

**Global Methane Hub**

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**INTERNATIONAL POLL:  
Public Opinion Survey Conducted in 17 Countries Shows  
Overwhelming Belief in Climate Change, Support for Action to Reduce  
Harmful Methane Gas Emissions**

*1 in 4 respondents say that the changing climate has an ‘extreme’ impact on their life;  
82% overall support methane mitigation, the fastest way to curb warming*

*People most impacted by climate change are among strongest supporters of actions to  
minimize harmful methane gas emissions*

**SANTIAGO, CHILE** – The [first international poll](#) on climate change and methane gas emissions commissioned by the [Global Methane Hub](#) (GMH) provides new insight into public support for solutions across 17 countries worldwide. The results show that the vast majority of respondents in the countries surveyed – 82% overall – support action to curb methane emissions.

The poll conducted by Benenson Strategy Group (BSG) reached people in 17 countries across six continents – Australia, Brazil, Canada, Chile, China, Germany, India, Italy, Kenya, Mexico, Nigeria, Norway, Senegal, South Korea, Tanzania, the United Kingdom, and the United States. The online survey gathered data from a total of 12,976 adults, at least 750 in each country, and asked respondents questions on key issues ranging from views on climate change, environmental concerns and support for action, knowledge of methane gas emissions, and support for specific policies to reduce methane gas emissions.

“Reducing methane emissions is the fastest way to drive down global temperature and reduce the impacts of climate change,” **said Marcelo Mena, CEO of Global Methane Hub.** “The survey shows that countries most impacted by climate change are also those who most support mitigating methane. The good news is that doing so will also bring additional benefits, including energy and food security, and healthier communities.”

Methane gas emissions have contributed to about half of the warming we are experiencing today, causing harm to communities around the globe. As policymakers and other actors look for solutions to cool the planet following the hottest year on record, reducing methane by 45% is crucial to lowering warming by 0.3 degrees Celsius by 2040, putting us on a path to a healthy future and meeting international climate commitments. Over a 20-year time scale, methane is 86 times more potent than CO<sub>2</sub> as a greenhouse gas, and 28 times more potent over a 100-year time scale.

“Taken together, the data tells a very clear picture,” **said Natalie Lupiani, Vice President at BSG.** “The citizens in these 17 countries are impacted by climate change, they are concerned about it overall and on specific outcomes, such as water quality or heat waves, and they have an appetite for meaningful change at the public policy level to address methane emissions. In my view, the data is a strong indication that people support their governments taking action to protect them against the rising global temperature.”

The findings from Global Methane Hub’s international poll come at a critical time, offering insight into support for action on harmful methane gas emissions and tangible policy solutions to help countries meet climate pledges made at COP28 and beyond. The poll shows that the appetite for action exists even

among those with lower levels of knowledge about methane's harmful impacts. And as awareness increases, public support for action to reduce methane emissions increases even further.

The poll comes on the heels of more than 150 countries pledging to slash methane gas emissions by at least 30% by 2030 under the [Global Methane Pledge](#). At COP28, several countries unveiled concrete strategies to achieve their targets, in addition to announcing more than \$1 billion in new grant funding to help reduce harmful methane gas emissions worldwide.

### **KEY FINDINGS: International Survey on Climate Change & Methane Emissions**

BSG conducted the survey between November 14<sup>th</sup> and December 11<sup>th</sup>, 2023. BSG applied weights to age, gender, and education to ensure collected samples were representative of adults 18+ who have internet access in each country.

#### ***Results offer Unique Look at International Views on Climate Change, Support for Action***

No matter where people live in the world, the reality of climate change hits home. One in four survey respondents indicated that climate change had an extreme impact on their lives, and even more report deep concerns about wildfires, heat waves, worsening water quality, and a host of other environmental issues in their own communities.

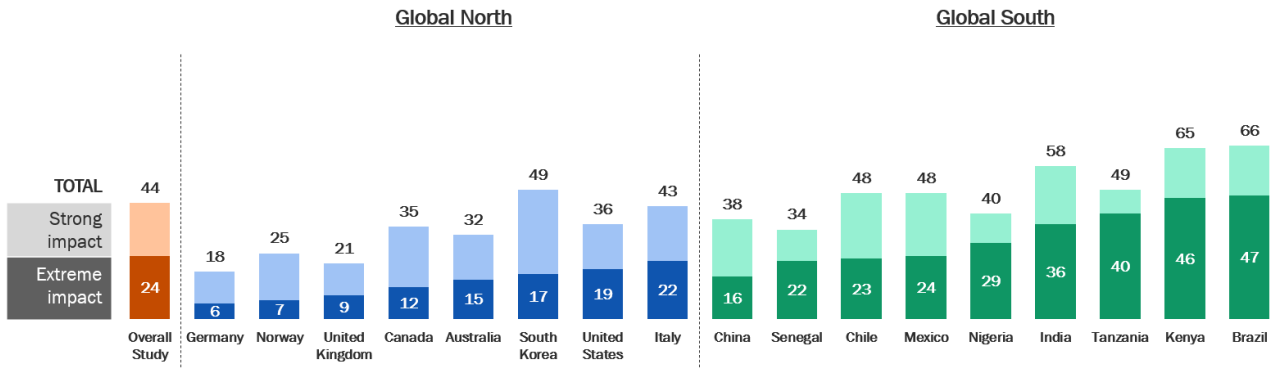
Respondents not only acknowledge the prevalence of climate change but also generally agree in its human causation. While perspectives vary across nations due to diverse environmental and cultural contexts, **people feel a strong urgency for action on climate change, and the overwhelming majority of survey respondents said protecting the environment should be prioritized at least as much as economic growth.**

Overall, the survey shows that:

- **96% of people in the 17 participating countries believe that the climate is changing, and most believe that climate change is caused by humans.** Overall, 78% of respondents believe that the changing climate *is a result of human activity*.
- **24% of respondents say the changing climate has an “extreme impact” on their life, and 87% of people report that it has at least *some* impact on their life.**
  - Countries surveyed in the Global South tend to express feeling much more intensely affected by climate change than their Global North counterparts.

## Personal Impact of Changing Climate

Personal Impact of Changing Climate  
Q: How much impact, if any, does the changing climate have on your life?



- People surveyed feel that **large corporations, national governments, and individual citizens are the most to blame for environmental harm**, though they believe **national governments, corporations, and international governmental systems are far more capable** than individual citizens to make meaningful changes to minimize the impacts of climate change.

### Roadmap To Policy Solutions

The survey also tested support for policy solutions that could result in major methane emissions reductions. There is significant support for policy solutions that would make strides toward tackling climate change. Governments, working in tandem with private actors and NGOs, can make progress on tangible elements of citizens' daily lives, ranging from water quality to crop yields and beyond.

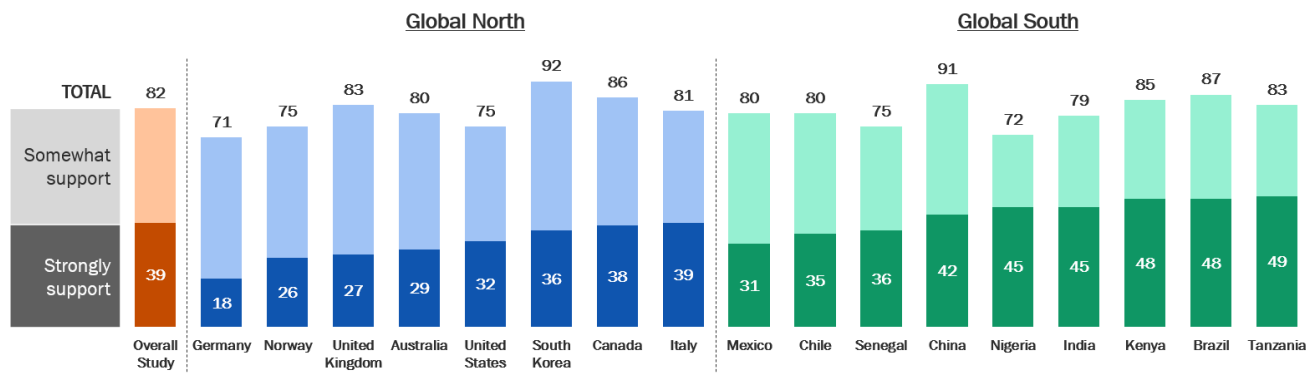
Across the 17 participating countries:

- **82% of respondents say they support actions taken to minimize methane emissions overall**, with 39% showing strong support. Support for action tends to be higher in Global South countries.

## Support for Action on Methane

Support for Action on Methane

Q: How much, if at all, do you support actions taken to minimize methane emissions?



- **85% of people are in favor of reducing methane emissions from the waste sector**, including 45% who strongly support this effort.
- **83% of respondents express support for initiatives aimed at reducing methane emissions from the energy sector**, including 44% who strongly support.
- **80% of people support reducing methane emissions from the agriculture sector**, including 36% who strongly support.

### Survey Results Reveal Regional Nuances, Strong Support for Action

COP28 underscored both the increased attention to super-pollutants such as methane gas as well as regional differences in tackling the challenges presented by climate change. This survey is no different and showcases important, regional nuances that policymakers can learn from. Yet crucially, despite politicization in places like Australia and the United States, and different levels of direct impact from climate change, there is clear support from populations around the world for action to mitigate methane.

#### **Key Takeaways by Region**

***African Countries Surveyed – Kenya, Nigeria, Senegal, Tanzania:*** Respondents in the African countries surveyed feel a very personal impact from climate change. Kenya has the highest and most intense level of support for addressing climate change across all countries surveyed (96% total support, including 80% who “strongly” support). Though respondents’ initial level of familiarity with methane varies between the African countries surveyed, initial support for methane mitigation is high in all of them, and increases with further education on the issue. Respondents across all four countries reported very high levels of concern about water quality.

***Asia-Pacific Countries (APAC) Surveyed – Australia, China, India, South Korea:*** India is the Asia-Pacific nation that feels the most personal impact from climate change and demonstrates the highest levels of support for methane mitigation efforts of the countries surveyed. Environmental hazards are much more clearly seen and felt in China and India: 66% of Chinese respondents and 63% of Indian respondents are very concerned about air quality in their communities; 64% of Chinese respondents and 61% of Indian respondents are very concerned about water quality. Comparatively, 46% of South Koreans surveyed are very concerned about air quality, and 36% of Australians are very concerned about heat and heat waves.

Of all 17 countries surveyed, South Korea has the highest “informed familiarity” of methane’s harmful impact on the environment and has broad but soft support for methane reduction policy proposals, likely due to significant pre-existing regulations related to methane. In China and India, more than 80% say they are familiar with methane, but only 38% in China and 37% in India are aware that methane has a harmful impact on the global climate.

*European Countries Surveyed – Germany, Italy, Norway, the United Kingdom:* Citizens of Germany, Norway, and the United Kingdom surveyed report relatively low personal impact from the changing climate, while the proportion of Italians who say it has an “extreme” or “strong” impact on their lives (43%) is on-par with some of the Global South countries who participated in the study. Notably, support for action to minimize harmful methane gas emissions is high in each of these countries regardless of the perceived personal impact of the changing climate, though German respondents’ support is quite soft and the lowest of all 17 participating countries.

*North and South American Countries Surveyed – Brazil, Canada, Chile, Mexico, United States:* Brazilians’ perceived level of personal impact from the changing climate is by far the highest among the 17 countries included in the study, and a staggering 78% of Brazilian respondents say they are very concerned about heat and heat waves in their communities. While Chileans do not report as high levels of personal impact from the changing climate as Brazilians who participated in the survey - 66% of Brazilians indicate it has an “extreme” or “strong” impact on their lives compared to 48% of Chileans - their level of concern about climate change is similar and very high. Chile’s support for action to minimize the impacts of climate change (93% total) mirrors Brazil’s support (91% total), but it is much less intense.

Mexican respondents are also experiencing higher levels of personal impact from the changing climate, and their concern about climate change (63% very concerned) and widespread belief in the human causation of climate change aligns them more closely with their Latin American counterparts than with the U.S. or Canada. However, when it comes to policy and demand for change, support is weaker in Mexico and aligns more closely with their North American counterparts. Respondents in Canada and the United States report experiencing much less of a personal impact from the changing climate than those in Brazil, Chile, and Mexico. Importantly, however, Canadian respondents more intensely support action on climate change than the U.S. or Mexico.

You can view the full survey results [here](#).

**\*\* Global Methane Hub experts and partners from surveyed countries are available for interviews. To request more information or an interview, please contact [jerralyn.davis@berlinrosen.com](mailto:jerralyn.davis@berlinrosen.com) \*\***

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### **About Global Methane Hub**

The Global Methane Hub organizes the field of philanthropists, experts, nonprofits, and government organizations to ensure we unite around a strategy to maximize methane reductions. We have raised over \$200 million in pooled funds from more than 20 of the largest climate philanthropies to accelerate methane mitigation across the globe. Visit our website to learn more about organizations that supported the commitment.

### **Survey Methodology**

BSG conducted a 10-minute online poll between November 14<sup>th</sup> and December 11<sup>th</sup>, 2023, in 17 countries: Australia, Brazil, Canada, Chile, China, Germany, India, Italy, Kenya, Mexico, Nigeria, Norway, Senegal, South Korea, Tanzania, the United Kingdom, and the United States.

BSG collected a total of 12,976 completes, comprised of a minimum of n=750 responses in each country from people currently residing in the country who are 18 years of age or older and have internet access. BSG applied weights to age, gender, and education to ensure collected samples were representative of adults 18+ who have internet access in each country. The survey was conducted in a total of 15 languages.

The margin of error for the total sample of each country is approximately  $\pm 3.58\%$ , and varies slightly between countries due to differences in sample size.

Note: When “total study” or “overall” figures are referenced, they are representative of the 17 countries surveyed, weighted for population size.