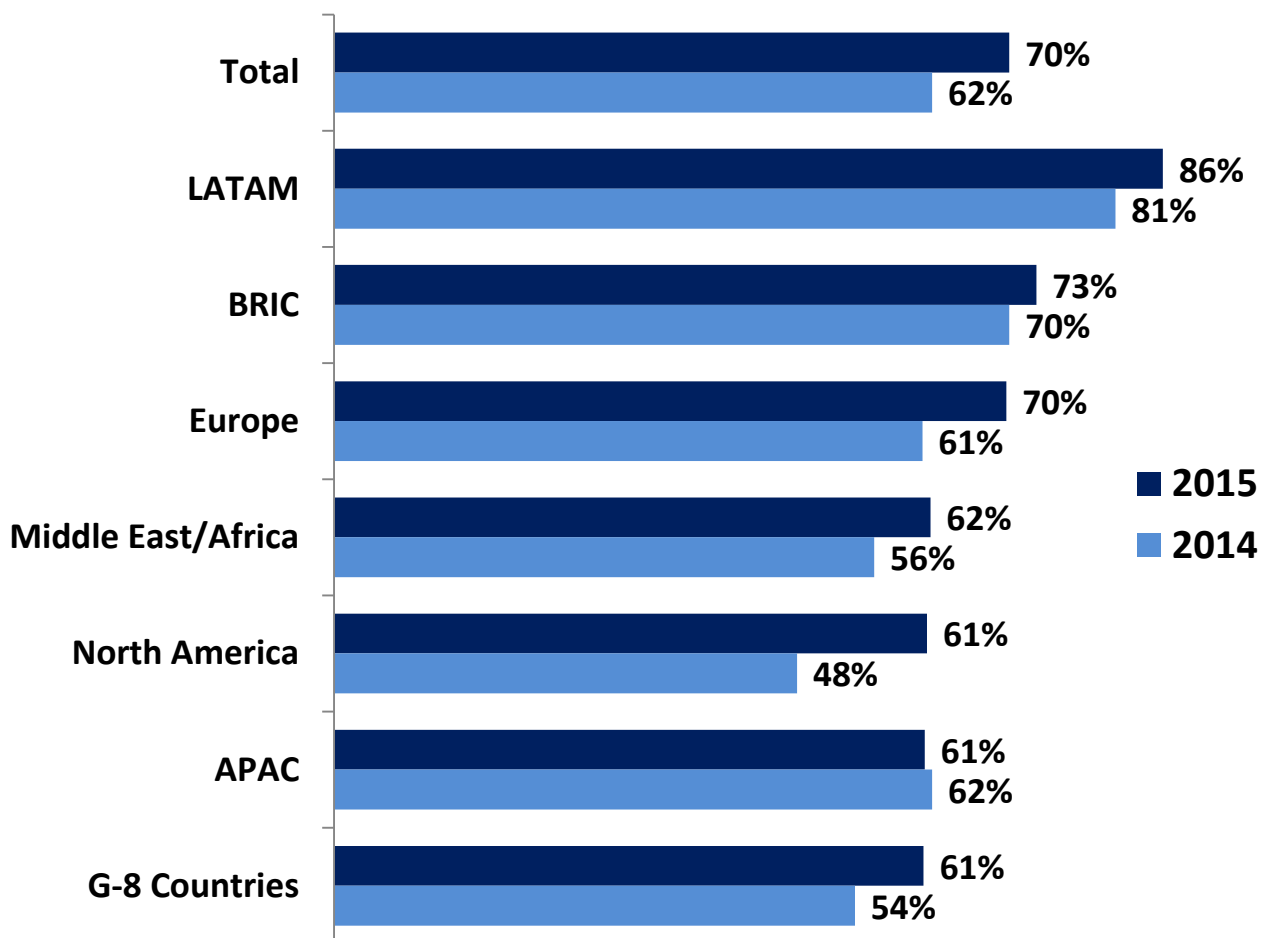
## Is There Evidence of Temperature Increase?



Seven in ten (70%) say there is solid evidence that the average temperature on earth has been getting warmer.

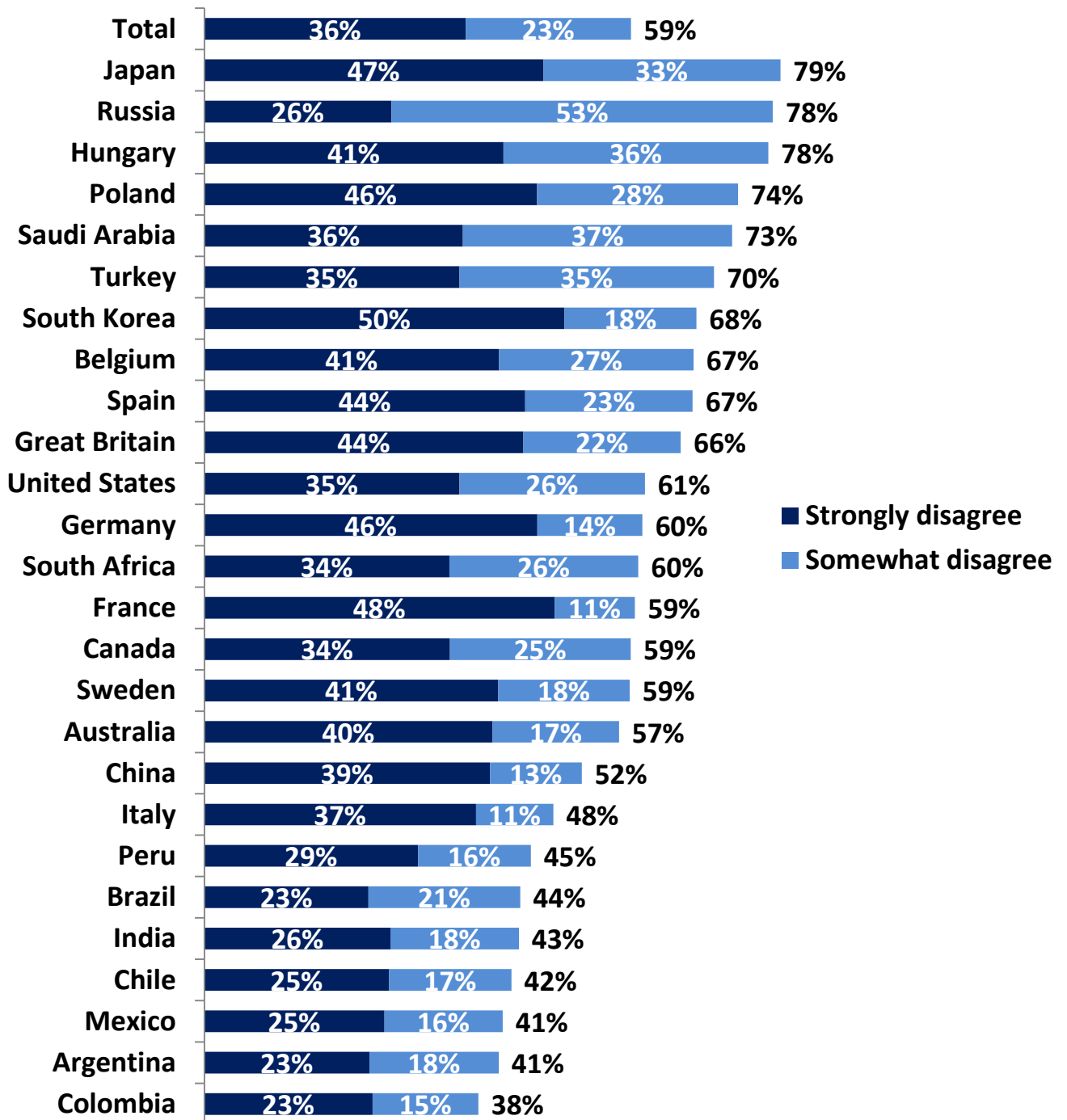
More see the evidence of temperature increase this year than in 2014 (62%), with the biggest gain of 13 points in North America (48% in 2014 vs 61% in 2015).

### Increase from 2014



## Is Reducing Emissions Possible Within Ten Years?

One of the highlights of the Paris climate change agreement is the commitment of all countries to reduce carbon emissions. However, the majority (59%) disagree that it is practical and feasible to almost completely eliminate the use of oil and gas in the next ten years.





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## Methodology

- These are the findings of the **Global @dvisor Wave 76 (G@76)**, an Ipsos survey conducted between **November 20<sup>th</sup>** and **December 4<sup>th</sup>**.
- The survey instrument is conducted monthly in 24 countries around the world via the Ipsos Online Panel system. The countries reporting herein are Argentina, Australia, Belgium, Brazil, Canada, China, France, Great Britain, Germany, Hungary, India, Israel, Italy, Japan, Mexico, Poland, Russia, Saudi Arabia, South Africa, South Korea, Spain, Sweden, Turkey and the United States of America.
- For the results of the survey presented herein, an international sample of 18,584 adults aged 18-64 in the US, Israel and Canada, and age 16-64 in all other countries, were interviewed. Approximately 1000+ individuals participated on a country by country basis via the Ipsos Online Panel with the exception of Argentina, Belgium, Chile, Colombia, Hungary, India, Israel, Mexico, Peru, Poland, Russia, Saudi Arabia, South Africa, South Korea, Sweden and Turkey, where each have a sample approximately 500+.
- Weighting was then employed to balance demographics and ensure that the sample's composition reflects that of the adult population according to the most recent country Census data, and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/-3.1 percentage points for a sample of 1,000 and an estimated margin of error of +/- 4.5 percentage points 19 times out of 20 per country of what the results would have been had the entire population of adults in that country had been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

## About Ipsos

- Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. In October 2011 Ipsos completed the acquisition of Synovate. The combination forms the world's third largest market research company.
- With offices in 85 countries, Ipsos delivers insightful expertise across six research specializations: advertising, customer loyalty, marketing, media, public affairs research, and survey management.
- Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe.
- Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,789 billion (2.300 billion USD) in 2012.
- Visit [www.ipsos.com](http://www.ipsos.com) to learn more about Ipsos' offerings and capabilities.