

CLIMATE CATALYST

People on behalf of the planet

Wave #01 | May 2020

Methodology

Study Overview

The Climate Catalyst is a tracking study first conducted in March 2020. It is hoped that this will be the first of many editions.

Fieldwork: The study is conducted online using the Glow platform. Panellists are sourced from Dynata, the world's foremost consumer panel provider.

Included Markets: Australia, Canada, New Zealand, UK, United States

Fieldwork Dates: 11 - 17 March 2020

Total Sample Size:5256

Australia:.....1051

Canada:..... 1057

New Zealand:.....1048

United Kingdom: 1056

United States:1044

Sample: nationally representative, 18+.

Weighting: Responses are weighted according to age, gender and location.

Net Trust Score Calculation

Respondents are asked to rate how much they trust their respective elected governments to do what is right.

We use a bipolar 11 point scale to measure both trust and distrust within the single question.

To create our Net Trust Score, we assign a score to each rating, such that the further from the centre, the larger the score (both positive and negative).

Using this methodology, the highest attainable score is 100, while the lowest is -100.

Intent

The purpose of this study is to measure how well governments around the world are meeting the expectations of their citizens with regards the measures implemented to address climate change.

Together, we hope to bring the view of citizens into the view of policy makers in order to assist governments around the world better meet people's expectations.

Wave #01: First 5 countries

What is **Catalyst**?

The **Catalyst** program was conceived by Glow, a research technology company based in Melbourne, Australia. We are firm believers in the intelligence of people and in the benefits that their opinions and views can bring to the design of better policies and decisions.

Catalyst itself is a not-for-profit program exploring key societal topics that its community have highlighted as priorities for research.

Catalyst's mission is to perform and publish research to answer important social questions. It is the essence of democratizing opinion, overlaying a rigorous approach to delivering quality research.

The study has been funded by Glow, who currently direct and operate **Catalyst**. Glow provides pro-bono access to its research platform and has invested the cost of preparing the survey, capturing responses performing the analysis and managing the program.

Glow's platform integrates with leading global online consumer and business panels that include over 100m people in 100+ countries.

In order for the data collected to be representative, we designed our platform to ensure that the sample collected closely matches population characteristics of age, gender and location.

Havas, a global marketing, media and creative agency, has provided pro-bono support for the development of the **Catalyst** brand, the production of the website and the initial report format.

Any commercial revenues, donations, investments or other funds raised for **Catalyst** will be directed to further studies.

The responses captured in this research are sourced from reputable global data providers.

We are concurrently launching a **Catalyst** online community to help drive our agenda and share our findings. Please follow and share our page www.facebook.com/peoplescatalyst.

As **Catalyst** develops and grows we will nurture it to ensure it is carefully and independently funded and supported and that the data is distributed to those who need it most.

We welcome transparent support from data and service providers who can contribute to **Catalyst** in some way. If you want to get involved in some way please email us at climate@glowfeed.com.

If you are a philanthropist and feel you can provide support for additional research please let us know. We would be pleased to take you through our plans and discuss how funding will be deployed into extension of current studies, new studies and more broad distribution of our data and reports.

This program can impact global policies in areas that are critical to our shared future. This alone makes this program worth supporting.

Thank you to everyone involved so far for your advice, support and encouragement.

Sincerely,

The Catalyst Team

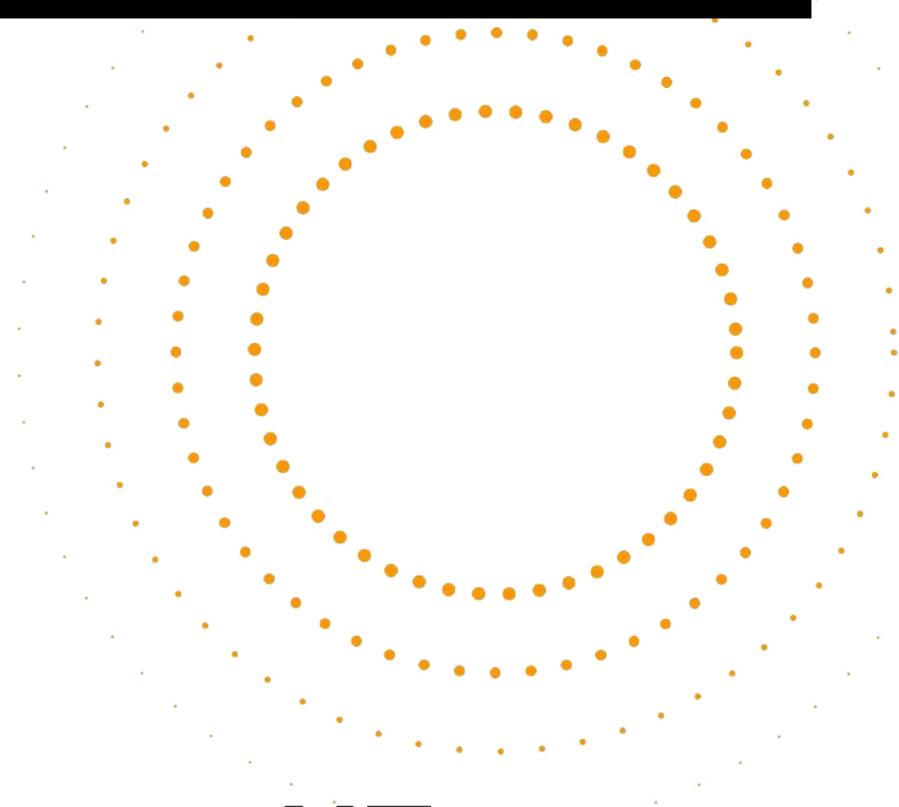
Key findings

- 01** The vast **majority of citizens in all nations want governments to do more** to combat the threat of climate change
- 02** A large proportion (45% of respondents in one nation) indicate that “much more” should be done to address the threat of climate change
- 03** The Government of **New Zealand is the benchmark** among the 5 nations included in this study, as rated by residents of their countries



**Climate
Catalyst
Leaderboard**

Most people believe their governments **should do more** in response to **climate change**.



UK

81%

US

80%

AU

76%

CAN

75%

NZ

74%

Sample size: 5256

Government of New Zealand is the benchmark

This study finds the elected government of New Zealand to be performing exceptionally well as rated by its residents.

New Zealand ranks 1st in all three key metrics - Satisfaction with Response to Climate Change, Overall Satisfaction and Trust.

Similarly, the government of Canada is ranked 2nd across the same metrics.

	Satisfaction with Response to Climate Change	RANK	Overall Satisfaction with Elected Government	RANK	Trust in Elected Government	RANK
New Zealand	56%	#1	55%	#1	15	#1
Canada	48%	#2	42%	#2	1	#2
United States	42%	#3	37%	#5	-15	#5
United Kingdom	40%	#4	41%	#3	-8	#4
Australia	39%	#5	37%	#4	-7	#3

Sample size: 5256

Sample size: 5256



**Climate Change
Response Across
Initial Nations**

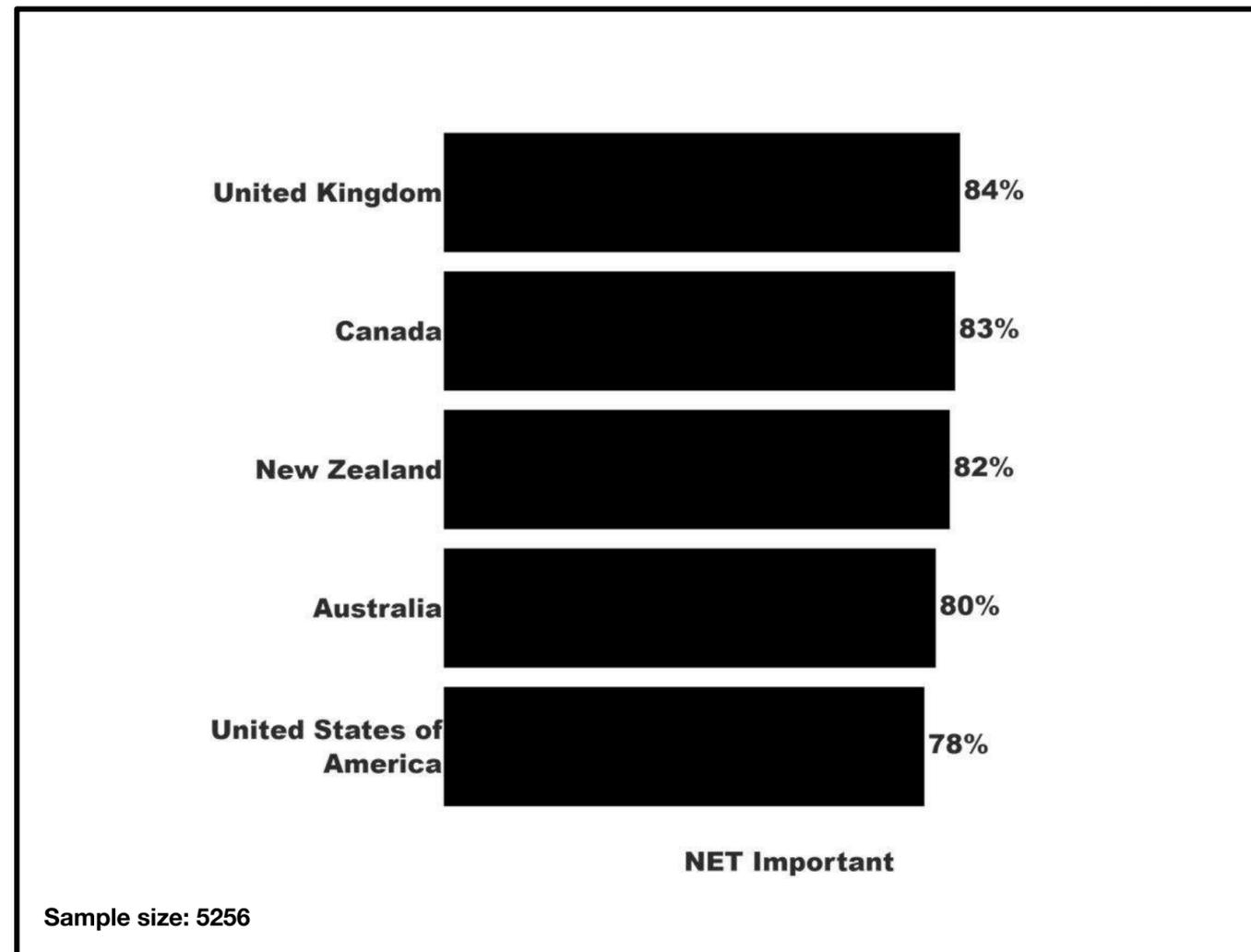
Citizens view the Response to Climate Change as Very Important

Question: To what extent are the following governmental policy areas important to you? [Response to Climate Change]

Across all nations studied, citizens view the governmental response to climate change to be very important.

Citizens of the United Kingdom consider the response to be slightly more important than those from other nations.

Sample size: 5256

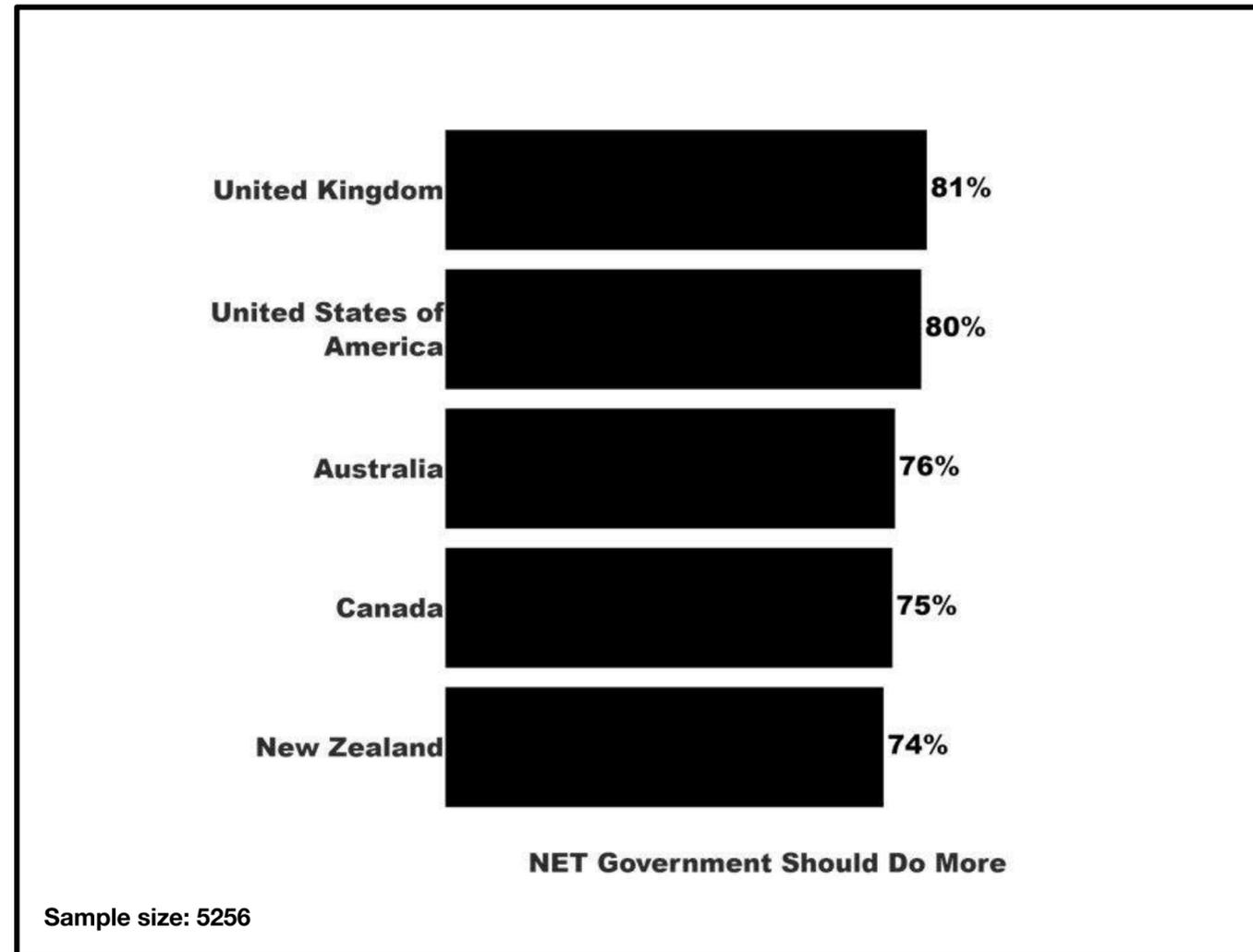


Governments Should Do More

Question: Do you believe your government should do more or less to address climate change?

Across the 5 surveyed nations, the vast majority of citizens believe that their elected governments should do more to combat the threat of climate change (74% to 81% across the various nations)

Sample size: 5256



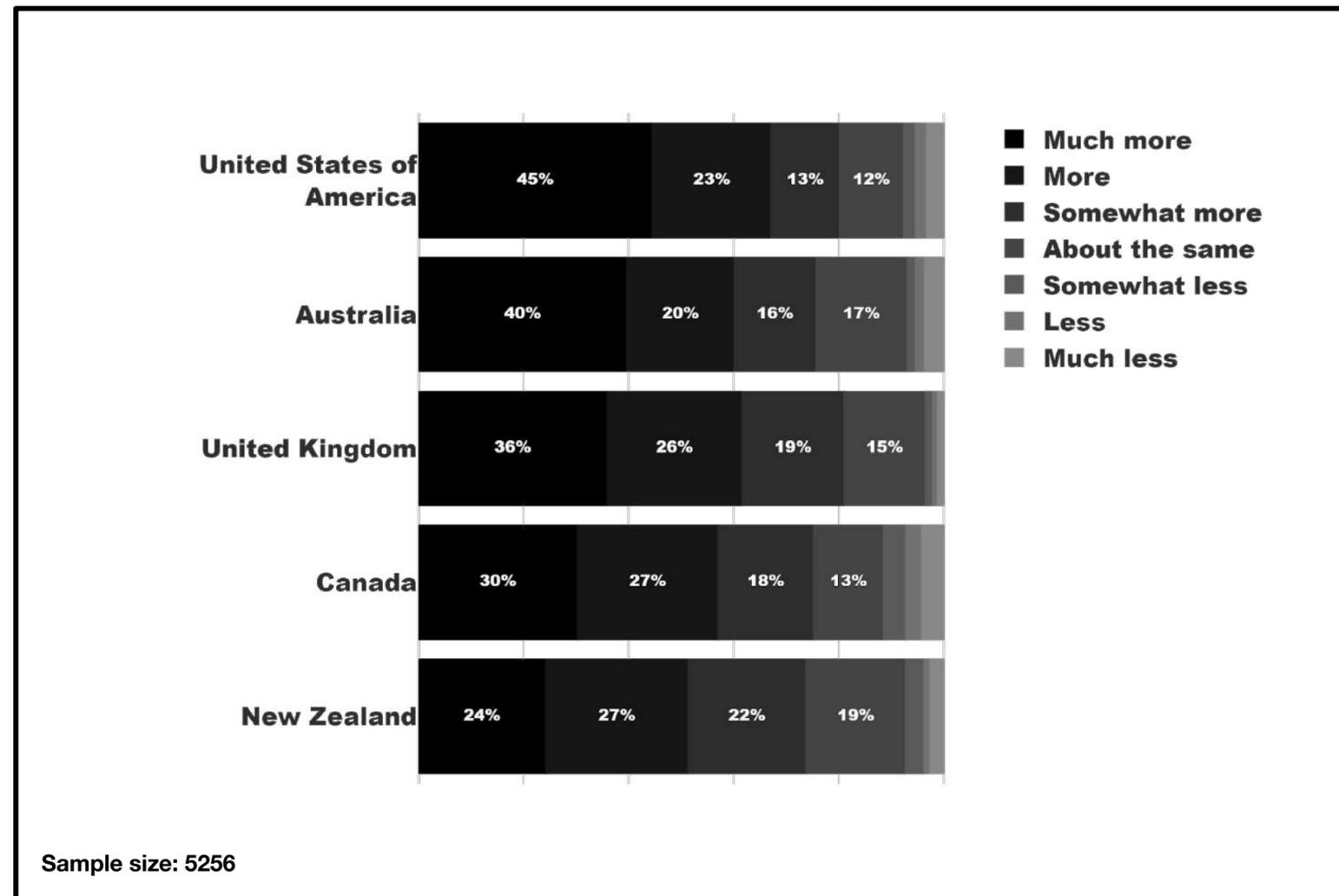
Governments Should Do More

Question: Do you believe your government should do more or less to address climate change?

In the United States of America, 45% of respondents indicate they want their elected government to do “**much more**” to combat climate change.

In New Zealand, only 24% of respondents feel the same way.

Sample size: 5256



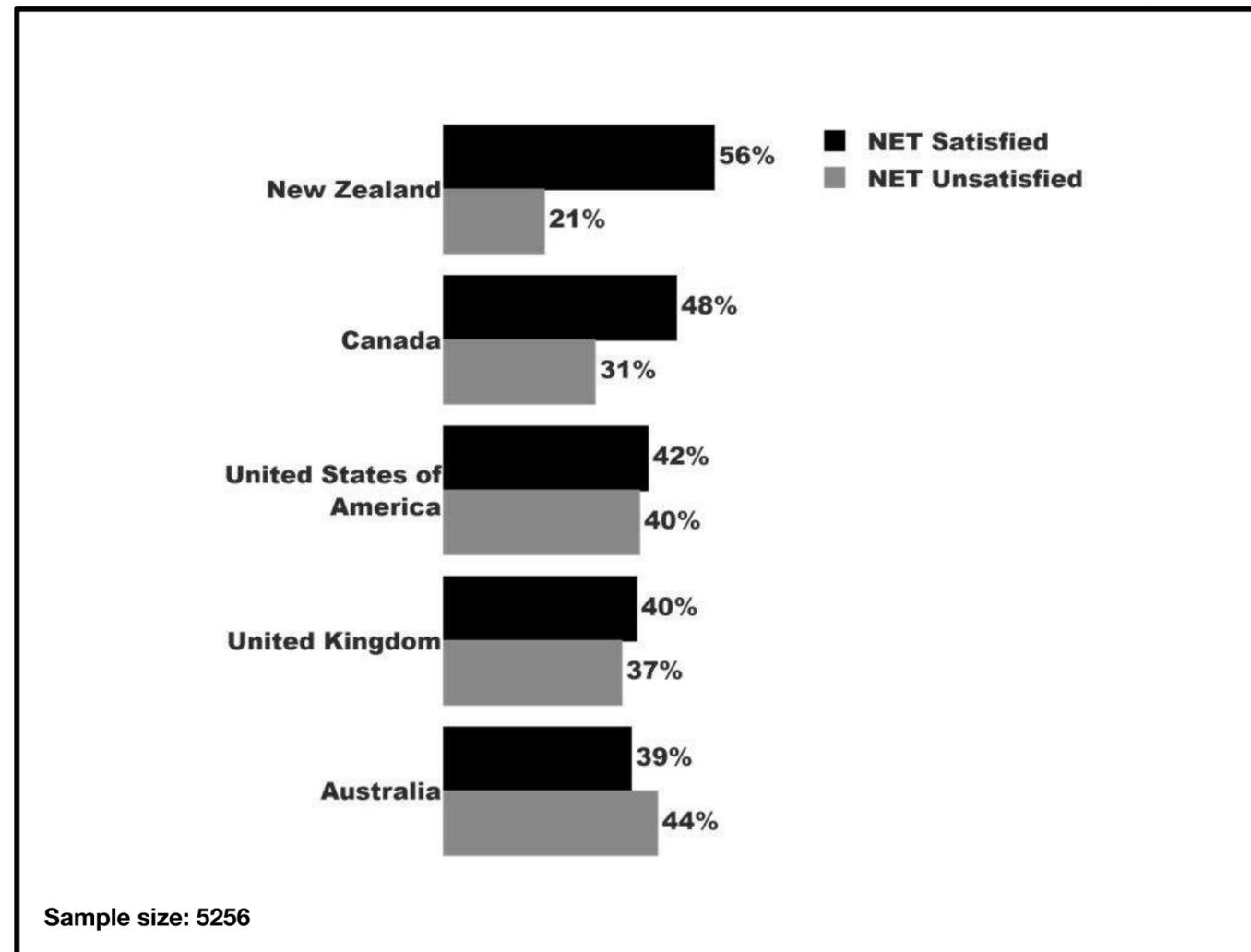
Citizens are Unsatisfied with Response to Climate Change

Question: How satisfied are you with your government's performance in these areas:
- Response to Climate Change

Residents of New Zealand are most satisfied with their government's response to climate change, with 56% being satisfied.

This contrasts most sharply with residents of Australia, where only 39% are satisfied with their government's response.

Sample size: 5256



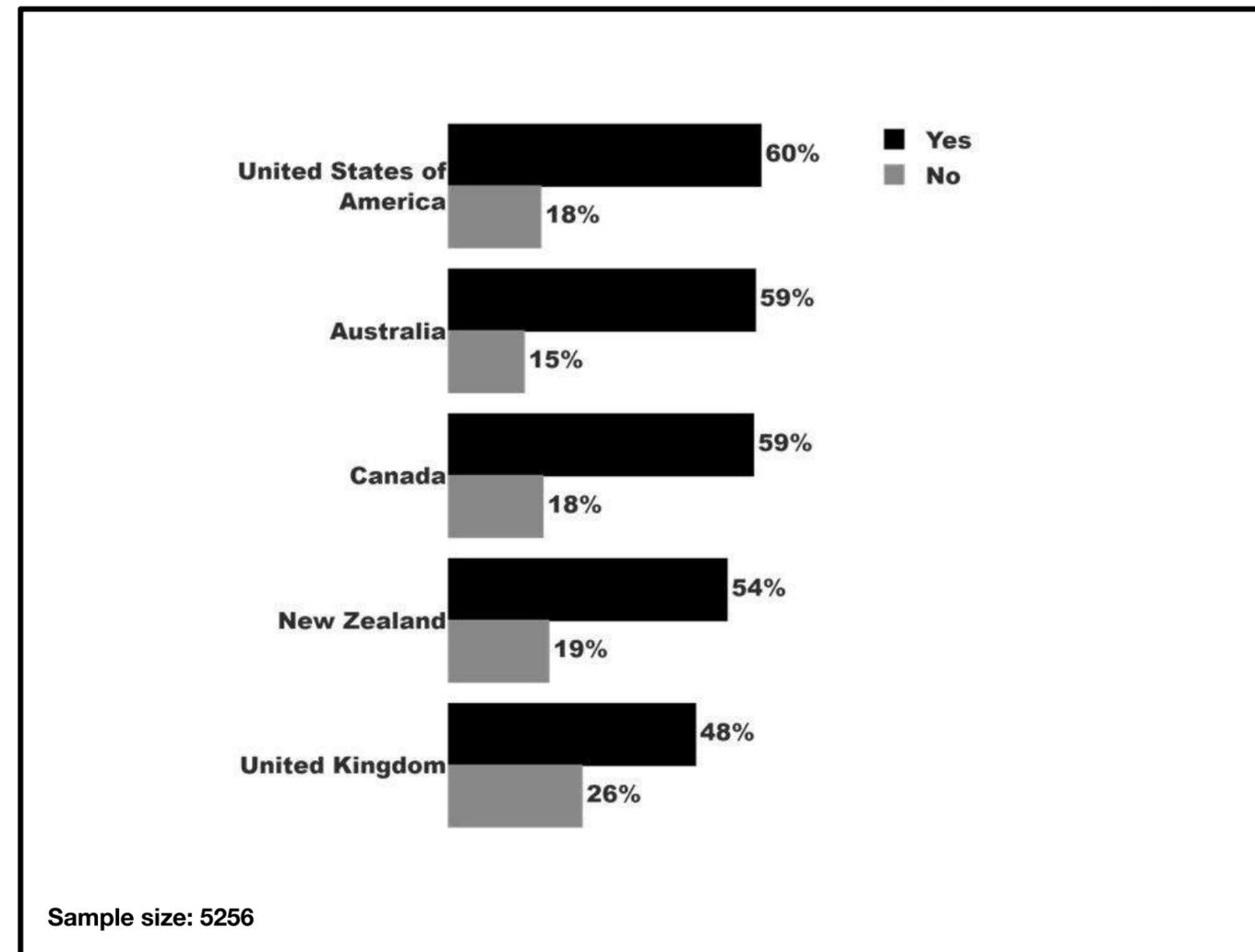
People are Optimistic about Overcoming Climate Change

Question: Do you believe that as a society we can overcome the challenges posed by climate change?

The majority believe that humanity can overcome the challenges posed by climate change.

Residents of the UK are least optimistic about humanity overcoming these, however significantly more are optimistic (48%) than pessimistic (26%).

Sample size: 5256



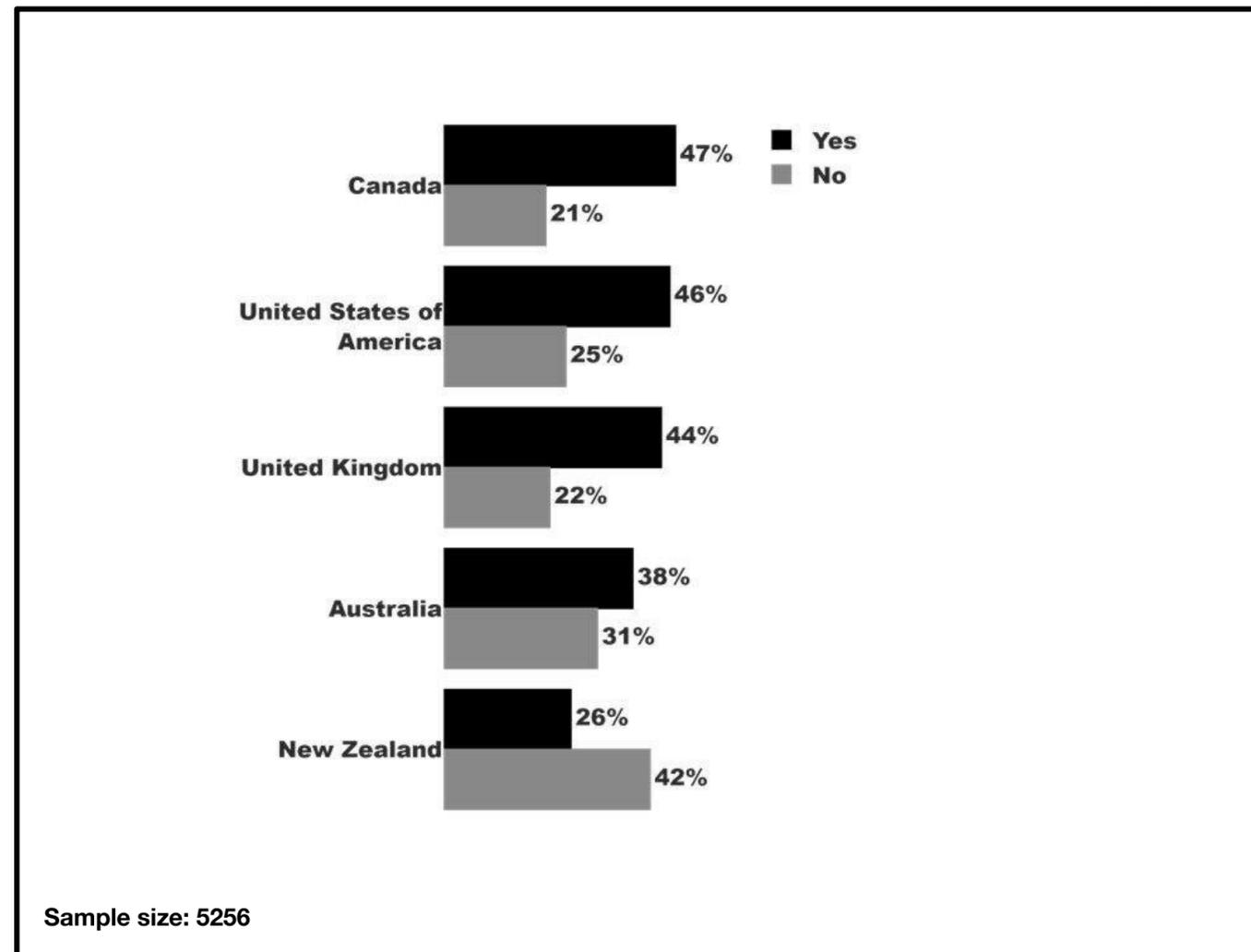
Nuclear Power Supported in Most Nations Studied

Question: Do you support the use of nuclear power in order to help reduce carbon emissions?

In all nations other than New Zealand, there is greater level of support for nuclear power than there is opposition.

In Canada, America and United Kingdom, the majority of citizens support the use of nuclear power in order to help reduce carbon emissions.

Sample size: 5256

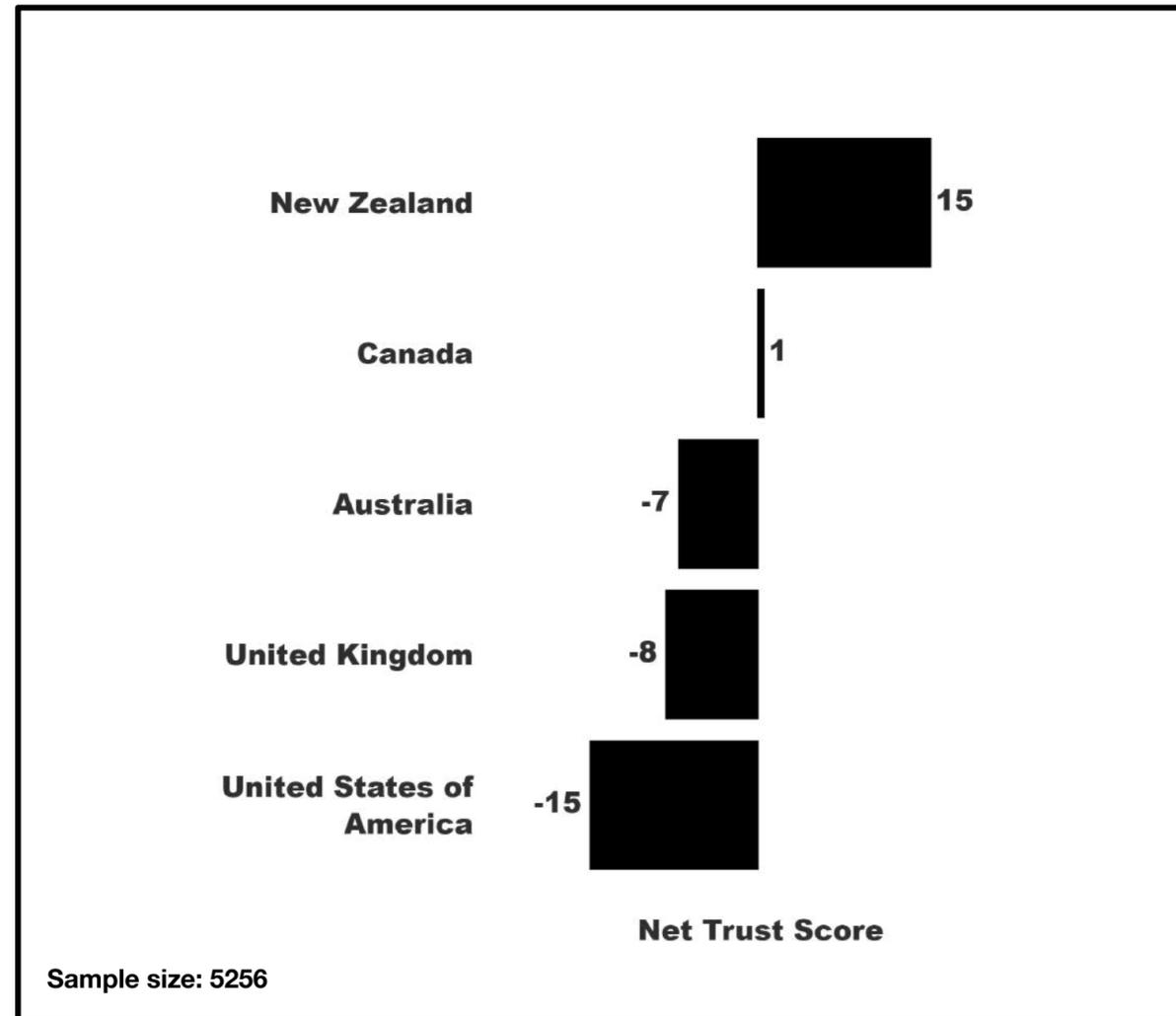


The Most Trusted Government is that of New Zealand

Question: How much do you trust the elected government of your nation to do what is right?

The elected government of New Zealand is the most trusted government among the five nations studied by a wide margin.

The citizens of Australia, United Kingdom and the US have more citizens who distrust the elected government than those who trust it to do what is right.

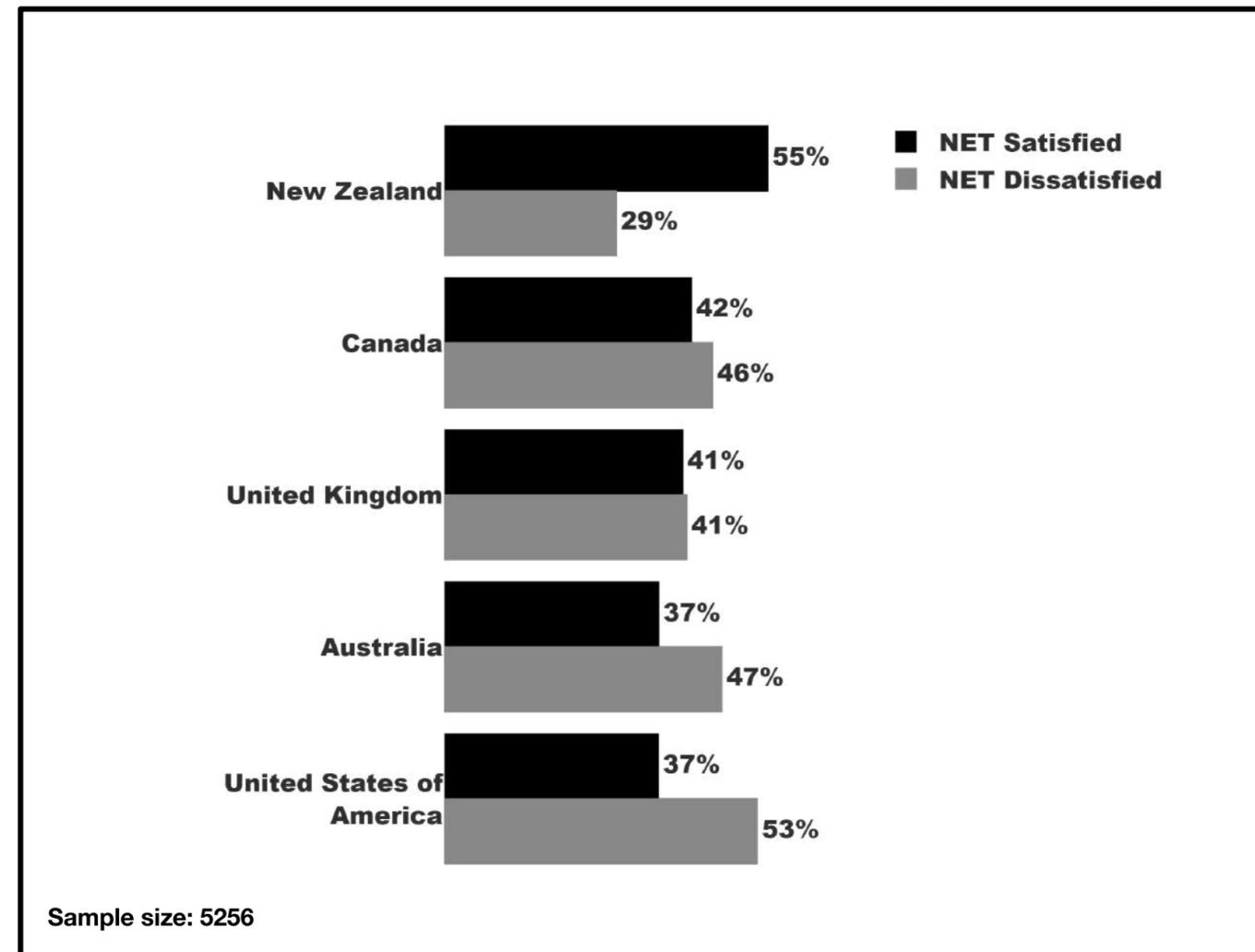


New Zealanders are Most Satisfied with their Elected Government

Question: Overall, how satisfied are you with your nation's elected government?

The elected government of New Zealand achieves the highest levels of satisfaction among the five nations included in the study, by an overwhelming margin.

The other nations are similar in having a greater proportion of respondents who are dissatisfied with their elected governments, than those who are satisfied.





Satisfaction Gap

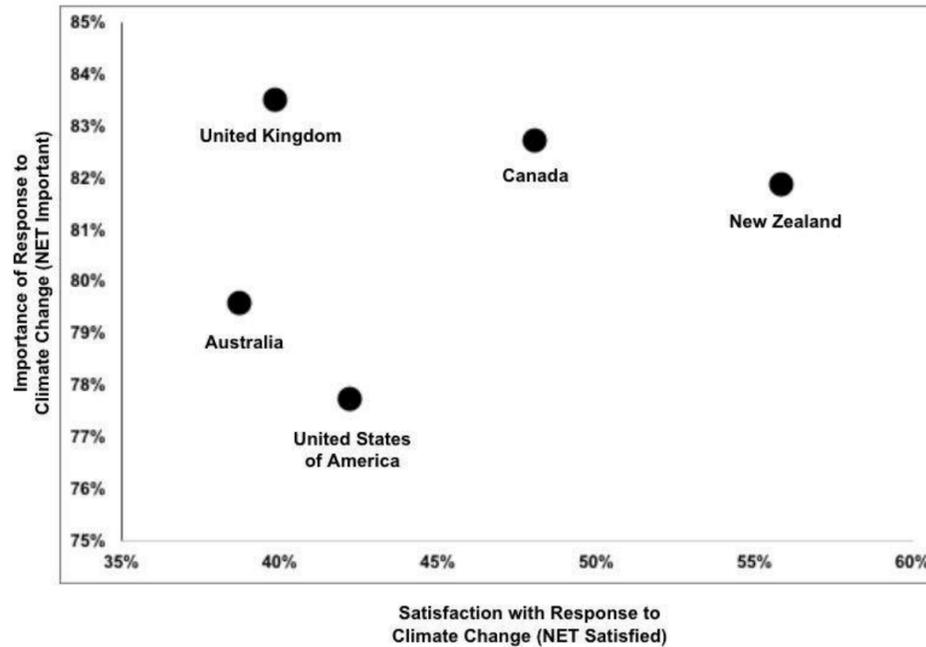
Importance & Satisfaction of Response to Climate Change

Question: To what extent are the following governmental policy areas important to you?

Question: How satisfied are you with your government's performance in these areas:

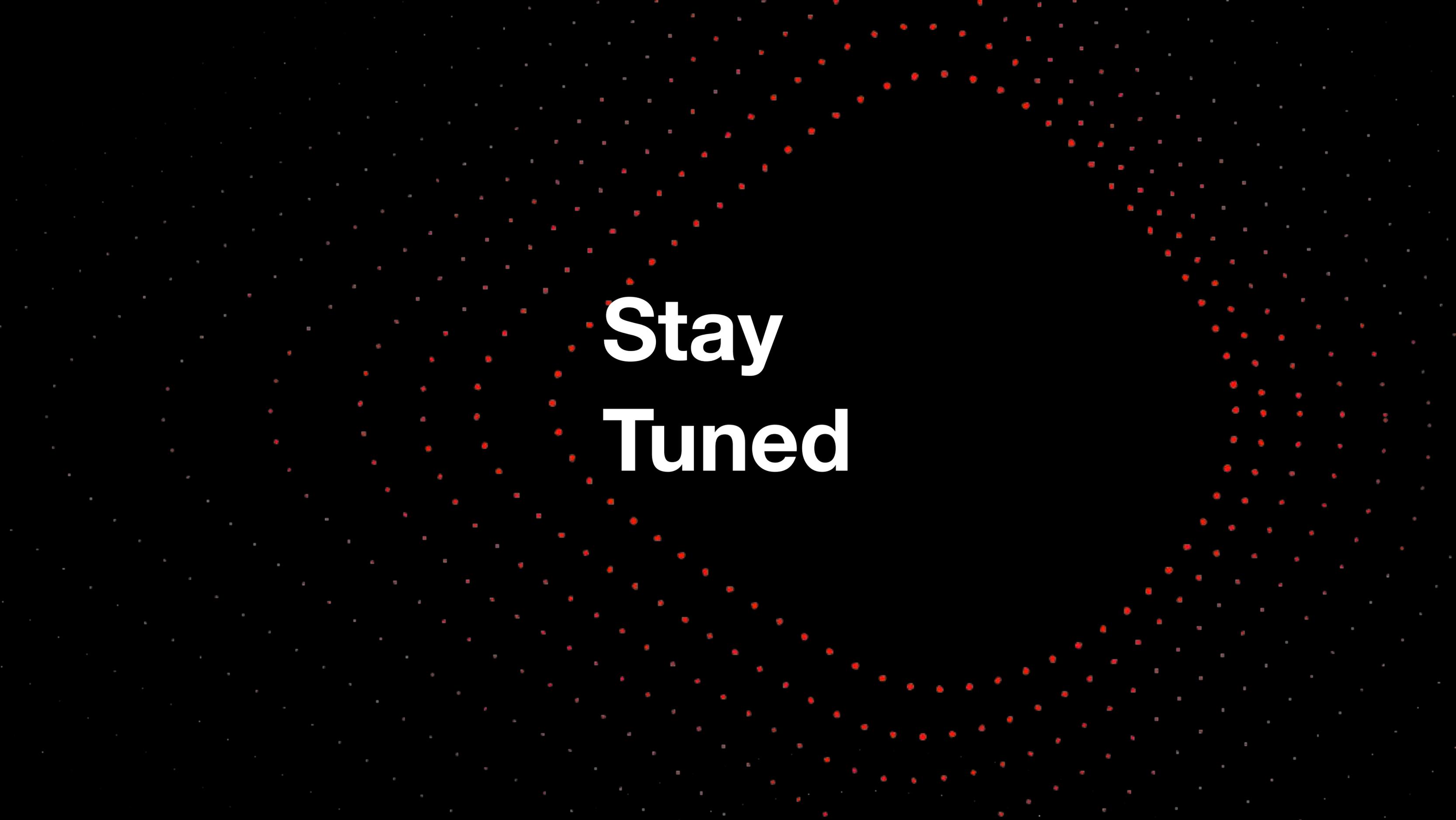
[response to climate change?]

New Zealand residents are the most satisfied with their government's response to climate change, however those in the UK view action on climate change to be even more important, while their satisfaction with the governmental response is significantly lower.



Sample size: 5256

Nation	Satisfaction to Importance Gap	Rank
NZ	26%	#1
CAN	35% (-9)	#2
USA	35% (-9)	#3
AU	41% (-11)	#4
UK	44% (-18)	#5



**Stay
Tuned**

Country breakdown – more data coming soon.

Question: How can I engage with the direction of the program online?

We're preparing more data on the detailed view within each country, and will release this information in the coming weeks via the [Facebook Community](#), and other media channels including [Twitter](#).

Question: Can I subscribe to be notified of new reports via email?

To subscribe to new reports and updates about the Climate Catalyst or other Catalyst reports, register at www.climatecatalyst.net

Question: How can I find out more about this program, or contribute to it?

To produce, contribute to or share relevant research on this topic, or to discuss the content of this report with us, please email climate@glowfeed.com

This is just the beginning.

With a little help, the Catalyst program can represent the voices of **more people in more countries** more often with robust, quality research.

You can help us build momentum simply by sharing this report with your friends and networks. If you want to help us build our networks, partnerships, funding or in other ways please email climate@glowfeed.com.

Afghanistan	Ecuador	Liechtenstein	Sao Tome & Principe
Albania	Egypt	Lithuania	Saudi Arabia
Algeria	El Salvador	Luxembourg	Senegal
Andorra	Equatorial Guinea	Macedonia	Serbia
Angola	Eritrea	Madagascar	Seychelles
Antigua & Deps	Estonia	Malawi	Sierra Leone
Argentina	Ethiopia	Malaysia	Singapore
Armenia	Fiji	Maldives	Slovakia
Australia	Finland	Mali	Slovenia
Austria	France	Malta	Solomon Islands
Azerbaijan	Gabon	Marshall Islands	Somalia
Bahamas	Gambia	Mauritania	South Africa
Bahrain	Georgia	Mauritius	South Sudan
Bangladesh	Germany	Mexico	Spain
Barbados	Ghana	Micronesia	Sri Lanka
Belarus	Greece	Moldova	Sudan
Belgium	Grenada	Monaco	Suriname
Belize	Guatemala	Mongolia	Swaziland
Benin	Guinea	Montenegro	Sweden
Bhutan	Guinea-Bissau	Morocco	Switzerland
Bolivia	Guyana	Mozambique	Syria
Bosnia Herzegovina	Haiti	Myanmar, {Burma}	Taiwan
Botswana	Honduras	Namibia	Tajikistan
Brazil	Hungary	Nauru	Tanzania
Brunei	Iceland	Nepal	Thailand
Bulgaria	India	Netherlands	Togo
Burkina	Indonesia	New Zealand	Tonga
Burundi	Iran	Nicaragua	Trinidad & Tobago
Cambodia	Iraq	Niger	Tunisia
Cameroon	Ireland {Republic}	Nigeria	Turkey
Canada	Israel	Norway	Turkmenistan
Cape Verde	Italy	Oman	Tuvalu
Central African Rep	Ivory Coast	Pakistan	Uganda
Chad	Jamaica	Palau	Ukraine
Chile	Japan	Panama	United Arab Emirates
China	Jordan	Papua New Guinea	United Kingdom
Colombia	Kazakhstan	Paraguay	United States
Comoros	Kenya	Peru	Uruguay
Congo	Kiribati	Philippines	Uzbekistan
Congo {Democratic Rep}	Korea North	Poland	Vanuatu
Costa Rica	Korea South	Portugal	Vatican City
Croatia	Kosovo	Qatar	Venezuela
Cuba	Kuwait	Romania	Vietnam
Cyprus	Kyrgyzstan	Russian Federation	Yemen
Czech Republic	Laos	Rwanda	Zambia
Denmark	Latvia	St Kitts & Nevis	Zimbabwe
Djibouti	Lebanon	St Lucia	
Dominica	Lesotho	Saint Vincent & the Grenadines	
Dominican Republic	Liberia	Samoa	
East Timor	Libya	San Marino	