



## Most would pay higher energy bills to address climate change says Global Poll

Most people say they are ready to make personal sacrifices – including paying more for their energy – to help address climate change, according to a new BBC World Service poll of 22,000 people in 21 countries.

Substantial majorities in all countries polled (83% overall) say it will be necessary for people in their country to “make changes in their lifestyle and behavior” to reduce the emission of climate-changing gases.

In 14 of the 21 countries, a majority (61% on average overall) say it will be necessary to increase energy costs to encourage conservation and reduce carbon emissions.

Support for increased energy taxes is conditional. Asked if they would support higher taxes on types of energy - such as oil and coal - that cause most carbon emissions, only half (50% overall) approve. But this rises to three out of four (77% overall) if the tax raised was specifically devoted to promoting energy efficiency or developing cleaner fuels. Such a tax receives majority support in all 21 countries polled.

These results hold true in the US and China, the two countries that emit the largest amounts of carbon dioxide. Urban Chinese are among those most ready to change their lifestyle (86%), to see the cost of energy go up (83%) and to pay higher taxes on coal and oil (85%).

Seventy-nine percent of Americans agree that lifestyles in the United States will have to change and 65% say that energy costs will have to rise. Americans are initially divided about paying a higher tax on coal and oil (46% support), but this rises to 74% if the revenues are used to promote efficiency or develop new fuels.

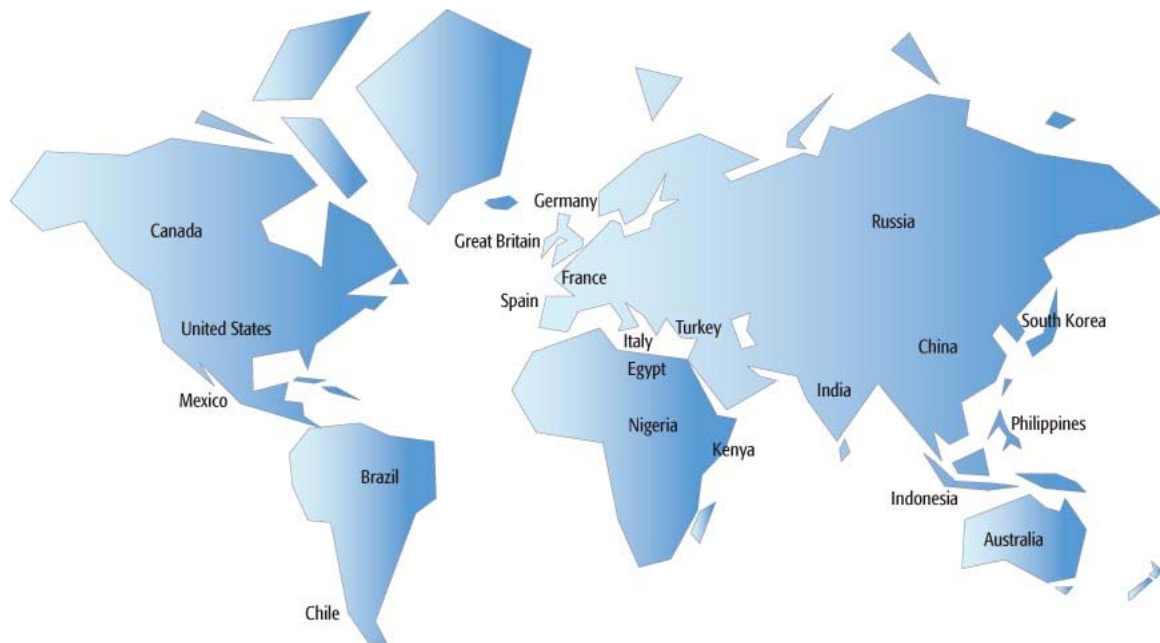
The poll is being published to coincide with BBC World Service's week of programming on climate change, *Taking the Temperature* during which the impact of the events and negotiations on climate change throughout the year will be assessed.

The survey was conducted for BBC World Service by the international polling firm GlobeScan together with the Program on International Policy Attitudes ([PIPA](#)) at the University of Maryland. GlobeScan coordinated fieldwork between 29 May and 26 July, 2007.

Director of PIPA, Steven Kull said, “People around the world recognize that climate change requires that people change their behavior. And that to provide incentives for those changes there will need to be an increase in the cost of energy that contributes to climate change.”

GlobeScan President, Doug Miller said, “While few citizens welcome higher taxes, the poll suggests that national leaders could succeed in introducing a carbon tax on energy. The key requirement is that their citizens trust that the resulting tax revenues will be invested in addressing climate change by increasing energy efficiency and developing cleaner fuels.”

## Participating Countries



Note: In Brazil, Chile, China, Egypt, Indonesia, the Philippines, South Korea, and Turkey an urban sample was used. Please see page 20 for further details.

## Detailed Findings

In all countries majorities agree that in order to address the problem of climate change it will be necessary for individuals in their country “to make changes in their life style and behavior in order to reduce the amount of climate changing gases they produce.” On average 83 percent say it will be necessary with 46 percent saying it will be definitely necessary.

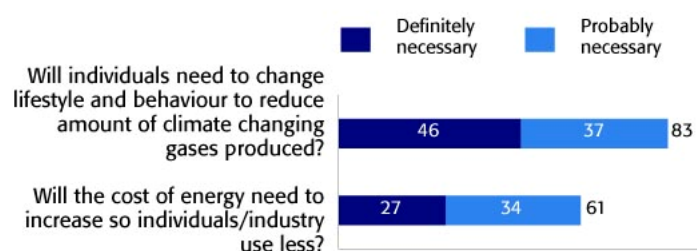
The countries with the largest percentages saying that it will be definitely necessary are Spain (68%) Mexico (64%), Canada (63%), Italy (62%), and China (59%). The countries with the largest numbers saying that lifestyle changes will not be necessary are Nigeria (33%), Egypt (29%), Kenya (25%), the United States (19%), and India (18%).

Large majorities in most of Europe and the Americas believe that it will also be necessary to “increase the cost of the types of energy that most cause climate change, such as coal and oil, in order to encourage individuals and industry to use less:” Chile (79%), Great Britain (77%), Canada (72%), Germany (70%), United States (65%), Brazil (64%), Mexico (61%), France (61%) and Spain (53%).

There are two exceptions, however. Leaning instead toward the belief that such increases will not be necessary are Italians (50%) and Russians (50%). Italy’s energy costs are already among the highest in Europe in part because it bans nuclear technology. Although Russia is a major oil producer, its consumers have faced rising energy prices in recent years.

### Required Action on Climate Change

Percent Saying "Necessary," Average of 21 Countries, 2007



Attitudes in Asia about whether increased energy costs will be necessary range from the overwhelming 83 percent majorities in China and Indonesia to the divided views in South Korea and the Philippines. Indians lean toward the view that higher costs are needed: half (50%) say that increasing the cost of energy will be necessary and only 27 percent say it will not, though large numbers do not answer (23%). Australia is the developed country with the largest majority who believe energy costs will need to increase (81%).

The only country with a majority against increasing the cost of fuels that produce greenhouse gases is Nigeria, a major oil producer whose government subsidizes domestic fuel sales. Fifty-two percent of Nigerians surveyed say they do not think such an increase is necessary to decrease energy use, while 47 percent think it is. A modest majority of Kenyans (53%) say higher energy costs are needed.

In the Middle East, a majority of Egyptians (61%) say that it will be necessary to increase costs. Turks are divided (44% do not think it is necessary to raise costs while 41% feel that it is).

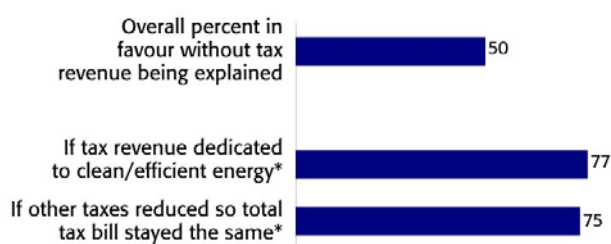
Unlike the unanimity about the need for lifestyle changes and near unanimity on whether it will be necessary to increase the cost of energy, reactions are much more mixed to the question of whether people would favor raising taxes on energy sources that contribute to climate change so as to encourage people and industry to use less. Initially, majorities or pluralities in only nine countries favor such an energy tax increase, six are divided, and six are opposed. Overall, only 50 percent are in favor and 44 percent opposed.

Urban Chinese have the largest majority—85 percent—who would support raising taxes on the fuels that contribute most to climate change. The Chinese government is in the midst of a campaign to increase energy efficiency and has already announced that it plans to impose fuel taxes beginning next year.

The proportion of Chinese respondents favoring higher energy taxes is 24 points greater than the next largest majorities in Australia and Chile (61% in both). This is followed by Germans (59%), Canadians (57%), Indonesians (56%), Britons (54%) and Nigerians (52%). Publics lean toward this measure in Mexico (50% to 46%) and they are divided in Kenya (50% to 48%), Spain (49% to 47%), France (47% to 48%), Turkey (42% to 43%), Russia (41% to 44%) and India (38% to 36%).

#### Support for Higher Taxes on the Most Harmful Types of Energy So That Individuals/Industry Use Less

"Strongly" and "Somewhat Favour," Average of 21 Countries, 2007



\*Based on subsample results.

Majorities are initially opposed to higher energy taxes in Italy (62%), South Korea (59%), the Philippines (58%), Brazil (55%), Egypt (52%) and the United States (51%).

The poll then tested the relative influence of two different design options for an energy tax by asking those who initially did not support a higher energy tax whether they would favor this tax under one of two different conditions: if the revenues were “devoted only to increasing energy efficiency and developing energy sources that do not produce climate change” and if at “the same time as your other taxes were reduced by the same amount, keeping your total taxes at the current level.”

Combined with those who initially supported an energy tax, the percentage who change their position under each condition produces a large majority in every country ready to favor an energy tax.

In the six countries where majorities initially oppose higher fuel taxes, adding the condition of devoting revenues to improving efficiency and seeking out new sources produces large majorities in favor: Italy (78%), South Korea (70%), the Philippines (69%), Brazil (65%), Egypt (73%) and the United States (74%).

The countries that were somewhat divided about tax increases also become supporters if revenues would be earmarked for energy programs: Mexico (74%), Kenya (81%), Spain (86%), France (79%), Turkey (75%), Russia (72%) and India (60%).

The same holds true, but to a slightly lesser extent, if those initially against higher energy taxes are told their other taxes would be reduced so their total tax bill would remain the same. Countries that were opposed to tax increases then become supporters: Italy (69%), South Korea (70%), the Philippines (66%), Brazil (65%), Egypt (82%) and the United States (64%). And countries that were divided also show large majorities in favor: Mexico (64%), Kenya (78%), Spain (73%), France (79%), Turkey (78%), Russia (75%) and India (66%).

Again, China stands out as exceptionally willing to consider higher taxes as a means of combating climate change. When those against or uncertain about higher taxes are asked whether they would support them to increase efficiency or develop new sources, the total in favor of tax increases becomes a nearly unanimous 97 percent. And when asked whether they would favor such increases if their total tax bill remained the same, 93 percent say yes.

A total of 22,182 citizens in Australia, Brazil, Canada, Chile, China, Egypt, France, Germany, Great Britain, India, Indonesia, Italy, Kenya, Mexico, Nigeria, the Philippines, Russia, South Korea, Spain, Turkey, and the United States were interviewed face-to-face or by telephone between May 29 and July 26, 2007. Polling was conducted for the BBC World Service by the international polling firm GlobeScan and its research partners in each country. In eight of the 21 countries, the sample was limited to major urban areas. The margin of error per country ranges from +/-2.4 to 3.5 percent.

For more details, please see the Methodology section or visit [www.globescan.com](http://www.globescan.com) or [www.worldpublicopinion.org](http://www.worldpublicopinion.org).

**For media interviews with the participating pollsters, please contact:**

Doug Miller, President  
GlobeScan Incorporated, London  
+44 20 7253 1425  
(Mobile: +44 78 999 77 000)  
[Doug.Miller@GlobeScan.com](mailto:Doug.Miller@GlobeScan.com)

Steven Kull, Director  
Program on International Policy Attitudes, Washington, DC  
+1 202 232 7500  
(Mobile: +1 301 254 7500)  
[Skull@pipa.org](mailto:Skull@pipa.org)

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**The Program on International Policy Attitudes (PIPA)** is a joint program of the Center on Policy Attitudes and the Center for International and Security Studies at the University of Maryland. PIPA undertakes research on attitudes in publics around the world on a variety of international issues and publishes the website/webzine [WorldPublicOpinion.org](http://WorldPublicOpinion.org).

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## Questionnaire

M6. Please tell me if you think each of the following will definitely be necessary, probably be necessary, probably not be necessary, or definitely not be necessary in order to address the problem of climate change or global warming? **READ IN ORDER AND ROTATE**

a) To increase the cost of the types of energy that most cause climate change, such as coal and oil/petrol, in order to encourage individuals and industry to use less.

01 - Will definitely be necessary

02 - Probably be necessary

03 - Probably not be necessary

04 - Definitely not be necessary

**VOLUNTEERED (DO NOT READ)**

99 - Don't know / No answer

b) For individuals in [country] to make changes in their life style and behavior in order to reduce the amount of climate changing gases they produce.

M7. Would you favor or oppose raising taxes on the types of energy, such as coal and oil/petrol, that most cause climate change in order to encourage individuals and businesses to use less of these? Would you . . . **READ IN ORDER. CODE ONE ONLY.**

01 - Strongly favor

02 - Somewhat favor

03 - Somewhat oppose

04 - Strongly oppose

**VOLUNTEERED (DO NOT READ)**

99 - Don't know / No answer

### FORM A:

**ASK TO HALF SAMPLE OF THOSE WHO ANSWER "STRONGLY OPPOSE" or "SOMEWHAT OPPOSE" or "DK/NA" in M7.**

M8A. What if the revenues of this energy tax were devoted only to increasing energy efficiency and developing energy sources that do not produce climate change? Would you... **READ IN ORDER. CODE ONE ONLY.**

### FORM B:

**ASK TO OTHER HALF SAMPLE OF THOSE WHO ANSWER "STRONGLY OPPOSE" or "SOMEWHAT OPPOSE" or "DK/NA" in M7.**

M8B. What if this energy tax was introduced at the same time as your other taxes were reduced by the same amount, keeping your total taxes at the current level even with the energy tax? Would you . . . **READ IN ORDER. CODE ONE ONLY.**

01 - Strongly favor

02 - Somewhat favor

03 - Somewhat oppose

04 - Strongly oppose

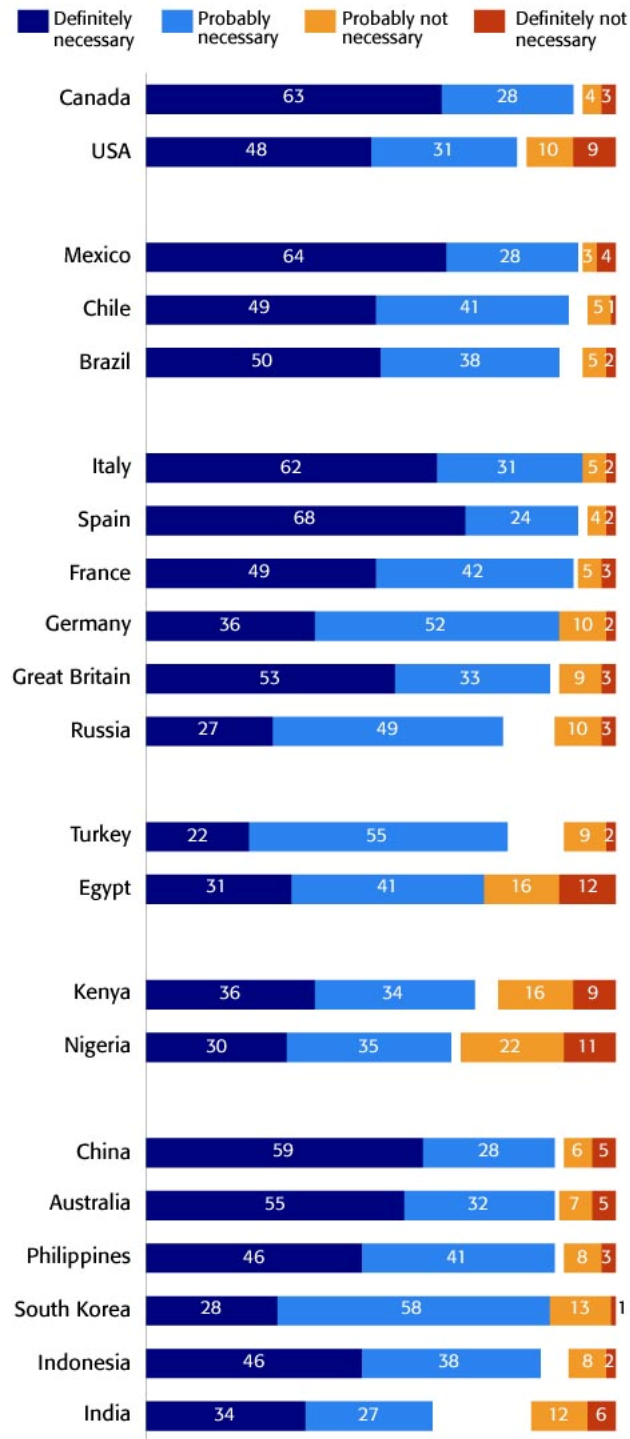
**VOLUNTEERED (DO NOT READ)**

99 - Don't know / No answer

## Country-by-Country Results

### Will Individuals Need to Change Lifestyle and Behaviour to Reduce the Amount of Climate Changing Gases Produced?

By Country, 2007

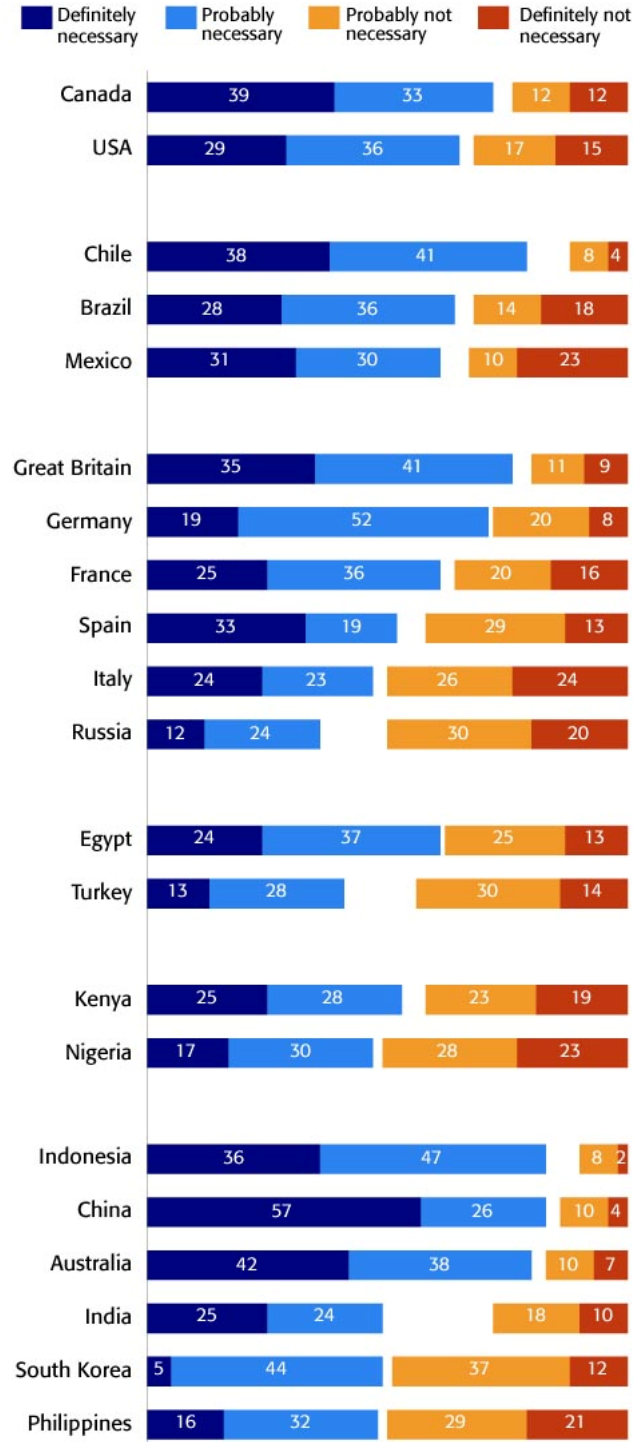


The white space in this chart represents "DK/NA."

Base: Representative samples of 22 000 adults in 21 countries

## Will the Cost of Energy Need to Increase So Individuals/Industry Use Less?

By Country, 2007



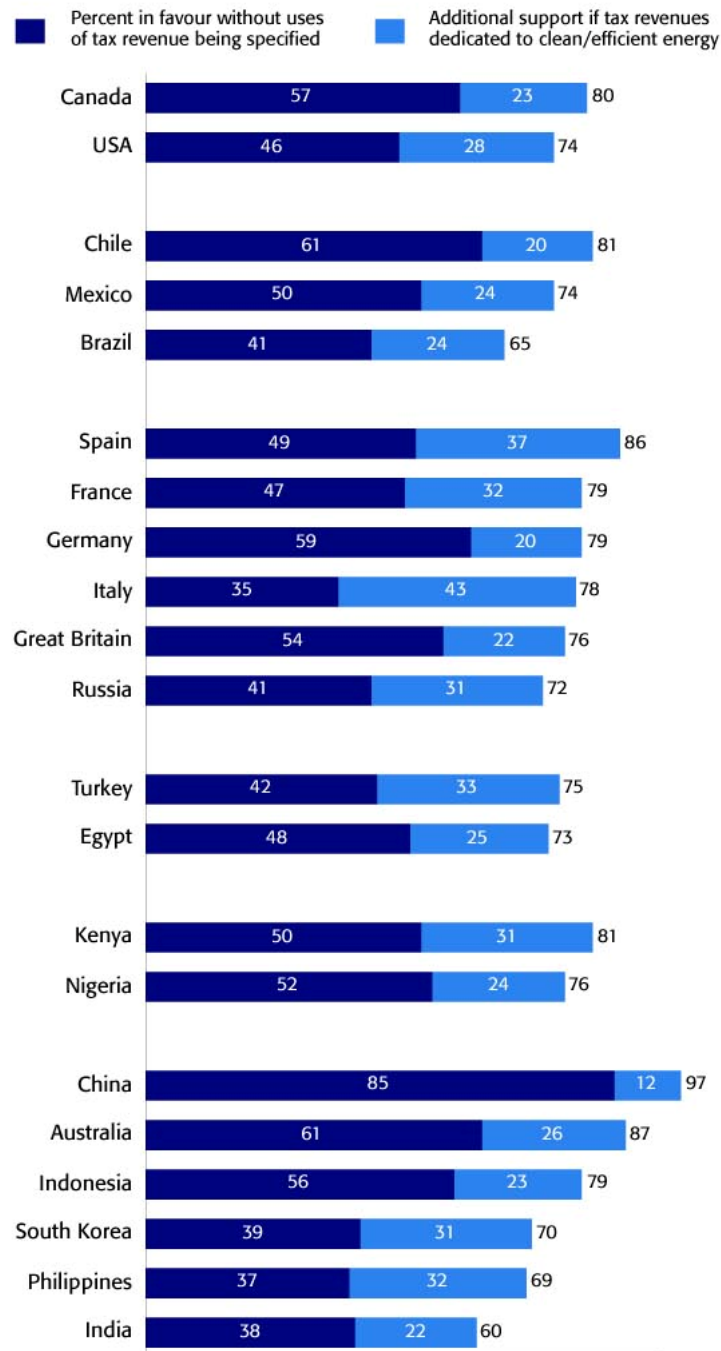
The white space in this chart represents "DK/NA."

Base: Representative samples of 22 000 adults in 21 countries



## Support for Higher Energy Taxes

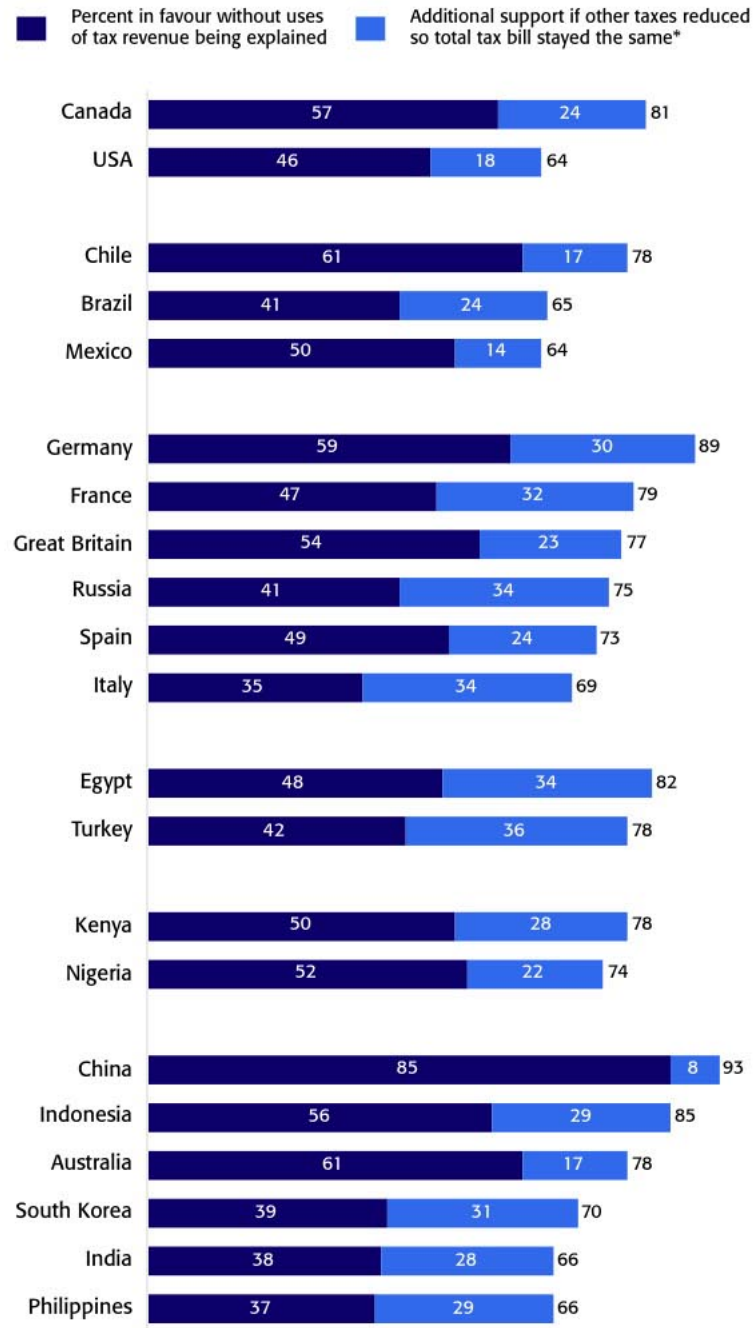
On the Most Harmful Types of Energy So That  
Individuals/Industry Use Less  
By Country, 2007



\*One-half of respondents who said they "Strongly" or "Somewhat opposed" energy tax or did not give an answer were then asked whether they would support an energy tax if the revenues of the tax were devoted only to increasing energy efficiency and developing energy sources that do not produce climate change. Base: Representative samples of 22 000 adults in 21 countries

## Support for Higher Energy Taxes

On the Most Harmful Types of Energy So That  
Individuals/Industry Use Less  
By Country, 2007



\*One-half of respondents who said they "strongly" or "somewhat opposed" energy tax or did not give an answer were then asked whether they would support an energy tax if other taxes were reduced, keeping their total tax bill at the current level.  
 Base: Representative sample of 22 000 adults in 21 countries

## **THE AMERICAS**

### **CANADA**

Most Canadians believe that in order to address the problem of climate change individuals will need to change their life styles and pay more for the types of energy that emit greenhouse gases. Canada is one of the few countries where a modest majority even favors raising energy taxes to encourage conservation.

- An overwhelming majority (91%) of Canadians believe individuals will need to make changes in their lifestyle to reduce their production of climate changing gases, including 63 percent who say such changes will definitely be necessary.
- Seventy-two percent feel it will be necessary to increase the cost of the types of energy that contribute most to climate change.
- A majority (57%) favors raising taxes on these energy sources to discourage use.
- The majority in favor of higher energy taxes increases to 80 percent if given the condition that the revenues would be devoted to promoting energy efficiency and developing alternative energy sources.
- More than four out of five (81%) favor raising taxes on energy sources that cause climate change if other taxes would be reduced by the same amount so that their total taxes would remain the same.

### **UNITED STATES**

Americans agree with most other publics that in order to address climate change individuals will have to pay more for energy and change their behavior. A majority opposes higher energy taxes, however, unless offset by tax reductions or used specifically to promote efficiency or to develop alternative energy sources.

- Most Americans agree (79%) that to reduce the production of climate-changing gases they will need to make changes in their life style. Nearly half (48%) say changes will definitely be necessary.
- Nearly two-thirds (65%) believe that increasing the cost of energy sources that contribute to climate change will be necessary to encourage conservation. Only a third (32%) say such increases will not be necessary.
- A slight majority (51%) opposes raising taxes on the types of energy, such as oil and coal, which contribute to climate change. But 46 percent favor such a tax in order to encourage individuals to use less of these fuels.
- Nearly three out of four (74%) Americans favor higher taxes if the revenues will be used to increase energy efficiency and develop alternative energy sources. A majority (64%) would also support higher taxes if they are offset by other tax cuts.

### **BRAZIL**

Brazilians believe individuals will have to change their lifestyle and pay more for energy in order to address the problem of climate change. They are reluctant, however, to pay higher energy taxes unless offset by tax cuts or used specifically to promote efficiency or develop new technologies.

- Nine in 10 (89%) Brazilians believe individuals will have to modify their behavior in order to reduce their production of climate changing gases. Half of those polled (50%) say they will definitely have to do so.

- Sixty-four percent say the cost of oil, coal and other energy sources that emit greenhouse gases should be increased in order to encourage individuals and industries to use less.
- A majority of Brazilians (55%) oppose higher energy taxes in order to discourage the use of fuels that cause climate change, such as coal and oil.
- Support for higher energy taxes increases significantly if respondents are told that revenues would go to developing alternate energy forms and increasing efficiency (65%) or if other taxes would decrease proportionately leaving their total tax burden the same (65%).

## **CHILE**

Chileans agree overwhelmingly that individuals will have to pay more for energy and change their behavior in order to combat the causes of climate change. Chile also has one of the largest majorities who show unconditional support for imposing higher taxes on energy sources that contribute to climate change, such as oil and coal.

- Nine out of 10 Chileans (90%) agree that individuals will need to change their lifestyles in order to reduce the amount of climate changing gases they produce. Half (49%) say this will definitely be necessary.
- Four out of five (79%)—one of the largest majorities among the 21 countries polled—say that the cost of the fuels that contribute most to climate change will have to increase in order to encourage conservation.
- A majority (61%) favors higher energy taxes to encourage conservation. Only Chinese respondents show more support for such measures.
- Eighty-one percent would favor higher energy taxes if the revenues were used specifically to increase efficiency or develop new energy sources and 78 percent would support them if such increases were offset by other tax reductions.

## **MEXICO**

Mexicans believe individuals will have to change their behavior and pay more for energy in order to address the problem of climate change. They are somewhat divided about energy taxes unless revenues would be used to develop alternative energy sources.

- Mexico has one of the largest majorities (92%) who believe that individuals will need to change their lifestyles in order to reduce their production of climate changing gases. A majority (64%) says such changes are definitely necessary.
- A majority (61%) believes that it will be necessary to increase the cost of the types of energy that contribute to climate change.
- Half of those polled (50%) would favor increasing taxes on energy sources, such as coal and oil in order to discourage their use, while 46 percent disagree.
- Three in four (74%) would favor higher energy taxes if the revenues were used to increase energy efficiency and develop alternative energy sources. Two out of three (64%) would favor increasing taxes if offset by tax cuts so that their overall tax level remained the same.

## **EUROPE**

### **FRANCE**

Like most European publics, the French agree that individuals will need to change their lifestyles and pay more for energy to address the causes of climate change. They support

higher energy taxes if they are offset by equivalent tax cuts or if the additional revenues are used to increase efficiency and develop alternative sources of energy.

- Nine out of 10 respondents in France (91%) agree that individuals will need to make changes in their lifestyles to reduce their production of climate changing gases, including 49 percent who say it will definitely be necessary.
- A majority (61%) believes the cost of fuels that contribute to climate change, such as oil and coal, will need to increase in order to discourage their use.
- The French are divided about whether raising taxes on energy sources that contribute to climate change is a good idea: 47 percent favor it, while 48 percent are opposed.
- Support for raising taxes jumps to 79 percent when respondents are given the condition that revenues would go to developing new forms of energy or to increasing efficiency or if other taxes would be adjusted so that their overall tax burden remained the same (79% favor).

## **GERMANY**

Germans believe that addressing the problem of climate change will require an increase in the cost of energy and changes in individual behavior. They also favor imposing higher taxes on energy sources that contribute to climate change, especially when told that other taxes would be reduced accordingly or that revenues would be used for programs to increase energy efficiency or develop cleaner sources.

- A very large majority of Germans (87%) believe individuals will have to modify their behavior in order to reduce their contributions to climate change, though only 36 percent say such changes will definitely be necessary.
- Seven in 10 (70%) also say the cost of fuels that contribute most to climate change, such as oil and coal, will have to increase to encourage conservation.
- Germans are among those most in favor (59%) of raising energy taxes. Only 38 percent disagree.
- German support for higher energy taxes increases dramatically if given the condition that such increases would be offset by other tax cuts (89%) or that revenues would be used to increase efficiency or to develop alternative sources (79%).

## **GREAT BRITAIN**

Britons are among those most likely to believe that energy costs will need to increase in order to discourage the use of energy sources that contribute to climate change. A modest majority even favors higher energy taxes for the same purpose. This majority increases significantly when respondents are told that additional revenues would be used to develop more efficient technologies and promote alternative energy sources or if the increases are offset by other tax reductions.

- Eighty-seven percent of Britons say individuals will need to make lifestyle changes in order to reduce the amount of climate changing gases they produce, including 53 percent who say this will definitely be necessary.
- More than three-fourths (77%)—the largest majority among the European publics polled—agree that the cost of fuels that contribute to climate change, such as oil and gas, will need to increase.
- A modest majority (54%) of Britons favor raising energy taxes, while 42 percent are opposed.

- Seventy-six percent would support higher energy taxes if the revenues went to increasing efficiency or developing energy sources that do not contribute to global warming and 77 percent would favor them if offset by tax cuts in other areas.

## ITALY

Italians agree overwhelmingly that individuals will need to change behavior to address the problem of climate change, but they are among those most reluctant to support higher taxes on energy sources that contribute to climate change unless revenues are used to develop alternative energy sources or are offset by other tax reductions.

- An overwhelming majority (93%) of Italians believe changes in individual lifestyles will be necessary to address the problem of climate change and 62 percent believe they are definitely necessary.
- Half of those polled (50%) say it will *not* be necessary to increase the cost of the types of energy, such as oil and coal, that contribute most to climate change, though nearly as many (47%) say it will.
- Italy is the country with the largest majority (62%) against increasing taxes on the energy sources that contribute most to climate change. Only 35 percent favor higher taxes designed to discourage the use of such fuels.
- More than three out of four Italians (78%) favor higher energy taxes if the revenues would be used to increase energy efficiency or develop alternative sources and more than two out of three (69%) favor such increases if they are offset by other tax reductions.

## RUSSIA

Most Russians agree that individuals will need to adjust their behavior to address the problem of climate change, but they tend to disagree that individuals will have to pay more for energy. They also oppose higher energy taxes except when told that the increases would be offset by other tax cuts or that the revenues would be used to promote efficiency or develop alternative sources.

- More than three in four Russians (76%) say individuals will need to reduce the amount of climate changing gases they produce, though only 27 percent say they will definitely have to do so.
- Russians tend to disagree (50% to 35%) with the idea that it will be necessary to increase the cost of fuels that contribute most to climate change, such as coal and oil.
- Russians are divided about whether imposing higher taxes on energy sources that cause climate change is a good idea: 41 percent favor such measures, while 44 percent are opposed.
- Support for higher taxes grows dramatically if respondents are given the condition that the revenues would be used to increase energy efficiency and develop new sources of energy. Under these conditions, 72 percent favor higher taxes.
- Three in four Russian respondents (75%) would support higher energy taxes if offset by tax reductions so that their total tax bill remained the same.

## SPAIN

The Spanish public is among those most confident that individuals will need to modify their behavior to address the causes of climate change, though only a modest majority believes that they will have to pay more for energy. Spaniards are divided about whether taxes should be increased, though, like most publics, they will support tax increases if told that the

added revenues would be used to support programs to increase efficiency and develop alternative sources or be offset by other tax reductions.

- More than nine in 10 Spaniards (93%) say that individuals will need to change their lifestyles in order to contribute less to climate change. Sixty-eight percent—the highest percentage among the 21 publics polled—say this will definitely be necessary.
- Only a modest majority (53%) believes that it will be necessary to increase the cost of the fuels that contribute most to climate change, such as oil and coal.
- Spaniards are divided about imposing higher taxes on the types of energy that contribute to climate change: 49 percent favor this measure, while 47 percent are opposed.
- Support for higher energy taxes rises to 86 percent if respondents are given the condition that the added revenues would be devoted to developing new types of energy or to improving efficiency and to 73 percent if the increases would be offset by other tax cuts.

## **MIDDLE EAST**

### **EGYPT**

Egyptians agree with most other publics that energy costs will need to increase and that individuals will have to modify their lifestyles. They also support higher taxes on some energy sources as long as overall taxes do not increase or the revenues are used to develop alternative energy sources.

- A large majority of Egyptians (71%) believe individuals will have to change their behavior to reduce their contribution to climate change, though only 31 percent say they will definitely have to do so. Relatively large numbers (29%) say individuals will not need to make such changes, however.
- Sixty-one percent say that the cost of the types of energy that contribute most to climate change will have to increase.
- A slender majority of Egyptians (52%) opposes increasing taxes on fuels that produce greenhouse gases in order to encourage consumers and industry to use less, while 48 percent are in favor.
- A robust majority favors higher energy taxes if given the condition that increases would be offset by other tax reductions (82%) or that the revenues would be used to increase energy efficiency and develop technologies that do not contribute to climate change (73%).

### **TURKEY**

The Turkish public is divided about whether energy costs will have to rise and whether taxes should be increased. But most Turks agree that individuals will need to adjust their lifestyles to reduce their contribution to climate change.

- More than three in four Turks (77%) say that individuals will have to change their behavior in order to reduce the amount of climate changing gases they produce. One in five (22%) say they will definitely have to do so.
- Asked whether it will be necessary to increase the cost of the types of energy that contribute most to climate change, Turks are divided: 44 percent say no and 41 percent say yes.
- Turks are equally divided about whether taxes on these energy sources should be raised in order to encourage conservation (42% favor, 43% oppose).

- Support for higher energy taxes increases to 75 percent if respondents are given the condition that the additional revenues would be used to increase energy efficiency and develop new energy sources and to 78 percent under the condition that other taxes would be reduced accordingly.

## **AFRICA**

### **KENYA**

Most Kenyans agree that individuals will need to change their behavior to address climate change. A majority also believes the cost of energy will have to increase, though they are divided about raising energy taxes unless offset by other tax cuts or used on energy programs.

- Seven in 10 Kenyans (70%) feel that individuals will need to modify their lifestyles to reduce their production of climate changing gases, including 36 percent who say such changes will definitely be necessary.
- A modest majority (53%) believes that the cost of the types of energy that contribute most to climate change, such as oil and coal, will need to increase in order to discourage use.
- Kenyans are divided about whether to raise energy taxes: 50 percent favor such increases, 48 percent oppose them.
- Support for higher taxes increases dramatically when respondents are given the condition that revenues would be devoted to programs to increase efficiency or develop cleaner sources (81%) or if the increases would be offset by other tax reductions so that their overall tax burden remained the same (78%).

### **NIGERIA**

A majority of Nigerians believe that addressing climate change will require individuals to change their lifestyles, though a significant number disagree. A small majority thinks it will *not* be necessary to increase the cost of fuels that contribute to climate change though the same percentage (52%) would favor higher energy taxes to encourage conservation. This majority increases when told higher taxes would be used on energy programs or offset by other tax reductions.

- A majority of Nigerians (65%) agree that individuals will need to make changes to their behavior in order to address the problem of climate change. A relatively large minority (33%) feels that individuals will not need to change their lifestyle, however.
- A slight majority (52%) thinks that it will not be necessary to increase the cost of fuels that contribute to climate change, such as oil and coal, while 47 percent say it will be necessary.
- A modest majority (52%) supports higher energy taxes, though 46 percent are opposed.
- Three out of four Nigerians support higher taxes on fuels that contribute to climate change if given the condition that the revenues would be used to develop alternative energy sources and improve energy efficiency (76%) or that their other taxes would be reduced by the same amount (74%).



## ASIA PACIFIC

### AUSTRALIA

Australians agree overwhelmingly that individuals will need to modify their lifestyles and pay more for energy in order to address the problem of climate change. They also show higher support than most other publics for raising energy taxes.

- Nearly nine out of ten Australians (87%) agree that individuals will need to adjust their behavior to address the problem of climate change, including 55 percent who say such changes will definitely be necessary.
- More than four in five (81%) Australians—one of the largest majorities among the 21 countries polled—say the cost of energy sources that contribute to climate change will have to go up.
- Australia has one of the largest majorities (61%) in favor of raising taxes on the energy sources that contribute most to climate change, such as oil and coal. Just 36 percent oppose higher taxes.
- An overwhelming 87 percent support tax increases on energy if given the condition that revenues would go to increasing efficiency and developing new sources of energy that do not cause climate change.
- A large majority (78%) also favors higher energy taxes if accompanied by tax cuts so that their overall tax burden would remain the same.

### CHINA

Overwhelming majorities in China believe individuals will have to modify their behavior and pay more for the types of energy that contribute most to climate change. The Chinese also show overwhelming support for higher taxes.

- A very large majority of the Chinese (86%) feel that individuals will need to change their behavior to reduce their contributions to climate change.
- China has one of the largest majorities (83%) out of the 21 countries polled who believe it will be necessary to increase the cost of fuels, such as oil and coal, that produce climate changing gases.
- The majority in favor of raising energy taxes is much higher in China than in any other public polled: 85 percent say taxes on the types of energy that contribute to climate change should go up to discourage their use. Only 13 percent are opposed.
- Support for raising taxes becomes almost unanimous (97%) when respondents are given the condition that the additional revenues would be used to increase energy efficiency and develop alternate sources of energy. It rises to 93 percent if other taxes would be reduced and overall taxes would remain the same.

### INDIA

In India, the percentage believing that individuals will have to change their behavior is smaller than in the other 21 countries polled. Indians are divided on the need for higher energy taxes but majorities will support them if told the revenues would be used to promote efficiency or alternative fuels or if they are promised that the increases would be offset by other tax reductions.

- A majority of Indians (61%) believe that individuals will need to modify their lifestyles in order to address the problem of climate change.

- Half of the Indians polled (50%) say that consumers and industry will have to pay more for fuels that cause climate change, such as coal and oil, while 27 percent disagree.
- Asked whether they would favor increasing taxes on these energy sources, Indians are divided: 38 percent approve of higher taxes to discourage the use of such fuels while 36 percent oppose them.
- A majority of Indians (60%) support higher energy taxes if given the condition that the revenues would be used for developing new types of energy or increasing efficiency. An even larger majority (68%) favors higher energy taxes if offset by equal tax reductions.

## **INDONESIA**

Most Indonesians believe that individuals will need to make changes in their behavior and pay more for energy in order to address the problem of climate change. Smaller majorities even endorse higher taxes on the energy sources that are most responsible for climate change.

- A very large majority of Indonesians (84%) believe that individuals will need to adjust their lifestyles to reduce their contributions to the problem of climate change, including 46 percent who say this will definitely be necessary.
- Four out of five (83%) say the cost of the types of energy that contribute most to climate change will have to increase.
- 56 percent favor higher taxes on climate-changing fuels, such as oil and coal, while 36 percent disagree.
- Indonesians overwhelmingly support higher taxes if they would be offset by tax reductions (85%) or if the revenues would go towards programs aimed at developing new fuels or increasing efficiency (79%).

## **PHILIPPINES**

Filipinos are less confident that the cost of energy sources contributing to climate change will need to increase than most other countries. A majority opposes higher taxes on climate-changing fuels, such as coal and oil, to discourage their use. But a majority supports such increases when told that the additional revenues would go towards developing new energy sources or that they would be offset by other tax cuts.

- A large majority of Filipinos (87%) thinks individuals will have to modify their behavior to address the problem of climate change, including 46 percent who say they will definitely have to.
- Filipinos are divided about whether energy costs need to increase to encourage conservation: 49 percent say no, 48 percent say yes.
- A significant majority (58%) opposes higher taxes on energy sources that contribute to climate change, while just 37 percent favor them.
- The Philippine public supports higher energy taxes if the revenues would be used to improve energy efficiency and develop new sources (69%) or if the increases would be offset by reductions in other taxes (66%).

## **SOUTH KOREA**

South Koreans agree that individuals will have to modify their behavior but they are divided over whether the cost of energy will have to increase to encourage greater conservation. They also oppose higher taxes on energy sources unless the revenues are used for energy programs or offset by tax reductions.

- An overwhelming majority (86%) of South Koreans believe that individuals will need to adjust their lifestyles in order to reduce their contributions to climate change, though only 28 percent say such changes will definitely be necessary.
- South Korea is one of few countries evenly divided (49% to 49%) over whether it will be necessary to increase the costs of the types of energy that contribute most to climate change in order to encourage consumers and industry to use less.
- South Koreans are among the publics most opposed to higher energy taxes (59%).
- South Koreans favor tax increases under certain conditions: if they are used to increase energy efficiency and develop alternative fuels (70%) or if they are offset by equal tax reductions (70%).

## Methodology

Country	Sample Size (unweighted)	Field dates	Sample frame	Survey methodology	Type of sample
Australia	1,000	June 13 - July 06, 2007	18+	Telephone	National
Brazil	802	June 06 - June 25, 2007	18-69	Face-to-face	Urban <sup>1</sup>
Canada	1,000	May 29 - June 24, 2007	18+	Telephone	National
Chile	1,000	July 05-July 16, 2007	18+	Face-to-face	Urban <sup>2</sup>
China	1,800	June 24 - July 04, 2007	18-65	Telephone	Urban <sup>3</sup>
Egypt	1,000	May 31 - June 08, 2007	18+	Face-to-face	Urban <sup>4</sup>
France	1,002	June 18 - June 21, 2007	15+	Telephone	National
Germany	1,010	May 31 - June 21, 2007	16-70	Telephone	National
Great Britain	1,010	June 06 - June 29, 2007	18+	Telephone	National
India	1,521	July 17 - July 26, 2007	18+	Face-to-face	National
Indonesia	1,000	June 18 - 28, 2007	17+	Face-to-face	Urban <sup>5</sup>
Italy	1,003	June 19 - June 27, 2007	18+	Telephone	National
Kenya	1,000	June 11 - June 20, 2007	18-65	Face-to-face	National
Mexico	1,000	June 25 - July 08, 2007	18+	Face-to-face	National
Nigeria	1,000	July 10 - July 22, 2007	18+	Face-to-face	National
Philippines	1,000	June 21 - July 08, 2007	18+	Face-to-face	Urban <sup>6</sup>
Russia	1,034	June 29 - July 12, 2007	18+	Face-to-face	National
South Korea	1,000	June 07 - June 27, 2007	20-59	Face-to-face	Urban <sup>7</sup>
Spain	1,000	June 18 - June 28, 2007	18+	Telephone	National
Turkey	1,000	June 09 - June 25, 2007	15+	Face-to-face	Urban <sup>8</sup>

USA	1,000	June 21 - July 18, 2007	18+	Telephone	National
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- <sup>1</sup> In Brazil the survey was conducted in Belo Horizonte, Brasília, Curitiba, Porto Alegre, Recife, Rio de Janeiro, Salvador, and São Paulo, representing 15% of the total national adult population.
- <sup>2</sup> In Chile the survey was conducted in Antofagasta, Arica, Calama, Chiguayante, Chillán, Concepción, Copiapó, Coquimbo, Coronel, Curicó, Gran Santiago (includes San Bernardo and Puente Alto), Iquique, La Serena, Linares, Los Angeles, Lota, Osorno, Ovalle, Puerto Montt, Quillota, Quilpué, Rancagua, San Antonio, Talca, Talcahuano, Temuco, Valdivia, Valparaíso, Villa Alemana, and Viña, representing 65% of the total national adult population.
- <sup>3</sup> In China the survey was conducted in Beijing, Chengdu, Guangzhou, Hangzhou, Shanghai, Shenyang, Wuhan, Xi'an, and Zhengzhou, representing 4% of the total national adult population.
- <sup>4</sup> In Egypt the survey was conducted in Cairo, Giza, Shobra Al Khema, and Alexandria, representing 21% of the total national adult population.
- <sup>5</sup> In Indonesia the survey was conducted in Bandung, Jakarta, Medan, Semarang, and Surabaya, representing 5% of the total national adult population.
- <sup>6</sup> In the Philippines the survey was conducted in the National Capital Region, representing 12% of the total national adult population.
- <sup>7</sup> In South Korea the survey was conducted in Busan, Daegu, Daejeon, Gwangju, Incheon, Seoul, and Ulsan, representing 45% of the total national adult population.
- <sup>8</sup> In Turkey the survey was conducted in Adana, Ankara, Antalya, Bursa, Diyarbakir, Erzurum, Istanbul, Izmir, Konya, Samsun, and Zonguldak, representing 30% of the total national adult population.

## Research Partners

Country	Research Institute	Location	Contact
Australia	GlobeScan	Toronto	Kathy Vowels <a href="mailto:kathy.vowels@globescan.com">kathy.vowels@globescan.com</a> +1 416 969 3090
Brazil	Market Analysis Brazil	Florianópolis	Fabián EcheGARAY <a href="mailto:fabian@marketanalysis.com.br">fabian@marketanalysis.com.br</a> +55 48 3234 58 53
Canada	GlobeScan	Toronto	Kathy Vowels <a href="mailto:kathy.vowels@globescan.com">kathy.vowels@globescan.com</a> +1 416 969 3090
Chile	MORI Chile	Santiago	Marta Lagos <a href="mailto:Mori4@morichile.cl">Mori4@morichile.cl</a> <a href="mailto:mlagos@rdc.cl">mlagos@rdc.cl</a> +5623344544
Egypt	Attitude Market Research	Cairo	Mohamed Al Gendy <a href="mailto:mgendy@attitude-eq.com">mgendy@attitude-eq.com</a> +202 22711262
France	Efficiencie 3	Paris and Reims	Christian de Thieulloy <a href="mailto:christian.t@efficiencie3.com">christian.t@efficiencie3.com</a> +33 3 2679 7589
Germany	Ri*QUESTA GmbH	Teningen	Bernhard Rieder <a href="mailto:riquesta.rieder@t-online.de">riquesta.rieder@t-online.de</a> +49 (0)7641 934336
Great Britain	GlobeScan	Toronto	Kathy Vowels <a href="mailto:kathy.vowels@globescan.com">kathy.vowels@globescan.com</a> +1 416 969 3090
India	CVoter	New Delhi	Yashwant Deshmukh <a href="mailto:yashwant@teamcvoter.com">yashwant@teamcvoter.com</a> +91 120 4247135
Indonesia	Deka Marketing Research	Jakarta	Irma Malibari Putranto <a href="mailto:irma.putranto@deka-research.co.id">irma.putranto@deka-research.co.id</a> +62 21 723 6901
Italy	GfK Eurisko s.r.l.	Milan and Rome	Paolo Anselmi <a href="mailto:paolo.anselmi@eurisko.it">paolo.anselmi@eurisko.it</a> +39 02 4380 9 1

Kenya	Research Path Associates Limited	Nairobi	Jeremy Mwololo <a href="mailto:jeremy.mwololo@rpa.co.ke">jeremy.mwololo@rpa.co.ke</a> +254 020 2734770
Mexico	Mund Américas	Mexico City	Daniel M. Lund <a href="mailto:dlund@mundgroup.com">dlund@mundgroup.com</a> +5255 5584 3020
Nigeria	Market Trends Research International, Nigeria	Lagos	J.O. Ebhomenye <a href="mailto:Mtrinigeria@research-intng.com">Mtrinigeria@research-intng.com</a> +234 1 774 0386 / 234 1 775 0753
Philippines	M&S-Sigma Dos Philippines, Inc.	Makati City	Teodora M. Marasigan <a href="mailto:tmmarasigan@ms-sigmados.com">tmmarasigan@ms-sigmados.com</a> +632 8172780 / +63917 5108602
Russia	CESSI Institute for Comparative Social Research	Moscow	Vladimir Andreenkov <a href="mailto:vladimir.andreenkov@cessi.ru">vladimir.andreenkov@cessi.ru</a> +7495 629 16 10
South Korea	Dongseo Research	Seoul	Jason Jung <a href="mailto:usjung@dsrgroup.co.kr">usjung@dsrgroup.co.kr</a> +82 2 538 4743
Spain	Sigma Dos Internacional	Madrid	Gines Garrido <a href="mailto:josefinaf@sigmados.com">josefinaf@sigmados.com</a> +34 91 360 0474
Turkey	Yontem Research & Consultancy	Istanbul	Bülent Gündogmu <a href="mailto:info@yontemresearch.com">info@yontemresearch.com</a> +90 212 278 12 19
USA	GlobeScan	Toronto	Kathy Vowels <a href="mailto:kathy.vowels@globescan.com">kathy.vowels@globescan.com</a> +1 416 969 3090