



Global
Methane
Hub

Methane Public Opinion Poll: Full Report

November-December 2023



RESEARCH > STRATEGY > IMPACT

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Methodology

Benenson Strategy Group conducted a 10-minute online poll in 17 countries between November 14th and December 11th, 2023.

In each country, we collected no less than n=750 responses from people currently residing in the country who are 18 years of age or older and who have internet access. The margin of error for the total sample of each country is approx. $\pm 3.58\%$ *. Weights were applied to age, gender, and education to ensure collected samples were representative of adults 18+ who have internet access in each country.

Research was conducted in the following countries:

- Australia
- Brazil
- Canada
- Chile
- China
- Germany
- India
- Italy
- Kenya
- Mexico
- Nigeria
- Norway
- Senegal
- South Korea
- Tanzania
- The United Kingdom
- The United States

*Margin of error varies slightly between countries due to differences in sample size.



How to Interpret and Use Research Findings

This research is representative on adults **18+ who have access to the internet**

- ✓ Levels of internet access vary widely in the countries we surveyed
- ✓ In countries with high internet penetration, our sample is closest to an accurate representation of the general adult population
- ✓ In countries with lower internet penetration, our sample is higher income, more educated, and more likely to live in and around cities than the general population

Internet Penetration by Country (2020*)

Australia	98%	Canada	89%	Nigeria	64%
United Kingdom	97%	Italy	85%	India	63%
South Korea	95%	Brazil	77%	Kenya	40%
Norway	95%	Chile	76%	Tanzania	52%
Germany	93%	China	76%	Senegal	28%
United States	92%	Mexico	75%		



This study is representative of the 17 countries we conducted research in – it is NOT representative of all countries

- ✓ This data is an international study, representative of public opinion among the adult populations with internet access in 17 countries
- ✓ When “total study” figures are referenced, they are representative of the 17 countries surveyed, weighted for population size*
- ✓ When “regional” figures are referenced, they are representative of the countries we surveyed in that region, weighted for population size*
- ✗ This data is not a global study; it is not meant to be representative of public opinion in all nations
- ✗ “Total study” figures are NOT representative of the entire world
- ✗ “Regional figures” are NOT representative of the entire region/continent

Example: APAC methane familiarity = 78%

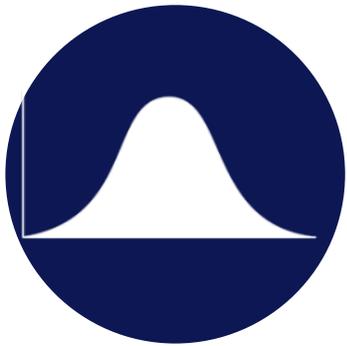
✗ 78% of Asia and the Pacific are familiar with methane. ✗

✓ In Australia, China, India, and South Korea, approx. 78% of adults with access to the internet are familiar with methane. ✓

TOTAL STUDY ≠ GLOBAL

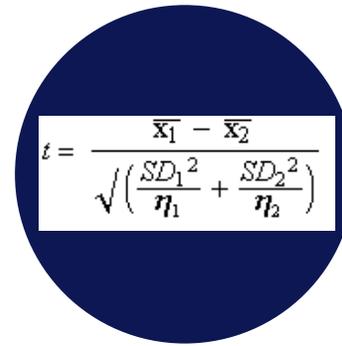
Margin of Error vs. Statistically Significant Differences

Both margin of error and statistically significant differences should be taken into consideration when viewing data; however, each one serves a different purpose.

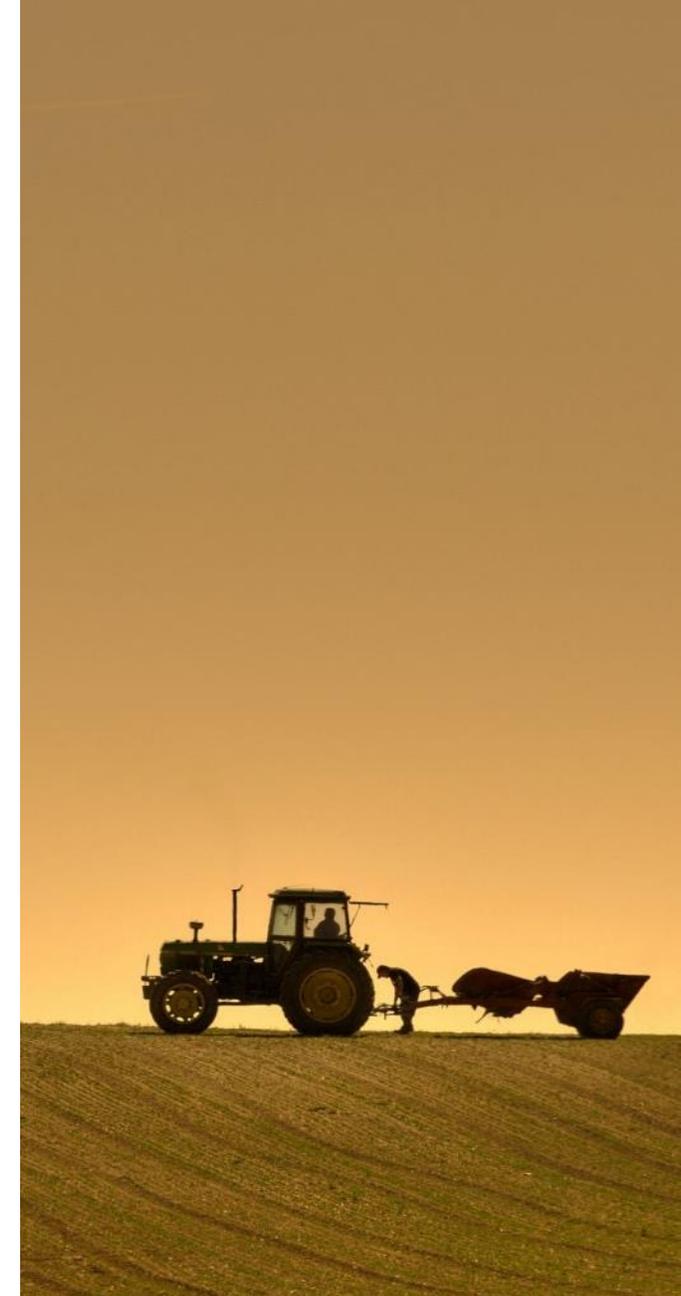


While margin of error is about the “reliability range” of the data point...




$$t = \frac{\bar{x}_1 - \bar{x}_2}{\sqrt{\left(\frac{SD_1^2}{n_1} + \frac{SD_2^2}{n_2}\right)}}$$

...statistical significance testing is used when comparing two data points to understand the “reliability of the difference”



Margin of Error

What it is

The margin of error (MoE) expresses the maximum expected range of how the total population would respond to a question.

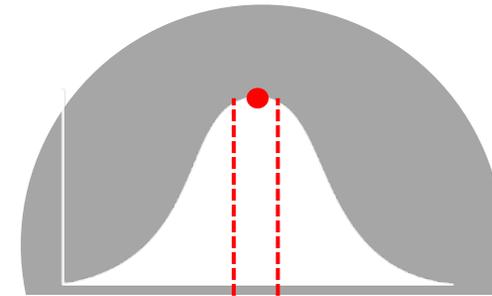
What it means

The MoE tells us that the results of any given question or data point would fall within the range – above (+) or below (-) – indicated by the margin of error.

What it does

If 50% of individuals were aware of methane in a given country, and the MoE is $\pm 3.58\%$, the actual awareness of methane among adults in the country who have internet access will fall between 47.42% and 53.58%.

When sample size (n) decreases, the margin of error increases. So, when looking at a subgroup within a population (ex: Women in Tanzania), the margin of error will be larger than that of the total population (Tanzania).



MARGIN OF ERROR
the margin where you can expect your results to fall.

Here is a data point in red (50%).

Given the results of the survey and the size of the question, the dotted lines encapsulate where you can expect your answers to fall if you were to conduct this study repeatedly on any given day.



Statistical Significance Testing

What it is

Testing for statistically significant differences establishes the reliability of the difference between two (or more) data points.

What it means

If you are testing for statistical significance at the 95% confidence level, that means the probability that a change could have happened, or a difference could have been observed at random, is 5 in 100 or less.

What it does

Statistical significance allows us to understand whether the differences we are seeing when comparing numbers are significant in the statistical sense – or **how confident we are that these differences did not happen at random.**

Like margin of error, statistical significance is related to sample size – smaller n sizes (such as subgroups within a larger population) require larger differences between two data points to be significant.

$$t = \frac{\bar{x}_1 - \bar{x}_2}{\sqrt{\left(\frac{SD_1^2}{n_1} + \frac{SD_2^2}{n_2}\right)}}$$

Statistical Significance Testing – a calculation

The statistical significance calculation, based on sample sizes and percentages being tested, works to tell us whether two data points are different in a statistically reliable sense.

In this study, differences at the 95% confidence level are noted as “significant.”





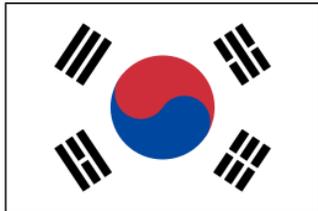
Research Summary

In the 17 countries that we conducted research in, most believe climate change is caused by humans, and feel its impact – but the intensity of this impact varies



In all 17 countries, a majority believe **the climate is changing** as a result of human activity

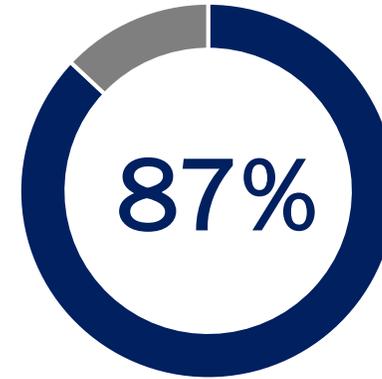
However, the **level of belief varies significantly between countries:**



91%
South Korea is highest



57%
Nigeria is lowest



agree climate change has **at least some impact** on their life

In **developing nations** and the **global south**, the impact is generally perceived as **strong or extreme...**



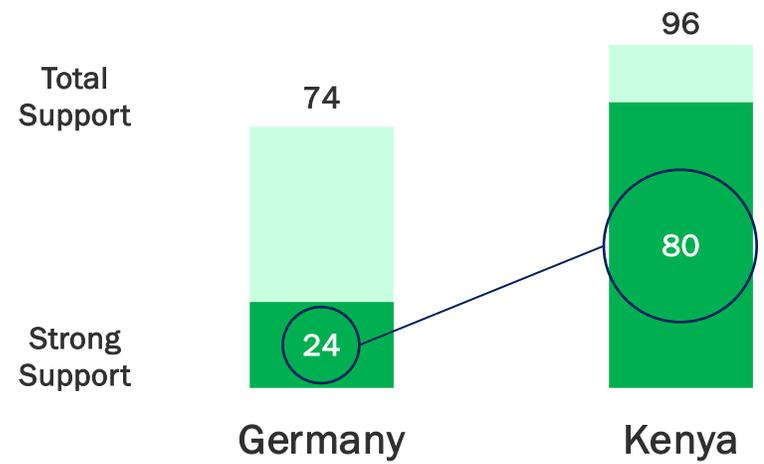
Very few people believe the climate is not changing, but a sizeable minority think climate change is not the result of human activity



...while in **wealthier countries**, respondents tended to be **less personally concerned** about the impacts of climate change

Similar majorities support taking action to combat climate change, but this support is less intense in developed nations; solar and wind dominate as alternative energy sources

Action to mitigate climate change is **broadly popular** across countries – **at least 74%**

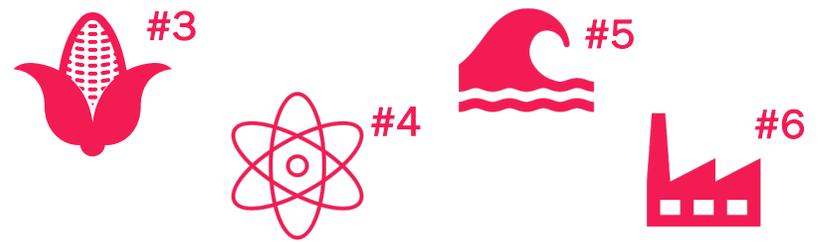


However, the **intensity** of this support varies widely



In all countries, the most **familiar and desired** alternative energy sources are **solar** and **wind**

But there is currently **little awareness and appetite** for biofuels, green hydrogen, ocean energy, and geothermal energy



While methane familiarity is high across countries and regions, “informed familiarity” is much lower; across the 17 countries, there is little variation in understanding what methane is and where it comes from

Methane familiarity is above 50% in all but one country that we surveyed*

However, almost half of people (49% in the total study) who *think* they are familiar with methane **don't know that it is harmful for global climate**



Informed familiarity – being familiar with methane *and* able to identify methane as harmful for the global climate – **is 37% across all 17 countries**

Landfill gas, oil wells, and cow manure are perceived as the most common sources of methane emissions...

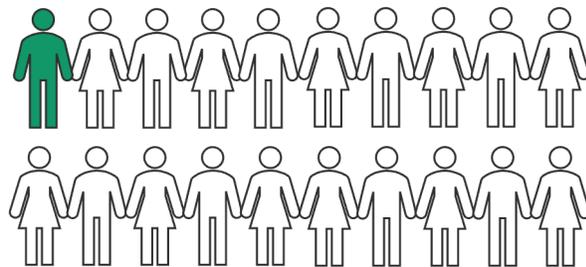
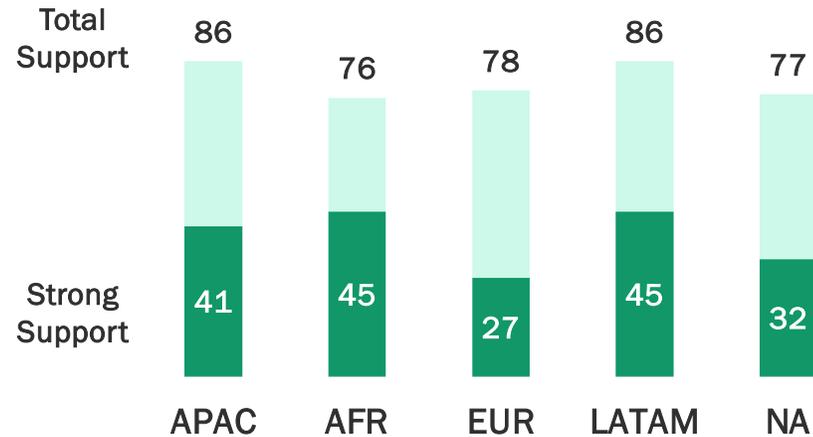


... and across countries, the **most common methane associations** are methane as a gas (40%) and methane as an **energy source** (29%)

*Methane familiarity in Senegal is 34%

While action to minimize methane emissions is broadly popular, only 6 of 17 countries meet the “40% top box” threshold of strong support – many countries will need to see increases in intense support to affect policy change

Support for **minimizing methane emissions** is high...



...and **only 5%** of total study respondents are “**strongly opposed**” to methane action

BSG considers a “**top box**” (strong support) score of **at least 40%** necessary for catalyzing policy change

In these 6 countries

% of those who “strongly support” minimizing methane **meets or surpasses 40%:**

- Brazil
- China
- India
- Kenya
- Nigeria
- Tanzania

In these 11 countries

% of those who “strongly support” minimizing methane is **below 40%:**

- Australia
- Canada
- Chile
- Germany
- Italy
- Mexico
- Norway
- Senegal
- South Korea
- United Kingdom
- United States

Large corporations and national governments are seen as both *most to blame* and *most capable of action* on climate; news outlets and scientists are top climate change information sources in every country

Large corporations, national governments, and individual citizens are the **most to blame** for environmental harm...

Perceived blame:



...but most believe that **individual citizens are not capable of creating meaningful change** to minimize the impacts of climate change

Perceived capability:



51% see international government systems as very capable

44% see international NGOs as very capable

Top Climate Change Information Sources

- Local news outlets
- International news outlets
- Local scientists
- International scientists



Only...

★ 19%



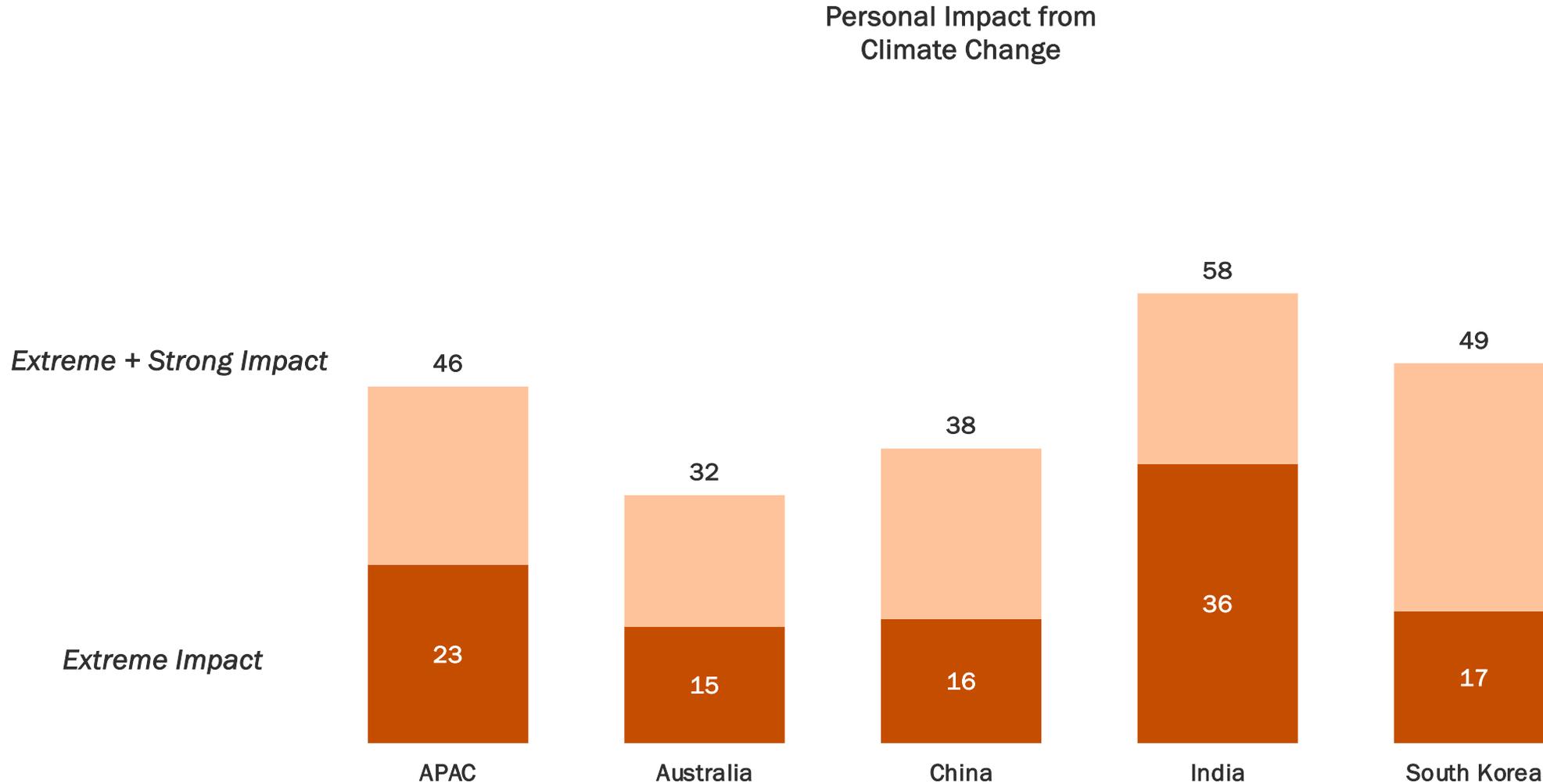
28%

...get their information about climate change from **celebrities** or **politicians**

An aerial photograph of terraced rice fields in a mountainous region. The terraces are filled with vibrant green rice plants, some showing yellowing at the top. A small, traditional wooden hut with a thatched roof sits on a higher terrace in the upper left. A lone person is visible walking through the middle of the terraces. The background shows more terraced fields on a distant hillside under a clear sky.

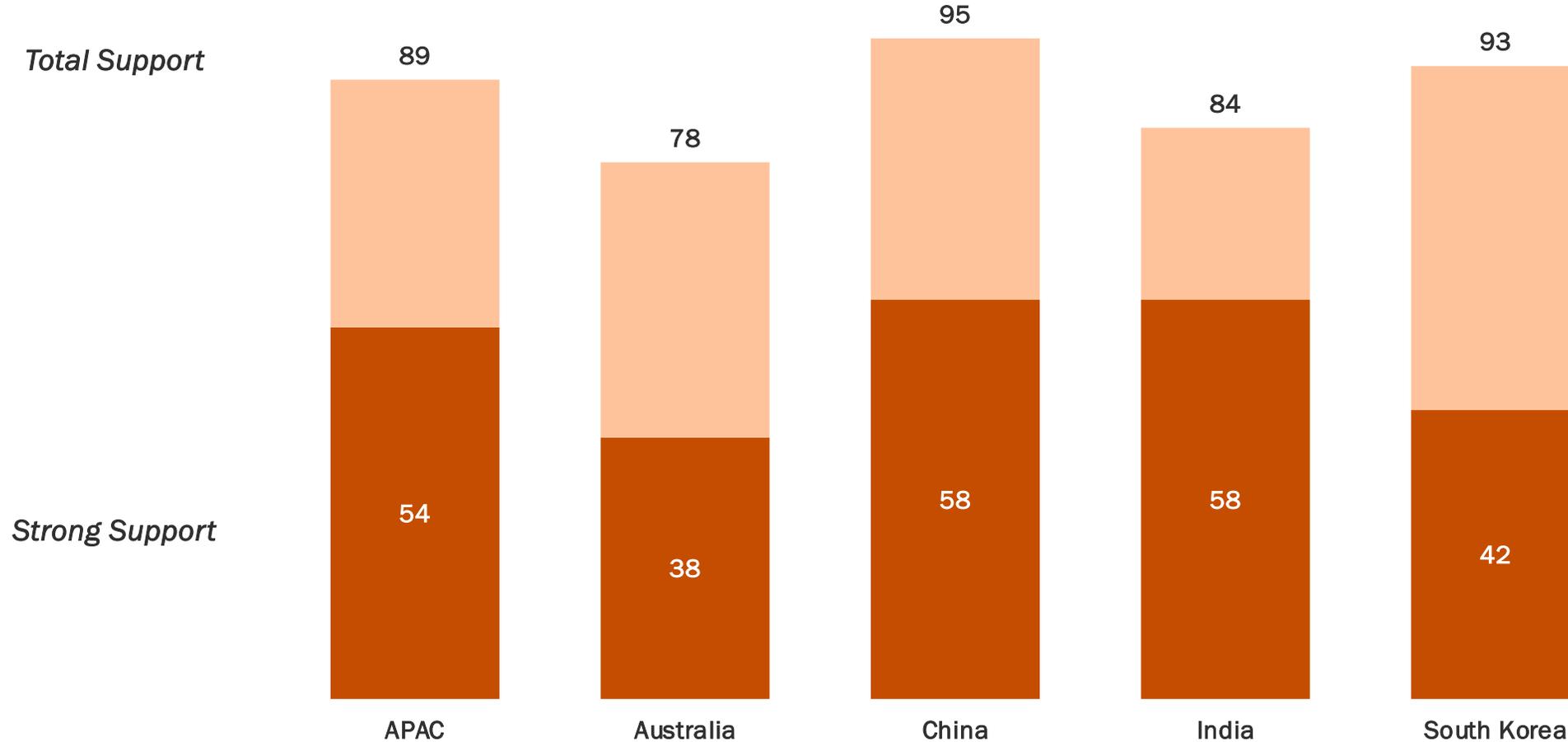
**Climate and Methane Concerns,
Attitudes, and Perceptions:
Asia-Pacific**

India is the APAC nation that feels the most personal impact from climate change; Australia behaves like Western developed countries on this measure

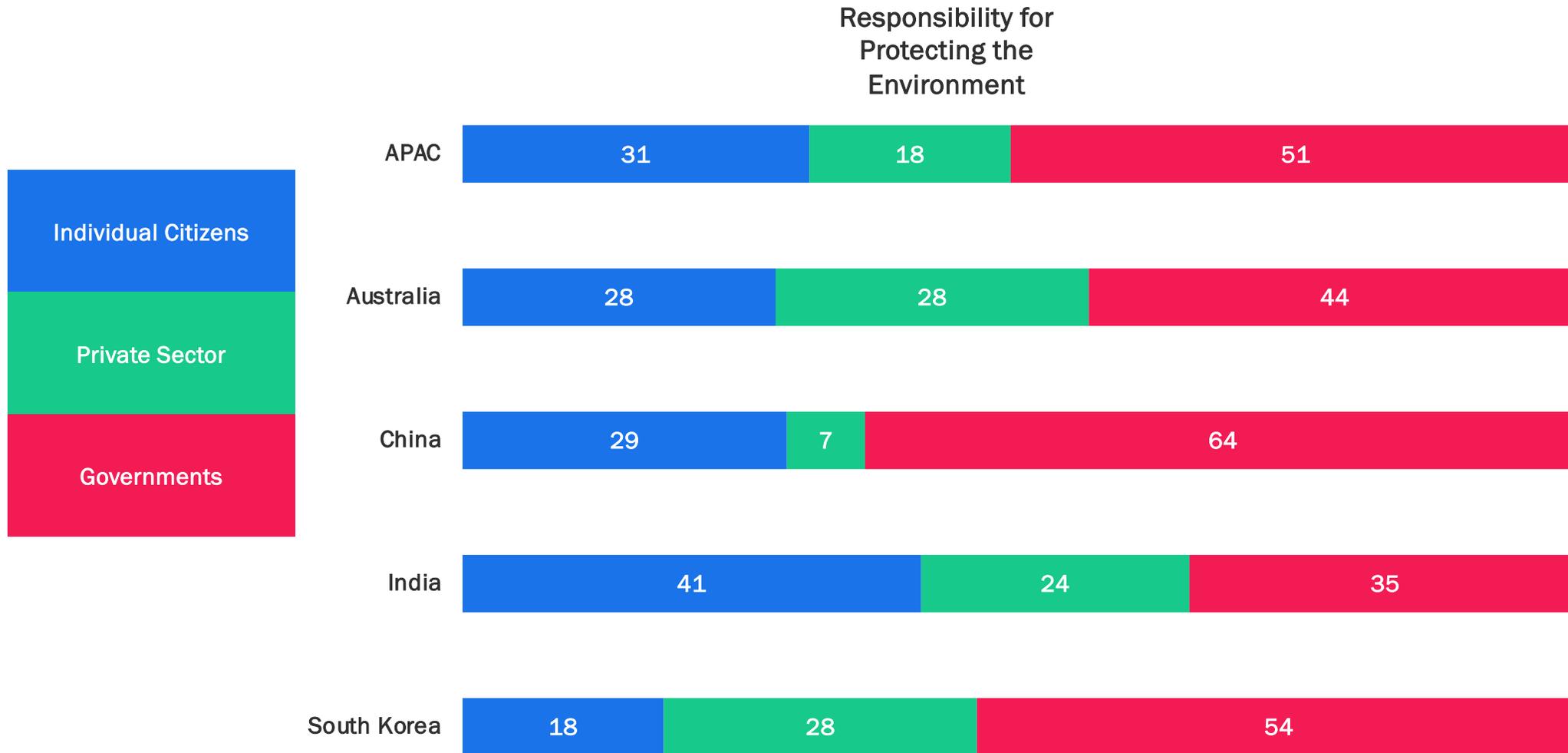


While total support for climate action is higher in South Korea than India, India's intense support of 58% matches China for highest in the region

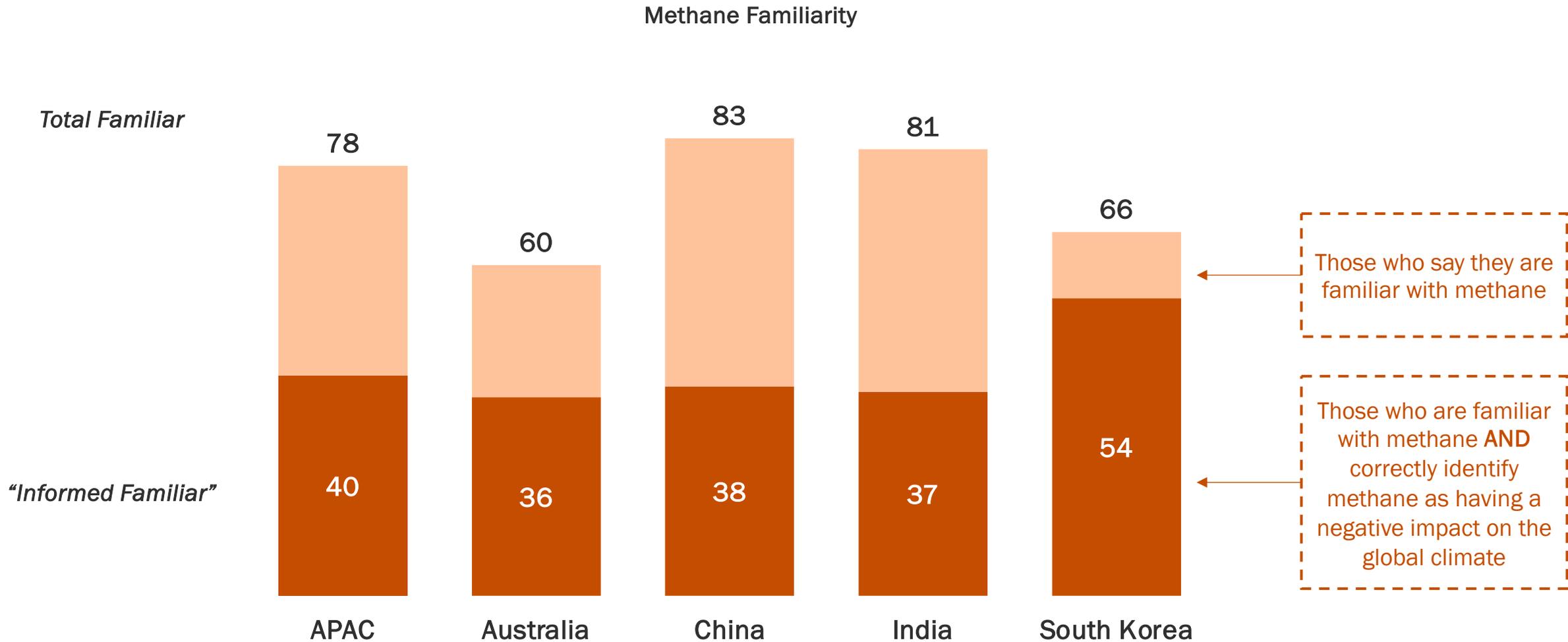
Support for Action to Minimize Climate Change



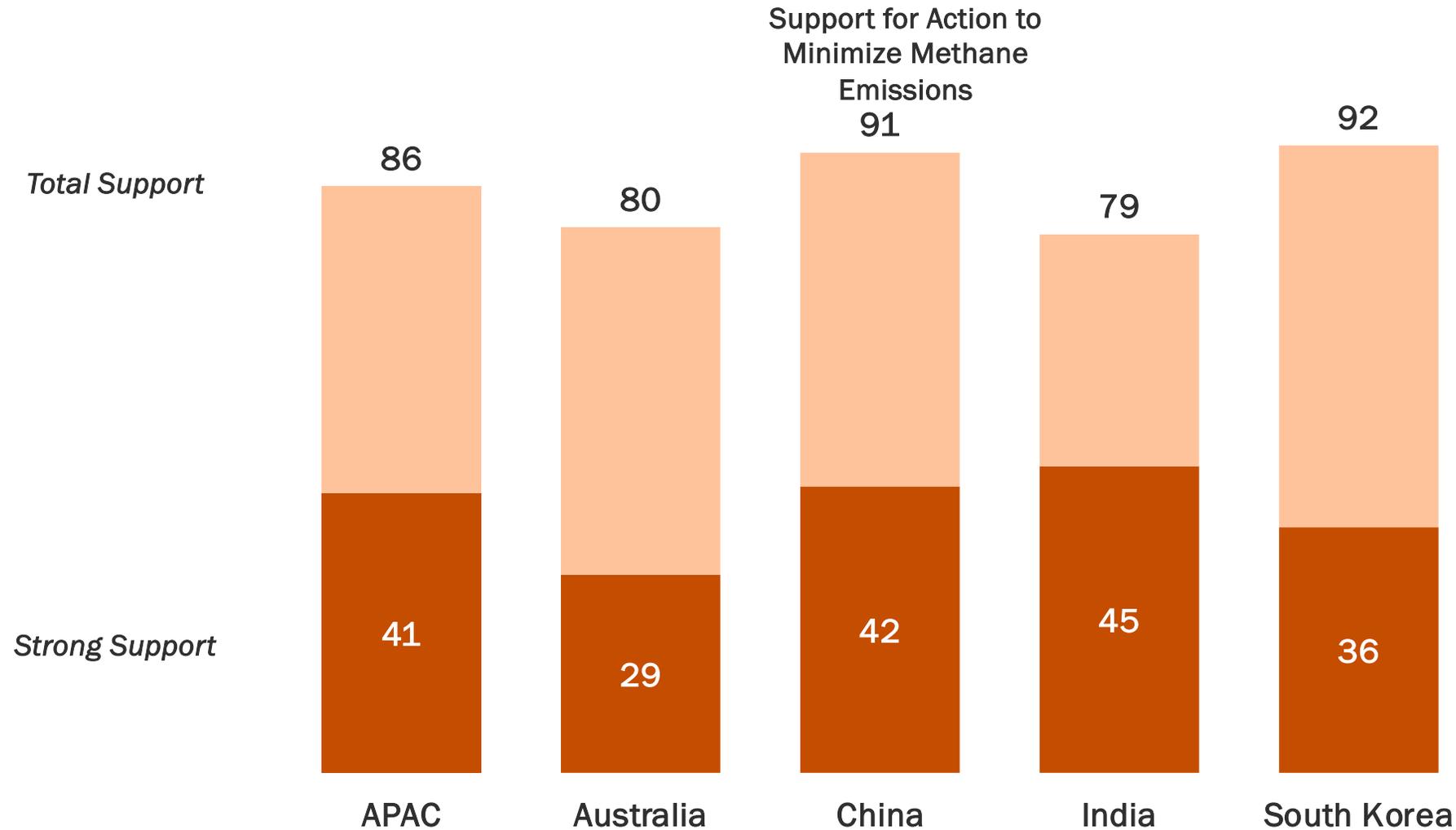
India—like many developing nations—places a larger role on individual citizens for environmental protection, whereas in China responsibility falls largely on the state



South Korea has the highest “informed familiarity” of the 17 countries we surveyed; in China and India many are not aware of methane’s harmful impact on the global climate despite higher overall familiarity

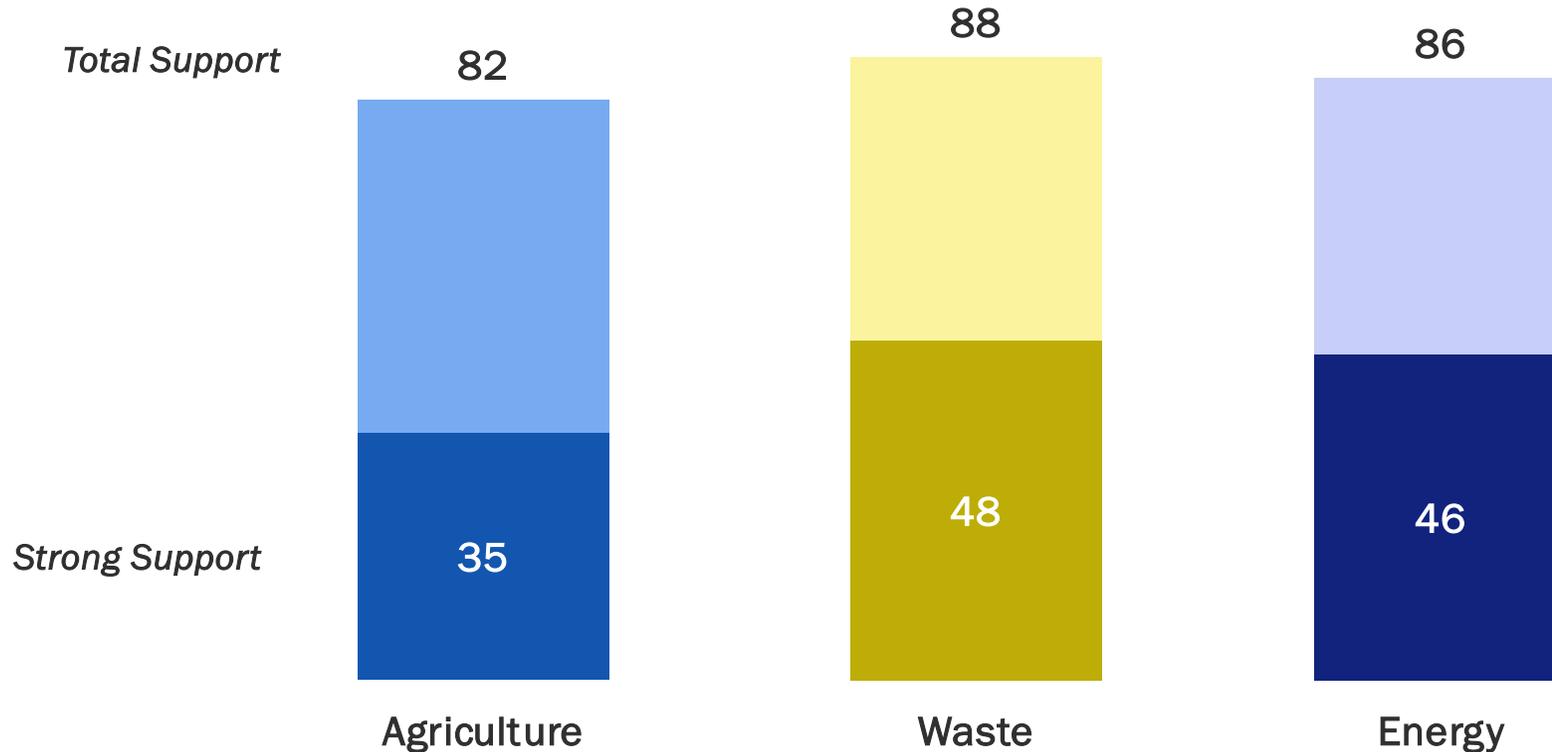


Intense support for methane mitigation is highest in India, while Australia, China, and South Korea have large bases of weak support



In the APAC countries surveyed, support for action in the agriculture sector lags action in the waste and energy sectors by a statistically significant margin

APAC Support for Action to Minimize Methane Emissions In:



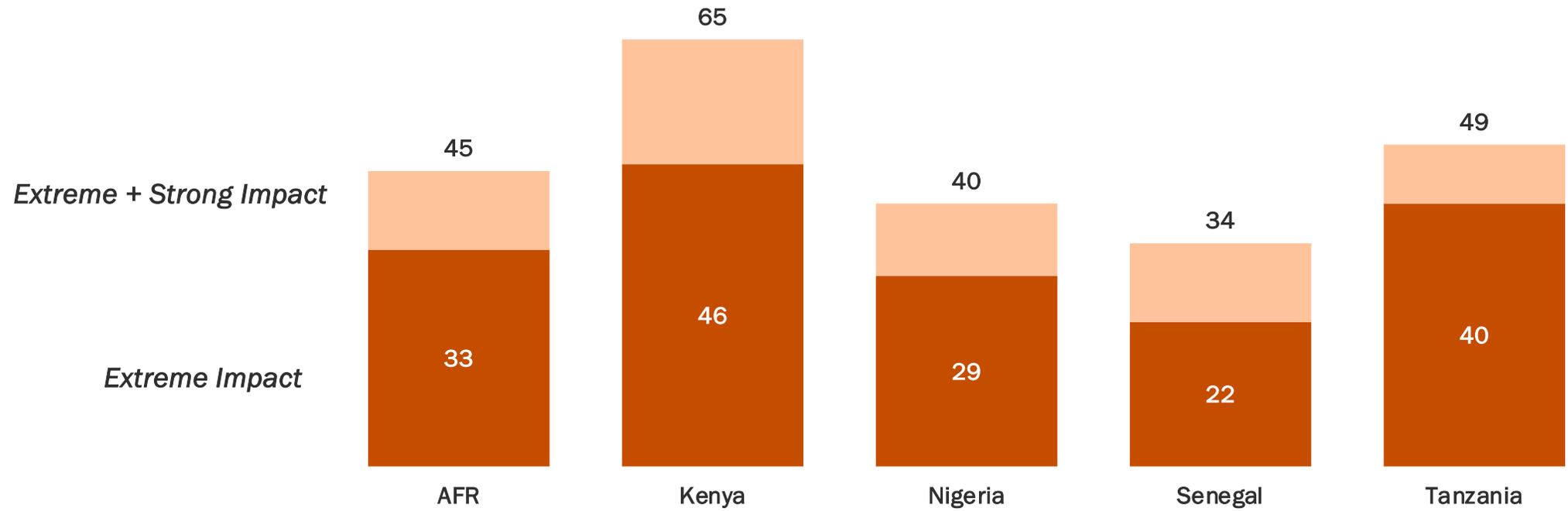
A close-up photograph of a brown and white cow's head and shoulders, looking directly at the camera. The cow has a white blaze on its face and a white patch on its forehead. The background is a clear, bright blue sky. The text is overlaid on the left side of the image, enclosed in a white rectangular box.

**Climate and Methane Concerns,
Attitudes, and Perceptions:**

Africa

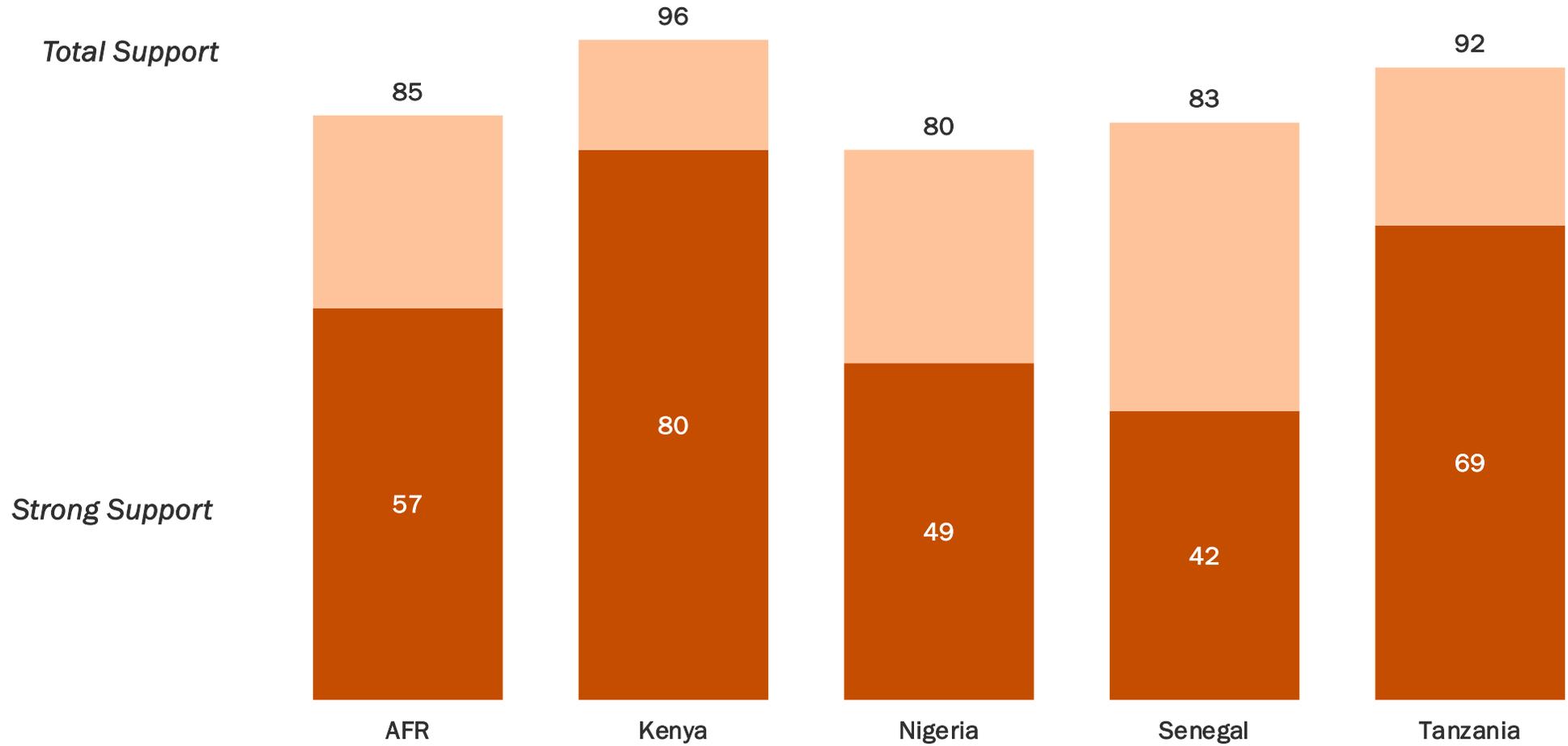
African countries feel extreme impacts from climate change, especially in Kenya and Tanzania

Personal Impact from Climate Change



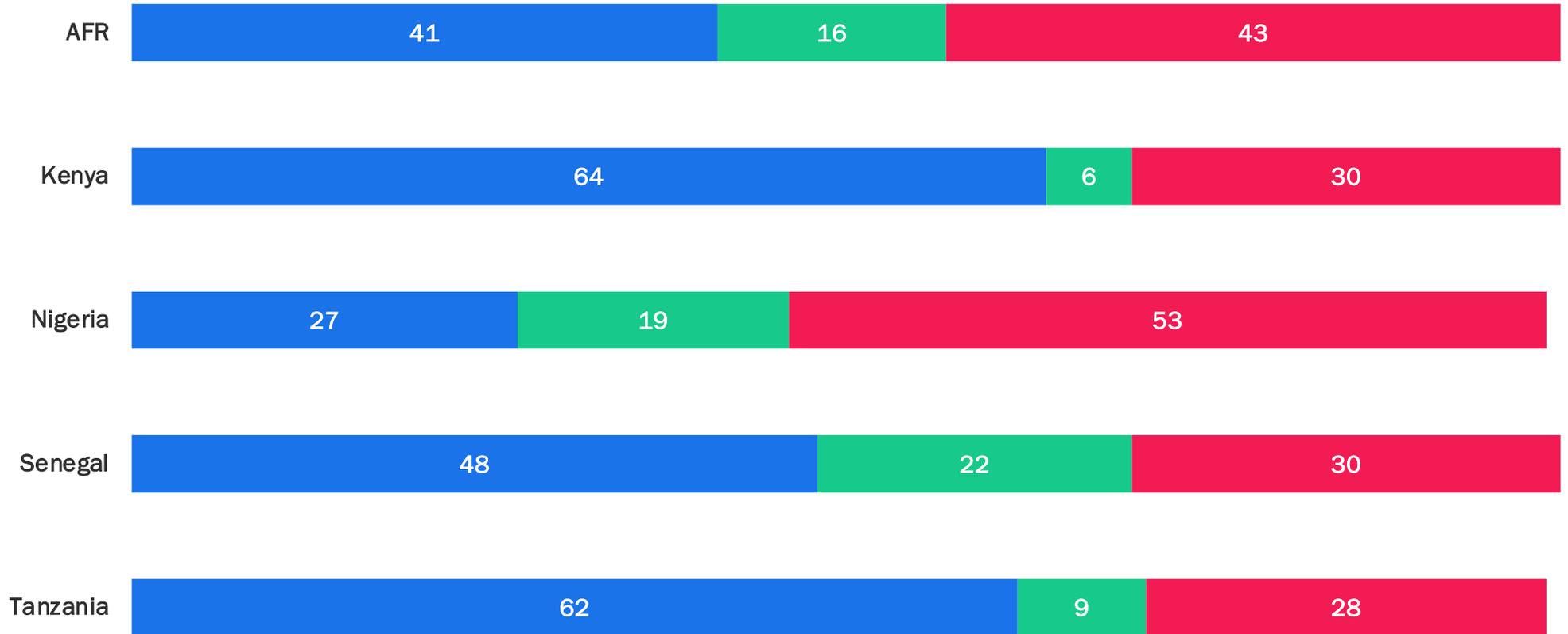
And while support for climate action is high in all four African countries we surveyed, Kenya and Tanzania’s high support mirrors the disproportionate climate impact their citizens feel

Support for Action to Minimize Climate Change



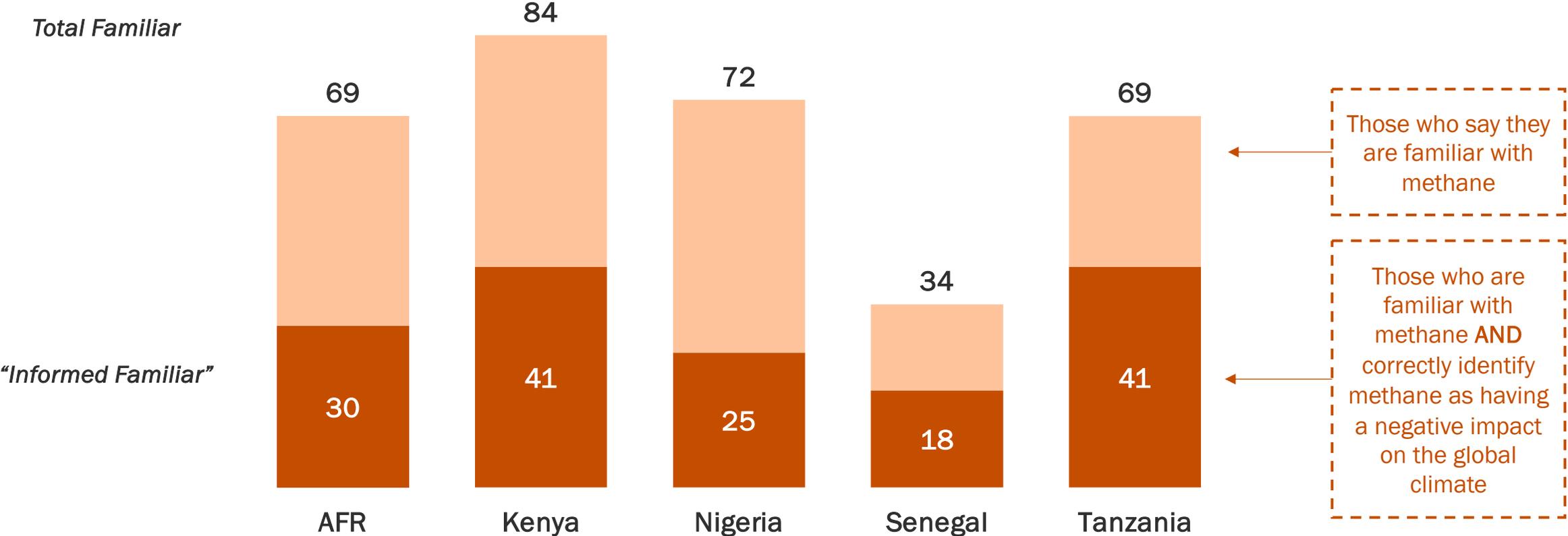
In Kenya, Senegal, and Tanzania, lower faith in government may be leading to increased responsibility for environmental protection placed on individual citizens

Responsibility for Protecting the Environment



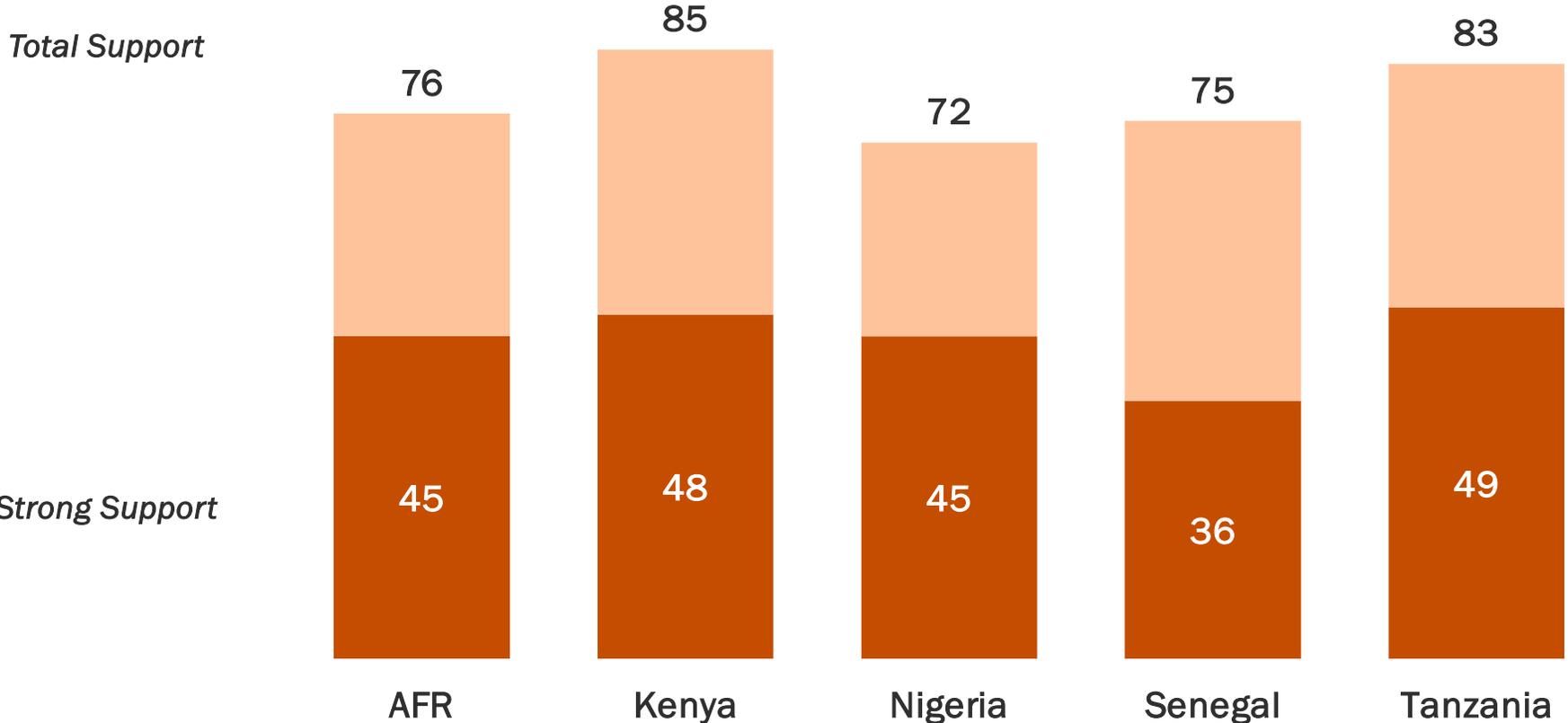
While some African countries have relatively high overall familiarity; more than half of those familiar in the region don't know that methane has a negative climate impact

Methane Familiarity

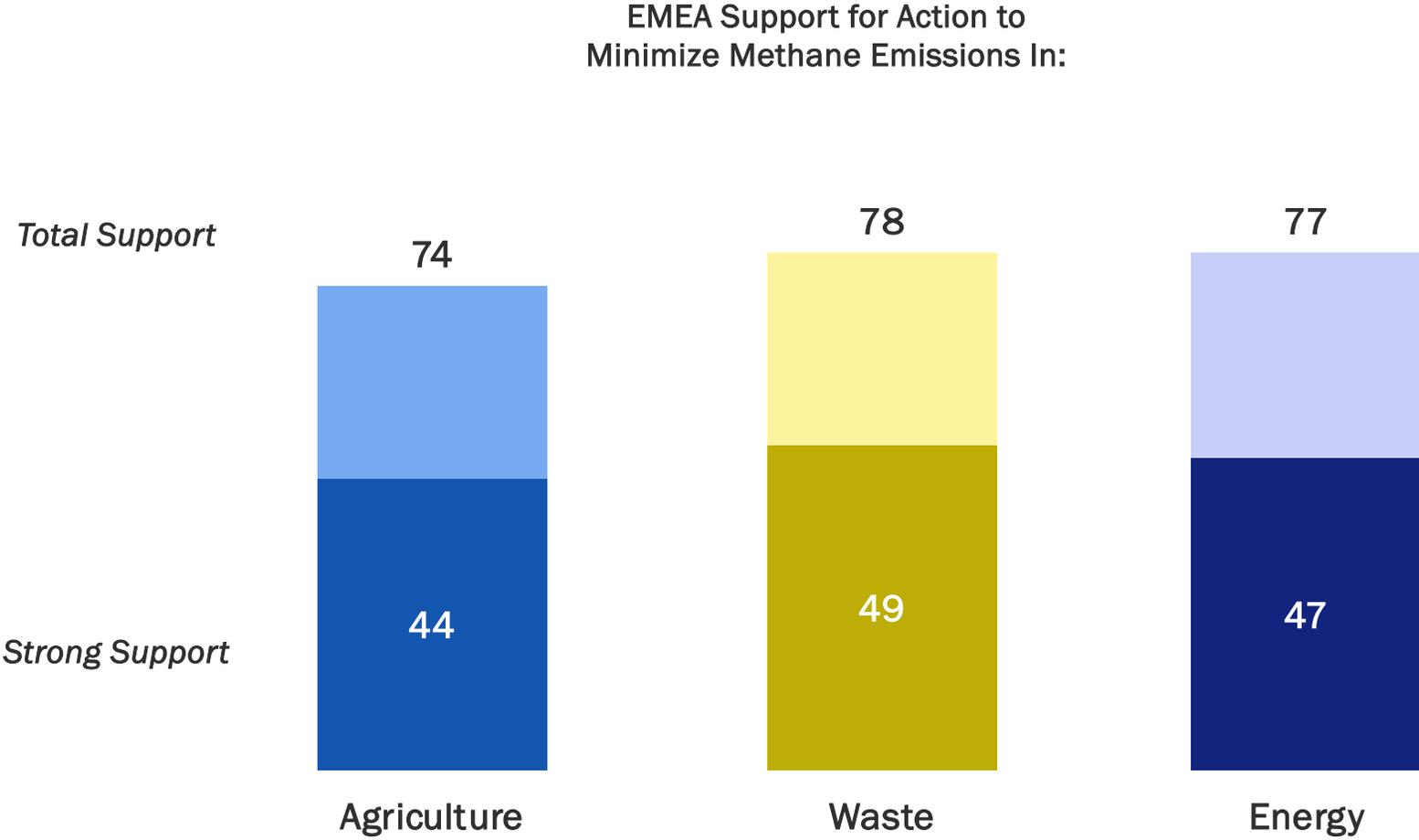


Intense support for action to mitigate methane emissions is high in Africa – including in Senegal, where only 1 in 5 are “informed” familiar with methane

Support for Action to Minimize Methane Emissions



In Africa, support for action in agriculture lags support for reforms in the waste and energy sectors

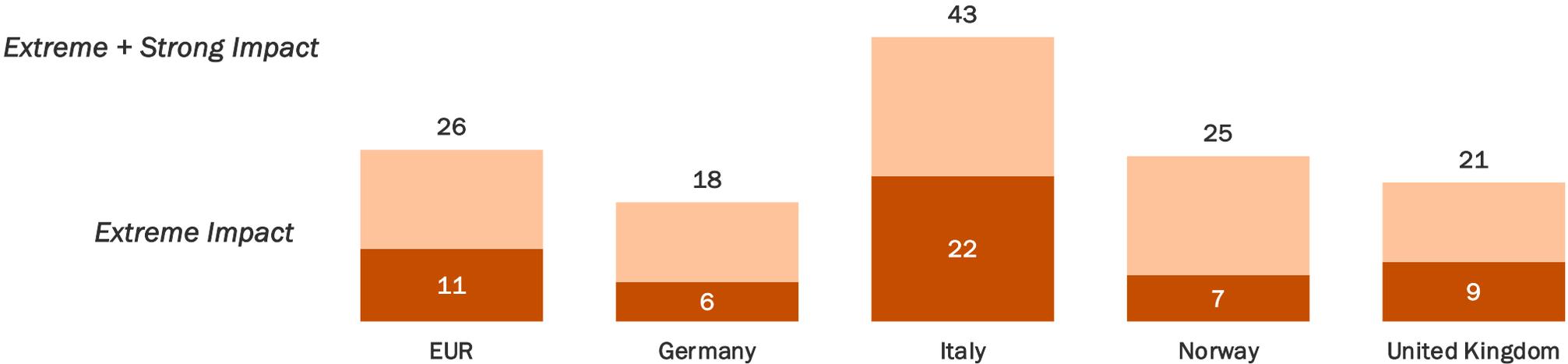




**Climate and Methane Concerns,
Attitudes, and Perceptions:
Europe**

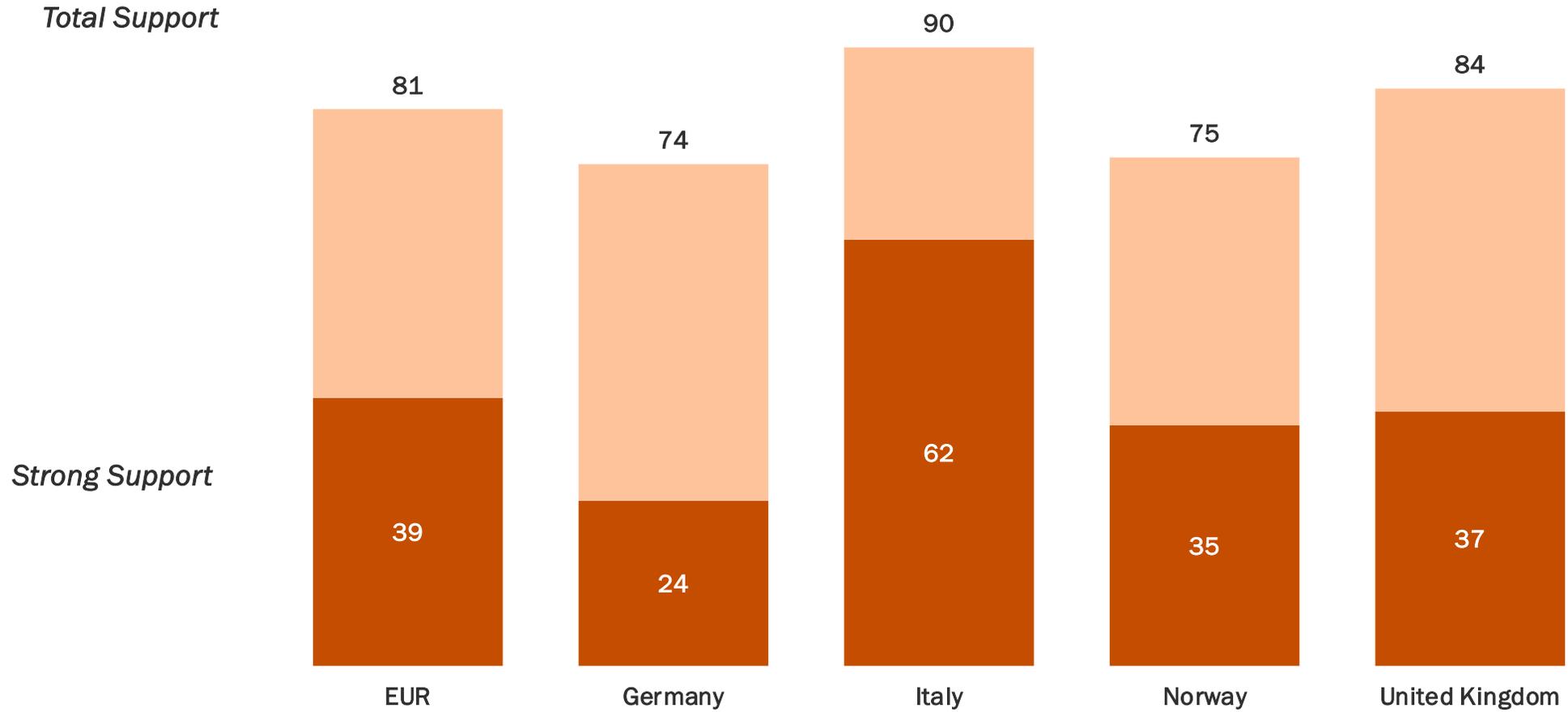
Citizens of Germany, Norway, and the United Kingdom report relatively little impact from climate change, while the proportion of Italians experiencing “Extreme Impact” is on-par with African nations

Personal Impact from Climate Change



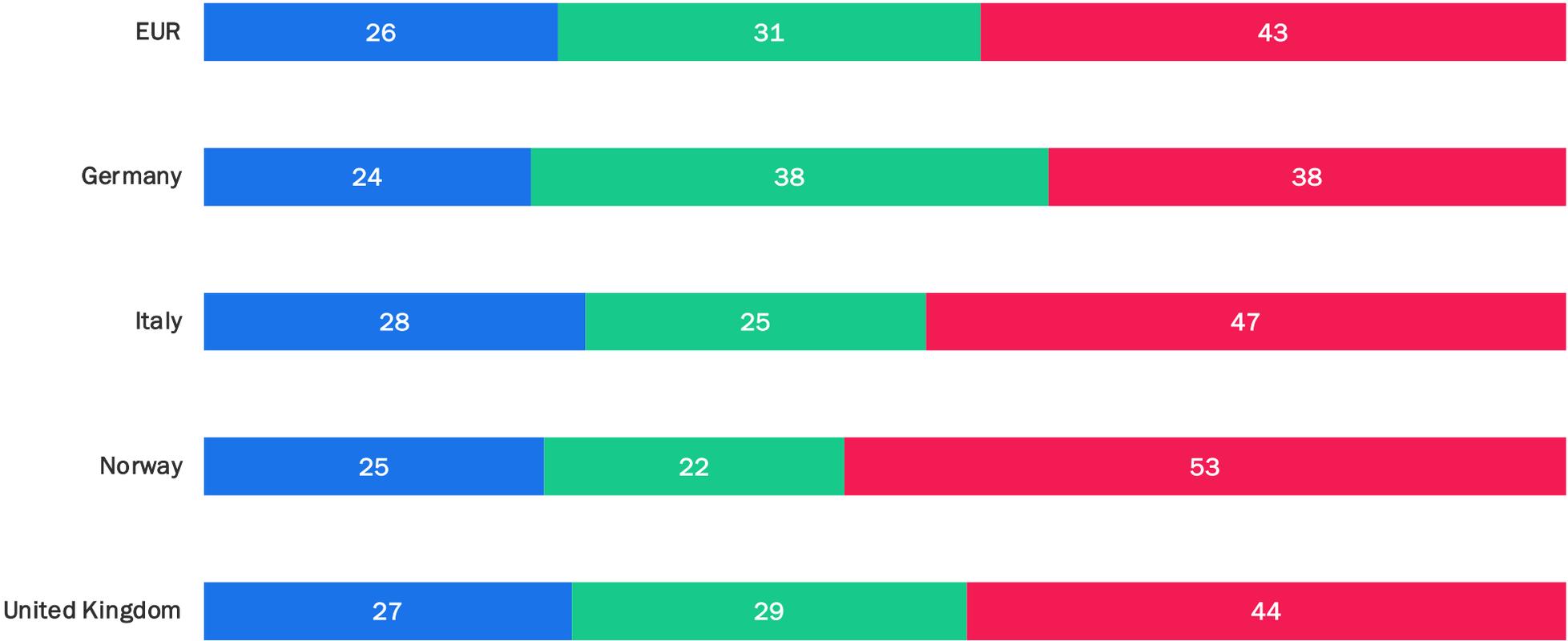
Similarly, Italians are much more enthusiastic about climate action than their European neighbors, who generally have lukewarm support for climate action

Support for Action to Minimize Climate Change

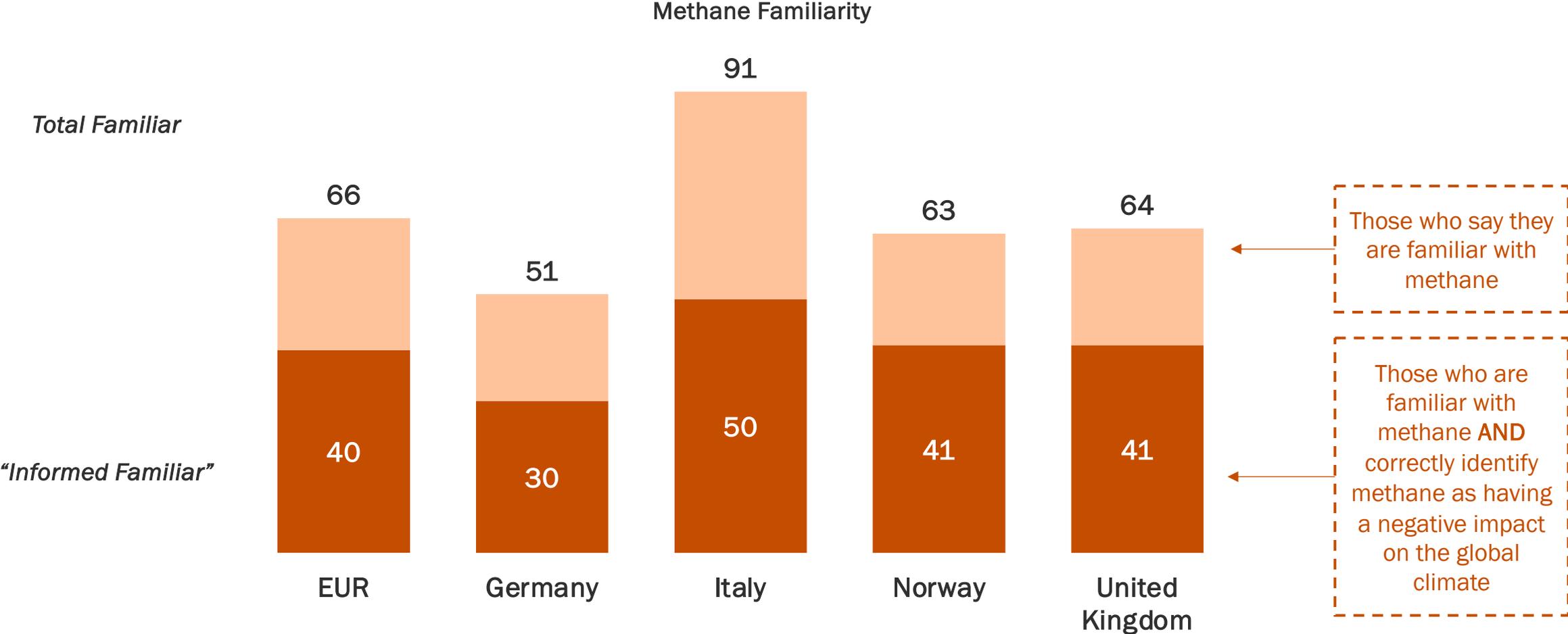


European countries tend to prioritize responsibility for environmental protection towards governments, who are often also seen as the most capable institutions in these countries

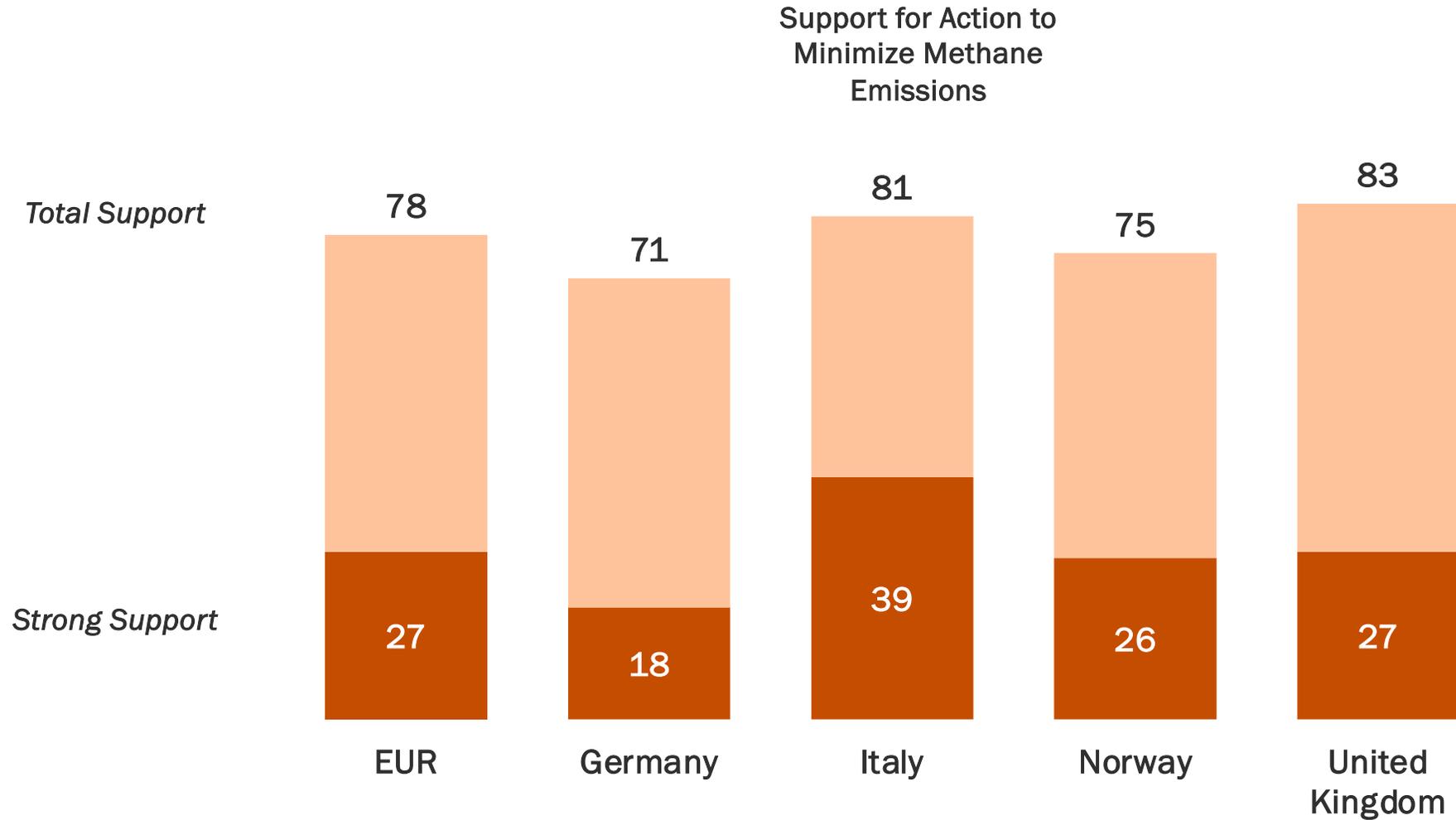
Responsibility for Protecting the Environment



Germany’s relatively low familiarity with methane is surprising given their large reliance on natural gas as an energy source

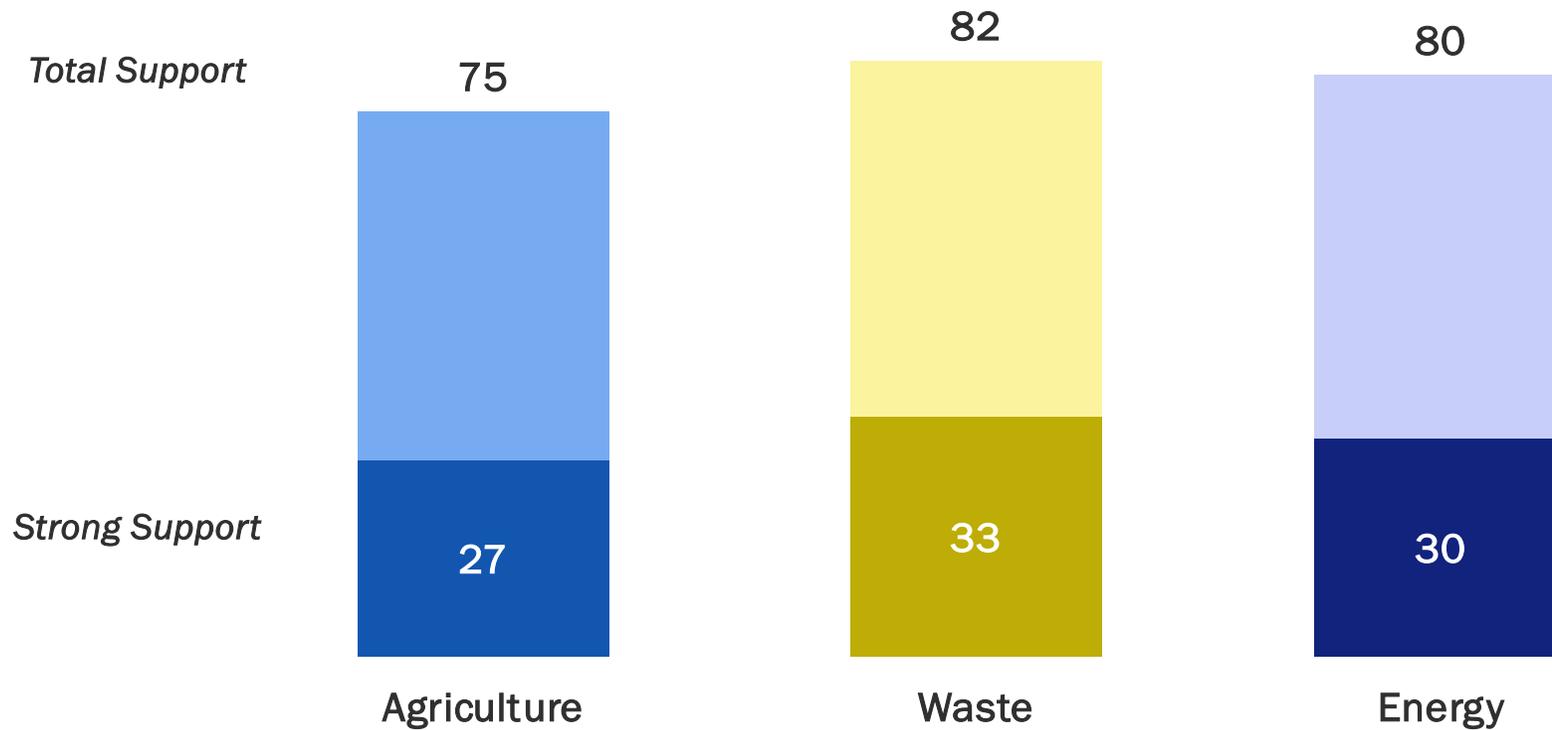


Europe shows the weakest intense support for methane action of any region we surveyed; this is driven largely by indifference, as there are relatively little “strong opposition” to action



Europe follows the global trend of stronger support or action in the waste sector and weaker support for action in the agriculture sector

EMEA Support for Action to Minimize Methane Emissions In:

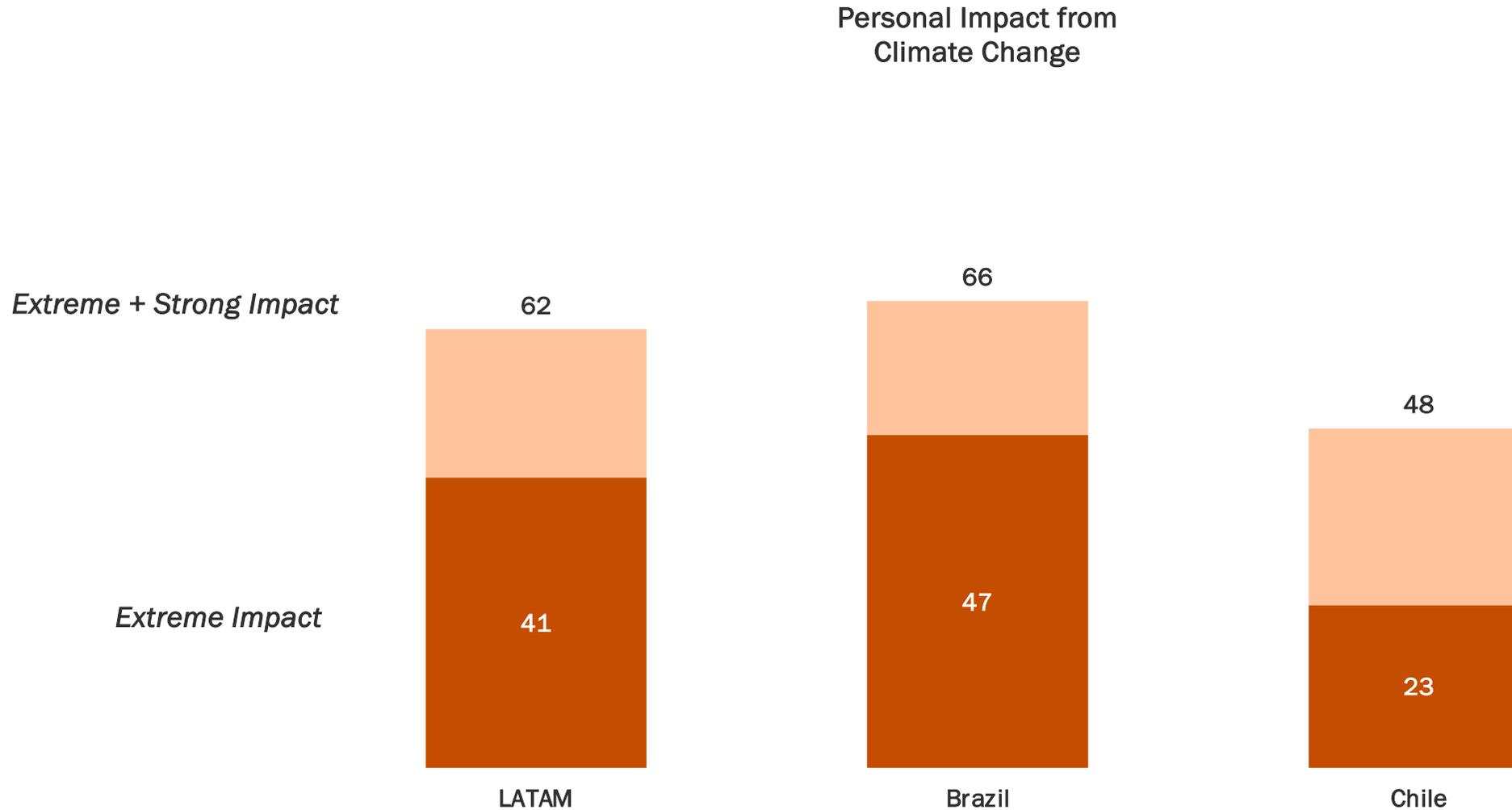




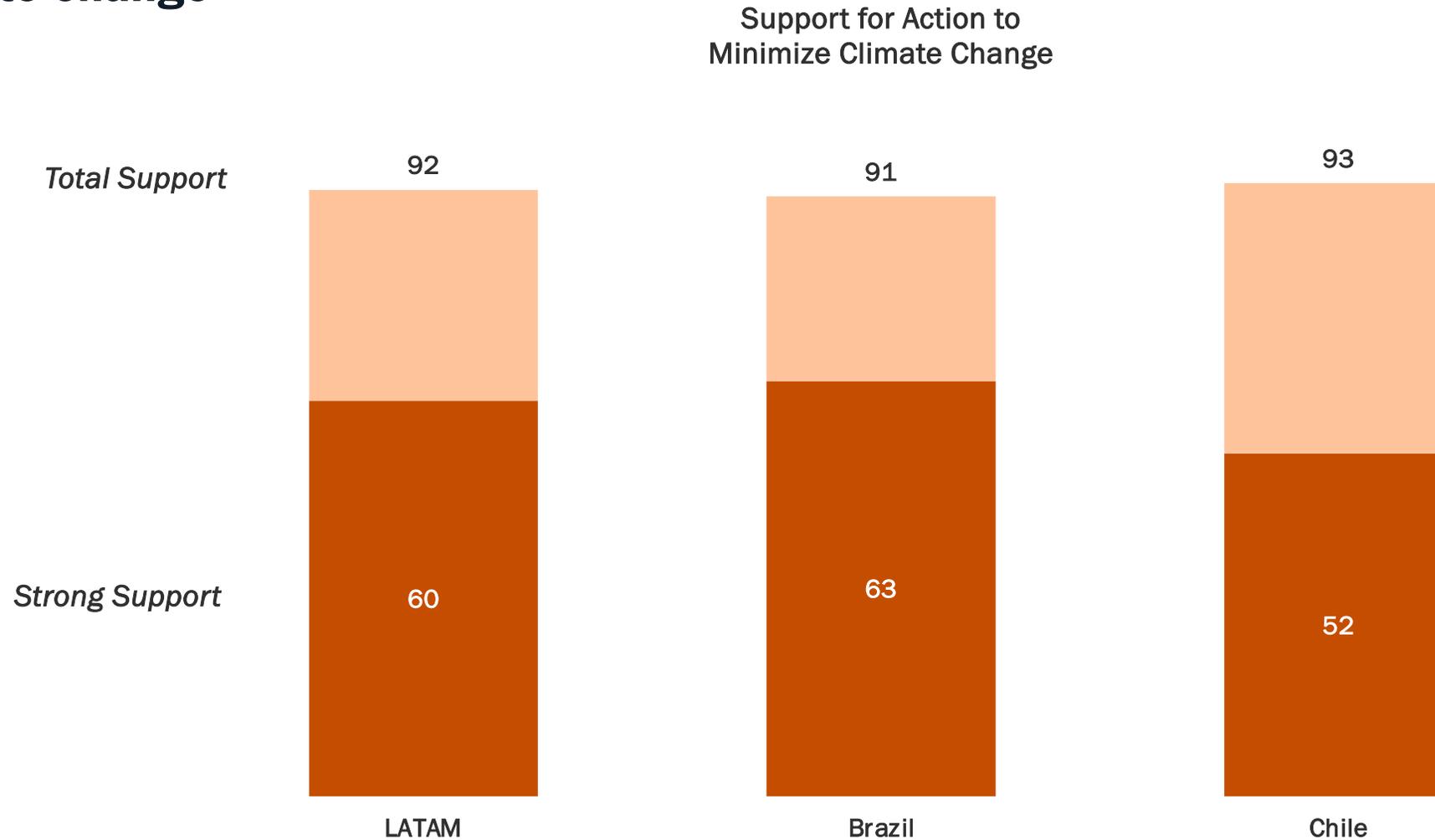
**Climate and Methane Concerns,
Attitudes, and Perceptions:**

Latin America

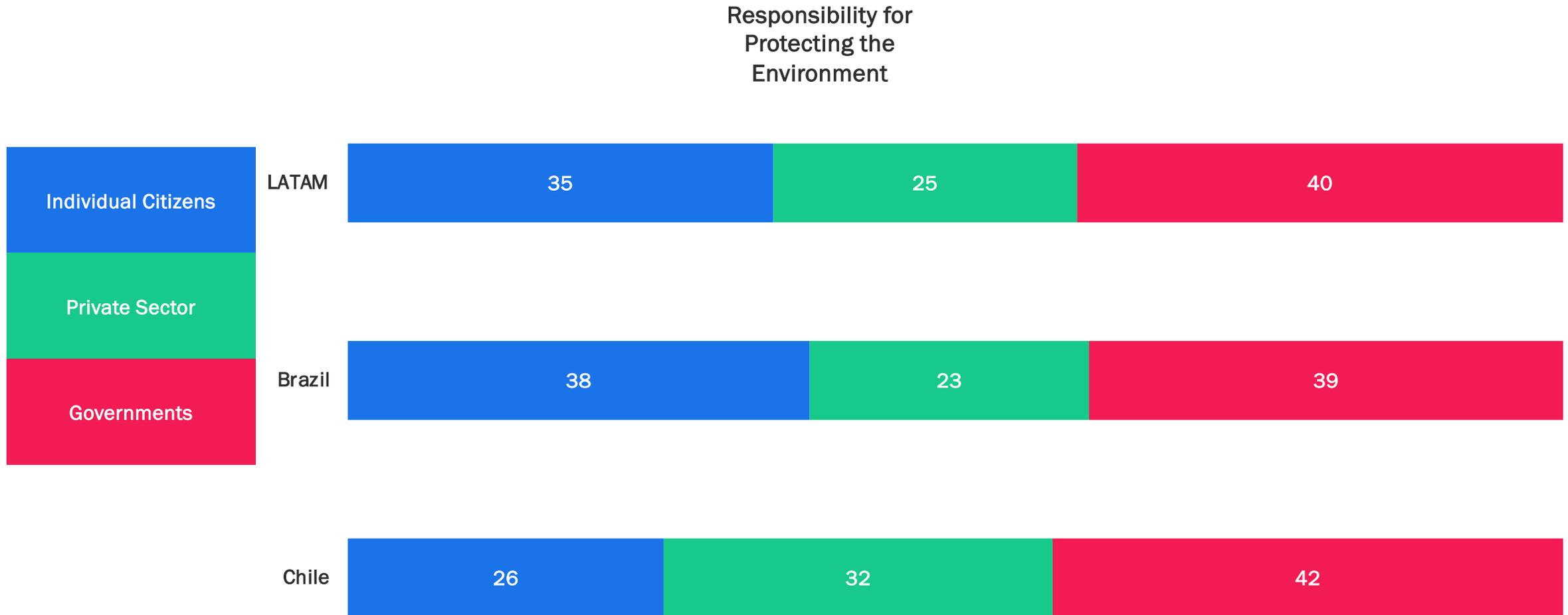
Brazilians report the most extreme personal impact from climate change of the 17 countries surveyed



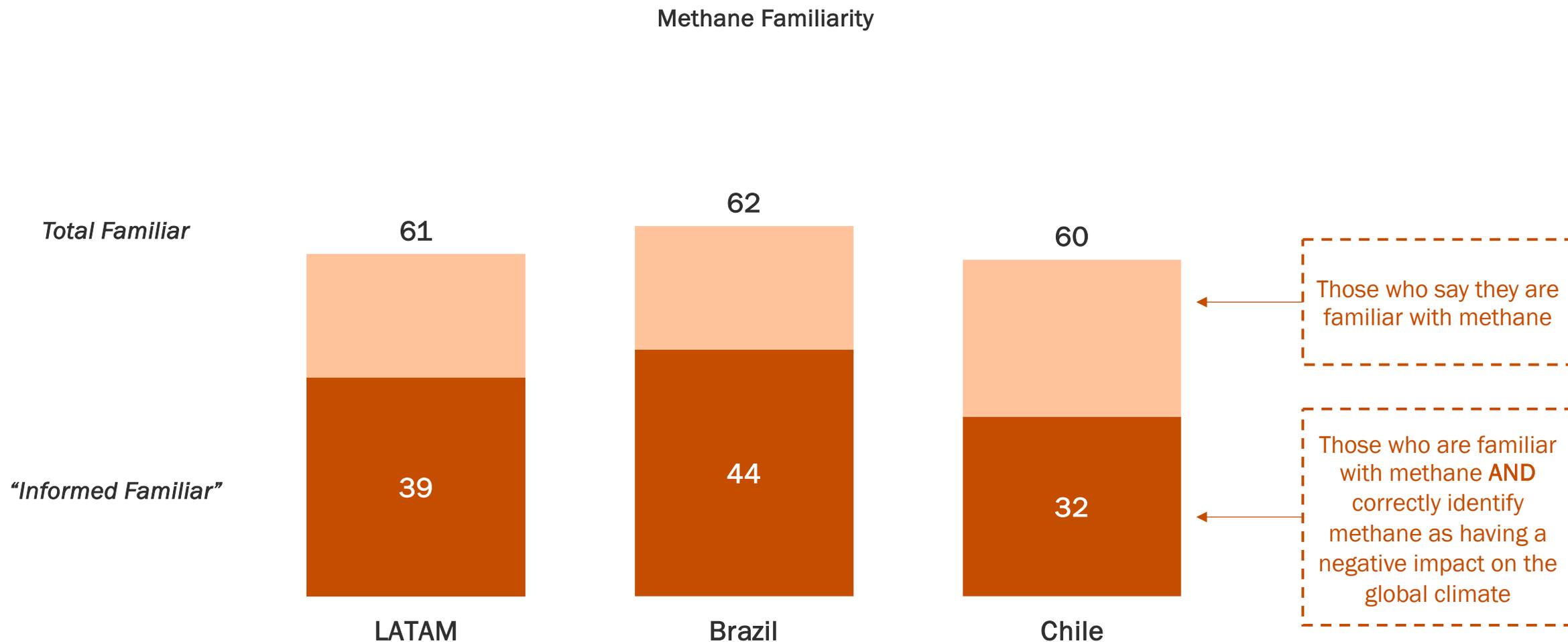
While still strongly supportive of climate action, Brazil's intense support is 17pts lower than Kenya, which is the only other country that shows similar levels of personal impact from climate change



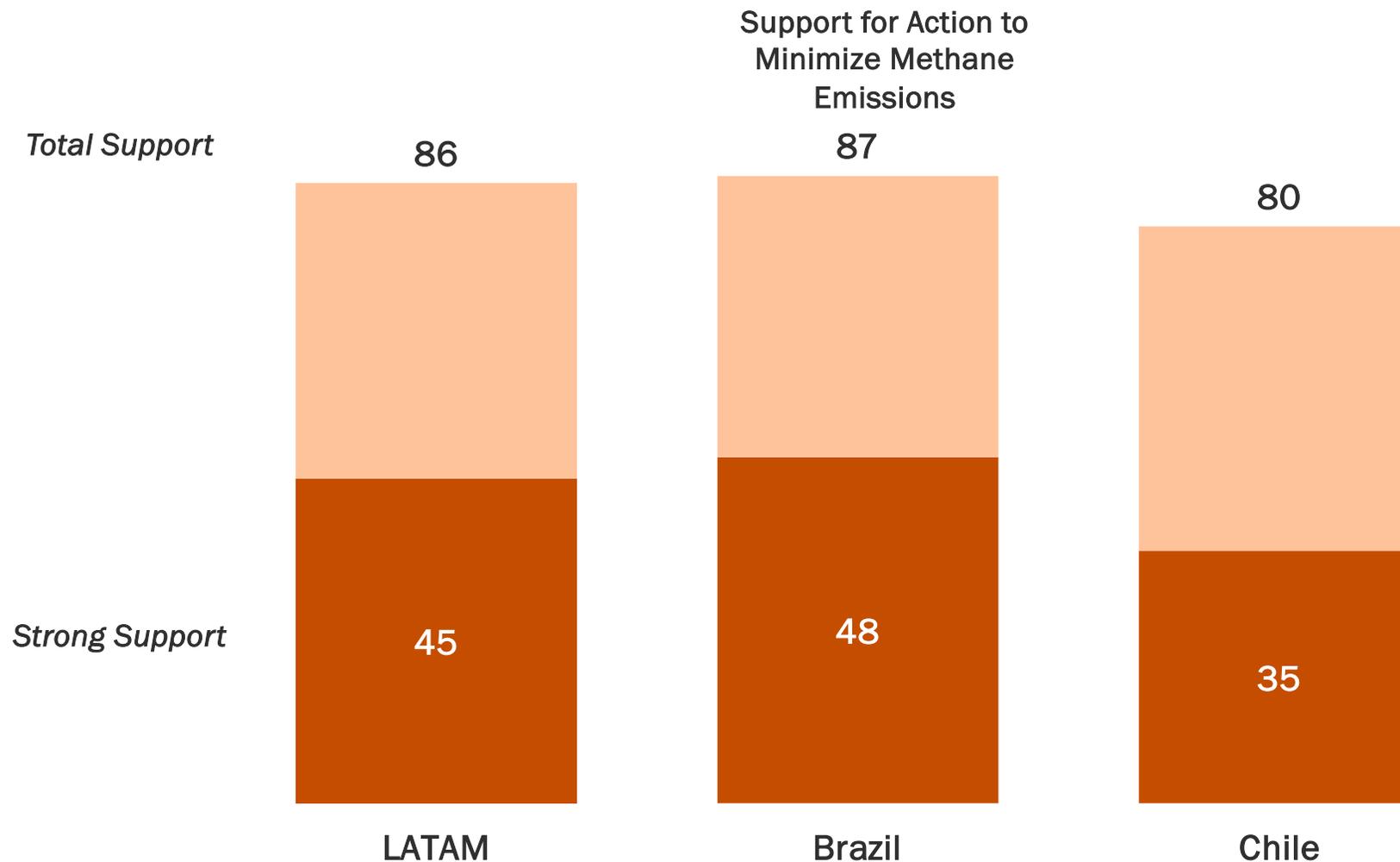
Brazil sees a larger responsibility for individual citizens in protecting the environment than Chile, which places most of the load on the private sector and government



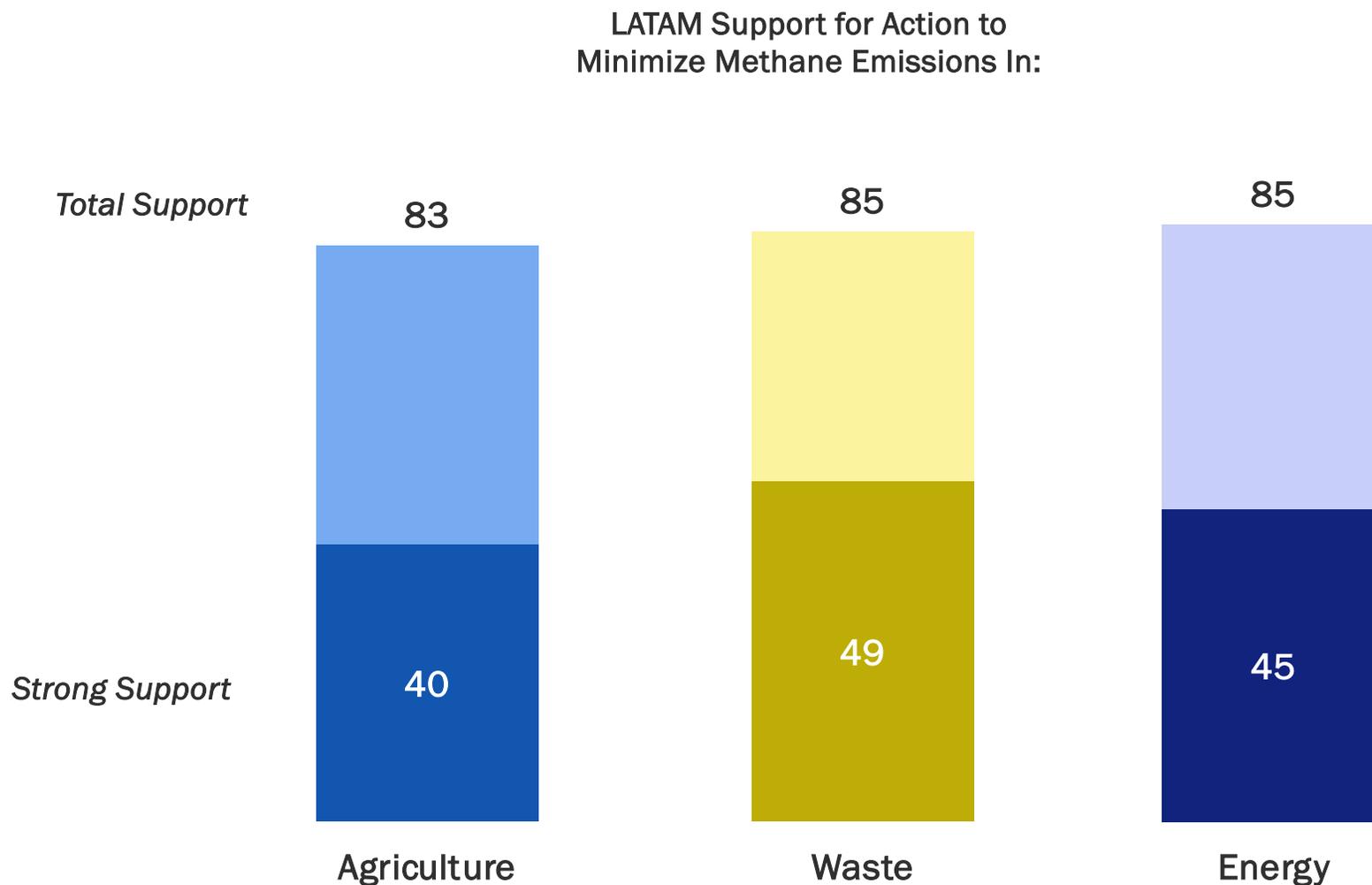
“Informed familiarity” of methane is significantly higher in Brazil than in Chile, indicative of a need for increased public education in Chile



Brazil leads Chile by a similar margin in intense support for methane mitigation; a trend emerges of support being tied to awareness of methane's harmful impact on the climate



Regional intense support for methane action in the agriculture sector is lower than in waste and energy; this is driven by Brazil – the top agricultural producer in Latin America

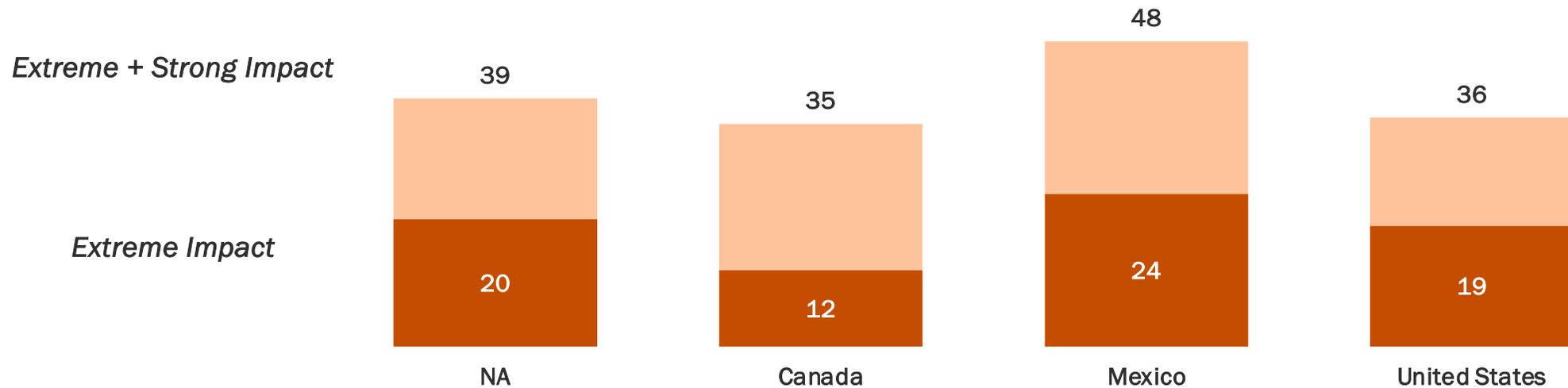


A photograph of an industrial facility, likely a refinery or chemical plant, at dusk. The sky is a deep blue, and the facility is illuminated by numerous lights, creating a warm glow. In the foreground, there is a field of low-lying vegetation. The text is overlaid on the image in a white, sans-serif font, enclosed in a white rectangular border.

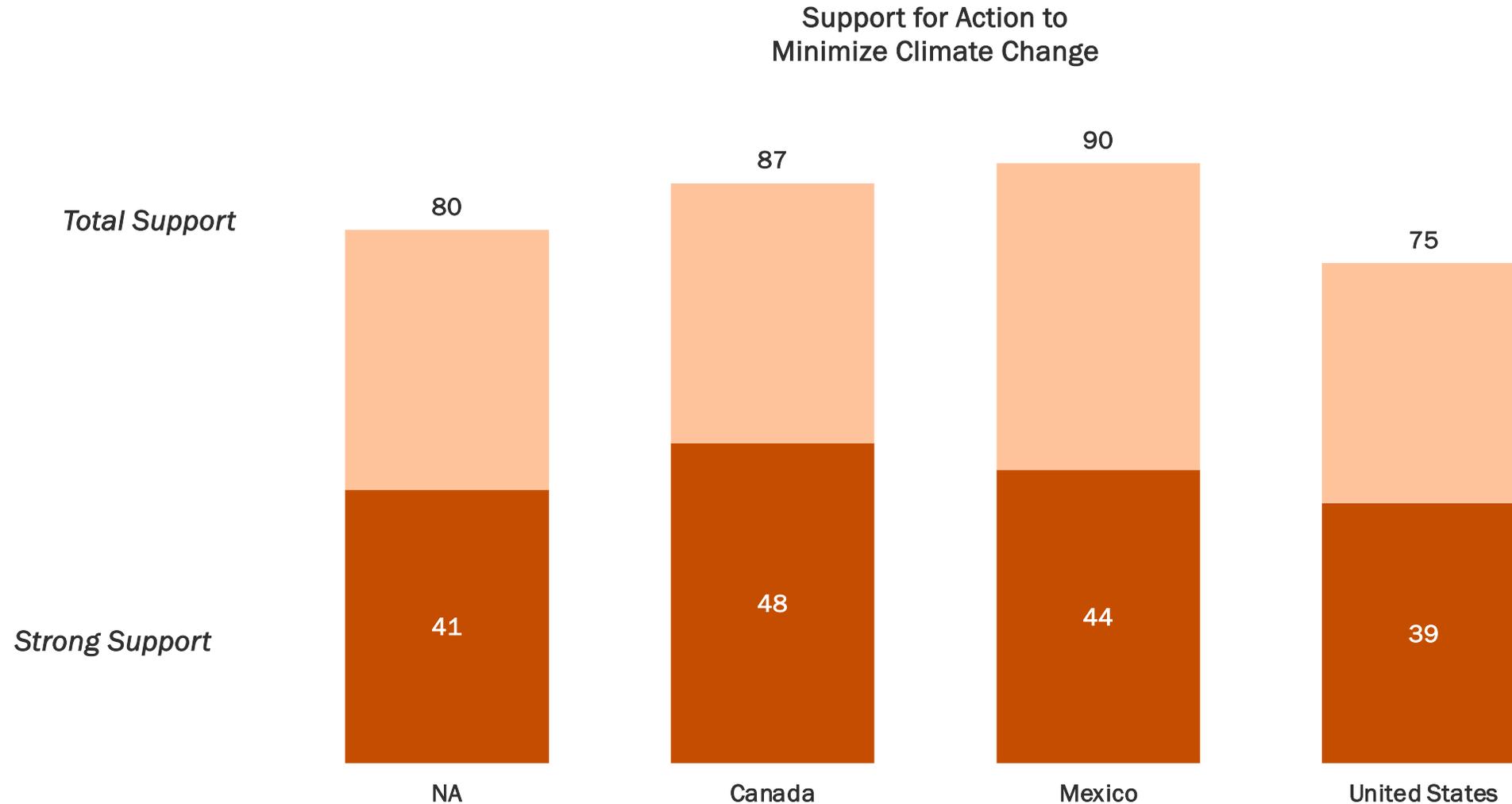
Climate and Methane Concerns, Attitudes, and Perceptions: North America

Mexico perceives more personal impact from climate change than its North American neighbors, although this impact is slightly less intense than other countries in the Global South

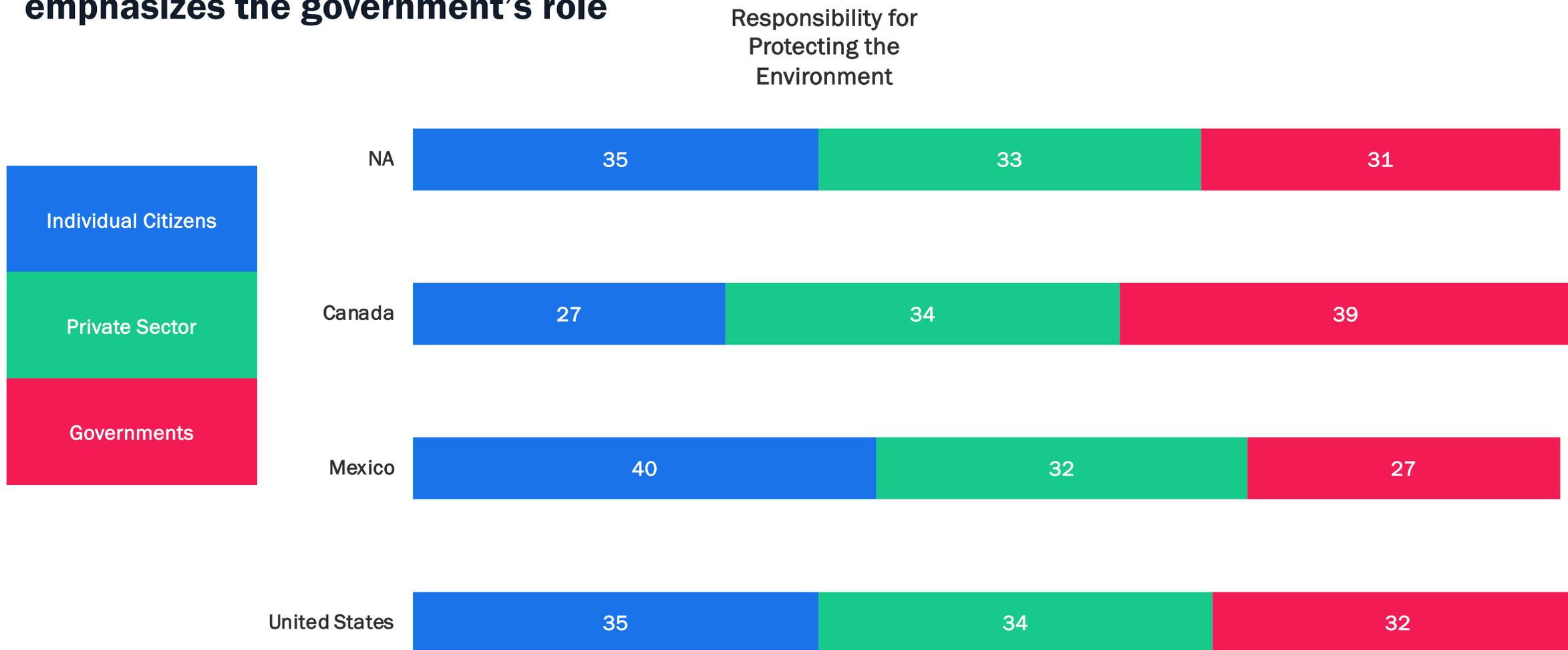
Personal Impact from
Climate Change



Despite relatively low levels of personal concern over climate change, Canada has the highest intense support for climate action in North America

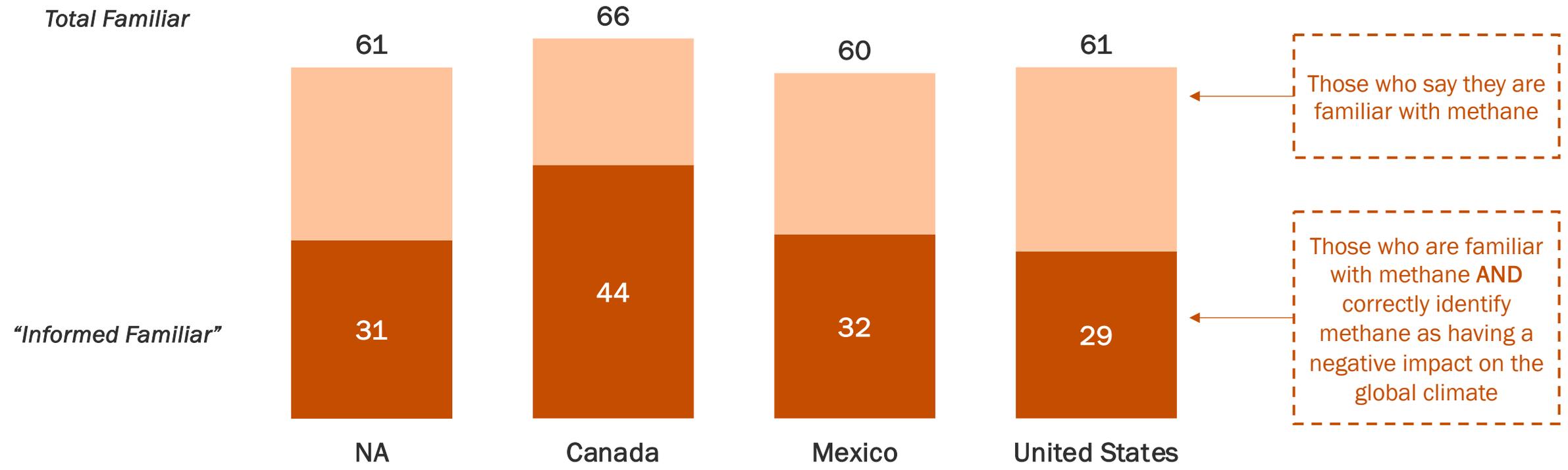


The NA region balances responsibility for environmental protection evenly between stakeholders; Mexico places more emphasis on individual responsibility, while Canada slightly emphasizes the government's role

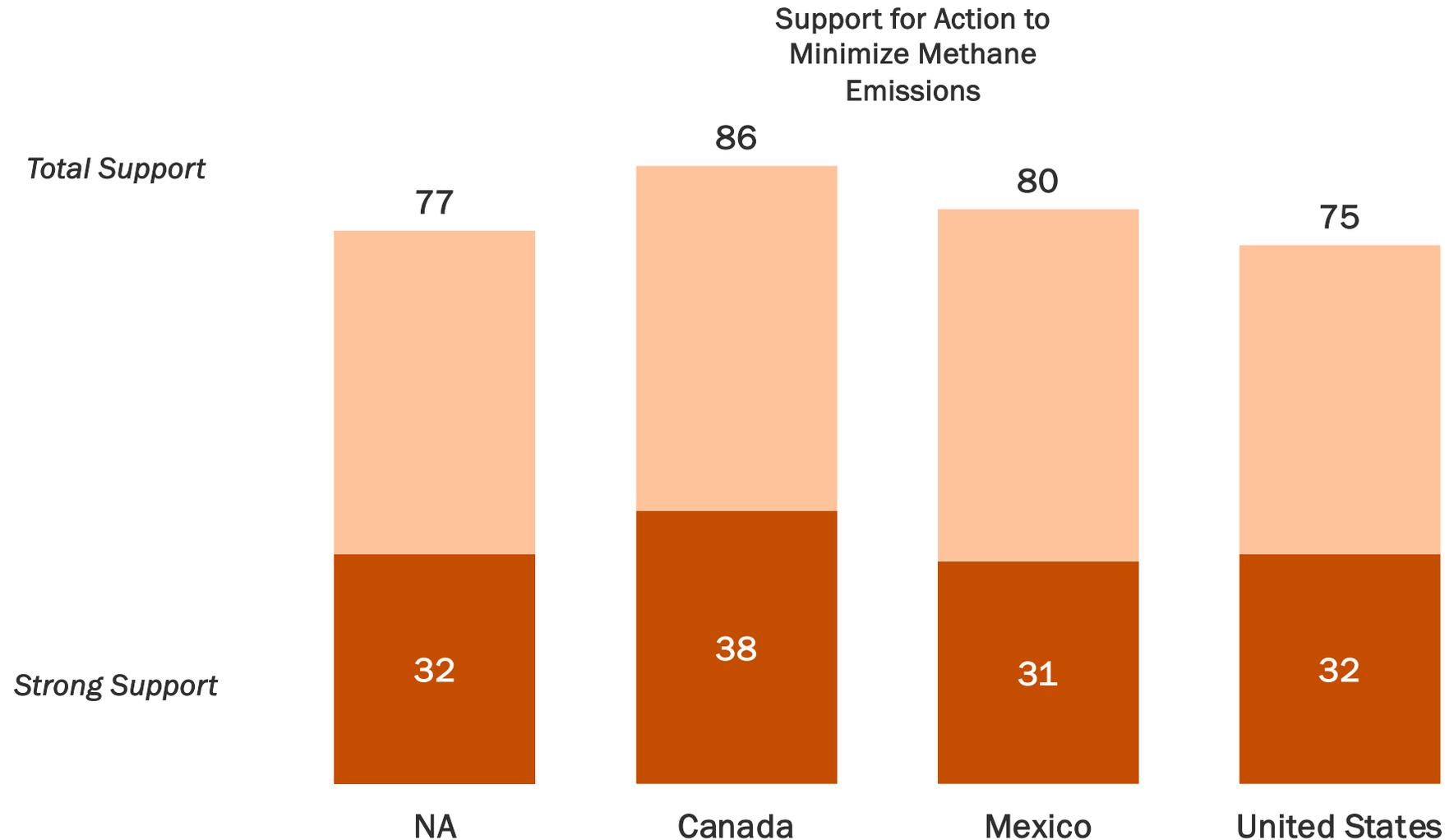


Canada has high levels of methane “informed familiarity,” while misperceptions about methane’s impact are more common in Mexico and the United States

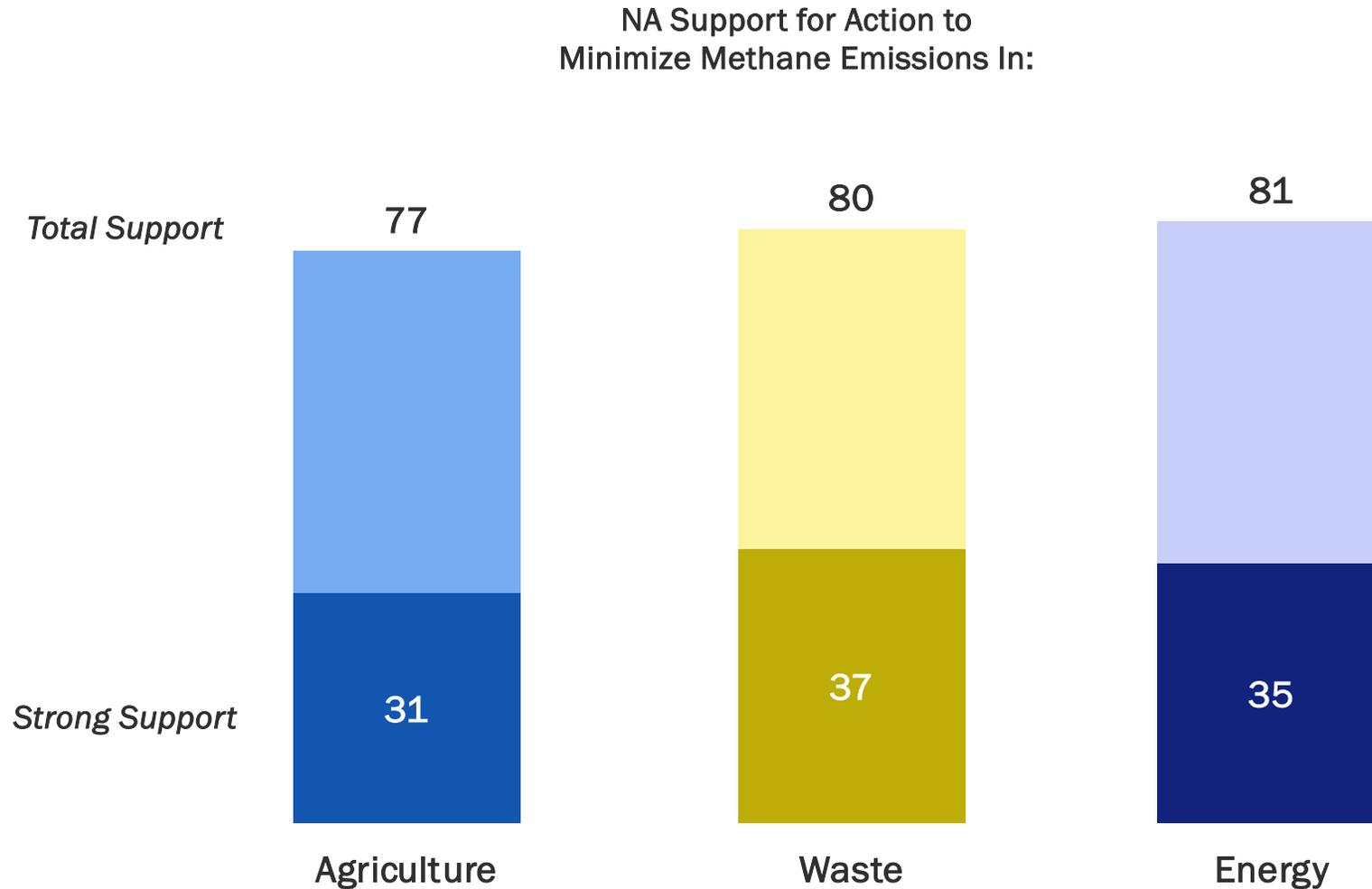
Methane Familiarity



Across the region, support for methane mitigation is broad – increasing strong support for mitigation in NA will be necessary to drive policy change



Intense support for methane action in the agriculture sector lags support for action in waste and energy; this trend is mirrored in several regions





**Country-Level
Appendix**

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APAC Countries



Vast majority of Australians believe the climate is changing (2-in-3 believe it's due to human activity), with climate change top of mind for 1-in-10 – it makes sense that a majority support the proposal for a national methane plan, though strong support has room to grow



Top-of-Mind Environmental Concerns:	
Climate change	10%
Littering and garbage	6%
Greenery and nature	6%

Total Support



Strongly support

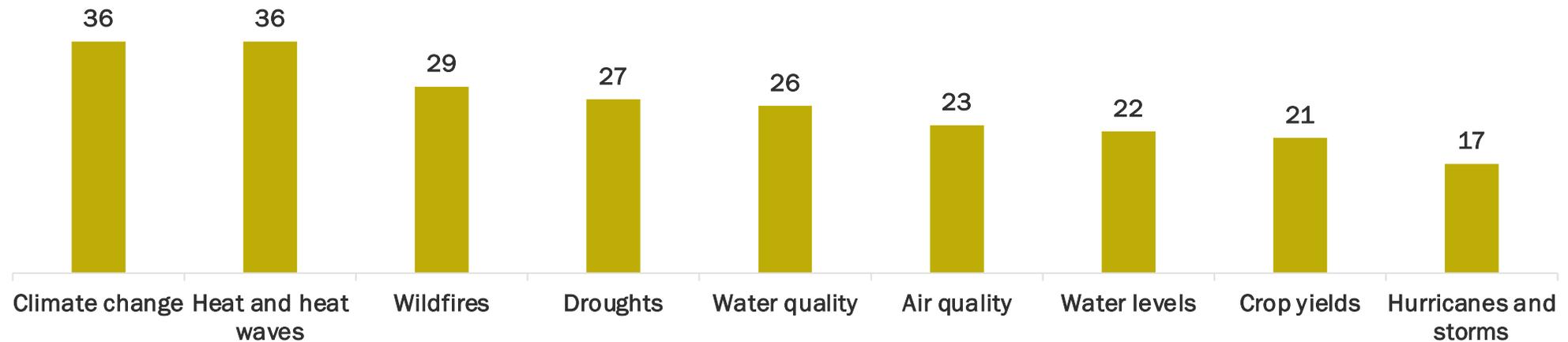
Policy Proposal:
 The implementation of a national methane plan and the establishment of national methane reduction targets by 2025.



Over one-third of Australians are “very concerned” about climate change and heat/heat waves, and many say they are experiencing these effects of climate change already

% Very Concerned About:

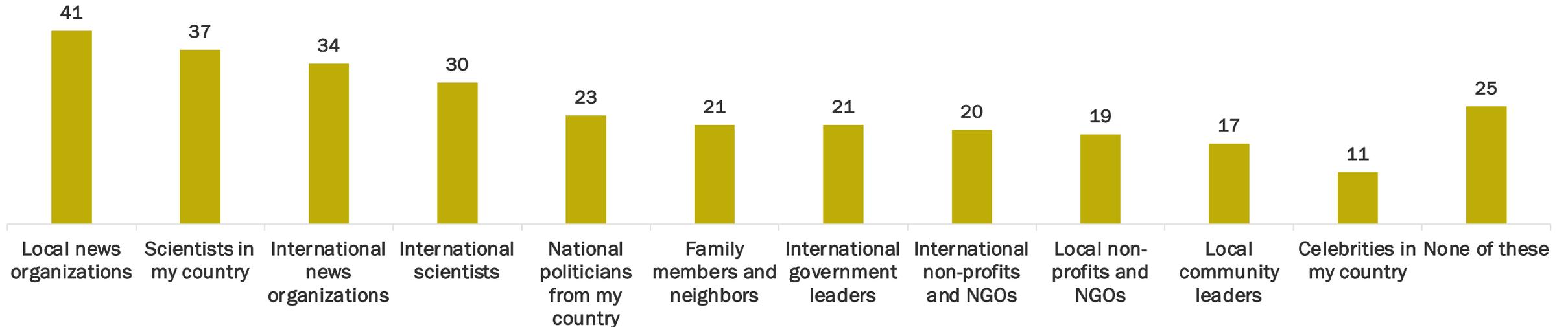
32% of Australians have personally experienced extreme or strong impacts of climate change – likely from heat waves and wildfires





Australians most commonly seek climate change information through local news orgs and scientists, although a quarter don't seek this information from any tested source

% Who Get Information on Climate Change From:

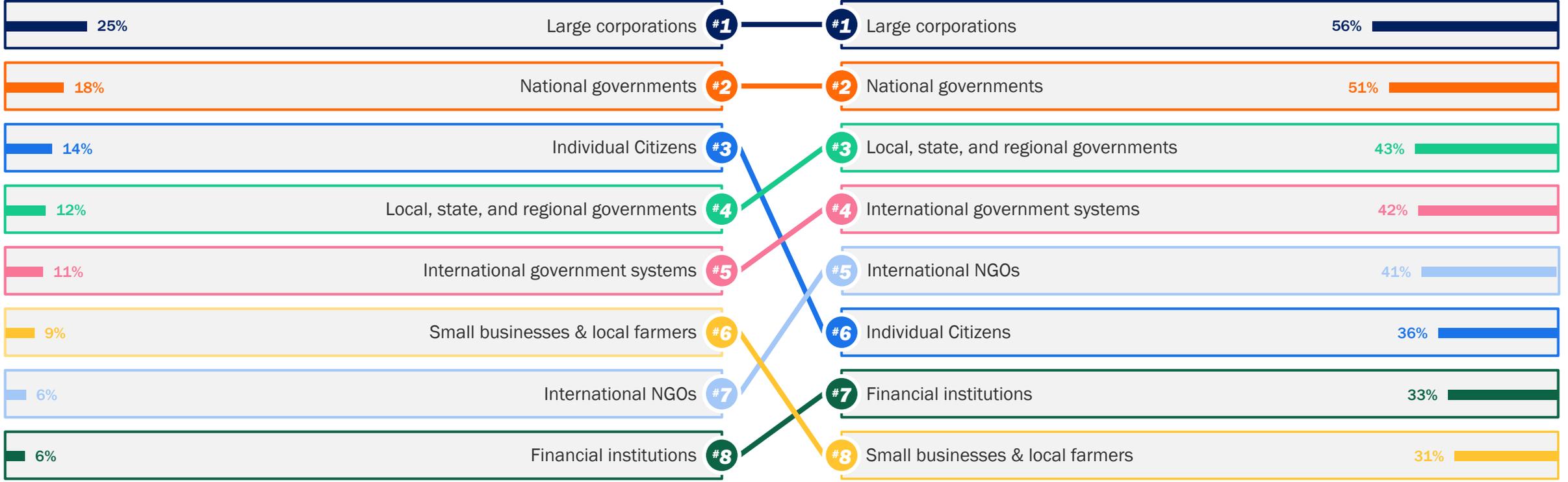




Majority of Australians perceive large corporations and national governments as “very capable” of minimizing climate change – these entities are also top two in blame for harming the environment

Perceived blame for environmental harm
Showing % of blame assigned out of 100%

Perceived capability for minimizing climate change
Showing ‘very capable’



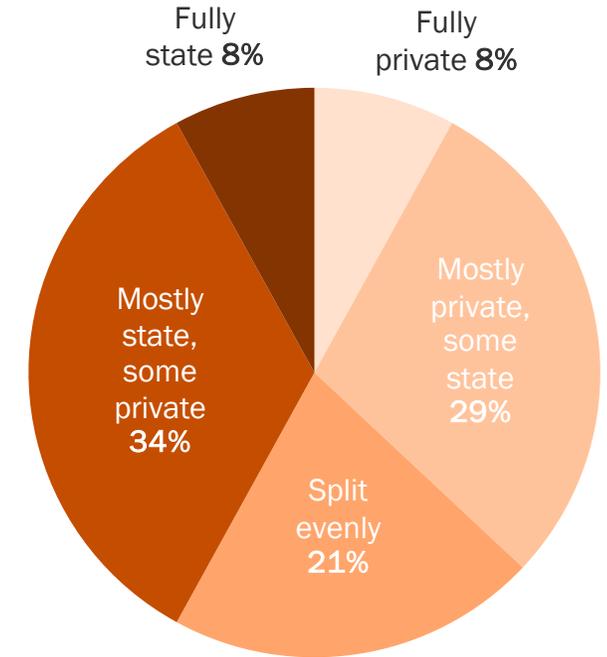
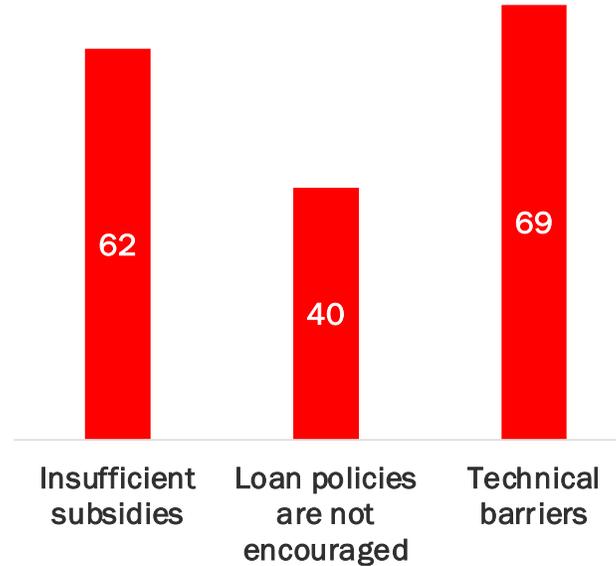


China has high levels of belief in human-made climate change; responsibly for decommissioning coal mines falls on both state and corporations



Top-of-Mind Environmental Concerns:

Littering and garbage	18%
Pollution	15%
Greenery and nature	12%



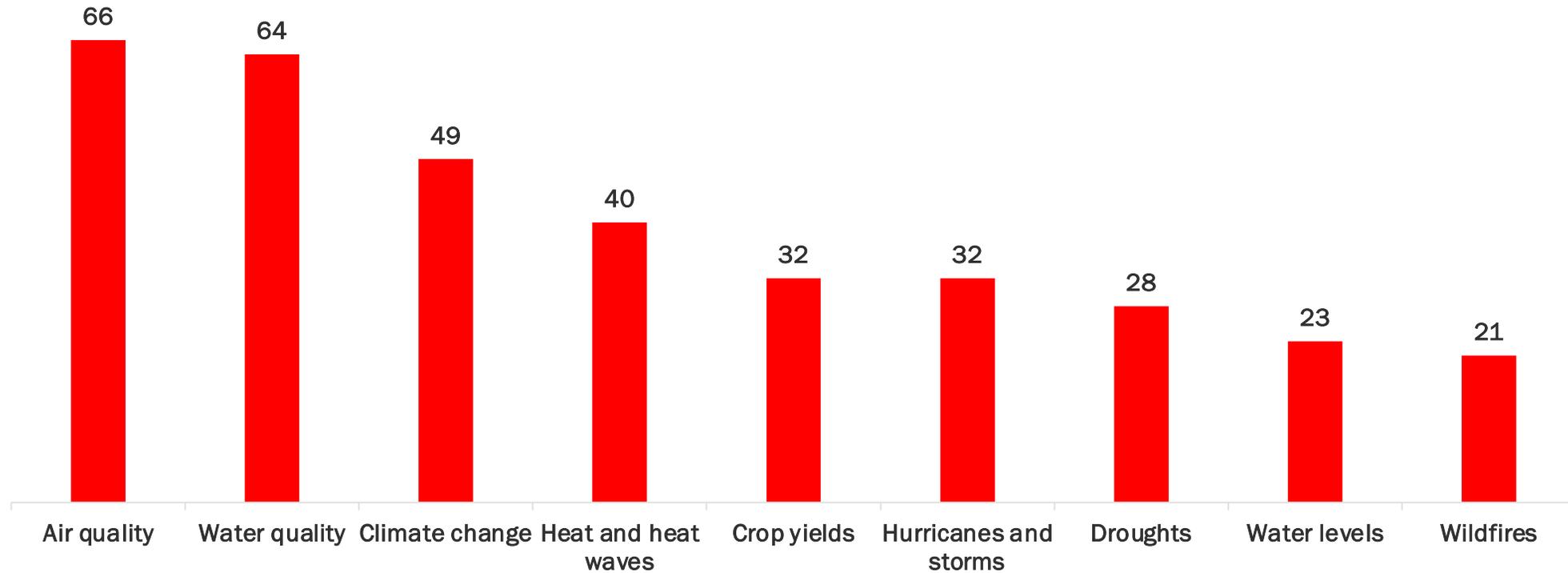
In your view, what challenges exist, if any, for the national incentive measures for the recycling and utilization of low-concentration methane?

When it comes to decommissioning coal mines and transferring mining rights from enterprises to the state, who do you think should bear the governance costs of abandoned mines?



Air and water quality are the most apparent environmental concerns, although almost half of Chinese citizens are also very concerned about climate change

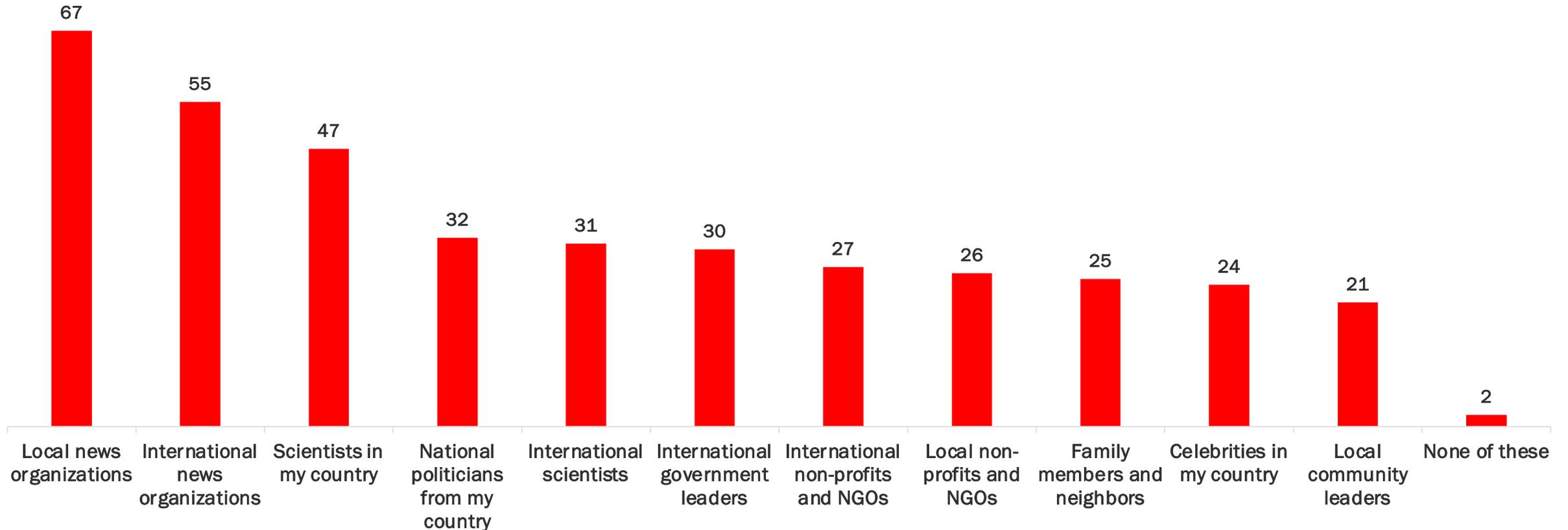
% Very Concerned About:





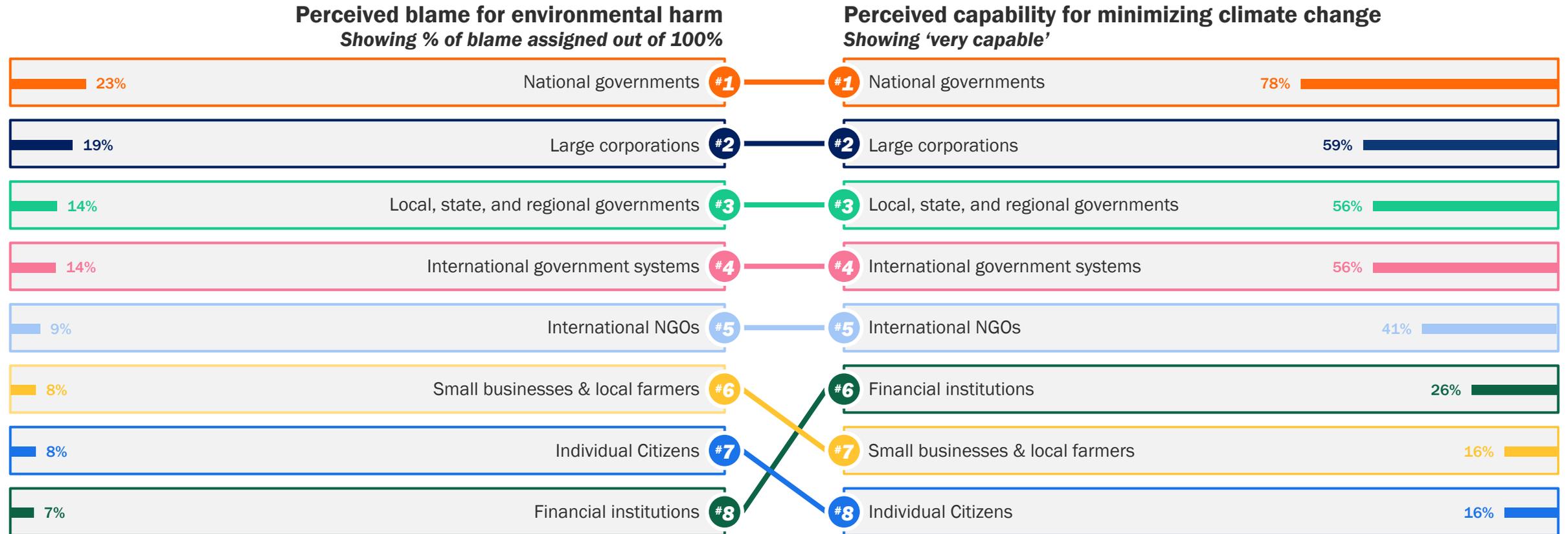
While Chinese news is the most common climate information source, 55% report reading international news – and possibly doing so outside of state censorship provisions

% Who Get Information on Climate Change From:



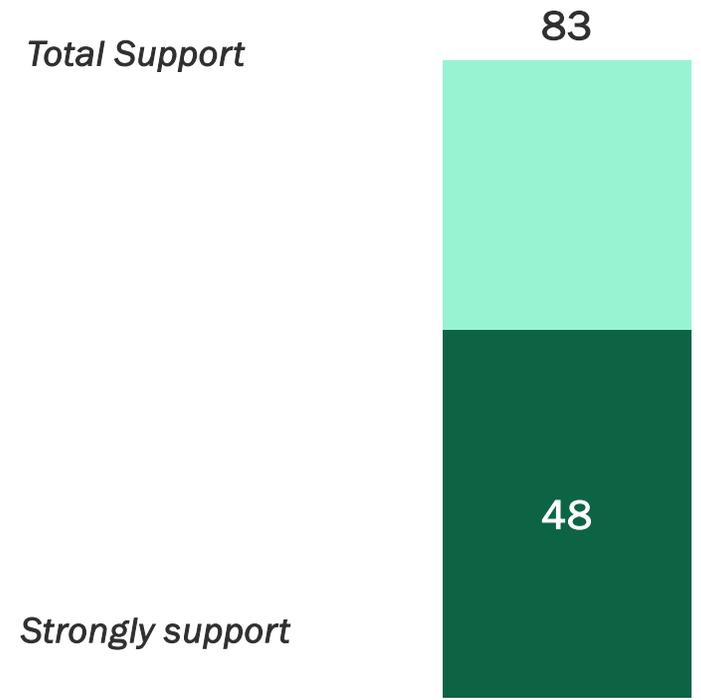
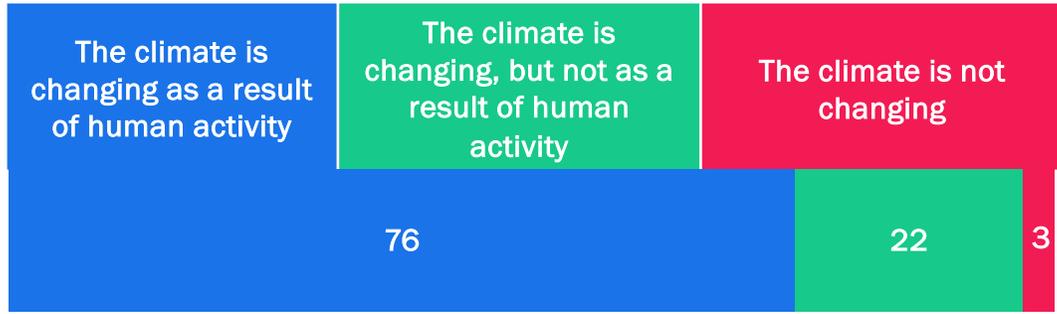


Unsurprisingly, the national government is seen as the most influential institution in China – although large corporations take on significant blame and perceived capability





India has a strong base of support for reforms to mitigate methane emissions in the waste sector



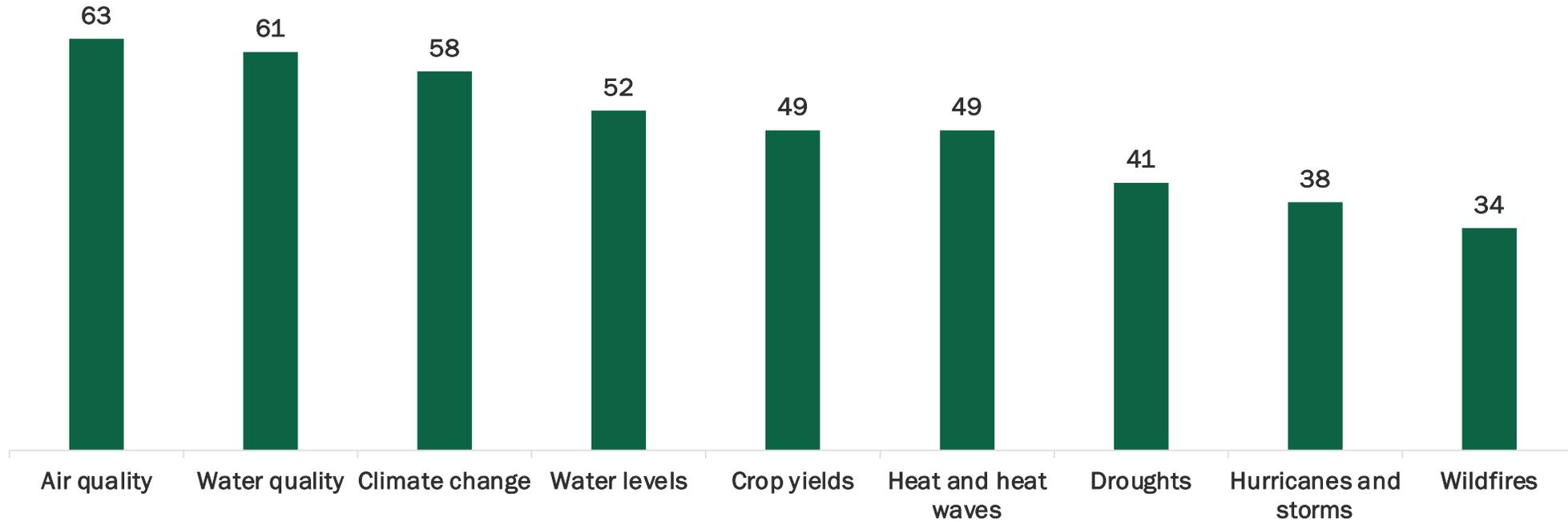
Top-of-Mind Environmental Concerns:	
Pollution	24%
Climate change	9%
Littering and garbage	9%

Policy Proposal:
 The implementation of a policy that bans organic waste disposal into landfills and promotes source reduction, segregation, edible food rescue (food banking), composting, and other solutions that reduce food loss and waste through a circular approach.



Like many developing countries, environmental hazards that can easily be seen and felt—including poor air and water quality—elicit more immediate concern than climate change in India

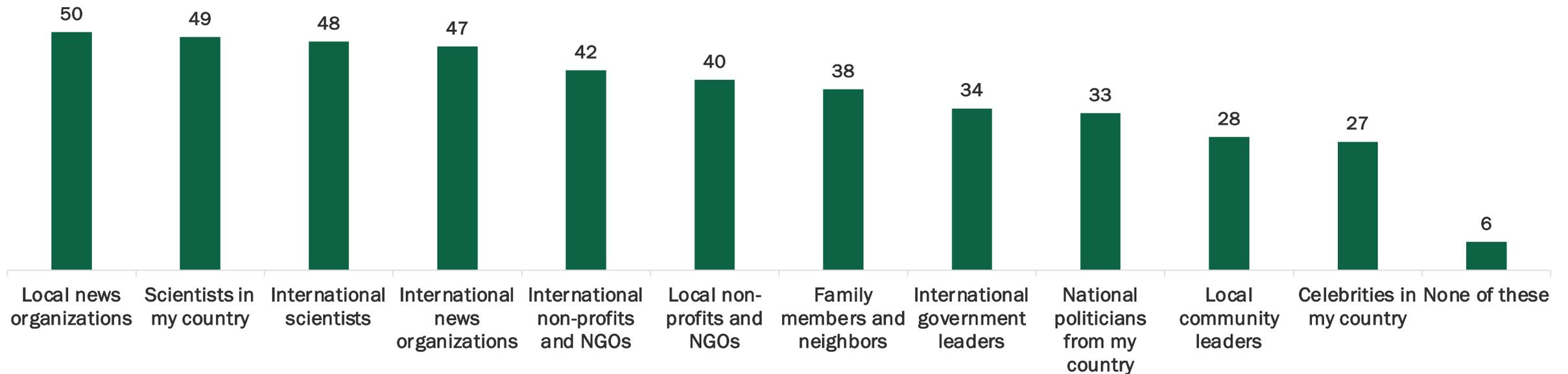
% Very Concerned About:





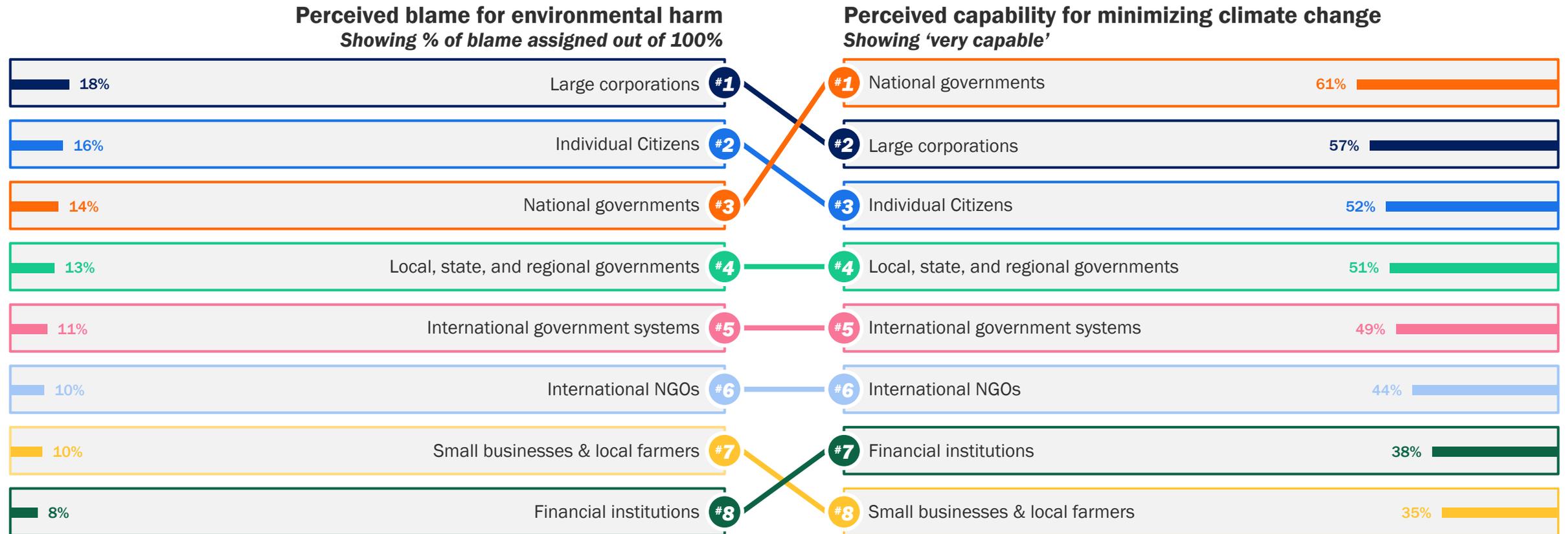
India's climate change information sources reflect total study trends, with a slight preference for local news and scientific expertise

% Who Get Information on Climate Change From:



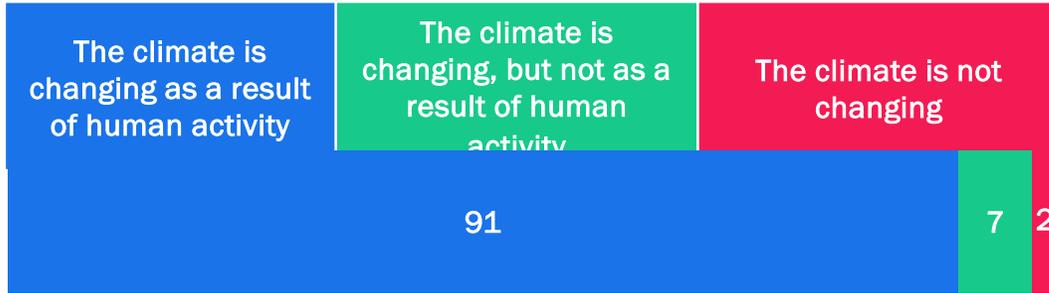


While corporations and individual citizens take the largest share of blame for environmental harm, more than 3 in 5 Indians see their government's response to climate change as very capable

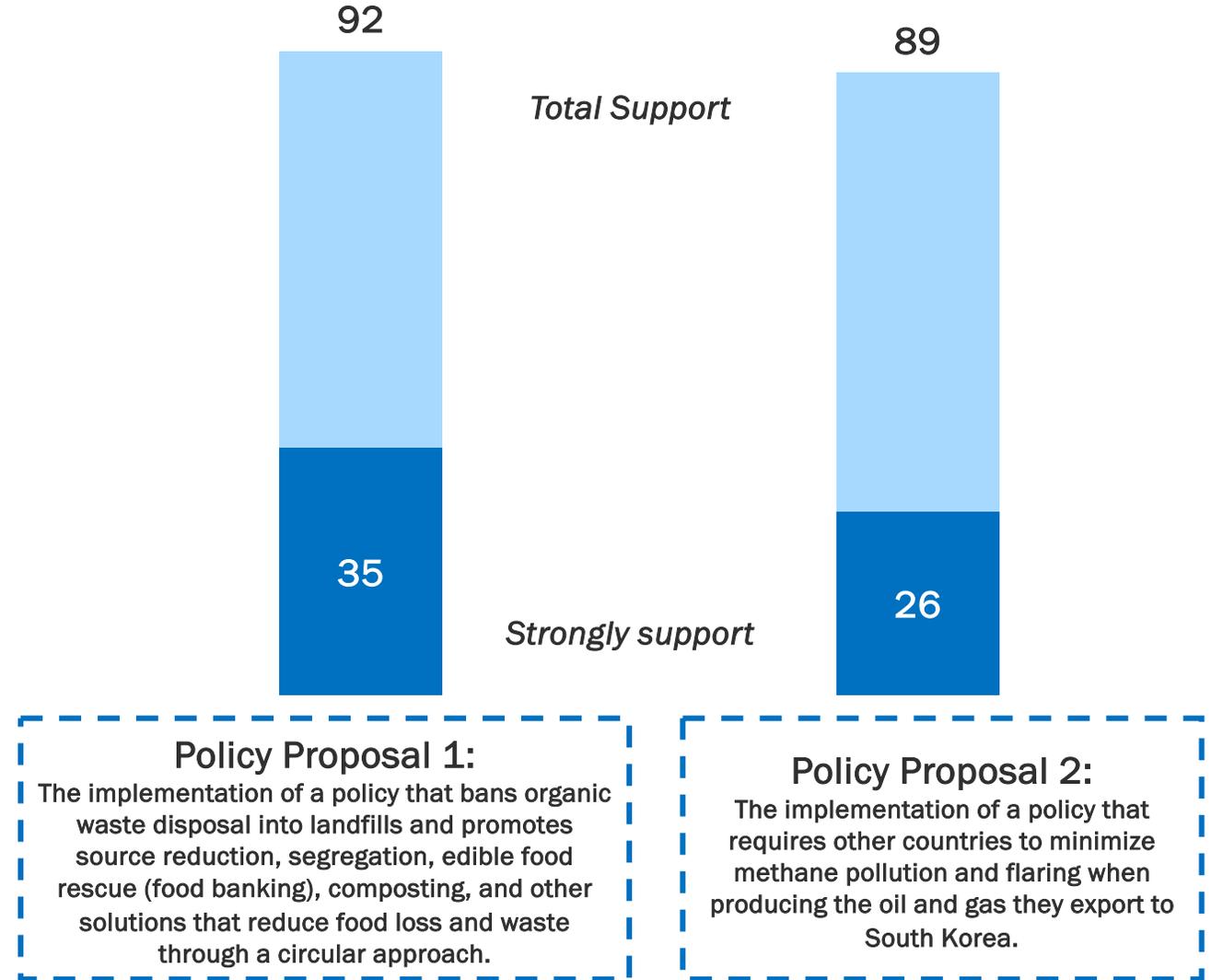




South Korea has broad but weak support for methane reduction policy proposals – this may be due to significant pre-existing regulations related to methane



Top-of-Mind Environmental Concerns:	
Pollution	16%
Lack of recycling	8%
Climate change	7%



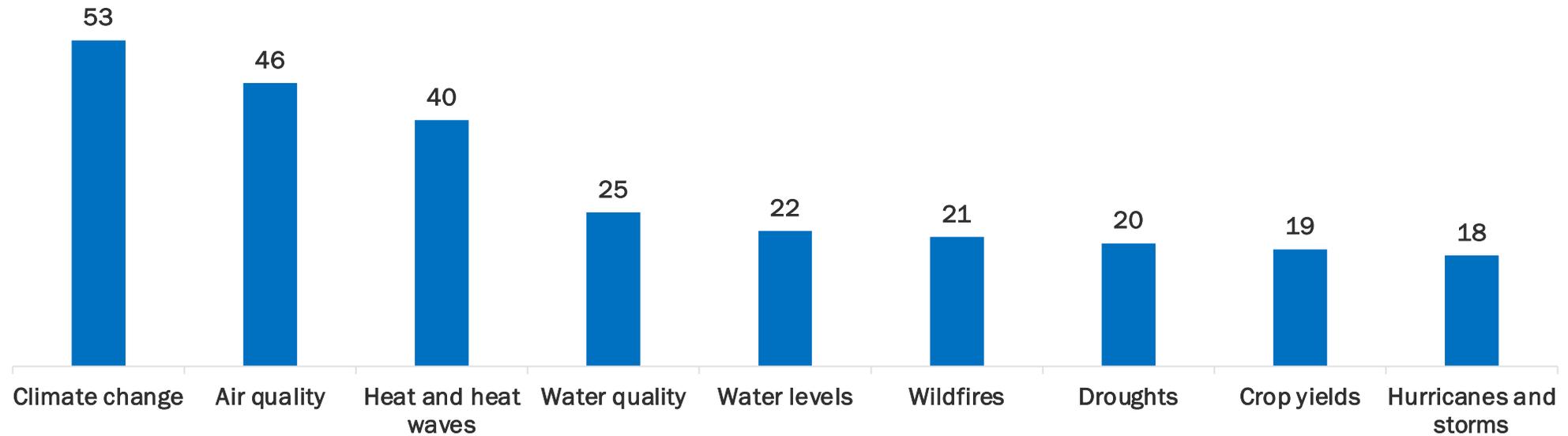
Policy Proposal 1:
The implementation of a policy that bans organic waste disposal into landfills and promotes source reduction, segregation, edible food rescue (food banking), composting, and other solutions that reduce food loss and waste through a circular approach.

Policy Proposal 2:
The implementation of a policy that requires other countries to minimize methane pollution and flaring when producing the oil and gas they export to South Korea.



Development has likely insulated many citizens from the worst of environmental harms, but concern for climate change is still above the total study average

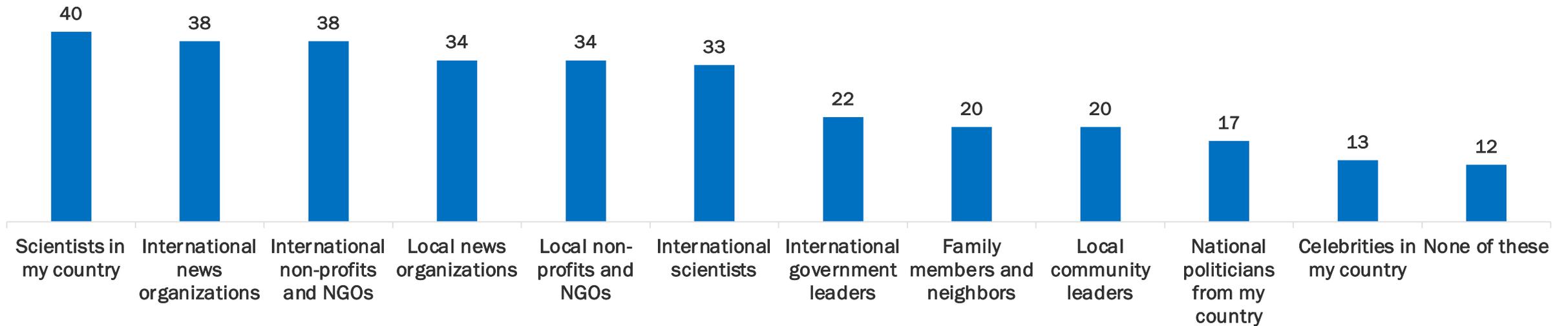
% Very Concerned About:





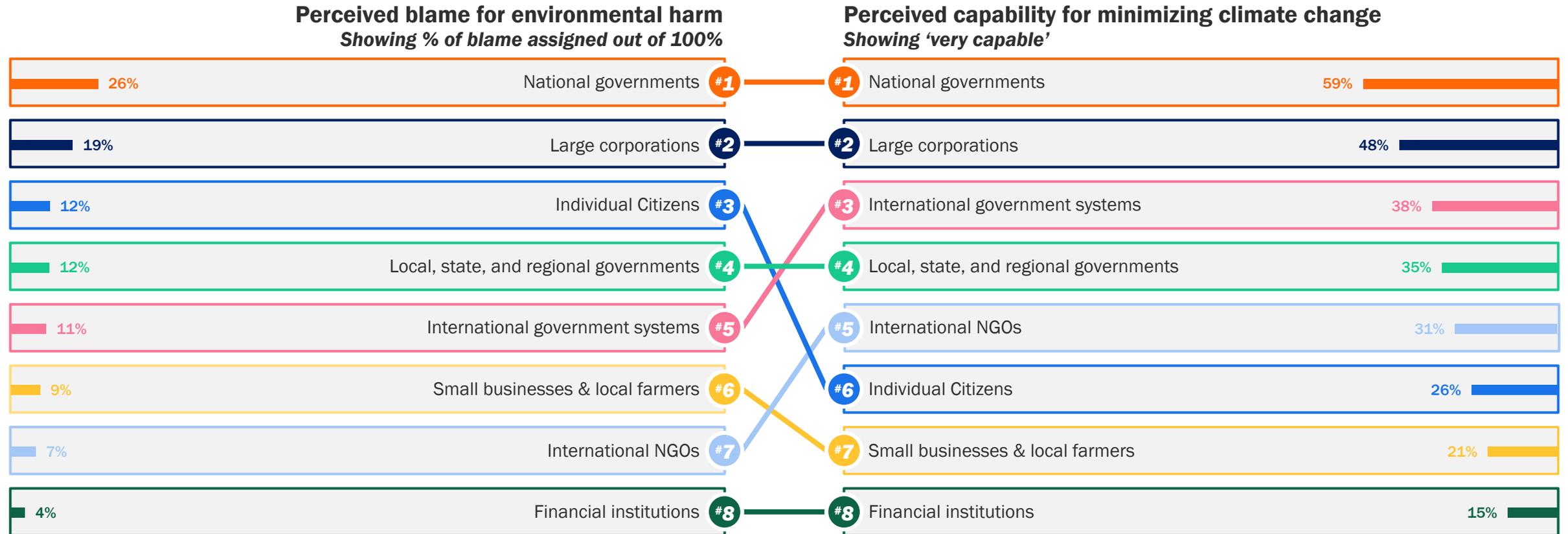
South Koreans report getting the most climate information from scientists – however this self-reported data can have a desirability bias

% Who Get Information on Climate Change From:





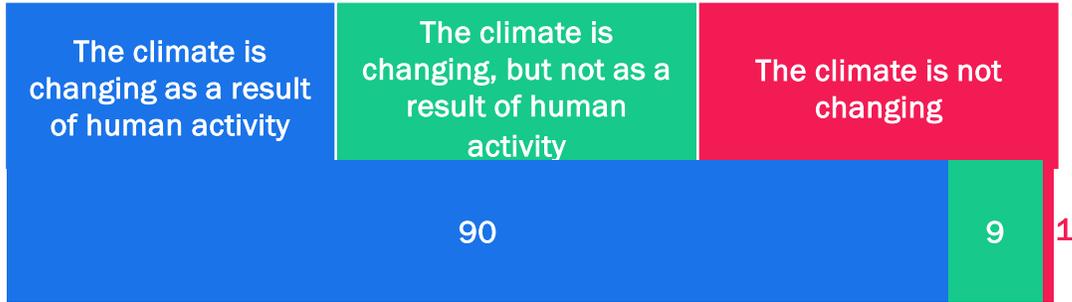
While South Korea places a significant portion of environmental blame on citizens, it does not expect individuals to be capable of meaningful climate action



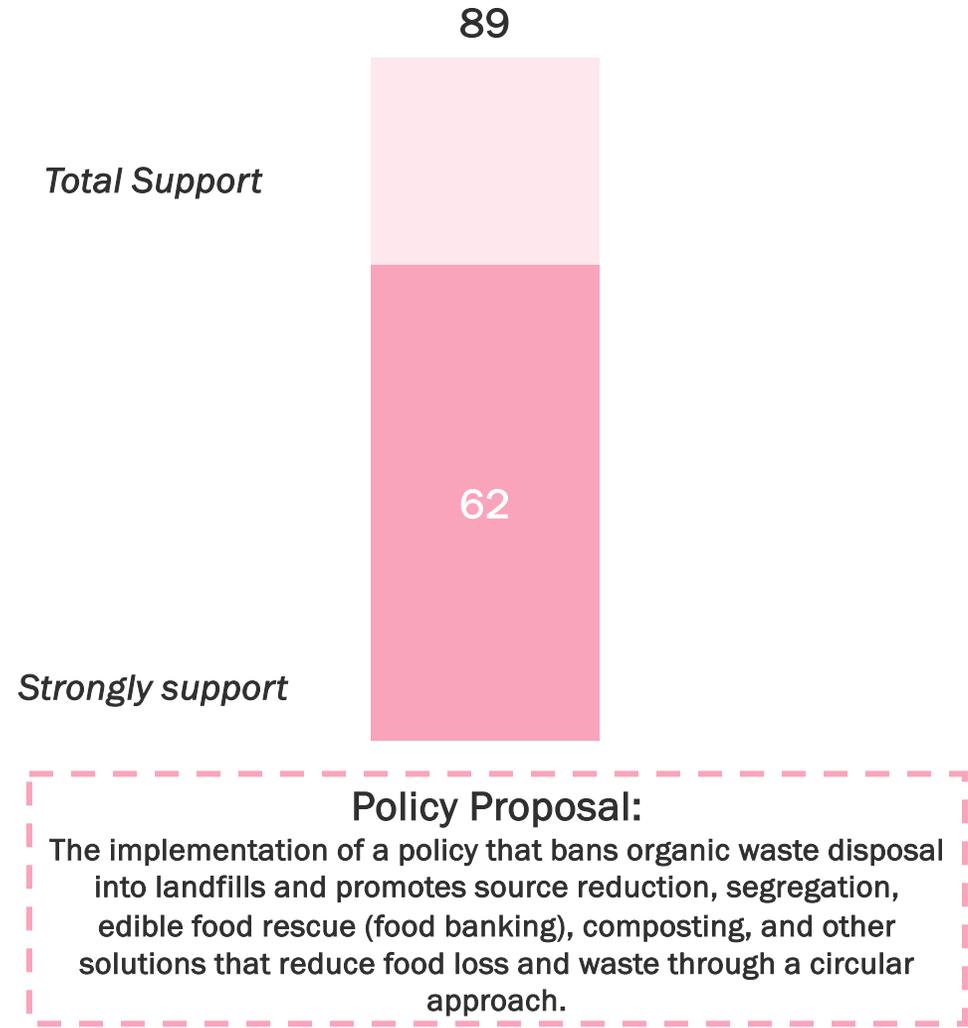
AFR Countries



Support for Kenya’s policy proposal is extremely high – GMH and local partners should leverage this intense support to persuade policymakers



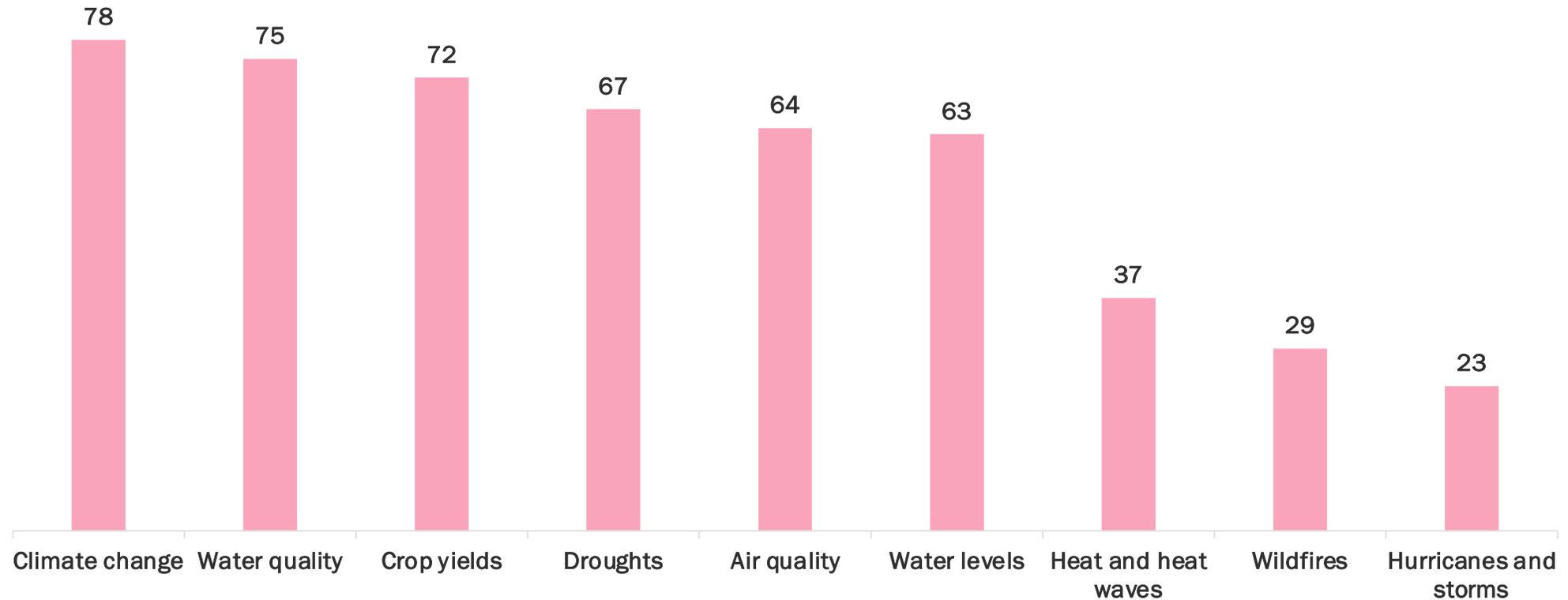
Top-of-Mind Environmental Concerns:	
Littering and garbage	27%
Greenery and nature	23%
Severe weather	7%





Kenyans live on the front lines of climate change, and express concern for most forms of environmental hazard

% Very Concerned About:





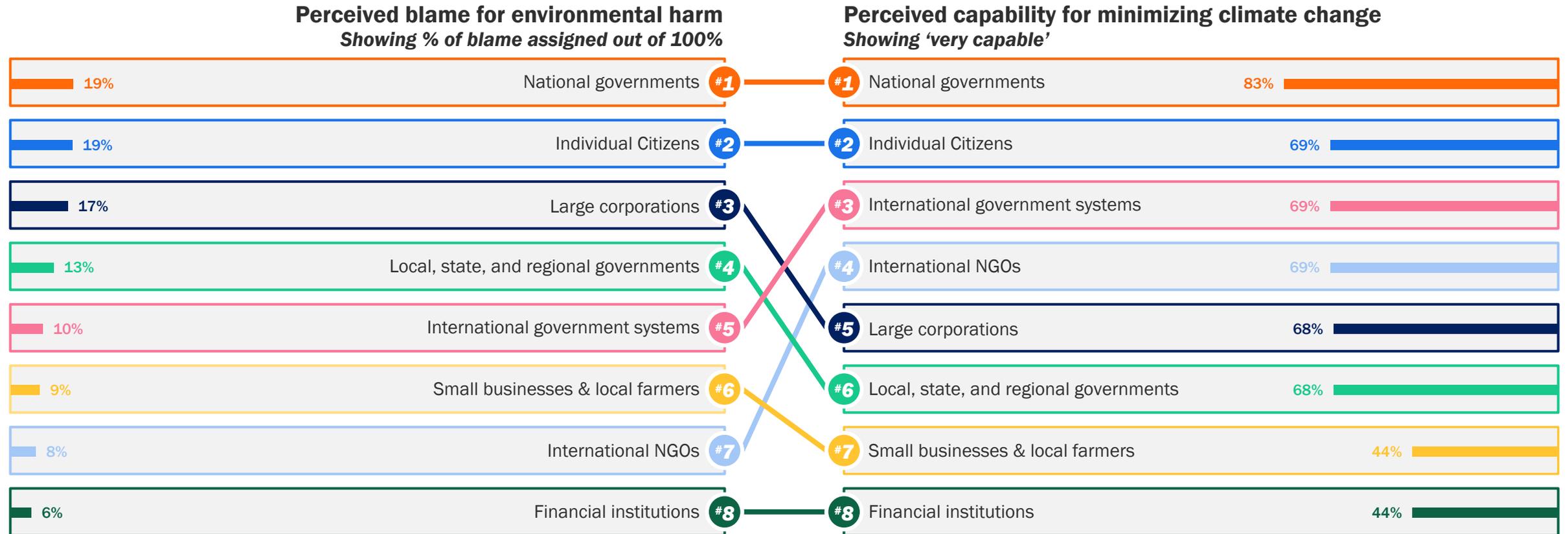
The Kenyans we surveyed overwhelmingly consume local news for their climate information

% Who Get Information on Climate Change From:





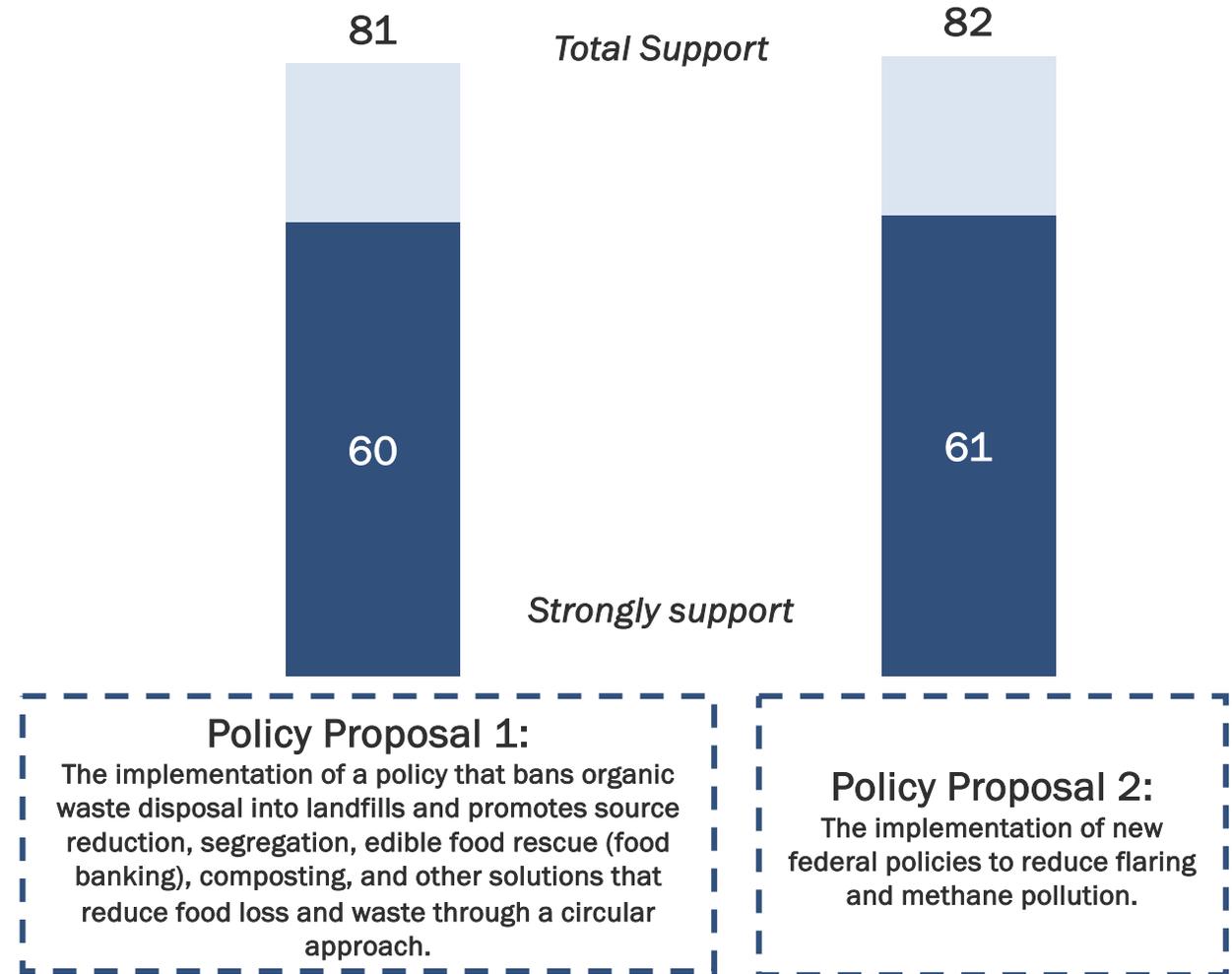
Most Kenyans believe their government can produce meaningful action on climate, although they also have faith in international government and NGOs



Despite low levels of man-made climate change belief, Nigeria is strongly supportive of local policies to reduce methane emissions

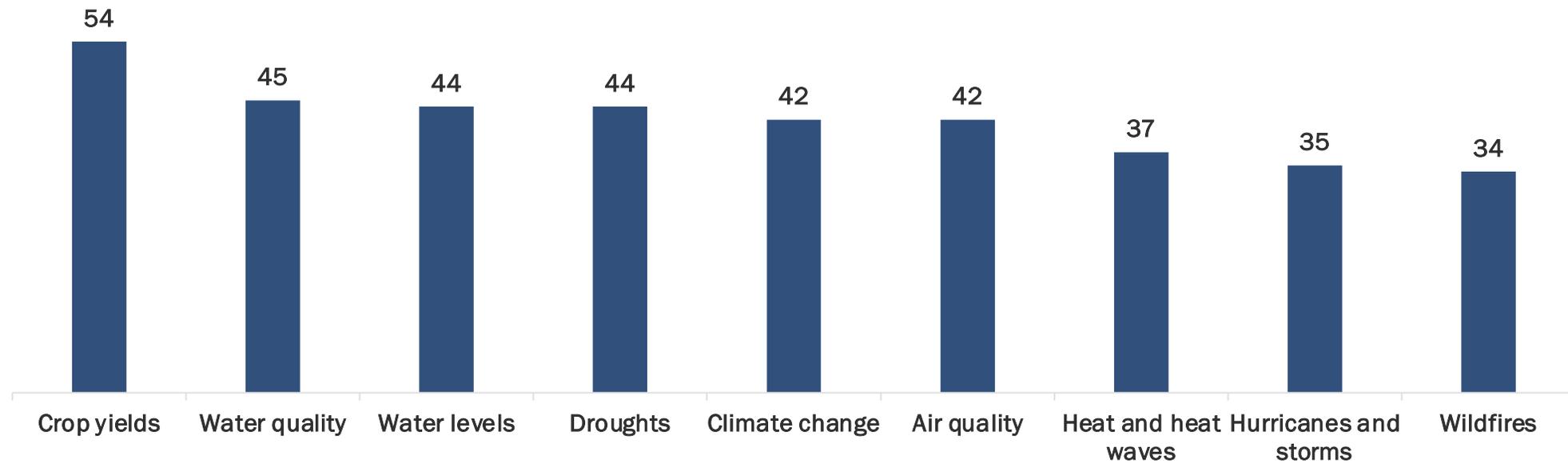


Top-of-Mind Environmental Concerns:	
Littering and garbage	9%
Pollution	7%
Water quality	4%



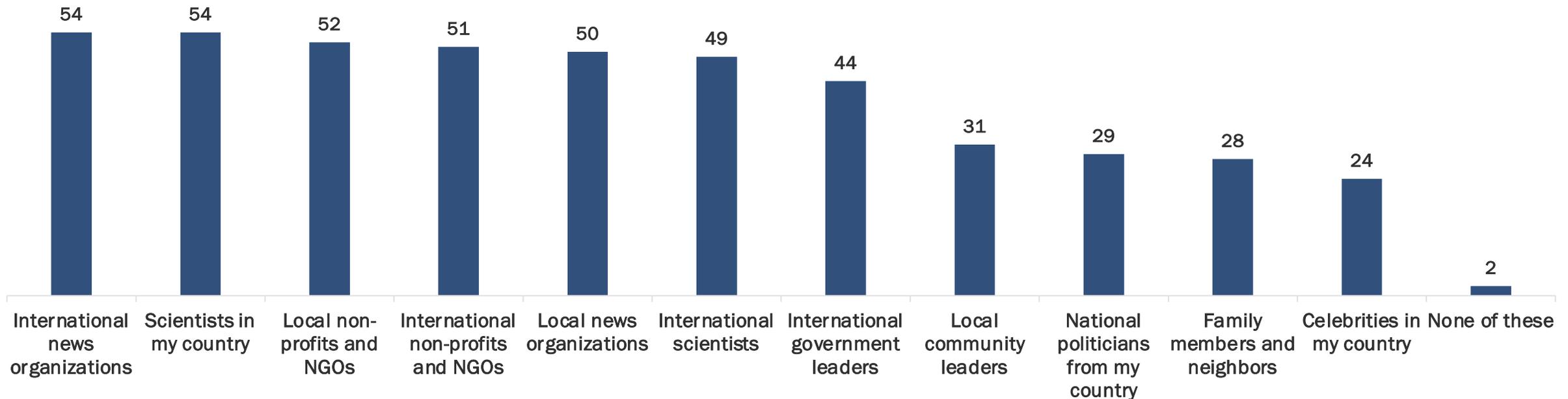
Crop yields is the dominant environmental concern in Nigeria, as over a third of the nation's employment is in the agricultural sector

% Very Concerned About:

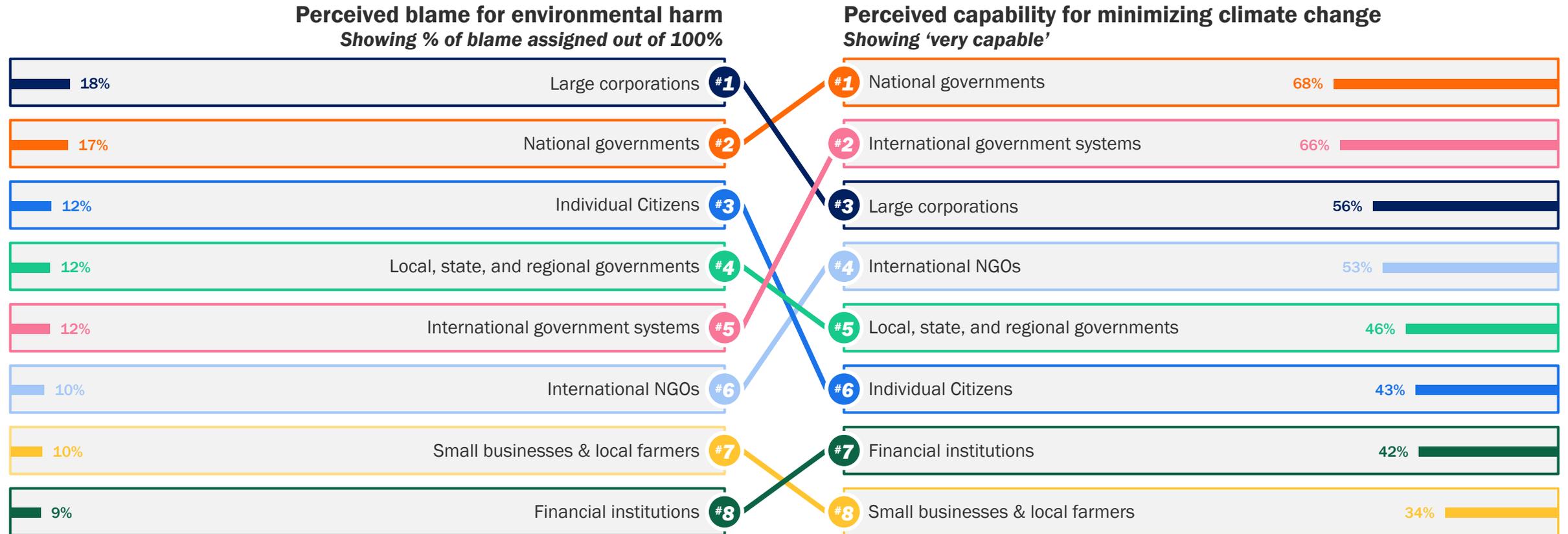


International news is slightly more popular than local news for climate information in Nigeria

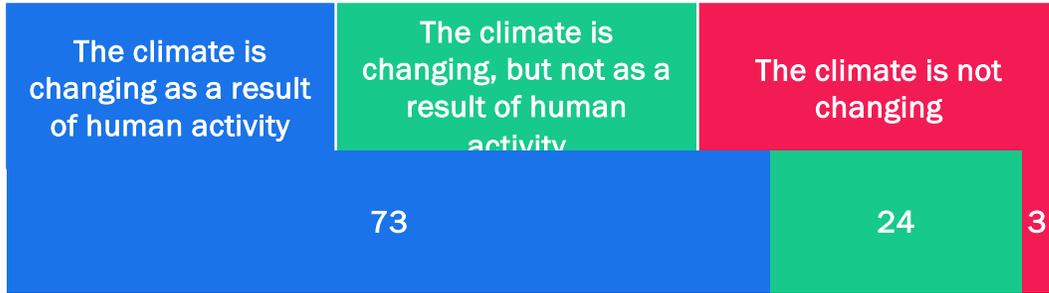
% Who Get Information on Climate Change From:



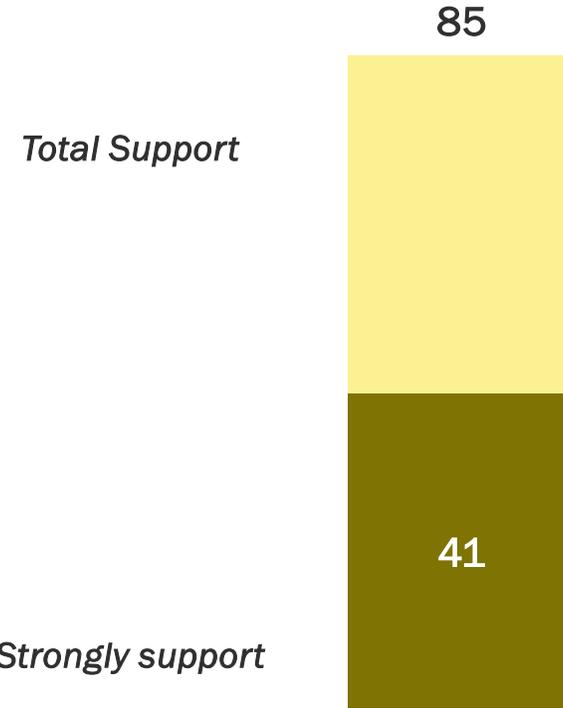
While individual citizens are assigned a significant portion of blame by Nigerians, government systems are seen as the most capable of addressing the climate crisis



Senegal has sufficient top box support for methane reforms in the energy sector



Top-of-Mind Environmental Concerns:	
Pollution	25%
Climate change	9%
Water quality	8%

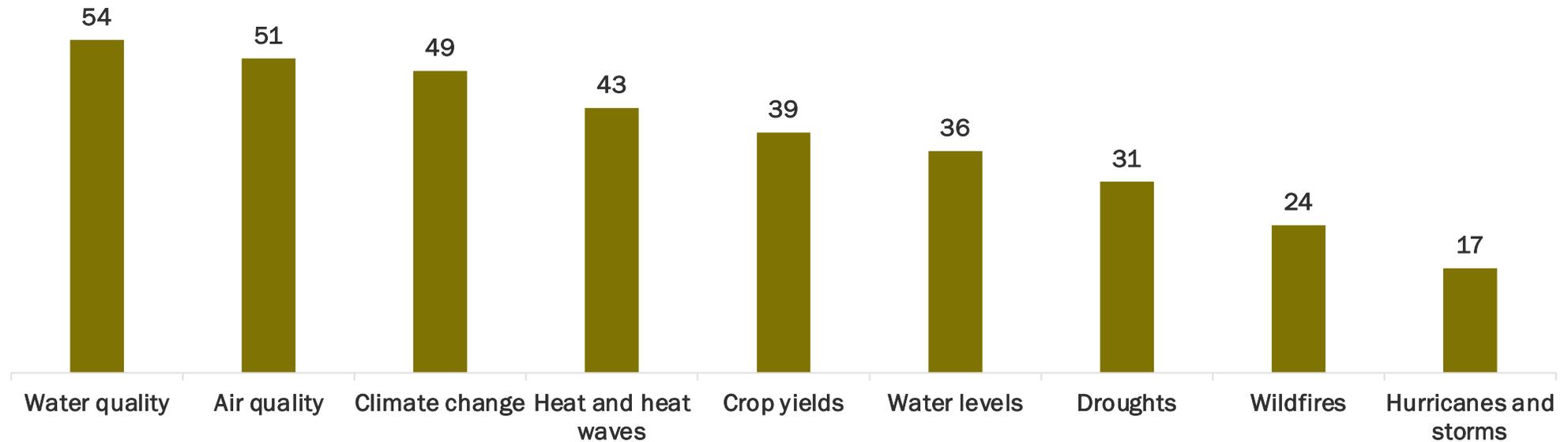


Policy Proposal:
The implementation of new federal policies to reduce flaring and methane pollution.



Water and air quality are more immediate environmental concerns in Senegal than climate and climate-related disasters

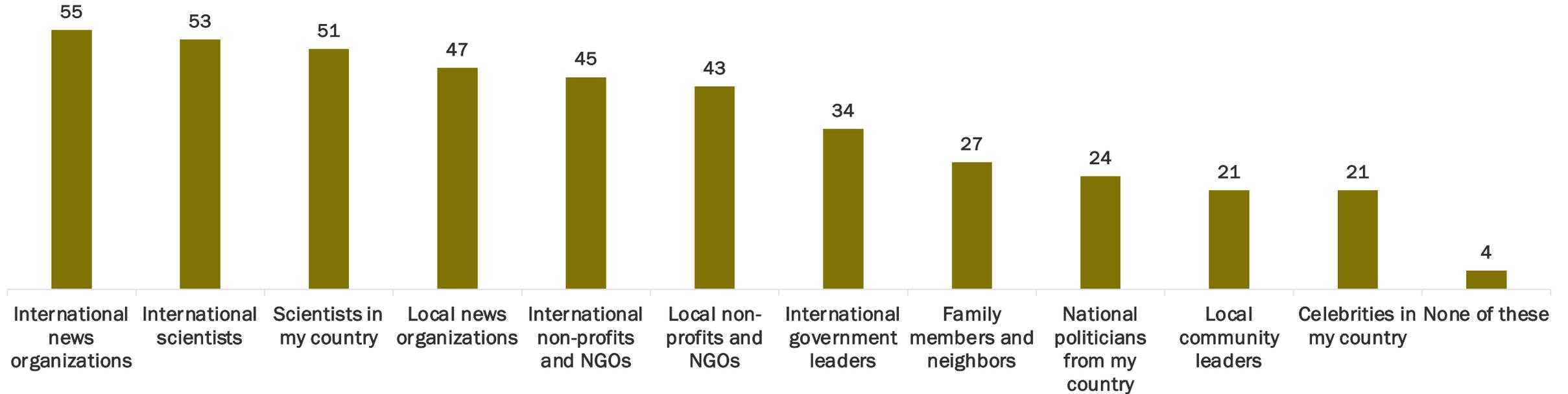
% Very Concerned About:





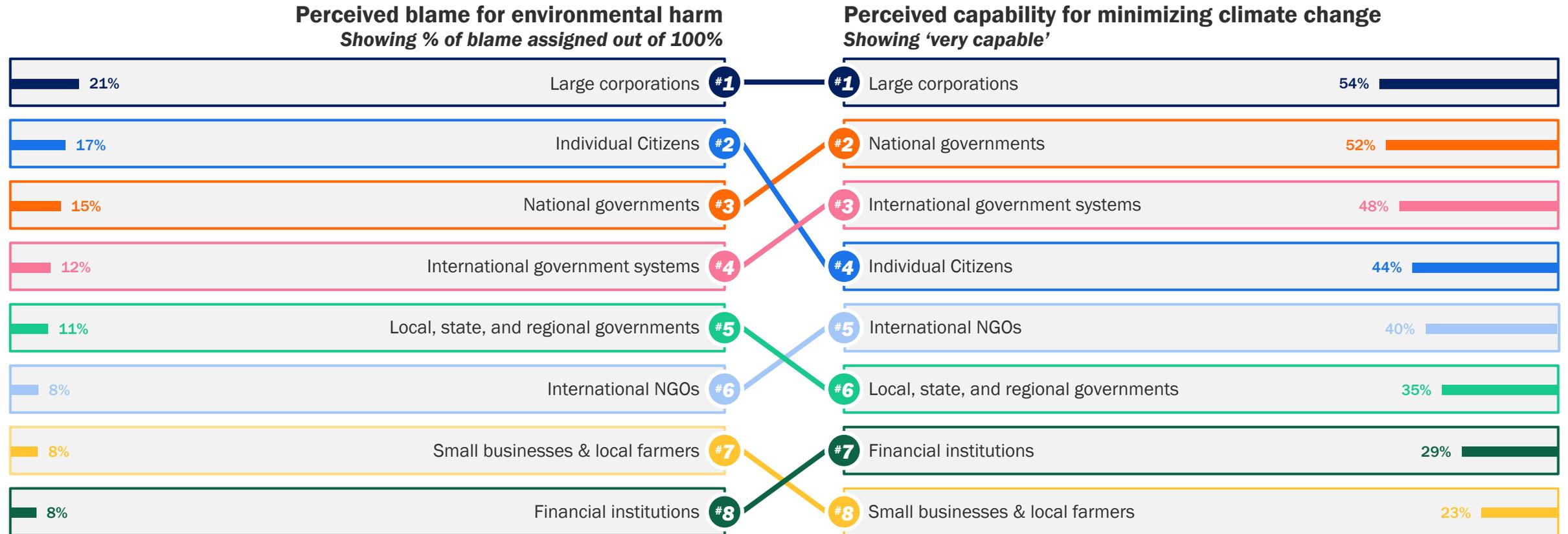
While celebrities and local community leaders aren't popular sources of climate information in Senegal, they over-index here compared to total study averages

% Who Get Information on Climate Change From:

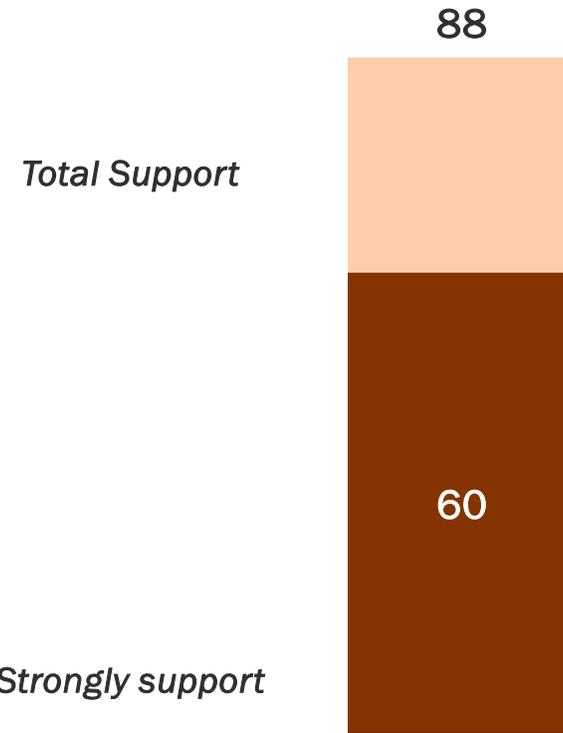




Large corporations are seen by more than half of Senegalese citizens as very capable of delivering climate action



Methane action is extremely popular in Tanzania, where belief in human-made climate change is high



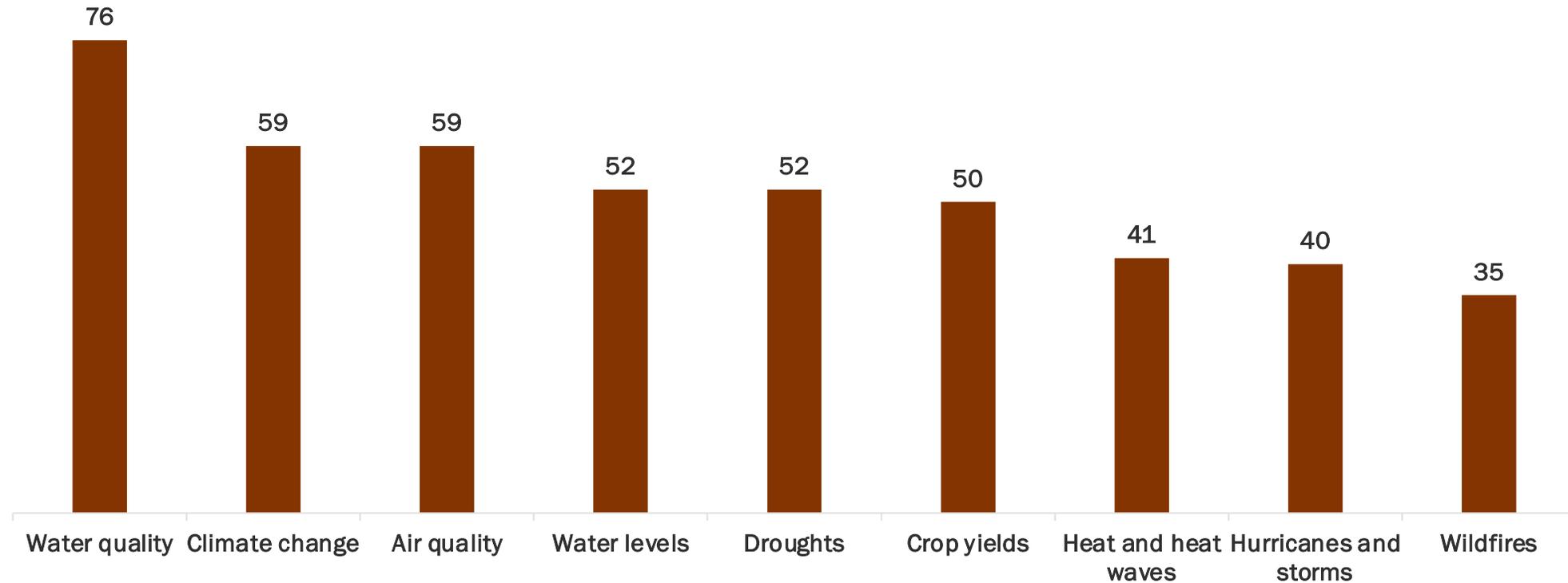
Top-of-Mind Environmental Concerns:	
Greenery and nature	22%
Littering and garbage	22%
Pollution	12%

Policy Proposal:
 The implementation of a policy that bans organic waste disposal into landfills and promotes source reduction, segregation, edible food rescue (food banking), composting, and other solutions that reduce food loss and waste through a circular approach.

Water quality is the most pressing environmental concern in Tanzania, where almost half of citizens have personally experienced extreme or strong climate change impacts



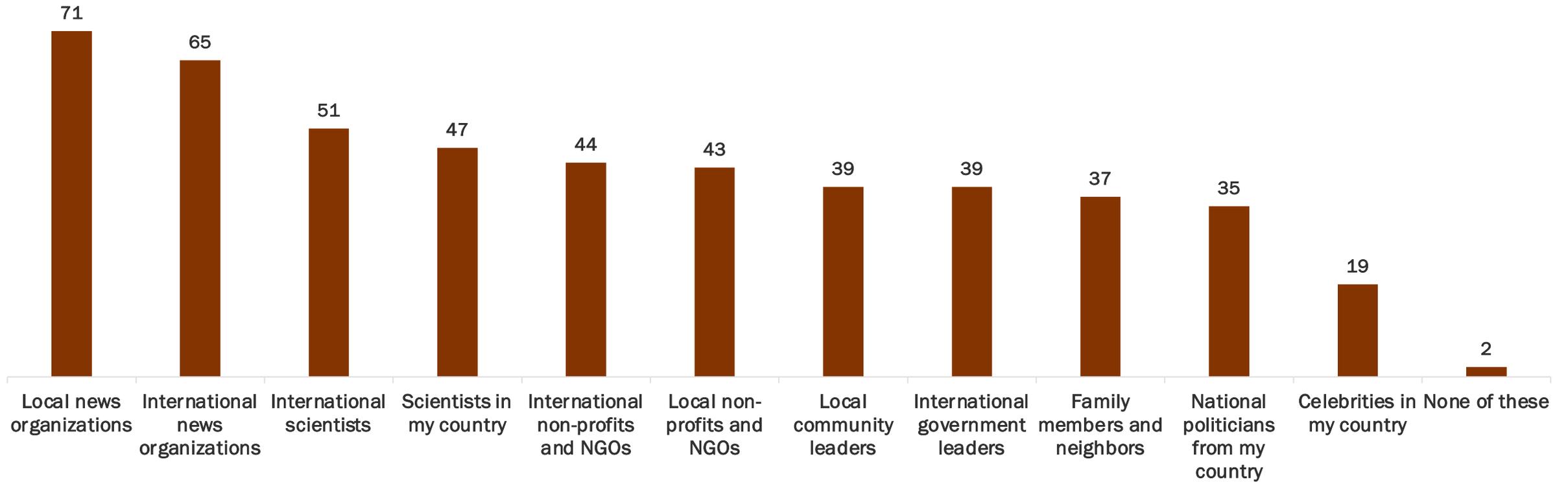
% Very Concerned About:





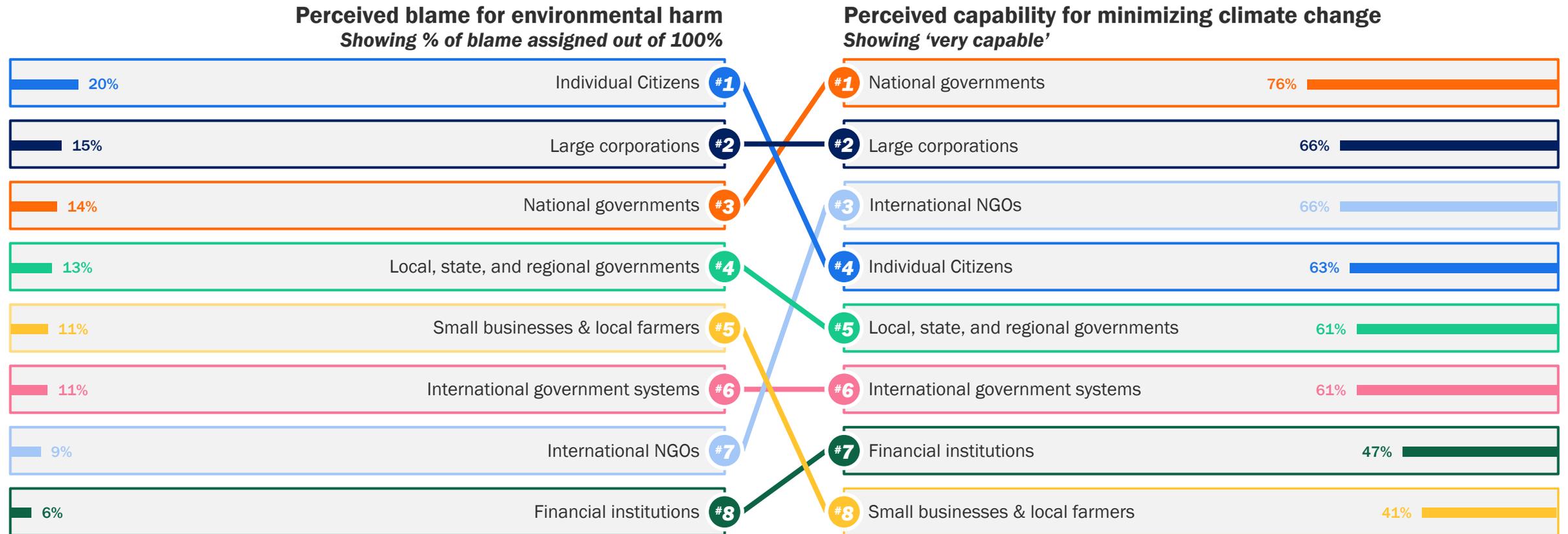
Tanzanians over-index on consuming climate information from news organizations; very few don't consume any climate information at all

% Who Get Information on Climate Change From:





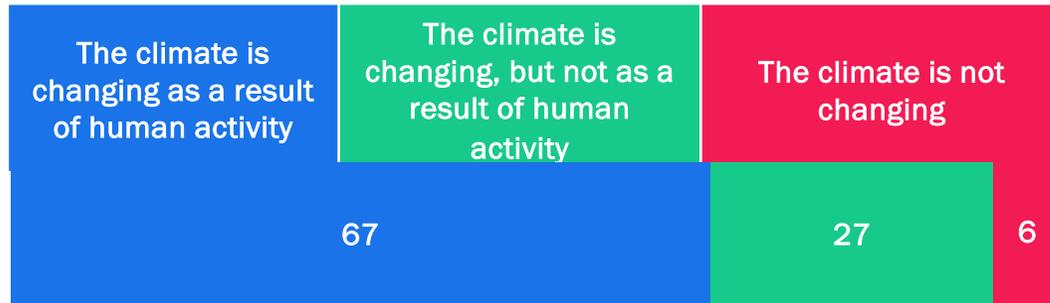
While individual citizens are seen as the most to blame for environmental harm, the national government is perceived as the most capable institution in Tanzania



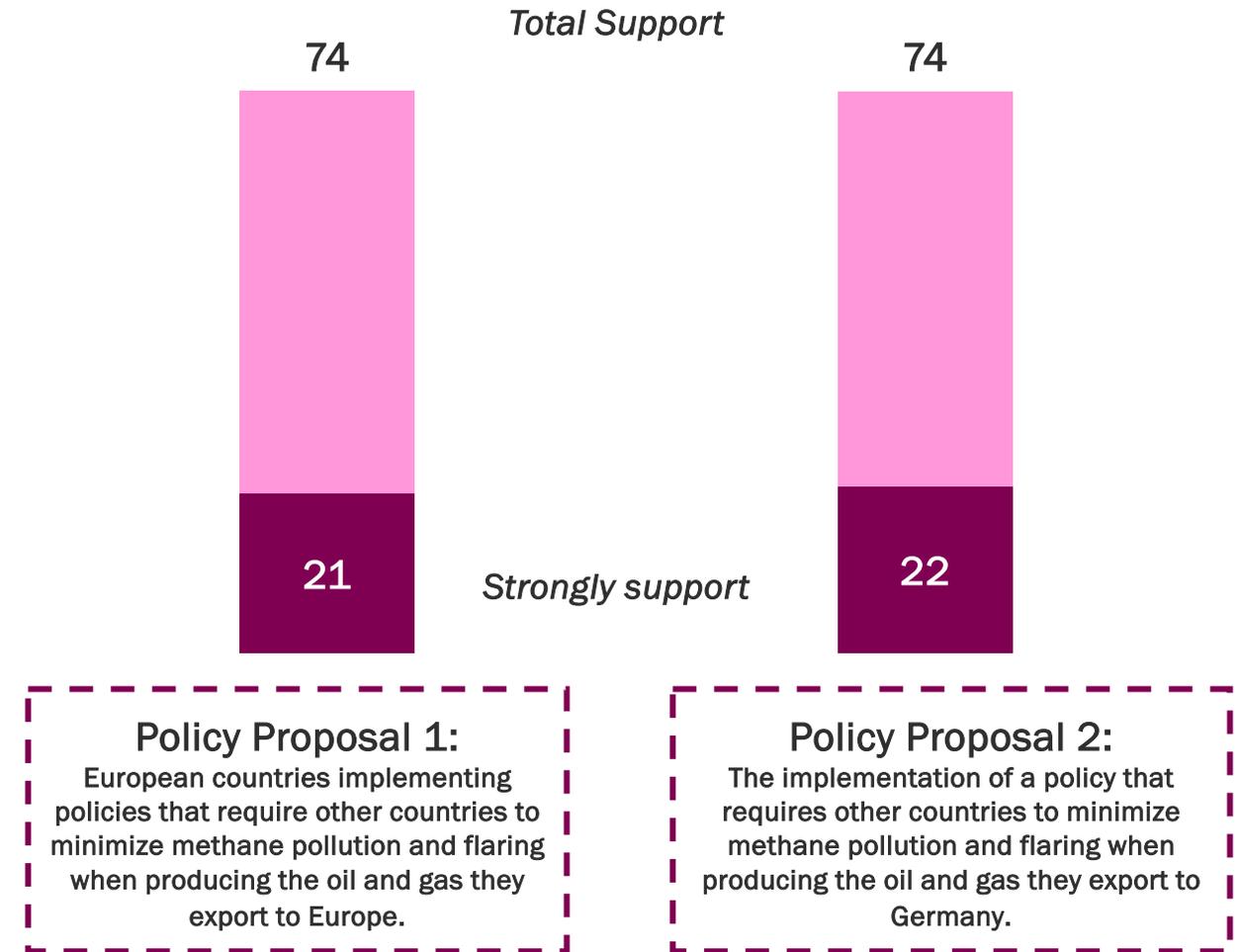
EUR Countries



More than 1 in 3 Germans don't believe in AGW – there is lukewarm support for EU and domestic policy proposals



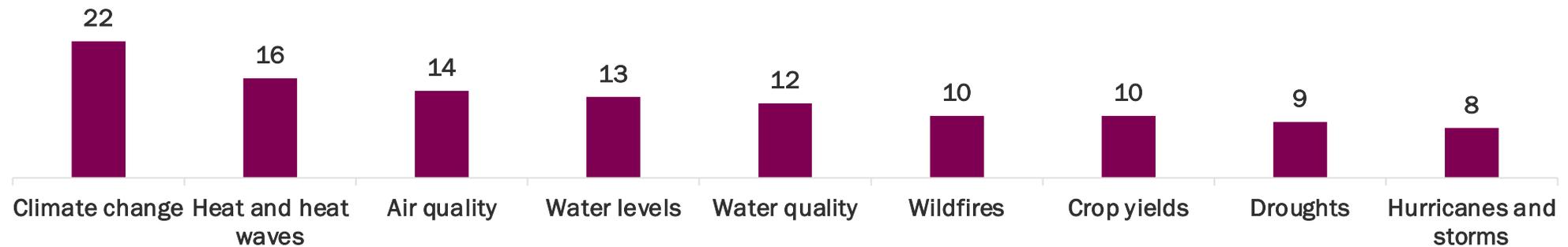
Top-of-Mind Environmental Concerns:	
Infrastructure	10%
Greenery and nature	7%
Pollution	5%





Climate change concern is extremely low in Germany, even relative to other European nations – this may be due to the nation’s temperate climate, making climate change’s impact more difficult to readily see

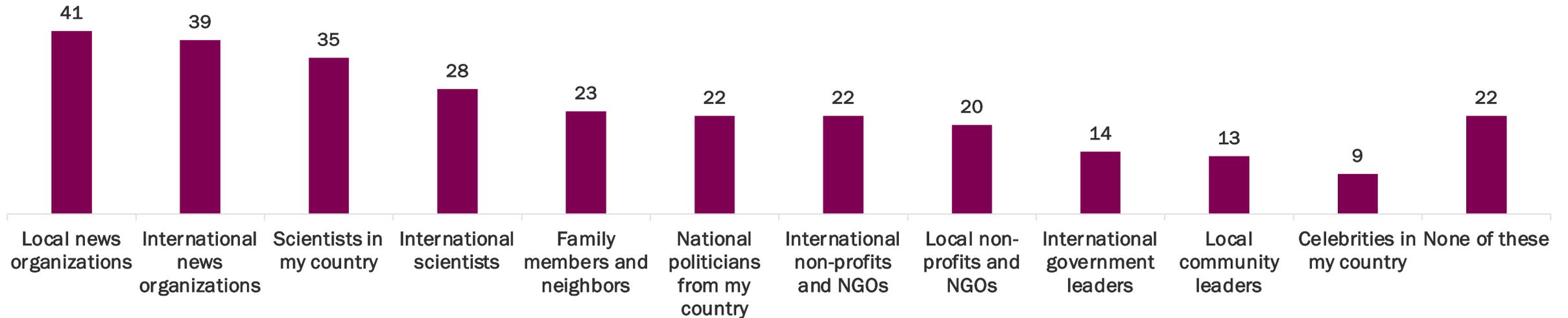
% Very Concerned About:





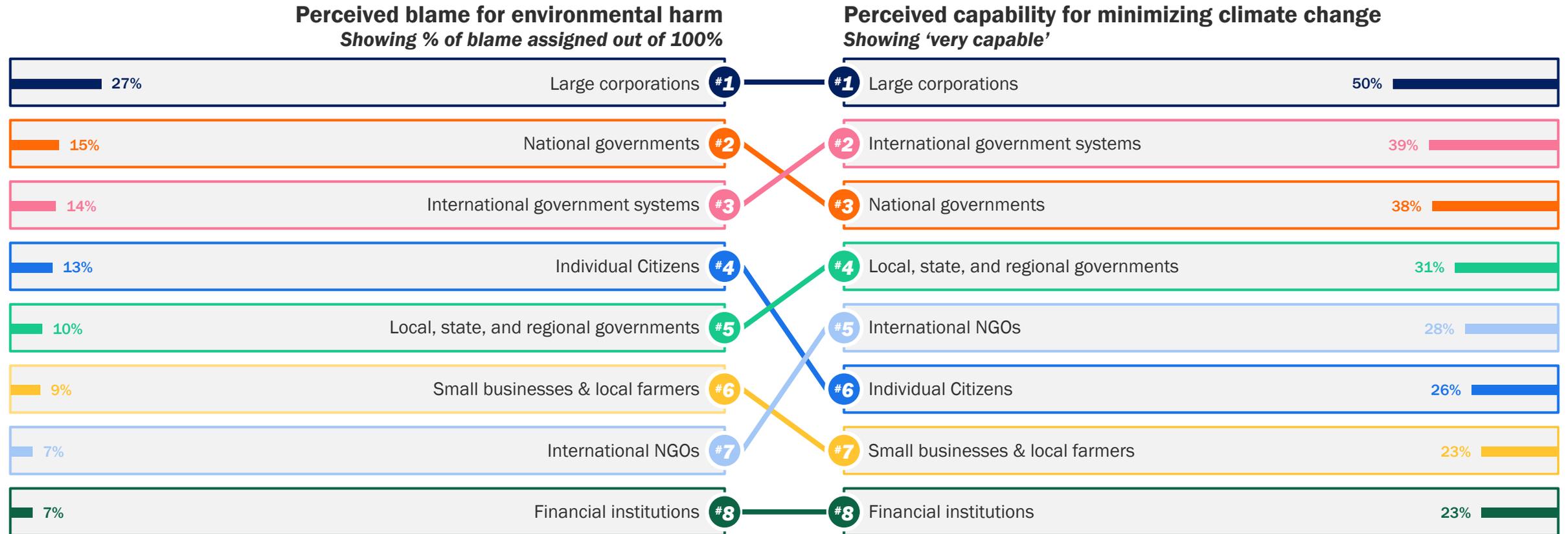
While the sources of climate information in Germany mirror the total study averages, a significant portion of Germans don't seek any climate information from tested sources

% Who Get Information on Climate Change From:

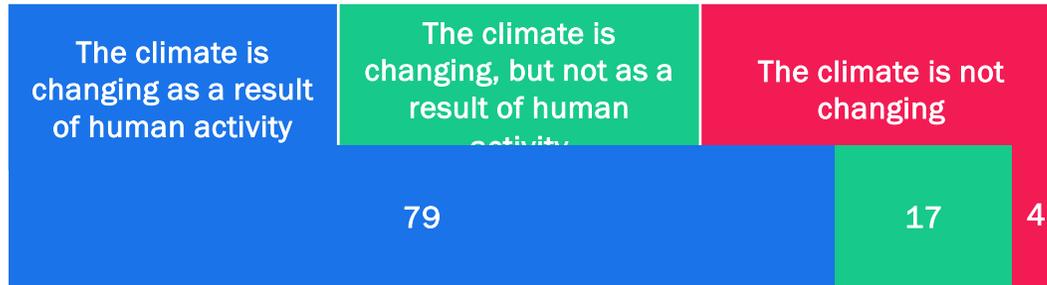




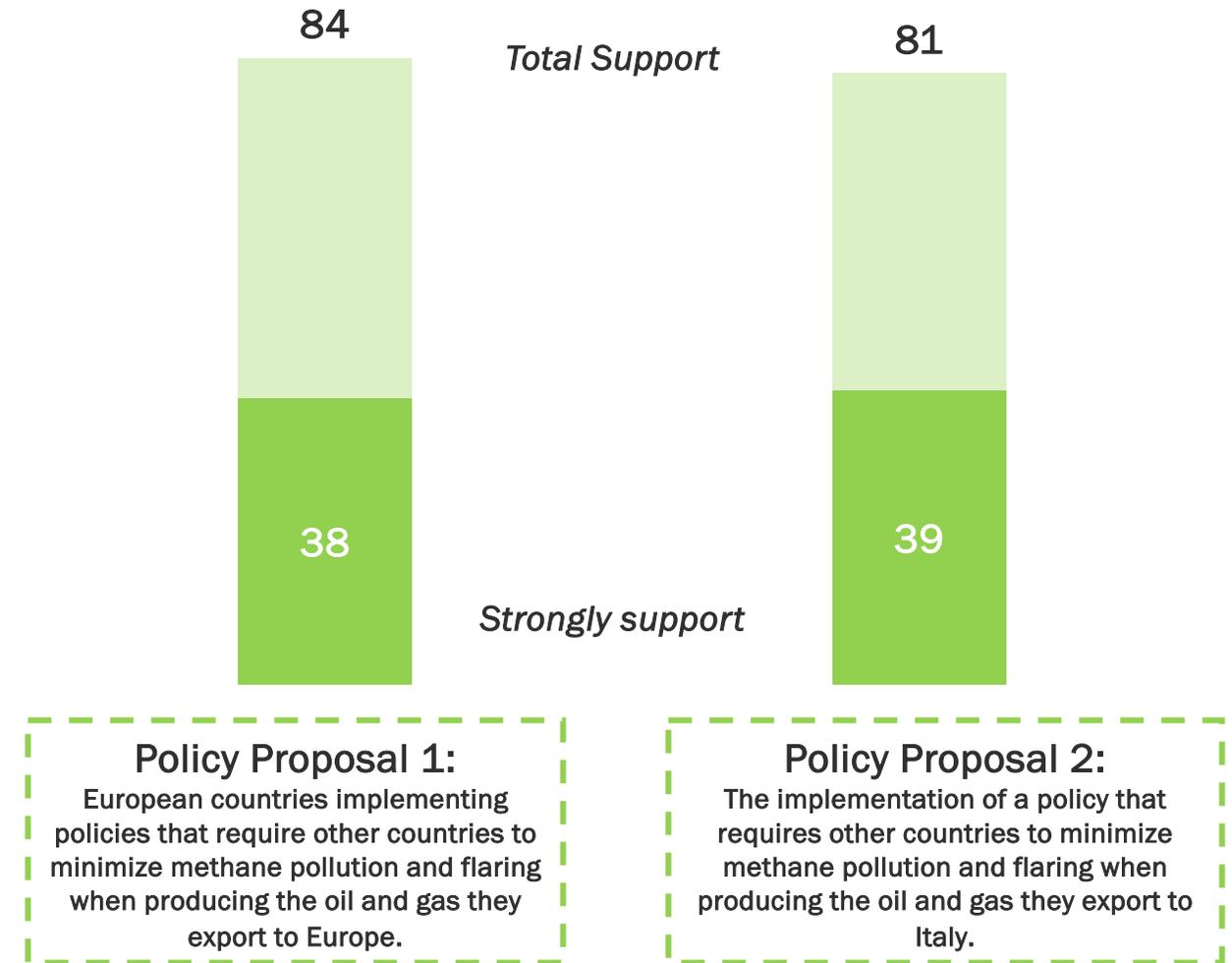
International government systems are seen as more capable of meaningful climate action than the national government – likely reflection of Germany’s EU membership



Italians are much more likely than their German neighbors to believe in AGW

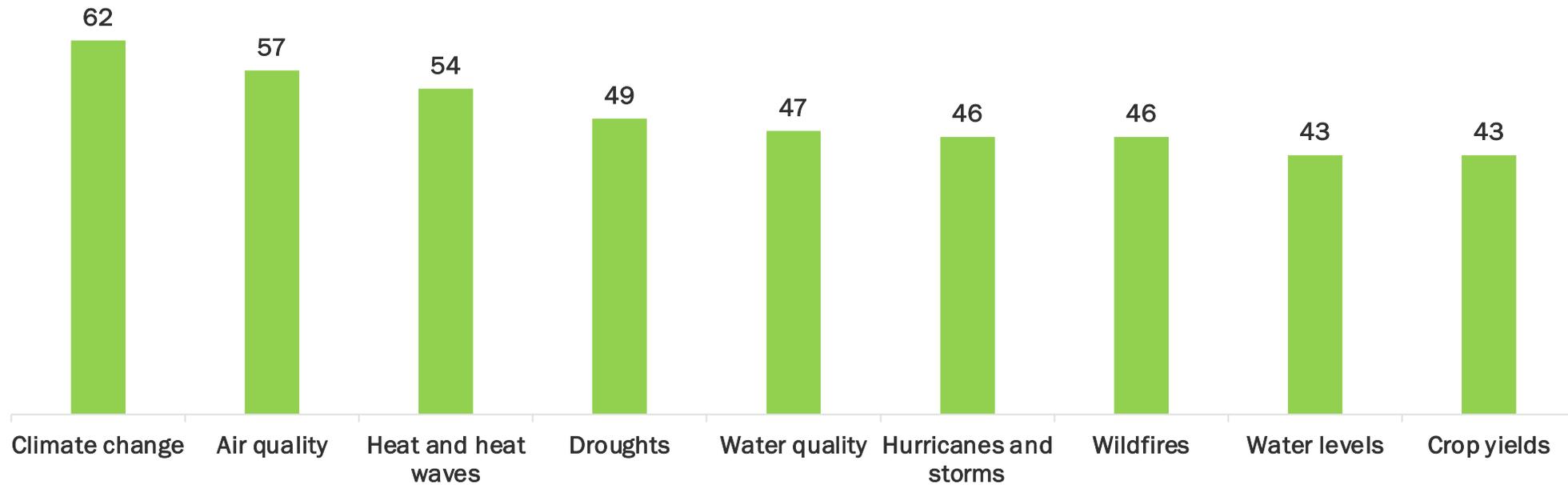


Top-of-Mind Environmental Concerns:	
Pollution	16%
Greenery and nature	9%
Climate change	7%



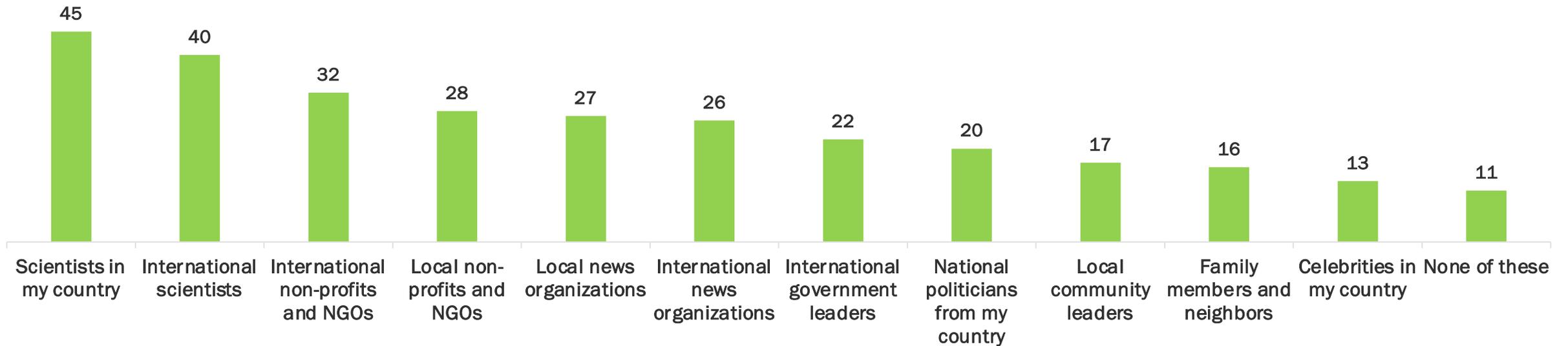
Likewise, Italians feel environmental concerns much more concretely in their lives, including direct climate change impacts like heat waves and drought

% Very Concerned About:

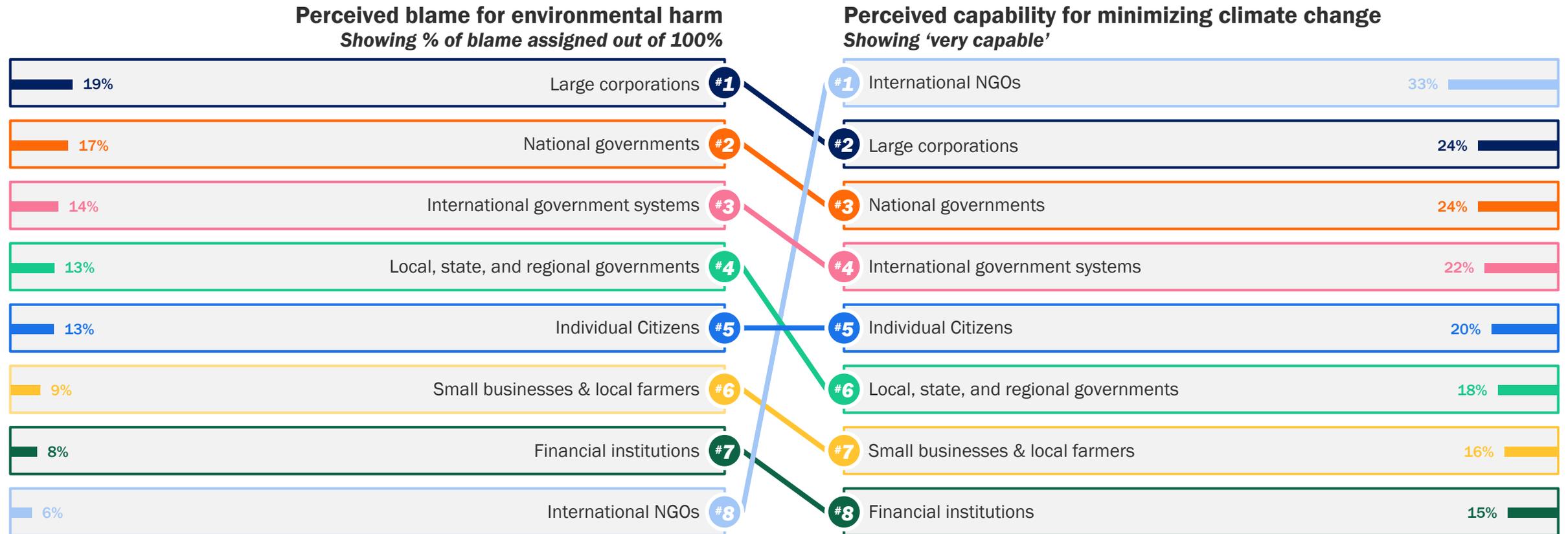


Italians have relatively low levels of news consumption for their climate change information – leveraging scientific partners may be more effective than media organizations

% Who Get Information on Climate Change From:

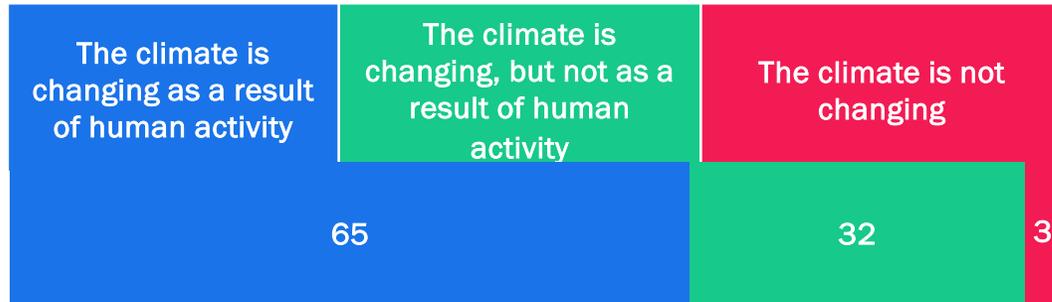


Italians strongly believe that International NGOs have a leading role to play in minimizing climate change

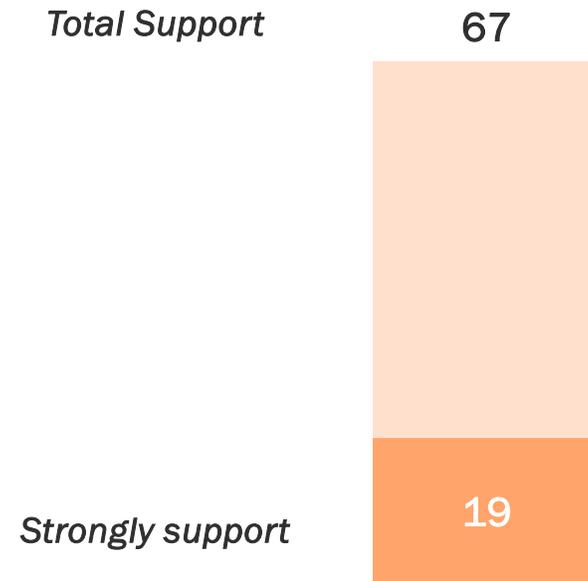




Norway's public opinion is closer to Germany than Italy – many are skeptical of man-made climate change, and support for methane action is largely weak



Top-of-Mind Environmental Concerns:	
Lack of recycling	15%
Climate change	9%
Pollution	8%

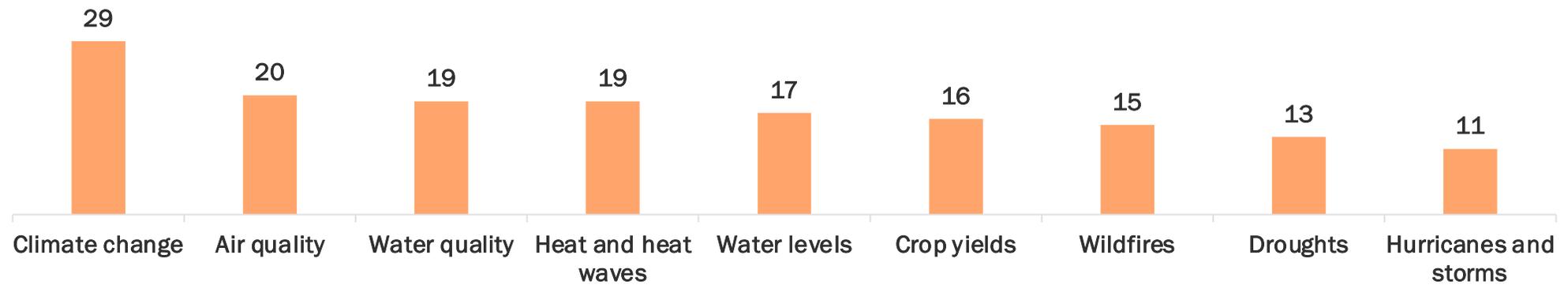


Policy Proposal:
 Increasing the penalty that the Norwegian Government charges companies for every cubic meter of methane gas vented to deter methane venting.



Climate change concern is low in Norway, although it still rates above other environmental hazards

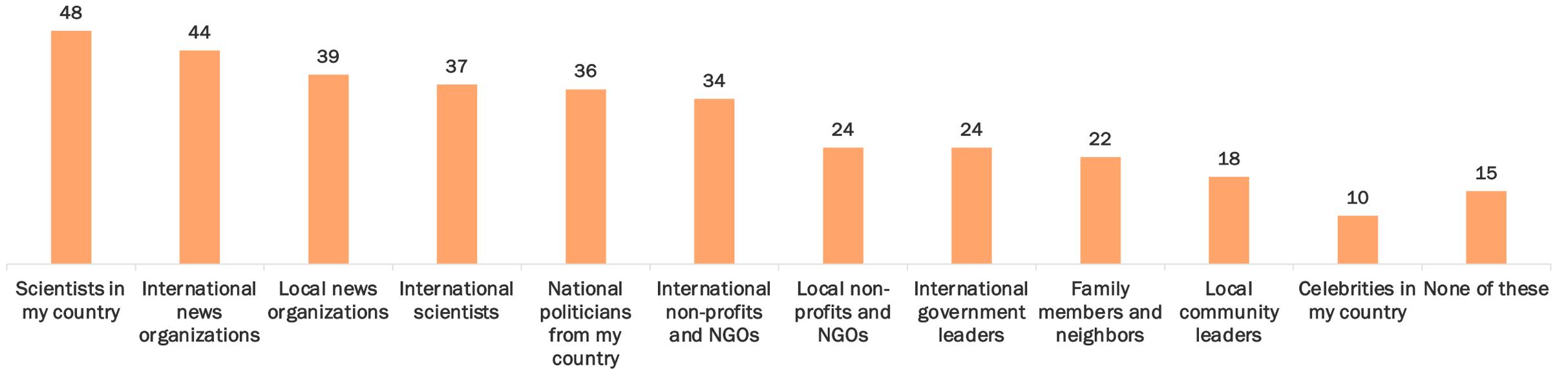
% Very Concerned About:





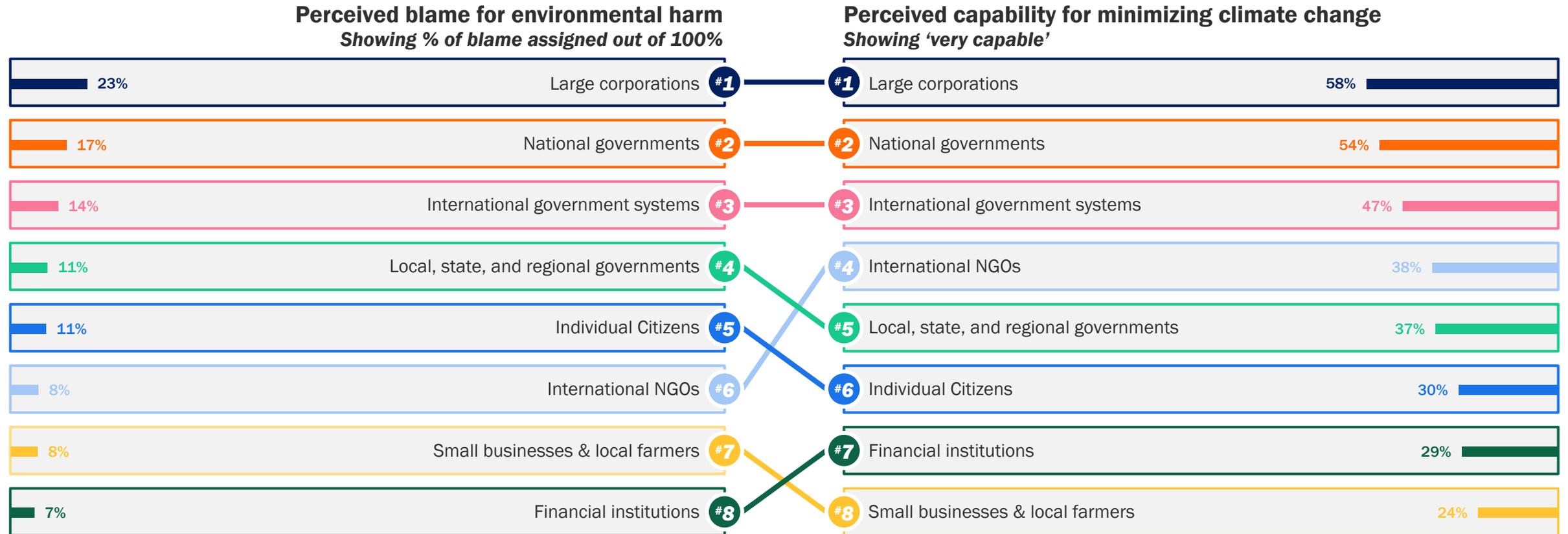
Norwegians are significantly more likely to get climate news from international media than media organizations in Norway

% Who Get Information on Climate Change From:



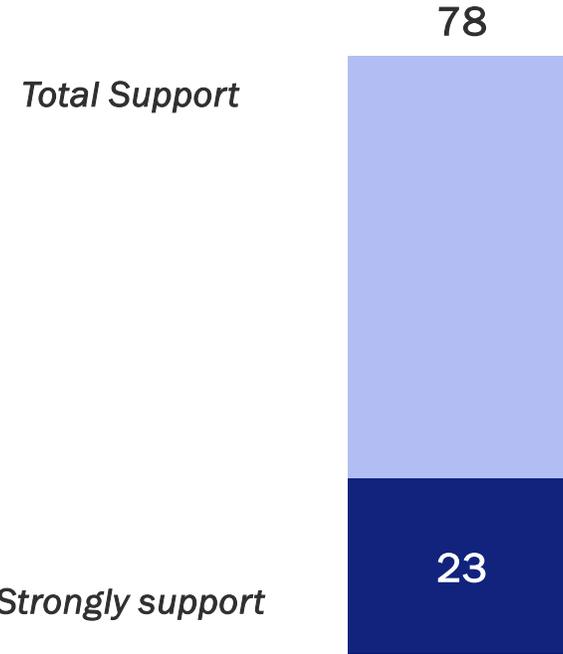
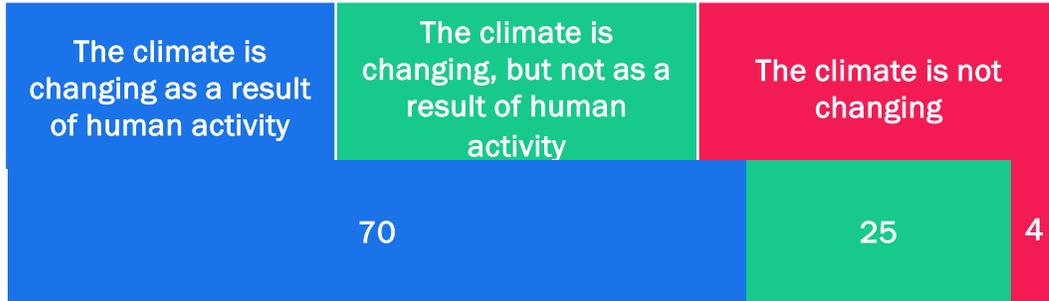


Norwegians see their private sector and national government as the most culpable and capable institutions when it comes to climate





The UK sees relatively low strong support for methane reforms in the waste sector



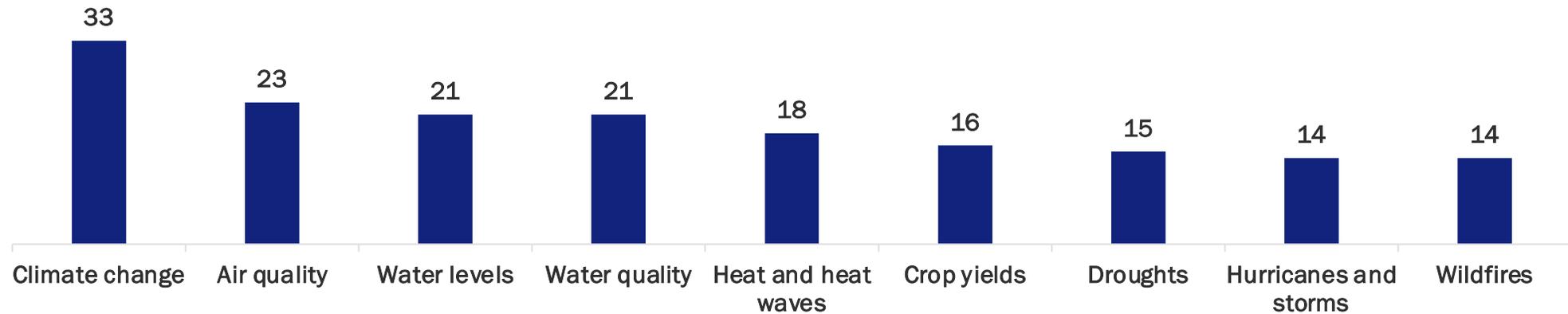
Top-of-Mind Environmental Concerns:	
Littering and garbage	16%
Pollution	9%
Greenery and nature	6%

Policy Proposal:
 The implementation of a policy that bans biodegradable waste disposal into landfills.



Climate concern in the United Kingdom is 20pts less than the total study average, only 9% of UK citizens have experienced “extreme” climate impact

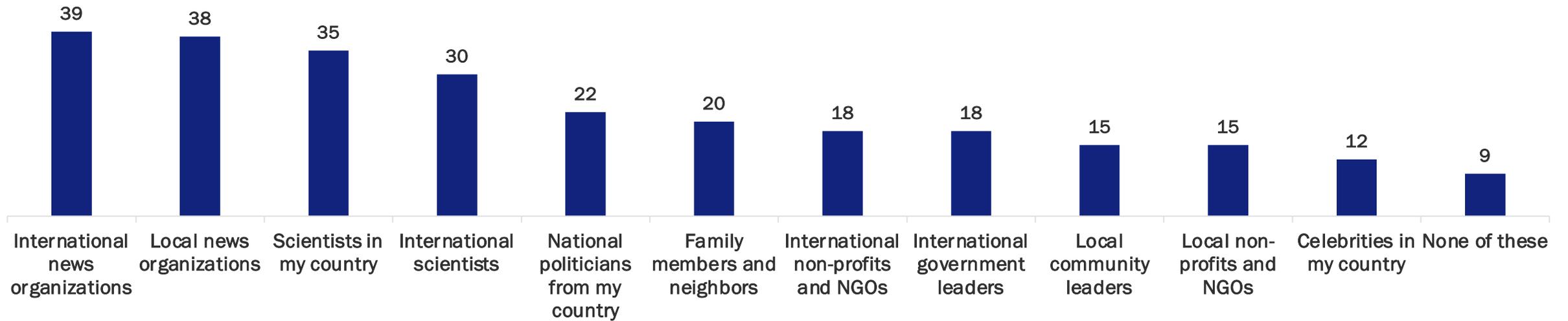
% Very Concerned About:





Climate information sources in the UK reflect total study averages

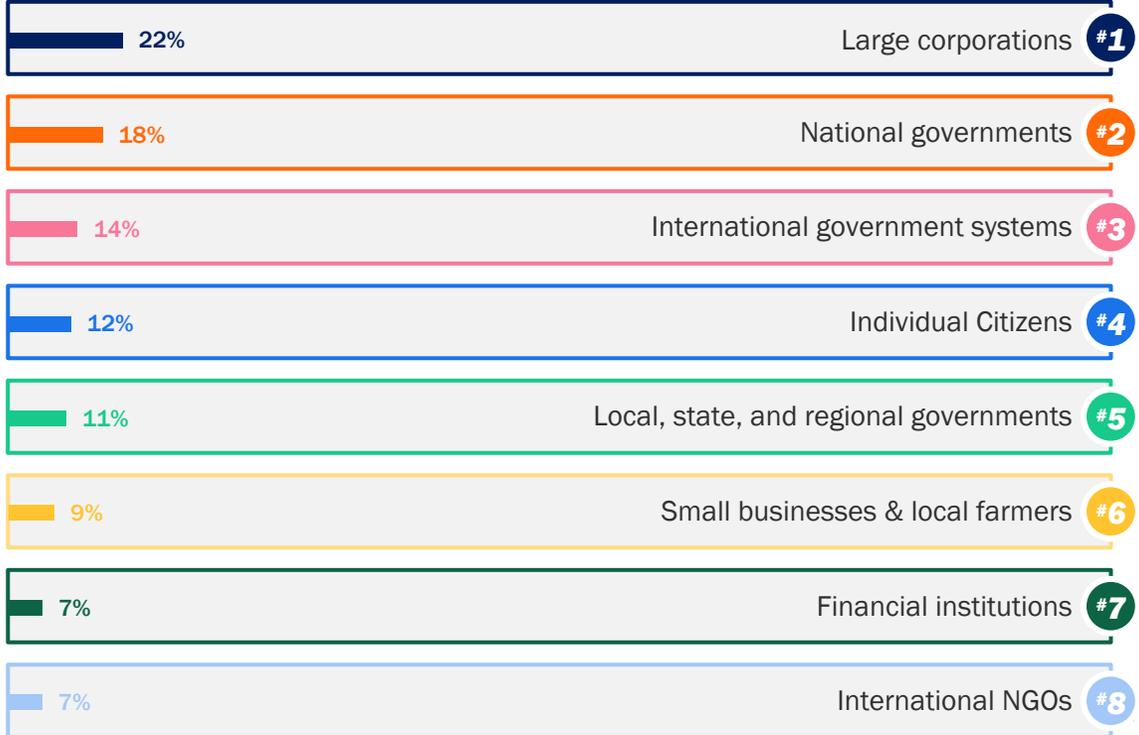
% Who Get Information on Climate Change From:



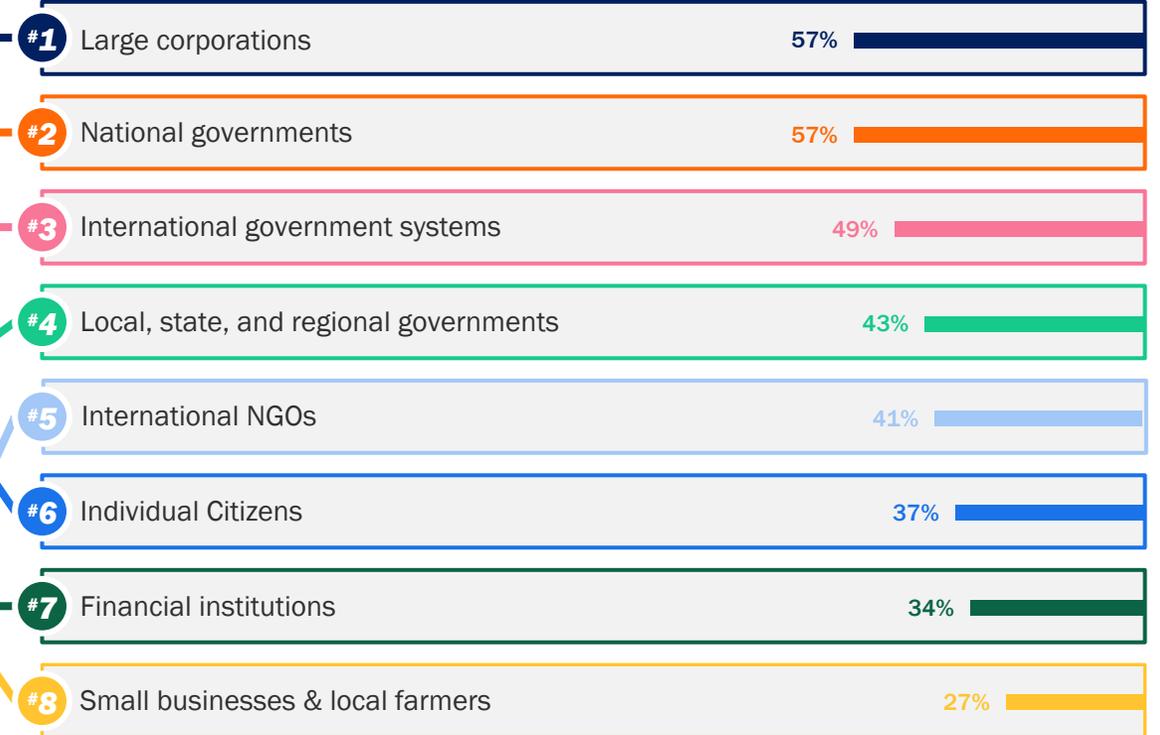


Like most countries, the UK doesn't perceive small business as very culpable for environmental harm – large corporations are seen as the “bad guys”

Perceived blame for environmental harm Showing % of blame assigned out of 100%



Perceived capability for minimizing climate change Showing 'very capable'



LATAM Countries



Brazil has a strong base of support for methane action in waste



Total Support



Top-of-Mind Environmental Concerns:	
Littering and garbage	20%
Greenery and nature	17%
Severe weather	12%

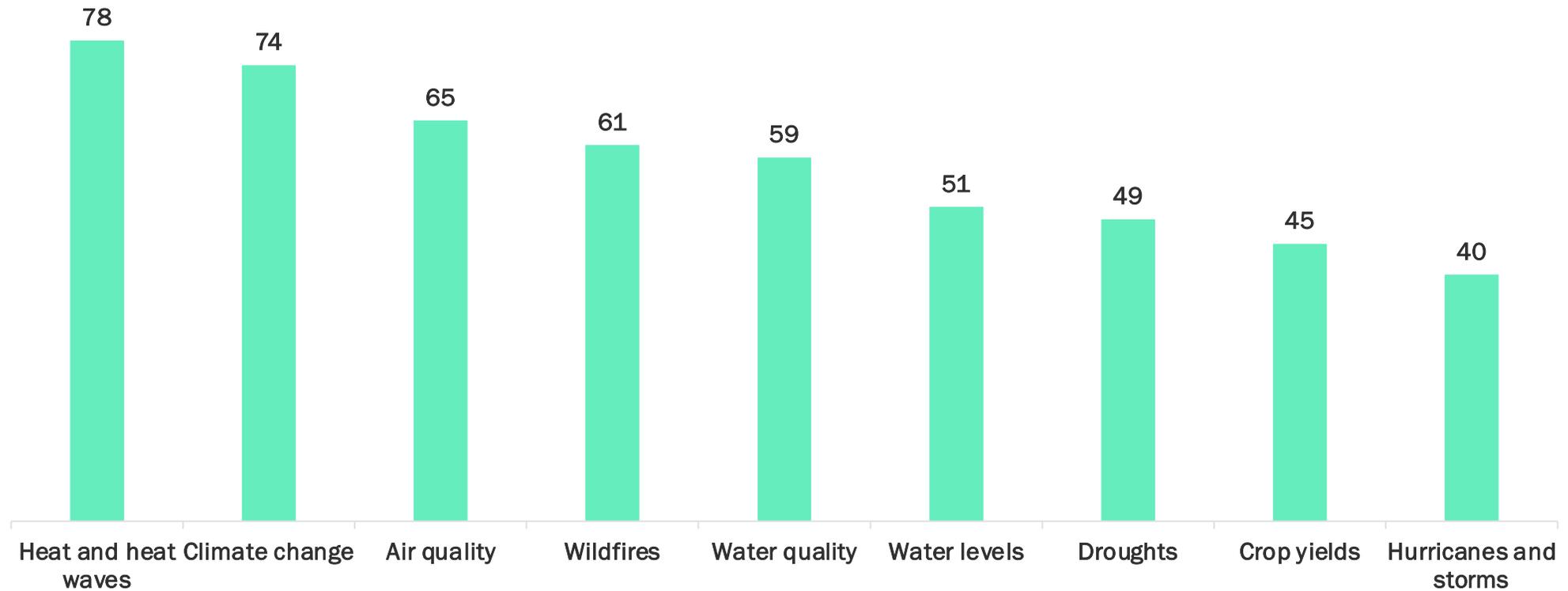
Strongly support

Policy Proposal:
 The implementation of a policy that bans organic waste disposal into landfills and promotes source reduction, segregation, edible food rescue (food banking), composting, and other solutions that reduce food loss and waste through a circular approach.



Heat waves are felt acutely by Brazilians, who experience personal climate change impacts more strongly than the total study average

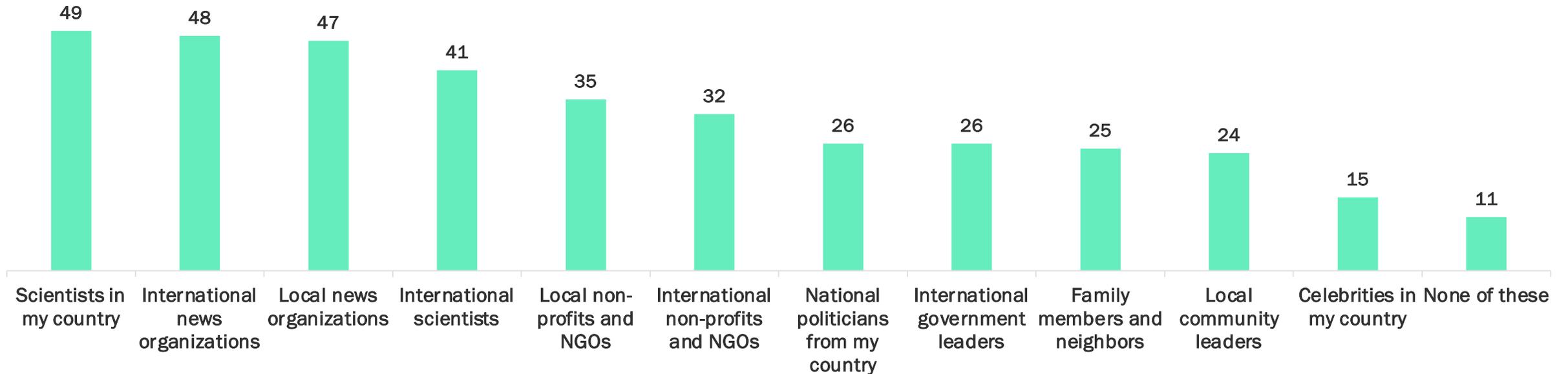
% Very Concerned About:



Most Brazilians get their climate information from scientists or news organizations



% Who Get Information on Climate Change From:

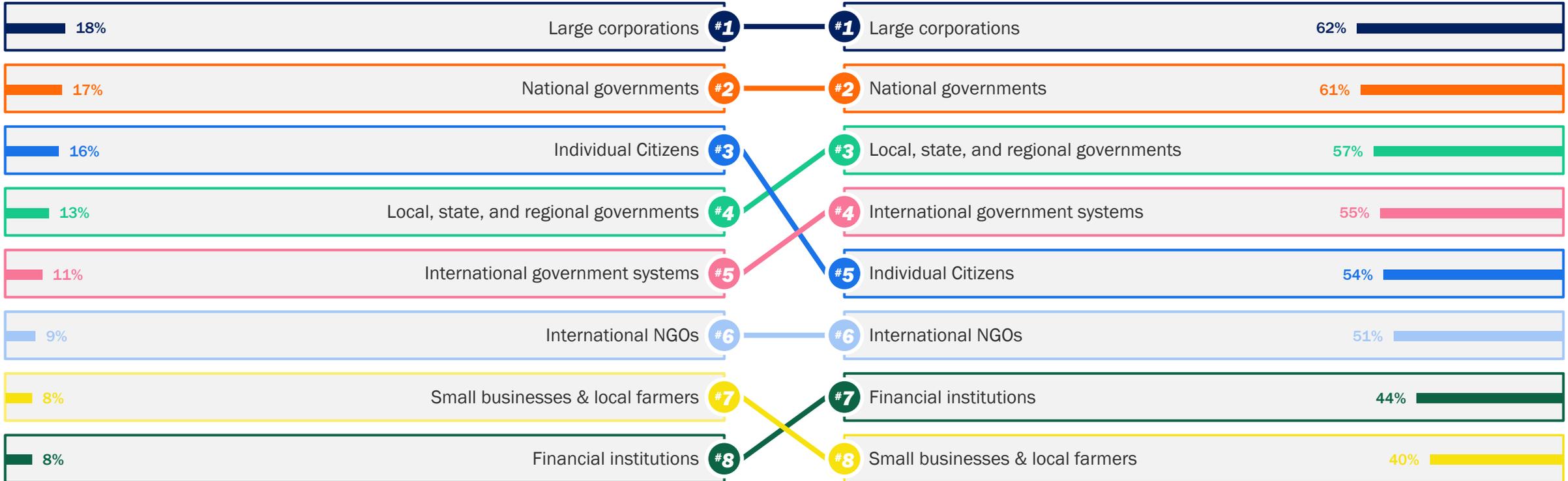




Brazilians see the private sector and national government as capable of creating meaningful action to combat climate change

Perceived blame for environmental harm
Showing % of blame assigned out of 100%

Perceived capability for minimizing climate change
Showing 'very capable'





Intense support is high in Chile for a policy proposal to reduce methane emissions in the waste sector; support indexes above methane informed familiarity



Top-of-Mind Environmental Concerns:

Littering and garbage	30%
Pollution	28%
Water quality	12%

Total Support



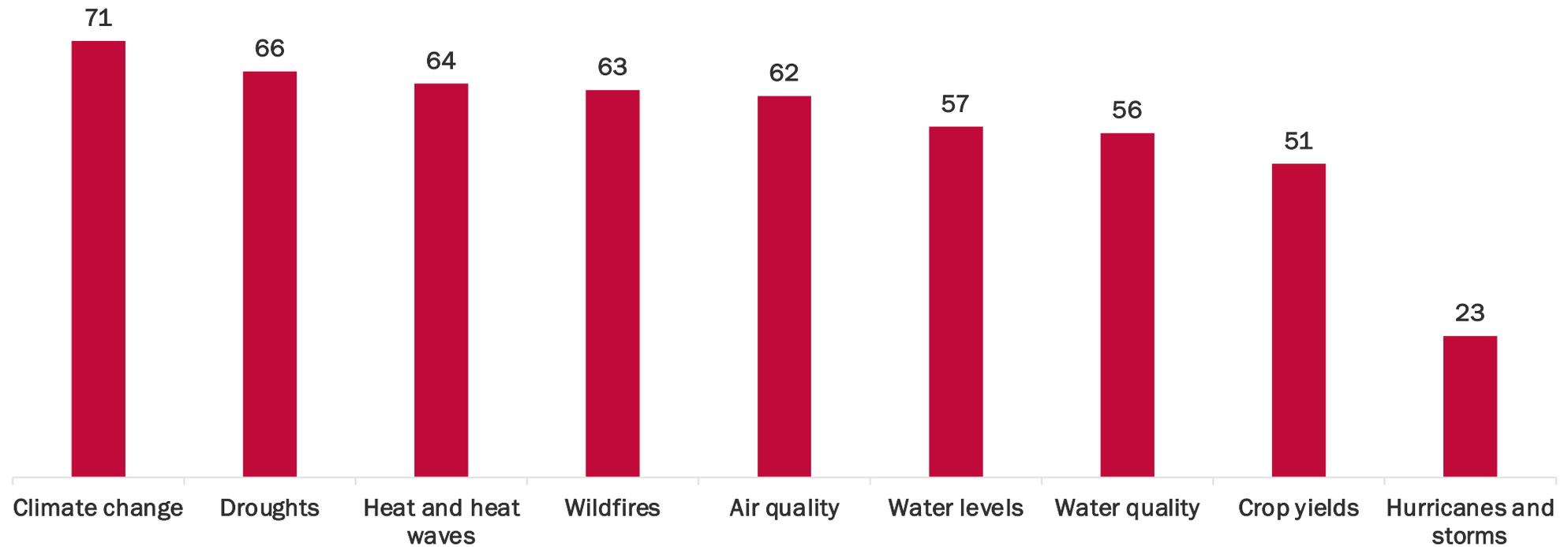
Strongly support

Policy Proposal:
 The implementation of a policy that bans organic waste disposal into landfills and promotes source reduction, segregation, edible food rescue (food banking), composting, and other solutions that reduce food loss and waste through a circular approach.



While less personally impacted by climate change than Brazil, Chile is very concerned about the warming climate and related environmental impacts

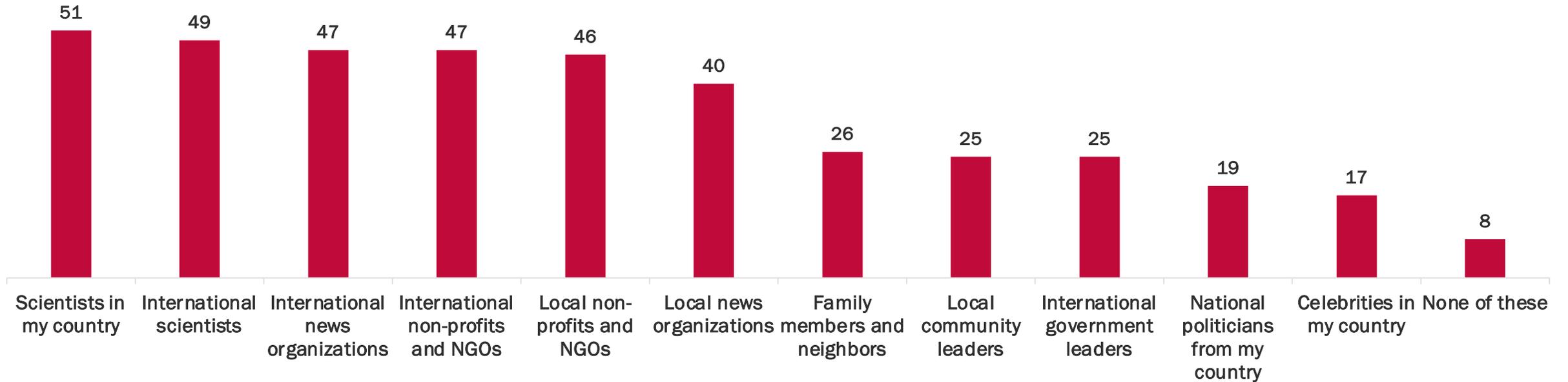
% Very Concerned About:





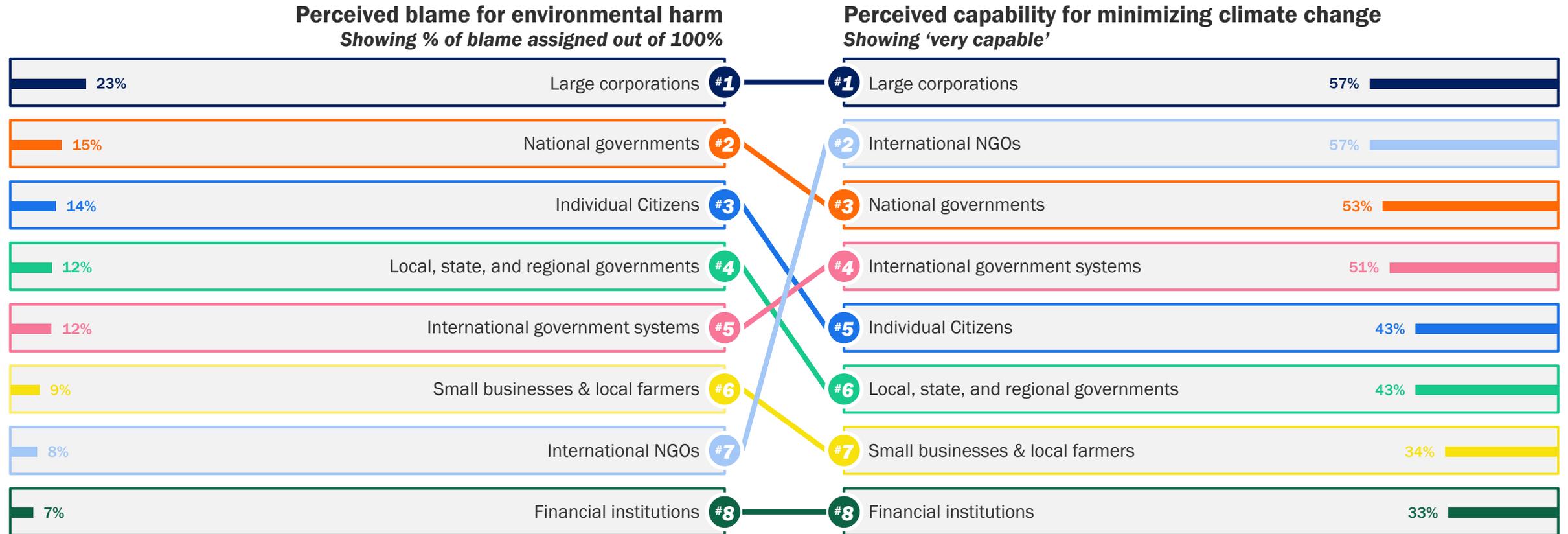
A sizeable portion of Chileans get their climate information from NGOs – an opportunity for GMH and its partners

% Who Get Information on Climate Change From:





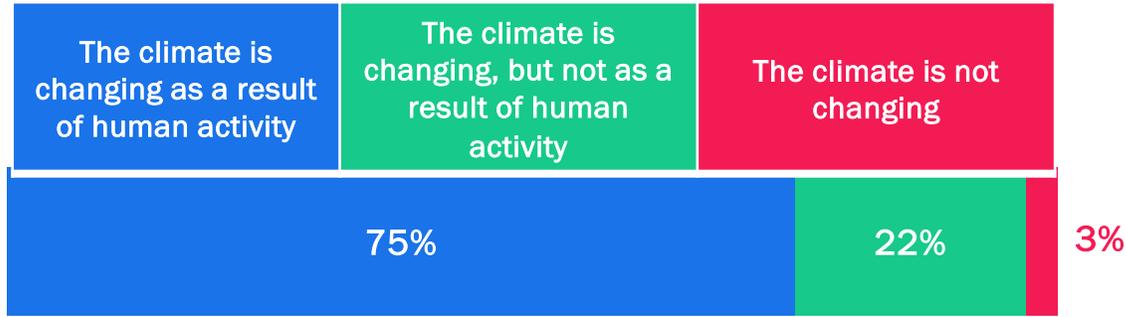
Chileans perceive international NGOs as having a strong role in combatting climate change



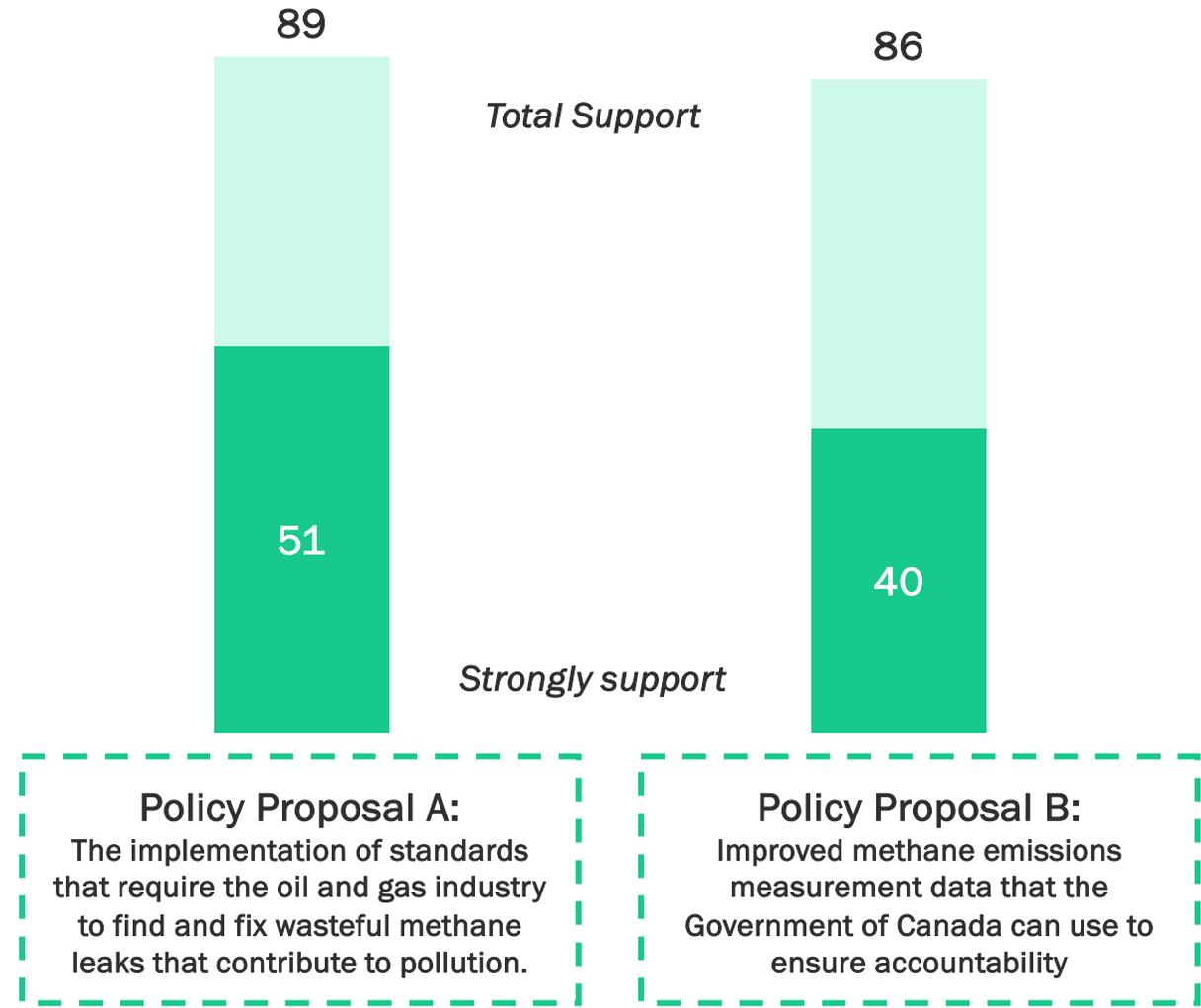
NA Countries



Canadian excitement for regulating methane emission in energy is dampened for policies that enable this regulation, such as government funded emission measurement



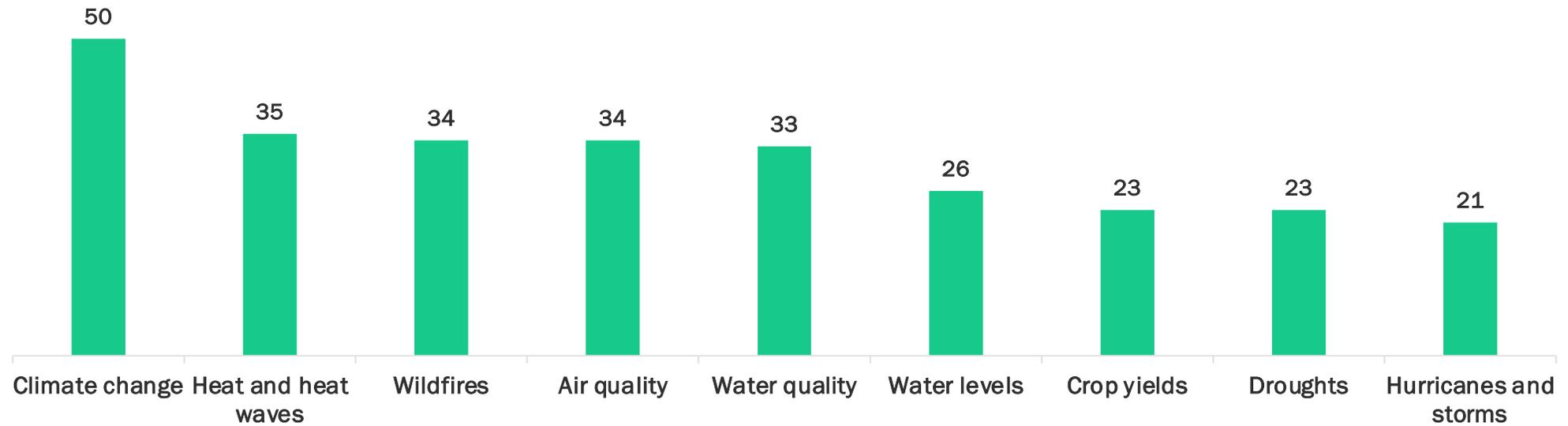
Top-of-Mind Environmental Concerns:	
Pollution	12%
Climate change	10%
Littering and garbage	7%





Despite low levels of personal impact from climate change, half of Canadians are ‘very concerned’

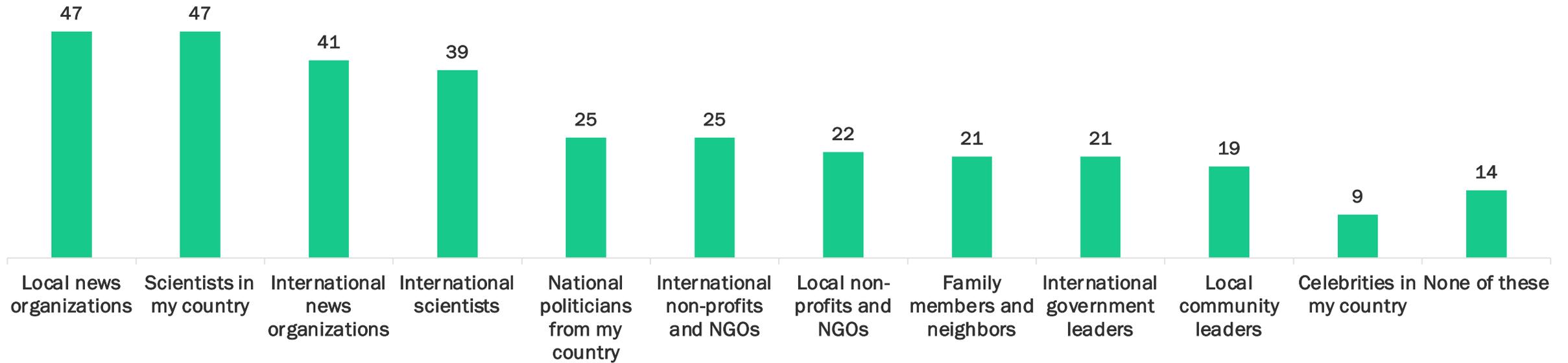
% Very Concerned About:





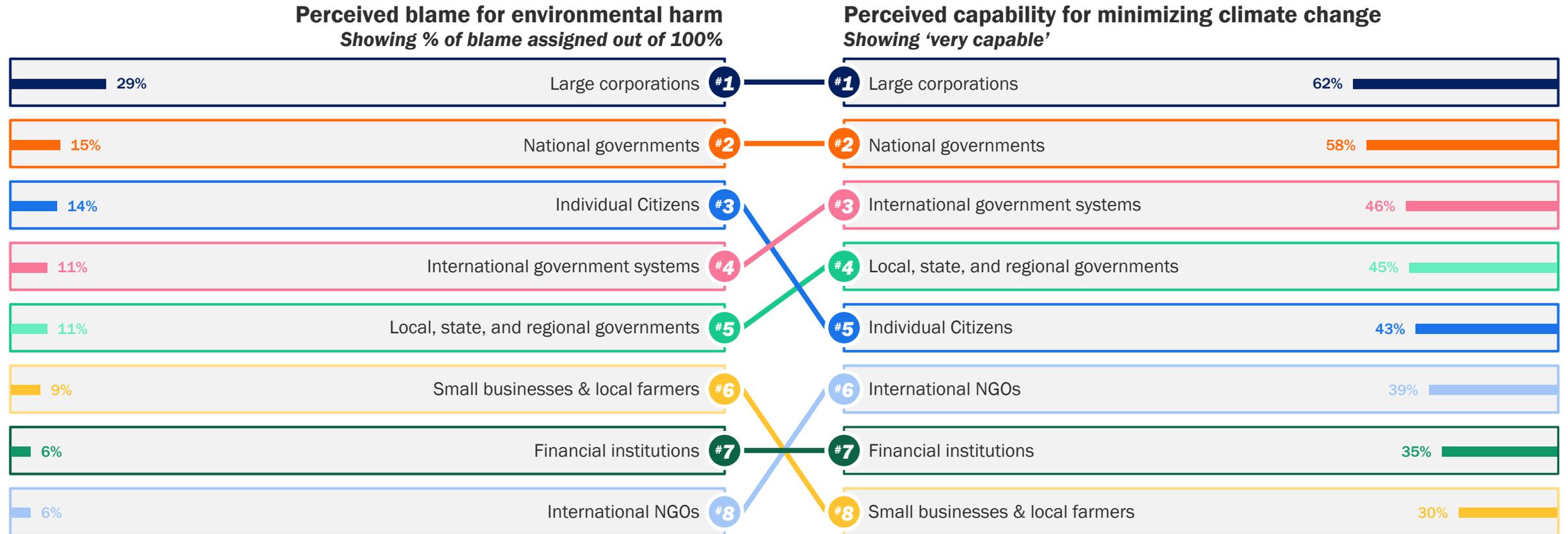
Canadians prefer local news to international news by a margin of 6pts, and local scientists by 8pts

% Who Get Information on Climate Change From:



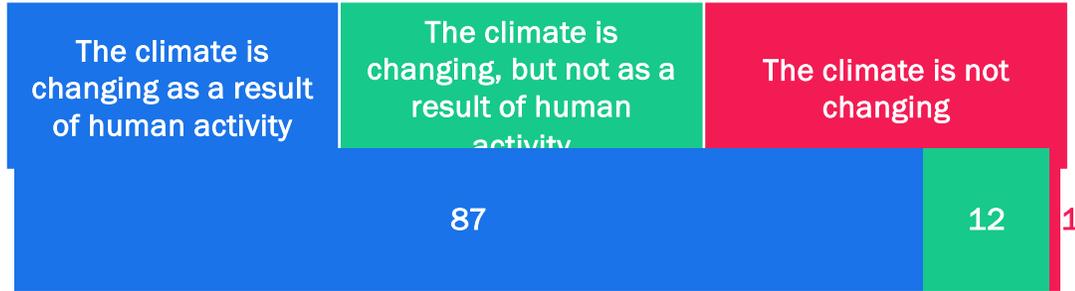


Individual citizens aren't perceived as able to produce meaningful climate action in Canada, while corporations and governments as more capable institutions

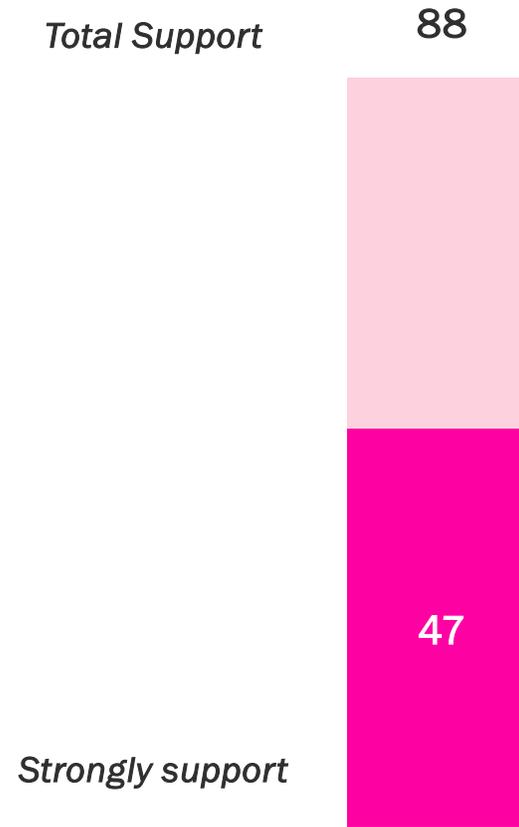




Mexican citizens jump to litter, pollution, and poor water quality as top-of-mind environmental concerns; support for methane mitigation is high



Top-of-Mind Environmental Concerns:	
Littering and garbage	39%
Pollution	30%
Water quality	20%

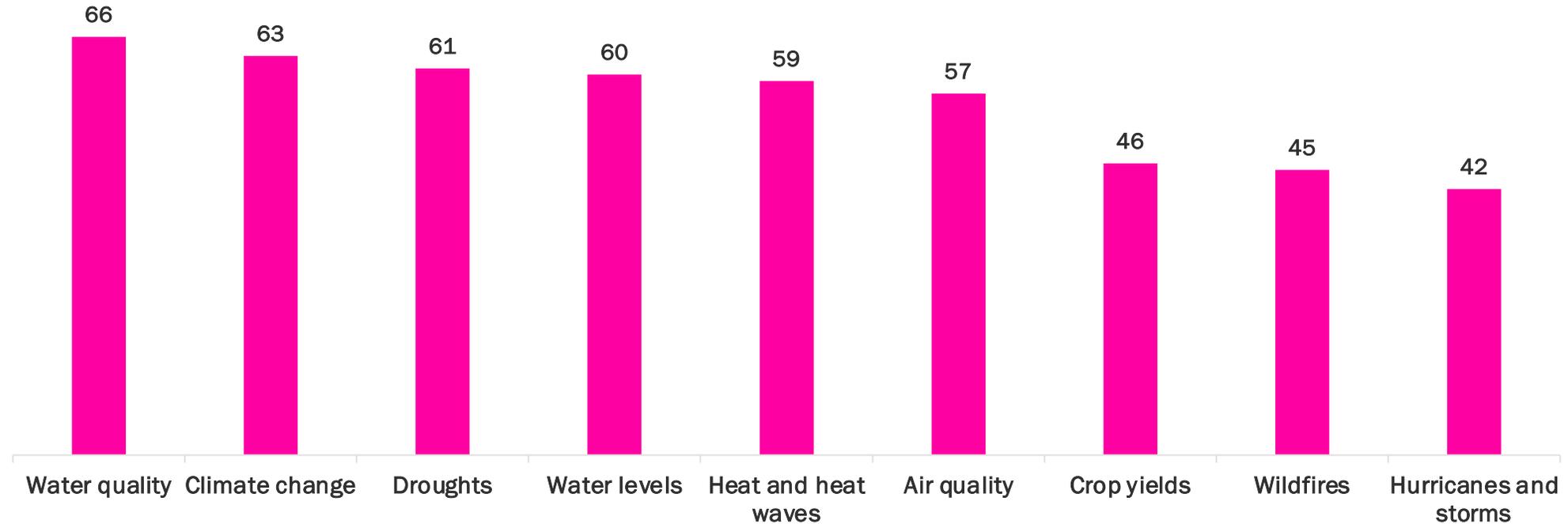


Policy Proposal:
The implementation of regulations to minimize wasteful methane pollution.

Like many nations in the global south, water quality is a more pressing concern in Mexico than climate-related hazards



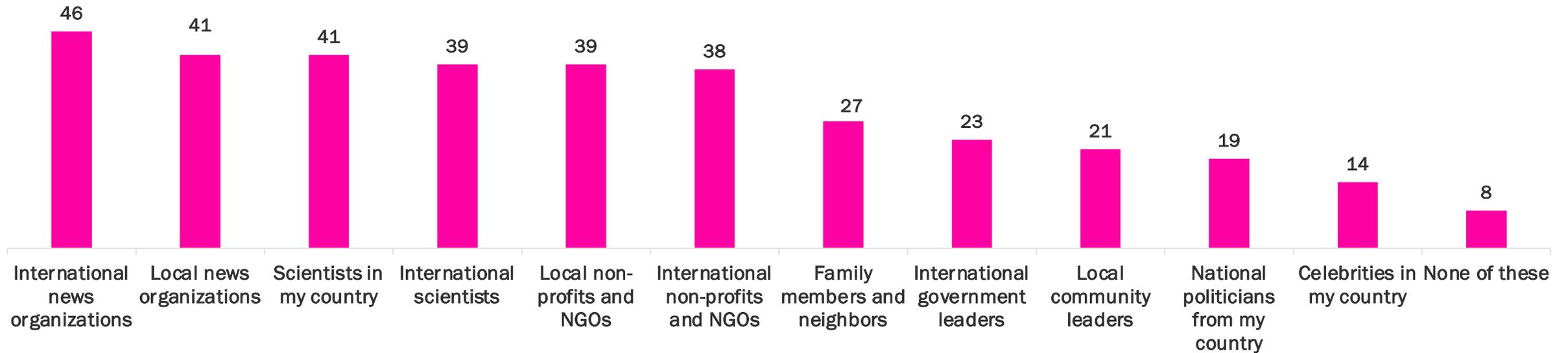
% Very Concerned About:





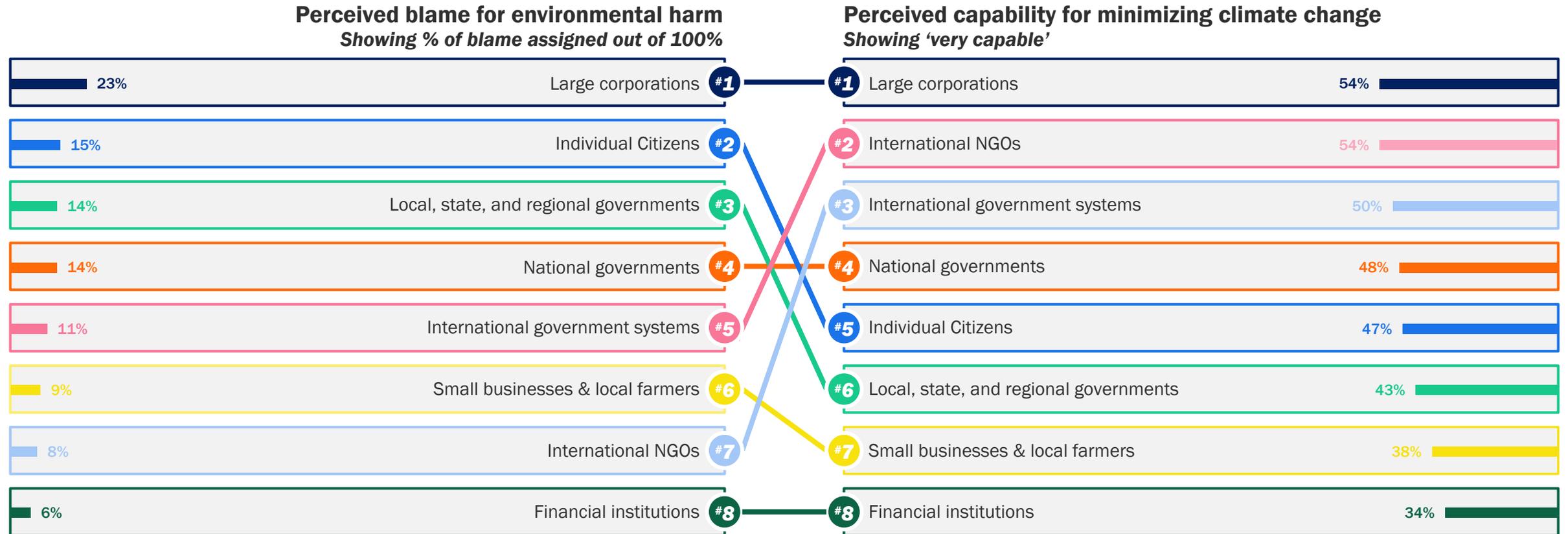
Most Mexicans consume climate information from news organizations and scientists; NGOs have a strong presence in Mexican information consumption

% Who Get Information on Climate Change From:





Mexicans see international NGOs and government systems as more capable than their own public institutions of delivering climate action



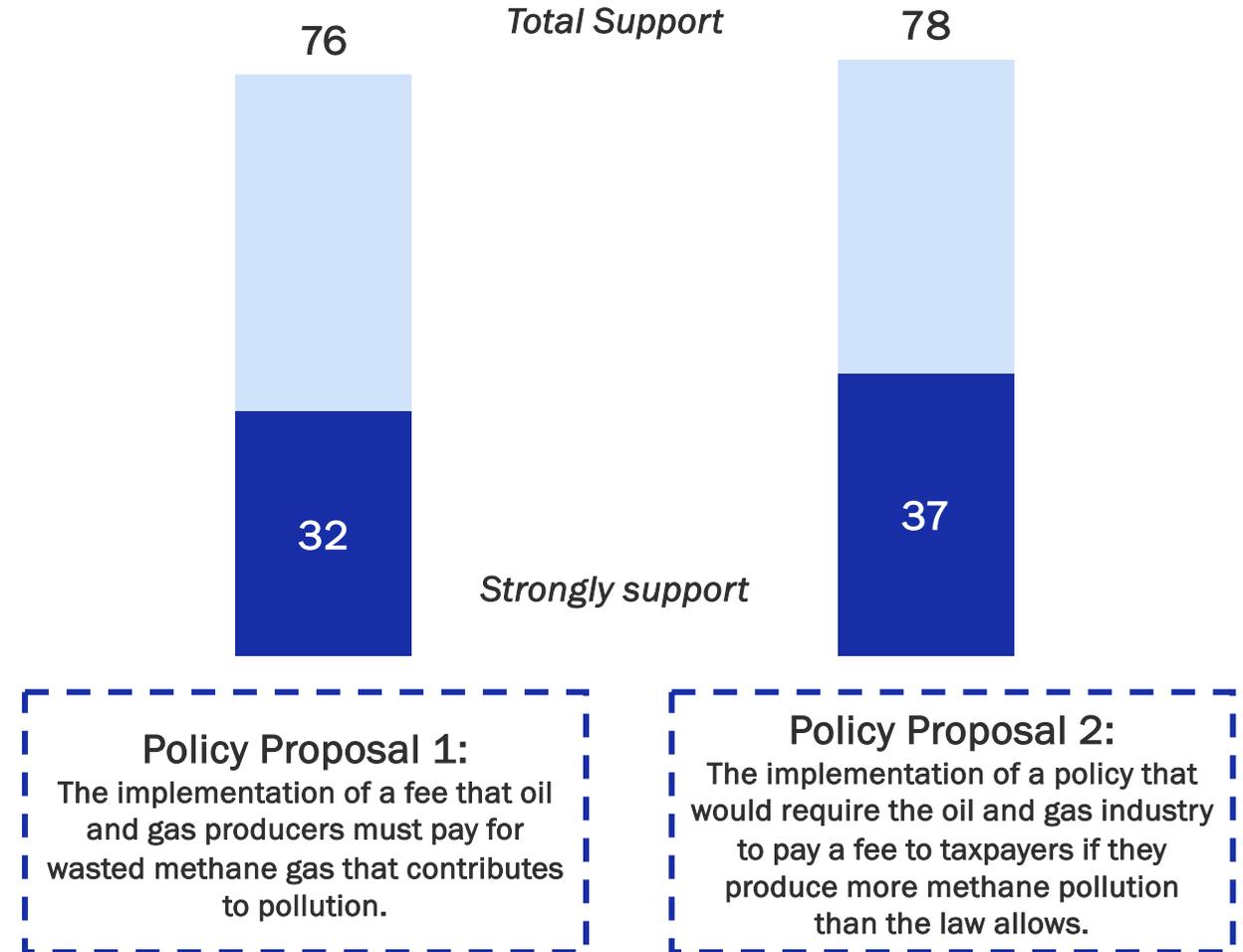


Belief in human-made climate change is relatively low in the United States; support for methane policy proposals doesn't reach 40% top box threshold



Top-of-Mind Environmental Concerns:

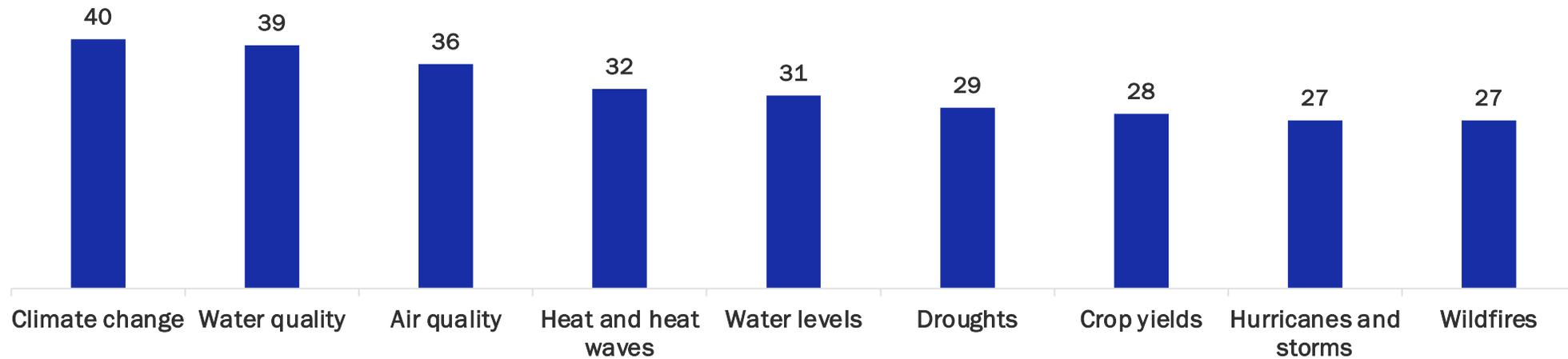
Climate change	7%
Water quality	6%
Recycling	6%





Concern for climate change, a major indication of political affiliation in the United States, is lower than the Total Study average

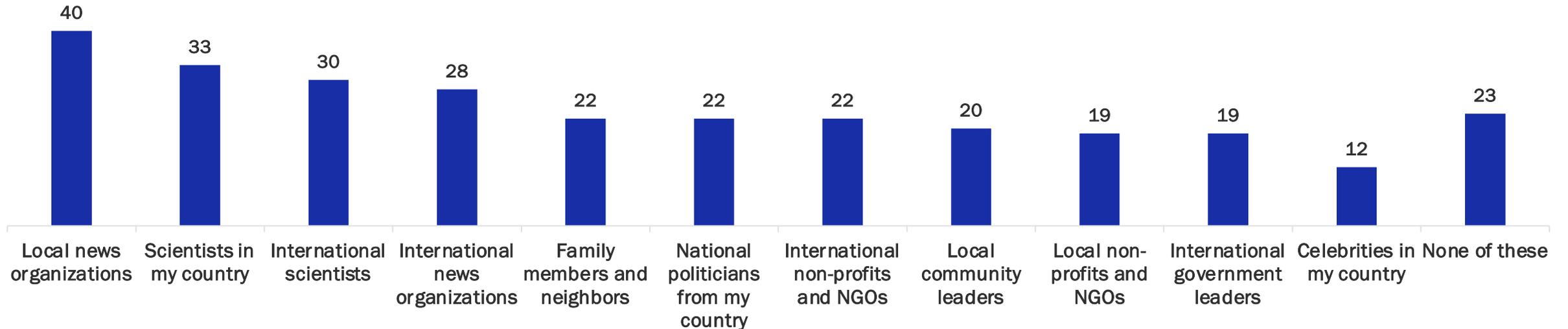
% Very Concerned About:





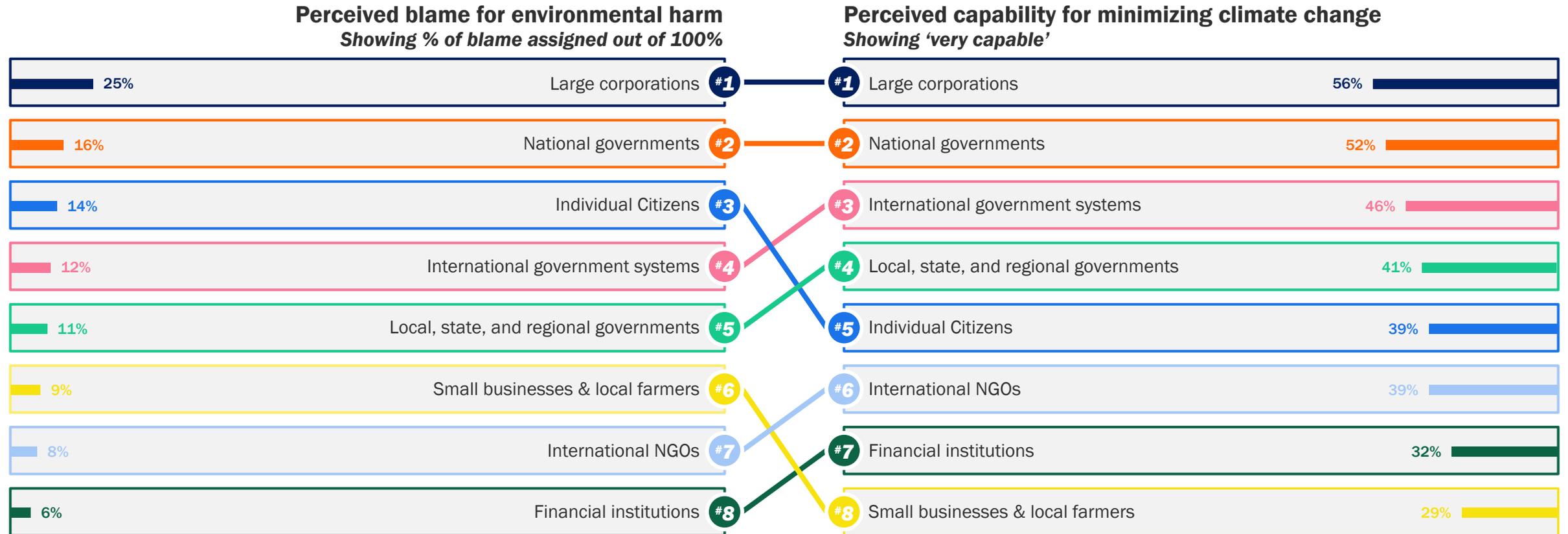
Americans express a significant preference for local or national news; almost 1 in 4 don't consume any climate information tested

% Who Get Information on Climate Change From:





In the United States, large corporations and the national government are seen by majorities as capable of minimizing climate change





Global
Methane
Hub



Thank You

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