

# Earth for All Survey 2024

**USA**

**G20+ Global Report: attitudes to political and economic transformation**

**Commissioned by Earth4All and the Global Commons Alliance**

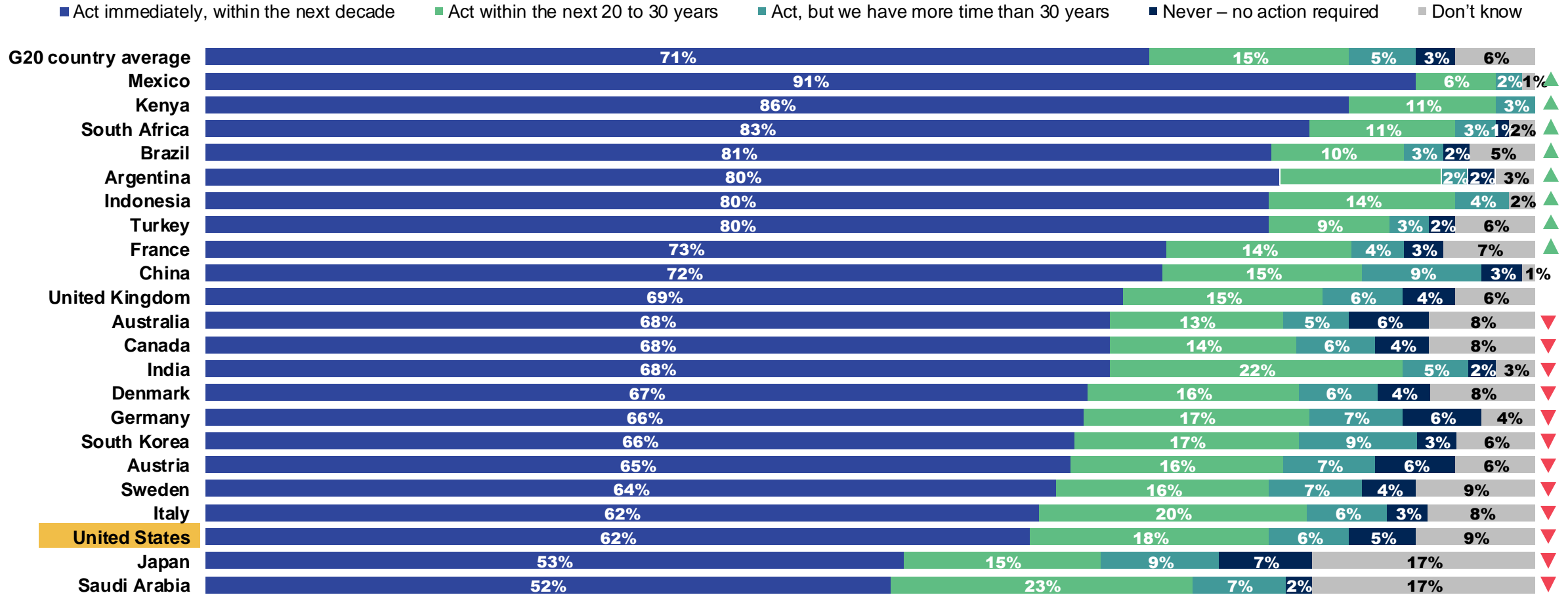
Partners: The Policy Institute Kings College, ISWE, Wellbeing Economy Alliance

# Support for proposals

# 01

# Thinking about climate change and protecting nature, how quickly do you think the world needs to take major action to reduce carbon emissions from electricity, transport, food, industry, and buildings?

Q6. Thinking about climate change and protecting nature, how quickly do you think the world needs to take major action to reduce carbon emissions from electricity, transport, food, industry, and buildings? Please select the option that best reflects your understanding and opinion of the urgency.



Base: 22,000 across 22 countries, 18 - 55-75, online interviews, 5th March – 8th April 2024. Argentina (1,000), Australia (1,000), Austria (1,000), Brazil (1,000), Canada (1,000), China (1,000), Denmark (1,000), France (1,000), Germany (1,000), India (1,000), Indonesia (1,000), Italy (1,000), Japan (1,000), Kenya (1,000), Mexico (1,000), Saudi Arabia (1,000), South Africa (1,000), South Korea (1,000), Sweden (1,000), Turkey (1,000), United Kingdom (1,000), United States (1,000). 'G20 country average' is an arithmetic average of 18 G20 countries surveyed (Argentina, Australia, Brazil, Canada, China, France, Germany, India, Indonesia, Italy, Japan, Mexico, Saudi Arabia, South Africa, South Korea, Turkey, United Kingdom, United States).

# Thinking about climate change and protecting nature, how quickly do you think the world needs to take major action to reduce carbon emissions from electricity, transport, food, industry, and buildings?

Q6. Thinking about climate change and protecting nature, how quickly do you think the world needs to take major action to reduce carbon emissions from electricity, transport, food, industry, and buildings? Please select the option that best reflects your understanding and opinion of the urgency.

	Total (A)	Gender		Household income			Age					
		Male (B)	Female (C)	Low (D)	Middle (E)	High (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-64 (K)	65-75 (L)
Act immediately, within the next decade	62%	62%	62%	62%	60%	64%	65%	69%	64%	60%	55%	61%
	K							AK				
Act within the next 20 to 30 years	18%	21%	15%	14%	22%	18%	20%	23%	21%	13%	12%	15%
	CDK	AC			AD			AJK	JK			
Act, but we have more time than 30 years	6%	6%	5%	7%	6%	6%	3%	5%	5%	7%	9%	6%
Never – no action required	5%	7%	4%	6%	6%	4%	3%	1%	2%	9%	10%	8%
	HI			HI	HI	H				AHI	AHI	HI
Don't know	9%	4%	13%	11%	6%	8%	8%	3%	8%	11%	15%	9%
	BEH		AB	AE					H	H	AHI	H

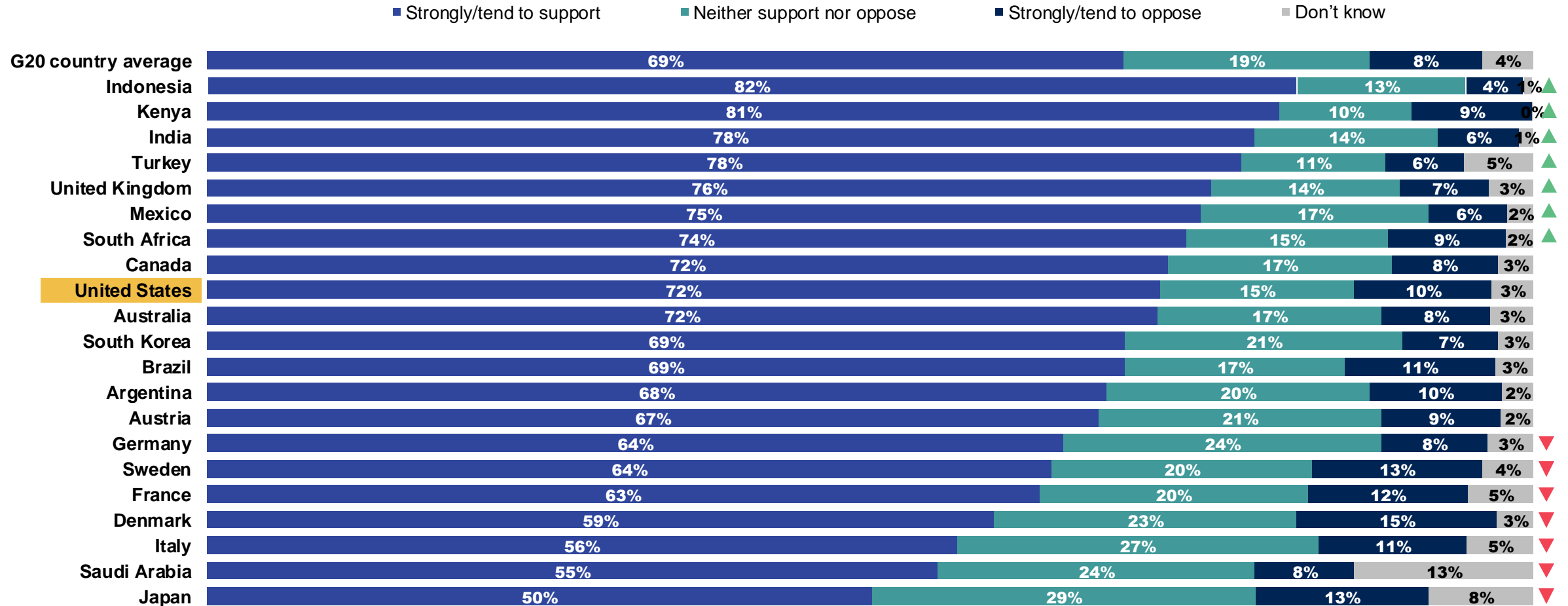
Base: USA, 1,000 adults aged 18 to 75, interviewed online in March and April 2024.  
For subgroup base sizes, please see Methodology.

Green letters show that column % is significantly higher than the column indicated by the letter. Subgroups sig tested against total and comparable others (i.e. male vs female; low vs middle vs high household income; 18-24 vs 25-34 vs 35-44 vs 45-54 vs 55-64 vs 65-75).



# Large businesses pay higher tax rates.

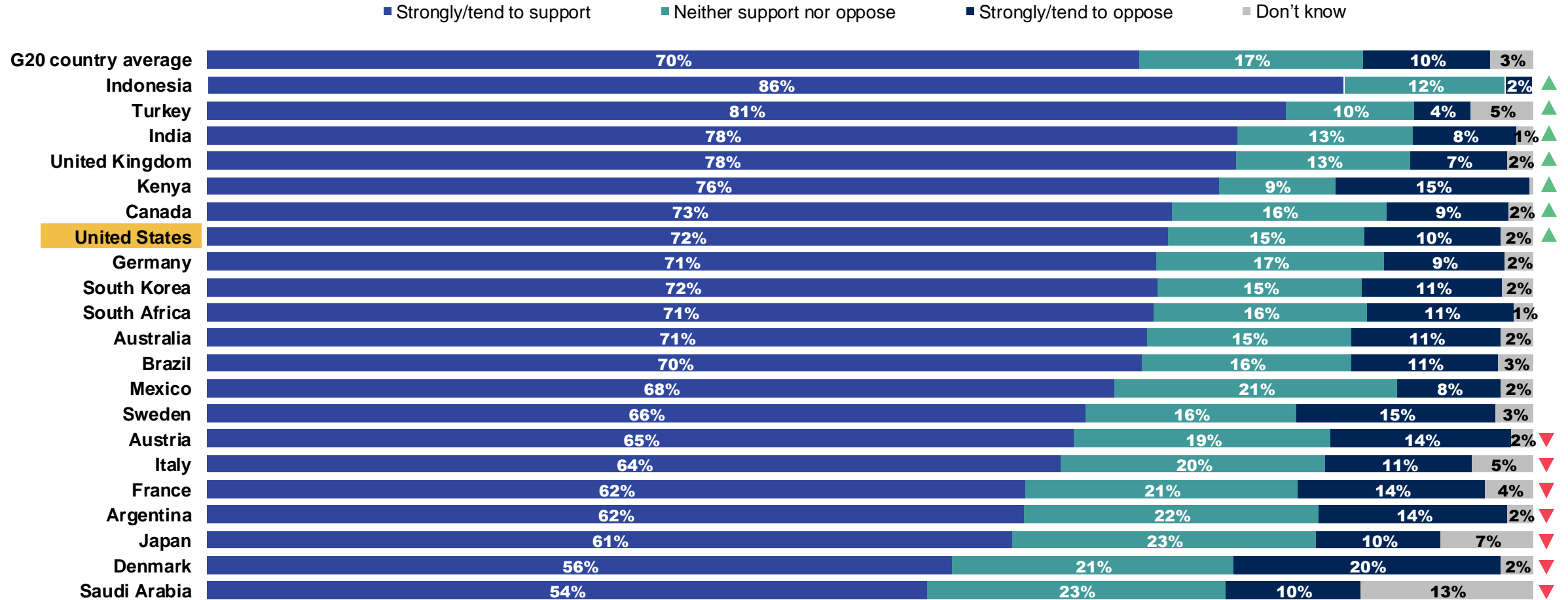
Q16. To what extent if at all would you support or oppose the following proposals as means of funding major changes to our economy and lifestyles?



Base: 21,000 across 21 countries, 18 - 55-75, online interviews, 5th March - 8th April 2024. Argentina (1,000), Australia (1,000), Austria (1,000), Brazil (1,000), Canada (1,000), Denmark (1,000), France (1,000), Germany (1,000), India (1,000), Indonesia (1,000), Italy (1,000), Japan (1,000), Kenya (1,000), Mexico (1,000), Saudi Arabia (1,000), South Africa (1,000), South Korea (1,000), Sweden (1,000), Turkey (1,000), United Kingdom (1,000), United States (1,000). 'G20 country average' is an arithmetic average of 17 G20 countries surveyed (Argentina, Australia, Brazil, Canada, France, Germany, India, Indonesia, Italy, Japan, Mexico, Saudi Arabia, South Africa, South Korea, Turkey, United Kingdom, United States).

# Wealthy people pay higher rates of income tax.

Q16. To what extent if at all would you support or oppose the following proposals as means of funding major changes to our economy and lifestyles?

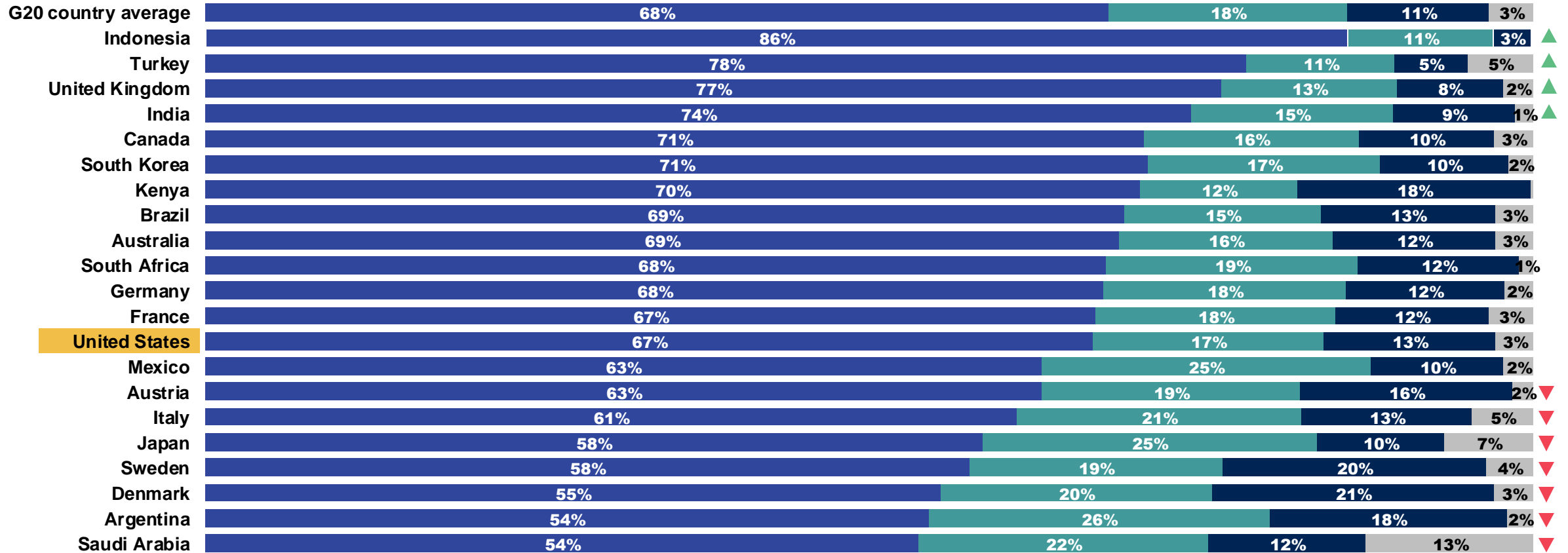


Base: 21,000 across 21 countries, 18 - 55-75, online interviews, 5th March – 8th April 2024. Argentina (1,000), Australia (1,000), Austria (1,000), Brazil (1,000), Canada (1,000), Denmark (1,000), France (1,000), Germany (1,000), India (1,000), Indonesia (1,000), Italy (1,000), Japan (1,000), Kenya (1,000), Mexico (1,000), Saudi Arabia (1,000), South Africa (1,000), South Korea (1,000), Sweden (1,000), Turkey (1,000), United Kingdom (1,000), United States (1,000). 'G20 country average' is an arithmetic average of 17 G20 countries surveyed (Argentina, Australia, Brazil, Canada, France, Germany, India, Indonesia, Italy, Japan, Mexico, Saudi Arabia, South Africa, South Korea, Turkey, United Kingdom, United States).

# Wealthy people pay a higher tax on their wealth.

Q16. To what extent if at all would you support or oppose the following proposals as means of funding major changes to our economy and lifestyles?

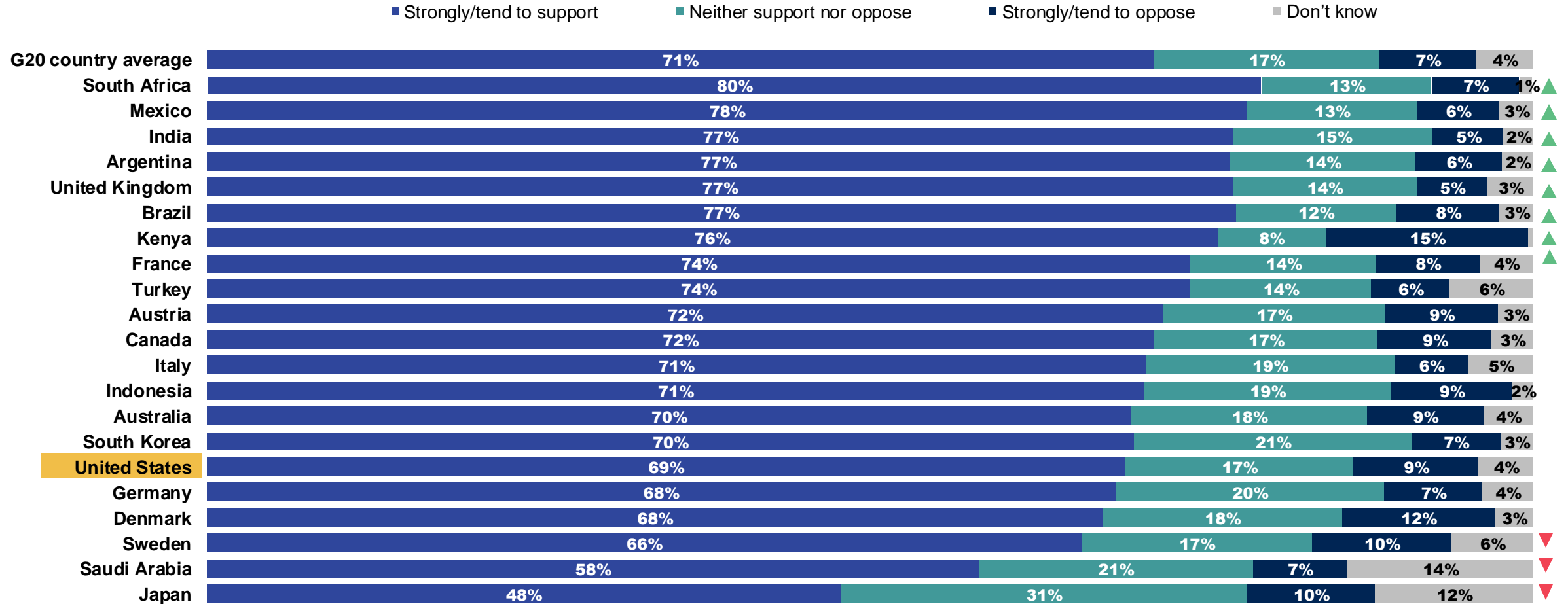
■ Strongly/tend to support   ■ Neither support nor oppose   ■ Strongly/tend to oppose   ■ Don't know



Base: 21,000 across 21 countries, 18 - 55-75, online interviews, 5th March – 8th April 2024. Argentina (1,000), Australia (1,000), Austria (1,000), Brazil (1,000), Canada (1,000), Denmark (1,000), France (1,000), Germany (1,000), India (1,000), Indonesia (1,000), Italy (1,000), Japan (1,000), Kenya (1,000), Mexico (1,000), Saudi Arabia (1,000), South Africa (1,000), South Korea (1,000), Sweden (1,000), Turkey (1,000), United Kingdom (1,000), United States (1,000). 'G20 country average' is an arithmetic average of 17 G20 countries surveyed (Argentina, Australia, Brazil, Canada, France, Germany, India, Indonesia, Italy, Japan, Mexico, Saudi Arabia, South Africa, South Korea, Turkey, United Kingdom, United States).

# People and companies that pollute the environment for example by causing greenhouse gas emissions should pay higher taxes, with the money raised shared out among people and companies who pollute less.

Q16. To what extent if at all would you support or oppose the following proposals as means of funding major changes to our economy and lifestyles?



Base: 21,000 across 21 countries, 18 - 55-75, online interviews, 5th March – 8th April 2024. Argentina (1,000), Australia (1,000), Austria (1,000), Brazil (1,000), Canada (1,000), Denmark (1,000), France (1,000), Germany (1,000), India (1,000), Indonesia (1,000), Italy (1,000), Japan (1,000), Kenya (1,000), Mexico (1,000), Saudi Arabia (1,000), South Africa (1,000), South Korea (1,000), Sweden (1,000), Turkey (1,000), United Kingdom (1,000), United States (1,000). 'G20 country average' is an arithmetic average of 17 G20 countries surveyed (Argentina, Australia, Brazil, Canada, France, Germany, India, Indonesia, Italy, Japan, Mexico, Saudi Arabia, South Africa, South Korea, Turkey, United Kingdom, United States).



# To what extent if at all would you support or oppose the following proposals as means of funding major changes to our economy and lifestyles? (Strongly / tend to support).

Q16. To what extent if at all would you support or oppose the following proposals as means of funding major changes to our economy and lifestyles?

	Total (A)	Gender		Household income			Age					
		Male (B)	Female (C)	Low (D)	Middle (E)	High (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-64 (K)	65-75 (L)
Wealthy people pay higher rates of income tax	72%	71%	74%	74%	75%	69%	73%	76%	69%	70%	72%	74%
Large businesses pay higher tax rates	72%	72%	72%	67%	76%	75%	72%	76%	76%	65%	68%	73%
	DJ				AD	D		J	J			
People and companies that pollute the environment should pay higher taxes, with the money raised shared out	69%	72%	67%	63%	71%	76%	64%	77%	70%	65%	69%	68%
	D				D	AD		AGJ				
Wealthy people pay a higher tax on their wealth	67%	66%	68%	66%	70%	66%	54%	67%	68%	68%	69%	73%
	G							G	G	G	G	G

Base: USA, 1,000 adults aged 18 to 75, interviewed online in March and April 2024.  
For subgroup base sizes, please see Methodology.

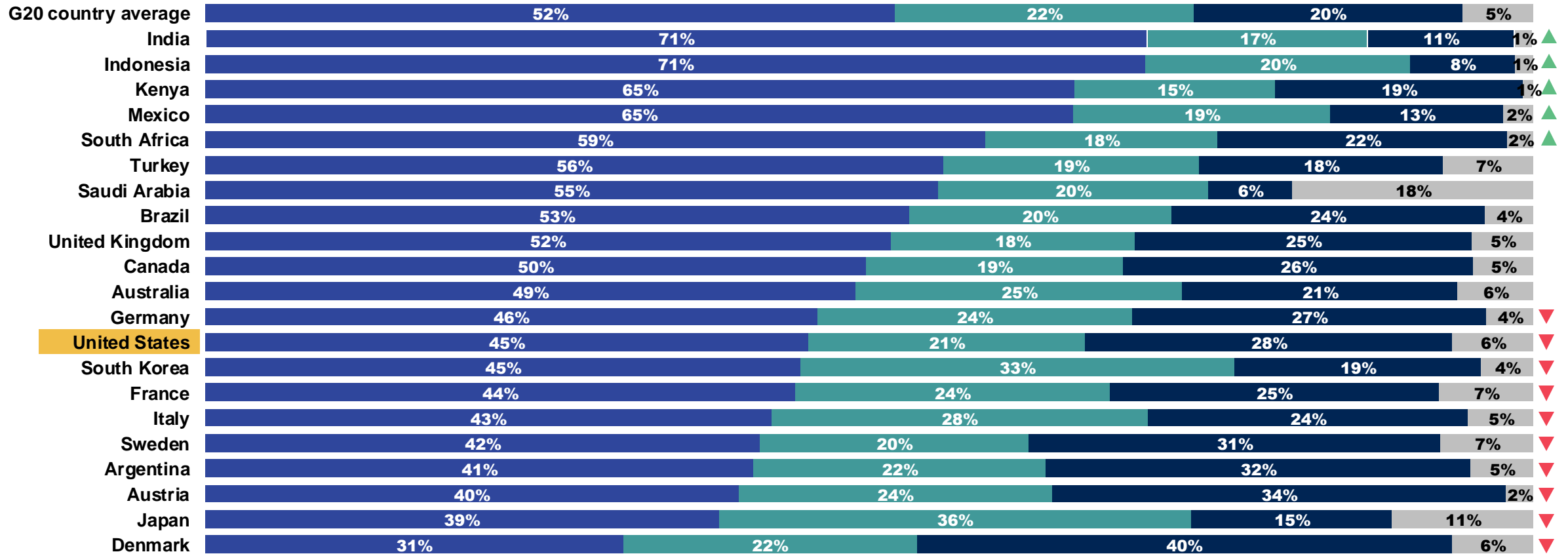
Green letters show that column % is significantly higher than the column indicated by the letter. Subgroups sig tested against total and comparable others (i.e. male vs female; low vs middle vs high household income; 18-24 vs 25-34 vs 35-44 vs 45-54 vs 55-64 vs 65-75).



# All people in [COUNTRY] receiving a minimum regular income each month from the government (sometimes called a Universal Basic Income), regardless of employment status.

Q17. To what extent if at all would you support or oppose the following proposals as means to improve all people's wellbeing and quality of life and respond to global challenges?

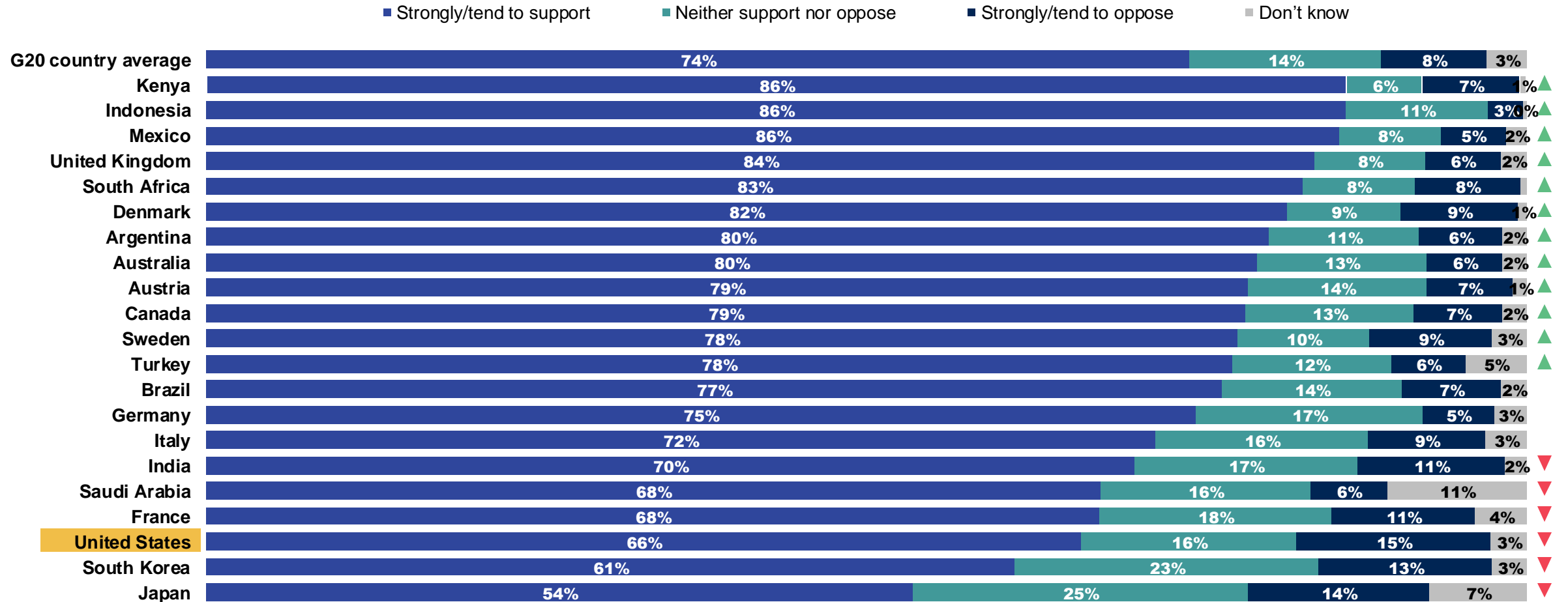
■ Strongly/tend to support   ■ Neither support nor oppose   ■ Strongly/tend to oppose   ■ Don't know



Base: 21,000 across 21 countries, 18 - 55-75, online interviews, 5th March – 8th April 2024. Argentina (1,000), Australia (1,000), Austria (1,000), Brazil (1,000), Canada (1,000), Denmark (1,000), France (1,000), Germany (1,000), India (1,000), Indonesia (1,000), Italy (1,000), Japan (1,000), Kenya (1,000), Mexico (1,000), Saudi Arabia (1,000), South Africa (1,000), South Korea (1,000), Sweden (1,000), Turkey (1,000), United Kingdom (1,000), United States (1,000). 'G20 country average' is an arithmetic average of 17 G20 countries surveyed (Argentina, Australia, Brazil, Canada, France, Germany, India, Indonesia, Italy, Japan, Mexico, Saudi Arabia, South Africa, South Korea, Turkey, United Kingdom, United States).

# The government of [COUNTRY] ensuring that every citizen has free or affordable healthcare.

Q17. To what extent if at all would you support or oppose the following proposals as means to improve all people's wellbeing and quality of life and respond to global challenges?

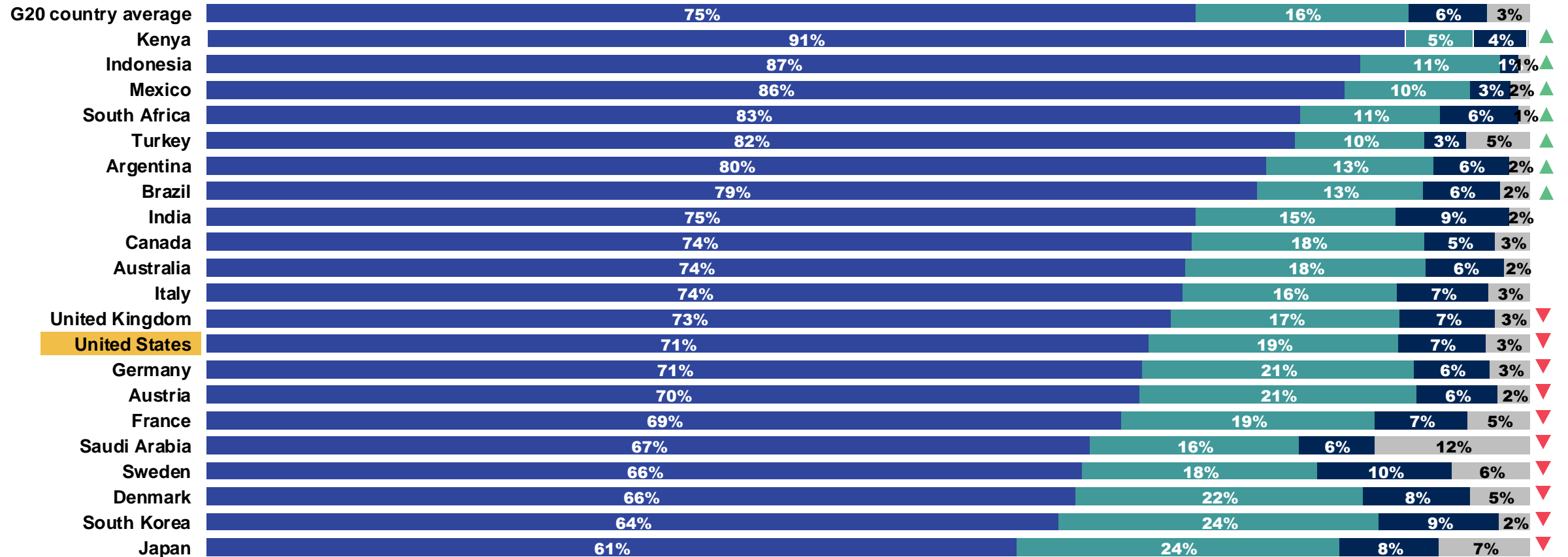


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# Strengthening workers rights in [COUNTRY], to protect jobs and ensure adequate retraining.

Q17. To what extent if at all would you support or oppose the following proposals as means to improve all people's wellbeing and quality of life and respond to global challenges?

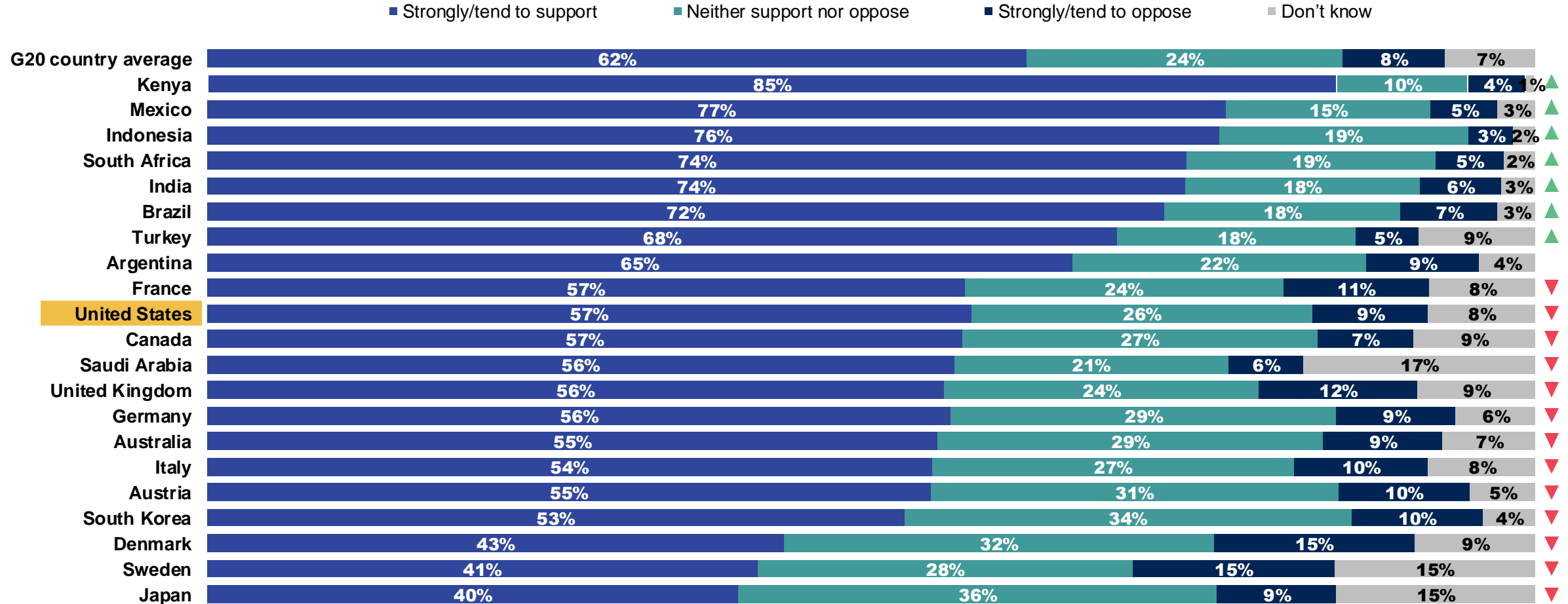
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# The use of citizens' assemblies in [COUNTRY], to increase citizens' influence in political decision-making.

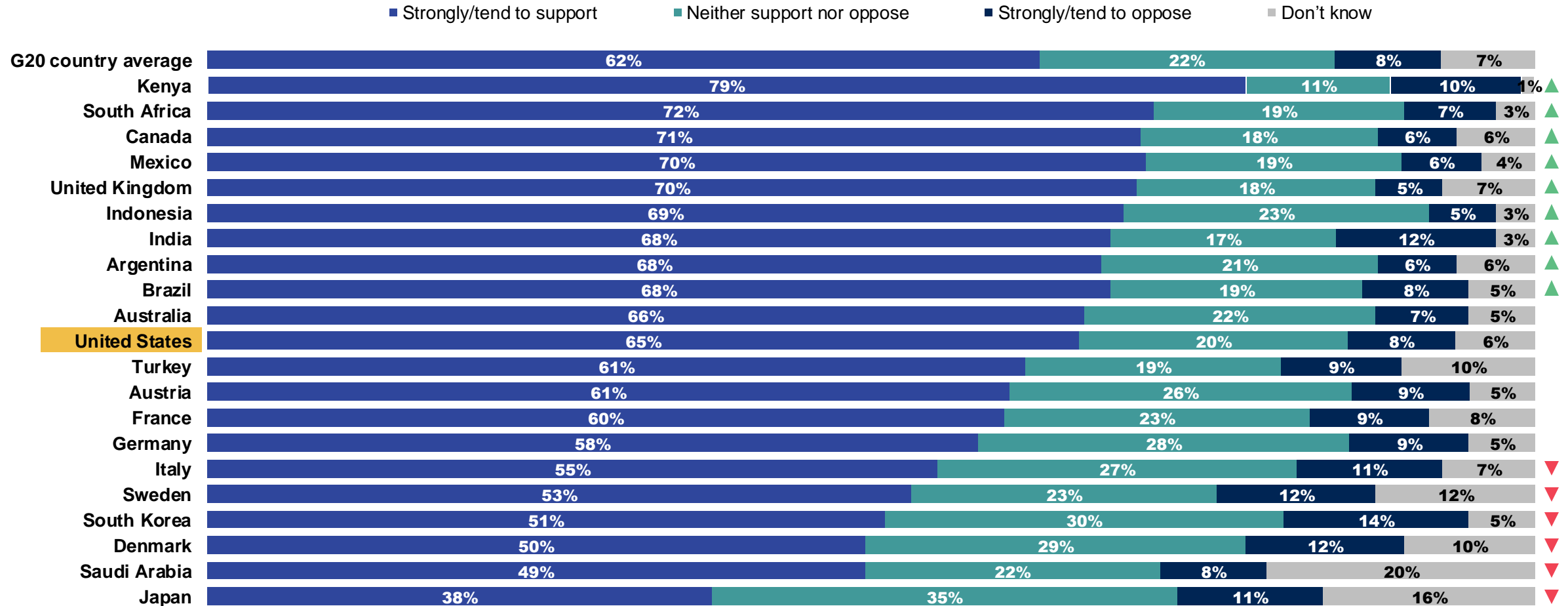
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# Laws and regulations limiting the political influence of large corporations in the political process in [COUNTRY].

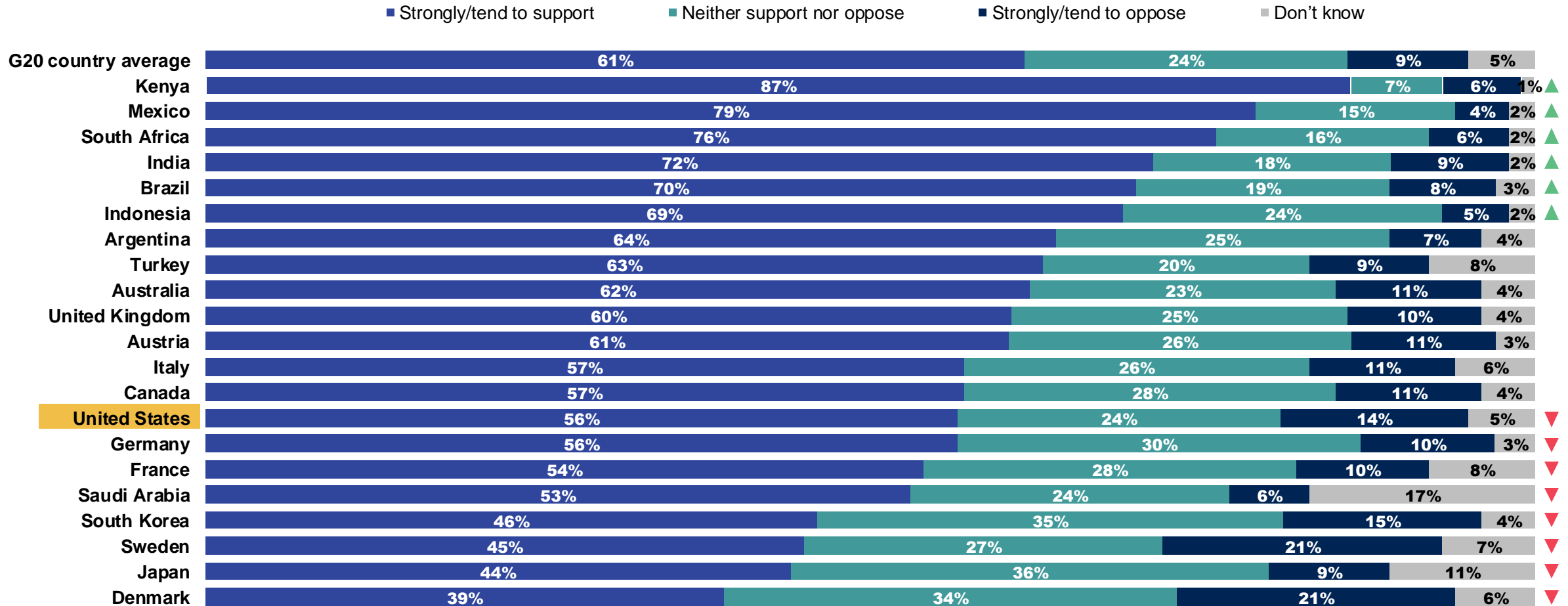
Q17. To what extent if at all would you support or oppose the following proposals as means to improve all people's wellbeing and quality of life and respond to global challenges?



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# Policies ensuring more equal gender representation in government and business leadership roles in [COUNTRY].

Q17. To what extent if at all would you support or oppose the following proposals as means to improve all people's wellbeing and quality of life and respond to global challenges?

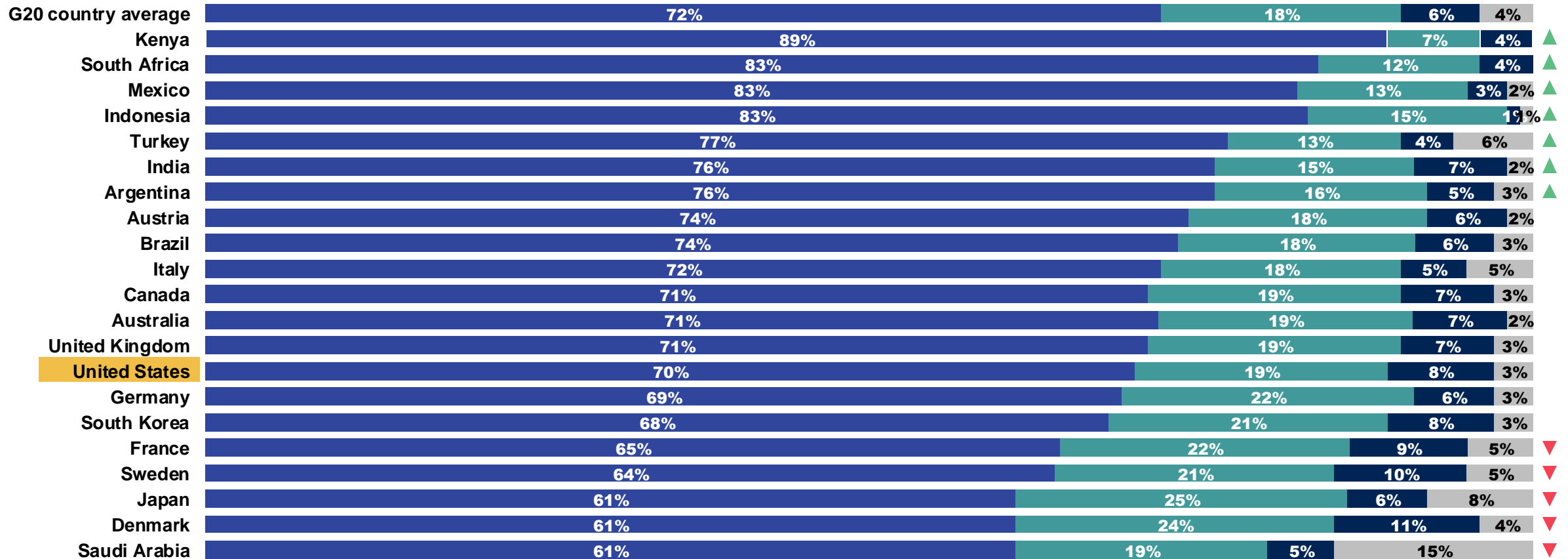


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# Policies supporting work-life balance, such as parental leave, better childcare provision and flexible working hours in [COUNTRY].

Q17. To what extent if at all would you support or oppose the following proposals as means to improve all people's wellbeing and quality of life and respond to global challenges?

■ Strongly/tend to support   ■ Neither support nor oppose   ■ Strongly/tend to oppose   ■ Don't know

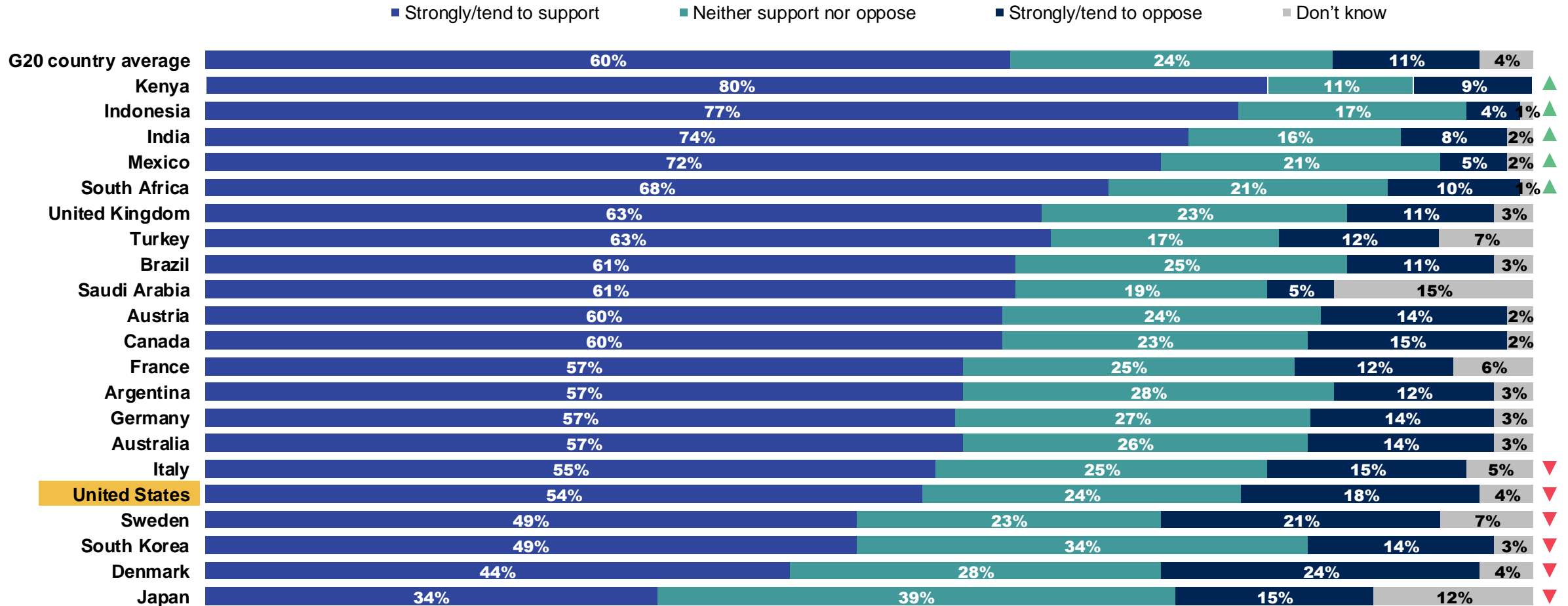


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# [COUNTRY] promoting policies to help people eat healthier diets that reduce meat consumption and harmful emissions.

Q17. To what extent if at all would you support or oppose the following proposals as means to improve all people's wellbeing and quality of life and respond to global challenges?

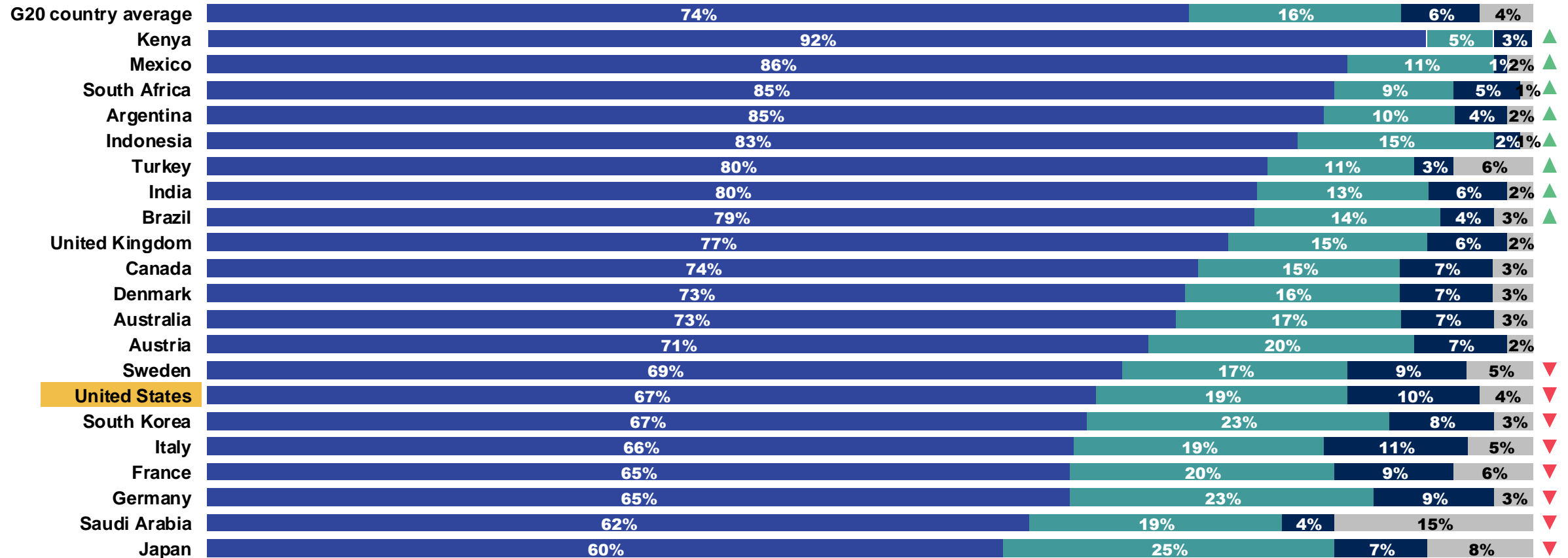


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# Investing in renewable energy, energy efficiency, clean transport (cars, buses, trains, aircraft) and reducing pollution in industry in [COUNTRY].

Q17. To what extent if at all would you support or oppose the following proposals as means to improve all people's wellbeing and quality of life and respond to global challenges?

■ Strongly/tend to support   ■ Neither support nor oppose   ■ Strongly/tend to oppose   ■ Don't know

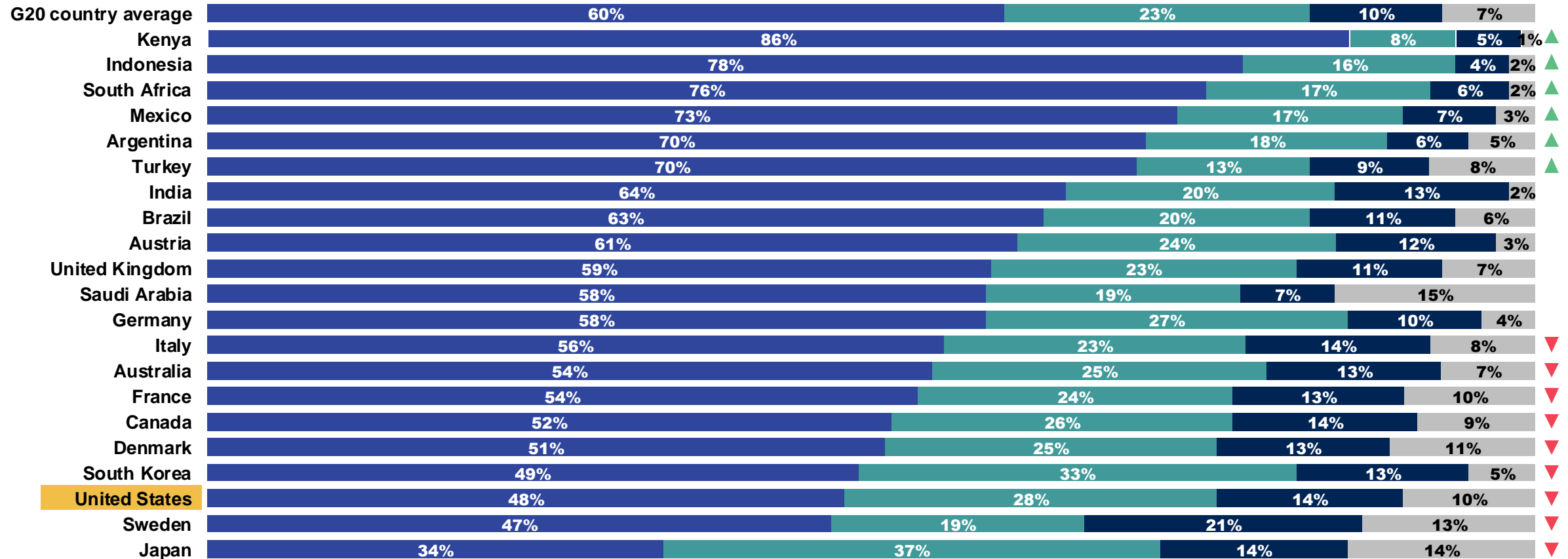


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# Giving legal rights to nature in [COUNTRY]'s national laws.

Q17. To what extent if at all would you support or oppose the following proposals as means to improve all people's wellbeing and quality of life and respond to global challenges?

■ Strongly/tend to support   ■ Neither support nor oppose   ■ Strongly/tend to oppose   ■ Don't know

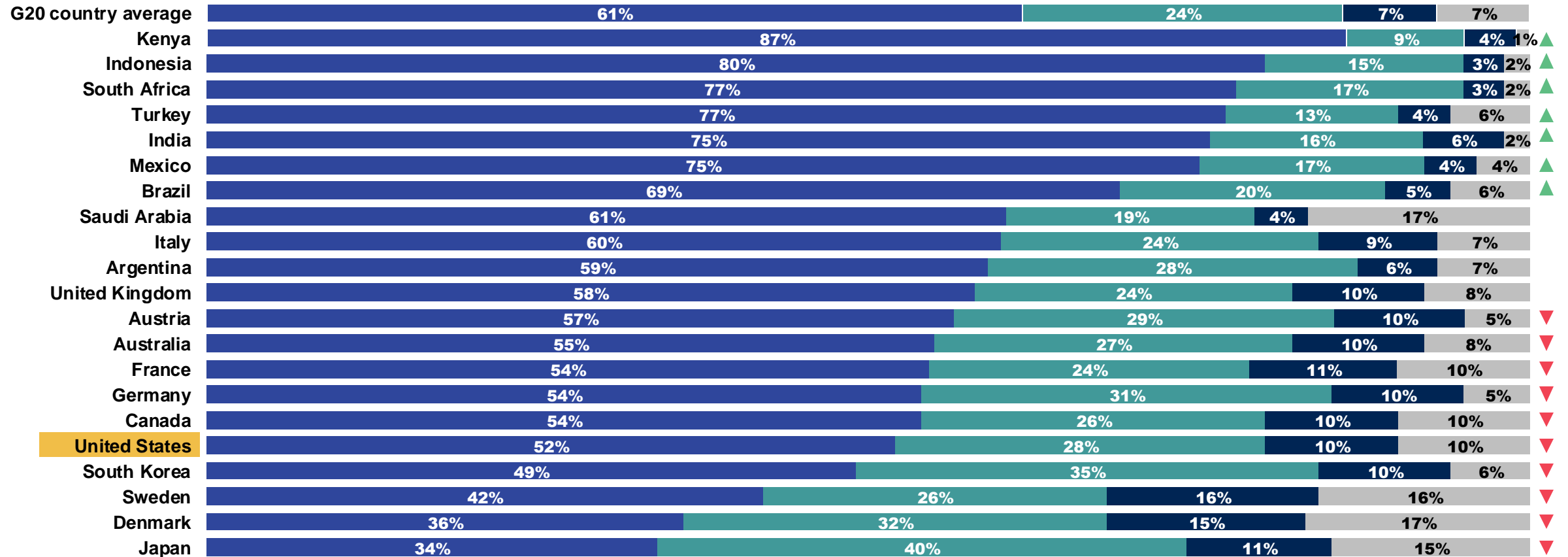


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# Giving legal rights to future generations in [COUNTRY]'s national laws.

Q17. To what extent if at all would you support or oppose the following proposals as means to improve all people's wellbeing and quality of life and respond to global challenges?

■ Strongly/tend to support   ■ Neither support nor oppose   ■ Strongly/tend to oppose   ■ Don't know



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# And to what extent if at all would you support or oppose the following proposals as means to improve all people's wellbeing and quality of life and respond to global challenges? (Strongly / tend to support).

Q17. And to what extent if at all would you support or oppose the following proposals as means to improve all people's wellbeing and quality of life and respond to global challenges?

	Total (A)	Gender		Household income			Age					
		Male (B)	Female (C)	Low (D)	Middle (E)	High (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-64 (K)	65-75 (L)
Strengthening workers' rights, to protect jobs and ensure adequate retraining	71%	70%	72%	68%	72%	74%	66%	76%	72%	68%	69%	76%
Policies supporting work-life balance, such as parental leave, better childcare provision and flexible working hours	70% D	67%	73%	65%	72% D	74% D	82% AHJKL	70%	71%	67%	69%	66%
Investing in renewable energy, energy efficiency, clean transport and reducing pollution in industry	67% DK	70%	64%	61%	67%	72% AD	71%	73% JK	69%	63%	60%	68%
The government ensuring that every citizen has free or affordable healthcare	66% D	65%	68%	62%	70% D	66%	67%	69%	67%	66%	64%	65%
Laws and regulations limiting the political influence of large corporations in the political process	65% D	67%	63%	61%	67%	70% D	63%	60%	64%	65%	65%	74% AGHI
The use of citizens' assemblies, to increase citizens' influence in political decision-making	57% CKL	61% AC	54%	55%	58%	61%	69% AJKL	67% AJKL	62% KL	54%	48%	47%
Policies ensuring more equal gender representation in government and business leadership roles	56% JK	54%	58%	55%	55%	59%	72% AJKL	63% AJKL	60% JK	49%	46%	51%
Promoting policies to help people eat healthier diets that reduce meat consumption and harmful emissions	54% KL	54%	56%	53%	54%	57%	68% AJKL	61% JKL	59% JKL	47%	47%	47%
Giving legal rights to future generations in national laws	52% CDKL	58% AC	46%	45%	55% D	58% AD	59% KL	70% AJKL	62% AJKL	47% KL	37%	36%
Giving legal rights to nature in national laws	48% DKL	51%	46%	44%	49%	53% D	56% KL	59% AJKL	57% AKL	46% KL	36%	36%
All people receiving a minimum regular income each month from the government, regardless of employment status	45% KL	48% A	42%	45%	44%	48%	55% KL	65% AIJKL	55% AJKL	42% KL	28%	27%

Base: USA, 1,000 adults aged 18 to 75, interviewed online in March and April 2024.  
For subgroup base sizes, please see Methodology.

Green letters show that column % is significantly higher than the column indicated by the letter. Subgroups sig tested against total and comparable others (i.e. male vs female; low vs middle vs high household income; 18-24 vs 25-34 vs 35-44 vs 45-54 vs 55-64 vs 65-75).



# Democracy and economy

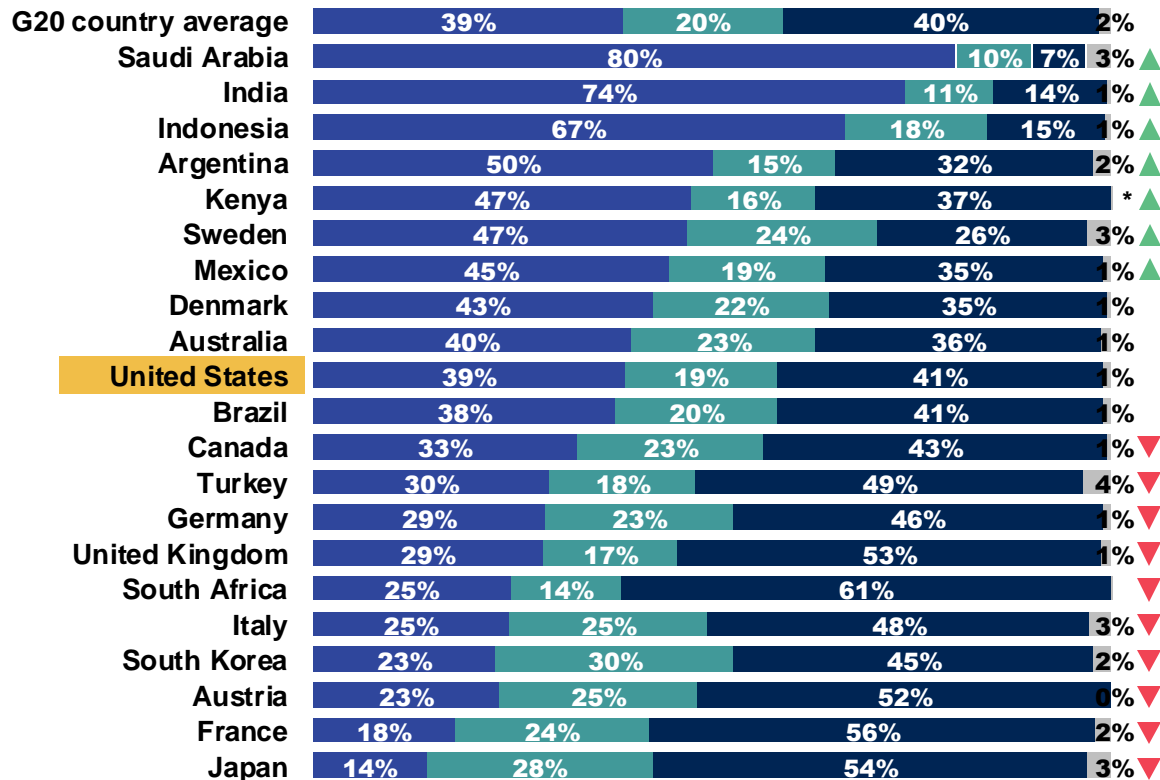
# 02

# To what extent, if at all, do you agree or disagree with the following statements about your country?

Q8.

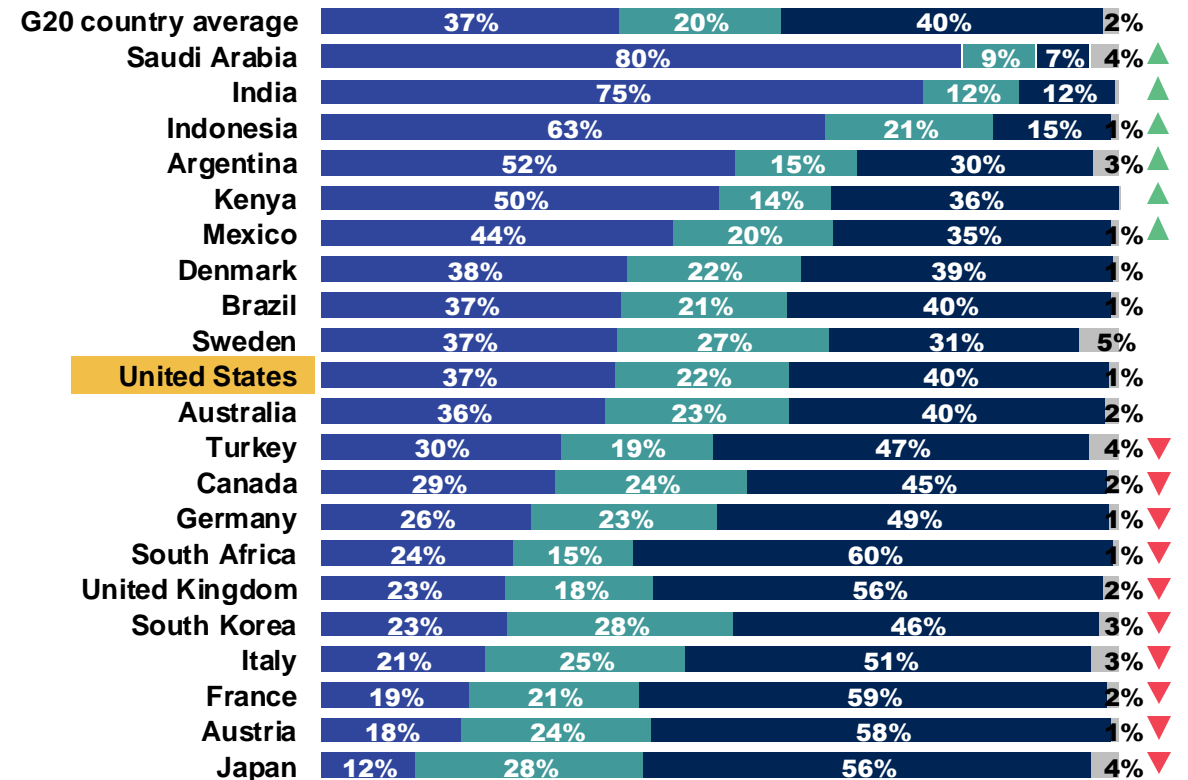
## The government can be trusted to make decisions for the benefit of the majority of people

■ Strongly/tend to agree ■ Neither agree nor disagree ■ Strongly/tend to disagree ■ Don't know



## The government can be trusted to make long-term decisions which will benefit people 20-30 years from now

■ Strongly/tend to agree ■ Neither agree nor disagree ■ Strongly/tend to disagree ■ Don't know



Base: 21,000 across 21 countries, 18 - 55-75, online interviews, 5th March – 8th April 2024. Argentina (1,000), Australia (1,000), Austria (1,000), Brazil (1,000), Canada (1,000), Denmark (1,000), France (1,000), Germany (1,000), India (1,000), Indonesia (1,000), Italy (1,000), Japan (1,000), Kenya (1,000), Mexico (1,000), Saudi Arabia (1,000), South Africa (1,000), South Korea (1,000), Sweden (1,000), Turkey (1,000), United Kingdom (1,000), United States (1,000). 'G20 country average' is an arithmetic average of 17 G20 countries surveyed (Argentina, Australia, Brazil, Canada, France, Germany, India, Indonesia, Italy, Japan, Mexico, Saudi Arabia, South Africa, South Korea, Turkey, United Kingdom, United States).

# To what extent, if at all, do you agree or disagree with the following statements about your country? (Strongly / tend to agree).

Q8. To what extent, if at all, do you agree or disagree with the following statements about your country?

	Total (A)	Gender		Household income			Age					
		Male (B)	Female (C)	Low (D)	Middle (E)	High (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-64 (K)	65-75 (L)
<b>The government can be trusted to make decisions for the benefit of the majority of people</b>	39%	46%	33%	35%	40%	47%	41%	59%	57%	30%	21%	23%
	CDJKL	AC				AD	KL	AGJKL	AGJKL			
<b>The government can be trusted to make long-term decisions that will benefit people 20-30 years from now</b>	37%	45%	29%	32%	37%	46%	39%	63%	49%	28%	14%	23%
	CDJKL	AC				AD	KL	AGIJKL	AJKL	K		K

Base: USA, 1,000 adults aged 18 to 75, interviewed online in March and April 2024.  
For subgroup base sizes, please see Methodology.

Green letters show that column % is significantly higher than the column indicated by the letter. Subgroups sig tested against total and comparable others (i.e. male vs female; low vs middle vs high household income; 18-24 vs 25-34 vs 35-44 vs 45-54 vs 55-64 vs 65-75).





# I'm going to describe various types of political systems. How good or bad do you think each is or would be as a way of governing your country. (Very / fairly good).

Q9. I'm going to describe various types of political systems. How good or bad do you think each is or would be as a way of governing your country.

	Total (A)	Gender		Household income			Age					
		Male (B)	Female (C)	Low (D)	Middle (E)	High (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-64 (K)	65-75 (L)
Having a democratic political system	80%	86%	74%	72%	83%	87%	74%	85%	83%	72%	76%	87%
	CDJ	AC			D	AD		AGJK	J			AGJK
Having experts make decisions according to what they think is best for the country	61%	68%	54%	52%	66%	67%	67%	80%	72%	52%	43%	48%
	CDJKL	AC			AD	AD	JKL	AGJKL	AJKL			
Having a strong leader who does not have to bother with parliament and elections	41%	45%	37%	36%	42%	49%	47%	58%	59%	32%	23%	23%
	CJKL	AC				AD	JKL	AJKL	AJKL	KL		
Having a system governed by religious law in which there are no political parties or elections	34%	38%	30%	29%	36%	40%	41%	54%	52%	26%	16%	11%
	CDJKL	AC				AD	JKL	AJKL	AJKL	KL		
Having the army rule	33%	36%	30%	28%	36%	39%	42%	53%	53%	25%	14%	6%
	DJKL	A			D	AD	JKL	AJKL	AJKL	KL	L	
A system governed largely by business leaders and wealthy people	31%	37%	26%	26%	33%	38%	40%	55%	48%	22%	13%	6%
	CDJKL	AC				AD	JKL	AGJKL	AJKL	KL		

Base: USA, 1,000 adults aged 18 to 75, interviewed online in March and April 2024. For subgroup base sizes, please see Methodology.

Green letters show that column % is significantly higher than the column indicated by the letter. Subgroups sig tested against total and comparable others (i.e. male vs female; low vs middle vs high household income; 18-24 vs 25-34 vs 35-44 vs 45-54 vs 55-64 vs 65-75).



# Which, if any, of the following do you think the government has a responsibility to provide for all people in [COUNTRY]? Please select all that apply.

Q10. Which, if any, of the following do you think the government has a responsibility to provide for all people in [COUNTRY]?

	Total (A)	Gender		Household income			Age					
		Male (B)	Female (C)	Low (D)	Middle (E)	High (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-64 (K)	65-75 (L)
Law and order	73% GHI	72%	73%	70%	75%	72%	62%	64%	64%	73%	85% AGHIJ	87% AGHIJ
Clean air and water	68% H	66%	70%	66%	70%	67%	67%	61%	65%	63%	75% AHIJ	78% AGHIJ
A society where men and women have equal rights	65% HI	62%	67%	64%	65%	63%	64%	57%	55%	66% I	73% AHI	74% AHI
High quality education	63% J	64%	61%	59%	62%	66%	69% J	69% AJKL	66% J	56%	59%	58%
An adequate standard of living	58%	56%	58%	58%	59%	56%	57%	55%	59%	60%	60%	54%
Free healthcare	54% L	54%	54%	52%	57%	50%	63% KL	58% KL	58% KL	54% L	48%	43%
Adequate income in retirement	50%	47%	52%	50%	51%	46%	45%	46%	48%	53%	58% AGH	51%
The opportunity to influence decisions made by government	47%	49%	45%	45%	50%	46%	49%	42%	49%	43%	49%	52%
A society free of social tensions	43% D	44%	43%	38%	49% AD	43%	37%	50% A	44%	41%	42%	43%
None of the above	3% B	1%	4% AB	3%	3%	1%		2%	4%	5% AGL	3%	1%

Base: USA, 1,000 adults aged 18 to 75, interviewed online in March and April 2024.  
For subgroup base sizes, please see Methodology.

Green letters show that column % is significantly higher than the column indicated by the letter. Subgroups sig tested against total and comparable others (i.e. male vs female; low vs middle vs high household income; 18-24 vs 25-34 vs 35-44 vs 45-54 vs 55-64 vs 65-75).

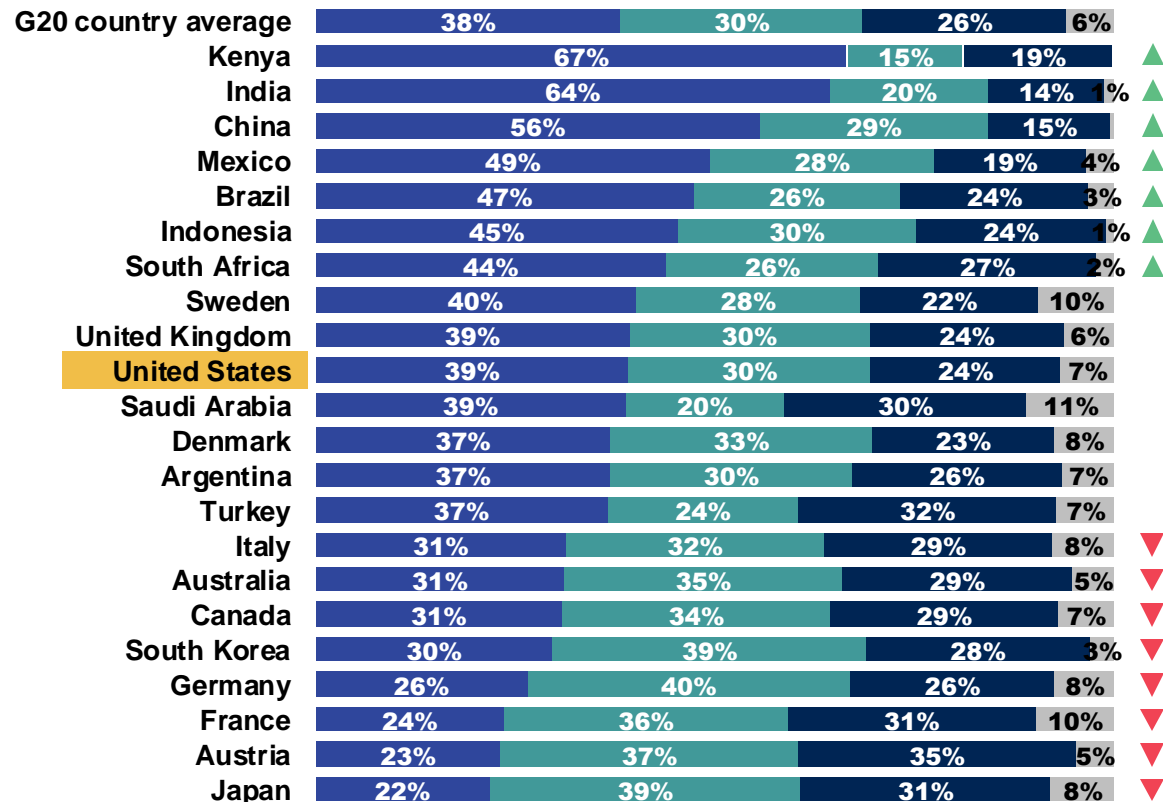


# To what extent, if at all, do you agree or disagree with the following statements about your country?

Q11. To what extent, if at all, do you agree or disagree with the following statements about your country?

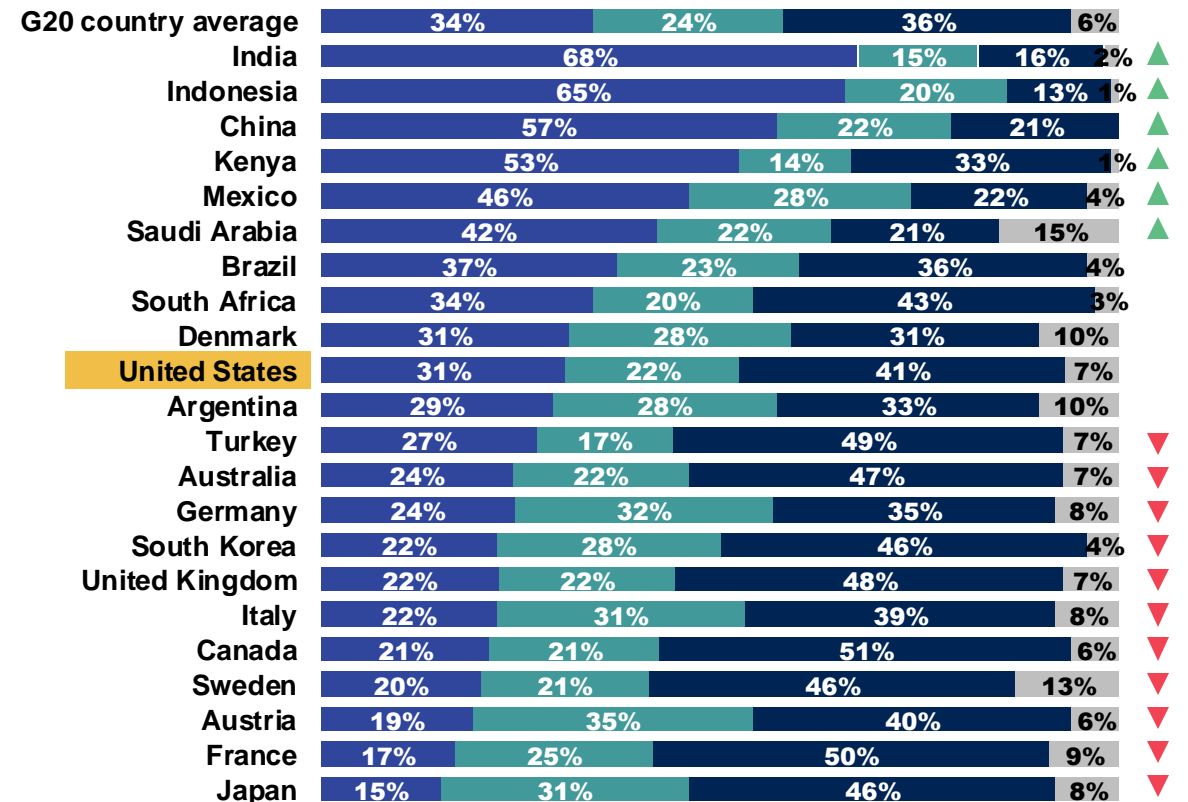
## International organisations can be trusted more than national governments to address global challenges

■ Strongly/tend to agree ■ Neither agree nor disagree ■ Strongly/tend to disagree ■ Don't know



## All countries are equally represented in today's international organisations

■ Strongly/tend to agree ■ Neither agree nor disagree ■ Strongly/tend to disagree ■ Don't know



Base: 22,000 across 22 countries, 18 - 55-75, online interviews, 5th March - 8th April 2024. Argentina (1,000), Australia (1,000), Austria (1,000), Brazil (1,000), Canada (1,000), China (1,000), Denmark (1,000), France (1,000), Germany (1,000), India (1,000), Indonesia (1,000), Italy (1,000), Japan (1,000), Kenya (1,000), Mexico (1,000), Saudi Arabia (1,000), South Africa (1,000), South Korea (1,000), Sweden (1,000), Turkey (1,000), United Kingdom (1,000), United States (1,000). 'G20 country average' is an arithmetic average of 22 G20 countries surveyed (Argentina, Australia, Brazil, Canada, China, France, Germany, India, Indonesia, Italy, Japan, Mexico, Saudi Arabia, South Africa, South Korea, Turkey, United Kingdom, United States).

# To what extent, if at all, do you agree or disagree with the following statements about your country? (Strongly / tend to agree).

Q11. To what extent, if at all, do you agree or disagree with the following statements about your country?

	Total (A)	Gender		Household income			Age					
		Male (B)	Female (C)	Low (D)	Middle (E)	High (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-64 (K)	65-75 (L)
<b>International organisations can be trusted more than national governments to address global challenge</b>	39%	43%	36%	34%	41%	45%	49%	59%	52%	32%	20%	20%
	CDKL	AC				AD	AJKL	AJKL	AJKL	KL		
<b>All countries are equally represented in today's international organisations</b>	31%	35%	26%	24%	33%	38%	33%	54%	45%	22%	14%	10%
	CDJKL	AC			D	AD	KL	AGJKL	AJKL	KL		

Base: USA, 1,000 adults aged 18 to 75, interviewed online in March and April 2024.  
For subgroup base sizes, please see Methodology.

Green letters show that column % is significantly higher than the column indicated by the letter. Subgroups sig tested against total and comparable others (i.e. male vs female; low vs middle vs high household income; 18-24 vs 25-34 vs 35-44 vs 45-54 vs 55-64 vs 65-75).

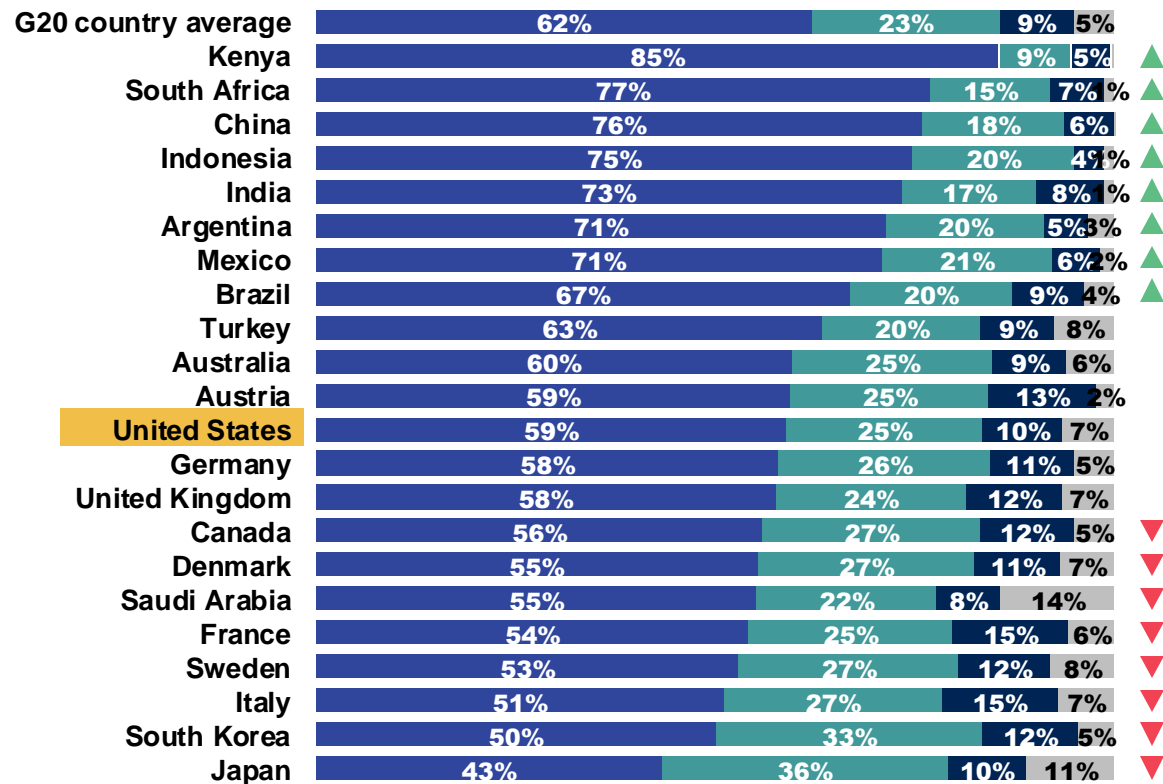


# Some ways that citizens could be more involved in international organisations are listed below. To what extent, if at all, do you support or oppose these proposals?

Q12. Some ways that citizens could be more involved in international organisations are listed below. To what extent, if at all, do you support or oppose these proposals?

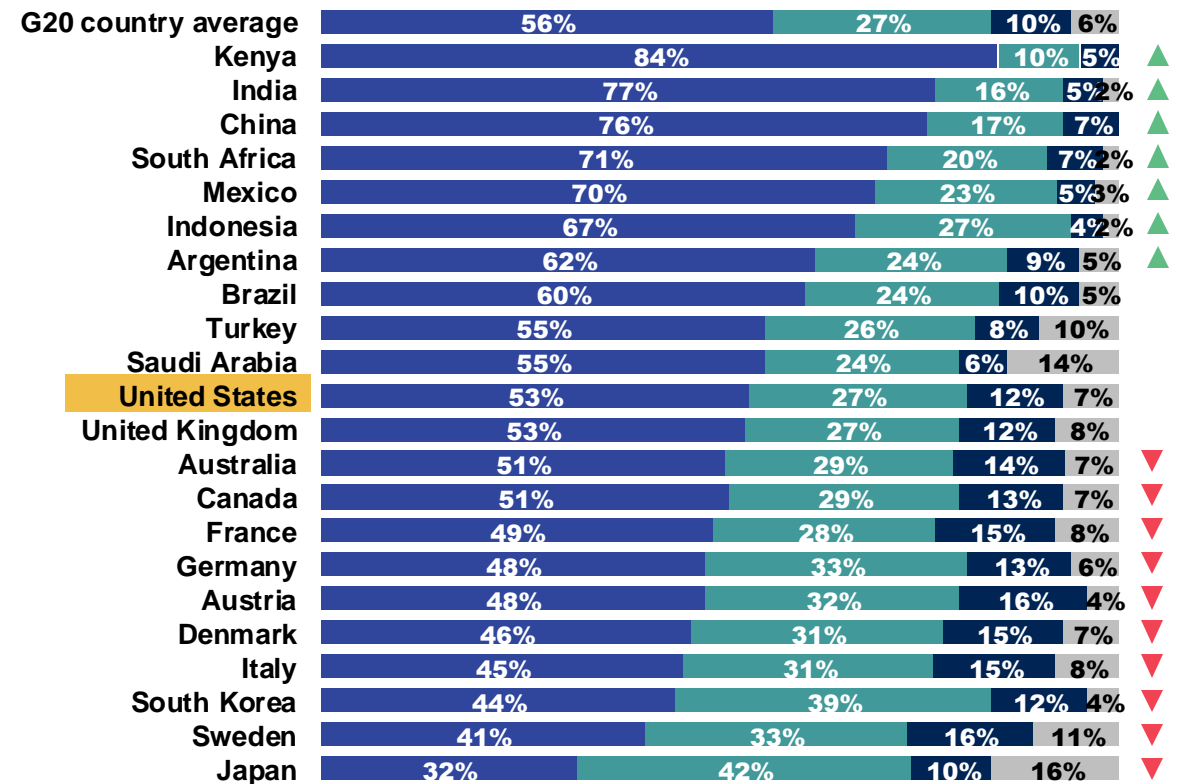
## Global surveys of citizens' attitudes and concerns

■ Strongly/tend to support ■ Neither support nor oppose ■ Strongly/tend to oppose ■ Don't know



## Global citizens' assemblies

■ NET: Strongly/tend to support ■ Neither support nor oppose ■ NET: Strongly/tend to oppose ■ Don't know



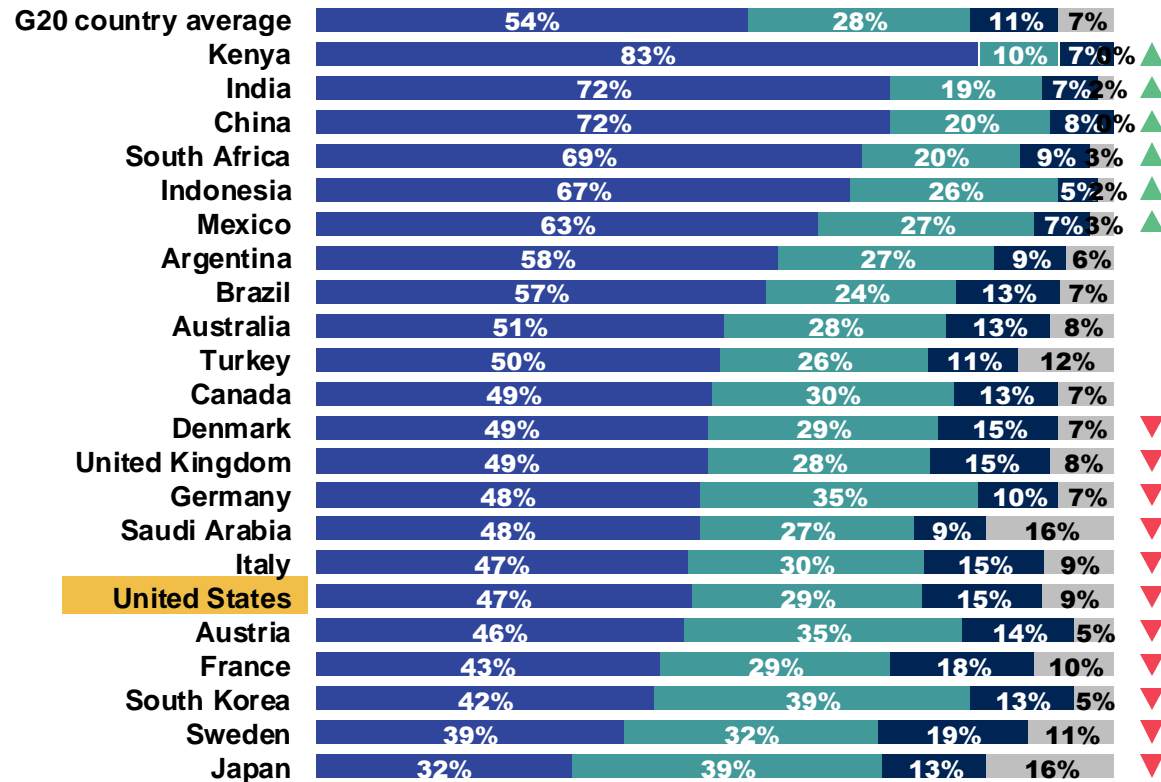
Base: 22,000 across 22 countries, 18 - 55-75, online interviews, 5th March - 8th April 2024. Argentina (1,000), Australia (1,000), Austria (1,000), Brazil (1,000), Canada (1,000), China (1,000), Denmark (1,000), France (1,000), Germany (1,000), India (1,000), Indonesia (1,000), Italy (1,000), Japan (1,000), Kenya (1,000), Mexico (1,000), Saudi Arabia (1,000), South Africa (1,000), South Korea (1,000), Sweden (1,000), Turkey (1,000), United Kingdom (1,000), United States (1,000). 'G20 country average' is an arithmetic average of 22 G20 countries surveyed (Argentina, Australia, Brazil, Canada, China, France, Germany, India, Indonesia, Italy, Japan, Mexico, Saudi Arabia, South Africa, South Korea, Turkey, United Kingdom, United States).

# Some ways that citizens could be more involved in international organisations are listed below. To what extent, if at all, do you support or oppose these proposals?

Q12. Some ways that citizens could be more involved in international organisations are listed below. To what extent, if at all, do you support or oppose these proposals?

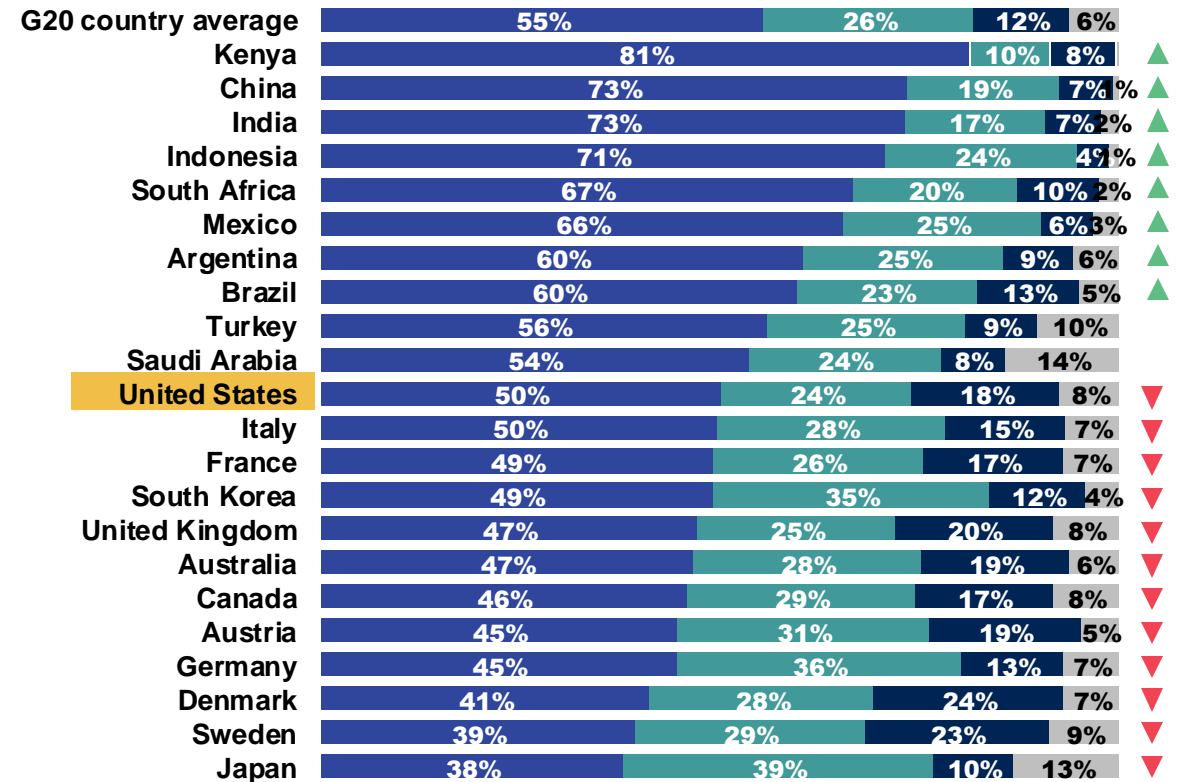
## A United Nations Parliamentary Assembly

■ Strongly/tend to support ■ Neither support nor oppose ■ Strongly/tend to oppose ■ Don't know



## Global referenda

■ Strongly/tend to support ■ Neither support nor oppose ■ Strongly/tend to oppose ■ Don't know



Base: 22,000 across 22 countries, 18 - 55-75, online interviews, 5th March - 8th April 2024. Argentina (1,000), Australia (1,000), Austria (1,000), Brazil (1,000), Canada (1,000), China (1,000), Denmark (1,000), France (1,000), Germany (1,000), India (1,000), Indonesia (1,000), Italy (1,000), Japan (1,000), Kenya (1,000), Mexico (1,000), Saudi Arabia (1,000), South Africa (1,000), South Korea (1,000), Sweden (1,000), Turkey (1,000), United Kingdom (1,000), United States (1,000). 'G20 country average' is an arithmetic average of 22 G20 countries surveyed (Argentina, Australia, Brazil, Canada, China, France, Germany, India, Indonesia, Italy, Japan, Mexico, Saudi Arabia, South Africa, South Korea, Turkey, United Kingdom, United States).

Some ways that citizens could be more involved in international organisations are listed below. To what extent, if at all, do you support or oppose these proposals. (Strongly / tend to support).

Q12. Some ways that citizens could be more involved in international organisations are listed below. To what extent, if at all, do you support or oppose these proposals.

	Total (A)	Gender		Household income			Age					
		Male (B)	Female (C)	Low (D)	Middle (E)	High (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-64 (K)	65-75 (L)
Global surveys of citizens' attitudes and concerns	59%	61%	57%	53%	64%	62%	63%	69%	65%	52%	52%	53%
	DJK				AD	D		AJKL	AJKL			
Global citizens' assemblies	53%	57%	49%	49%	56%	56%	59%	65%	59%	42%	47%	45%
	CJL	AC					JL	AJKL	JKL			
Global referenda	50%	55%	45%	43%	52%	58%	54%	67%	60%	44%	36%	36%
	CDKL	AC			D	AD	KL	AGJKL	AJKL			
A United Nations Parliamentary Assembly	47%	49%	45%	41%	47%	55%	48%	62%	55%	42%	35%	36%
	DKL					AD	K	AGJKL	AJKL			

Base: USA, 1,000 adults aged 18 to 75, interviewed online in March and April 2024. For subgroup base sizes, please see Methodology.

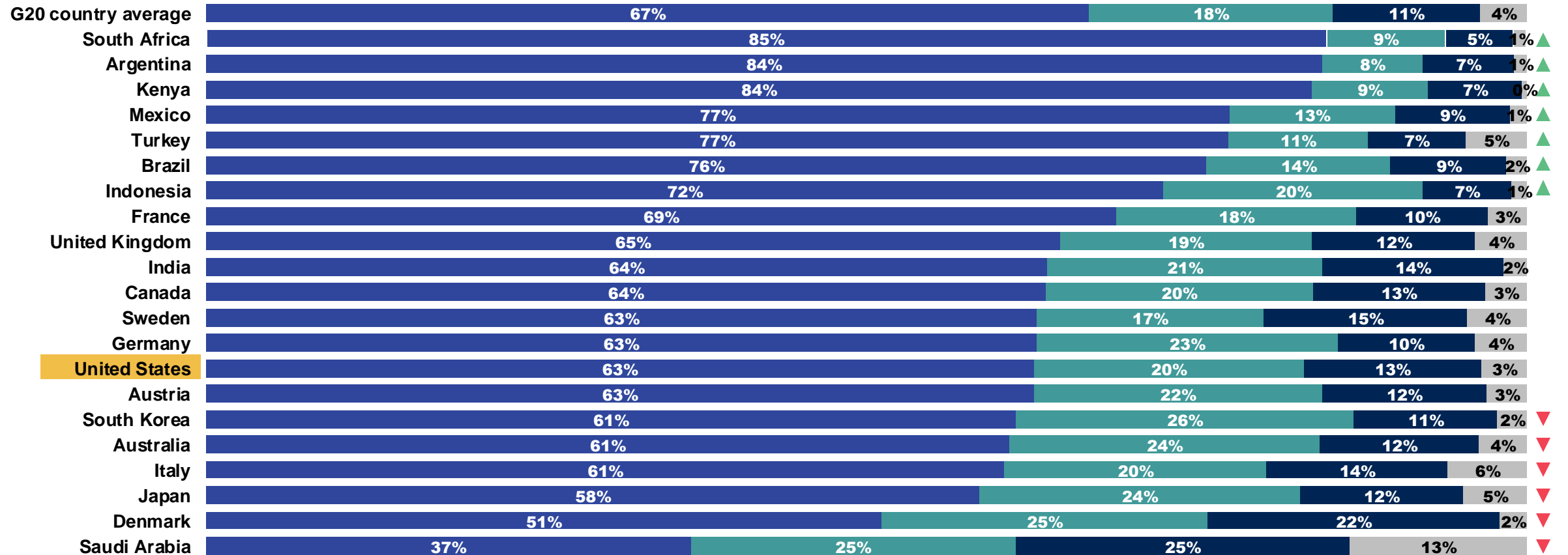
Green letters show that column % is significantly higher than the column indicated by the letter. Subgroups sig tested against total and comparable others (i.e. male vs female; low vs middle vs high household income; 18-24 vs 25-34 vs 35-44 vs 45-54 vs 55-64 vs 65-75).



# There's too much economic inequality in [COUNTRY] these days.

Q13. To what extent, if at all, do you agree or disagree with the following statements about the economy in your country?

■ Strongly/tend to agree   ■ Neither agree nor disagree   ■ Strongly/tend to disagree   ■ Don't know

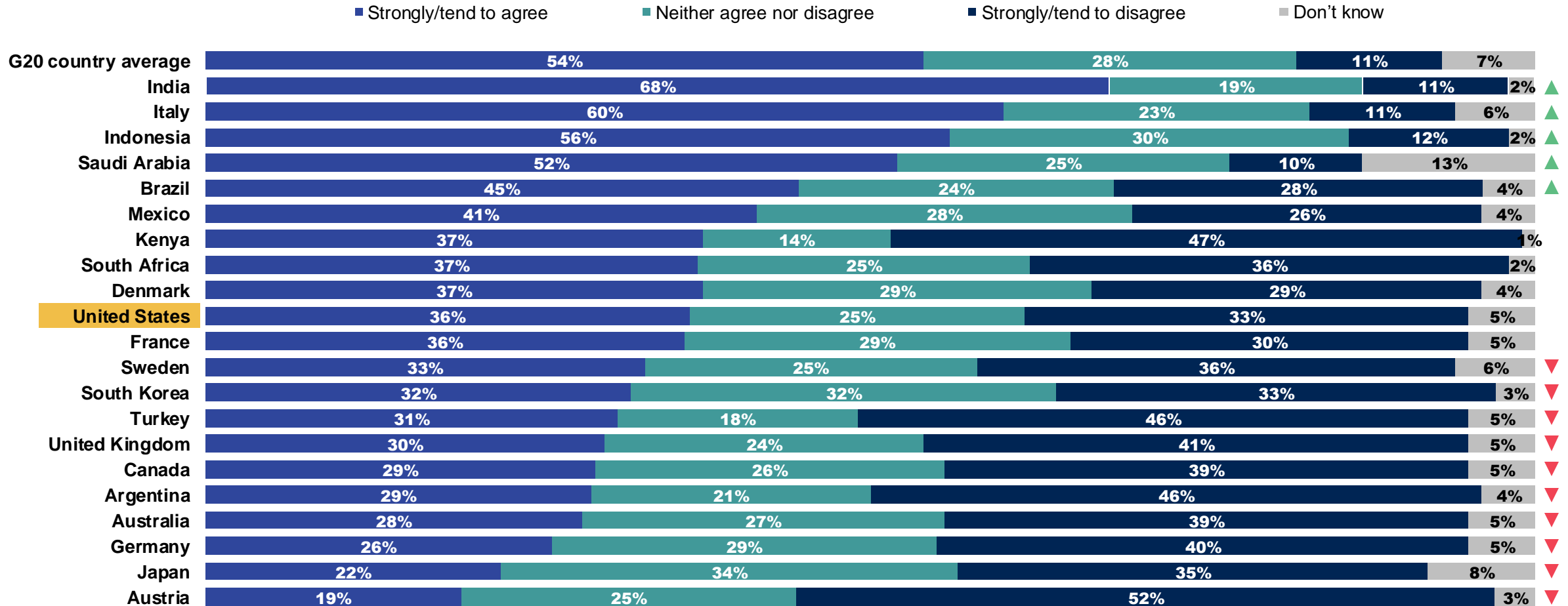


Base: 21,000 across 21 countries, 18 - 55-75, online interviews, 5th March – 8th April 2024. Argentina (1,000), Australia (1,000), Austria (1,000), Brazil (1,000), Canada (1,000), Denmark (1,000), France (1,000), Germany (1,000), India (1,000), Indonesia (1,000), Italy (1,000), Japan (1,000), Kenya (1,000), Mexico (1,000), Saudi Arabia (1,000), South Africa (1,000), South Korea (1,000), Sweden (1,000), Turkey (1,000), United Kingdom (1,000), United States (1,000). 'G20 country average' is an arithmetic average of 17 G20 countries surveyed (Argentina, Australia, Brazil, Canada, France, Germany, India, Indonesia, Italy, Japan, Mexico, Saudi Arabia, South Africa, South Korea, Turkey, United Kingdom, United States).



# We are all better off when some people get rich, because their spending and investment trickles down throughout [COUNTRY]'s society, leading to more wealth for all.

Q13. To what extent, if at all, do you agree or disagree with the following statements about the economy in your country?

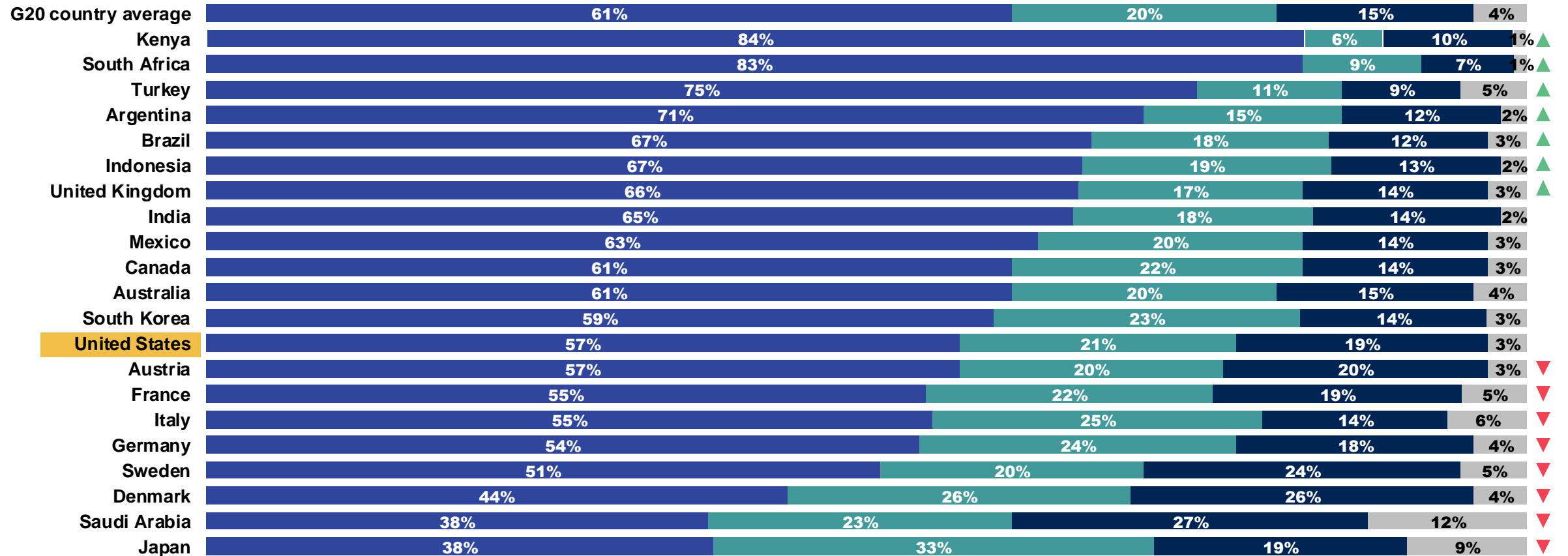


Base: 21,000 across 21 countries, 18 - 55-75, online interviews, 5th March – 8th April 2024. Argentina (1,000), Australia (1,000), Austria (1,000), Brazil (1,000), Canada (1,000), Denmark (1,000), France (1,000), Germany (1,000), India (1,000), Indonesia (1,000), Italy (1,000), Japan (1,000), Kenya (1,000), Mexico (1,000), Saudi Arabia (1,000), South Africa (1,000), South Korea (1,000), Sweden (1,000), Turkey (1,000), United Kingdom (1,000), United States (1,000). 'G20 country average' is an arithmetic average of 17 G20 countries surveyed (Argentina, Australia, Brazil, Canada, France, Germany, India, Indonesia, Italy, Japan, Mexico, Saudi Arabia, South Africa, South Korea, Turkey, United Kingdom, United States).

# The economic system in [COUNTRY] hurts people who have least money.

Q13. To what extent, if at all, do you agree or disagree with the following statements about the economy in your country?

■ Strongly/tend to agree   ■ Neither agree nor disagree   ■ Strongly/tend to disagree   ■ Don't know

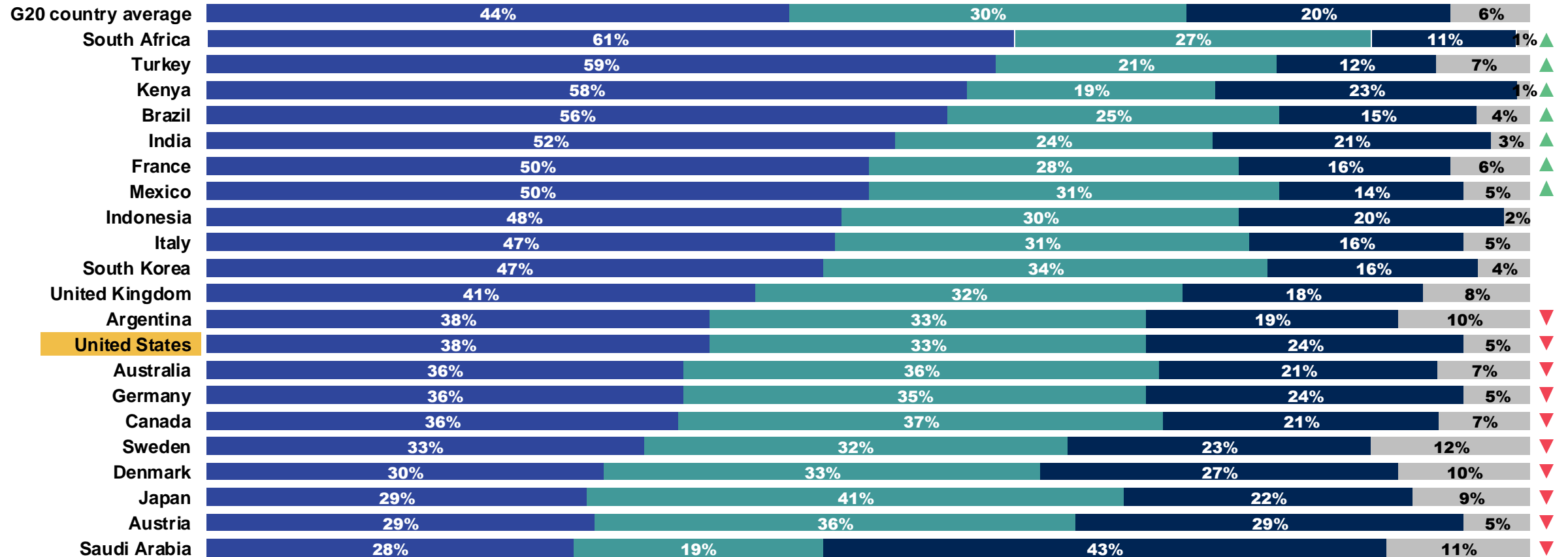


Base: 21,000 across 21 countries, 18 - 55-75, online interviews, 5th March – 8th April 2024. Argentina (1,000), Australia (1,000), Austria (1,000), Brazil (1,000), Canada (1,000), Denmark (1,000), France (1,000), Germany (1,000), India (1,000), Indonesia (1,000), Italy (1,000), Japan (1,000), Kenya (1,000), Mexico (1,000), Saudi Arabia (1,000), South Africa (1,000), South Korea (1,000), Sweden (1,000), Turkey (1,000), United Kingdom (1,000), United States (1,000). 'G20 country average' is an arithmetic average of 17 G20 countries surveyed (Argentina, Australia, Brazil, Canada, France, Germany, India, Indonesia, Italy, Japan, Mexico, Saudi Arabia, South Africa, South Korea, Turkey, United Kingdom, United States).

# The economic system in [COUNTRY] is bad for the environment.

Q13. To what extent, if at all, do you agree or disagree with the following statements about the economy in your country?

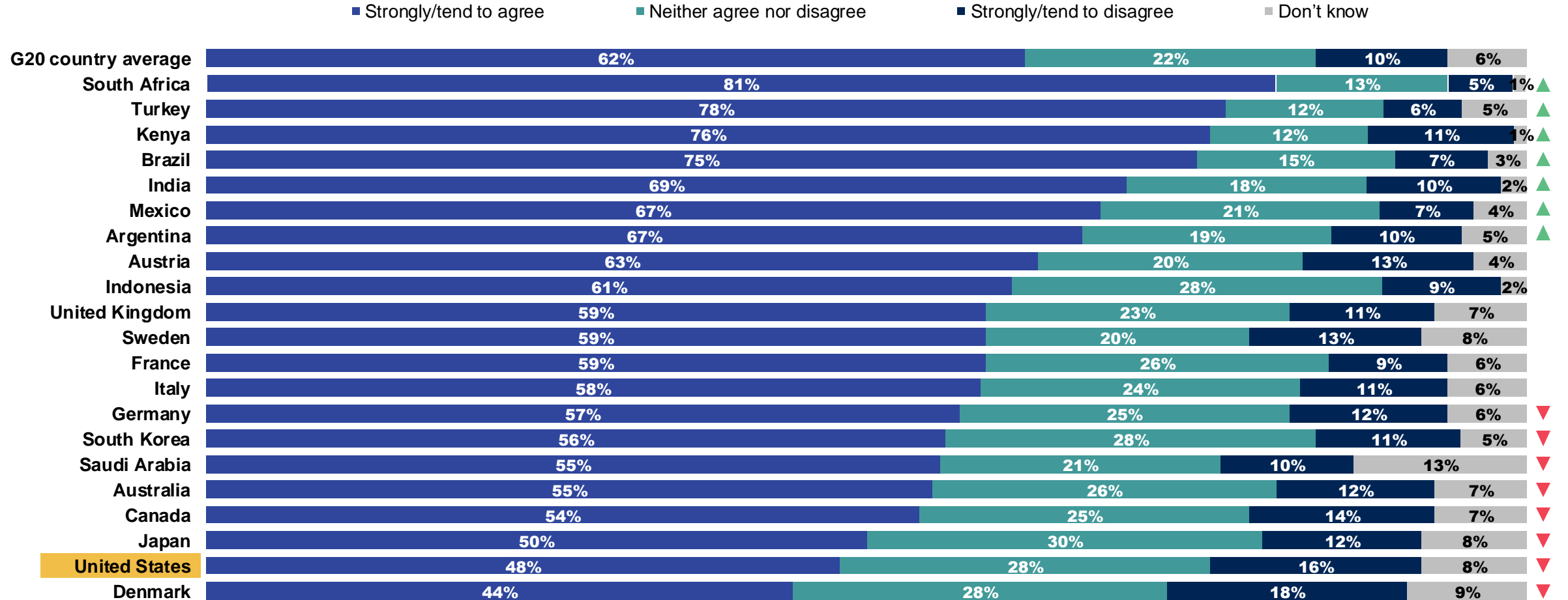
■ Strongly/tend to agree   ■ Neither agree nor disagree   ■ Strongly/tend to disagree   ■ Don't know



Base: 21,000 across 21 countries, 18 - 55-75, online interviews, 5th March – 8th April 2024. Argentina (1,000), Australia (1,000), Austria (1,000), Brazil (1,000), Canada (1,000), Denmark (1,000), France (1,000), Germany (1,000), India (1,000), Indonesia (1,000), Italy (1,000), Japan (1,000), Kenya (1,000), Mexico (1,000), Saudi Arabia (1,000), South Africa (1,000), South Korea (1,000), Sweden (1,000), Turkey (1,000), United Kingdom (1,000), United States (1,000). 'G20 country average' is an arithmetic average of 17 G20 countries surveyed (Argentina, Australia, Brazil, Canada, France, Germany, India, Indonesia, Italy, Japan, Mexico, Saudi Arabia, South Africa, South Korea, Turkey, United Kingdom, United States).

# The way the world's economy works now is unfair to poorer countries.

Q13. To what extent, if at all, do you agree or disagree with the following statements about the economy in your country?

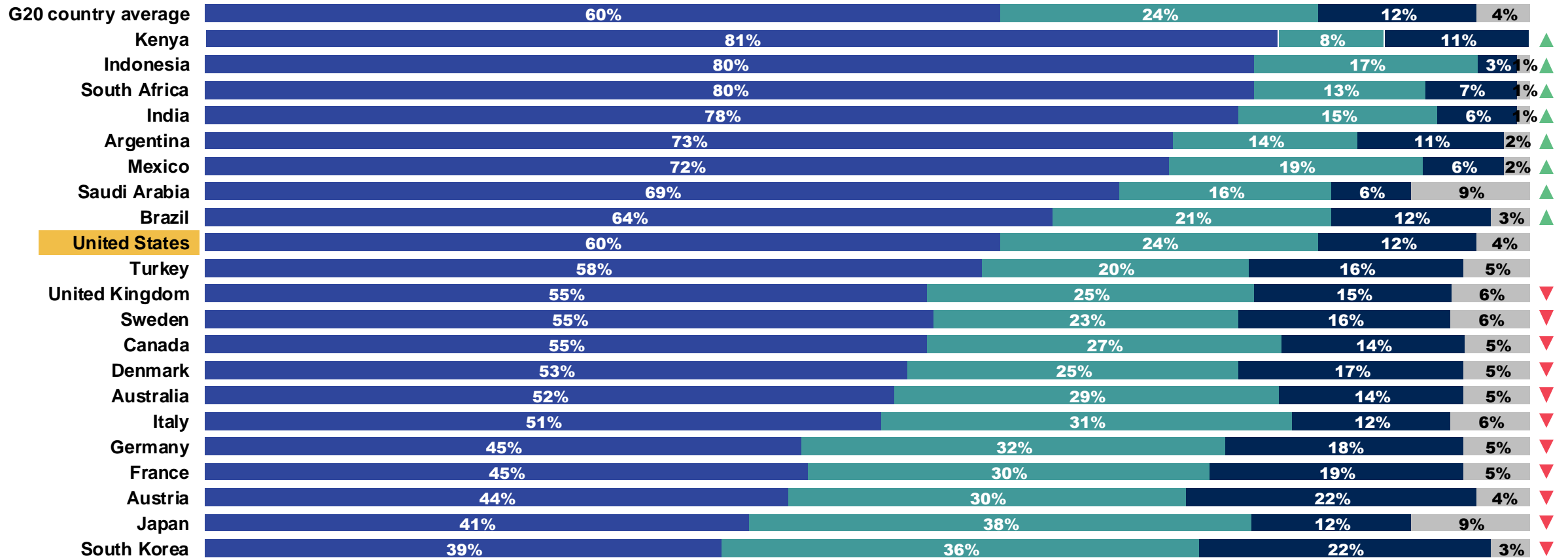


Base: 21,000 across 21 countries, 18 - 55-75, online interviews, 5th March – 8th April 2024. Argentina (1,000), Australia (1,000), Austria (1,000), Brazil (1,000), Canada (1,000), Denmark (1,000), France (1,000), Germany (1,000), India (1,000), Indonesia (1,000), Italy (1,000), Japan (1,000), Kenya (1,000), Mexico (1,000), Saudi Arabia (1,000), South Africa (1,000), South Korea (1,000), Sweden (1,000), Turkey (1,000), United Kingdom (1,000), United States (1,000). 'G20 country average' is an arithmetic average of 17 G20 countries surveyed (Argentina, Australia, Brazil, Canada, France, Germany, India, Indonesia, Italy, Japan, Mexico, Saudi Arabia, South Africa, South Korea, Turkey, United Kingdom, United States).

# Focusing on economic growth in [COUNTRY] is the best way to achieve wealth and wellbeing for all who live here.

Q13. To what extent, if at all, do you agree or disagree with the following statements about the economy in your country?

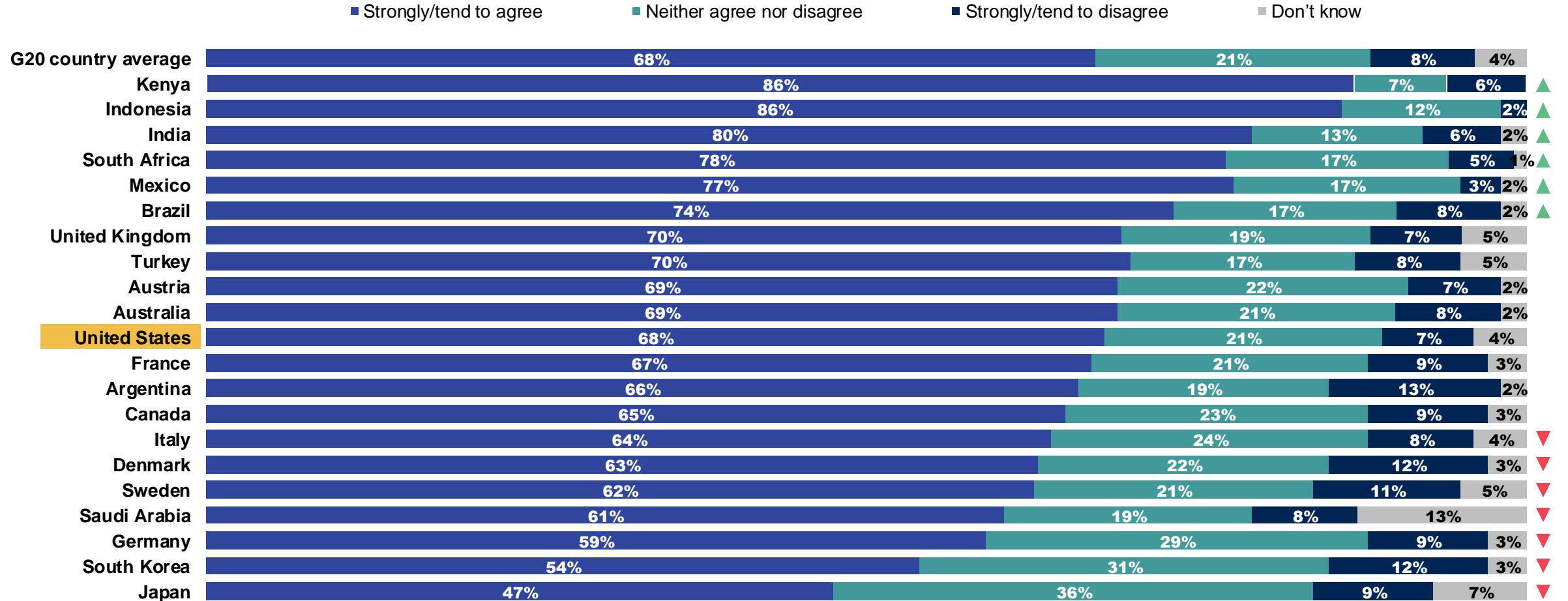
■ Strongly/tend to agree    
 ■ Neither agree nor disagree    
 ■ Strongly/tend to disagree    
 ■ Don't know



Base: 21,000 across 21 countries, 18 - 55-75, online interviews, 5th March – 8th April 2024. Argentina (1,000), Australia (1,000), Austria (1,000), Brazil (1,000), Canada (1,000), Denmark (1,000), France (1,000), Germany (1,000), India (1,000), Indonesia (1,000), Italy (1,000), Japan (1,000), Kenya (1,000), Mexico (1,000), Saudi Arabia (1,000), South Africa (1,000), South Korea (1,000), Sweden (1,000), Turkey (1,000), United Kingdom (1,000), United States (1,000). 'G20 country average' is an arithmetic average of 17 G20 countries surveyed (Argentina, Australia, Brazil, Canada, France, Germany, India, Indonesia, Italy, Japan, Mexico, Saudi Arabia, South Africa, South Korea, Turkey, United Kingdom, United States).

# The way [COUNTRY]'s economy works should prioritise the health and wellbeing of people and nature rather than focusing solely on profit and increasing wealth in [COUNTRY].

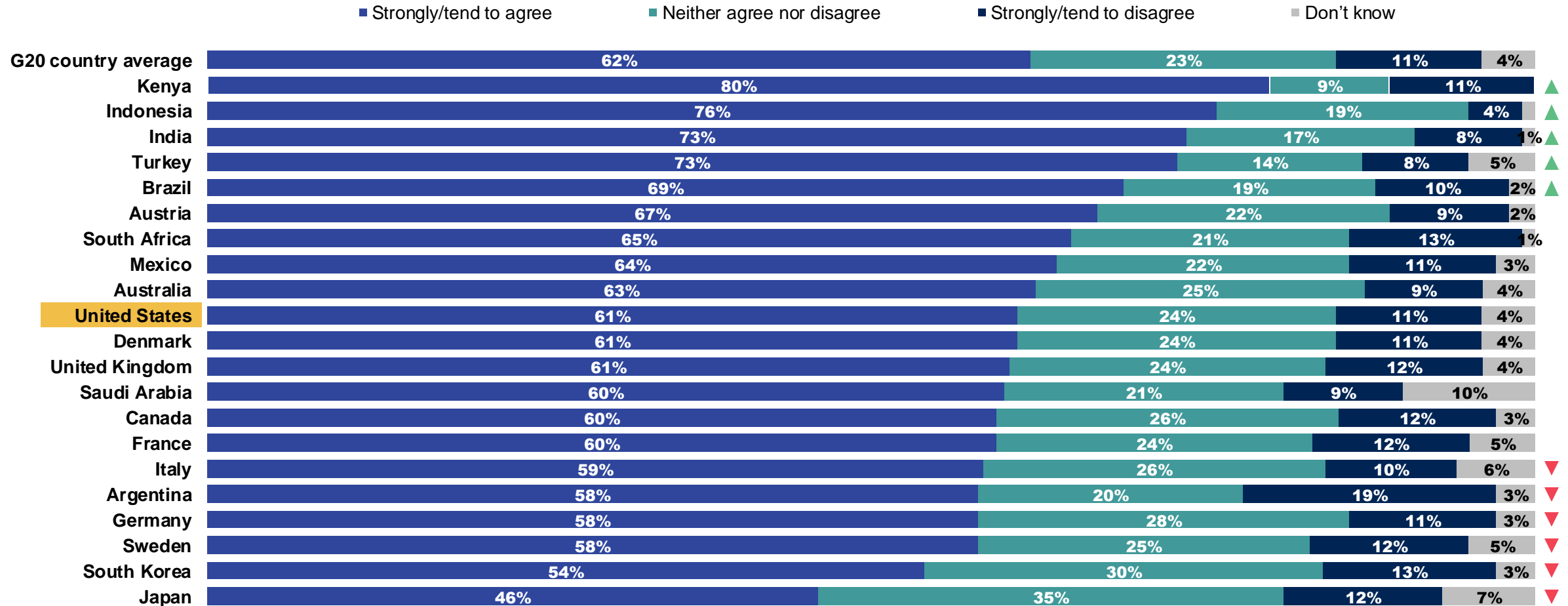
Q13. To what extent, if at all, do you agree or disagree with the following statements about the economy in your country?



Base: 21,000 across 21 countries, 18 - 55-75, online interviews, 5th March – 8th April 2024. Argentina (1,000), Australia (1,000), Austria (1,000), Brazil (1,000), Canada (1,000), Denmark (1,000), France (1,000), Germany (1,000), India (1,000), Indonesia (1,000), Italy (1,000), Japan (1,000), Kenya (1,000), Mexico (1,000), Saudi Arabia (1,000), South Africa (1,000), South Korea (1,000), Sweden (1,000), Turkey (1,000), United Kingdom (1,000), United States (1,000). 'G20 country average' is an arithmetic average of 17 G20 countries surveyed (Argentina, Australia, Brazil, Canada, France, Germany, India, Indonesia, Italy, Japan, Mexico, Saudi Arabia, South Africa, South Korea, Turkey, United Kingdom, United States).

# The economic success of a country should be measured by the health and wellbeing of its citizens, not how fast the economy is growing.

Q13. To what extent, if at all, do you agree or disagree with the following statements about the economy in your country?



Base: 21,000 across 21 countries, 18 - 55-75, online interviews, 5th March – 8th April 2024. Argentina (1,000), Australia (1,000), Austria (1,000), Brazil (1,000), Canada (1,000), Denmark (1,000), France (1,000), Germany (1,000), India (1,000), Indonesia (1,000), Italy (1,000), Japan (1,000), Kenya (1,000), Mexico (1,000), Saudi Arabia (1,000), South Africa (1,000), South Korea (1,000), Sweden (1,000), Turkey (1,000), United Kingdom (1,000), United States (1,000). 'G20 country average' is an arithmetic average of 17 G20 countries surveyed (Argentina, Australia, Brazil, Canada, France, Germany, India, Indonesia, Italy, Japan, Mexico, Saudi Arabia, South Africa, South Korea, Turkey, United Kingdom, United States).

# To what extent, if at all, do you agree or disagree with the following statements about the economy in your country? (Strongly / tend to agree).

Q13. To what extent, if at all, do you agree or disagree with the following statements about the economy in your country?

	Total (A)	Gender		Household income			Age					
		Male (B)	Female (C)	Low (D)	Middle (E)	High (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-64 (K)	65-75 (L)
The way economy works should prioritise the health and wellbeing of people and nature rather than focusing solely on profit and increasing wealth in the USA	68%	69%	67%	66%	69%	70%	75%	75%	65%	64%	65%	69%
								AIJK				
There's too much economic inequality in the USA these days	63%	62%	63%	62%	60%	65%	68%	60%	57%	60%	67%	67%
										I	I	
The economic success of a country should be measured by the health and wellbeing of its citizens, not how fast the economy is growing.	61%	62%	60%	62%	58%	63%	63%	69%	64%	55%	58%	56%
								AJKL				
Focusing on economic growth in the USA is the best way to achieve wealth and wellbeing for all who live here.	60%	66%	53%	54%	59%	70%	51%	69%	63%	58%	58%	56%
	CD	AC				ADE		AGJKL				
The economic system in the USA hurts people who have least money.	57%	57%	57%	59%	59%	55%	57%	56%	55%	57%	62%	56%
The way the world's economy works now is unfair to poorer countries.	48%	55%	42%	47%	47%	51%	50%	62%	53%	46%	40%	37%
	CKL	AC					L	AJKL				
The economic system in the USA is bad for the environment.	38%	41%	36%	35%	37%	45%	52%	44%	45%	36%	25%	31%
	KL					ADE	AJKL	KL	AKL	K		
We are all better off when some people get rich (as spending and investment trickles down, leading to more wealth for all)	36%	43%	30%	28%	41%	46%	39%	52%	49%	37%	19%	20%
	CDKL	AC			AD	AD	KL	AJKL	AJKL	KL		

Base: USA, 1,000 adults aged 18 to 75, interviewed online in March and April 2024.  
For subgroup base sizes, please see Methodology.

Green letters show that column % is significantly higher than the column indicated by the letter. Subgroups sig tested against total and comparable others (i.e. male vs female; low vs middle vs high household income; 18-24 vs 25-34 vs 35-44 vs 45-54 vs 55-64 vs 65-75).



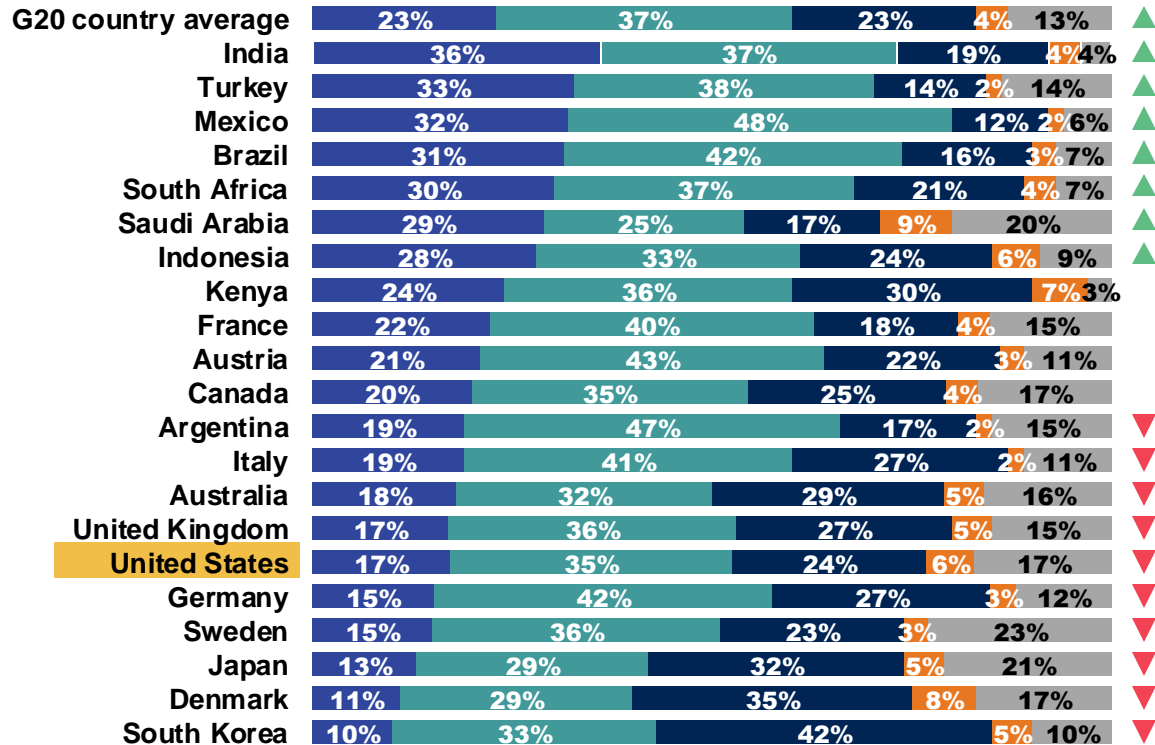


# Which comes closest to your view about the following political systems?

Q14. Which comes closest to your view about the following political systems?

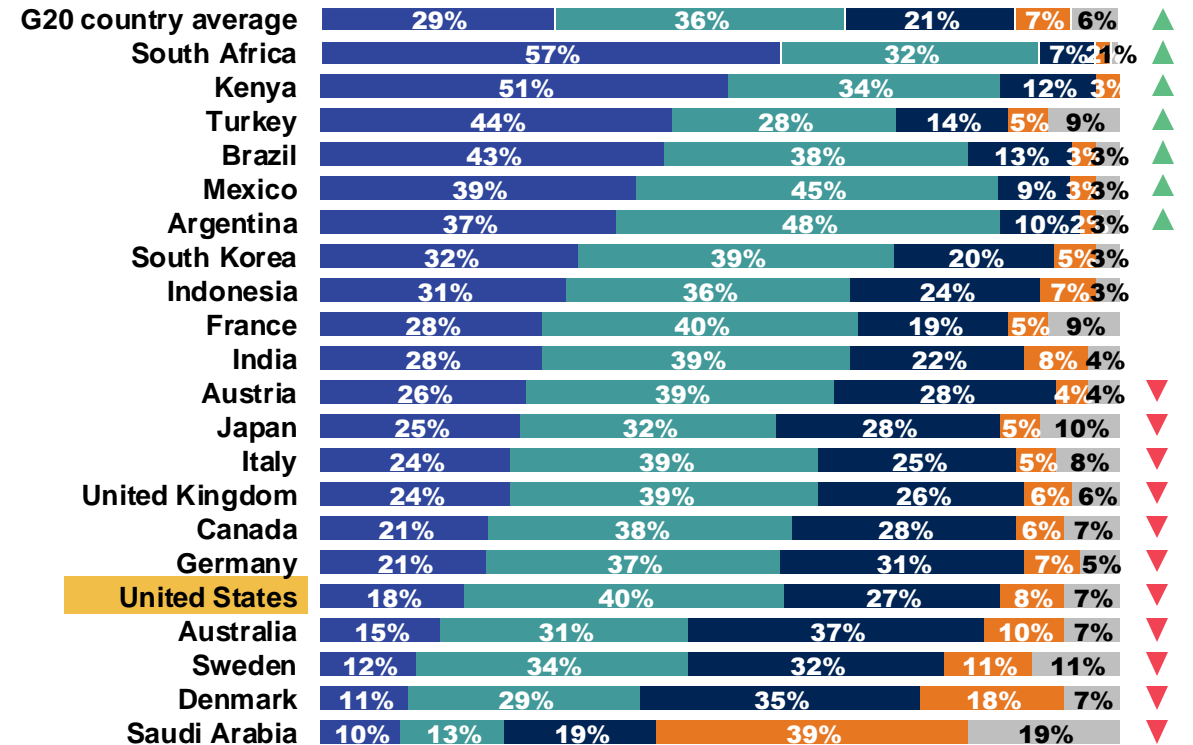
## The global political system

- It needs to be completely reformed
- It needs minor changes
- Don't know
- It needs major changes
- It doesn't need to be changed



## The political system of [COUNTRY]

- It needs to be completely reformed
- It needs minor changes
- Don't know
- It needs major changes
- It doesn't need to be changed



Base: 21,000 across 21 countries, 18 - 55-75, online interviews, 5th March - 8th April 2024. Argentina (1,000), Australia (1,000), Austria (1,000), Brazil (1,000), Canada (1,000), Denmark (1,000), France (1,000), Germany (1,000), India (1,000), Indonesia (1,000), Italy (1,000), Japan (1,000), Kenya (1,000), Mexico (1,000), Saudi Arabia (1,000), South Africa (1,000), South Korea (1,000), Sweden (1,000), Turkey (1,000), United Kingdom (1,000), United States (1,000). 'G20 country average' is an arithmetic average of 17 G20 countries surveyed (Argentina, Australia, Brazil, Canada, France, Germany, India, Indonesia, Italy, Japan, Mexico, Saudi Arabia, South Africa, South Korea, Turkey, United Kingdom, United States).

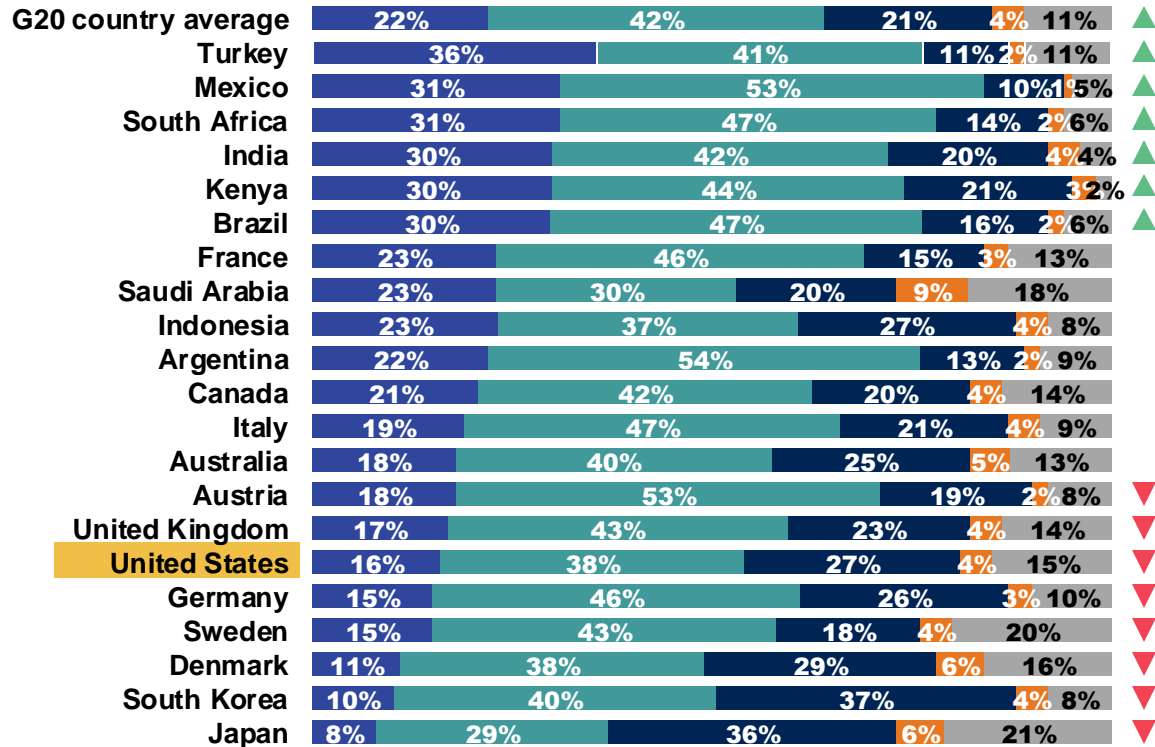


# Which comes closest to your view about the following economic systems?

Q14. Which comes closest to your view about the following political systems?

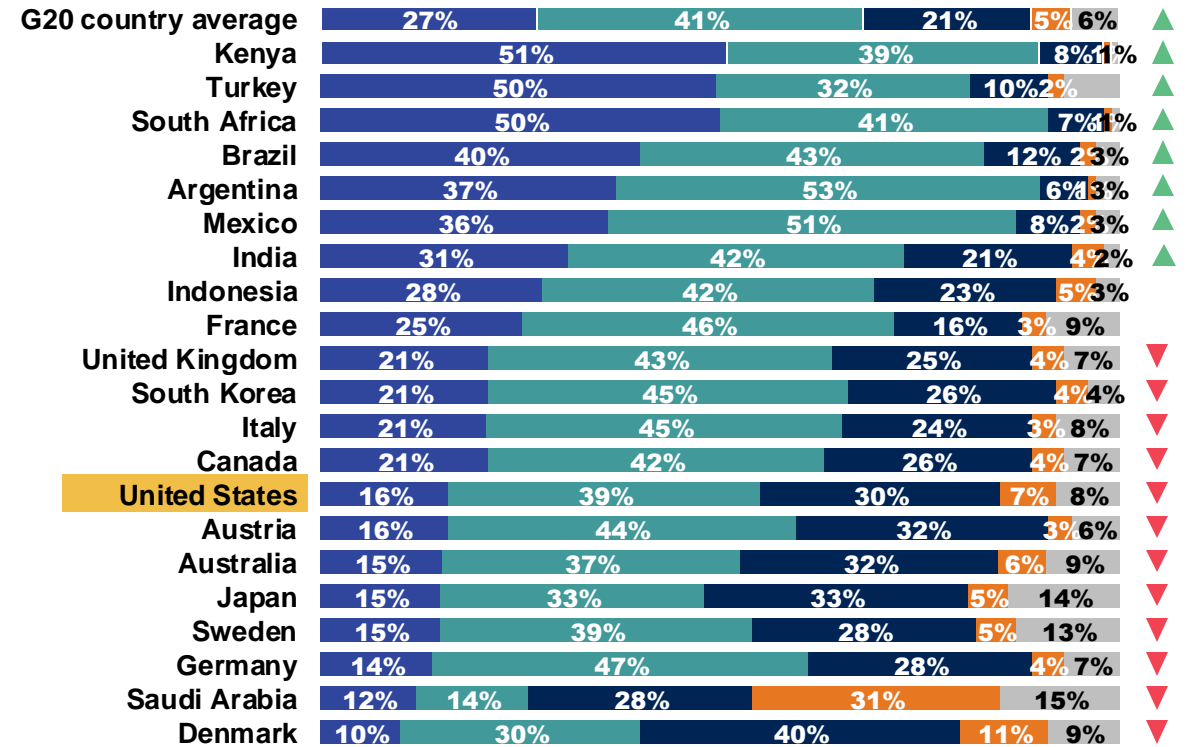
## The global economic system

- It needs to be completely reformed
- It needs minor changes
- Don't know
- It needs major changes
- It doesn't need to be changed



## The economic system of [COUNTRY]

- It needs to be completely reformed
- It needs minor changes
- Don't know
- It needs major changes
- It doesn't need to be changed



Base: 21,000 across 21 countries, 18 - 55-75, online interviews, 5th March – 8th April 2024. Argentina (1,000), Australia (1,000), Austria (1,000), Brazil (1,000), Canada (1,000), Denmark (1,000), France (1,000), Germany (1,000), India (1,000), Indonesia (1,000), Italy (1,000), Japan (1,000), Kenya (1,000), Mexico (1,000), Saudi Arabia (1,000), South Africa (1,000), South Korea (1,000), Sweden (1,000), Turkey (1,000), United Kingdom (1,000), United States (1,000). 'G20 country average' is an arithmetic average of 17 G20 countries surveyed (Argentina, Australia, Brazil, Canada, France, Germany, India, Indonesia, Italy, Japan, Mexico, Saudi Arabia, South Africa, South Korea, Turkey, United Kingdom, United States).

# Values and demographics

# 03

# To what extent are you optimistic or pessimistic about each of the following... (Very / somewhat optimistic).

Q2. To what extent are you optimistic or pessimistic about each of the following...

	Total (A)	Gender		Household income			Age					
		Male (B)	Female (C)	Low (D)	Middle (E)	High (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-64 (K)	65-75 (L)
<b>Your future</b>	70%	73%	67%	62%	70%	80%	72%	82%	77%	63%	66%	58%
	CDJL	AC			D	ADE	L	AJKL	AJKL			
<b>The future of your country</b>	43%	52%	35%	37%	46%	50%	43%	65%	55%	34%	28%	29%
	CDJKL	AC			D	AD	KL	AGIJKL	AJKL			
<b>The future of the world</b>	41%	49%	33%	36%	42%	49%	47%	65%	57%	31%	23%	20%
	CDJKL	AC				AD	JKL	AGJKL	AJKL	L		

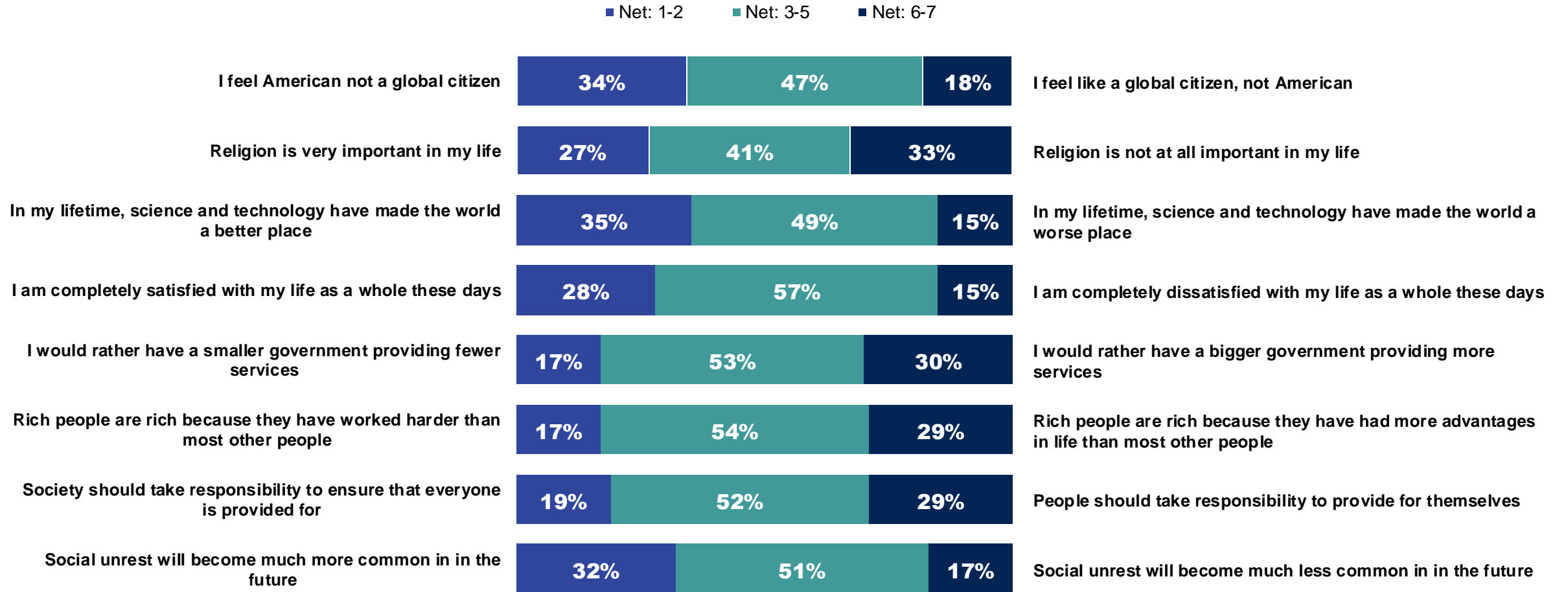
Base: USA, 1,000 adults aged 18 to 75, interviewed online in March and April 2024.  
For subgroup base sizes, please see Methodology.

Green letters show that column % is significantly higher than the column indicated by the letter. Subgroups sig tested against total and comparable others (i.e. male vs female; low vs middle vs high household income; 18-24 vs 25-34 vs 35-44 vs 45-54 vs 55-64 vs 65-75).



# Please now give us your views on the following issues. We will show you two statements – please tell us which of these statements is closer to your beliefs.

Q3. 1 means you agree completely with the statement on the left; 7 means you agree completely with the statement on the right; and if your views fall somewhere in between, you can choose any number in between.



Base: USA, 1,000 adults aged 18 to 75, interviewed online in March and April 2024.



# How satisfied are you with the financial situation of your household?

# How exposed, if at all, are you personally to environmental and climate related risks, and threats?

QD4. How satisfied are you with the financial situation of your household?

QD5. How exposed, if at all, are you personally to environmental and climate related risks, and threats?

		Total (A)	Gender		Household income			Age					
			Male (B)	Female (C)	Low (D)	Middle (E)	High (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-64 (K)	65-75 (L)
How satisfied are you with the financial situation of your household?	NET: Very/fairly satisfied	59%	64%	55%	43%	63%	77%	54%	76%	65%	51%	47%	58%
		CDJK	AC			D	ADE		AGIJKL	JK			K
	NET: Very/fairly dissatisfied	22%	21%	23%	36%	19%	10%	18%	12%	16%	33%	31%	24%
		FHI			AEF	F					AGHI	AGHI	H
How exposed, if at all, are you personally to environmental and climate related risks, and threats?	NET: Very/somewhat exposed	46%	50%	42%	43%	43%	52%	41%	58%	52%	42%	37%	43%
		CK	AC				ADE		AGJKL	K			
	NET: Not very/not at all exposed	48%	46%	50%	49%	53%	44%	49%	36%	42%	53%	57%	55%
		H				AF		H			H	AHI	HI

Base: USA, 1,000 adults aged 18 to 75, interviewed online in March and April 2024.  
For subgroup base sizes, please see Methodology.

Green letters show that column % is significantly higher than the column indicated by the letter. Subgroups sig tested against total and comparable others (i.e. male vs female; low vs middle vs high household income; 18-24 vs 25-34 vs 35-44 vs 45-54 vs 55-64 vs 65-75).



# Methodology

# 04

# Objectives and methodology.

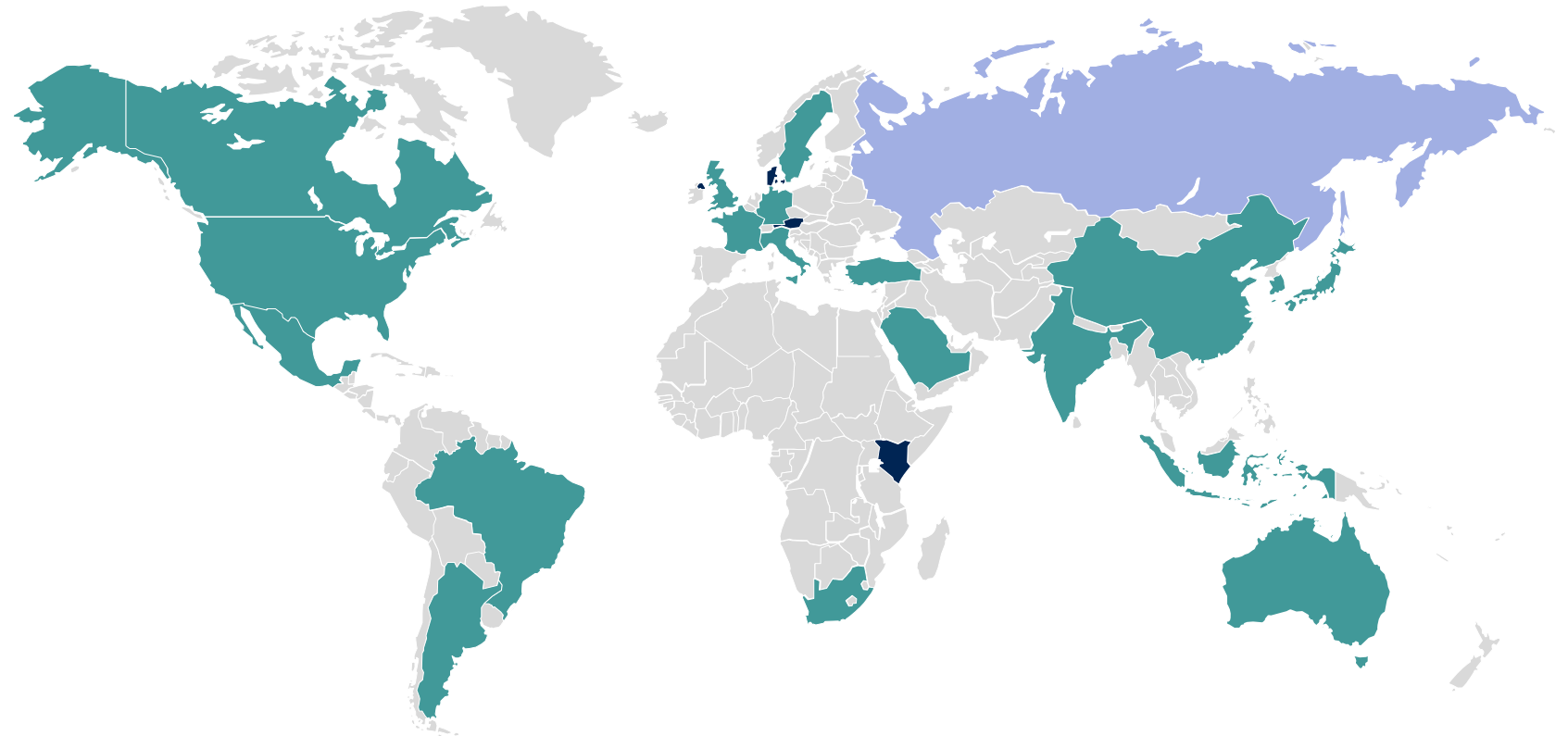
- Commissioned by Earth4All and the Global Commons Alliance, in partnership with The Policy Institute Kings College, Wellbeing Alliance, ISWE, and Wellbeing Economy Alliance, Ipsos conducted research to understand **attitudes to societal transformations, political / economic systems and planetary stewardship**. Questions focused on: values and worldviews, attitudes towards nature and planetary stewardship, attitudes towards national and global political and economic systems, levels of support for Earth4All policy recommendations. **This report focuses on attitudes towards national and global political and economic systems, and levels of support for Earth4All policy proposals.**
- Ipsos surveyed **22,000 participants aged 18 to 55-75 in total across 22 countries**. This included 18 G20 countries (Argentina (1,000), Australia (1,000), Brazil (1,000), Canada (1,000), China (1,000), France (1,000), Germany (1,000), India (1,000), Indonesia (1,000), Italy (1,000), Japan (1,000), Mexico (1,000), Saudi Arabia (1,000), South Africa (1,000), South Korea (1,000), Turkey (1,000), United Kingdom (1,000), United States (1,000)), plus four countries outside the G20 (Austria (1,000), Denmark (1,000), Kenya (1,000) and Sweden (1,000)). Not all questions were asked in China. All interviews were conducted online and took place between **5th March and 8th April 2024**.
- **Quota sampling** was used, and in each country data are **weighted to be representative of the national population on age, gender, region and working status**. Where results do not sum to 100, this may be due to rounding, multiple responses, or the exclusion of 'don't know' categories.
- **This report presents a 'G20 country average'** and compares individual countries against this. Overall 'G20 country average' percentage is an arithmetic average of national results across the 18 G20 countries surveyed (or 17 G20 countries in the case of questions that were not asked in China), where the results from each country have the same weight and are not pro-rata to the true population proportions for this audience.
- This report presents the findings from the **USA**, comparing responses with the other nations surveyed. This study also compares responses from different demographic groups in the USA. In the **USA, 1,000 participants aged 18-75 were interviewed** in English between 5th March and 8th April 2024.



# Methodology: Study Coverage.

22 countries were included in the study, a total of **22,000 participants** from age 18 to 55-75.

Some questions that were asked were also run in the [Global Commons Survey in 2021](#). Where this is the case, trend data has been shown for those countries included in both the 2021 and 2024 studies.



■ Countries new to survey in 2024   ■ Countries surveyed in 2021 & 2024   ■ Countries surveyed in 2021 only

# Methodology: demographics/subgroups bases.

Unweighted 1000 / Weighted 1000	
<b>Gender</b>	
Male	486 / 491
	49% / 49%
Female	507 / 502
	51% / 50%
<b>Employment Status</b>	
Working	652 / 652
	65% / 65%
Not working	348 / 348
	35% / 35%
<b>Education</b>	
Secondary	405 / 414
	40% / 41%
Degree or above	595 / 586
	60% / 59%
<b>Household Income (per annum, pre-tax)</b>	
Low (<\$50,000)	345 / 345
	35% / 35%
Middle (\$50,000-\$94,999)	326 / 323
	33% / 32%
High (\$95,000+)	286 / 286
	29% / 29%
<b>Children in Household</b>	
Yes	371 / 374
	37% / 38%
No	622 / 618
	63% / 62%

Unweighted 1000 / Weighted 1000	
<b>Age</b>	
18-24	89 / 120
	9% / 12%
25-34	188 / 190
	19% / 19%
35-44	197 / 186
	20% / 19%
45-54	172 / 171
	17% / 17%
55-64	190 / 178
	19% / 18%
65-75	164 / 155
	16% / 16%
<b>Region</b>	
Northeast	172 / 172
	17% / 17%
Midwest	209 / 205
	21% / 21%
South	396 / 384
	40% / 38%
West	224 / 238
	22% / 24%

Please note: any use of the data from this research in the public domain will need to be signed-off by Ipsos's Polls for Publication team.

# Ipsos Standards & Accreditations

Ipsos's standards & accreditations provide our clients with the peace of mind that they can always depend on us to deliver reliable, sustainable findings. Moreover, our focus on quality and continuous improvement means we have embedded a 'right first time' approach throughout our organisation.



**ISO 20252** – is the international specific standard for market, opinion and social research, including insights and data analytics. Ipsos in the UK was the first company in the world to gain this accreditation.



**MRS Company Partnership** – By being an MRS Company Partner, Ipsos UK endorse and support the core MRS brand values of professionalism, research excellence and business effectiveness, and commit to comply with the MRS Code of Conduct throughout the organisation & we were the first company to sign our organisation up to the requirements & self-regulation of the MRS Code; more than 350 companies have followed our lead.



**ISO 9001** – International general company standard with a focus on continual improvement through quality management systems. In 1994 we became one of the early adopters of the ISO 9001 business standard.



**ISO 27001** – International standard for information security designed to ensure the selection of adequate and proportionate security controls. Ipsos UK was the first research company in the UK to be awarded this in August 2008.



**The UK General Data Protection Regulation (UK GDPR) & the UK Data Protection Act 2018 (DPA)** – Ipsos UK is required to comply with the UK General Data Protection Regulation and the UK Data Protection Act; it covers the processing of personal data and the protection of privacy.



**HMG Cyber Essentials** – A government backed and key deliverable of the UK's National Cyber Security Programme. Ipsos UK was assessment validated for certification in 2016. Cyber Essentials defines a set of controls which, when properly implemented, provide organisations with basic protection from the most prevalent forms of threat coming from the internet.



**Fair Data** – Ipsos UK is signed up as a 'Fair Data' Company by agreeing to adhere to twelve core principles. The principles support and complement other standards such as ISOs, and the requirements of Data Protection legislation.

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**This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos UK Terms and Conditions.**

# Appendix: Trending vs Global Commons research

# 05

# The way [COUNTRY]'s economy works should prioritise the health and wellbeing of people and nature rather than focusing solely on profit and increasing wealth in [COUNTRY]. (Strongly / tend to agree).

Q13. To what extent, if at all, do you agree or disagree with the following statements about the economy in your country?

	2021	2023	
G20*	74%	68%	▼
Argentina	73%	66%	▼
Australia	71%	69%	▼
Brazil	78%	74%	
Canada	69%	65%	▼
France	75%	67%	▼
United Kingdom	69%	70%	
Germany	73%	59%	▼
India	77%	80%	
Indonesia	86%	86%	
Italy	77%	64%	▼
Japan	61%	47%	▼
Saudi Arabia	59%	61%	
South Korea	71%	54%	▼
Mexico	79%	77%	
South Africa	78%	78%	
Turkey	85%	70%	▼
United States	68%	68%	
Sweden	56%	62%	▲

Base= 2021=18,655; 2023=19,000. \*Please note that G20 average in 2021 included Russia.