



Ipsos-Eureka
Social Research Institute



REUTERS

MEDIA RELEASE

Friday, 29 January, 2010

Only One Third (35%) Of Global Citizens Say Their Government and Business Leaders Are Taking the Right Steps and Pace to Prevent Global Climate Change - Australians Among the Most Supportive Globally

29 January, 2010: The number of Australians supportive of action by government and business leaders in this country to prevent climate change is considerably higher than the global average, ranking fourth in terms of support behind China, India and Turkey.

The new Reuters News poll conducted by Ipsos indicates that only 35% of adults surveyed in 23 countries believe their own government and business leaders are taking the right steps and pace to prevent global climate change. The same measure in Australia shows a total of 48% of Australians believe government and business leaders are on the right track to prevent global climate change.

The survey of over 24,000 adults globally - 1000+ respondents per country - which took place in the lead up to, during and following the Copenhagen Climate Conference in December, 2009 (all Australian data collected just before the conference from 5-25 November, 2009) shows a total of 65% of those citizens do not believe that their government and business leaders are taking the right steps and pace to prevent global climate change.

Of the 23 countries surveyed, only three have a majority of their citizens agree that government and businesses leaders are appropriately tackling global climate change, China with the most support (86%), followed by India (60%) and Turkey (54%).

Interestingly, Australia ranks next on the list with just under half (48%) indicating they believe our government and business leaders are taking the right steps and pace to prevent global climate change, ahead of the United States (38%) and the United Kingdom (33%).

"The strong support we're seeing for government and business action on climate change in Australia may well be an indication of the support for attempted government action, in the form of the CPRS, which is likely to be reintroduced into Federal Parliament again in a few months," said Poppy Wise, Head of Ipsos-Eureka's Sustainable Communities & Environment Unit.

"In terms of the ranking, I think it's particularly interesting that the high-emitting countries, China and India deliver a strong show of support. By agreeing their respective countries are taking appropriate action, the citizens of China and India reflect the resistance to developing countries agreeing to emissions reduction targets that was such a crucial issue in negotiations at Copenhagen," Wise said.



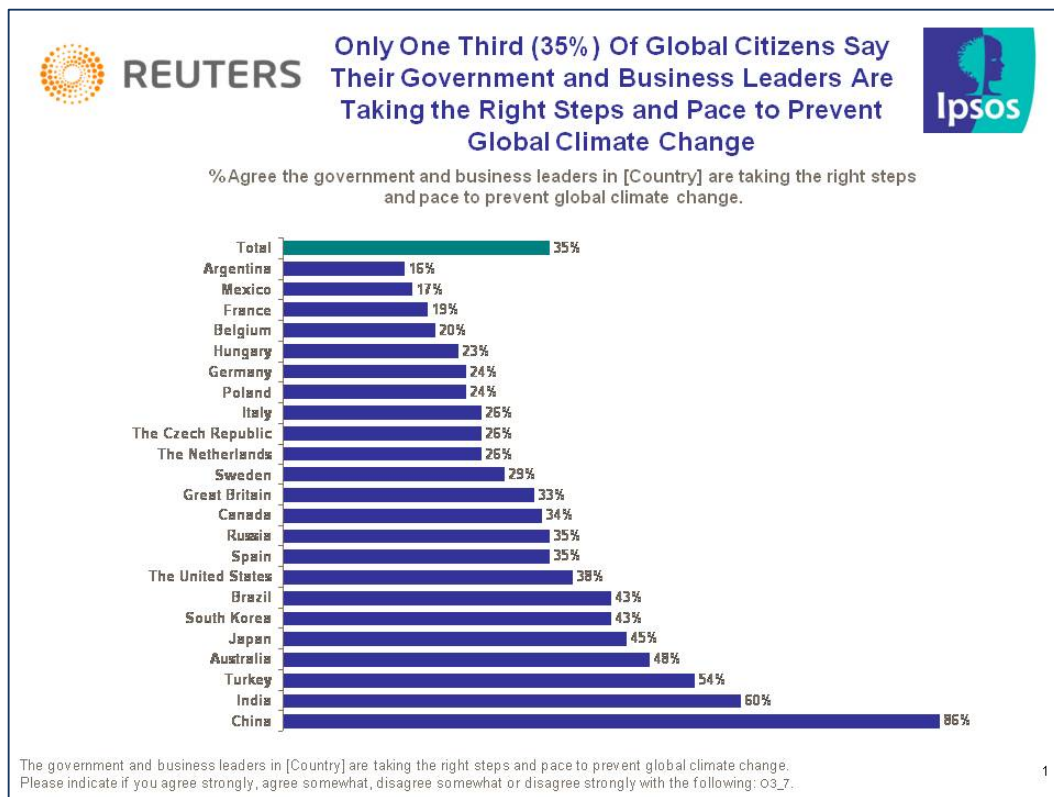
With respect to demographic findings for the total sample, those most likely to disagree that their government and business leaders are taking the right steps and pace to prevent global climate change (65%) are female (67% versus 63% male), older (55+ @ 69%) versus middle aged (35-54 @ 67%) and younger (under age 35 @ 62%), and lower income (67%) versus middle and higher income (both 63%) citizens.

These are the findings of an Ipsos poll conducted between November 4th, 2009 and January 13th, 2010, on behalf of Thompson Reuters News Service. For this survey an international sample of 24,077 adults aged 18+ were interviewed in a total of 23 countries representing 75% of the world's GDP. The countries included Argentina, Australia, Belgium, Brazil, Canada, China, France, Germany, Hungary, India, Italy, Japan, Mexico, Poland, Russia, and South Korea, Spain, Sweden, the Czech Republic, the Netherlands, Great Britain, the United States and Turkey. Approximately 1000+ individuals participated on a country by country basis via the Ipsos online panel.

Ends

Available for comment and further information:

Poppy Wise
Director, Sustainable Communities & Environment Unit
Ipsos-Eureka Social Research Institute
T: 02 9900 5118
E: poppy.wise@ipsos.com





Ipsos-Eureka
Social Research Institute



REUTERS

About Ipsos

Ipsos is one of the world's leading survey-based marketing research firms. Founded and run by market research professionals, Ipsos interprets, simulates, and anticipates the needs and reactions of consumers, customers and citizens – locally, nationally and around the world. Ipsos has a direct presence in more than 65 countries globally and conducts research in more than 100.

About Ipsos-Eureka Social Research Institute

The Ipsos-Eureka Social Research Institute brings together a highly qualified team dedicated to using research to improve community outcomes. The aim of the organisation is to produce publishable research to high standards in consultation with experts in their field. The team focuses on providing thought leadership and acting as a non-partisan think tank and sounding board.

Being part of Ipsos, one of the world's largest market research companies, means the Institute can draw upon expertise from comparable countries around the world in conjunction with contributing skills and experience from across the region.