

# Pan-European Survey

## Main multi-country report

**#CLIMATE  
OFCHANGE**



Co-funded by  
the European Union

# **Pan-European Survey**

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**This study was commissioned to Ipsos by the #ClimateOfChange project, led by WeWorld**

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## **Country codes**

AT	Austria
BE	Belgium
BG	Bulgaria
CY	Cyprus
CZ	Czechia
DE	Germany
EE	Estonia
EL	Greece
ES	Spain
FR	France
HR	Croatia
HU	Hungary
IE	Ireland
IT	Italy
LT	Lithuania
LV	Latvia
MT	Malta
NL	Netherlands
PL	Poland
PT	Portugal
RO	Romania
SI	Slovenia
SK	Slovakia

## EXECUTIVE SUMMARY

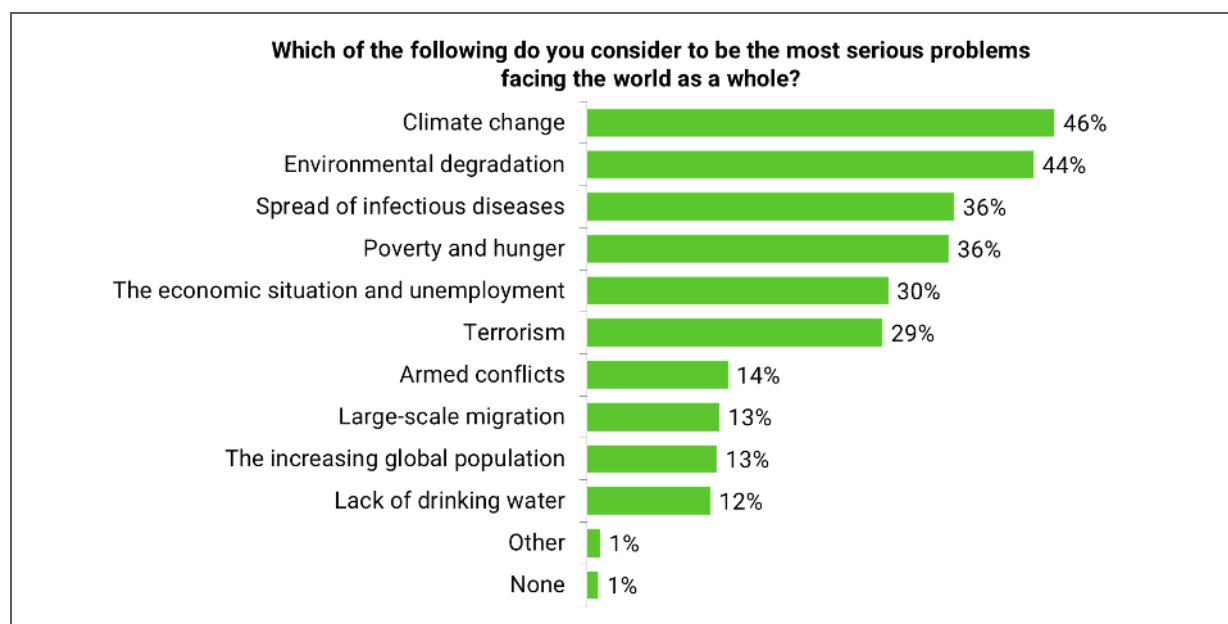
The pan-European “End Climate Change, Start Climate of Change” #ClimateOfChange campaign, funded by the European Commission, aims to engage young Europeans in understanding the complex relationships between climate change and migration. Feeding into the [www.climateofchange.info](http://www.climateofchange.info) campaign, Ipsos performed a survey of young people (15 to 35 years old) in 23 European countries<sup>1</sup>.

The survey was conducted between 29 October and 19 November 2020. In total 22,377 surveys were completed across countries. In 21 of the 23 countries surveyed >1,000 interviews were conducted. In Cyprus and Malta >500 respondents were interviewed.

*Young Europeans consider climate change and environmental degradation as top priorities. Immigration is deemed of less concern.*

**Close to half (46%) of young Europeans consider climate change to be among the most serious problems facing the world**, which puts it in first place among problems listed, even in the midst of the COVID-19 pandemic. In second place comes “environmental degradation, including for example air pollution, deforestation and the extinction of animals” (44%). **Just 13% consider “large-scale migration” to be among the most serious problems facing the world.**

Figure I : Perceived most serious problems facing the world



Climate change and environmental degradation are considered to be among the two most serious problems facing the world by young people in all main European regions covered by the survey (Eastern,

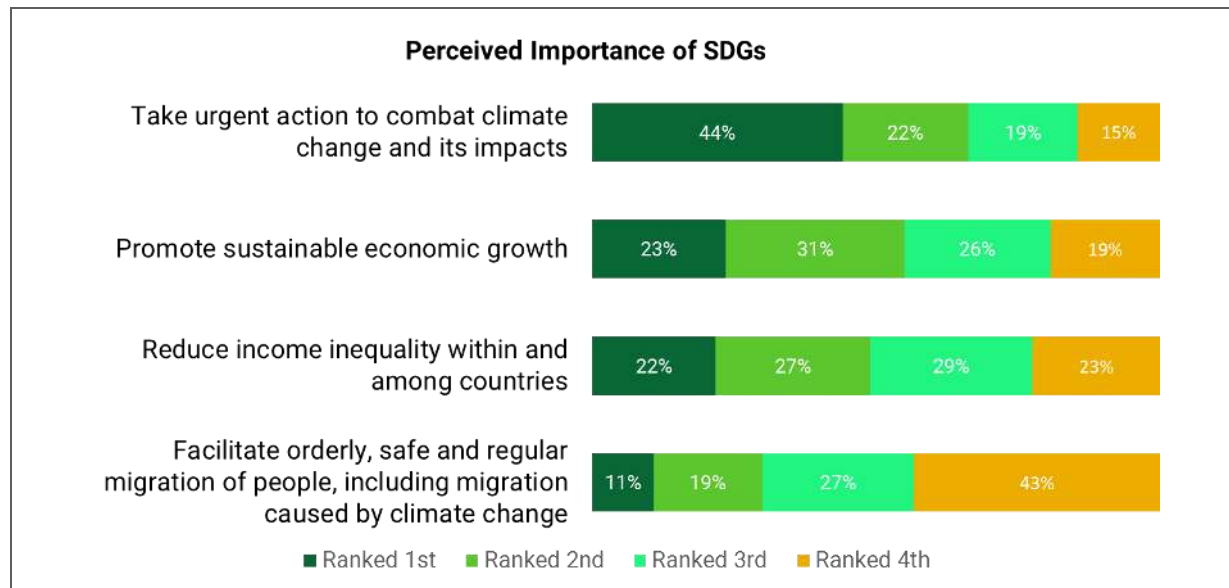
<sup>1</sup> Austria (AT), Belgium (BE), Bulgaria (BG), Cyprus (CY), Czechia (CZ), Germany (DE), Estonia (EE), Greece (EL), Spain (ES), France (FR), Croatia (HR), Hungary (HU), Ireland (IE), Italy (IT), Lithuania (LT), Latvia (LV), Malta (MT), Netherlands (NL), Poland (PL), Portugal (PT), Romania (RO), Slovenia (SI) and Slovakia (SK).

Southern and Western Europe). Even so, important differences can be observed at individual country level. While in Austria and Germany, 55% to 54% of young people consider climate change to be among the most serious problems facing the world, this figure is 32%-24% in Romania and Cyprus (although in a country like Romania, environmental degradation is considered an important concern).

*Concern about climate change is reflected in the importance young Europeans attach to specific United Nations' Sustainable Development Goals*

The young Europeans participating in the survey were asked to rank a selection of actions based on the **United Nations' Sustainable Development Goals (SDGs)**, in order of what they thought to be most important<sup>2</sup>. As can be seen in the figure below, “take urgent action to combat climate change and its impacts” is ranked first or second most often, ahead of “promote sustainable economic growth”. Overall country differences are limited, but **young Europeans who rank climate change first relatively often are less than 24 years old, female and inactive on the labour market (this category includes mainly students)**.

Figure II : Perceptions of United Nations' Sustainable Development Goals



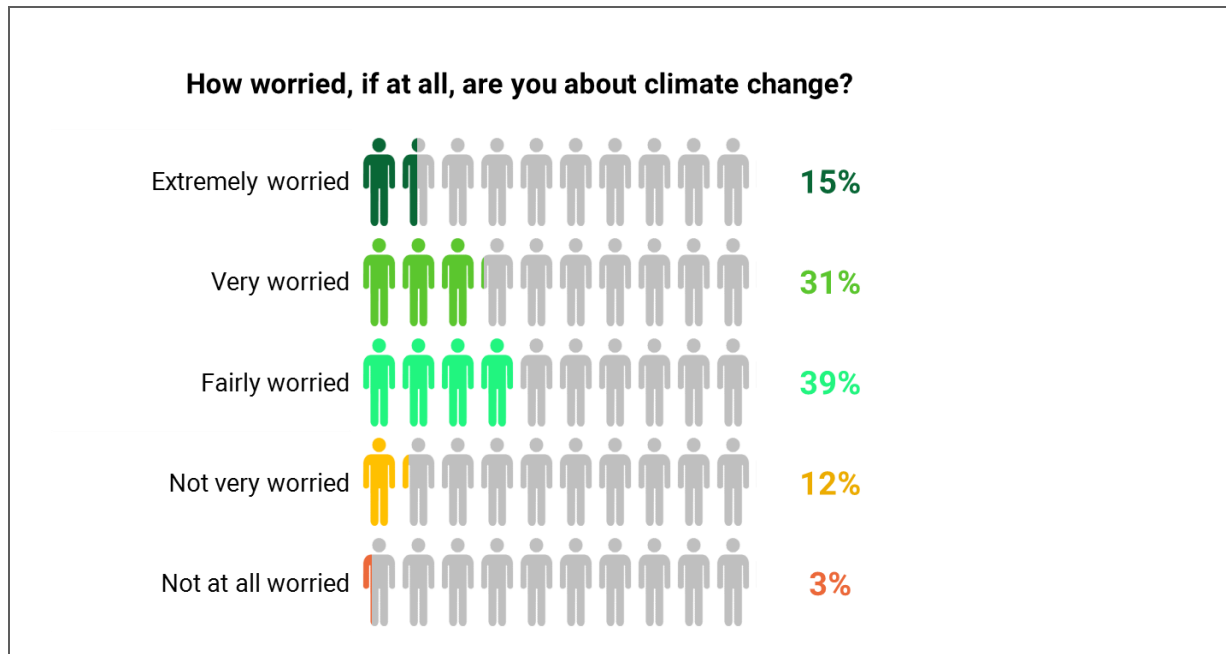
*Not only are young Europeans relatively concerned about climate change compared to other major issues facing the world, they are also worried in absolute terms.*

More than eight out of ten young Europeans (84%) are fairly, very or extremely worried about climate change. Close to half (46%) are very or extremely worried. Few (16%) are not very worried or not worried at all about climate change.

<sup>2</sup> The SDGs are described in the 2030 Agenda for Sustainable Development adopted by the United Nations General Assembly on 25 September 2015, see: [https://www.un.org/ga/search/view\\_doc.asp?symbol=A/RES/70/1&Lang=E](https://www.un.org/ga/search/view_doc.asp?symbol=A/RES/70/1&Lang=E)

At regional level, Southern European youngsters are markedly more worried about climate change than their peers elsewhere on the continent. Socio-demographic groups who relatively often are very or extremely worried include the highly educated, young women and those living in urban areas.

Figure III : Concern about climate change



*Young Europeans' concern about climate change coincides with a fairly high knowledge and awareness about the issue.*

This is for example illustrated by the fact that 86% of young Europeans think that the statement “Climate change has had an impact on every ocean and every continent over the past few decades” is correct. **Less than one out of ten young Europeans (8%) deny climate change.** The proportion who deny climate change is low (around one in ten or less) across European countries and socio-demographic groups.

Many young Europeans think that climate change will affect them. **Close to two thirds of young Europeans (65%) agree that climate change will have a big impact on people like themselves.** In Eastern and Southern Europe this proportion is notably higher (in Romania and Portugal, the countries topping the list, its 83% and 81% who think this).

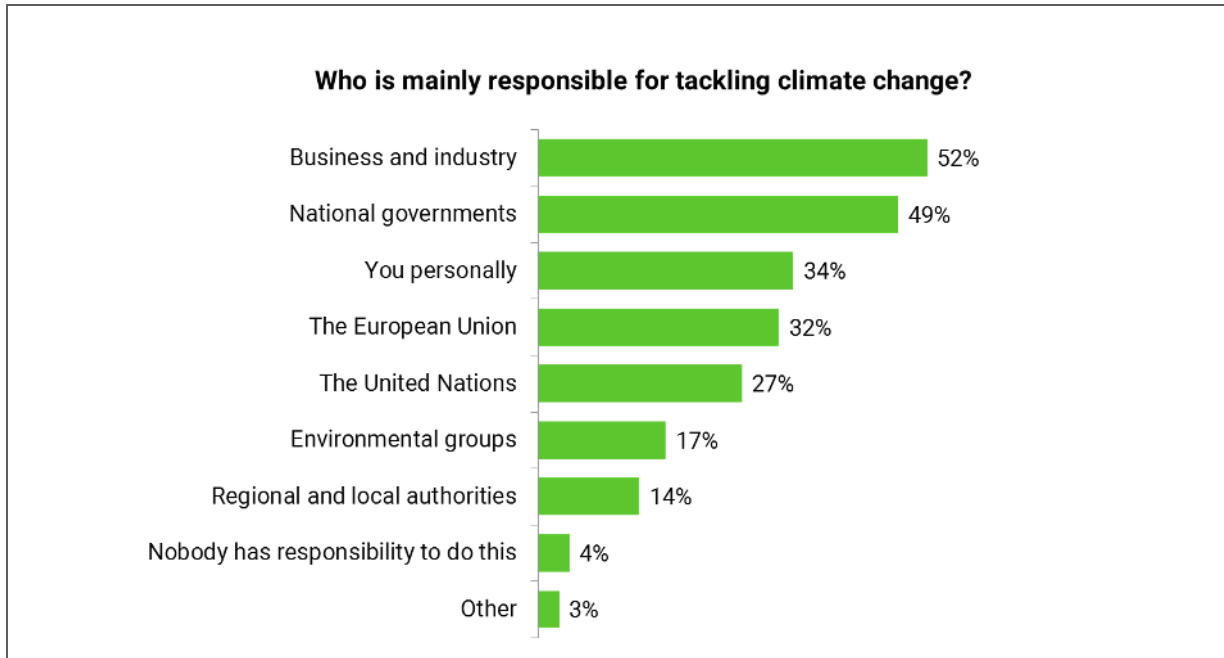
*The fact that young Europeans worry about climate change is reflected by their strong support for government action and their willingness to take responsibility themselves.*

**The great majority of young Europeans think that if government plans do not tackle pollution and climate change,** this is “bad for the economy” (70% agree), “a sign the government has the wrong priorities” (75% agree), “proof that the government does not listen to ordinary people” (74% agree), and “dangerous and irresponsible” (72% agree).

Young Europeans find that business and industry carry most responsibility – 52% answered that the latter are mainly responsible for tackling climate change. This is followed by ‘national governments’, with 49% of young Europeans thinking that national governments are mainly responsible. **About a third**

of young Europeans (34%) think that they themselves (“you personally”) are mainly responsible for tackling climate change.

Figure IV : Perceived responsibility for tackling climate change



The perceived self-responsibility for addressing climate change is similar across socio-demographic groups but differs considerably across countries. In Malta, Austria and Lithuania about half (51%, 50% and 49%, respectively) feel personally responsible for tackling climate change. In France, Slovakia, Cyprus and Czechia, on the other hand, less than three out of ten (29%, 28%, 27% and 25%, respectively) feel personal responsibility.

*Young Europeans think more economically developed rich countries carry an important responsibility in addressing the effects of climate change, although many think this is a shared responsibility of both rich and less economically developed poor countries.*

A substantial proportion of young Europeans (43%) believe that economically developed, rich countries should make the most economic and political efforts to reduce the effects of climate change. However, the same proportion (43%) feel that rich and poor countries should both carry responsibility. Noteworthy is that in **Western Europe, compared to other regions, young people are relatively least likely to say that rich countries should make most efforts to address the effects of climate change.**

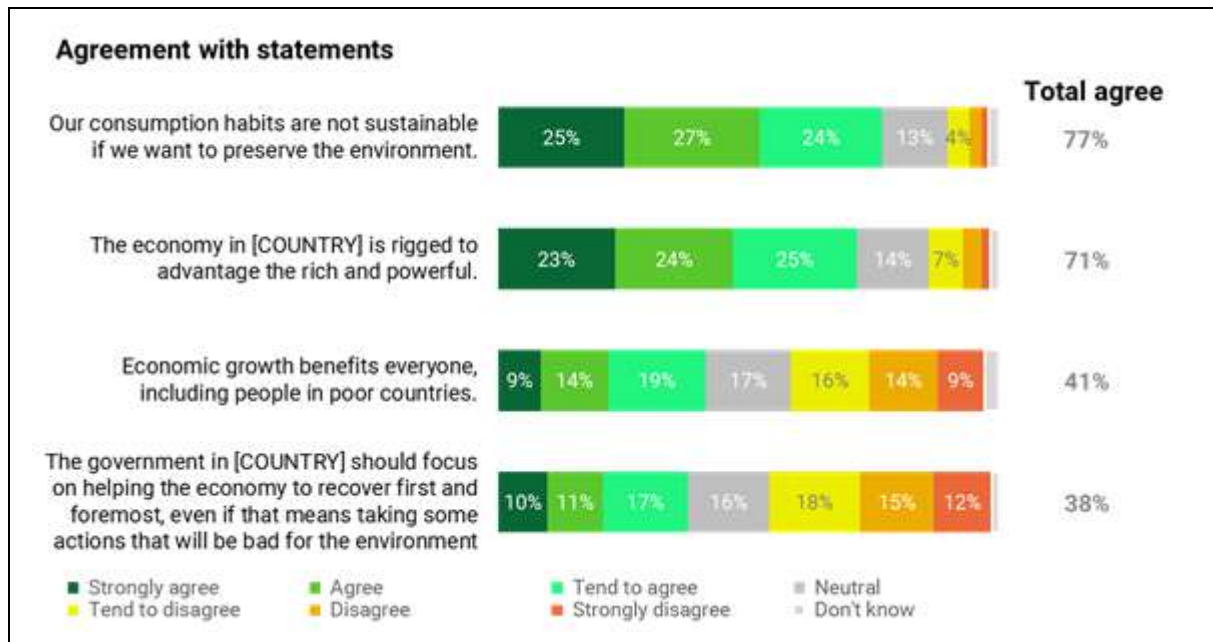
*The survey findings suggest that young Europeans are in favour of a different, more sustainable economic model, both in their country and the world.*

Notably, close to seven out of ten young Europeans (71%) agree that the economy in their country is rigged to advantage the rich and powerful. **More than three quarters (77%) agree that “our consumption habits are not sustainable if we want to preserve the environment.** On average, the proportion agreeing that our society’s consumption habits are not sustainable is lowest in Western



European countries, the figure ranging from 85% in Portugal, to 69% percent in Germany. Socio-demographic differences with regard to opinions on the economic model are small.

Figure V : Perceptions of current economic model



*Young Europeans’ opinions on migration are divided.*

For instance, **slightly less than half (45%) agree that migrants coming to their country contribute to society, while about a third (30%) disagree.** And 51% of young Europeans agree with the statement that most migrants who come to their country as a refugee are not really refugees but are economic migrants, compared to 24% who disagree.

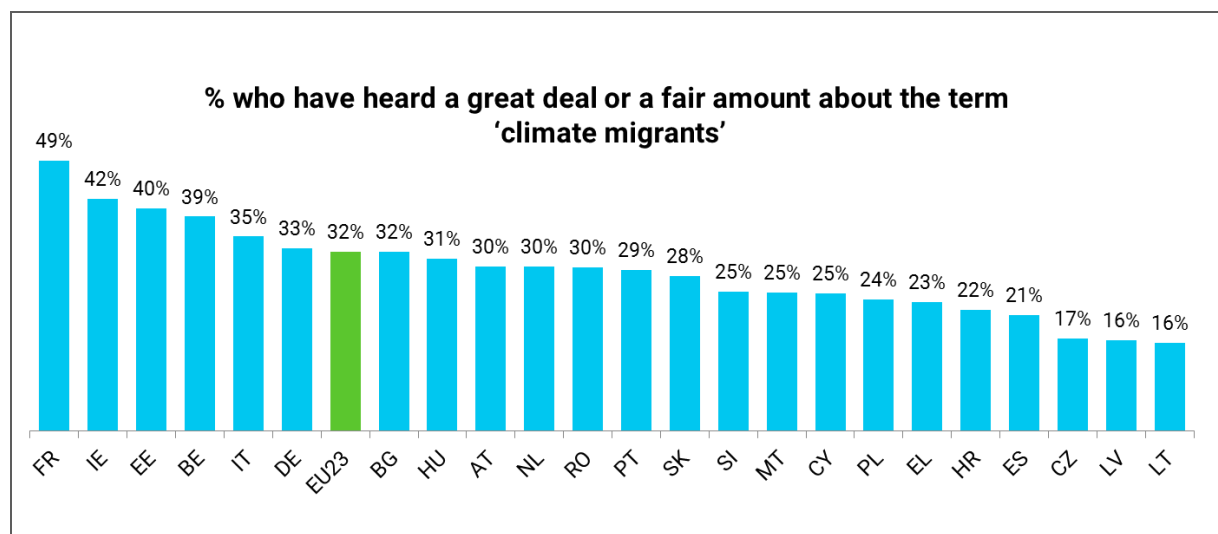
**On average opinions on migration do not differ dramatically across regions, but Southern Europeans appear slightly more positive about migration overall, and Eastern Europeans more negative.** When looking at socio-demographic groups, the highly educated, those living in large cities, the inactive (who are mainly students) and those born abroad, appear somewhat more favourable towards migration.

*Awareness of the term “climate migration” is low and it is not considered a main driver for migration*

**Around two thirds of young Europeans (68%) have heard not very much or nothing at all about the term ‘climate migrants’** (note that the concept of climate migration was briefly explained before this question was asked)<sup>3</sup>. On average, awareness about the term ‘climate migrants’ is highest in Western European countries. abst

<sup>3</sup> Respondents were shown the following explanation (see also the questionnaire in Annex 1 of the main report): “Some people say that in the near future more and more people will be forced to leave their home countries due to deteriorating environmental conditions such as floods and droughts which can be linked to climate change. We are interested in your opinion about climate change and migration, or so called ‘climate migrants’.”

Figure VI : Awareness about the term ‘climate migrants’, by country



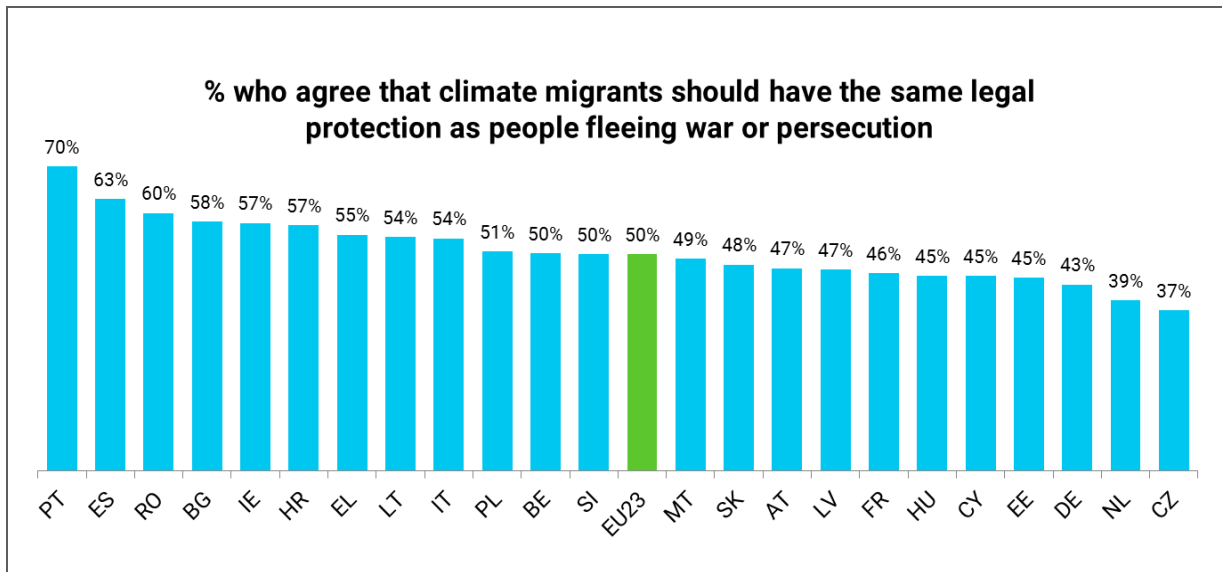
**Young Europeans consider war and armed violence and the pursuit of economic opportunities as the most important reasons for immigration to their country**, with about half (49% to 50%) of young Europeans mentioning these drivers. In line with the actual situation (climate migration towards Europe being so far a limited phenomenon), **far fewer young Europeans (17%) mention “climate change causing extreme weather and environmental changes” as a key driver for immigration to their country.**

When it comes to the future impact of climate change on migration, the picture is different. **About half of young Europeans (52%) think that climate change will lead to more migration to their country in the future.**

*Young Europeans tend to believe that climate migrants should have the same legal protection as people fleeing war or persecution*

A majority (55%) of young Europeans agree that people should be able to migrate to their country to escape extreme weather and environmental changes. Moreover, half (50%) agree that climate migrants should have the same legal protection as people fleeing war or persecution, while just about one out of five (21%) disagree. This figure varies significantly across countries. **Whereas in Portugal 70% agree that climate migrants should have the same legal protection as people fleeing war or persecution, in Czechia just 37% agree with this statement.**

Figure VII : Views on legal protection for climate migrants, by country



Q17. To what extent do you agree or disagree that...? % who agree that climate migrants should have the same legal protection as people fleeing war or persecution  
Base: All respondents (n=22,377)

### *Young Europeans appear quite willing to change their lifestyle habits*

**The most common habits (that young people always, very frequently or frequently do) are to sort waste for recycling (79%) and trying to save energy at home (78%), while 80% do not frequently throw away food waste.** Just under a third (31%) frequently avoid buying new things, with 37% buying fair-trade products and organic food. The primary diet followed by 85% of young Europeans includes meat and fish. The remainder are mostly vegetarians (6%) and those eating fish but no meat or ‘pescatarians’ (5%).

When it comes to actions that young people are taking, or have taken in the past, to tackle the issues of climate change, migration and climate migration, some actions are clearly more commonplace than others. **Common actions undertaken include voting for politicians that give priority to addressing these issues (25% have done so) and having signed a petition (30% have done so).**

Figure VIII : Readiness to engage

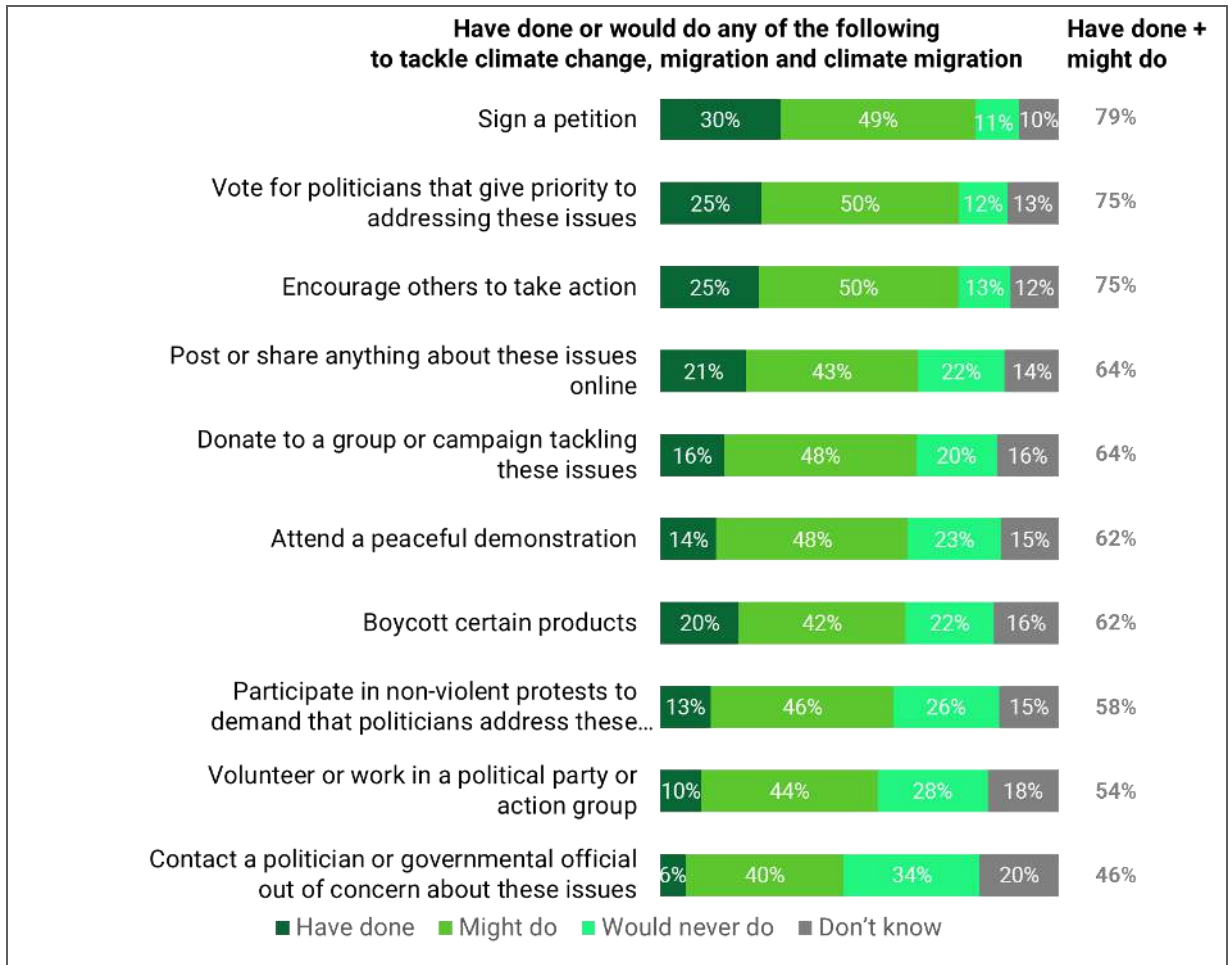
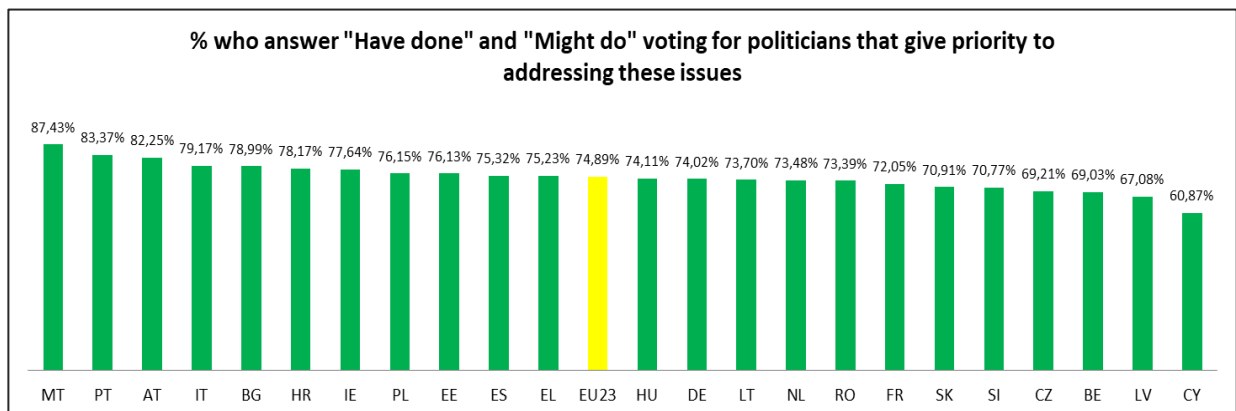


Figure VIII B : Readiness to engage – Focus on percentage of those who “have done” or “might do” voting for politicians by country



Amongst all the actions, the only one that is more common amongst the older age cohorts in comparison to the younger cohorts is that the **older cohorts are more likely to have boycotted certain products**. The youngest age cohort (15-19) is especially likely to have attended a (peaceful) demonstration (17% has done so).

Irrespective of whether young people have taken any of the above actions, the survey asked whether they think these types of actions actually have an impact. Young Europeans were almost evenly split between thinking that on the one hand, ‘yes they do’ (48%) and on the other hand either ‘kind of maybe’ (36%) or ‘no’ (16%). **Socio-demographic groups who are relatively likely to think these actions have an impact include young women, the highly educated, those who voted in recent elections, and those who self-identify as religious or spiritual**. There are also some cultural differences with those in Southern Europe more likely to believe these actions make an impact.

*A sizeable proportion of young Europeans is motivated to live sustainably, even if many see a limited role for themselves.*

**About one in five young Europeans (19%) can be considered as more motivated to live sustainably**, based on their disagreement to a number of statements in the opposite direction, such as for example “In theory, I want to live more sustainably, but it is simply not practical” (see the main report for an explanation of the index applied). The remainder can be characterised as middle (66%) or less motivated (19%).

Figure IX : Sustainability motivation level



**The proportion who are very motivated to live sustainably is higher among young women** compared to men (22% vs. 15%), the **highly educated** compared to the low educated (21% vs. 11%), **those living in urban areas** compared to those living in rural areas (20% vs. 16%), and **those who voted in recent elections** compared to those who did not (21% vs. 11%, excluding those who were too young to vote). **Southern Europeans are more often very motivated** (23% compared to 17% of Western and Eastern Europeans).

The survey findings suggest there is a strong link between the level of motivation to live sustainably and awareness about climate change and climate migration. For example, young Europeans who are more motivated to live sustainably more often consider the issue of climate change as being amongst the most serious problems facing the world (60% amongst the more motivated, compared to 34% of the less motivated). **Motivated young Europeans are also far more likely to have voted for politicians that give priority to addressing climate change, migration or climate migration** (40% compared to 23%).

*Those who are more motivated to live sustainably are more likely to recognise some of the potential downsides of the current economic model.*

Only 38% of the ‘more motivated’ agree with the statement ‘economic growth benefits everyone, including people in poor countries’ compared to 58% of those who are less motivated. Motivated young Europeans are also more likely to disagree (65%) that the government should focus on helping the economy to recover first, even if it means taking actions that are bad for the environment (compared to only 22% disagreeing with this statement amongst those who are not motivated to live sustainably). **Recognising that our consumption habits are not sustainable if we want to preserve the environment is a more universal phenomenon – 86% of more motivated young Europeans agree compared to 76% of those who are less motivated.**

*Broadly speaking more motivated young Europeans seem to be more engaged in taking action and are more likely to think these actions actually have an impact*

For example, when it comes to **recycling and saving energy, 90% of those who are more motivated to live sustainably frequently do this compared to 76% of those who are less motivated.** Motivated young Europeans are also far more likely to have voted for politicians that give priority to addressing these issues (40% of the more motivated compared to 23% of the less motivated), have signed a petition (47% vs. 27%), encouraged others to take action (41% vs. 23%), posted or shared on social media (33% vs. 22%), boycotted certain products (33% vs. 19%) and made a donation (25% vs. 17%).

Whereas 65% of young Europeans who are more motivated think the type of actions described above make an impact, this figure is 48% for the less motivated. **This could indicate that there are further opportunities to engage more motivated young Europeans in calls to action given their bigger belief individual action can lead to change.**

*Virtually all young Europeans are online, but TV remains a powerful communicator*

**The primary channel where young Europeans get most of their information** on the topics of interest – climate change, migration and climate migration – **is TV** (48% get climate change information, 51% get information on migration and 29% get information on climate migration on TV). **Nevertheless, social media networks and information websites both feature highly and taken together mean that young Europeans rely on online channels to get most of their information about these topics.** The



written press also still plays an important role in informing young Europeans about the three topics mentioned, certainly in contrast to the relatively low overall use of this medium.

*Engagement on social media on the topics of interest is substantial.*

**Nearly half (47%) of young Europeans are reading content created by others on the topic of migration** on social media with a **similar proportion (41%)** reading content created by others **on the topic of climate change**. A third of young Europeans (33%) are reading content about climate migration. Between about a fifth and third repost or share content on climate change, migration and climate migration created by third parties (24%, 29% and 17%, respectively).

# 1 BACKGROUND AND CONTEXT

## 1.1 Introduction

One of the world's most urgent issues is the forced displacement and migration of people due to the consequences of human-induced climate change, or '**climate migration**'. As early as 1990, the Intergovernmental Panel on Climate Change (IPCC) reported that the most fundamental impact of climate change might be on human migration.<sup>4</sup> Since, the evidence on how climate change and environmental degradation affect human mobility has only grown.<sup>5</sup> Climate processes, such as sea-level rise and desertification, and climate events, such as storms and flooding are **key drivers of migration**, as well as slow onset phenomena.<sup>6</sup>

The available data suggests, moreover, that **the number of climate migrants is increasing**. Data from the Internal Displacement Monitoring Centre (IDMC) shows that in 2019, almost 2,000 natural disasters forced nearly 25 million people around the world to displace within their countries; 24 million of these forced migrations were weather related.<sup>7</sup> This number has sharply increased over the years, and is now three times the number of people displaced by violence and conflicts.<sup>8</sup> Recent articles have highlighted that **internal displacement caused by climate change is not a phenomenon limited to the poorest countries** (even though those are most affected), but impacts rich countries as well.<sup>9</sup> Additionally, even if forced displacements mostly take place within the borders of countries, people are increasingly forced to leave their countries, although data on this type of migration is sparse<sup>10</sup>. As reported by the International Organization for Migration (IOM), several studies have predicted that by 2050, climate migrants may number up to 200 million.<sup>11</sup>

In recent years, the number of scientific studies on climate migration has multiplied.<sup>12</sup> **But is the general public of young Europeans aware about this issue?** Ipsos research around Earth Day 2020 has shown that nowadays, most citizens in major countries around the world believe that climate change is an issue as severe as Covid-19.<sup>13</sup> Recent Ipsos studies have similarly uncovered a high level of interest, understanding and compassion among younger generations in respect of migration issues.<sup>14</sup>

**Yet, while the general public appears increasingly aware about climate change and migration in isolation, the connection between both issues appears less well known and acknowledged** (as is also visible in the current report). This may be partly explained by the complexity of the subject. **Climate**

<sup>4</sup> [https://www.ipcc.ch/apps/njlite/srex/njlite\\_download.php?id=5866](https://www.ipcc.ch/apps/njlite/srex/njlite_download.php?id=5866)

<sup>5</sup> <https://www.un.org/sustainabledevelopment/blog/2019/06/lets-talk-about-climate-migrants-not-climate-refugees/>

<sup>6</sup> [https://www.ipcc.ch/apps/njlite/srex/njlite\\_download.php?id=5866](https://www.ipcc.ch/apps/njlite/srex/njlite_download.php?id=5866)

<sup>7</sup> <https://www.internal-displacement.org/global-report/grid2019/>

<sup>8</sup> Idem.

<sup>9</sup> <https://www.theguardian.com/commentisfree/2020/oct/02/climate-change-migration-us-wildfires>

<sup>10</sup> Among others because few countries grant humanitarian visa for climate reasons. See e.g.:

[https://migrationdataportal.org/themes/environmental\\_migration](https://migrationdataportal.org/themes/environmental_migration)

<sup>11</sup> <https://publications.iom.int/fr/books/mrs-ndeg31-migration-and-climate-change>

<sup>12</sup> [https://www.europarl.europa.eu/RegData/etudes/STUD/2020/655591/IPOL\\_STU\(2020\)655591\\_EN.pdf](https://www.europarl.europa.eu/RegData/etudes/STUD/2020/655591/IPOL_STU(2020)655591_EN.pdf)

<sup>13</sup> <https://www.ipsos.com/sites/default/files/ct/news/documents/2020-04/earth-day-2020-ipsos.pdf>

<sup>14</sup> See e.g. [https://www.ipsos.com/sites/default/files/ct/news/documents/2019-01/flair\\_2019.pdf](https://www.ipsos.com/sites/default/files/ct/news/documents/2019-01/flair_2019.pdf)





**migration is the result of multi-layered processes that involve different interrelated environmental, social and economic components.**<sup>15</sup> Disentangling whether the climate/environmental components are the most important drivers for immigration is not always easy. In practice this means that many climate migrants may not be recognised as such, for example because their direct reason for migrating is an armed conflict, while other indirect causes for immigration related to climate change, such as increasing droughts reducing their income over the longer term, are not taken into account.

The multifaceted nature of the concept of climate migration also explains why there is **no clear legal definition** covering and protecting this category of people. The 1951 ‘Geneva’ Refugee Convention of the UN ‘only’ recognises people as refugee who are persecuted because of their race, religion, nationality, membership of a particular social group or political opinion. While there is no consensus among migration experts about whether climate migrants should be allowed refugee status, **the lack of clarity around climate migrants’ status does point to the limited support and protection this group of people has received so far by the international community.**<sup>16</sup> Thus, raising awareness of the impact of human-induced climate change on forced displacements and migration is fundamental to protecting people who were or will be displaced or migrated because of these reasons.

## Existing survey evidence

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The complexity of climate migration might explain why few existing general population surveys have investigated the subject. An important exception is a survey for the European Perceptions of Climate Change Project (EPCC), conducted by Ipsos in 2016-17<sup>17</sup>. This was a survey covering four European countries (France, Germany, Norway and the UK), targeting the 15+ general population. Key findings included that climate change and environmental issues were not priority issues among the general public, whereas concern with respect to immigration, unemployment and the economic situation was high. On the other hand, just 16% of respondents in the EPCC survey were sceptic about the reality of climate change and many considered it not as a distant threat, but as an immediate threat to themselves. In the same survey, very few (0% to 3% depending on the country) independently made the connection between climate and migration or displacement of people. When probed, a broad majority in all four countries disagreed that climate change is one of the causes of the high number of refugees coming to Europe.

Also, worth mentioning is a Eurobarometer survey from October and November 2018 on the ‘Future of Europe and Climate change’, covering the (then) 28 European Union (EU) Member States and targeting the 15+ adult population.<sup>18</sup> In this survey, more than a third (37%) of Europeans expected that “a rise in mass migration to Europe” was among the most likely effects of climate change, just after “increasing food and water shortages” (mentioned by 63%), and “soil degradation and desertification” (49%).

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<sup>15</sup> [https://www.europarl.europa.eu/RegData/etudes/STUD/2020/655591/IPOL\\_STU\(2020\)655591\\_EN.pdf](https://www.europarl.europa.eu/RegData/etudes/STUD/2020/655591/IPOL_STU(2020)655591_EN.pdf)

<sup>16</sup> [https://www.europarl.europa.eu/RegData/etudes/BRIE/2018/621893/EPRS\\_BRI\(2018\)621893\\_EN.pdf](https://www.europarl.europa.eu/RegData/etudes/BRIE/2018/621893/EPRS_BRI(2018)621893_EN.pdf)

<sup>17</sup> <http://orca.cf.ac.uk/98660/7/EPCC.pdf>

<sup>18</sup> [https://bruegel.org/wp-content/uploads/2019/08/ebs\\_479\\_climatechange\\_en-1.pdf](https://bruegel.org/wp-content/uploads/2019/08/ebs_479_climatechange_en-1.pdf)

The existing body of survey research about climate change or immigration (but not about climate migration) is much more extensive. This includes for instance recent (both from 2020) Ipsos surveys about sustainability<sup>19</sup> or migration<sup>20</sup>. The former survey showed that global citizens find climate change a top priority: close to seven out of ten (71%) of adults globally agreed that, in the long term, climate change is as serious a crisis as Covid-19. In the same survey, a majority of the public globally (68%) agreed that if their governments do not act now to combat climate change, they fail their citizens.

The cited Ipsos survey on migration, conducted among adults globally, showed that since 2017 there has been a rise in support for the principle of people seeking refuge. However, the same survey showed that half now think that borders must be closed entirely. To conclude, it is worth pointing to the Eurobarometer survey on climate change from April 2019.<sup>21</sup> This survey, which repeated earlier waves in 2008, 2009, 2011, 2013, 2015 and 2017, showed inter alia that climate change is increasingly considered by Europeans not only as a very serious problem, but as the single most serious problem facing the world today.

## 1.2 Research aims

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The project “End Climate Change, Start Climate of Change”, or **#ClimateOfChange** in short, started in January 2020 and is funded under the European Commission's Development Education and Awareness Raising (DEAR) programme, which supports projects involving EU citizens in social, economic and environmental issues of global relevance.

Led by WeWorld in cooperation with 15 European partners from civil society organisations, universities, and Local Public Authorities, **#ClimateOfChange aims to engage young Europeans to understand the complex relationships between climate change and migration** including the impact of the current economic system.

During the 40 months of intervention – through scientific research, activities in schools and universities, advocacy actions from the local to the European Parliament, and especially the involvement of young people in the dissemination of a pan-European communication and awareness campaign – the **#ClimateOfChange** goal is not only to engage young Europeans to understand the complex relationship between climate change and the migration of people in or out of their country, but also to create a **movement of informed people**. This group of people will be ready not only to change their habits in favour of a sustainable and responsible lifestyle, but also willing to take action to call for development policies to tackle global warming, recognising the latter, in its complexity, as one of the main drivers of migration and forced displacement of populations.

<sup>19</sup> <https://www.ipsos.com/en/two-thirds-citizens-around-world-agree-climate-change-serious-crisis-coronavirus>

<sup>20</sup> <https://www.ipsos.com/sites/default/files/ct/news/documents/2020-06/global-advsior-world-refugee-day-2020-report-06-18-2020.pdf>

<sup>21</sup> [https://ec.europa.eu/clima/sites/clima/files/support/docs/report\\_2019\\_en.pdf](https://ec.europa.eu/clima/sites/clima/files/support/docs/report_2019_en.pdf)



Ipsos was commissioned to conduct a **survey feeding into the #ClimateOfChange’ project, targeting young people of 15 to 35 years old, in 23 European countries** (see section below for detailed information on the methodology).

**The overall purpose of the survey is to provide an evidence-based narrative on young people’s perception and knowledge on the relationship between climate change and migration.** Based on this aim, the survey explores young Europeans’ views on the issues of climate change and sustainability (covered in Chapter 2), their perceptions of migration in general and awareness and opinions about climate migration (Chapter 3), their level of engagement in tackling issues of climate change, sustainability and migration (Chapter 4), their readiness to act and whether there is a gap between perceptions and actions (Chapter 5), and their media-use in general and in relation to the topic, including their level of engagement on social-media (Chapter 6).

The survey questionnaire was developed by Ipsos in close collaboration with the project team led by WeWorld. The full survey questionnaire can be found in Annex 1.

This ‘**main multi-country report**’ focuses on the key overall findings from the survey, with the aim to provide a comprehensible report, suitable for a general audience. Socio-demographic and country differences are provided where relevant and significant (see the methodology section for the thresholds applied). Separate country-level reports are available that focus on country-level findings. Data tables with the full results at country and socio-demographic level have been provided separately.

### 1.3 Survey methodology

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The survey was conducted in **23 European countries**, between **29 October and 19 November 2020**. The target population included residents aged 15 to 35. **In total 22,377 surveys were completed** across countries. In 21 of the 23 countries surveyed, at least 1,000 interviews were conducted. In Cyprus and Malta, a minimum of 500 respondents were interviewed. The unweighted sample size for each country is shown in Table 1.

In all countries, except Cyprus and Malta (see below), non-probability/volunteer online access panels were used as a **sampling frame**. Respondents were randomly drawn from the online panel based on the available profile data (age, gender and region) and pre-defined sub-sample sizes (quota) based on official population statistics published by Eurostat.

In Cyprus and Malta, no high quality online access panels exist. Hence, in these two countries, central location interviewing was used. Cypriot and Maltese respondents were recruited using free find techniques, both on the streets and using telephone recruitment. As in the online survey, quotas were applied based on official statistics to ensure representativeness. The people recruited were invited to complete the survey on a computer in one of our local offices in Cyprus and Malta.

In quota sampling, as was applied for the current study, the researcher aims to represent the major characteristics of the population by sampling a proportional amount of each. In all countries, variables that were monitored during fieldwork included gender, age, education, working status and region. **Quota** were put on **gender, age and region**, in line with population statistics<sup>22</sup>. For age, separate quotas were put on the following age groups: 15 to 19, 20 to 24, 25 to 29 and 30 to 35 years-old. For each of these four age groups it was ensured that the gender balance reflected population statistics. This means that for age and gender interlocking quota were applied.

To ensure a homogenous approach across countries and minimise potential errors, questionnaire programming, data cleaning and analysis were fully centralised. **The sample was weighted in each country based on age, gender and region**. In addition, the overall level results were weighted based on **countries’ population size**. The latter results are reported in this report as **‘EU23’ results**.

Table 1: Net sample size per country

Country	Sample size	Country	Sample size
Austria	1,019	Italy	1,012
Belgium	1,017	Latvia	1,021
Bulgaria	1,020	Lithuania	1,022
Croatia	1,021	Malta	503
Cyprus	502	Netherlands	1,005
Czechia	1,020	Poland	1,020
Estonia	1,023	Portugal	1,022
France	1,018	Romania	1,020
Germany	1,008	Slovakia	1,021
Greece	1,030	Slovenia	1,017
Hungary	1,020	Spain	1,016
Ireland	1,000	TOTAL (EU23)	22,377

**All statistical differences mentioned in the report are statistically significant unless otherwise mentioned.** Statistical significance is calculated at the 95% confidence level, meaning that the null hypothesis of no difference has been rejected at 5% probability level.

**The percentages in this report are given without a decimal and due to rounding percentages may not add up to 100% exactly.** The bars in charts take into account decimals, explaining small differences in the length of bars showing the same percentage.

<sup>22</sup> “Soft” or “flexible” quotas were applied. This means that some leeway was granted for online responses to achieve the target number of interviews. The costs of setting exact quotas are markedly greater due to amount of effort required to complete the final set of interviews to reach quotas. By providing some leeway to the data collection team, costs are reduced and any imbalance in the representativeness of the data is managed using post-stratification weights.

For several survey questions a **7-point agreement scale** was used: 1) Strongly agree, 2) agree, 3) tend to agree, 4) neutral, 5) tend to disagree, 6) disagree and 7) strongly disagree. For these questions, point 1 to 3 are reported together as ‘agree’ and point 5 to 7 as ‘disagree’, unless otherwise noted.

The analysis considered both differences at individual country level and differences between four broader **European regions: North, East, South and West**. The following country-division was applied, in line with usual European Commission practice: Bulgaria (East), Croatia (East), Czechia (East), Hungary (East), Poland (East), Romania (East), Slovakia (East), Slovenia (East), Cyprus (South), Greece (South), Italy (South), Malta (South), Portugal (South), Spain (South), Austria (West), Belgium (West), France (West), Germany (West), Ireland (West), the Netherlands (West), Estonia (North), Latvia (North) and Lithuania (North). Note that the results for the regions are weighted based on population size, using the same approach as for the EU23 average (see above).

The **population subgroups** that were considered by default for the analysis are reported in Table 2 and relate to the socio-demographic characteristics of gender, age, education level, work status, urbanisation level, household size and country of birth. In addition, the analysis considered respondents self-declared religiosity and voting behaviour.

Table 2: Sociodemographic breakdown of the sample

<b>Gender</b>	
Male	50%
Female	49%
Non-binary	1%
<b>Age</b>	
15 – 19 years	21%
20 – 24 years	22%
25 – 29 years	25%
30 – 35 years	32%
<b>Education level (ISCED level)</b>	
Low (0-2)	10%
Medium (3-4)	46%
High (5-8)	44%
<b>Work status</b>	
Employed (Active)	50%
Self-employed (Active)	5%
Unemployed but looking for a job (Active)	8%
Unemployed and not looking for a job (Inactive)	1%
Long-term sick or unfit for work (Inactive)	1%
Housewife / Homemaker (Inactive)	4%
Pupil / Student / In education (Inactive)	27%
Studying in combination with a part-time job (Active)	3%

<b>Active / Inactive</b>	
Active	67%
Inactive	33%
<b>Urbanisation level</b>	
Rural area or village	28%
Small or middle-sized town	41%
Large town	31%
<b>Household size (adults and children)</b>	
1 persons	11%
2 persons	25%
3 persons	26%
4+ persons	38%
<b>Born in country of residence</b>	
Yes	95%
No	5%
<b>Religiosity</b>	
Religious or spiritual	45%
Non-religious or non-spiritual	55%
<b>Voted in any political election in the last 3 years</b>	
Yes	71%
No, did not vote in an election	18%
No, because was not old enough to vote	11%

Data collection for the survey is fully compliant with the **EU’s General Data Protection Regulation** (GDPR). Personal data is asterisked out for any users of the system not directly connected to quality control. After 6 months of the project ending, all personally identifiable information data on the system will be removed. All data is stored in the EU on secure servers.

In order to be legally compliant<sup>23</sup>, **the 15-17 year-old population was targeted through parents or guardians**<sup>24</sup>. This was done by targeting adults and asking them if they have children in this age bracket who are willing to participate and subsequently asking whether they give permission for the child to participate. Parents / guardians were instructed not to assist their child with completing the online interview.

<sup>23</sup> The regulations with regard to the age for parental consent vary by EU Member State. See e.g. information from the EU Fundamental Rights Agency: <https://fra.europa.eu/en/publication/2014/child-participation-research>

<sup>24</sup> This only applies in the countries using online panels; in Cyprus and Malta (where we used free find and telephone recruitment techniques and central location interviewing), 15 to 17 years-old respondents were recruited directly, in compliance with local legal requirements.

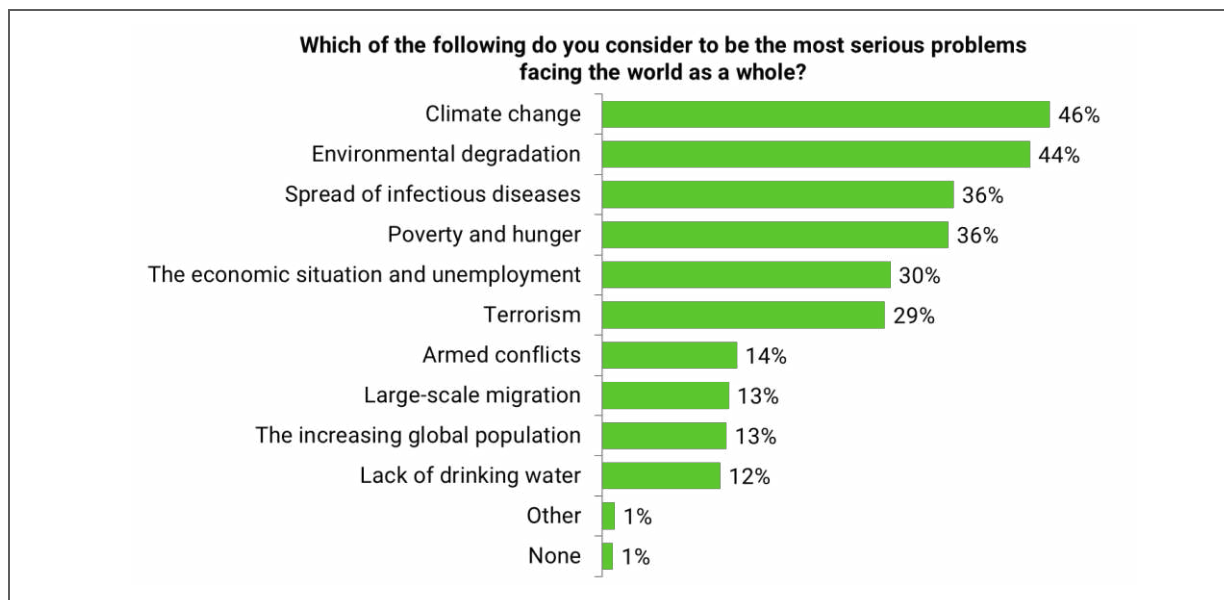
## 2 PERCEPTIONS – WHAT ARE YOUNG PEOPLE’S VIEWS ON THE ISSUES OF CLIMATE CHANGE AND SUSTAINABILITY?

### 2.1 Climate change, sustainability and migration as priorities

Do young Europeans consider climate change, sustainability and migration as top priorities? Regarding the former two, this appears to be the case. Migration, on the other hand, is deemed of less concern.

As shown in Figure 1, **close to half (46%) of young Europeans consider climate change to be among the most serious problems facing the world**, which puts it in first place among problems listed. In second place comes “environmental degradation, including for example air pollution, deforestation and the extinction of animals” (44%). Striking is that “climate change” and “environmental degradation” are mentioned significantly more often than the “spread of infectious diseases” (36%). This confirms the findings from other recent surveys showing that people across the world consider climate change at least as important in the long term as COVID-19.<sup>25</sup> In contrast, **only 13% of young Europeans consider “large-scale migration” to be among the most serious problems facing the world.**

Figure 1 : Perceived most serious problems facing the world



Q1. Which of the following do you consider to be the most serious problems facing the world as a whole? Please select up to three answers.

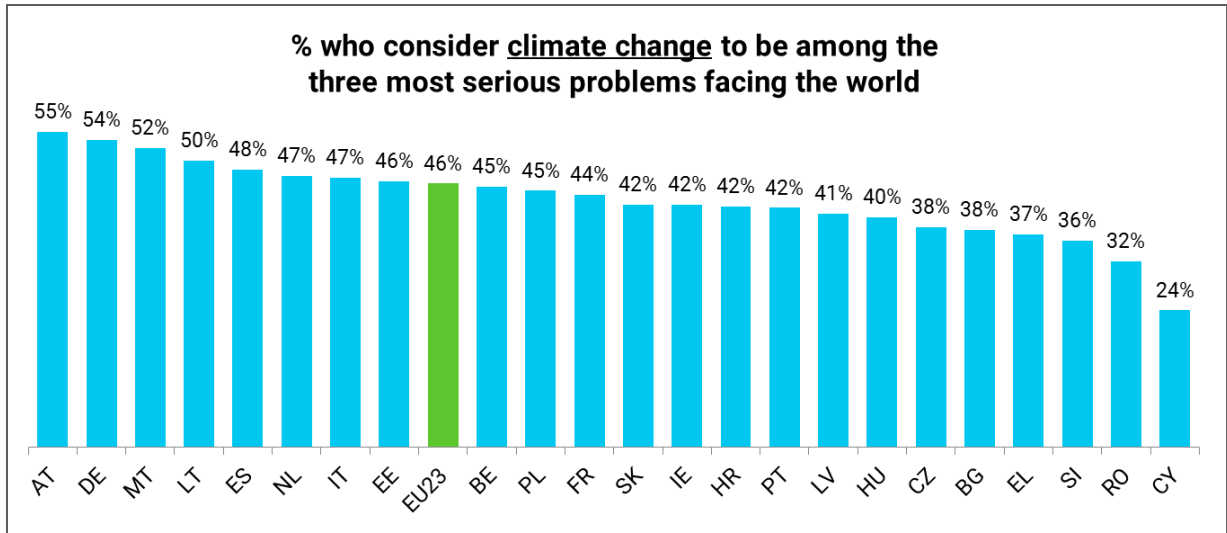
Base: All respondents (n=22,377)

**Climate change is considered to be among the most serious problems facing the world by young people in most European countries covered by the survey.** In Western and Southern Europe, climate change is on average seen as the most serious problem the world is confronted with (see methodology

<sup>25</sup> See: [www.ipsos.com/sites/default/files/ct/news/documents/2020-04/earth-day-2020-ipsos.pdf](http://www.ipsos.com/sites/default/files/ct/news/documents/2020-04/earth-day-2020-ipsos.pdf)

section for an explanation on the country grouping).<sup>26</sup> In Eastern Europe, on average climate change comes in second place, after environmental degradation. Even so, important differences can be observed at individual country level. While in Austria and Germany, more than half (55% to 54%) of young people consider climate change to be among the most serious problems facing the world, this figure is about a third to a quarter (32%-24%) in Romania and Cyprus.

Figure 2 : Concern about climate change, by country



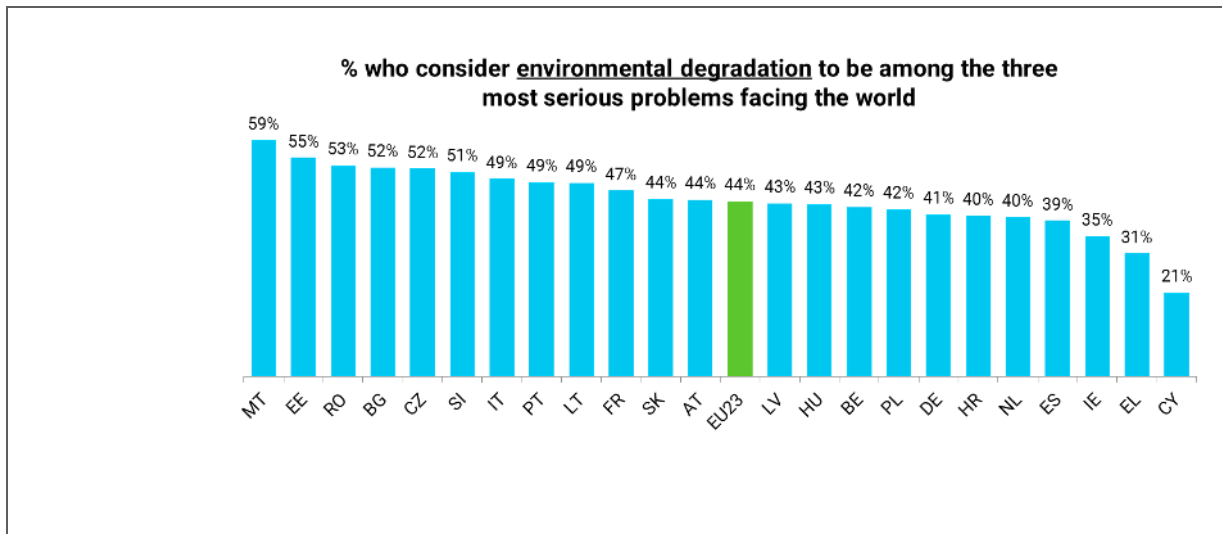
Q1. Which of the following do you consider to be the most serious problems facing the world as a whole? Please select up to three answers. % of those who answered “climate change”  
 Base: All respondents (n=22,377)

**In some countries where concern about climate change is relatively low, concern about environmental degradation is high;** this applies for instance to Romania, where more than half (53%) are worried about the latter issue, see figure below. However, this is not a clear pattern: In other countries concern about climate change and environmental degradation are both relatively low; this applies notably to Greece and Cyprus (in the latter two countries, the “economic situation and unemployment” and “poverty and hunger” are considered more important issues).

<sup>26</sup> Even if in Southern Europe the difference with “the economic situation and unemployment” is less than one percent.



Figure 3 : Concern about environmental degradation, by country

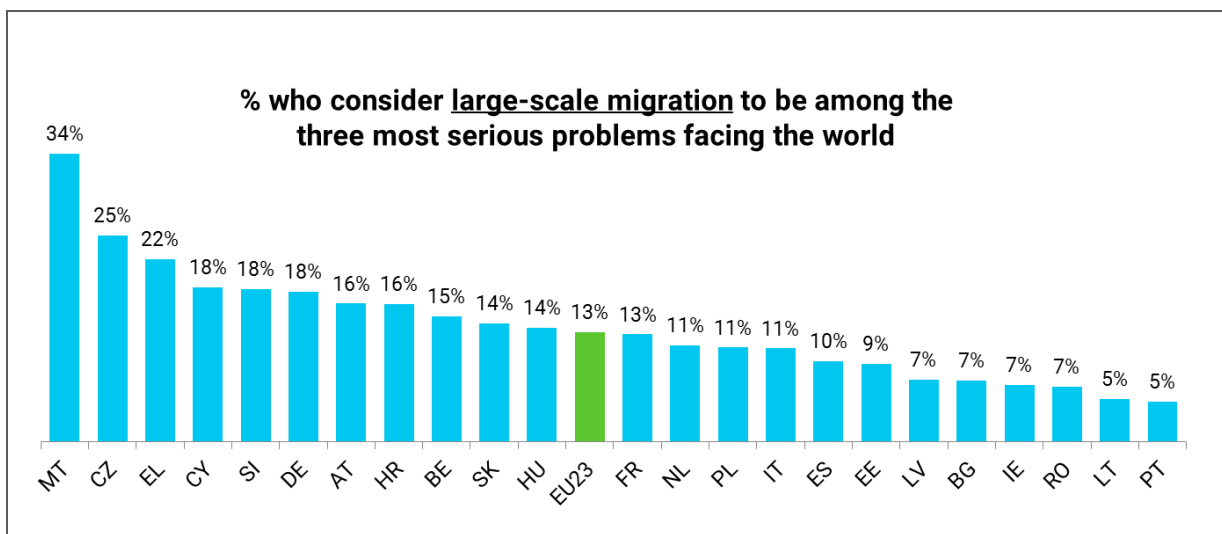


Q1. Which of the following do you consider to be the most serious problems facing the world as a whole? Please select up to three answers. % of those who answered “environmental degradation”

Base: All respondents (n=22,377)

**Concern about large-scale migration varies markedly across countries.** In Malta, 34% consider large-scale migration among the most serious problems facing the world, compared to 5% who feel the same in Lithuania and Portugal, see figure below. Concern about migration is also relatively high in Greece (22%), which like Malta is often a point of entry for (irregular) migrants traveling to Europe<sup>27</sup>. **However, this does not point to a clear pattern.** In Italy and Spain, which due to the current European and national migration policies, also often serve as point of entry for migrants into Europe, far fewer (11%-10%) young people consider large-scale migration to be among the most serious problems facing the world. At regional level, concern about large-scale migration is highest in Western Europe (15%), followed by Eastern Europe (12%) and Southern Europe (11%).

Figure 4 : Concern about large-scale migration, by country

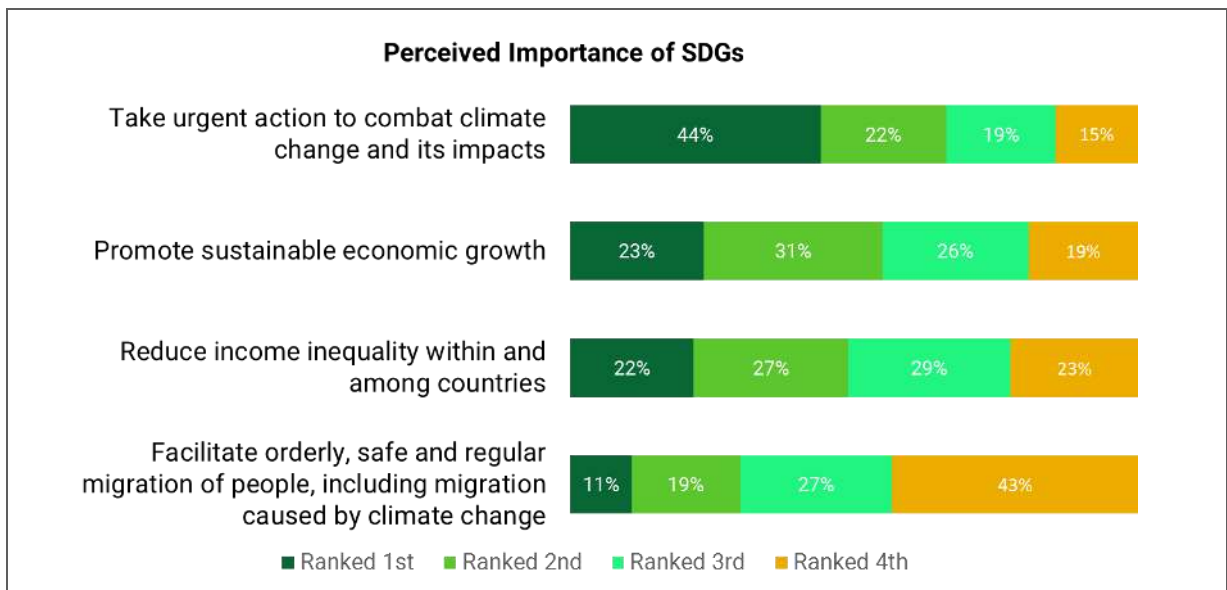


Q1. Which of the following do you consider to be the most serious problems facing the world as a whole? Please select up to three answers. % of those who answered “large-scale migration”. Base: All respondents (n=22,377)

<sup>27</sup> See e.g. data from the European Border and Coast Guard Agency (Frontex): <https://frontex.europa.eu/along-eu-borders/migratory-map/>

The young Europeans participating in the survey were asked to rank a selection of actions based on the **United Nations' Sustainable Development Goals (SDGs)**, in order of what they thought to be most important<sup>28</sup>. As can be seen in the figure below, “take urgent action to combat climate change and its impacts” is ranked first or second most often, ahead of “promote sustainable economic growth” and “reduce income inequality within and among countries”. Young Europeans consider “facilitate orderly, safe and regular migration of people, including migration caused by climate change” as the least important of the four actions listed.

Figure 5 : Perceptions of United Nations' Sustainable Development Goals



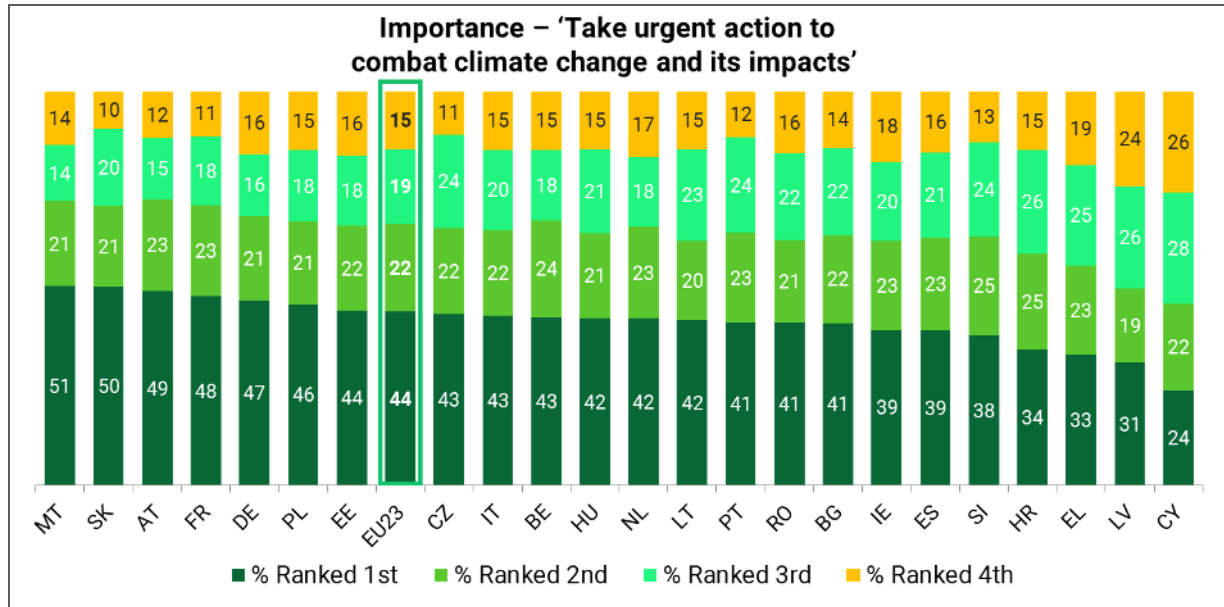
Q3. In 2015, world leaders agreed to 17 goals for a better world by 2030. Goals include ending poverty, fighting inequality and stopping climate change. They are referred to as the United Nations' Sustainable Development Goals. Below are some actions based on these goals. Please rank them in order of what you think is most important where '1' is the most important priority and '4' is the least important priority.

Base: All respondents (n=22,377)

As shown in Figure 6, “take action to combat climate change” is ranked first in all countries except **Cyprus**. In Malta and Slovakia, it is ranked first by an absolute majority (51% and 50%). At European regional level, “take action to combat climate change” is relatively often ranked first in Western European countries, and less often Southern Europe, but overall regional differences are limited.

<sup>28</sup> The SDGs are described in the 2030 Agenda for Sustainable Development adopted by the United Nations General Assembly on 25 September 2015, see: [https://www.un.org/ga/search/view\\_doc.asp?symbol=A/RES/70/1&Lang=E](https://www.un.org/ga/search/view_doc.asp?symbol=A/RES/70/1&Lang=E)

Figure 6 : Perceptions of United Nations' SDGs on climate change, by country



Q3\_1 Importance - Take urgent action to combat climate change and its impacts.  
Base: All respondents (n=22,377)

Young Europeans who rank climate change first, relatively often are part of the **youngest age cohorts (<24 years old)** and are **female**, see table below. They are also relatively often inactive on the labour market (this category includes mainly students, see section 1.3).

Table 3: Perceptions of United Nations' SDGs on climate change, by gender, age and work status

“Take urgent action to combat climate change and its impacts”	Gender		Age				Work status	
	Young Men	Young Women	15-19	20-24	25-29	30-35	Active	Inactive
Ranked first	42%	47%	48%	46%	41%	43%	42%	49%

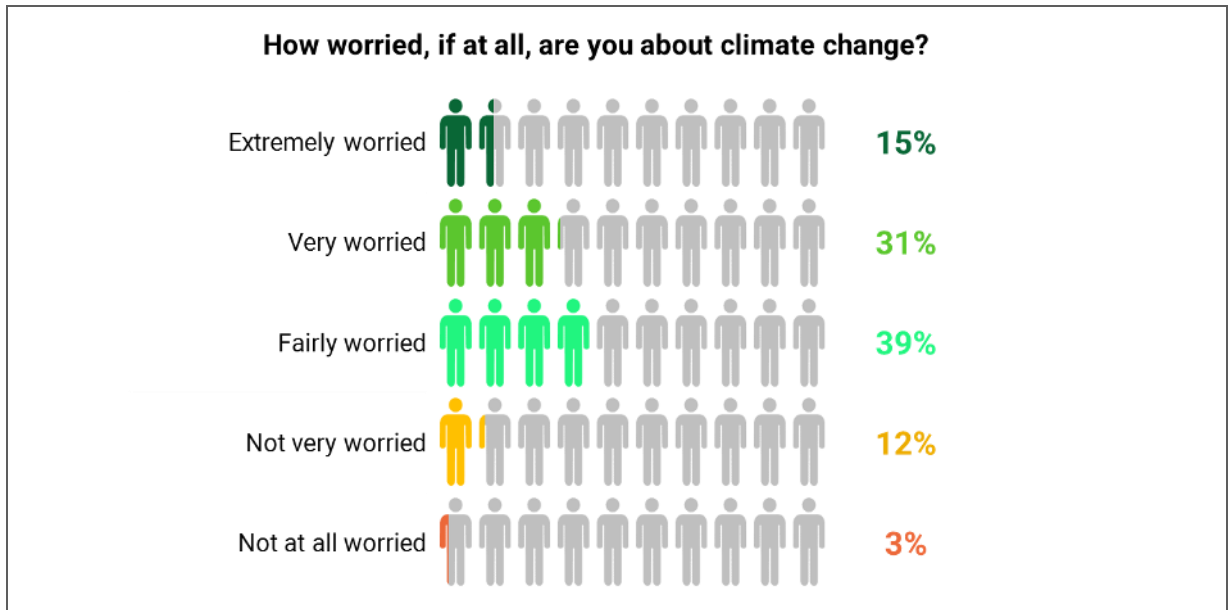
Q3\_1 Importance - Take urgent action to combat climate change and its impacts - % for ‘Ranked first’  
Base: All respondents (n=22,377)

## 2.2 Concern and awareness about climate change

Young Europeans not only tend to be relatively concerned about climate change compared to other major issues facing the world (as reported in the previous section), they are also worried about climate change in absolute terms. **More than eight out of ten young Europeans (84%) are fairly, very or extremely worried about climate change**, see Figure 7 below. Close to half (46%) are very or extremely worried. Only a small group of young Europeans (16%<sup>29</sup>) are not very worried or not worried at all about climate change.

<sup>29</sup> 16% and not 15% as suggested by the figure, due to rounding.

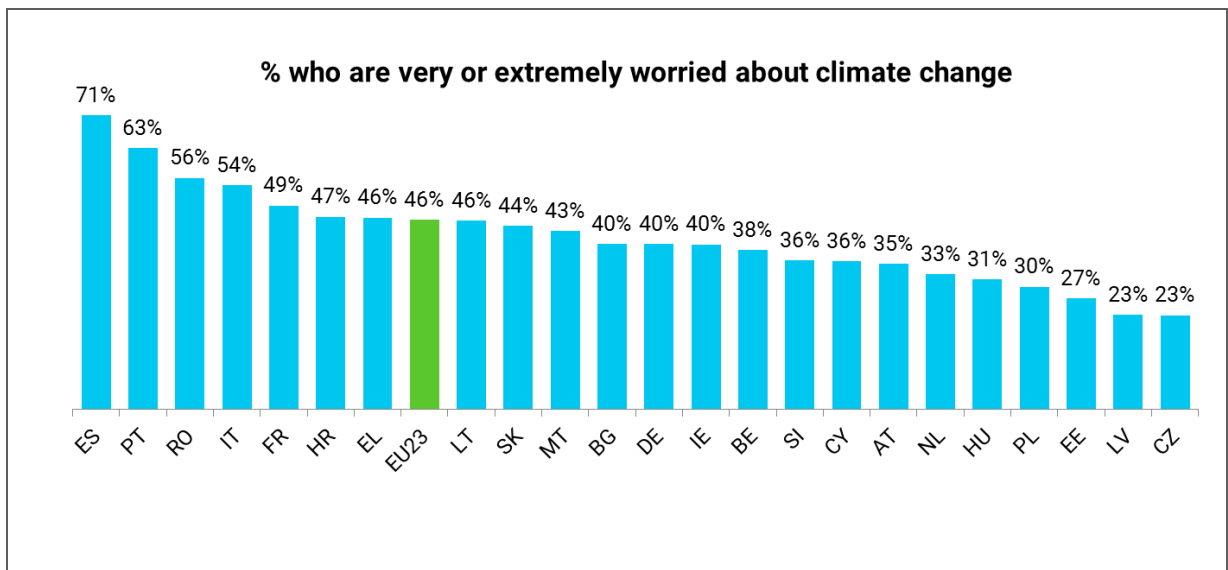
Figure 7 : Concern about climate change



Q7. How worried, if at all, are you about climate change? Base: All respondents (n=22,377)

**The proportion of young people worrying about climate change varies, however, substantially across countries.** In Spain and Portugal, about two thirds or more (71% and 63%, respectively) are very or extremely worried about climate change. On the other end of the country ranking, in Czechia and Latvia, less than a quarter (23%) are very or extremely worried about climate change (see figure below). At regional level, **Southern European youngsters are markedly more worried about climate change than their peers elsewhere on the continent**, which might be related to the fact that Southern Europe is expected to be much more impacted.<sup>30</sup>

Figure 8 : Concern about climate change, by country



Q7. How worried, if at all, are you about climate change? % for very + extremely worried combined  
Base: All respondents (n=22,377)

<sup>30</sup> See for example this recent report by the Joint Research Centre of the European Commission, which found that the burden of climate change shows a clear north-south divide, with Southern Europe much more impacted: [https://publications.jrc.ec.europa.eu/repository/bitstream/JRC119178/peseta\\_iv\\_summary\\_final\\_report.pdf](https://publications.jrc.ec.europa.eu/repository/bitstream/JRC119178/peseta_iv_summary_final_report.pdf)

Young Europeans across different socio-demographic groups are worried about climate change. Nonetheless, some interesting socio-demographic differences can be observed, as can be noted in the table below. **Striking is especially the difference between high and low educated young Europeans, with the former being significantly more often very or extremely worried (50% vs. 38%).** Noteworthy is also that **young women are relatively worried** – 50% of the latter are very or extremely worried, compared to 42% of young men. And those who live in a large town are more worried than those living in a rural area or village (50% vs. 42%). As may be expected, those who are more motivated to live sustainably (see Section 5.1), are much more worried about climate change than those who are less motivated (69% vs. 41%).

Table 4: Concern about climate change, by gender, education and urbanisation level

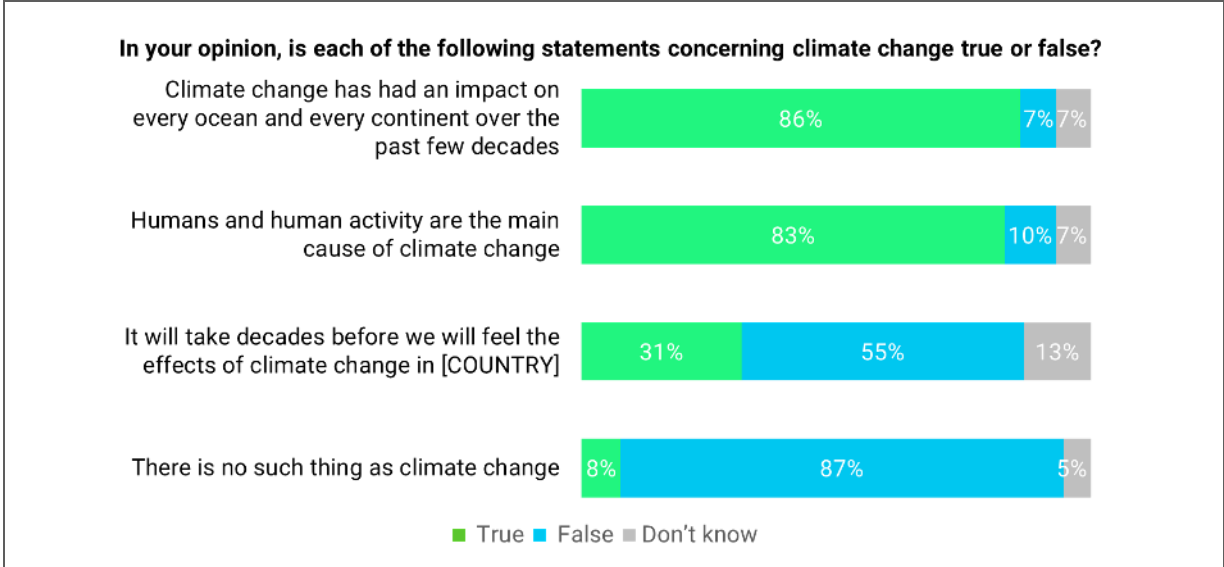
How worried, if at all, are you about climate change?	Gender		Education level (ISCED level)			Urbanisation level		
	Young Men	Young Women	Low (0-2)	Medium (3-4)	High (5-8)	Rural area /village	Small / middle-sized town	Large town
Very worried + Extremely worried	42%	50%	38%	43%	50%	42%	45%	50%

Q7. How worried, if at all, are you about climate change? % for very + Extremely worried combined  
Base: All respondents (n=22,377)

**Young Europeans’ concern about climate change appears to go hand in hand with a fairly high knowledge and awareness about the issue.** This becomes apparent when looking at their response to statements about climate change. Notably, close to nine out of ten young Europeans (86%) think that the statement “Climate change has had an impact on every ocean and every continent over the past few decades” is correct. Only slightly less (83%) consider humans and human activity to be the main cause of climate change (this aligns to figures reported across the world<sup>31</sup>). And less than one out of ten young Europeans (8%) answer affirmatively to the statement ‘there is no such thing as climate change’. Opinions about the impact of climate change on young Europeans’ own country (the country where they live) are more divided – about a third (31%) believe that it will take decades before the effects of climate change will be felt in their country, while slightly more than half (55%) think this statement is false.

<sup>31</sup> See: <https://www.ipsosglobaltrends.com/2020/02/climate-antagonism/>

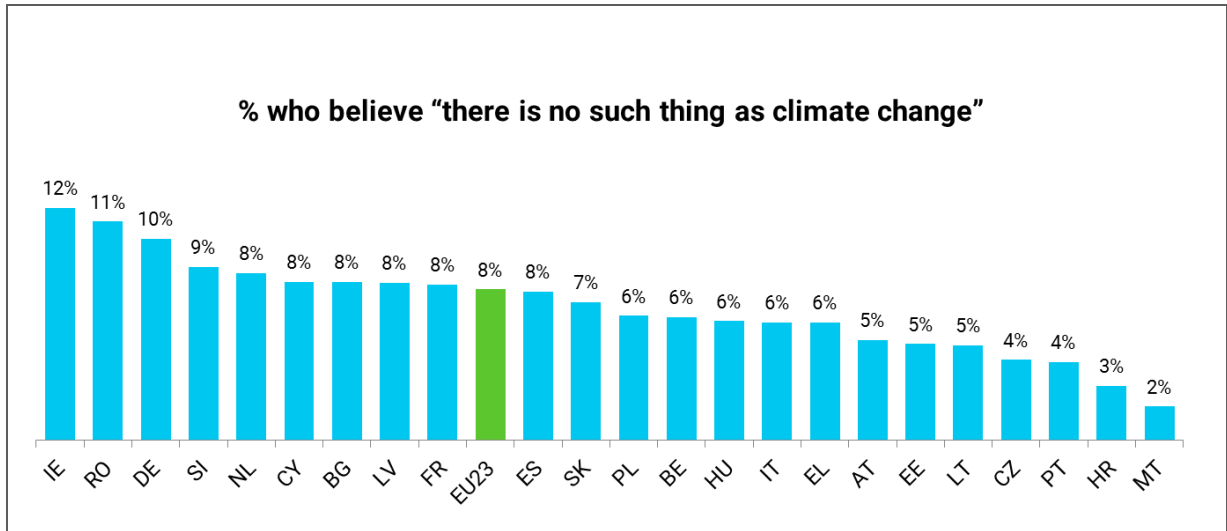
Figure 9 : Awareness about climate change



Q8. In your opinion, is each of the following statements concerning climate change true or false?  
 Base: All respondents (n=22,377)

**Climate change deniers are a small minority in all European regions.** At individual country level, differences are more pronounced, even if in only two countries (slightly) more than one out of ten young people deny climate change, namely in Ireland (12%) and Romania (11%).

Figure 10 : Proportion who deny climate change, by country



Q8. In your opinion, is each of the following statements concerning climate change true or false? % who answer "true" to "there is no such thing as climate change"  
Base: All respondents (n=22,377)

**The proportion of climate change deniers is relatively low across socio-demographic groups.** Nonetheless, it is worth noting that the proportion who think there is no such thing as climate change is relatively high among the low educated (13%), those living in rural areas (11%), and those who did *not* vote in any recent election (11%).

Table 5: Those who deny climate change, by gender and education

"There is no such thing as climate change"	Gender		Education level (ISCED level)		
	Men	Women	Low (0-2)	Medium (3-4)	High (5-8)
"True"	10%	5%	13%	7%	7%

Q8. In your opinion, is each of the following statements concerning climate change true or false? – % who answer "true" to "there is no such thing as climate change"

Base: All respondents (n=22,377)

\*Excluding those not old enough to vote

Table 6: Those who deny climate change by urbanisation and voting behaviour

“There is no such thing as climate change”	Urbanisation level			Voted in political election in last 3 years	
	Rural area / village	Small / middle-sized town	Large town	Yes	No*
“True”	11%	7%		6%	7%
					11%

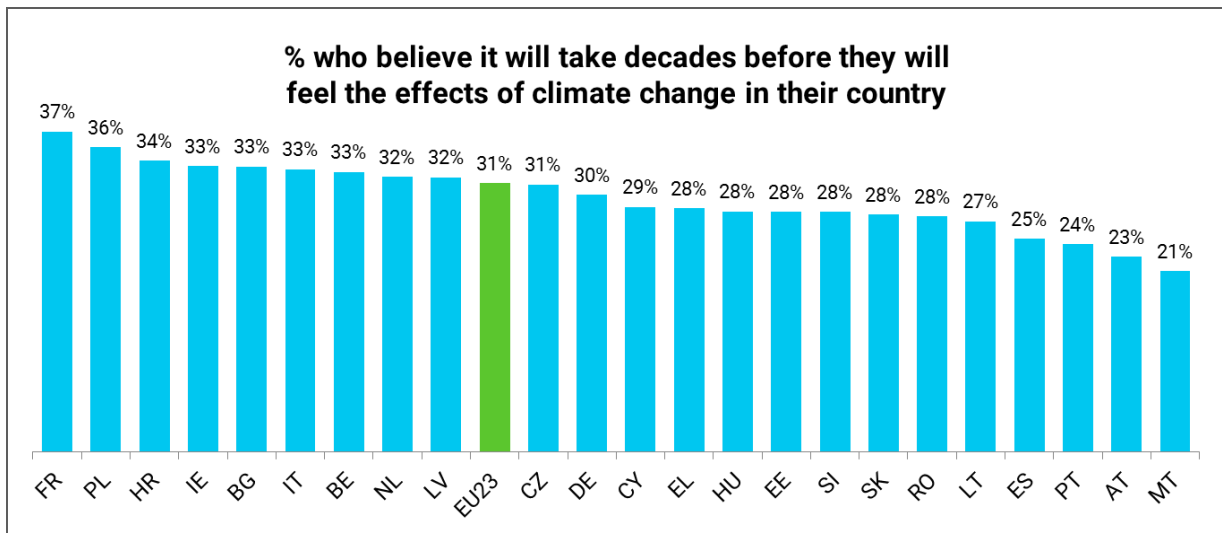
Q8. In your opinion, is each of the following statements concerning climate change true or false? – % who answer “true” to “there is no such thing as climate change”

Base: All respondents (n=22,377)

\*Excluding those not old enough to vote

The proportion of young Europeans who believe it will take decades before they will feel the effects of climate change in their own country ranges from 37% in France and 36% in Poland, to 23% in Austria and 21% in Malta. Overall, countries in Southern Europe are slightly more likely to think the statement is false, but overall regional differences are limited and no clear pattern can be observed.

Figure 11 : Perceived effects of climate change in own country, by country



Q8. In your opinion, is each of the following statements concerning climate change true or false? % who answer “true” to “it will take decades before we will feel the effects of climate change in [COUNTRY]”

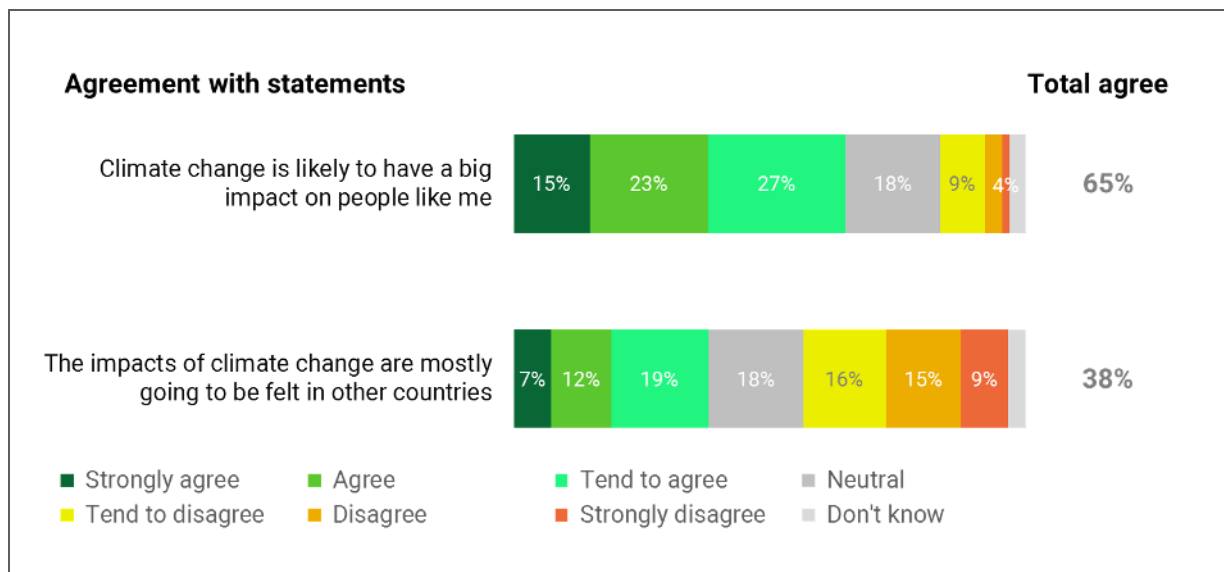
Base: All respondents (n=22,377)

The high level of concern about climate change (as reported above) might be related to the fact that **many young Europeans think that climate change will affect them**. Close to two thirds of young Europeans (65%) agree that climate change will have a big impact on people like themselves (see figure below). Opinions are more divided with regard to the statement “the impacts of climate change are mostly going to be felt in other countries” – 40% disagree with this statement, while 38% agree. The latter does of course not imply that young Europeans think that their country will be unaffected by climate change, they might just think that other countries are more affected (which may well be true<sup>32</sup>).

<sup>32</sup> Studies have shown that global warming would lead to the poorest countries in the tropics experiencing the greatest local climate changes. See for example: Andrew D. King and Luke J. Harrington, ‘The Inequality of Climate Change From 1.5 to 2°C of Global Warming’, Geophysical Research Letters (May 2018). Available at: <https://agupubs.onlinelibrary.wiley.com/doi/full/10.1029/2018GL078430>



Figure 12 : Perceived impact of climate change on own life

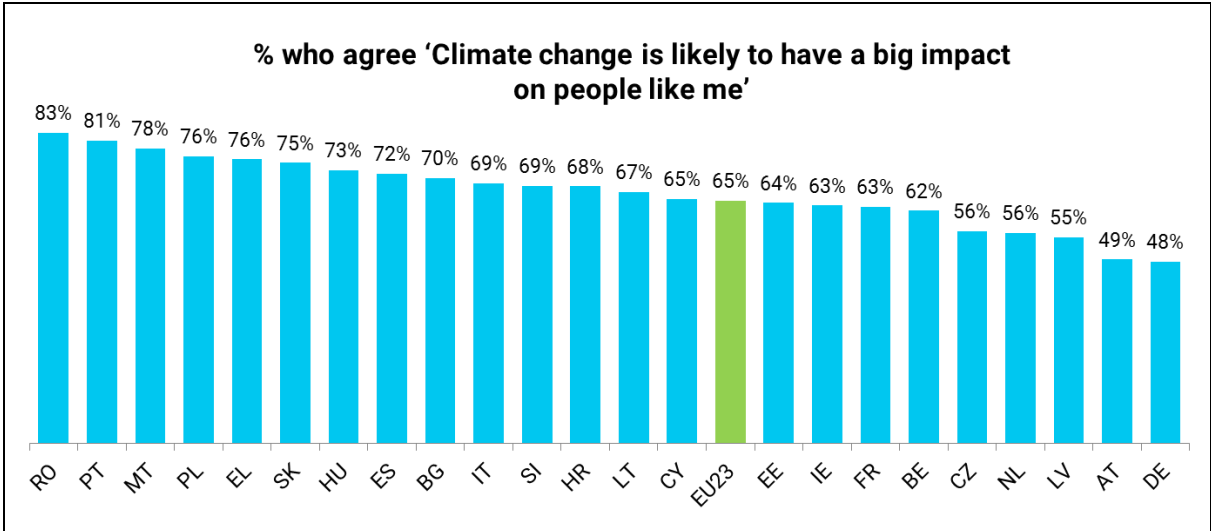


Q9. To what extent do you agree or disagree with the following statements?  
Base: All respondents (n=22,377)

**People who think that climate change is likely to have a big impact on them can be found across the young European population**, with limited socio-demographic differences visible. Noteworthy is that of those who did *not* vote in a recent election (excluding those who were not old enough to vote), just 56% agree that climate change will have a big impact on them, compared to 65% of all young Europeans who think the same.

**Regional and country-level differences are substantial, with young Eastern and Southern Europeans substantially more likely to think that climate change will have a big impact on them personally** compared to their peers in Western Europe. At individual country level, the proportion who think that climate change will have a big impact on them personally varies between more than eight out of ten in Romania and Portugal (83% and 81%, respectively) to less than half of that in Austria and Germany (49% and 48%, respectively), see figure below.

Figure 13 : Perceived impact of climate change on own life, by country

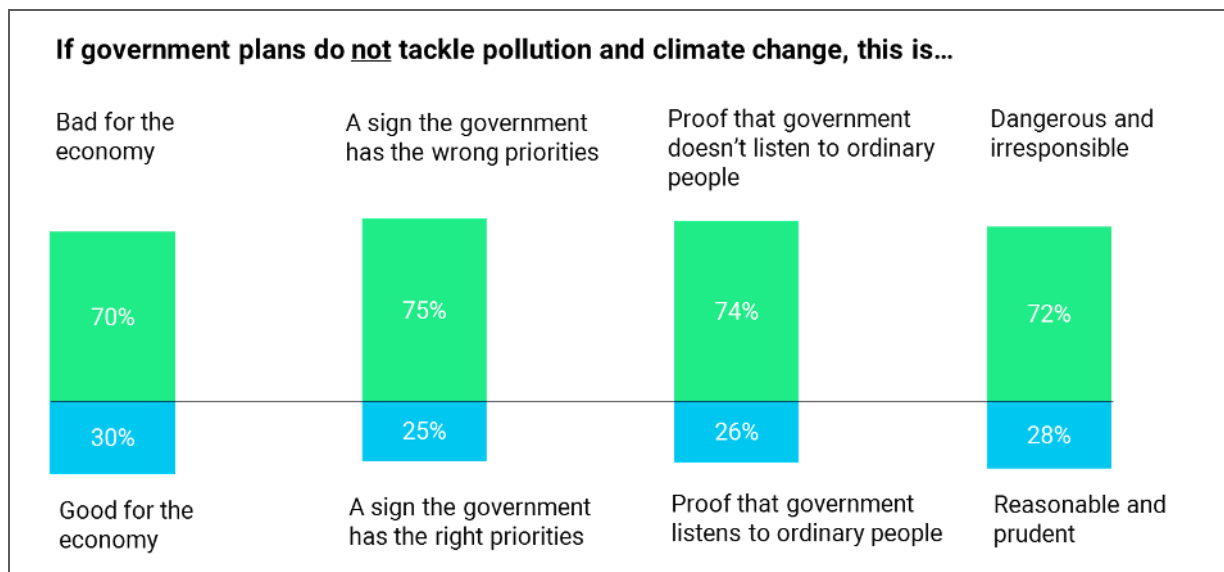


Q9. To what extent do you agree or disagree with the following statements? % who agree (strongly agree + agree+ tend to agree) with the statement “Climate change is likely to have a big impact on people like me”  
Base: All respondents (n=22,377)

## 2.3 Responsibility for tackling climate change

The fact that young Europeans worry about climate change, is reflected by their strong support for government action to address this issue. Between seven out of ten and three quarters of young Europeans (70% to 75%) think that if government plans do not tackle pollution and climate change, this is “bad for the economy”, “a sign the government has the wrong priorities”, “proof that the government does not listen to ordinary people”, and “dangerous and irresponsible”.

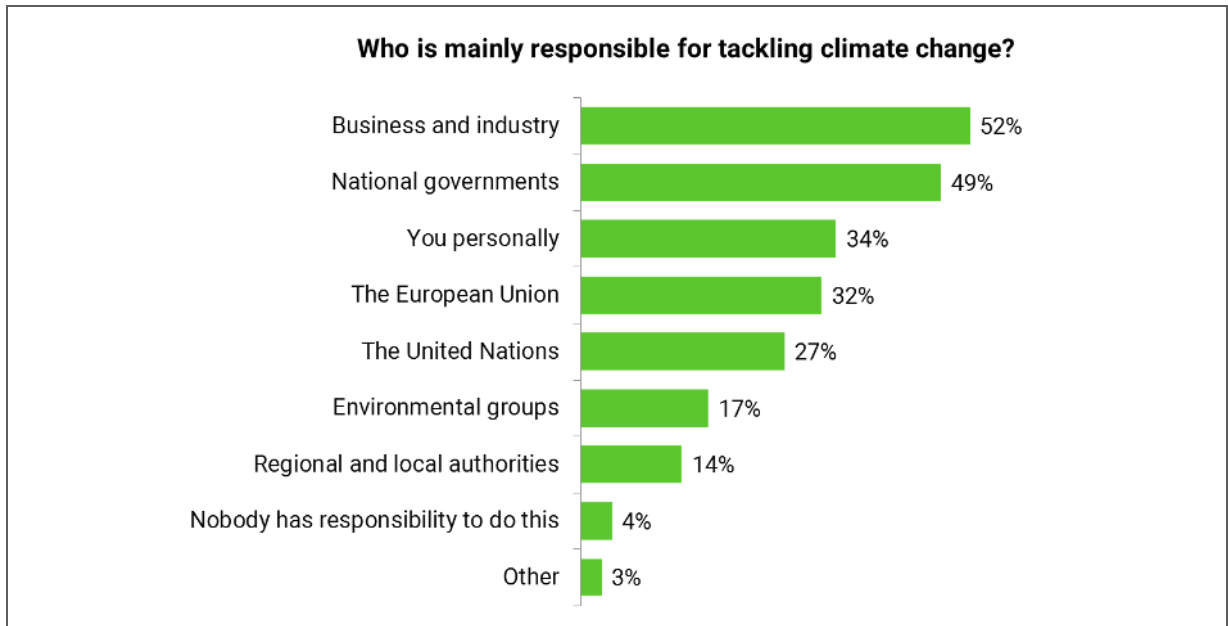
Figure 14 : Views on government priorities



Q12. If government plans do not tackle pollution and climate change, how would you describe this on balance? Please choose the statement from each pair that best reflects your view  
Base: All respondents (n=22,377)

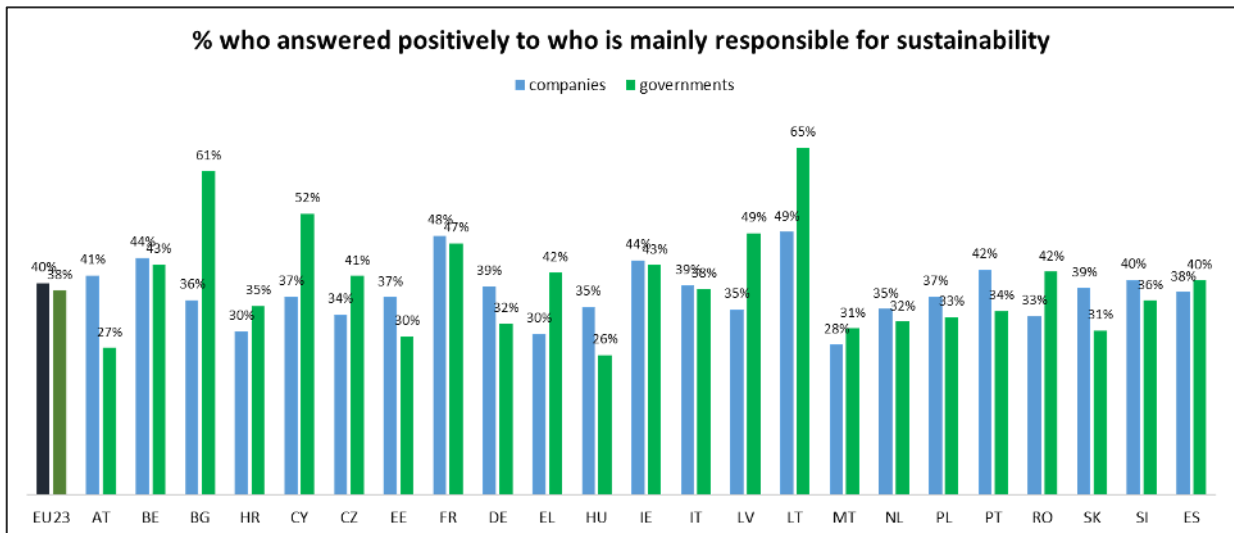
Considering the above, it is no surprise to see that **young Europeans think that national governments carry an important responsibility for tackling climate change**. As can be noted in the figure below, about half (49%) think that national governments are mainly responsible for tackling climate change (note that up to three answers to this question were allowed). Close to a third (32%) believe that the European Union is mainly responsible for tackling climate change. **However, young Europeans find that business and industry carry most responsibility** – 52% answered that the latter are mainly responsible for tackling climate change. **Striking is also that about a third of young Europeans (34%) think that they themselves (“you personally”) are mainly responsible for tackling climate change.**

Figure 15 : Perceived responsibility for tackling climate change



Q10. In your opinion, who is mainly responsible for tackling climate change? Please select up to three answers  
 Base: All respondents (n=22,377)

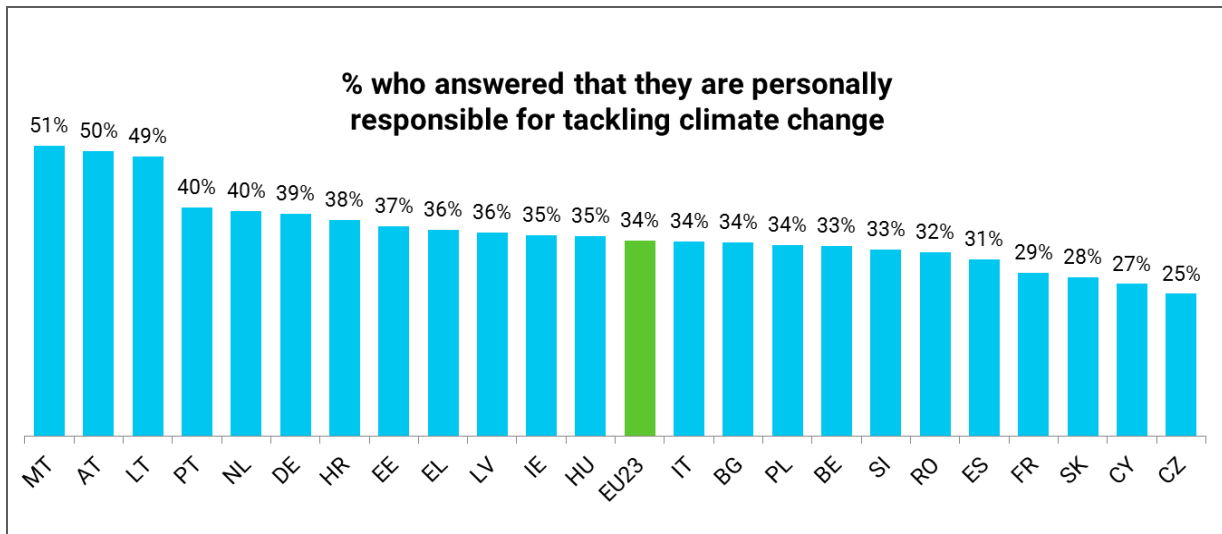
Figure 16 B: Perceived responsibility for tackling climate change – focus on perception of companies’ and governments’ responsibilities by country



Q10. In your opinion, who is mainly responsible for tackling climate change? Please select up to three answers – focus on perception of companies’ and governments’ responsibilities  
 Base: All respondents (n=22,377)

**The perceived self-responsibility for addressing climate change differs considerably across countries.** In Malta, Austria and Lithuania about half (51%, 50% and 49%, respectively) feel personally responsible for tackling climate change. In France, Slovakia, Cyprus and Czechia, on the other hand, less than three out of ten (29%, 28%, 27% and 25%, respectively) feel the same personal responsibility.

Figure 17 : Personal responsibility, by country



Q10. In your opinion, who is mainly responsible for tackling climate change? Please select up to three answers. % who answered “You personally”

Base: All respondents (n=22,377)

The perceived self-responsibility for addressing climate change is relatively high among young female and high educated Europeans, as well as among Europeans born abroad, see table below. However, as can be noted in the table, overall socio-demographic differences compared to the average are relatively minor.

Table 7: Personal responsibility, by gender, education level and country of birth

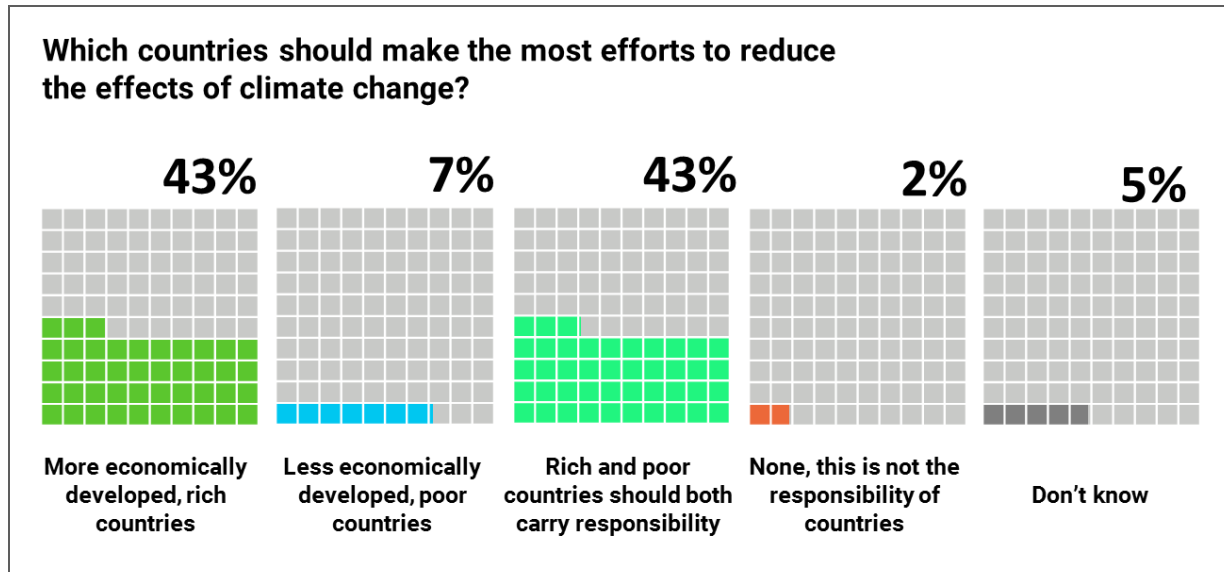
In your opinion, who is mainly responsible for tackling climate change?	Gender		Education level (ISCED level)			Born in country of residence	
	Young Men	Young Women	Low (0-2)	Medium (3-4)	High (5-8)	Yes	No
“You personally”	32%	37%	32%	33%	36%	34%	40%

Q10. In your opinion, who is mainly responsible for tackling climate change? Please select up to three answers. % who answered “You personally”

Base: All respondents (n=22,377)

Which types of countries should make the most economic and political efforts to reduce the effects of climate change? **A substantial proportion of young Europeans (43%) believe the main responsibility lies with economically developed, rich countries. However, the same proportion (43%) feel that rich and poor countries should both carry responsibility.** Far fewer young Europeans think that less economically developed, poor countries should make most political and economic efforts to reduce the effects of climate change (7%), or that this not the responsibility of countries at all (2%).

Figure 18 : Views on responsibility of rich and poor countries for tackling climate change

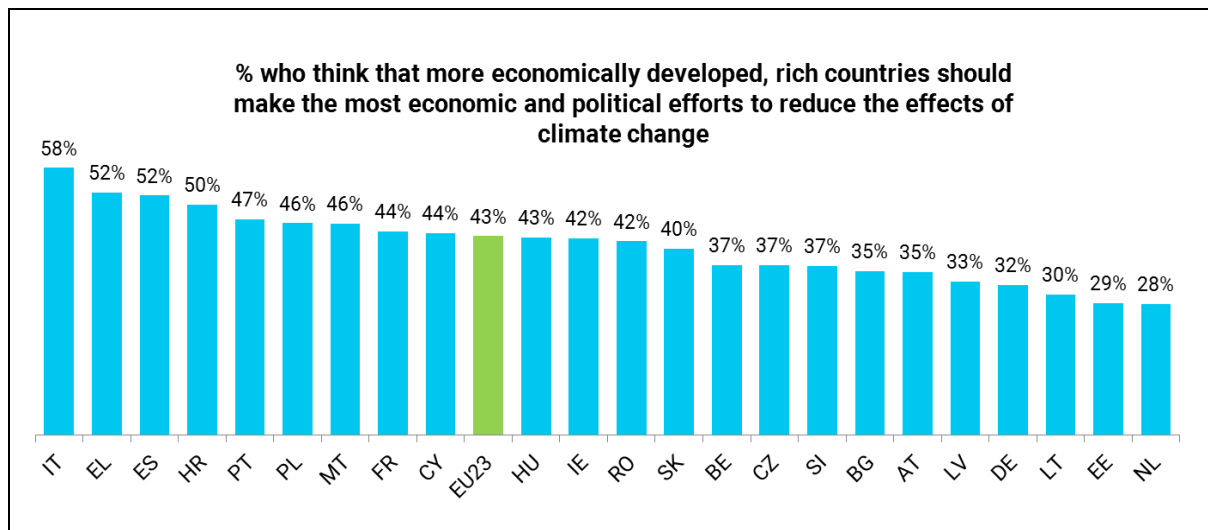


Q11. In your view, which countries should make the most economic and political efforts to reduce the effects of climate change, if any?

Base: All respondents (n=22,377)

The proportion who think that more economically developed rich countries should make most efforts to reduce the effects of climate change is quite similar across socio-demographic groups. Regional and country differences, on the other hand, are substantial. **Noteworthy is that in Western Europe (the richest European region<sup>33</sup>) young people are on average least likely to say that more economically developed/rich countries should make most efforts to address the effects of climate change.**

Figure 19 : Views on responsibility of rich countries for tackling climate change, by country



Q11. In your view, which countries should make the most economic and political efforts to reduce the effects of climate change, if any? % who answered 'More economically developed, rich countries'

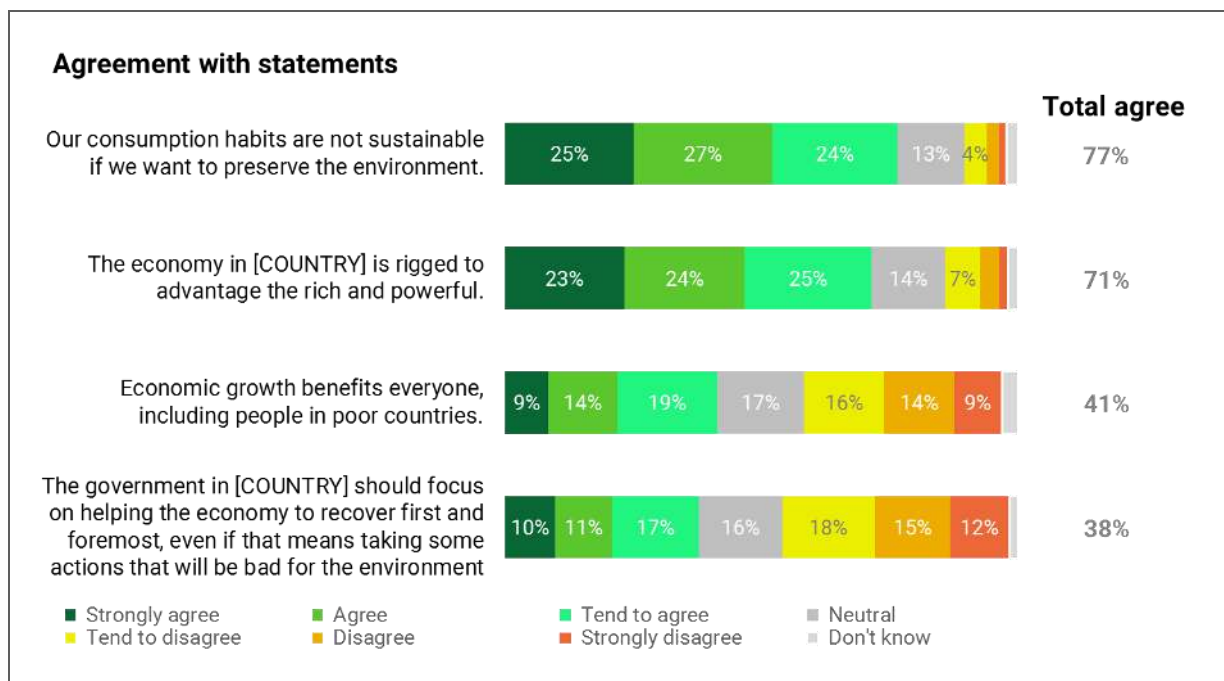
Base: All respondents (n=22,377)

<sup>33</sup> See data from Eurostat: [https://ec.europa.eu/eurostat/statistics-explained/index.php/GDP\\_at\\_regional\\_level#Regional\\_income](https://ec.europa.eu/eurostat/statistics-explained/index.php/GDP_at_regional_level#Regional_income)

## 2.4 Economic model and sustainability

As reported in Section 2.3, young Europeans find that addressing climate change is good for the economy in the long run. Does this imply that they are in favour of a different, more sustainable economic model, both in their country and the world? Clearly, answering such a complex question with a few survey questions is not straightforward. Nonetheless, it is remarkable that **more than three quarters (77%) of young Europeans agree that “our consumption habits are not sustainable if we want to preserve the environment”**. Furthermore, just 38% agree that the government in their country should focus on helping the economy to recover first and foremost, even if that means taking some actions that will be bad for the environment. That young Europeans recognise potential downsides of the current economic model based on permanent growth and with large inequalities, is also shown by the fact that just 41% agree with the statement “economic growth benefits everyone, including people in poor countries” (39% disagree). **Close to seven out of ten (71%) agree that the economy in their country is rigged to advantage the rich and powerful.**

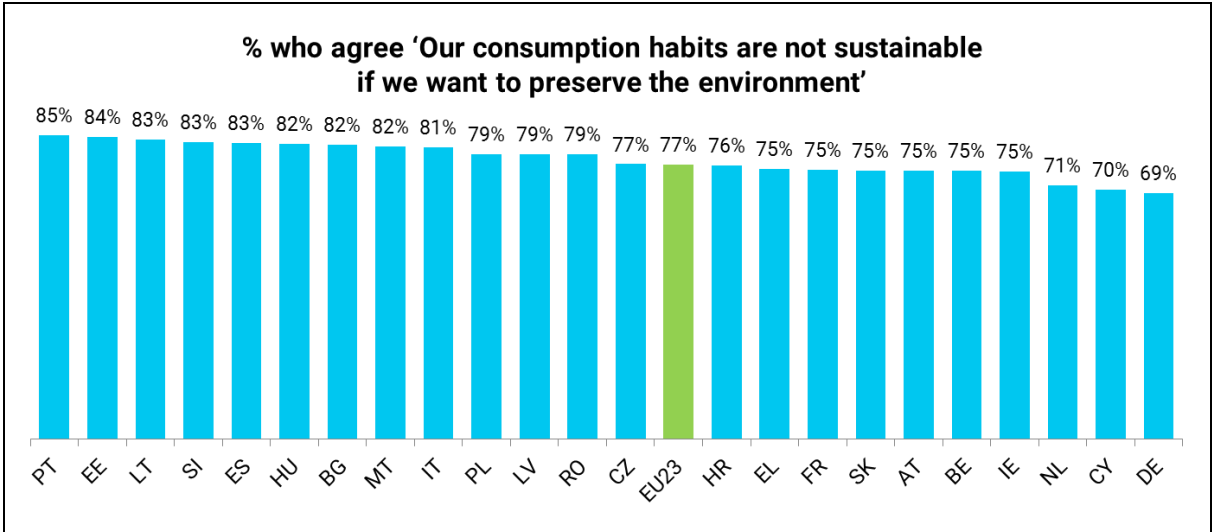
Figure 20 : Perceptions of current economic model



Q2. To what extent do you agree or disagree with the following statements  
Base: All respondents (n=22,377)

The proportion agreeing that our society’s consumption habits are not sustainable is somewhat higher among young females (79%), the high educated (80%), and those who voted in an election recently (80%<sup>34</sup>). Country differences are notably larger, with the proportion agreeing that European society’s consumption habits are not sustainable ranging from 85% in Portugal, to 69% percent in Germany. **On average, the proportion agreeing that our society’s consumption habits are not sustainable is lowest in Western European countries.**

Figure 21 : Perceptions of our society’s consumption habits not being sustainable, by country



Q2. To what extent do you agree or disagree with the following statements? % who agree (strongly agree + agree+ tend to agree) with the statement “Our consumption habits are not sustainable if we want to preserve the environment”  
 Base: All respondents (n=22,377)

<sup>34</sup> Excluding those not old enough to vote.

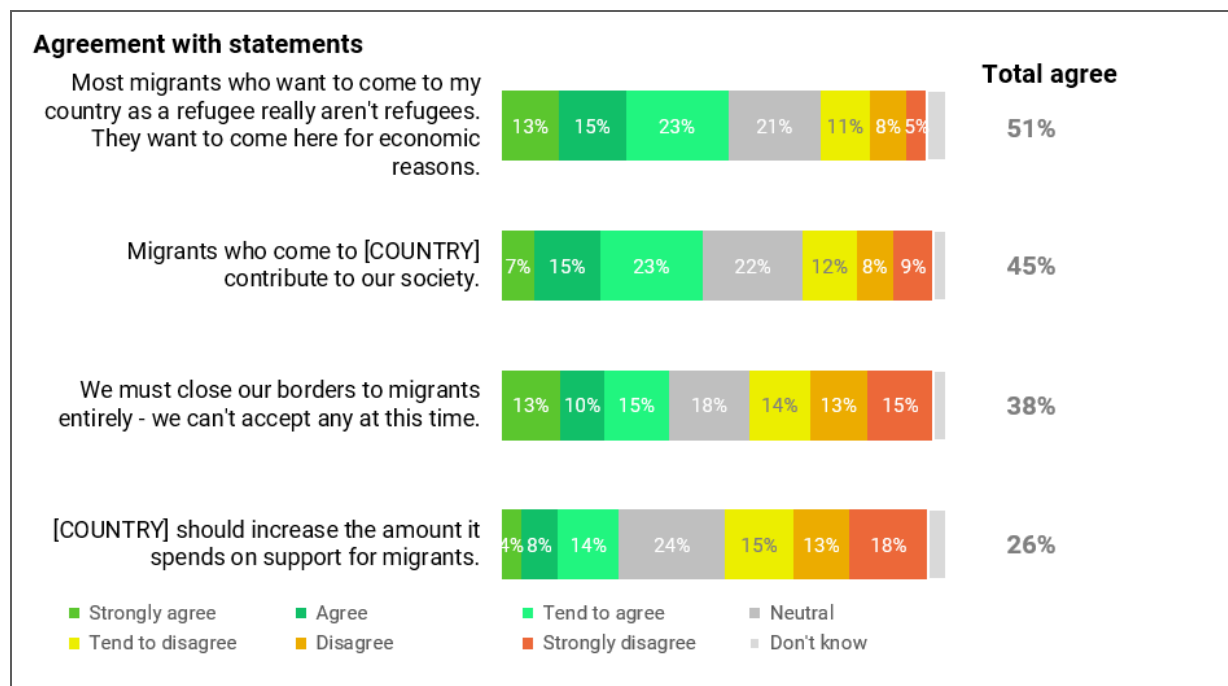


### 3 PERCEPTIONS – HOW DO YOUNG PEOPLE FEEL ABOUT MIGRATION IN GENERAL AND DO THEY SEE THE LINK BETWEEN CLIMATE CHANGE AND MIGRATION?

#### 3.1 Overall views on migration

As reported in Chapter 2, generally young Europeans do not consider large-scale migration to be among the most serious problems facing the world. **But how do young Europeans view migration? On balance, opinions are divided.** Slightly less than half (45%) agree that migrants coming to their country contribute to society, while roughly one in five (22%) are neutral and about a third (30%) disagree. Slightly less than four out of ten (38%) think that the border of their country should be closed to migrants entirely, compared to somewhat more than four out of ten (42%) who disagree. Young Europeans appear to believe that most migrants who come to their country as a refugee are not refugees but are economic migrants – about half agree with this statement (51%), compared to about one in five (21%) who are neutral and a quarter (24%) who disagree. Support for increased government spending on support for migrants is low, with 26% agreeing with such an increase and 46% disagreeing, even if a substantial number are undecided (24%).

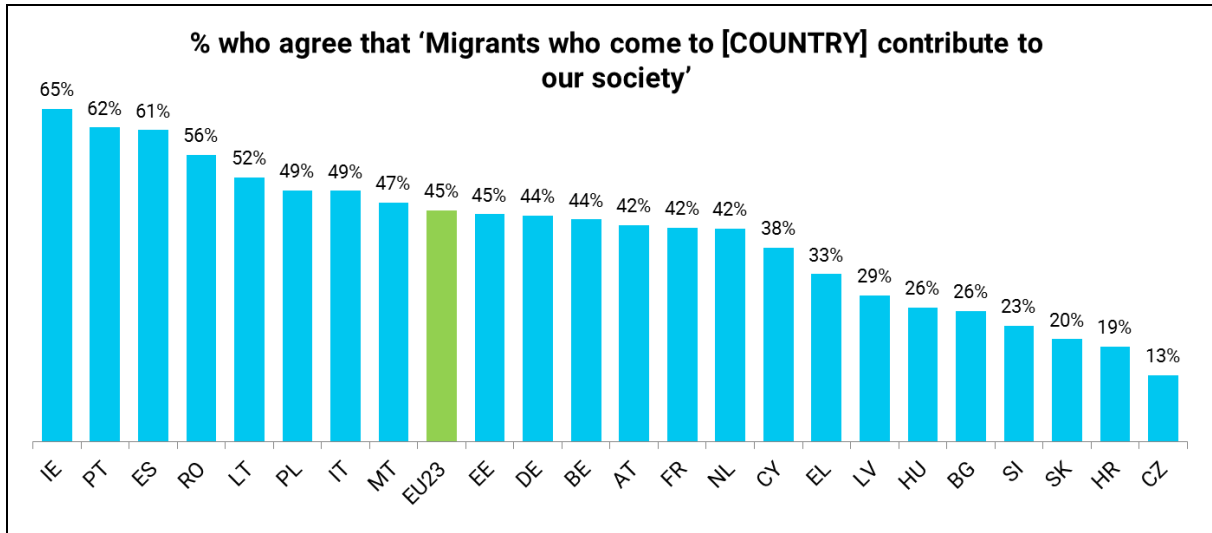
Figure 22 : Views on migrants



Q14. Thinking about your country, do you agree or disagree with the following statements?  
Base: All respondents (n=22,377)

On average opinions on migration do not differ dramatically across regions, but Southern Europeans appear slightly more positive about migration overall, and Eastern Europeans more negative. At the individual country-level, differences can be substantial. This can be seen in the figure below, showing the proportion agreeing that migrants in their country contribute to society, which varies from more than six out of ten (65%-61%) in Ireland, Portugal and Spain, to one out of five or less (20%-13%) in Slovakia, Croatia and Czechia.

Figure 23 : Views on migrants contributing to the society, by country



Q14. Thinking about your country, do you agree or disagree with the following statements? % who agreed (strongly agree + agree+ tend to agree) with the statement: “Migrants who come to [COUNTRY] contribute to our society”  
 Base: All respondents (n=22,377)

**Overall, among young Europeans, females, the high educated, those living in large cities, the inactive (who are mainly students, see section 1.3) and those born abroad, appear somewhat more favourable towards migration.** See for example the two socio-demo tables below, showing the proportion agreeing with the statement “We must close our borders to migrants entirely – we can't accept any at this time”.

Table 8: Views on closing of border to migrant, by gender, education and urbanisation level

“We must close our borders to migrants entirely - we can't accept any at this time”	Gender		Education level (ISCED level)		
	Men	Women	Low (0-2)	Medium (3-4)	High (5-8)
Strongly agree + agree + tend to agree	41%	35%	43%	41%	33%

Q14. Thinking about your country, do you agree or disagree with the following statements? % who agreed (strongly agree + agree+ tend to agree) with the statement: “We must close our borders to migrants entirely - we can't accept any at this time”  
Base: All respondents (n=22,377)

Table 9: Views on closing of border to migrant, by urbanisation level

“We must close our borders to migrants entirely - we can't accept any at this time”	Urbanisation level		
	Rural / village	Small / middle-sized town	Large town
Strongly agree + agree + tend to agree	43%	36%	35%

Q14. Thinking about your country, do you agree or disagree with the following statements? % who agreed (strongly agree + agree+ tend to agree) with the statement: “We must close our borders to migrants entirely - we can't accept any at this time”  
Base: All respondents (n=22,377)

Table 10: Views on closing of border to migrant, by work status and country of birth

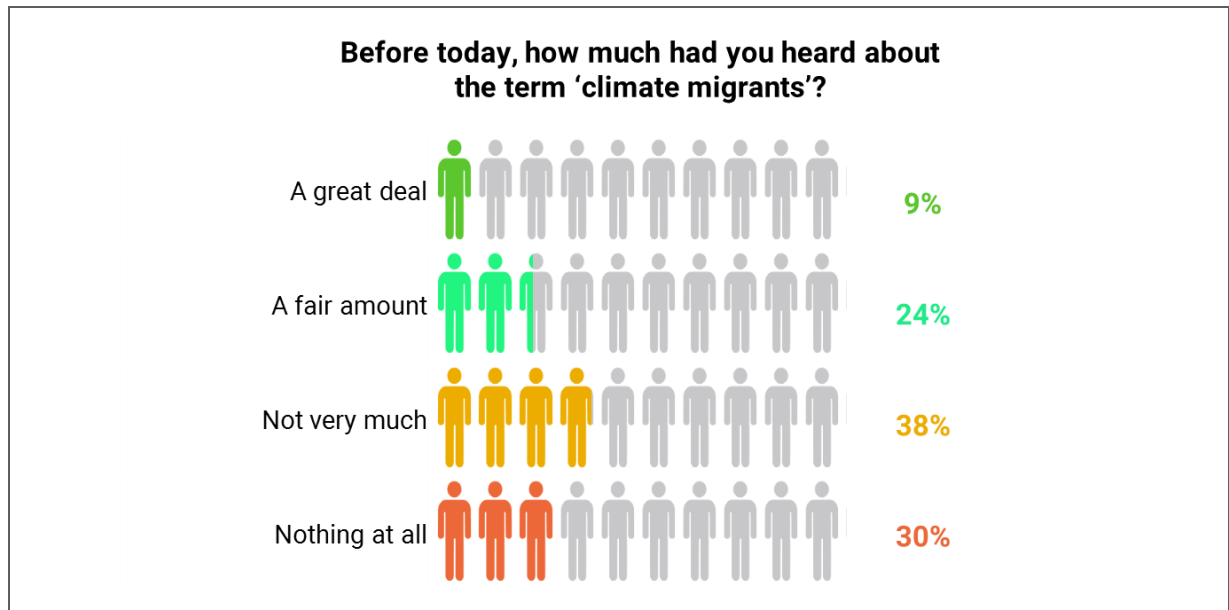
“We must close our borders to migrants entirely - we can't accept any at this time”	Work status		Born in country of residence	
	Active	Inactive	Yes	No
Strongly agree + agree + tend to agree	40%	33%	38%	27%

Q14. Thinking about your country, do you agree or disagree with the following statements? % who agreed (strongly agree + agree+ tend to agree) with the statement: “We must close our borders to migrants entirely - we can't accept any at this time”  
Base: All respondents (n=22,377)

### 3.2 Awareness about climate migration

Awareness about climate migration appears to be rather low. **Around two thirds (68%) of young Europeans have heard not very much or nothing at all about the term ‘climate migrants’.** Note that the concept of climate migration was briefly explained before this question was asked.<sup>35</sup>

Figure 24 : Awareness about the term ‘climate migrants’

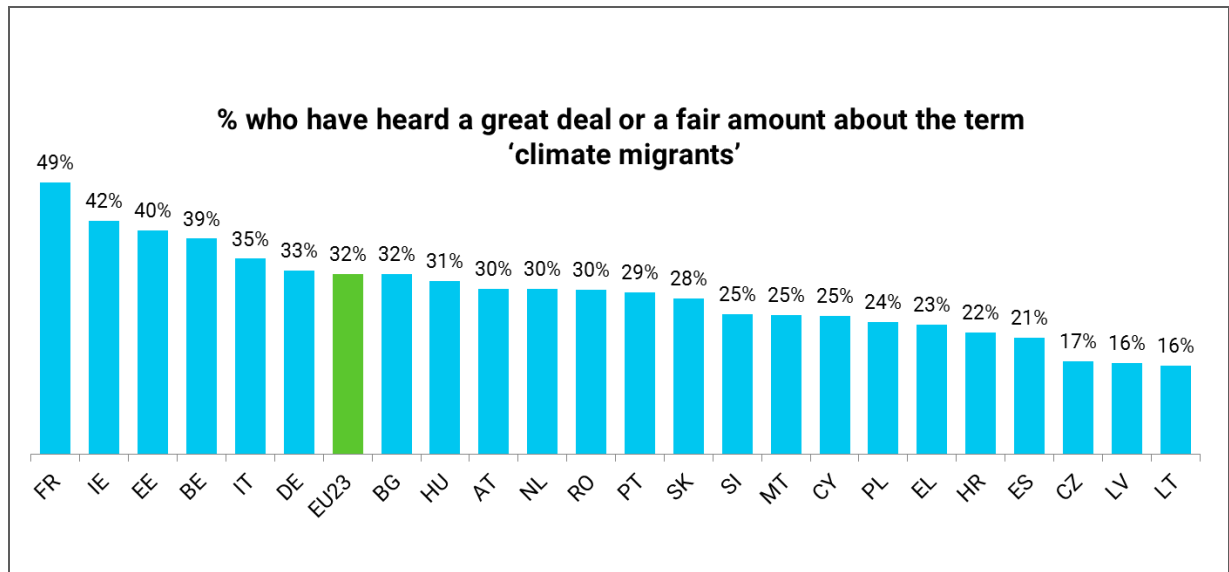


Q16. Before today, how much had you heard about the term ‘climate migrants’? – "a great deal" + "a fair amount" combined  
 Base: All respondents (n=22,377)

Young Europeans’ awareness about the term ‘climate migrants’ varies significantly across countries. Whereas in France, Ireland and Estonia, four out of ten to half (40% to 49%) have heard about climate migrants, this figure is roughly one out of six (16% to 17%) in Czechia, Latvia and Lithuania. **On average, awareness about the term ‘climate migrants’ is highest in Western European countries.**

<sup>35</sup> Respondents were shown the following explanation (see also the questionnaire in Annex 1): “Some people say that in the near future more and more people will be forced to leave their home countries due to deteriorating environmental conditions such as floods and droughts which can be linked to climate change. We are interested in your opinion about climate change and migration, or so called ‘climate migrants’.”

Figure 25 : Awareness about the term 'climate migrants', by country

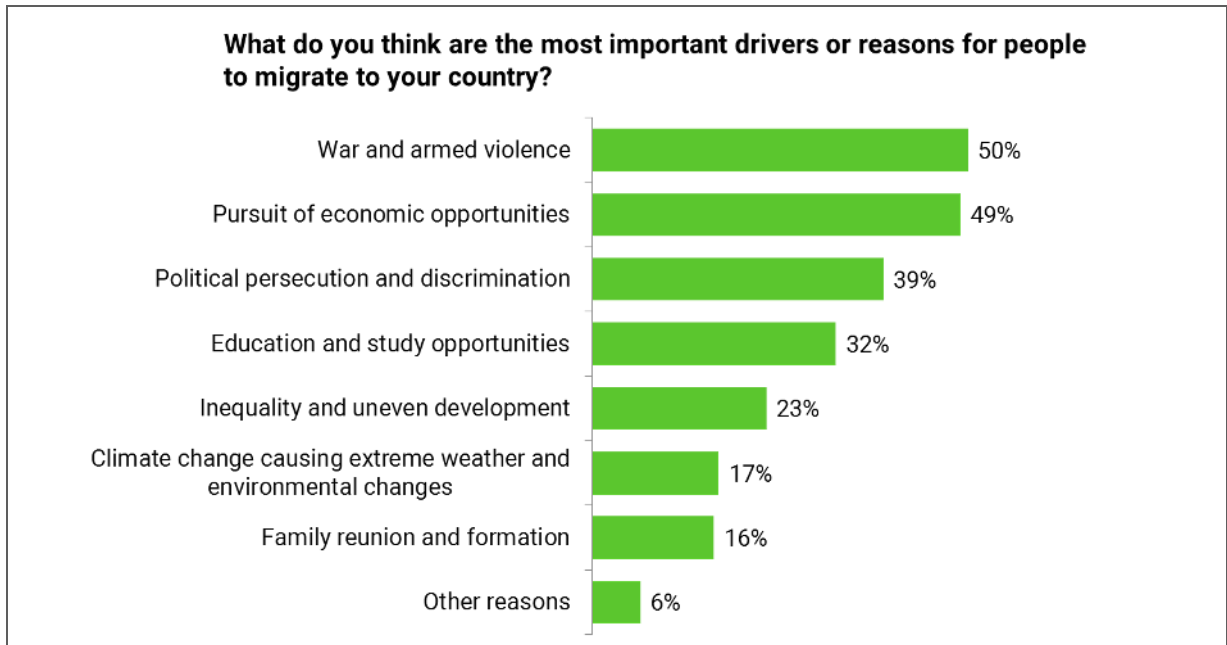


Q16. Before today, how much had you heard about the term 'climate migrants'? – "a great deal" + "a fair amount" combined  
 Base: All respondents (n=22,377)

### 3.3 Perceived impact of climate change on migration

While research has shown that the impact of climate change on the number of migrants coming to Europe is so far limited<sup>36</sup>, for the purpose of exploring perceptions, it is interesting to see whether young Europeans consider climate change as an important driver or reason for current immigration to their country. This appears not to be the case. Less than one in five young Europeans (17%) mention “climate change causing extreme weather and environmental changes” as a key driver for immigration to their country. War and armed violence and the pursuit of economic opportunities are considered the most important reasons, with about half (49% to 50%) of young Europeans indicating these as key drivers for migration to their country.

Figure 26 : Views on reasons for migration



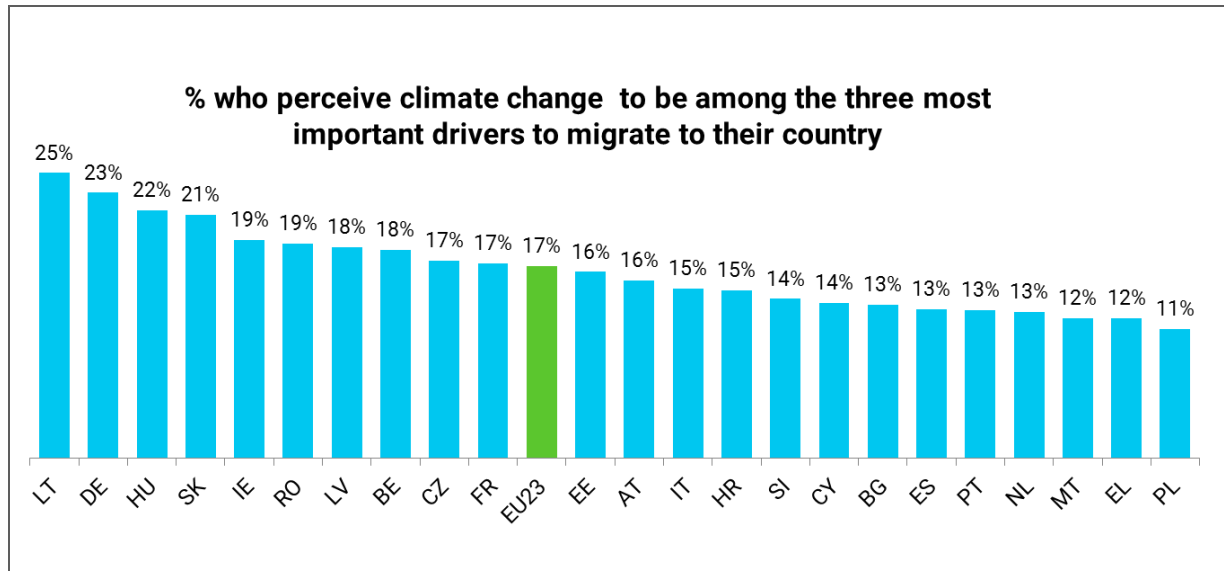
Q13. What do you think are the most important drivers or reasons for people to migrate to...? Please select up to three answers.

Base: All respondents (n=22,377)

<sup>36</sup> [https://www.europarl.europa.eu/RegData/etudes/STUD/2020/655591/IPOL\\_STU\(2020\)655591\\_EN.pdf](https://www.europarl.europa.eu/RegData/etudes/STUD/2020/655591/IPOL_STU(2020)655591_EN.pdf)

The proportion of young people who perceive climate change to be among the most important drivers for people to migrate to their country varies from 25% in Lithuania to 11% in Poland. Climate change is also relatively often considered as an important driver of migration by young people in Germany (23%), Hungary (22%), Slovakia (21%), Hungary (22%) and Slovakia (21%).

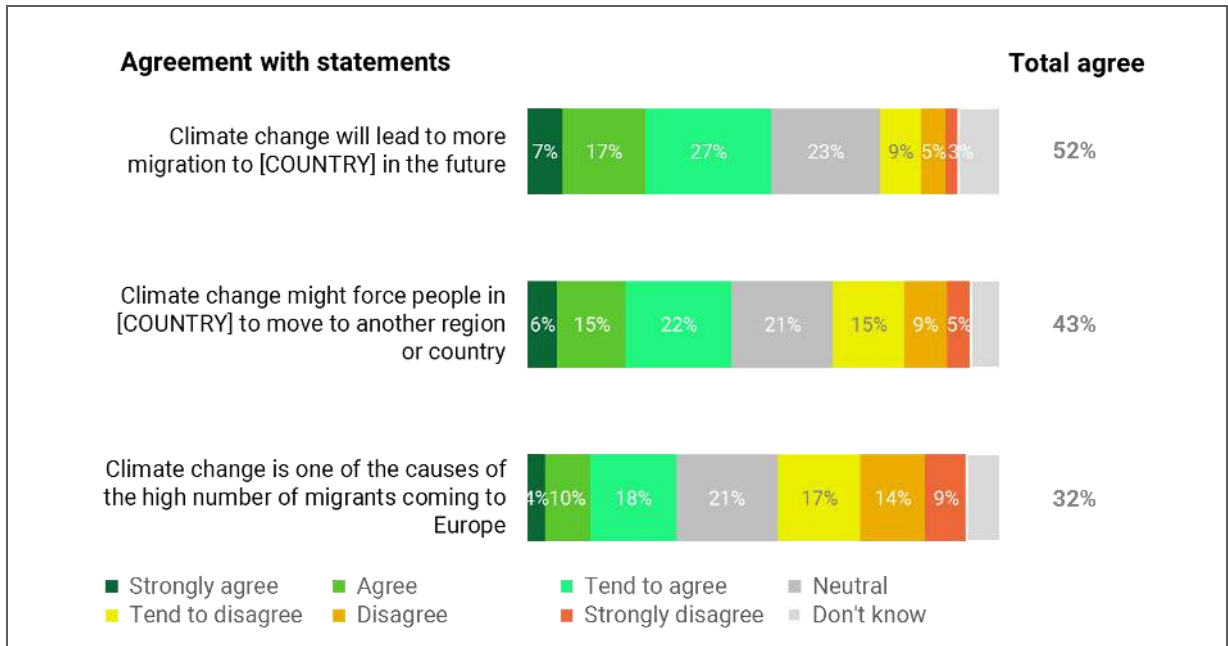
Figure 27 : Views on reasons for migration, by country



Q13. What do you think are the most important drivers or reasons for people to migrate to...[YOUR COUNTRY]? Please select up to three answers – % answering “Climate change causing extreme weather and environmental changes”  
Base: All respondents (n=22,377)

When it comes to the *future* impact of climate change on migration, the picture is quite different. **About half of young Europeans (52%) think that climate change will lead to more migration to their country in the future.** Moreover, a substantial share of young Europeans think that climate change will lead to more migration from or *within* their own country: More than four out of ten (43%) agree that climate change might force people in their country to move to another region or country.

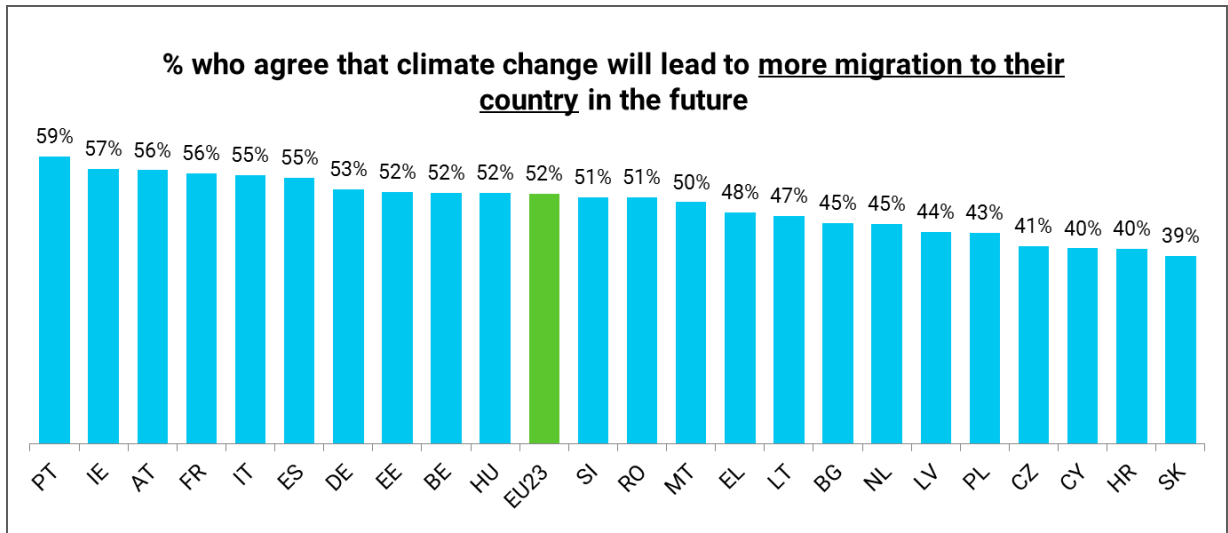
Figure 28 : Views on climate migration



Q17. To what extent do you agree or disagree that...?  
 Base: All respondents (n=22,377)

The share of young Europeans who agree that climate change will lead to more migration to their country in the future ranges from 59% in Portugal to 39% in Slovakia. The proportion who agree with this statement is also high in Ireland (57%), Austria and France (both 56%).

Figure 29 : Views on impact on migration towards own country, by country



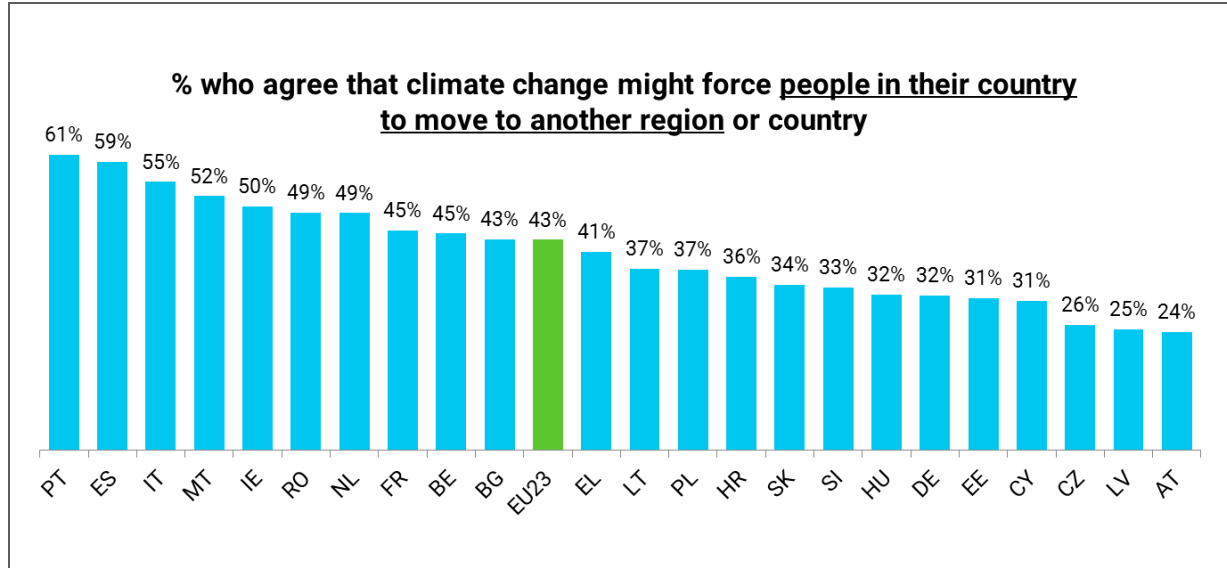
Q17. To what extent do you agree or disagree that...? % who agree that climate change will lead to more migration to their country in the future  
 Base: All respondents (n=22,377)

**Portuguese and Spanish young people are likely to think that climate change might force people in their own country to move to another region or country – respectively 61% and 59% agree with**



this in these two countries. In Czechia, Latvia and Austria, in contrast, just about a quarter see this happening in their country (26%, 25% and 24%, respectively).

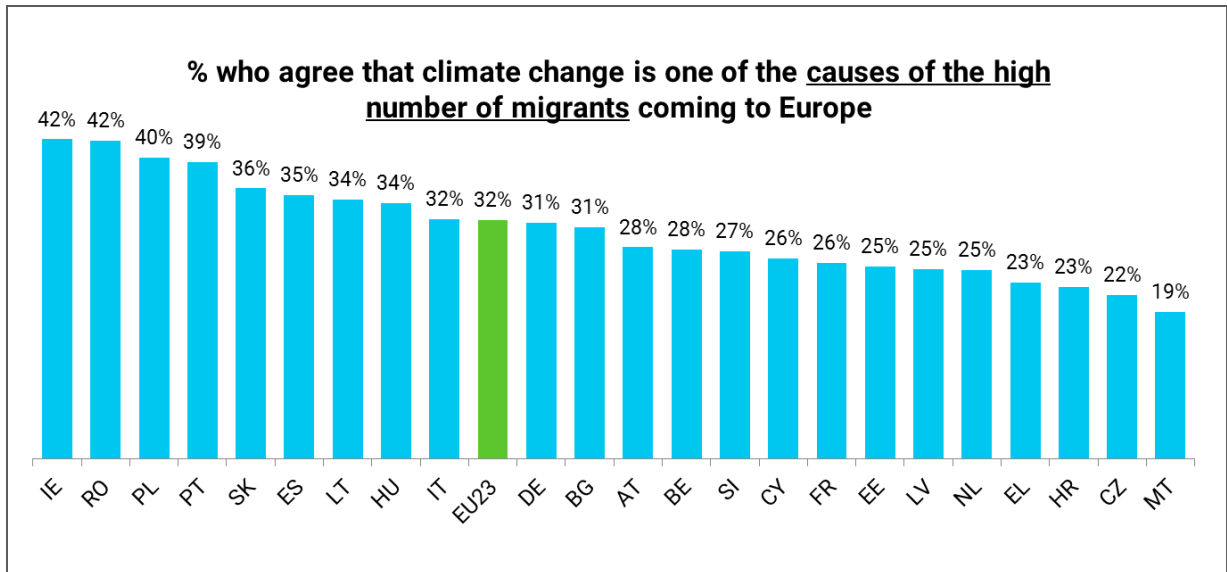
Figure 30 : Views on impact on immigration from own country, by country



Q17. To what extent do you agree or disagree that...? % who agree that climate change might force people in their country to move to another region or country  
Base: All respondents (n=22,377)

As can be noted in the figure below, the proportion who agree that climate change is one of the causes of the high number of migrants coming to Europe also varies greatly across countries. In three countries (Ireland, Romania and Poland) about four out of ten (42%-40%) agree that climate change is one of the causes of the high number of migrants coming to Europe. This is about double the proportion who agree with this statement in Czechia and Malta (22% and 19%, respectively).

Figure 31 : Views on impact on migration to Europe, by country

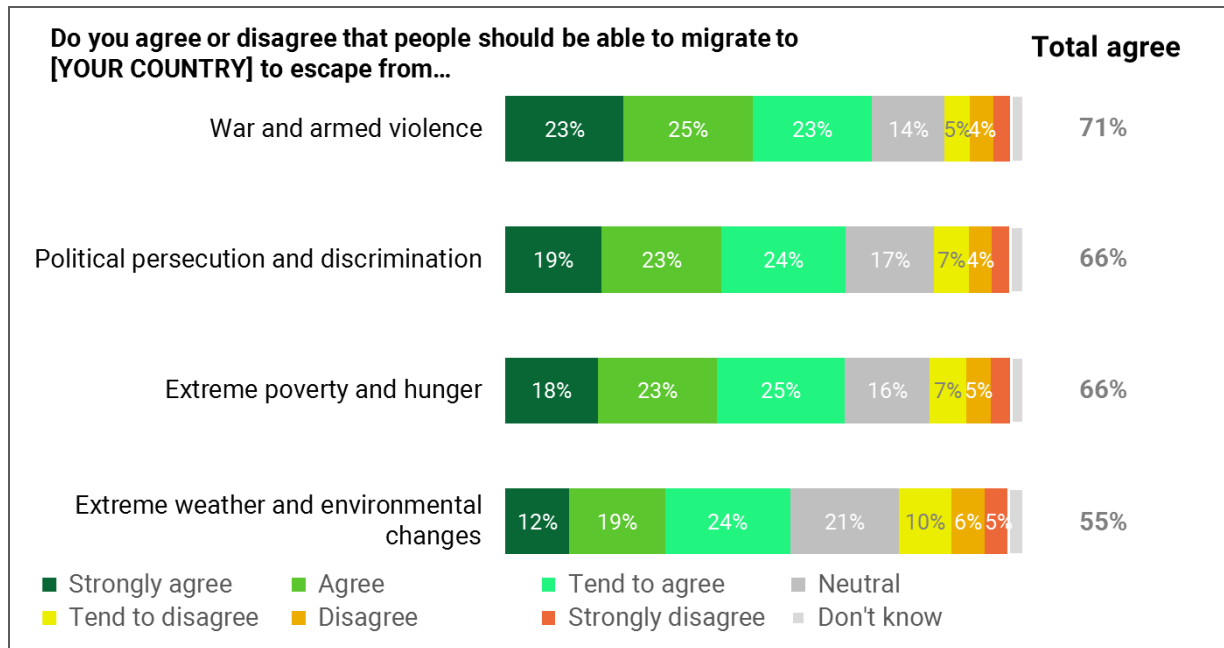


Q17. To what extent do you agree or disagree that...? % who agree that climate change is one of the causes of the high number of migrants coming to Europe  
 Base: All respondents (n=22,377)

### 3.4 Opinions on climate migration

While opinions on migration tend to be mixed (see Section 3.1), young Europeans do believe that people should be able to migrate to their country to escape from man-made and natural disasters. **Notably, a majority (55%) agree that people should be able to migrate to their country to escape extreme weather and environmental changes**, see figure below. Other more classic reasons of forced migration receive more support: two thirds or more young Europeans (66% to 71%) agree that people should be able to migrate to their country to escape war and armed violence, political persecution and discrimination, and extreme poverty and hunger.

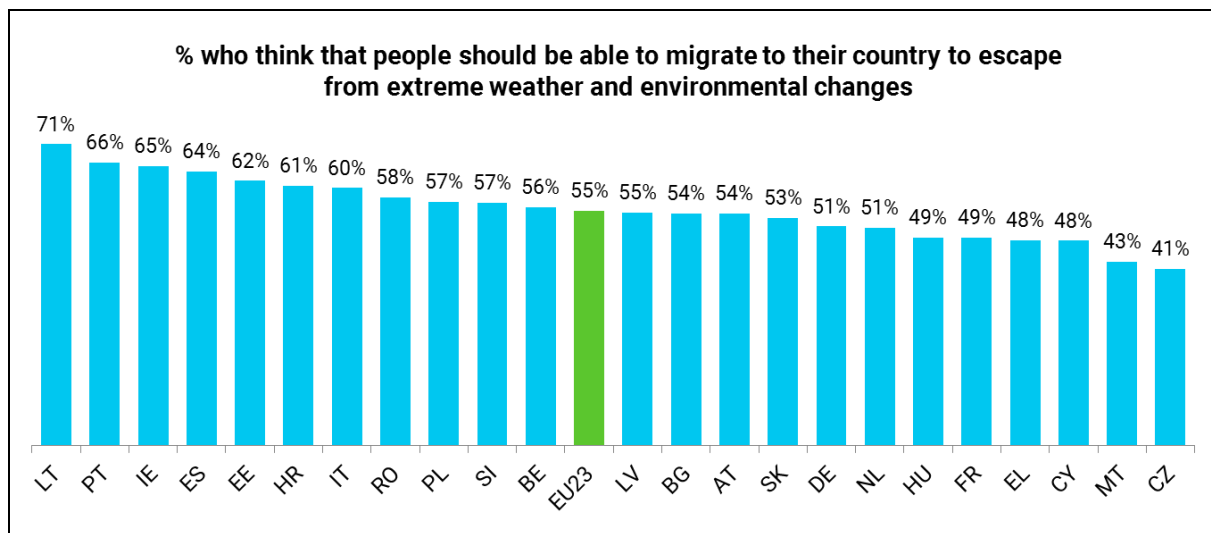
Figure 32 : Views on reasons to migrate



Q15. Do you agree or disagree that people should be able to migrate to [YOUR COUNTRY] to escape from...  
Base: All respondents (n=22,377)

The proportion agreeing that people should be able to migrate to their country to escape from extreme weather and environmental changes varies from 71% in Lithuania to 41% in Czechia. The proportion agreeing is high as well in Portugal (66%) and Ireland (65%), and low in Cyprus (48%) and Malta (43%).

Figure 33 : Views on extreme weather and environmental changes as a reason to migrate, by country

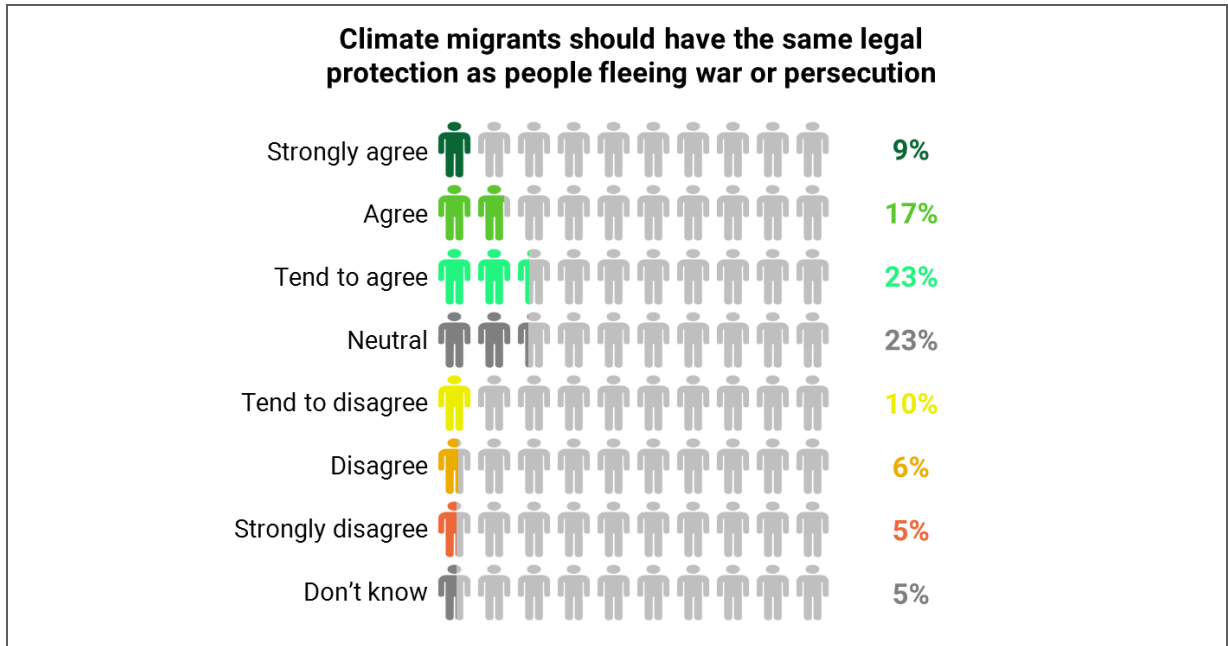


Q15. Do you agree or disagree that people should be able to migrate to [YOUR COUNTRY] to escape from... % who agree (strongly agree + agree+ tend to agree) for “extreme weather and environmental changes, such as flooding, storms, drought, sea-level rise, etc.”

Base: All respondents (n=22,377)

Does the above imply that young Europeans do not perceive climate migrants as refugees in the classic sense, equal to people fleeing war or persecution, and hence that they do not deserve the same protection? This is not the case. **Half (50%<sup>37</sup>) of young Europeans agree that climate migrants should have the same legal protection as people fleeing war or persecution**, while just about one out of five (21%) disagree.

Figure 34 : Views on climate migration

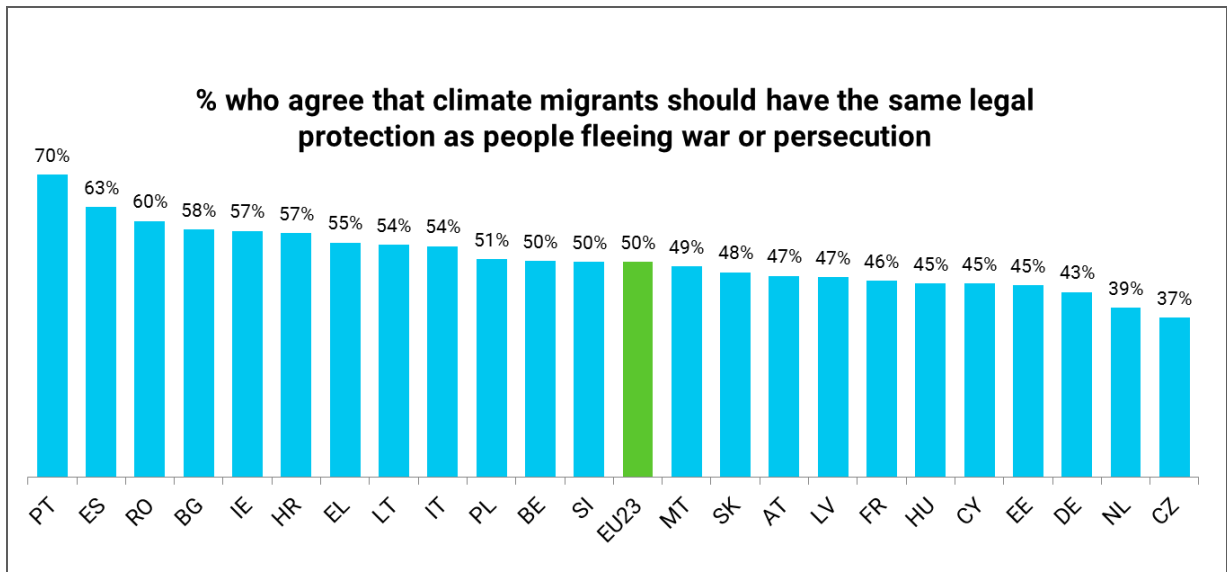


Q17. To what extent do you agree or disagree that...?  
Base: All respondents (n=22,377)

The proportion of young Europeans who feel that climate migrants should have the same legal protection as people fleeing war or persecution differs substantially across countries. Whereas in Portugal seven out of ten (70%) agree that climate migrants should have the same legal protection as people fleeing war or persecution, in Czechia just 37% agree with this statement. Other countries where many people agree with the statement include Spain (63%) and Romania (60%), whereas agreement is also low in Germany (43%) and the Netherlands (39%).

<sup>37</sup> 50% and not 49% as suggested by the figure, due to rounding.

Figure 35 : Views on legal protection for climate migrants, by country



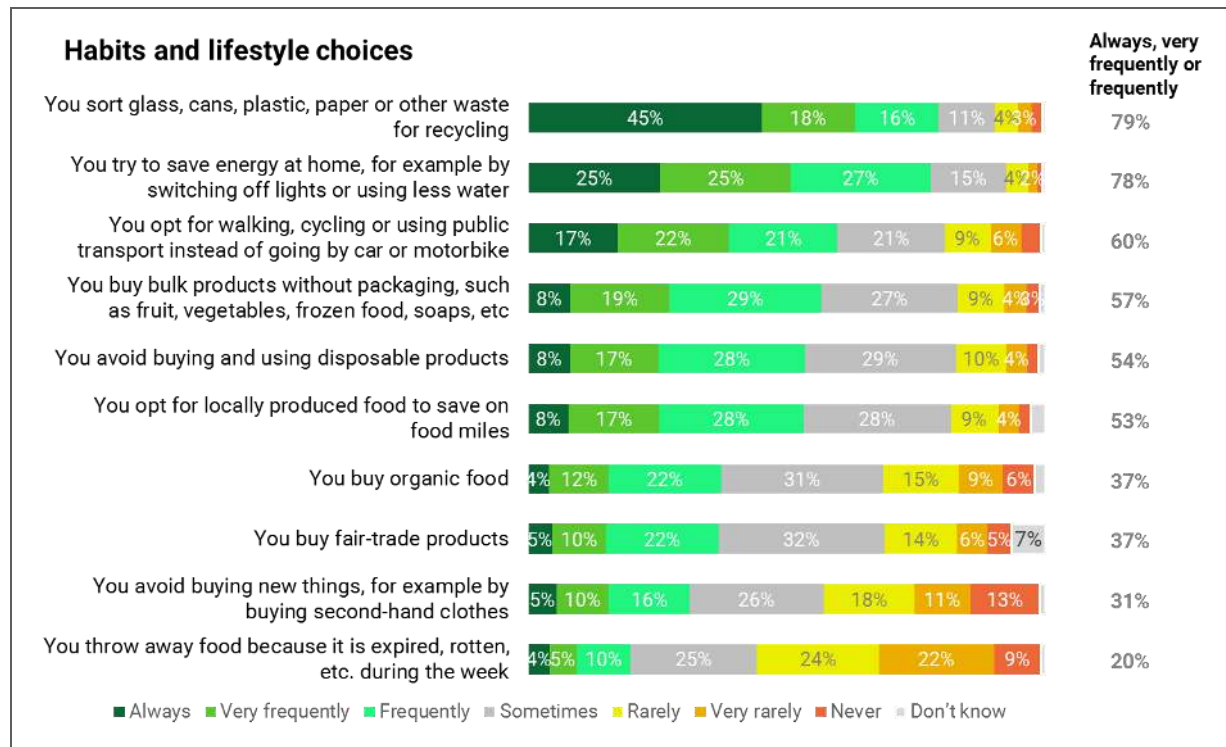
Q17. To what extent do you agree or disagree that...? % who agree that climate migrants should have the same legal protection as people fleeing war or persecution  
Base: All respondents (n=22,377)

## 4 ENGAGEMENT AND ACTIONS – HOW ENGAGED ARE YOUNG PEOPLE IN TACKLING ISSUES OF CLIMATE CHANGE, SUSTAINABILITY AND MIGRATION?

### 4.1 Habits and lifestyle choices

The survey looks at the day-to-day habits of young people prior to getting into the topics of climate change and migration in order to elicit responses that would not be biased by the topics of the questionnaire. **The most common habits (i.e. that young people either always, very frequently or frequently do) are to sort waste for recycling (79%) and trying to save energy at home (78%). 80% also do not frequently throw away food (i.e. food waste). Least common habits relate to purchasing behaviours. Just under a third, 31%, of young people frequently avoid buying new things with 37% buying fair-trade products and organic food.**

Figure 36 : Habits and lifestyle choices



Q4. How often, if at all, do you do the following?  
Base: All respondents (n=22,377)

**There is no clear, strong pattern in lifestyle habits according to gender.** For some lifestyle habits young women are more likely to always, very frequently or frequently engage in them, but for many lifestyle habits there is no relationship with gender.

There is also not a specific pattern showing that either the youngest generation or older age categories of young people engage in certain lifestyle habits. The patterns that are observable may also be more related to other factors other than their age. For example, the youngest age groups are less likely to always, very frequently or frequently engage in buying local food, bulk products and buying disposable products compared to the oldest age group which may be a reflection that they are not the primary shopper in their household rather than being a reflection purely of their age. Though this pattern does not hold for buying fair trade, second-hand and organic. The older age groups of young people are less likely to always, very frequently or frequently opt for transport methods other than motorbike or car which may be reflective of their greater access to a motorbike or car in comparison to younger age groups.

Table 11: Lifestyle habits amongst young people, by gender and age

How often, if at all, do you do the following? <i>% Always / Very frequently / Frequently</i>	Gender		Age			
	Young Men	Young Women	15-19	20-24	25-29	30-35
You buy organic food	37%	38%	36%	37%	38%	37%
You buy fair-trade products	37%	36%	36%	37%	38%	36%
You sort glass, cans, plastic, paper or other waste for recycling	77%	82%	81%	76%	78%	82%
You avoid buying new things, for example by buying second-hand clothes	28%	35%	28%	32%	32%	32%
You try to save energy at home, for example by switching off lights or using less water	75%	81%	76%	75%	79%	80%
You opt for walking, cycling or using public transport instead of going by car or motorbike	60%	59%	65%	63%	58%	56%
You opt for locally produced food to save on food miles	53%	54%	51%	52%	54%	55%
You buy bulk products without packaging, such as fruit, vegetables, frozen food, soaps, etc.	54%	59%	53%	58%	58%	57%
You avoid buying and using disposable products	51%	56%	51%	52%	55%	55%
You throw away food because it is expired, rotten, etc. during the week	21%	18%	18%	24%	20%	17%

Q4. How often, if at all, do you do the following? % for Always / Very frequently / Frequently combined  
Base: All respondents (n=22,377)

The most pronounced differences are in terms of education with **those with a high level of education being significantly more likely than those with low education levels to engage in all of the positive**

**behaviours** (i.e. excluding the question on food waste) with the exceptions of avoiding buying new things and choosing transport methods other than motorbike or car where differences between high and low education levels are not statistically significant.

Table 12: Lifestyle habits amongst young people, by education level

How often, if at all, do you do the following? <i>% Always / Very frequently / Frequently</i>	Education level (ISCED level)		
	Low (0-2)	Medium (3-4)	High (5-8)
You buy organic food	30%	36%	40%
You buy fair-trade products	33%	36%	38%
You sort glass, cans, plastic, paper or other waste for recycling	72%	79%	82%
You avoid buying new things, for example by buying second-hand clothes	30%	31%	32%
You try to save energy at home, for example by switching off lights or using less water	68%	76%	82%
You opt for walking, cycling or using public transport instead of going by car or motorbike	63%	58%	61%
You opt for locally produced food to save on food miles	45%	52%	56%
You buy bulk products without packaging, such as fruit, vegetables, frozen food, soaps, etc.	50%	56%	58%
You avoid buying and using disposable products	46%	52%	57%
You throw away food because it is expired, rotten, etc. during the week	18%	24%	20%

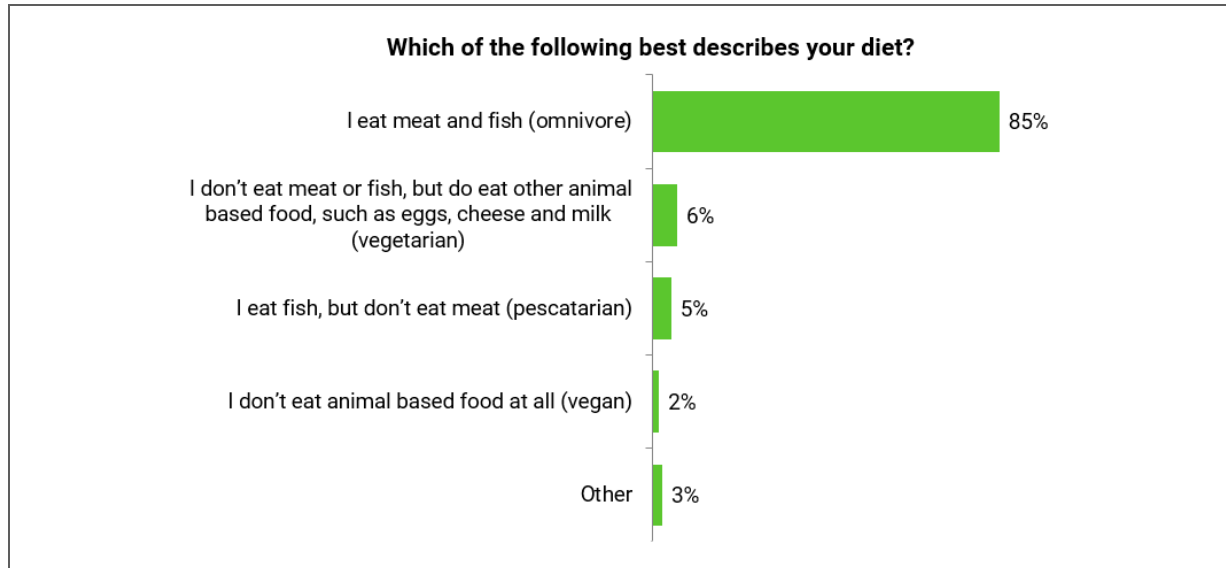
Q4. How often, if at all, do you do the following? % for Always / Very frequently / Frequently combined  
Base: All respondents (n=22,377)



## 4.2 Dietary preferences

When it comes to dietary choices, the primary diet followed by 85% of young Europeans includes meat and fish. 6% are vegetarians, with a further 5% eating fish but no meat (i.e. pescatarian). Only 2% are vegan with 3% indicated they follow another diet.

Figure 37 : Dietary preferences



Q5. Which of the following best describes your diet?  
Base: All respondents (n=22,377)

There is a small age difference with younger cohorts more likely to be vegetarian (7% of 15-19 year olds and 20-24 year olds compared to only 5% of 30-35 year olds). Young women were also slightly more likely to follow vegetarian diets (7%) compared to young men (5%).

Table 13: Dietary preferences, by gender and age

Which of the following best describes your diet?	Gender		Age			
	Young Men	Young Women	15-19	20-24	25-29	30-35
I eat meat and fish (you are an 'omnivore')	87%	83%	84%	83%	86%	87%
I eat fish, but don't eat meat (you are a 'pescatarian')	5%	5%	4%	5%	5%	5%
I don't eat meat or fish, but do eat other animal-based food, such as eggs, cheese and milk (you are 'vegetarian')	5%	7%	7%	7%	6%	5%
I don't eat animal-based food at all (you are 'vegan')	2%	2%	2%	2%	2%	1%
Other	2%	3%	3%	3%	2%	2%

Q5. Which of the following best describes your diet?  
Base: All respondents (n=22,377)

**When it comes to education, it is those with a low level of education that are less likely to eat meat and fish (78%) compared to those with a medium (86%) or high (86%) level of education – and those with a low level of education are also more likely to be vegetarian (9%) compared to 6% of those with a medium level or high level of education.**

Table 14: Dietary preferences, by education level and motivation to live sustainably

Which of the following best describes your diet?	Education level (ISCED level)			Motivation to live sustainably		
	Low (0-2)	Medium (3-4)	High (5-8)	Less motivated	Middle	More motivated
I eat meat and fish (you are an 'omnivore')	78%	86%	86%	83%	86%	83%
I eat fish, but don't eat meat (you are a 'pescatarian')	8%	4%	5%	8%	4%	4%
I don't eat meat or fish, but do eat other animal-based food, such as eggs, cheese and milk (you are 'vegetarian')	9%	6%	6%	5%	6%	8%
I don't eat animal-based food at all (you are 'vegan')	3%	2%	2%	2%	1%	3%
Other	4%	3%	2%	3%	2%	2%

Q5. Which of the following best describes your diet?

Base: All respondents (n=22,377)

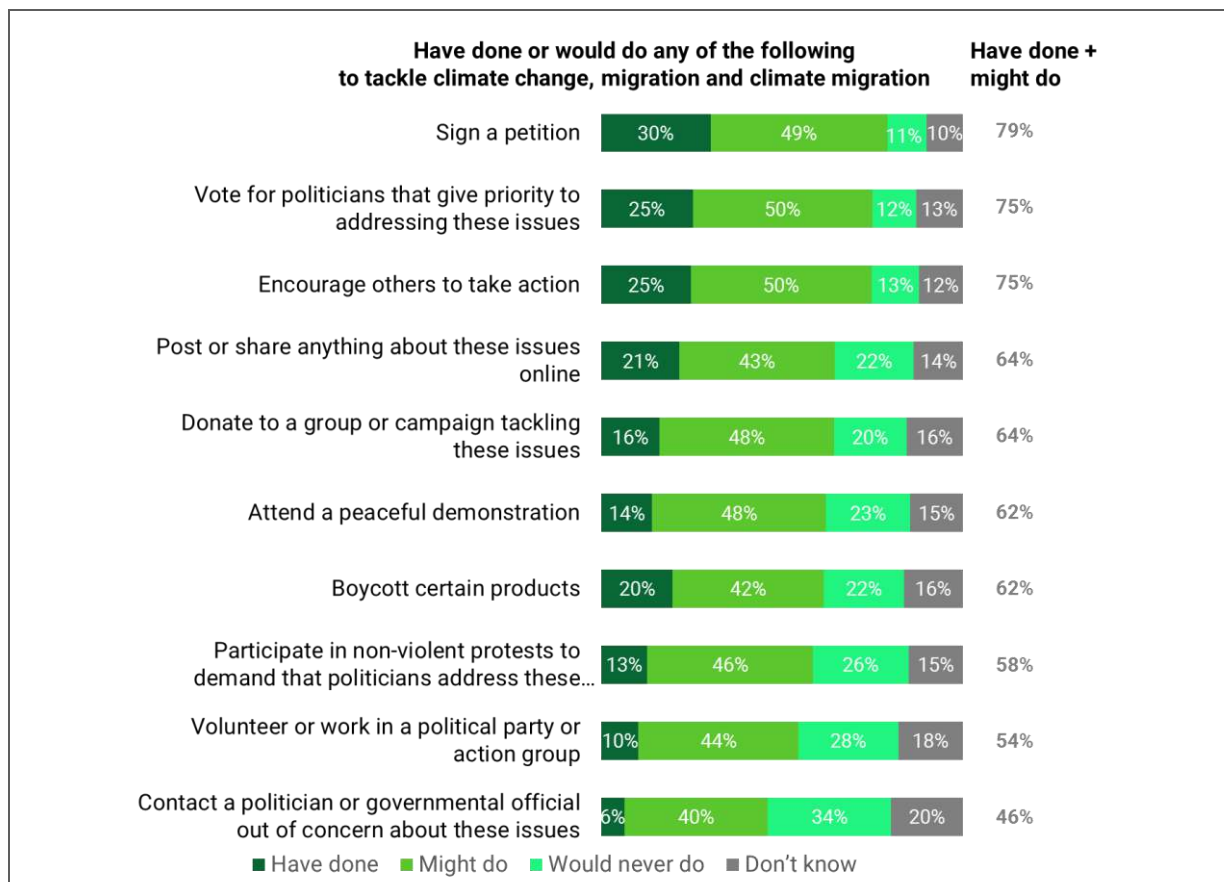
### 4.3 Taking action

When it comes to actions that young people are taking, or have taken in the past, to tackle the issues of climate change, migration and climate migration some actions are clearly more commonplace than others. Few young Europeans (6%) have contacted a politician or governmental official out of concern about the issues with a third (34%) saying they will never take this action. At the same time, **one of the most common actions is to vote for politicians that give priority to addressing these issues with 25% having done so and a further 50% who might do this.**

The most common action undertaken was having signed a petition (30%) with other personal actions including boycotting certain products (20% having done so) and donating to groups or campaigns tackling these issues (16%) having done so.

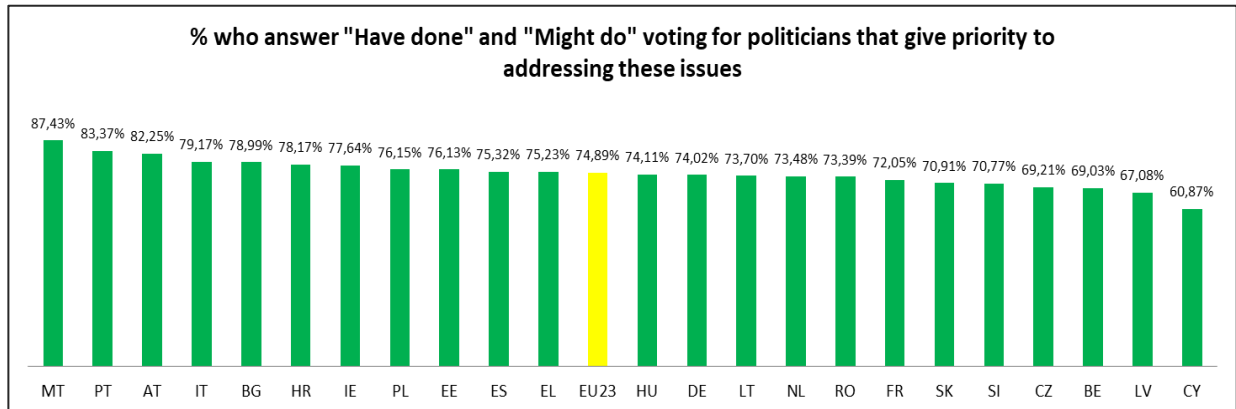
Young people also have engaged in efforts involving others to tackle these issues, including encouraging others to take action (25% having done so), posting and sharing about these issues online (21%) and attending demonstrations (14%) or protests demanding politicians address these issues (13%).

Figure 38 : Readiness to engage



Q18. Have you done, or might you do, any of the following to tackle these issues?  
Base: All respondents (n=22,377)

Figure 37 B : Readiness to engage – Focus on percentage of those who “have done” or “might do” voting for politicians by country



There are notable differences amongst different groups that have taken some of these actions. Amongst all the actions, the only one that is more common amongst the older cohorts in comparison to the younger cohorts is that the older cohorts are more likely to have boycotted certain products as illustrated in the following table. Particularly interesting is to look those young Europeans who have attended a **peaceful demonstration** and those who have participated in a **non-violent protest**. For these two types of actions, the **youngest Europeans age 15-19 are more likely to have engaged in these actions in comparison to the older cohort.**

Table 15: Readiness to engage, by age

Have you done, or might you do, any of the following to tackle these issues? % Have done	Age			
	15-19	20-24	25-29	30-35
Attend a peaceful demonstration	17%	15%	12%	13%
Participate in (non-violent) protests to demand that politicians address these issues	15%	15%	12%	10%

Q18. Have you done, or might you do, any of the following to tackle these issues? % 'Have done'  
Base: All respondents (n=22,377)

**Those who have voted in an election, are living in large town, and those in Southern Europe are also more likely to have attended either a protest or a peaceful demonstration.** There are large country variations when it comes to having attended a peaceful demonstration, this ranges from over a fifth of young people in Ireland and Spain to only 7% or less in countries such as Croatia, Latvia, Estonia and the Czech Republic.

Table 16: Readiness to engage, by voting behaviour and urbanisation level

Have you done, or might you do, any of the following to tackle these	Voted in any political election in the last 3 years	Urbanisation level
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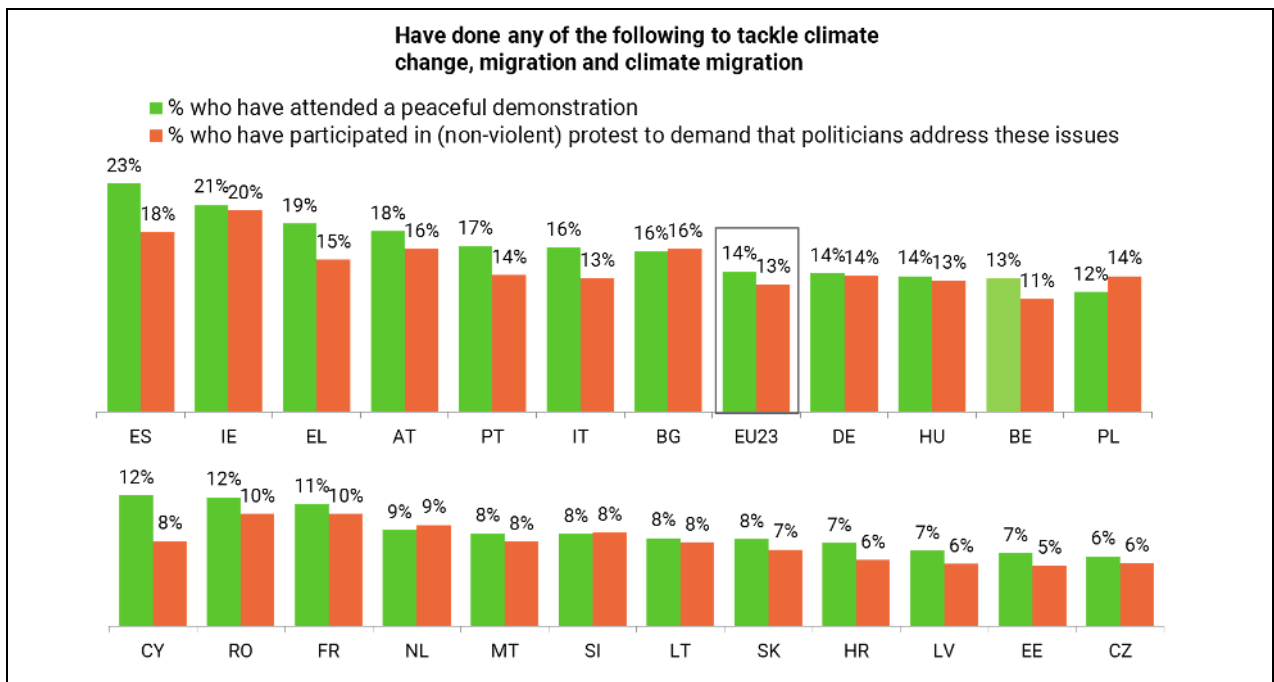
issues? % Have done	Yes	No*	Rural area or village	Small or middle- sized town	Large town
Attend a peaceful demonstration	15%	8%	12%	13%	17%
Participate in non-violent) protests to demand that politicians address these issues	13%	9%	12%	11%	15%

Q18. Have you done, or might you do, any of the following to tackle these issues? % 'Have done'

Base: All respondents (n=22,377)

\* Excluding those who were not old enough to vote

Figure 39 : Readiness to engage in demonstrations and protest, by country



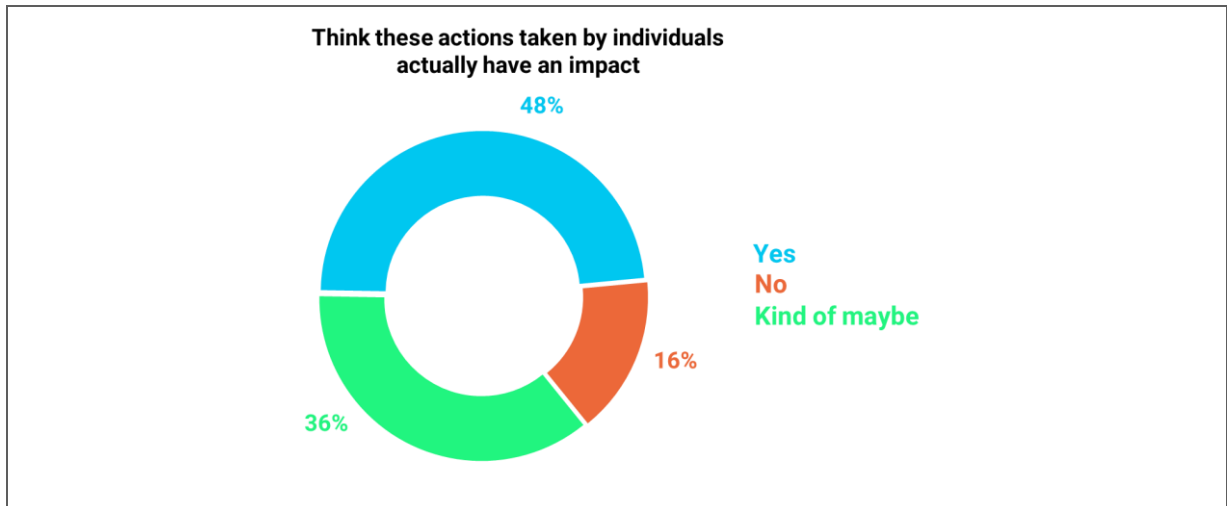
Q18. Have you done, or might you do, any of the following to tackle these issues? % who have attended a peaceful demonstration; % who have participated in (non-violent) protests to demand that politicians address these issues

Base: All respondents (n=22,377)

## 4.4 Making an impact

Irrespective of whether young people have taken any of the above actions, the survey asked whether they think these types of actions actually have an impact. **Young Europeans were almost evenly split between thinking that on the one hand, ‘yes they do’ (48%) and on the other hand either ‘kind of maybe’ (36%) or ‘no’ (16%).**

Figure 40 : Views on impact of individual engagement

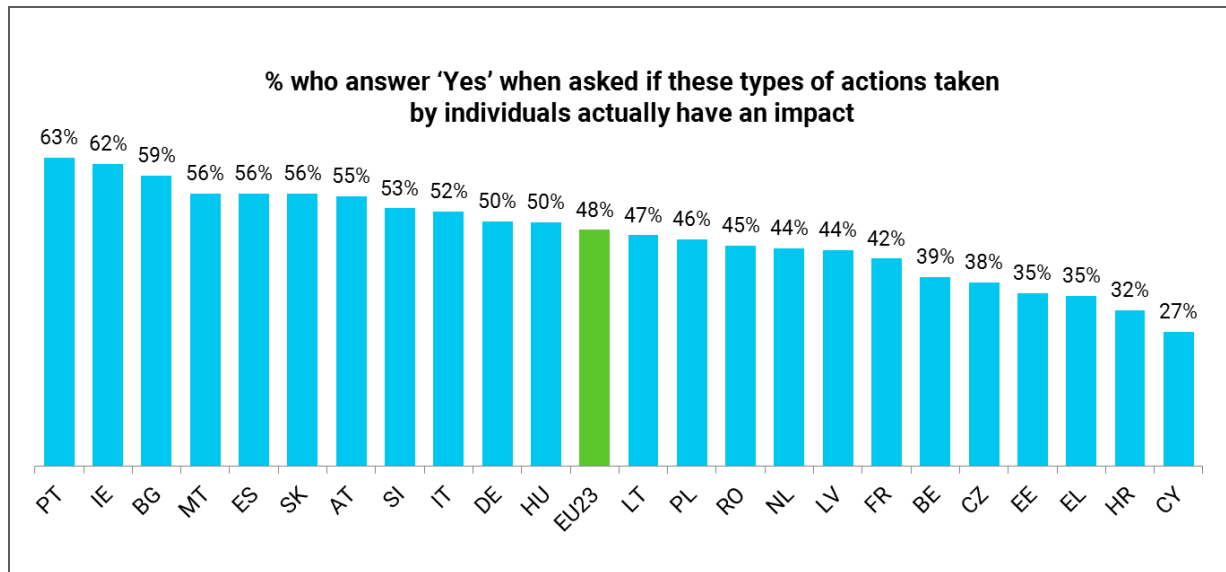


Q19. Do you think these types of actions taken by individuals actually have an impact?  
Base: All respondents (n=22,377)

Young men were slightly more likely to think that they do not have an impact (18%) compared to young women (14%). Those with a higher level of education are more likely to think these actions do make a difference (51%) compared to those with a lower level of education (45%). It is not the case that those who live in large towns are more likely to believe these kinds of actions have an impact, so the fact that they engage more in actions such as attending protests and demonstrations is perhaps more illustrative of their opportunity to do so. Having voted in an election is also related to believing such actions can have an impact (51% agreeing that the actions taken by individuals actually have an impact compared to 41% amongst those who did not vote).

Those who consider themselves to be religious or spiritual are also more likely to agree that these actions have an impact (51% compared to 46% of non-religious or non-spiritual people). **There are also some cultural differences with those in Southern Europe more likely to believe these actions make an impact.** The diversity in the belief of whether these kinds of actions actually have an impact amongst European countries is illustrated in the figure below from a high of 63% in Portugal to a low of only 27% in Cyprus.

Figure 41 : Views on impact of individual engagement, by country



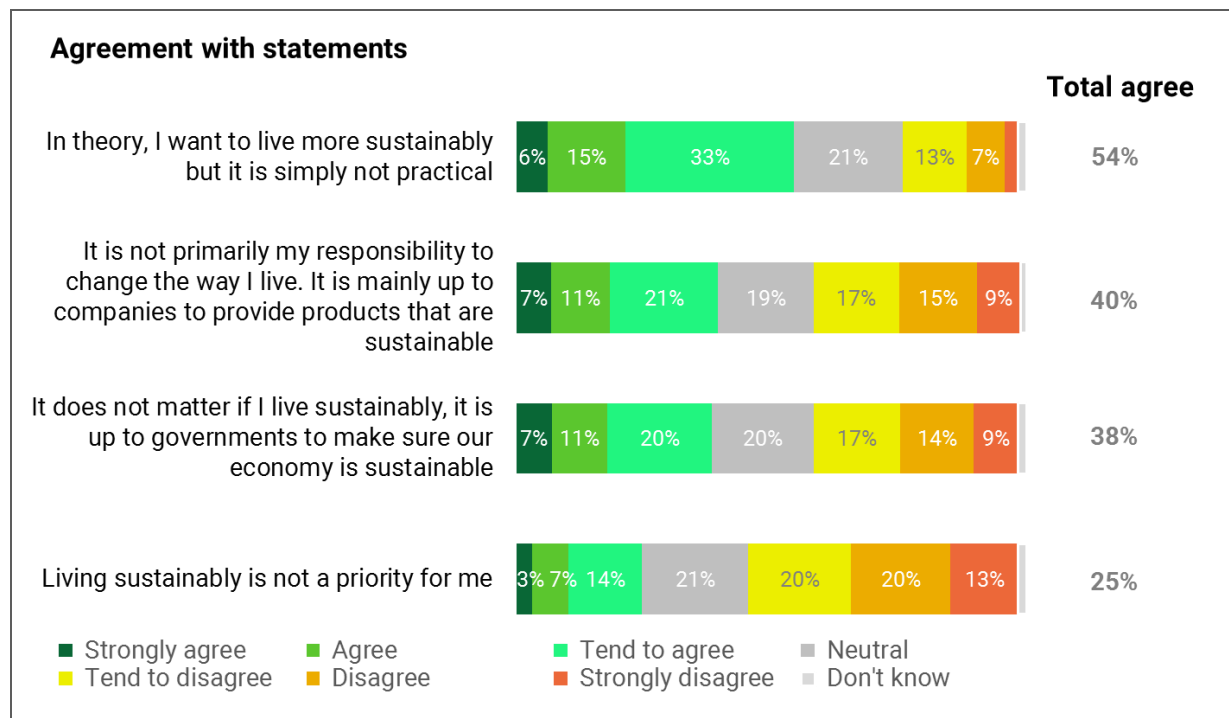
Q19. Do you think these types of actions taken by individuals actually have an impact? % who answer 'Yes'  
Base: All respondents (n=22,377)

## 5 THE GAP BETWEEN PERCEPTIONS AND ACTIONS

### 5.1 Motivation to live sustainably

**Are young Europeans motivated to live sustainably? Their answers appear to be a cautious “Yes”.** Just a quarter (25%) agree with the statement “living sustainably is not priority for me”, while double that number (50%) disagree. However, even if young Europeans tend to find it important to live sustainably, many see their own role or impact as limited. More than half (54%) of young Europeans want to live sustainably but find that it is simply not practical. Moreover, about four out of ten (38%) find that it does not matter if they live sustainably, as it is “up to governments to make sure our economy is sustainable”, while only slightly more disagree (40%). Similar proportions find that it is not primarily their responsibility to change the way they live, but that it is mainly the responsibility of companies to provide sustainable products; 40% agree with this statement, versus 41% who disagree.

Figure 42 : Motivation to live sustainably



Q6. To what extent do you agree or disagree with the following statements?

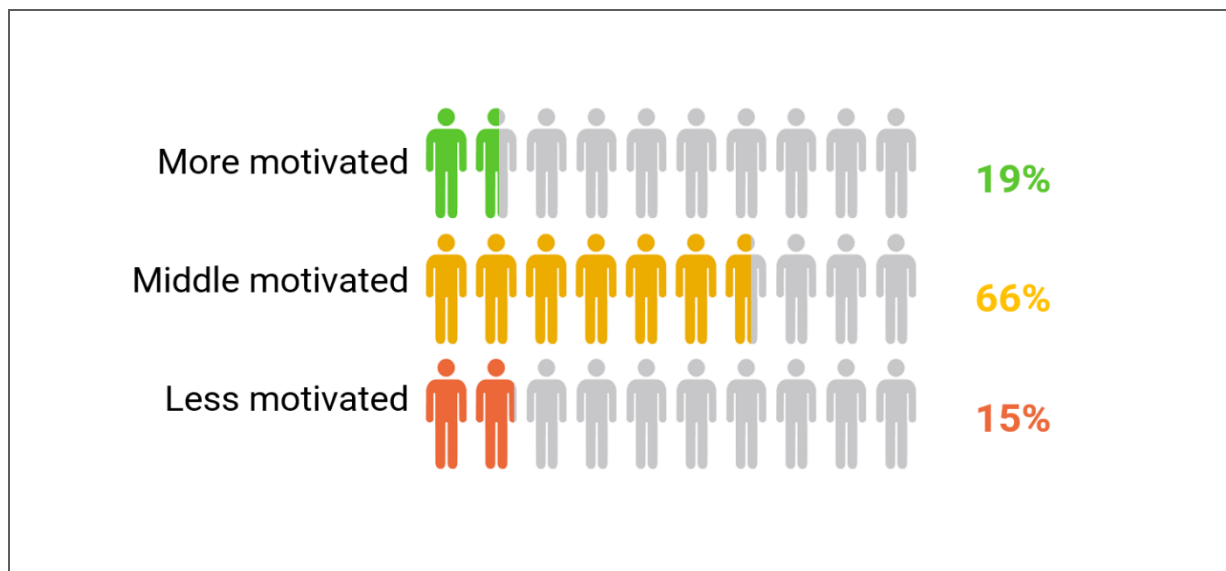
Base: All respondents (n=22,377)



The four items included in the survey that measured the motivation to live sustainably and reported upon above were put together to create an **index of the motivation level to live sustainably amongst young Europeans**<sup>38</sup>. The 7-point scale was reversed so that the higher the score the more you agree. These were summed to range between 0-28. This was then converted into categories on the basis of the logic of those with a score above 20 being highly motivated, those with a score below 12 being less motivated and scores ranging between 12-20 falling in the middle (i.e. the middle category includes those who score 3-4-5 on all 4 questions).

As illustrated in the figure below, when applying the sustainability motivation levels to the data, **about a fifth (19%) of young Europeans can be qualified as ‘more motivated’**. The majority of young people (66%) fall somewhere in the middle, with 15% of young people ‘less motivated’ to live sustainably.

Figure 43 : Sustainability motivation level



Recode into motivation levels based on Q6, see Section 5.1. for explanation  
Base: All respondents (n=22,377)

Motivation is not clearly related to the age of young people. Whereas it is related to gender with young women more likely to be more motivated (22%) to live sustainably compared to young men (15% are more motivated to live sustainably). Motivation to live sustainably is also related to education – 21% of young people with a high level of education are more motivated to live sustainably compared to 11% of those with a low level of education. The urban/rural divide holds when it comes to motivations with 20% of those in a large town being more motivated compared to 16% of those in a rural area or village. There is nine percentage point gap between those who have voted (21% are more motivated) compared to those young people who have not (11% are more motivated). There is only a 2-percentage point

<sup>38</sup> Based on the method applied in the report ‘How do we make sustainability a driver for good and a driver for business performance?’ (Ipsos April 2020). Available at: [https://www.ipsos.com/sites/default/files/ct/publication/documents/2020-04/ipsos\\_sustainability\\_webinar\\_april\\_8\\_2020.pdf](https://www.ipsos.com/sites/default/files/ct/publication/documents/2020-04/ipsos_sustainability_webinar_april_8_2020.pdf)

difference between those who are active on the labour market and those who are inactive when it comes to being more motivated.

Table 17: Sustainability motivation level, by gender and education level

Sustainability motivation level	Gender		Education level (ISCED level)		
	Young Men	Young Women	Low (0-2)	Medium (3-4)	High (5-8)
More motivated	15%	22%	11%	17%	21%

Q6. To what extent do you agree or disagree with the following statements?

Base: All respondents (n=22,377)

Table 18: Sustainability motivation level, by urbanisation level and voting behaviour

Sustainability motivation level	Urbanisation level		Voted in any political election in the last 3 years	
	Rural	Urban	Yes	No*
More motivated	16%	20%	21%	11%

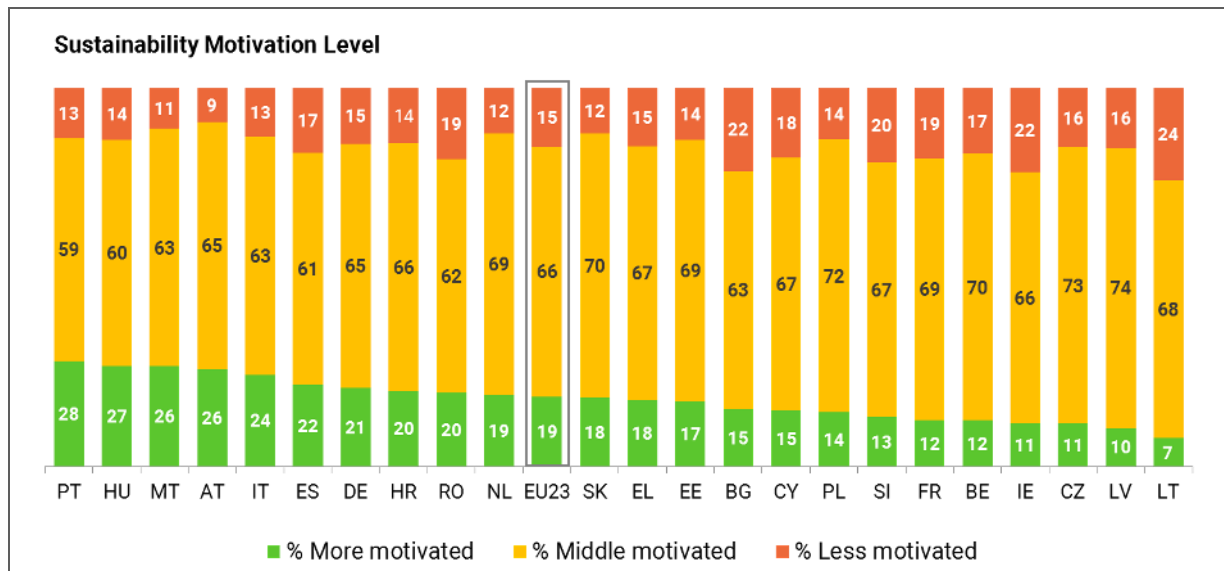
Q6. To what extent do you agree or disagree with the following statements?

Base: All respondents (n=22,377)

\*Excluding those who were too young to vote

Following the patterns observed elsewhere in this report, it is **young people in Southern Europe who are more motivated compared to all other regions**: 23% of Southern Europeans are very motivated, followed by Western Europeans and Eastern Europeans (in both regions, 17% are very motivated). The specific country differences can be observed in the figure below which ranges from a high of 28% of young people who are more motivated in Portugal to a low of only 7% in Lithuania and 10% in Latvia.

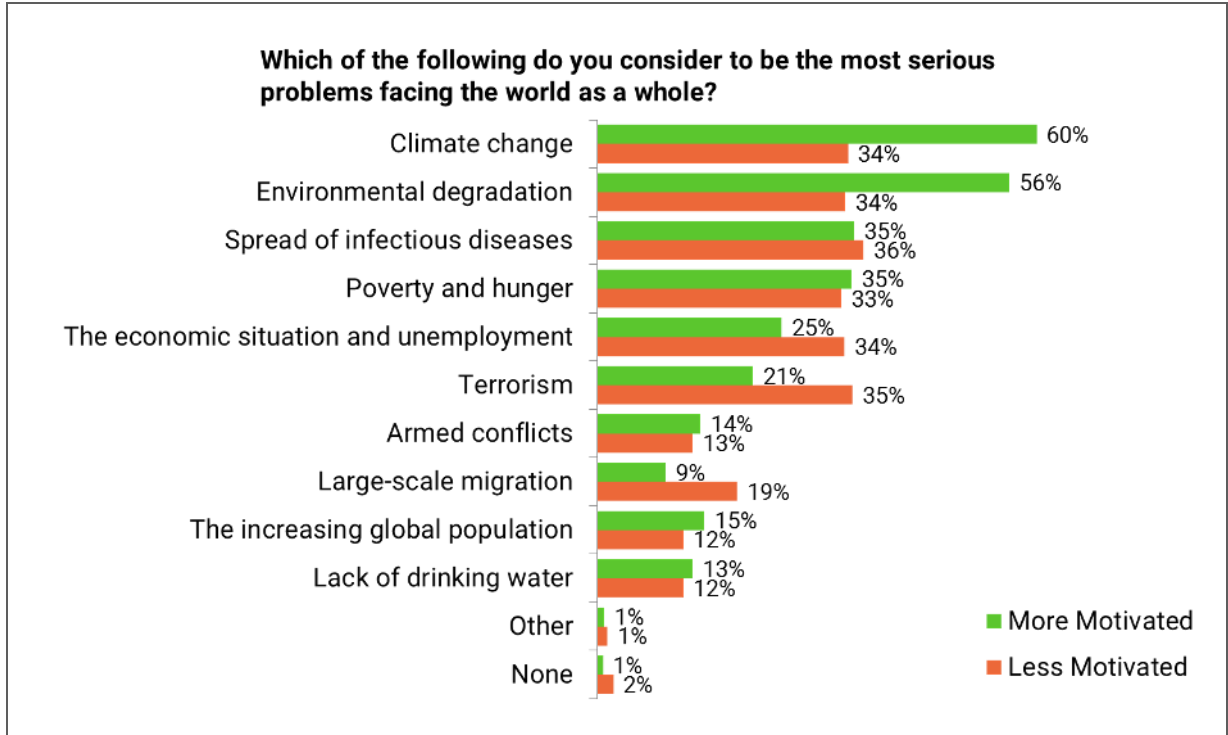
Figure 44 : Sustainability motivation level, by country



Based on index of Q6 – % who are more motivated and % who are less motivated  
Base: All respondents (n=22,377)

When it comes to perceptions and motivation levels to live sustainably, **the analysis shows that a higher proportion of young Europeans who are more motivated consider the issues of climate change (60% amongst the more motivated compared to 34% of the less motivated) and environmental degradation (56% of the more motivated compared to 34% of the less motivated) as being amongst the most serious problems facing the world as whole**. A higher proportion of those who are more motivated (15%) consider the increasing global population to be a serious problem compared to those who are less motivated (12%).

Figure 45 : Perceived most serious problems facing the world, by level of motivation



Q1. Which of the following do you consider to be the most serious problems facing the world as a whole? Please select up to three answers.

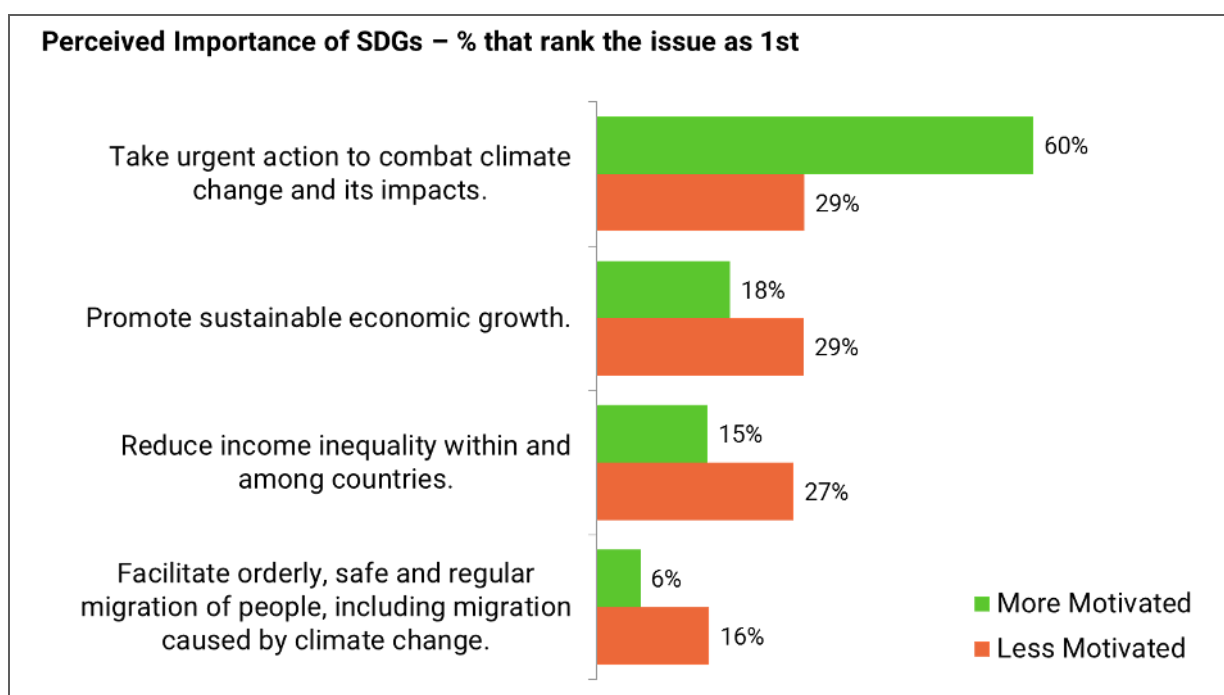
Base: All respondents (n=22,377)

Where there is a real disconnect is that **young Europeans who are more motivated to live sustainably are less likely to put ‘large-scale migration’ amongst their top problems they consider to be facing the world** with only 9% doing so. By comparison, 19% of those who are less motivated to live sustainably placed large-scale migration as being amongst the most serious problems facing the world.

When it comes to ranking the SDGs, as illustrated in the figure below, those who are less motivated to live sustainably are more distributed across the different issues in terms of what they believe should be the number 1 priority. Whereas a very clear majority (60%) of those who are more motivated to live sustainably perceive the issue of combatting climate change as being the number 1 priority.

Only 6% of those who are more motivated to live sustainably rank the facilitation of orderly, safe and regular migration of people, including migration caused by climate change as being the most important priority. This is in contrast to 16% of those who are less motivated to live sustainably who rank the issue of safe migration as the first priority.

Figure 46 : Percentage ranking the following United Nations' SDGs 1st, by level of motivation



Q3 Below are some actions based on these goals. Please rank them in order of what you think is most important where '1' is the most important priority and '4' is the least important priority.  
Base: All respondents (n=22,377)

**When asked what the most important drivers for people to migrate are, it is again those that are less motivated who are more likely to see climate change as a main reason (22% compared to 16% of more motivated young Europeans). More motivated young Europeans are likely to list issues such as war and armed violence (61% versus 37%), pursuit of economic opportunities (53% versus 43%), political persecution/discrimination (46% versus 32%), education/study opportunities (34% versus 30%), and inequality and uneven development (26% versus 24%). In fact, other than family reunification, climate change is the only reason that those who are less motivated identify as amongst the main drivers for migration more often compared to those who are more motivated.**

Regardless of the difference in opinions between the more and less motivated when it comes to the most important drivers for people to migrate, a majority of both more motivated (62%) and less motivated

(55%) believe climate migrants should have the same legal protections as those feeling war or persecution.

The fact that those who are more motivated to live sustainably appear to be somewhat less concerned about migration may be due to several reasons, including their concern about climate change being more of a priority. Perhaps those who are more motivated are also more open to migration and therefore not considering it as a ‘problem’ and not making the link between migration and climate change. For example, those who are more motivated are less likely to agree with statements about migrants not really being refugees, that borders should be closed, etc. compared to those who are less motivated.

**Interestingly, those who are less motivated are more likely to say they have heard of the term ‘climate migration’ (44%) compared to more motivated young Europeans (32%).** On this basis, it could be expected that in fact those who are more motivated to live sustainably actually feel they are less informed about the topic of climate migration (only a quarter 25% think they are well informed with 65% not well informed) compared to those who are less motivated (a third 34% of whom think they are well informed with 54% not well informed).

As already mentioned in Chapter 2, when it comes to how worried young people are about climate change, those who are more motivated to live sustainably are more likely to be either very or extremely worried about climate change compared to those who are less motivated (69% in comparison to 41%).

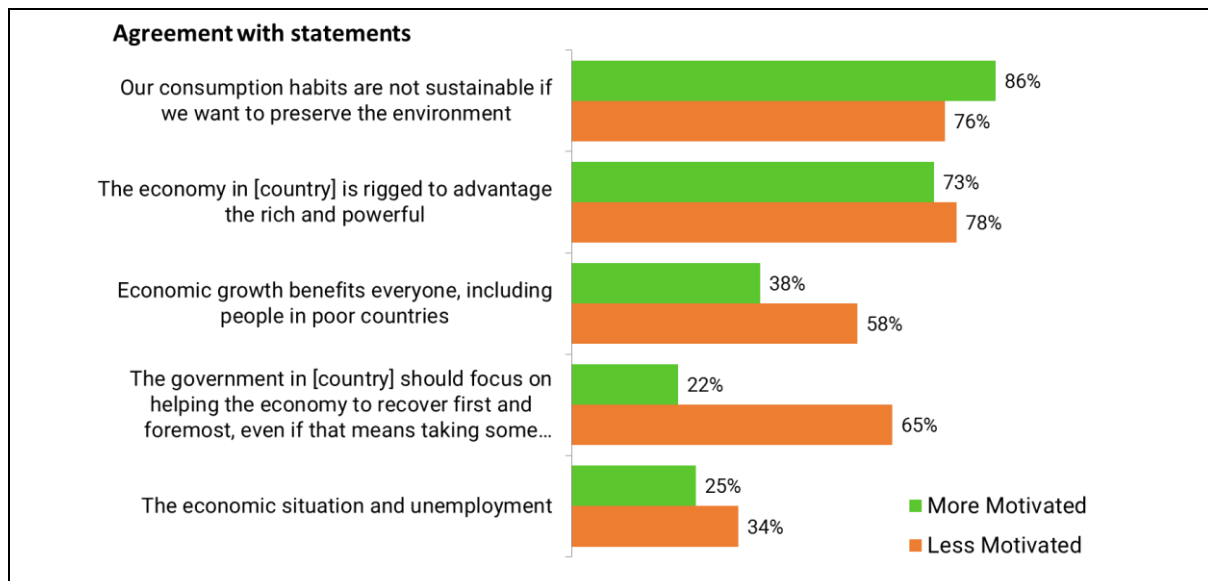
**As would be expected, those who are more motivated to live sustainably agree that climate change is something that is likely to have a big impact on people like themselves (76% compared to 68% of those who are less motivated) and less likely to agree that the impacts of climate change will mostly be felt in other countries (28% compared to 59% of less motivated).** Therefore, just over half (53%) of those who are more motivated are of the opinion that they themselves are responsible for tackling climate change compared to just under a quarter (23%) of those who are less motivated. Interestingly, half (51% of more motivated young people also believe rich and poor countries should both carry responsibility to reduce the efforts of climate change compared to a third (33%) of less motivated young Europeans.

## **5.2 Motivation and the economic model**

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**It is those who are more motivated that are more likely to recognise some of the potential downsides of the current economic model.** Only 38% of the ‘more motivated’ agree with the statement ‘economic growth benefits everyone, including people in poor countries’ compared to 58% of those who are less motivated. Motivated young Europeans are also more likely to disagree (65%) that the government should focus on helping the economy to recover first, even if it means taking actions that are bad for the environment (compared to only 22% disagreeing with this statement amongst those who are not motivated to live sustainably).

Figure 47 : Perceptions of current economic model towards consumption habits not being sustainable, by level of motivation



Q2. To what extent do you agree or disagree with the following statements? % for strongly agree + agree + tend to agree combined

Base: All respondents (n=22,377)

**Recognising our consumption habits are not sustainable if we want to preserve the environment is a more universal phenomenon**, 86% of more motivated young Europeans agree compared to 76% of those who are less motivated. Viewing the economy as being rigged to advantage the rich and powerful is also a commonly held belief and less decisive between the two groups of young people – 73% of more motivated young Europeans agree compared to 78% of less motivated young people.

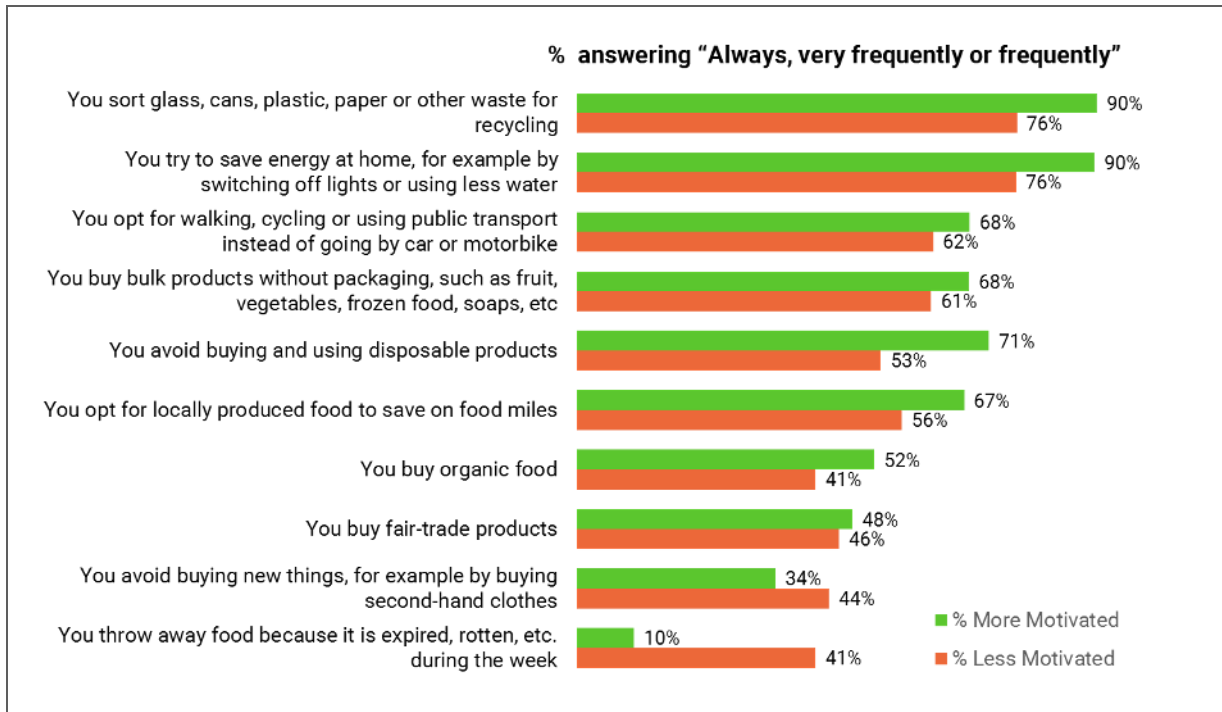
### 5.3 Being motivated and taking action

As outlined above, some interesting patterns can be observed when it comes to the perceptions of young Europeans who are more motivated to live sustainably. But what about actually taking action? Do young people who are more motivated (and are more concerned about these issues) take it upon themselves to do things in their day-to-day lives to tackle these issues?

Young Europeans were first asked about their lifestyle habits. **There are some obvious habits that young Europeans who are more motivated to live sustainably are clearly more likely to engage in frequently.** When it comes to recycling and saving energy 90% of those who are more motivated to live sustainably frequently do this compared to 76% of those who are less motivated in both cases. Similarly, 71% of motivated young Europeans frequently avoid buying and using disposable products compared to only just over half (53%) of less motivated young Europeans. When it comes to food waste, 41% of less motivated young Europeans frequently have this issue compared to only 10% of those who are more motivated to live sustainably.

**The differences in the behaviours between the more and less motivated young Europeans are less marked when it comes to other habits and in the case of avoiding the purchase of new things,** this is actually higher amongst those who are less motivated (44%) compared to the more motivated (34%).

Figure 48 : Habits and Lifestyle choices



Q4. How often, if at all, do you do the following? % among more and less motivated  
 Base: All respondents (n=22,377)





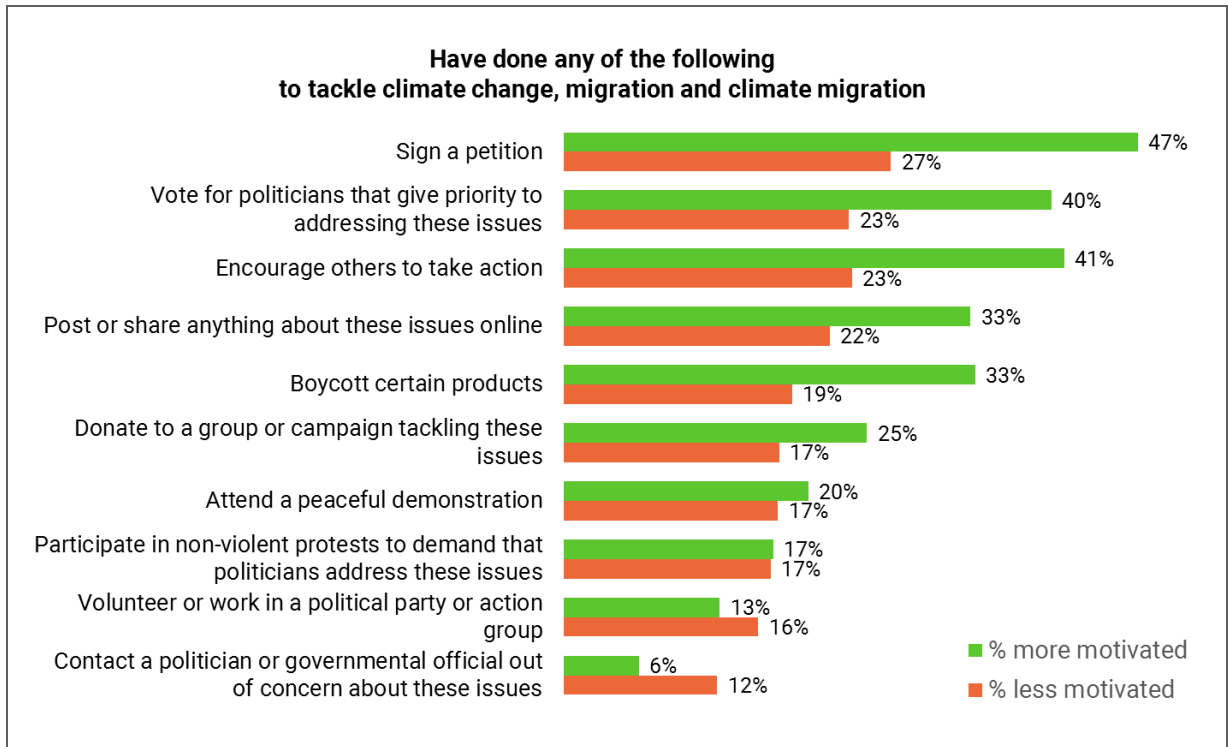
Looking then at concrete actions that young Europeans have already taken when it comes to the issues of climate change, migration and climate migration, **broadly speaking motivated young Europeans seem to be more engaged in taking action compared to those who are less motivated.** Nevertheless, this depends on the actions taken with some activism just as common amongst the less motivated.

**Motivated young Europeans are far more likely to have signed a petition (47% compared to 27% of less motivated), encouraged others to take action (41% compared to 23%), voted for politicians that give priority to addressing these issues (40% compared to 23%), posted or shared on social media (33% compared to 22%), boycotted certain products (33% compared to 19%) and made a donation (25% compared to 17%).**

However, engagement in activism in the form of attending peaceful demonstrations (20% compared to 17%) or having participated in a non-violent protest is not distinctly something that more motivated young people engage in compared to those who are less motivated. There is actually no difference between the two groups when it comes to having participated in a non-violent protest (17% of both groups have done so).

When it comes to actions such as contacting a politician (6% of motivated young people compared to 12% amongst less motivated) or volunteering/working in a political party or action group (13% motivated young people compared to 16% less motivated) it is actually those who are less motivated that are slightly more likely to have taken such actions.

Figure 49 : Readiness to engage



Q18. Have you done, or might you do, any of the following to tackle these issues? % among more and less motivated  
 Base: All respondents (n=22,377)

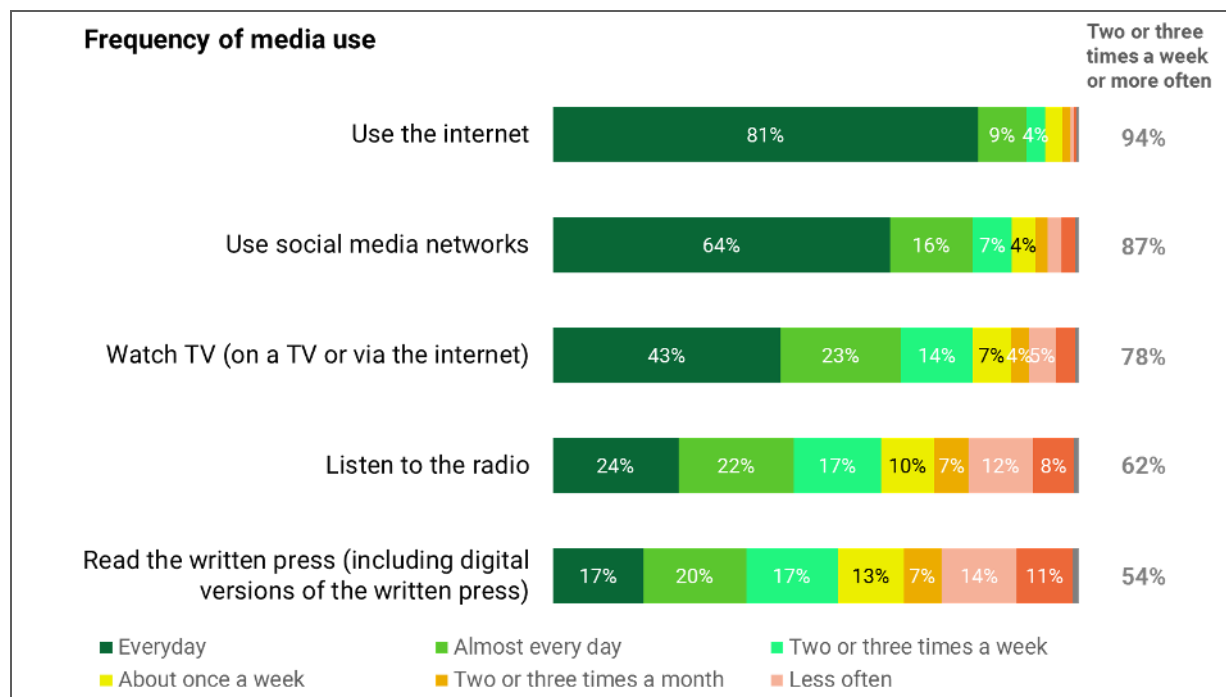
Reflecting the fact that young Europeans that are more motivated to live sustainably engage in many of the above actions, these **more motivated young people are firmer believers that these actions that are taken by individuals actually have an impact** with 65% agreeing compared to 48% of those who are less motivated which is likely a reason behind their higher levels of taking many of these actions. This could also indicate that there are further opportunities to engage more motivated young Europeans in calls to action given their bigger belief individual action can lead to change.

## 6 MEDIA – THE POWER OF MEDIA IN COMMUNICATING ON THESE ISSUES

### 6.1 Channels used by young people

The power of media in communicating about these issues relies on finding young people where they are in terms of their media usage. **The vast majority of young Europeans are online** both using the internet (90%) and on social networks (80%) either every day or almost every day as illustrated in the figure below. **TV remains a powerful communicator** with 66% watching TV (which may also be through online sources) every day or almost every day. Whilst reading written press may be less common in comparison as just over a third (37%) read the written press every day or almost every day, **only 11% of young people never read the written press indicating this is still a medium (including digital versions) that is reaching young Europeans.**

Figure 50 : Frequency of media use



Q20. To what extent do you...?  
Base: All respondents (n=22,377)

**The frequency of media use amongst young Europeans is related to their age in some cases.** Listening to the radio is more common amongst the older two age groups than the younger two age groups. Similarly, older groups of young Europeans are more likely to read the written press. When it comes to other formats of communication there are no clear age patterns.

Figure 51 B: Frequency of media use – Focus on highest frequency by country

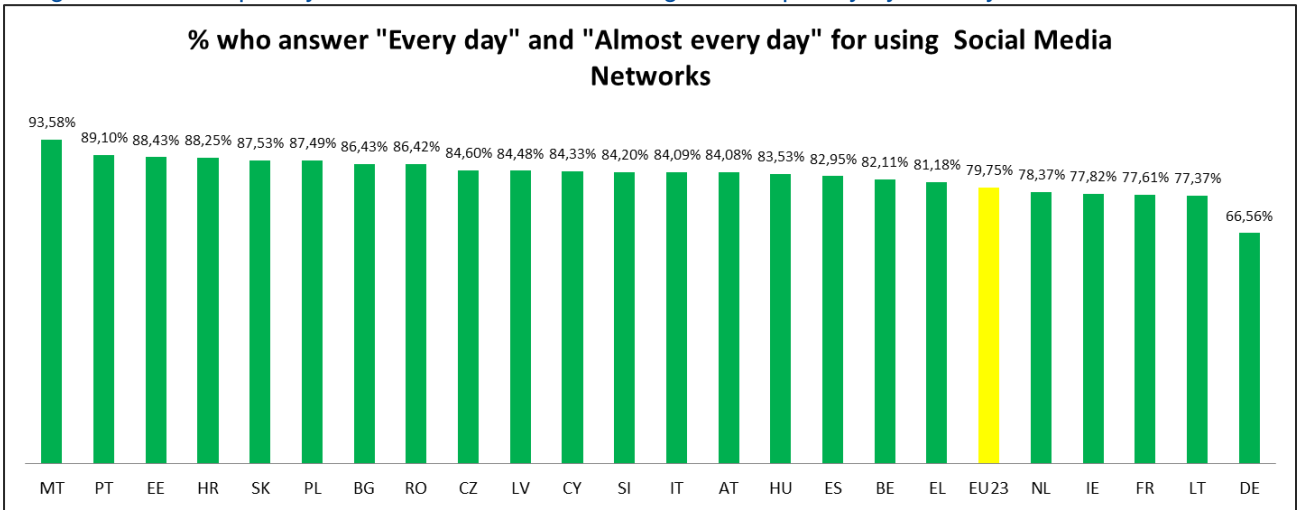


Table 19: Frequency of media use, by age

To what extent do you...?	Age			
	15-19	20-24	25-29	30-35
<i>% Everyday / Almost every day / Two or three times a week</i>				
Listen to the radio	57%	54%	64%	70%
Read the written press including digital versions of the written press	45%	52%	57%	60%

Q20. To what extent do you...? % Everyday / Almost every day / Two or three times a week combined  
 Base: All respondents (n=22,377)

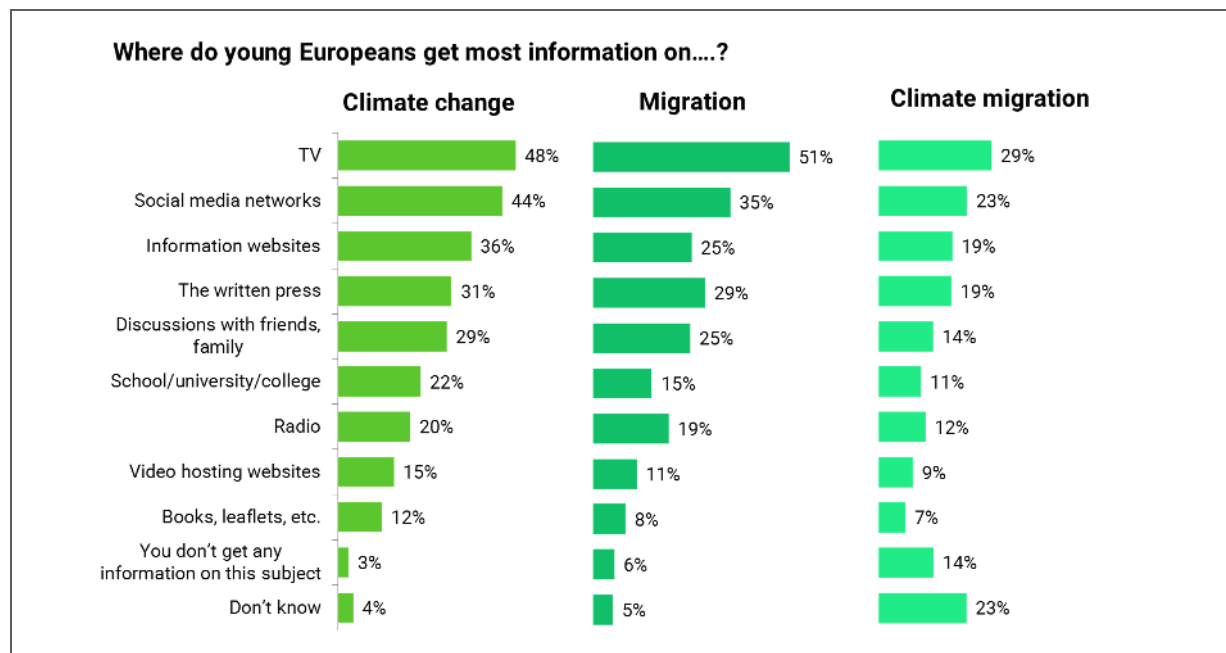
There are some quite small gender differences when it comes to frequency of media use. More young women use online channels than young men, with 90% of young women using social media networks more than once a week compared to 85% of young men. 96% of young women use the internet more than once a week compared to 92% of young men. On the other hand, young men are slightly more likely to read the written press. 56% of young men read the written press more than once a week compared to 52% of young women.

## 6.2 Channels to get information about the topics

Whilst not the most frequently used channel by young Europeans, the primary channel where young Europeans get most of their information on the topics of interest – climate change, migration and climate migration - is TV (48% get climate change information, 51% get information on migration and 29% get information on climate migration on TV). Nevertheless, social media networks and information websites both feature highly and taken together mean that young Europeans also rely on online channels to get most of their information about these topics. Whilst the written press is not as frequently used as a media channel amongst young people, it is a common channel for getting most of their information on these topics after TV and online channels.

Of importance is that 14% of young Europeans say they do not get any information on the topic of climate migration – far higher in comparison to the topics of climate change (3%) and migration (6%). A substantial share (23%) don't know where they get most information on the topic of climate migration, likely related to the lack of knowledge amongst young Europeans on the topic and therefore adding to the degree of uncertainty about where they get most of their information on this topic.

Figure 52 : Most important information channels on key topics

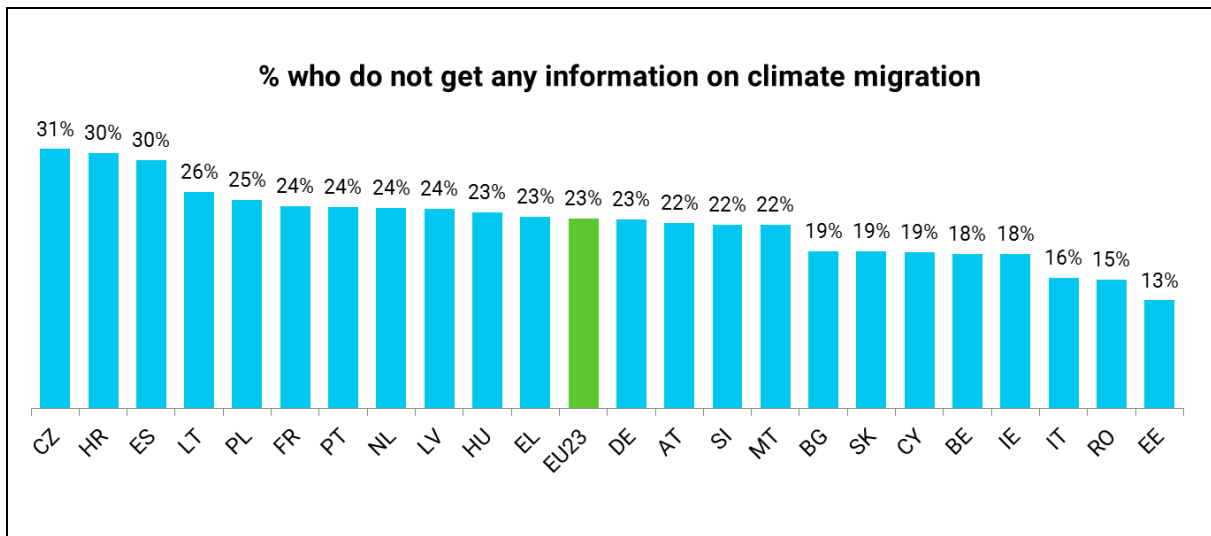


Q22. Where do you get most of your information on....?

Base: All respondents (n=22,377)

**Young women are more likely to say they do not get any information on the topic of climate migration (26%) compared to young men (19%).** There are slight differences between those who are active in the labour force compared to those who are inactive, with 25% of those who are inactive not getting any information on climate migration compared to 22% of those who are active. There were no regional differences across the regions of Europe in not getting any information on climate migration, though clear country differences are illustrated in the figure below with almost a third (30-31%) of young people in Spain, Croatia and the Czech Republic not being aware of getting any information on the topic.

Figure 53 : Proportion who do not get any information on climate migration, by country



Q22. Where do you get most of your information on...Climate migration? % for 'You don't get any information on this subject'

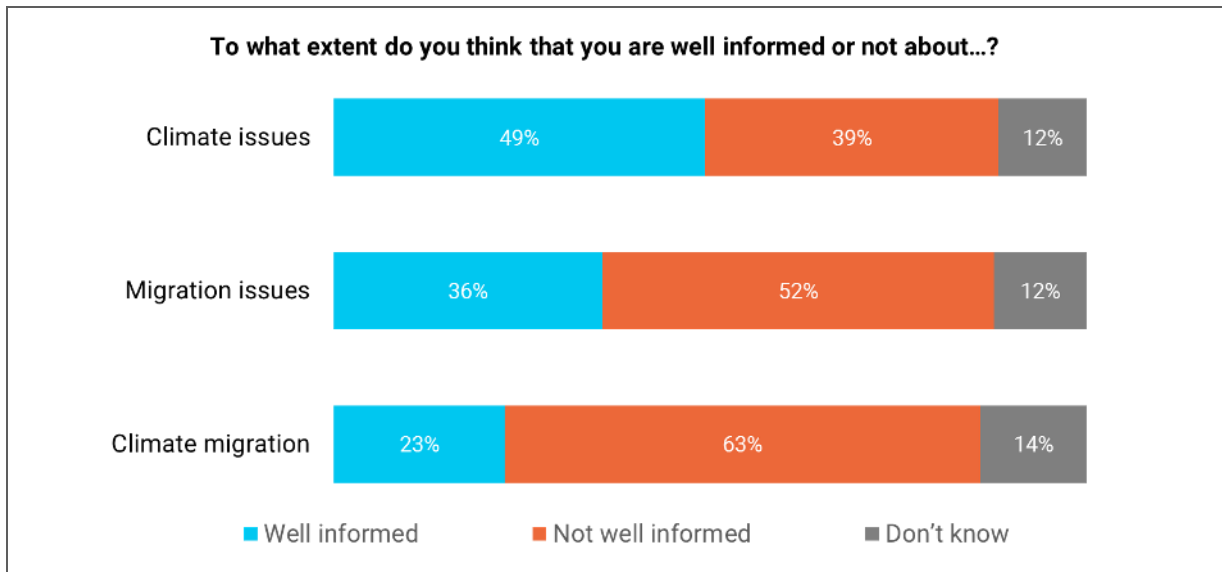
Base: All respondents (n=22,377)

### 6.3 Feeling well informed about the topics

There is certainly room for improving the percentage of young people in Europe who feel well informed about the topics of climate change, migration and in particular, climate migration – especially given the degree to which young people worry about some of these topics.

On a positive note, **half of young people (49%) feel that they are well informed about climate issues.** Feeling well informed about migration issues is less commonplace with 36% of young Europeans indicating that they are well informed. **Less than a quarter of young people (23%) feel well informed about climate migration.**

Figure 54 : Feel informed about climate issues and (climate) migration



Q21. To what extent do you think that you are well informed or not about...?  
Base: All respondents (n=22,377)

It is not the case that younger or older groups of young people are more likely to feel well informed about these three issues in comparison to each other. At the same time, there is a notable gender difference. **When it comes to all three topics, young men are more likely to say they feel well informed compared to young women.** This difference is between 9 and 11 percentage points depending on the topic as illustrated in the following table.

Table 20: Feel informed about climate issue and (climate) migration, by gender

To what extent do you think that you are well informed or not about...?	Gender	
	Young Men	Young Women
<i>% Well informed</i>		
Climate issues	54%	45%
Migration issues	41%	30%
Climate migration	27%	18%

Q21. To what extent do you think that you are well informed or not about...? % for 'Well informed'  
Base: All respondents (n=22,377)

When it comes to a relationship between feeling well informed and level of education, **it is those with a high level of education who are more likely to say they feel well informed in comparison to those with a low level of education.** However, the gap between the two is widest when it comes to climate issues, with 54% of those with a high level of education feeling well informed compared to 43% of those with a low level of education. This narrows to a six-percentage point difference between those with a high level of education feeling well informed about migration (37%) compared to those with a low education level (31%). The gap in feeling well informed between high and low educated is smallest when it comes to climate migration. 24% of those with a higher level of education feel well informed about climate migration in comparison to 22% of those with a low level of education.

Table 21: Feel informed about climate issue and (climate) migration, by education level

To what extent do you think that you are well informed or not about...?	Education level (ISCED level)		
	Low (0-2)	Medium (3-4)	High (5-8)
<i>% Well informed</i>			
Climate issues	42%	46%	54%
Migration issues	31%	35%	37%
Climate migration	22%	21%	24%

Q21. To what extent do you think that you are well informed or not about...? % for 'Well informed'  
Base: All respondents (n=22,377)

The same pattern holds when it comes to where people live. **Those in large towns are more likely to say they feel well informed** compared to those from small or middle-sized towns, rural areas or villages when it comes to all three topics. The differences based on where people live are smallest when it comes to climate migration, and largest when it comes to climate change as illustrated in the following table.

Table 22: Feel informed about climate issue and (climate) migration, by urbanisation level

To what extent do you think that you are well informed or not about...?	Urbanisation level		
	Rural area or village	Small or middle-sized town	Large town
<i>% Well informed</i>			
Climate issues	46%	47%	56%
Migration issues	33%	34%	40%
Climate migration	21%	21%	26%

Q21. To what extent do you think that you are well informed or not about...? % for 'Well informed'  
Base: All respondents (n=22,377)

The differences between feeling well informed about these topics and the occupational status of young people as active or inactive are relatively small. There is no difference between the two groups when it comes to feeling well informed about climate issues. 37% of those who are active in the labour market feel well informed about migration compared to 32% of those who are inactive. 24% of those who are active feel well informed about climate migration compared to 20% of those who are inactive.

Voting behaviour is related to feeling well informed about these topics. **Those who have voted in a recent election are more likely to say they feel well informed about all three topics compared to those who have not voted.** Again, the differences are smallest when it comes to climate migration – 24% of those who voted in a recent election feel well informed compared to 21% of those who have not voted.

The gap is noticeably larger when it comes to migration (38% feeling well informed amongst those who voted compared to 30% feeling well informed amongst those who have not voted) and climate change



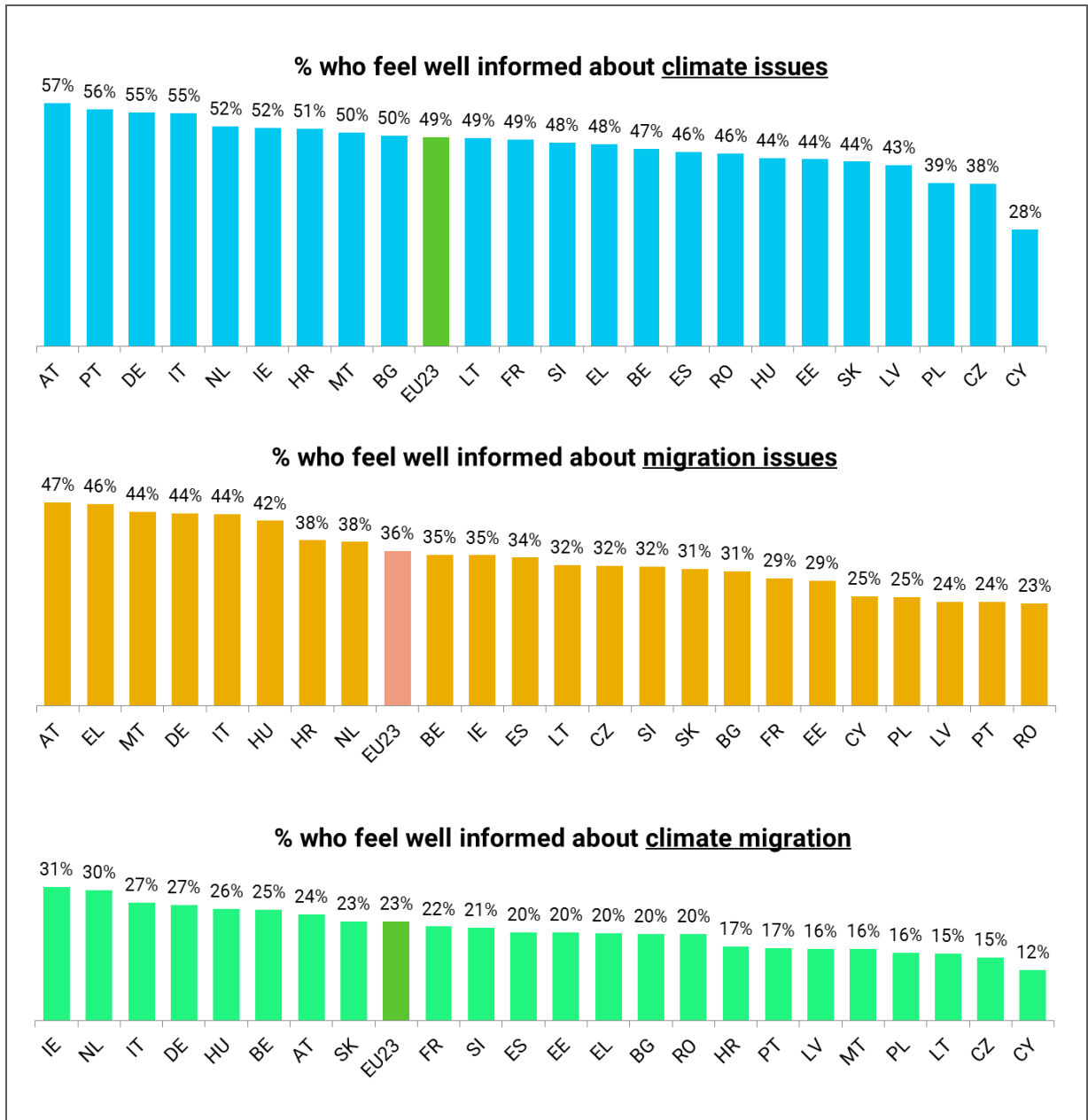


(53% of those who have voted feeling well informed compared to 36% feeling well informed amongst those who have not voted).

What these patterns appear to show is that the socio-demographic indicators are often related to how well informed young people say they feel about these three topics. However, this relationship is weakest when it comes to the topic of climate migration indicating that **the issue with not feeling well informed about climate migration is more of a universal problem across demographics** in comparison to the topics of climate change and migration.

When it comes to regional differences, **the South and West of Europe are more likely to say they feel well informed about these topics in comparison to the East of Europe**. Specific country differences are highlighted in the figure overleaf. Feeling well informed about climate issues ranges from more than half of young people in countries such as Austria, Portugal, Germany, Italy, the Netherlands, Ireland and Croatia in comparison to less than 40% in Poland, Czechia and Cyprus. A similar pattern is found when it comes to feeling informed about climate migration, although some noticeable differences such as Portugal who is amongst the countries with a relatively high proportion of young people who feel informed about climate issues but is amongst the countries with a relatively low percentage that feel informed about climate migration and migration in general.

Figure 55 : Feel informed about climate issues and (climate) migration, by country

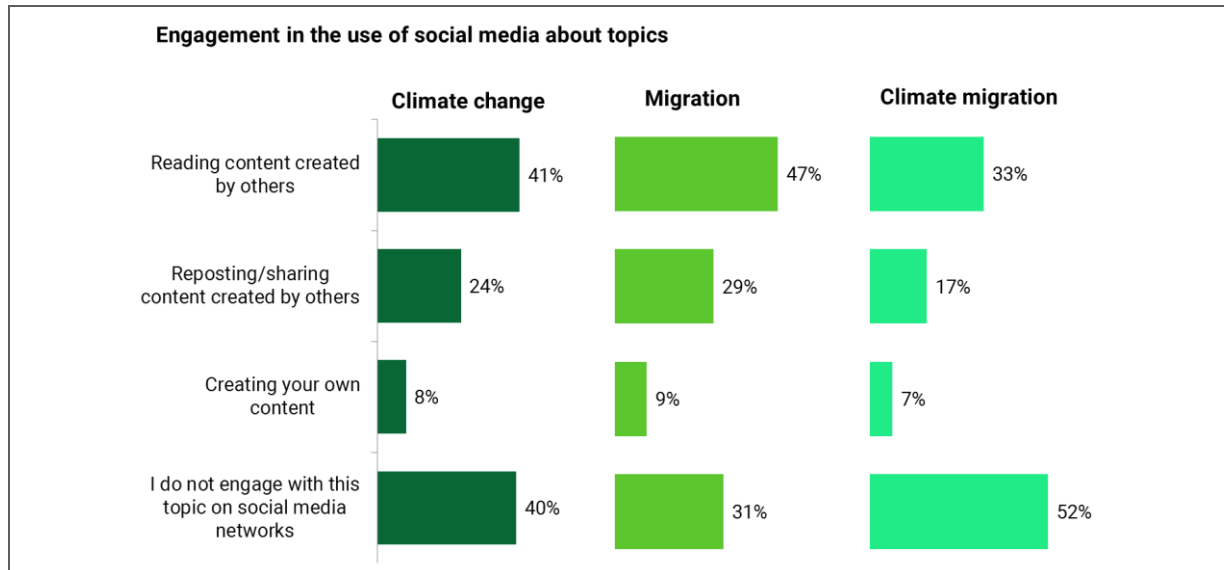


Q21. To what extent do you think that you are well informed or not about...?  
 Base: All respondents (n=22,377)

## 6.4 The use of social media to engage with these topics

When young people are engaging with social media on these three topics, **the most common use of social media is to read content created by others**. Nearly half (47%) of young people are reading content created by others on the topic of migration on social media with a similar proportion (41%) reading content created by others on the topic of climate change. A third of young Europeans (33%) are reading content about climate migration.

Figure 56 : Engagement in the use of social media about topics



Q23. Do you engage in the use of social media networks about these topics?  
Base: All respondents (n=22,377)

Whilst young people are more likely to feel well informed about climate change in comparison to the other two topics, engagement in the use of social media use is not very strongly related to this topic in comparison to the topic of migration. As illustrated in the figure above, young people are engaging slightly more in the use of social media when it comes to reading content created by others as well as reposting/sharing content created by others on the topic of migration than they are about the topic of climate change.

Given that the feeling of not being well informed was highest for the topic of climate migration it is not unsurprising that the percentage of young Europeans who do not engage in using social media when it comes to the topic of climate migration is also the highest amongst the three topics at 52%. Nevertheless, a third (33%) of young people are reading content created by others on this topic on social media.

If we compare the use of social media amongst young Europeans to create their own content on these three topics, there is little difference between the level of engagement when it comes to the three topics with 8% creating their own content on the topic of climate change, 9% on the topic of migration and 7% on the topic of climate migration.

Diving deeper into the percentage that use social media networks to create their own content on these three topics there are differences between groups of young people. Firstly, young men (10% creating content on climate change, 11% on migration and 8% on climate migration) are more likely to create their own content on these topics on social media compared to young women (6% on climate change, 8% on migration and 5% on climate migration).

Secondly, whilst those with a high level of education are more likely to feel well informed about these topics, when it comes to using social media to create content on these topics, it is those with a low education level that are more likely to say that they create content. 12% of those with a low level of education create content on climate change compared to 8% of those with a high level of education – 13% with a low education level compared to 9% of those with a high education level create content on migration and 11% with a low education level create content on climate migration compared to 6% of those with a high education level. The same pattern holds for those who do not vote, they are more likely to say they feel informed, but also more likely to say they create content on these topics.

Other characteristics that are associated with creating content on these topics on social media networks are being religious or spiritual and being non-native (i.e. not born in the country where they are now living). There are no obvious regional differences when it comes to creating content on these topics on social media networks.

## 7 CONCLUSIONS

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### Perceptions – What are young people’s views on the issues of climate change and sustainability?

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How do young Europeans feel about climate migration? Because a low awareness about this complex subject was expected based on earlier research, the survey first asked young Europeans about their more general views on both climate change and migration separately. The findings show that climate change is a top priority for many young Europeans (46%), who consider climate change and environmental degradation as the most important issues facing the world, even in the midst of the COVID-19 pandemic. Among actions based on United Nations Sustainable Development Goals, “take action to combat climate change” is considered the most important one (66% rank it first or second).

In line with this, a clear majority of young Europeans are aware that climate change is a phenomenon that affects all countries globally, not only in the future, but also today.<sup>39</sup> Most (65%) also think that climate change will affect them personally. Few deny that climate change exists (8%), also compared to earlier surveys (see the background and context section), while the great majority of young Europeans think climate change is caused by human activity (83%). The high awareness about climate change translates in a high level of concern. Almost half (46%) of young Europeans are extremely or very worried about climate change; in some Southern European countries, including Spain, Portugal and Italy, as well as in Romania, this figure is (well) above 50%.

Young Europeans’ high awareness and concern about climate change is evident in a strong demand for government action. For example, more than two thirds to close to three quarters (70%-75%) of young Europeans find that if government plans do not tackle pollution and climate change, this is “bad for the economy” or “a sign that the government has the wrong priorities”. A large share of young Europeans find that business and industry (52%) and national governments (49%) carry main responsibility for addressing climate change. Young Europeans also feel a personal responsibility, with 34% saying they themselves are mainly responsible for tackling climate change.

A substantial proportion of young Europeans (43%) believe that economically developed, rich countries should make the most economic and political efforts to reduce the effects of climate change. However, the same proportion (43%) feel that rich and poor countries should both carry responsibility. Does this imply that many young Europeans are happy to shift the responsibility for addressing climate change to poor countries, or do they think that in reality poor countries will be forced to carry a heavy burden? Either way, young Europeans do appear to support a fairer, more sustainable economic model. Just 41% agree that economic growth benefits everyone, including people in poor countries. And three quarters

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<sup>39</sup> Close to nine out of ten young Europeans (86%) think that the statement “Climate change has had an impact on every ocean and every continent over the past few decades” is correct. Slightly more than half (55%) think the statement “it will take decades before the effects of climate change will be felt in [COUNTRY]” is false.

(77%) agree that our society’s consumption habits are not sustainable if we want to preserve the environment.

### **Perceptions – How do young people feel about migration in general and do they see the link between climate change and migration?**

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Compared to climate change, migration looks to be a less salient issue for young Europeans, with just 13% perceiving it among the most serious problems facing the world (for climate change this is 46%). However, even if young Europeans in the survey are not as negative about migration as observed in some recent other surveys, the topic does appear to be quite divisive. For example, less than half (45%) of young Europeans agree that migrants coming to their country contribute to society. And only slightly less agree than disagree (38% versus 42%) that “the border of their country should be closed to migrants entirely”. There also appears to be a certain mistrust about the motives of migrants, with about half (51%) of young Europeans thinking that migrants who come to their country only pretend to be refugees, while in reality they come for economic reasons (although somewhat contradictory, ‘war and armed’ violence is seen by young Europeans as the most important drivers for migration to Europe). And while some population sub-groups, notably women and the high educated, are slightly more positive towards immigration, overall socio-demographic differences are limited.

On the other hand, young Europeans are welcoming towards what could be defined as ‘classic’ refugees, as defined by the Geneva Convention. Notably, 71% agree that people should be able to migrate to their country to escape war and armed violence, which is seen as the most important driver for migration to Europe, as mentioned above. The share of young Europeans who would welcome climate migrants is smaller, but still constitutes a majority: 55% agree that people should be able to migrate to their country to escape extreme weather and environmental changes. Moreover, half of young Europeans (50%) agree that climate migrants should have the same legal protection as people fleeing war or persecution, while just about one out of five (21%) disagree.

The latter proportions can be considered remarkably high, if taking into account the complexity of climate migration (which means the drivers for climate migration are not always clear cut, as touched upon the introduction) and young Europeans’ low awareness about the subject. Clearly the latter leaves room for improvement. When unprompted, the average young European perceives climate change as a relatively unimportant driver or reason for people to migrate to Europe or their country. Among actions based on United Nations Sustainable Development Goals, “Facilitate orderly, safe and regular migration of people, including migration caused by climate change” is seen as the least important one, with just 30% ranking it first or second in terms of importance. And only about a third (32%) of young Europeans have heard a great deal or a fair amount about the term ‘climate migrants’, although country differences are substantial – in France 49% have heard great deal or a fair amount about the term, more than double the proportion in Latvia and Lithuania (16% are aware of the term in both countries).



The above does primarily show that climate migration is not top of mind. It does not by itself point to an underestimation of the impact of climate migration. When prompted, about half of young Europeans (52%) think that climate change will lead to more migration to their country in the future. Four out of ten (43%) agree that climate change might force people in their own country to move to another region or country – a figure that is clearly higher in Southern European countries such as Portugal (61%), Spain (59%) and Italy (55%) – all countries where concern about climate change is also high (see above).

## **Engagement and actions – How engaged are young people in tackling issues of climate change, sustainability and migration?**

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Does young Europeans' overall fairly high understanding of climate change and its effects result in a willingness to act? Regarding lifestyle and dietary choices that can contribute to reducing the impact of climate change, the picture is diverse, but overall not discouraging. Various actions are widespread. This includes for example sorting waste, or trying to save energy at home; close to eight out of ten young Europeans do this frequently. Some actions are less commonly taken, but are still practiced by a substantial minority. For example, 31% of young Europeans frequently avoid buying new things by buying second-hand goods instead. When looking at dietary habits that could mitigate the effects of climate change, it can be noted that 13% of young Europeans are either vegetarian, pescatarian or vegan. A population subgroup that appears slightly more willing to act overall are young women, but socio-demographic differences in terms lifestyle and dietary choices are small.

The same varied picture arises when looking at young Europeans' readiness to engage more generally. On the one hand, young Europeans are certainly willing to undertake actions that can make an important difference. For example, a quarter (25%) voted for politicians that give priority to tackling climate change, migration and climate migration, while a further 50% say they might do in the future. On the other hand, the appetite for actions that require more effort is smaller. For example, few young Europeans (10%) volunteered or worked in a political party or action group, although still 44% say they might do this.

Interesting is that the youngest age cohort (15-19 years old) in the survey appears most engaged when it comes attending a peaceful demonstration or participating in non-violent protest. This may relate to the recent 'school strikes for climate'. The fact that this was largely an urban phenomenon, like most demonstrations, might also explain why young European in large towns appear somewhat more engaged.

Important is also to know whether young Europeans think these kinds of actions actually make a difference. This can be answered affirmatively, even if there is a substantial degree of scepticism: 48% of young Europeans agree that these types of actions have an impact, 36% are less certain and think they may have an impact, and 16% do not think these actions have an impact. These opinions are not very strongly correlated with socio-demographic characteristics, although young men, the low educated and those who have not voted in recent elections are more sceptic overall. Country differences are more

distinct, the proportion who think that these kinds of action have an impact varying between a high of 63% in Portugal, to a low of only 27% in Cyprus.

### **The gap between perceptions and actions**

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About one in five young Europeans (19%) can be considered as more motivated to live sustainably, based on their disagreement to a number of statements in the opposite direction, such as for example “In theory, I want to live more sustainably, but it is simply not practical”. The remainder can be characterised as either in the middle (66%) or less motivated (19%). The survey findings suggest there is a strong link between the level of motivation to live sustainably and awareness about climate change and climate migration, as well as readiness to engage and take action to address these issues, showing how these opinions and behaviours go together and reinforce each other. For example, those young Europeans who are more motivated to live sustainably more often consider the issue of climate change as being amongst the most serious problems facing the world as whole (60% amongst the more motivated, compared to 34% of the less motivated). Motivated young Europeans are also far more likely to have voted for politicians that give priority to addressing climate change, migration or climate migration (40% compared to 23%).

Young Europeans who are more motivated to live sustainably are relatively often women, high educated, living in a large town, and have voted in a recent election. They are also relatively often Southern European, which might relate to the high concern about climate change and its impact in this region (see above).

### **Media – The power of media in communicating on these issues**

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The general media use of young Europeans shows few surprises. The vast majority are using the internet (90%) and social networks (80%) almost every day or daily. Perhaps somewhat unexpected, taking into account the age group, is that still 66% watch TV daily or almost daily, but it should be noted that this also includes TV via the internet. Listening to the radio or reading the written press (including in digital versions) is less common, especially among the youngest age cohort (15-19 years old), even if most young Europeans still do this weekly or more often.

Interesting to note is that the online and social media channels where young Europeans obtain most of their information (as noted above), are not the channels through which they obtain most information on climate change, migration and climate migration – this is TV, although social media and information websites follow closely. The written press also still plays an important role in informing young Europeans about the three topics mentioned, certainly in contrast to the relatively low overall use of this medium.

The fact that young Europeans’ awareness about climate migration is rather low (as noted above), is also visible in the fact that just 23% of young Europeans feel well informed about this subject. With





regard to migration the situation is somewhat better, but not spectacularly so – 36% feel well informed about this topic. On a more positive note, 49% feel well informed about climate issues, which of course closely aligns to the high awareness about this topic visible throughout the survey.

Population sub-groups who comparatively often feel uninformed about climate change and migration, include young women, the low educated, those who live in rural areas, and those who did not vote in a recent election (excluding those not old enough to vote). For climate migration, these differences are less visible, likely because awareness on this topic is low across the board. Country differences are substantial, the proportion who feel well informed about climate migration varying between 31% in Ireland to 12% in Cyprus.

To conclude its good to mention that young people are quite engaged in the use of social-media about the topics of climate change, migration and climate migration. Between about a fifth and third repost or share content on climate change, migration and climate migration created by third parties (24%, 29% and 17%, respectively). This shows that a substantial share of young Europeans stand ready to help spreading information relevant to the #ClimateOfChange campaign.

## ANNEX 1 – FINAL QUESTIONNAIRE

### Part I: General views

Base: all respondents

**Q1. [M] Max. three answers (randomise 1-10)**

Which of the following do you consider to be the most serious problems facing the world as a whole?

*Please select up to three answers.*

1. Climate change and issues like drought, floods and fires
2. Environmental degradation, including for example air pollution, deforestation and the extinction of animals
3. Large-scale migration
4. Poverty and hunger
5. Lack of drinking water
6. Terrorism
7. The economic situation and unemployment
8. Armed conflicts
9. The increasing global population
10. Spread of infectious diseases
11. Other
12. None [single answer]
99. Don't know [hidden]

Base: all respondents

**Q2. [Single progressive grid]**

To what extent do you agree or disagree with the following statements:

**Rows (randomise)**

1. The economy in [YOUR COUNTRY] is rigged to advantage the rich and powerful.
2. Our consumption habits are not sustainable if we want to preserve the environment.
3. Economic growth benefits everyone, including people in poor countries.
4. The government in [COUNTRY] should focus on helping the economy to recover first and foremost, even if that means taking some actions that will be bad for the environment.

**Columns**

1. Strongly agree
2. Agree
3. Tend to agree
4. Neutral
5. Tend to disagree
6. Disagree
7. Strongly disagree
9. Don't know

Base: all respondents

**Q3. [Ranking, randomize items]**

In 2015, world leaders agreed to 17 goals for a better world by 2030. Goals include ending poverty, fighting inequality and stopping climate change. They are referred to as the **United Nations' Sustainable Development**



**Goals.** Below are some actions based on these goals. Please rank them in order of what you think is most important where ‘1’ is the most important priority and ‘4’ is the least important priority.

1. Take urgent action to combat climate change and its impacts.
2. Promote sustainable economic growth.
3. Reduce income inequality within and among countries.
4. Facilitate orderly, safe and regular migration of people, including migration caused by climate change.

## Part II : Habits and lifestyle choices

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Base: all respondents

### Q4. [Single progressive grid]

How often, if at all, do you do the following?

#### Rows (randomise)

1. You buy organic food.
2. You buy fair-trade products.
3. You sort glass, cans, plastic, paper or other waste for recycling.
4. You avoid buying new things, for example by buying second-hand clothes.
5. You try to save energy at home, for example by switching off lights or using less water.
6. You opt for walking, cycling or using public transport instead of going by car or motorbike.
7. You opt for locally produced food to save on food miles.
8. You buy bulk products without packaging, such as fruit, vegetables, frozen food, soaps, etc.
9. You avoid buying and using disposable products.
10. You throw away food because it is expired, rotten, etc. during the week.

#### Columns

1. Always
2. Very frequently
3. Frequently
4. Sometimes
5. Rarely
6. Very rarely
7. Never
9. Don't know [hidden]

Base: all respondents

### Q5. [S]

Which of the following best describes your diet?

1. I eat meat and fish (you are an ‘omnivore’).
2. I eat fish, but don't eat meat (you are a ‘pescatarian’).
3. I don't eat meat or fish, but do eat other animal based food, such as eggs, cheese and milk (you are ‘vegetarian’).
4. I don't eat animal based food at all (you are ‘vegan’).
5. Other

9. Don't know [hidden]

Base: all respondents

**Q6. [Single progressive grid]**

To what extent do you agree or disagree with the following statements?

**Rows (randomise)**

1. It is not primarily my responsibility to change the way I live. It is mainly up to companies to provide products that are sustainable.
2. Living sustainably is not a priority for me.
3. It does not matter if I live sustainably, it is up to governments to make sure our economy is sustainable.
4. In theory, I want to live more sustainably but it is simply not practical.

**Columns**

1. Strongly agree
2. Agree
3. Tend to agree
4. Neutral
5. Tend to disagree
6. Disagree
7. Strongly disagree
9. Don't know

## Part IIIA: Perceptions on climate change

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Base: all respondents

**Q7. [S]**

How worried, if at all, are you about climate change?

1. Not at all worried
2. Not very worried
3. Fairly worried
4. Very worried
5. Extremely worried
9. Don't know [hidden]

Base: all respondents

**Q8. [Single progressive grid]**

In your opinion, is each of the following statements concerning climate change true or false?

**Rows (randomise)**

1. Climate change has had an impact on every ocean and every continent over the past few decades.
2. Humans and human activity are the main cause of climate change.



3. It will take decades before we will feel the effects of climate change in [YOUR COUNTRY].
4. There is no such thing as climate change.

**Columns**

1. True
2. False
9. Don't know

Base: all respondents

**Q9. [Single progressive grid]**

To what extent do you agree or disagree with the following statements:

**Rows (randomise)**

1. Climate change is likely to have a big impact on people like me.
2. The impacts of climate change are mostly going to be felt in other countries.

**Columns**

1. Strongly agree
2. Agree
3. Tend to agree
4. Neutral
5. Tend to disagree
6. Disagree
7. Strongly disagree
9. Don't know

Base: all respondents

**Q10. [M] Max. 3 answers (randomise 1-7)**

In your opinion, who is mainly responsible for tackling climate change?

*Please select up to three answers.*

1. You personally
2. National governments
3. Business and industry
4. The European Union
5. The United Nations
6. Regional and local authorities
7. Environmental groups
8. Other
9. Nobody has responsibility to do this [single answer]
99. Don't know [hidden]

Base: all respondents

**Q11. [S]**

In your view, which countries should make the most economic and political efforts to reduce the effects of climate change, if any?

1. More economically developed, rich countries.
2. Less economically developed, poor countries.
3. Rich and poor countries should both carry responsibility.
4. None, this is not the responsibility of countries.
9. Don't know

Base: all respondents

**Q12. Single answer per row, randomize rows and randomize left and right position**

Some people say the economic recovery after the coronavirus crisis should tackle pollution and climate change at the same time by, for example, investing in renewable energy and electric vehicles.

If government plans do not tackle pollution and climate change, how would you describe this on balance?

Please choose the statement from each pair that best reflects your view.

- |   |    |  |
|---|----|--|
| 1. Bad for the economy in the long run                          | OR | Good for the economy in the long run                           |
| 2. A sign that the government has the wrong priorities          | OR | A sign that the government has the right priorities            |
| 3. Proof that the government listens to ordinary people like me | OR | Proof the government doesn't listen to ordinary people like me |
| 4. Dangerous and irresponsible                                  | OR | Reasonable and prudent   |

## Part IIIB: Perceptions on migration and climate migrants

Base: all respondents

**Q13. [M] Max. 3 answers (randomise 1-7)**

What do you think are the most important drivers or reasons for people to migrate to [YOUR COUNTRY]?

*Please select up to three answers.*

1. Climate change causing extreme weather and environmental changes, such as flooding, storms, drought, sea-level rise, etc.
2. War and armed violence.
3. Political persecution and discrimination, for example because of race, religion, political opinion, etc.
4. Education and study opportunities
5. Pursuit of economic opportunities
6. Family reunion and formation, such as marriage
7. Inequality and uneven development
8. Other reasons



9. Don't know [hidden]

Base: all respondents

**Q14. [Single progressive grid]**

Thinking about your country, do you agree or disagree with the following statements?

**Rows (randomise)**

1. Most migrants who want to come to my country as a refugee really aren't refugees. They want to come here for economic reasons.
2. We must close our borders to migrants entirely – we can't accept any at this time.
3. Migrants who come to [COUNTRY] contribute to our society.
4. [COUNTRY] should increase the amount it spends on support for migrants.

**Columns**

1. Strongly agree
2. Agree
3. Tend to agree
4. Neutral
5. Tend to disagree
6. Disagree
7. Strongly disagree
9. Don't know

Base: all respondents

**Q15. [Single progressive grid]**

Do you agree or disagree that people should be able to migrate to [YOUR COUNTRY] to escape from...

**Rows (randomise)**

1. extreme weather and environmental changes, such as flooding, storms, drought, sea-level rise, etc.?
2. war and armed violence?
3. political persecution and discrimination, for example because of race, religion, political opinion, etc.?
4. extreme poverty and hunger?

**Columns**

1. Strongly agree
2. Agree
3. Tend to agree
4. Neutral
5. Tend to disagree
6. Disagree
7. Strongly disagree
9. Don't know

Base: all respondents

*Some people say that in the near future more and more people will be forced to leave their home countries due to deteriorating environmental conditions such as floods and droughts which can be linked to climate change. We are interested in your opinion about climate change and migration, or so called 'climate migrants'.*

**Q16. [S]**

Before today, how much had you heard about the term ‘climate migrants’?

1. A great deal
2. A fair amount
3. Not very much
4. Nothing at all
9. Don't know [hidden]

Base: all respondents

**Q17. [Single progressive grid]**

To what extent do you agree or disagree that...?

**Rows (randomise)**

1. Climate change is one of the causes of the high number of migrants coming to Europe.
2. Climate change will lead to more migration to [MY COUNTRY] in the future.
3. Climate change might force people in [MY COUNTRY] to move to another region or country.
4. Climate migrants should have the same legal protection as people fleeing war or persecution.

**Columns**

1. Strongly agree
2. Agree
3. Tend to agree
4. Neutral
5. Tend to disagree
6. Disagree
7. Strongly disagree
9. Don't know

## Part IV: Engagement

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Base: all respondents

**Q18. [Single progressive grid]**

There are different ways to tackle climate change, unsustainable growth and alleviate migration issues. Have you done, or might you do, any of the following to tackle these issues?

**Rows (randomise)**

1. Sign a petition.
2. Attend a peaceful demonstration.
3. Donate to a group or campaign tackling these issues.
4. Contact a politician or governmental official out of concern about these issues.
5. Encourage others to take action.
6. Volunteer or work in a political party or action group.
7. Boycott certain products.
8. Post or share anything about these issues online, for example on social media networks such as Facebook, Twitter, YouTube, Instagram, TikTok, etc.
9. Vote for politicians that give priority to addressing these issues.
10. Participate in (non-violent) protests to demand that politicians address these issues.





### Columns

1. Have done
2. Might do
3. Would never do
9. Don't know

Base: all respondents

#### Q19. [S]

Do you think these types of actions taken by individuals actually have an impact?

1. Yes
2. No
3. Kind of maybe
9. Don't know [hidden]

## Part V: Media use

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Base: all respondents

#### Q20. [Single progressive grid]

To what extent do you...?

#### Rows (randomise)

1. Watch TV (on a TV or via the internet)
2. Use the internet
3. Listen to the radio
4. Use social media networks
5. Read the written press (including digital versions of the written press)

### Columns

1. Everyday
2. Almost every day
3. Two or three times a week
4. About once a week
5. Two or three times a month
6. Less often
7. Never
9. Don't know

Base: all respondents

#### Q21. [Single progressive grid]

To what extent do you think that you are well informed or not about...?

### Rows

1. Climate issues
2. Migration issues
3. Climate migration

**Columns**

1. Well informed
2. Not well informed
9. Don't know

Base: all respondents

**Q22. [Multiple progressive grid]**

Where do you get most of your information on....?

Please select all that apply.

**Rows**

1. Climate change
2. Migration
3. Climate migration

**Columns (randomize items 1-9)**

1. TV
2. Information websites (online encyclopaedias, scientific magazines and blogs, etc.)
3. Radio
4. Social media networks such as Facebook, Twitter, YouTube, etc.
5. The written press (including digital versions of the written press)
6. Video hosting websites
7. Discussions with friends, family, colleagues
8. Books, leaflets, etc.
9. School/university/college
10. You don't get any information on this subject [S]
99. Don't know [S]

Base: all respondents

**Q23. [Multiple progressive grid]**

Do you engage in the use of social media networks about these topics?

Please select all that apply.

**Columns**

1. Migration
2. Climate change
3. Climate migration

**Rows**



1. Reading content created by others
2. Reposting/sharing content created by others
3. Creating your own content
4. I do not engage with this topic on social media networks [S]

## Background information (socio-demo)

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Base: all respondents

### D4. [S]

Would you say that you live in a...?

1. Rural area or village
2. Small or middle-sized town
3. Large town

Base: all respondents

### D5. [S]

What is the highest level of education you have successfully completed (usually by obtaining a certificate or diploma)?

*Scripter: insert <education list Excel D5>*

998. Completed education abroad
999. Don't know/no answer [hidden]

[PROG: RECODE D5 INTO HIDDEN VARIABLE ISCED]

1. Low 0-2
2. Medium 3-4
3. High 5-8

Base: all respondents

### D6. [S]

Which of the following best describes your current work status?

1. Employed
2. Self-employed
3. Unemployed but looking for a job
4. Unemployed and not looking for a job
5. Long-term sick or unfit for work
6. Housewife / Homemaker
7. Retired
8. Pupil / Student / In education
9. Studying in combination with a part-time job

[PROG: RECODE D6 INTO HIDDEN VARIABLE RECODE\_Q6:

1. ACTIVE (D5=1, 2, 3, 9)
2. INACTIVE (D5=4, 5, 6, 7, 8)

Base: all respondents

**D7. [Q]**

How many people usually live in your household? Please include yourself.

1. Adults (18 years old and older): [min 1, max 15]
2. Children (below 18 years old): [min 0, max 15]

Base: all respondents

**D8. [S]**

Whether you do or you don't follow religious practices, would you say that you are ...?

1. A religious or spiritual person
2. A non-religious or non-spiritual person
9. Don't know/prefer not to say [hidden]

Base: all respondents

**D9. [S]**

During the last 3 years, did you vote in any political election at the local, regional, national or European level?

1. Yes
2. No, you did not vote in an election
3. No, because you were not old enough to vote
9. Don't know/prefer not to say [hidden]



**End Climate Change,  
Start Climate  
of Change**



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