



Climate Change in the Irish Mind

2021: WAVE 1, REPORT 1



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Key Findings

This report is based on a representative survey of 4,000 people in Ireland.

Awareness	<p>Most Irish people (76%) say they know at least a moderate amount about climate change. There is almost complete agreement (96%) that climate change is happening and the majority of people (93%) think climate change is caused, at least in part, by human activities (60% say it is mostly human caused and 33% say it is caused equally by human activities and natural changes).</p>
Worry	<p>A large majority (85%) are worried about climate change, including 37% who describe themselves as “very worried”.</p>
Who Will Be Harmed?	<p>Nearly all Irish people think that either future generations of people (95%), people in developing countries (94%), and plant and animal species (94%) will be harmed “a great deal” or “a moderate amount” by climate change. 47% think that people in Ireland are being harmed “right now” by climate change, and 22% think that it will start to harm people in Ireland in the next 10 years.</p>
Extreme Weather Events	<p>A large majority (88%) think climate change is affecting the weather in Ireland, and 75% think extreme weather poses either a “high” or “moderate” risk to their community over the next 10 years.</p>
Environmental Hazards	<p>People are worried about environmental hazards such as water pollution (81%), air pollution (70%), severe storms (64%), rising sea levels (62%), water shortages (61%), flooding (56%), agricultural pests and diseases (56%), and invasive species (53%). Fewer are worried about droughts (46%), extreme heat (45%), wildfires (40%), or bog bursts or landslides (27%).</p>
Engagement	<p>There are high levels of engagement on the topic of climate change. 91% of people say climate change is important to them personally, and 72% of people report that they “often” or “occasionally” discuss climate change with family and friends.</p>

Trust	Scientists are the most trusted source of information about climate change, followed by the EPA (89%), educators (88%), family and friends (85%), television weather reporters (83%), and community leaders (73%). People also report trust for the mainstream news media (69%), and journalists (66%), and half of people report that they hear about climate change in the media once a week or more often.
National Responsibility	90% of people say the country has a responsibility to act on climate change and should do what it can to reduce its own greenhouse emissions.
Economic and Quality of Life Benefits	Irish people are positive about the economic and quality of life benefits that can be achieved through a climate change response. About six in ten Irish people (62%) think climate action will improve economic growth and create jobs, and 78% of people in Ireland say taking action to reduce climate change will improve Ireland's quality of life.
Support for Government Policies	A majority of Irish people support climate action policy. 79% of Irish people say that climate change should be either a "very high" or "high" priority for Government. Most people support spending carbon tax revenues on programmes to reduce carbon emissions and to prepare for climate change impacts.
Economic and Quality of Life Benefits	Irish people are positive about the economic and quality of life benefits that can be achieved through climate change action. 62% think climate action will improve economic growth and create jobs, and 78% say taking action to reduce climate change will improve Ireland's quality of life.
Political and Consumer Behaviours	Most people say they are willing to take political actions to reduce climate change and are willing to participate in a campaign to convince elected officials to take action. About half of Irish people say that they have made a purchase from a company that is taking action to reduce climate change in the past year. More than half say they intend to increase their consumer activism in the next year. About one in three people have chosen not to eat meat for environmental reasons in the past year.

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Introduction

The 'Climate Change in the Irish Mind' project is a baseline study of the Irish people's beliefs, attitudes, policy preferences and behaviours regarding climate change.

This work was undertaken by the EPA and the Yale Program on Climate Change Communication in support of the National Dialogue on Climate Action.

The approach to the project is based on the established methodology of the "Climate Change in the American Mind" survey conducted by the Yale Program on Climate Change Communication and the George Mason University Center for Climate Change Communication, which was tailored to meet Ireland's particular socio-economic context. This is the first nationally-representative survey of its kind in Ireland.

The outputs from the research will include:

- National level baseline on attitudes and behaviours of the Irish public to climate change.
- Segmentation of the Irish people and how they respond to climate change issues.
- Spatial representation tools to allow the data to be presented by geographic region.

The findings of this work will be used to inform and support national communications on climate change. It will also be used by climate policy and decision makers, the research community, media and the non-governmental sector.

This report 'Climate Change in the Irish Mind' is the first deliverable from the project.

The report outlines the topline findings from the baseline survey conducted in the summer of 2021. The report sets out the findings under three key themes of: I) Climate Beliefs and Attitudes; II) Climate Policies; III) Climate-Related Behaviours.



Methodology

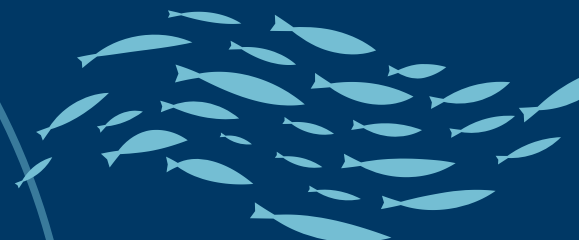
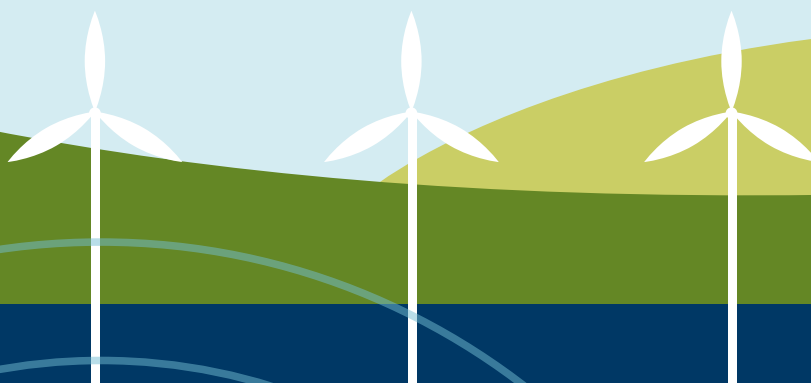
The fieldwork was conducted during 24th May to 29th July 2021 by the survey company Behaviours & Attitudes following a recognised industry standard.

The survey was conducted with a representative sample of the Irish people, aged 18 years and over. Survey respondents were recruited using a random digit dial sample of live Irish telephone numbers. A total of 84,961 numbers were contacted by telephone, about 80% of survey respondents were reached through mobile phone numbers and 20% through landline phone numbers. A total of 4,030 interviews were completed (including 30 pilot interviews to test survey wording and timing), for a response rate of 9%. All questionnaires were administered by call agents using computer-assisted telephone interviewing (CATI) software. The survey took, on average, 25 minutes to complete.

Gender, age, work status and region quotas were used to ensure sample representativeness. Key demographic variables were also weighted, post survey, to match Central Statistics Office norms. The charts and data tables were designed by Liz Neyens and Jennifer Marlon of Yale University. A summary demographics table is available through [this link](#).

Rounding error and tabulation

For tabulation purposes, percentage points are rounded to the nearest whole number. As a result, percentages in a given chart may total slightly higher or lower than 100%. Summed response categories (e.g., “strongly support” + “somewhat support”) are rounded after sums are calculated. For example, in some cases, the sum of 25% + 25% might be reported as 51% (e.g., 25.3% + 25.3% = 50.6%, which, after rounding, is 51%).





Key Messages

Climate Change Beliefs and Attitudes

1. Climate change beliefs

The 'Climate Change in the Irish Mind' survey found that most people in Ireland (76%) say that they know at least a moderate amount about climate change. Nearly all Irish people (96%) think that climate change is happening and that it is caused at least in part, by human activities (93%, including 60% who say it is mostly human caused and 33% who say it is caused about equally by human and natural changes).

A large majority of people (85%) in Ireland are worried about climate change, including 37% who describe themselves as "very worried". 47% of people in Ireland think that people in Ireland are being harmed "right now" by climate change, and 22% think that it will start to harm people in Ireland in the next 10 years. In contrast, few people (2%) think climate change will never harm people in Ireland or will harm them only in the distant future ("in 100 years", 4%; "in 50 years", 9%).

More Irish people think climate change will harm others more than it will harm them personally. Nearly all Irish people think that either future generations of people (95%), people in developing countries (94%), and plant and animal species (94%) will be harmed "a great deal" or "a moderate amount" by climate change. While 63% of people in Ireland think they themselves will be harmed by climate change, only 16% think climate change will harm them "a great deal". About eight in ten (82%) think people in Ireland will be harmed, and seven in ten (76%) or more think their family, people in their community (75%), and the Irish way of life (72%) will be harmed. Two in three think Irish historic sites (66%) will be harmed.

2. Impacts of climate change

A large majority (88%) think climate change is affecting the weather in Ireland, and 75% of people in Ireland think extreme weather poses either a “high” or “moderate” risk to their community over the next 10 years.

The survey found that people in Ireland are worried about local environmental hazards, indicating high levels of concern for issues of water pollution (81%), air pollution (70%), severe storms (64%), rising sea levels (62%), water shortages (61%), flooding (56%), agricultural pests and diseases (56%), and invasive species (53%). Fewer are worried about droughts (46%), extreme heat (45%), wildfires (40%), or bog bursts or landslides (27%).

3. Personal and social engagement with climate change

The survey indicated that there are high levels of engagement among Irish people on the topic of climate change. 91% of people say climate change is important to them personally, and 72% of people report that they “often” or “occasionally” discuss climate change with family and friends.

Scientists are the most trusted source of information about climate change among the Irish people. More than nine in ten people in Ireland (94%) say they either “strongly” (66%) or “somewhat” (28%) trust scientists as a source of information about climate change. About eight in ten people in Ireland (82%) understand that most scientists think climate change is happening.

Other highly trusted sources include the Environmental Protection Agency (89%), educators (88%), family and friends (85%), television weather reporters (83%) and community leaders (73%). Half of people reported that they hear about climate change in the media once a week or more often. People report trust for the mainstream news media (69%), and journalists (66%) as sources of information about climate change. By contrast, the survey found that less than half trust political leaders (44%), religious leaders (37%), corporations and businesses (32%) or online influencers, celebrities or media personalities (24%) as sources of information about climate change.

Climate Change Policies

4. Support for climate action policy

The survey found that Irish people support climate change policies. A large majority (79%) of Irish people say that climate change should be either a “very high” or “high” priority for Government.

Support for specific climate-friendly policies includes:

- Grants to encourage residential and commercial building owners to install cleaner and more efficient heating systems: 76% “strongly support” and 20% “somewhat support”.
- Increased Government investment in public transport, such as trains, instead of motorways: 68% “strongly support” and 24% “somewhat support”.
- Government grants to make electric vehicles more affordable: 70% strongly support, 22% somewhat support.
- Banning peat, coal and oil for home heating purposes. 34% “strongly support” and 34% “somewhat support”.
- Higher taxes on cars that use petrol and diesel: 32% “strongly support” and 32% “somewhat support”.

Most people support spending carbon tax revenues on programmes to reduce carbon emissions and to prepare for climate change impacts. Large majorities of people in Ireland support spending revenue from the carbon tax on the following:

- Supporting the further development of new clean energy sources (95%).
- Funding improvements to Ireland’s transport infrastructure such as rail, bus corridors, and cycling and walking paths (95%).
- Helping to pay for energy efficiency improvements in low-income households (94%).
- Funding programmes to help Irish communities prepare for and adapt to the impacts of climate change (93%).
- Assisting workers in the fossil fuel industry who may lose their jobs (90%).
- Returning the money to all Irish households in equal amounts (63%).

85% of Irish people support building new infrastructure such as pylons or substations in their local area to support the increased use of renewable energy so that the Irish Government can reach its renewable electricity target of 70% by 2030. A large majority of people (92%) support increasing forest areas to offset greenhouse gas (GHG) emissions from agriculture, while fewer (64%) support reducing the size of the national cattle herd to reduce GHG emissions from agriculture.

5. Climate change as an economic and quality of life issue

90% of people in Ireland say the country has a responsibility to act on climate change and should do what it can to reduce its own greenhouse emissions. In contrast, only 9% of people say Ireland is too small to make a difference on climate change and should let other countries take the lead.

Irish people are positive about the economic and quality of life returns that can be achieved through a climate change response. About six in ten Irish people (62%) think climate action will improve economic growth and create jobs, and 78% of people in Ireland say taking action to reduce climate change will improve Ireland's quality of life.

There is strong support for action across Irish society, with people saying that politicians (90%), citizens (90%), government (90%), businesses (90%), local governments (89%), themselves personally (79%), the media (79%) and the Environmental Protection Agency (72%) should all be doing more to address climate change.

Climate Change Behaviours

6. Climate-related behaviour

Most people say they are willing to take political actions to reduce climate change and are willing to participate in a campaign to convince elected officials to take action.

About half the population say they have made a purchase from a company that is taking action to reduce climate change in the past year, including 8% who say they have done so "many times". Additionally, more than half say they intend to increase their consumer activism in the next year.

Just under half of the population say that, one or more times in the last 12 months, they have punished companies that are opposing steps to reduce climate change by not buying their products, including 6% who say they have done so "many times". About one in three people have chosen not to eat meat for environmental reasons in the past year.

Most people in Ireland say they know at least a moderate amount about climate change.



A majority of people in Ireland think climate change is mostly human-caused.

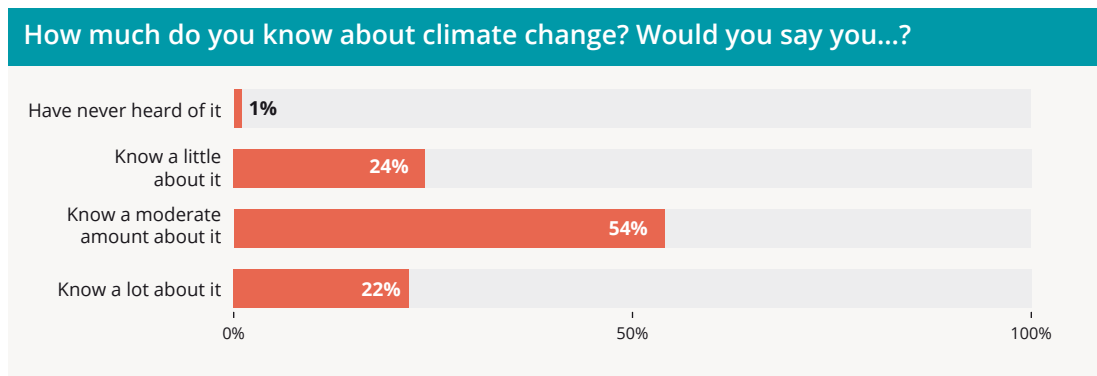


I Climate Beliefs and Attitudes

1 Climate Change Beliefs

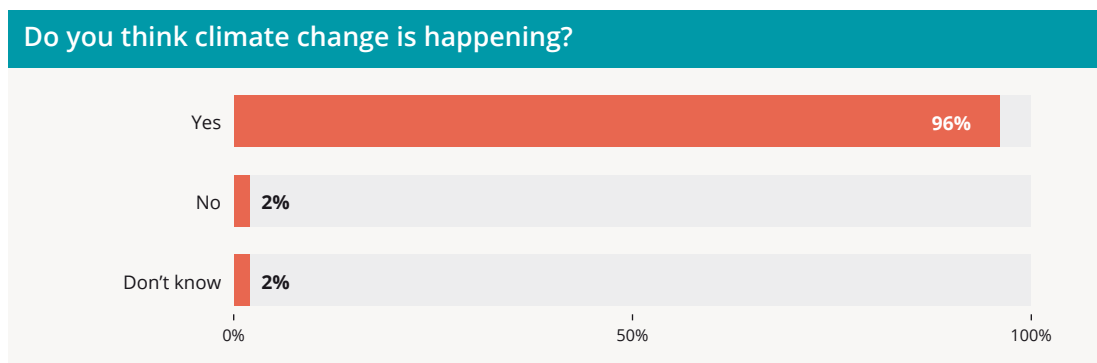
1.1 Most people in Ireland say they know at least a moderate amount about climate change.

About three in four people in Ireland (76%) say they know at least a moderate amount about climate change, including about one in five (22%) who say they know “a lot” about it. Only about one in four people in Ireland (24%) say they know only “a little” about climate change, and almost none (1%) say they have “never heard” of climate change.



1.2 Nearly all people in Ireland think climate change is happening.

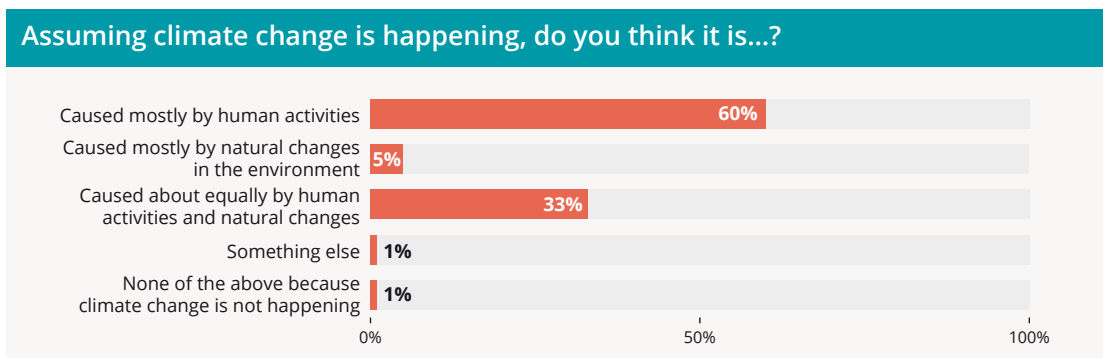
Nearly all people in Ireland (96%) think climate change is happening. This includes 82% of people in Ireland who are either “extremely sure” (42%) or “very sure” (40%) climate change is happening. By contrast, only 2% of residents think climate change is *not* happening (and only 1% are either “extremely” or “very” sure it is not happening). Additionally, only 2% say they “don’t know” if climate change is happening.



1.3 A majority of people in Ireland think climate change is mostly human-caused.

The Intergovernmental Panel on Climate Change’s Sixth Assessment report (2021), written and reviewed by thousands of climate experts worldwide, states: “It is unequivocal that human influence has warmed the atmosphere, ocean and land”.¹

A majority of people in Ireland (60%) say that climate change is mostly human-caused, while one in three (33%) say it is caused about equally by human activities and natural changes. By contrast, few (5%) think climate change is due mostly to natural changes in the environment.



1.4 About one in three people in Ireland correctly identified agriculture as the largest source of greenhouse gas emissions in Ireland.

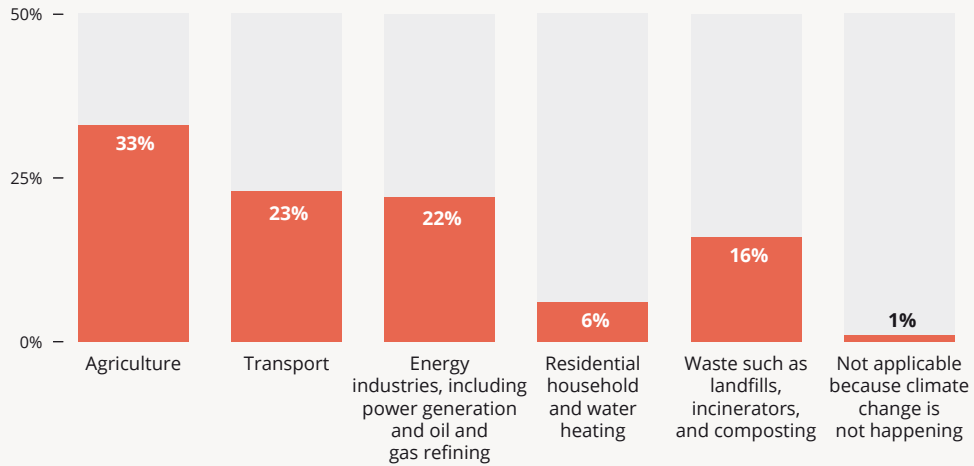
According to the Environmental Protection Agency, in 2019 the agricultural sector was the largest producer of greenhouse gas emissions in Ireland, followed by the transport, energy (including fossil fuel industries) and residential sectors. Other sectors, such as waste, comprise only a small amount of the total greenhouse gas emissions in Ireland.²

About one in three people in Ireland (33%) correctly identified agriculture as Ireland’s largest source of the pollution that causes climate change. Many people in Ireland identified other producers of greenhouse gas emissions as the *largest* producer, including transport (23%), energy industries (22%) the waste sector (16%) and the residential sector (6%).

1 Intergovernmental Panel on Climate Change. (2021): Summary for Policymakers. In Masson-Delmotte, V., Zhai, P., Pirani, A., Connors, S. L., Péan, C., Berger, S., Caud, N., Chen, Y., Goldfarb, L., Gomis, M. I., Huang, M., Leitzell, K., Lonnoy, E., Matthews, J. B. R., Maycock, T. K., Waterfield, T., Yelekçi, O., Yu, R., & Zhou, B. (eds.), *Climate Change 2021: The Physical Science Basis. Contribution of Working Group I to the Sixth Assessment Report of the Intergovernmental Panel on Climate Change*. Cambridge University Press. <https://www.ipcc.ch/report/ar6/wg1/>

2 <https://www.epa.ie/our-services/monitoring--assessment/climate-change/ghg/latest-emissions-data/#>. The agriculture sector contributes to 35% of Ireland’s total greenhouse gas emissions, followed by transportation at 20%, energy industries at 16%, the residential sector at 11%. The waste sector contributes less than 2% of Ireland’s greenhouse gas emissions.

To the best of your knowledge, which one of the following sectors is Ireland's largest source of the pollution that causes climate change? If you're not sure, please provide your best guess.

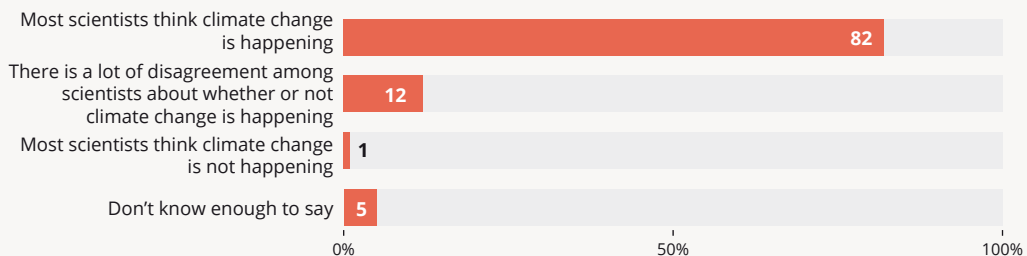


1.5 About eight in ten people in Ireland understand that most scientists think climate change is happening.

A review by John Cook and colleagues³ found that six independent, peer-reviewed studies examining the extent of the scientific consensus about climate change have concluded that between 90% and 100% of climate scientists are convinced that human-caused climate change is happening. The most rigorous of these studies found that 97% of climate scientists are convinced that climate change is happening and human-caused.

About eight in ten people in Ireland (82%) say that most scientists think climate change is happening. By contrast, about one in ten residents (12%) say that there is a lot of disagreement among scientists about whether or not climate change is happening. Very few (1%) say that most scientists think climate change is not happening.

Which of the following statements comes closest to your own view?



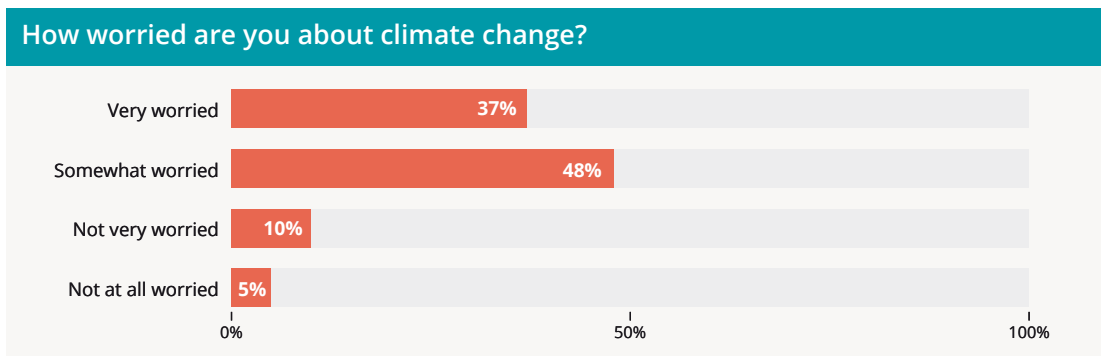
3 Cook, J., Oreskes, N., Doran, P. T., Anderegg, W. R. I., Verheggen, B., Maibach, E. W., Carlton, J. S., Lewandowsky, S., Skuce, A. G., Green, S. A., Nuccitelli, D., Jacobs, P., Richardson, M., Winkler, B., Painting, R., & Rice, K. (2016). Consensus on consensus: A synthesis of consensus estimates on human-caused global warming. *Environmental Research Letters*, 11(4). doi:10.1088/1748-9326/11/4/048002

2 Emotional Responses to Climate Change

2.1 A large majority of people in Ireland are worried about climate change.

More than eight in ten people in Ireland (85%) say they are at least “somewhat worried” about climate change, including more than one in three (37%) who say they are “very worried”.

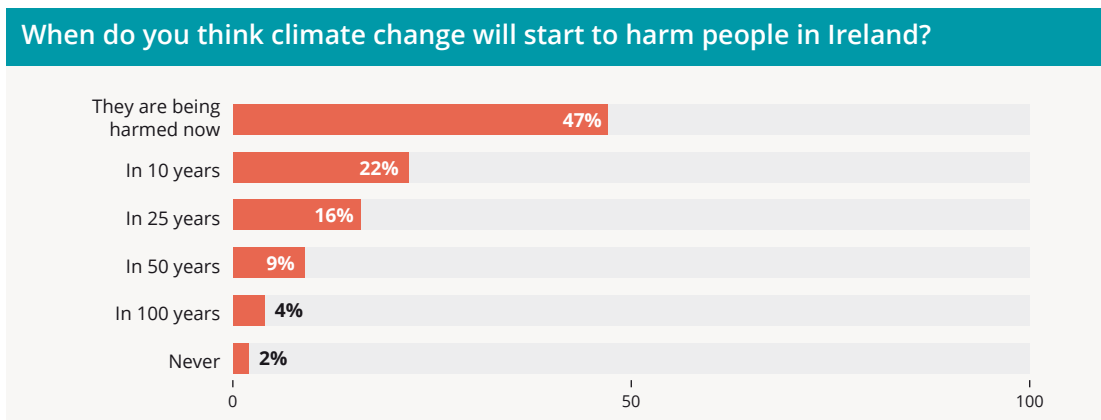
In contrast, only 15% of people in Ireland say they are either “not very worried” (10%) or “not at all worried” (5%) about climate change.



3 Perceived Risks of Climate Change

3.1 More than four in ten people in Ireland think people in Ireland are being harmed “right now” by climate change.

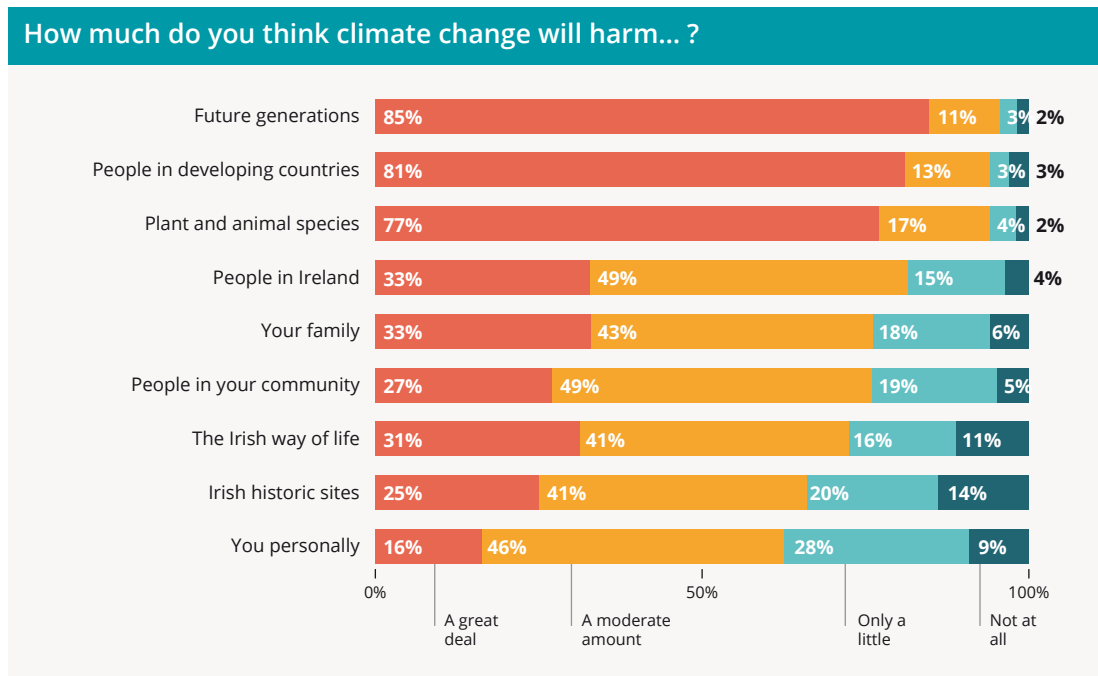
More than four in ten people in Ireland (47%) think people in Ireland are being harmed by climate change “right now”. In contrast, few residents think that climate change will “never” harm people in Ireland (2%) or will only harm them in the distant future (“in 100 years”, 4%; “in 50 years”, 9%).



3.2 Many people in Ireland think they will be harmed by climate change but think others will be harmed more.

Many people in Ireland understand that climate change will cause harm. Residents are most likely to think that future generations of people (95%), people in developing countries (94%), and plant and animal species (94%) will be harmed “a great deal” or “a moderate amount” by climate change. More than three in four think that each of these groups will be harmed “a great deal”. About eight in ten think people in Ireland (82%) will be harmed, and seven in ten or more think their family (76%), people in their community (75%) and the Irish way of life (72%) will be harmed. Two in three think Irish historic sites (66%) will be harmed.

Sixty-three percent of people in Ireland think they themselves will be harmed by climate change; however, only 16% think climate change will harm them “a great deal”.

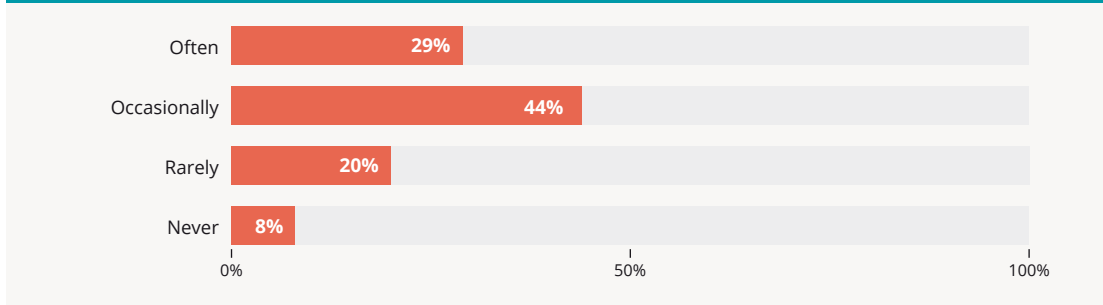


4 Personal and Social Engagement with Climate Change

4.1 Most people in Ireland “often” or “occasionally” discuss climate change with family and friends.

About seven in ten people in Ireland (72%) say they either “often” (29%) or “occasionally” (44%) discuss climate change with family and friends. Only about one in four (28%) say they either “rarely” (20%) or “never” (8%) discuss climate change.

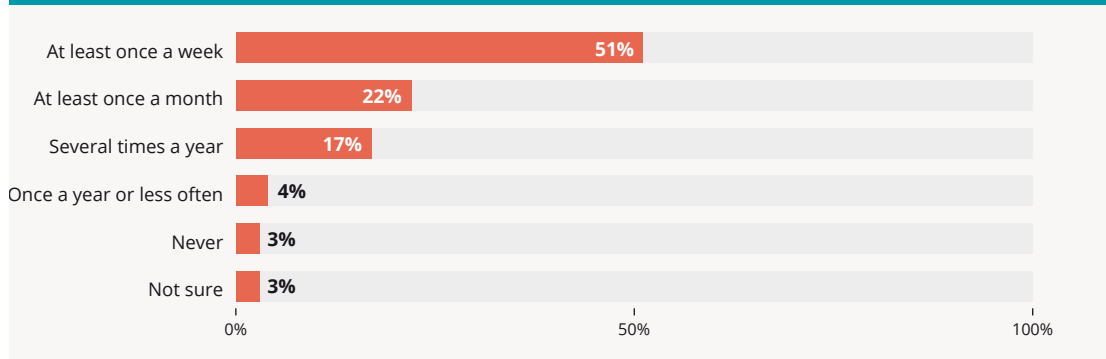
How often do you discuss climate change with your family and friends?



4.2 About half of people in Ireland hear about climate change in the media at least once a week.

About half of people in Ireland (51%) say they hear about climate change in the media once a week or more often and an additional two in ten (22%) say they hear about climate change in the media at least once a month. About one in four residents (24%) say they hear about climate change in the media only several times a year or less often, including three percent who say they never hear about climate change in the media.

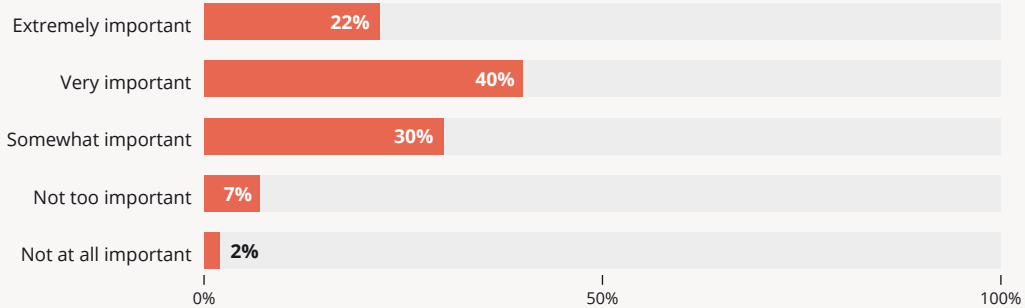
About how often do you hear about climate change in the media, such as TV, movies, radio, newspapers, magazines, online, etc.?



4.3 Nine in ten people in Ireland say the issue of climate change is personally important.

Nine in ten people in Ireland (91%) say the issue of climate change is either “extremely” (22%), “very” (40%), or “somewhat” (30%) important to them personally. About one in ten (9%) say climate change is either “not too” (7%) or “not at all” (2%) personally important.

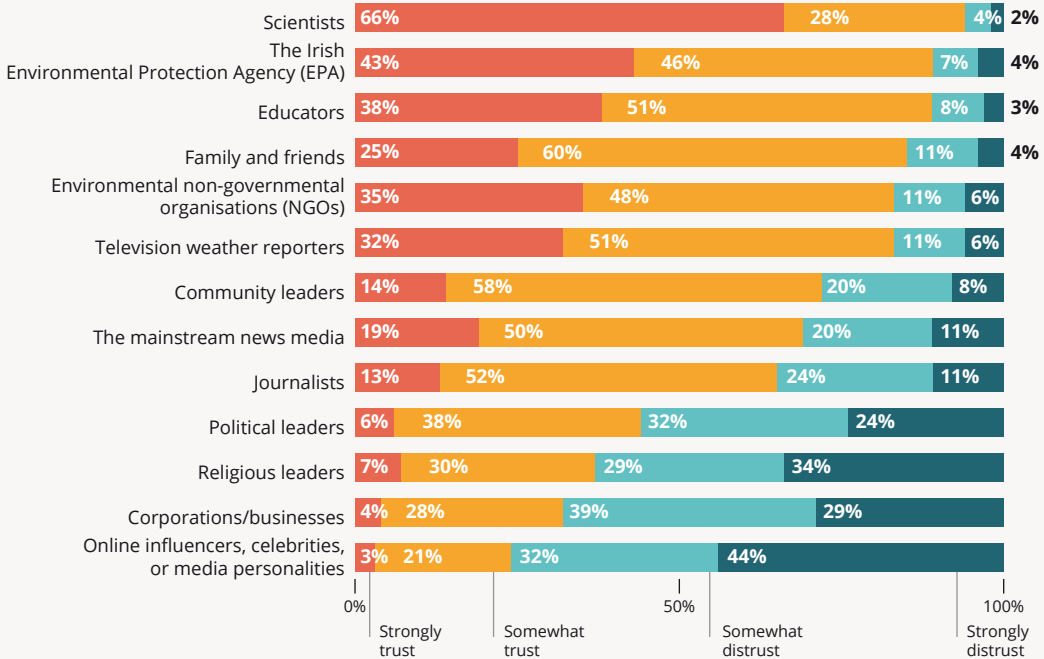
How important is the issue of climate change to you personally?



4.4 Most people in Ireland strongly trust scientists as a source of information about climate change.

More than nine in ten people in Ireland (94%) say they either “strongly” (66%) or “somewhat” (28%) trust scientists as a source of information about climate change. Eight in ten or more residents say they either “strongly” or “somewhat” trust the Environmental Protection Agency (89%), educators (88%), family and friends (85%), and television weather reporters (83%) as sources of information about climate change. Most residents also say they also trust community leaders (73%), the mainstream news media (69%) and journalists (66%). Less than half of residents say they trust political leaders (44%), religious leaders (37%), corporations and businesses (32%), or online influencers, celebrities or media personalities (24%).

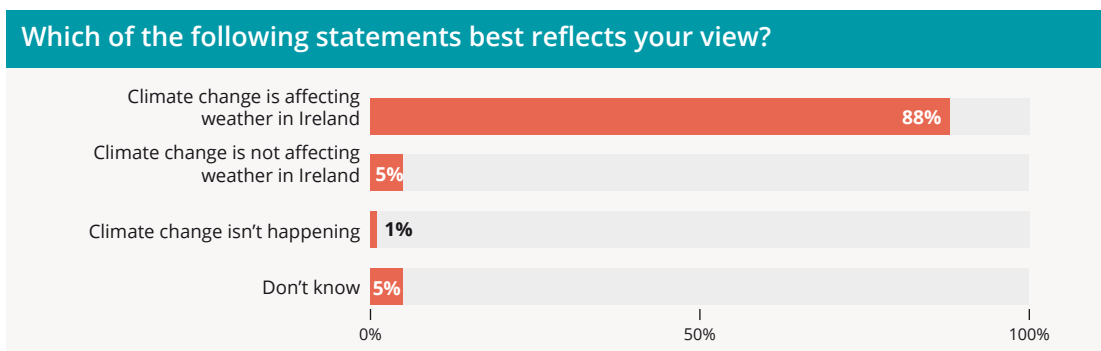
How much do you trust or distrust the following as a source of information about climate change?



5 Impacts of Climate Change

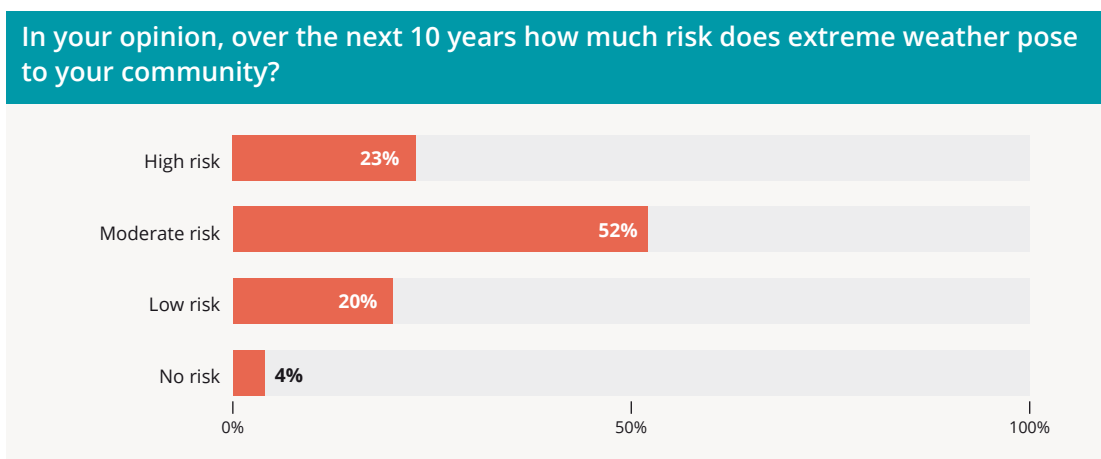
5.1 A large majority of people in Ireland think climate change is affecting weather in Ireland.

Nearly nine in ten people in Ireland (88%) say climate change is affecting weather in Ireland. Few (5%) say climate change is *not* affecting weather in Ireland, say climate change is not happening (1%) or don't know if it is affecting the weather in Ireland (5%).



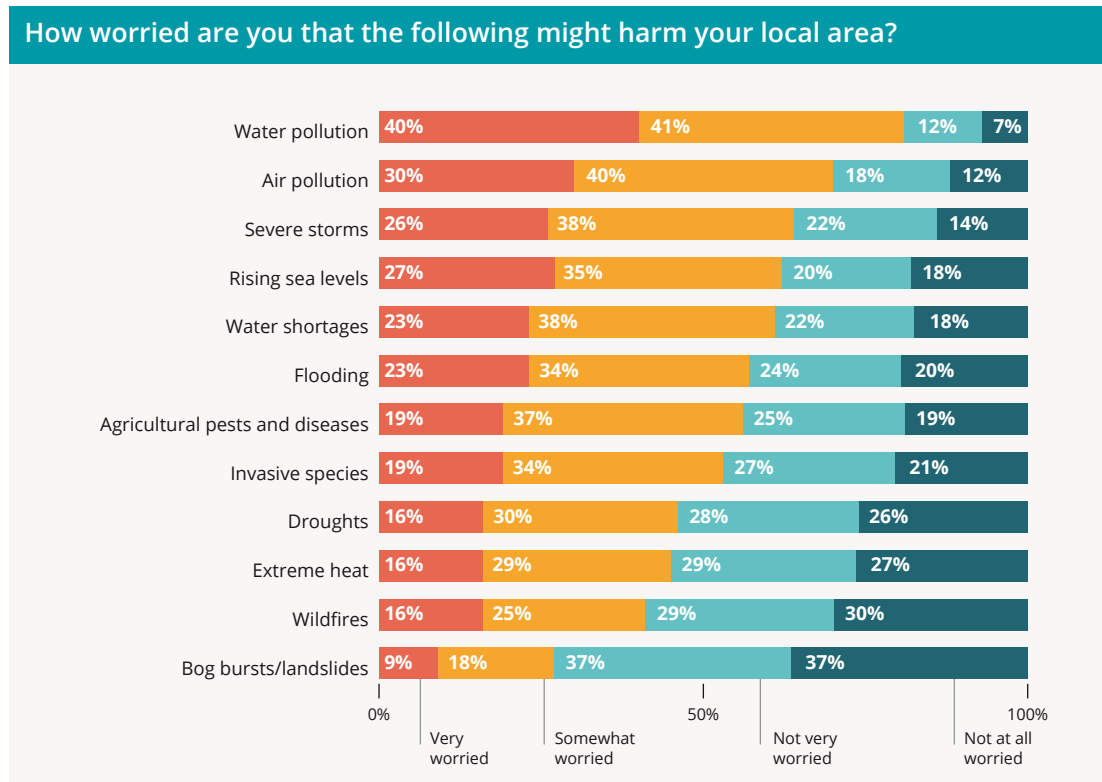
5.2 Three in four people in Ireland think extreme weather poses a risk to their community.

Three in four people in Ireland (75%) think extreme weather poses either a “high” (23%) or “moderate” (52%) risk to their community over the next 10 years. Fewer think extreme weather poses either a “low” risk (20%) or “no” risk (4%).



5.3 A majority of people in Ireland are worried about harm from environmental hazards in their local area.

A majority of people in Ireland are at least “somewhat worried” about environmental hazards in their local areas, including water pollution (81%), air pollution (70%), severe storms (64%), rising sea levels (62%), water shortages (61%), flooding (56%), agricultural pests and diseases (56%), and invasive species (53%). Fewer are worried about droughts (46%), extreme heat (45%), wildfires (40%) or bog bursts or landslides (27%).



Most people in Ireland say climate change should be a priority for the Government of Ireland.

Most people in Ireland favour spending carbon tax revenues on programmes to reduce carbon emissions and prepare for climate change impacts.

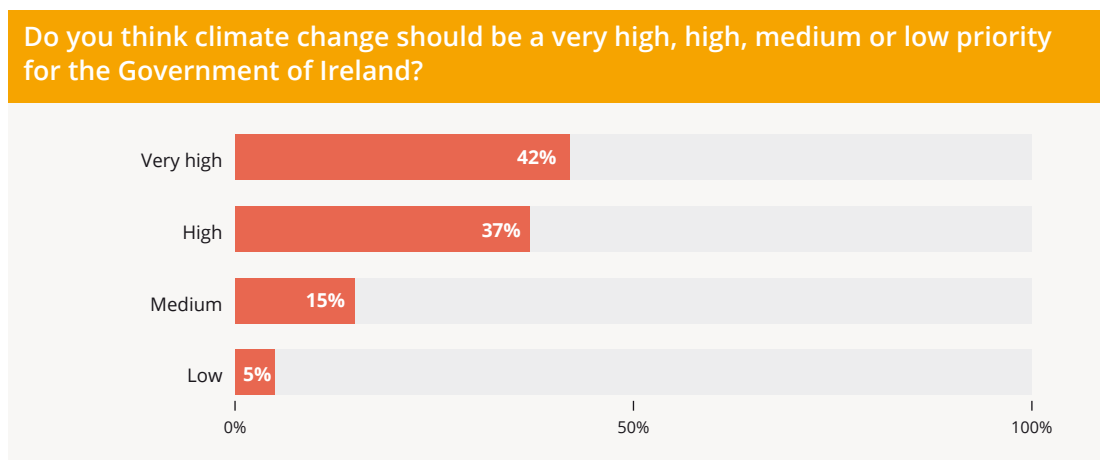


II Climate Policies

6 Climate Change as a Government Priority

6.1 Most people in Ireland say climate change should be a priority for the Government of Ireland.

More than three in four people in Ireland (79%) say climate change should be either a “very high” (42%) or “high” (37%) priority for the Government of Ireland. Few residents (5%) say climate change should be a “low” priority.



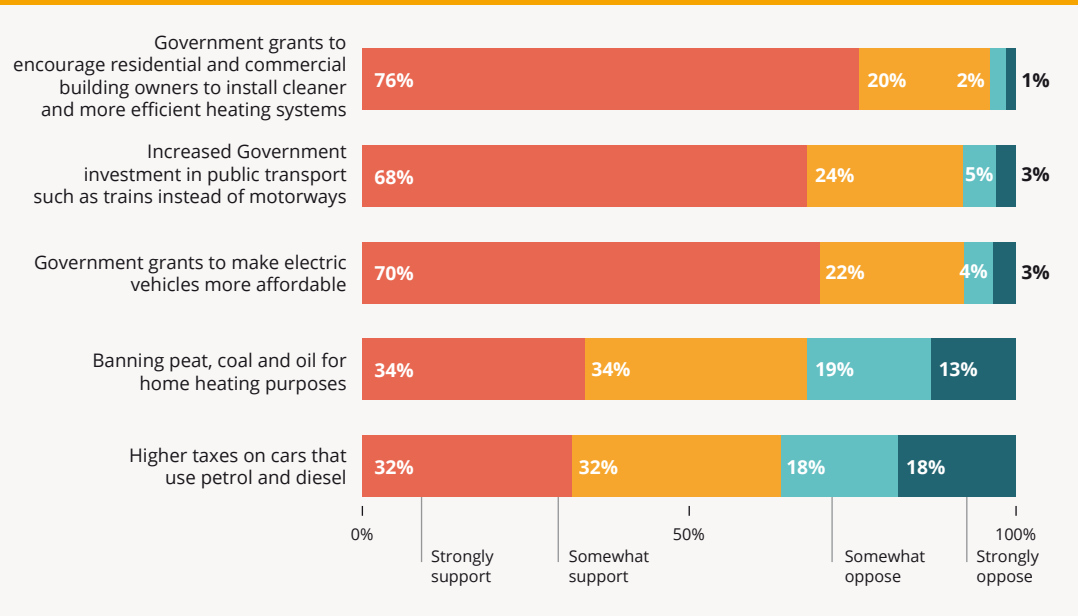
7 Support for Policies to Reduce Greenhouse Gases

7.1 Most people in Ireland support climate-friendly energy policies.

People in Ireland support many policies designed to help Ireland reach its greenhouse gas emissions targets, including the following:

- Government grants to encourage residential and commercial building owners to install cleaner and more efficient heating systems: 76% “strongly support” and 20% “somewhat support”.
- Increased Government investment in public transport such as trains instead of motorways: 68% “strongly support” and 24% “somewhat support”.
- Government grants to make electric vehicles more affordable: 70% “strongly support” and 22% “somewhat support”.
- Banning peat, coal and oil for home heating purposes: 34% “strongly support” and 34% “somewhat support”.
- Higher taxes on cars that use petrol and diesel: 32% “strongly support” and 32% “somewhat support”.

How much do you support or oppose the following policies to help Ireland achieve its greenhouse gas reduction targets?



7.2 Most people in Ireland favour spending carbon tax revenues on programmes to reduce carbon emissions and prepare for climate change impacts.

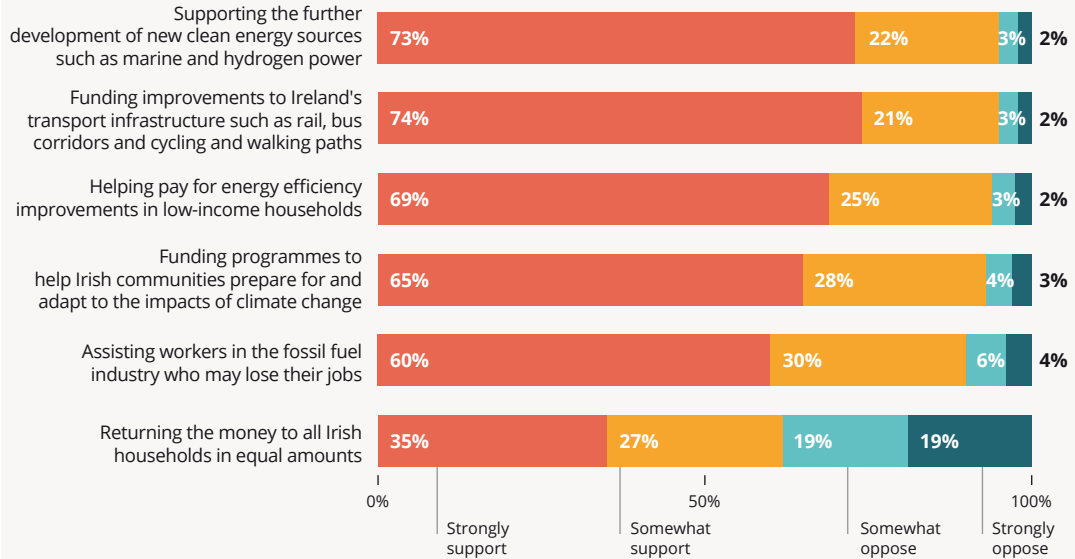
In 2010, Ireland instituted a carbon tax on kerosene, marked gas oil, liquid petroleum gas, fuel oil and natural gas not used for electricity. On 1 May 2021, this tax was increased by €7.50 per tonne.⁴

Nine in ten or more people in Ireland say they “strongly” or “somewhat” support spending revenue from the carbon tax⁵ on supporting the further development of new clean energy sources such as marine and hydrogen power (95%), funding improvements to Ireland’s transport infrastructure such as rail, bus corridors, and cycling and walking paths (95%), helping pay for energy efficiency improvements in low-income households (94%), funding programmes to help Irish communities prepare for and adapt to the impacts of climate change (93%) and assisting workers in the fossil fuel industry who may lose their jobs (90%). More than six in ten residents say they support returning the money to all Irish households in equal amounts (63%).

4 <http://budget.gov.ie/Budgets/2021/Documents/Budget/Carbon%20tax%20document.pdf>

5 Residents were read the following text for these questions: “To help address climate change, taxes on fossil fuels will be rising in Ireland over the next 10 years. How much do you support or oppose using the revenues from these taxes for each of the following purposes?”

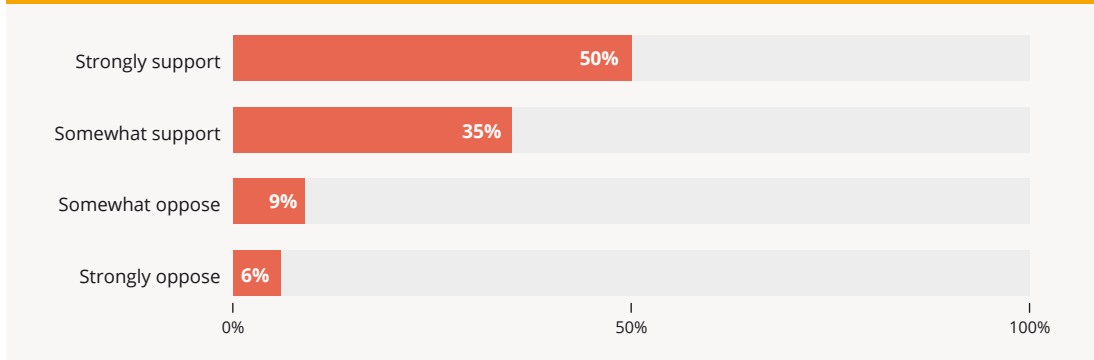
To help address climate change, taxes on fossil fuels will be rising in Ireland over the next 10 years. How much do you support or oppose using the revenues from these taxes for each of the following purposes?



7.3 Most people in Ireland support development of renewable energy infrastructure.

A large majority of people in Ireland (85%) say they support building new infrastructure such as pylons or substations in their local area to support the increased use of renewable energy so that the Irish Government can reach its renewable electricity target of 70% by 2030.⁶

The Irish Government has set a renewable electricity target of 70% by 2030. New infrastructure such as pylons and substations are needed to meet these targets. How much would you support or oppose building new infrastructure such as pylons or substations in your local area to support the increased use of renewable energy?

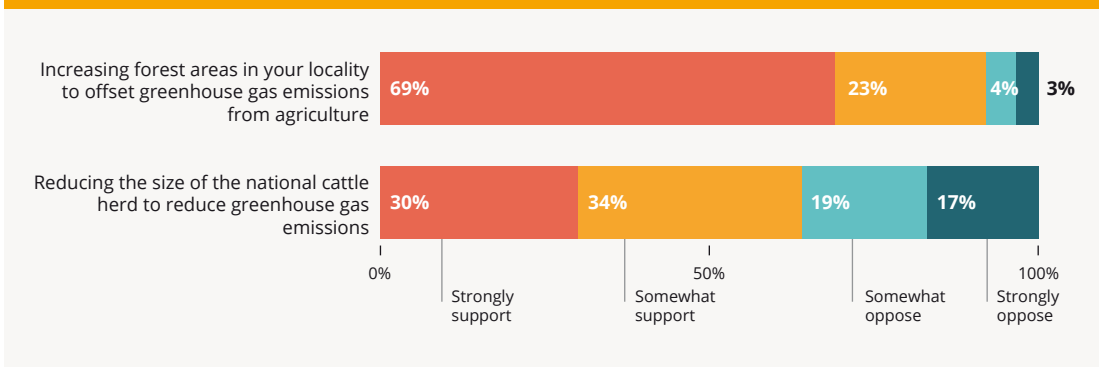


6 Residents were read the following text for this question: "The Irish Government has set a renewable electricity target of 70% by 2030. New infrastructure such as pylons and substations are needed to meet this target. How much would you support or oppose building new infrastructure such as pylons or substations in your local area to support the increased use of renewable energy?"

7.4 A large majority of people in Ireland support increasing local forest areas to offset greenhouse gas emissions from agriculture. Fewer support reducing the size of the national cattle herd.

About nine in ten residents (92%) say they “strongly” or “somewhat” support increasing forest areas in their locality to offset greenhouse gas emissions from agriculture, including about seven in ten (69%) who say they “strongly” support this action. A majority (64%) also say they “strongly” or “somewhat” support reducing the size of the national cattle herd to reduce greenhouse gas emissions from agriculture, including 30% who say they “strongly” support it. About one in three residents (36%) say they *oppose* reducing the size of the national cattle herd, including 17% who say they “strongly” oppose it.⁷

Agriculture is an important industry for Ireland and its rural economy. Agriculture is also a major source of greenhouse gas emissions, and now accounts for over one-third of Ireland’s total emissions. With this in mind, how much do you support or oppose the following policies?

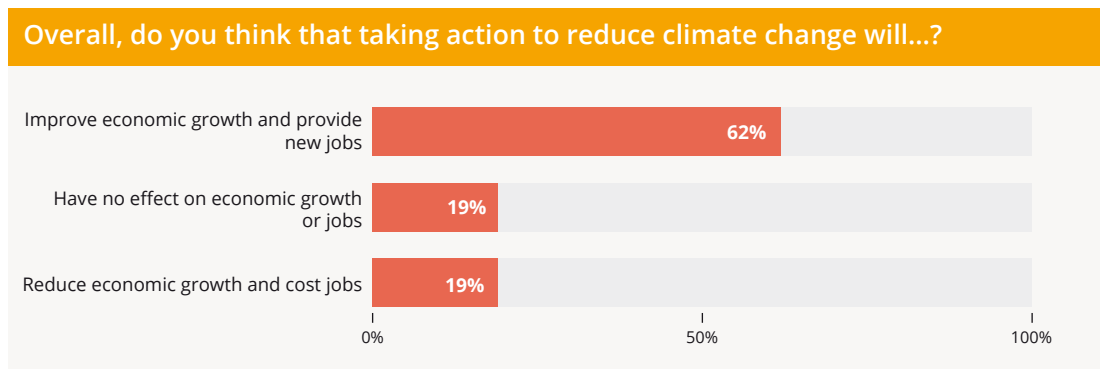


7 Residents were read the following text for these questions: “Agriculture is an important industry for Ireland and its rural economy. Agriculture is also a major source of greenhouse gas emissions, and now accounts for over one-third of Ireland’s total emissions. With this in mind, how much do you support or oppose the following policies?”

8 Climate Change as an Economic and Quality of Life Issue

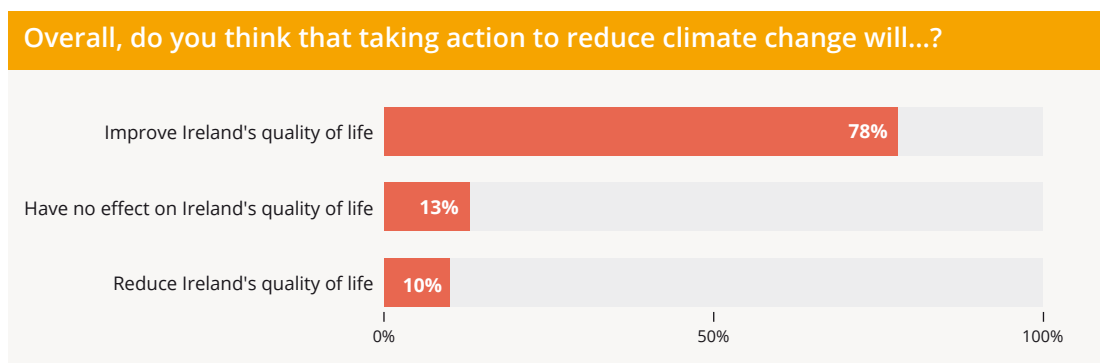
8.1 About six in ten people in Ireland think taking action to reduce climate change will improve economic growth and create jobs.

About six in ten people in Ireland (62%) think taking action to reduce climate change will improve economic growth and create jobs, while only about one in five (19%) think it will have the opposite effect, reducing growth and costing jobs, and an additional 19% think it will have no impact either way.



8.2 Most people in Ireland say taking action to reduce climate change will improve Ireland's quality of life.

More than three in four people in Ireland (78%) say taking action to reduce climate change will improve Ireland's quality of life, while only about one in ten (10%) say it will reduce Ireland's quality of life, and an additional 13% say it will not impact Ireland's quality of life either way.

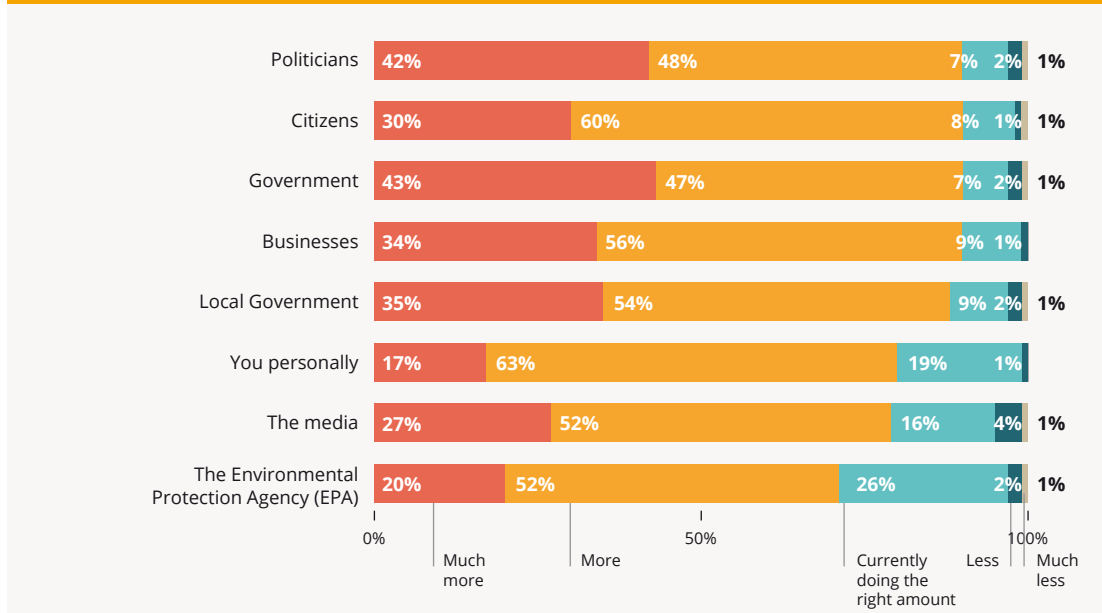


9 Who is Responsible for Action on Climate Change?

9.1 People in Ireland want more action on climate change from many parts of Irish society.

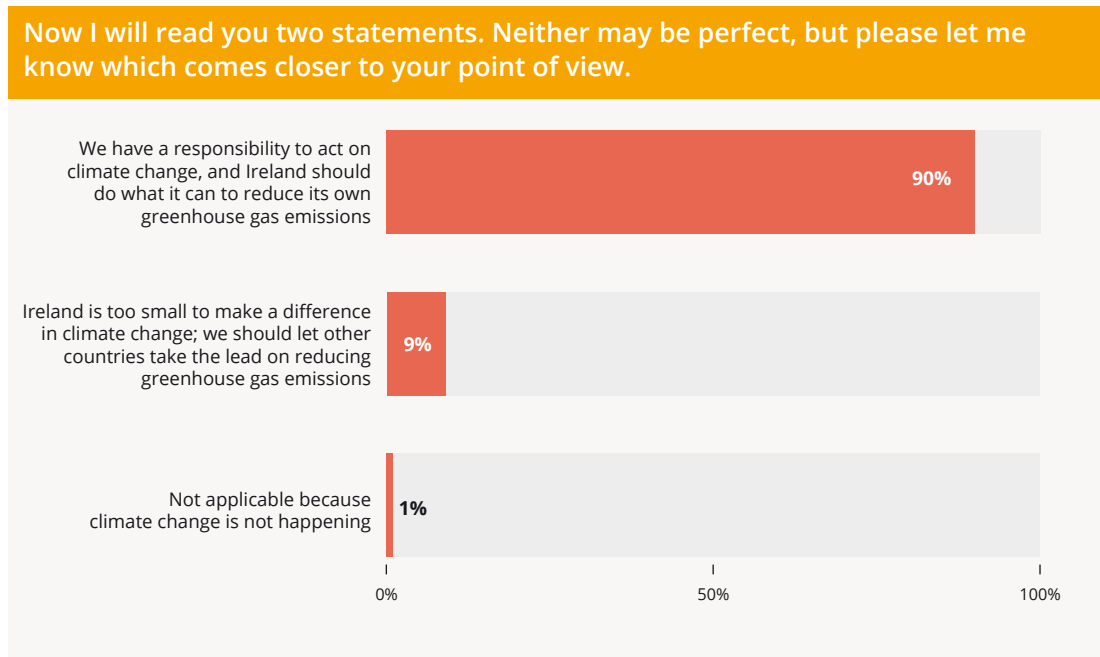
About nine in ten people in Ireland say politicians (90%), citizens (90%), government (90%), businesses (90%), and local governments (89%) should be doing “much more” or “more” to address climate change. Seven in ten or more residents say they personally (79%), the media (79%) and the Environmental Protection Agency (72%) should be doing more.

Do you think each of the following should be doing more or less to address climate change?



9.2 Nine in ten people in Ireland say Ireland has a responsibility to act on climate change.

Nine in ten people in Ireland (90%) say Ireland has a responsibility to act on climate change and should do what it can to reduce its own greenhouse emissions.⁸ In contrast, only about one in ten residents (9%) say Ireland is too small to make a difference on climate change and should let other countries take the lead on reducing greenhouse gas emissions.



8 Residents were read the following text for this question: "Now I will read you two statements. Neither may be perfect, but please let me know which comes closer to your point of view. (a) We have a responsibility to act on climate change, and Ireland should do what it can to reduce its own greenhouse gas emissions. (b) Ireland is too small to make a difference in climate change; we should let other countries take the lead on reducing greenhouse gas emissions." The option "Climate change is not happening" was not read aloud to residents.

About half of people in Ireland have engaged in consumer actions to reduce climate change in the last year.

GLOBAL WARMING

CLIMATE JUSTICE

one PLANET



More than half of people in Ireland say they intend to increase their consumer activism actions in the next year.

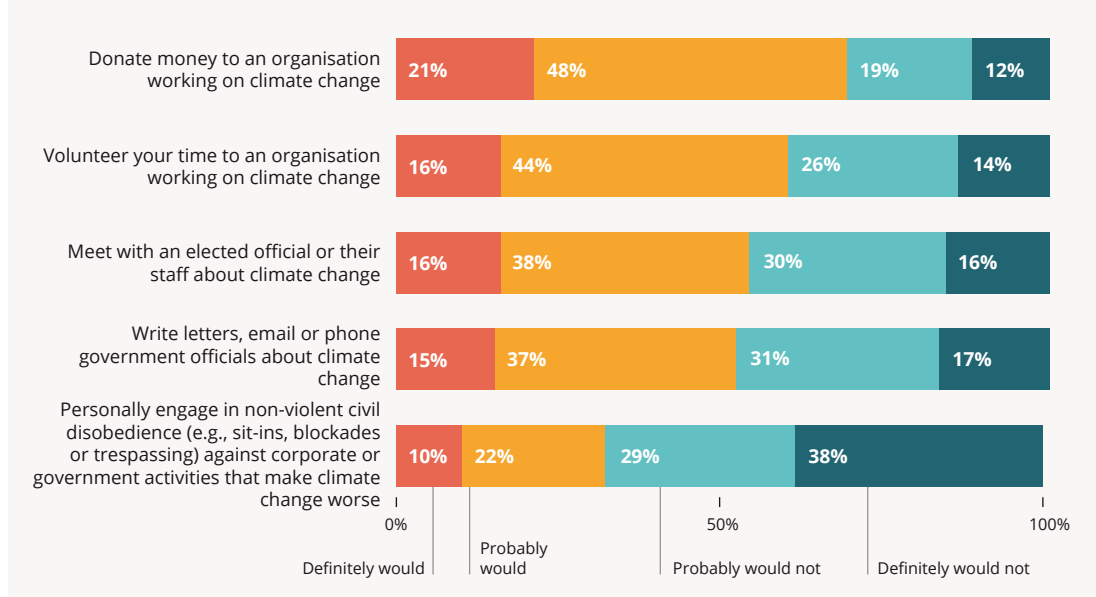
III Climate-Related Behaviours

10 Political Actions to Limit Climate Change

10.1 Most people in Ireland are willing to take political actions to reduce climate change.

More than two in three people in Ireland (69%) say they would donate money to an organization working on climate change. Half or more say they would volunteer time to an organization working on climate change (60%), meet with an elected official or their staff about climate change (54%), or write letters, email or phone government officials about climate change (52%). About one in three (32%) say they would personally engage in non-violent civil disobedience against corporate or government activities that make climate change worse.

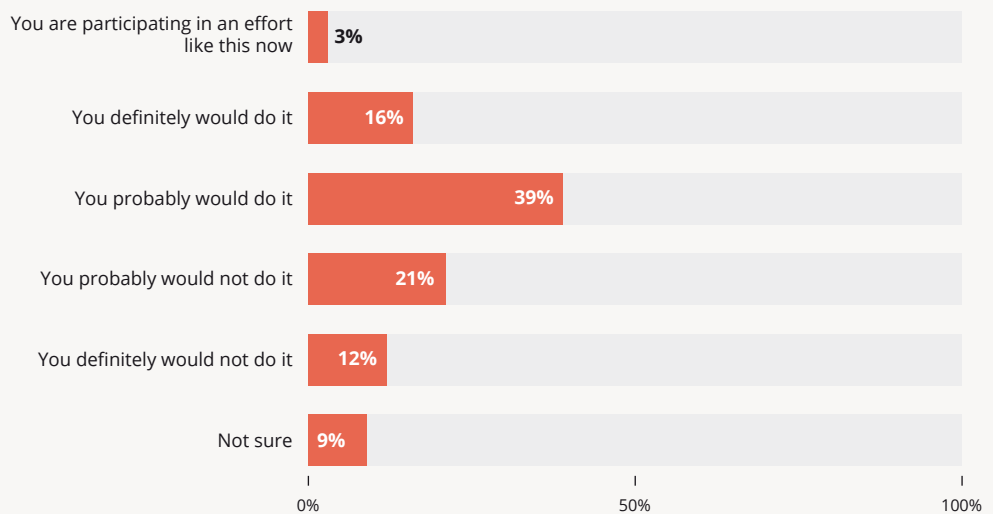
How likely would you be to do each of the following things if a person you like and respect asked you to?



10.2 Most people in Ireland are willing to participate in a campaign to convince elected officials to take action to reduce climate change.

Most people in Ireland (55%) say they would “definitely” or “probably” or join a citizens’ campaign to convince leaders in Ireland to take action to reduce climate change. However, only 3% say they are *currently* participating in such a campaign.

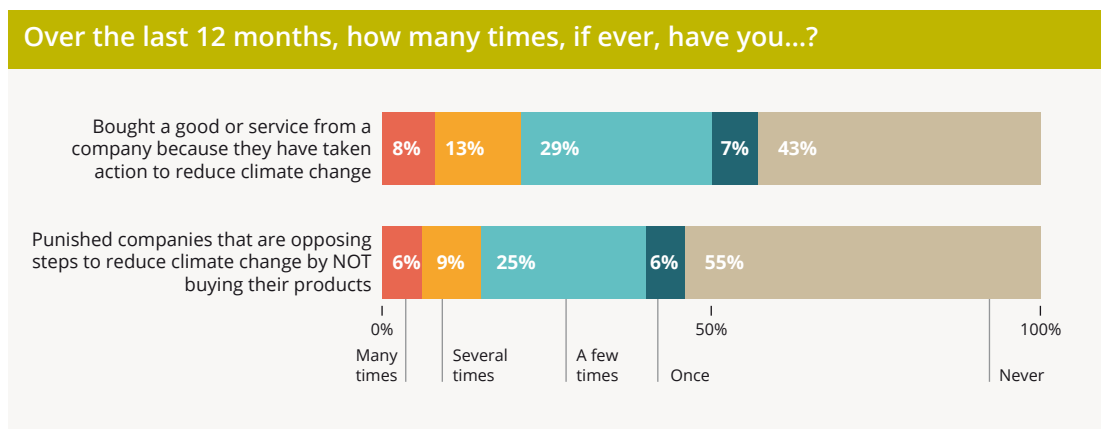
How willing or unwilling are you to join a citizens’ campaign to convince leaders in Ireland to take action to reduce climate change?



11 Individual and Consumer Actions to Limit Climate Change

11.1 About half of people in Ireland have engaged in consumer actions to reduce climate change in the last year.

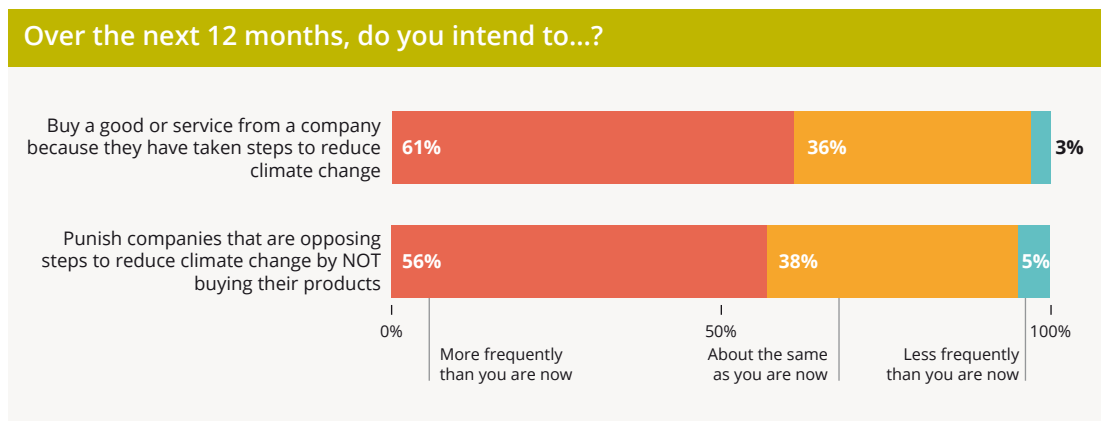
Most people in Ireland (57%) say that, one or more times in the last 12 months, they have bought goods or services from a company because the company has taken action to reduce climate change, including about one in ten (8%) who say they have done so “many times”. Just under half of residents (45%) say that, one or more times in the last 12 months, they have punished companies that are opposing steps to reduce climate change by *not* buying their products, including 6% who say they have done so “many times.”



11.2 More than half of people in Ireland say they intend to increase their consumer activism actions in the next year.

About six in ten people in Ireland (61%) say that over the next 12 months, they intend to buy goods or services from a company more frequently than they are now because the company has taken steps to reduce climate change. About one in three (36%) say they plan to buy goods or services from these companies about as frequently as they are now.

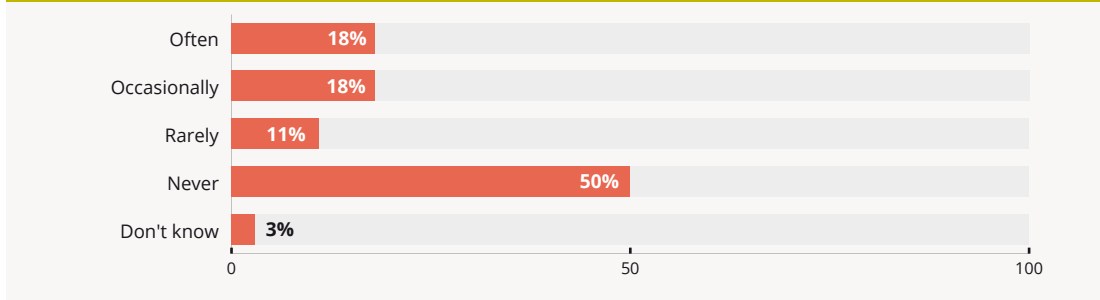
More than half of residents (56%) say that over the next 12 months, they intend to punish companies that are opposing steps to reduce climate change by *not* buying their products more frequently than they are now, and about four in ten (38%) say they plan to avoid products from these companies about as frequently as they do now.



11.3 About one in three people in Ireland have chosen not to eat meat for environmental reasons in the past year.

About one in three people in Ireland (35%) say they have “often” (18%) or “occasionally” (18%) chosen not to eat meat for environmental reasons over the past 12 months. About half of residents (50%) say they “never” have done so.

Over the past 12 months, how often, if ever, have you chosen not to eat meat for environmental reasons?



Appendix – Climate Change in the Irish Mind Survey Questionnaire

Topic: Quota control questions

Questions	Details	Comments
A. (INTERVIEWER DO NOT READ OUT: RECORD GENDER OF RESPONDENT)	(Male) (Female)	
B. Age	[NUMERIC OPEN END]	
C. Which of the following best describes your current status?	In paid employment Not in paid employment	
D. County of residence	[OPEN END]	

Topic: Worry about climate change impacts/ex weather

Questions	Details	Comments
1. How worried are you that the following might harm your local area?	<p>Randomise</p> <ul style="list-style-type: none"> • Extreme heat • Flooding • Wildfires • Droughts • Water shortages • Rising sea levels • Agricultural pests and diseases • Severe storms • Invasive species • Bog bursts/landslides • Air pollution • Water pollution 	<p>Response options for each:</p> <ul style="list-style-type: none"> • Very worried • Somewhat worried • Not very worried • Not at all worried
2. In your opinion, over the next 10 years how much risk does extreme weather pose to your community?	<ul style="list-style-type: none"> • High risk • Moderate risk • Low risk • No risk 	

Theme: Beliefs

Questions	Details	Comments
3. How much do you know about climate change? Would you say you ...	<ul style="list-style-type: none"> • Have never heard of it • Know a little about it • Know a moderate amount about it • Know a lot about it 	
4. Do you think climate change is happening?	<ul style="list-style-type: none"> • Yes [GO TO Q6] • No [GO TO Q7] • Don't know [GO TO Q5] 	
[ASK IF Q4 = "Don't know"] 5. Even if you don't know, what's your best guess about whether climate change is happening?	<ul style="list-style-type: none"> • Yes, climate change is happening • No, climate change is not happening 	
[ASK IF Q4 = "Yes"] 6. How sure are you that climate change is happening?	<ul style="list-style-type: none"> • Not sure at all • Somewhat sure • Very sure • Extremely sure 	
[ASK IF Q4 = "No"] 7. How sure are you that climate change is not happening?	<ul style="list-style-type: none"> • Not sure at all • Somewhat sure • Very sure • Extremely sure 	
[ASK ALL] 8. Assuming climate change is happening, do you think it is....	<ul style="list-style-type: none"> • Caused mostly by human activities • Caused mostly by natural changes in the environment • Caused about equally by human activities and natural changes • Something else • None of the above because climate change is not happening 	
9. Which of the following statements comes closest to your own view?	<ul style="list-style-type: none"> • Most scientists think climate change is happening • There is a lot of disagreement among scientists about whether or not climate change is happening • Most scientists think climate change is not happening • Don't know enough to say 	

Questions	Details	Comments
10. For this next question, I'm going to read you a short list of possible answers and will ask you to pick one. To the best of your knowledge, which one of the following sectors is Ireland's largest source of the pollution that causes climate change? If you're not sure, please provide your best guess.	<p>Randomise</p> <ul style="list-style-type: none"> • Agriculture • Transport • Energy industries, including power generation and oil and gas refining • Residential household and water heating • Waste such as landfills, incinerators, and composting • (DO NOT READ) Climate change is not happening 	

Theme: Risk Perceptions

Question	Details	Comments
11. How worried are you about climate change?	<ul style="list-style-type: none"> • Very worried • Somewhat worried • Not very worried • Not at all worried 	
12. How important is the issue of climate change to you personally?	<ul style="list-style-type: none"> • Extremely important • Very important • Somewhat important • Not too important • Not at all important 	
13. How much do you think climate change will harm....?	<ul style="list-style-type: none"> • You personally • Your family • People in your community • People in Ireland • People in developing countries • Future generations • Plant and animal species • The Irish way of life (IF NEEDED, READ: This may include Irish cultural traditions) • Irish historic sites 	<p>Response options for each:</p> <ul style="list-style-type: none"> • A great deal • A moderate amount • Only a little • Not at all

Question	Details	Comments
14. When do you think climate change will start to harm people in Ireland?	<ul style="list-style-type: none"> • They are being harmed now • In 10 years • In 25 years • In 50 years • In 100 years • Never 	

Topic: Policy Support

Questions	Details	Comments
15. Do you think climate change should be a very high, high, medium, or low priority for the Government of Ireland?	<ul style="list-style-type: none"> • Very high • High • Medium • Low 	
16. Overall, do you think that taking action to reduce climate change will...	<p>Rotate codes 1 & 2</p> <ul style="list-style-type: none"> • Improve economic growth and provide new jobs • Reduce economic growth and cost jobs • Have no effect on economic growth or jobs 	
17. Overall, do you think that taking action to reduce climate change will...	<p>Rotate codes 1 & 2</p> <ul style="list-style-type: none"> • Improve Ireland's quality of life • Reduce Ireland's quality of life • Have no effect on Ireland's quality of life? 	
18. I am going to read a list of people and organizations who could take action regarding climate change. Do you think each of the following should be doing more or less to address climate change?	<p>Randomise</p> <ul style="list-style-type: none"> • You personally • Local government • Government • Politicians • Businesses • Citizens • The media • The Irish Environmental Protection Agency (Irish EPA) 	<p>Response options for each:</p> <ul style="list-style-type: none"> • Much more • More • Currently doing the right amount • Less • Much less

Questions	Details	Comments
19. Now I will read you two statements. Neither may be perfect, but please let me know which comes closer to your point of view.	<p>Rotate codes 1 & 2</p> <ul style="list-style-type: none"> • We have a responsibility to act on climate change, and Ireland should do what it can to reduce its own greenhouse gas emissions. • Ireland is too small to make a difference in climate change; we should let other countries take the lead on reducing greenhouse gas emissions. • (DO NOT READ) Climate change is not happening 	
20. The Irish Government has set a renewable electricity target of 70% by 2030. New infrastructure such as pylons and substations are needed to meet this target. How much would you support or oppose building new infrastructure such as pylons or substations in your local area to support the increased use of renewable energy?	<ul style="list-style-type: none"> • Strongly support • Somewhat support • Somewhat oppose • Strongly oppose 	
21. How much do you support or oppose the following policies to help Ireland achieve its greenhouse gas reduction targets?	<p>Randomise</p> <ul style="list-style-type: none"> • Banning peat, coal and oil for home heating purposes • Government grants to encourage residential and commercial building owners to install cleaner and more efficient heating systems • Government grants to make electric vehicles more affordable • Higher taxes on cars that use petrol and diesel • Increased Government investment in public transport such as trains instead of motorways 	<p>Response options for each:</p> <ul style="list-style-type: none"> • Strongly support • Somewhat support • Somewhat oppose • Strongly oppose

Questions	Details	Comments
22. Agriculture is an important industry for Ireland and its rural economy. Agriculture is also a major source of greenhouse gas emissions, and now accounts for over one-third of Ireland's total emissions. With this in mind, how much do you support or oppose the following policies?	<p>Rotate</p> <ul style="list-style-type: none"> Reducing the size of the national cattle herd to reduce greenhouse gas emissions Increasing forest areas in your locality to offset greenhouse gas emissions from agriculture 	<p>Response options for each:</p> <ul style="list-style-type: none"> Strongly support Somewhat support Somewhat oppose Strongly oppose
23. To help address climate change, taxes on fossil fuels will be rising in Ireland over the next 10 years. How much do you support or oppose using the revenues from these taxes for each of the following purposes?	<p>Randomise</p> <ul style="list-style-type: none"> Returning the money to all Irish households in equal amounts. Assisting workers in the fossil fuel industry who may lose their jobs Helping pay for energy efficiency improvements in low-income households Supporting the further development of new clean energy sources such as marine and hydrogen power Funding improvements to Ireland's transport infrastructure such as rail, bus corridors, and cycling and walking paths Funding programs to help Irish communities prepare for and adapt to the impacts of climate change 	<p>Response options for each:</p> <ul style="list-style-type: none"> Strongly support Somewhat support Somewhat oppose Strongly oppose

Topic: Behaviours (consumer and political)

Questions	Details	Comments
24. Over the past 12 months, how often, if ever, have you chosen not to eat meat for environmental reasons?	<ul style="list-style-type: none"> • Never • Rarely • Occasionally • Often • Don't know 	
25. Over the last 12 months, how many times, if ever, have you bought a good or service from a company because they have taken action to reduce climate change?	<ul style="list-style-type: none"> • Never • Once • A few times • Several times • Many times 	
26. Over the next 12 months, do you intend to buy a good or service from a company because they have taken steps to reduce climate change ...	<ul style="list-style-type: none"> • More frequently than you are now • Less frequently than you are now • About the same as you are now 	
27. Over the past 12 months, how many times, if ever, have you punished companies that are opposing steps to reduce climate change by NOT buying their products?	<ul style="list-style-type: none"> • Never • Once • A few times • Several times • Many times 	
28. Over the next 12 months, do you intend to punish companies that are opposing steps to reduce climate change by NOT buying their products ...	<ul style="list-style-type: none"> • More frequently than you are now • Less frequently than you are now • About the same as you are now 	
29. How willing or unwilling are you to join a citizens' campaign to convince leaders in Ireland to take action to reduce climate change?	<ul style="list-style-type: none"> • You are participating in an effort like this now • You definitely would do it • You probably would do it • You probably would not do it • You definitely would not do it • Not sure 	

Questions	Details	Comments
30. How likely would you be to do each of the following things if a person you like and respect asked you to? (READ IF NEEDED: Would you say you definitely would do it, probably would do it, probably would not do it, or definitely would not do it?)	<p>Randomise codes 1-4</p> <ul style="list-style-type: none"> • Write letters, email, or phone government officials about climate change • Volunteer your time to an organization working on climate change • Donate money to an organization working on climate change • Meet with an elected official or their staff about climate change • Personally engage in non-violent civil disobedience (e.g., sit-ins, blockades, or trespassing) against corporate or government activities that make climate change worse [ASK THIS ONE LAST] 	<p>Response options for each:</p> <ul style="list-style-type: none"> • Definitely would not • Probably would not • Probably would • Definitely would

Topic: Norms

Questions	Details	Comments
31. How often do you discuss climate change with your family and friends?	<ul style="list-style-type: none"> • Never • Rarely • Occasionally • Often 	
32. About how often do you hear about climate change in the media, such as TV, movies, radio, newspapers, magazines, online, etc.?	<ul style="list-style-type: none"> • Never • Once a year or less often • Several times a year • At least once a month • At least once a week • Not sure 	

Topic: Personal Experience of Climate Change

Questions	Details	Comments
33. Which of the following statements best reflects your view?	<ul style="list-style-type: none"> • Climate change is affecting weather in Ireland • Climate change is not affecting weather in Ireland • Climate change isn't happening • Don't know 	

Topic: Media Sources

Questions	Details	Comments
34. How often do you watch, listen to, or read content from the following?	<p>Randomise</p> <p><i>(Note to interviewers: please stress words in bold at codes 1 and 2 to emphasis distinction)</i></p> <ul style="list-style-type: none"> • National TV, Radio, Newspapers (print, online), • Local Radio, Newspapers (print, online) • Social media (podcasts, blogs/content celebrities/personalities/activists) • Streaming services (such as Netflix, Now, Disney +) 	<p>Response options for each:</p> <ul style="list-style-type: none"> • Never • Every few weeks • Once a week • Every few days • Almost every day • Several times a day • Many times a day

Questions	Details	Comments
35. How much do you trust or distrust the following as a source of information about climate change?	<p>Randomise</p> <ul style="list-style-type: none"> • Family and friends • Environmental non-governmental organisations (or NGOs) • Corporations/Businesses • Religious leaders • Scientists • The mainstream news media • Television weather reporters • Political leaders • Community leaders • Online influencers, celebrities, or media personalities • Educators • Journalists • The Irish Environmental Protection Agency (the EPA) 	<p>Response options for each:</p> <ul style="list-style-type: none"> • Strongly distrust • Somewhat distrust • Somewhat trust • Strongly trust

And finally I would like to ask you some questions for classification purposes. It will not be possible for the answers to be linked back to you in any way. If there are any questions you would rather not answer, please say “pass”.

Questions	Details	Comments
C1. Which phrase best describes the area where you live?	<ul style="list-style-type: none"> • A City • A large town (5000+ population) • A small town (1,500-4,999 population) • A rural area 	
C2. What is the highest level of education which you have completed to date? (READ IF NEEDED: This can include full-time or part-time education or training.)	<ul style="list-style-type: none"> • Primary education • Secondary education • Higher Certificate or equivalent (including completed Vocational/ Technical training/Apprenticeship) • Higher education degree • Postgraduate qualification • Other [OPEN END] • DK/NO ANSWER 	

Questions	Details	Comments
C3. In politics people sometimes talk of left and right. Where would you place yourself on a scale from 0 to 6 where 0 means the left and 6 means the right?	<ul style="list-style-type: none"> • [NUMERIC OPEN END, 0-6 RANGE] 	
C4. If there was a General Election tomorrow, to which party or independent candidate would you give your first preference vote? (DO NOT READ OUT LIST. PROBE TO PRECODES)	<ul style="list-style-type: none"> • Fianna Fáil • Fine Gael • Labour Party • Sinn Fein • Independent • Green Party • Socialist Party • Solidarity/People Before Profit (Solidarity/PBP) • RENUA Ireland • Aontu • Independents4Change • Social Democrats • Workers Party • Other specify • Don't know • Would not vote 	
C5. What is your current working status? READ OUT	<ul style="list-style-type: none"> • Working – Full Time (30+ hours per week) • Working – Part Time (-29 hours per week) • Self-Employed • Unemployed • Home Duties/Primary Carer • Retired • Student 	
C6. Are you yourself the chief wage earner in your household or not? That is, the person who contributes most money to the household income?	<ul style="list-style-type: none"> • Yes • No 	

Questions	Details	Comments
C7. What is the occupation of the Chief Wage Earner? (If farmer, state acreage. If proprietor/manager/supervisor, state number of employees. If unemployed for over a year or widow on State Pension, ask about Chief Wage Earner).	<ul style="list-style-type: none"> • [OPEN END] 	
C.8. What is your Marital Status, are you ...	<ul style="list-style-type: none"> • Single • Married • Cohabiting • Widowed • Separated/Divorced • Civil Partnership 	
C.9. Including yourself, how many adults or children aged 15 or over live in the Household? valid numbers 1 to 12 (<i>must be between 1 and 12</i>)	<ul style="list-style-type: none"> • [OPEN END] 	
C.10. How many children aged under 15 live in the household? valid numbers 0 to 12 (<i>must be between 0 and 12</i>)	<ul style="list-style-type: none"> • [OPEN END] 	
C.11. Do you have any dependent children living with you who are aged ...	<ul style="list-style-type: none"> • 0-4 years • 5-12 years • 13-17 years 	
C.12. Are you an Irish citizen?	<ul style="list-style-type: none"> • Yes • No 	
C.13. Were you born in Ireland?	<ul style="list-style-type: none"> • Yes • No 	

Questions	Details	Comments
<p>[ASK IF C.13 = "No"]</p> <p>C.14 In which of these regions were you born?</p>	<ul style="list-style-type: none"> • Northern Ireland • UK • Europe (excl. UK/NI) • Asia • Africa • North America • South America • Australia/New Zealand 	
<p>[ASK ALL]</p> <p>Intro TEXT.</p> <p>The next three questions we will ask are in relation to religion, ethnicity and gender. It is asked solely in order to ensure we have spoken to a representative sample of the population. If there are any questions you would rather not answer, please say "pass" and we will move on to the next.</p>		
<p>C.15. What is your religion?</p>	<ul style="list-style-type: none"> • Roman Catholic • Church of Ireland • Muslim (Islamic) • Orthodox Christian (Greek/Coptic/Russian) • Presbyterian • Other religion (please specify) • No Religion • Prefer not to say 	

Questions	Details	Comments
C16. What is your ethnic background?	<ul style="list-style-type: none"> • White: Irish • White Irish: Irish traveller • White Irish: Any other white background • Black or black Irish: African • Black or black Irish: Any other Black background • Asian or Asian Irish: Chinese • Asian or Asian Irish: Any other Asian background • Other including mixed background • Other [OPEN END] • Prefer not to say 	
C17. Do you describe yourself as a man, a woman, or in some other way?	<ul style="list-style-type: none"> • Man • Woman • Some other way 	

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