Global Methane Hub Poll Wave 3

Global Results



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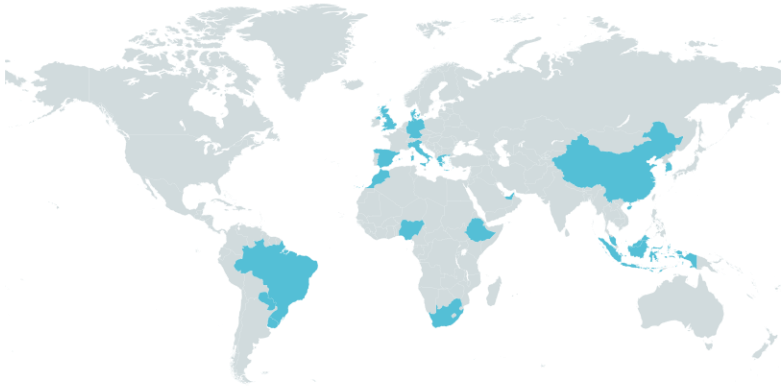


Methodology

The GMH poll was conducted by Global Strategy Group from August 3 to August 25, 2026. In each country, we collected responses from people currently residing in the country who are 18 years of age or older and who have internet access. Weights were applied to age, gender, geography, and education to ensure collected samples were representative of adults 18+ who have internet access in each country.

We collected approximately n=700 responses per country. Final sample sizes were lower in Ethiopia, Paraguay, and Uruguay.

- The UK
- Italy
- Germany
- Greece
- Spain
- Denmark
- Morocco
- UAE
- Nigeria
- Ethiopia (n=402)
- South Africa
- China
- Indonesia
- Malaysia
- South Korea
- Brazil
- Paraguay (n=492)
- Uruguay (n=683)



Margin of Error and How to Use it

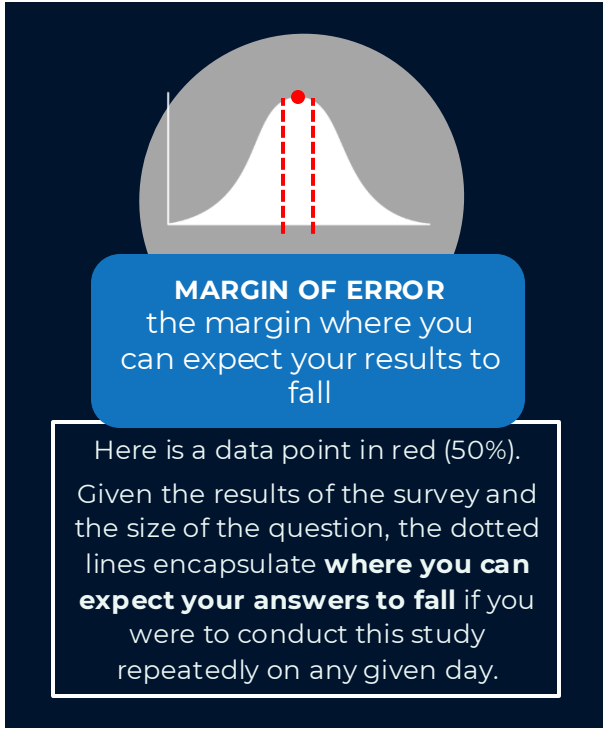
What it is

The margin of error (MoE) expresses the maximum expected range of how the total population would respond to a question.

What it means

The MoE tells us that the results of any given question or data point would fall within the range – above (+) or below (-) – indicated by the margin of error.

Country	Margin of Error	Country	Margin of Error	Country	Margin of Error
Denmark	±3.7%	Morocco	±3.6%	China	±3.7%
United Kingdom	±3.7%	UAE	±3.7%	Indonesia	±3.7%
Germany	±3.7%	Nigeria	±3.7%	Malaysia	±3.7%
Greece	±3.7%	Ethiopia	±4.9%	South Korea	±3.7%
Spain	±3.7%	Brazil	±3.6%	Paraguay	±4.5%
Italy	±3.7%	South Africa	±3.7%	Uruguay	±3.9%



How to Interpret Research Findings

This research is representative of adults 18+ who have access to the internet

- ✓ Levels of internet access vary widely in the countries we surveyed
- ✓ In countries with high internet penetration, our sample is closest to an accurate representation of gen pop
- ✓ In countries with **lower internet penetration, our sample is higher income, more educated, and more likely to live in and around cities** than the general adult population

Surveys were translated from English into 13 other languages by professional translators and subsequently back-translated into English for quality assurance and conformity.

- ✓ While thorough validation procedures were employed, including review by native speakers for cultural and semantic equivalence, readers should note that cultural variations in interpretation may influence response patterns across language groups.
- ✓ This is particularly relevant for questions assessing self-reported knowledge or familiarity, where cultural norms regarding knowledge claims may vary.

This data is an international study, representative of public opinion among the adult populations with internet access in 18 countries

✖ This data is *not* a global study; it is not meant to be representative of public opinion in all nations.

TOTAL STUDY ≠ GLOBAL

Key Findings:



1. **Climate concern is widespread globally, creating a strong foundation for action.** Across countries and regions, high levels of concern are matched by broad support for efforts to minimize the impacts of climate change, demonstrating that adults have an appetite for climate action.

2. **Personal experience with climate change is a powerful driver of support for action.** Across countries, those who feel the impacts of climate change most personally are among the strongest supporters of efforts to address it, underscoring the importance of making climate change feel tangible to people's everyday lives.

3. **Greater methane knowledge is linked to stronger support for reducing emissions.** Those who know more about methane are more supportive of efforts to reduce emissions, highlighting an opportunity to build support by increasing public education and understanding of methane and its impacts.

4. **The waste sector provides a strong entry point for methane action.** In most countries, support is stronger when methane reduction is tied specifically to the waste sector, with particularly strong lifts in Latin America and Europe; much of Asia is an exception.

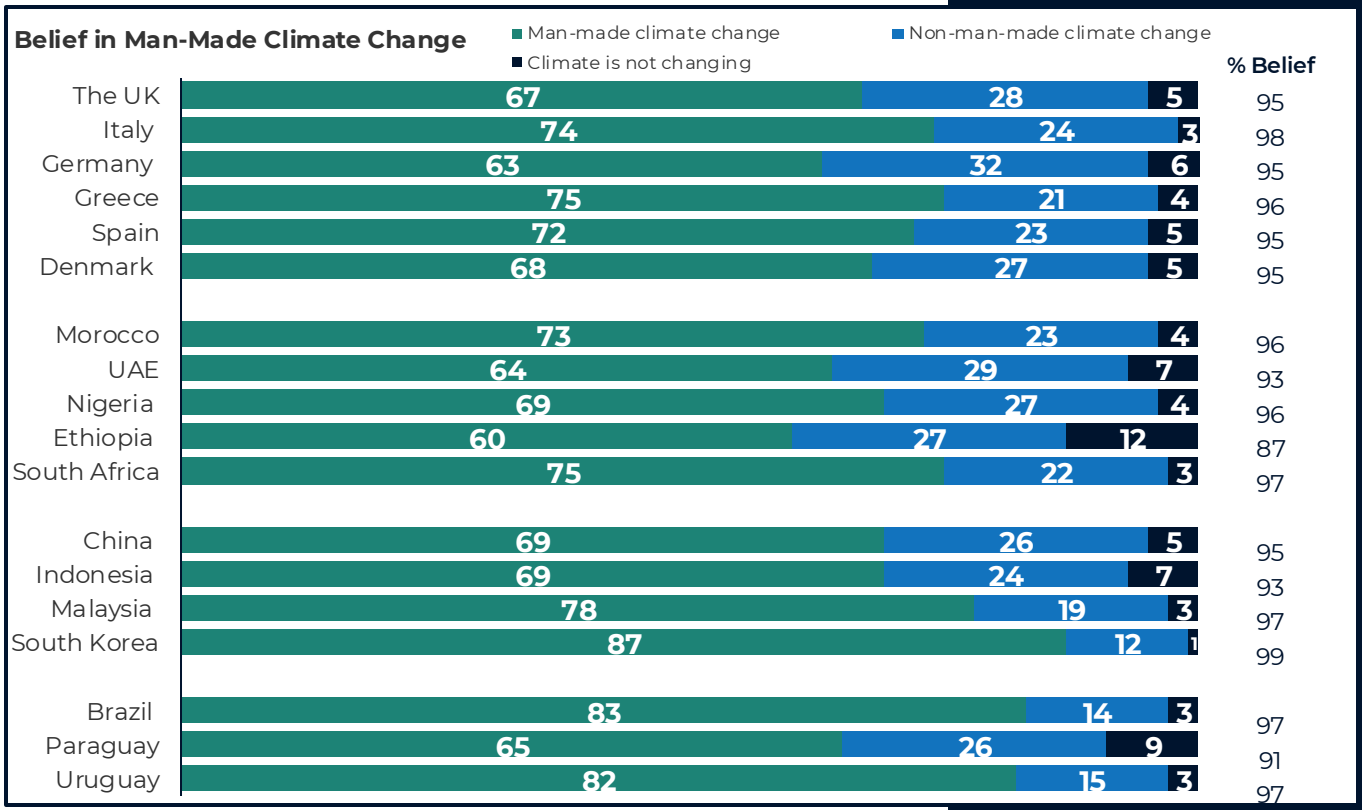
5. **Methane action carries political upside for policymakers across the board.** Across countries, adults consistently say they would view policymakers more favorably if they take action to reduce methane emissions, suggesting that acting on methane can strengthen public perceptions of political leaders.

Global Findings

Across regions, there is near-universal agreement that climate change is occurring, with belief strongest in Italy and South Korea.

KEY FINDING #1

- Belief that climate change is occurring is **nearly universal** across regions, showing a strong baseline of shared understanding across very different countries.
- While most attribute climate change to human activity, **that connection is notably stronger** in countries like South Korea, Brazil, and Uruguay.
- **Climate skepticism is low, even in countries where belief in man-made climate change is comparatively weaker.** This suggests the key opportunity is reinforcing understanding of the *causes* of climate change rather than establishing that climate change itself is real.

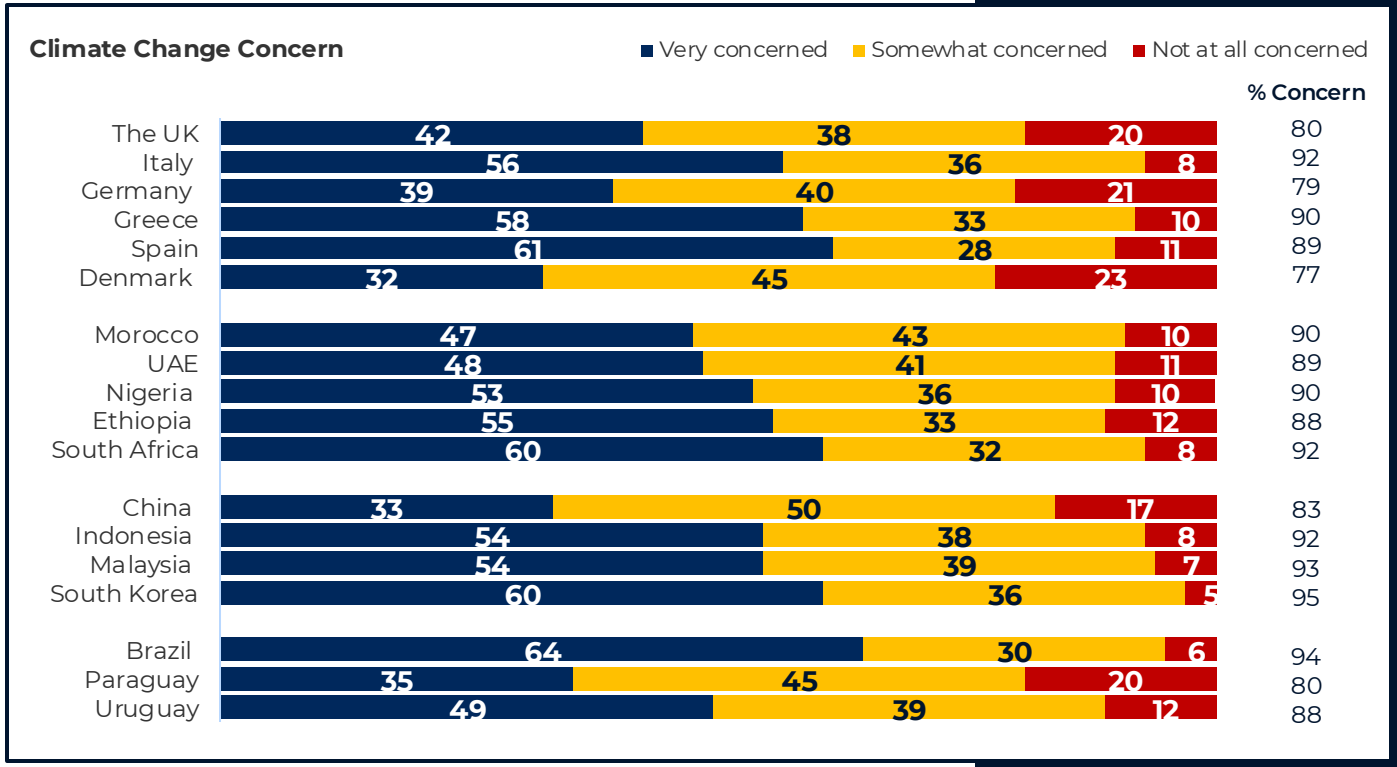


Q:Which of the following comes closest to your view on climate change, even if none fits your view exactly?

Climate change is a shared concern across regions, and feels especially pressing in South Korea, Brazil, and Malaysia.

KEY FINDING #1

- **The intensity of concern varies across countries.** Brazil, Spain, South Korea, and South Africa stand out for especially strong concern, while Denmark, China, Paraguay, Germany, and the UK show more moderate intensity.
- **Even in countries where concern is comparatively softer, climate change still resonates with a broad majority.** This suggests the differences across countries are primarily about how strongly people are concerned, rather than whether climate change is a concern at all.

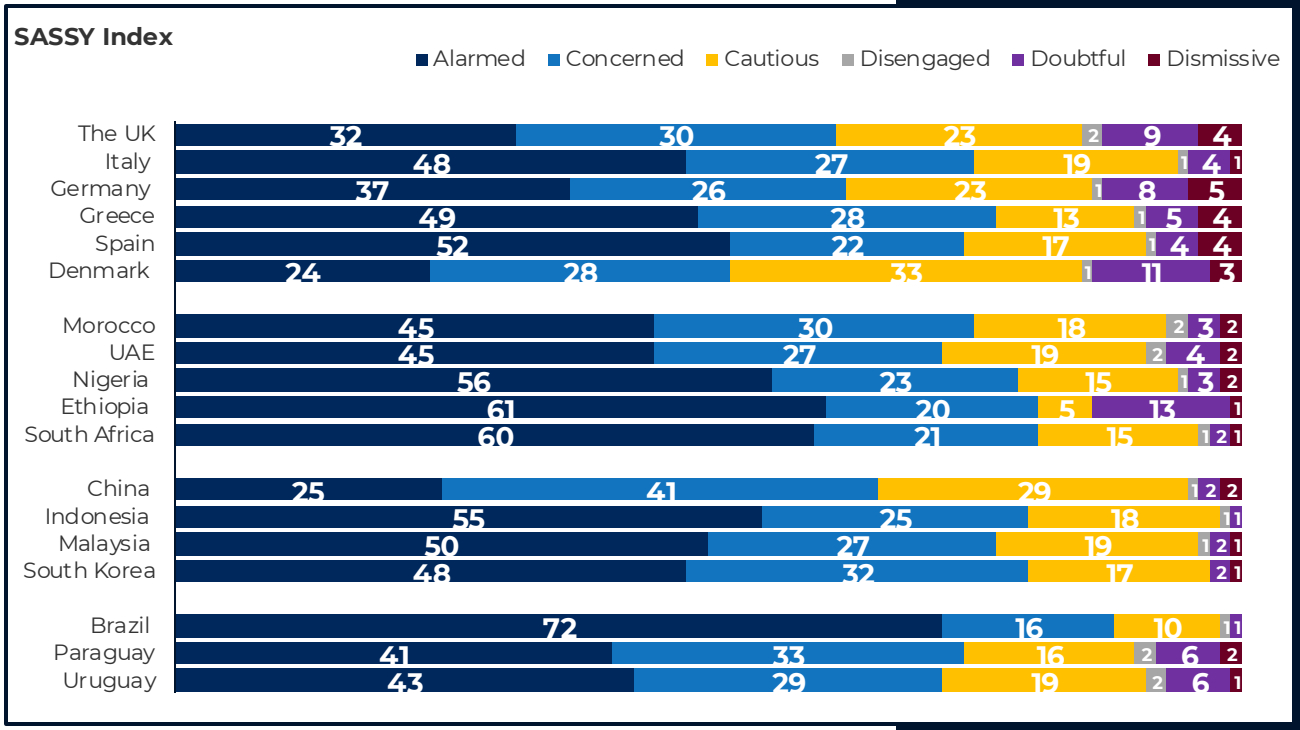


Q: Below is a list of issues that may or may not affect people in their communities. For each issue, please indicate how concerned you are about it in your own community, if at all.

Climate concern is especially pronounced in Latin America and Africa, with Brazil emerging as a clear standout for the intensity of concern.

KEY FINDING #1

- The **Yale Six Americas Super Short Survey (SASSY)** is a four-question tool that quickly classifies people into six distinct groups based on their beliefs, concern, and engagement with climate change.
- Across most countries, audiences are **firmly on the engaged end of the climate spectrum**, with relatively few adults falling into the "Doubtful" or "Dismissive" groups.
- **Climate concern is particularly strong across Africa and Latin America**, where audiences are more likely to fall into the "Alarmed" segment rather than simply expressing concern about the issue.
  - Denmark and the UK have more "Cautious" or "Doubtful" audiences.

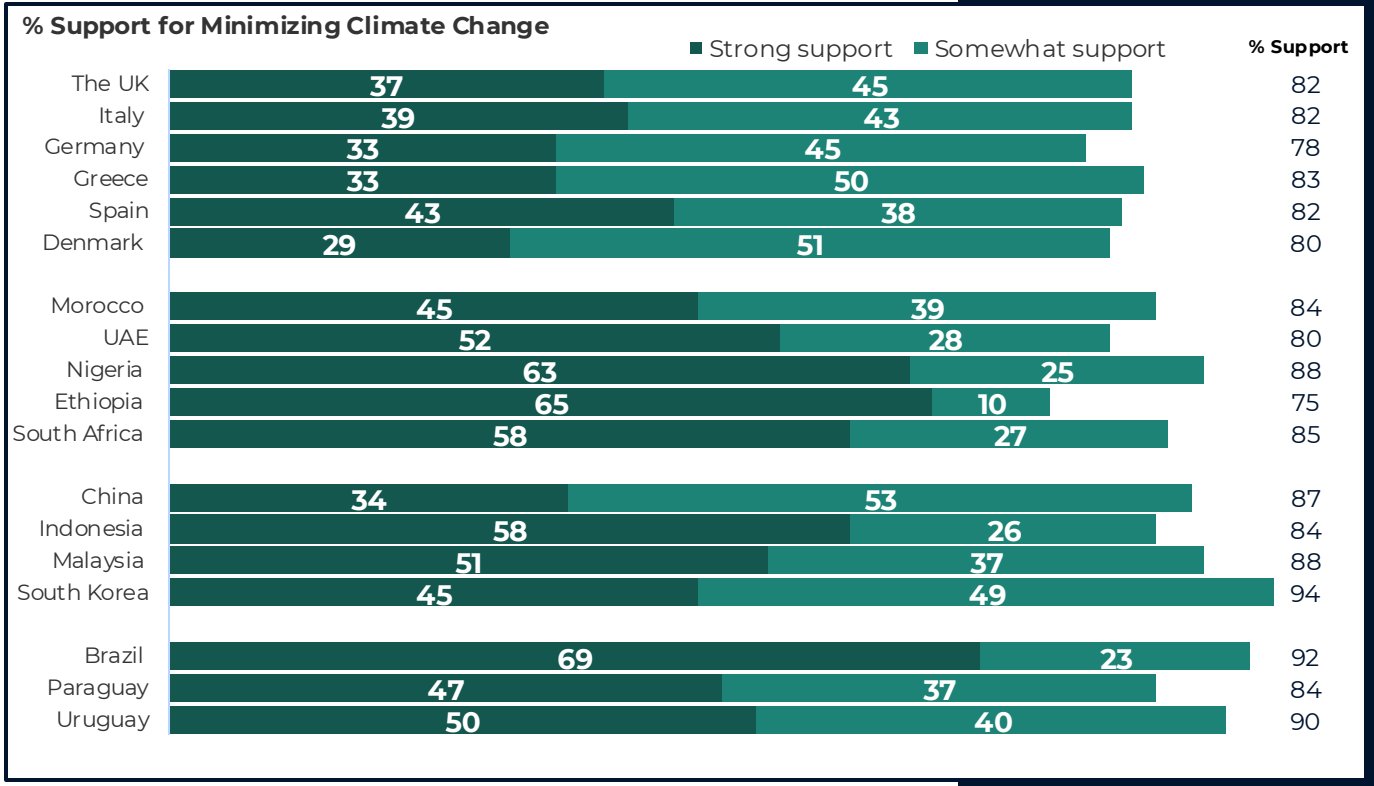


Q: How important is the issue of climate change to you personally?
Q: How worried are you about climate change?
Q: How much do you think climate change will harm you personally?
Q: How much do you think climate change will harm future generations of people?

Support for climate action is strong across regions, reinforcing a broad mandate for action.

KEY FINDING #1

- The **strength of support differs** considerably across countries. Brazil, Ethiopia, and Nigeria stand out for particularly strong support, even though Ethiopia has the lowest overall support, suggesting those who do back climate action there feel strongly about it.
- **Even countries with lower support still show broad backing for climate action.** Ethiopia, Germany, Denmark, and the UAE trail other countries, but support remains widespread, reinforcing that minimizing climate impacts has broad appeal across different regions and countries.

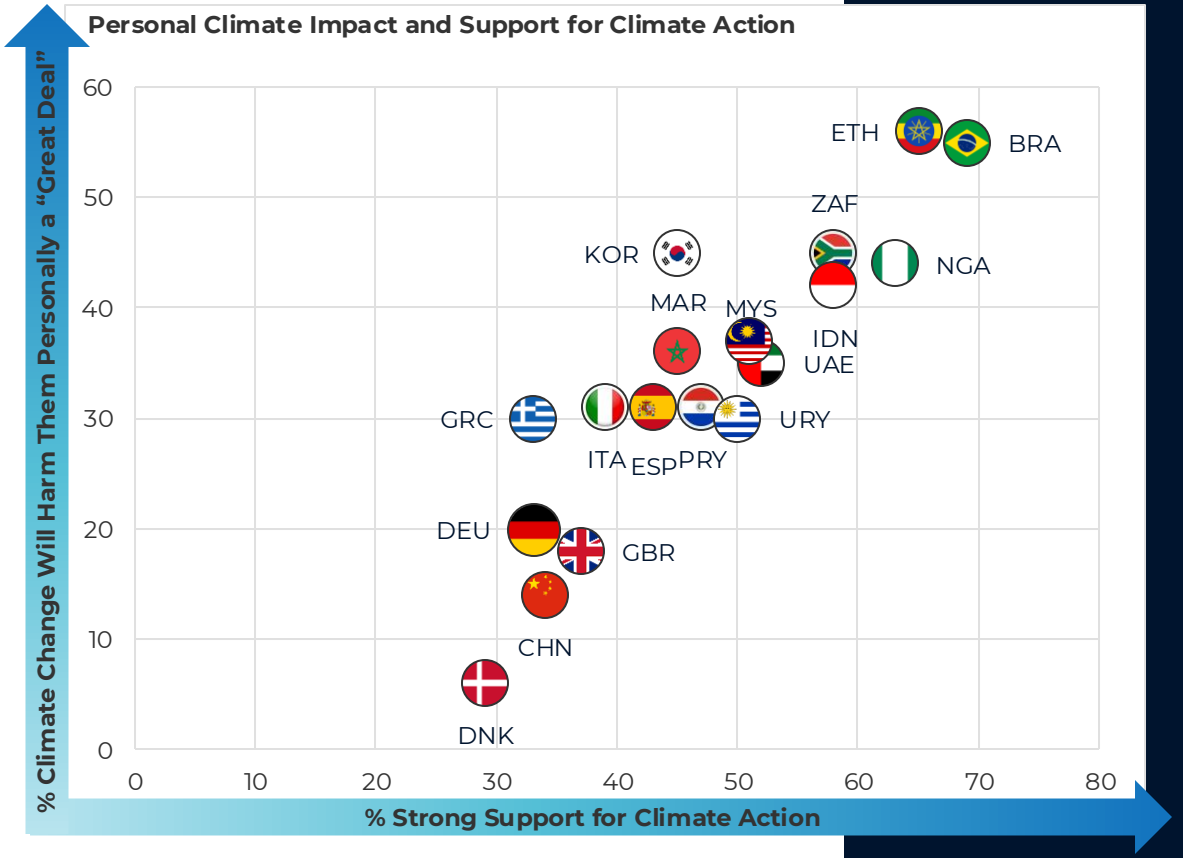


Q: How much, if at all, do you support actions taken to minimize the impacts of climate change?

The more personally people feel the impact of climate change, the more strongly they support climate action.

KEY FINDING #2

- **Brazil and Ethiopia stand out for pairing a strong sense of personal harm with strong support for climate action,** with South Africa and Nigeria showing a similar pattern.
- **Countries where climate change feels less personally threatening tend to show softer support for action.** Denmark, China, Germany, and the UK illustrate this pattern most clearly.



Q: How much, if at all, do you support actions to minimize the impacts of climate change?
Q: How much do you think climate change will harm you personally?

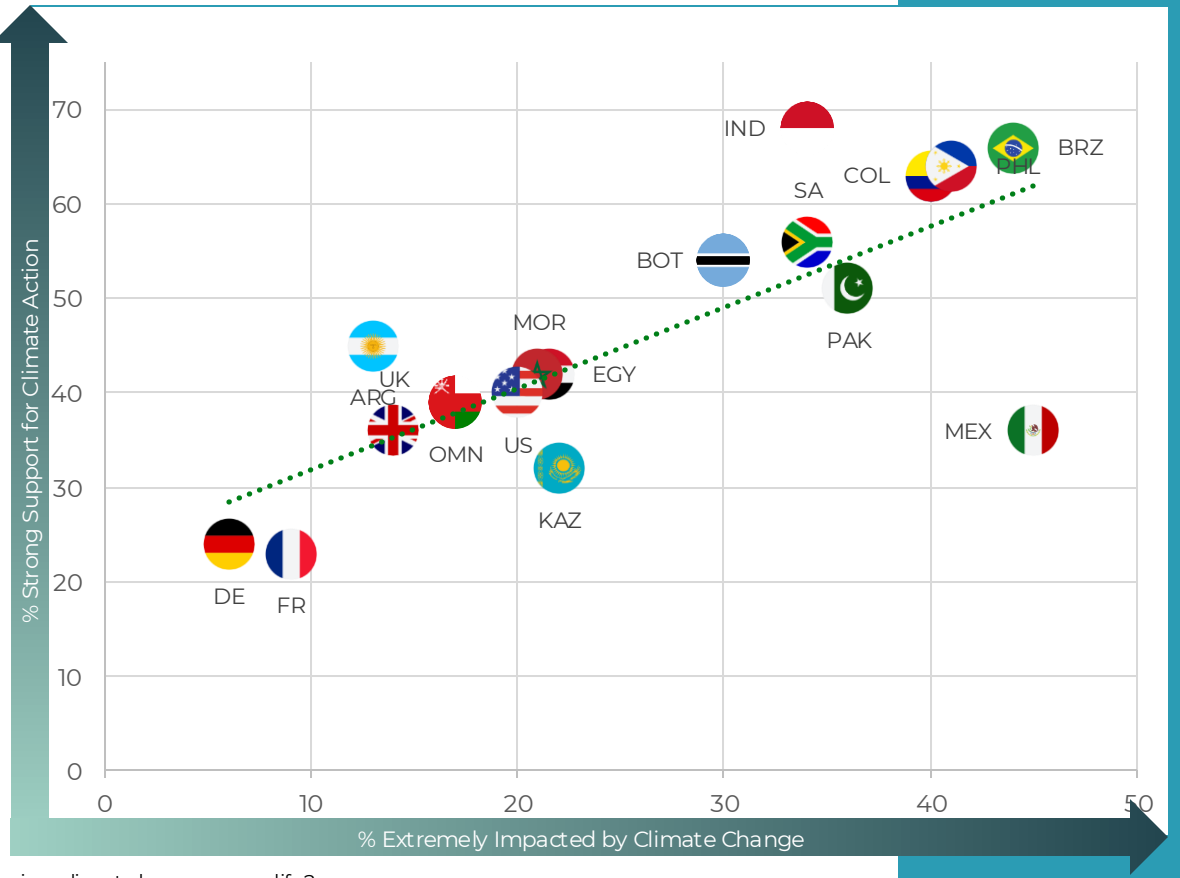
Patterns Across Less Developed Countries

Less-developed countries, particularly in Latin America, Africa, and Asia, are the most intense in their support for climate action.

- Indonesia (68% strong support), Brazil (66%), and South Africa (56%) exhibit strong enthusiasm for climate change mitigation.
- In contrast, only 23% and 24% of French people and Germans, respectively, strongly support actions to fight climate change.
- Support for fighting climate change increases with perceived climate impact – which is highest in developing countries.

The pattern holds for methane-specific reforms: less developed countries lead the way in support, while highly developed, Western nations display less enthusiasm for methane mitigation.

- Strong support for methane minimization (Q14) exceeds 40% in 8 of 17 countries – all located in the "Global South."



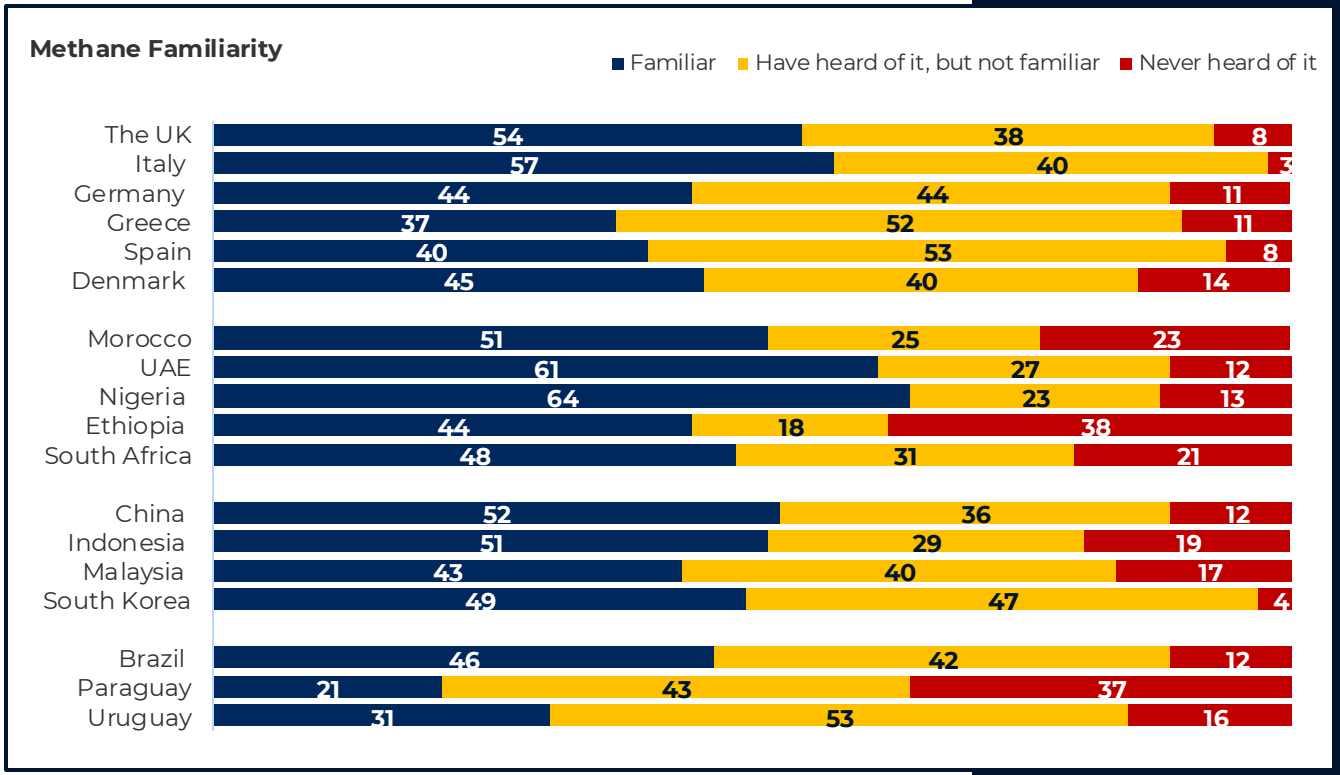
Q4. On a scale of 1-5, how much impact, if any, does the changing climate have on your life?
Q5. How much, if at all, do you support actions taken to minimize the impacts of climate change?
Q14. How much, if at all, do you support actions taken to minimize methane emissions?

Burson

Methane familiarity differs considerably across countries but is low to moderate overall.

KEY FINDING #3

- **Most adults have at least heard of methane, but strong familiarity is lacking,** leaving substantial room to build understanding of what methane is and why it matters.
- Awareness is **particularly strong in Nigeria and the UAE**, while Paraguay and Uruguay have much less established familiarity with methane.
- Europe and Asia generally sit in the middle, with **many adults recognizing methane without necessarily feeling familiar** with it. This suggests methane is not an entirely new concept for most audiences, but knowledge remains relatively shallow.

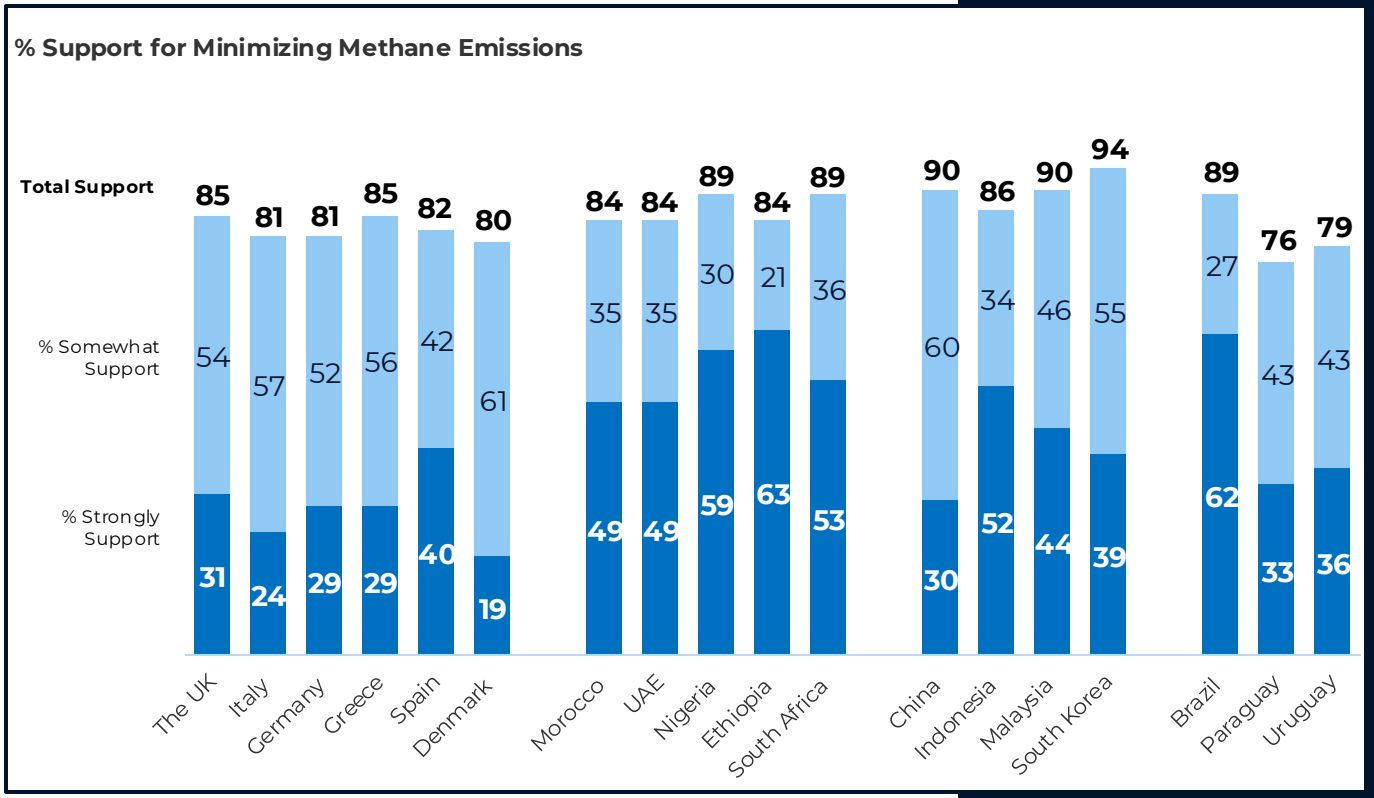


Q: How familiar are you, if at all, with methane?

Despite limited familiarity with methane, support for reducing emissions is strong across regions.

KEY FINDING #3

- Strong support for methane action cuts across regions, despite the substantial differences in methane familiarity seen across countries. This reinforces that **familiarity is not a prerequisite for supporting action.**
- Nigeria and Ethiopia stand out for **strong support for reducing methane emissions** in Africa, while Brazil also shows notably strong backing in Latin America.
- **Paraguay and Uruguay offer the clearest opportunity to build support,** though even in these countries, most adults favor taking action to minimize methane emissions.

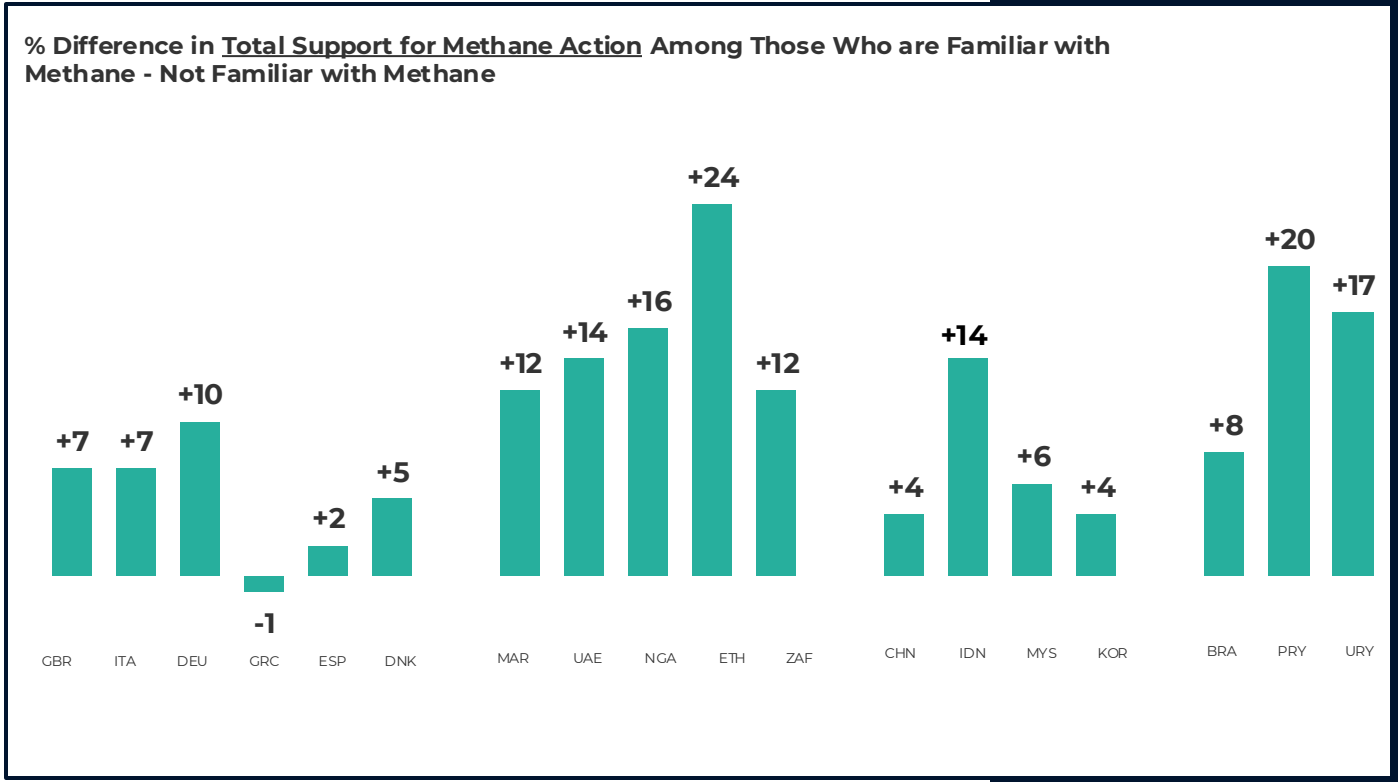


Q: How much, if at all, do you support minimizing methane emissions?

Greater familiarity with methane is linked to stronger support for methane action, highlighting an opportunity to build support through greater public education and awareness.

KEY FINDING #3

- **The link between methane familiarity and support is consistent across different country contexts,** suggesting this relationship is not confined to any one region.
- **The relationship is particularly pronounced in Ethiopia, Paraguay, Uruguay, and Nigeria,** where those familiar with methane are substantially more supportive of action than those who are unfamiliar.
- Greece is a **notable exception**, where familiarity with methane has little relationship with support for action.

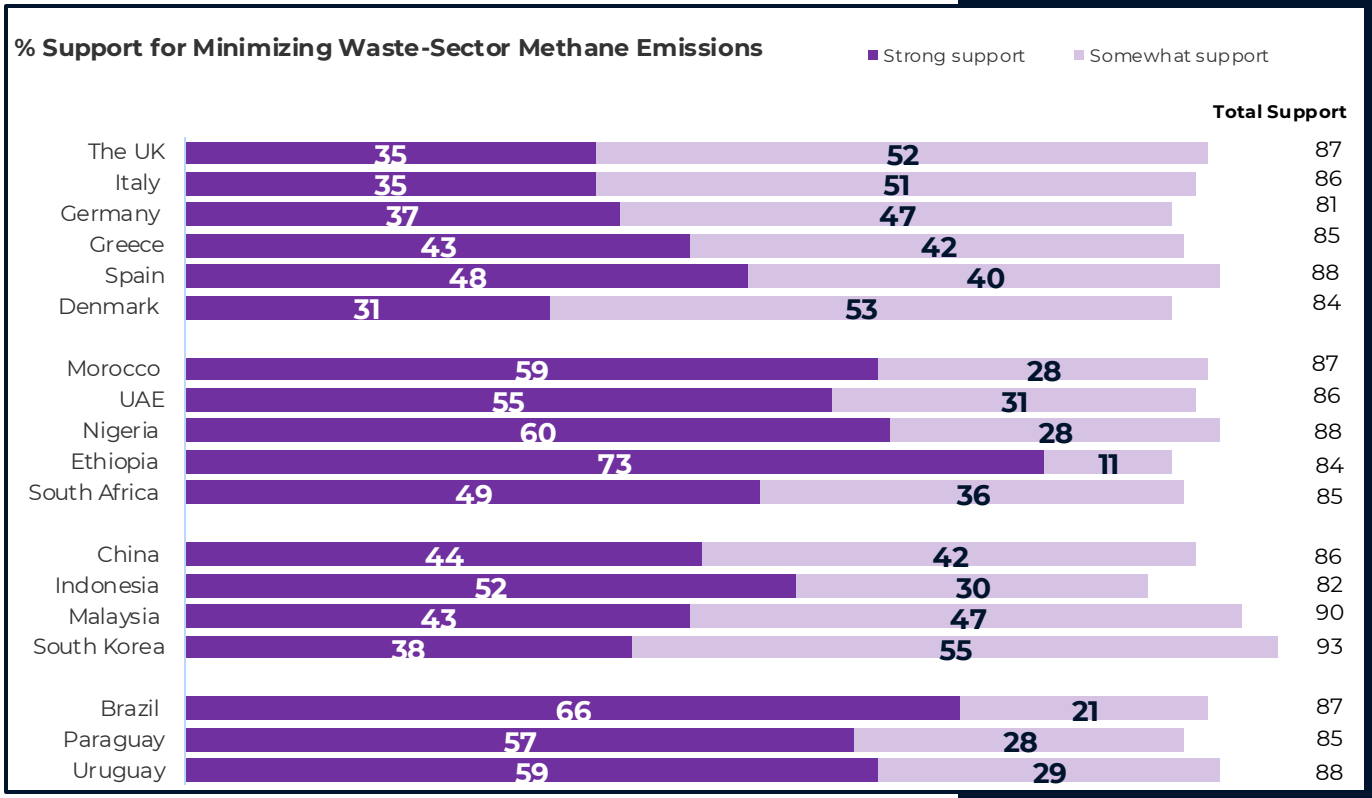


Q: How familiar are you, if at all, with methane?
Q: How much, if at all, do you support minimizing methane emissions?

The waste sector emerges as a clear entry point for methane action, drawing strong support for emissions reductions across every region.

KEY FINDING #4

- **Support for minimizing waste sector methane emissions is strong across the board** and tends to outweigh support for minimizing emissions in other sectors like agriculture.
- **The strength of support is especially notable in Ethiopia, Brazil, Nigeria, Morocco, and Uruguay,** where many adults strongly back reducing methane emissions from waste.
- **Europe stands out for broad but somewhat softer support,** with adults more likely to somewhat rather than strongly support waste-sector action.



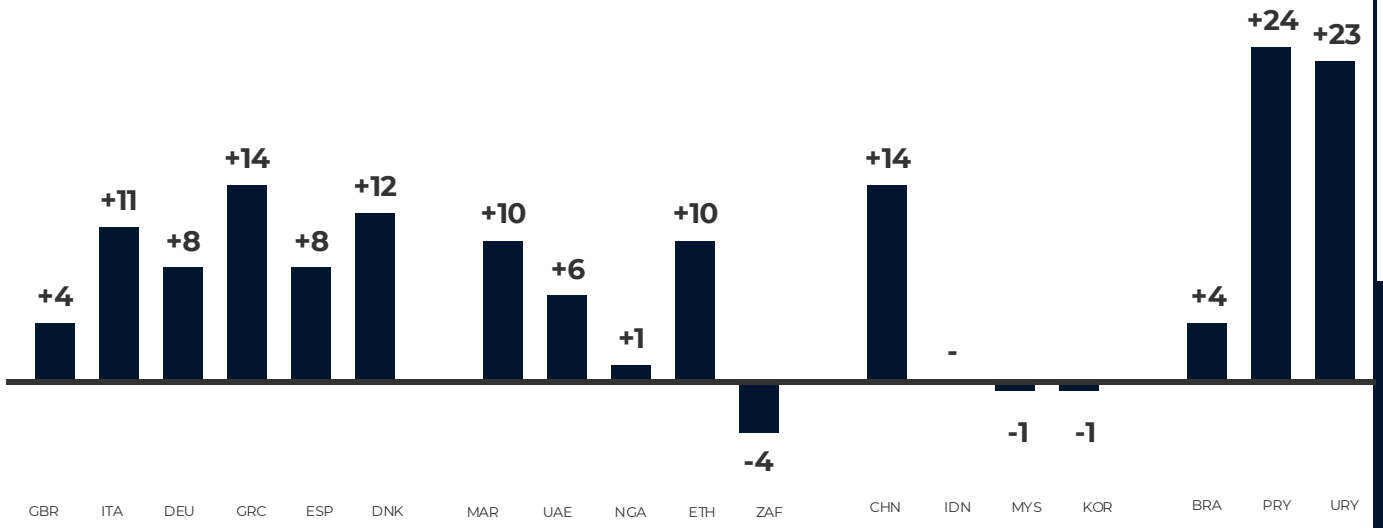
Q:How much, if at all, do you support actions to minimize methane emissions from the waste sector?

Framing methane action around the waste sector strengthens support compared with general methane action in most countries, with the greatest gains in Paraguay and Uruguay.

KEY FINDING #4

- Waste provides a **clearer and more compelling context for methane action** in most countries.
- **The effect is especially pronounced in Paraguay and Uruguay,** suggesting that connecting methane to a familiar, tangible source can help build stronger support where overall methane action has less momentum.
- **Asia is the clear exception to the broader pattern.** Focusing on waste does little to strengthen support in Indonesia and slightly softens support in Malaysia and South Korea, suggesting the waste frame adds less value in this region.

% Difference in Strong Support for Waste-Sector Methane Action vs. Overall Methane Action
Action

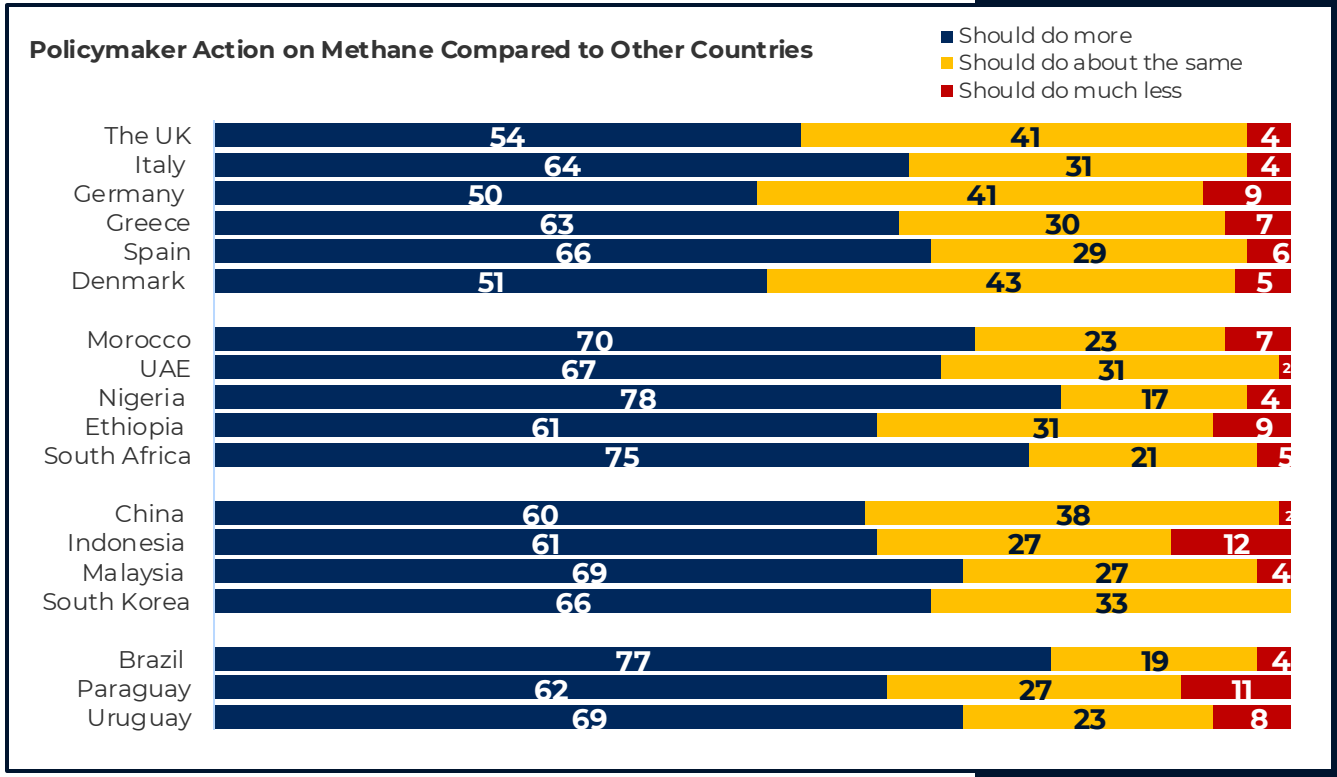


Q: How much, if at all, do you support minimizing methane emissions?
Q: How much, if at all, do you support actions to minimize methane emissions from each of the following sectors– Waste Disposal?

Across regions, majorities want their policymakers to do more to reduce methane emissions, with demand for greater action strongest in Nigeria and Brazil.

KEY FINDING #5

- Appetite for greater policymaker action extends beyond countries with the strongest support for methane reduction, suggesting **adults see government as having an important role to play.**
- **Calls for greater action** are particularly pronounced in Nigeria, Brazil, and South Africa, with Morocco, Malaysia, and Uruguay also showing especially strong demand for policymakers to step up.
- **Very few adults want their countries to scale back methane action**. Even in the UK, Germany, and Denmark, where demand for more action is softer, the alternative is maintaining current efforts rather than doing less.

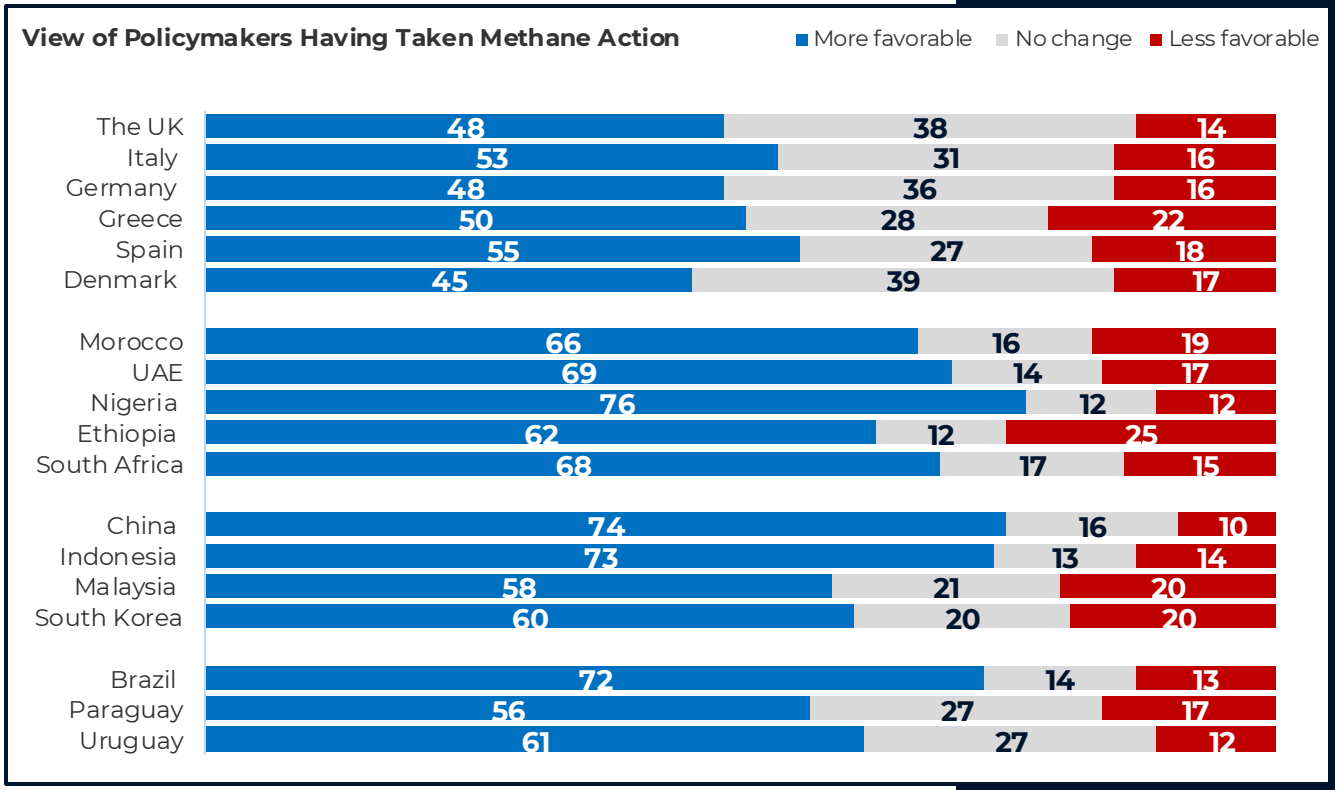


Q: Do you think policymakers in your country should do more, less or about the same amount as other countries to reduce methane emissions?

Taking action on methane offers political upside across regions.

KEY FINDING #5

- The **political benefit of methane action extends across every region**, with more adults saying action would improve rather than worsen their view of policymakers.
- The upside is particularly pronounced in Nigeria, China, Indonesia, and Brazil, where methane action is **especially likely to translate into greater favorability toward policymakers**.
- **Even where the potential gains are softer, there is limited downside to taking action.** In the UK, Germany, and Denmark, many say their views would remain unchanged, while relatively few would become less favorable.



Q: Would you be more favorable, less favorable, or have no change in opinions about a policymaker who took steps to reduce methane emissions in your country?

Region Specific Findings

Cost of living concerns dominate European priorities.

- **Lowering costs and inflation** ranks in the top three across every country.
- **Clean water leads environmental concerns in most countries (aside from Italy and Spain)**, while climate change also ranks relatively high.
- **National security varies by country**, while cultural preservation and foreign diplomacy rank near the bottom.

National Priorities *Showing Rank Order of Importance*	**The UK**	**Italy**	**Germany**	**Greece**	**Spain**	**Denmark**
Lowering costs and inflation	1	2	1	1	1	3
Reducing poverty	2	1	4	2	2	7
National security and defense	3	9	2	4	6	2
Clean water	4	5	3	3	4	1
Economic growth	5	8	6	5	9	8
Food security	6	10	7	10	8	6
Stopping climate change	7	3	5	6	3	4
Creating new jobs	8	4	9	9	5	11
Clean air	9	7	8	7	10	5
Protection from natural disasters	10	6	11	8	7	9
Sustainable agriculture	11	12	13	12	11	10
Energy abundance	12	13	10	11	13	13
Reducing food waste	13	11	14	14	12	14
Modernizing the economy	14	15	12	13	14	15
International relations and foreign diplomacy	15	16	15	15	15	12
Cultural preservation	16	14	16	16	16	16

MAXDIFF. For each of the short lists you are shown, please mark which issue you personally find the MOST IMPORTANT FOR LAWMAKERS TO PRIORITIZE and which issue you personally find the LEAST IMPORTANT FOR LAWMAKERS TO PRIORITIZE for [country].

Poverty, jobs, and clean water emerge as leading priorities across Africa and Middle East.

- **Reducing poverty** ranks in the top three across every country, except the UAE.
- **Clean water leads environmental concerns in all countries,** ranking in the top three in Morocco, the UAE, and South Africa.
- **Climate change ranks low** as a standalone priority across all five countries.

National Priorities *Showing Rank Order of Importance*	**Morocco**	**UAE**	**Nigeria**	**Ethiopia**	**South Africa**
Reducing poverty	1	7	3	1	2
Clean water	2	2	6	6	3
Creating jobs	3	3	1	5	1
Food security	4	5	7	2	6
Economic growth	5	4	2	4	4
National security and defense	6	1	5	7	8
Lowering costs and inflation	7	6	4	3	5
Clean air	8	8	10	10	7
Protection from natural disasters	9	9	9	11	10
Sustainable agriculture	10	12	8	8	9
Modernizing the economy	11	13	11	9	12
Stopping climate change	12	11	12	13	11
International relations and foreign diplomacy	13	10	13	12	14
Energy abundance	14	14	14	14	15
Reducing food waste	15	15	15	15	13
Cultural preservation	16	16	16	16	16

MAXDIFF. For each of the short lists you are shown, please mark which issue you personally find the MOST IMPORTANT FOR LAWMAKERS TO PRIORITIZE and which issue you personally find the LEAST IMPORTANT FOR LAWMAKERS TO PRIORITIZE for [country].

Cost of living and security concerns rise to the top of Asian priorities.

- **Lowering costs and inflation** ranks in the top three across every country.
- Environmental priorities vary by country. **Clean water ranks highest** among these issues in China, Indonesia, and Malaysia, while **stopping climate change ranks highest in South Korea.**
- **National security and defense** is also a top priority, especially in China, Malaysia, and South Korea.

National Priorities *Showing Rank Order of Importance*	China	Indonesia	Malaysia	South Korea
National security and defense	1	7	2	2
Lowering costs and inflation	2	3	1	1
Creating new jobs	3	1	6	4
International relations and foreign diplomacy	4	15	12	6
Economic growth	5	4	3	3
Clean water	6	5	4	12
Food security	7	6	8	13
Protection from natural disasters	8	9	9	8
Reducing poverty	9	2	5	11
Clean air	10	8	7	10
Sustainable agriculture	11	10	13	14
Stopping climate change	12	12	11	5
Reducing food waste	13	13	14	15
Energy abundance	14	14	15	7
Modernizing the economy	15	11	10	9
Cultural preservation	16	16	16	16

MAXDIFF. For each of the short lists you are shown, please mark which issue you personally find the MOST IMPORTANT FOR LAWMAKERS TO PRIORITIZE and which issue you personally find the LEAST IMPORTANT FOR LAWMAKERS TO PRIORITIZE for [country].

Reducing poverty and cost of living concerns top the list of Latin American priorities.

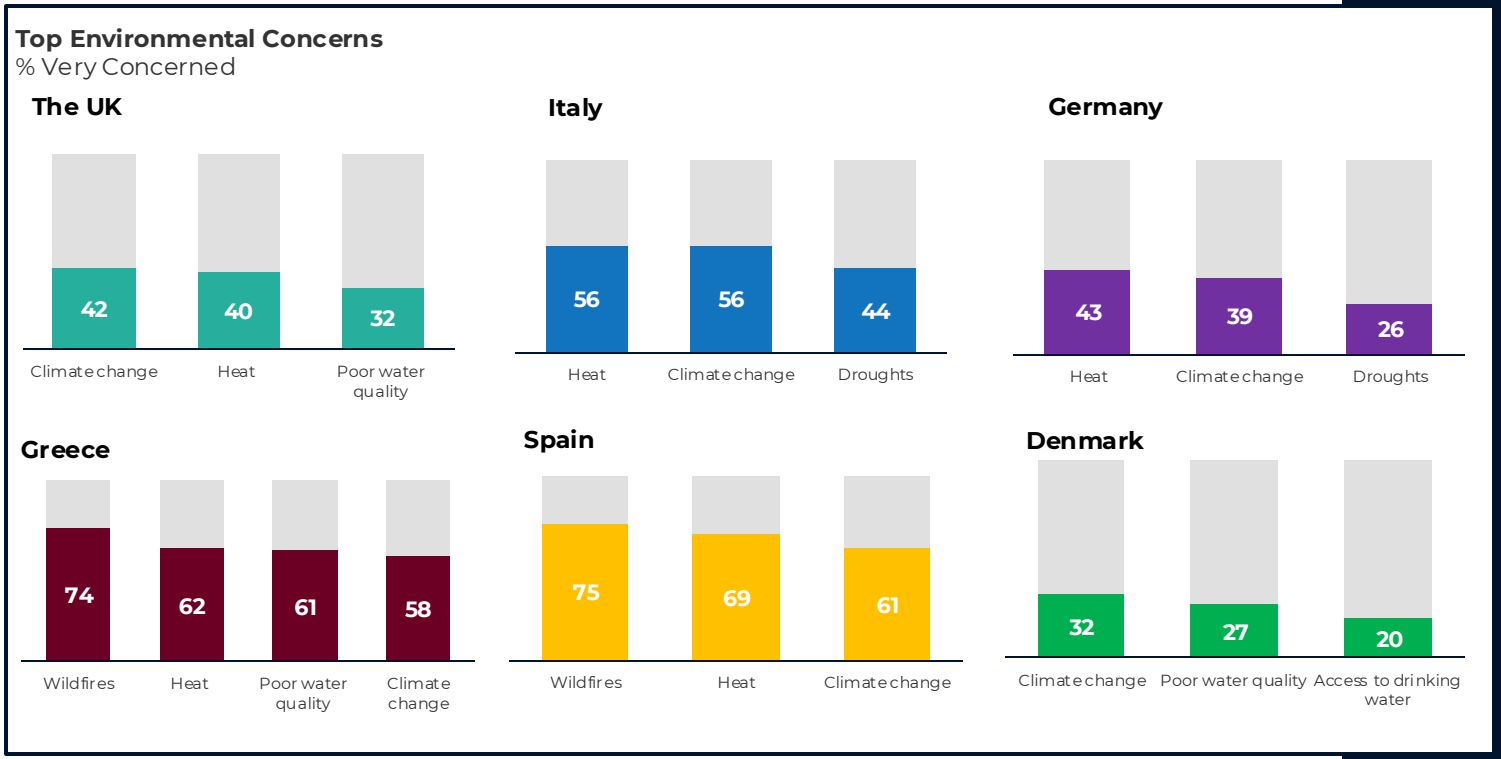
- **Reducing poverty** ranks in the top two across every country.
- **Clean water leads environmental concerns**, while stopping climate change varies by country, ranking much higher in Brazil.
- Compared to other issues, **climate change is a low-level priority** in Paraguay and Uruguay.

National Priorities *Showing Rank Order of Importance*	**Brazil**	**Paraguay**	**Uruguay**
Reducing poverty	1	2	2
Lowering costs and inflation	2	3	3
Creating jobs	3	1	1
Clean water	4	5	5
Economic growth	5	4	4
Stopping climate change	6	15	13
Clean air	7	8	8
Protection from natural disasters	8	9	9
Food security	9	6	7
Reducing food waste	10	12	12
National security and defense	11	7	6
Sustainable agriculture	12	10	10
Modernizing the economy	13	11	11
Energy abundance	14	13	14
International relations and foreign diplomacy	15	16	15
Cultural preservation	16	14	16

MAXDIFF. For each of the short lists you are shown, please mark which issue you personally find the MOST IMPORTANT FOR LAWMAKERS TO PRIORITIZE and which issue you personally find the LEAST IMPORTANT FOR LAWMAKERS TO PRIORITIZE for [country].

Europe Region

Climate change and its effects such as heat, wildfires, and droughts are of high concern to Europeans.

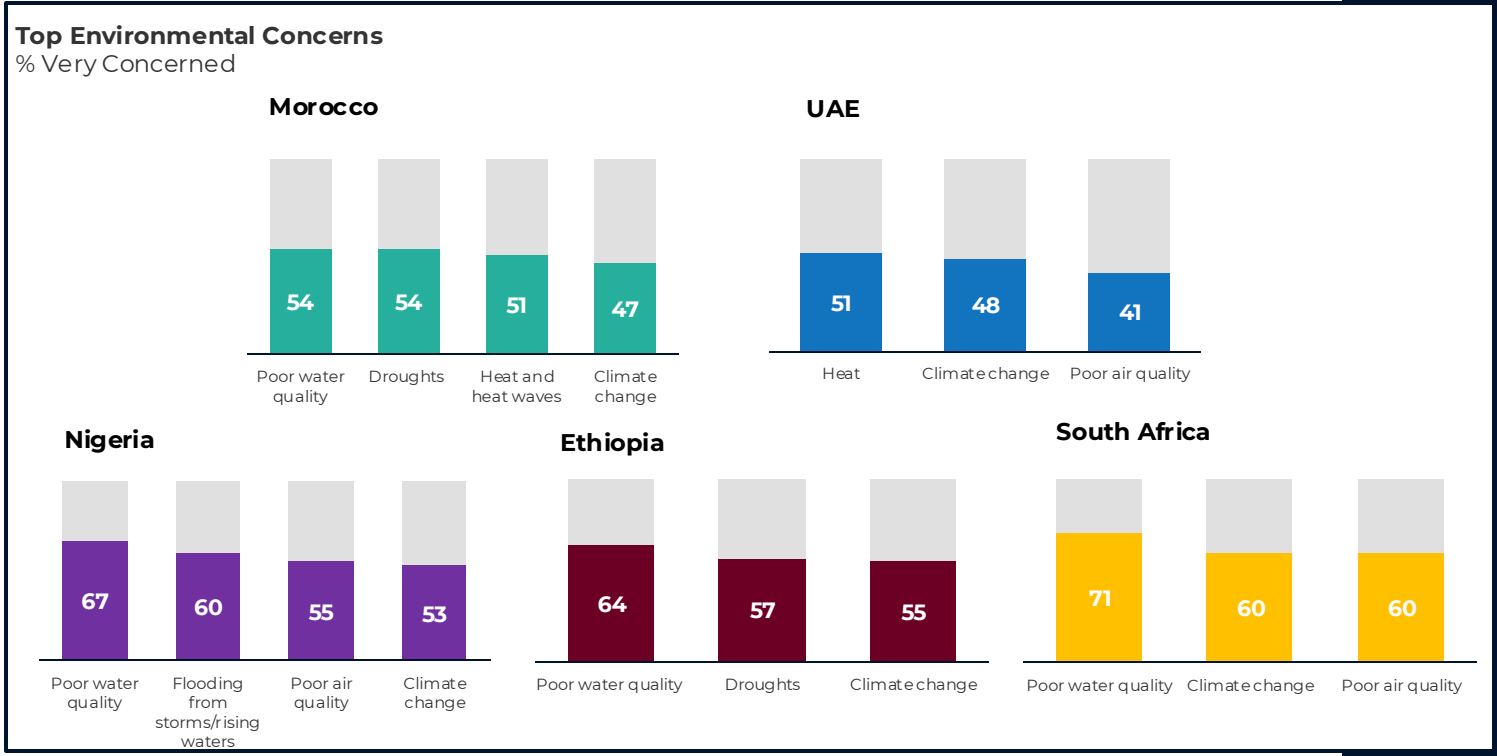


Q: Below is a list of issues that may or may not affect people in their communities. Please review the list, and for each issue, please indicate how concerned you are about it in your own community, if at all.

Africa & ME Region

Concern about climate change runs high across Africa and the Middle East, including its impacts on water and air quality, heat, and droughts.

Top Environmental Concerns
% Very Concerned

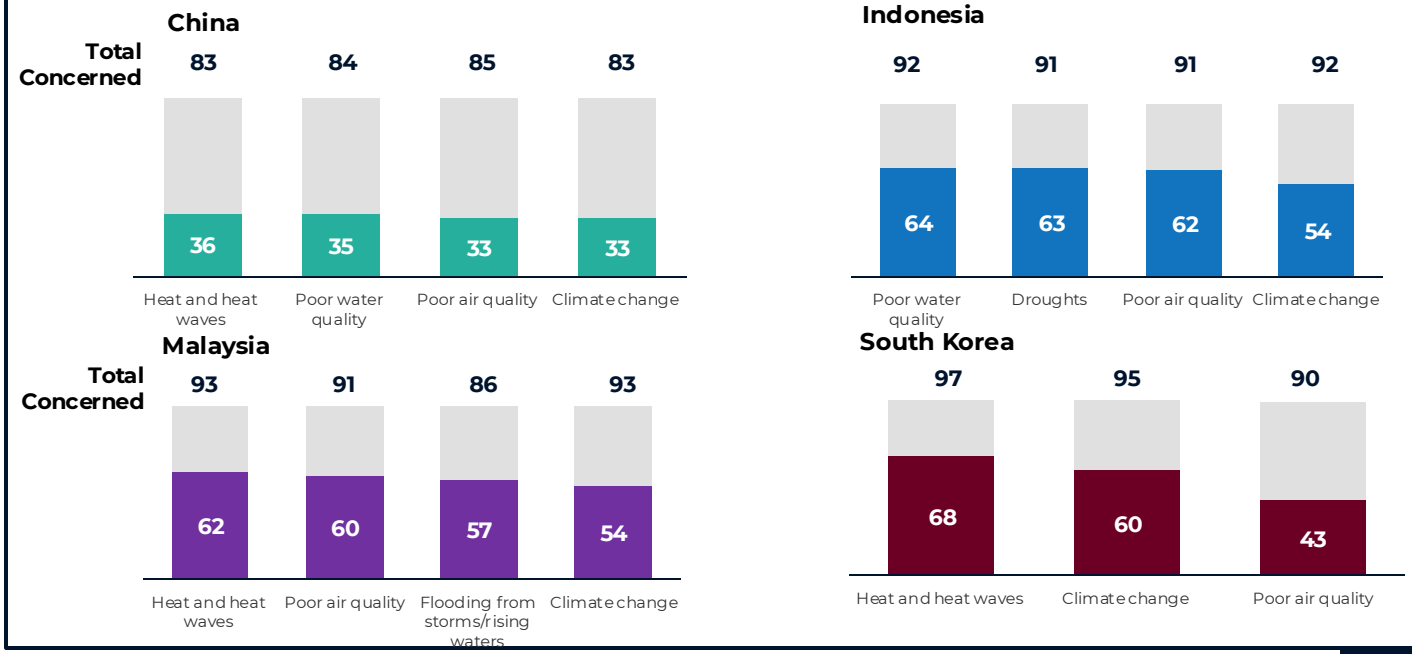


Q: Below is a list of issues that may or may not affect people in their communities. Please review the list, and for each issue, please indicate how concerned you are about it in your own community, if at all.

Asia Region

Across Asia, climate change and its impacts such as heat, water, and air quality are major concerns.

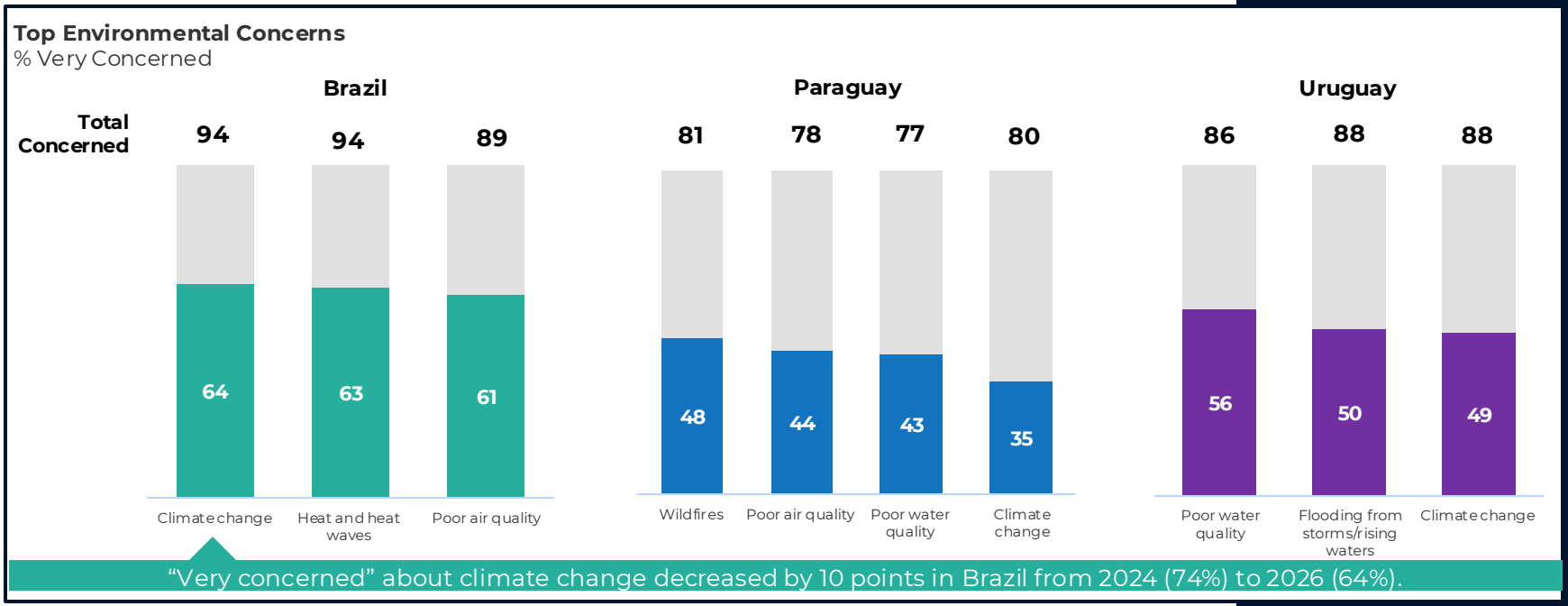
Top Environmental Concerns
% Very Concerned



Q: Below is a list of issues that may or may not affect people in their communities. Please review the list, and for each issue, please indicate how concerned you are about it in your own community, if at all.

LATAM Region

Climate change and its outputs such as heat, air quality, and water quality are top concerns across Latin American countries.



Q: Below is a list of issues that may or may not affect people in their communities. Please review the list, and for each issue, please indicate how concerned you are about it in your own community, if at all.

Europe Region

While Europeans have different associations with methane, the understanding that it's a greenhouse gas is consistent across the region.

- **There is no single dominant association with methane across Europe,** suggesting that understanding of the issue is fragmented.
- **Greenhouse gases** emerge as the most consistent association across countries.
- There is an opportunity to **build a clearer understanding** of the issue.

The UK
Agriculture (45%)
Foul smells (42%)
Greenhouse gas (40%)

Italy
Heating and cooking (45%)
Greenhouse gas (28%)
Fossil fuel (28%)

Germany
Greenhouse gas (47%)
Agriculture (41%)
Foul smells (33%)

Greece
Foul smells (40%)
Air pollution (39%)
Greenhouse gas (31%)

Spain
Greenhouse gas (44%)
Air pollution (39%)
Agriculture (30%)

Denmark
Agriculture (42%)
Greenhouse gas (39%)
Air pollution (26%)

Q: Which of the following words or phrases do you associate with methane?

Africa & ME Region

Greenhouse gases and air pollution are the most consistent associations with methane across Africa and the Middle East.

- **Greenhouse gases and air pollution are the top two associations with methane across all five countries,** suggesting that understanding of the issue is consistent across the region.
- **Fossil fuels also emerge as a common association,** ranking among the top three in the UAE, Nigeria, and South Africa.

Morocco
Greenhouse gas (43%)
Air pollution (40%)
Heating and Cooking (25%)

UAE
Greenhouse gas (46%)
Air pollution (45%)
Fossil fuel (29%)

Nigeria
Greenhouse gas (52%)
Air pollution (43%)
Fossil fuel (39%)

Ethiopia
Air pollution (49%)
Greenhouse gas (34%)
Landfills (34%)

South Africa
Air pollution (46%)
Greenhouse gas (45%)
Fossil fuel (35%)

Q: Which of the following words or phrases do you associate with methane?

Asia Region

Across Asia, for the most part, adults connect methane with greenhouse gases and air pollution.

Top Associations with "Methane"

- **Greenhouse gases are the strongest and most consistent association** with methane across Asia, ranking among the top two associations in every country.
- **Air pollution and fossil fuels** are also common associations, each ranking among the top three across most or all countries.

China
Greenhouse gas (45%)
Foul smells (39%)
Fossil fuel (39%)

Indonesia
Greenhouse gas (39%)
Air pollution (36%)
Fossil fuel (30%)

Malaysia
Greenhouse gas (48%)
Air pollution (46%)
Fossil fuel (38%)

South Korea
Air pollution (54%)
Greenhouse gas (53%)
Fossil fuel (36%)

Q: Which of the following words or phrases do you associate with methane?

LATAM Region

Across Latin America, adults associate methane with its environmental impacts, such as greenhouse gases and air pollution.

Top Three Associations with "Methane"

- **Greenhouse gases are the strongest association with methane across Latin America,** although recognition is much higher in Brazil and Uruguay.
- **Air pollution is also a common association across the region,** ranking second in each country.

Brazil
Greenhouse gas (59%)
Air pollution (45%)
Landfills (31%)

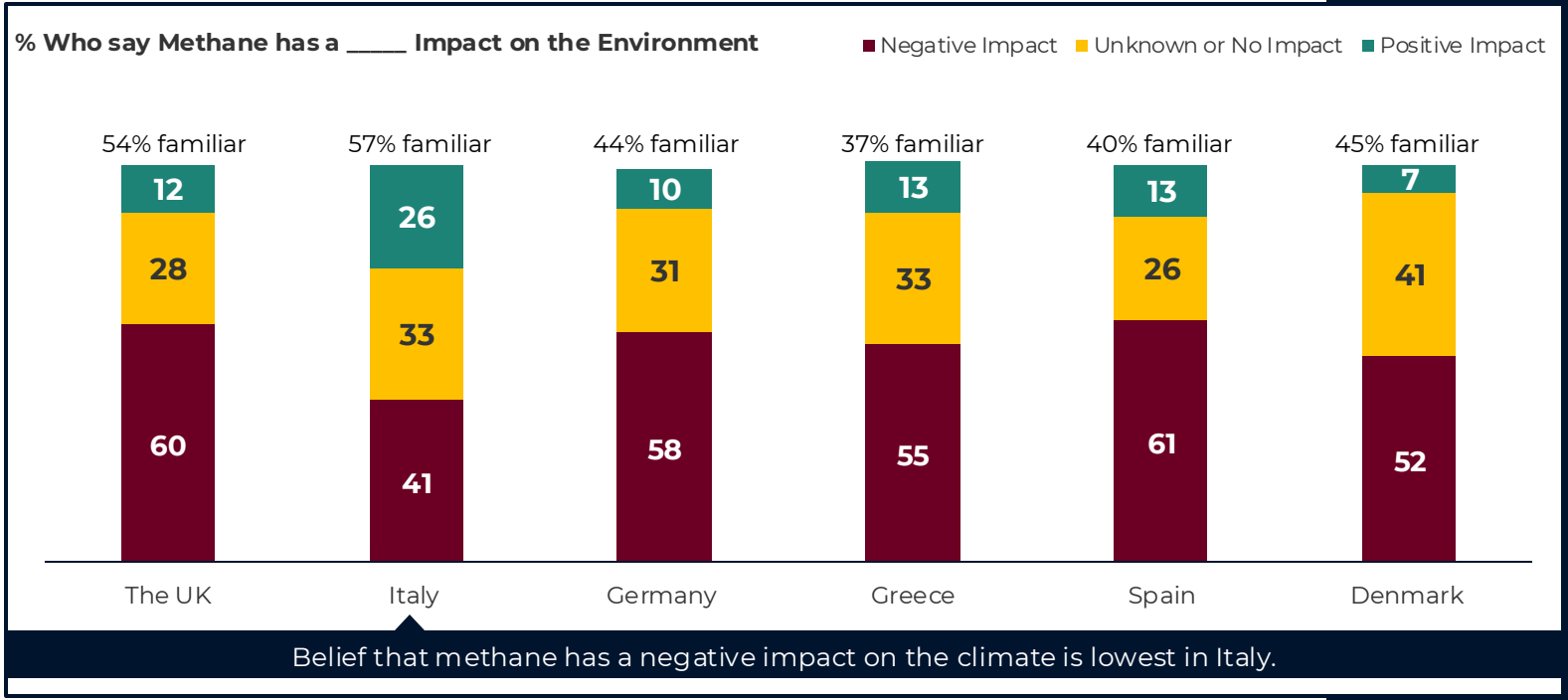
Paraguay
Greenhouse gas (32%)
Air pollution (30%)
Fossil fuel (20%)

Uruguay
Greenhouse gas (47%)
Air pollution (37%)
Foul smells (25%)

Q: Which of the following words or phrases do you associate with methane?

Europe Region

Even though many Europeans are unfamiliar with methane, majorities assume it is probably bad for the climate (with the exception of Italy)

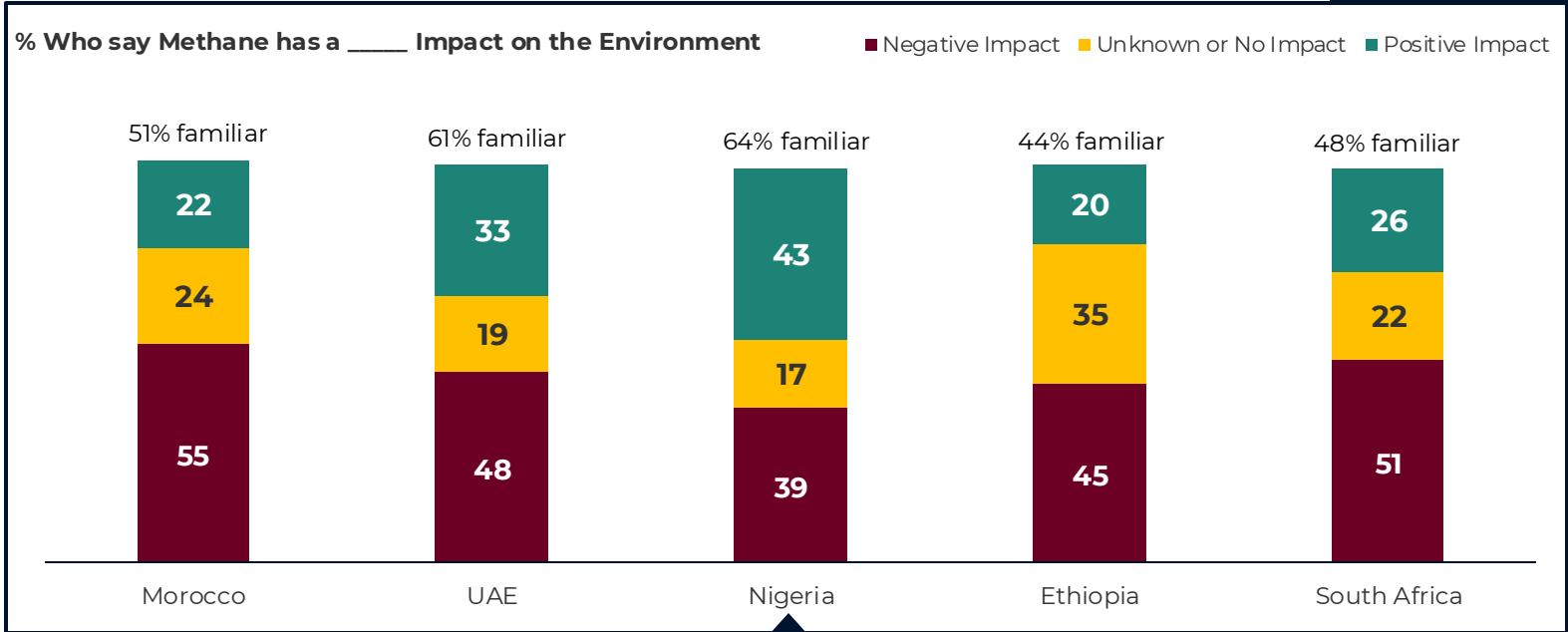


Belief that methane has a negative impact on the climate is lowest in Italy.

Q: How familiar are you, if at all, with methane?
Q: What type of impact, if any, do you think methane has on the global climate?

Africa & ME Region

Despite varying levels of methane familiarity, adults across Africa and the Middle East generally recognize its negative climate impact, though this understanding is weaker in Nigeria.

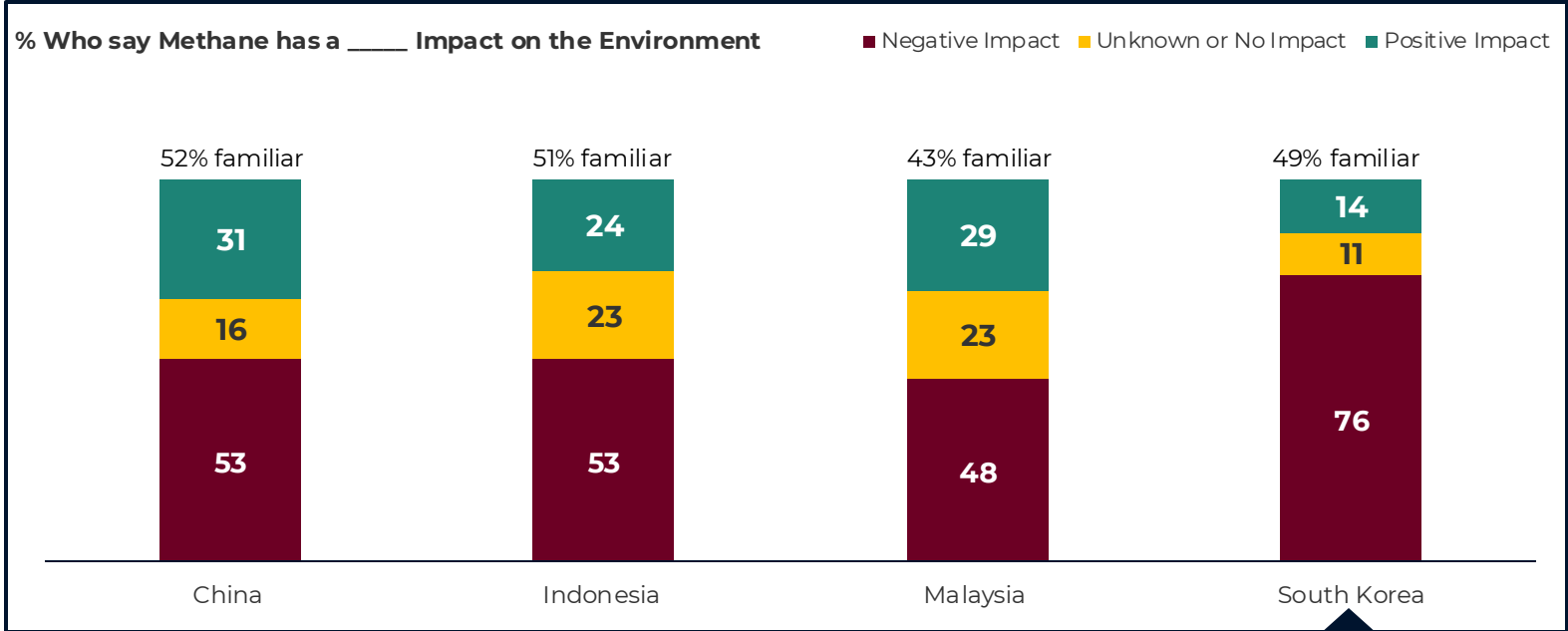


Belief that methane has a negative impact on the climate is lowest in Nigeria

Q: How familiar are you, if at all, with methane?
Q: What type of impact, if any, do you think methane has on the global climate?

Asia Region

While only around half are familiar with methane across Asia, majorities recognize its negative impact on global climate, particularly in South Korea.

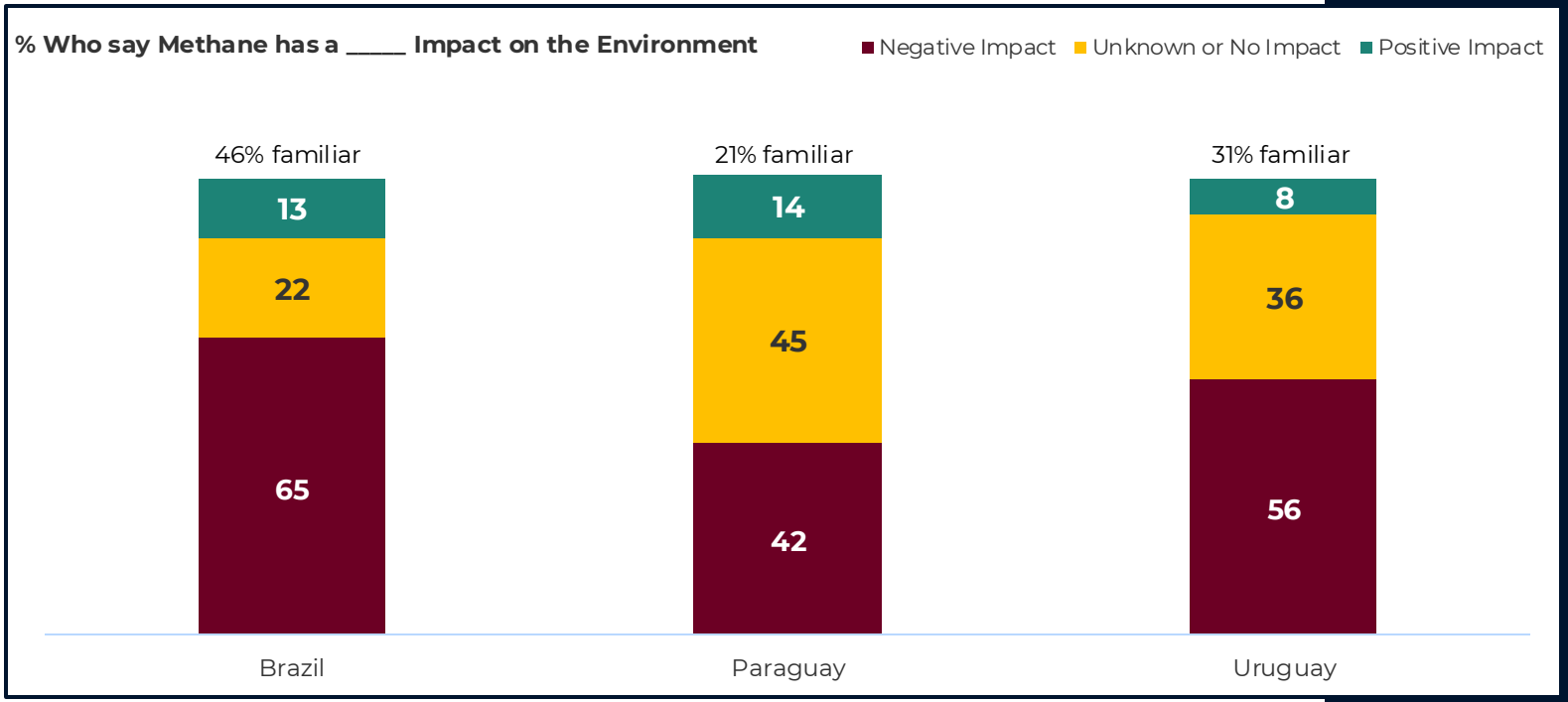


Belief that methane has a negative impact on the climate is highest in South Korea.

Q: How familiar are you, if at all, with methane?
Q: What type of impact, if any, do you think methane has on the global climate?

LATAM Region

Despite relatively low familiarity with methane, adults across Latin America largely recognize its negative impact on the climate.



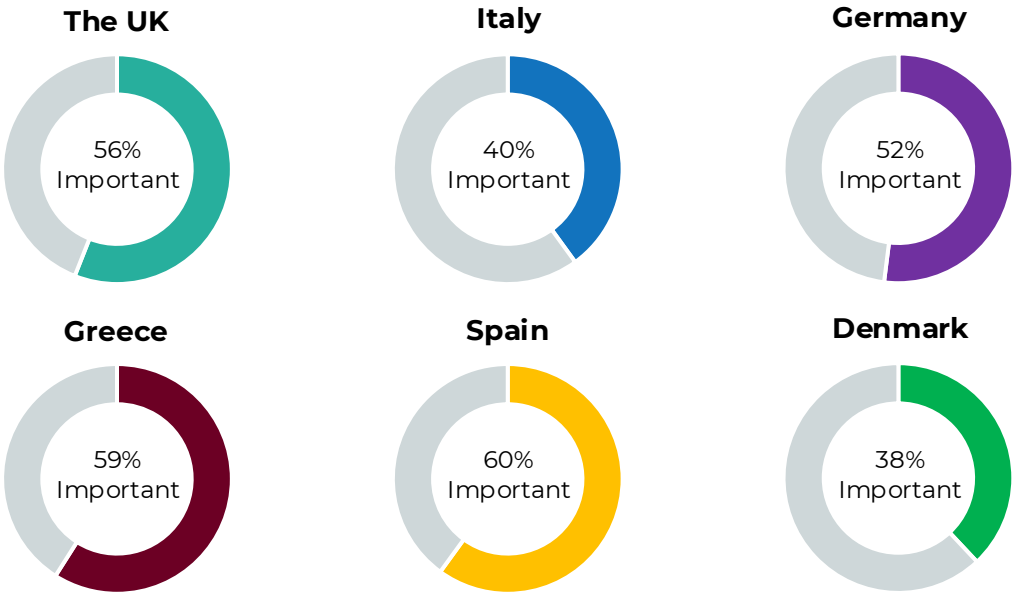
Q: How familiar are you, if at all, with methane?
Q: What type of impact, if any, do you think methane has on the global climate?

Europe Region

There is an opportunity to improve the connection between reducing methane emissions and limiting climate change across Europe.

% Importance of Reducing Methane Emissions to Limit Climate Change

- Spain, Greece, the UK and Germany show the **strongest association between cutting methane emissions to limit climate change.**



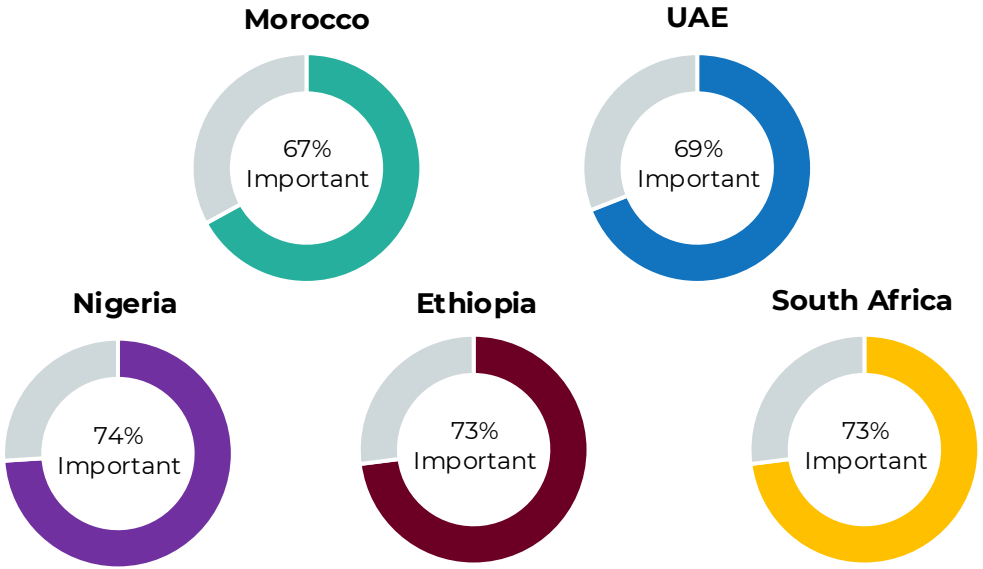
Q: To the best of your knowledge, how important is it to reduce methane emissions to limit climate change?

Africa & ME Region

Adults across Africa and the Middle East recognize the importance of reducing methane emissions to limit climate change, particularly in Nigeria, Ethiopia, and South Africa.

% Importance of Reducing Methane Emissions to Limit Climate Change

- Nigeria, Ethiopia, and South Africa show the **strongest association between cutting methane emissions to limit climate change.**



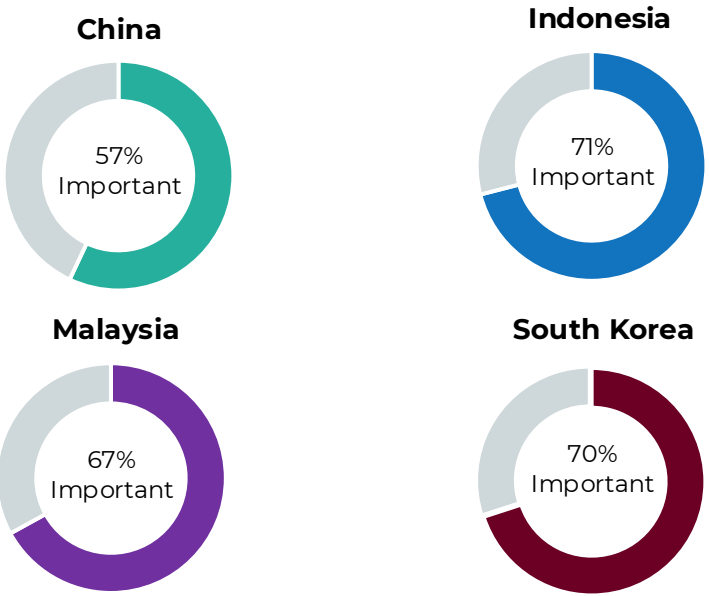
Q: To the best of your knowledge, how important is it to reduce methane emissions to limit climate change?

Asia Region

Across Asia, most recognize that reducing methane emissions is important to limiting climate change; however, there is room to improve that connection – especially in China.

% Importance of Reducing Methane Emissions to Limit Climate Change

- Indonesia and South Korea show the **strongest association between cutting methane emissions to limit climate change.**



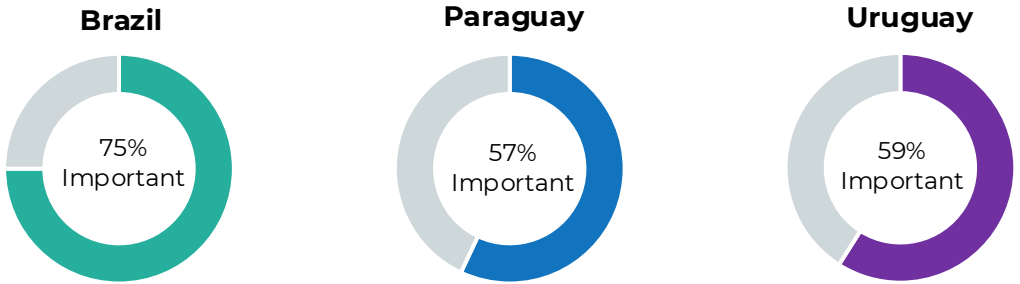
Q: To the best of your knowledge, how important is it to reduce methane emissions to limit climate change?

LATAM Region

The connection between methane reduction and climate change is strongest in Brazil; there is room to build that understanding in Paraguay and Uruguay.

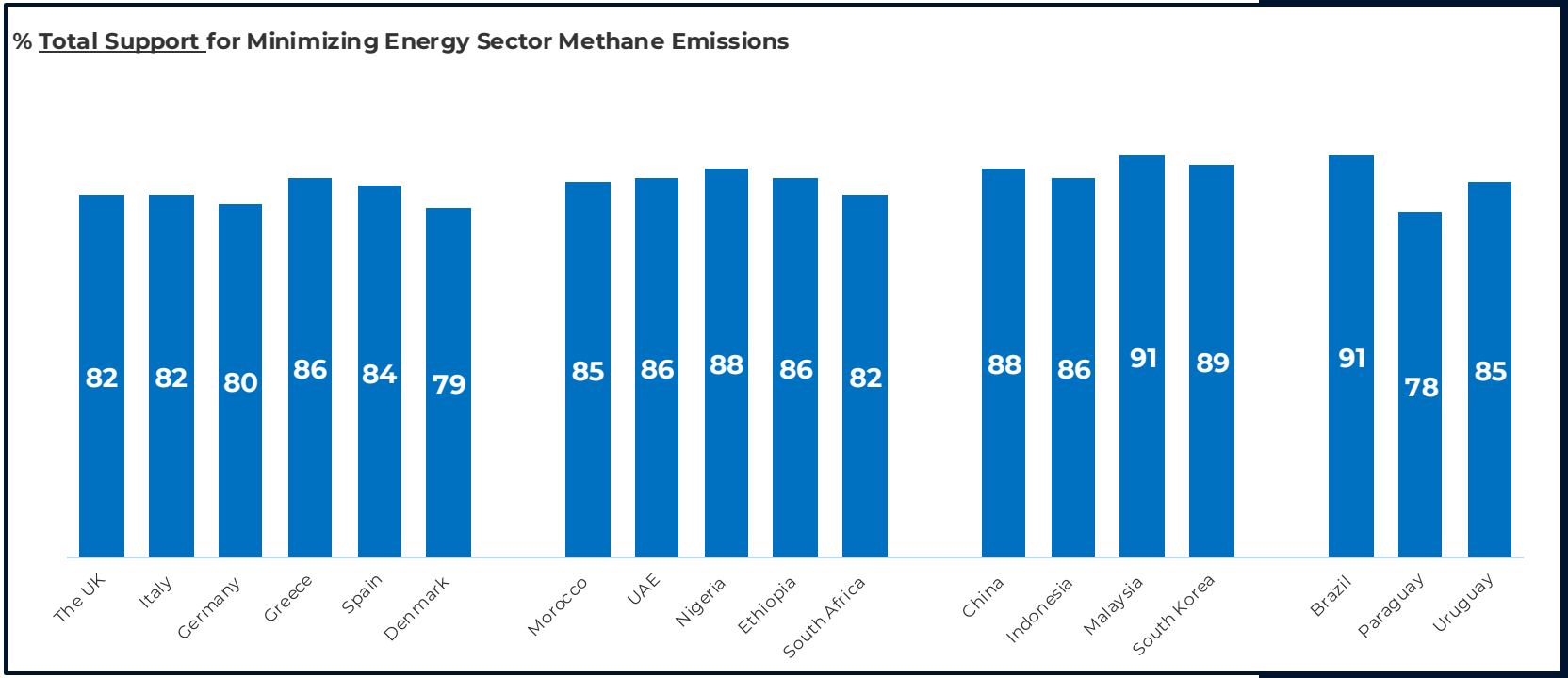
% Importance of Reducing Methane Emissions to Limit Climate Change

- Brazil shows the **strongest association between cutting methane emissions to limit climate change.**



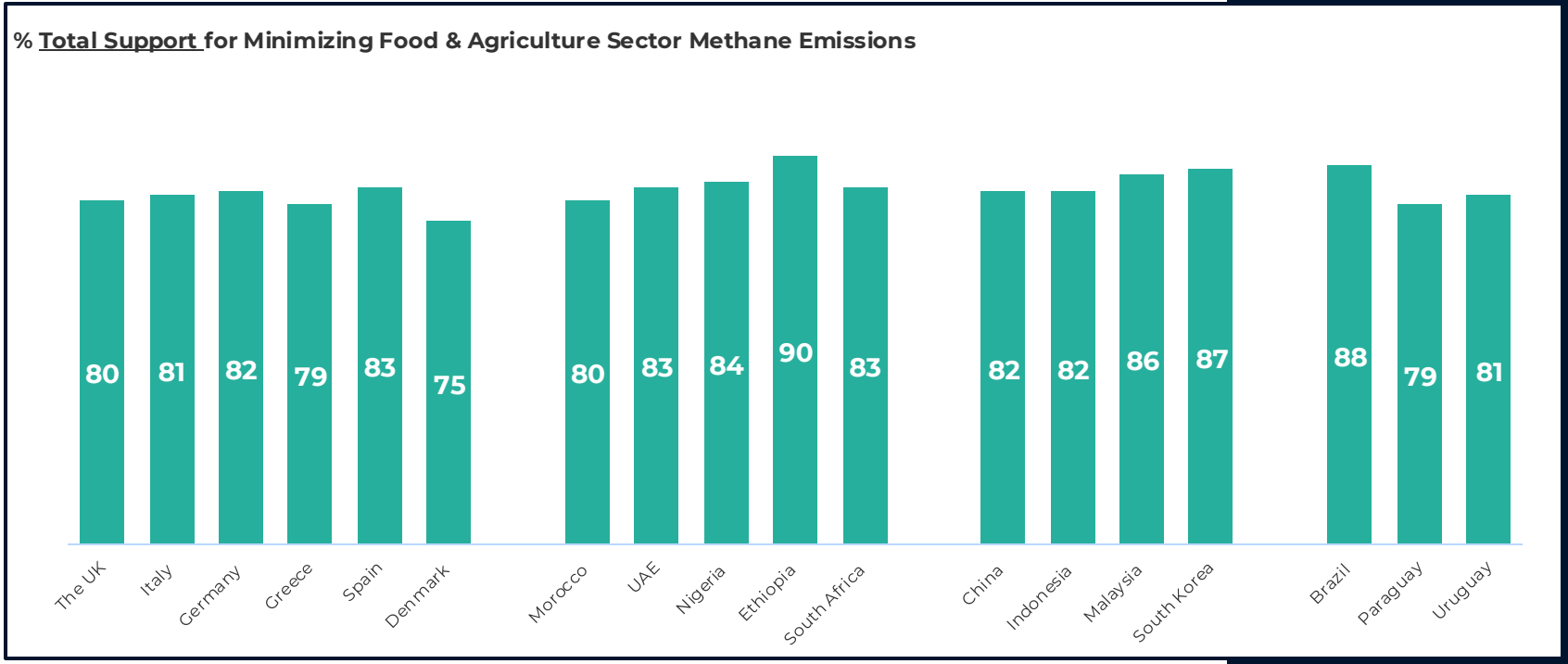
Q: To the best of your knowledge, how important is it to reduce methane emissions to limit climate change?

Energy-sector methane action draws widespread support, especially in Malaysia and Brazil.



Q:How much, if at all, do you support actions to minimize methane emissions from the energy sector?

Support for reducing food and agriculture-sector methane emissions is strong across regions, reaching particularly high levels in Ethiopia.



Q:How much, if at all, do you support actions to minimize methane emissions from the food & agriculture sector?

Europe Region

Europeans are easily able to connect methane emissions to agriculture and waste sources, while associations with the energy sector are more varied across markets.

% Source Contributes to Climate Change

- **Agriculture and waste are the most consistently recognized methane sources across Europe,** suggesting these sectors are the clearest entry points for explaining where methane emissions come from.
- **Awareness of energy-related methane sources is less consistent,** with oil wells and natural gas standing out in some markets.

Showing % Contributes	The UK	Italy	Germany	Greece	Spain	Denmark
Cows and livestock	**57%**	45%	**52%**	40%	**53%**	**54%**
Landfills	**56%**	**46%**	**47%**	**57%**	**62%**	**43%**
Manure	**52%**	41%	**53%**	43%	**55%**	**43%**
Natural gas	40%	**50%**	37%	46%	46%	35%
Food loss and waste	39%	28%	31%	31%	40%	23%
Oil wells	36%	**52%**	38%	**53%**	**55%**	31%
Coal mines	36%	41%	36%	49%	44%	31%
Wastewater	28%	29%	23%	**58%**	49%	18%
Rice paddies	22%	21%	18%	20%	25%	12%

***Bolding indicates top three sources per country**

Q: To what extent, if at all, do you believe each of the following sources contributes to methane emissions?

Africa & ME Region

Energy and waste emerge as the leading methane sources across Africa and the Middle East, though their prominence varies by country.

% Source Contributes to Climate Change

- **Energy and waste are the most consistently recognized methane sources across Africa and the Middle East,** suggesting these sectors are the clearest entry points for explaining where methane emissions come from.
- **Oil wells, natural gas, and coal mines** stand out across several countries, particularly Nigeria and South Africa, where energy-related sources dominate the top three.

Showing % Contributes	Morocco	UAE	Nigeria	Ethiopia	South Africa
Landfills	**61%**	**62%**	61%	**45%**	58%
Oil wells	**60%**	**62%**	**75%**	**47%**	**62%**
Coal mines	**52%**	61%	**69%**	**44%**	**65%**
Natural gas	51%	**63%**	**76%**	38%	**63%**
Wastewater	47%	57%	56%	**44%**	48%
Cows and other livestock	36%	50%	53%	41%	45%
Manure	35%	49%	58%	32%	45%
Food loss and waste	35%	53%	55%	35%	46%
Rice paddies	26%	42%	49%	27%	28%

***Bolding indicates top three sources per country**

Q: To what extent, if at all, do you believe each of the following sources contributes to methane emissions?

Asia Region

Natural gas and landfills offer the clearest entry points for explaining methane emissions, as people across Asia already recognize them as key sources.

% Source Contributes to Methane Emissions

- **Waste and energy are the most consistently recognized methane sources across Asia,** suggesting these sectors are the clearest entry points for explaining where methane emissions come from.
- **Awareness of agriculture-related methane sources is more varied,** with cows and livestock and manure standing out more in Indonesia and South Korea than in China and Malaysia.

Showing % Contributes	China	Indonesia	Malaysia	South Korea
Cows and livestock	41%	53%	41%	55%
Landfills	**57%**	**69%**	**57%**	**67%**
Manure	48%	57%	46%	**58%**
Natural gas	**60%**	**62%**	**64%**	**62%**
Food loss and waste	35%	44%	35%	53%
Oil wells	44%	57%	**58%**	46%
Coal mines	**59%**	57%	54%	47%
Wastewater	44%	**59%**	41%	51%
Rice paddies	29%	40%	27%	20%

***Bolding indicates top three sources per country**

Q: To what extent, if at all, do you believe each of the following sources contributes to methane emissions?

LATAM Region

Across Latin America, adults are most likely to point to landfills and oil wells as sources of methane emissions, while few would point to rice paddies or wastewater.

% Source Contributes to Methane Emissions

- **Landfills emerge as the clearest methane source across the region**, ranking as the top source in all countries.
- **Energy-related sources also rank high across the region,** with oil wells ranking in the top three in every country, alongside coal mines in Brazil and natural gas in Paraguay.

Showing % Contributes	Brazil	Paraguay	Uruguay
Landfills	**70%**	**46%**	**55%**
Oil wells	**61%**	**45%**	**55%**
Coal mines	**59%**	39%	45%
Manure	54%	31%	**48%**
Natural gas	53%	**45%**	44%
Cows and livestock	49%	34%	46%
Food loss and waste	44%	35%	35%
Wastewater	38%	35%	41%
Rice paddies	28%	25%	22%

***Bolding indicates top three sources per country**

Q: To what extent, if at all, do you believe each of the following sources contributes to methane emissions?

The UK

Oil and gas companies are the top source of blame for climate change; UK adults see waste management corporations as being the most capable to make meaningful changes.

Ranking of Each Entity

Blame for climate change		Capability to minimize impacts of climate change
#1	Large oil and gas companies	#4
#2	Large waste management corporations	**#1**
#3	National governments	#6
#4	Individual citizens	#5
#5	Large agricultural producers	**#2**
#6	International/regional governmental systems	#8
#7	Local/state/regional governments	#7
#8	Financial institutions	#11
#9	Local farmers	#3
#10	International non-government organizations	#8
#11	Small businesses	#9

Q: People have many ideas about which groups are to blame for climate change. Below, you will see a list of these groups. Please rank the five groups most blameworthy for climate change from the options below.
Q: To what extent do you believe the following groups are capable of making meaningful changes to minimize the impacts of climate change?

Italy

Italian adults blame oil companies and national governments for climate change, but trust international government systems most to minimize its impacts.

Ranking of Each Entity

Blame for climate change		Capability to minimize impacts of climate change
#1	Large oil and gas companies	#7
#2	National governments	#6
#3	Large waste management corporations	**#2**
#4	Large agricultural producers	#5
#5	Individual citizens	#4
#6	International/regional governmental systems	**#1**
#7	Local/state/regional governments	#3
#8	Local farmers	#8
#9	Small businesses	#10
#10	International non-government organizations	#9
#11	Financial institutions	#11

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Q: To what extent do you believe the following groups are capable of making meaningful changes to minimize the impacts of climate change?

Germany

German adults hold agricultural producers accountable for climate change, but they are also seen as part of the solution.

Ranking of Each Entity

Blame for climate change		Capability to minimize impacts of climate change
#1	Large oil and gas companies	#5
#2	Large waste management corporations	**#2**
#3	Large agricultural producers	**#1**
#4	National governments	#9
#5	Individual citizens	#3
#6	International/regional governmental systems	#8
#7	Financial institutions	#11
#8	Local/state/regional governments	#7
#9	Local farmers	#6
#10	International non-government organizations	#10
#11	Small businesses	#4

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Q: To what extent do you believe the following groups are capable of making meaningful changes to minimize the impacts of climate change?

Greece

Greeks place the most blame on large corporations but see agricultural producers and farmers as most capable of addressing climate impacts.

Ranking of Each Entity

Blame for climate change		Capability to minimize impacts of climate change
#1	Large oil and gas companies	#4
#2	Large waste management corporations	#3
#3	National governments	#5
#4	International/regional governmental systems	#6
#5	Local/state/regional governments	#8
#6	International non-government organizations	#10
#7	Large agricultural producers	**#1**
#8	Individual citizens	#7
#9	Local farmers	**#2**
#10	Financial institutions	#11
#11	Small businesses	#9

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Q: To what extent do you believe the following groups are capable of making meaningful changes to minimize the impacts of climate change?

Spain

Spanish adults blame large corporations most for environmental harm, but trust individual citizens, agricultural producers, and farmers to minimize climate impacts.

Ranking of Each Entity

Blame for climate change		Capability to minimize impacts of climate change
#1	Large oil and gas companies	#6
#2	Large waste management corporations	#4
#3	National governments	#9
#4	Large agricultural producers	**#2**
#5	Individual citizens	**#1**
#6	International/regional governmental systems	#7
#7	Local/state/regional governments	#8
#8	International non-government organizations	#11
#9	Financial institutions	#10
#10	Small businesses	#5
#11	Local farmers	#3

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Q: To what extent do you believe the following groups are capable of making meaningful changes to minimize the impacts of climate change?

Denmark

Danish adults see large agricultural producers as a top contributor of environmental harm, but also as the most capable of minimizing climate impacts.

Ranking of Each Entity

Blame for climate change		Capability to minimize impacts of climate change
#1	Large oil and gas companies	#5
#2	Large agricultural producers	**#1**
#3	International/regional governmental systems	#9
#4	National governments	#8
#5	Individual citizens	#7
#6	Large waste management corporations	#3
#7	Local farmers	#4
#8	Local/state/regional governments	#6
#9	Financial institutions	#10
#10	International non-government organizations	#11
#11	Small businesses	**#2**

Q: People have many ideas about which groups are to blame for climate change. Below, you will see a list of these groups. Please rank the five groups most blameworthy for climate change from the options below.
Q: To what extent do you believe the following groups are capable of making meaningful changes to minimize the impacts of climate change?

Morocco

Oil and gas companies are the top source of blame for climate change; Moroccan adults see national governments as being the most capable to make meaningful changes.

Ranking of Each Entity

Blame for climate change		Capability to minimize impacts of climate change
#1	Large oil and gas companies	#8
#2	Large waste management corporations	#6
#3	International/regional governmental systems	**#2**
#4	National governments	**#1**
#5	Large agricultural producers	#4
#6	Individual citizens	#7
#7	Local/state/regional governments	#3
#8	Small businesses	#5
#9	Financial institutions	#11
#10	International non-government organizations	#9
#11	Local farmers	#10

Q: People have many ideas about which groups are to blame for climate change. Below, you will see a list of these groups. Please rank the five groups most blameworthy for climate change from the options below.
Q: To what extent do you believe the following groups are capable of making meaningful changes to minimize the impacts of climate change?

UAE

UAE adults place the most blame on large oil and gas companies, which are also seen as highly capable of minimizing climate change's impacts; large agricultural producers rank highest on capability.

Ranking of Each Entity

Blame for climate change		Capability to minimize impacts of climate change
#1	Large oil and gas companies	**#2**
#2	Large waste management corporations	#8
#3	National governments	#5
#4	Individual citizens	#4
#5	International/regional governmental systems	#6
#6	Large agricultural producers	**#1**
#7	Local/state/regional governments	#7
#8	Local farmers	#11
#9	Financial institutions	#10
#10	International non-government organizations	#3
#11	Small businesses	#9

Q: People have many ideas about which groups are to blame for climate change. Below, you will see a list of these groups. Please rank the five groups most blameworthy for climate change from the options below.
Q: To what extent do you believe the following groups are capable of making meaningful changes to minimize the impacts of climate change?

Nigeria

Nigerian adults place the most blame on large oil and gas companies, while national governments and agricultural producers are seen as most capable of minimizing climate change's impacts.

Ranking of Each Entity

Blame for climate change		Capability to minimize impacts of climate change
#1	Large oil and gas companies	#3
#2	Large waste management corporations	#4
#3	National governments	**#1**
#4	International/regional governmental systems	#5
#5	International non-government organizations	#9
#6	Large agricultural producers	**#2**
#7	Local farmers	#11
#8	Local/state/regional governments	#6
#9	Financial institutions	#7
#10	Individual citizens	#10
#11	Small businesses	#8

Q: People have many ideas about which groups are to blame for climate change. Below, you will see a list of these groups. Please rank the five groups most blameworthy for climate change from the options below.
Q: To what extent do you believe the following groups are capable of making meaningful changes to minimize the impacts of climate change?

Ethiopia

Ethiopian adults hold large agricultural producers accountable for climate change, but also see them as most capable of minimizing its impacts.

Ranking of Each Entity

Blame for climate change		Capability to minimize impacts of climate change
#1	Large oil and gas companies	#5
#2	Large agricultural producers	**#1**
#3	Individual citizens	#8
#4	International/regional governmental systems	**#2**
#5	Small businesses	#10
#6	Large waste management corporations	#7
#7	National governments	#3
#8	Local farmers	#4
#9	International non-government organizations	#11
#10	Local/state/regional governments	#9
#11	Financial institutions	#6

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Q: To what extent do you believe the following groups are capable of making meaningful changes to minimize the impacts of climate change?

South Africa

South African adults blame large oil and gas companies for climate change, but trust agricultural producers and international/regional governments to minimize climate impacts.

Ranking of Each Entity

Blame for climate change		Capability to minimize impacts of climate change
#1	Large oil and gas companies	#9
#2	Large waste management corporations	#7
#3	Individual citizens	#6
#4	National governments	#3
#5	Large agricultural producers	**#1**
#6	International/regional governmental systems	**#2**
#7	International non-government organizations	#11
#8	Local/state/regional governments	#10
#9	Small businesses	#4
#10	Financial institutions	#5
#11	Local farmers	#8

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Q: To what extent do you believe the following groups are capable of making meaningful changes to minimize the impacts of climate change?

China

Chinese adults hold national governments accountable for climate change, but they also see government (both national and local) most capable of positive impact.

Ranking of Each Entity

Blame for climate change		Capability to minimize impacts of climate change
#1	National governments	**#1**
#2	Large oil and gas companies	#3
#3	Large waste management corporations	#5
#4	International/regional governmental systems	#4
#5	Large agricultural producers	#7
#6	Local/state/regional governments	**#2**
#7	Individual citizens	#10
#8	Financial institutions	#8
#9	Small businesses	#9
#10	Local farmers	#11
#11	International non-government organizations	#6

Q: People have many ideas about which groups are to blame for climate change. Below, you will see a list of these groups. Please rank the five groups most blameworthy for climate change from the options below.
Q: To what extent do you believe the following groups are capable of making meaningful changes to minimize the impacts of climate change?

Indonesia

Oil and gas companies and waste management corporations are most blamed for climate change in Indonesia, but are also seen as among the most capable of minimizing its impacts.

Ranking of Each Entity

Blame for climate change		Capability to minimize impacts of climate change
#1	Large oil and gas companies	#3
#2	Large waste management corporations	**#2**
#3	National governments	**#1**
#4	Individual citizens	#5
#5	Local/state/regional governments	#7
#6	International/regional governmental systems	#4
#7	Local farmers	#9
#8	Large agricultural producers	#8
#9	International non-government organizations	#6
#10	Financial institutions	#10
#11	Small businesses	#11

Q: People have many ideas about which groups are to blame for climate change. Below, you will see a list of these groups. Please rank the five groups most blameworthy for climate change from the options below.
Q: To what extent do you believe the following groups are capable of making meaningful changes to minimize the impacts of climate change?

Malaysia

Oil and gas companies are most blamed for climate change in Malaysia, but are also seen as among the most capable of making meaningful change.

Ranking of Each Entity

Blame for climate change		Capability to minimize impacts of climate change
#1	Large oil and gas companies	**#2**
#2	Large waste management corporations	#3
#3	International/regional governmental systems	#5
#4	National governments	**#1**
#5	Individual citizens	#9
#6	Local/state/regional governments	#4
#7	International non-government organizations	#8
#8	Large agricultural producers	#7
#9	Local farmers	#10
#10	Small businesses	#11
#11	Financial institutions	#6

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Q: To what extent do you believe the following groups are capable of making meaningful changes to minimize the impacts of climate change?

South Korea

Oil and gas companies are seen as both most responsible for climate change and most capable of making meaningful change in South Korea.

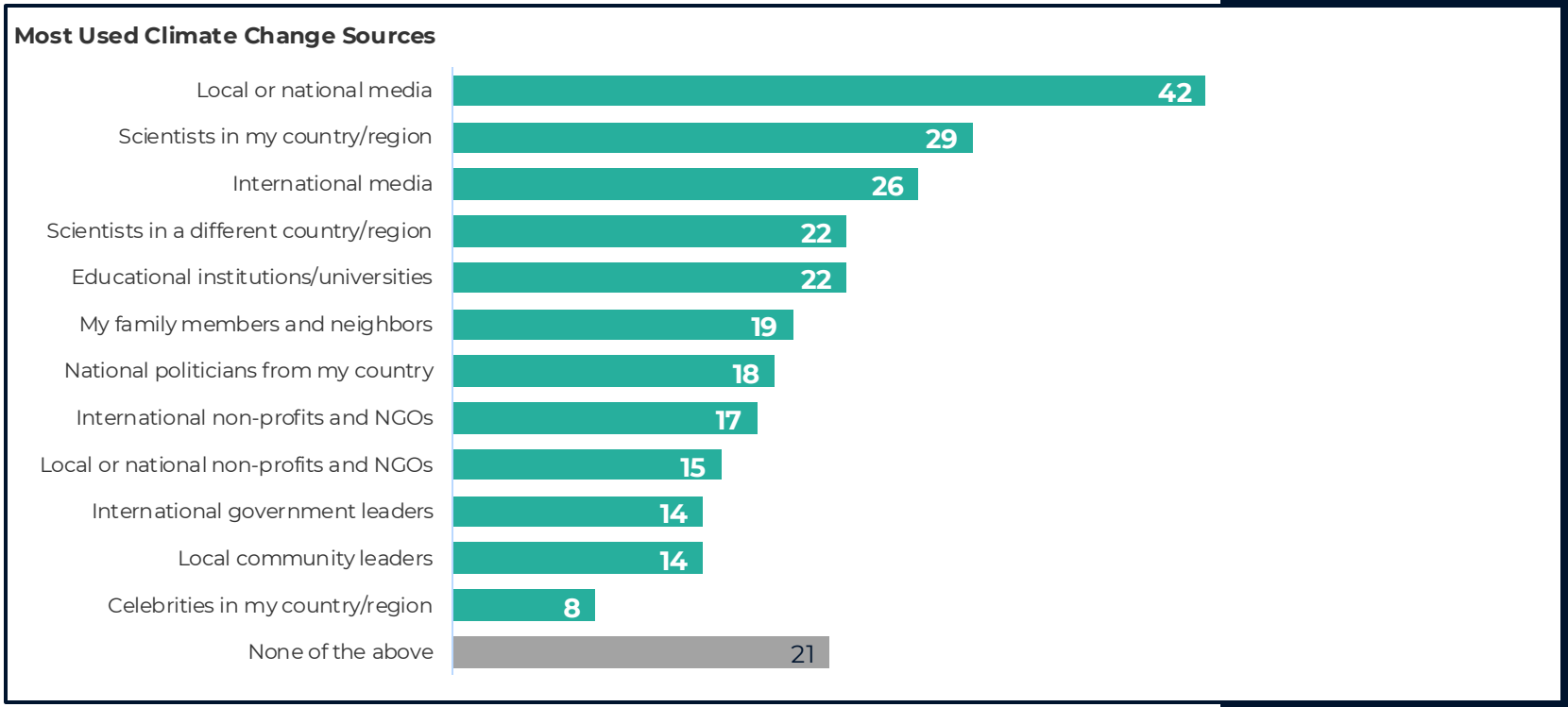
Ranking of Each Entity

Blame for climate change		Capability to minimize impacts of climate change
#1	Large oil and gas companies	**#1**
#2	National governments	#3
#3	Large waste management corporations	#4
#4	International/regional governmental systems	#5
#5	Individual citizens	#9
#6	Local/state/regional governments	#8
#7	Large agricultural producers	#11
#8	Small businesses	#10
#9	International non-government organizations	#6
#10	Local farmers	#7
#11	Financial institutions	**#2**

Q: People have many ideas about which groups are to blame for climate change. Below, you will see a list of these groups. Please rank the five groups most blameworthy for climate change from the options below.
Q: To what extent do you believe the following groups are capable of making meaningful changes to minimize the impacts of climate change?

Appendix

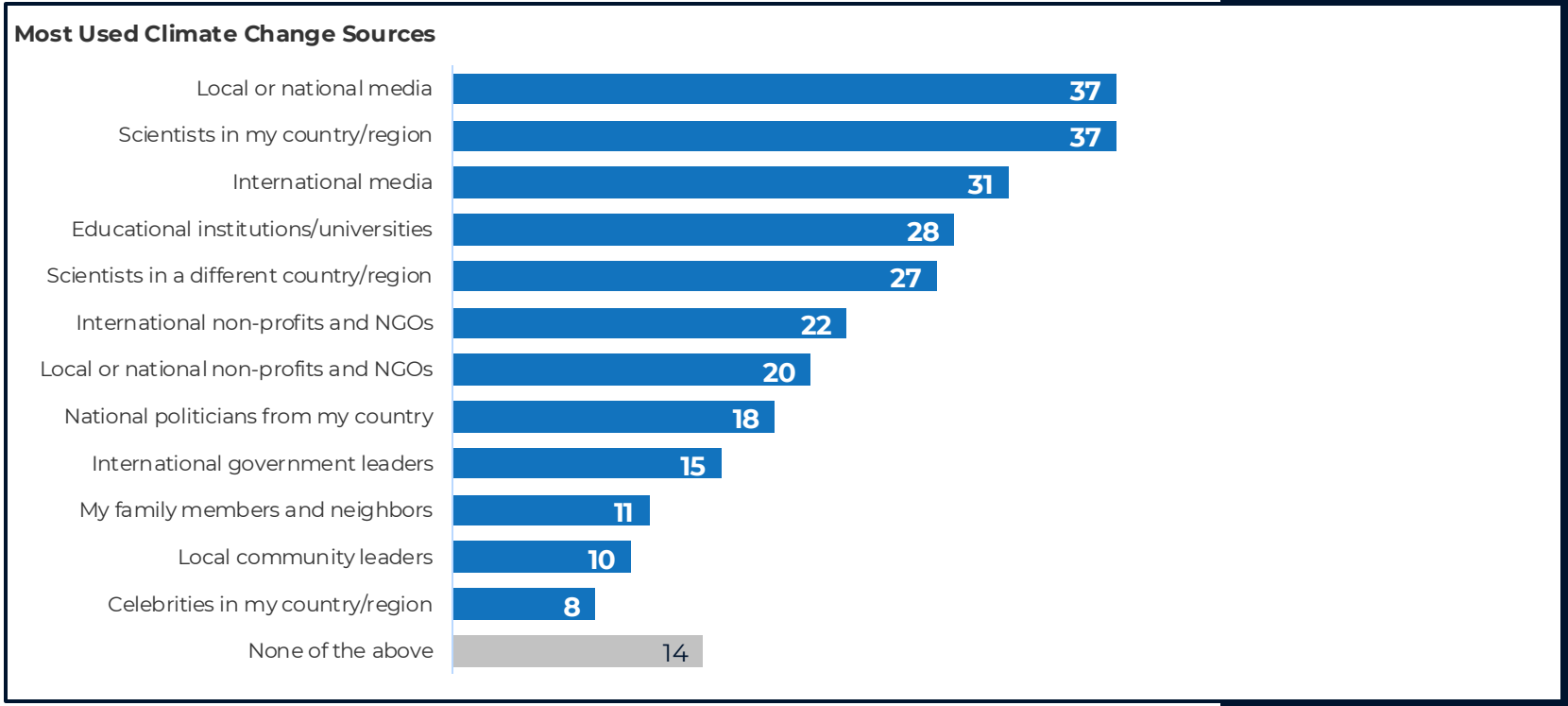
Most UK adults get information about climate change through their local or national media.



Q: Which of the following sources, if any, do you use to get information about climate change?

Italy

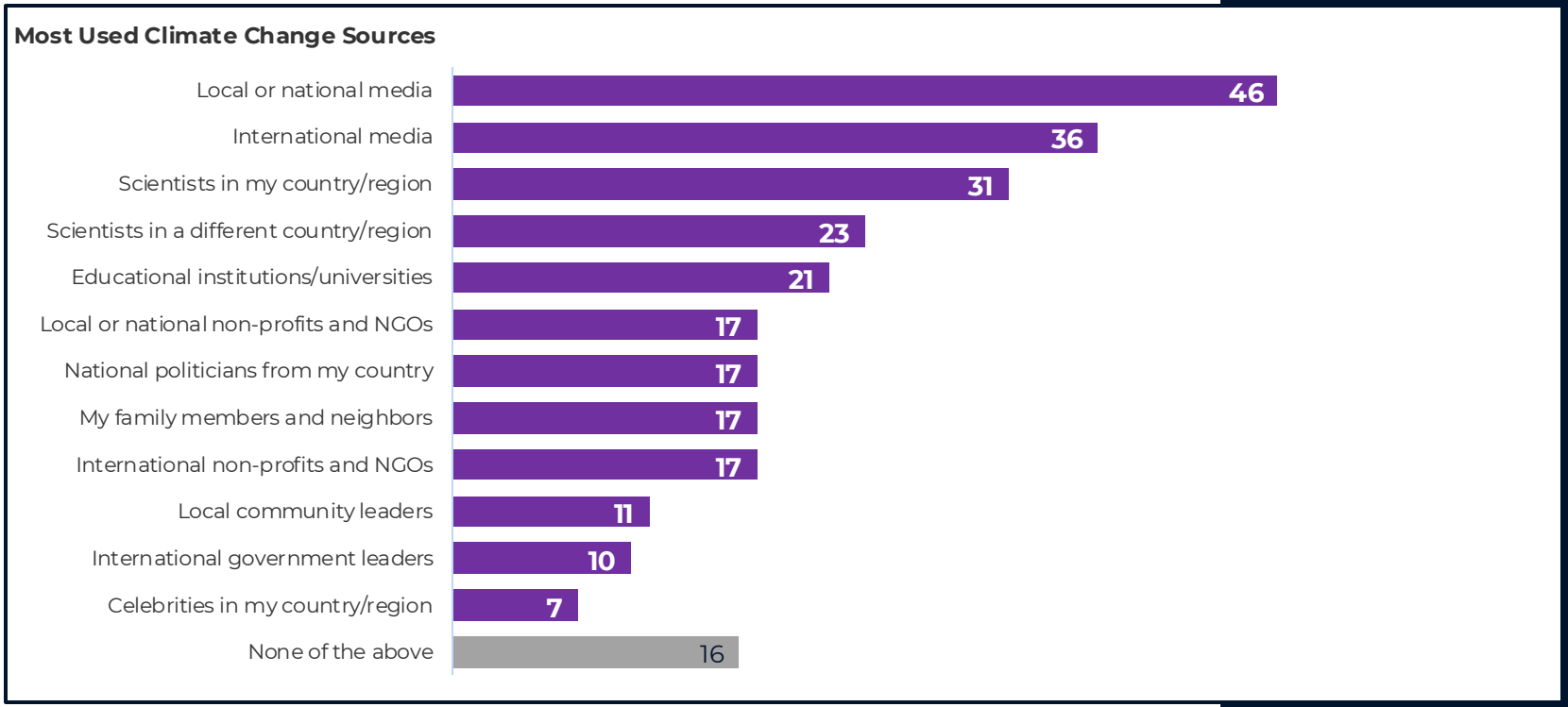
Most Italian adults get information about climate change through their local or national media and scientists.



Q: Which of the following sources, if any, do you use to get information about climate change?

Germany

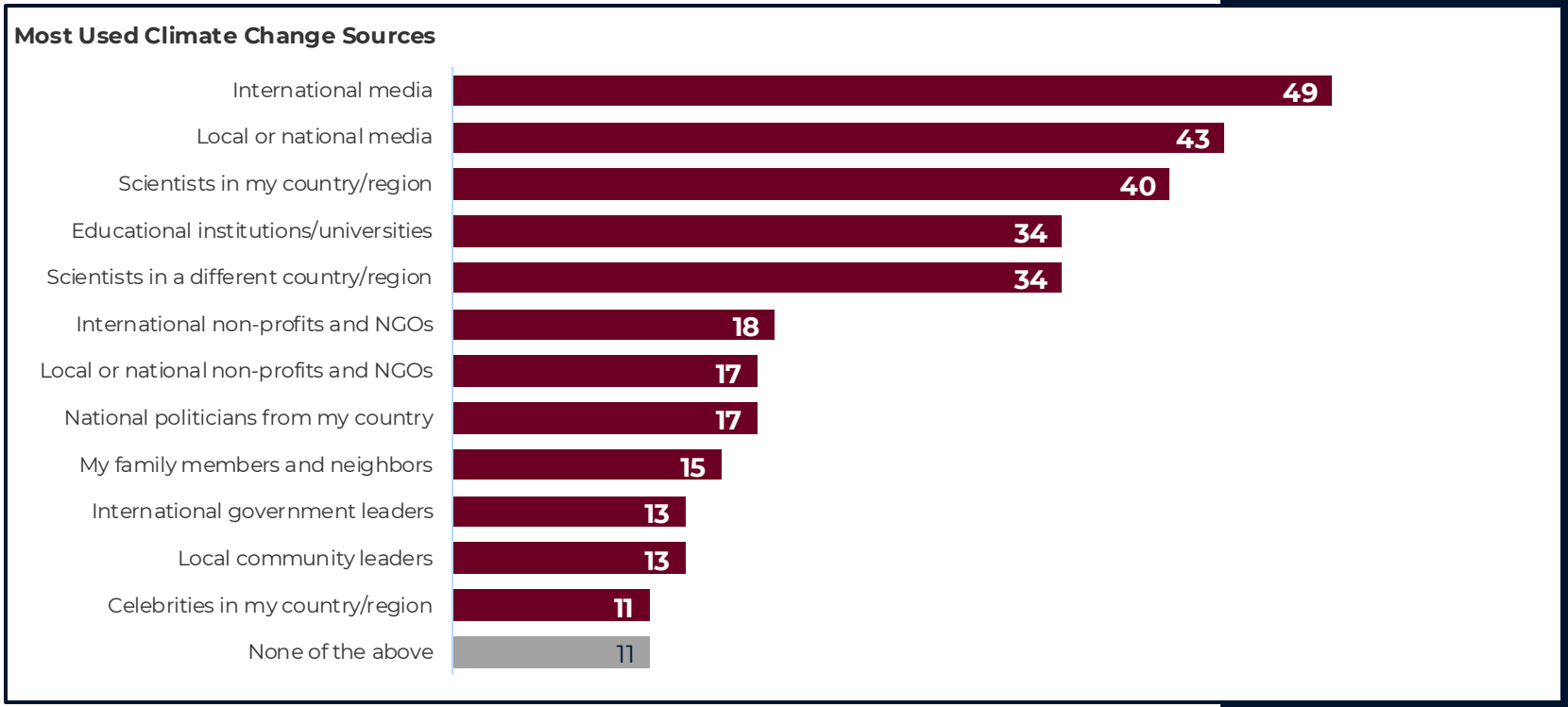
Most German adults get information about climate change through their local or national media.



Q: Which of the following sources, if any, do you use to get information about climate change?

Greece

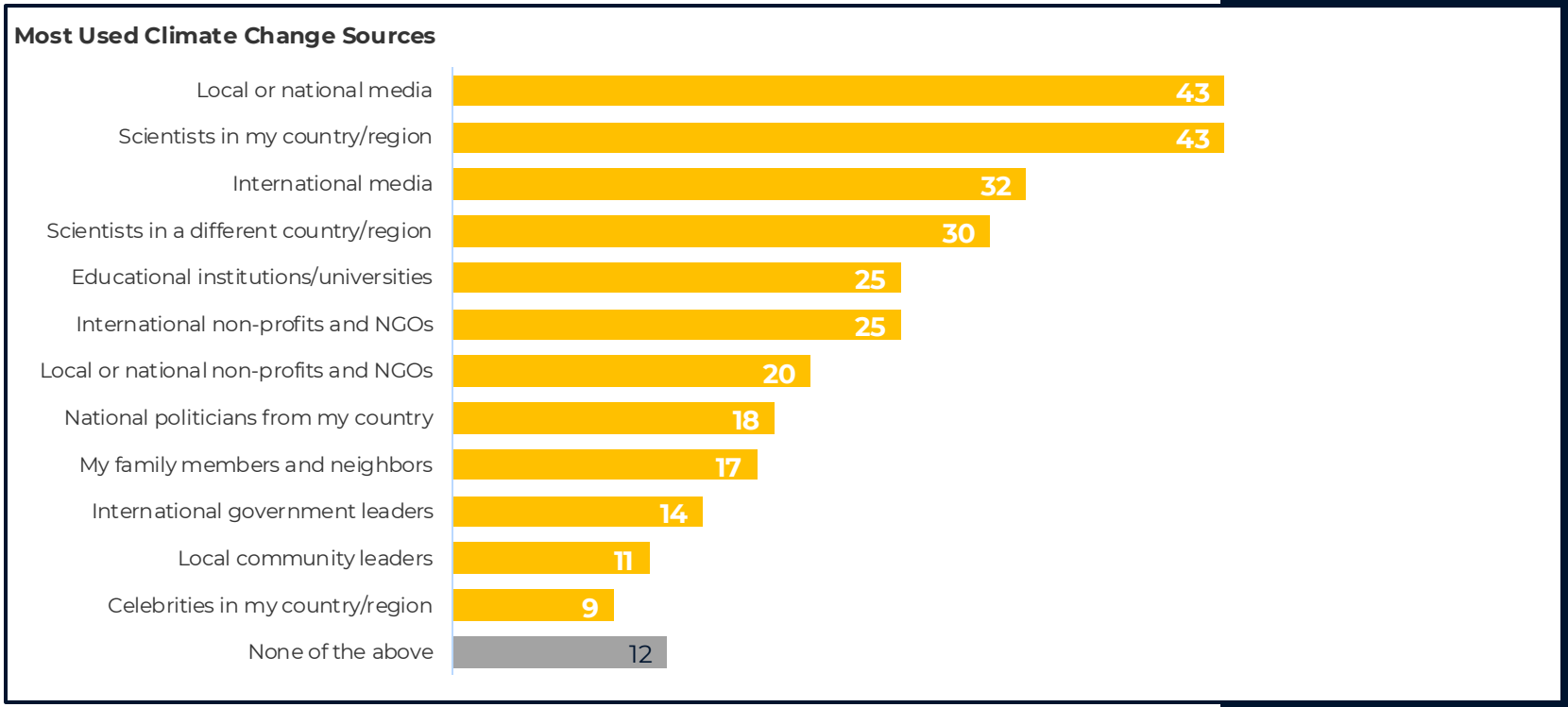
Most Greek adults either get information about climate change through international media or their local/national media.



Q: Which of the following sources, if any, do you use to get information about climate change?

Spain

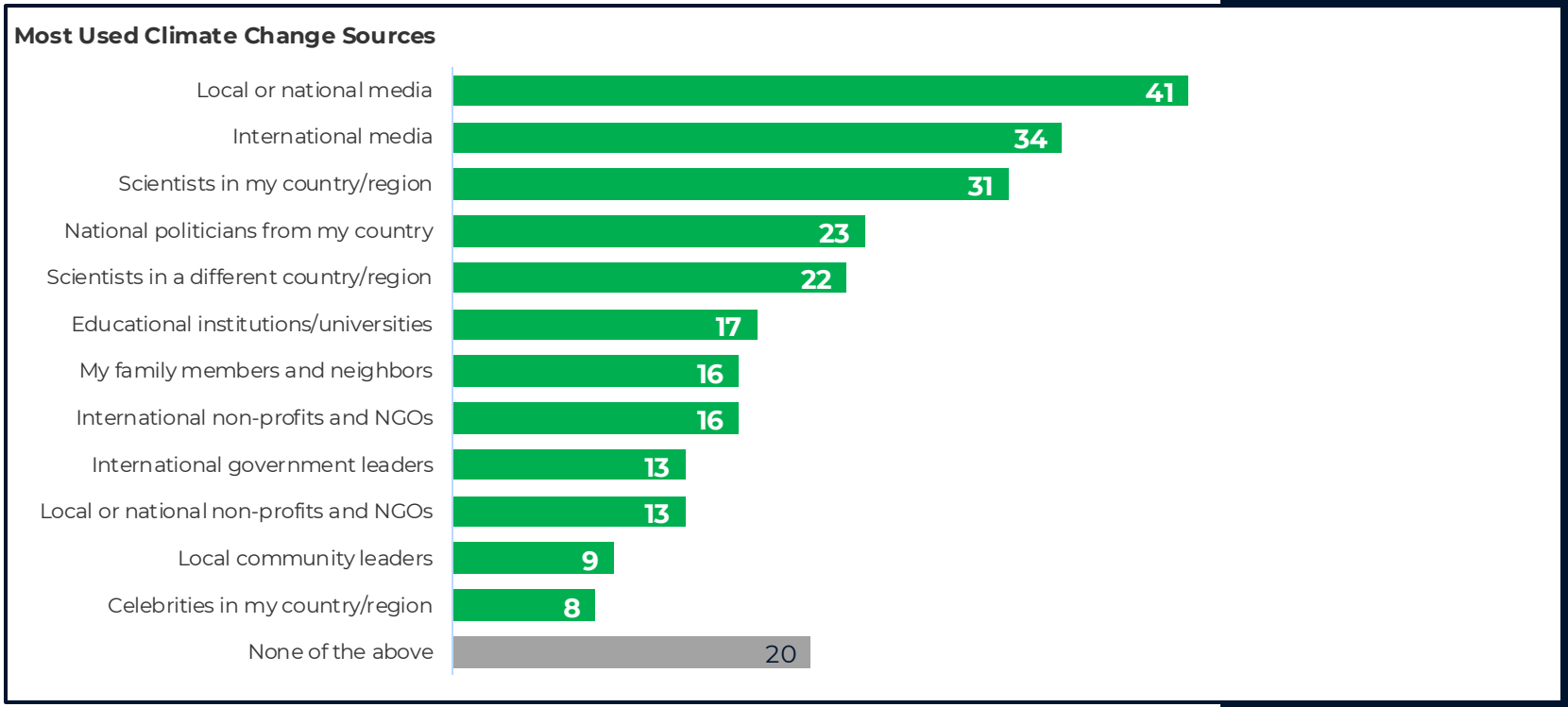
Most Spanish adults get information about climate change through their local or national media and scientists.



Q: Which of the following sources, if any, do you use to get information about climate change?

Denmark

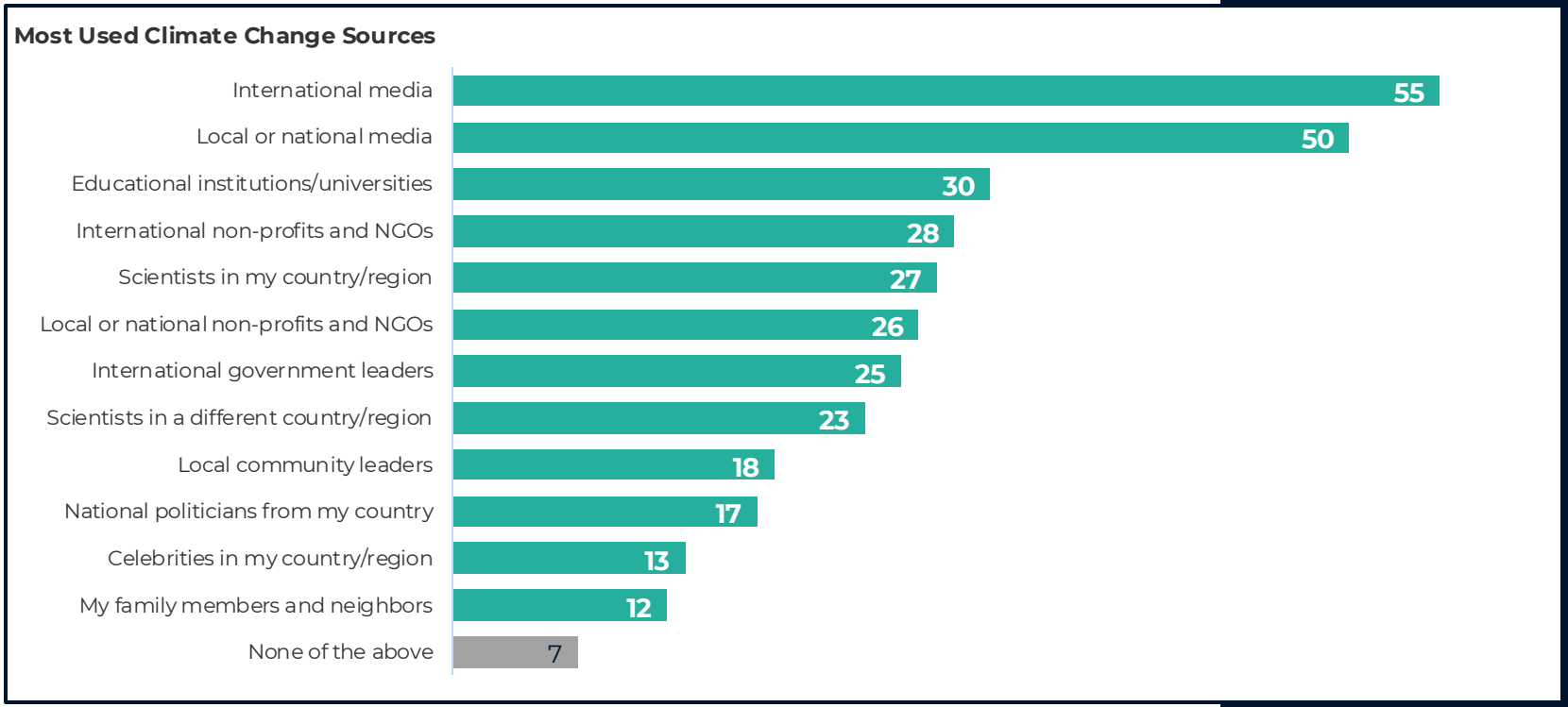
Most Danish adults get information about climate change through their local or national media.



Q: Which of the following sources, if any, do you use to get information about climate change?

Morocco

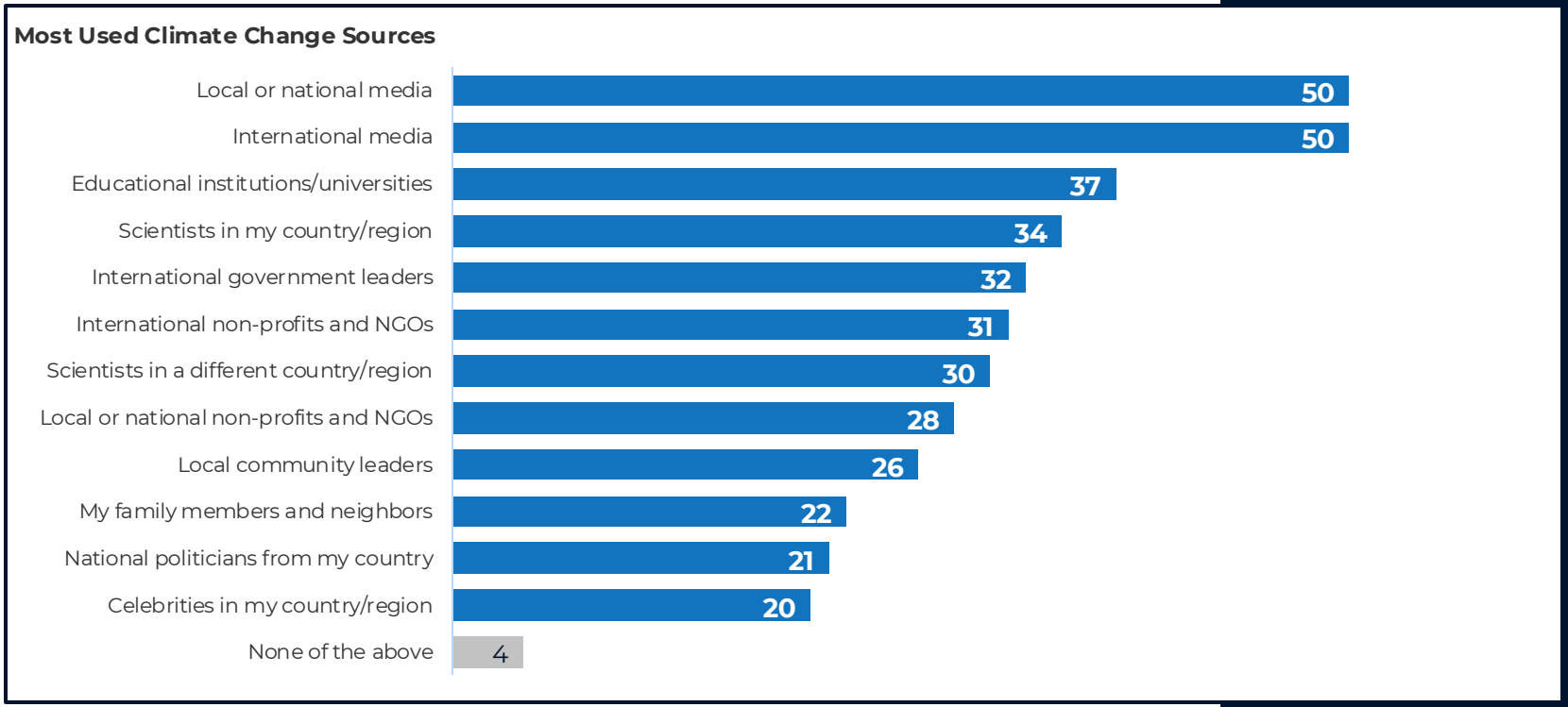
Most Moroccan adults get information about climate change through international media.



Q: Which of the following sources, if any, do you use to get information about climate change?

UAE

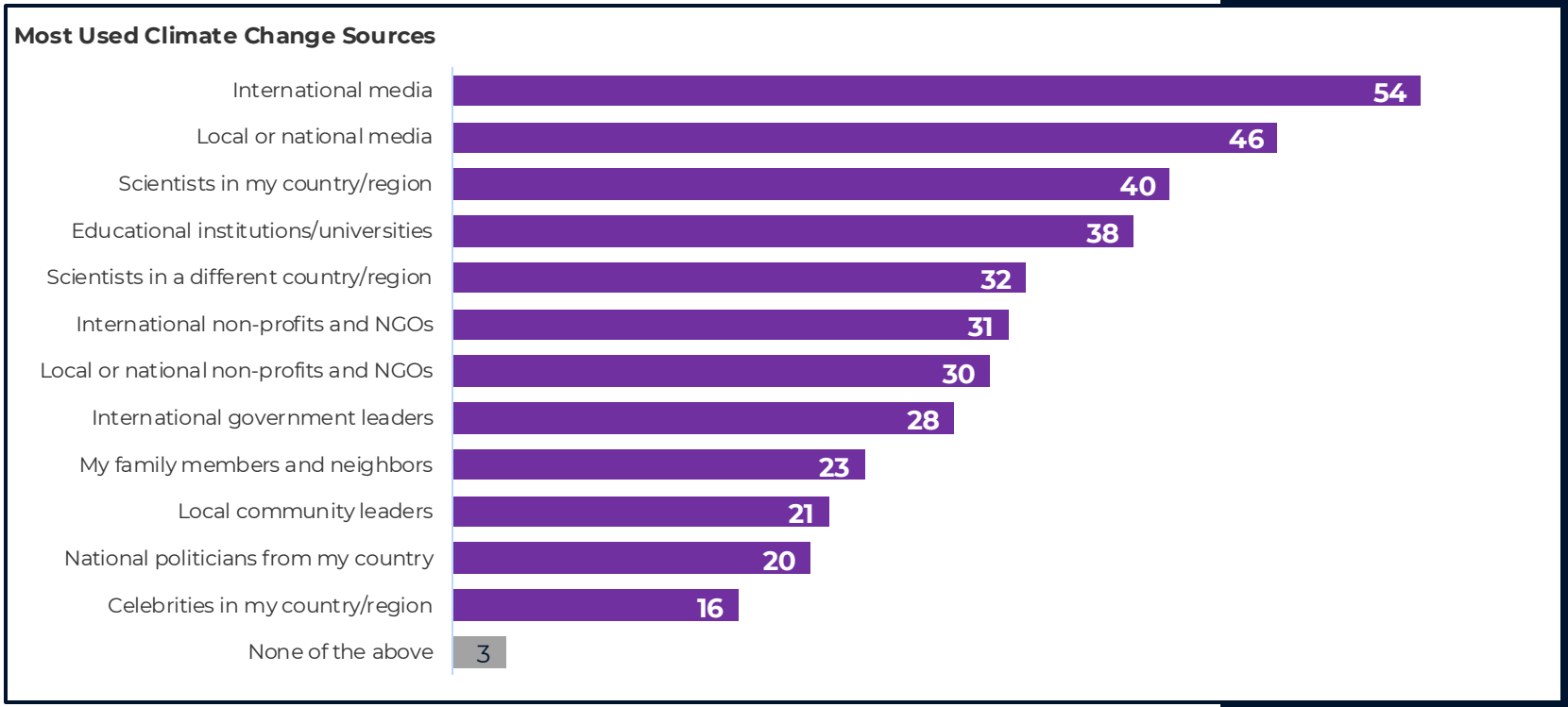
Most UAE adults get information about climate change through their local/national media or international media.



Q: Which of the following sources, if any, do you use to get information about climate change?

Nigeria

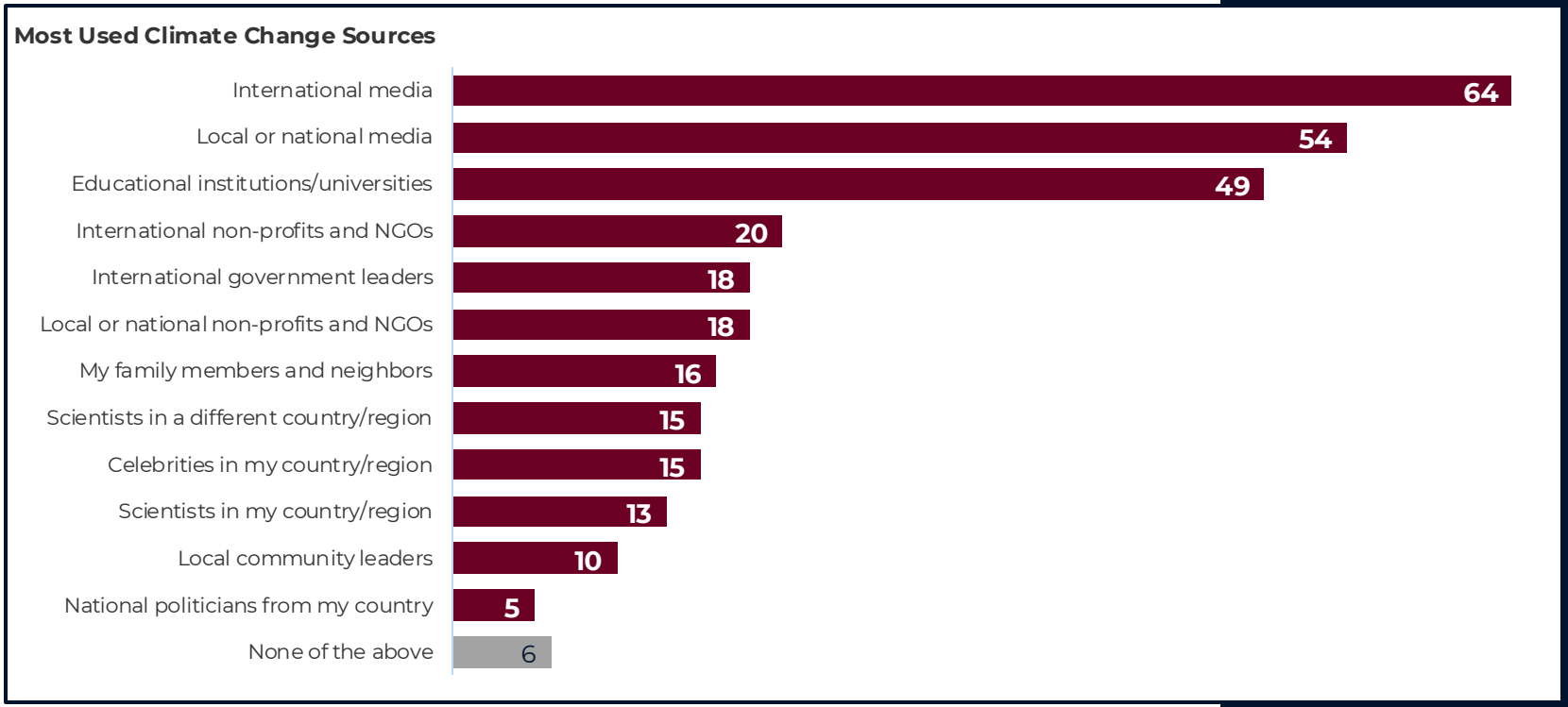
Most Nigerian adults get information about climate change through international media.



Q: Which of the following sources, if any, do you use to get information about climate change?

Ethiopia

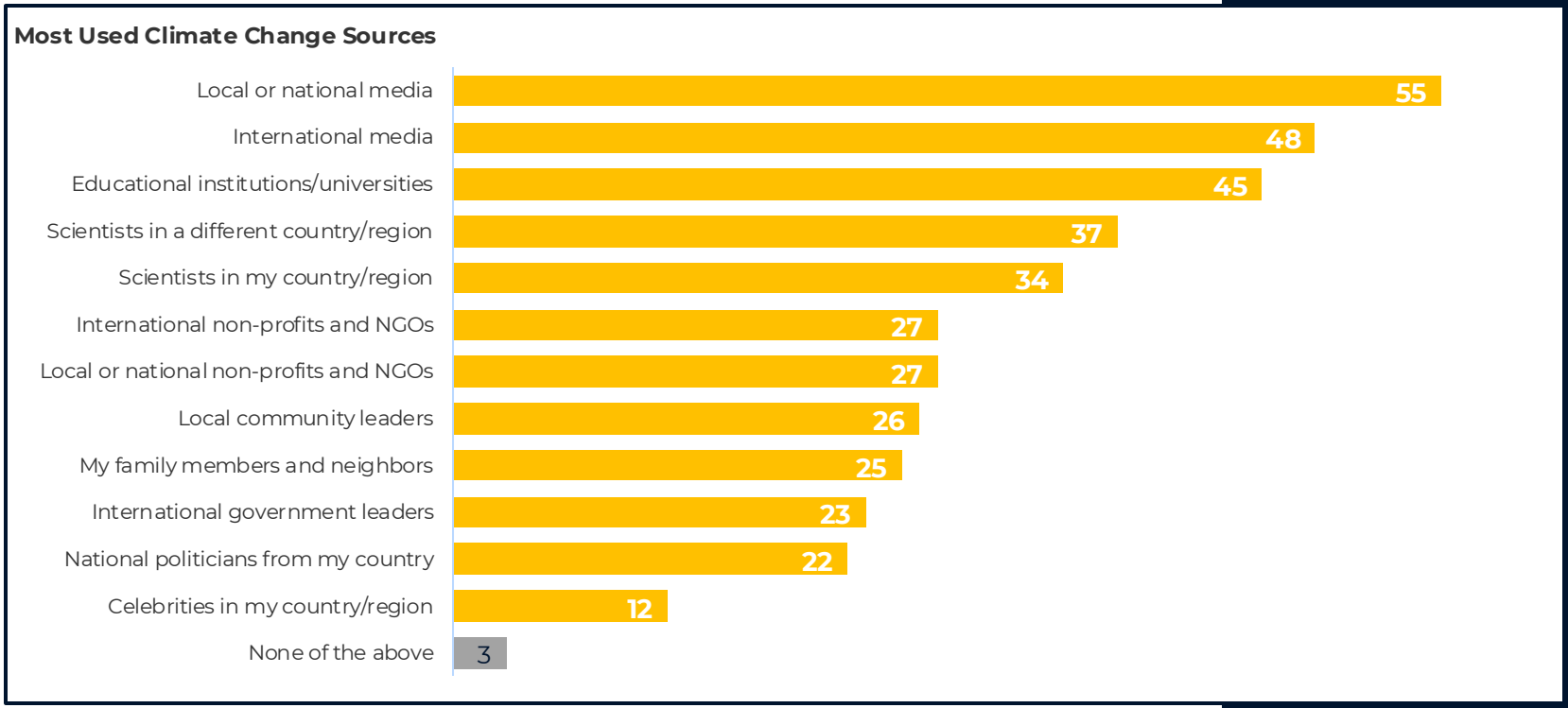
Most Ethiopian adults get information about climate change through international media.



Q: Which of the following sources, if any, do you use to get information about climate change?

South Africa

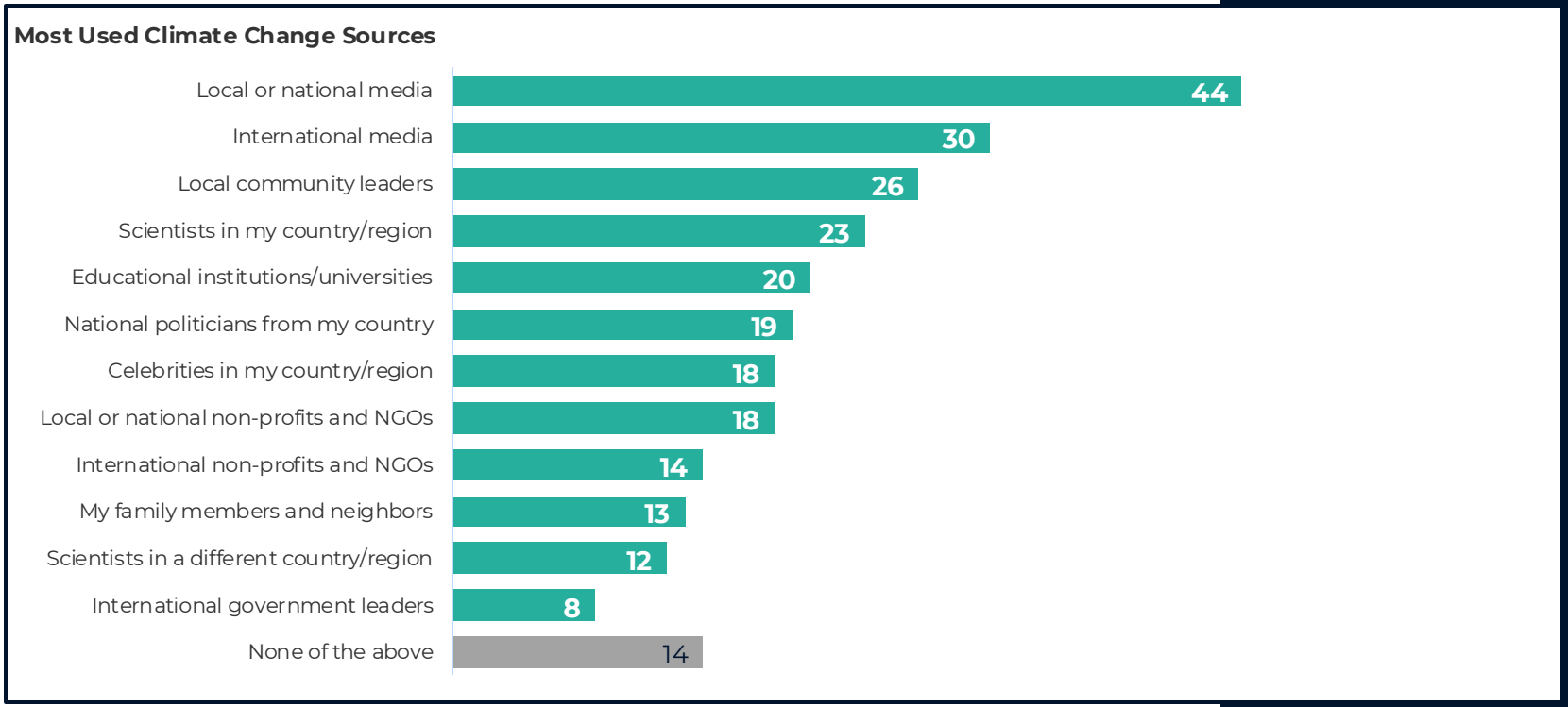
Most South African adults get information about climate change through their local or national media.



Q: Which of the following sources, if any, do you use to get information about climate change?

China

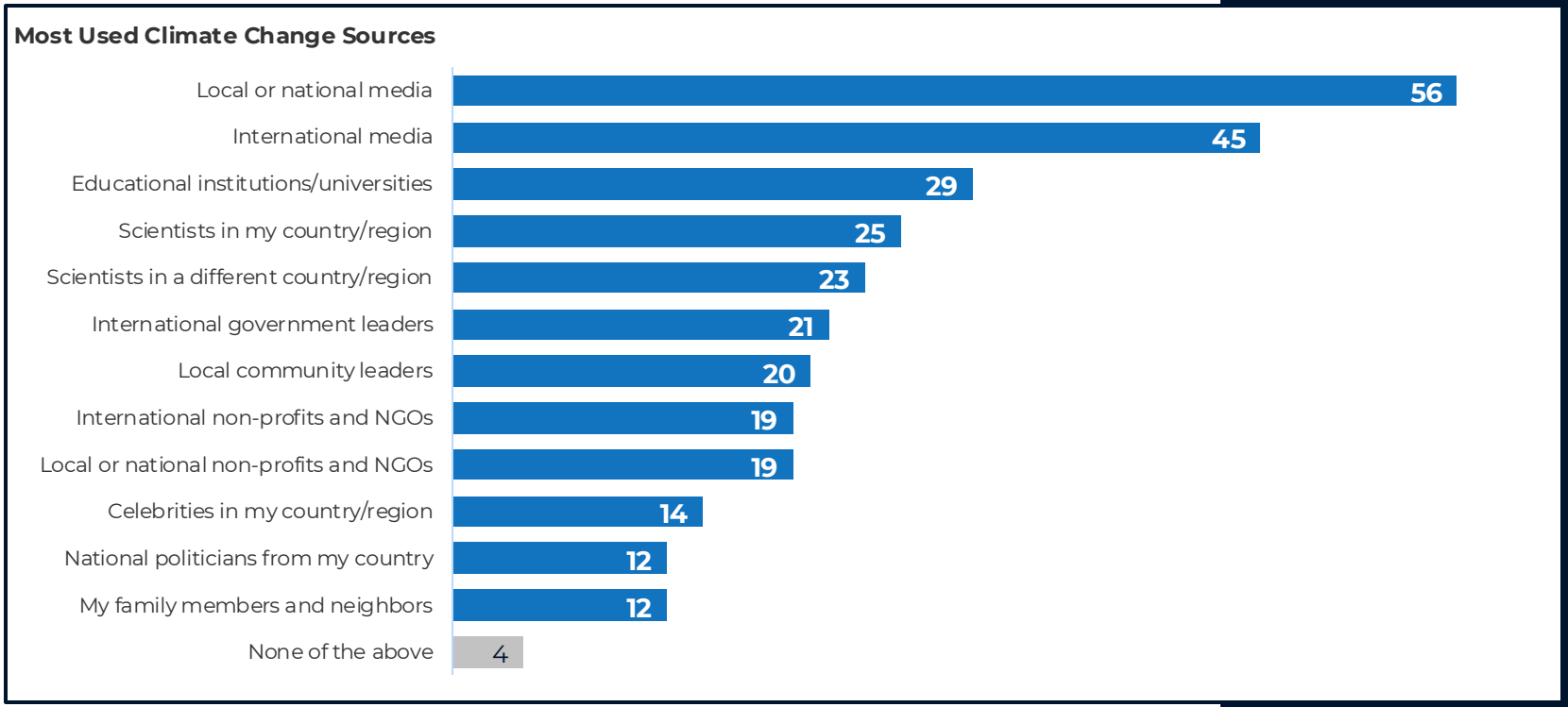
Most Chinese adults get information about climate change through their local or national media.



Q: Which of the following sources, if any, do you use to get information about climate change?

Indonesia

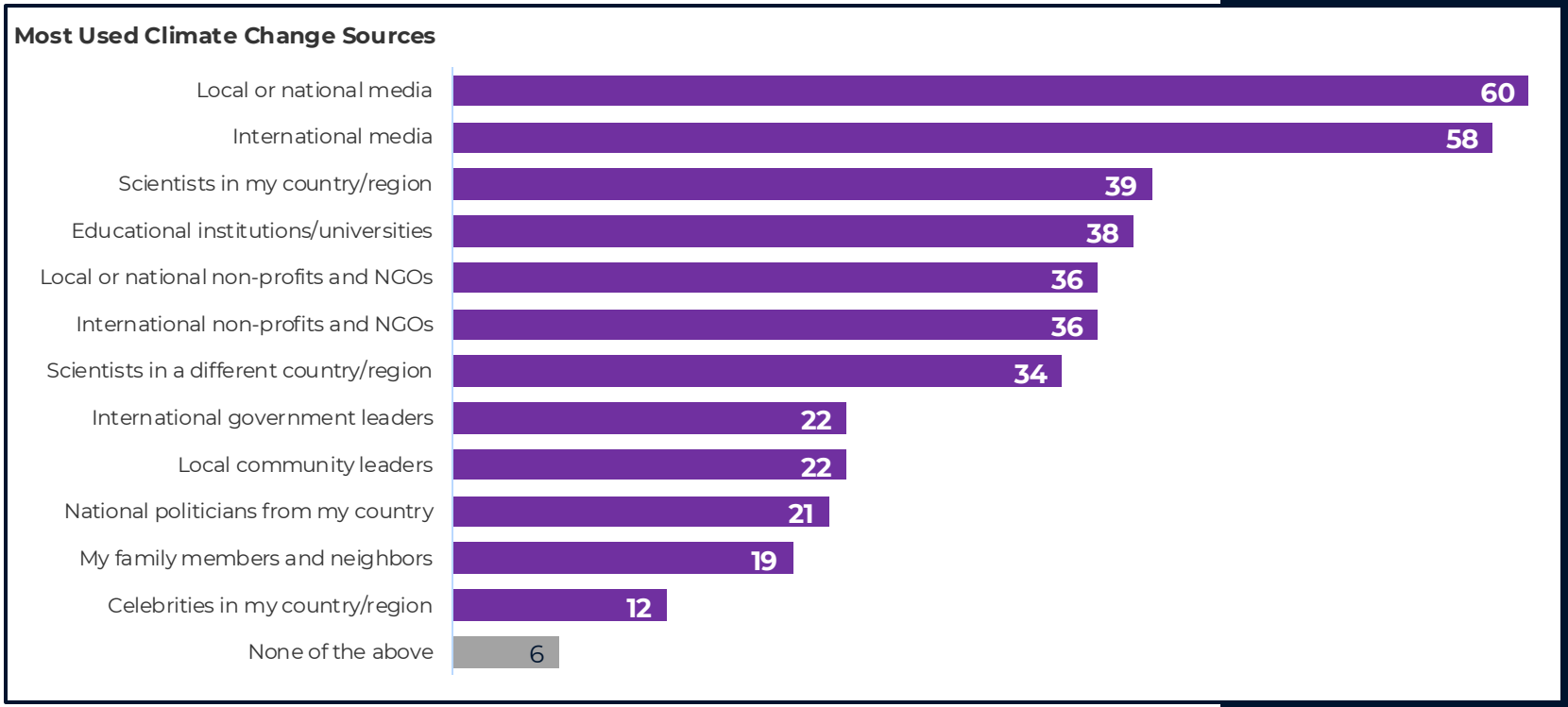
Most Indonesian adults get information about climate change through their local or national media.



Q: Which of the following sources, if any, do you use to get information about climate change?

Malaysia

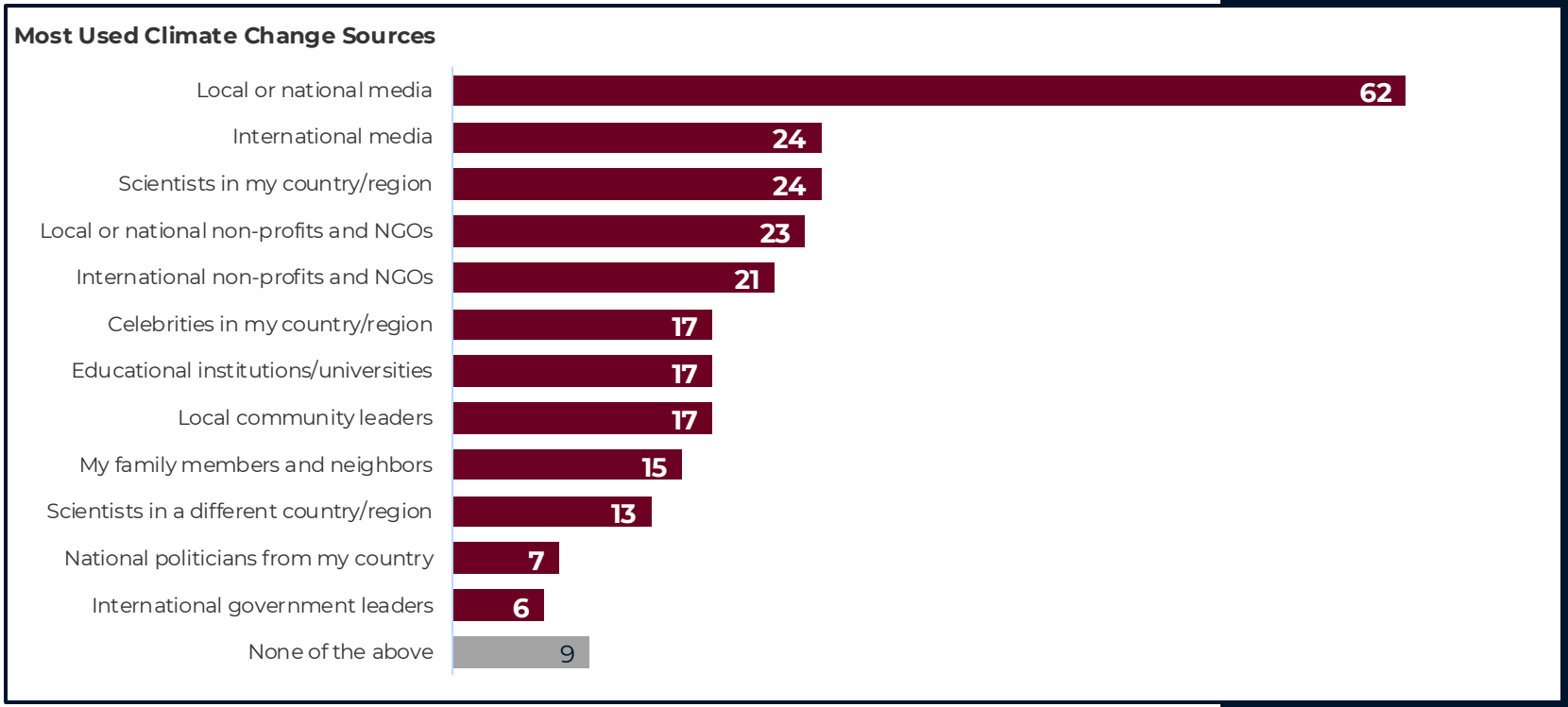
Most Malaysian adults get information about climate change through their local/national media or international media.



Q: Which of the following sources, if any, do you use to get information about climate change?

South Korea

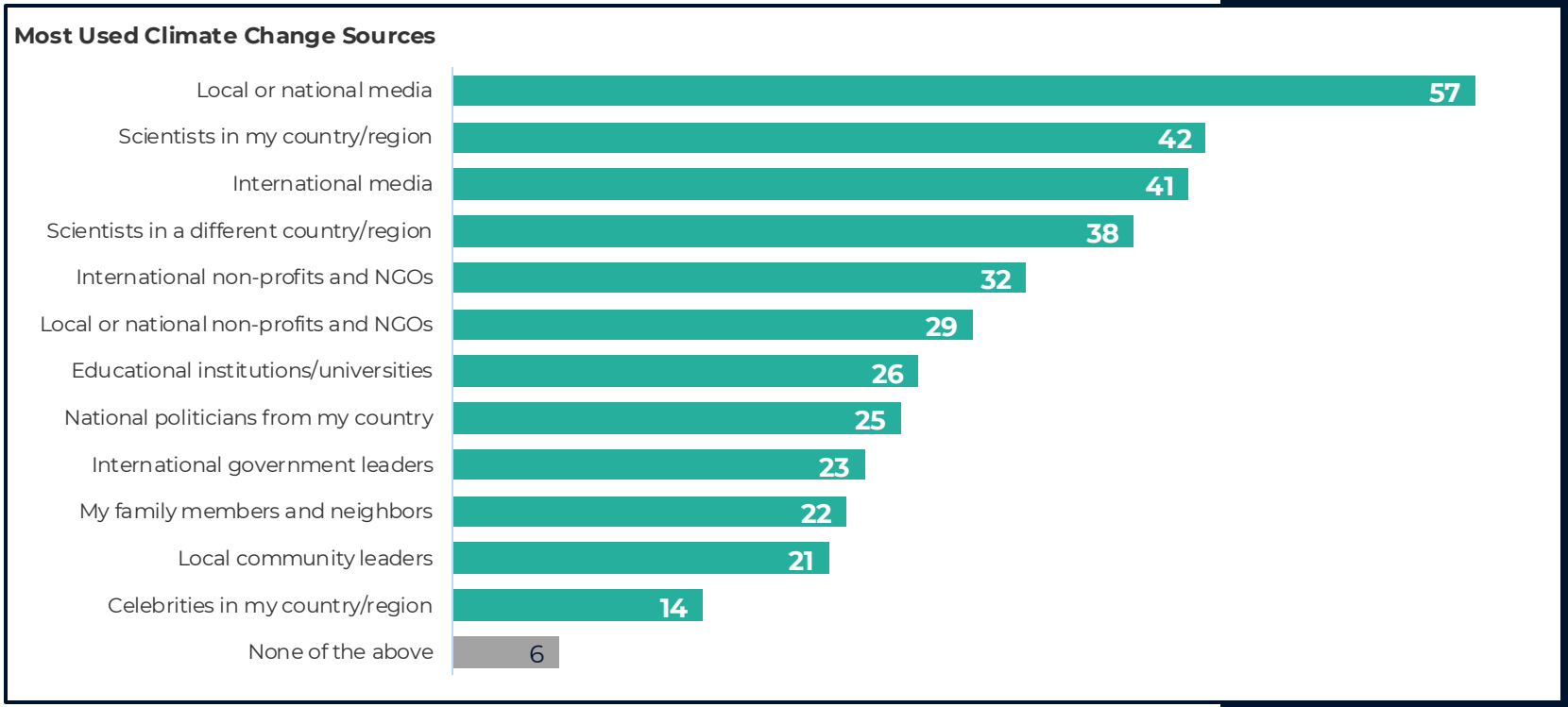
South Korean adults overwhelmingly get information about climate change through local or national media.



Q: Which of the following sources, if any, do you use to get information about climate change?

Brazil

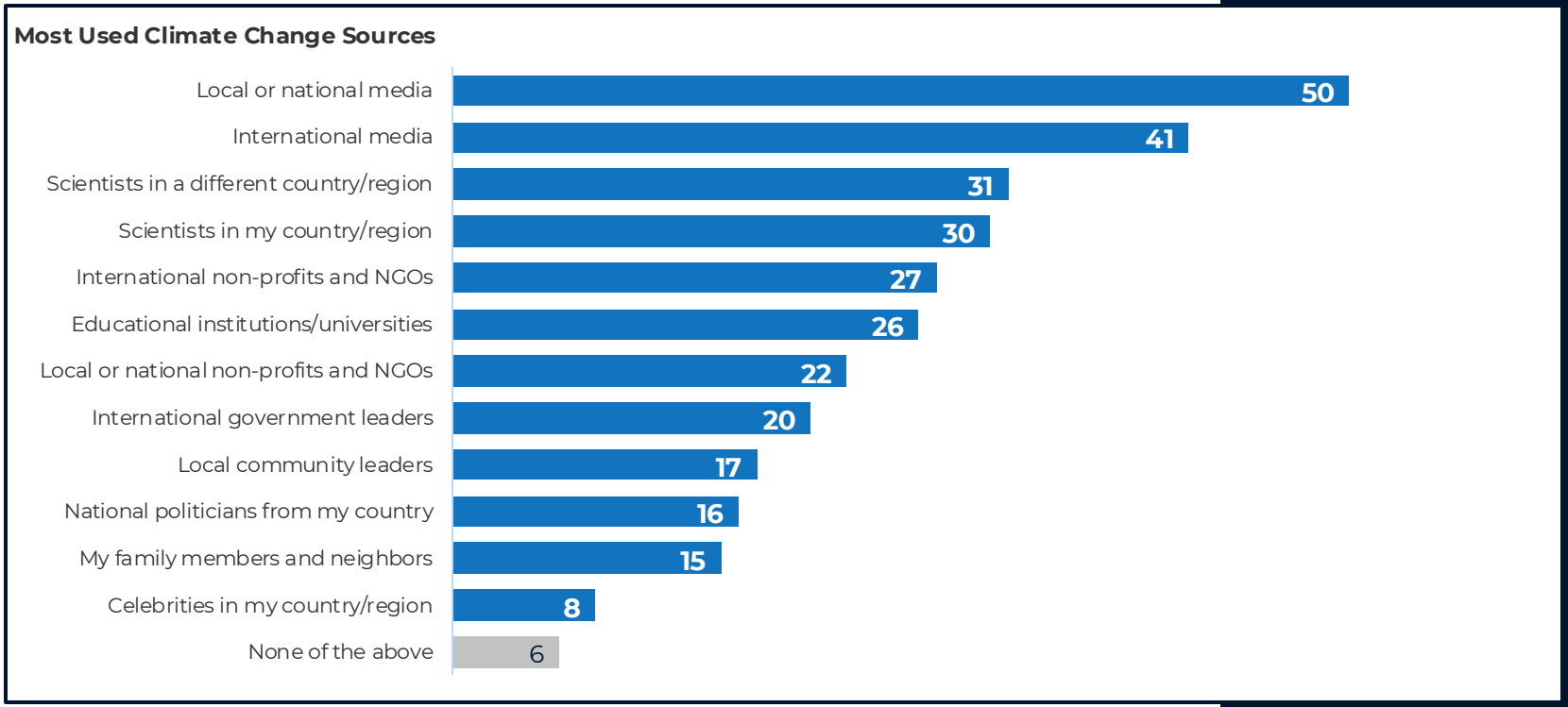
Most Brazilian adults get information about climate change through their local or national media.



Q: Which of the following sources, if any, do you use to get information about climate change?

Paraguay

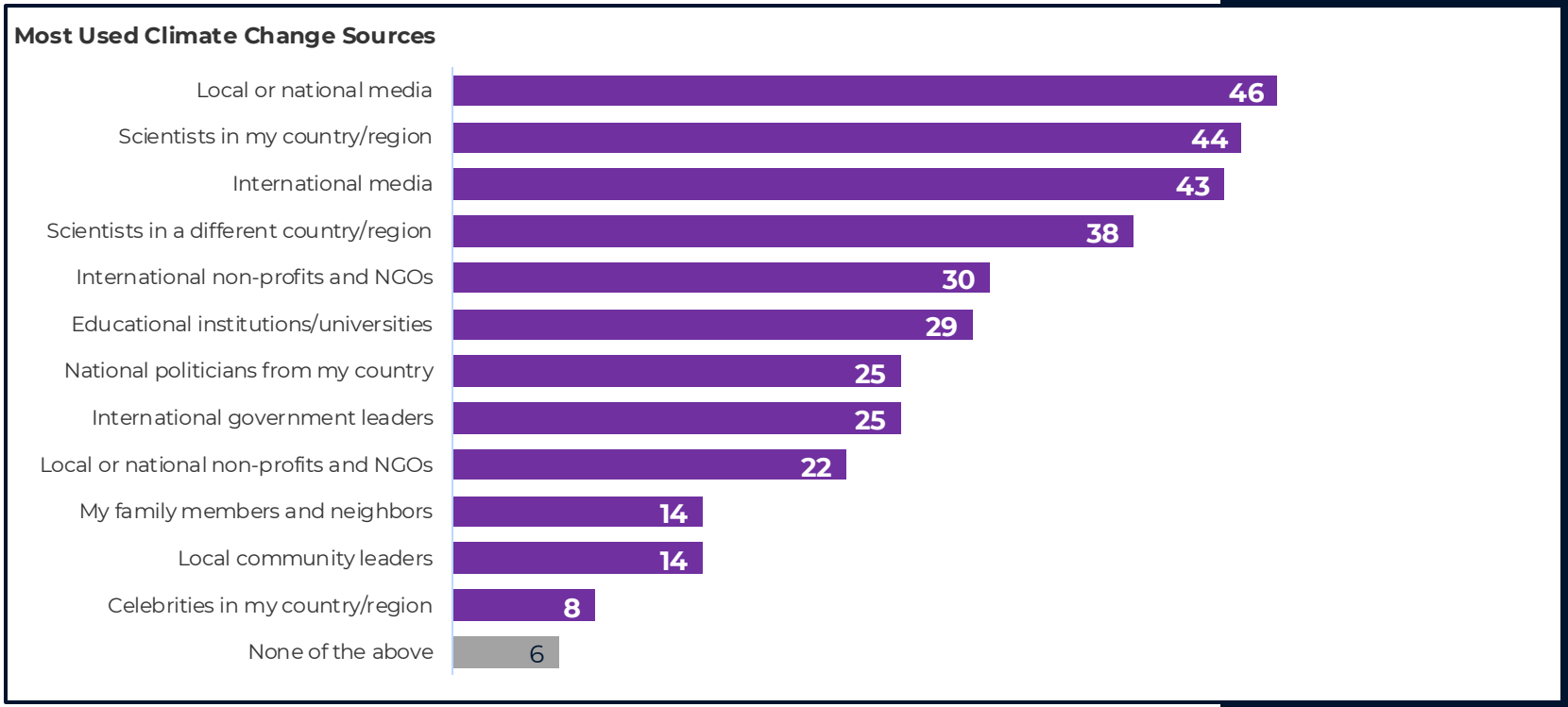
Most Paraguayan adults get information about climate change through their local or national media.



Q: Which of the following sources, if any, do you use to get information about climate change?

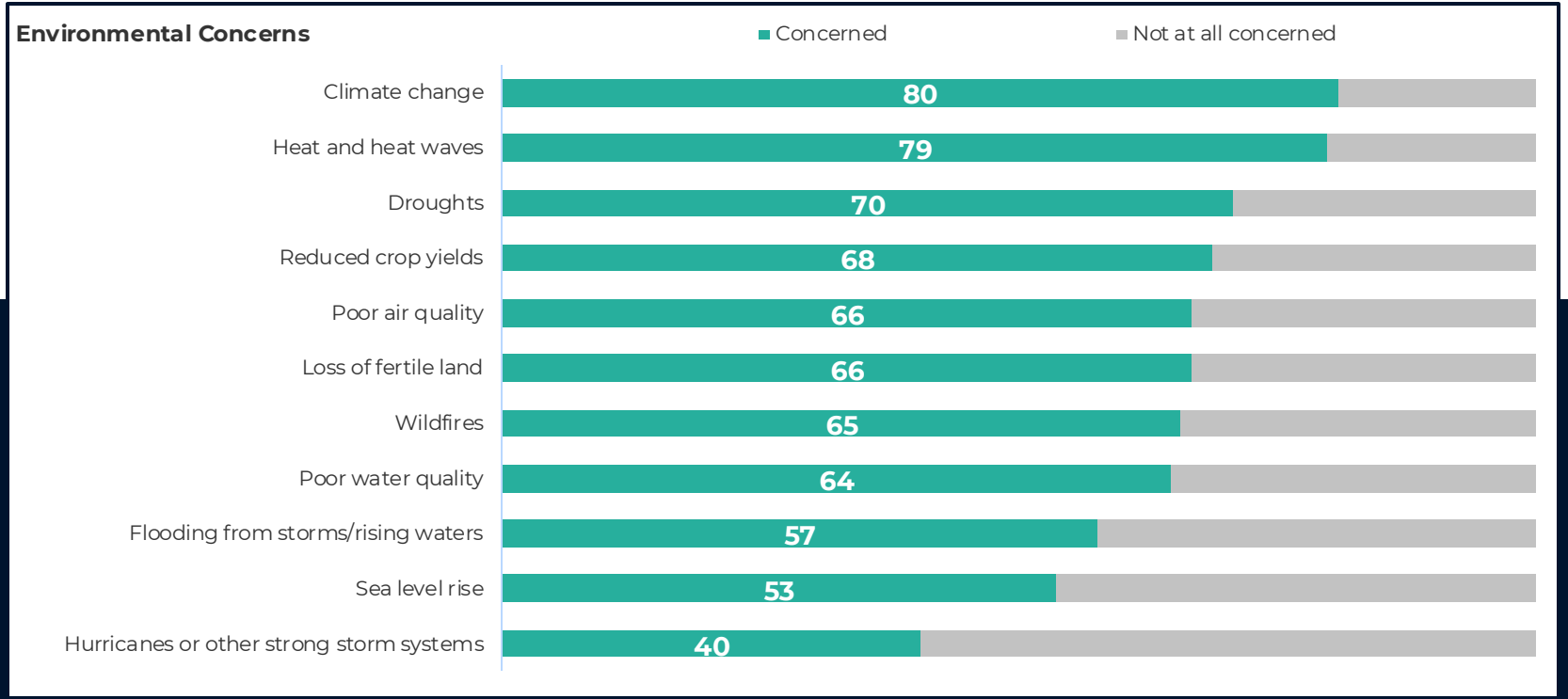
Uruguay

Most Uruguayan adults get information about climate change through their local or national media or scientists in their country.



Q: Which of the following sources, if any, do you use to get information about climate change?

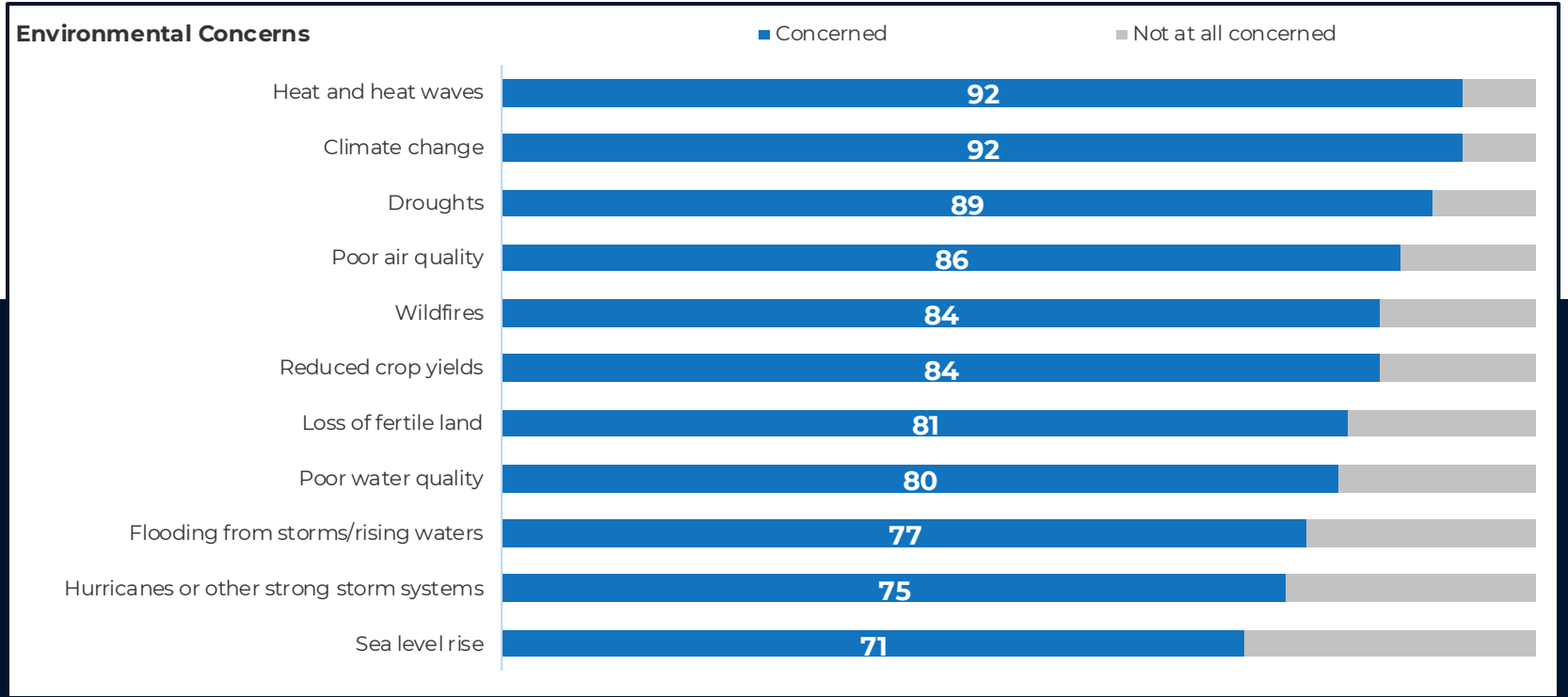
When it comes to environmental concerns, UK adults are most concerned about climate change and its effects like heat waves and droughts.



Q: Below is a list of issues that may or may not affect people in their communities. For each issue, please indicate how concerned you are about it in your own community, if at all.

Italy

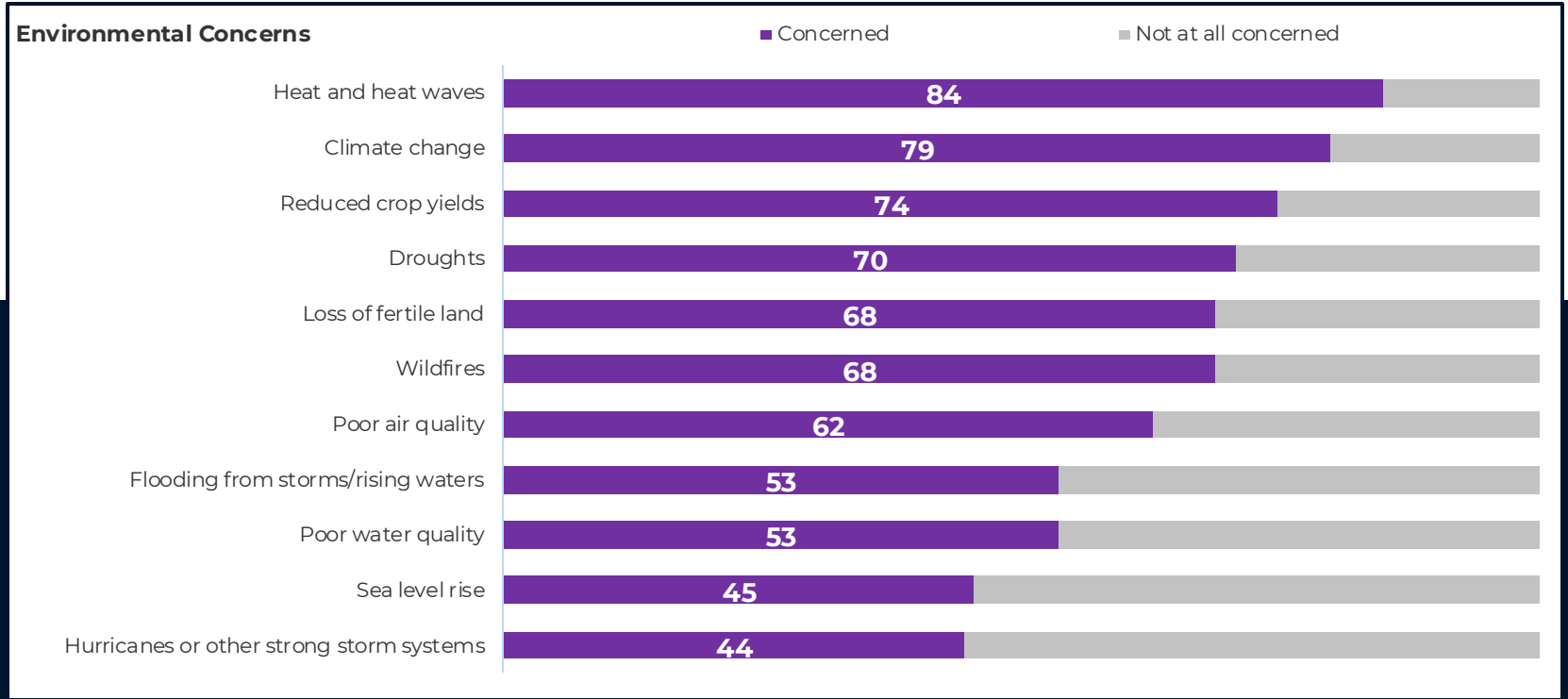
Italians are most worried about climate change and its outputs such as heat waves and droughts.



Q: Below is a list of issues that may or may not affect people in their communities. For each issue, please indicate how concerned you are about it in your own community, if at all.

Germany

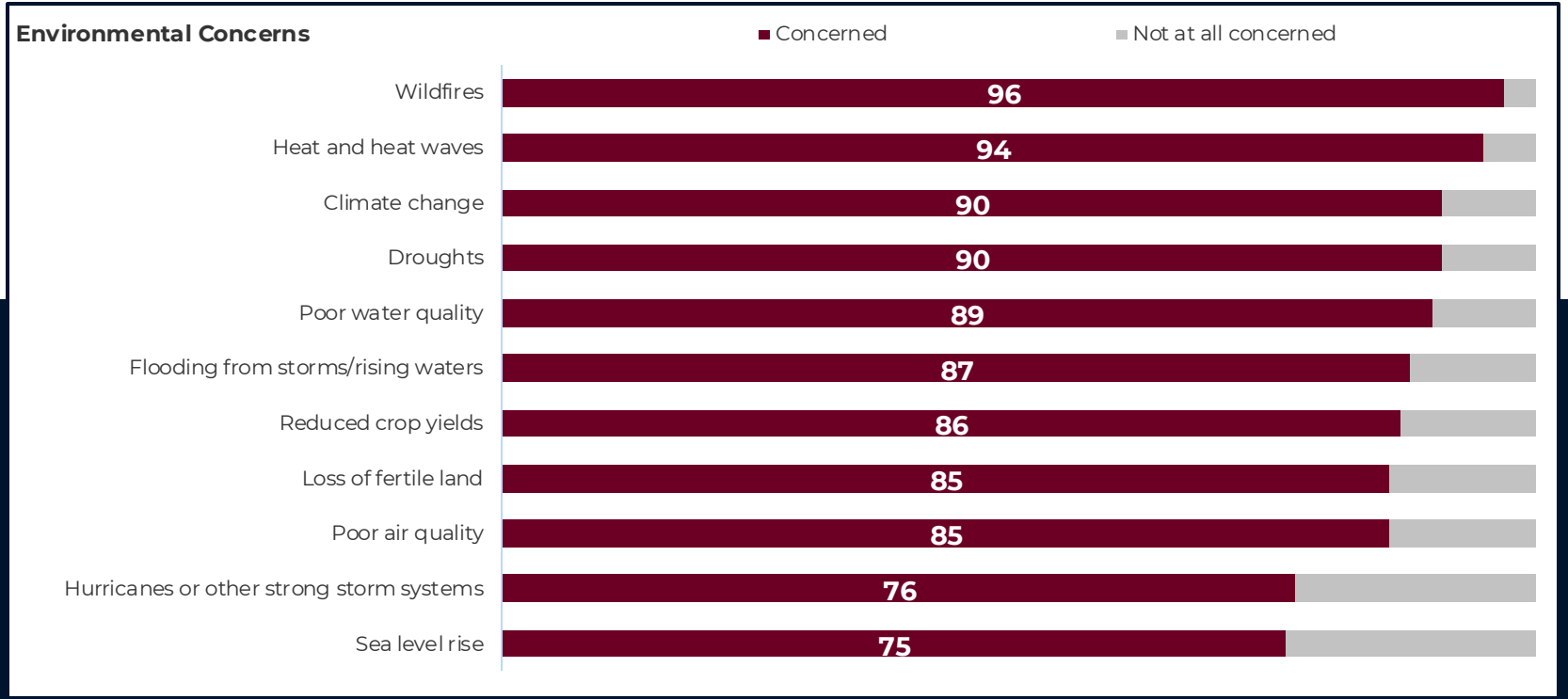
German adults are most concerned with rising heat and heat waves.



Q: Below is a list of issues that may or may not affect people in their communities. For each issue, please indicate how concerned you are about it in your own community, if at all.

Greece

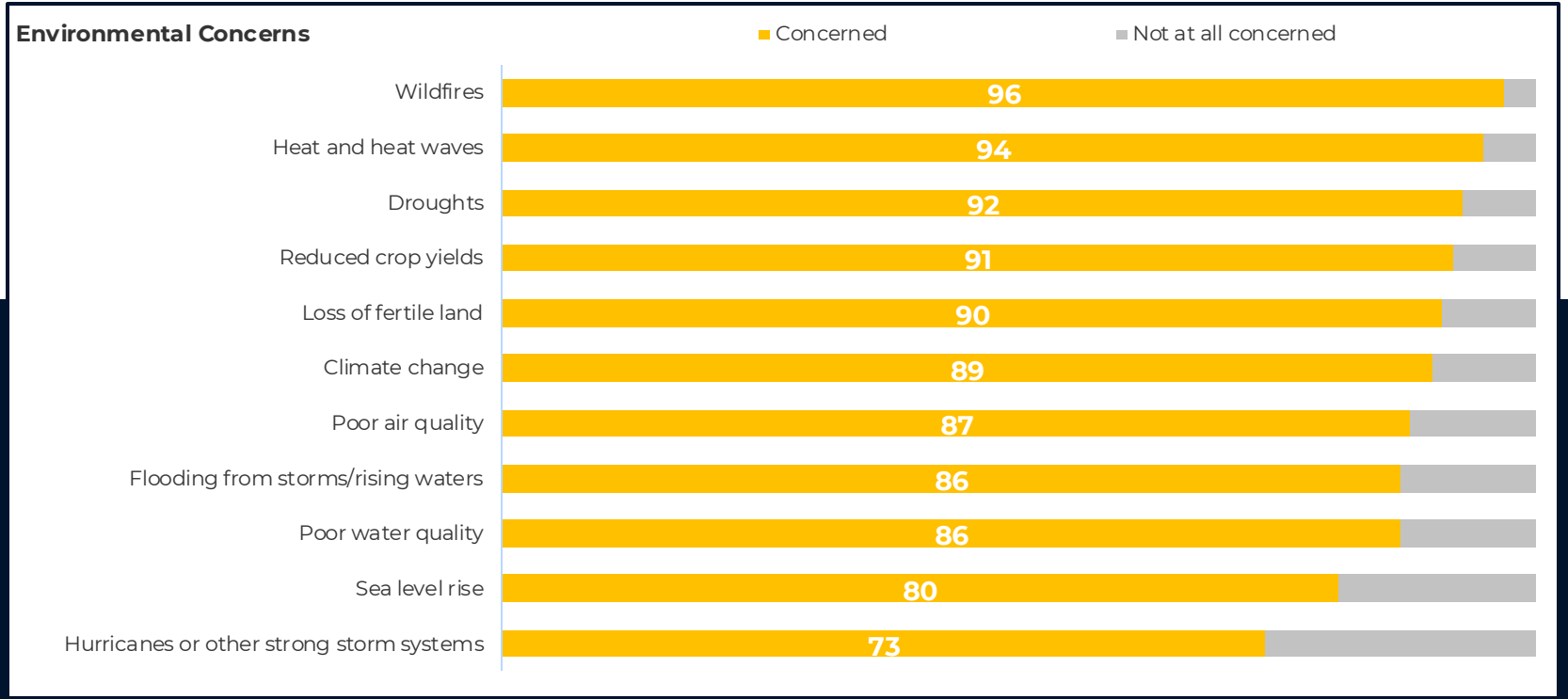
Greek adults are especially concerned about wildfires and heatwaves.



Q: Below is a list of issues that may or may not affect people in their communities. For each issue, please indicate how concerned you are about it in your own community, if at all.

Spain

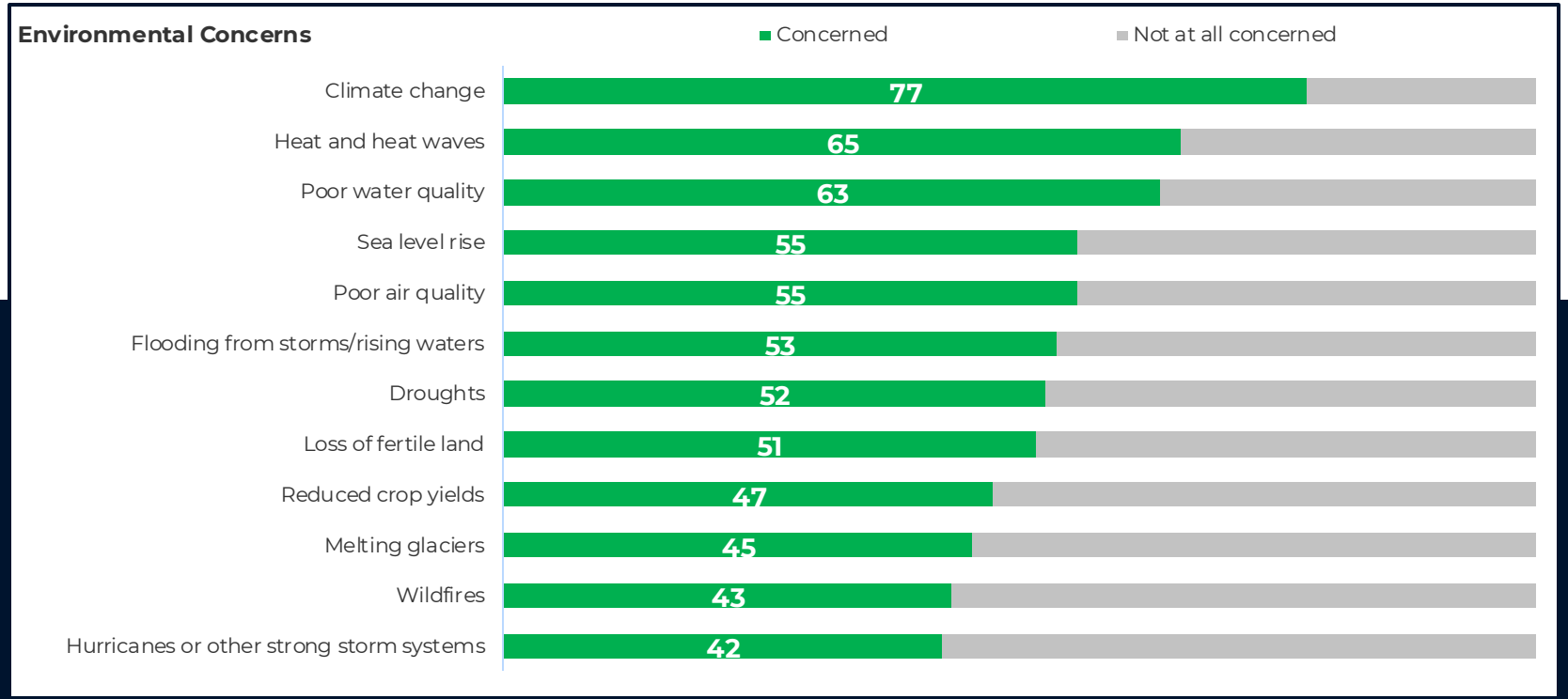
Spanish adults are most concerned about wildfires and heat waves.



Q: Below is a list of issues that may or may not affect people in their communities. For each issue, please indicate how concerned you are about it in your own community, if at all.

Denmark

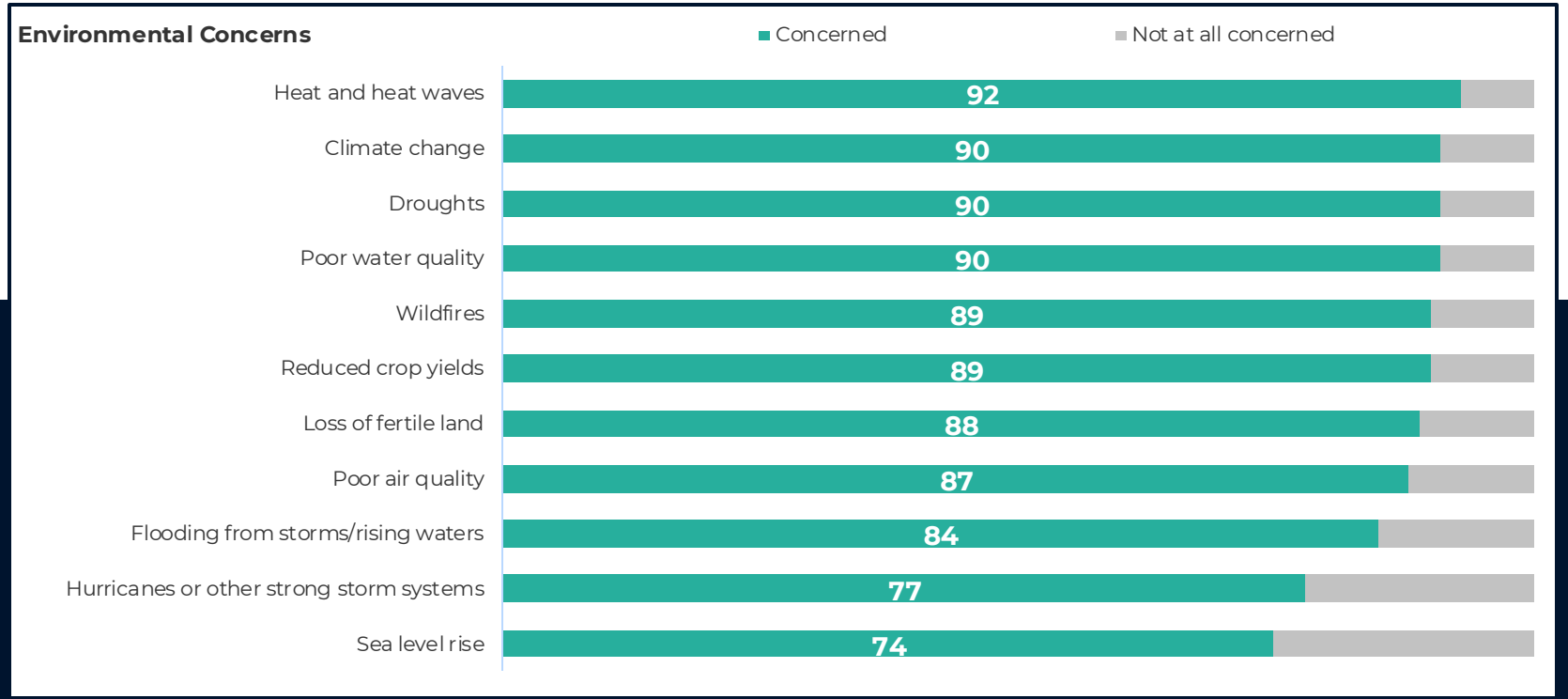
Danish adults are less concerned with specific environmental issues than with climate change overall.



Q: Below is a list of issues that may or may not affect people in their communities. For each issue, please indicate how concerned you are about it in your own community, if at all.

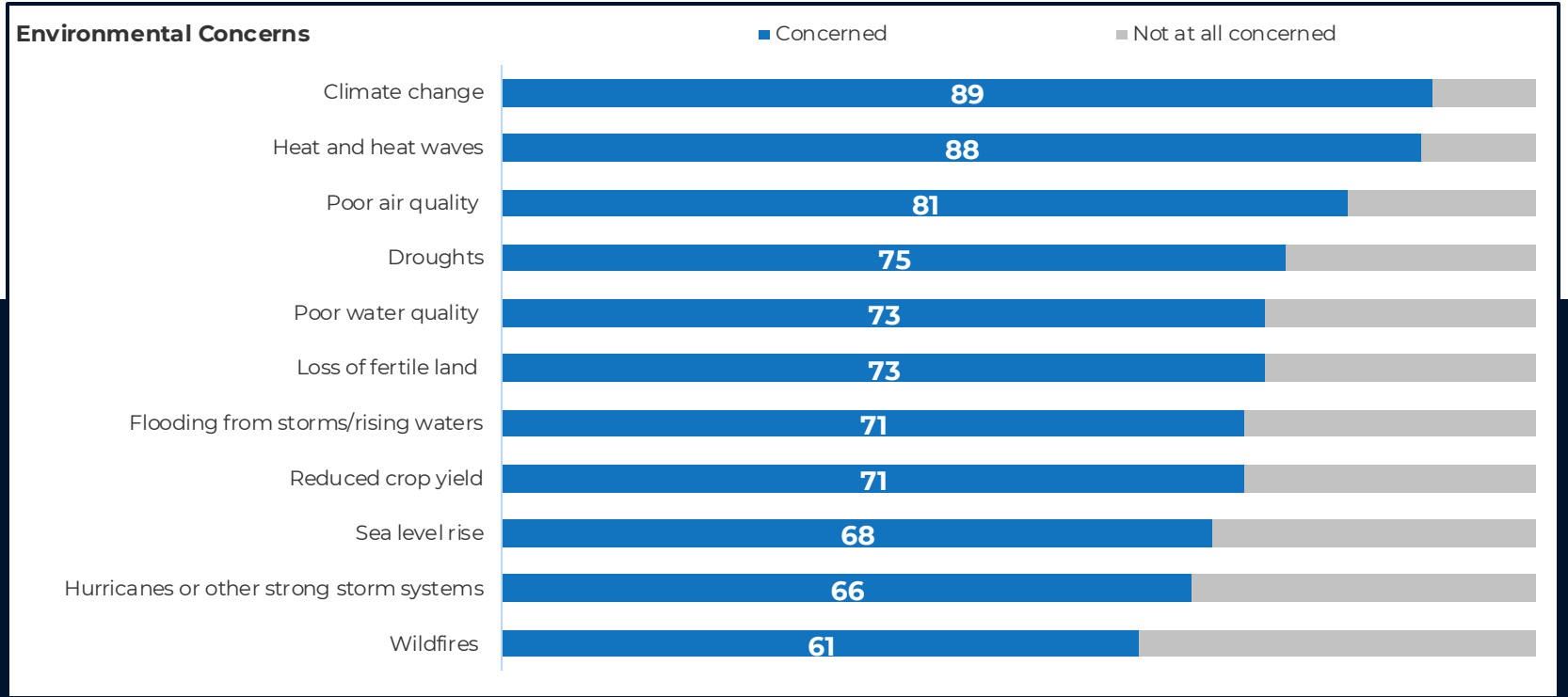
Morocco

When it comes to environmental concerns, Moroccan adults are most concerned about climate change and droughts.



Q: Below is a list of issues that may or may not affect people in their communities. For each issue, please indicate how concerned you are about it in your own community, if at all.

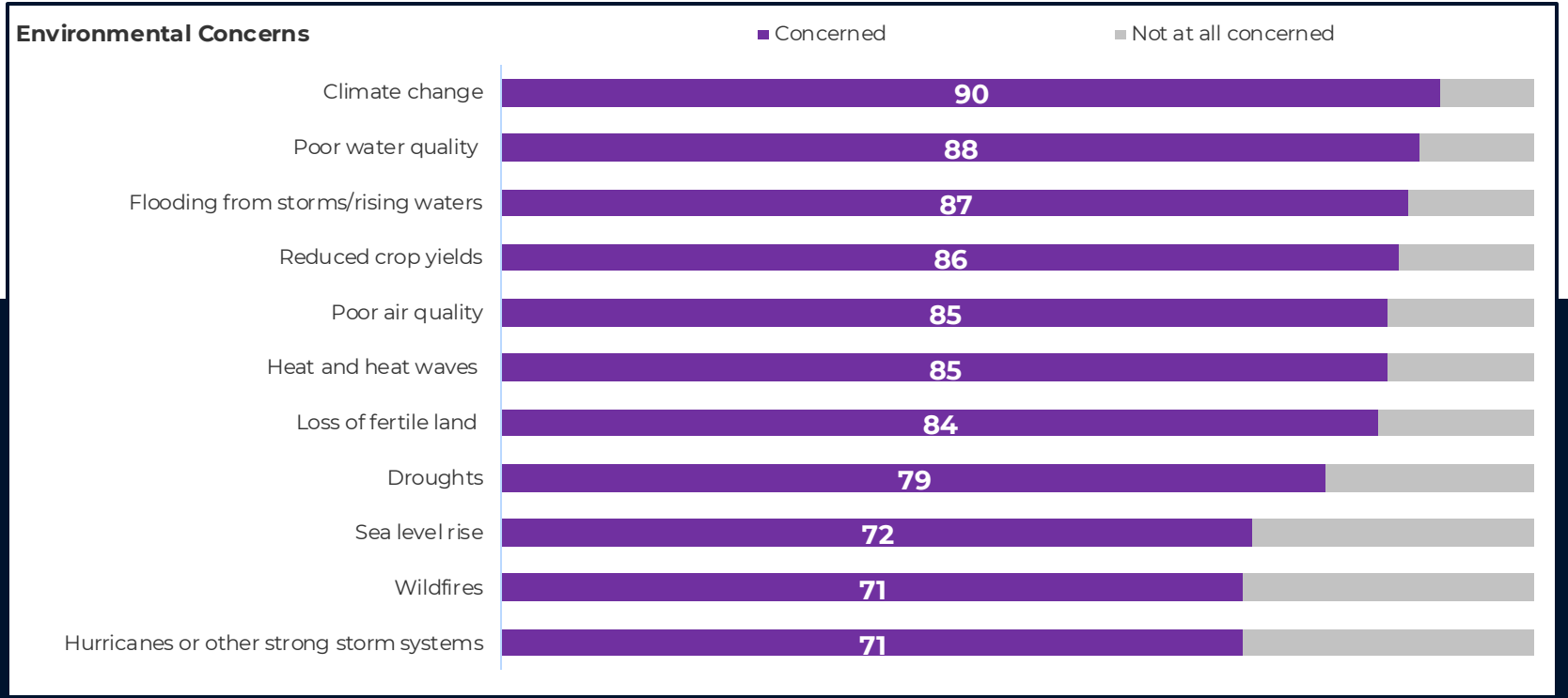
UAE adults are most worried about climate change, air quality, and droughts.



Q: Below is a list of issues that may or may not affect people in their communities. For each issue, please indicate how concerned you are about it in your own community, if at all.

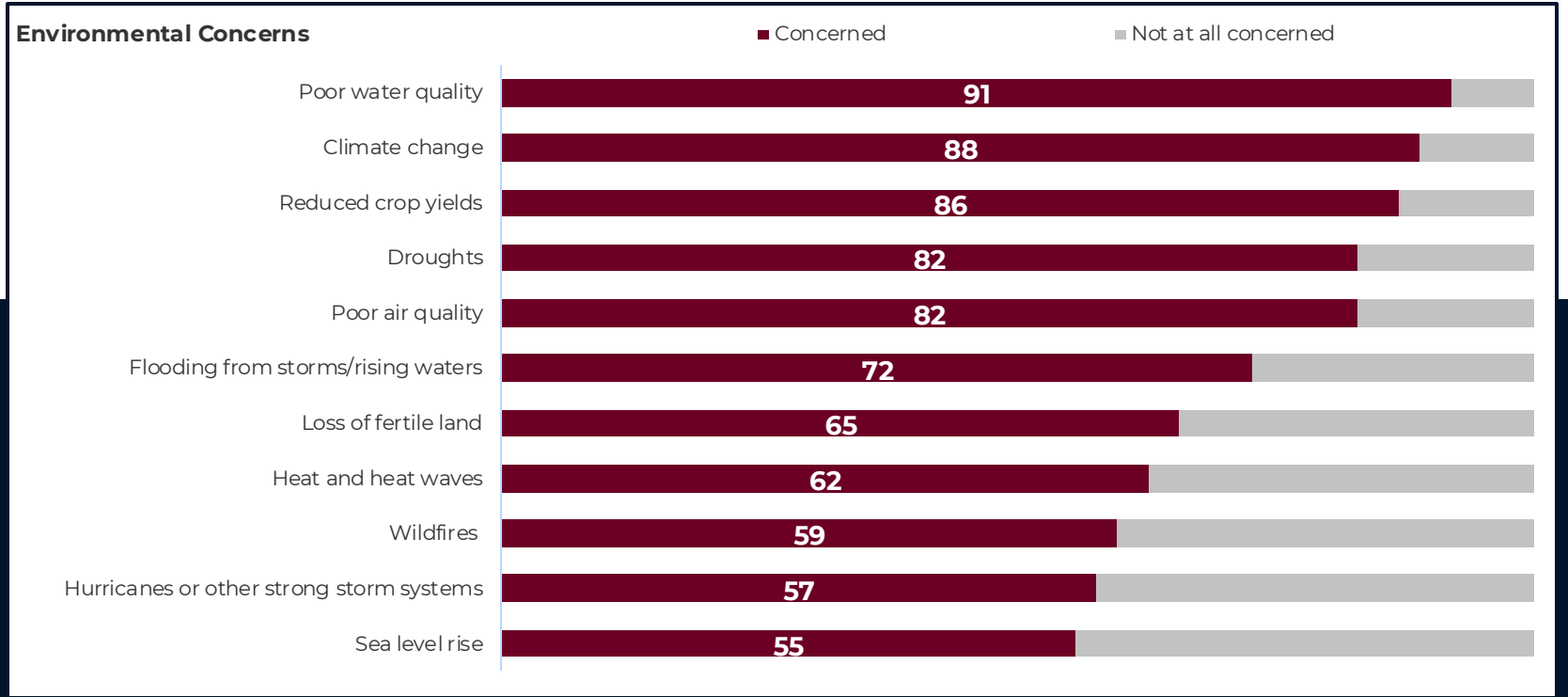
Nigeria

Nigerian adults are most concerned with climate change, poor water quality, and flooding.



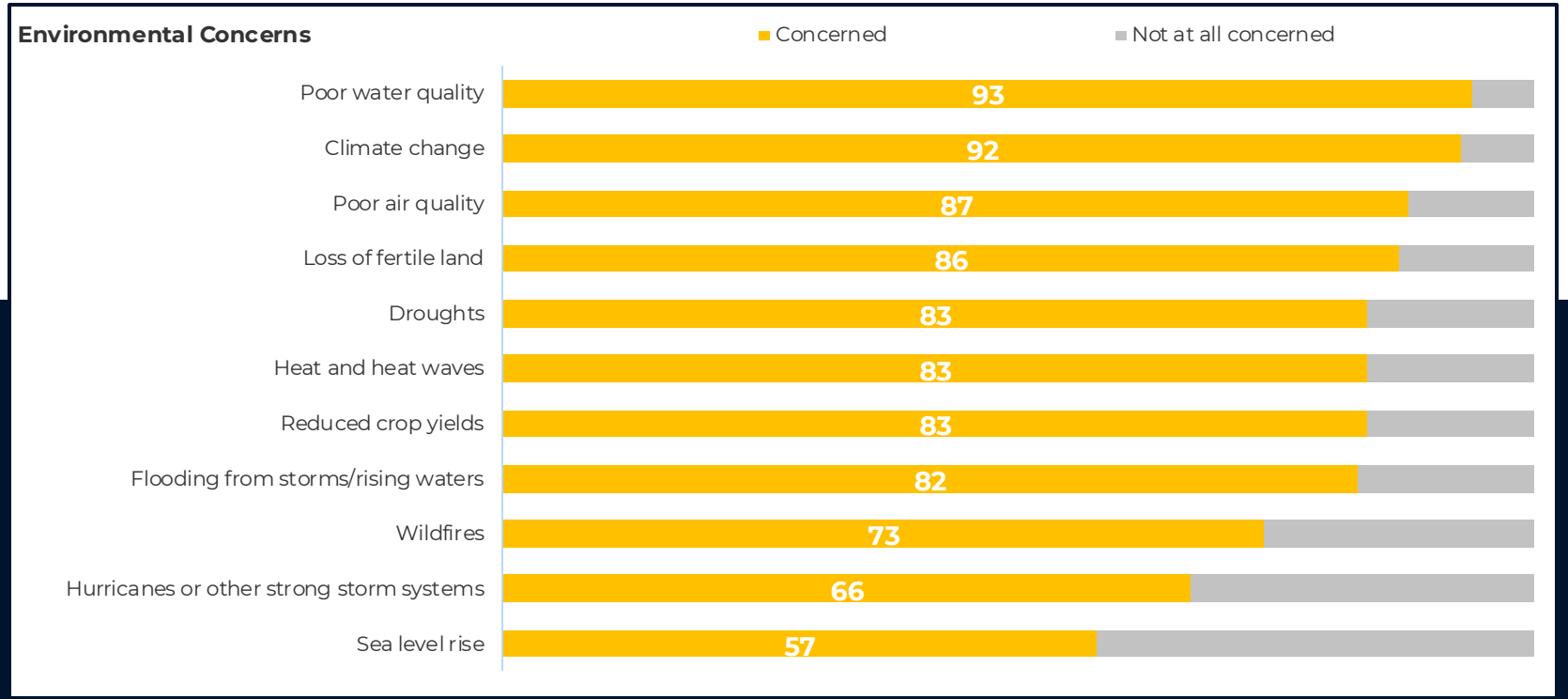
Q: Below is a list of issues that may or may not affect people in their communities. For each issue, please indicate how concerned you are about it in your own community, if at all.

Ethiopian adults are especially concerned about poor water quality and climate change.



Q: Below is a list of issues that may or may not affect people in their communities. For each issue, please indicate how concerned you are about it in your own community, if at all.

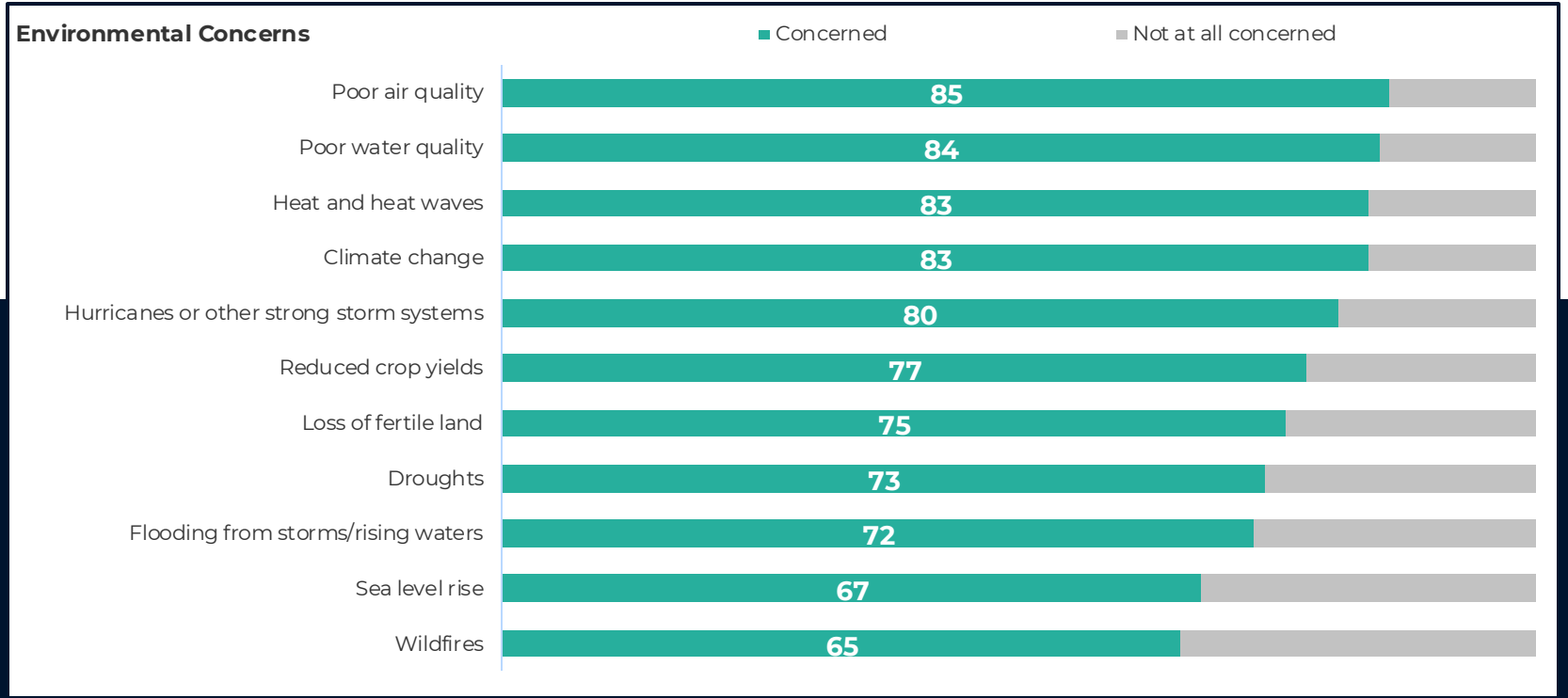
South African adults are most concerned about water quality and climate change.



Q: Below is a list of issues that may or may not affect people in their communities. For each issue, please indicate how concerned you are about it in your own community, if at all.

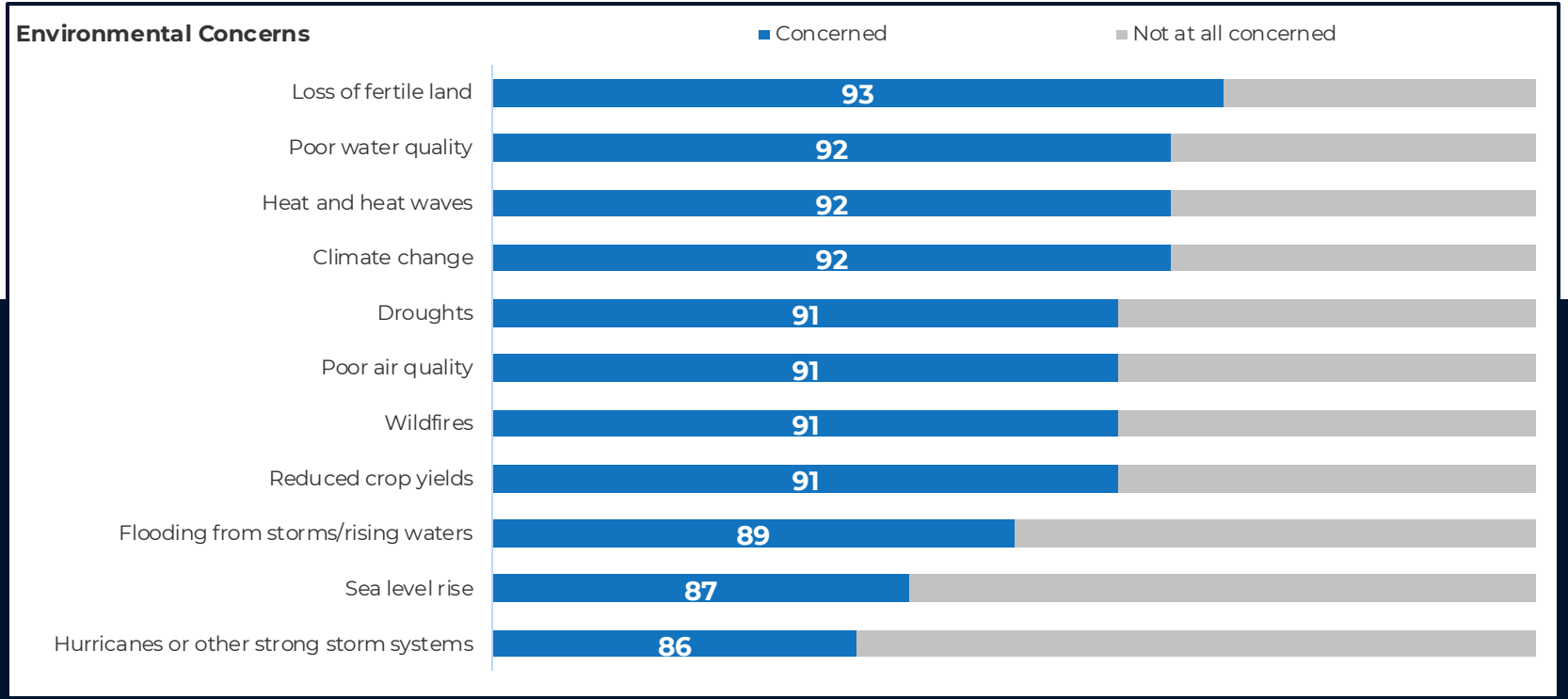
China

Chinese adults focus their environmental concerns on the tangible impacts of climate change, particularly poor air and water quality.



Q: Below is a list of issues that may or may not affect people in their communities. For each issue, please indicate how concerned you are about it in your own community, if at all.

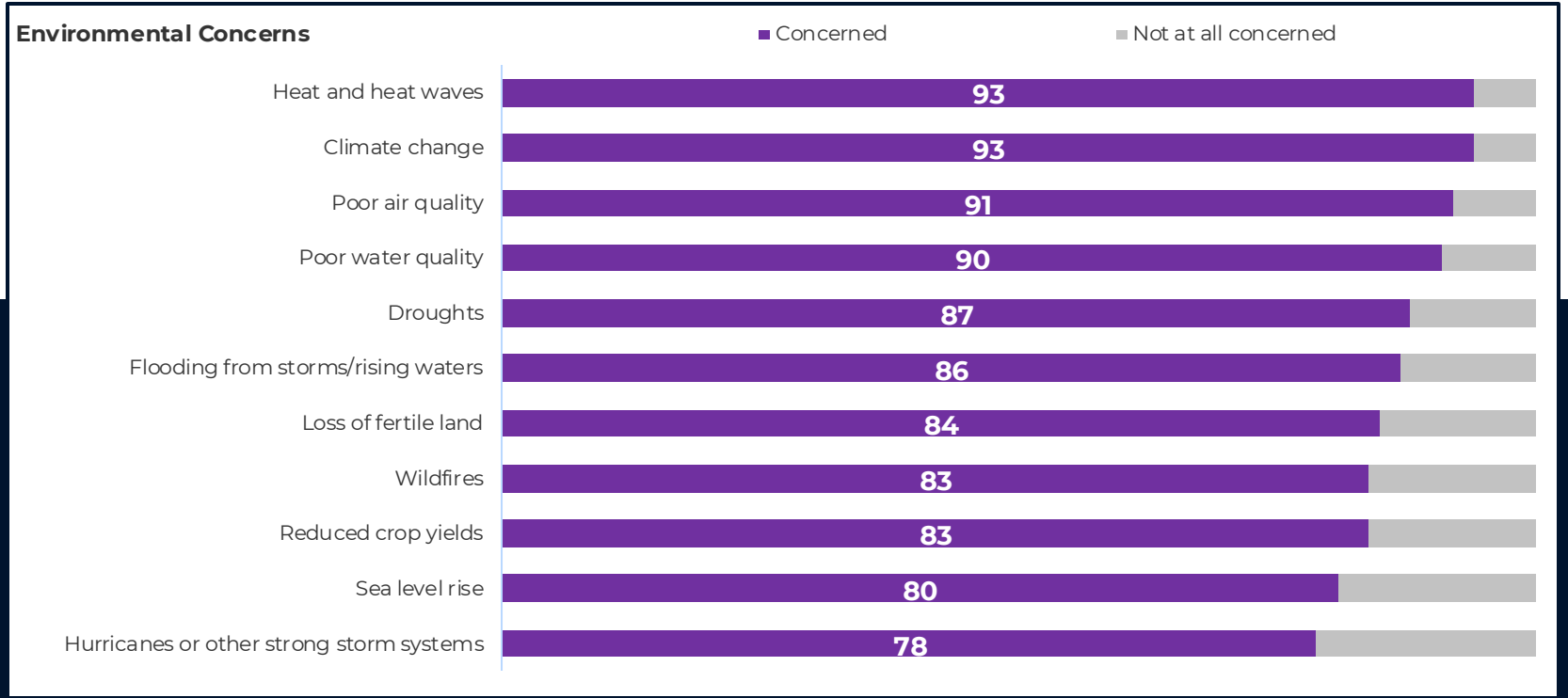
Indonesians feel the greatest concern about tangible environmental threats, particularly loss of fertile land and poor water quality, alongside climate change.



Q: Below is a list of issues that may or may not affect people in their communities. For each issue, please indicate how concerned you are about it in your own community, if at all.

Malaysia

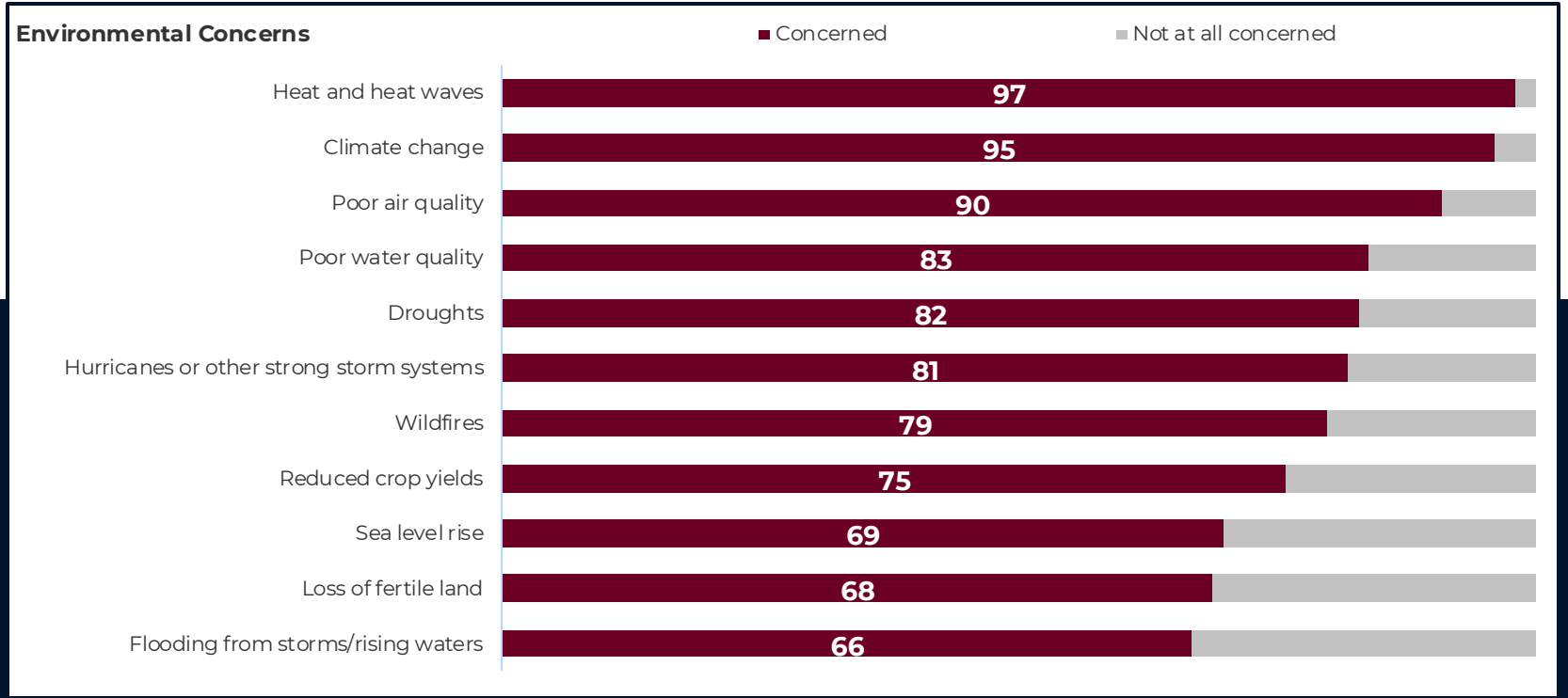
Malaysian adults are most concerned with climate change and its outputs such as heat, air quality and water quality.



Q: Below is a list of issues that may or may not affect people in their communities. For each issue, please indicate how concerned you are about it in your own community, if at all.

South Korea

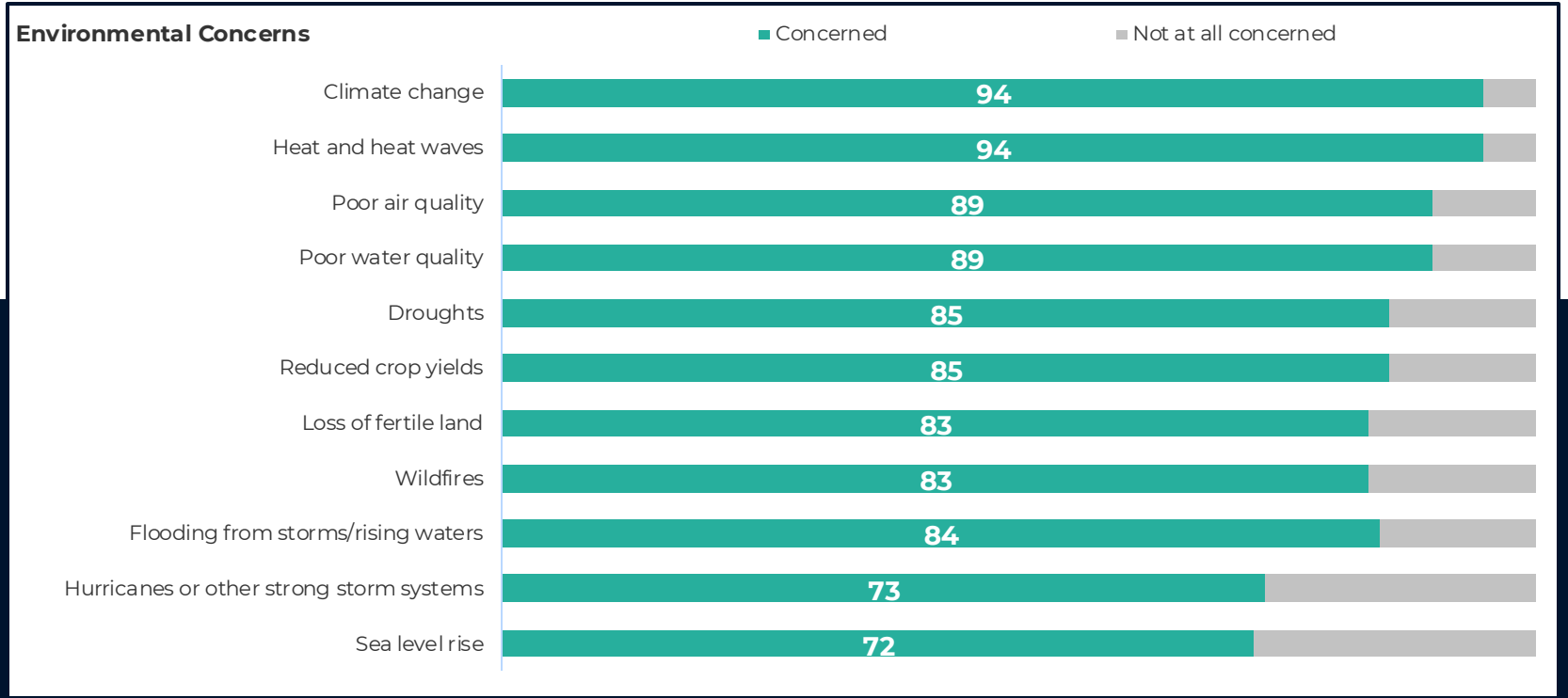
Climate change tops environmental concerns in South Korea, alongside closely linked challenges like extreme heat and poor air and water quality.



Q: Below is a list of issues that may or may not affect people in their communities. For each issue, please indicate how concerned you are about it in your own community, if at all.

Brazil

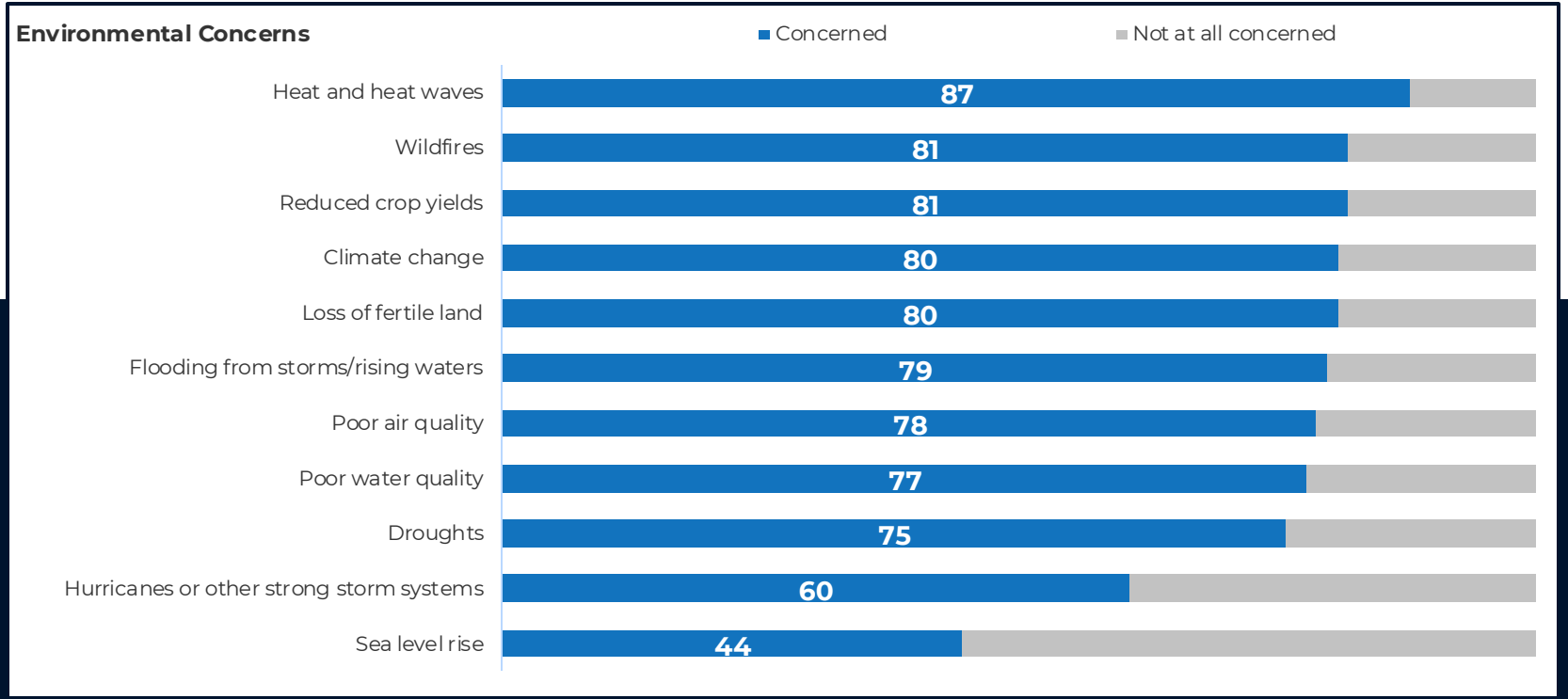
When it comes to environmental concerns, Brazilians are most concerned about climate change and its effects like heat waves and poor air quality.



Q: Below is a list of issues that may or may not affect people in their communities. For each issue, please indicate how concerned you are about it in your own community, if at all.

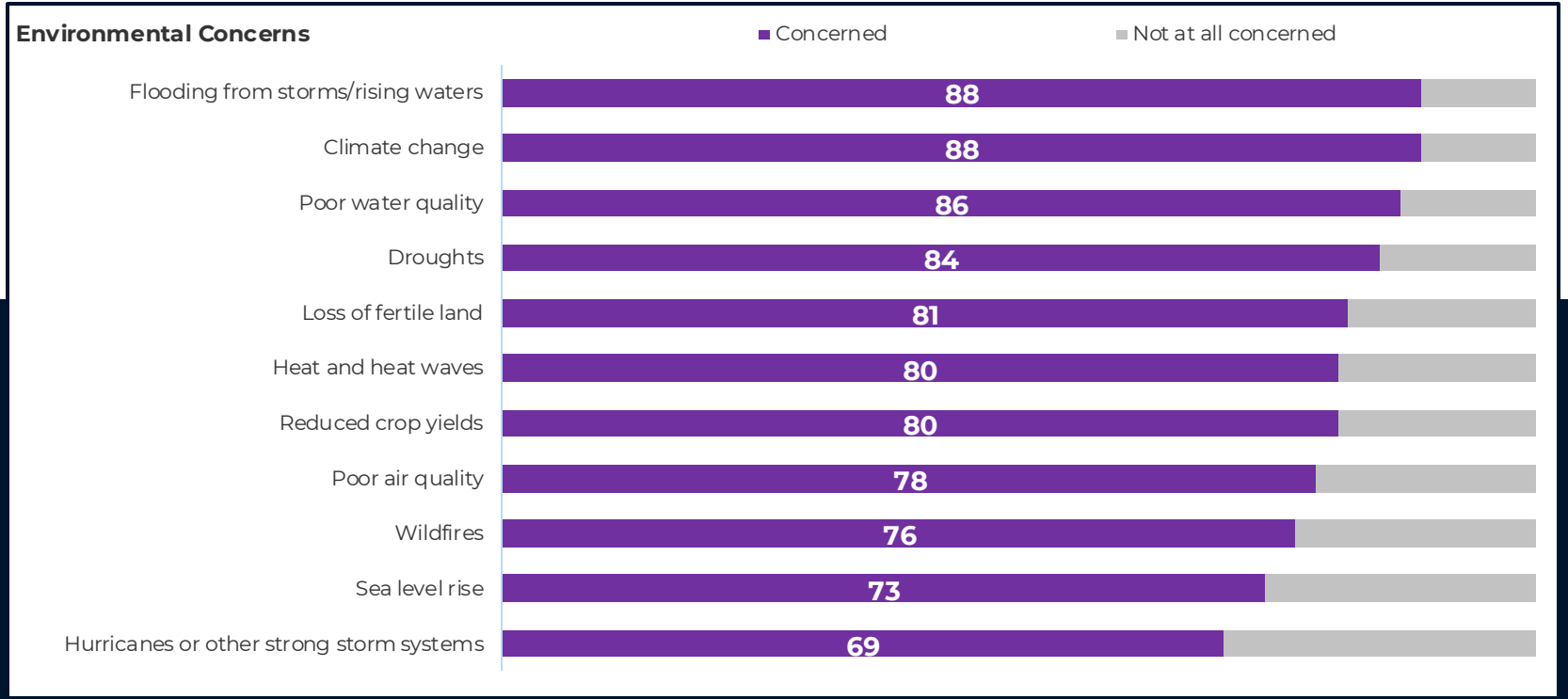
Paraguay

Paraguayans are most worried about heat waves, wildfires, and reduced crop yields.



Q: Below is a list of issues that may or may not affect people in their communities. For each issue, please indicate how concerned you are about it in your own community, if at all.

Uruguayan adults are most concerned about flooding from storms and climate change.



Q: Below is a list of issues that may or may not affect people in their communities. For each issue, please indicate how concerned you are about it in your own community, if at all.

News Sources Used Daily

Sources Used to Get News	Europe						Africa & Middle East					Asia				Latin America		
% DAILY USE	UK	Italy	Germany	Greece	Spain	Denmark	Morocco	UAE	Nigeria	Ethiopia	South Africa	China	Indonesia	Malaysia	South Korea	Brazil	Paraguay	Uruguay
Social Media	57	69	60	75	67	66	83	85	90	88	90	80	81	86	54	82	84	77
News apps for phones	36	40	43	46	42	36	53	50	56	64	50	56	51	43	48	56	52	35
Online news sites	40	56	42	53	55	50	56	54	61	53	55	38	48	51	57	56	48	38
TV news	54	70	56	56	66	51	48	49	63	44	63	34	40	41	62	51	47	49
Radio	35	37	41	37	38	34	21	24	34	30	43	11	16	31	14	30	32	36
Print/newspapers/magazines	14	19	18	9	15	7	14	20	29	14	15	11	14	13	10	15	11	6

Q: How often do you use each of the following sources to get your news?:

Social Media Platform Usage

	Europe						Africa & Middle East					Asia				Latin America		
	UK	Italy	Germany	Greece	Spain	Denmark	Morocco	UAE	Nigeria	Ethiopia	South Africa	China	Indonesia	Malaysia	South Korea	Brazil	Paraguay	Uruguay
Facebook	74	75	59	79	61	78	80	72	80	72	84	21	62	80	24	66	79	74
YouTube	58	61	62	67	65	48	79	68	58	74	77	29	69	67	90	81	42	65
Instagram	52	60	56	62	67	48	66	68	60	22	41	13	63	57	53	80	55	72
WhatsApp	46	65	55	19	67	19	51	59	62	16	64	11	49	67	4	66	41	45
TikTok	42	38	37	49	48	28	58	58	53	54	61	40	62	73	34	55	49	46
Messenger (Meta/Facebook)	26	25	15	37	16	24	24	28	32	7	29	10	14	19	11	20	13	14
X (formerly Twitter)	35	15	18	24	32	14	28	36	55	13	29	22	34	27	15	27	16	21
Telegram	11	26	18	11	24	8	25	29	33	64	16	8	22	30	8	25	14	13
LinkedIn	15	11	11	9	14	19	16	27	18	9	24	9	14	10	2	17	4	10
Pinterest	13	12	12	14	13	10	8	13	8	5	12	7	10	6	2	15	4	10
Snapchat	20	4	14	4	5	25	11	25	19	3	10	6	9	4	2	9	2	2
Reddit	16	6	9	9	7	13	7	13	7	1	9	7	9	10	3	8	2	4
WeChat	1	2	2	1	1	2	2	6	7	0	2	93	6	8	2	3	0	0

Q: **[IF USES SOCIAL MEDIA]** You said you get at least some of your news from social media. Which social media platform, if any, do you use to find news?