

Special Report
Trust and
Climate Change
Mexico Report



2022 EDELMAN TRUST BAROMETER SPECIAL REPORT

TRUST AND CLIMATE CHANGE

Methodology

Online survey

Fieldwork conducted: Sept 16 – Oct 3, 2022

14

markets

14,000

respondents

1,000

respondents/market*

Data collected is representative across ages, gender and regions within each market.

For full details, please refer to the Technical Appendix

*Total sample for Saudi Arabia (n=942), UAE (n=977), S. Korea (n=996), and France (n=998)

Brazil

Canada

China

France

Germany

India

Japan



Mexico

Saudi Arabia

S. Africa

S. Korea

UAE

UK

U.S.

Margin of error

+/- 0.8 pts for global 14 (n=13,957)

+/- 3.1 to 3.2 pts per market (n=942 to 1,000)

2022 KEY FINDINGS: SOCIETAL BARRIERS TO CLIMATE ACTION

| <i>Needs:</i> | <i>Barriers:</i> |
|---------------------------|--|
| Global Cooperation | We don't trust other countries to do their part |
| Leadership | We don't trust our leaders to do what is right |
| Information | We can't find information we can trust and understand |
| Individual Action | We don't want to sacrifice our comfort or convenience |
| Cultural Change | We worry a more sustainable lifestyle would be joyless |

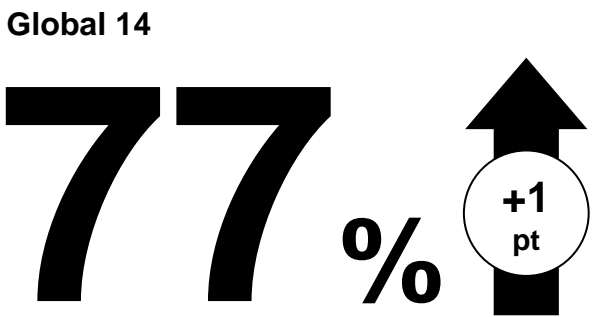


CLIMATE FEARS WORSEN

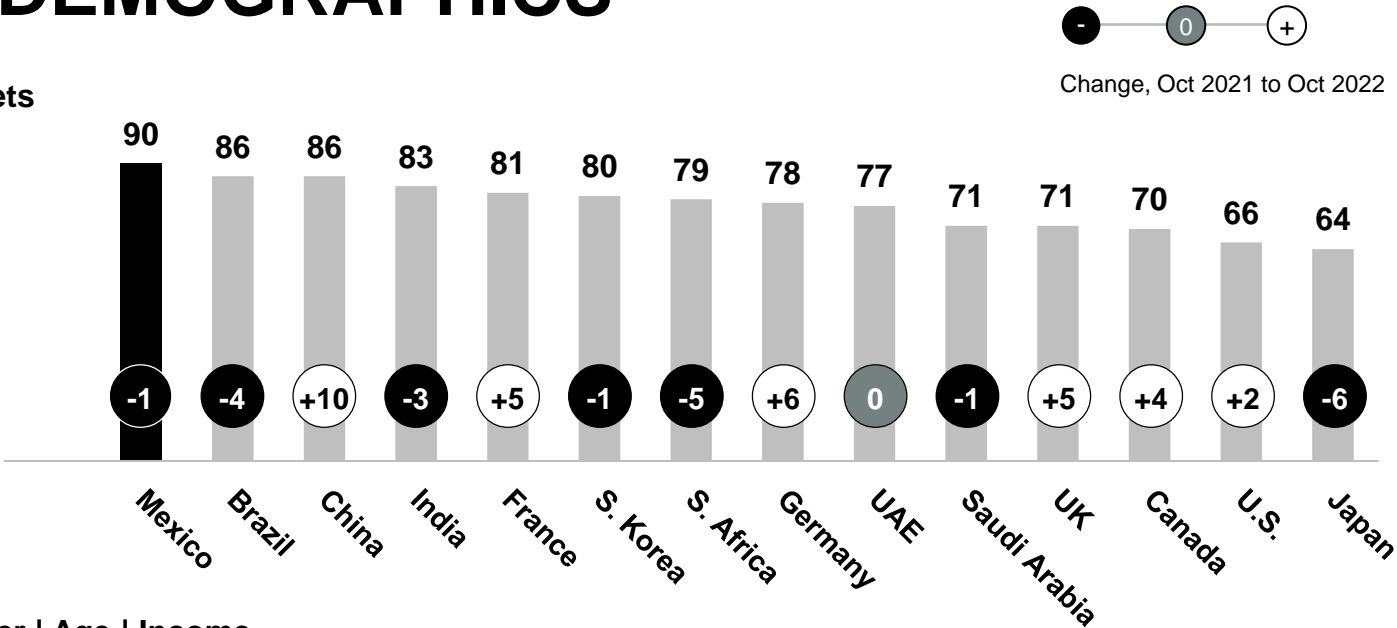
CLIMATE CHANGE WORRIES REMAIN HIGH ACROSS MARKETS AND DEMOGRAPHICS

Percent who worry

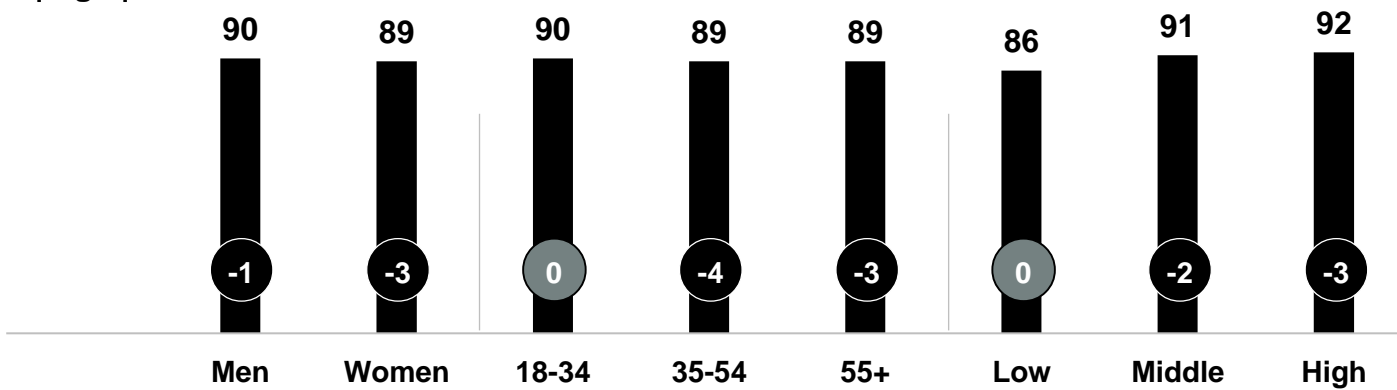
I worry about climate change leading to drought, rising sea levels, and other natural disasters



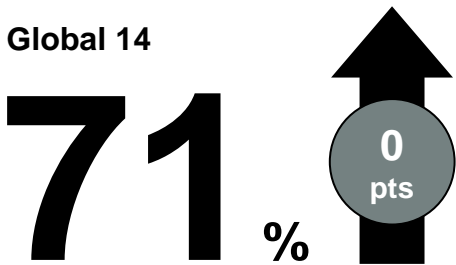
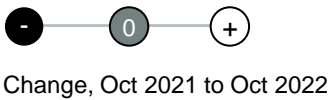
Markets



Gender | Age | Income



7 IN 10 SAY WE MUST MOVE FASTER IN ADDRESSING CLIMATE CHANGE

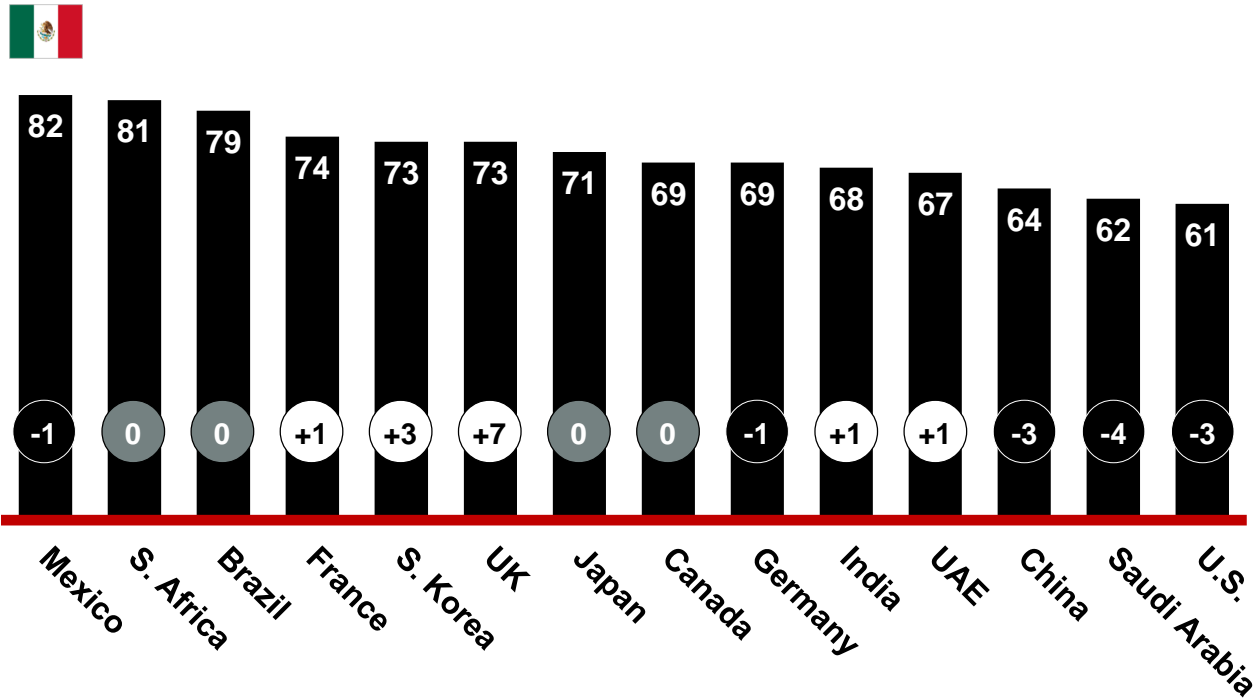


Which are you more likely to believe?

We need to move faster to address climate change

or

We need to move more slowly and make sure that we are not doing more harm than good



RISING SENSE WE ARE LOSING GROUND IN CLIMATE FIGHT

Percent who agree

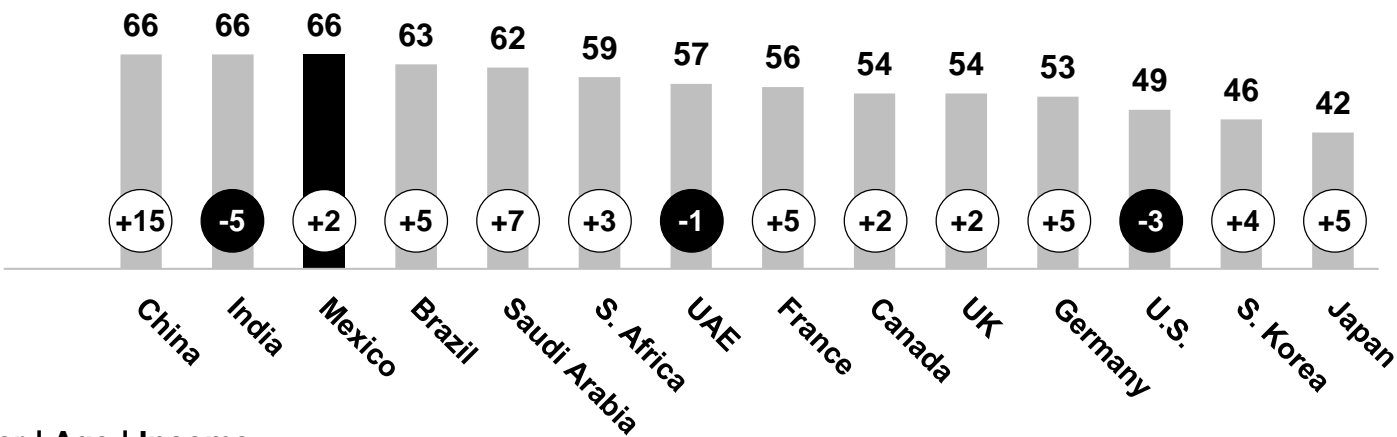
There has been **little to no progress** made in the fight against climate change

Markets

Agreement increases in 11 of 14 markets

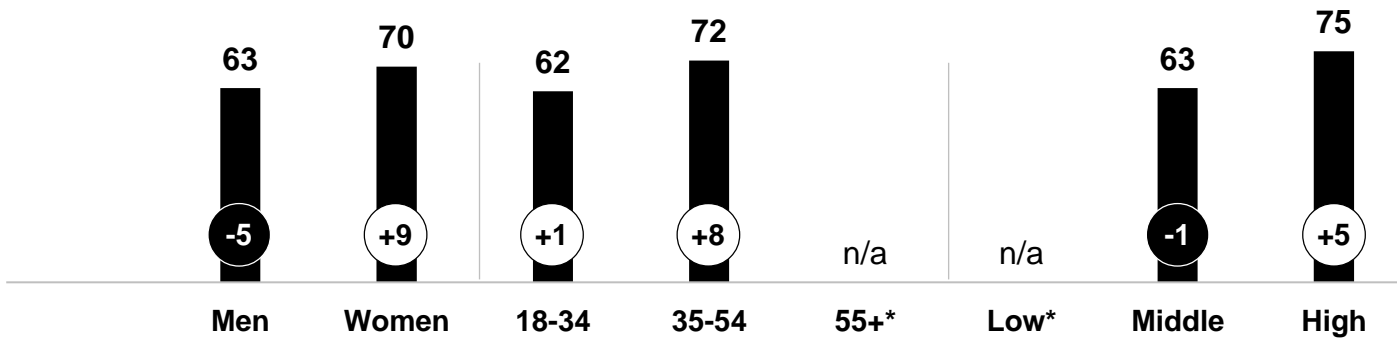


Change, Oct 2021 to Oct 2022



Gender | Age | Income

Global 14



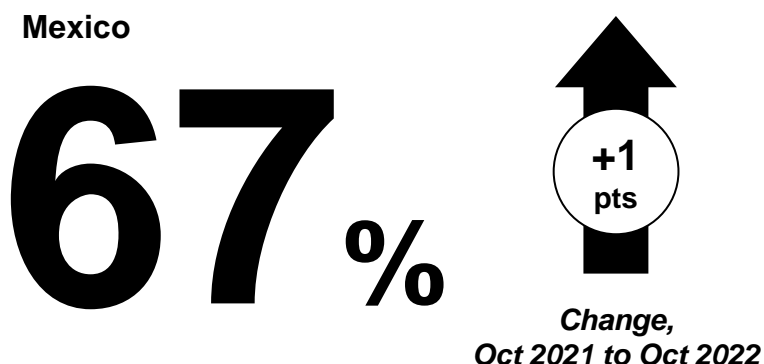
2022 Edelman Trust Barometer Special Report: Trust and Climate Change. CLI_AGR_CNG. Please indicate how much you agree or disagree with the following statements. 9-point scale; top 4 box, agree. Question asked of half of the sample. General population, 14-mkt avg., and by Mexico demographics. *Base size too small to report (n<100).

MAJORITY FEAR CLIMATE CRISIS WILL WORSEN INJUSTICE AND DISPLACE PEOPLE

Percent who agree, in Mexico

Those with less education, money and fewer resources are being **unfairly burdened with most of the suffering, risk, and need to sacrifice** stemming from climate change

I worry **climate change will lead to a refugee crisis** as people flee to places where the weather is more moderate and less extreme



A large, light gray, stylized number '22' serves as the background for the text. The numbers are thick and rounded, with a modern, sans-serif feel. They are positioned behind the main text, with the first '2' on the left and the second '2' on the right, separated by a small gap.

INSTITUTIONS FUMBLE

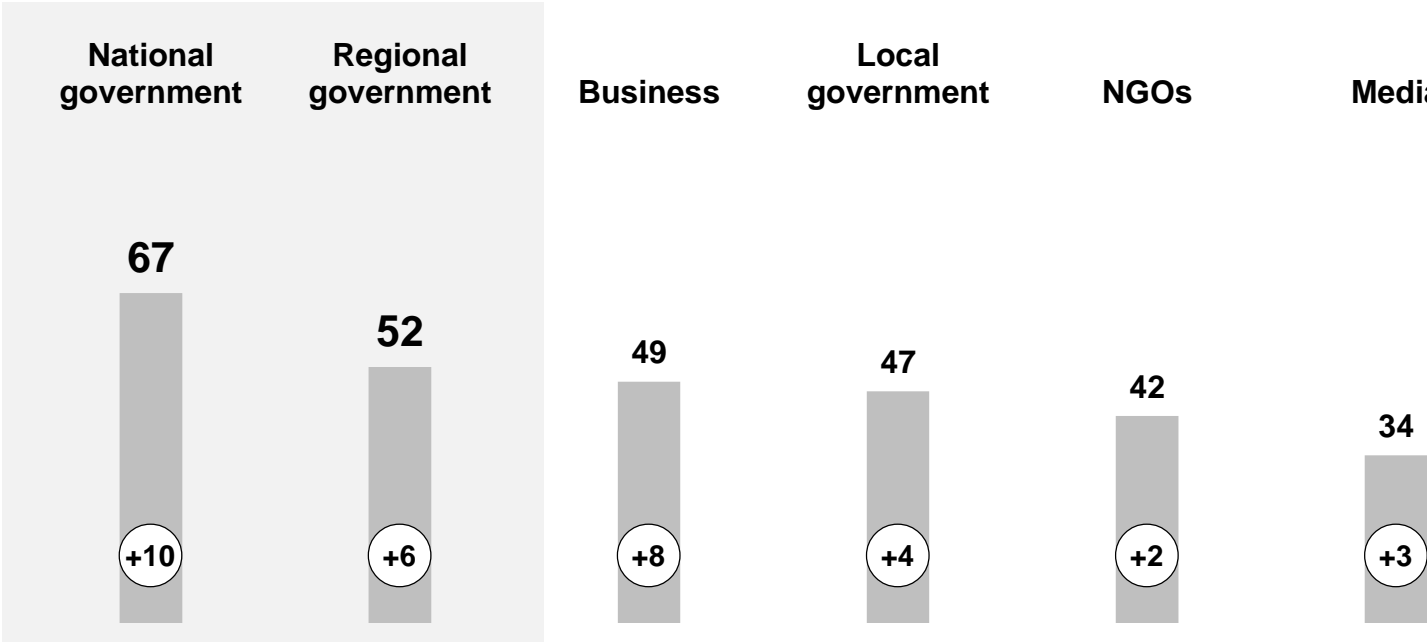
CALL FOR CLIMATE LEADERSHIP, HIGHEST FOR NATIONAL AND REGIONAL GOVERNMENT

Percent who say, in Mexico



Change, Oct 2021 to Oct 2022

This entity **should take the lead**
in addressing climate change



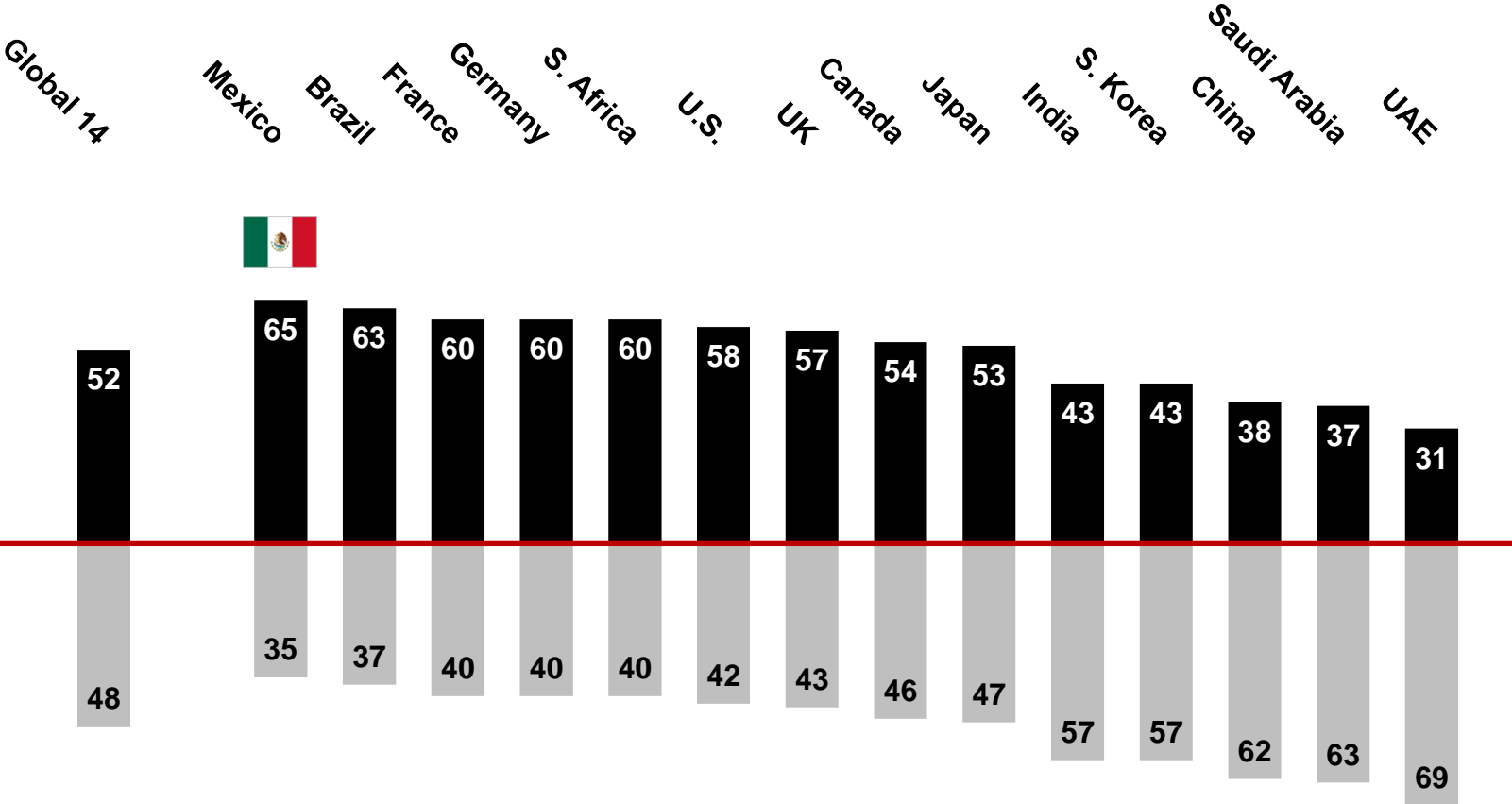
POLITICS, NOT SCIENCE, SEEN AS DRIVING CLIMATE POLICY

Which are you more likely to believe?

Climate policy in this country is **driven by politics**, regardless of what the science says

or

Climate policy in this country is driven by **science and scientific evidence**



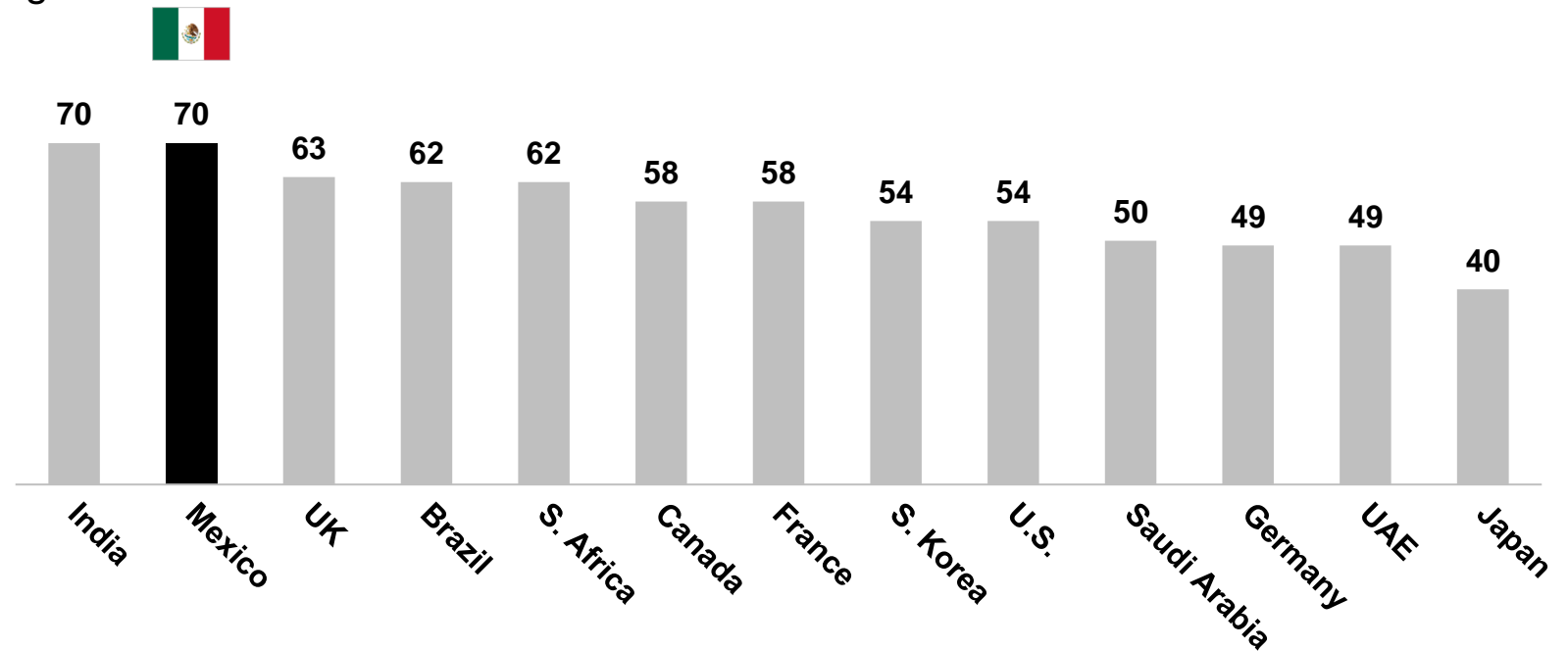
GOVERNMENT LACKS WILL TO FORCE CHANGE

Percent who agree

Governmental leaders are unwilling to pass tough legislation to force businesses and individuals to make climate-related changes

Global 13

57%

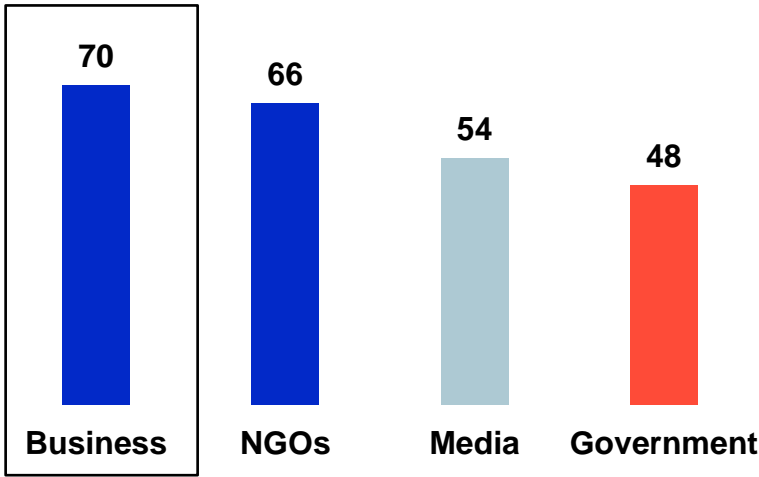


ON CLIMATE, BUSINESS NOT TRUSTED



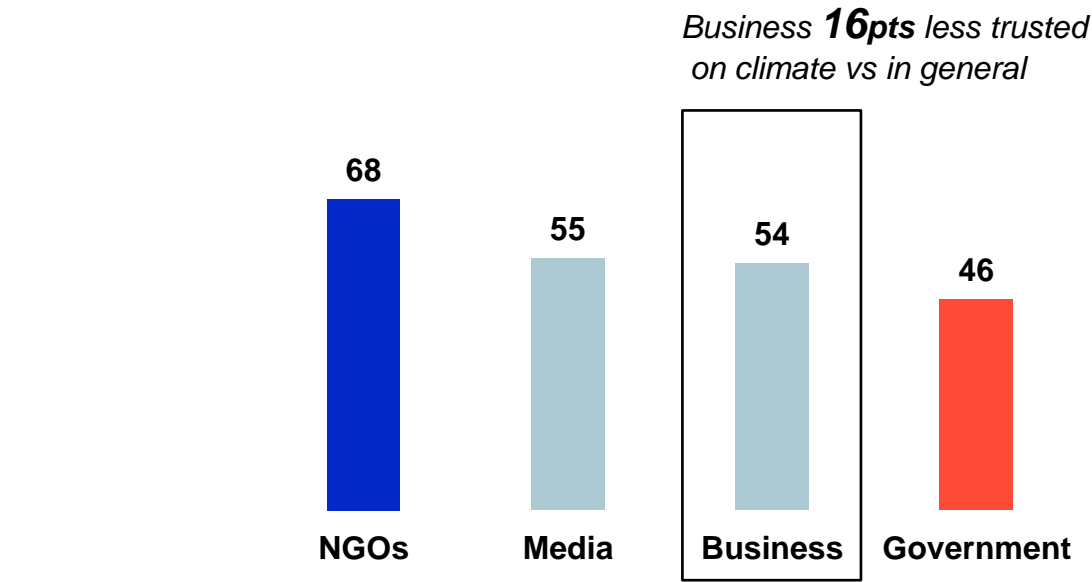
MAY 2022: IN GENERAL, BUSINESS TRUSTED TO DO WHAT IS RIGHT

Percent trust to do what is right in general
Mexico



OCT 2022: ON CLIMATE, TRUST IN BUSINESS LOWER THAN TYPICAL

Percent trust to do what is right in addressing climate change
Mexico



2022 Edelman Trust Barometer Special Report: Trust and 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, Mexico.

2022 Edelman Trust Barometer Special Report: The Geopolitical Business. 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, Mexico.

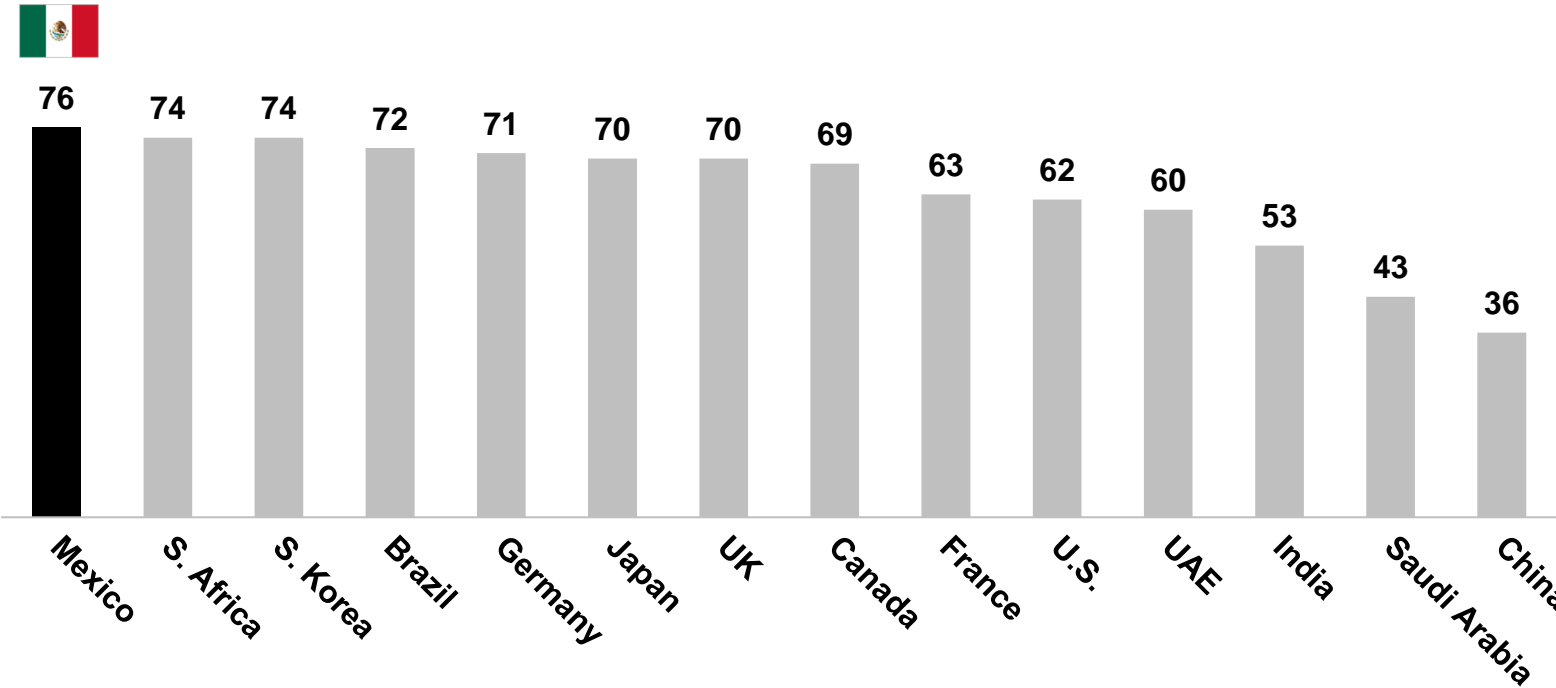
BUSINESS SEEN AS BREAKING ITS CLIMATE PROMISES

Percent who say

Companies are doing **mediocre or worse**
at keeping their climate commitments
in their organization and community

Global 14

64%



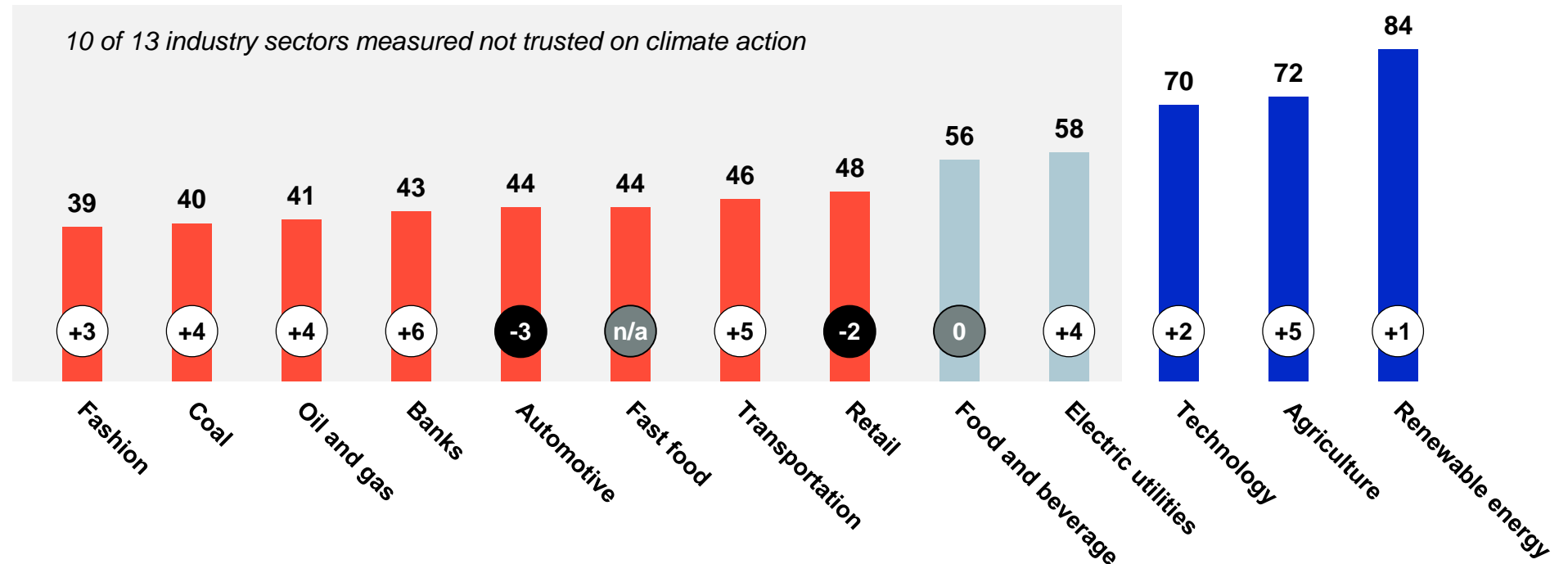
2022 Edelman Trust Barometer Special Report: Trust and Climate Change. MEET_CC_EXP. In general, how well do you believe companies are doing at living up to the promises and commitments they have made to address climate change both within their own organizations as well as in the country as a whole? 6-point scale; bottom 3 box, mediocre or worse. Question asked of half of the sample. General population, 14-mkt avg.

DESPITE GAINS, MOST INDUSTRIES NOT TRUSTED TO ADDRESS CLIMATE CRISIS

Percent trust, in Mexico



I trust this industry sector to **do what is right** in *addressing climate change*





**DISTRUST UNDERMINES
GLOBAL COLLABORATION**

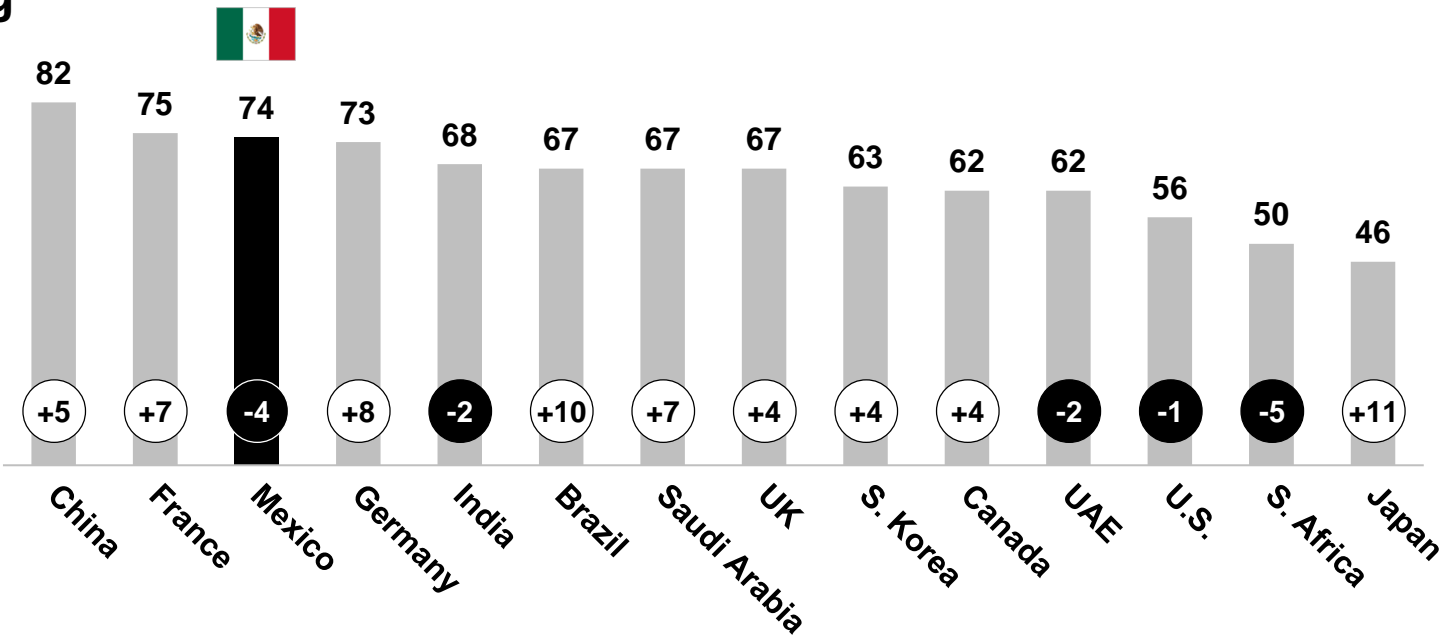
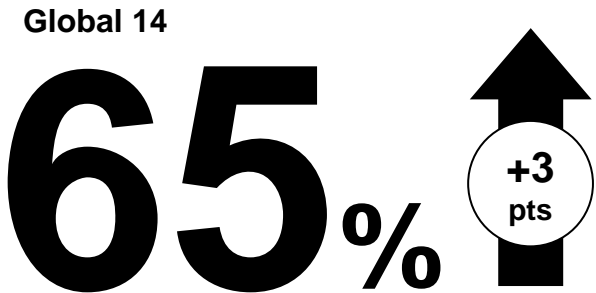
MUTUAL SKEPTICISM UNDERMINES WILLINGNESS TO COOPERATE

Percent who agree



Change, Oct 2021 to Oct 2022

I worry other countries will renege on their greenhouse gas reduction commitments and **our country's sacrifices will end up being for nothing**

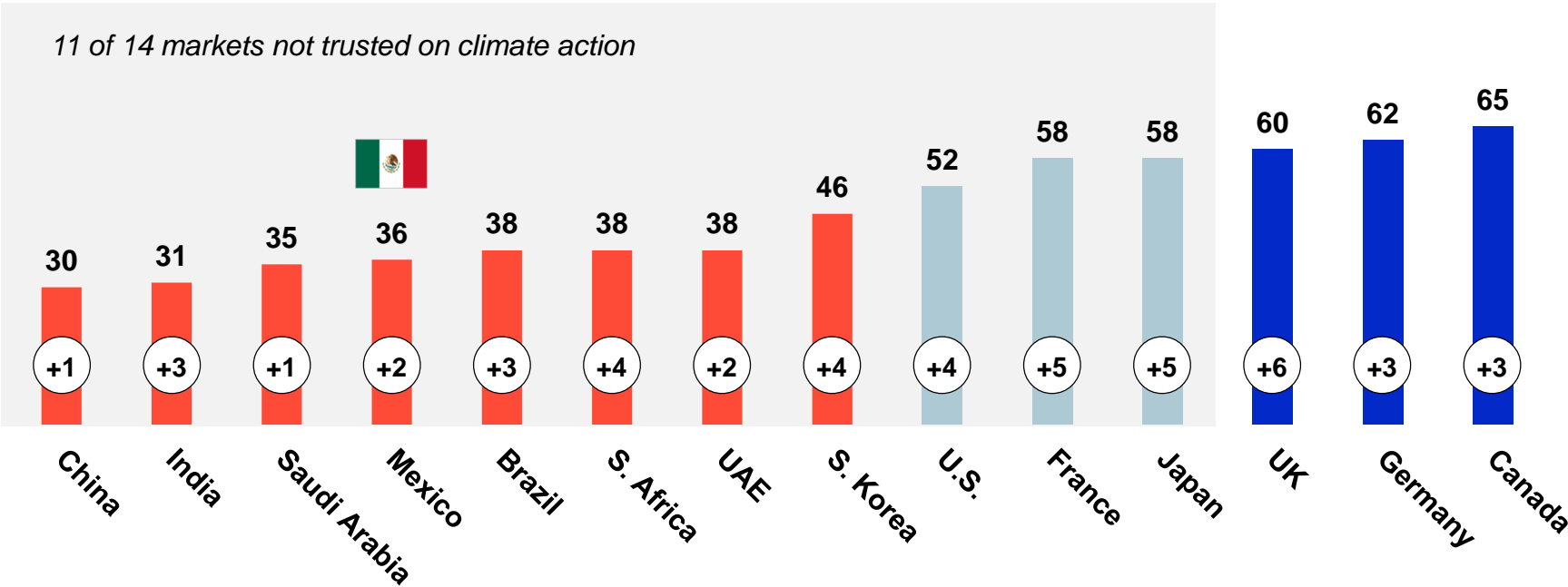


MOST MARKETS NOT TRUSTED ON CLIMATE ACTION

Percent trust in each market, excluding domestic respondents



I trust this country to **do what is right** in *addressing climate change*



MOST MARKETS SEE NO NEED TO DO MORE

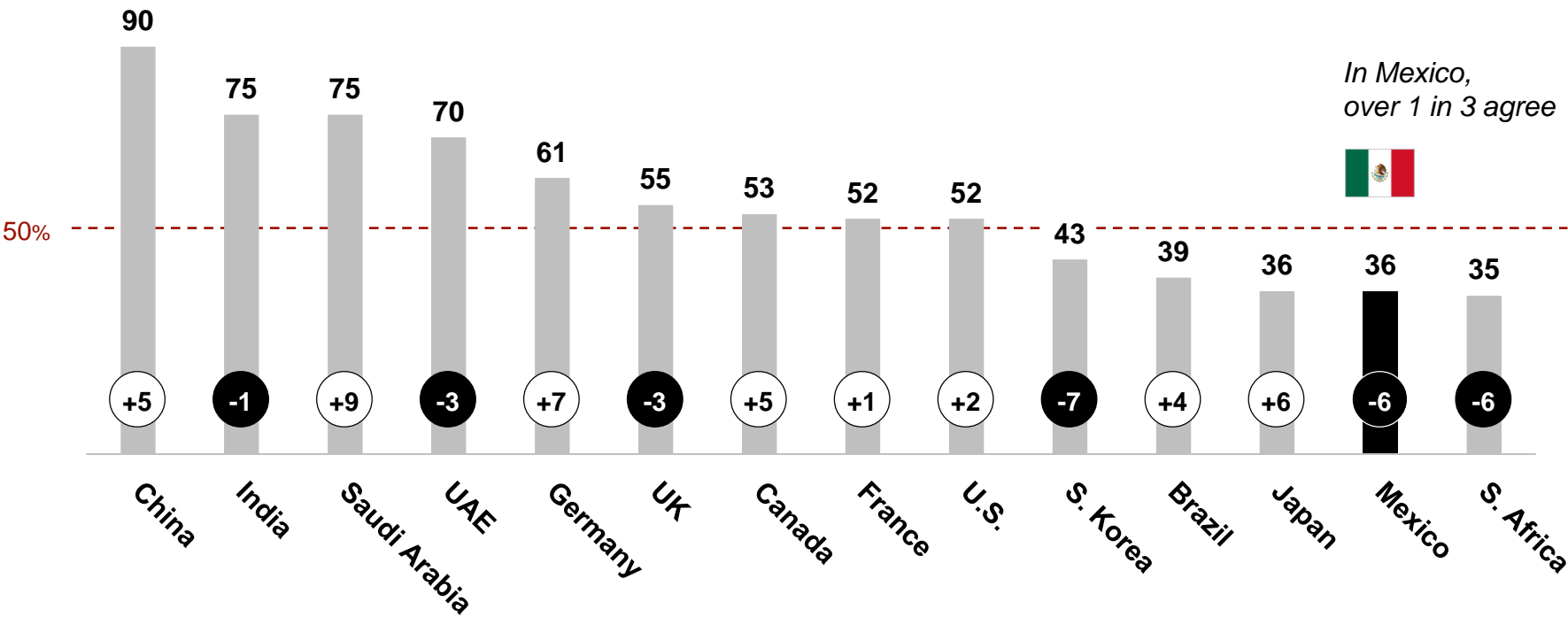
Percent who agree



Change, Oct 2021 to Oct 2022

Our country is doing its fair share to combat climate change

Majority say each is *doing its fair share*



CONCERNS OVER FAIRNESS AND NATIONAL SOVEREIGNTY GROW

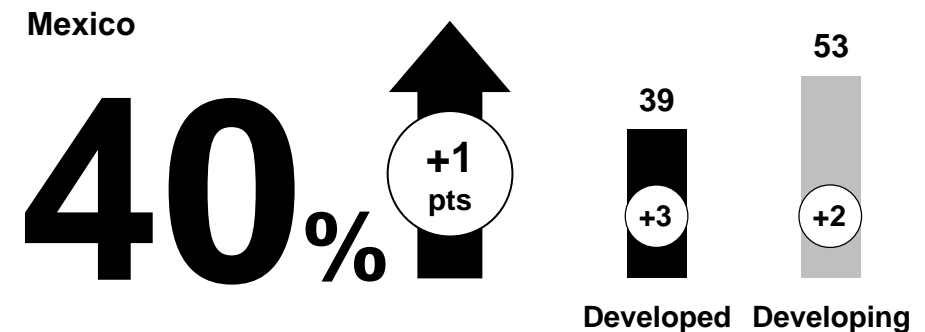
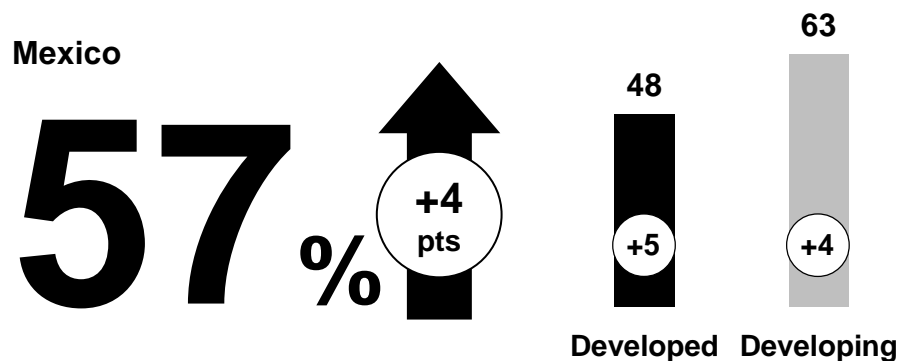
Percent who agree, in Mexico



Change, Oct 2021 to Oct 2022

It is unfair to expect developing countries to adhere to the same greenhouse gas standards as developed countries

By signing onto global climate treaties, **we are giving up too much of our national sovereignty**





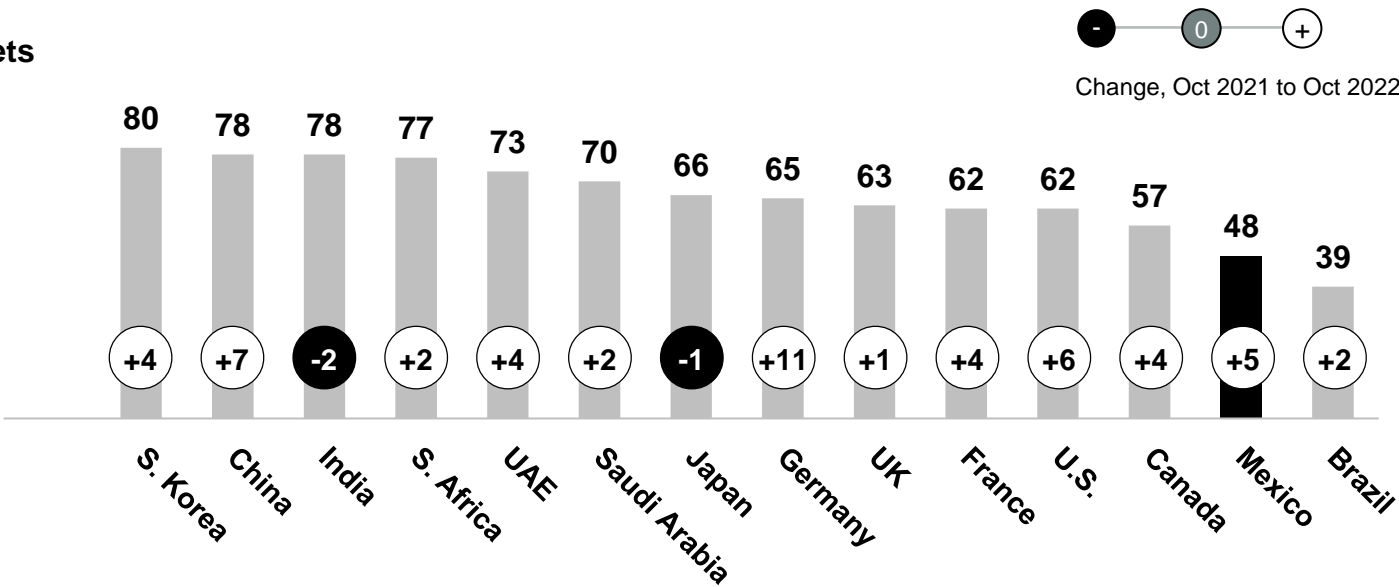
**AMID CLIMATE CRISIS,
INDIVIDUALS STILL ON SIDELINES**

MORE PEOPLE RECOGNIZE NEED FOR DRAMATIC BEHAVIOR CHANGE

Percent who agree

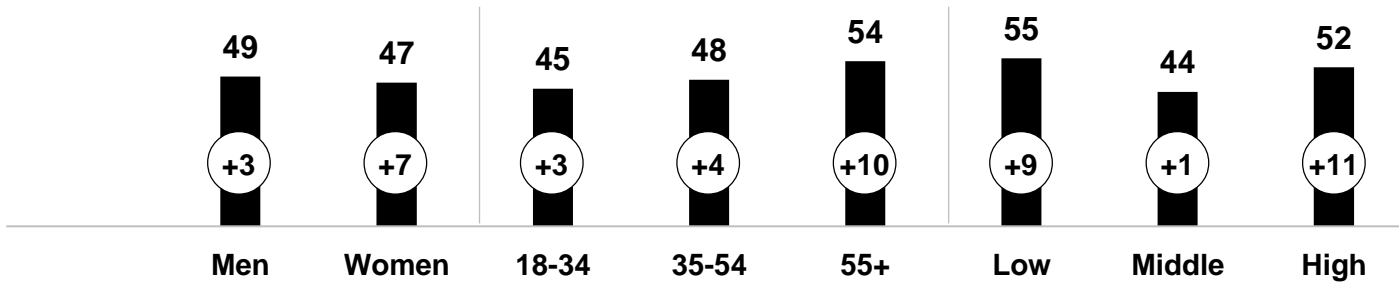
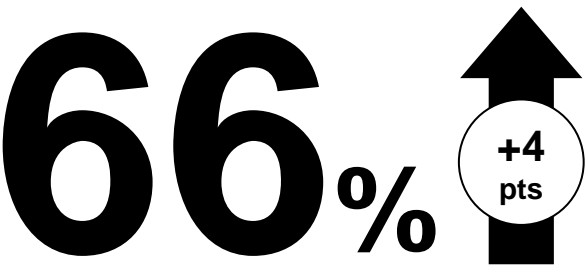
Business and governments can only do so much to address climate change; **people will need to dramatically change their habits**

Markets



Gender | Age | Income

Global 14



MAJORITY NOT TAKING MEANINGFUL ACTION TO REDUCE THEIR CLIMATE IMPACT

Percent who say, in Mexico

What are you doing to reduce your personal impact on climate change?

Mexico

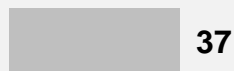
Nothing / a few things
that save money or are required (net)



Some things
that do not cost me extra money or are
inconvenient



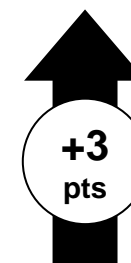
Many things that require
more cost, inconvenience or lifestyle change (net)



Nearly 2 in 3
not taking
actions that
require sacrifice

Mexico

89%



Change,
Oct 2021 to Oct 2022

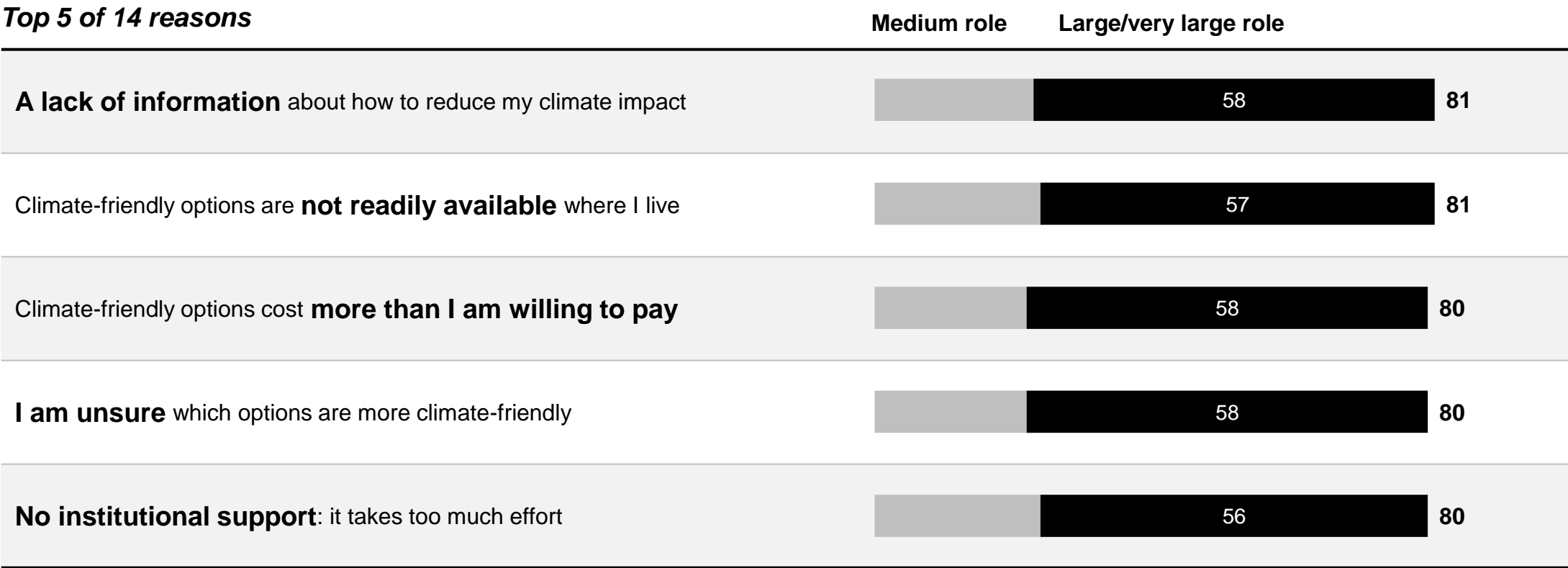
There is a **gap** between
my current lifestyle and how
climate-friendly I would like it to be

2022 Edelman Trust Barometer Special Report: Trust and Climate Change. GRE_CUR_CHG. Which of the following statements most accurately describes what you are currently doing to shrink your carbon footprint and reduce your personal impact on climate change? "Nothing / a few things" is a net of attributes 1 and 2; "Many things" is a net of attributes 4 and 5. 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. General population, Mexico.

BARRIERS TO SUSTAINABLE LIFESTYLES: COST, INFORMATION, INSTITUTIONAL SUPPORT

Among the 89 percent in Mexico who say there is a gap between their current lifestyle and how climate-friendly they would like it to be, reasons that play a role

Top 5 of 14 reasons

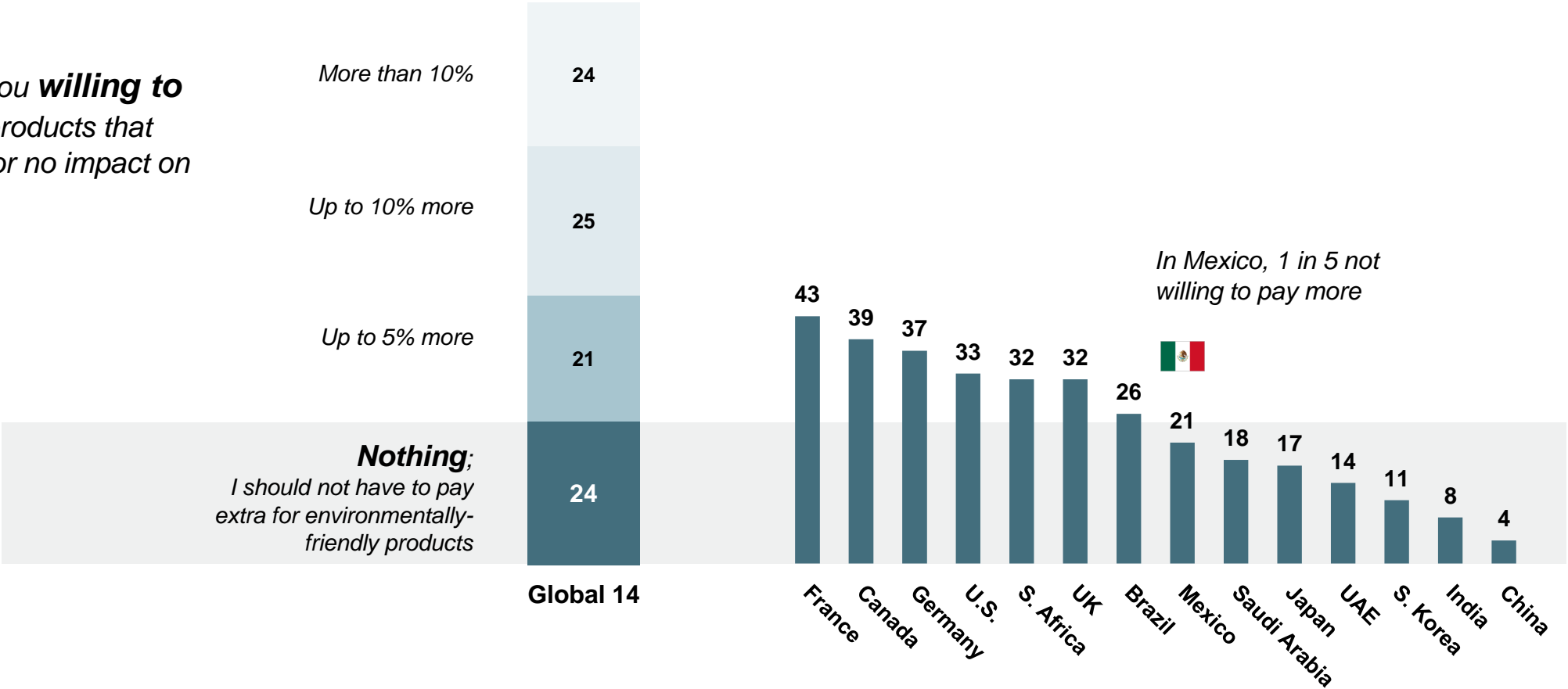


2022 Edelman Trust Barometer Special Report: Trust and Climate Change. ECO_BAR. How big a role does each of the following have in keeping you from closing the gap between how climate-friendly your lifestyle currently is and how climate-friendly you would ideally like it to be? 5-point scale; code 3, medium role; codes 4 and 5, large/very 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, Mexico. Top 5 determined using unrounded percentages.



SPLIT ON PAYING MORE FOR CLIMATE-FRIENDLY PRODUCTS

How much are you **willing to pay extra** for products that have a minimal or no impact on climate change?



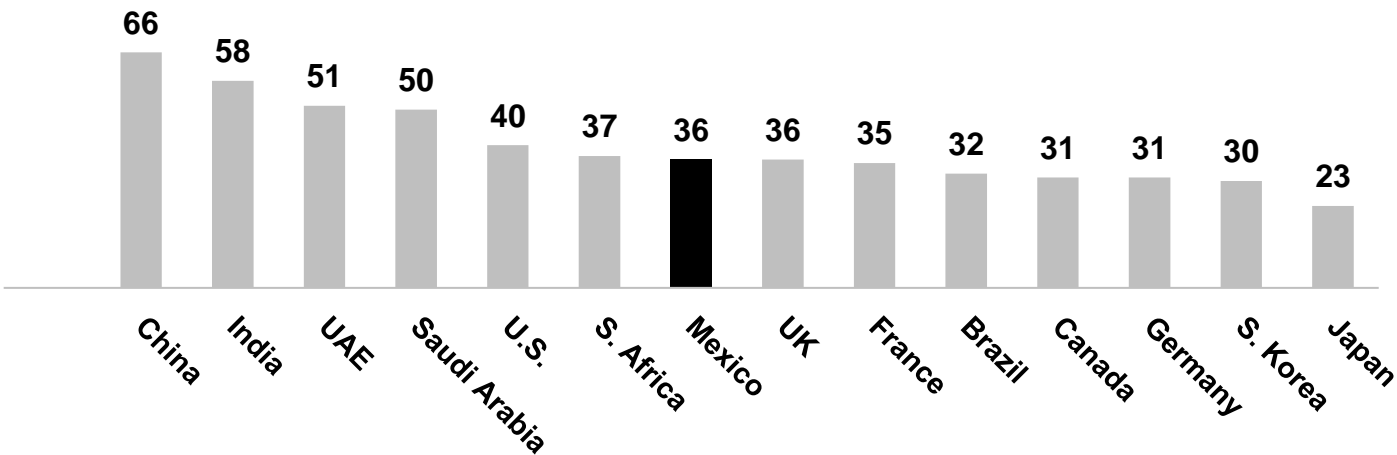
FEAR GOING GREEN MEANS A LIFE DEVOID OF JOY

Percent who agree

Significantly reducing my personal carbon footprint would mean **giving up almost all of the activities that bring me pleasure in life**

Markets

Developing markets most concerned

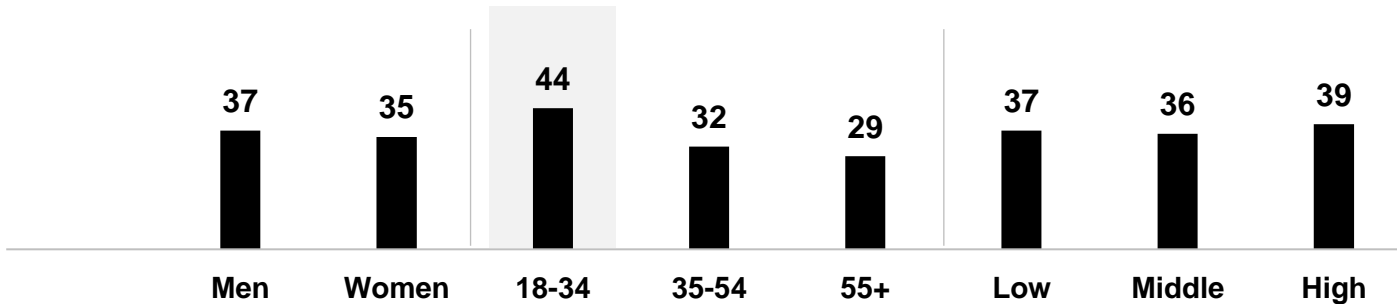


Global 14



Gender | Age | Income

Nearly 1 in 2 young adults agree



40%



OVERCOMING THE BARRIERS TO CLIMATE ACTION

GOVERNMENT: TO BUILD TRUST FOR CLIMATE ACTION, MEET THE NEEDS OF TODAY AND BUILD FOR TOMORROW

Percent increased likelihood to trust government to address climate change when government is seen as doing well on each (showing top 4)

| When government does well on... | Increased likelihood to trust government to address climate change |
|--|---|
| Balance climate action with our country's energy needs | +10.0% |
| Get business to reduce emissions | 7.3 |
| Coordinate with local governments on climate solutions | 7.1 |
| Subsidize new technologies that combat climate change | 6.7 |

Government must drive systemic change across institutions



BUSINESS: TO BUILD TRUST FOR CLIMATE ACTION, SHOW ME HOW I CAN BE PART OF THE SOLUTION

Percent increased likelihood to trust business to address climate change when business is seen as doing well on each (showing top 4)

| When business does well on... | Increased likelihood to trust business to address climate change |
|---|---|
| Educate people how to reduce their own climate impact | +5.6% |
| Adopt science-based climate targets | 4.5 |
| Ensure suppliers reduce their climate impact | 4.3 |
| Invent climate-friendly products and technologies | 4.1 |

Business must get its own house in order, apply its influence and innovate



NGOS: PARTNER TO FACILITATE CHANGE



Change, Oct 2021 to Oct 2022

Global 14

66%



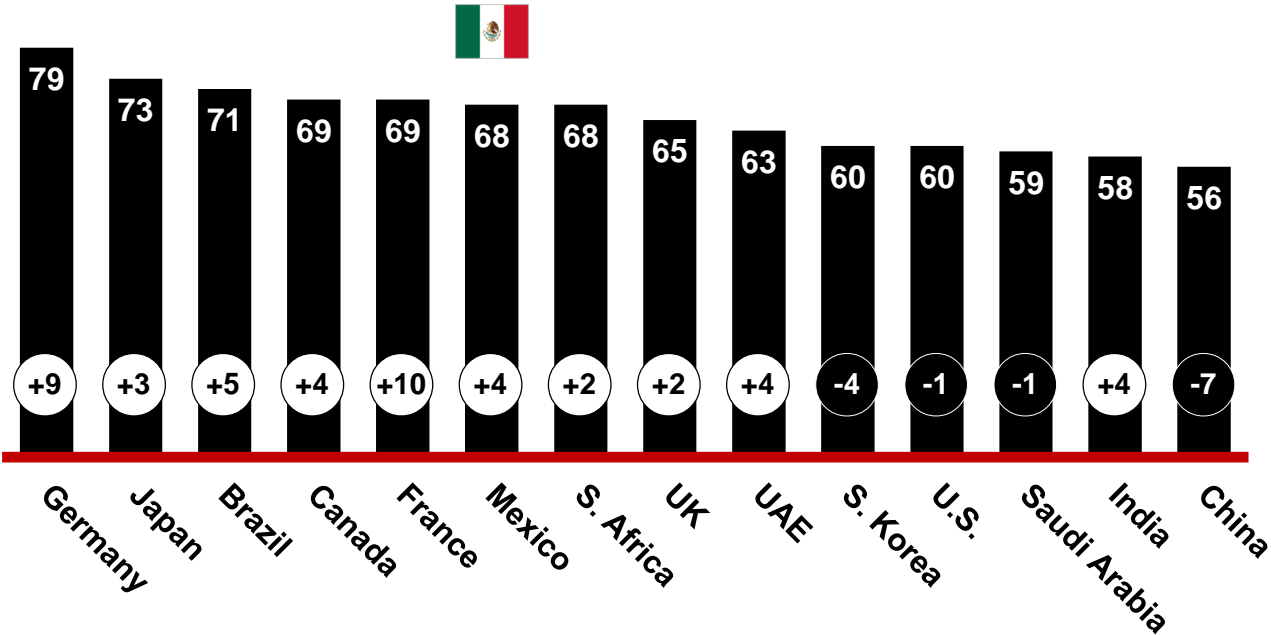
Which are you more likely to believe?

The best way for environmental NGOs to increase their impact is to...

work in close partnership with corporations to reduce their impact on the environment

or -----

be more militant in holding corporations accountable



TELL ME THE SOLUTIONS, GIVE ME INFORMATION I CAN TRUST AND UNDERSTAND

Percent who agree, in Mexico



Change, Oct 2021 to Oct 2022

Mexico

There is **not enough reporting**
in the media about **solutions** to
climate change



It is too **difficult to find**
trustworthy information about
climate change



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



HELP ME MAKE GREEN CHOICES

Percent who agree, in Mexico

Companies should **stop advertising products or encouraging activities that are bad for the environment**

Mexico

76%

Products should have a label or QR code **that allows people to easily see its environmental impact**, as rated by an independent agency

Mexico

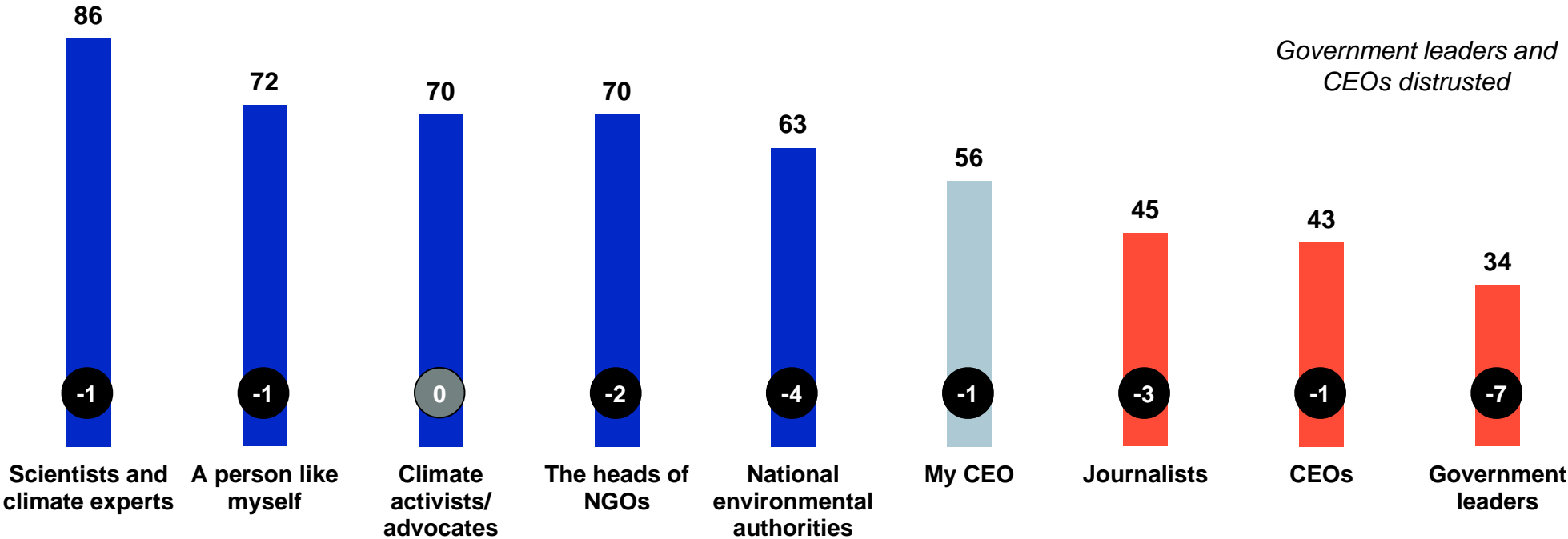
72%

USE CLIMATE SPOKESPEOPLE I CAN TRUST

Percent who trust each to *tell the truth about climate change* and what our country should be doing to prevent the worst consequences, in Mexico



Mexico



2022 Edelman Trust Barometer Special Report: Trust and Climate Change. ECO_TRU_PEP. Below is a list of categories of people. For each one, please indicate how much you trust that group of people to tell you the truth about climate change and about what our country should be doing to help prevent its worst consequences. 9-point scale; top 4 box, trust. Question asked of half of the sample. "My CEO" only asked of those who are employed by an organization (Q43/1). General population, Mexico.

PEOPLE RECOGNIZE CLIMATE SOLUTIONS MUST ADDRESS SUPPLY, DEMAND, AND FINANCING

Percent who say, in Mexico

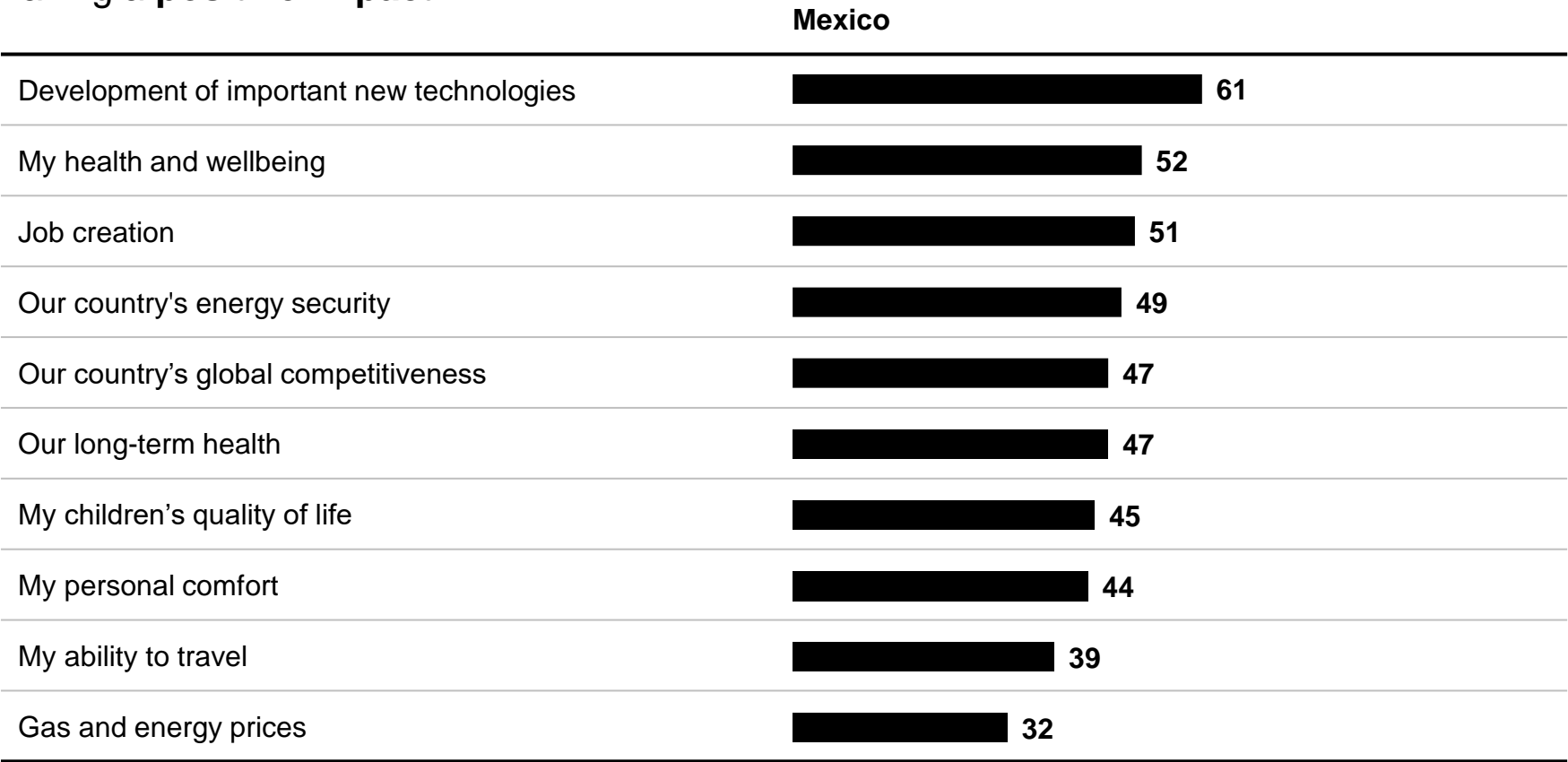
This would be a **helpful solution** to
combat climate change (top 5 of 16)



SHOW BENEFITS FOR SOCIETY AND FOR INDIVIDUALS

Percent who say, in Mexico

Current climate change solutions are having a **positive impact** on...



OVERCOMING THE BARRIERS TO CLIMATE ACTION

1

Don't just report, rally

Connect with the hopes and fears that people hold about climate change to win their participation in solutions

2

Promote international cooperation

Businesses and NGOs can use their multinational positions to catalyze trust in multilateral solutions

3

Show the upside for me

Emphasize the personal benefits of climate action and show the joy in a sustainable lifestyle

4

Provide information that enables action

Equip individuals with the guidance and solutions they need to effect change

A large, light gray number '22' serves as the background for the image. The text 'DATA IN DETAIL' is overlaid on the left '2'.

DATA IN DETAIL

TRUST IN INSTITUTIONS ACROSS MARKETS

Percent trust to do what is right in addressing climate change



| | Global 14 | | Brazil | | Canada | | China | | France | | Germany | | India | | Japan | | Mexico | | Saudi Arabia | | S. Africa | | S. Korea | | UAE | | UK | | U.S. | |
|--|-----------|-----|--------|-----|--------|-----|-------|-----|--------|-----|---------|-----|-------|----|-------|-----|--------|-----|--------------|-----|-----------|-----|----------|-----|-----|-----|----|-----|------|----|
| | % | +/- | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <i>+/- Oct 2021 to Oct 2022</i> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Universities and research institutions | 72 | - | 79 | - | 63 | - | 86 | - | 66 | - | 63 | - | 85 | - | 56 | - | 81 | - | 75 | - | 76 | - | 65 | - | 82 | - | 69 | - | 66 | - |
| Climate activists and advocates | 65 | - | 69 | - | 58 | - | 86 | - | 58 | - | 55 | - | 80 | - | 35 | - | 76 | - | 73 | - | 70 | - | 64 | - | 77 | - | 54 | - | 56 | - |
| National environmental authorities* | 64 | +5 | 66 | +9 | 66 | +6 | - | - | 51 | +13 | 56 | +9 | 79 | -2 | 42 | +7 | 63 | 0 | 80 | +7 | 62 | -9 | 63 | +5 | 85 | +11 | 56 | +3 | 59 | +7 |
| The United Nations | 63 | +7 | 63 | +4 | 53 | +4 | 85 | +13 | 49 | +13 | 49 | +11 | 80 | -2 | 44 | +11 | 70 | +4 | 64 | +4 | 66 | +1 | 69 | +4 | 74 | +8 | 60 | +10 | 55 | +9 |
| My employer | 62 | +2 | 57 | -3 | 59 | 0 | 80 | +8 | 55 | +3 | 54 | +7 | 78 | -5 | 38 | +3 | 66 | +6 | 73 | +2 | 52 | -11 | 42 | +4 | 70 | +1 | 63 | +4 | 60 | -6 |
| NGOs | 61 | +4 | 65 | +4 | 56 | +12 | 81 | +10 | 58 | +9 | 47 | +5 | 78 | -3 | 39 | +2 | 68 | +6 | 68 | +8 | 62 | -6 | 60 | +2 | 73 | +6 | 51 | +5 | 52 | +6 |
| The EU | 60 | +7 | 59 | +5 | 52 | +7 | 77 | +11 | 54 | +17 | 49 | +8 | 74 | -6 | 44 | +10 | 65 | +3 | 63 | +7 | 59 | +3 | 63 | +4 | 71 | +6 | 55 | +10 | 49 | +6 |
| The citizens of my country | 59 | - | 48 | - | 56 | - | 87 | - | 54 | - | 48 | - | 77 | - | 36 | - | 59 | - | 74 | - | 47 | - | 54 | - | 73 | - | 54 | - | 56 | - |
| Government | 56 | +7 | 49 | +19 | 52 | +10 | 91 | +6 | 48 | +11 | 44 | +5 | 76 | -1 | 37 | +11 | 46 | +10 | 82 | +4 | 36 | 0 | 55 | +4 | 82 | +8 | 46 | +5 | 46 | +3 |
| The central/federal government* | 55 | +8 | 47 | +12 | 55 | +14 | - | - | 48 | +16 | 46 | +8 | 78 | +1 | 36 | +10 | 49 | +12 | 82 | +9 | 40 | +5 | 52 | +3 | 83 | +2 | 45 | +1 | 49 | +6 |
| My regional/state government* | 55 | +8 | 42 | +9 | 55 | +13 | - | - | 54 | +14 | 48 | +8 | 76 | 0 | 40 | +8 | 48 | +16 | 76 | +4 | 39 | +7 | 53 | +10 | 79 | +1 | 49 | +5 | 51 | +4 |
| My local/city government* | 55 | +7 | 42 | +7 | 52 | +4 | - | - | 57 | +16 | 48 | +9 | 75 | +2 | 39 | +8 | 48 | +15 | 80 | +10 | 38 | +4 | 51 | +5 | 81 | +2 | 48 | +4 | 51 | +2 |
| Business | 53 | +7 | 48 | +7 | 43 | +9 | 83 | +12 | 45 | +12 | 45 | +9 | 70 | -4 | 39 | +9 | 54 | +8 | 66 | +8 | 50 | +4 | 45 | +6 | 65 | +6 | 43 | +1 | 47 | +5 |
| Media | 52 | +7 | 52 | +9 | 45 | +6 | 82 | +12 | 37 | +9 | 40 | +2 | 70 | -1 | 33 | +11 | 55 | +10 | 71 | +13 | 51 | +1 | 43 | +8 | 70 | +11 | 39 | +1 | 44 | +4 |

2022 Edelman Trust Barometer Special Report: Trust and 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. Depending on the attribute it was either asked to the full or half of the sample; "My employer" was only asked of those who are employed by an organization (Q43/1). General population, 14-mkt avg. *Attribute not asked in China.

TRUST IN INDUSTRIES ACROSS MARKETS

Percent trust to do what is right in addressing climate change



| | Global 14 | | Brazil | | Canada | | China | | France | | Germany | | India | | Japan | | Mexico | | Saudi Arabia | | S. Africa | | S. Korea | | UAE | | UK | | U.S. | |
|---------------------------------|-----------|-----|--------|-----|--------|-----|-------|-----|--------|-----|---------|----|-------|----|-------|-----|--------|----|--------------|-----|-----------|----|----------|-----|-----|-----|----|----|------|----|
| | % | +/- | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <i>+/- Oct 2021 to Oct 2022</i> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Renewable energy | 76 | +3 | 84 | +2 | 65 | +2 | 90 | +6 | 67 | +9 | 70 | +3 | 88 | +2 | 64 | +6 | 84 | +1 | 79 | +3 | 77 | -1 | 73 | +1 | 82 | +2 | 71 | +5 | 66 | +4 |
| Technology | 70 | +5 | 73 | +4 | 62 | +7 | 91 | +8 | 58 | +9 | 62 | +3 | 84 | +2 | 62 | +8 | 70 | +2 | 79 | +5 | 70 | +6 | 69 | +5 | 79 | +5 | 58 | +1 | 60 | +1 |
| Agriculture | 67 | +3 | 65 | +4 | 62 | +8 | 87 | +4 | 60 | +13 | 50 | 0 | 85 | -3 | 55 | +3 | 72 | +5 | 82 | +4 | 74 | -2 | 53 | +2 | 81 | +5 | 55 | -4 | 63 | +4 |
| Electric utilities | 58 | +6 | 55 | +13 | 55 | +10 | 88 | +12 | 52 | +15 | 46 | -3 | 78 | -1 | 45 | +12 | 58 | +4 | 71 | +4 | 43 | 0 | 46 | +6 | 76 | +12 | 41 | -3 | 52 | +5 |
| Food and beverage | 55 | +1 | 55 | +3 | 46 | +2 | 84 | +10 | 44 | +7 | 46 | +2 | 74 | -5 | 45 | +7 | 56 | 0 | 65 | -2 | 55 | -3 | 37 | -4 | 69 | +4 | 48 | -3 | 49 | -2 |
| Automotive | 52 | +4 | 45 | +7 | 45 | +7 | 83 | +19 | 41 | +8 | 38 | +4 | 72 | -2 | 49 | +10 | 44 | -3 | 67 | +4 | 45 | +1 | 41 | +4 | 67 | +6 | 43 | 0 | 47 | -2 |
| Transportation | 51 | +4 | 45 | +7 | 44 | +4 | 83 | +15 | 36 | -1 | 39 | +3 | 70 | -6 | 45 | +10 | 46 | +5 | 68 | +5 | 43 | +2 | 38 | +10 | 67 | +3 | 42 | -3 | 49 | 0 |
| Retail | 50 | +1 | 48 | +3 | 43 | +6 | 82 | +12 | 47 | +5 | 45 | -1 | 72 | -3 | 36 | +5 | 48 | -2 | 58 | +3 | 46 | -2 | 32 | -1 | 61 | +1 | 44 | -3 | 46 | -2 |
| Oil and gas | 48 | +5 | 39 | +2 | 40 | +11 | 84 | +16 | 32 | +6 | 36 | +8 | 70 | -3 | 39 | +10 | 41 | +4 | 68 | +5 | 41 | +1 | 35 | +7 | 66 | +7 | 36 | -2 | 41 | -1 |
| Fast food | 46 | - | 42 | - | 39 | - | 80 | - | 31 | - | 29 | - | 65 | - | 37 | - | 44 | - | 59 | - | 40 | - | 30 | - | 61 | - | 39 | - | 43 | - |
| Fashion | 45 | +2 | 42 | +1 | 33 | +5 | 80 | +12 | 33 | +4 | 29 | -1 | 66 | -8 | 34 | +11 | 39 | +3 | 63 | +5 | 42 | -4 | 34 | +2 | 61 | +4 | 37 | -3 | 42 | 0 |
| Coal | 44 | +6 | 32 | -1 | 30 | +6 | 81 | +18 | 27 | +5 | 32 | +7 | 69 | -1 | 34 | +11 | 40 | +4 | 67 | +10 | 38 | 0 | 27 | +7 | 60 | +8 | 34 | -1 | 42 | +1 |
| Private equity | 44 | +5 | 38 | +3 | 34 | +6 | 80 | +14 | 29 | +8 | 27 | +4 | 66 | -7 | 29 | +10 | 43 | +6 | 64 | +13 | 45 | +2 | 29 | +2 | 60 | +4 | 34 | +1 | 39 | +2 |

FOREIGN TRUST IN MARKETS



Percent trust in each market to do what is right in addressing climate change, excluding domestic respondents

| | Global 13 | | Brazil | | Canada | | China | | France | | Germany | | India | | Japan | | Mexico | | Saudi Arabia | | S. Africa | | S. Korea | | UAE | | UK | | U.S. | |
|--------------------------|-----------|-----|--------|-----|--------|-----|-------|-----|--------|-----|---------|-----|-------|-----|-------|----|--------|-----|--------------|----|-----------|----|----------|----|-----|-----|----|----|------|----|
| | % | +/- | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| +/- Oct 2021 to Oct 2022 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Canada | 65 | +3 | 64 | +3 | - | - | 72 | +8 | 60 | +9 | 58 | +11 | 73 | -6 | 41 | +4 | 78 | +1 | 71 | +5 | 61 | -4 | 63 | 0 | 83 | +6 | 61 | +3 | 61 | +4 |
| Germany | 62 | +3 | 57 | -1 | 52 | +9 | 76 | +4 | 60 | +9 | - | - | 73 | -5 | 43 | +3 | 72 | +1 | 75 | +9 | 60 | 0 | 62 | -1 | 80 | +5 | 54 | +4 | 47 | +4 |
| UK | 60 | +6 | 56 | +4 | 50 | +6 | 70 | +6 | 46 | +10 | 42 | +13 | 73 | -8 | 42 | +7 | 69 | +5 | 72 | +8 | 63 | +2 | 59 | +6 | 77 | +4 | - | - | 55 | +3 |
| France | 58 | +5 | 52 | +2 | 53 | +14 | 76 | +8 | - | - | 48 | +10 | 75 | -3 | 40 | +6 | 65 | +1 | 66 | +8 | 51 | -4 | 58 | +4 | 72 | +6 | 49 | +4 | 48 | +2 |
| Japan | 58 | +5 | 64 | +6 | 51 | +9 | 65 | +11 | 45 | +9 | 43 | +8 | 79 | -4 | - | - | 69 | +1 | 79 | +6 | 53 | +1 | 35 | +8 | 85 | +5 | 44 | +1 | 48 | +4 |
| U.S. | 52 | +4 | 51 | +4 | 42 | +9 | 64 | +8 | 33 | +8 | 34 | +9 | 73 | -6 | 36 | +6 | 62 | +10 | 67 | +7 | 55 | +2 | 54 | -1 | 70 | +4 | 41 | +1 | - | - |
| S. Korea | 46 | +4 | 48 | +10 | 34 | +5 | 71 | +13 | 28 | +3 | 32 | +8 | 63 | -10 | 15 | +6 | 61 | +11 | 68 | +8 | 41 | -2 | - | - | 71 | +9 | 31 | -3 | 38 | +3 |
| Brazil | 38 | +3 | - | - | 25 | +5 | 73 | +15 | 21 | +4 | 17 | +1 | 68 | -3 | 19 | +9 | 44 | +9 | 57 | +6 | 35 | -2 | 22 | 0 | 59 | +6 | 22 | -6 | 30 | -2 |
| S. Africa | 38 | +4 | 34 | +4 | 27 | +3 | 69 | +12 | 24 | +3 | 21 | +2 | 67 | -2 | 17 | +6 | 44 | +13 | 58 | +8 | - | - | 18 | -1 | 59 | +7 | 26 | -5 | 32 | +3 |
| UAE | 38 | +2 | 41 | +5 | 20 | +2 | 71 | +10 | 18 | +1 | 21 | +4 | 67 | -7 | 19 | +7 | 50 | +9 | 75 | +7 | 42 | -5 | 26 | +2 | - | - | 22 | -8 | 25 | -1 |
| Mexico | 36 | +2 | 30 | -2 | 27 | +6 | 69 | +11 | 19 | +3 | 19 | +3 | 64 | -9 | 18 | +4 | - | - | 53 | +7 | 32 | +2 | 22 | +3 | 56 | +6 | 24 | -6 | 32 | 0 |
| Saudi Arabia | 35 | +1 | 34 | +6 | 17 | +1 | 71 | +11 | 14 | -2 | 16 | -1 | 65 | -6 | 18 | +7 | 45 | +8 | - | - | 35 | -1 | 24 | +1 | 76 | +4 | 21 | -6 | 24 | 0 |
| India | 31 | +3 | 28 | +3 | 20 | +3 | 62 | +15 | 17 | +4 | 17 | +4 | - | - | 18 | +6 | 41 | +11 | 47 | +3 | 31 | -2 | 18 | -1 | 50 | +1 | 24 | -1 | 28 | -3 |
| China | 30 | +1 | 32 | +3 | 17 | 0 | - | - | 15 | +1 | 17 | +1 | 43 | -12 | 10 | +5 | 48 | +4 | 63 | +8 | 39 | +1 | 14 | +2 | 62 | +10 | 16 | -5 | 21 | -1 |

2022 Edelman Trust Barometer Special Report: Trust and Climate Change. ECO_TRU_NAT. Below is a list of countries. For each one, please indicate how much you trust that country to do what is right when it comes to addressing climate change. 9-point scale; top 4 box, trust. Question asked of half of the sample. General population, 13-mkt avg. Data excludes respondents from the market being rated.

A large, light gray, stylized number '22' serves as a background for the title. The numbers are thick and have rounded, modern shapes.

TECHNICAL APPENDIX

2022 EDELMAN TRUST BAROMETER SPECIAL REPORT: TRUST AND CLIMATE CHANGE

SAMPLE SIZE, QUOTAS, AND MARGIN OF ERROR

| Market | Weighed Sample Size ¹ | Unweighted Sample Size | Quotas Set On ³ | Margin of Error ² |
|--------------------|----------------------------------|------------------------|--------------------------------|---|
| Global 14 | 14,000 | 13,957 | Quotas set at the market level | +/- 0.8 percentage points total sample +/- 1.2 percentage points half sample |
| Brazil | 1,000 | 1,012 | Age, Gender, Region | +/- 3.1 pct pts. total sample +/- 4.4 pct pts. half sample |
| Canada | 1,000 | 1,001 | Age, Gender, Region | +/- 3.1 pct pts. total sample +/- 4.4 pct pts. half sample |
| China ⁴ | 1,000 | 1,000 | Age, Gender, Region | +/- 3.1 pct pts. total sample +/- 4.4 pct pts. half sample |
| France | 1,000 | 998 | Age, Gender, Region | +/- 3.1 pct pts. total sample +/- 4.4 pct pts. half sample |
| Germany | 1,000 | 1,000 | Age, Gender, Region | +/- 3.1 pct pts. total sample +/- 4.4 pct pts. half sample |
| India | 1,000 | 1,002 | Age, Gender, Region | +/- 3.1 pct pts. total sample +/- 4.4 pct pts. half sample |
| Japan | 1,000 | 1,001 | Age, Gender, Region | +/- 3.1 pct pts. total sample +/- 4.4 pct pts. half sample |
| Mexico | 1,000 | 1,003 | Age, Gender, Region | +/- 3.1 pct pts. total sample +/- 4.4 pct pts. half sample |
| Saudi Arabia | 1,000 | 942 | Age, Gender, Region | +/- 3.2 pct pts. total sample +/- 4.5 pct pts. half sample |
| S. Africa | 1,000 | 1,001 | Age, Gender, Region | +/- 3.1 pct pts. total sample +/- 4.4 pct pts. half sample |
| S. Korea | 1,000 | 996 | Age, Gender, Region | +/- 3.1 pct pts. total sample +/- 4.4 pct pts. half sample |
| UAE | 1,000 | 977 | Age, Gender, Region | +/- 3.1 pct pts. total sample +/- 4.4 pct pts. half sample |
| UK | 1,000 | 1,002 | Age, Gender, Region | +/- 3.1 pct pts. total sample +/- 4.4 pct pts. half sample |
| U.S. | 1,000 | 1,022 | Age, Gender, Region | +/- 3.1 pct pts. total sample +/- 4.3 pct pts. half sample |

1. Data reported on slides is weighted to the same total base size to ensure each market has an equal effect on the global total. Some questions were asked of only half of the sample.

Please refer to the footnotes on each slide for details.

2. Margin of error is calculated on the unweighted sample sizes collected.

3. There were additional quotas on ethnicity in the UK and U.S., and on nationality in the UAE and Saudi Arabia.

4. All data collected in China is from the mainland. Regions of Greater China were not surveyed.

2022 EDELMAN TRUST BAROMETER SPECIAL REPORT: TRUST AND CLIMATE CHANGE

DEFINITION OF DEVELOPED AND DEVELOPING MARKETS

Markets were classified as “developed” or “developing” based on the International Monetary Fund’s [2022 World Economic Outlook](#).

| Developed |
|-----------|
| Canada |
| France |
| Germany |
| Japan |
| S. Korea |
| UK |
| U.S. |

| Developing |
|--------------|
| Brazil |
| China |
| India |
| Mexico |
| Saudi Arabia |
| S. Africa |
| UAE |

DATA ANALYSES EXPLAINED:

HOW WE DETERMINED THE IMPACT OF PERFORMANCE ON LIKELIHOOD TO TRUST GOVERNMENT TO ADDRESS CLIMATE CHANGE

In order to examine the impact of government performance regarding climate-oriented behaviors on overall trust in government to do what is right when it comes to climate change, we first measured respondents' trust in government using this question and scoring:

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 using a 9-point scale where one means that you “do not trust them at all” and nine means that you “trust them a great deal”. *9-point scale, top 4 box = trust.*

Next, perceptions of government’s performance were scored as either doing well or not doing well along 13 dimensions (shown on the right) using the following question and scoring:

GOV_CC_PER: How well do you feel government is currently doing at each of the following? Please indicate your answer using the 5-point scale below. *5-point scale, top 2 box = doing well.*

These performance scores were incorporated into a discrete choice analysis to determine which behaviors, if done well, would provide the greatest boost in likelihood to trust government to do what is right about climate change.

The marginal effects on the likelihood to trust government associated with government performing well on the indicated behavior are displayed in the chart to the right. The coefficients for the significant drivers of trust are bolded.

| <i>Government trust drivers</i> | <i>Increased likelihood of trust</i> |
|--|--------------------------------------|
| Balancing the need to address climate change with the need to ensure our country has access to reliable and affordable energy | 10.01% |
| Developing regulations, policies and incentives that effectively get businesses to accelerate the pace at which they are reducing their greenhouse gas emissions | 7.27% |
| Coordinating with local and regional governments to execute policies and solutions to combat climate change | 7.12% |
| Subsidizing the development of new technologies that help combat climate change and its consequences | 6.69% |
| Developing a clear set of standardized measures that can be used to determine progress in the fight against climate change both for the country as a whole as well as for individual companies | 4.81% |
| Developing regulations, policies and incentives that effectively motivate people to reduce their own carbon and greenhouse gas footprints | 4.20% |
| Balancing the need to address climate change with the need to support economic recovery and growth | 4.01% |
| Making 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 | 3.59% |
| Educating people about how they can reduce their own carbon and greenhouse gas footprint | 3.21% |
| Focusing on preparing our country for living with the consequences of climate change that we will not be able to prevent or avoid | 2.49%* |
| Educating people about both the need to address climate change and the challenges and tradeoffs involved in doing so | 1.64%* |
| Treating climate change as a non-partisan issue and working across ideological divides to address the challenge | 1.46%* |
| Partnering with NGOs and business to develop and execute solutions to combat climate change | 1.40%* |

*Non-significant effect.

DATA ANALYSES EXPLAINED:

HOW WE DETERMINED THE IMPACT OF PERFORMANCE ON LIKELIHOOD TO TRUST BUSINESS TO ADDRESS CLIMATE CHANGE

In order to examine the impact of business performance regarding climate-oriented behaviors on overall trust in business to do what is right when it comes to climate change, we first measured respondents’ trust in business using this question and scoring:

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 using a 9-point scale where one means that you “do not trust them at all” and nine means that you “trust them a great deal”. *9-point scale, top 4 box = trust.*

Next, perceptions of business performance were scored as either doing well or not doing well along 16 dimensions (shown on the right) using the following question and scoring:

BUS_CC_PER: How well do you feel business is currently doing at each of the following? Please indicate your answer using the 5-point scale below. *5-point scale, top 2 box = doing well.*

These performance scores were incorporated into a discrete choice analysis to determine which behaviors, if done well, would provide the greatest boost in likelihood to trust business to do what is right about climate change.

The marginal effects on the likelihood to trust business associated with business performing well on the indicated behavior are displayed in the chart to the right. The coefficients for the significant drivers of trust are bolded.

| <i>Business trust drivers</i> | <i>Increased likelihood of trust</i> |
|--|--------------------------------------|
| Educating people about how they can reduce their own carbon and greenhouse gas footprint | 5.55% |
| Adopting science-based targets and greenhouse gas emissions reduction goals to guide their climate-change strategies | 4.52% |
| Applying any pressure necessary to ensure that their vendors, suppliers and business partners are working to reduce their impact on climate change | 4.28% |
| Inventing new products and technologies that help combat climate change | 4.13% |
| Using their influence to generate public and government support for new policies and programs designed to redress climate change | 4.12% |
| Partnering with NGOs and government to develop and execute solutions to combat climate change | 4.02% |
| Making 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 | 3.88% |
| Being willing to accept lower profits in order to make the investments necessary to do their part in the fight against climate change | 3.77% |
| Putting climate change experts in leadership positions inside their organization to help develop and inform their climate-change strategies | 3.75% |
| Making safe, effective, and reasonably priced climate-friendly products readily available | 3.32% |
| Coordinating with other businesses, and even their competitors, to develop and execute industry-level policies and solutions to combat climate change | 2.86%* |
| Educating people about both the need to address climate change and the challenges and tradeoffs involved in doing so | 2.31%* |
| Certifying and clearly labeling products or services that have a smaller carbon footprint so consumers can easily identify more climate-friendly options | 2.28%* |
| Being transparent about their impact on the environment and the effectiveness of what they are doing to reduce their greenhouse gas emissions | 1.30%* |
| Tying executive pay and compensation to meeting climate-change-related goals such as shrinking the company's carbon footprint | 0.43%* |
| Creating products and services that will help us live with the consequences of climate change that we are not able to prevent or avoid | 0.17%* |

**Non-significant effect.*

FULL TEXT FOR ANSWER CHOICES ABBREVIATED:

CLIMATE CHANGE ACTION

CLI_RFBr3. You are about to see a series of two choices. For each pair, we want you to choose the one that you are more likely to believe.

| Shortened | Full |
|---|--|
| We need to move faster to address climate change | Efforts to address climate change are moving too slowly. We need to move faster to avoid the worst consequences. |
| We need to move more slowly and make sure that we are not doing more harm than good | Efforts to address climate change are moving too quickly. We need to move more slowly and make sure that we are not doing more harm than good. |

FULL TEXT FOR ANSWER CHOICES ABBREVIATED:

CLIMATE POLICY DRIVERS

CC_CHOICEr5. You are about to see a series of two choices. For each pair, we want you to choose the one that best describes you or your beliefs.

| Shortened | Full |
|---|---|
| Climate policy in this country is driven by politics, regardless of what the science says | Climate policy in this country is driven by politics and what politicians feel they need to do and say to get votes regardless of what the science says |
| Climate policy in this country is driven by science and scientific evidence | Climate policy in this country is driven by science and scientific evidence |

FULL TEXT FOR ANSWER CHOICES ABBREVIATED:

NEED FOR INDIVIDUAL BEHAVIOR CHANGE

CLI_AWR. Please indicate how much you agree or disagree with the following statements.

| Shortened | Full |
|--|---|
| Business and governments can only do so much to address climate change; people will need to dramatically change their habits | Business and governments can only do so much to address climate change; in the end, people will need to dramatically change their way of life and their consumption habits to solve the problem |

FULL TEXT FOR ANSWER CHOICES ABBREVIATED: ACTIONS TAKEN TO REDUCE PERSONAL IMPACT ON CLIMATE CHANGE

GRE_CUR_CHG. Which of the following statements most accurately describes what you are currently doing to shrink your carbon footprint and reduce your personal impact on climate change?

| Shortened | Full |
|---|---|
| Nothing / a few things that save money or are required (net) | I am not doing anything to reduce my impact on climate change I am doing a few things to reduce my impact on climate change, but mostly because they save me money or are required by law |
| Some things that do not cost me extra money or are inconvenient | I am doing some things to reduce my impact on climate change beyond what is required by law, but only if they do not cost me extra money and are not inconvenient |
| Many things that require more cost, inconvenience or lifestyle change (net) | I am doing many things to reduce my impact on climate change even though it often means spending more money or having to deal with some inconvenience I am doing a lot to reduce my impact on climate change even though it means making significant lifestyle changes and investing a lot of money in technologies that help reduce my carbon footprint |

FULL TEXT FOR ANSWER CHOICES ABBREVIATED:

BARRIERS TO SUSTAINABLE LIFESTYLES

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 |
|---|---|
| Climate-friendly options cost more than I am willing to pay | Climate-friendly products and options cost more than I am willing to pay |
| I am unsure which options are more climate-friendly | I am often unsure which product/service options are the more climate-friendly ones |
| No institutional support: it takes too much effort | 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. |
| A lack of information about how to reduce my climate impact | A lack of information. I do not know how to go about further reducing my personal impact on climate change |
| Climate-friendly options are not readily available where I live | Climate-friendly options and products are not readily available where I live |

FULL TEXT FOR ANSWER CHOICES ABBREVIATED:

ACTIONS FOR GOVERNMENT TO BUILD TRUST

GOV_CC_PER. How well do you feel government is currently doing at each of the following? Please indicate your answer using the 5-point scale below.

| Shortened | Full |
|--|--|
| Balance climate action with our country’s energy needs | Balancing the need to address climate change with the need to ensure our country has access to reliable and affordable energy |
| Get business to reduce emissions | Developing regulations, policies and incentives that effectively get businesses to accelerate the pace at which they are reducing their greenhouse gas emissions |
| Coordinate with local governments on climate solutions | Coordinating with local and regional governments to execute policies and solutions to combat climate change |
| Subsidize new technologies that combat climate change | Subsidizing the development of new technologies that help combat climate change and its consequences |

FULL TEXT FOR ANSWER CHOICES ABBREVIATED:

ACTIONS FOR BUSINESS TO BUILD TRUST

BUS_CC_PER. How well do you feel business is currently doing at each of the following? Please indicate your answer using the 5-point scale below.

| Shortened | Full |
|---|--|
| Educate people how to reduce their own climate impact | Educating people about how they can reduce their own carbon and greenhouse gas footprint |
| Adopt science-based climate targets | Adopting science-based targets and greenhouse gas emissions reduction goals to guide their climate-change strategies |
| Ensure suppliers reduce their climate impact | Applying any pressure necessary to ensure that their vendors, suppliers and business partners are working to reduce their impact on climate change |
| Invent climate-friendly products and technologies | Inventing new products and technologies that help combat climate change |

FULL TEXT FOR ANSWER CHOICES ABBREVIATED:

CLIMATE SOLUTIONS AND INFORMATION ACCESS

CLI_AGR_UND. Please indicate how much you agree or disagree with the following statements.

| Shortened | Full |
|--|--|
| There is not enough reporting in the media about solutions to climate change | There is not enough reporting in the media about what can be done to fight climate change and address its consequences |
| It is too difficult to find trustworthy information about climate change | It is more difficult than it should be to find trustworthy information about climate change |
| It is almost impossible to find climate change information I can easily understand | It is almost impossible to find information about climate change that I can easily understand |

FULL TEXT FOR ANSWER CHOICES ABBREVIATED:

GREEN CHOICES

CC_PER_AGR. Please indicate your level of agreement with the statements below using a nine-point scale where one means “strongly disagree” and nine means “strongly agree”.

| Shortened | Full |
|---|--|
| Companies should stop advertising products or encouraging activities that are bad for the environment | If we are to bring climate change under control, companies will have to stop creating advertising that actively encourages people to buy products or engage in activities that are bad for the environment |

CLI_AGR_UND. Please indicate how much you agree or disagree with the following statements.

| Shortened | Full |
|--|---|
| Products should have a label or QR code that allows people to easily see its environmental impact, as rated by an independent agency | All products sold in this country should have a QR code or some other label, issued by an independent rating agency, that allows people to quickly and easily see what the environmental impact of making and using that product is |

FULL TEXT FOR ANSWER CHOICES ABBREVIATED:

NGO PARTNERSHIP

CLI_RFBr2. You are about to see a series of two choices. For each pair, we want you to choose the one that you are more likely to believe.

| Shortened | Full |
|--|--|
| The best way for environmental NGOs to increase their impact is to work in close partnership with corporations to reduce their impact on the environment | The best way for environmental NGOs to increase their impact and effectiveness is to enhance their collaborations with corporations, working in close partnership with them to reduce their impact on the environment |
| The best way for environmental NGOs to increase their impact is to be more militant in holding corporations accountable | The best way for environmental NGOs to increase their impact and effectiveness is to be more aggressive and even militant in holding corporations accountable for their behavior, and in disrupting corporate projects that will be harmful to the environment |

FULL TEXT FOR ANSWER CHOICES ABBREVIATED: EFFECTIVE CLIMATE CHANGE SOLUTIONS

ECO_TRU_SOL. For each of the strategies listed below, please rate how effective you think it is or would be in combating climate change.

| Shortened | Full |
|---|---|
| Protect and restore natural habitats | Protecting and restoring natural habitats; planting more trees and increasing biodiversity |
| Invest in clean, renewable energy sources | Investing more in clean, renewable energy sources such as wind, solar, and geothermal |
| Develop carbon reduction solutions, products and technologies | Developing carbon reduction solutions, products and technologies in specific industries (e.g., aviation, shipping, trucking, manufacturing, etc.) |
| Developed countries financing climate initiatives in developing countries | Developed countries helping to finance global climate initiatives and projects in developing countries |
| Individuals changing their behaviors and consumption patterns | Individuals changing their behaviors and consumption patterns in ways that significantly reduce their personal carbon footprints |
| International government treaties that work to combat climate change together | International treaties like The Paris Agreement where governments agree to work together to combat climate change |

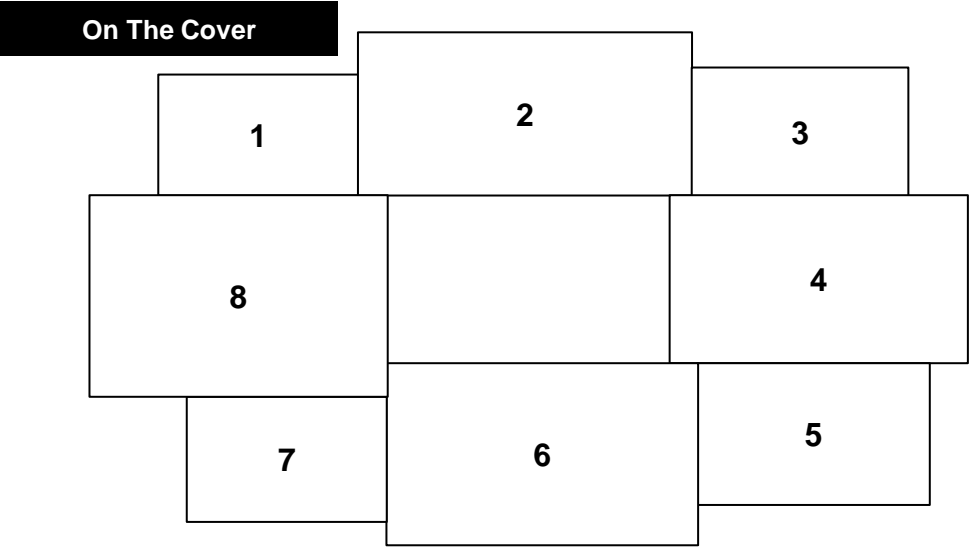
FULL TEXT FOR ANSWER CHOICES ABBREVIATED: CLIMATE SOLUTION BENEFITS

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? (Please select one response for each.)

| Shortened | Full |
|---|---|
| Development of important new technologies | The development of important new technologies |
| Our long-term health | The long-term health of our country's citizens |
| Our country's global competitiveness | Our country's ability to compete globally |
| Job creation | Job creation and the availability of high-quality, good paying jobs |
| Our country's energy security | Our country's energy security (the ability to ensure that our country will always have the energy it requires to meet the needs of its people and businesses) |
| My health and wellbeing | My health and wellbeing |
| My children's quality of life | The quality of life my children and grandchildren will have |
| My personal comfort | My personal comfort (being warm in winter, cool in summer, full access to hot water) |
| My ability to travel | My ability to travel when, where, and by the means I want to |
| Gas and energy prices | Gas and energy prices |

COVER IMAGE CREDITS

- 1. **Historical Drought in France: Drop in Yields of Sunflower Crops:** *Alain Pitton/NurPhoto via Getty Images*
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SLIDE 3 IMAGE CREDITS

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