

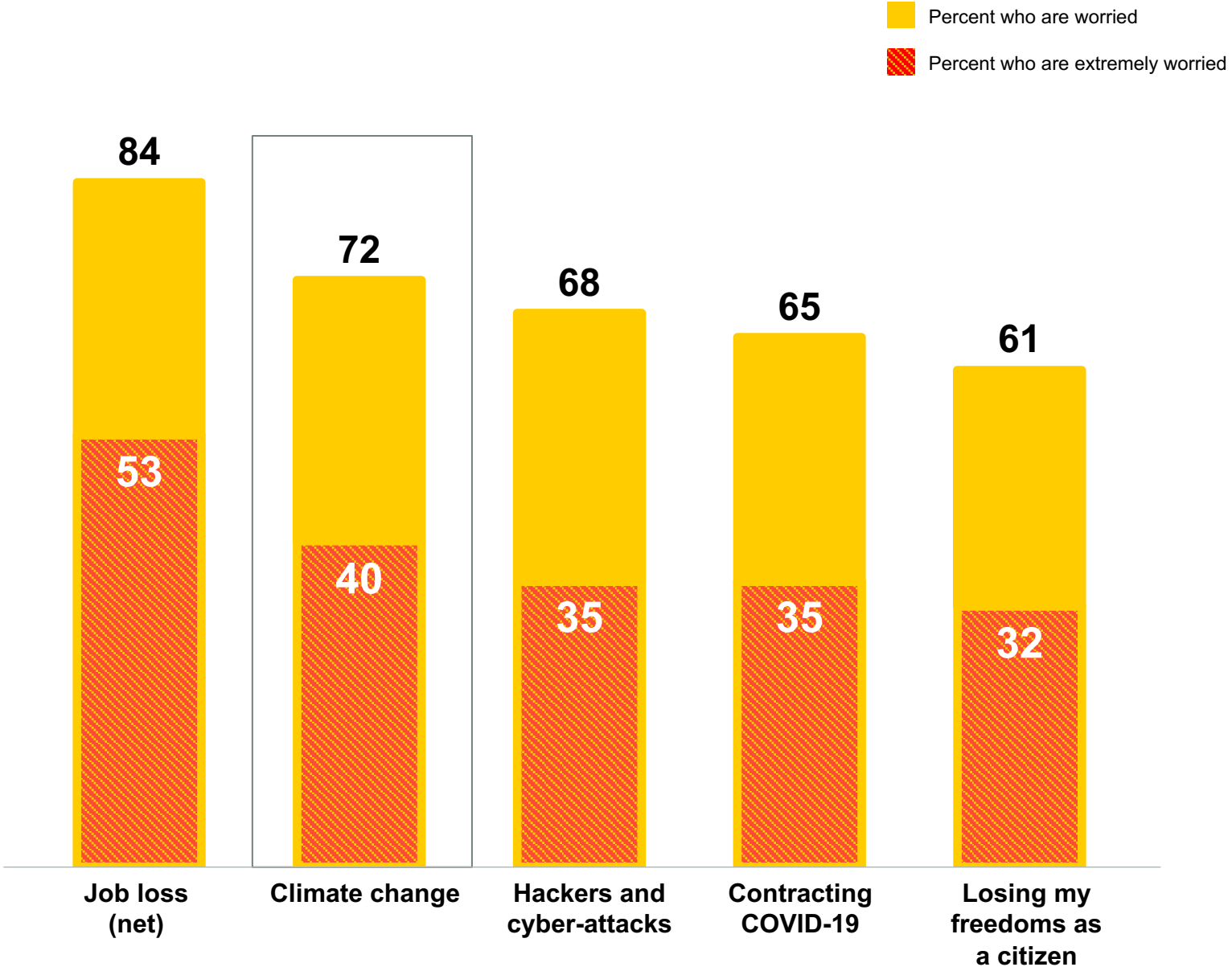


Edelman Trust Barometer 2021



JANUARY 2021: CLIMATE CHANGE WORRIES RANK SECOND ONLY TO JOB LOSS

Percent who are worried, and
percent who are extremely worried



2021 Edelman Trust Barometer. POP_EMO. Some people say they worry about many things while others say they have few concerns. We are interested in what you worry about. Specifically, how much do you worry about each of the following? 9-point scale; top 4 box, worry; top 2 box, extremely worried. Non-job loss attributes shown to half of the sample. General population, 27-mkt avg. Job loss asked of those who are an employee (Q43/1). Job loss is a net of attributes 1-3, 5, and 22-24.

Climate Change

Margin of error

- 14-market global data margin of error: General population +/- 0.8% (n=14,000).
- Market-specific data margin of error: General population +/- 3.1% (n=1,000).

14-market online survey

- 14,000 respondents (1,000 per market)
- Brazil, Canada, China, France, Germany, India, Japan, Mexico, Saudi Arabia, S. Africa, S. Korea, UAE, UK, and U.S.
- All data is nationally representative based on age, region and gender

Timing of fieldwork: September 7 – September 24, 2021;

India was fielded from September 7 – October 1, 2021

┌

CLIMATE CHANGE WORRIES INTENSIFY

└

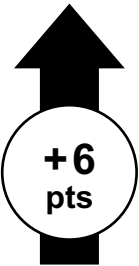
CLIMATE CHANGE CONCERNS INCREASE IN 2021

Percent who are worried



Global 14

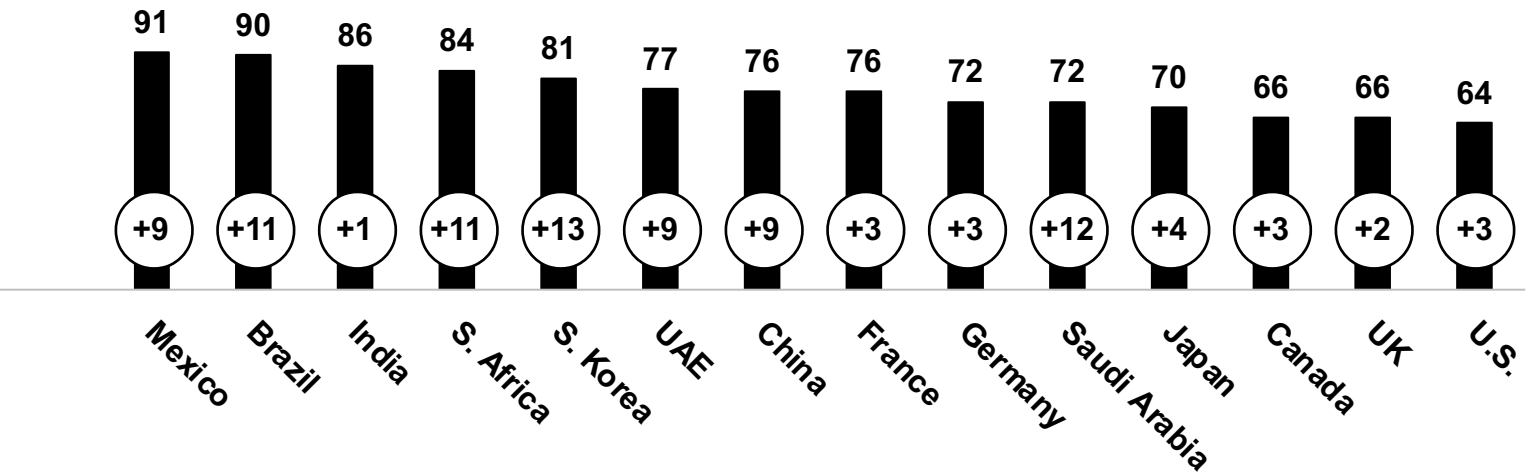
76%



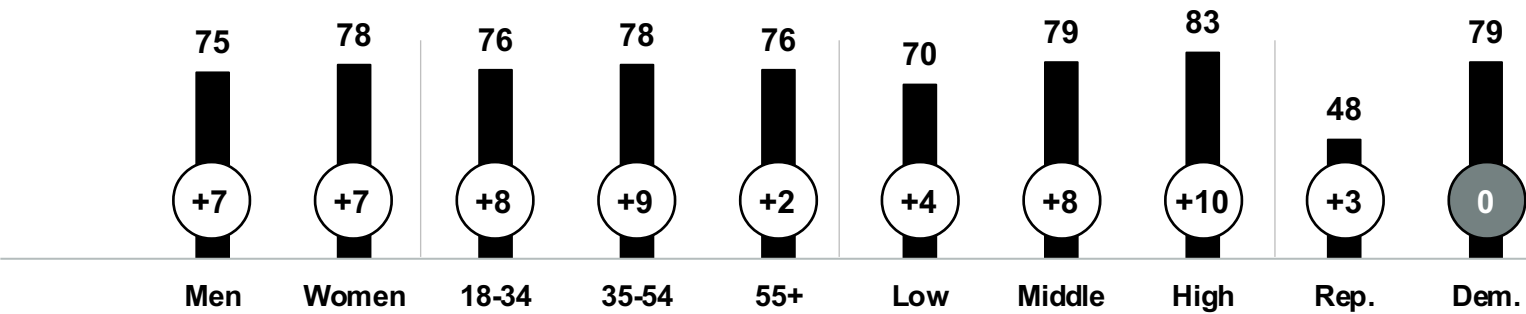
Change,
Jan 2021 to
Oct 2021

I worry about climate change leading to drought, rising sea levels and other disasters

Markets



Gender | Age | Income | U.S. Political Divide



2021 Edelman Trust Barometer Special Report: Climate Change. POP_EMO. Some people say they worry about many things while others say they have few concerns. We are interested in what you worry about. Specifically, how much do you worry about the following? Please indicate your answer using a nine-point scale where one means “I do not worry about this at all” and nine means “I am extremely worried about this”. 9-point scale; top 4 box, worry. General population, 14-mkt avg., and by demographics, including U.S. political party. Republicans (n=304), Democrats (n=413).

HALF SEE LITTLE PROGRESS AMID FEAR THE FIGHT IS LOST

Percent who agree

There has been little to no
progress made in the fight
against climate change

53%

We have **already lost the fight** against
climate change

The best we can do is **prepare for, and
try to mitigate, the consequences**

49%

3 IN 4 RECOGNIZE NEED FOR BIG LIFESTYLE CHANGES

Percent who say

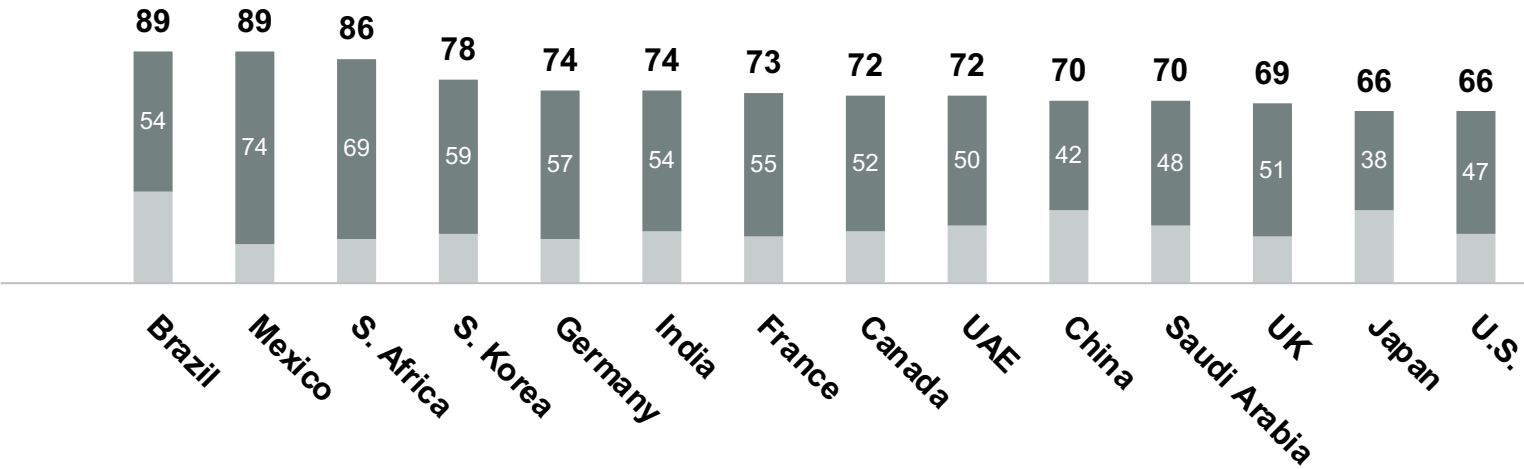
We will need to make big changes in how we live to prevent the worst potential consequences of climate change

Global 14

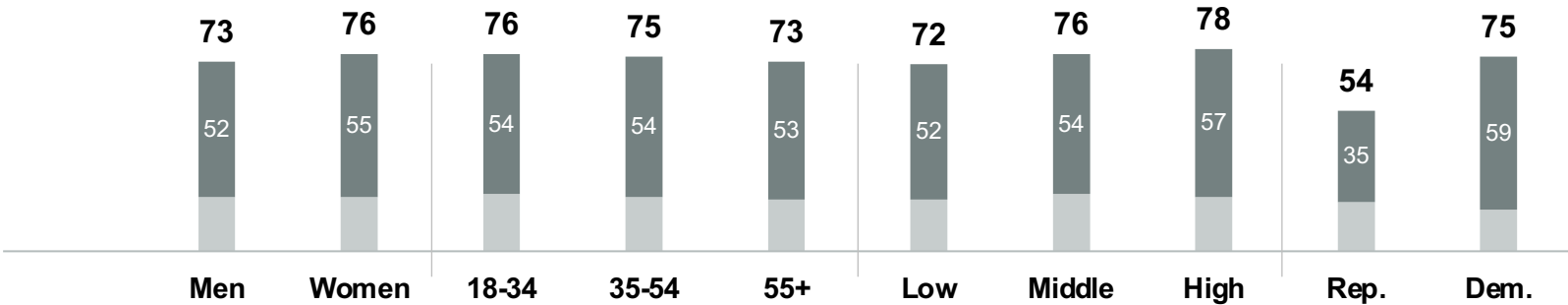
75%

54	Many big changes
21	A few big changes

Markets



Gender | Age | Income | U.S. Political Divide



2021 Edelman Trust Barometer Special Report: Climate Change. ECO_LIF_CHN. How much do you believe we will need to change how we live in this country in order to prevent the worst potential consequences of climate change from happening? General population, 14-mkt avg., and by demographics, including U.S. political party. Republicans (n=304), Democrats (n=413). “Many big changes” is a sum of attributes 4 and 5.

MAJORITY SEE POTENTIAL UPSIDE FOR INNOVATION, QUALITY OF LIFE, ECONOMIC GROWTH

Percent who say current climate change solutions are having/will have a *positive* impact in each area

	Global 14	Brazil	Canada	China	France	Germany	India	Japan	Mexico	Saudi Arabia	S. Africa	S. Korea	UAE	UK	U.S.
Important new technologies	67	75	60	67	53	63	75	60	69	79	68	75	76	59	58
Health of our citizens and myself (avg)	60	66	52	68	47	52	72	38	62	78	65	68	78	48	52
My quality of life	56	64	46	63	42	45	73	24	59	74	65	58	75	45	51
Economic growth/job creation (avg)	54	58	45	62	41	45	67	29	55	75	53	54	71	44	49

2021 Edelman Trust Barometer Special Report: Climate Change. CHG_LFE_IMP. What type of impact do you believe that current programs, policies and solutions designed to combat climate change are having, or are poised to have, on each of the following? 3-point scale; code 2, positive impact. General population, 14-mkt avg. "Economic growth/job creation" is an average of attributes 1 and 3; "Health of our citizens/myself" is an average of attributes 6 and 13.

⊥

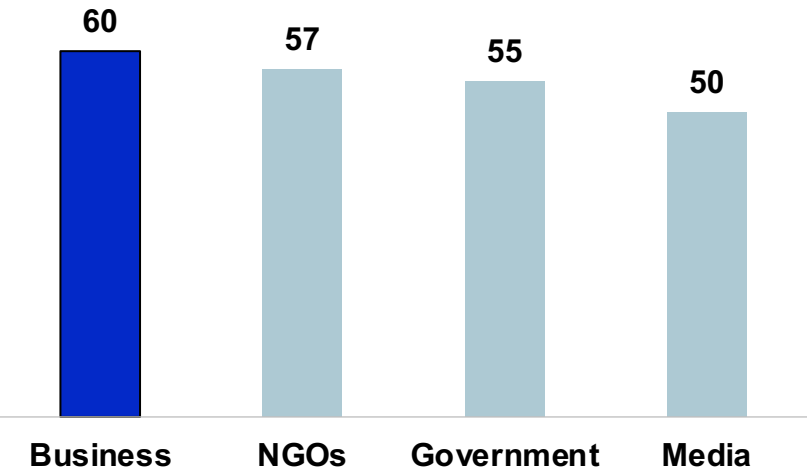
NO EASY SOLUTIONS

⊥

NO INSTITUTION TRUSTED ON CLIMATE CHANGE ACTION

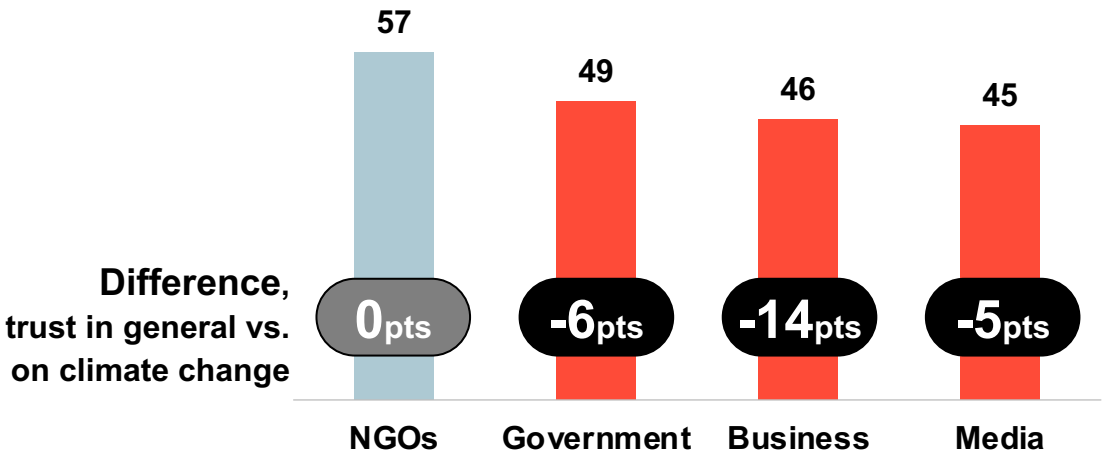
January 2021 Edelman Trust Barometer IN GENERAL, BUSINESS TRUSTED TO DO WHAT IS RIGHT

Percent trust, 14-mkt avg



Special Report: Climate Change ON CLIMATE, 3 OF 4 INSTITUTIONS DISTRUSTED

Percent trust on *climate change action*, 14-mkt avg

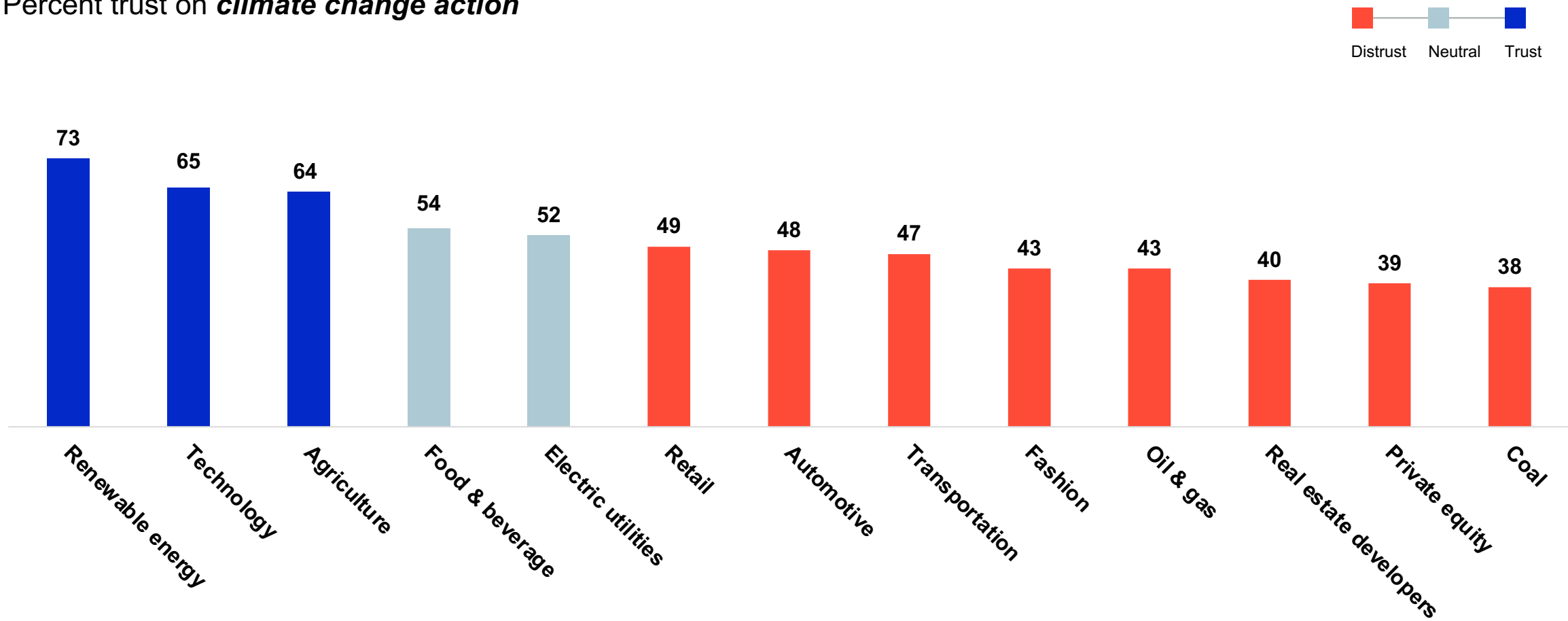


2021 Edelman Trust Barometer. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 14-mkt avg.

2021 Edelman Trust Barometer Special Report: Climate Change. ECO_TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right when it comes to addressing climate change. 9-point scale; top 4 box, trust. General population, 14-mkt avg.

MOST INDUSTRIES NOT TRUSTED ON CLIMATE CHANGE ACTION

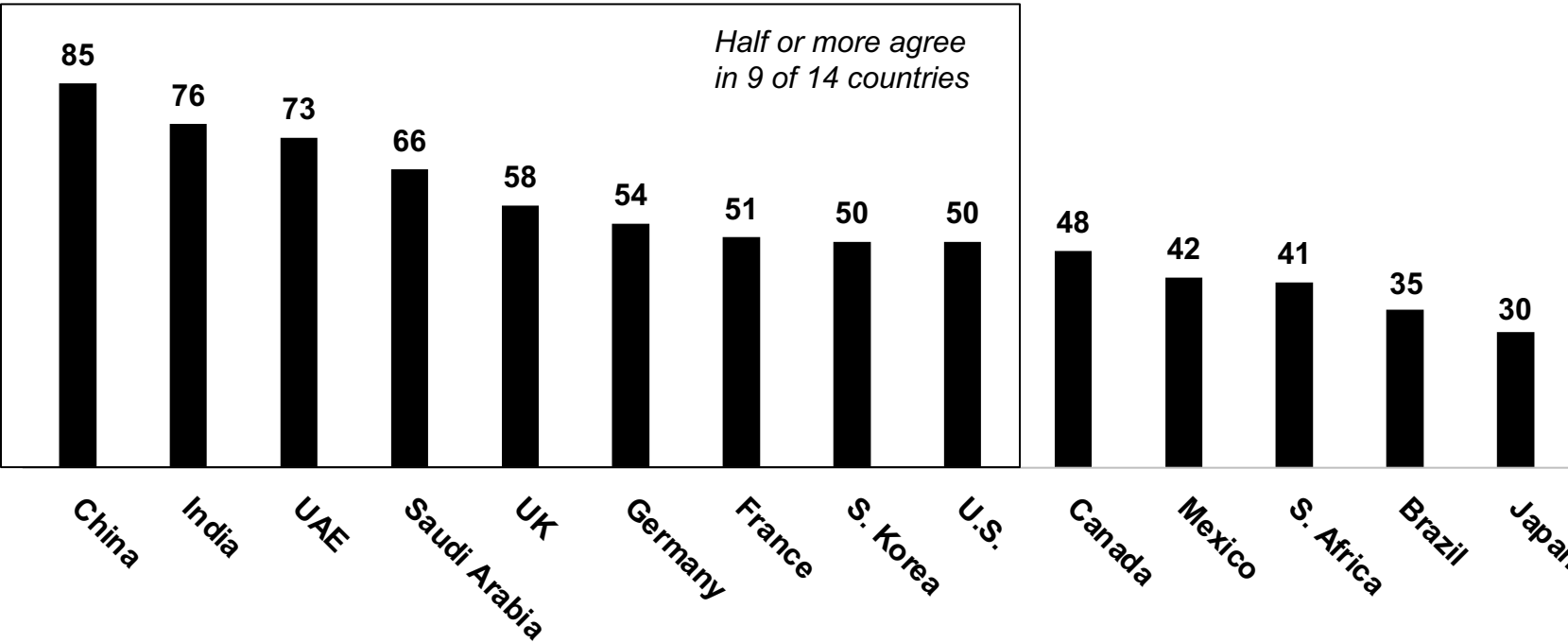
Percent trust on *climate change action*



MANY COUNTRIES SEE NO NEED TO DO MORE TO FIGHT CLIMATE CHANGE

Percent who agree

Our country is doing its fair share to combat climate change



CONSUMERS DON'T WANT TO PAY MORE FOR CLIMATE-FRIENDLY SOLUTIONS

Global 14

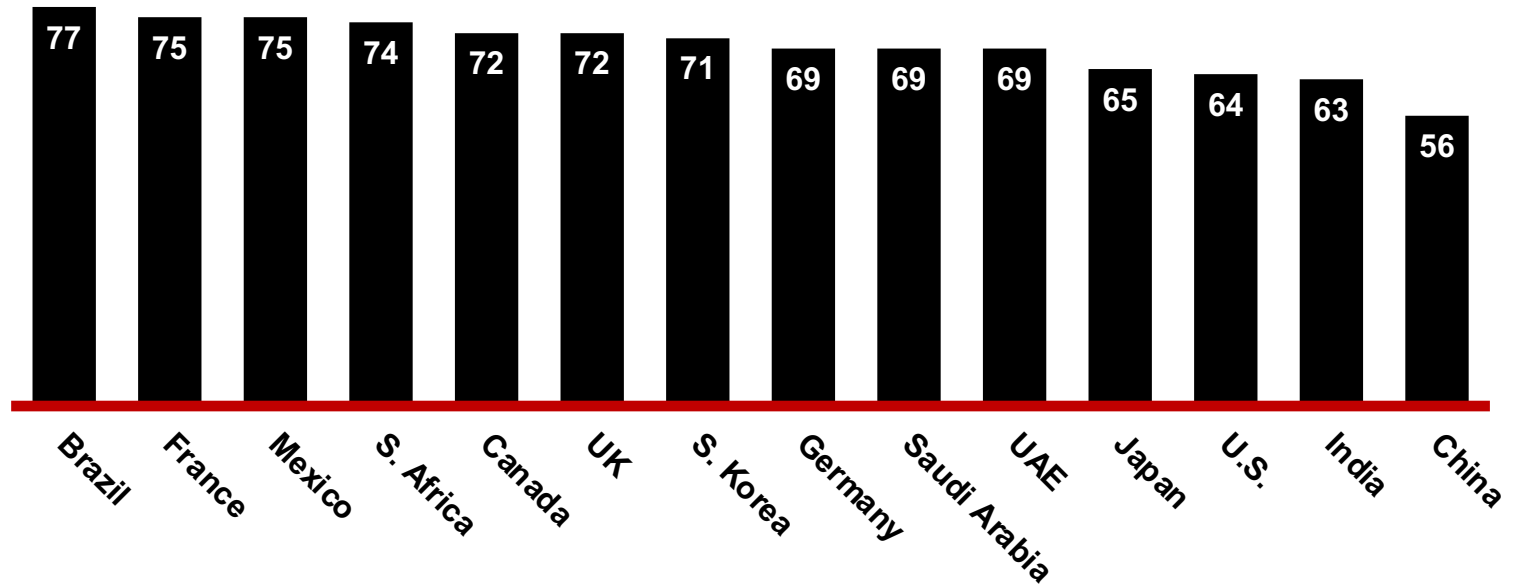
69%

Which are you more likely to believe?

To increase their use, the burden should be on brands to make environmentally-friendly products cheaper

or

the burden should be on people to pay more for them



DIVIDED OVER TRADE-OFFS TO ADDRESS CLIMATE CHANGE

Percent who say

Current climate change solutions will have a **negative impact on...**

Among those who say these are negative impacts, **percent who are...**

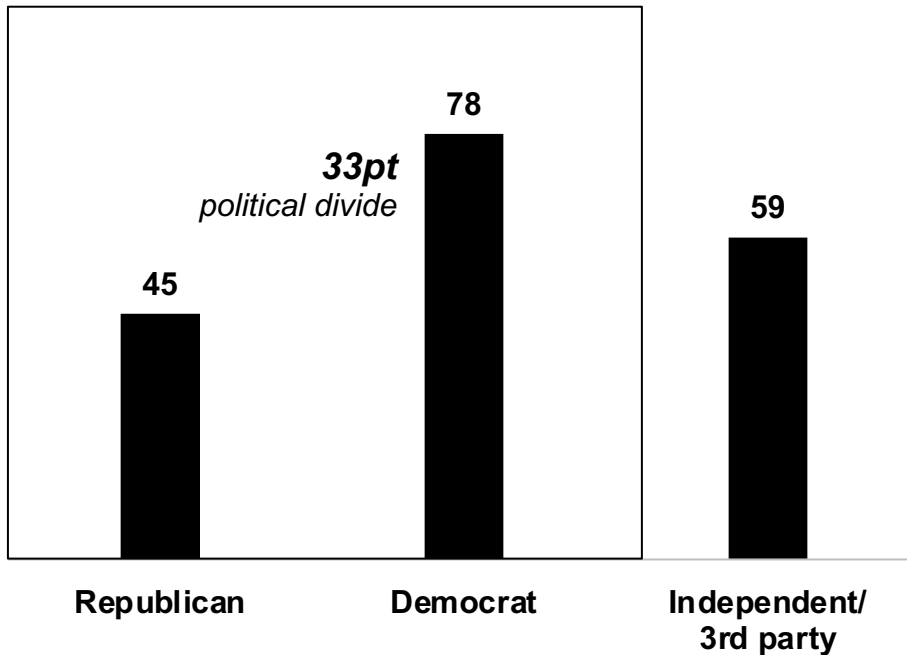
		willing to accept	unsure/unwilling to accept
... job security of people in industries with large carbon footprints	41	56	44
...my ability to travel	31	59	41
...our country's economic growth	29	51	49
...my personal comfort	28	55	45
...our country's ability to address other social issues	24	48	52

2021 Edelman Trust Barometer Special Report: Climate Change. CHG_LFE_IMP. What type of impact do you believe that current programs, policies and solutions designed to combat climate change are having, or are poised to have, on each of the following? 3-point scale; code 1, negative impact. ACC_LFE_IMP. You just indicated that current programs, policies, and solutions designed to address climate change are having, or are likely to have, a negative impact on each of the following things. For each one, please indicate whether or not this negative impact is something that you are willing to accept in return for reducing the severity of climate change. 3-point scale; code 1, yes; codes 2 and 3, no/not sure. Question asked of those who said current programs were having a negative impact (CHG_LFE_IMP/c1 at any attribute). General population, 14-mkt avg.

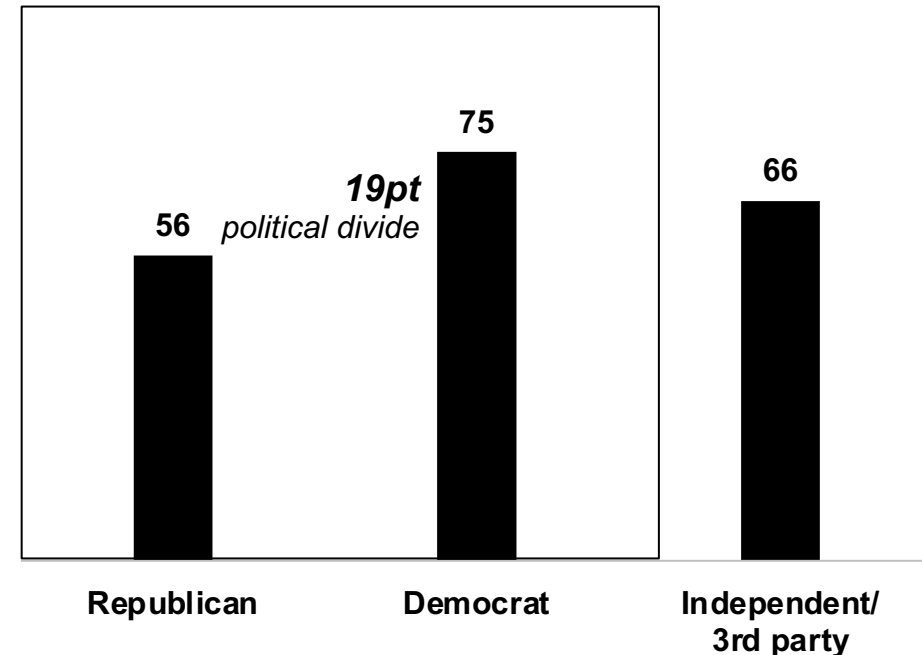
DEEP U.S. POLITICAL DIVIDE OVER CLIMATE SCIENCE AND SOLUTIONS

Percent who agree, in the U.S.

Science has proven that climate change is
being caused by human activity



Climate change can only be addressed by **countries cooperating and sharing the burdens**



2021 Edelman Trust Barometer Special Report: Climate Change. CLI_AWR. Please indicate how much you agree or disagree with the following statements. 9-point scale; top 4 box, agree. CLI_AGR_GEN. Please indicate how much you agree or disagree with the following statements. 9-point scale; top 4 box, agree. Question asked of half of the sample. General population, U.S., by political party. Republicans (n=304), Democrats (n=413), Independent/third-party (n=240).

┐

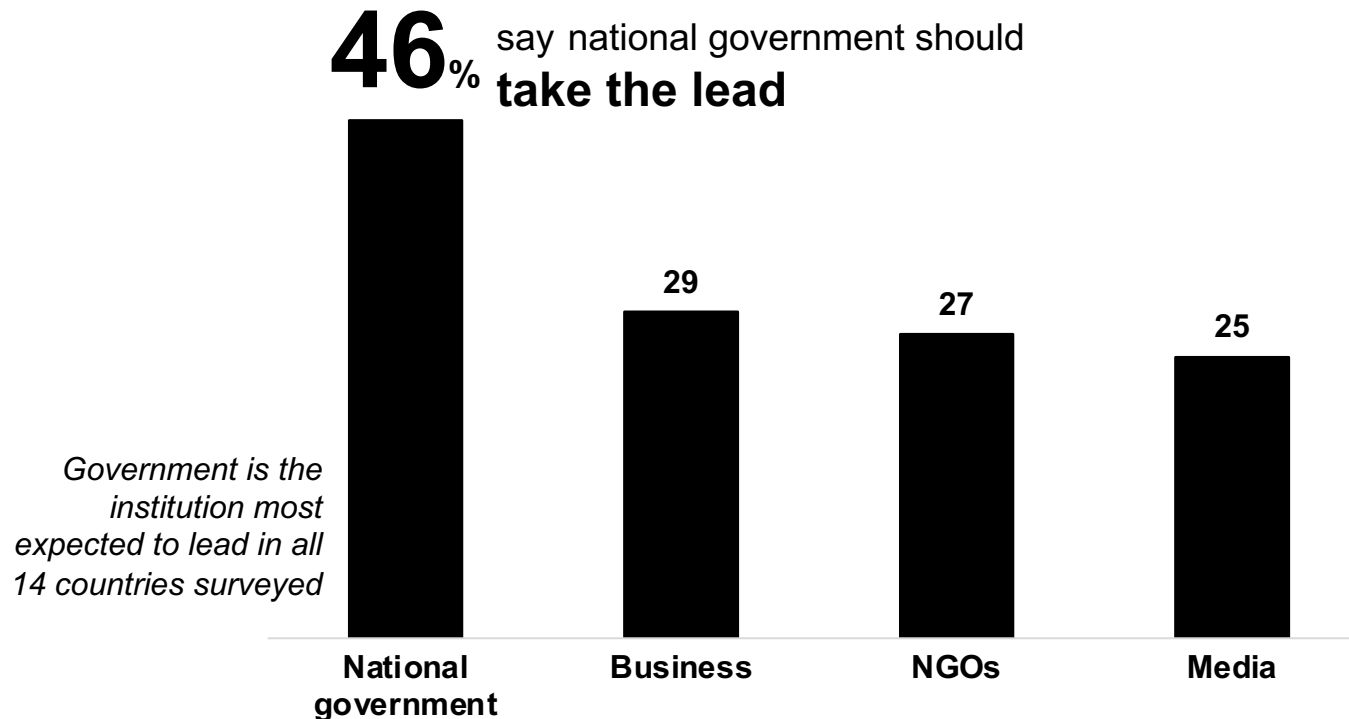
**GOVERNMENT:
LEAD SYSTEMIC CHANGE**

└

GOVERNMENT EXPECTED TO LEAD ON CLIMATE ACTION

Percent who say each is responsible for taking a leadership role in addressing climate change

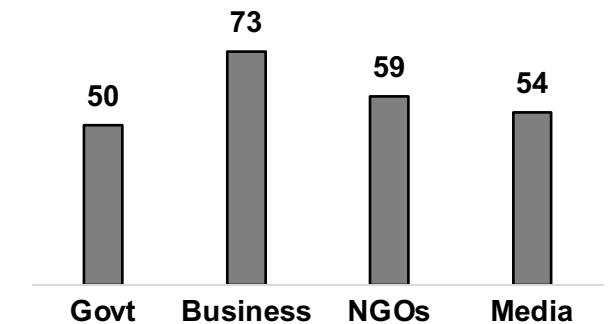
14-mkt avg



January 2021 Edelman Trust Barometer: GOVERNMENT SEEN AS LEAST COMPETENT INSTITUTION

This institution is **good at what they do**

13-mkt avg



2021 Edelman Trust Barometer Special Report: Climate Change. INS_REP. For each of the entities listed below, please indicate what you see as their role in addressing climate change. 4-point scale; code 4, take a leadership role. General population, 14-mkt avg.

2021 Edelman Trust Barometer. TRU_3D_[INS]. To what extent do you agree with the following statements? 7-point scale; top 3 box, agree. Depending on the question it was either asked of the full or half the sample. General population, 13-mkt avg. Data not collected in China.

ONLY GOVERNMENT CAN FORCE CHANGE

Percent who agree

Unless the government forces them to...

Businesses will not make
the changes necessary to avoid
the worst consequences of
climate change

62%

People will not make the
changes necessary to avoid
the worst consequences of
climate change

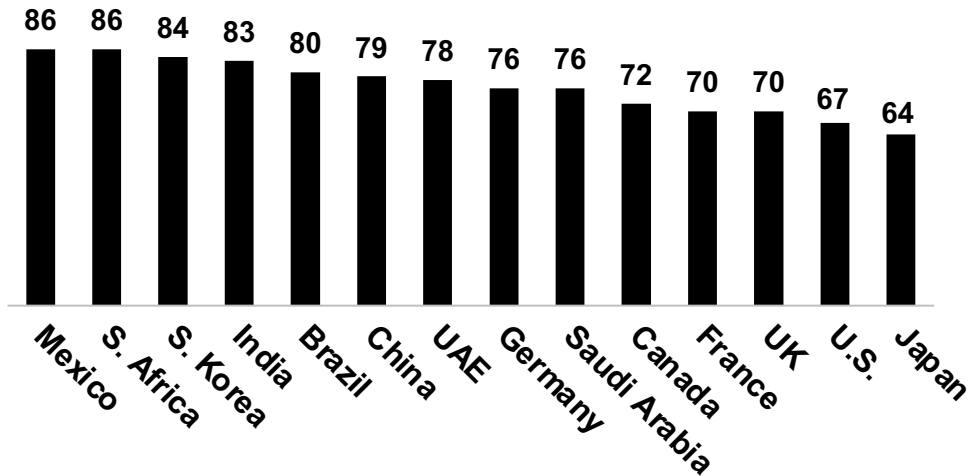
58%

GOVERNMENT MUST CHANGE INCENTIVES

Percent who say each government action is *important to earning or keeping their trust*

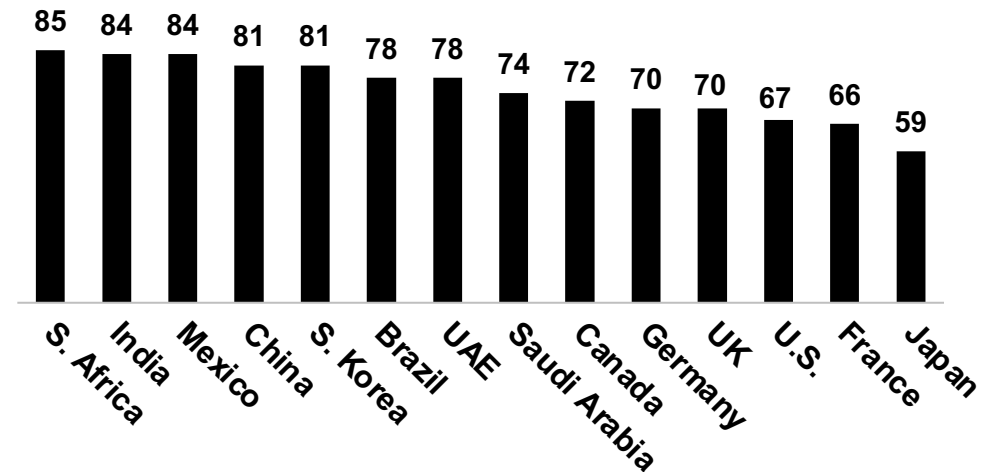
Subsidize development of new technologies that help combat climate change

76%



Develop regulations to get businesses to act and to motivate people (avg)

75%

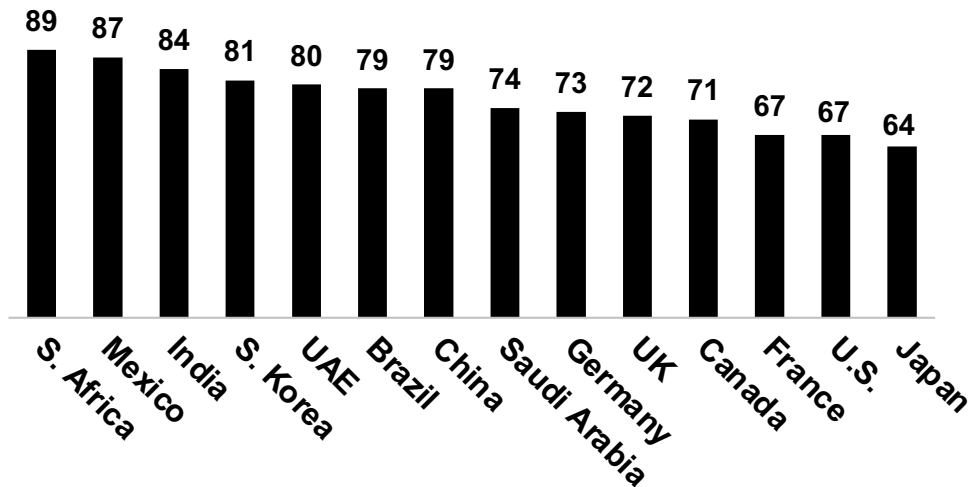


GOVERNMENT: MITIGATE COST OF CLIMATE ACTION

Percent who say each government action is *important to earning or keeping their trust*

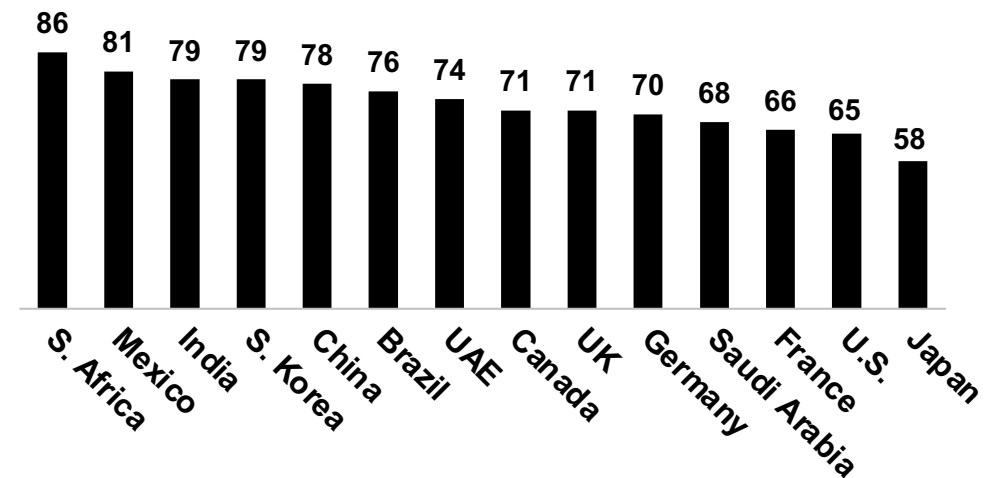
Balance the need to address climate change with the need to support economic recovery and growth

76%



Make sure that **people at risk of losing their jobs** as the economy shifts away from fossil fuels get the **retraining and support they need**

73%



┐

NGOS: PARTNER FOR CHANGE

└

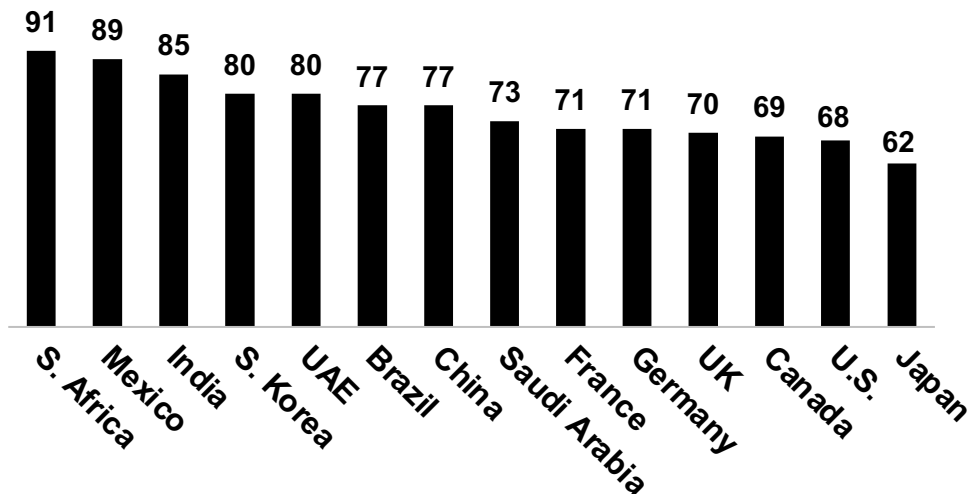
NGOS: CONVENE AND PARTNER WITH BUSINESS AND GOVERNMENT

Percent who say each NGO action is *important to earning or keeping their trust*

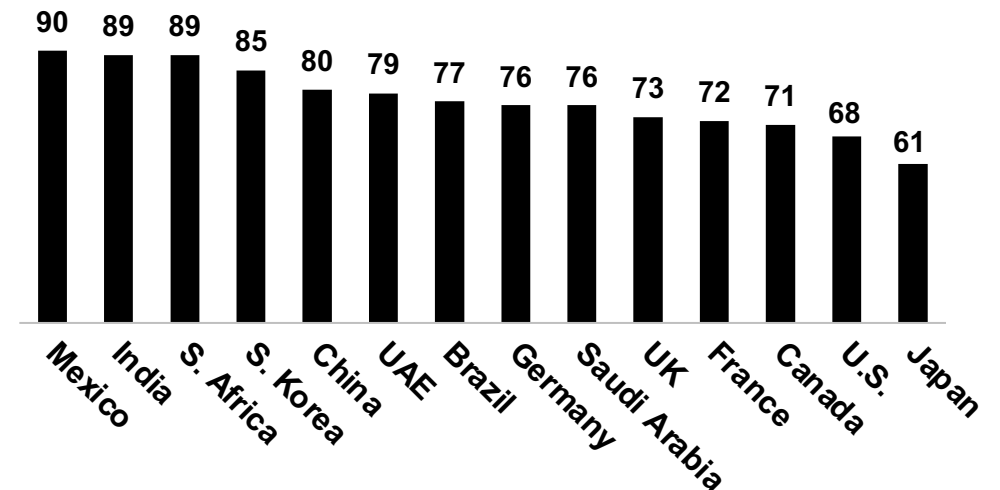
Bring key decision-makers together to coordinate action and develop targets

Partner with government and business to develop and execute solutions to combat climate change

76%



78%

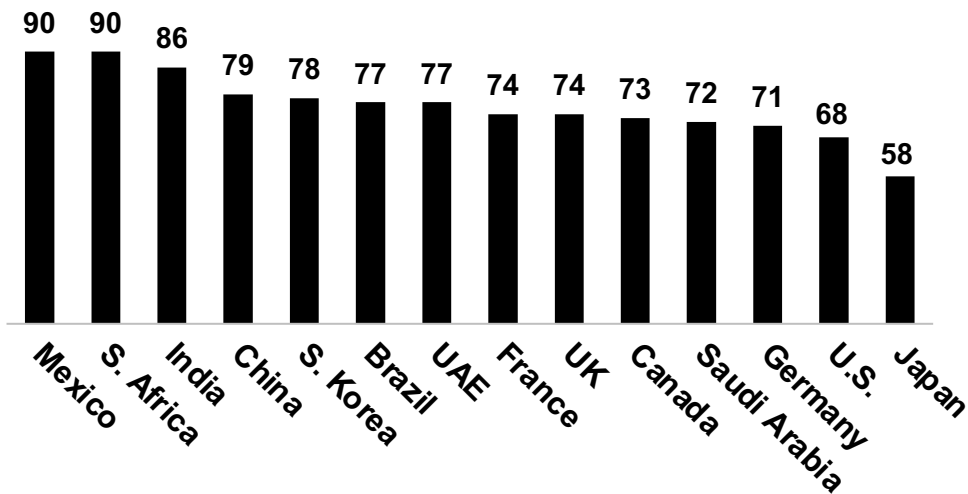


NGOS: BUILD SUPPORT AND ENSURE ACCOUNTABILITY

Percent who say each NGO action is *important to earning or keeping their trust*

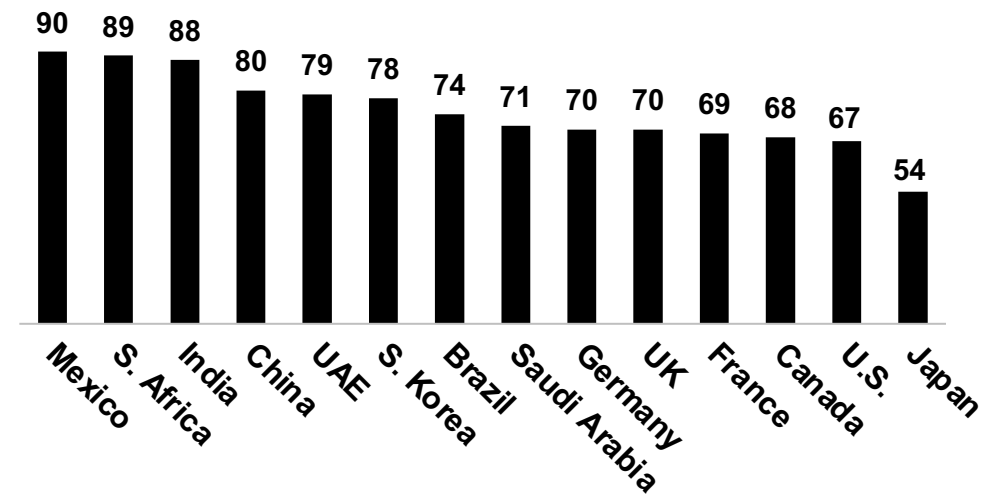
Hold businesses and governments accountable for their actions, or lack of action

76%



Use their influence to **generate public and government support** for new policies and programs

75%



NGOS: CHOOSE COLLABORATION OVER CONFRONTATION

Global 14

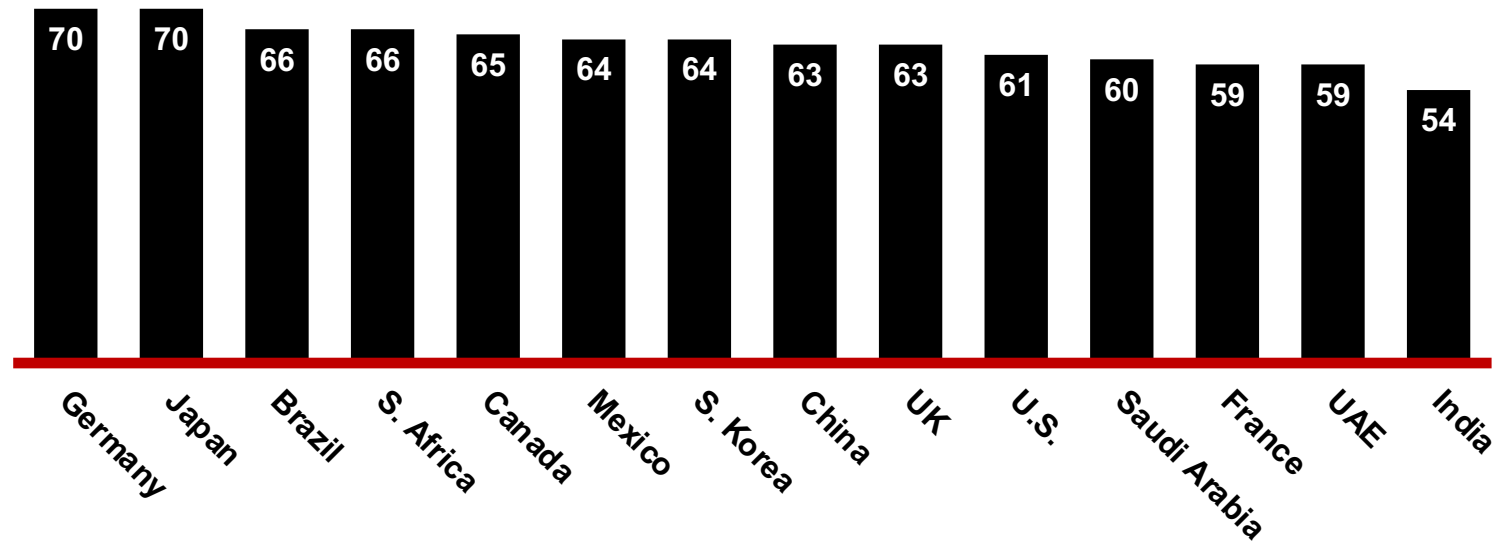
63%

Which are you more likely to believe?

Environmental NGOs will have more impact if they **enhance their collaborations** with corporations

or

Environmental NGOs will have more impact if they **are more aggressive and even militant** in holding corporations accountable



┐

**MEDIA: PROVIDE TRUSTWORTHY
INFORMATION AND FOCUS ON
SOLUTIONS**

└

MOST DON'T KNOW A LOT ABOUT CLIMATE CHANGE

On average, percent who say

55%

I don't know a lot about
climate change

- *the causes*
- *the potential consequences*

65%

I don't know a lot about
climate change solutions

- *different global strategies*
- *what government, business, individuals should do*
- *tradeoffs*
- *opportunities and benefits*

CAN'T FIND INFORMATION THEY TRUST OR UNDERSTAND

Percent who agree

It is more **difficult** than it should be
to find trustworthy information
about climate change

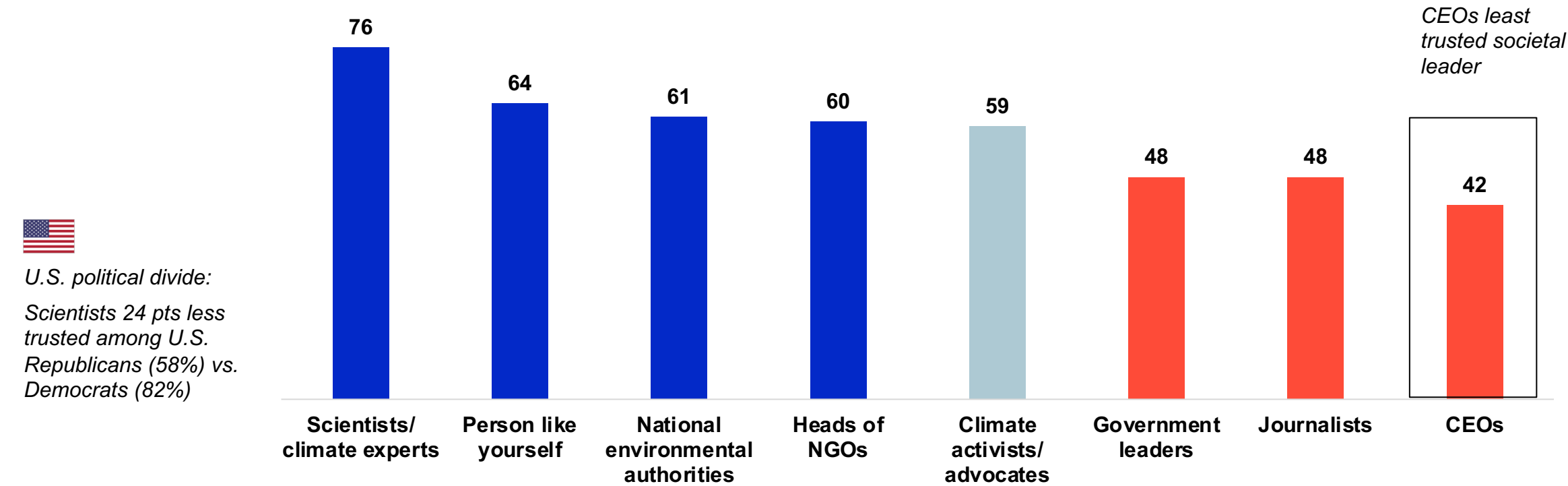
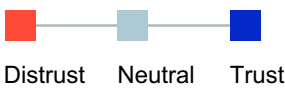
54%

It is **almost impossible to**
find information about climate
change that I can **easily understand**

40%

SCIENTISTS MOST TRUSTED SOURCE ON CLIMATE CHANGE

Percent who trust each to tell the truth about climate change and what the country should be doing



U.S. political divide:
Scientists 24 pts less
trusted among U.S.
Republicans (58%) vs.
Democrats (82%)

MEDIA: LESS POLITICS, MORE FACTS AND SOLUTIONS

Percent who say each media action is *important to earning or keeping their trust*

Treat climate change as a
non-partisan issue

74%

Report on
climate change solutions,
not just the impact

77%

Inspire people to reduce
their own carbon footprints

79%

┌

**BUSINESS:
TRUST IS AT STAKE**

└

BUSINESS EXPECTED TO PRIORITIZE CLIMATE CHANGE ACTION

Percent who say each business action is *important to earning or keeping their trust*

Put **climate change experts in leadership positions** to help develop and inform their climate-change strategies

76%

Adopt **science-based targets** and greenhouse gas emissions reduction goals to guide their climate-change strategies

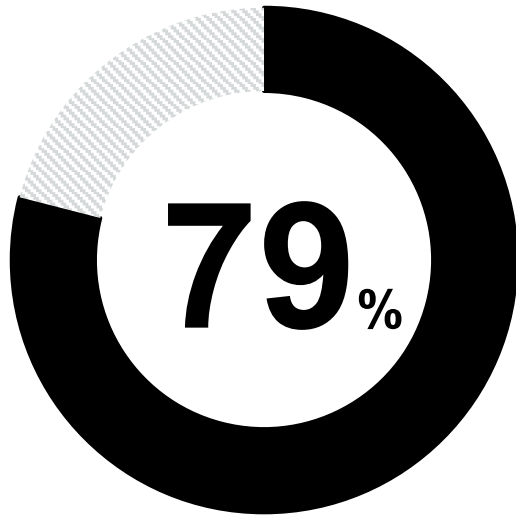
78%

Ensure that their **vendors, suppliers and business partners** reduce their impact on climate change

74%

BUSINESS: IMPROVE AND REDUCE COST OF CLIMATE-FRIENDLY PRODUCTS

Percent who say



There is a **gap** between my current lifestyle and how climate-friendly I would like it to be

Among those who say there is a gap,

└

68%

cite problems with **climate-friendly products** as large barriers to closing the gap

- **Cost** more
- Do not **work as well**
- **Inconvenient**

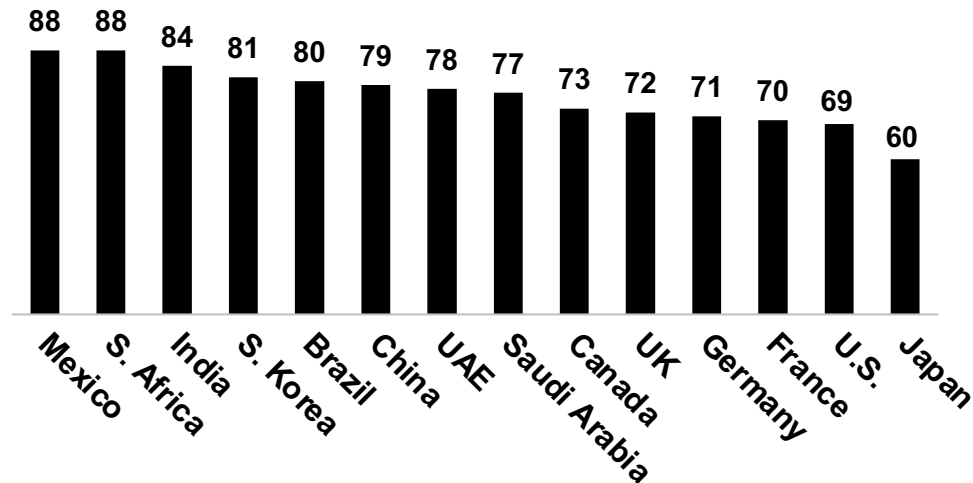
2021 Edelman Trust Barometer Special Report: Climate Change. ECO_GAP. Which of the following best describes the size of the gap between how climate-friendly your lifestyle currently is and how climate-friendly you would ideally like it to be? 6-point scale; codes 2-5, slight gap or more. ECO_BAR. How big a role does each of the following have in keeping you from closing the gap between how climate-friendly your lifestyle currently is and how climate-friendly you would ideally like it to be? 5-point scale; top 2 box, large role. Question asked of those who said there was a gap between their current lifestyle and how climate-friendly they'd like it to be (ECO_GAP/2-5). General population, 14-mkt avg. Data on the right is a net of attributes 1-3.

BUSINESS: COLLABORATE WITHIN AND OUTSIDE INDUSTRY

Percent who say each business action is *important to earning or keeping their trust*

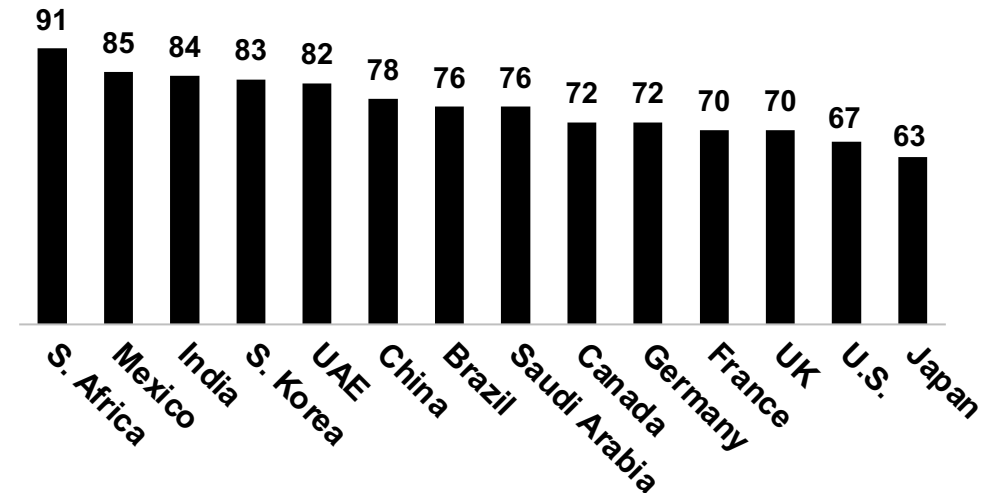
Coordinate with other businesses, even their competitors, to develop and execute climate change policies and solutions

76%



Partner with NGOs and government to develop and execute climate change solutions

76%



BUSINESSES THAT FAIL TO ACT RISK ACTIVISM FROM CONSUMERS AND EMPLOYEES

Percent who agree

Consumers

64%

Boycott brands
based on their beliefs
about climate change

Employees

52%

Would engage in
workplace activism
if they felt their organization was not
doing enough to address climate change

CONSUMERS, EMPLOYEES AND INVESTORS ALL REWARD BUSINESS FOR CLIMATE ACTION

Percent who agree

Source: 2021 Edelman Trust Barometer
Special Report: Institutional Investors

Consumers

59%

**Buy or advocate
for brands** based on their
climate change beliefs

Employees

53%

**Recommend an
organization as a
place to work** based on
their climate change beliefs

Investors

88%

Believe that companies with
a Net Zero plan
deserve a premium

2021 Edelman Trust Barometer Special Report: Climate Change. CLI_AGR_BUY. Please indicate how much you agree or disagree with the following statements. 9-point scale; top 4 box, agree. CLI_AGR_EMP. Please indicate how much you agree or disagree with the following statements. 9-point scale; top 4 box, agree. Data filtered to be among those who are an employee of an organization (Q43/1). General population, 14-mkt avg. Data on the left is a net of attributes 1 and 4.

2021 Edelman Trust Barometer Special Report: Institutional Investors. Q22.1. Companies that have articulated a Net Zero plan deserve a premium. Showing top two box agree on a 4-point agree-disagree scale. 7-mkt avg.

TRUST AND CLIMATE CHANGE: EVERY INSTITUTION MUST STEP UP

1

Government must lead

Use power to enforce systemic change, incentivize solutions and mitigate costs. Balance climate action and economic growth.

2

Business must build trust and take action

Give consumers more affordable, climate-friendly choices. Collaborate with competitors, customers and policymakers to set standards, improve supply chain and accelerate the pace of innovation.

3

NGOs must partner to advance change

Work with governments, industry and civil society to identify and implement global climate solutions. Serve as an objective voice amid politicization, climate justice concerns and pervasive distrust.

4

Media must highlight solutions, provide trustworthy information

Report on what's working, use scientists as trusted sources and fill the information gap. Show people climate-friendly lifestyle changes are doable.

⊥

APPENDIX: SUPPLEMENTARY DATA

T

PUBLIC AWARENESS OF MULTI-NATIONAL CLIMATE INITIATIVES

Percent who have heard about each

	Global 14	Brazil	Canada	China	France	Germany	India	Japan	Mexico	Saudi Arabia	S. Africa	S. Korea	UAE	UK	U.S.
The Paris Agreement on climate change	54	66	57	50	66	66	50	65	49	39	42	59	38	58	50
The 2021 United Nations Climate Change Conference, also known as COP26	35	56	24	37	44	28	44	29	39	29	41	18	31	51	24
The United Nations Sustainable Development Goals (SDGs)	30	35	17	48	20	19	48	50	29	27	37	24	32	22	20
The United Nations Framework Convention on Climate Change (UNFCCC)	26	27	14	36	15	17	48	13	23	30	32	35	37	20	17
The 2021 Intergovernmental Panel on Climate Change's (IPCC) climate report	25	29	15	37	34	29	43	14	17	27	23	16	23	21	20
None of the above	19	9	29	12	17	17	6	21	19	23	24	23	13	21	28

POSITIVE IMPACTS OF CLIMATE ACTION

Percent who say current climate change solutions are having/will have a *positive* impact in each area

	Global 14	Brazil	Canada	China	France	Germany	India	Japan	Mexico	Saudi Arabia	S. Africa	S. Korea	UAE	UK	U.S.
The development of important new technologies	67	75	60	67	53	63	75	60	69	79	68	75	76	59	58
The long-term health of our country's citizens	60	64	53	70	47	55	70	43	58	79	63	68	77	48	51
Your health and wellbeing	60	68	51	65	46	49	74	33	65	77	67	68	78	48	52
Our country's ability to compete globally	56	55	46	68	38	43	71	43	50	74	56	66	76	44	48
Your overall quality of life	56	64	46	63	42	45	73	24	59	74	65	58	75	45	51
Job creation and the availability of high-quality, good paying jobs	54	59	47	58	45	48	67	29	56	73	53	51	69	45	51
Our country's economic growth	53	57	43	65	37	41	67	29	54	76	52	57	73	42	46
Our country's ability to address other pressing social issues	51	58	39	61	37	38	66	31	46	74	51	59	68	40	45
Your freedom of choice and your ability to decide for yourself how you want to live	51	60	39	59	39	37	69	30	59	69	51	53	68	41	44
Our country's ability to lift people out of poverty	50	53	39	64	35	40	67	28	45	73	52	54	70	39	43
Your personal comfort (being warm in winter, cool in summer, full access to hot water)	48	50	40	61	31	35	65	24	52	71	55	44	67	38	44
The job security of people working in industry sectors that are associated with large carbon footprints and high levels of greenhouse gas emissions	43	48	30	62	30	30	53	21	44	61	39	53	51	35	38
Your ability to travel when, where, and by the means you want to	43	45	31	55	29	25	65	20	42	64	46	47	64	32	39
Your job security	43	56	27	53	28	32	63	15	48	66	45	40	62	32	36
Your personal finances	40	48	26	50	26	23	62	16	42	59	44	36	59	30	36

NEGATIVE IMPACTS OF CLIMATE ACTION

Percent who say current climate change solutions are having/will have a *negative* impact in each area

	Global 14	Brazil	Canada	China	France	Germany	India	Japan	Mexico	Saudi Arabia	S. Africa	S. Korea	UAE	UK	U.S.
The job security of people working in industry sectors that are associated with large carbon footprints and high levels of greenhouse gas emissions	41	41	50	25	41	49	39	54	45	25	52	36	37	42	39
Your ability to travel when, where, and by the means you want to	31	27	36	23	39	47	25	42	31	16	35	30	20	39	27
Our country's economic growth	29	32	30	21	34	33	25	45	30	14	34	29	16	30	27
Your personal comfort (being warm in winter, cool in summer, full access to hot water)	28	30	27	20	34	32	25	49	23	15	25	38	20	28	23
Our country's ability to address other pressing social issues	24	24	28	18	27	29	23	35	31	12	29	22	16	27	22
Our country's ability to compete globally	24	30	25	17	29	28	21	28	29	14	29	20	14	24	23
Our country's ability to lift people out of poverty	24	30	25	18	27	24	23	32	33	13	30	23	16	26	22
Your personal finances	24	24	29	17	25	28	20	27	24	16	27	27	20	26	19
Job creation and the availability of high-quality, good paying jobs	23	24	23	20	19	25	23	29	25	12	30	27	18	21	22
Your freedom of choice and your ability to decide for yourself how you want to live	23	22	26	19	25	28	21	24	19	15	27	23	17	30	24
The long-term health of our country's citizens	22	27	24	15	25	18	23	28	28	9	28	20	15	25	22
Your overall quality of life	21	20	25	19	21	25	20	32	21	12	22	22	13	21	20
Your health and wellbeing	18	18	21	18	18	16	18	23	18	11	21	17	12	21	19
The development of important new technologies	17	16	16	16	21	16	18	18	19	11	21	14	14	16	16
Your job security	17	19	14	18	15	15	20	19	21	14	24	21	17	14	14

WILLINGNESS TO ACCEPT NEGATIVE IMPACT

Among those who say current climate solutions are having/will have a negative impact on the following, percent who are unsure or unwilling to accept the impact in return for reducing the severity of climate change

	Global 14	Brazil	Canada	China	France	Germany	India	Japan	Mexico	Saudi Arabia	S. Africa	S. Korea	UAE	UK	U.S.
Your personal finances	57	45	69	51	64	70	30	65	52	56	56	59	44	58	66
Our country's ability to lift people out of poverty	54	44	69	51	52	65	29	65	53	47	56	50	39	66	62
Your health and wellbeing	53	44	66	57	58	63	23	61	54	41	48	51	40	66	61
Your job security	53	44	65	51	53	66	35	65	49	47	58	55	45	59	51
Our country's ability to address other pressing social issues	52	40	61	47	54	66	27	60	44	51	47	47	32	67	64
The long-term health of our country's citizens	51	42	65	53	58	65	27	52	50		48	50	31	61	64
Job creation and the availability of high-quality, good paying jobs	50	33	63	44	50	61	26	61	45	41	55	50	39	63	62
Your freedom of choice and your ability to decide for yourself how you want to live	50	43	64	40	54	63	24	55	44	32	48	44	40	56	66
Your overall quality of life	50	39	65	48	49	61	26	56	41	44	46	45	34	72	60
Our country's ability to compete globally	49	42	54	48	51	58	27	59	43	39	45	48	40	57	63
Our country's economic growth	49	36	60	43	49	55	25	58	42	51	50	47	35	60	60
Your personal comfort (being warm in winter, cool in summer, full access to hot water)	45	36	56	44	46	59	23	53	36	35	36	41	36	51	56
The job security of people working in industry sectors that are associated with large carbon footprints and high levels of greenhouse gas emissions	44	36	44	39	45	53	27	56	39	46	43	49	34	48	48
The development of important new technologies	43	37	52	42	41	58	29	48	39	38	40	41	27	57	56
Your ability to travel when, where, and by the means you want to	41	37	48	43	41	49	26	47	31	38	31	38	38	45	57

2021 Edelman Trust Barometer Special Report: Climate Change. ACC_LFE_IMP. You just indicated that current programs, policies, and solutions designed to address climate change are having, or are likely to have, a negative impact on each of the following things. For each one, please indicate whether or not this negative impact is something that you are willing to accept in return for reducing the severity of climate change. 3-point scale; codes 2 and 3, no/not sure. Question asked of those who said current programs were having a negative impact (CHG_LFE_IMP/c1 at any attribute). General population, 14-mkt avg.

TRUST-BUILDING GOVERNMENT ACTIONS IN DETAIL

Percent who say each government action is *important to earning or keeping their trust*

	Global 14	Brazil	Canada	China	France	Germany	India	Japan	Mexico	Saudi Arabia	S. Africa	S. Korea	UAE	UK	U.S.
Educate people about both the need to address climate change and the challenges and tradeoffs involved in doing so	77	81	73	80	69	72	85	63	88	75	89	80	82	72	68
Educate people about how they can reduce their own carbon and greenhouse gas footprint	77	81	73	79	69	73	85	65	87	77	91	80	82	74	67
Balance the need to address climate change with the need to support economic recovery and growth	76	79	71	79	67	73	84	64	87	74	89	81	80	72	67
Coordinate with local and regional governments to execute policies and solutions to combat climate change	76	78	72	81	67	74	83	62	86	73	86	81	78	71	69
Subsidize the development of new technologies that help combat climate change and its consequences	76	80	72	79	70	76	83	64	86	76	86	84	78	70	67
Develop regulations, policies and incentives that effectively get businesses to accelerate the pace at which they are reducing their greenhouse gas emissions	75	78	71	81	66	71	83	60	83	73	84	81	78	69	67
Develop regulations, policies and incentives that effectively motivate people to reduce their own carbon and greenhouse gas footprints	75	78	72	80	66	68	84	57	84	75	86	81	78	70	67
Make sure that people who are at risk of losing their jobs as the economy shifts away from fossil fuels get the retraining and support they need to transition into new jobs	73	76	71	78	66	70	79	58	81	68	86	79	74	71	65
Partner with NGOs and business to develop and execute solutions to combat climate change	73	73	68	78	66	69	83	61	83	72	87	81	77	67	63
Treat climate change as a non-partisan issue and work across ideological divides to address the challenge	73	77	70	72	66	71	80	59	84	74	77	81	75	68	69

TRUST-BUILDING NGO ACTIONS IN DETAIL

Percent who say each NGO action is *important to earning or keeping their trust*

	Global 14	Brazil	Canada	China	France	Germany	India	Japan	Mexico	Saudi Arabia	S. Africa	S. Korea	UAE	UK	U.S.
Educate people about how they can reduce their own carbon and greenhouse gas footprint	79	79	72	78	74	71	89	68	89	75	94	81	84	76	70
Inspire people to reduce their own greenhouse gas and carbon footprints	79	79	73	84	73	75	90	61	91	75	93	82	84	74	70
Educate people about both the need to address climate change and the challenges and tradeoffs involved in doing so	78	77	72	83	74	74	86	64	91	77	91	81	82	74	71
Partner with government and business to develop and execute solutions to combat climate change	78	77	71	80	72	76	89	61	90	76	89	85	79	73	68
Be transparent about the effectiveness of their actions in reducing greenhouse gas emissions and mitigating the potential consequences of climate change	77	77	74	82	75	73	84	63	90	74	90	82	80	71	70
Bring key climate-change decision-makers together to discuss coordinated action and to develop greenhouse gas emissions reduction targets	76	77	69	77	71	71	85	62	89	73	91	80	80	70	68
Hold businesses and governments accountable for their actions, or lack of action, around climate change	76	77	73	79	74	71	86	58	90	72	90	78	77	74	68
Make sure that people who are at risk of losing their jobs as the economy shifts away from fossil fuels get the retraining and support they need to transition into new jobs	75	75	71	77	69	71	81	59	85	68	90	77	78	72	70
Use their influence to generate public and government support for new policies and programs designed to redress climate change	75	74	68	80	69	70	88	54	90	71	89	78	79	70	67
Be more aggressive in stopping corporations and governments from carrying out building/development projects and other initiatives that will be damaging to the environment	73	72	68	77	71	65	82	56	87	71	87	74	74	69	65
Pressure financial institutions and large institutional investors to divest their holdings in companies that are not taking significant steps to reduce their direct impact, and the impact of their products or services, on climate change	68	71	63	73	63	63	81	41	83	68	81	66	74	66	62

2021 Edelman Trust Barometer Special Report: Climate Change. PER_ECO_NGO. Using the scale below, please indicate how important is it to earning or keeping your trust that NGOs do each of the following in response to climate change? 6-point scale; top 3 box, moderately or more important. Question asked of half of the sample. General population, 14-mkt avg.

TRUST-BUILDING MEDIA ACTIONS IN DETAIL

Percent who say each media action is *important to earning or keeping their trust*

	Global 14	Brazil	Canada	China	France	Germany	India	Japan	Mexico	Saudi Arabia	S. Africa	S. Korea	UAE	UK	U.S.
Educate people about how they can reduce their own carbon and greenhouse gas footprint	79	81	75	84	71	74	86	65	87	81	92	82	81	76	69
Inspire people to reduce their own greenhouse gas and carbon footprints	79	80	75	81	73	75	88	63	86	78	92	83	83	76	70
Educate people about both the need to address climate change and the challenges and tradeoffs involved in doing so	78	80	76	78	69	75	88	65	89	77	93	81	81	72	68
Hold businesses and governments accountable for their actions, or lack of action, around climate change	77	78	76	76	70	71	86	58	88	75	90	82	78	74	68
Report on climate change solutions and reduction strategies, and not just on the impact and consequences of climate change	77	81	78	78	68	75	82	65	88	79	90	81	80	73	67
Cover the local impact of climate change, showing how climate change is relevant to the people in my community	76	79	74	74	69	72	86	59	86	76	91	82	82	73	66
Cover climate change and climate-change-related news on at least a weekly basis	75	77	69	78	67	73	86	59	83	78	89	80	79	72	65
Treat climate change as a non-partisan issue	74	76	73	70	68	76	83	55	87	79	78	76	76	70	71

TRUST-BUILDING BUSINESS ACTIONS IN DETAIL

Percent who say each business action is *important to earning or keeping their trust*

	Global 14	Brazil	Canada	China	France	Germany	India	Japan	Mexico	Saudi Arabia	S. Africa	S. Korea	UAE	UK	U.S.
Invent new products and technologies that help combat climate change	81	83	78	80	74	78	89	70	89	80	91	87	83	80	73
Make safe, effective, and reasonably priced climate-friendly products readily available	81	84	78	82	75	78	88	68	88	79	92	85	84	79	73
Be transparent about their impact on the environment and the effectiveness of what they are doing to reduce their greenhouse gas emissions	79	81	75	78	73	75	85	66	88	77	90	85	81	75	71
Educate people about how they can reduce their own carbon and greenhouse gas footprint	79	81	74	79	72	74	87	68	88	78	92	82	83	75	70
Adopt science-based targets and greenhouse gas emissions reduction goals to guide their climate-change strategies	78	80	72	81	71	73	88	68	87	76	90	83	81	75	68
Educate people about both the need to address climate change and the challenges and tradeoffs involved in doing so	78	83	75	77	72	72	88	67	88	77	91	80	82	75	69
Certify and clearly label products or services that have a smaller carbon footprint so consumers can easily identify more climate-friendly options	76	79	70	77	71	72	85	63	85	73	90	81	81	74	67
Coordinate with other businesses, and even their competitors, to develop and execute industry-level policies and solutions to combat climate change	76	80	73	79	70	71	84	60	88	77	88	81	78	72	69
Make sure that people who are at risk of losing their jobs as the economy shifts away from fossil fuels get the retraining and support they need to transition into new jobs	76	78	74	81	71	71	85	61	84	71	90	79	78	74	70
Partner with NGOs and government to develop and execute solutions to combat climate change	76	76	72	78	70	72	84	63	85	76	91	83	82	70	67
Put climate change experts in leadership positions inside their organization to help develop and inform their climate-change strategies	76	79	69	78	67	72	84	63	88	76	88	81	80	71	66
Use their influence to generate public and government support for new policies and programs designed to redress climate change	76	77	71	78	67	73	84	58	86	74	90	82	79	74	67
Apply any pressure necessary to ensure that their vendors, suppliers and business partners are working to reduce their impact on climate change	74	76	72	81	70	71	85	48	86	76	89	73	78	73	65
Tie executive pay and compensation to meeting climate-change-related goals such as shrinking the company's carbon footprint	72	73	68	78	68	66	84	45	79	72	85	75	79	70	64

2021 Edelman Trust Barometer Special Report: Climate Change. PER_ECO_BUS. Using the scale below, please indicate how important is it to earning or keeping your trust that business do each of the following in response to climate change? 6-point scale; top 3 box, moderately or more important. General population, 14-mkt avg.

FULL LIST OF BARRIERS TO A CLIMATE-FRIENDLY LIFESTYLE

Percent who say each is a large/very large barrier keeping them from being as climate-friendly as they would like to be

	Global 14	Brazil	Canada	China	France	Germany	India	Japan	Mexico	Saudi Arabia	S. Africa	S. Korea	UAE	UK	U.S.
Climate-friendly products and options cost more than I am willing to pay	52	49	44	57	52	47	66	33	58	56	55	49	60	48	47
I do not have the institutional support I need to do better. Things in this country are not set up or designed to make being climate-friendly the easy option. It always requires extra effort.	46	47	34	57	41	35	59	23	57	53	56	45	48	36	40
A lack of information . I do not know how to go about further reducing my personal impact on climate change.	45	43	36	51	37	33	63	25	61	54	46	43	53	36	39
Climate-friendly products and options do not work as well	38	29	27	52	33	31	59	15	44	51	33	31	49	32	37
I do not have the cultural support I need to do better. Our culture does not celebrate climate-friendly lifestyles, promote sustainable consumption, or encourage buying only what you need.	38	42	27	48	30	28	56	15	53	50	42	33	45	28	31
Climate-friendly products and options are inconvenient to use	37	28	30	48	34	29	59	17	34	49	35	30	51	34	36
I do not have the social support I need to do better. My friends and family make it difficult for me to live a more climate-friendly life.	36	34	24	50	25	27	58	16	44	51	39	30	49	25	33
Other things are more important or concerning to me. Being climate-friendly is not a high enough priority in my life to motivate me to make the effort required to do better than I am now.	36	28	23	49	32	23	56	15	44	47	35	34	43	30	36

2021 Edelman Trust Barometer Special Report: Climate Change. ECO_BAR. How big a role does each of the following have in keeping you from closing the gap between how climate-friendly your lifestyle currently is and how climate-friendly you would ideally like it to be? 5-point scale; top 2 box, large role. Question asked of those who said there was a gap between their current lifestyle and how climate-friendly they'd like it to be (ECO_GAP/2-5). General population, 14-mkt avg.

┐

TECHNICAL APPENDIX

└

FULL TEXT FOR ANSWER CHOICES ABBREVIATED IN THE REPORT

POSITIVE IMPACTS OF CLIMATE CHANGE

CHG_LFE_IMP: What type of impact do you believe that current programs, policies and solutions designed to combat climate change are having, or are poised to have, on each of the following?

Shortened	Full
Important new technologies	The development of important new technologies
Health of our citizens and myself (avg)	The long-term health of our country’s citizens Your health and wellbeing
My quality of life	Your overall quality of life
Economic growth/job creation (avg)	Our country’s economic growth Job creation and the availability of high-quality, good paying jobs

FULL TEXT FOR ANSWER CHOICES ABBREVIATED IN THE REPORT

KNOWLEDGE OF CLIMATE CHANGE

CLI_KNO: Please rate your level of knowledge and understanding regarding each of the following aspects of climate change.

Shortened	Full
The causes	The causes of climate change
The potential consequences	The potential consequences of climate change
Different global strategies	Different strategies for addressing climate change globally
What government, business, individuals should do	What governments should be doing to combat climate change
What government, business, individuals should do	What business and industry should be doing to combat climate change
What government, business, individuals should do	What individuals should be doing to reduce their own impact on climate change
Tradeoffs	The trade-offs or sacrifices we will need to make to reduce the impact of climate change
Opportunities and benefits	The opportunities and benefits that are likely to arise as a result of our efforts and investments to fight climate change

FULL TEXT FOR ANSWER CHOICES ABBREVIATED IN THE REPORT

CLIMATE CHANGE BARRIERS

ECO_BAR: How big a role does each of the following have in keeping you from closing the gap between how climate-friendly your lifestyle currently is and how climate-friendly you would ideally like it to be?

Shortened	Full
Cost more	Climate-friendly products and options cost more than I am willing to pay
Do not work as well	Climate-friendly products and options do not work as well
Inconvenient	Climate-friendly products and options are inconvenient to use

On The Cover

1 Solar panels and wind turbine: *P. Steeger via Getty Images*
2 Protesters hold a 'This Is A Climate Emergency' banner...:
Vuk Valcic/SOPA Images/LightRocket via Getty Images **3** Polar bear
on the floe: *Narvikk via Getty Images* **4** TOPSHOT-CHINA-
WEATHER-FLOOD: *CNS/AFP via Getty Images* **5** ITALY-UN-
ENVIRONMENT-CLIMATE-PRECOP26: *MIGUEL MEDINA/AFP*
via Getty Images **6** Devastating Caldor fire continues as crews
fight through...: *Ty O'Neil/SOPA Images/LightRocket via Getty Images*
7 Electric Car Charging: *CHUTTERSNAPOUnsplash* **8** UN
Secretary-General Antonio Guterres addresses the media
on...: *Lev Radin/Pacific Press/LightRocket via Getty Images*

