

End Climate Change,  
Start Climate  
of Change

**#CLIMATE  
OF CHANGE**

# Pan-European Survey

**Main multi-country results**



Co-funded by  
the European Union



05 February 2021

# Introduction

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- The pan-European “End Climate Change, Start Climate of Change” #ClimateOfChange campaign, funded by the European Commission, aims to engage young Europeans in understanding the complex relationships between climate change and migration.
- Ipsos was commissioned to conduct a survey feeding into the [www.climateofchange.info](http://www.climateofchange.info) campaign, targeting young people of 15 to 35 years old. Between 29 October and 19 November 2020, in total 22,377 interviews were completed across 23 countries (see section 1 for more information on the methodology).
- The survey explores young Europeans’:
  - views on the issues of climate change and sustainability (see Chapter 2);
  - perceptions of migration in general and awareness and opinions about climate migration (Chapter 3);
  - level of engagement in tackling issues of climate change, sustainability and migration (Chapter 4);
  - readiness to act and whether there is a gap between perceptions and actions (Chapter 5);
  - and media-use in general and in relation to the topic, including their level of engagement on social-media (Chapter 6).
- This presentation presents the findings from the ‘Main multi-country report’. Separate country-level reports are available that focus on country-level findings.
- For the full results at country and socio-demographic level, please refer to the data tables provided separately.

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- 6. The gap between perceptions and actions**
- 7. Media – The power of media in communicating on these issues**

**1.**

# Methodology

# Methodology

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## Survey mode

The survey was conducted using computer-assisted web interviewing (**CAWI**) in all countries except Malta and Cyprus.

In the latter two countries, central location interviewing was applied.



## Target group

Representative sample of the population of **15-35 years old**, in **23 European countries** (see next slide for country overview).

In total **22,377 interviews** were completed across countries.



## Fieldwork duration

Fieldwork was conducted between **29 October and 19 November 2020**.

## Net sample sizes

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Country	Sample size	Country	Sample size
Austria (AT)	1,019	Italy (IT)	1,012
Belgium (BE)	1,017	Latvia (LV)	1,021
Bulgaria (BG)	1,020	Lithuania (LT)	1,022
Croatia (HR)	1,021	Malta (MT)	503
Cyprus (CY)	502	Netherlands (NL)	1,005
Czechia (CZ)	1,020	Poland (PL)	1,020
Estonia (EE)	1,023	Portugal (PT)	1,022
France (FR)	1,018	Romania (RO)	1,020
Germany (DE)	1,008	Slovakia (SK)	1,021
Greece (EL)	1,030	Slovenia (SI)	1,017
Hungary (HU)	1,020	Spain (ES)	1,016
Ireland (IE)	1,000	TOTAL (EU23)	22,377

# Sample profile I

Gender	
Male	50%
Female	49%
Non-binary	1%

Age	
15 – 19 years	21%
20 – 24 years	22%
25 – 29 years	25%
30 – 35 years	32%

Education level (ISCED level)	
Low (0-2)	10%
Medium (3-4)	46%
High (5-8)	44%

Work status	
Employed (Active)	50%
Self-employed (Active)	5%
Unemployed but looking for a job (Active)	8%
Unemployed and not looking for a job (Inactive)	1%
Long-term sick or unfit for work (Inactive)	1%
Housewife / Homemaker (Inactive)	4%
Pupil / Student / In education (Inactive)	27%
Studying in combination with a part-time job (Active)	3%
Active / Inactive	
Active	67%
Inactive	33%

## Sample profile II

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Urbanisation level	
Rural area or village	28%
Small or middle-sized town	41%
Large town	31%

Household size (adults and children)	
1 persons	11%
2 persons	25%
3 persons	26%
4+ persons	38%

Born in country of residence	
Yes	95%
No	5%

Religiosity	
Religious or spiritual	45%
Non-religious or non-spiritual	55%

Voted in any political election in last 3 years	
Yes	71%
No, did not vote in an election	18%
No, because was not old enough to vote	11%

## Interpreting the data

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- The sample was weighted in each country based on age, gender and region. In addition, the overall level results were weighted based on countries' population size. The latter results are reported in this report as 'EU23' results.
- All statistical differences cited are statistically significant unless otherwise mentioned. Statistical significance is calculated at the 95% confidence level, meaning that the null hypothesis of no difference has been rejected at 5% probability level.
- Where results do not sum to 100 or the 'difference' appears to be +/-1 more/less than the actual, this may be due to rounding.
- The bars in charts take into account decimals, explaining small differences in the length of bars showing the same percentage.

# 2.

## Key Findings

# Key findings

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## Views on the issues of climate change and sustainability

- Young Europeans consider climate change and environmental degradation as top priorities. Immigration is deemed of less concern.
- Concern about climate change is reflected in the importance young Europeans attach to specific United Nations' Sustainable Development Goals.
- Not only are young Europeans relatively concerned about climate change compared to other major issues facing the world, they are also worried in absolute terms.
- Young Europeans' concern about climate change coincides with a fairly high knowledge and awareness about the issue.
- The fact that young Europeans worry about climate change is reflected by their strong support for government action and their willingness to take responsibility themselves.
- Young Europeans think more economically developed rich countries carry an important responsibility in addressing the effects of climate change, although many think this is a shared responsibility of both rich and less economically developed poor countries.
- The survey findings suggest that young Europeans are in favour of a different, more sustainable economic model, both in their country and the world

# Key findings

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## Perceptions of migration in general and awareness and opinions about climate migration

- Young Europeans' opinion on migration are divided.
- Awareness of the term "climate migration" is low and it is not considered a main driver for migration.
- Young Europeans tend to believe that climate migrants should have the same legal protection as people fleeing war or persecution.

## Engagement and actions – How engaged are young people in tackling issues of climate change, sustainability and migration?

- Young Europeans appear quite willing to change their lifestyle habits.
- A sizeable proportion of young Europeans is motivated to live sustainably, even if many see a limited role for themselves.
- Those who are more motivated to live sustainably are more likely to recognise some of the potential downsides of the current economic model.
- Broadly speaking, more motivated young Europeans seem to be more engaged in taking action and are more likely to think these actions actually have an impact.

## Media-use in general and in relation to the topic, including their level of engagement on social-media

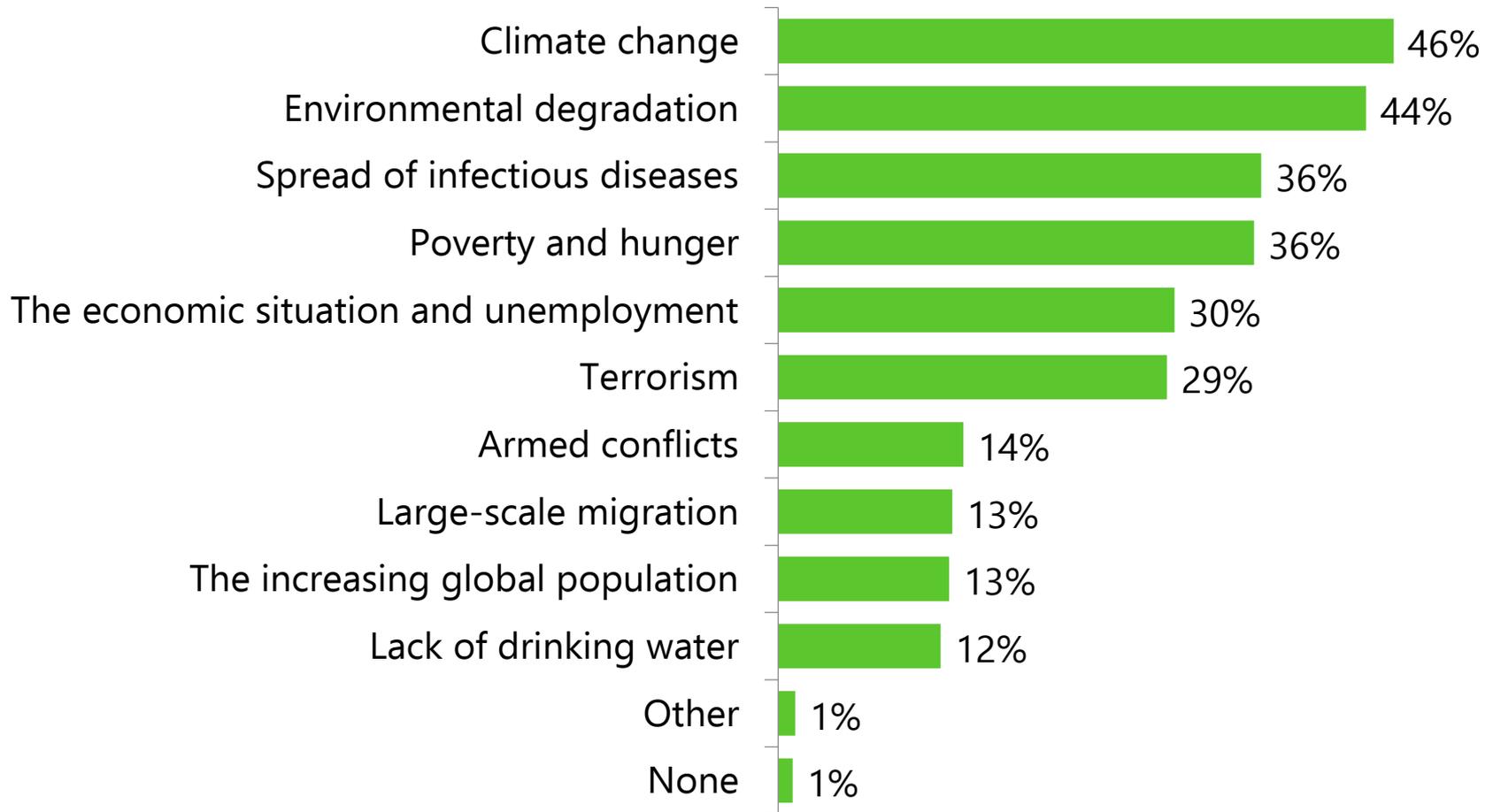
- Virtually all young Europeans are online, but TV remains a powerful communicator.
- Engagement on social media on the topics of climate change, migration and climate migration is substantial.

# 3.

**Perceptions – What are young people's views on the issues of climate change and sustainability?**

# Climate change is a top priority – even in the midst of the COVID-19 pandemic. Migration is a less salient issue.

**Which of the following do you consider to be the most serious problems facing the world as a whole?**

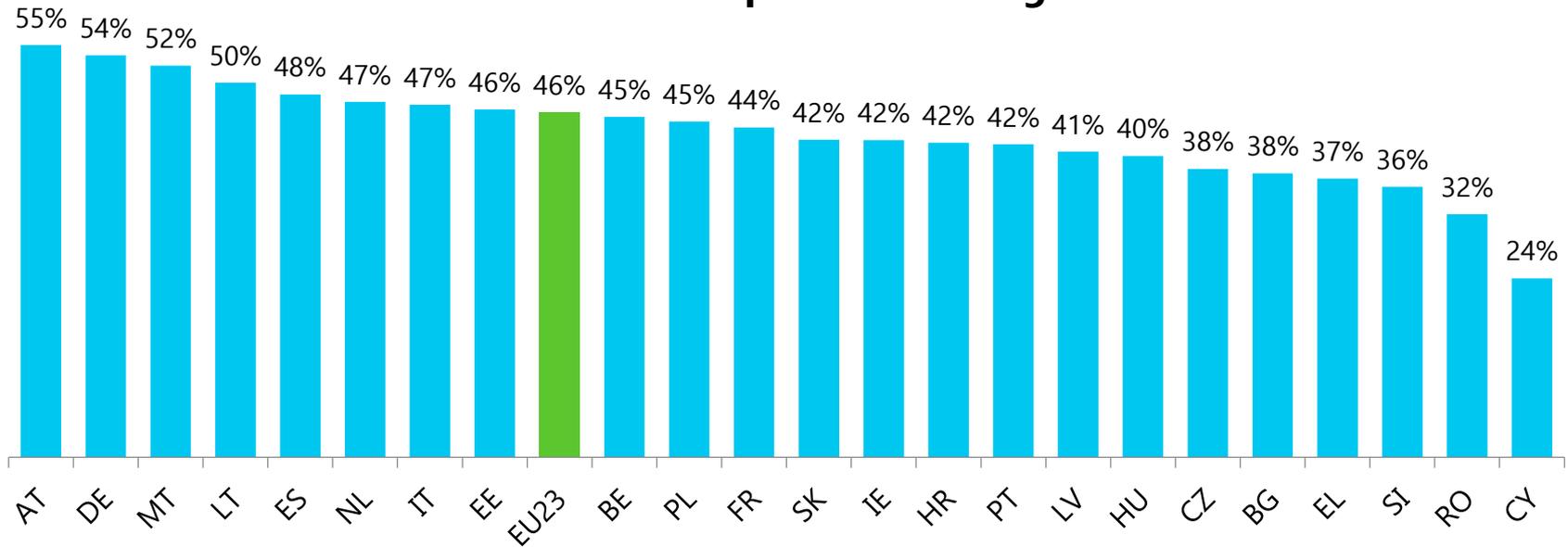


Q1. Which of the following do you consider to be the most serious problems facing the world as a whole? Please select up to three answers..

Base: All respondents (n=22,377)

# Concern about climate change, by country

**% who consider climate change to be among the three most serious problems facing the world**

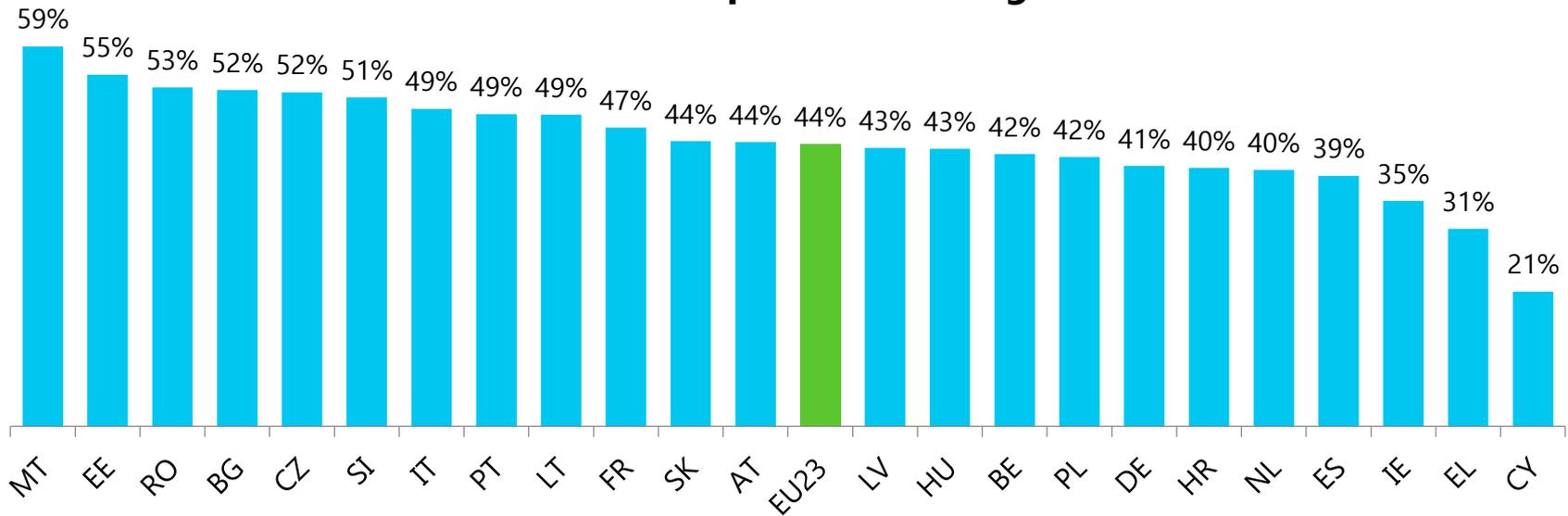


Q1. Which of the following do you consider to be the most serious problems facing the world as a whole? Please select up to three answers. % of those who answered "Climate change."

Base: All respondents (n=22,377)

# Concern about environmental degradation, by country

## % who consider environmental degradation to be among the three most serious problems facing the world

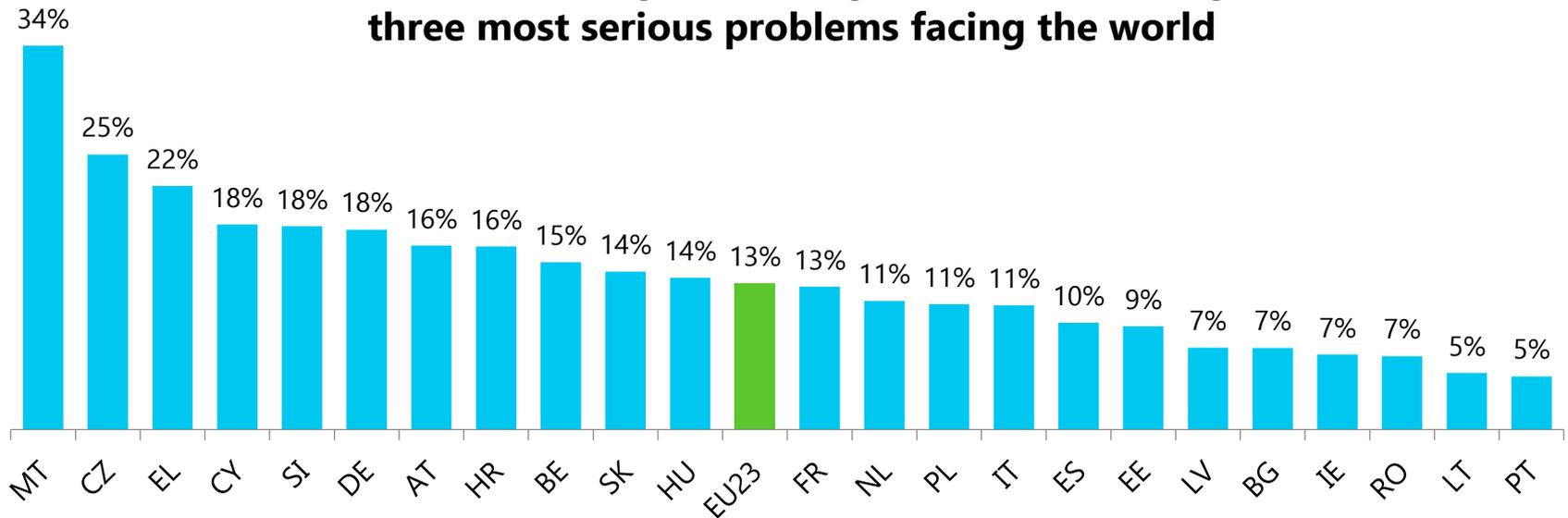


Q1. Which of the following do you consider to be the most serious problems facing the world as a whole? Please select up to three answers. % of those who answered "environmental degradation"

Base: All respondents (n=22,377)

# Concern about large scale-migration, by country

**% who consider large-scale migration to be among the three most serious problems facing the world**

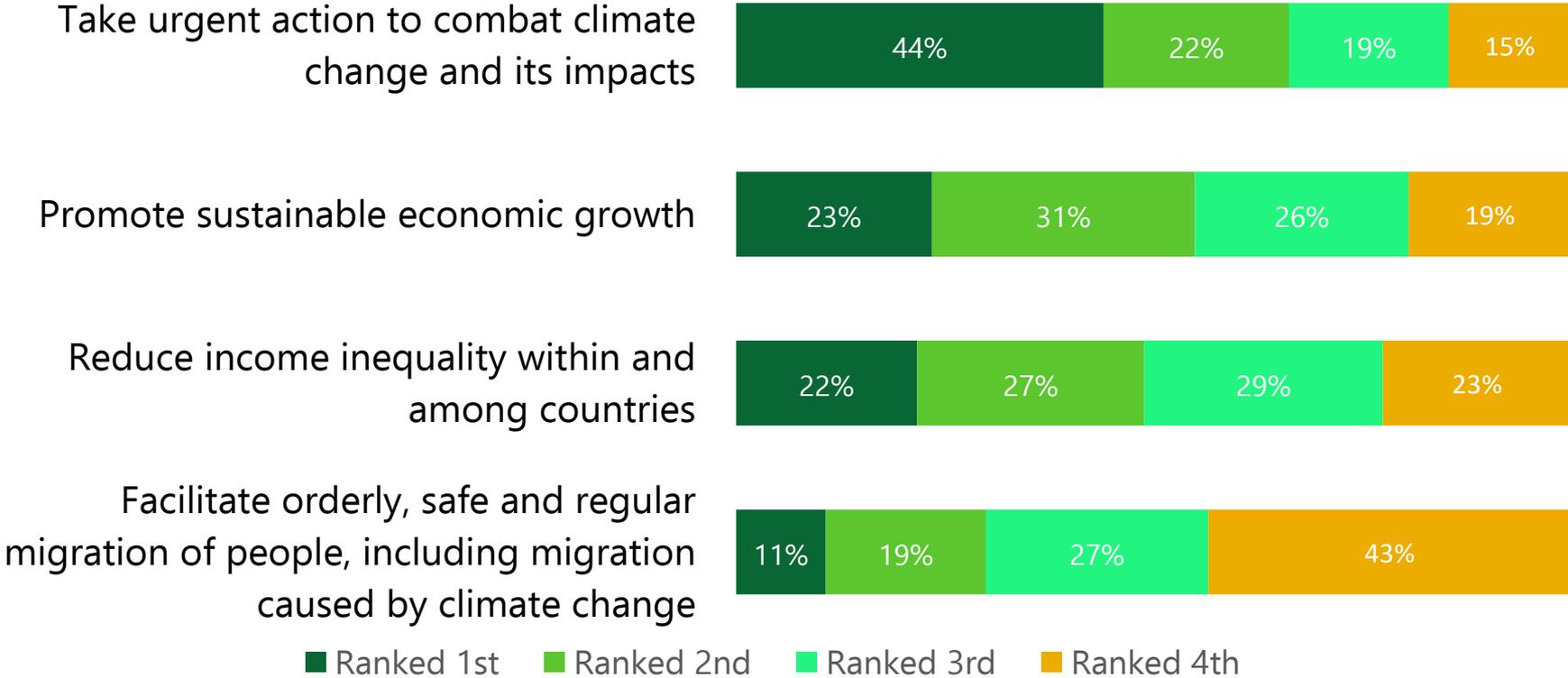


Q1. Which of the following do you consider to be the most serious problems facing the world as a whole? Please select up to three answers. % of those who answered "large-scale migration".

Base: All respondents (n=22,377)

# Amongst the United Nations' Sustainable Development Goals taking action to tackle climate change is seen as most important

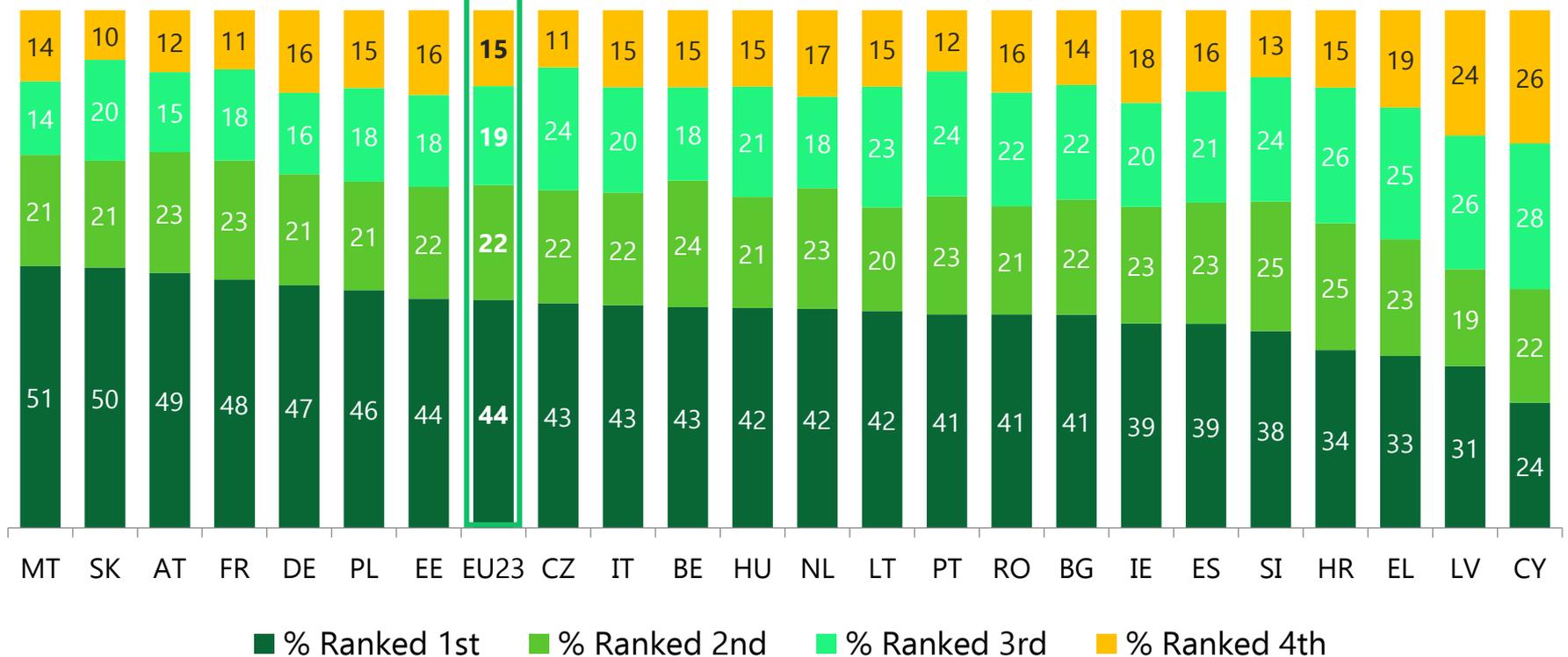
## Perceived Importance of SDGs



Q3. In 2015, world leaders agreed to 17 goals for a better world by 2030. Goals include ending poverty, fighting inequality and stopping climate change. They are referred to as the United Nations' Sustainable Development Goals. Below are some actions based on these goals. Please rank them in order of what you think is most important where '1' is the most important priority and '4' is the least important priority.  
Base: All respondents (n=22,377)

# Perceptions of United Nations' SDG on climate change, by country

## Importance – 'Take urgent action to combat climate change and its impacts'

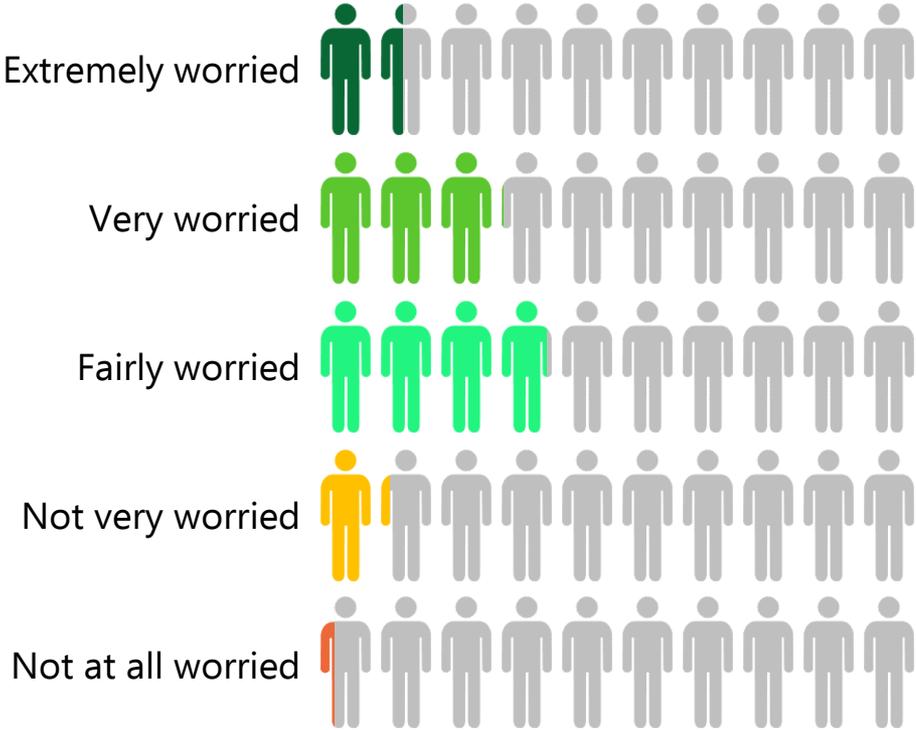


Q3\_1 Importance - Take urgent action to combat climate change and its impacts.  
 Base: All respondents (n=22,377)

# Almost half (46%) of young Europeans are extremely or very worried about climate change

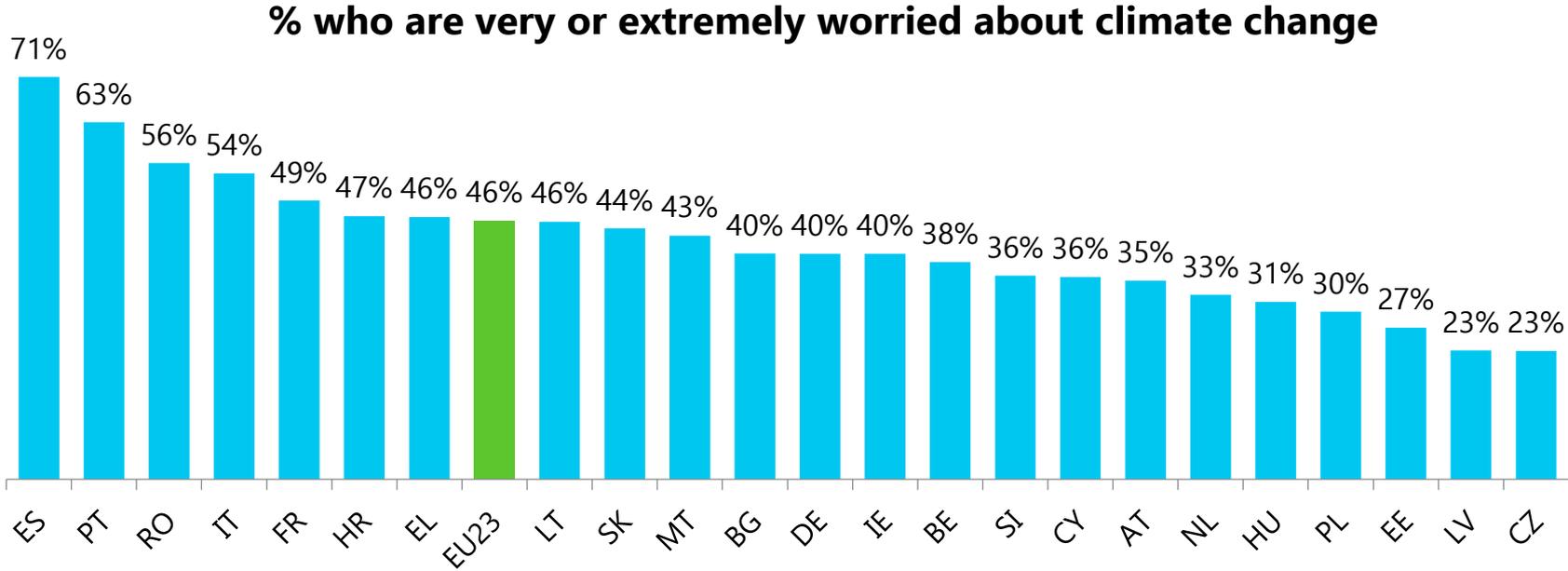
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## How worried, if at all, are you about climate



Q7. How worried, if at all, are you about climate change?  
Base: All respondents (n=22,377)

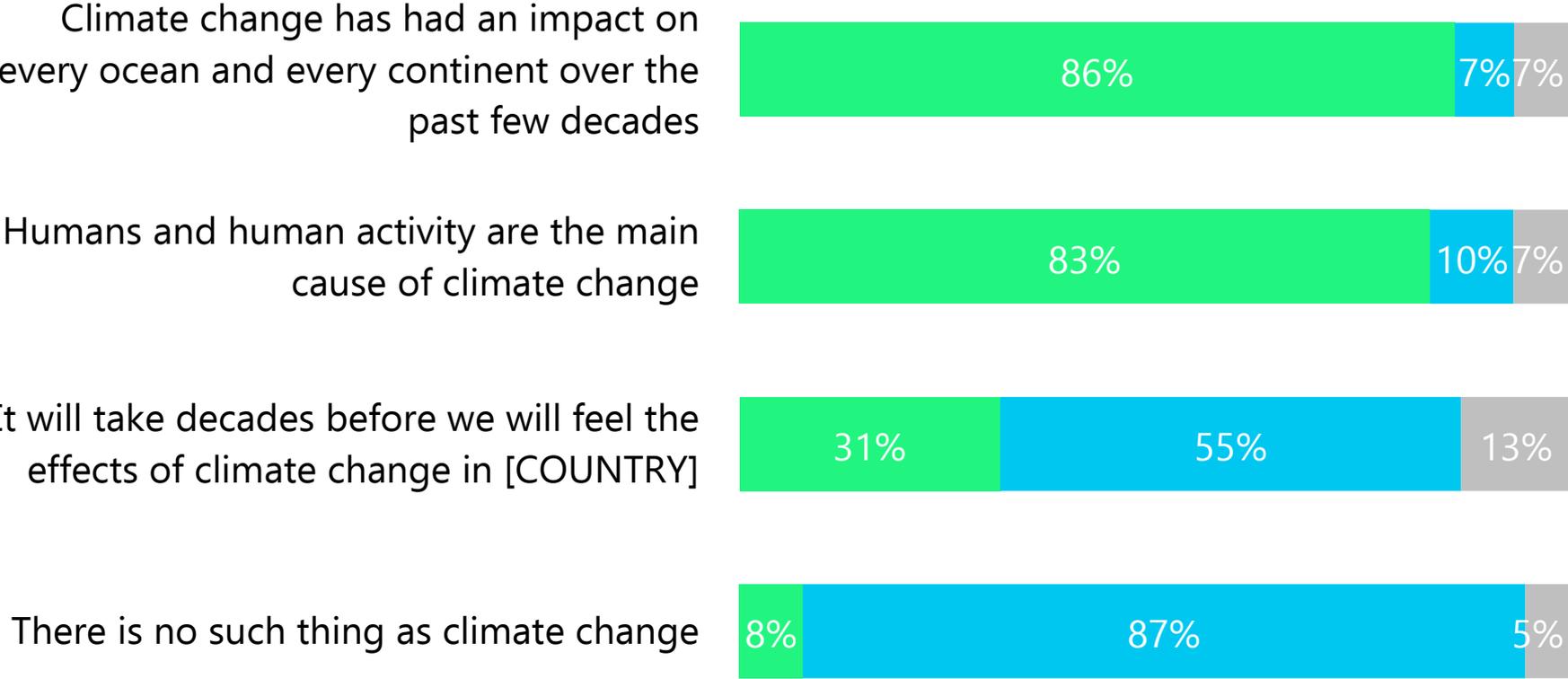
# In some countries in Southern Europe as well as Romania, more than half are very/extremely worried about climate change



Q7. How worried, if at all, are you about climate change? % for very + extremely worried combined  
Base: All respondents (n=22,377)

# Few deny that climate changes exists. The majority of young Europeans are aware that climate change is a global phenomenon

## In your opinion, is each of the following statements concerning climate change true or false?

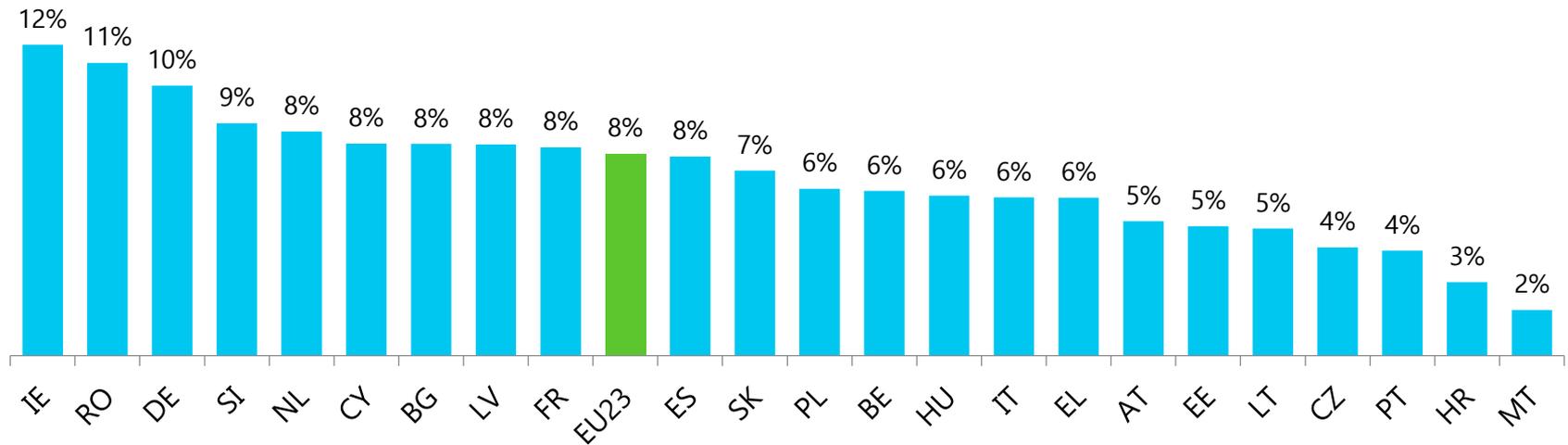


■ True ■ False ■ Don't know

Q8. In your opinion, is each of the following statements concerning climate change true or false?  
Base: All respondents (n=22,377)

# Do not believe in climate change, by country

## % who believe "there is no such thing as climate change"

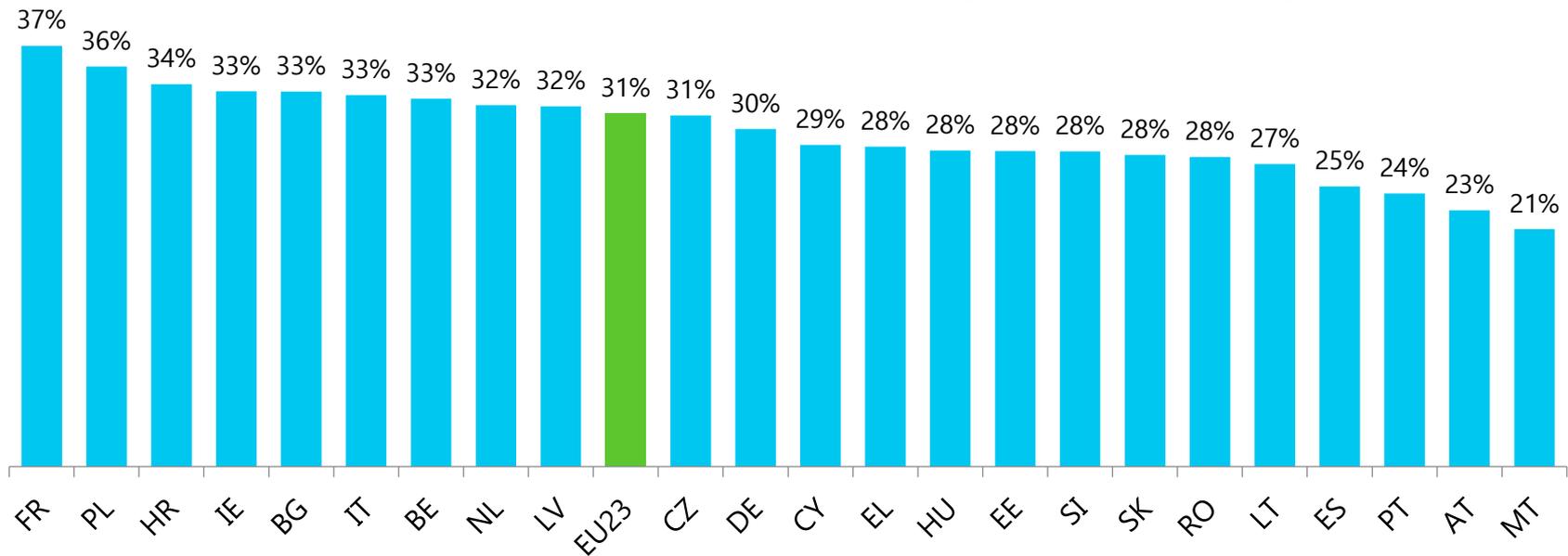


Q8. In your opinion, is each of the following statements concerning climate change true or false? % who answer "true" to "there is no such thing as climate change"

Base: All respondents (n=22,377)

# Perceived effects of climate change in own country

## % who believe it will take decades before they will feel the effects of climate change in their country



Q8. In your opinion, is each of the following statements concerning climate change true or false? % who answer "true" to "it will take decades before we will feel the effects of climate change in [COUNTRY]"

Base: All respondents (n=22,377)

# Most young Europeans think that climate change will affect them personally

## Agreement with statements

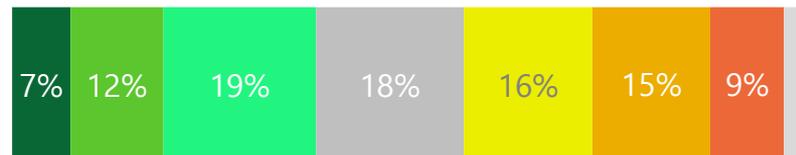
Total agree

Climate change is likely to have a big impact on people like me



65%

The impacts of climate change are mostly going to be felt in other countries



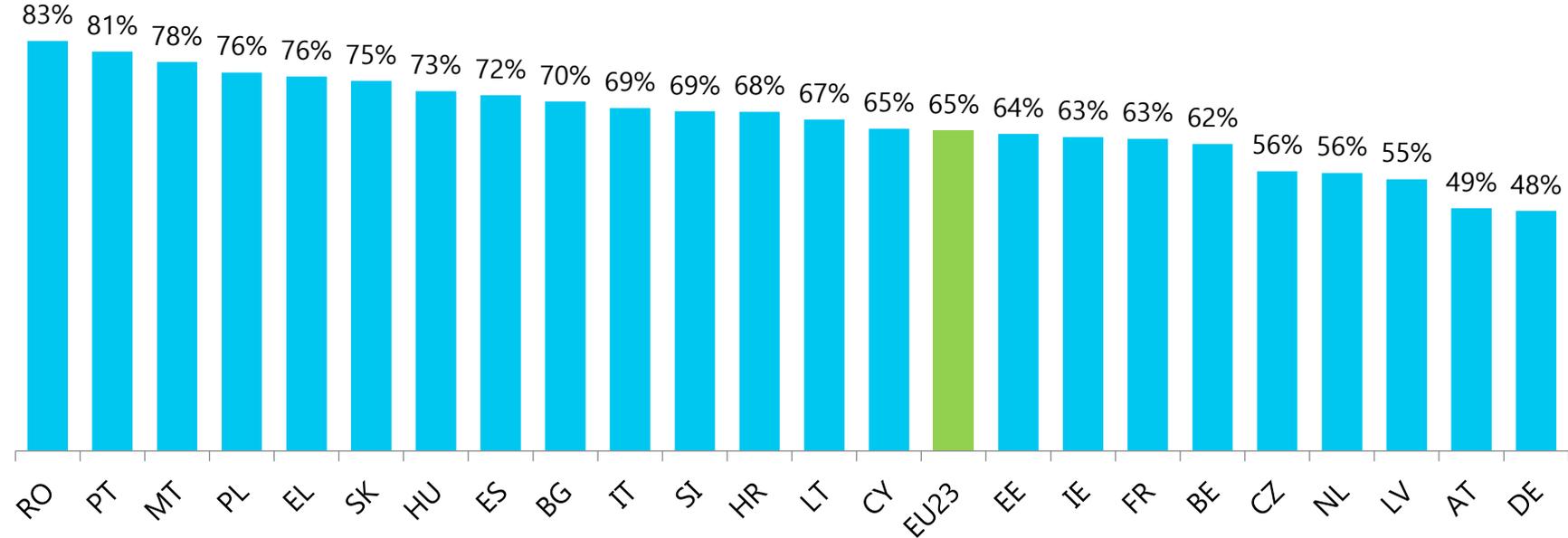
38%

- Strongly agree
- Agree
- Tend to agree
- Neutral
- Tend to disagree
- Disagree
- Strongly disagree
- Don't know

Q9. To what extent do you agree or disagree with the following statements?  
Base: All respondents (n=22,377)

# Young Eastern and Southern Europeans substantially more likely to think that climate change will have a big impact on them personally

**% who agree 'Climate change is likely to have a big impact on people like me'**



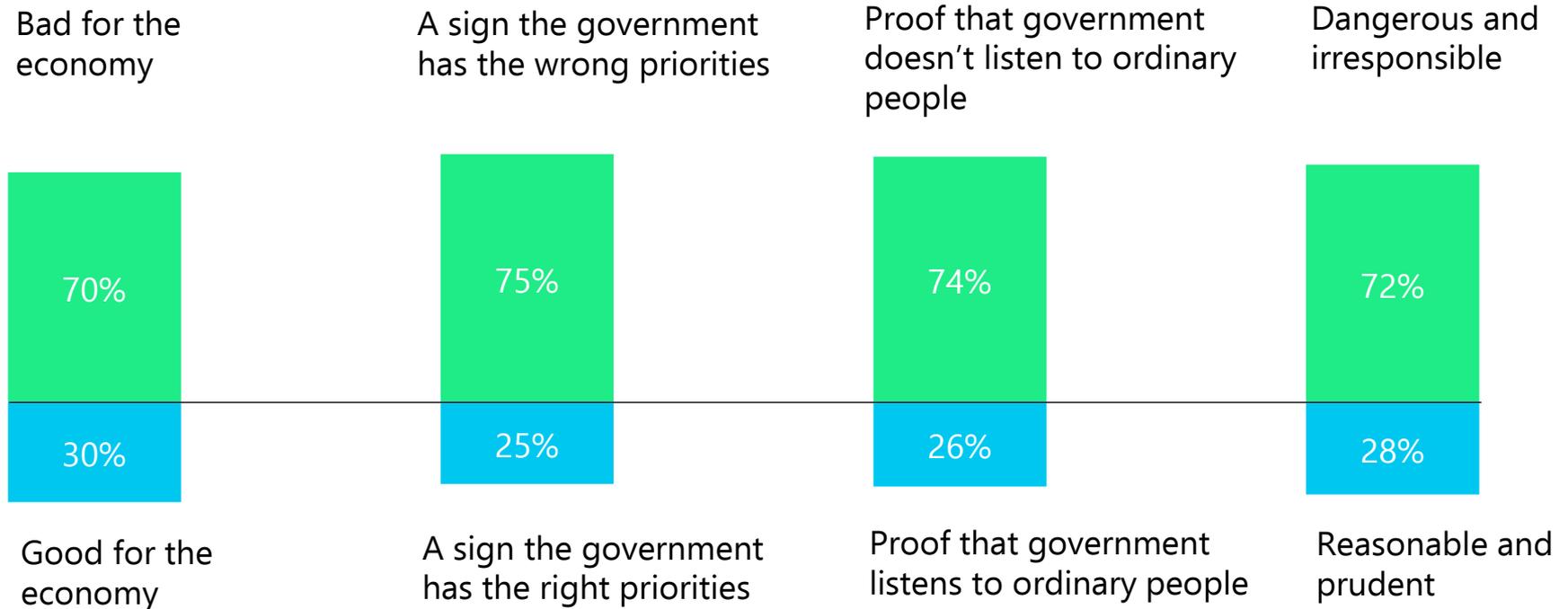
Q9. To what extent do you agree or disagree with the following statements? % who agree (strongly agree + agree + tend to agree) with the statement "Climate change is likely to have a big impact on people like me"

Base: All respondents (n=22,377)

# There is a strong support for government action to tackle climate change

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## If government plans do not tackle pollution and climate change, this is...



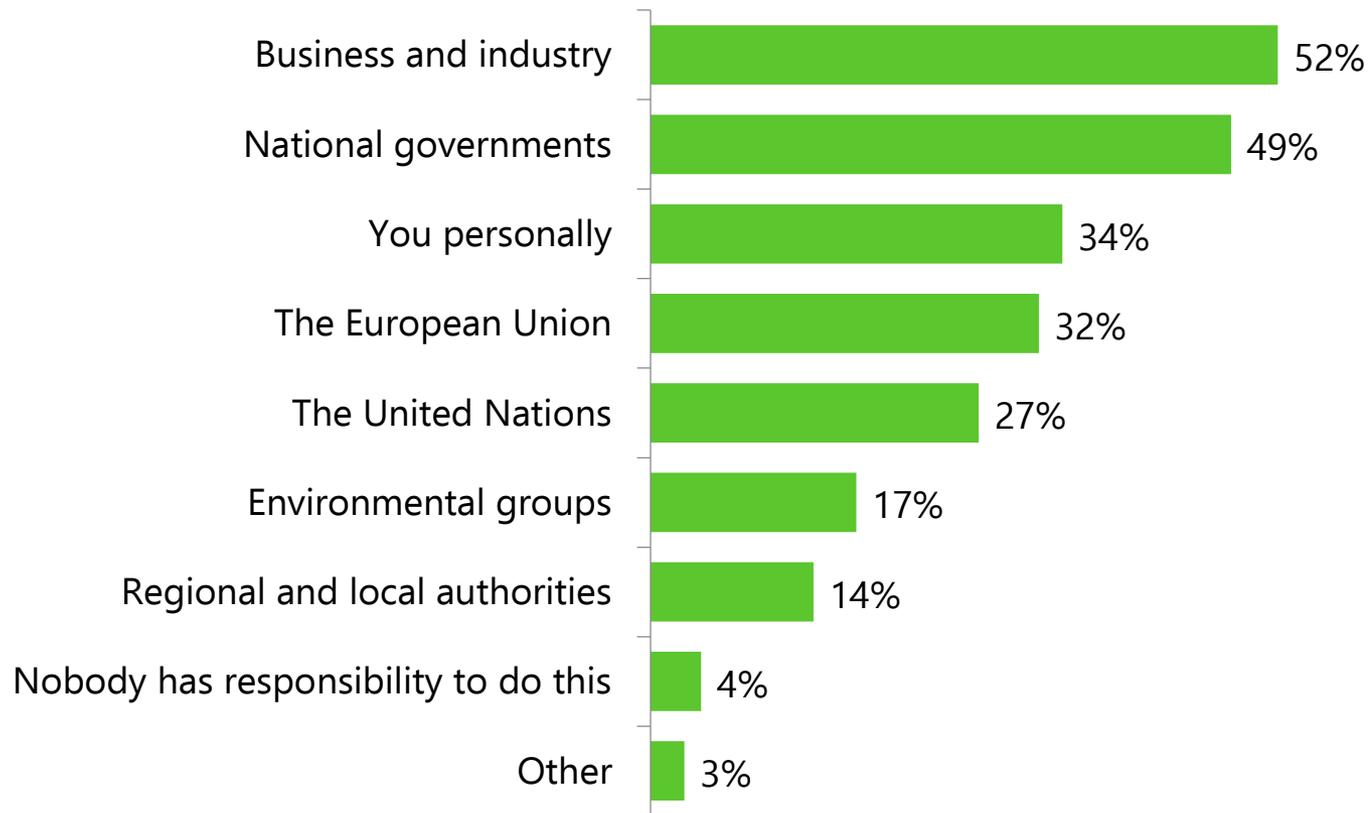
Q12. If government plans do not tackle pollution and climate change, how would you describe this on balance? - Please choose the statement from each pair that best reflects your view.

Base: All respondents (n=22,377)

# Young Europeans feel a personal responsibility- a third say they themselves are mainly responsible for tackling climate change

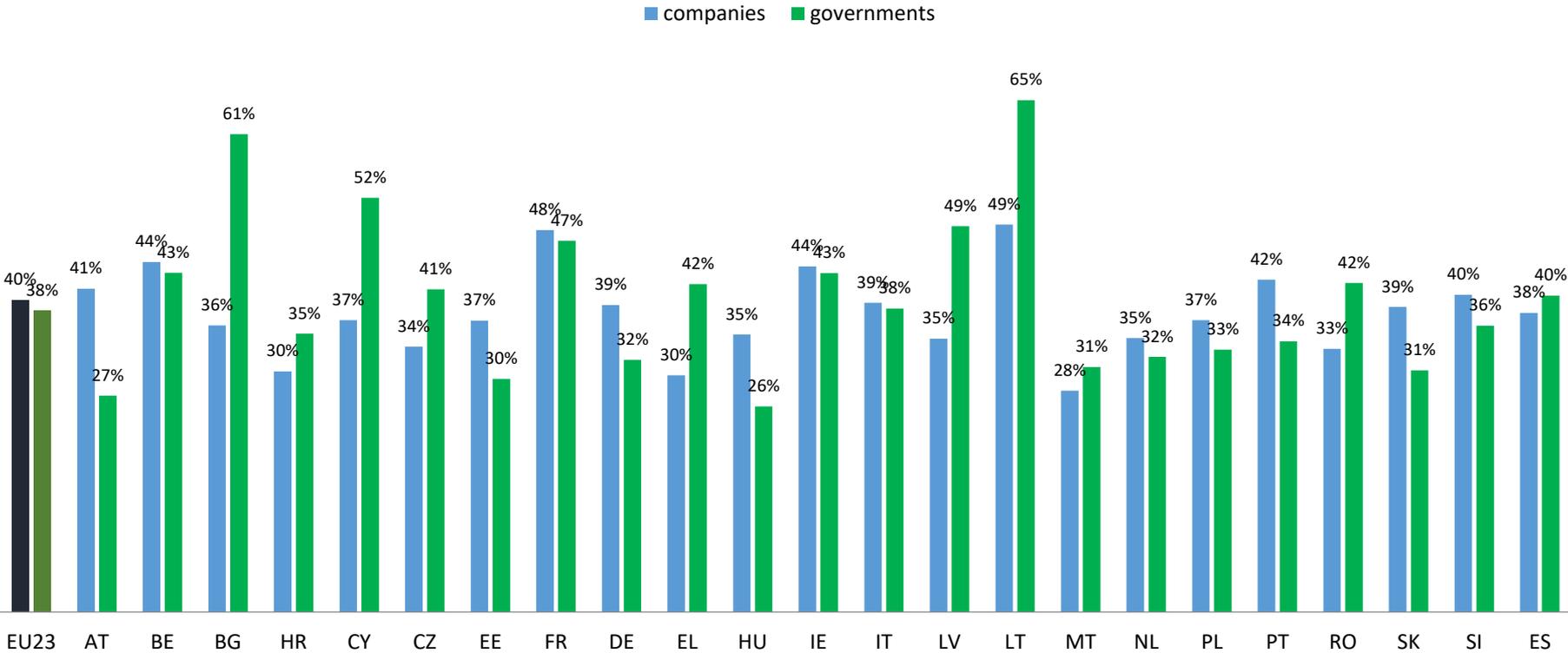
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## Who is mainly responsible for tackling climate change?



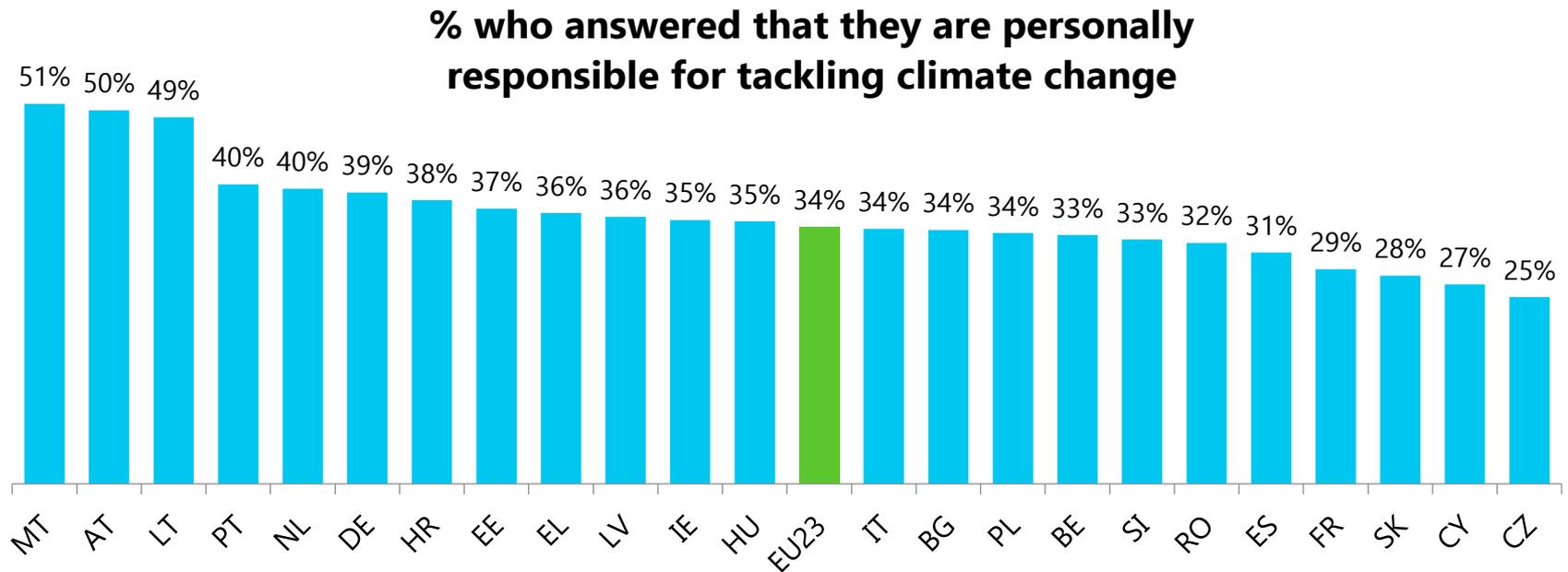
Q10. In your opinion, who is mainly responsible for tackling climate change? Please select up to three answers.  
Base: All respondents (n=22,377)

# Proportion of those who answered positively to who is mainly responsible for sustainability with reference to business and governments by country



Q6. (n=22,377)

# Personal responsibility for tackling climate change, by country

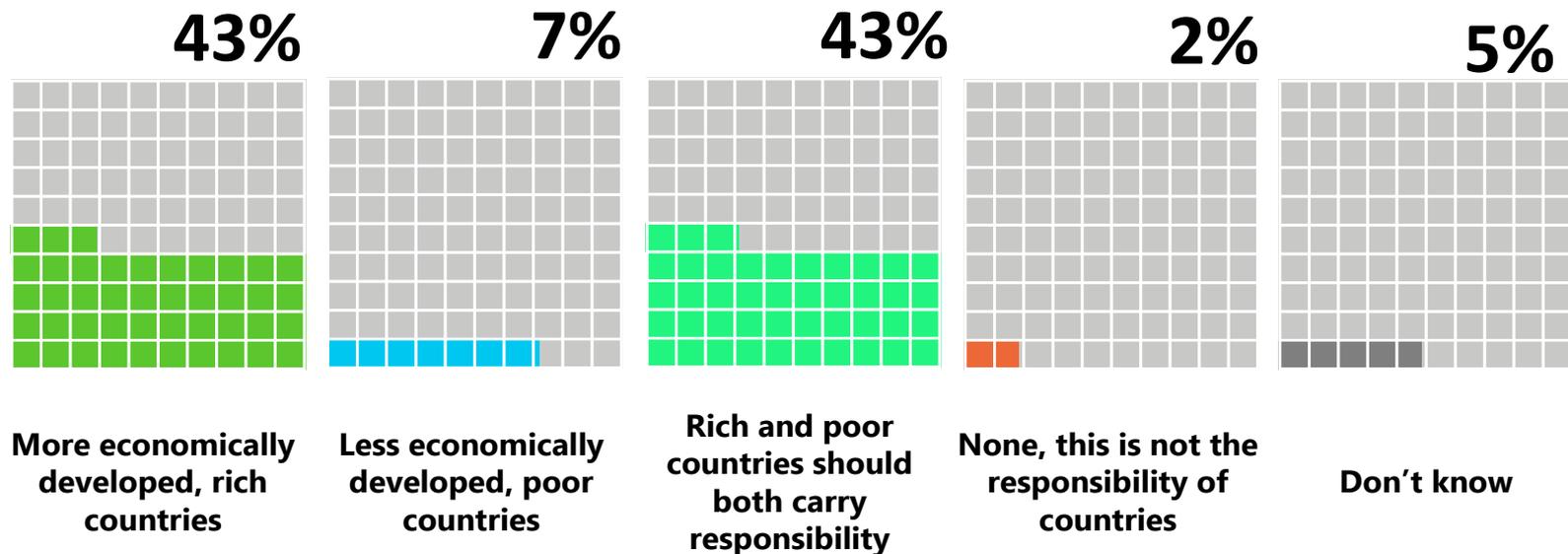


Q10. In your opinion, who is mainly responsible for tackling climate change? Please select up to three answers. % who answered "You personally"

Base: All respondents (n=22,377)

Young Europeans are split between believing that more economically developed, rich countries should be the ones to make the most effort to reduce the effects of climate change and those that think this should be a shared responsibility of both more economically developed rich and less economically developed poor countries

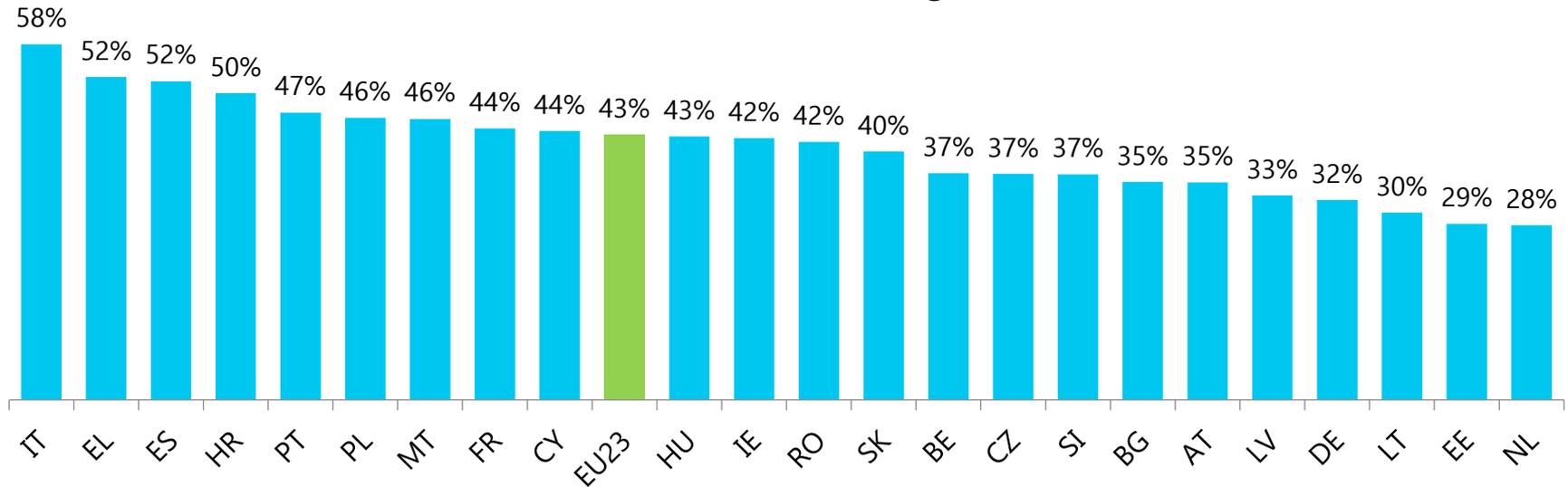
**Which countries should make the most efforts to reduce the effects of climate change?**



Q11. In your view, which countries should make the most economic and political efforts to reduce the effects of climate change, if any?  
Base: All respondents (n=22,377)

# Views on responsibility of more economically developed rich and less developed poor countries for tackling climate change, by country

**% who thinks that more economically developed, rich countries should make the most economic and political efforts to reduce the effects of climate change**

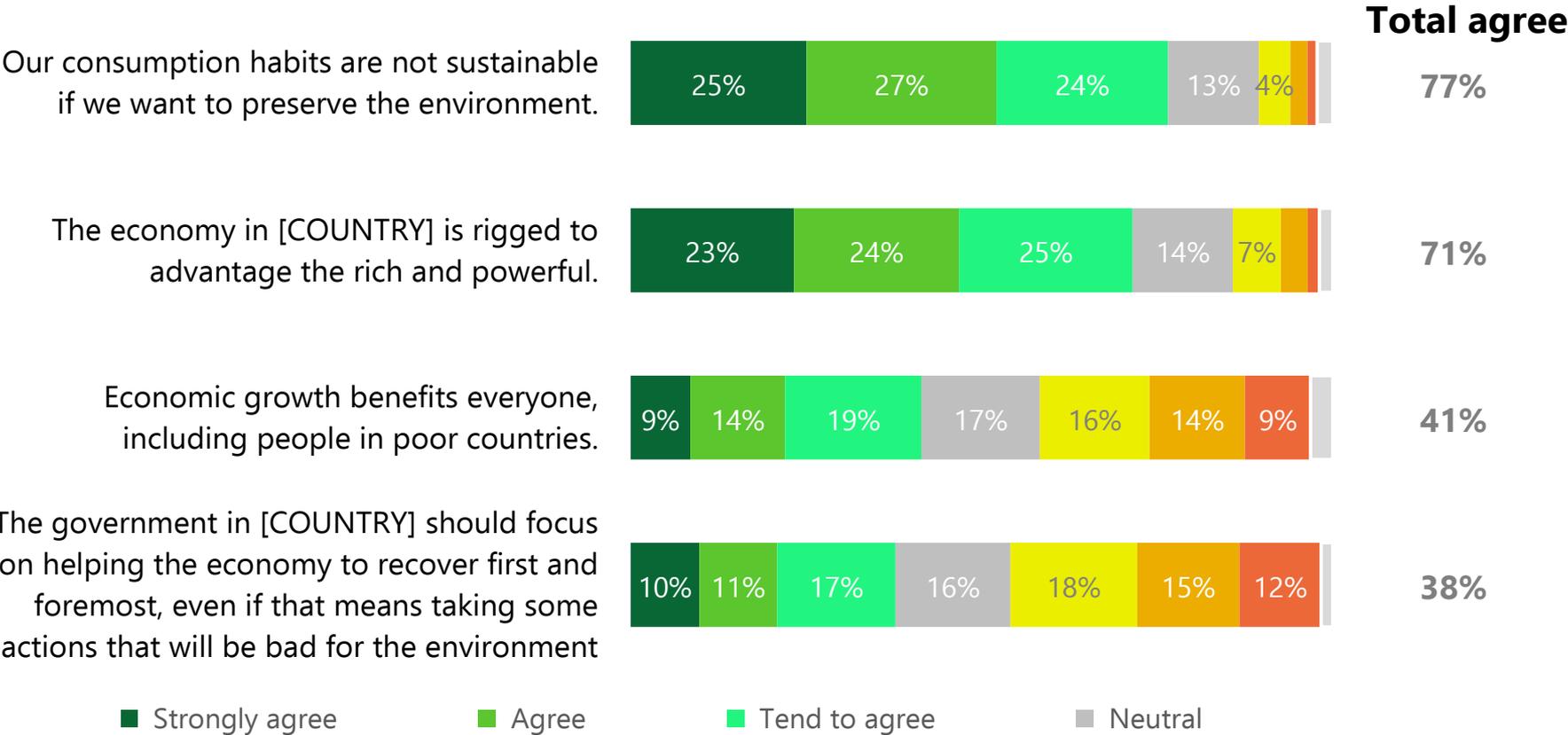


Q11. In your view, which countries should make the most economic and political efforts to reduce the effects of climate change, if any? % who answered 'More economically developed, rich countries'

Base: All respondents (n=22,377)

# Young Europeans appear to support a fairer, more sustainable economic model.

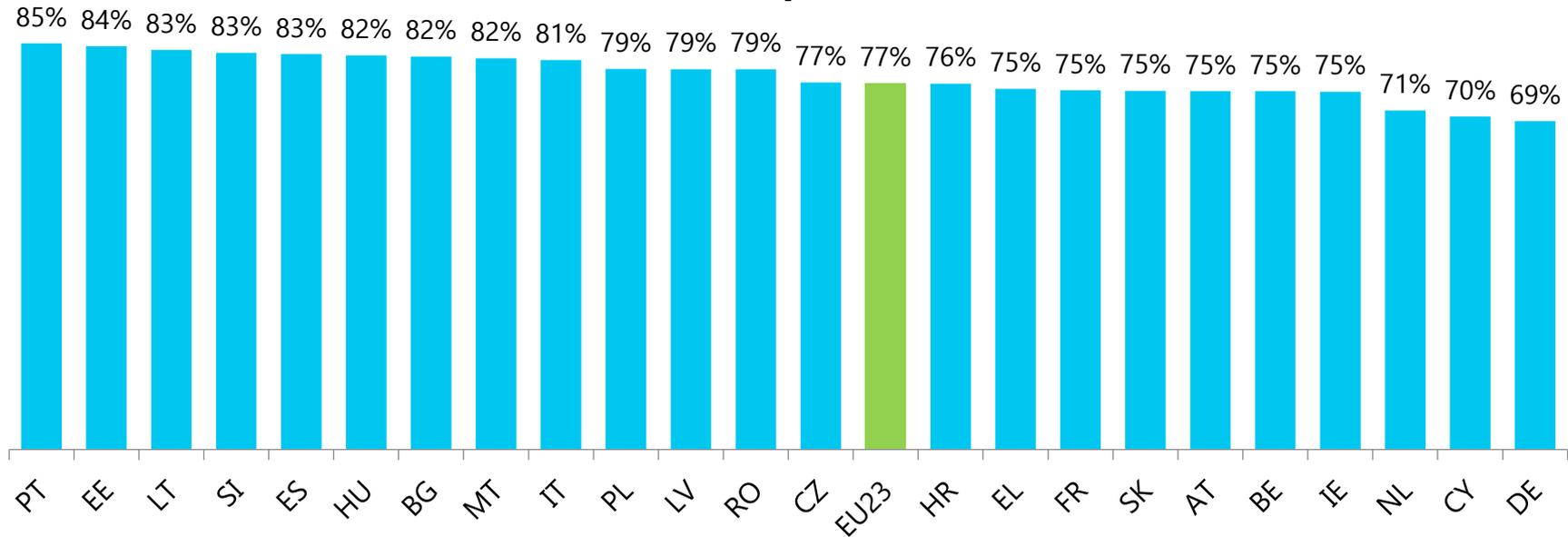
## Agreement with statements



Q2. To what extent do you agree or disagree with the following statements  
 Base: All respondents (n=22,377)

# Perceptions of our society's consumption habits not being sustainable, by country

## % who agree 'Our consumption habits are not sustainable if we want to preserve the environment'



Q2. To what extent do you agree or disagree with the following statements? % who agree (strongly agree + agree+ tend to agree) with the statement "Our consumption habits are not sustainable if we want to preserve the environment"

Base: All respondents (n=22,377)

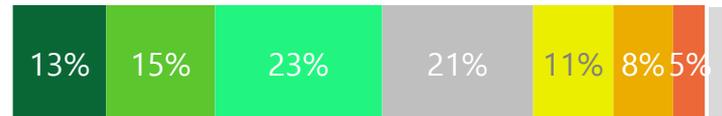
# 4.

**Perceptions – How do young people feel about migration in general and do they see the link between climate change and migration?**

# Migration is a divisive topic

## Agreement with statements

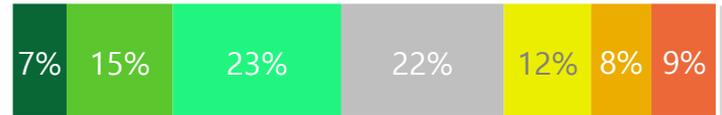
Most migrants who want to come to my country as a refugee really aren't refugees. They want to come here for economic reasons.



**Total agree**

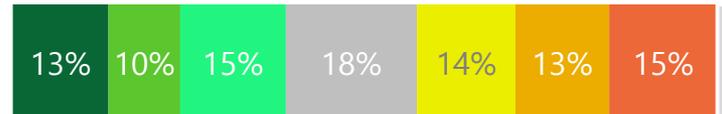
**51%**

Migrants who come to [COUNTRY] contribute to our society.



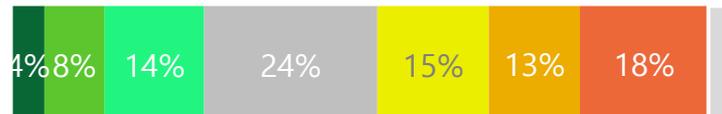
**45%**

We must close our borders to migrants entirely - we can't accept any at this time.



**38%**

[COUNTRY] should increase the amount it spends on support for migrants.

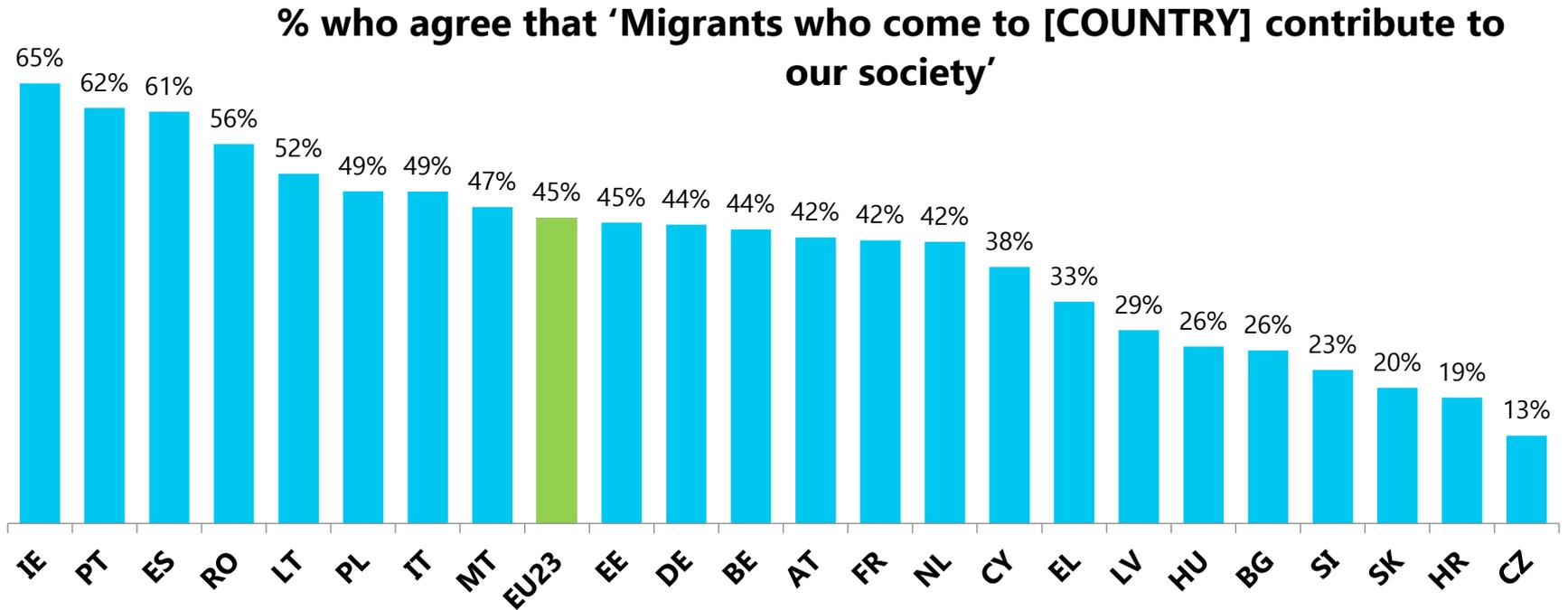


**26%**

- Strongly agree
- Agree
- Tend to agree
- Neutral
- Tend to disagree
- Disagree
- Strongly disagree
- Don't know

Q14. Thinking about your country, do you agree or disagree with the following statements?  
 Base: All respondents (n=22,377)

# Views on migrants contributing to society, by country



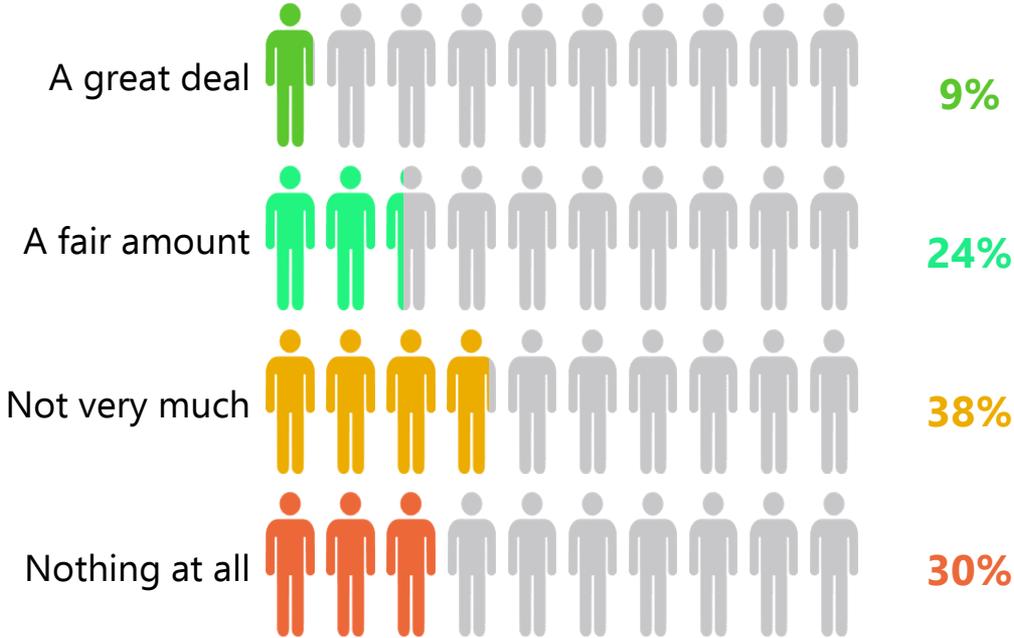
Q14. Thinking about your country, do you agree or disagree with the following statements? % who agreed (strongly agree + agree + tend to agree) with the statement: "Migrants who come to [COUNTRY] contribute to our society"

Base: All respondents (n=22,377)

# Awareness of climate migration is not common

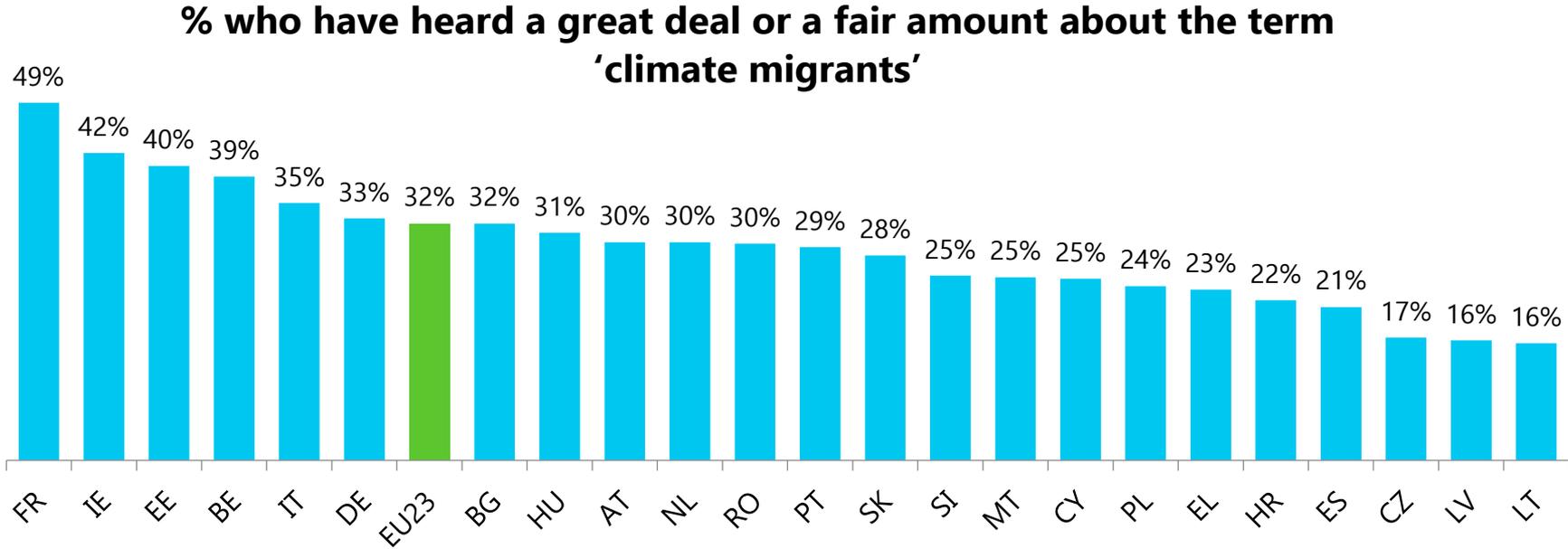
## Awareness about the term 'climate migrants'

Before today, how much had you heard about the term 'climate migrants'?



Q16. Before today, how much had you heard about the term 'climate migrants'? – "a great deal" + "a fair amount" combined  
Base: All respondents (n=22,377)

# Awareness about the term 'climate migrants' varies substantially between countries

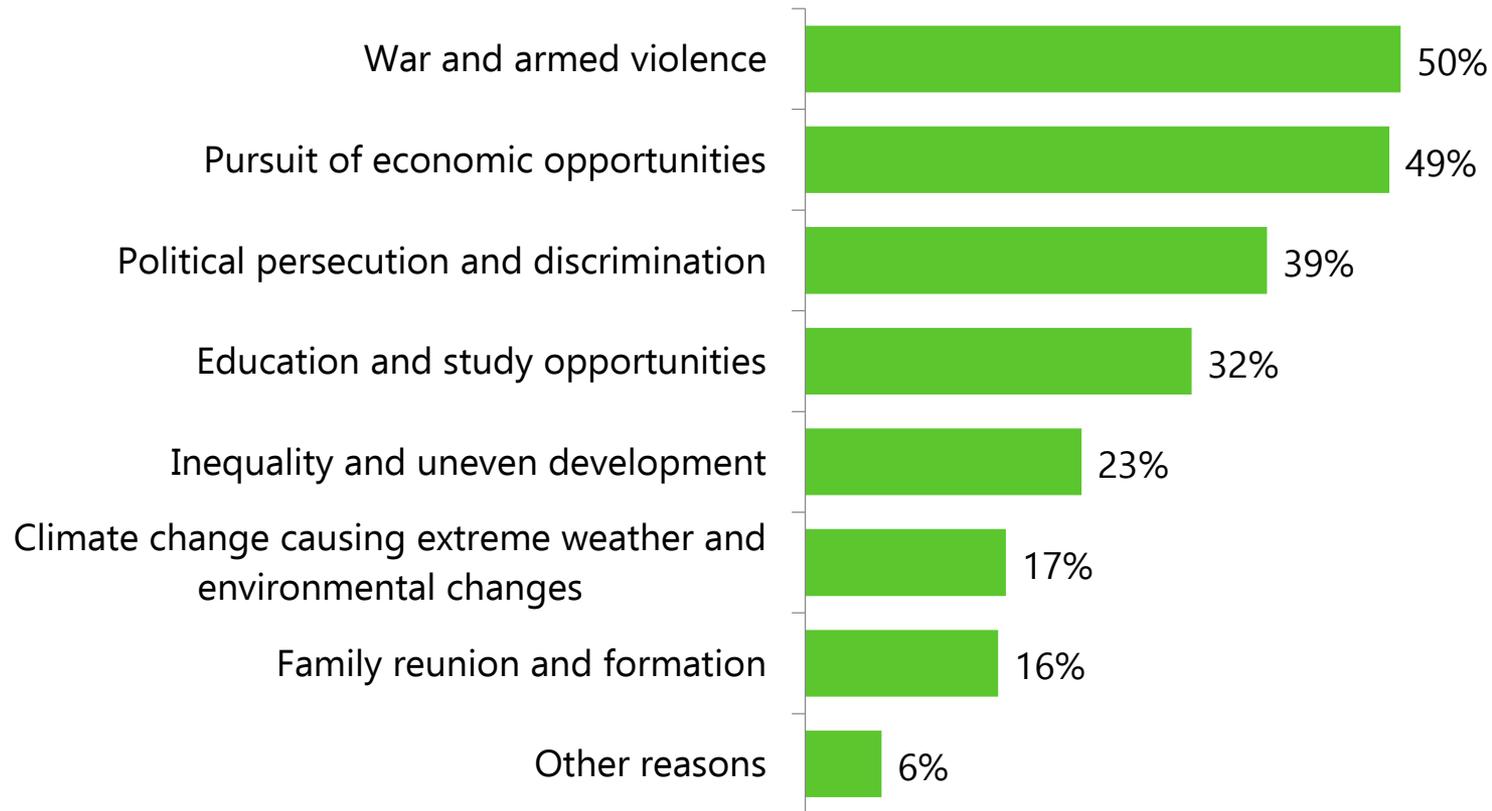


Q16. Before today, how much had you heard about the term 'climate migrants'? - "a great deal" + "a fair amount" combined  
Base: All respondents (n=22,377)

## Few see climate change as a reason for migration to their country

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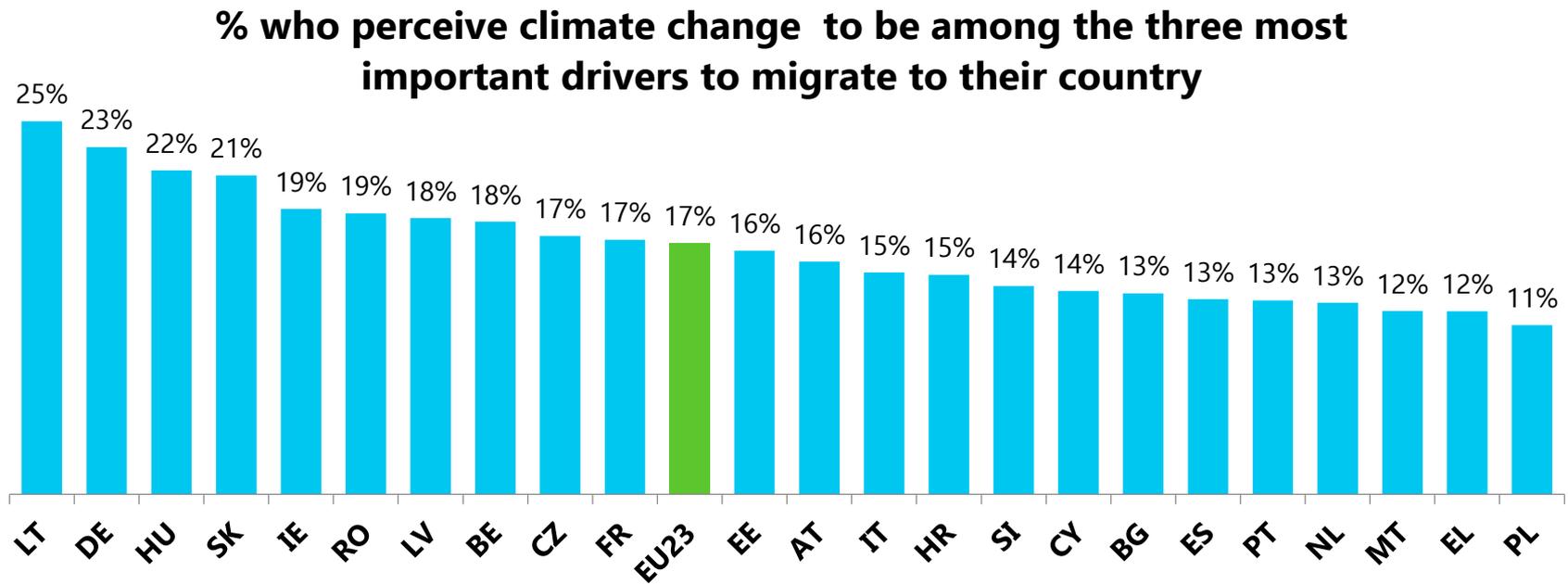
### What do you think are the most important drivers or reasons for people to migrate to your country?



Q13. What do you think are the most important drivers or reasons for people to migrate to...[YOUR COUNTRY]? Please select up to three answers.

Base: All respondents (n=22,377)

## Views on reasons for migration, by country



Q13. What do you think are the most important drivers or reasons for people to migrate to...[YOUR COUNTRY]? Please select up to three answers – % answering “Climate change causing extreme weather and environmental changes”

Base: All respondents (n=22,377)

# Half of young Europeans think climate change will lead to more migration to their country in the future, with four out of ten thinking this could force people in their own country to migrate

## Agreement with statements

Total agree

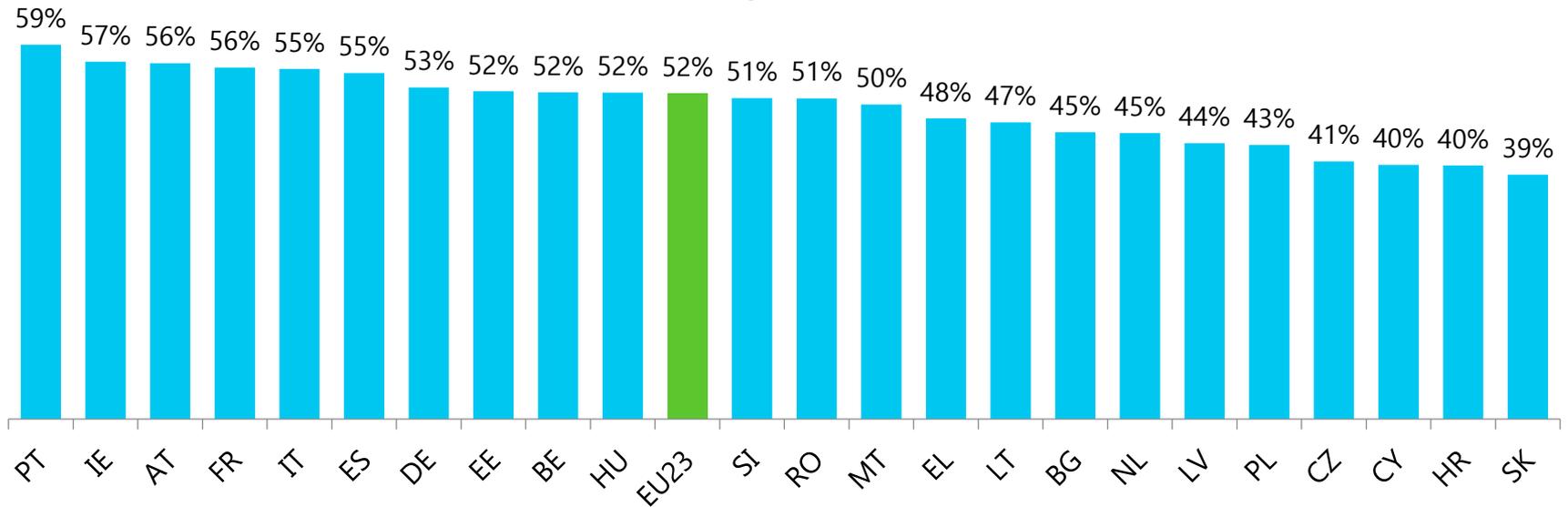


- Strongly agree
  Agree
  Tend to agree
  Neutral
- Tend to disagree
  Disagree
  Strongly disagree
  Don't know

Q17. To what extent do you agree or disagree that...?  
 Base: All respondents (n=22,377)

# Climate migration expected to be more common in Southern Europe

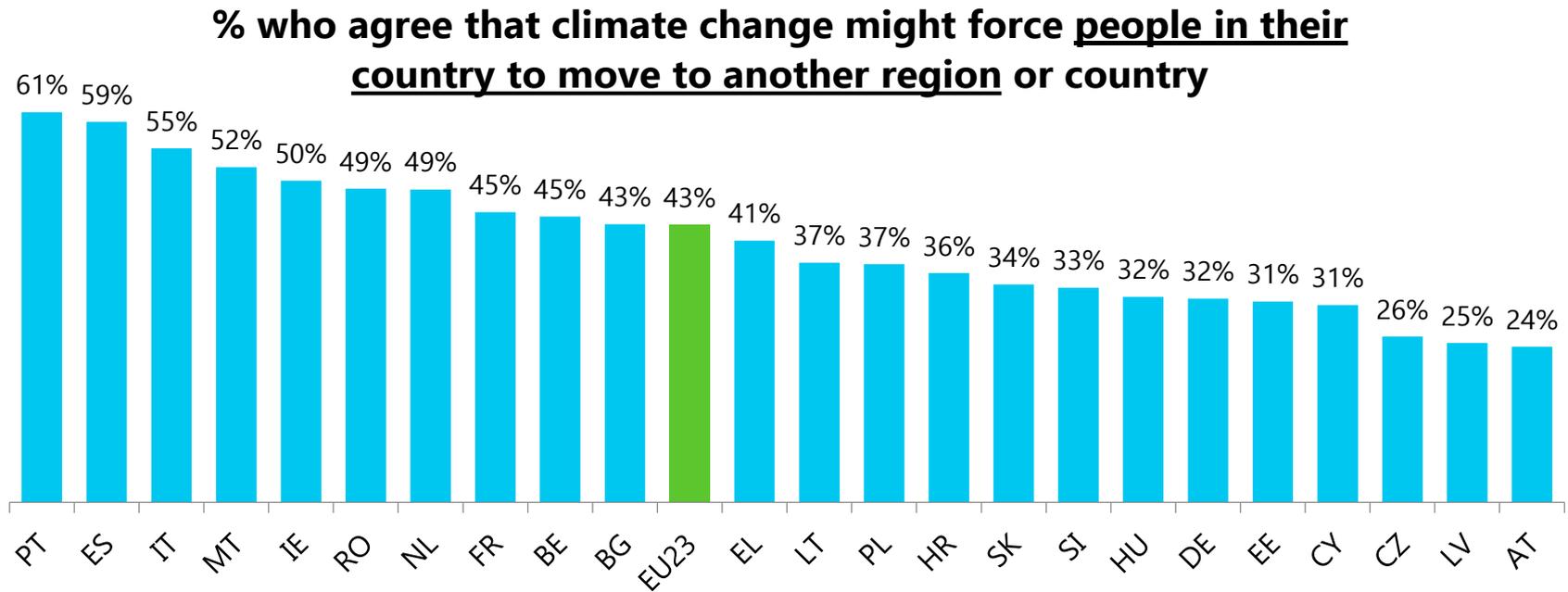
## % who agree that climate change will lead to more migration to their country in the future



Q17. To what extent do you agree or disagree that...? % who agree that climate change will lead to more migration to their country in the future

Base: All respondents (n=22,377)

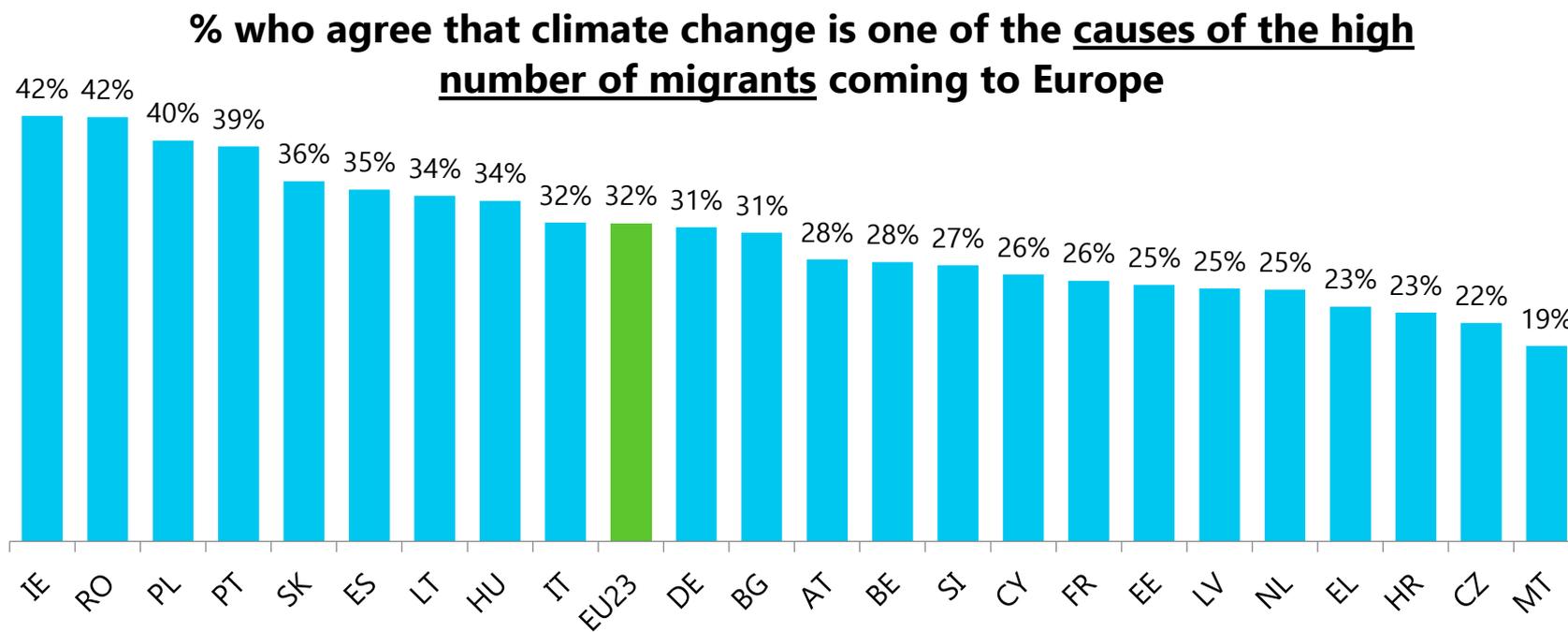
# Southern Europeans are also more likely to think that climate change will drive migration from their country or region



Q17. To what extent do you agree or disagree that...? % who agree that climate change might force people in their country to move to another region or country

Base: All respondents (n=22,377)

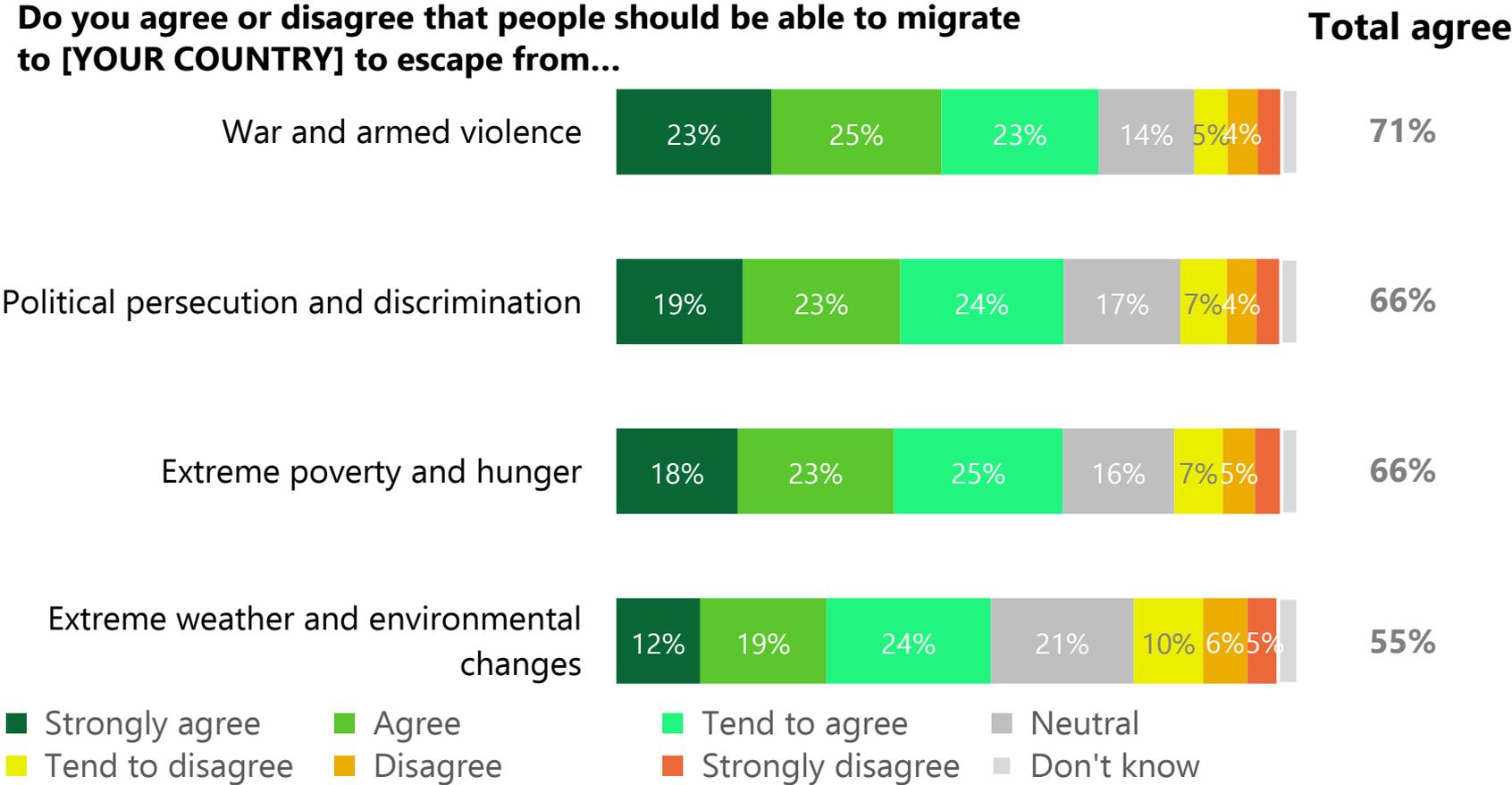
# High variation between countries in the proportion who agree that climate change is one of the causes of the high number of migrants coming to Europe



Q17. To what extent do you agree or disagree that...? % who agree that climate change is one of the causes of the high number of migrants coming to Europe

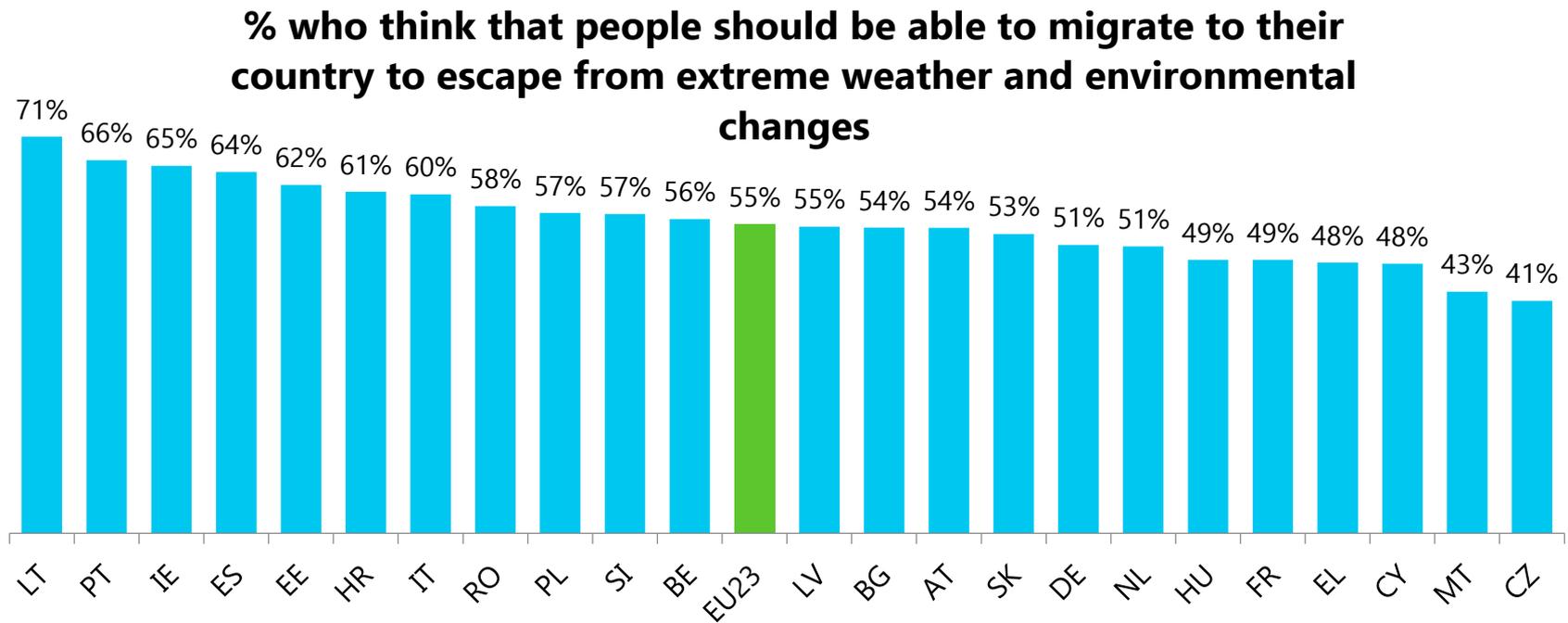
Base: All respondents (n=22,377)

# A majority of young Europeans agree people should be able to migrate for climate reasons



Q15. Do you agree or disagree that people should be able to migrate to [YOUR COUNTRY] to escape from...  
 Base: All respondents (n=22,377)

# Views on climate change as a reason to migrate, by country

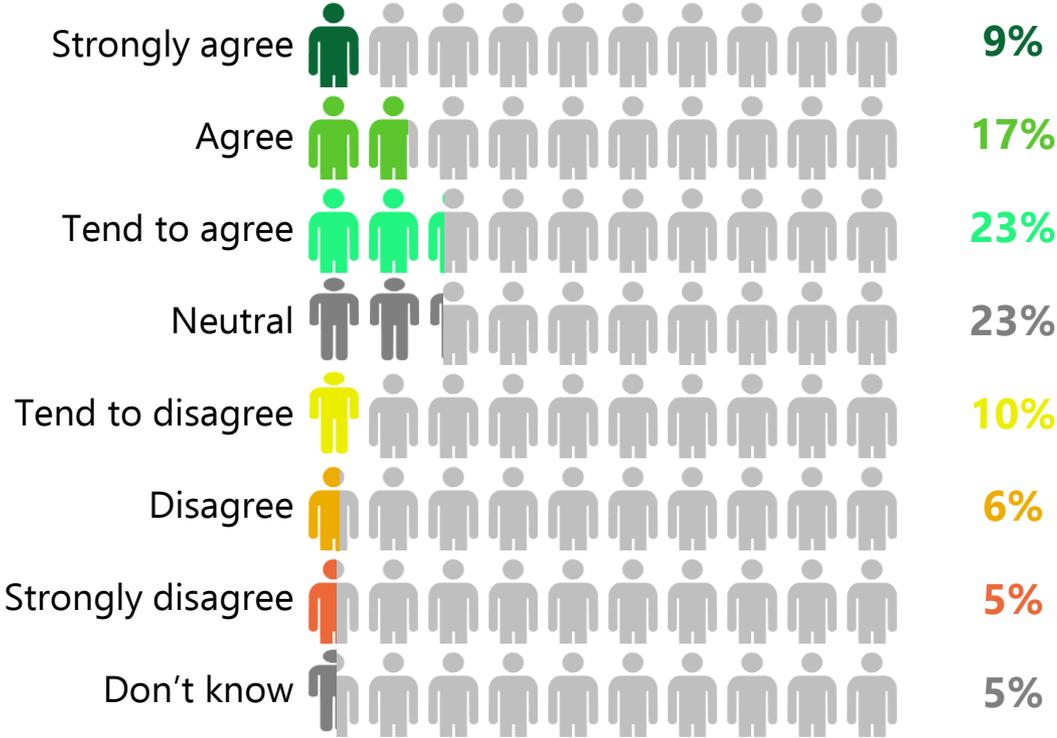


Q15. Do you agree or disagree that people should be able to migrate to [YOUR COUNTRY] to escape from... % who agree (strongly agree + agree + tend to agree) for "extreme weather and environmental changes, such as flooding, storms, drought, sea-level rise, etc."

Base: All respondents (n=22,377)

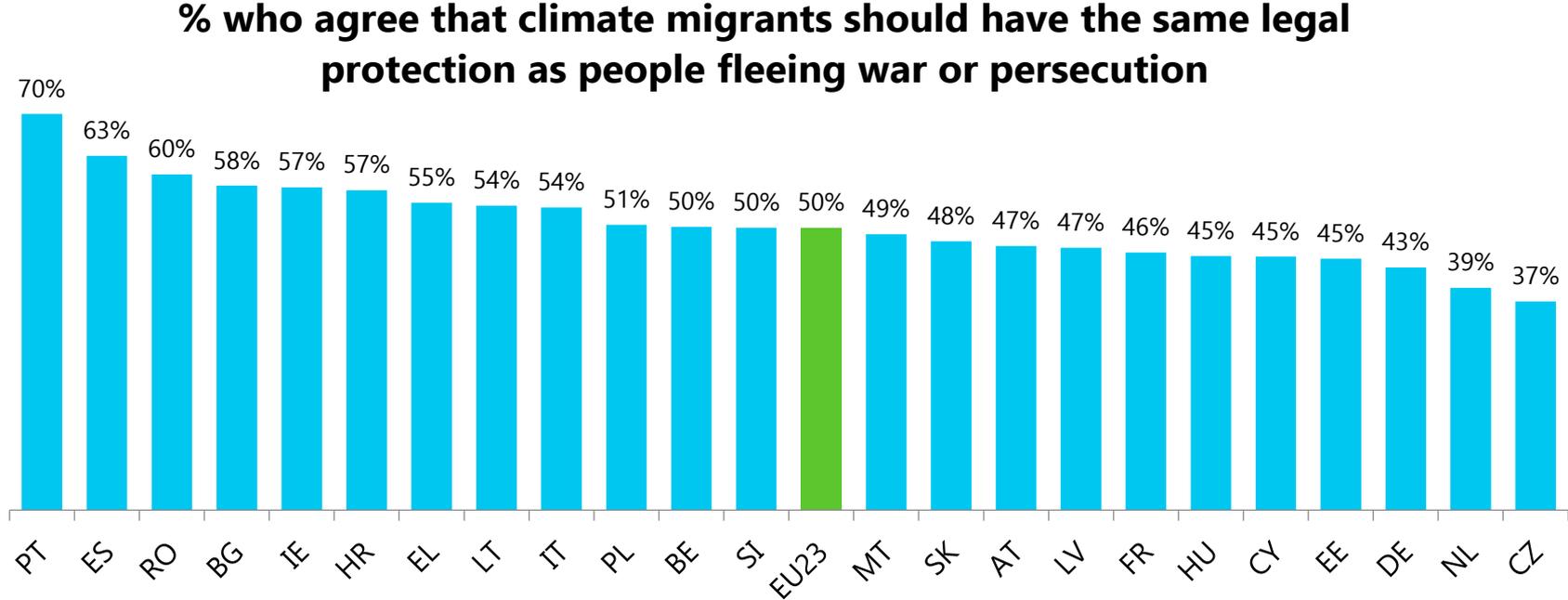
# Half of young Europeans support the idea that climate migrants should have the same legal protection as people fleeing war or persecution

## Climate migrants should have the same legal protection as people fleeing war or persecution



Q17. To what extent do you agree or disagree that...?  
Base: All respondents (n=22,377)

# “Climate migrants should have the same legal protection as people fleeing war or persecution”, by country



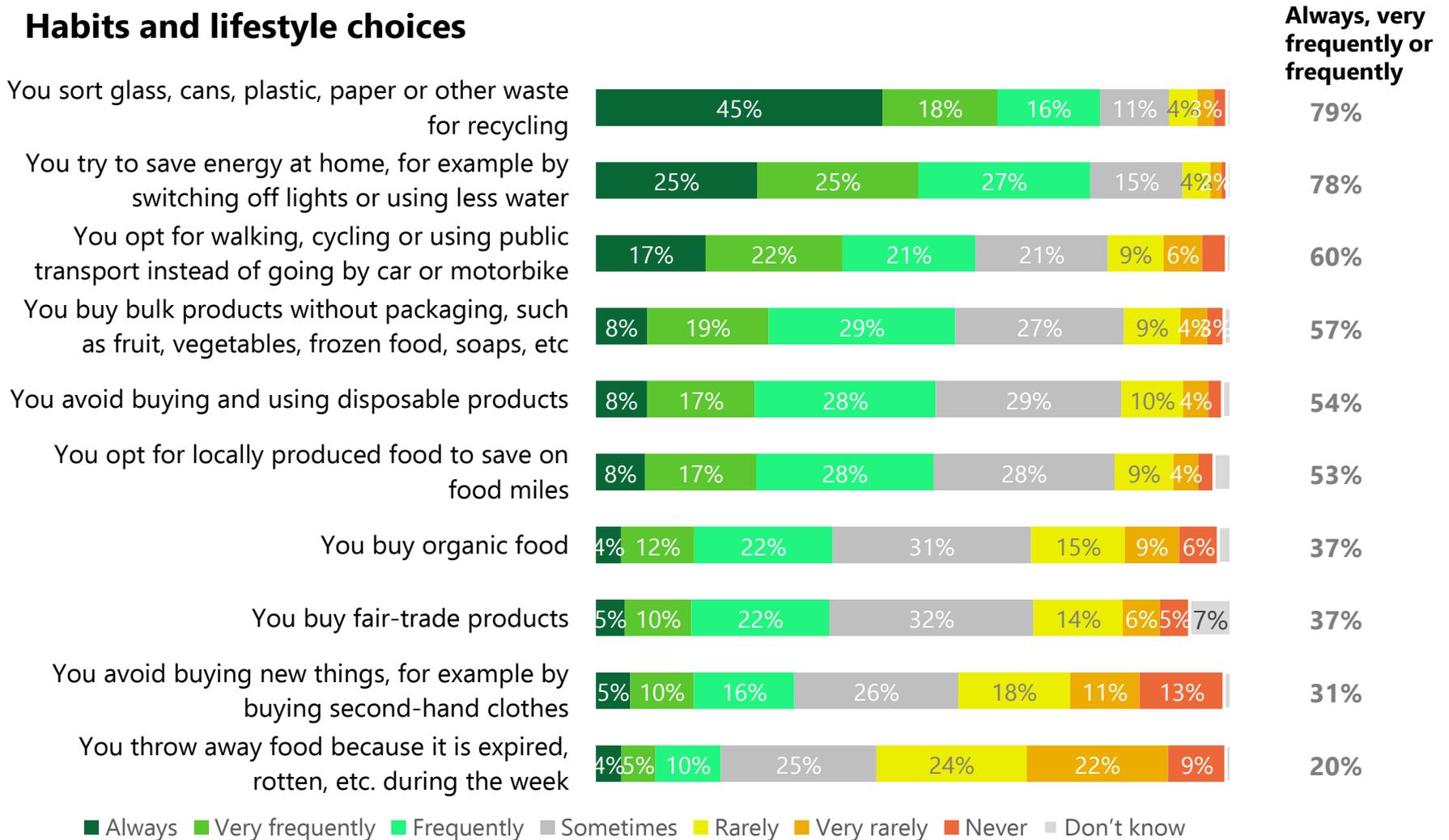
Q17. To what extent do you agree or disagree that...? % who agree that climate migrants should have the same legal protection as people fleeing war or persecution  
Base: All respondents (n=22,377)

# 5.

**Engagement and actions – How engaged are young people in tackling issues of climate change, sustainability and migration?**

# Various actions are widespread, some actions are less commonly taken

## Habits and lifestyle choices



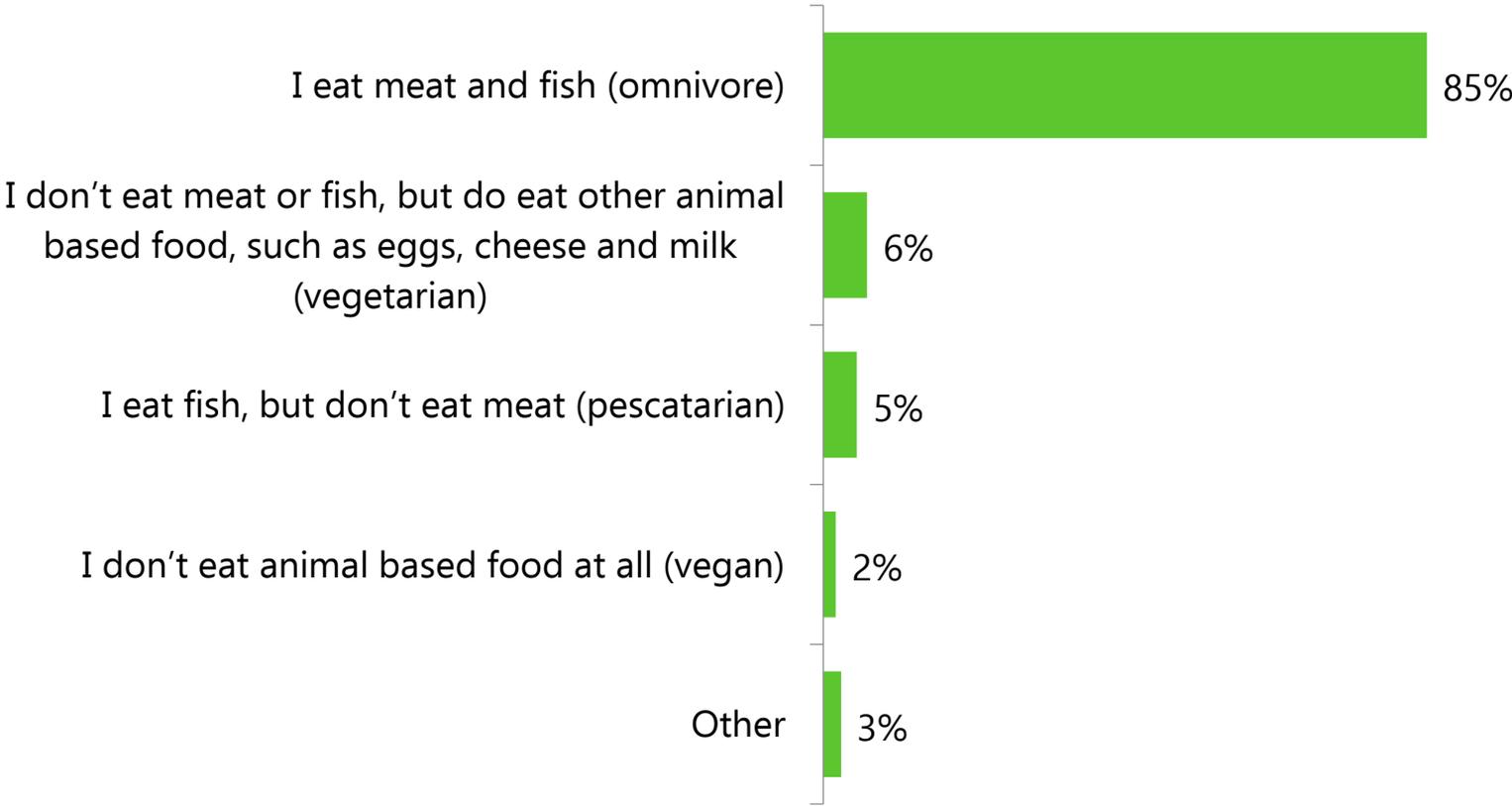
Q4. How often, if at all, do you do the following?

Base: All respondents (n=22,377)

# Vegetarians, pescatarians and vegans are a small but not insignificant minority (13% of the total)

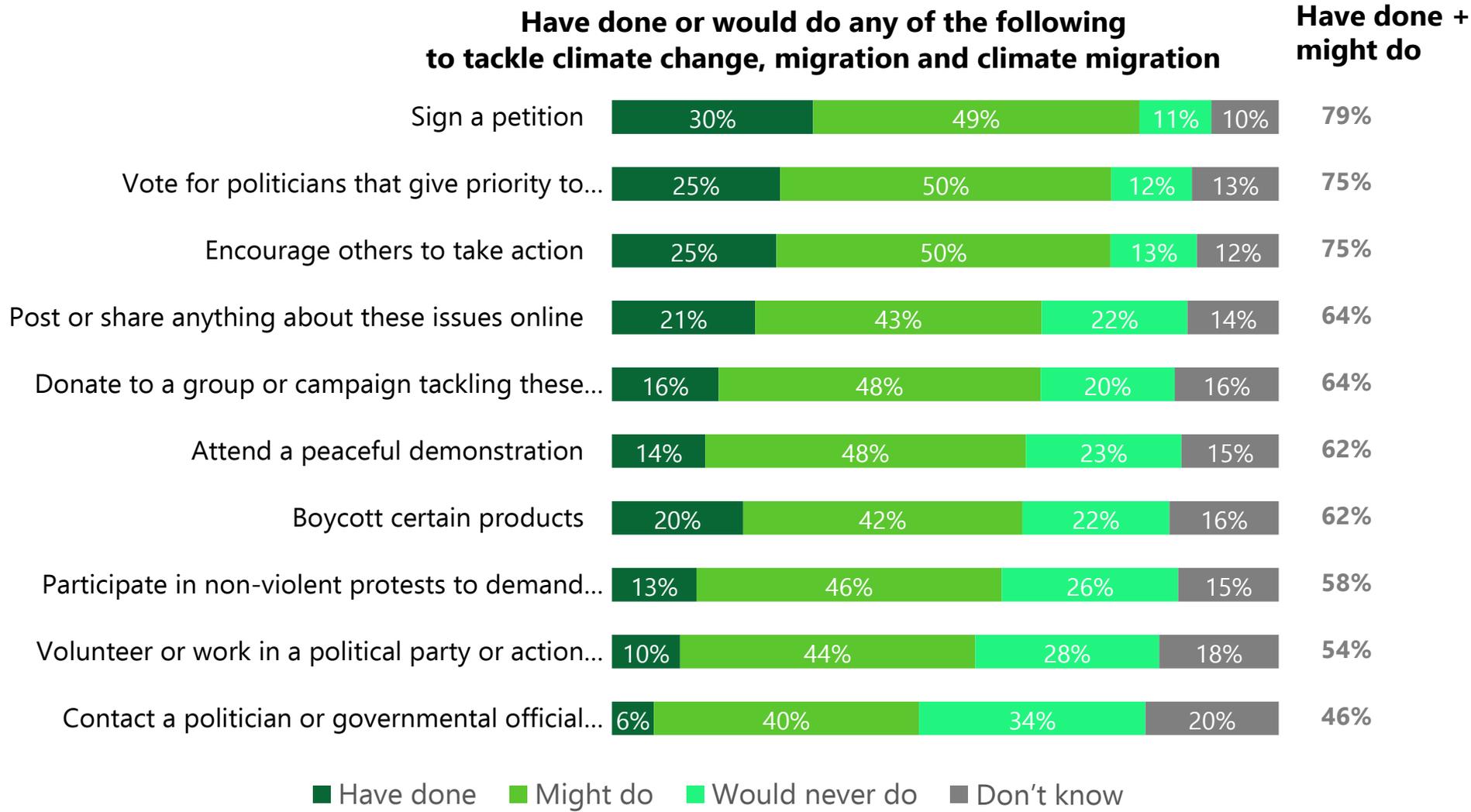
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## Which of the following best describes



Q5. Which of the following best describes your diet?  
Base: All respondents (n=22,377)

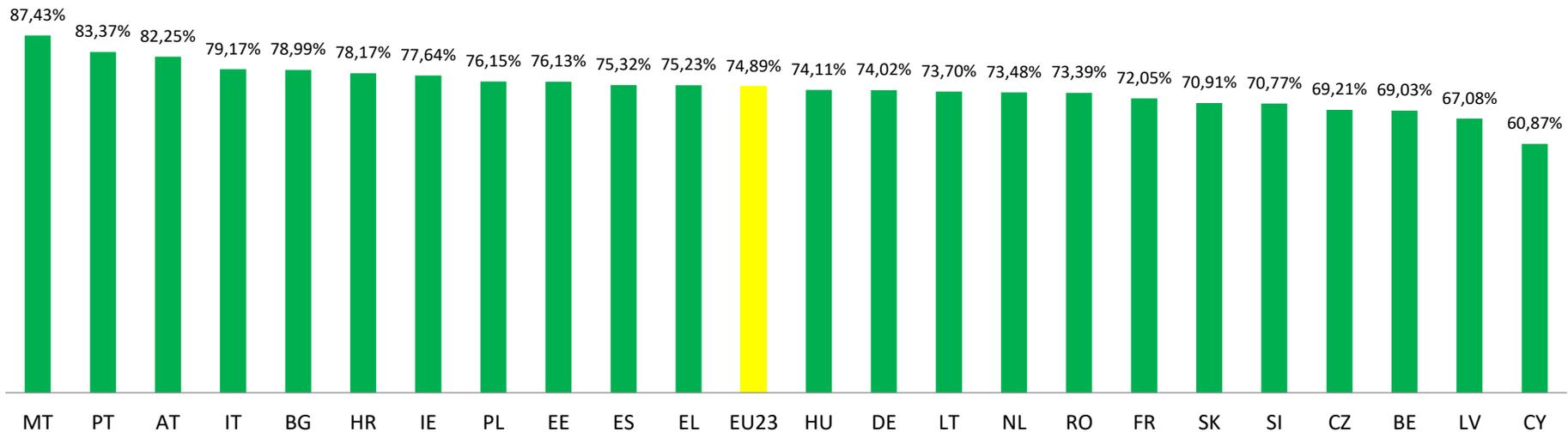
## Readiness to engage also varies depending on the type of action



Q18. Have you done, or might you do, any of the following to tackle these issues?

Base: All respondents (n=22,377)

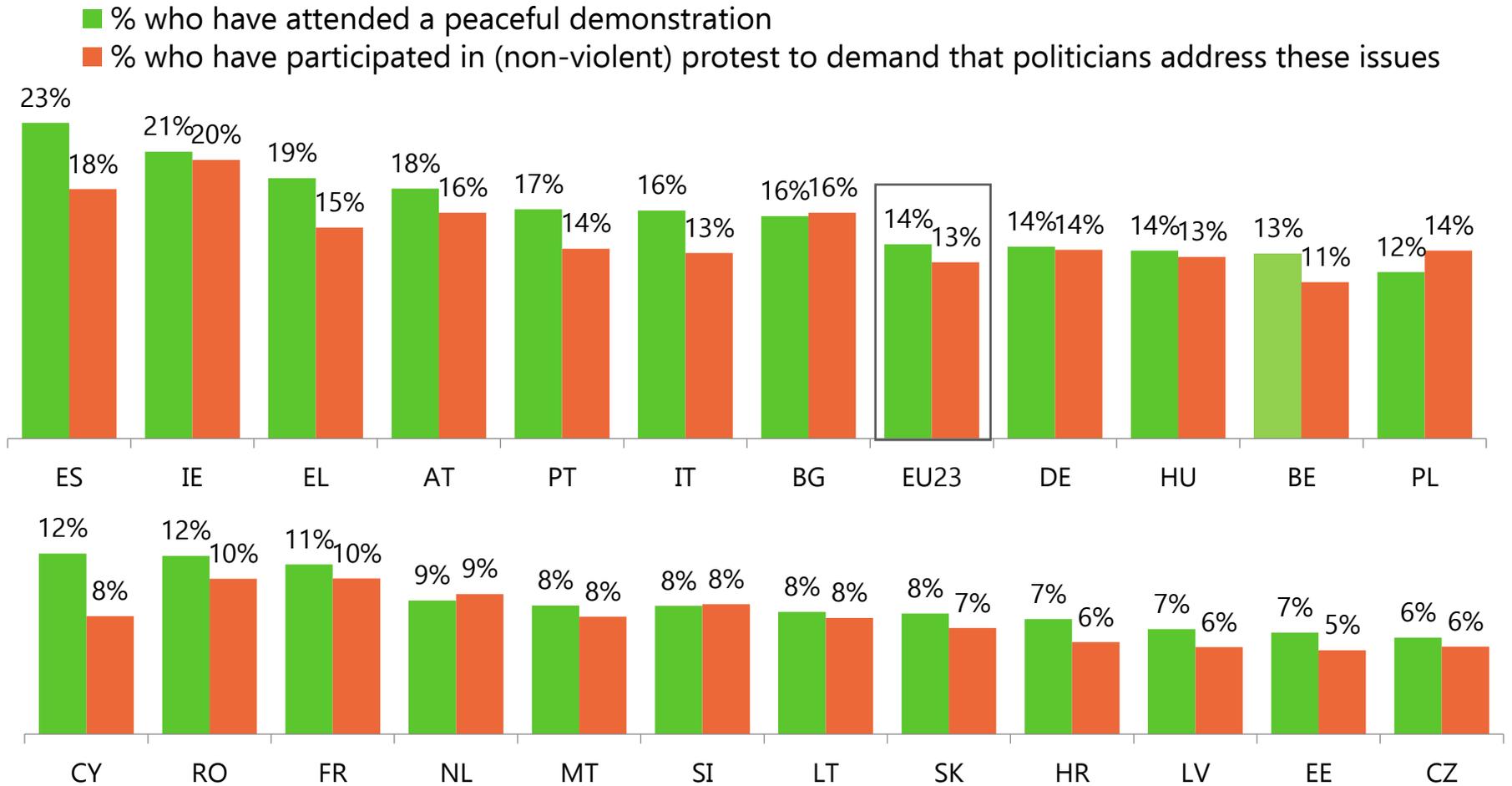
## Proportion of those who “Have done” and “Might do” voting for politicians that give priority to addressing these issues by country



Q18, item 9 (n=22,377)

# Young people in Southern Europe are also more likely to have attended either a protest or a peaceful demonstration

## Have done any of the following to tackle climate change, migration and climate



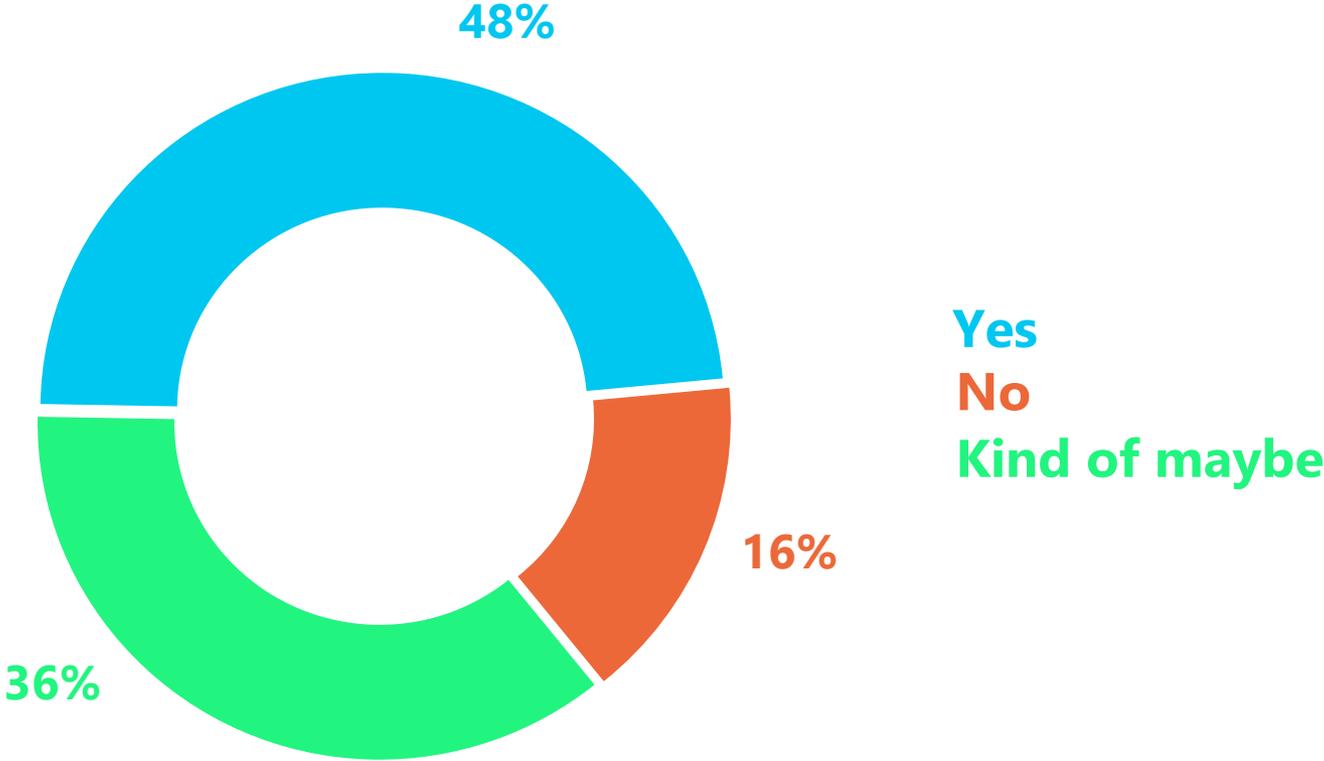
Q18. Have you done, or might you do, any of the following to tackle these issues? % who have attended a peaceful demonstration; % who have participated in (non-violent) protests to demand that politicians address these issues

Base: All respondents (n=22,377)

# Young people think these actions actually make a difference- though with some skepticism.

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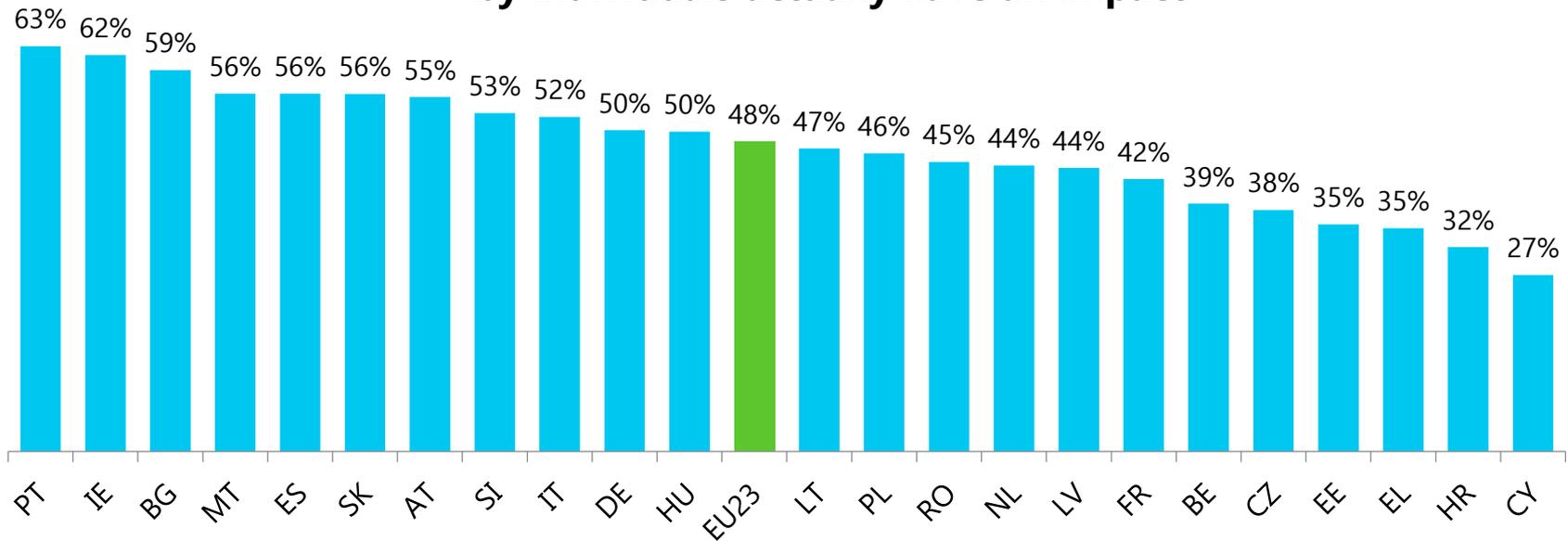
**Think these actions taken by individuals actually have an impact**



*Q19. Do you think these types of actions taken by individuals actually have an impact?  
Base: All respondents (n=22,377)*

## Views on impact of engagement, by country

**% who answer 'Yes' when asked if these types of actions taken by individuals actually have an impact**



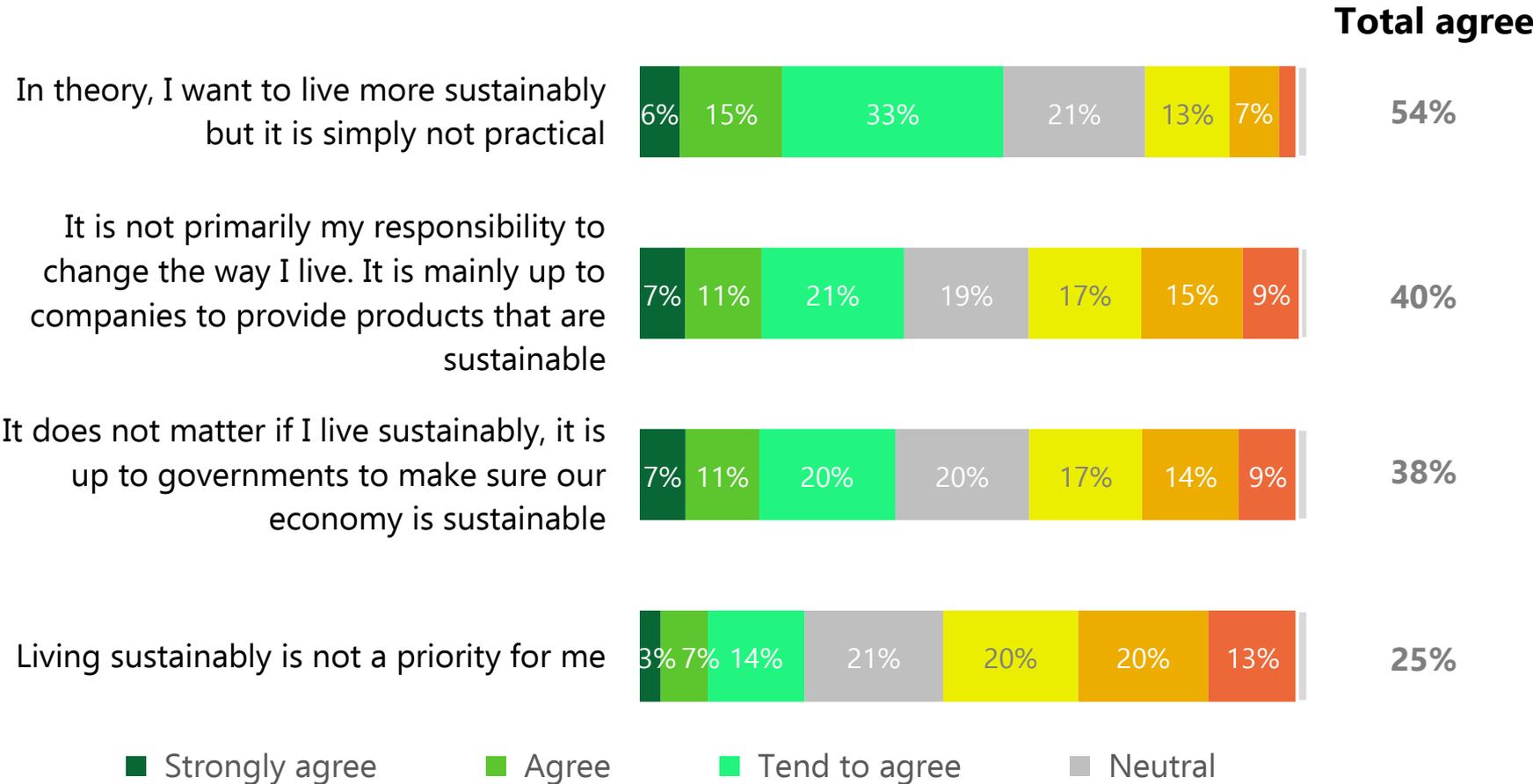
Q19. Do you think these types of actions taken by individuals actually have an impact? % who answer 'Yes'  
Base: All respondents (n=22,377)

**6.**

**The gap between perceptions and actions**

# The majority are motivated to live sustainably, but many see their own role as limited, or not practical.

## Motivation to live sustainably



Q6. To what extent do you agree or disagree with the following statements?  
 Base: All respondents (n=22,377)

# One in five young Europeans (19%) are more motivated to live sustainably

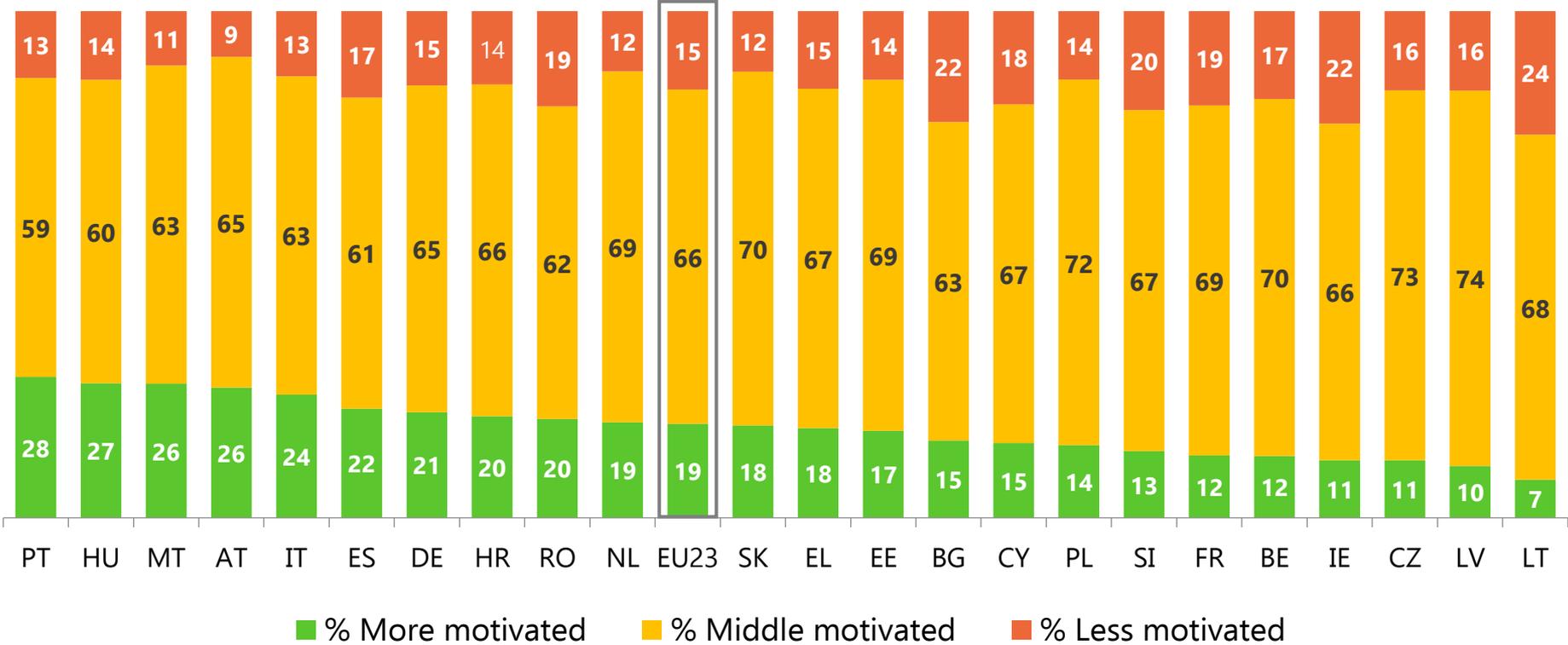
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## Sustainability Motivation Level



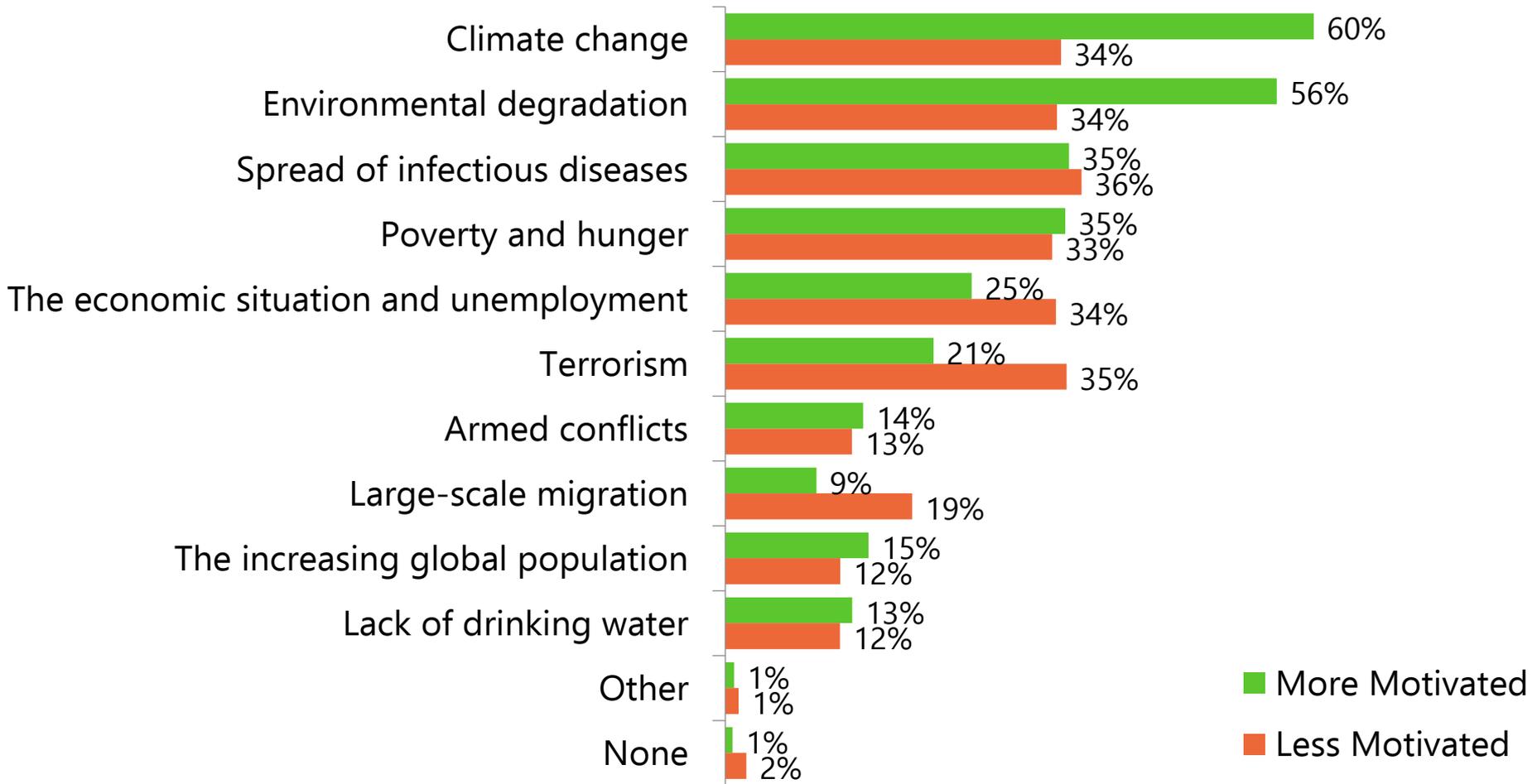
*Recode into motivation levels based on Q6, see Section 5.1. for explanation  
Base: All respondents (n=22,377)*

# Sustainability motivation level, by country (%)



Based on index of Q6 – % who are more motivated and % who are less motivated  
 Base: All respondents (n=22,377)

# Perceived most serious problems facing the world, by level of motivation

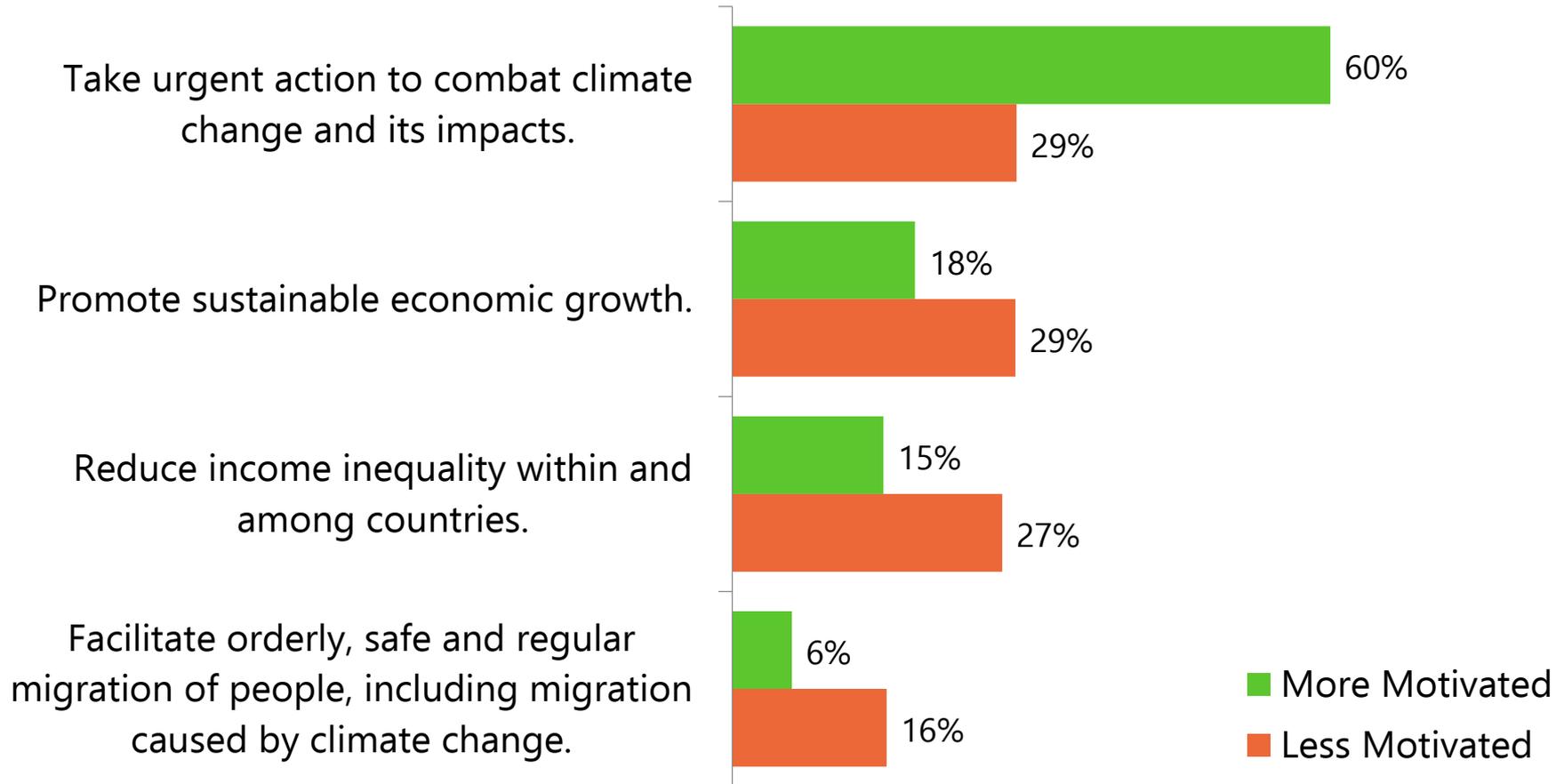


Q1. Which of the following do you consider to be the most serious problems facing the world as a whole? Please select up to three answers.

Base: All respondents (n=22,377)

# Percentage ranking the following United Nations' SDGs 1st, by level of motivation

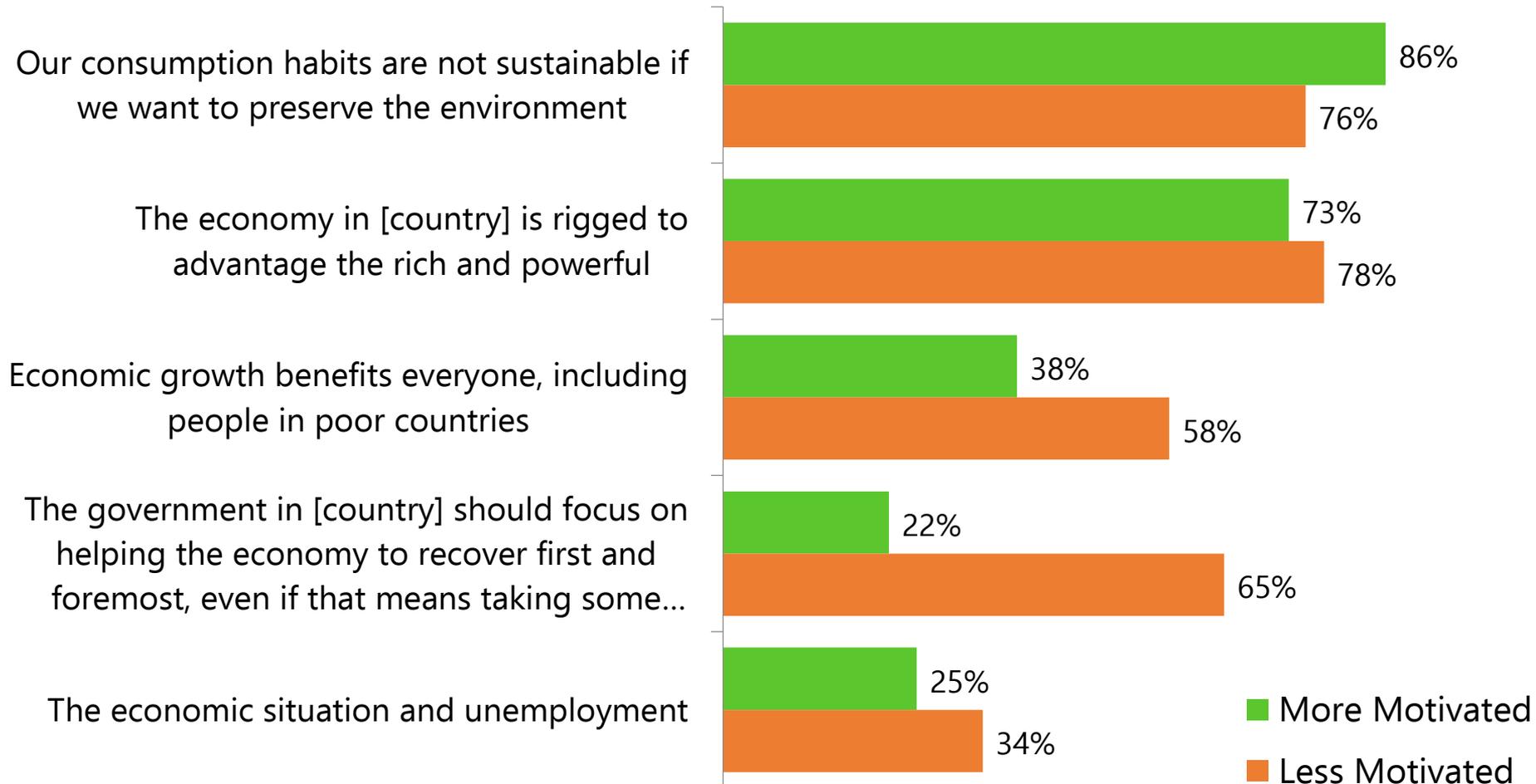
## Perceived Importance of SDGs – % that rank the issue as 1st



Q3\_1\_2\_3\_4 Importance - 1) Take urgent action to combat climate change and its impacts, 2) Promote sustainable economic growth, 3) Reduce income inequality within and among countries, 4) Facilitate orderly, safe and regular migration of people, including migration caused by climate change.

Base: All respondents (n=22,377)

# Perceptions of current economic model towards consumption habits not being sustainable, by level of motivation



Q2. To what extent do you agree or disagree with the following statements? % for strongly agree + agree + tend to agree combined

Base: All respondents (n=22,377)

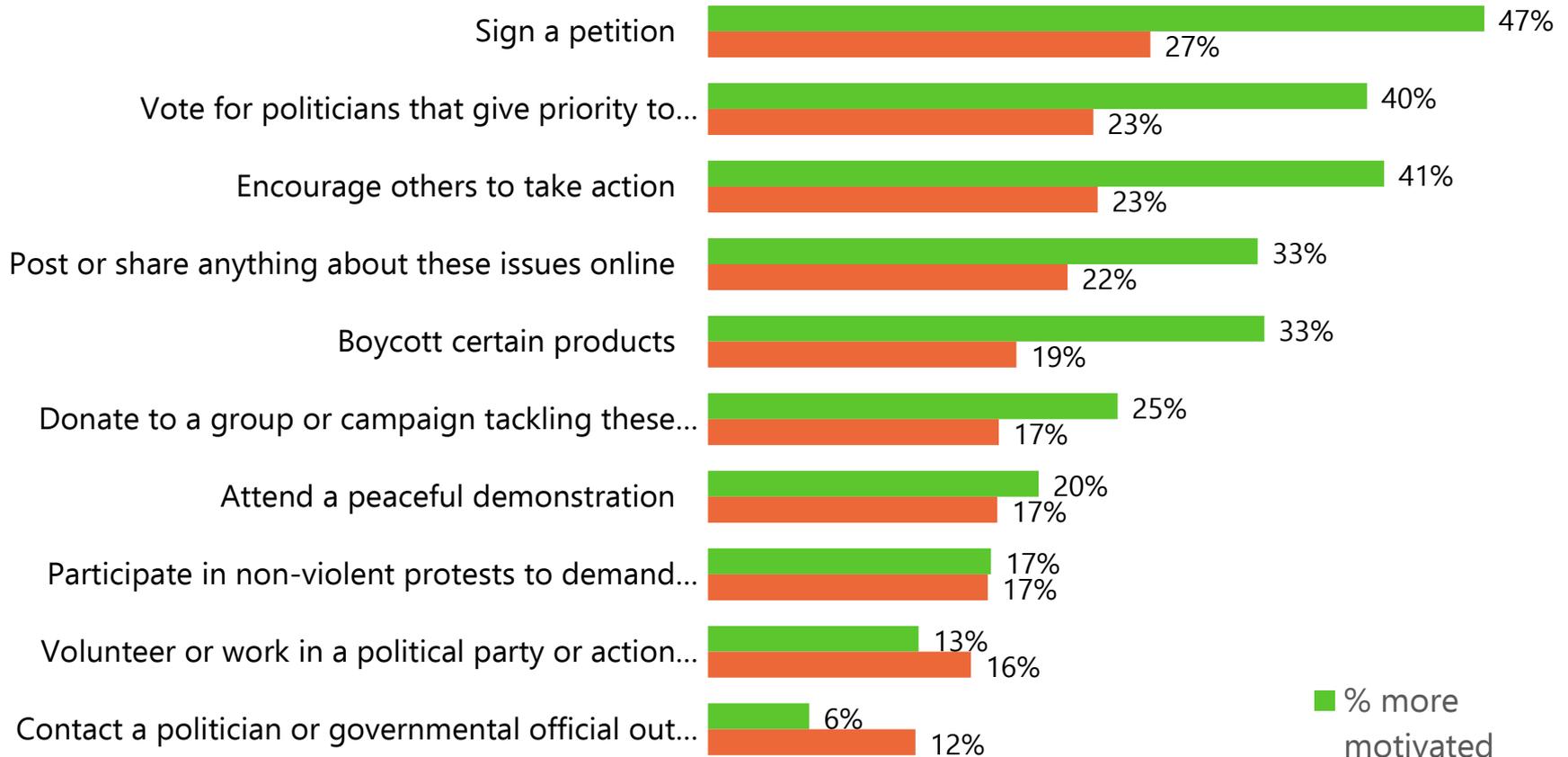
# Habits and Lifestyle choices, by level of motivation



Q4. How often, if at all, do you do the following? % among more and less motivated  
Base: All respondents (n=22,377)

## Readiness to engage, by level of motivation

### Have done any of the following to tackle climate change, migration and climate migration



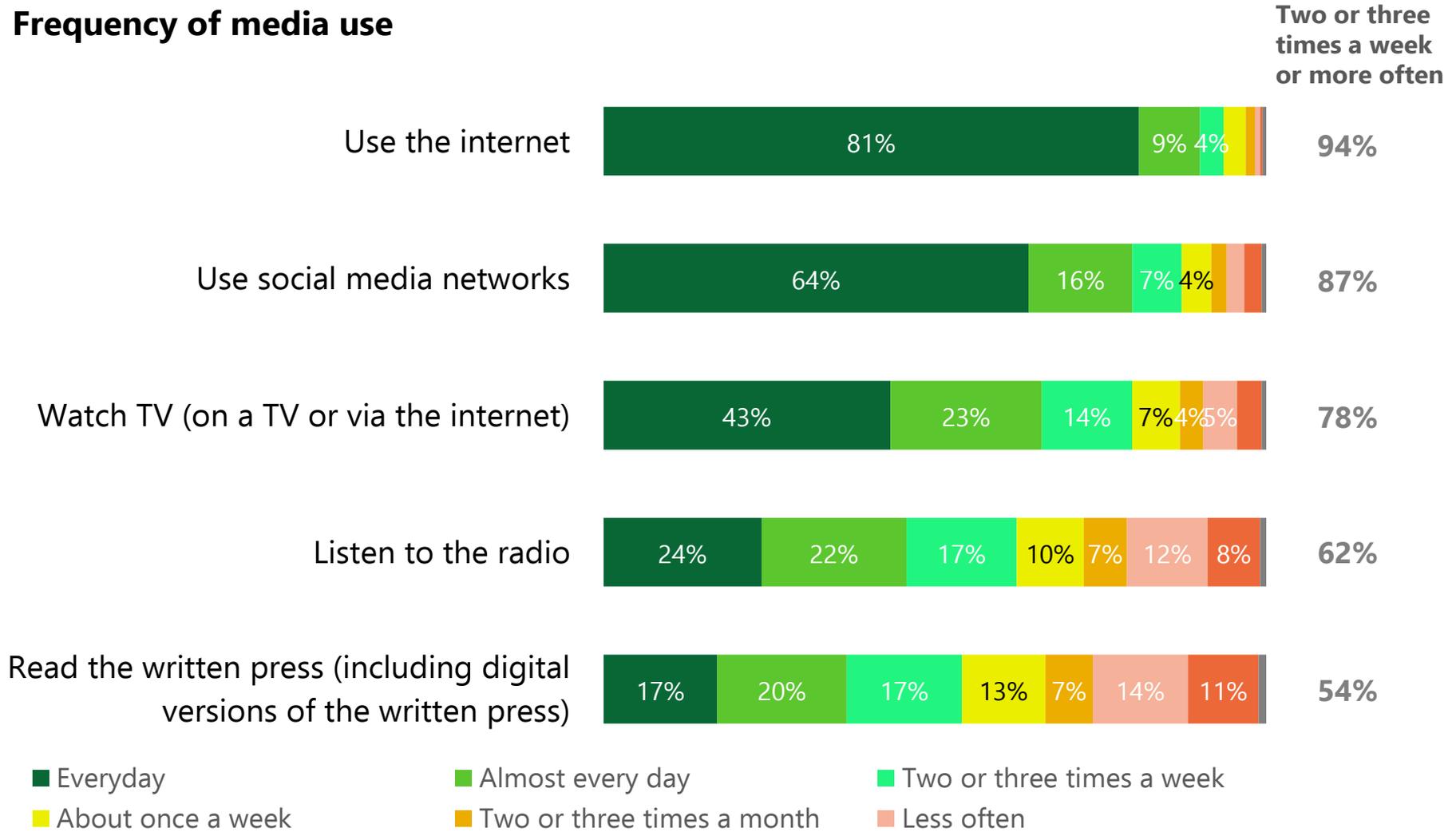
Q18. Have you done, or might you do, any of the following to tackle these issues? % among more and less motivated  
Base: All respondents (n=22,377)

# 7.

**Media – The power of media in communicating on these issues**

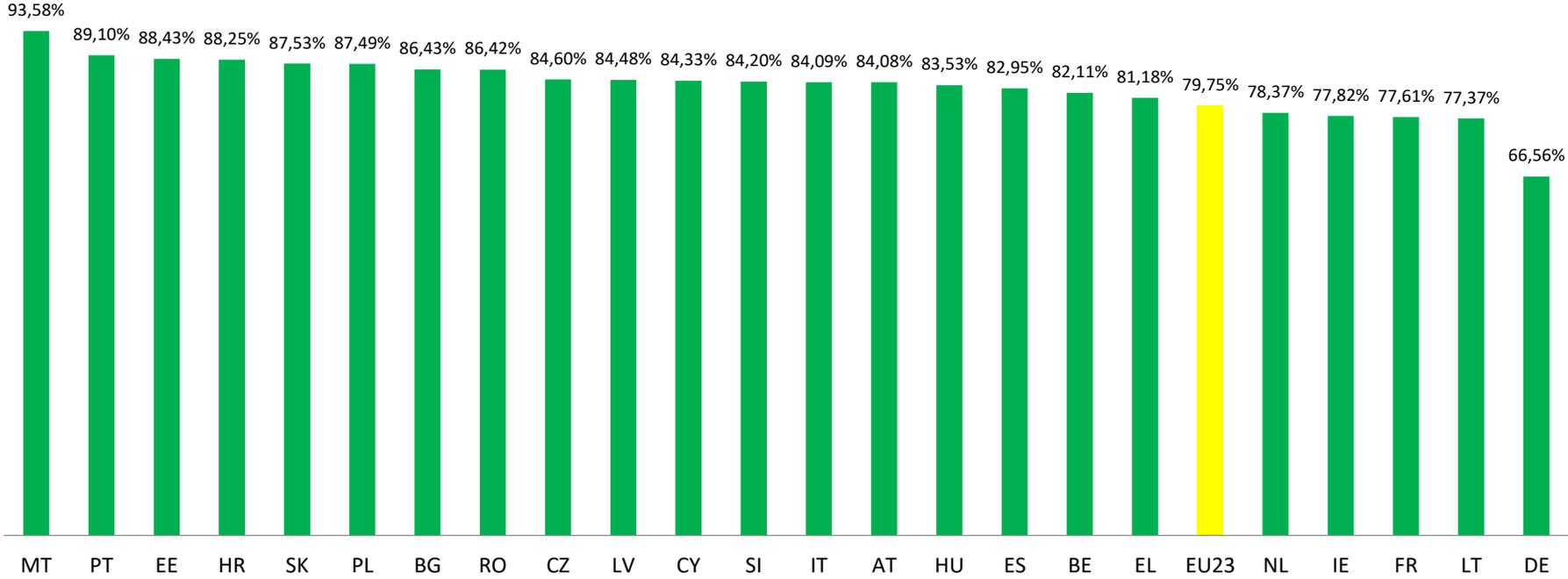
# The vast majority use the internet and social networks, but TV still popular

## Frequency of media use



Q20. To what extent do you...?  
 Base: All respondents (n=22,377)

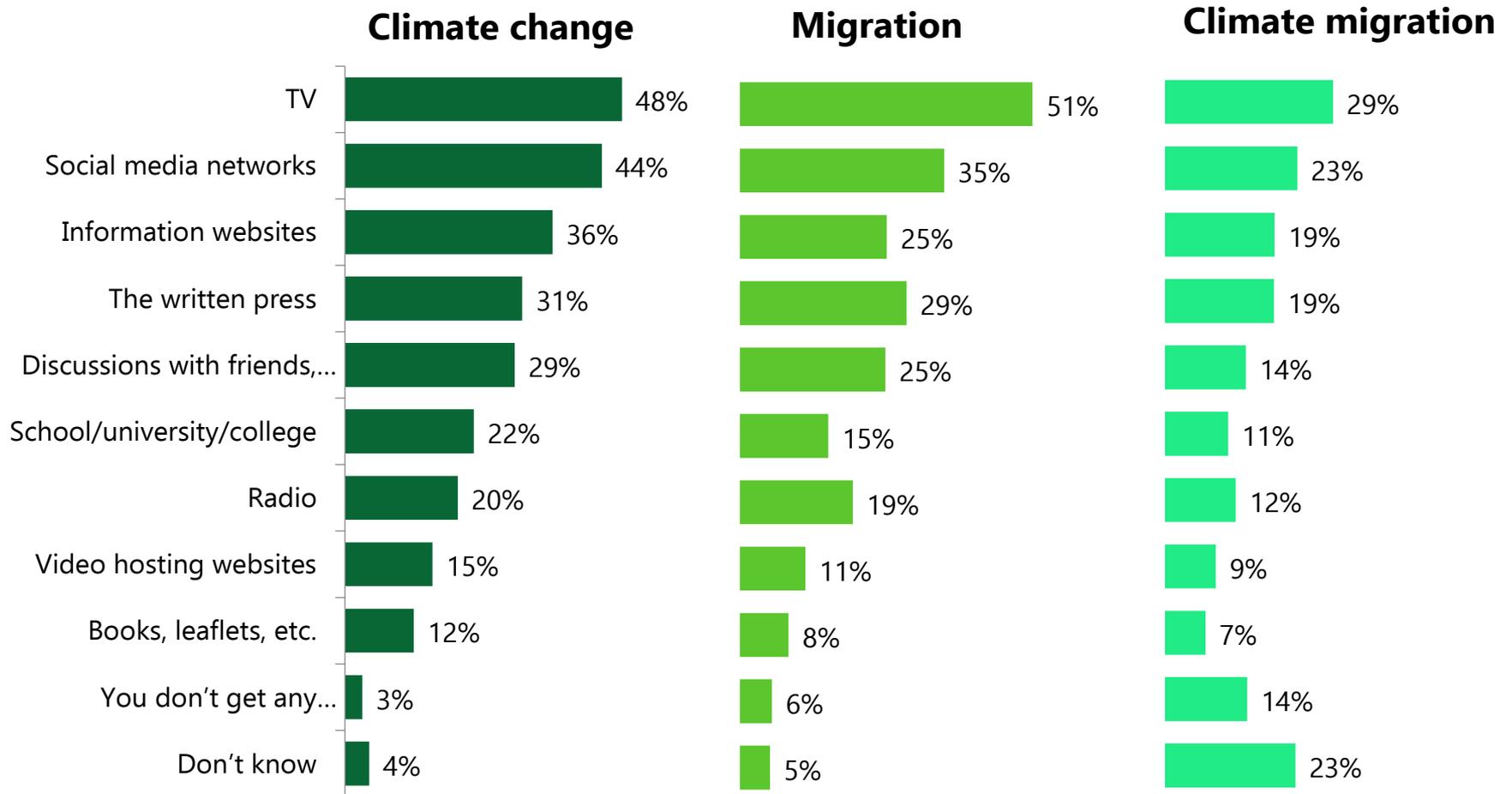
# Proportion of those who answer “Every day” and “Almost every day” for using Social Media Networks by country



Q20, item 4 (n=22,377)

# TV, followed by social media and information websites is where young people source information on (climate) migration topics

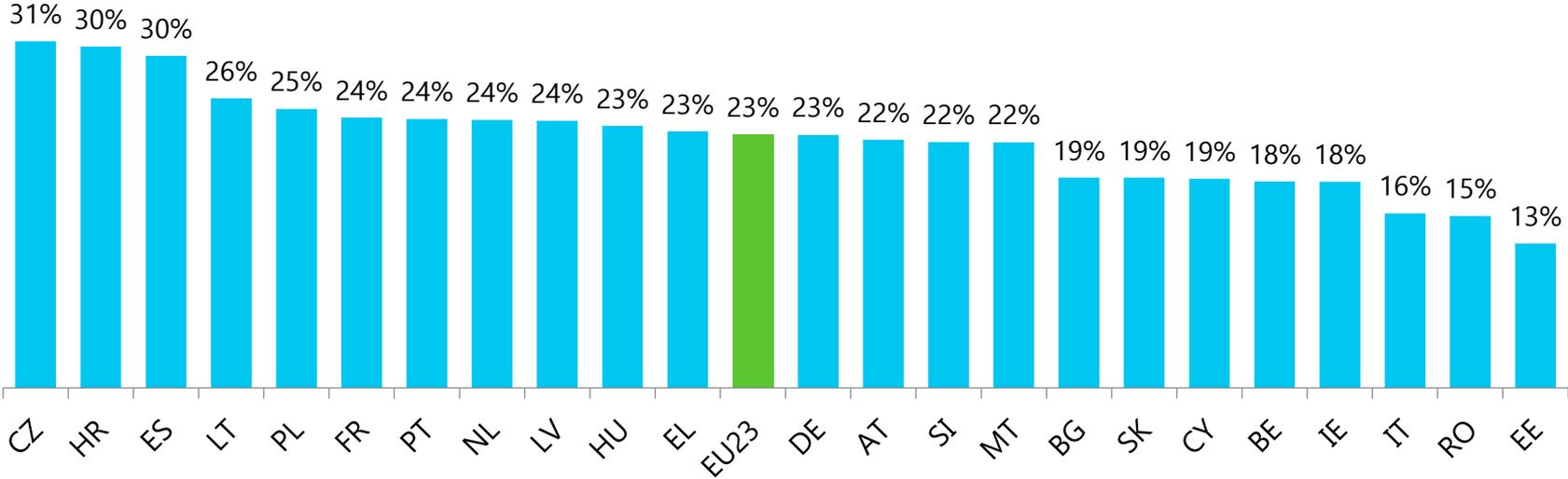
## Where do young Europeans get most information on....?



Q22. Where do young Europeans get most information on....?  
Base: All respondents (n=22,377)

# Proportion who do not get any information on climate migration varies notably between countries

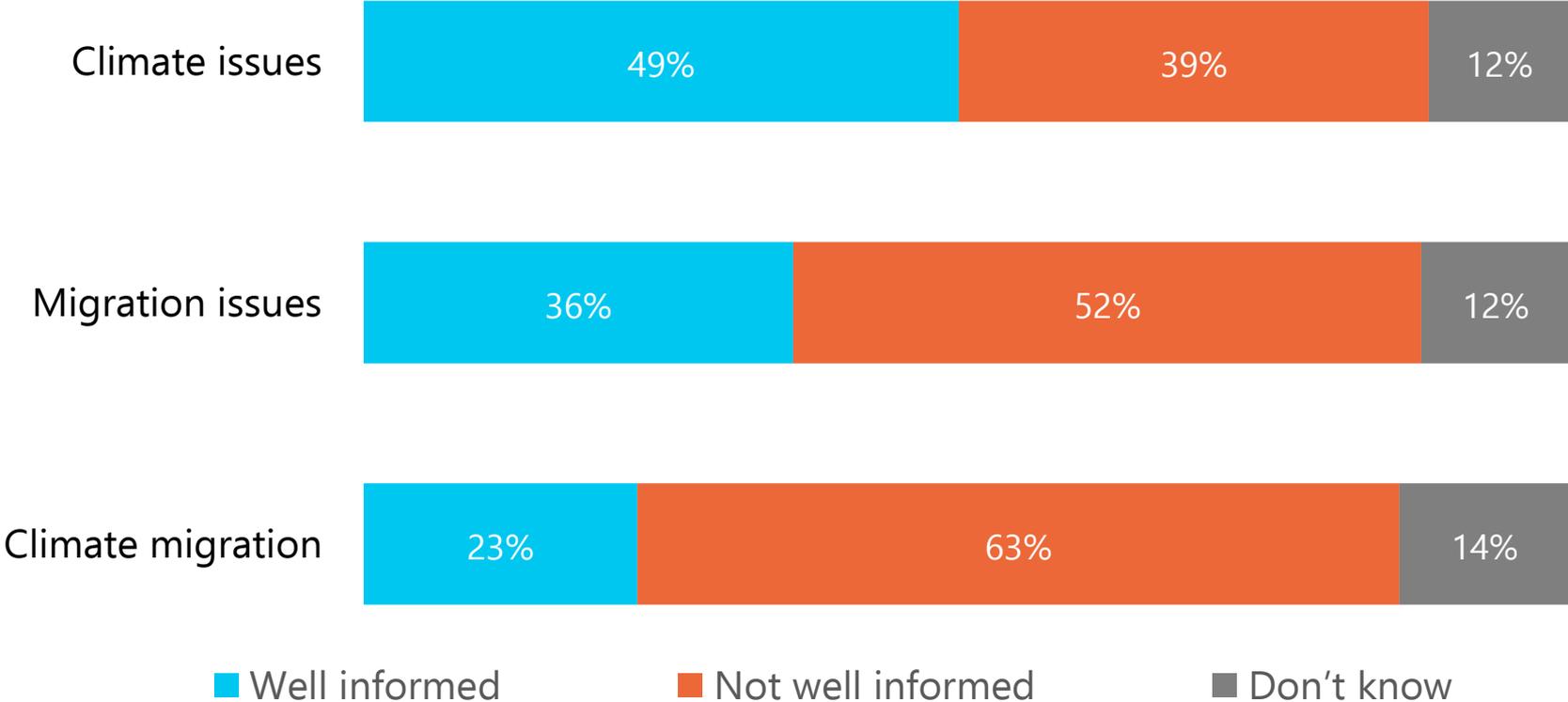
## % who do not get any information on climate migration



Q22. Where do you get most of your information on.... Climate migration? % for 'You don't get any information on this subject'  
Base: All respondents (n=22,377)

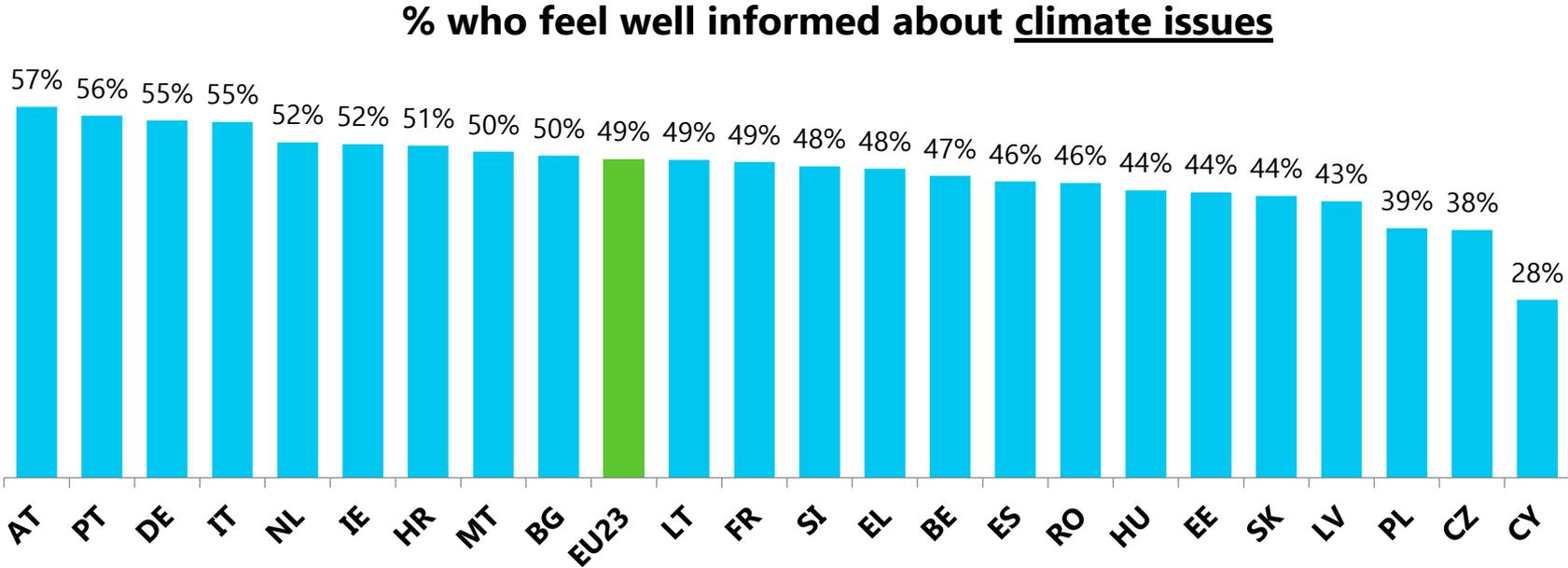
# Young Europeans feel more informed about climate issues and less informed about climate migration

To what extent do you think that you are well informed or not about...?



Q21. To what extent do you think that you are well informed or not about...?  
Base: All respondents (n=22,377)

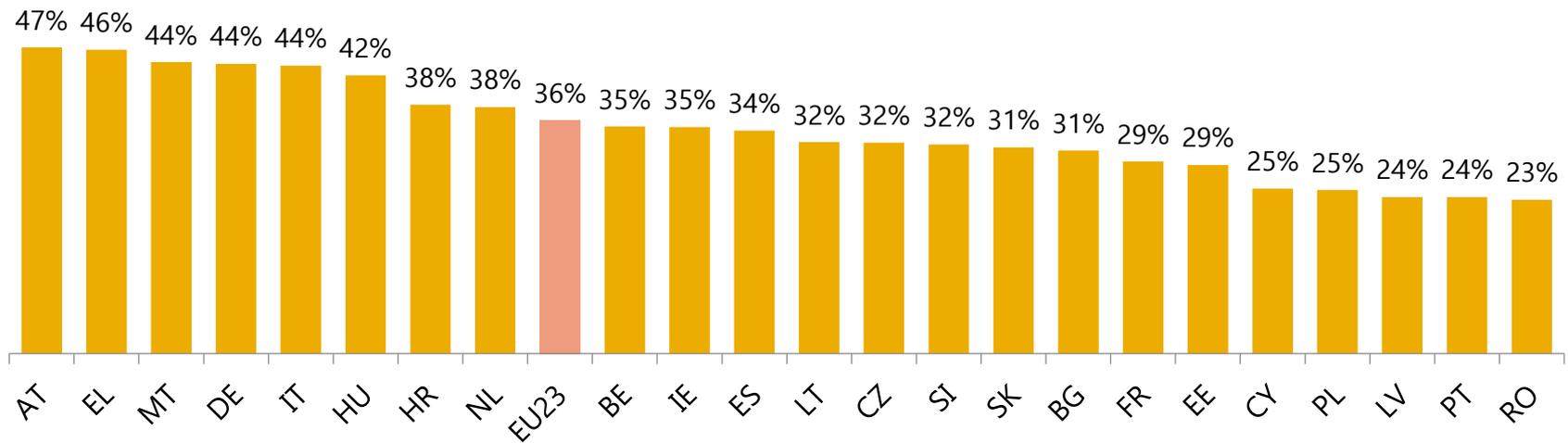
# Well informed about climate issues, by country



Q21. To what extent do you think that you are well informed or not about...? % who feel well informed about climate issues  
Base: All respondents (n=22,377)

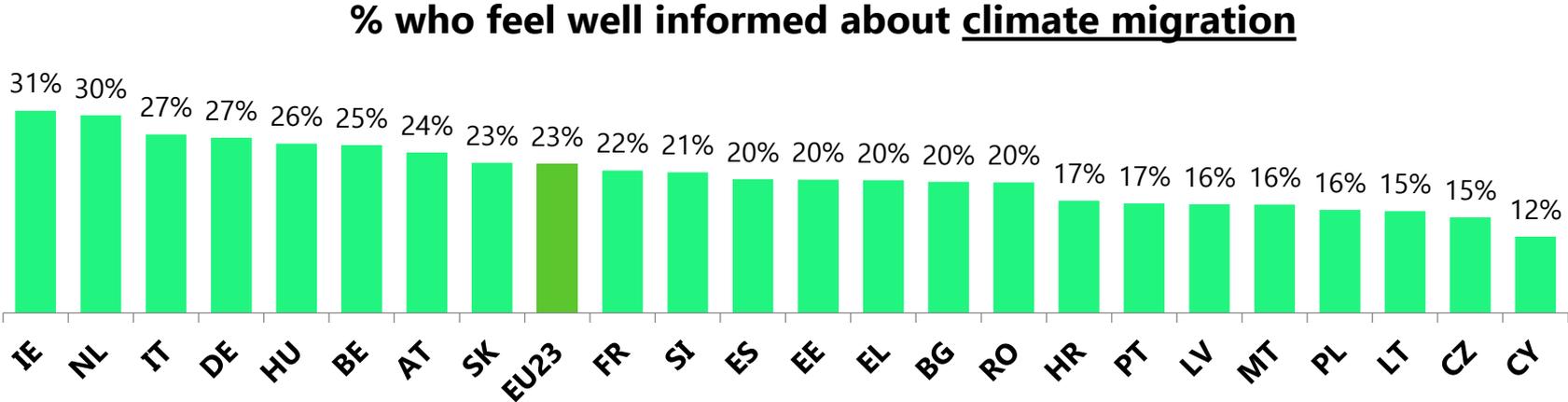
# Well informed about migration issues, by country

## % who feel well informed about migration issues



Q21. To what extent do you think that you are well informed or not about...? % who feel well informed about migration issues  
Base: All respondents (n=22,377)

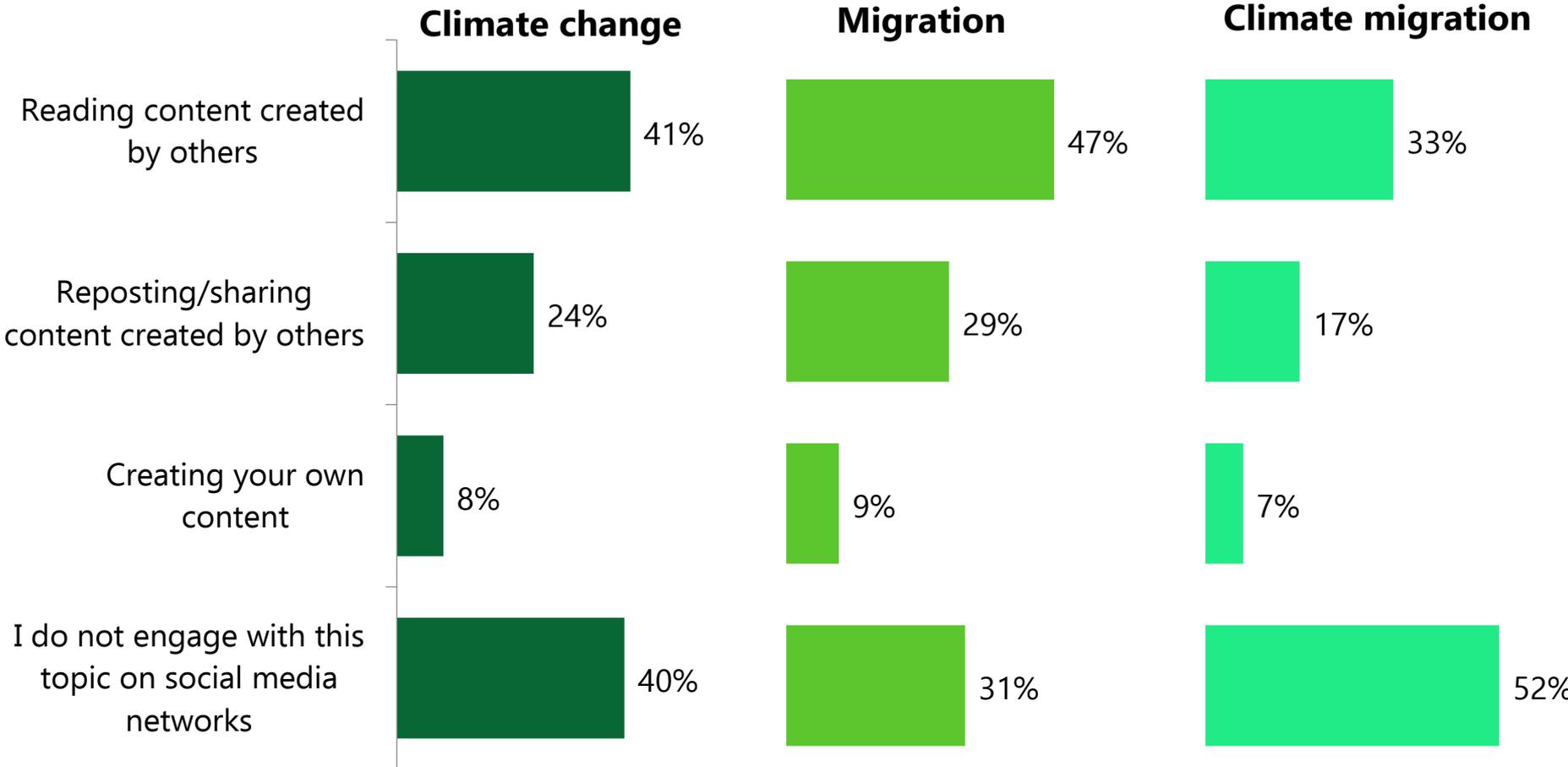
# Well informed about “Climate migration”, by country



Q21. To what extent do you think that you are well informed or not about...? % who feel well informed about climate migration  
Base: All respondents (n=22,377)

# Young people in Europe are quite engaged in the use of social media on the topics of climate change, migration and climate migration

## Engagement in the use of social media about topics



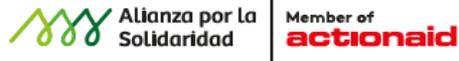
Q23. Do you engage in the use of social media networks about these topics?  
Base: All respondents (n=22,377)



LEAD



PARTNERS





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