



MORNING CONSULT



CODE AND RESPONSE STUDY

Survey Results

January 24 – February 7, 2020

Key Points

- 1 Nearly eight in ten (78%) respondents agreed with the statement 'Climate change is the single most pressing issue facing my generation.'** 83% of climate change activists believe climate change is the most pressing issue, and 77% of first responders and developers agree with this statement.
- 2 Three quarters of respondents agree that not enough is being done to combat climate change.** Nearly six in ten (59%) Colombian respondents strongly agree that not enough is being done to combat climate change, and 56% of Spanish respondents strongly agree with this statement.
- 3 87% of respondents feel it is very or somewhat important that a potential employer has taken action on climate change.** 88% of developers and first responders said it was very or somewhat important that a potential employer has taken action on climate change.
- 4 85% of respondents said they were interested in working on projects to help solve climate change.** 84% of first responders said they would be interested, and 86% of developers said they would be interested in working on projects to help solve climate change.
- 5 Almost eight in ten (79%) respondents agree that climate change is something that can be reduced or combatted with technology, and 40% strongly agree.** Over seven in ten (72%) agree that advances in mobile/5G/edge computing will be valuable in developing solutions to address climate change.
- 6 When looking at which technologies will make the *most* difference in solving climate change, over half (55%) of respondents think artificial intelligence will make the most difference, and almost half (48%) think data analytics will make the most difference, followed by 29% who think 5G/Edge computing or Internet-of-Things (IoT) will make the most difference.**

Methodology

This poll was conducted between January 24-February 7, 2020 among an international sample of 3202 individuals, including 2,566 developers, 922 first responders, and 2,028 climate change activists. The interviews were conducted online. Results from the full survey have a margin of error of plus or minus 2 percentage points for developers and climate change activists, and plus or minus 3 percentage points for first responders. Margins of error will vary for country- or demographic-specific cuts.

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Issue Salience of Climate Change



Views on Corporate Responsibility for Climate Change



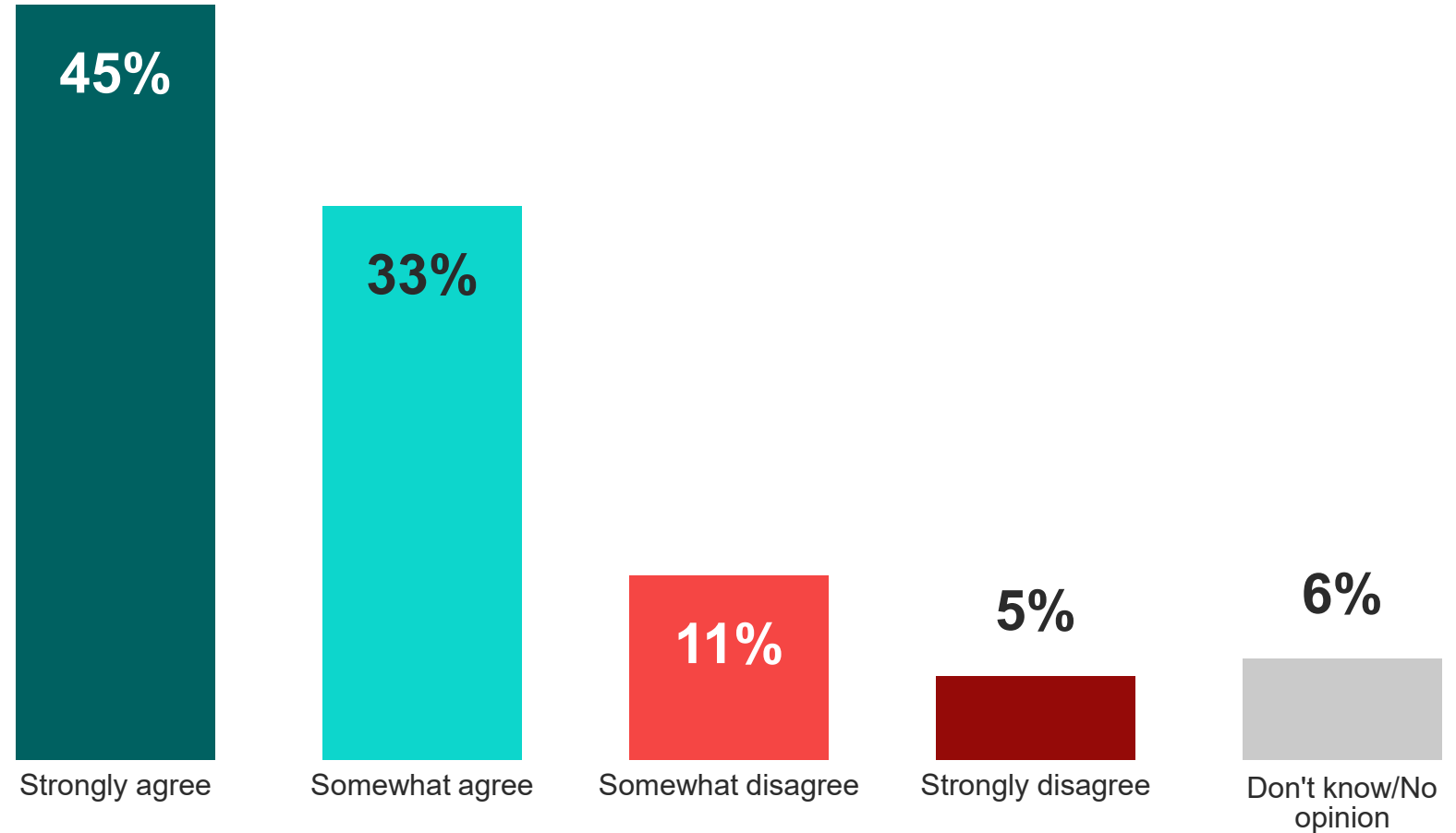
Interest in Participating in Projects to Help Stop Climate Change



Value of Technology in Addressing Climate Change

Nearly eight in ten (78%) respondents agree that climate change is the single most pressing issue, and 45% strongly agree

Indicate how much you agree with the following statements. Climate change is the single most pressing issue facing my generation

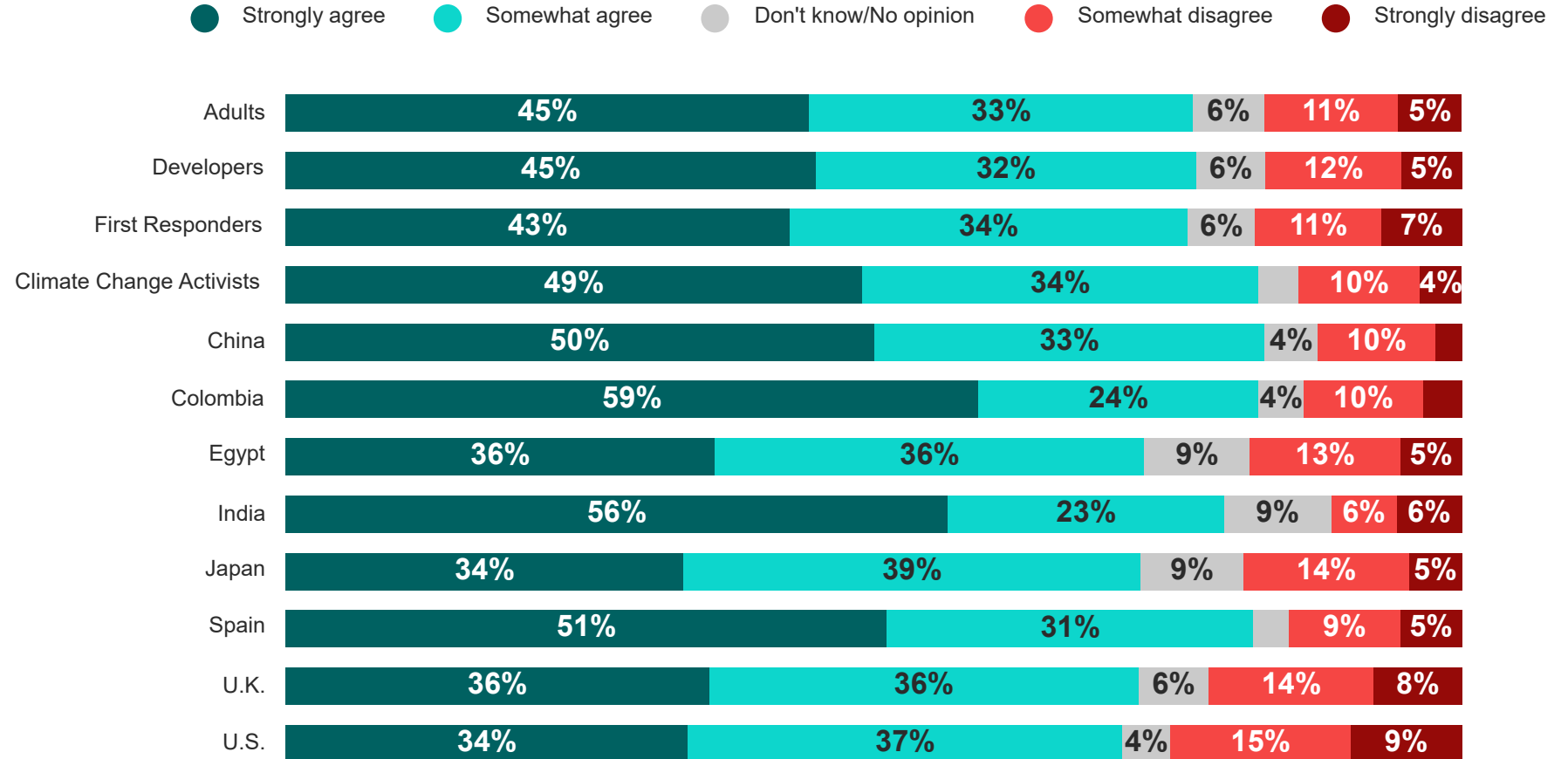


Issue Salience of Climate Change

Issue Salience of Climate Change

Almost six in ten (59%) Colombian respondents strongly agree that climate change is the single most pressing issue, and 56% of Indian respondents strongly agree

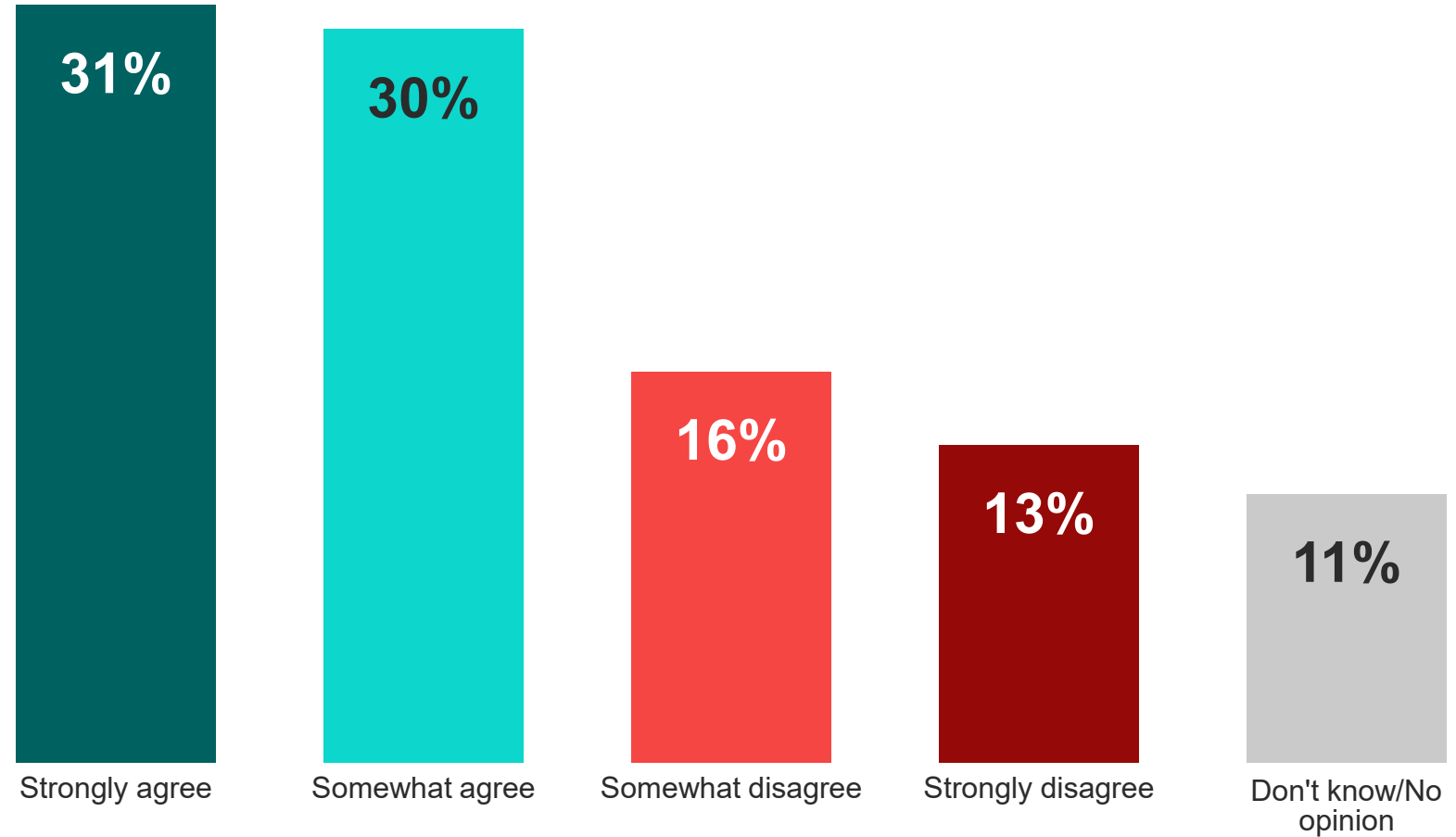
Indicate how much you agree with the following statements. Climate change is the single most pressing issue facing my generation



Issue Salience of Climate Change

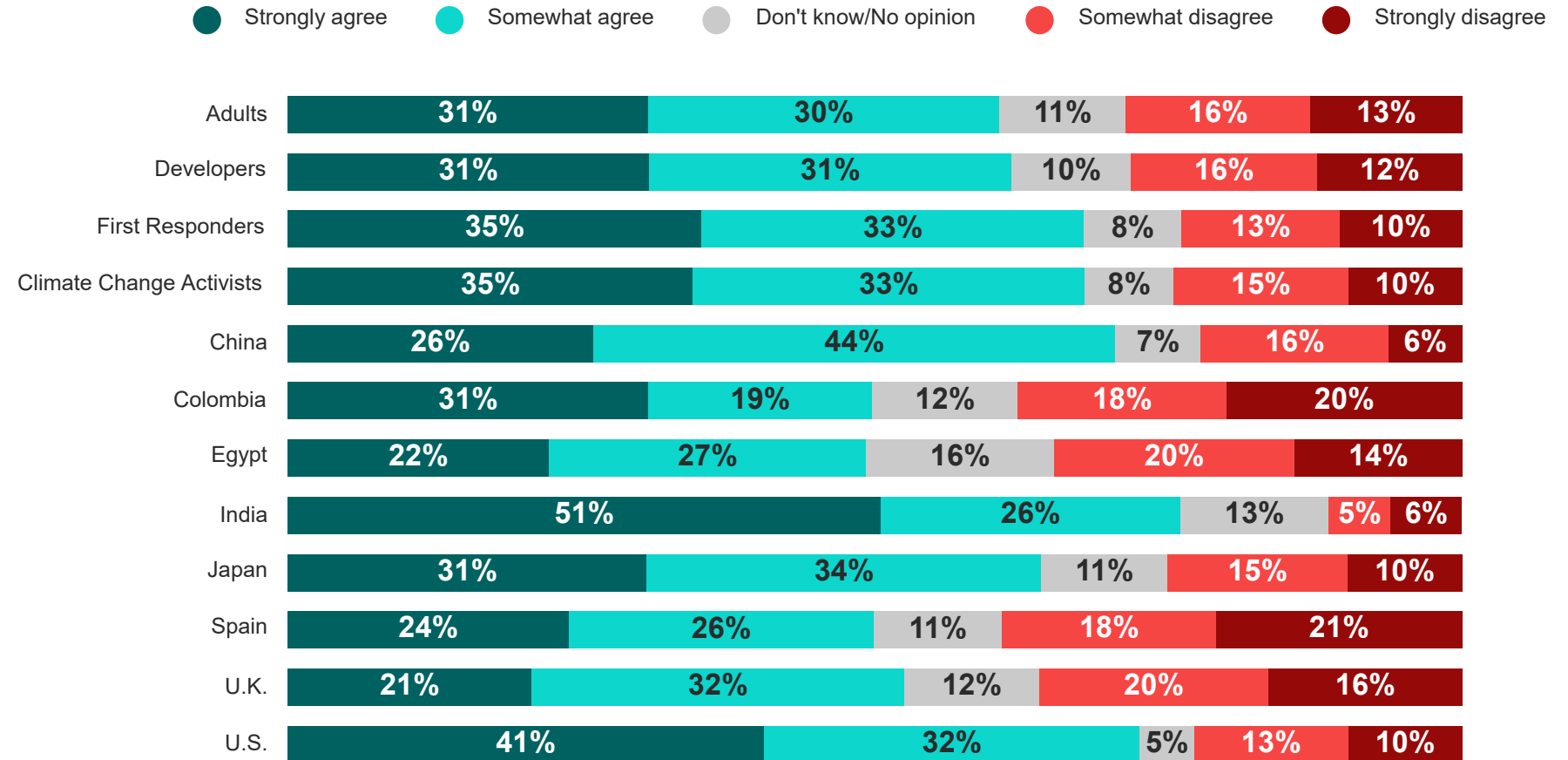
Over six in ten (61%) respondents say that someone they know or love has been impacted by a natural disaster

Indicate how much you agree with the following statements. I or someone I know/love has been impacted by a natural disaster



Over three quarters (77%) of Indian respondents say that someone they know or love has been impacted by a natural disaster, and 73% of US respondents say that they or someone they know or love has been impacted by a natural disaster

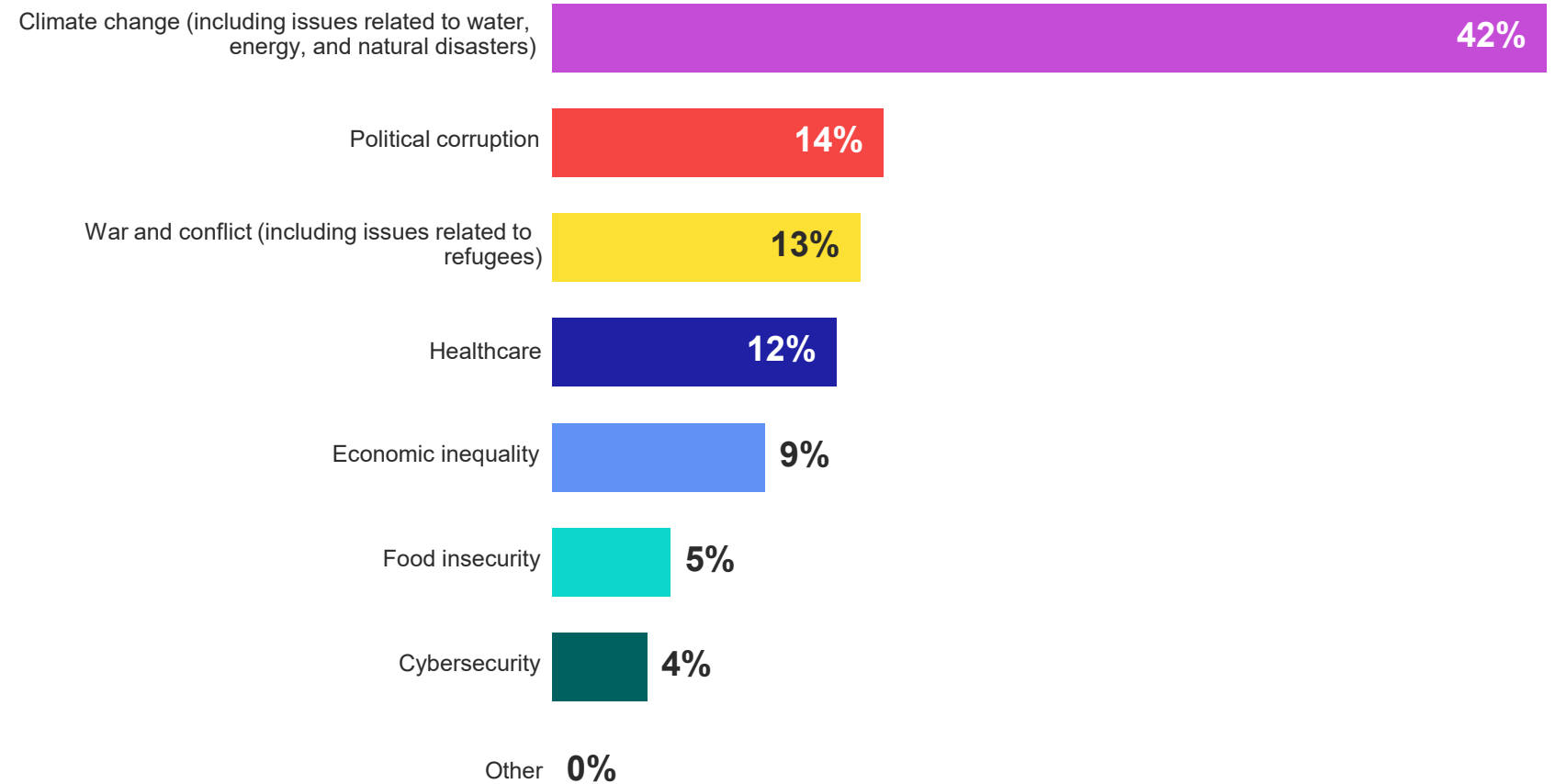
Indicate how much you agree with the following statements. I or someone I know/love has been impacted by a natural disaster



Issue Salience of Climate Change

Over four in ten (42%) respondents said they felt climate change was the most pressing issue facing humanity today

Which of these global crises do you feel is the most pressing issue facing humanity today? (Combined results)

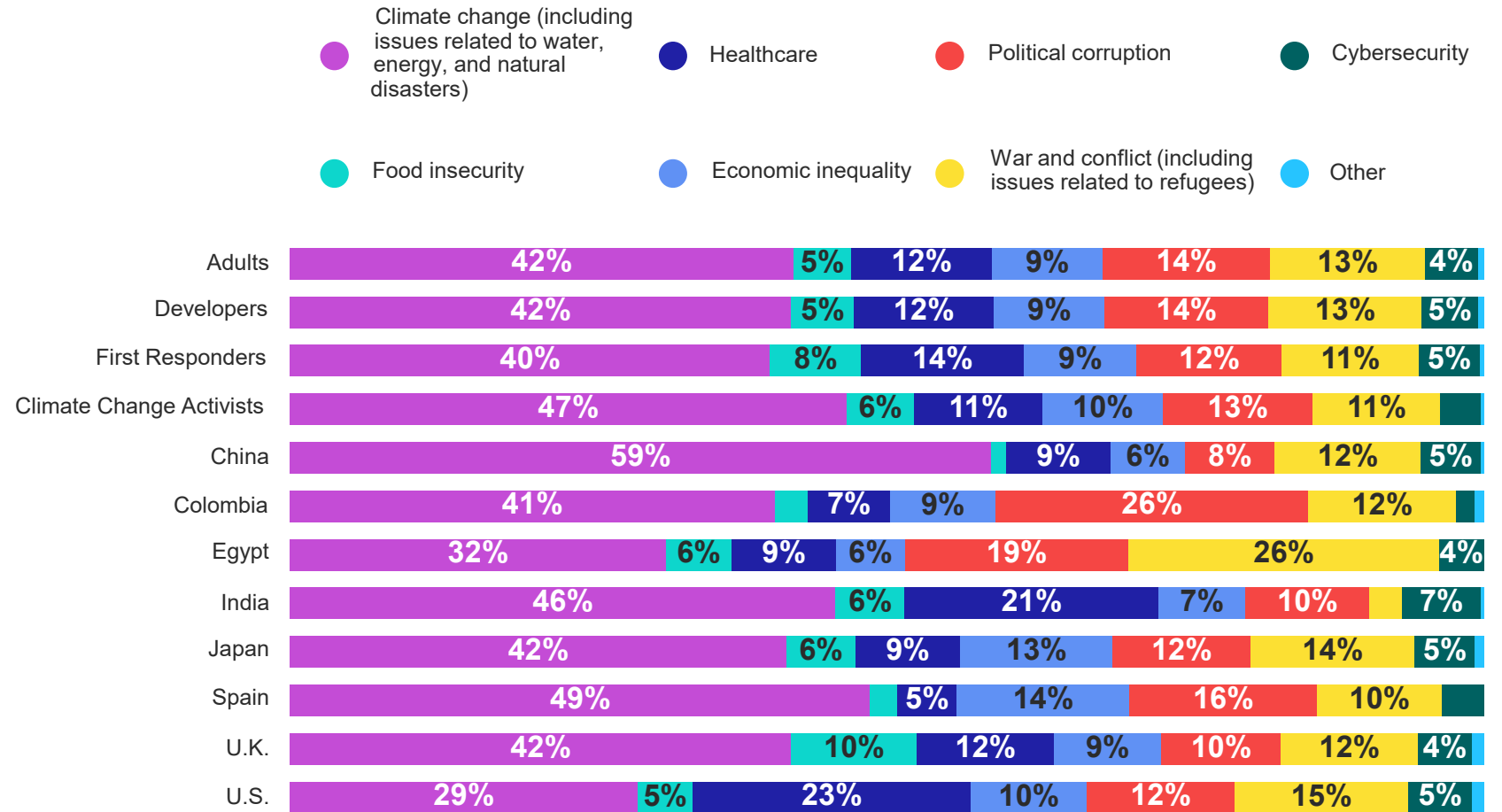


Issue Salience of Climate Change

Issue Salience of Climate Change

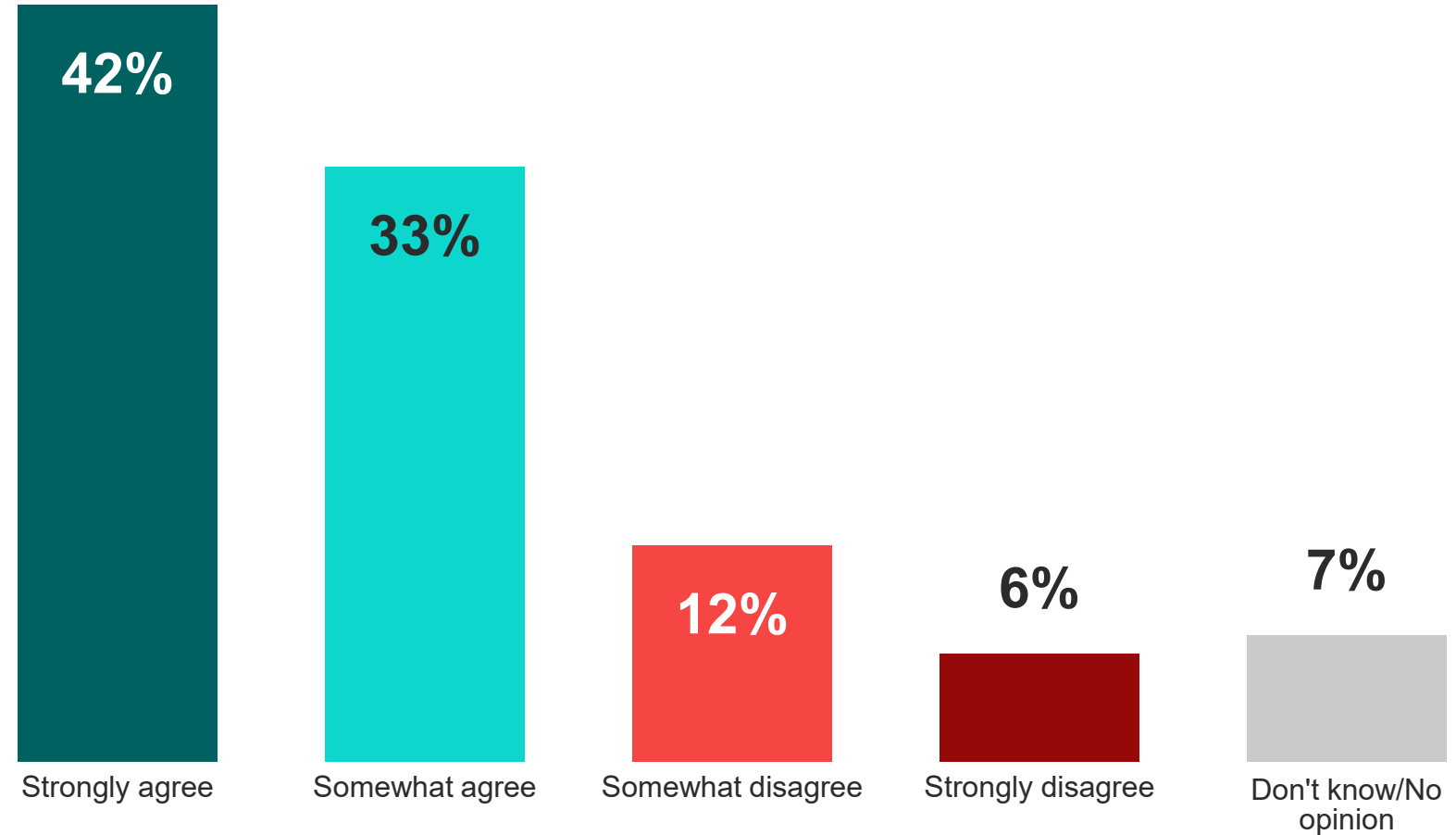
Almost six in ten (59%) Chinese respondents felt climate change was the most pressing issue facing humanity, while only 29% of US respondents felt climate change was the most pressing issue

Which of these global crises do you feel is the most pressing issue facing humanity today? (Combined results)



Three quarters of respondents agree that not enough is being done to combat climate change, and 42% strongly agree with this statement

Indicate how much you agree with the following statements. Not enough is being done to combat climate change

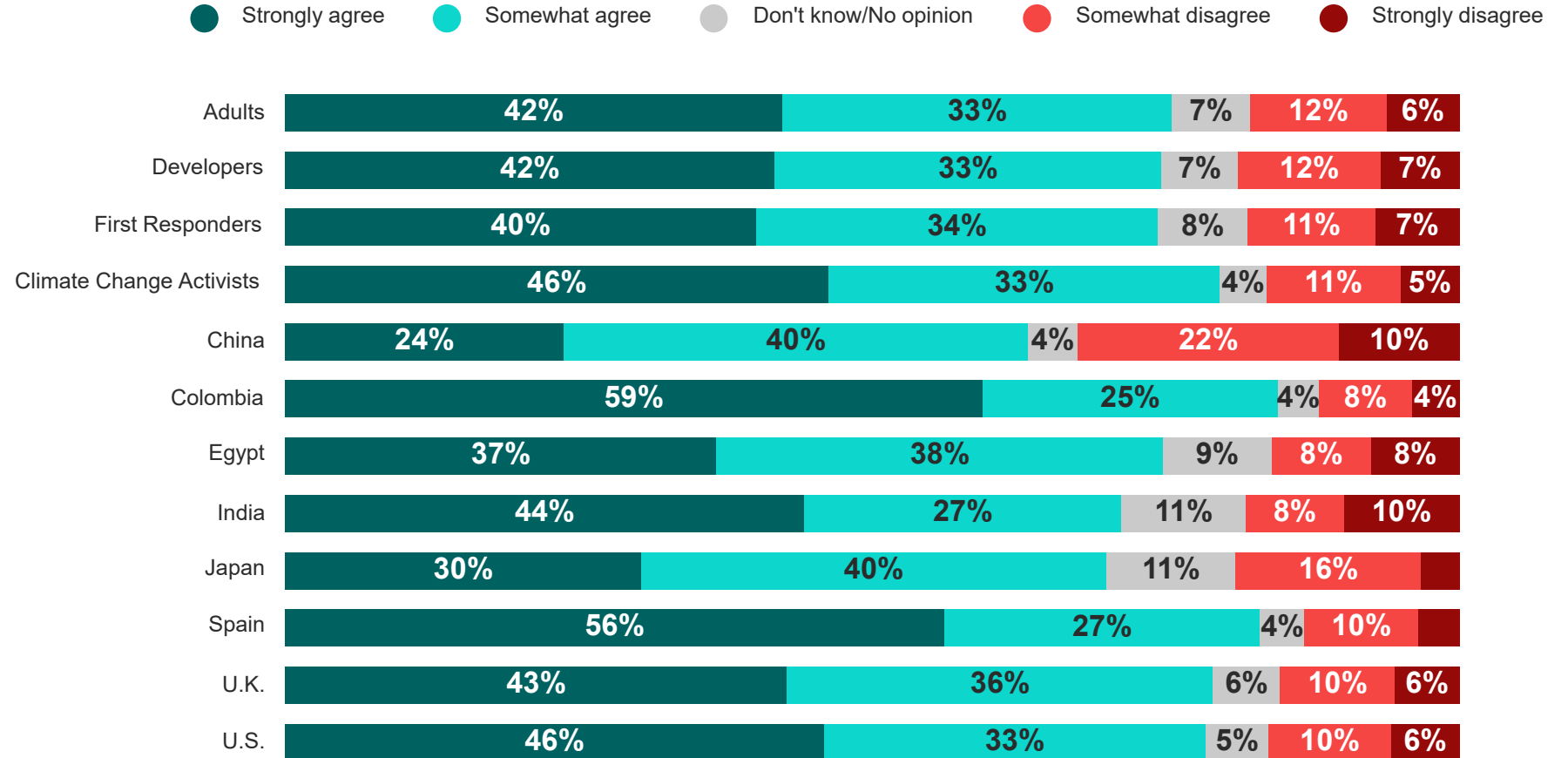


Issue Salience of Climate Change

Issue Salience of Climate Change

Nearly six in ten (59%) Colombian respondents strongly agree that not enough is being done to combat climate change, and 56% of Spanish respondents strongly agree with this statement

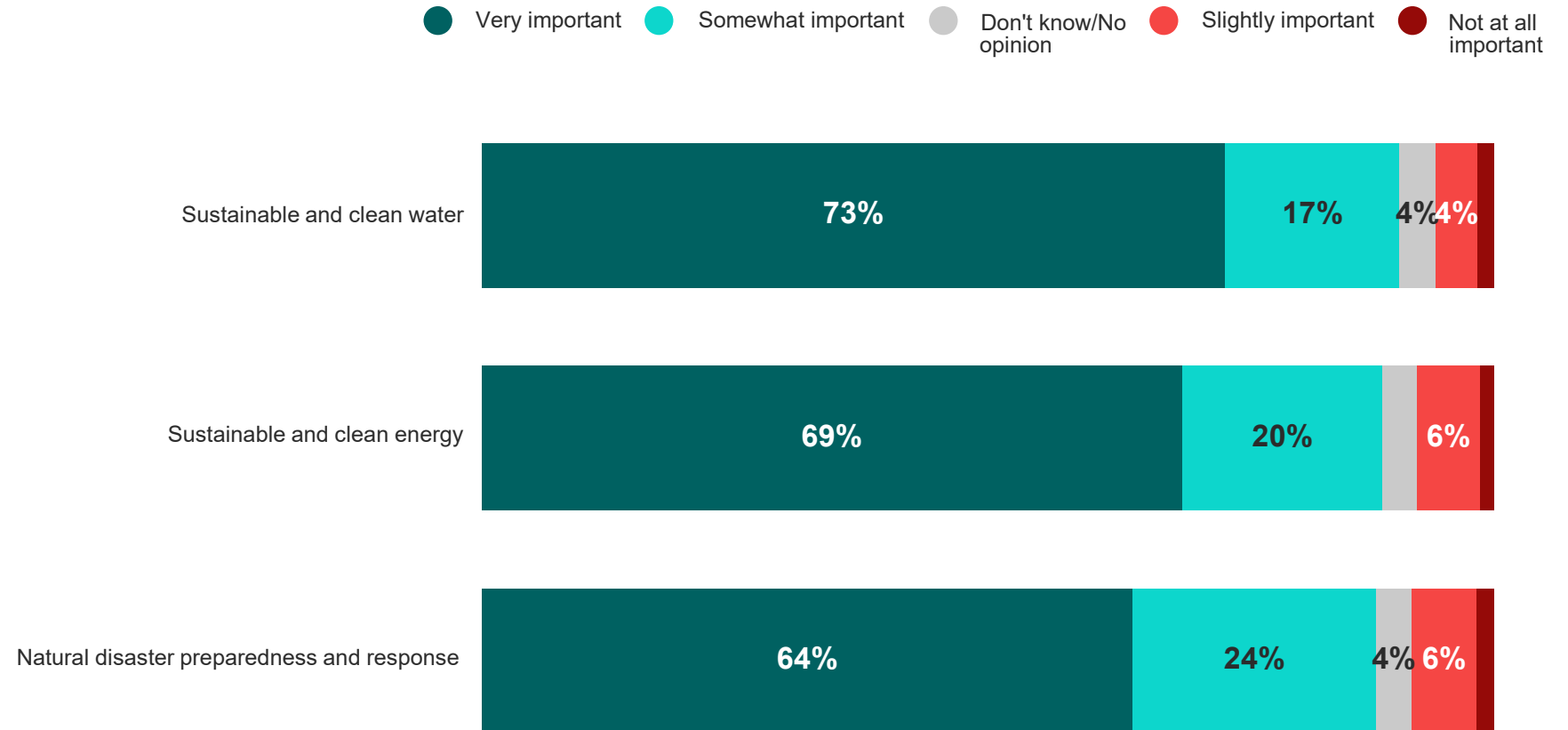
Indicate how much you agree with the following statements. Not enough is being done to combat climate change



Issue Salience of Climate Change

Almost three quarters (73%) of respondents said it is very important that action is taken on sustainable and clean water

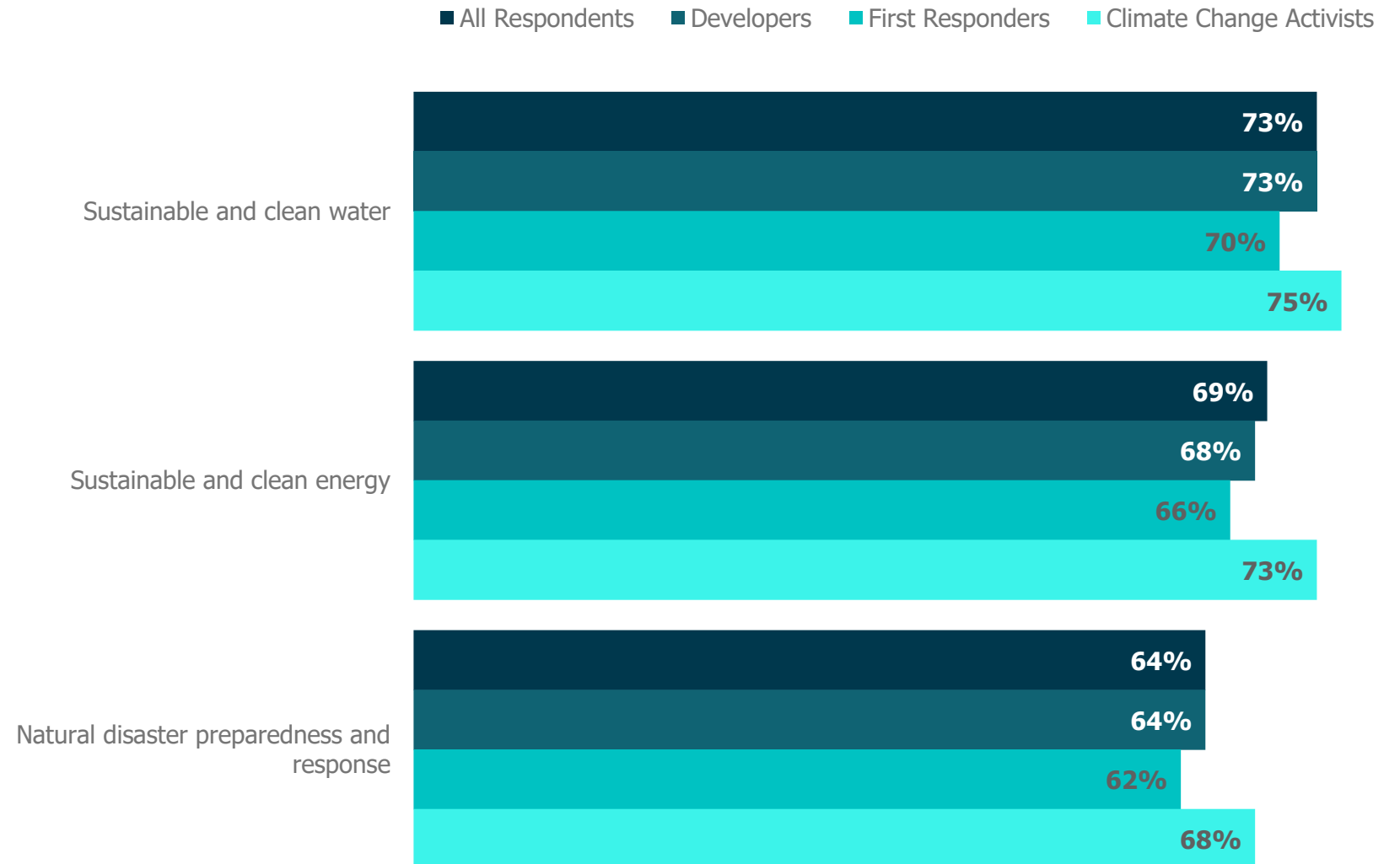
How important is it that action is taken on each of the following areas to solve climate change?



Issue Salience of Climate Change

Climate change activists and developers were more likely than first responders to say it is very important for action to be taken across the three areas to solve climate change

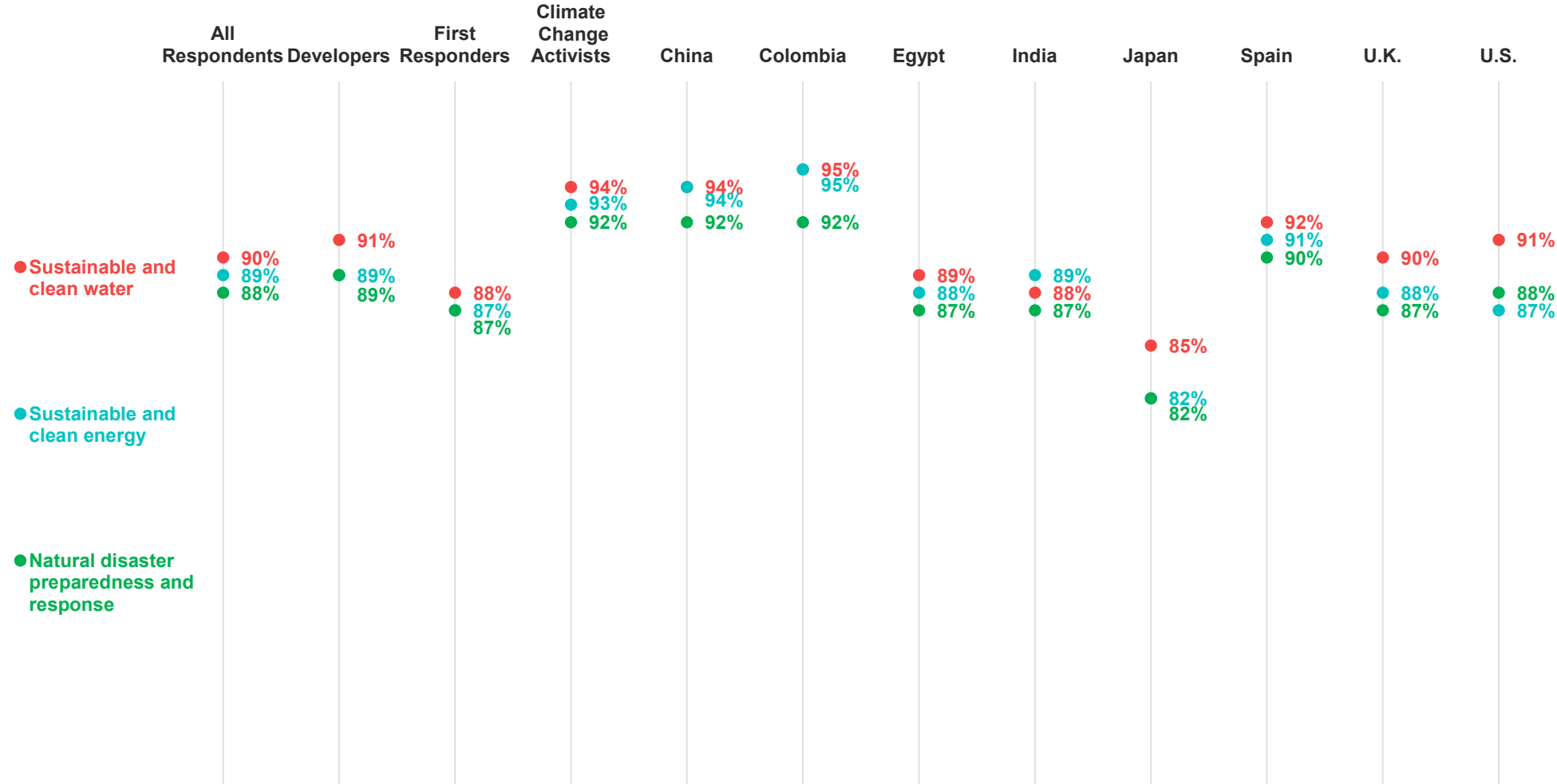
*How important is it that action is taken on each of the following areas to solve climate change?
[% indicating very important]*



Issue Salience of Climate Change

Climate change activists and respondents in China and Colombia are the most likely to say that action is taken for clean water, energy, and natural disaster preparedness to solve climate change; while clean water is nominally seen as most important, there's generally agreement that all three are very important

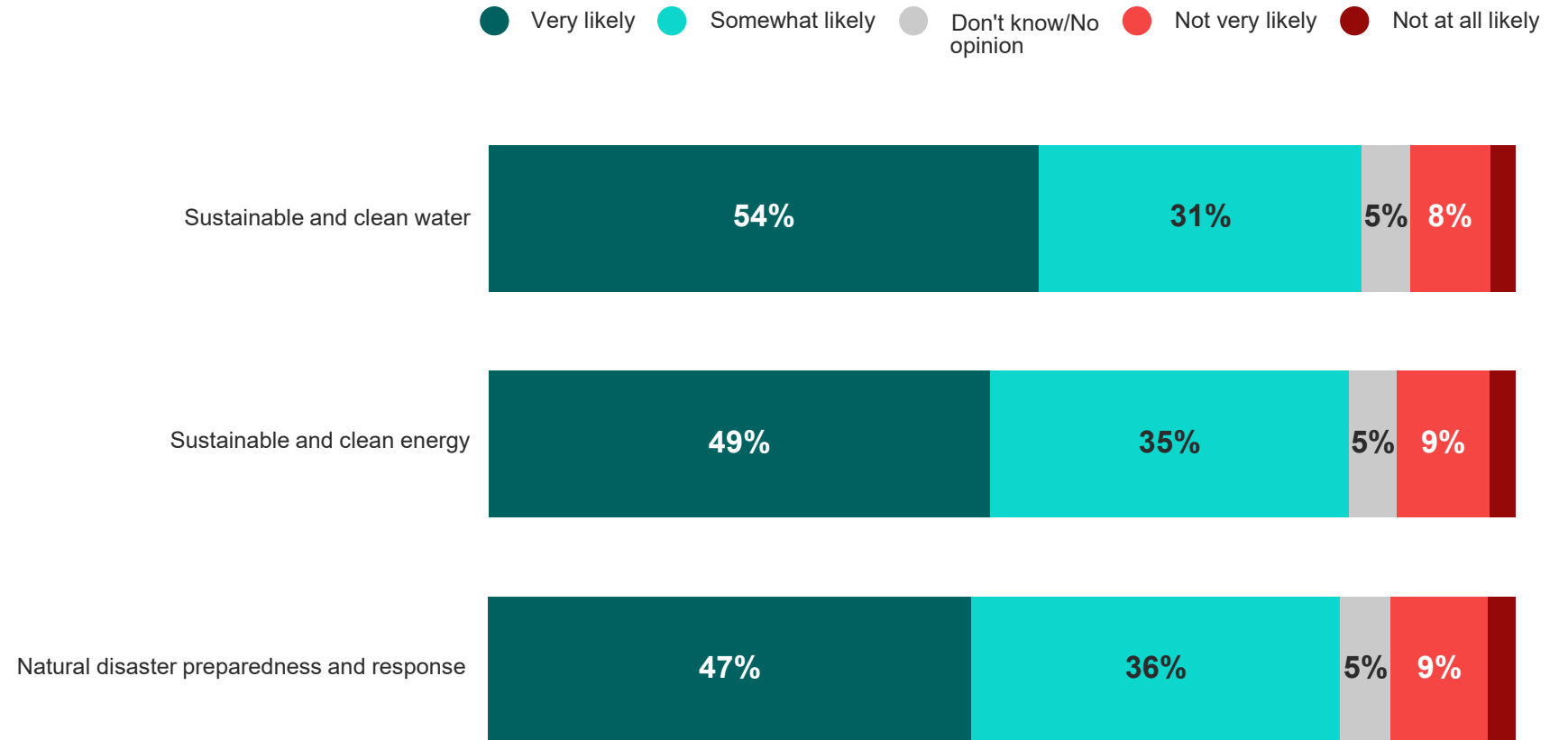
How important is it that action is taken on each of the following areas to solve climate change?
[% indicating very or somewhat important]



Issue Salience of Climate Change

Over half (54%) of respondents said they were very likely to support creating solutions for sustainable and clean water

How likely are you, personally, to support, either through volunteering, charitable donations, or participating in a program to help create solutions?

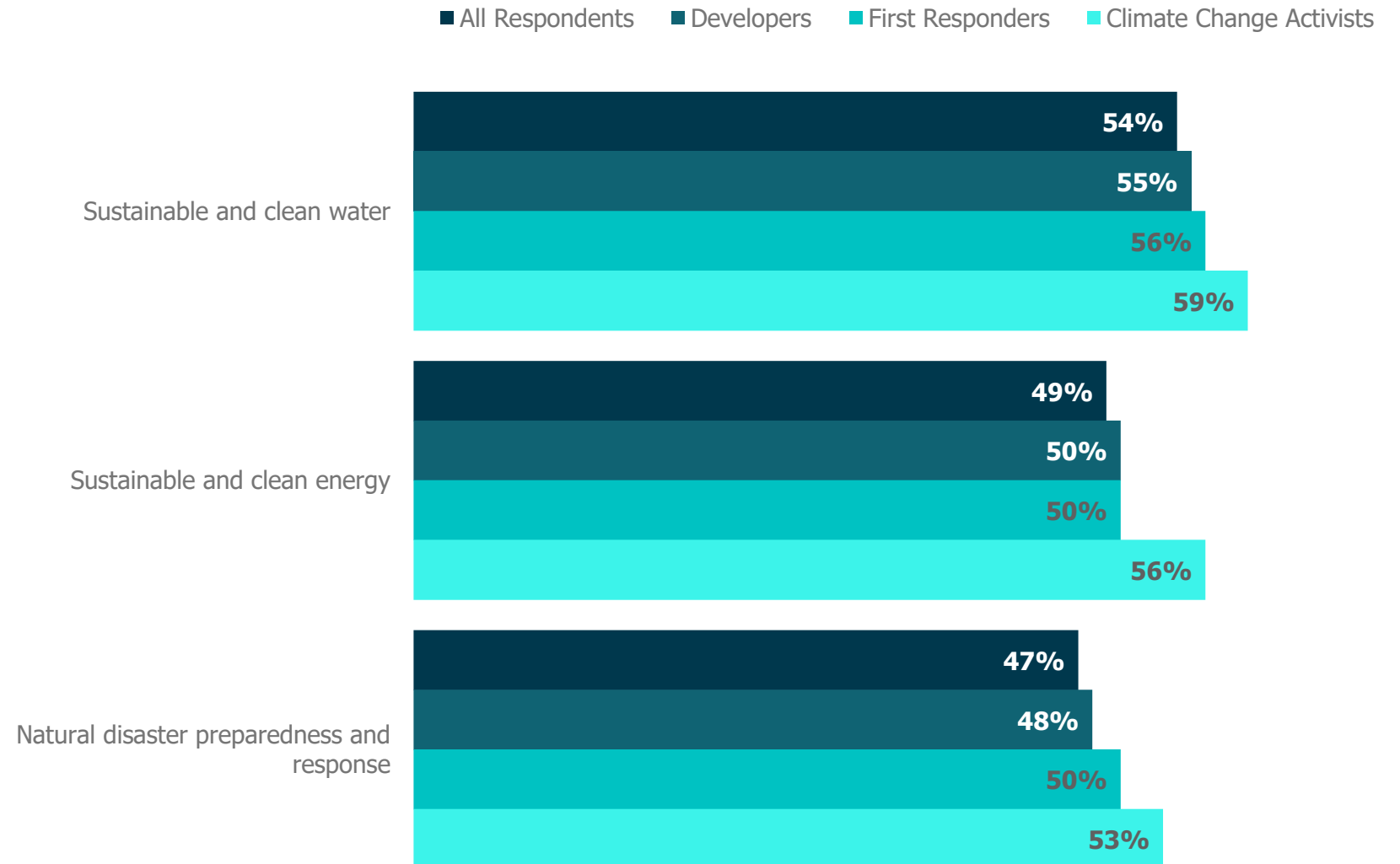


Issue Salience of Climate Change

Climate change activists were more likely to personally support creating solutions than the other groups, especially for sustainable and clean water

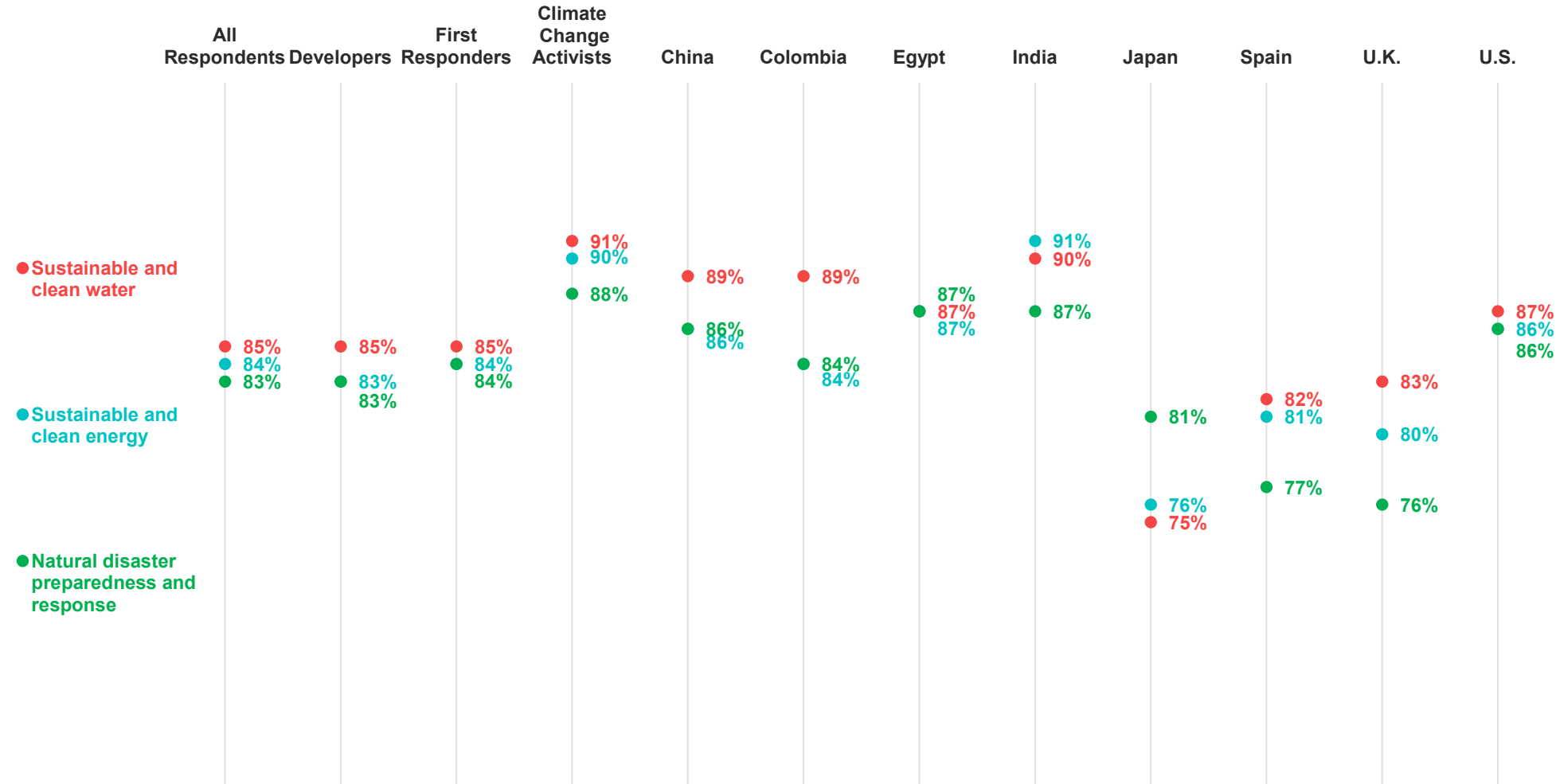
How likely are you, personally, to support, either through volunteering, charitable donations, or participating in a program to help create solutions?

[% indicating very likely]



Three-quarters or more of respondents in every country studied say they're very or somewhat likely to support creating solutions for climate change through sustainable and clean water, energy, and natural disaster preparedness and response; respondents in Japan were unique in being more interested in natural disaster preparedness solutions over clean water or energy

How likely are you, personally, to support, either through volunteering, charitable donations, or participating in a program to help create solutions? [% indicating very or somewhat likely]



Issue Salience of Climate Change

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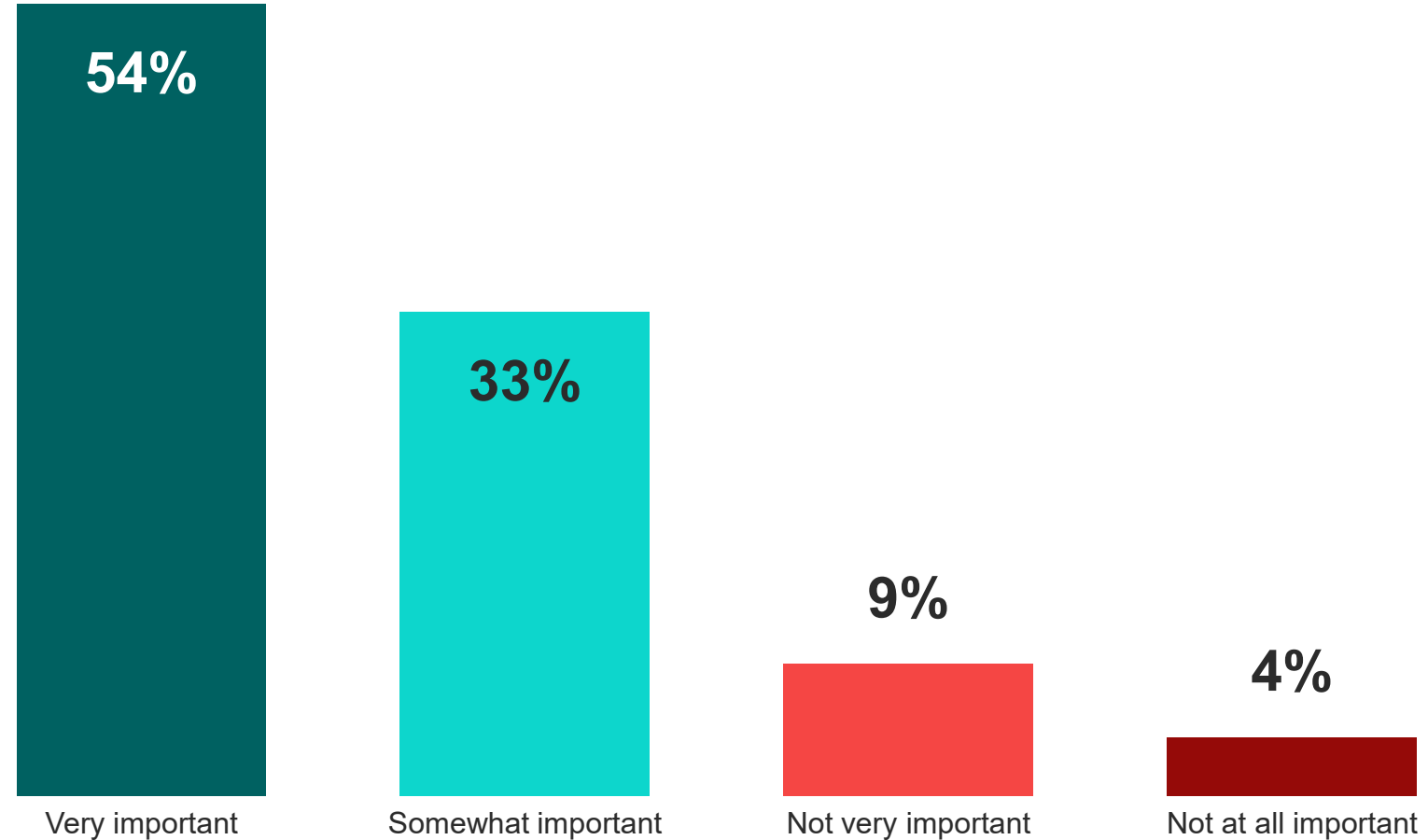
**Interest in Participating in
Projects to Help Stop Climate
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4

**Value of Technology in
Addressing Climate Change**

Almost nine in ten (87%) said a company taking action on climate change was important to them when considering whether or not to work for a company, and 54% said it was very important

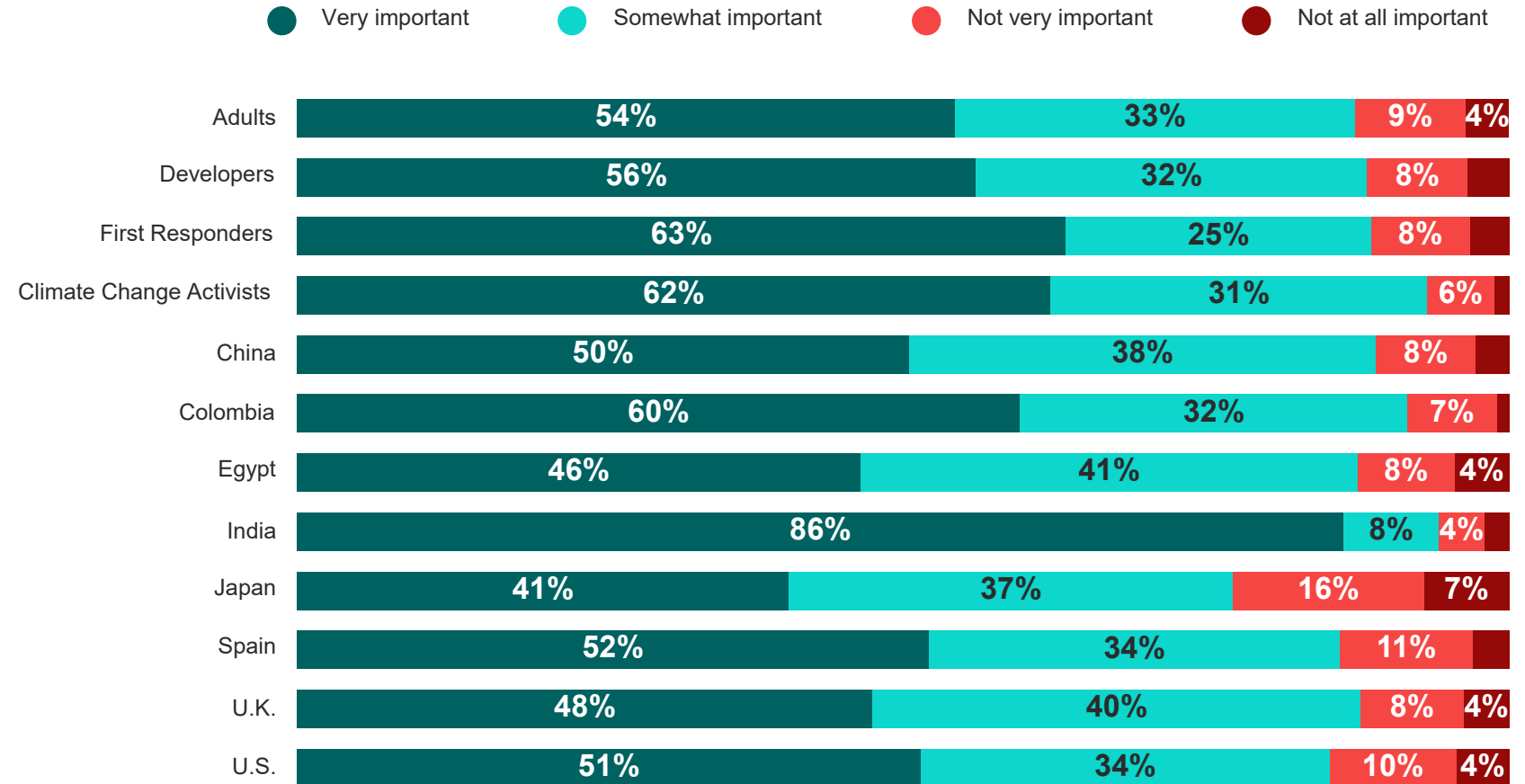
When considering whether or not to work for a company, how important is it to you that a company has taken action to reduce climate change?



Views on Corporate Responsibility for Climate Change

Almost nine in ten (86%) Indian respondents said a company taking action on climate change was very important to them, and 63% of first responders and 62% of climate change activists said it was very important

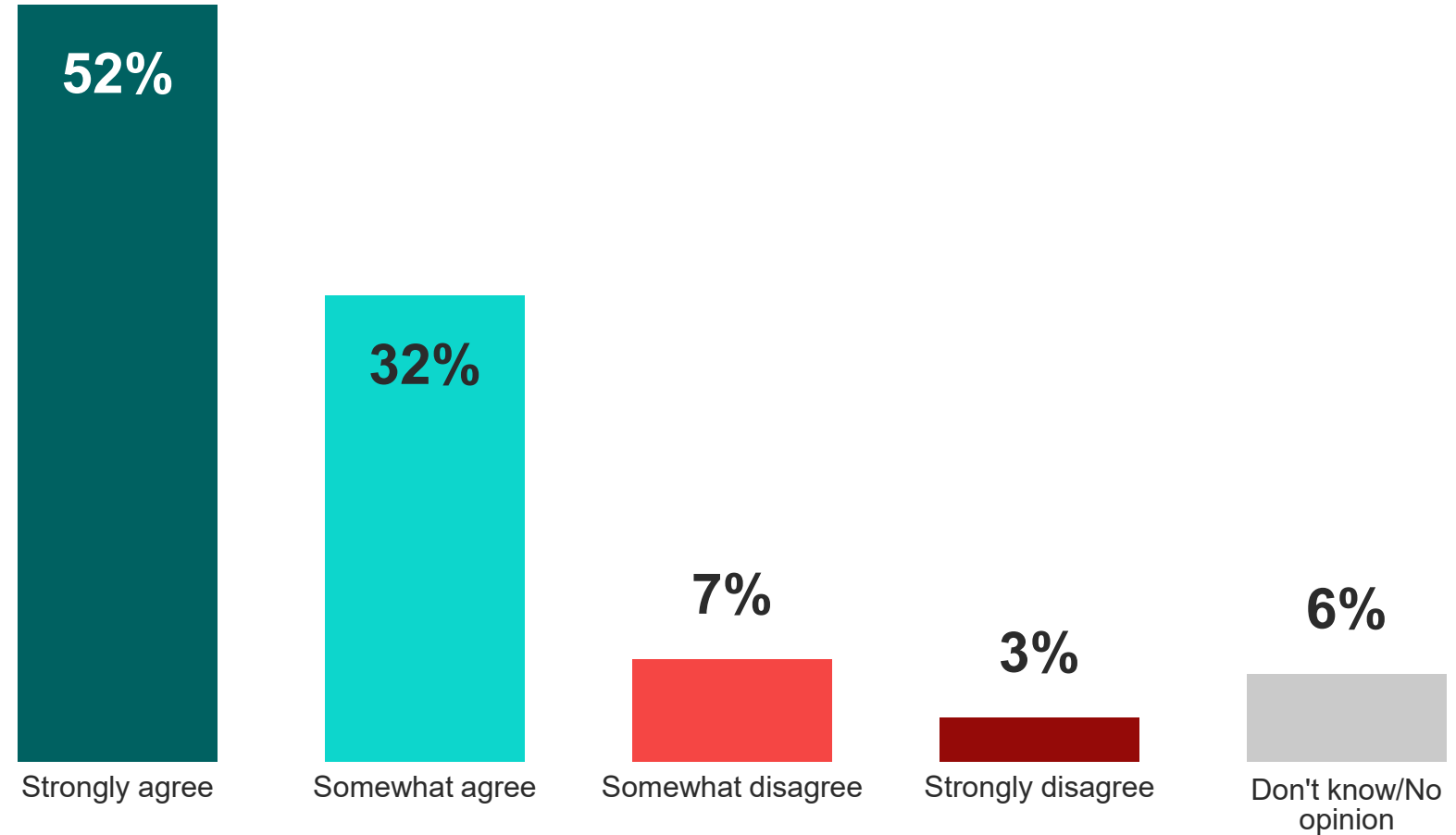
When considering whether or not to work for a company, how important is it to you that a company has taken action to reduce climate change?



Views on Corporate Responsibility for Climate Change

Over eight in ten (84%) agree that it's important that companies operate in a sustainable way and take a stand on environmental issues, and over half (52%) strongly agree

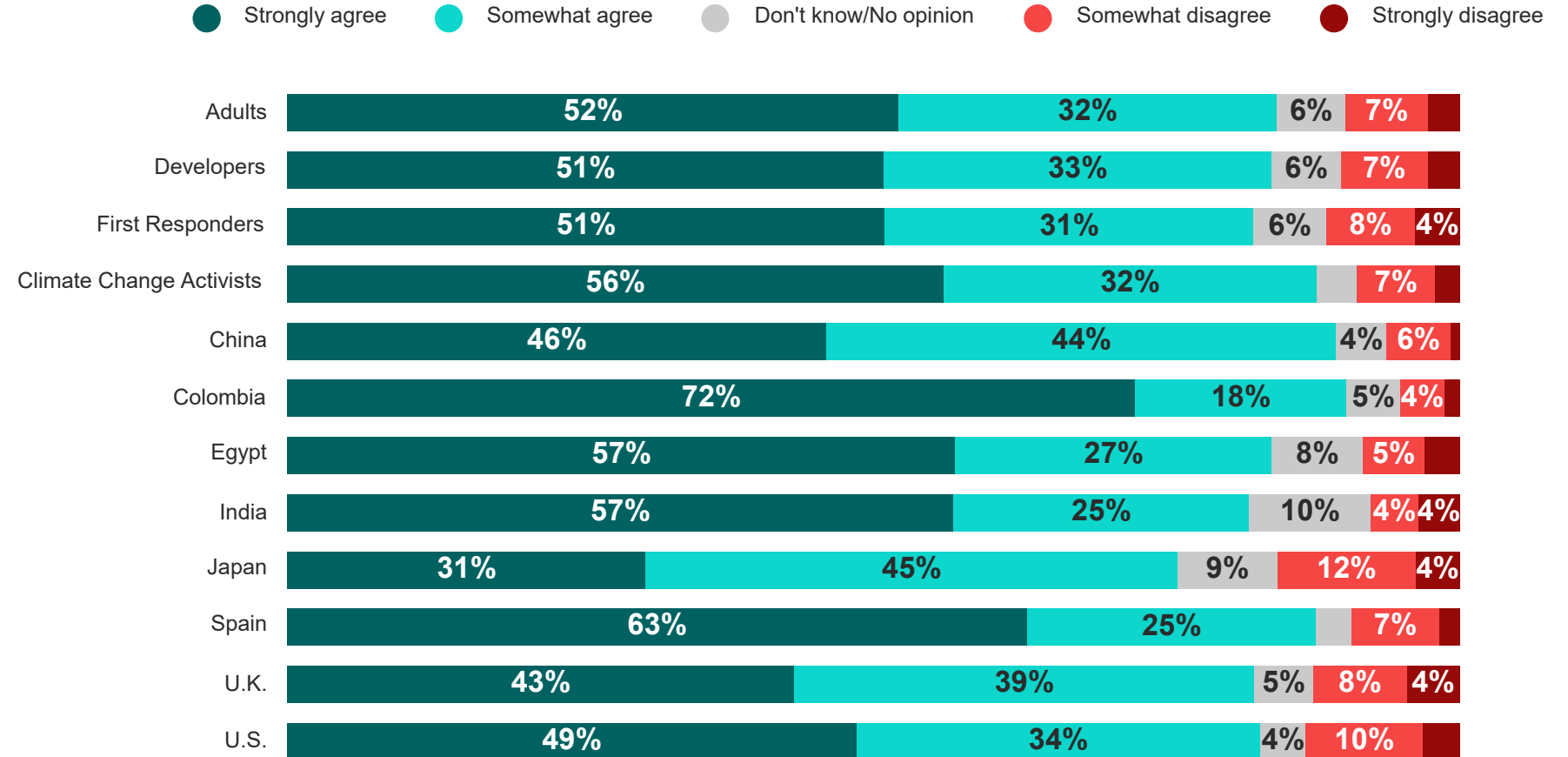
Indicate how much you agree with the following statements. It's important that companies operate in a sustainable way and take a stand on environmental issues



Views on Corporate Responsibility for Climate Change

Across almost all the groups and countries, a majority strongly agree it's important that companies operate in a sustainable way and take a stand on environmental issues, except for Japan, where only 31% strongly agree

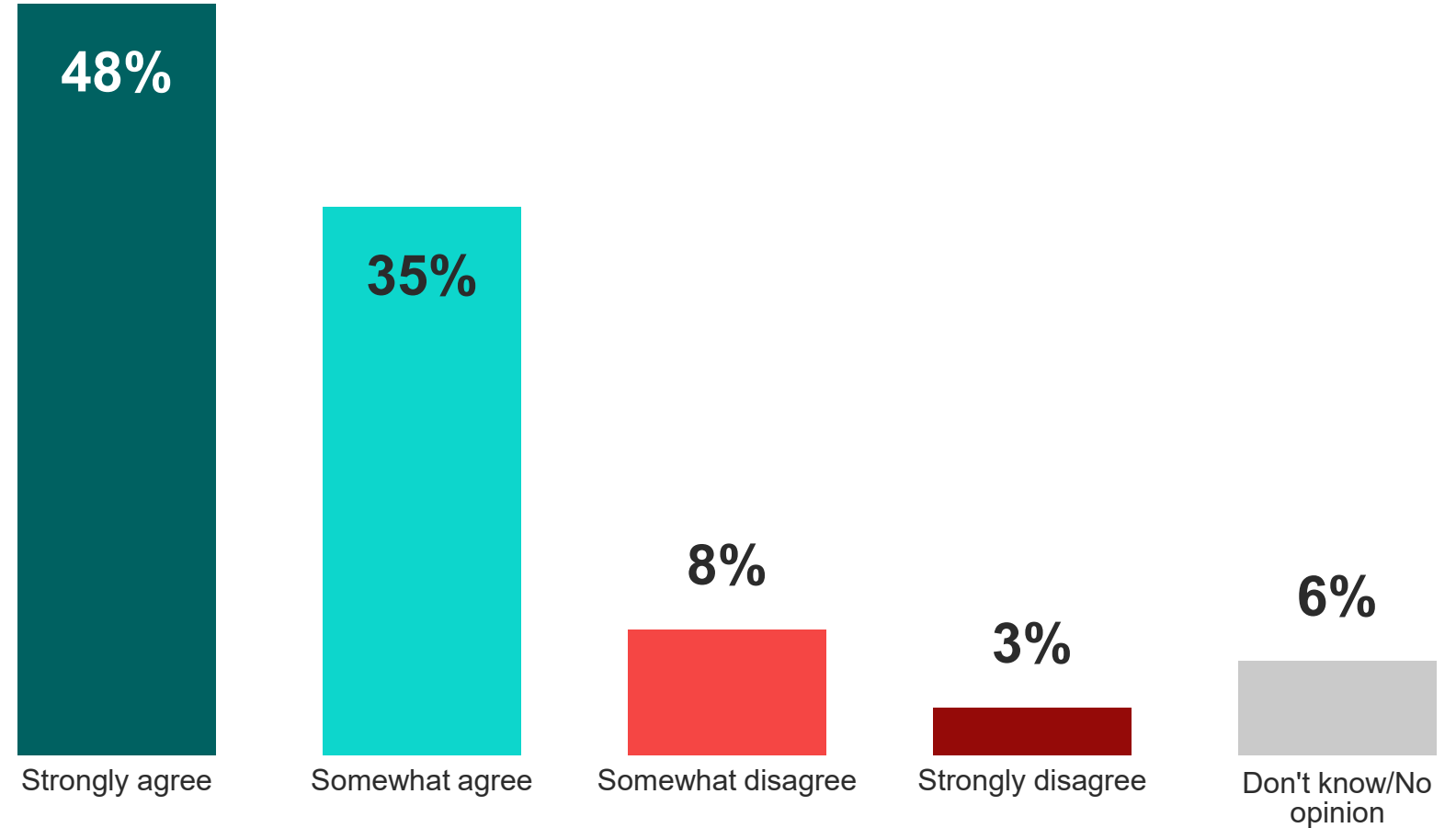
Indicate how much you agree with the following statements. It's important that companies operate in a sustainable way and take a stand on environmental issues



Views on Corporate Responsibility for Climate Change

Over eight in ten (83%) agree that developers must consider the environmental impact and sustainability of their technology solutions, and almost half (48%) strongly agree

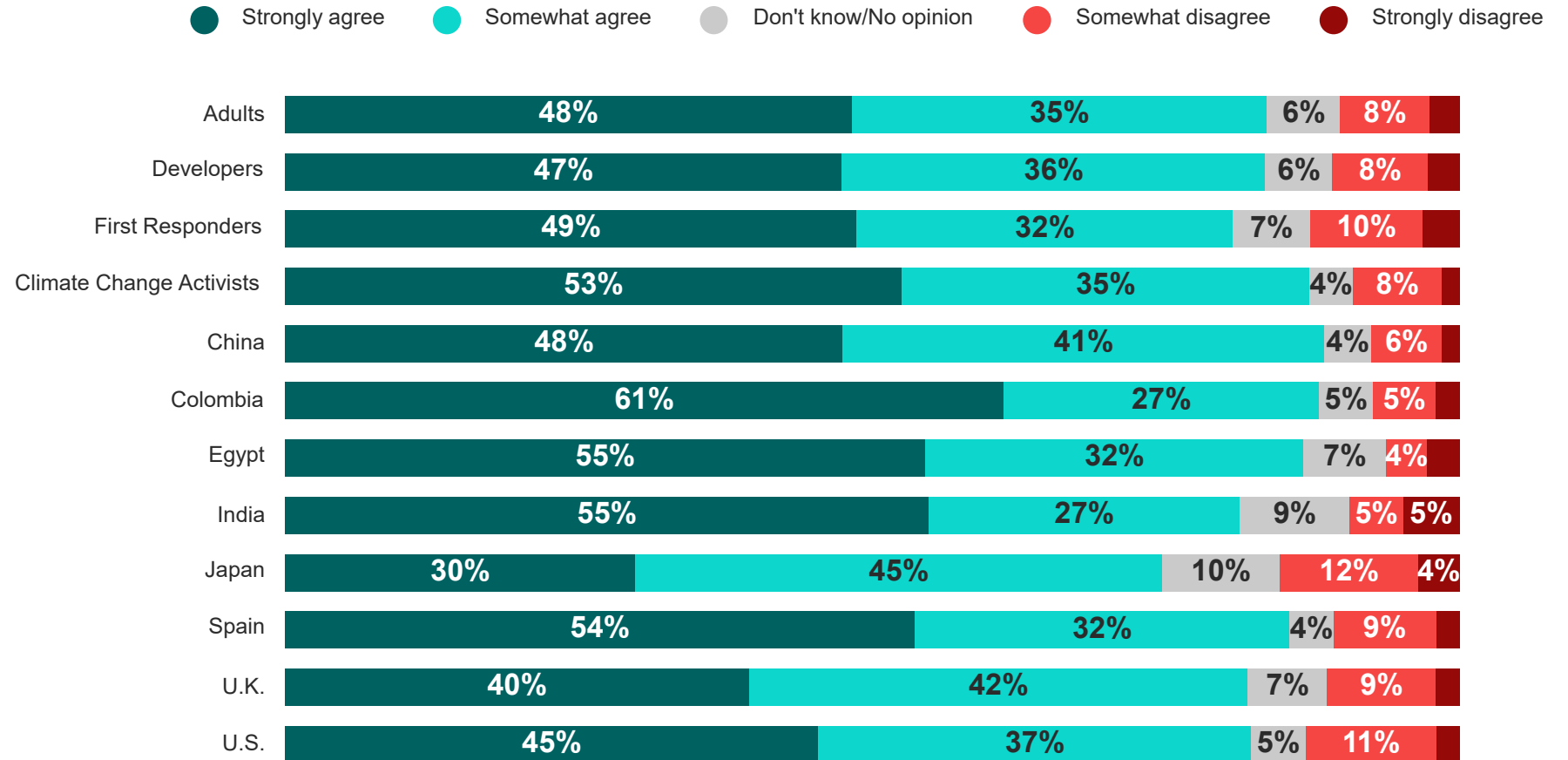
Indicate how much you agree with the following statements. Developers must consider the environmental impact and sustainability of their technology solutions.



Views on Corporate Responsibility for Climate Change

Nearly nine in ten (88%) agree that developers must consider the environmental impact and sustainability of their technology solutions, compared to 83% of developers and 81% of first responders

Indicate how much you agree with the following statements. Developers must consider the environmental impact and sustainability of their technology solutions.



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Views on Corporate Responsibility for Climate Change



Interest in Participating in Projects to Help Stop Climate Change

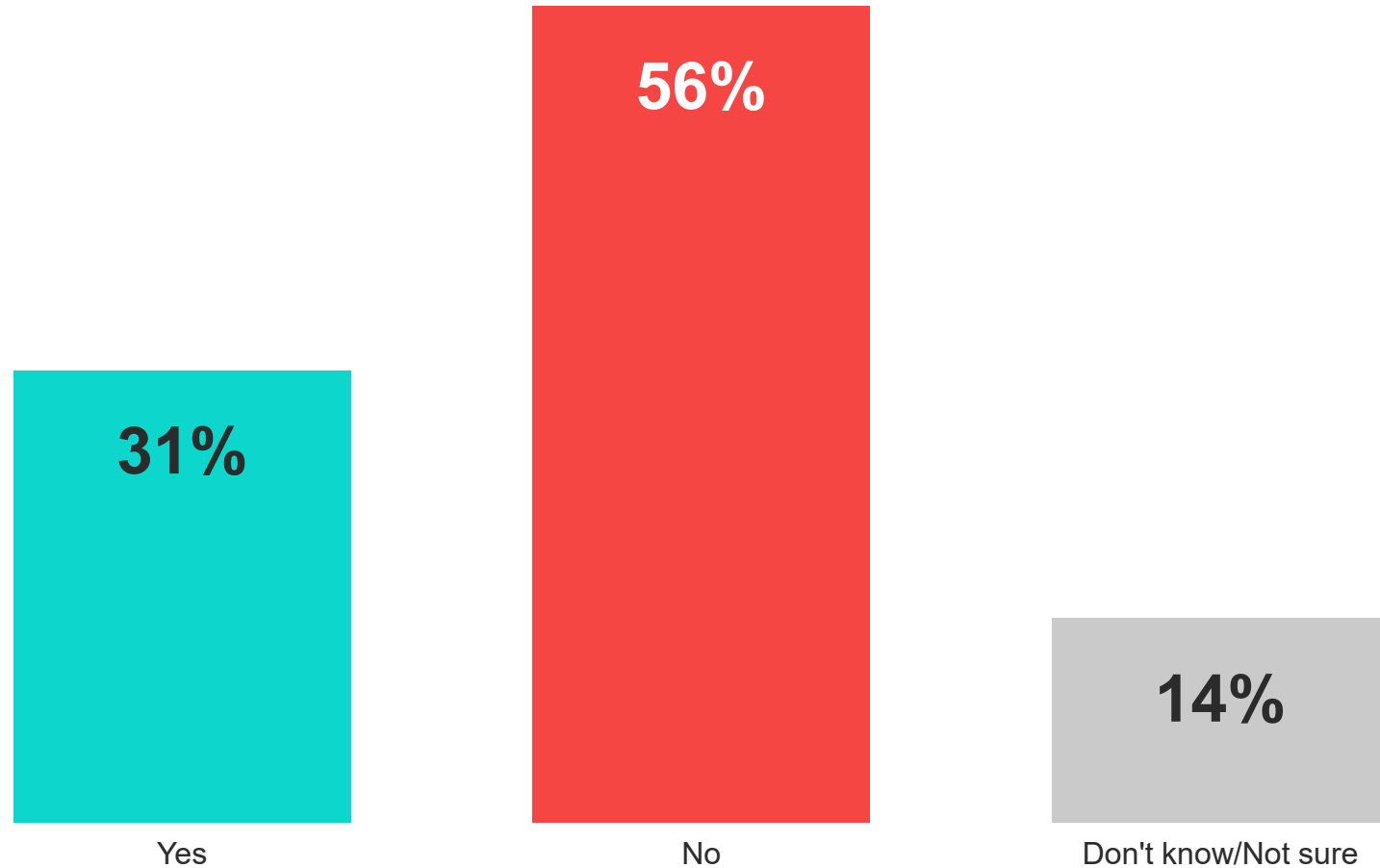


Value of Technology in Addressing Climate Change

Slightly more than three in ten (31%) developers said they had taken part in a hackathon that aims to support a social impact or humanitarian cause, but a majority (56%) said they had not participated

Have you ever taken part in a hackathon that aims to support a social impact or humanitarian cause?

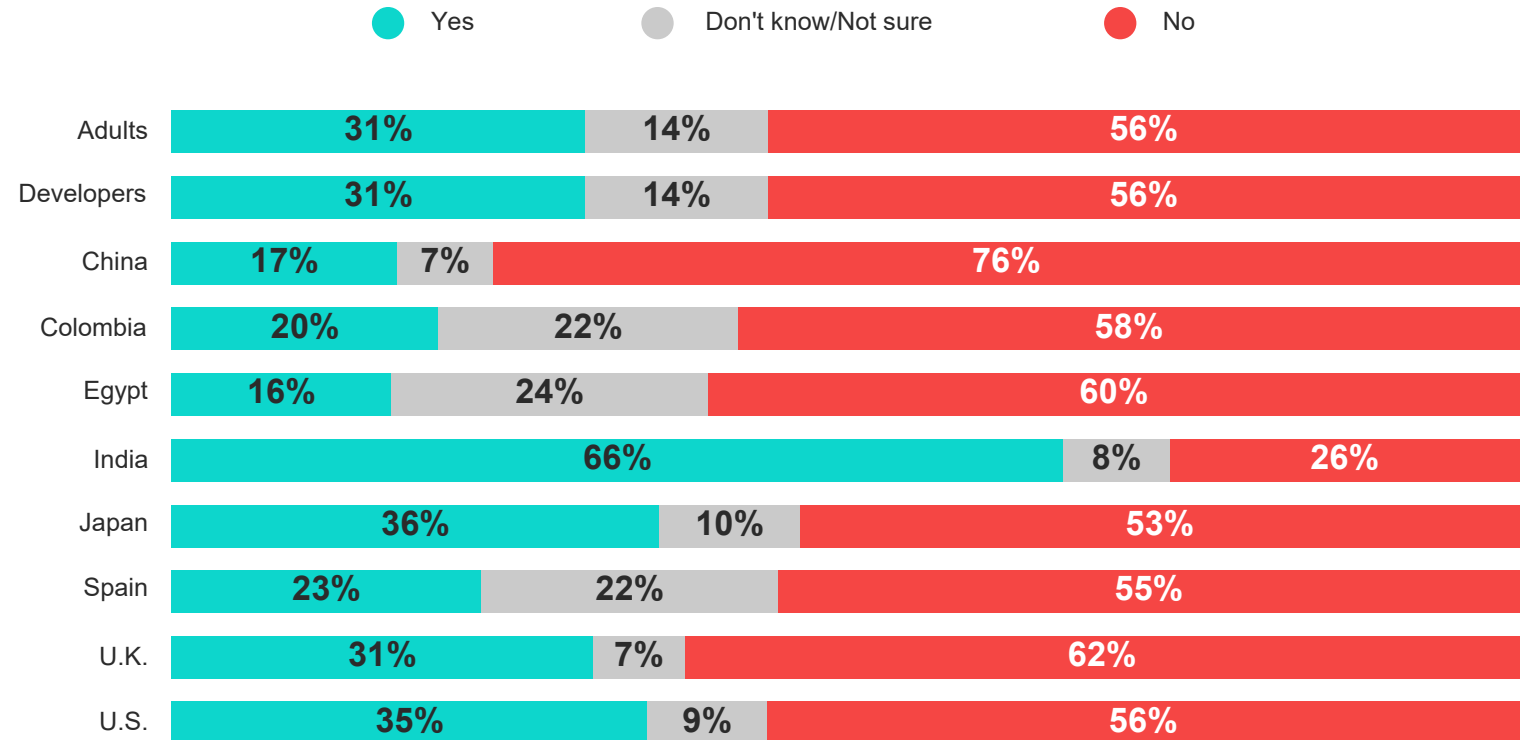
Interest in Participating in Projects to Help Stop Climate Change



Interest in Participating in Projects to Help Stop Climate Change

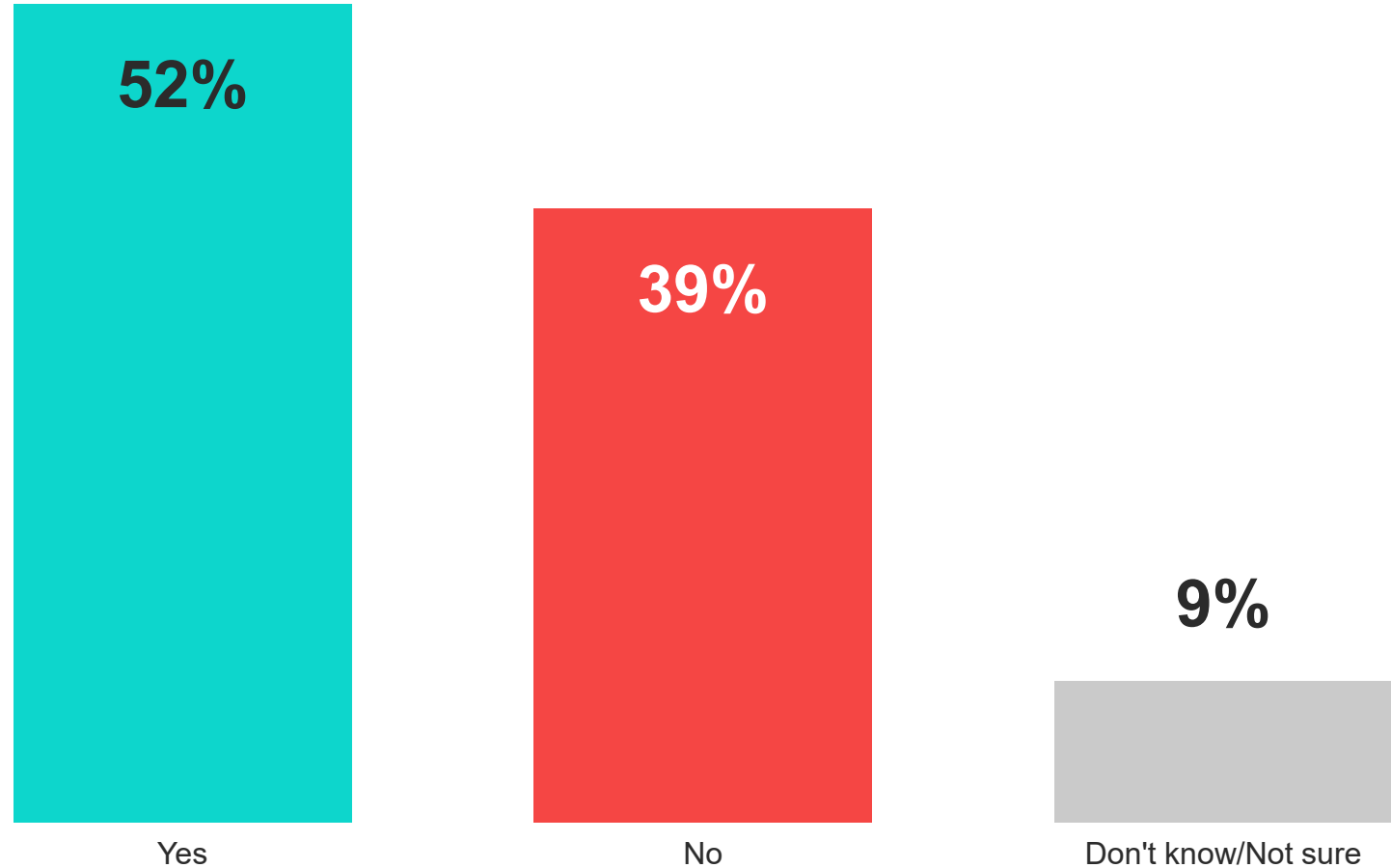
Two thirds of Indian respondents said they had taken part in a hackathon to support a social impact or humanitarian cause, and over half (51%) of first responders said they had participated

Have you ever taken part in a hackathon that aims to support a social impact or humanitarian cause?



Over half (52%) of respondents said they have taken part in another type of project that supports a social impact or humanitarian cause

Have you ever taken part in another type of project that supports a social impact or humanitarian cause?

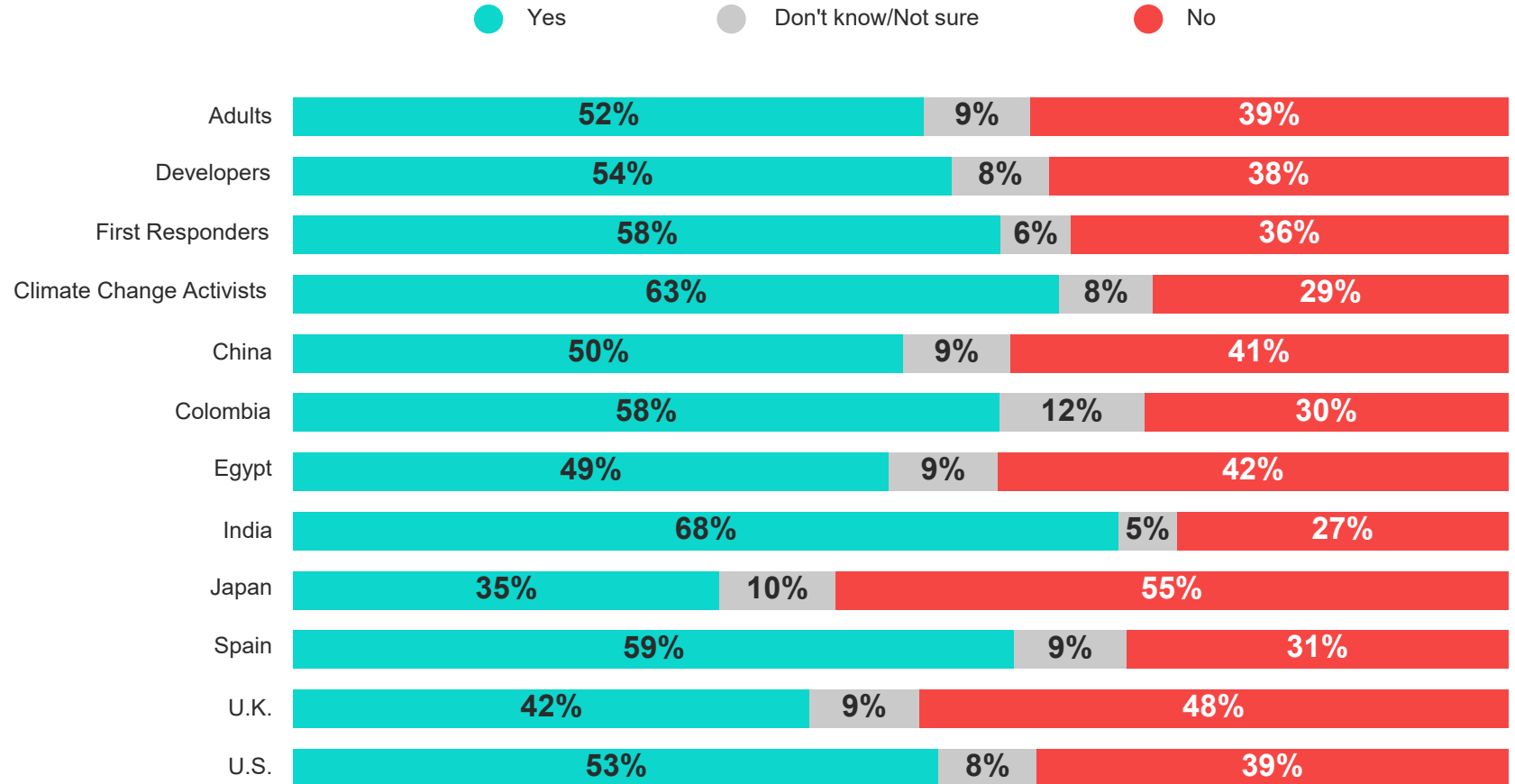


Interest in
Participating
in Projects to
Help Stop
Climate
Change

Interest in Participating in Projects to Help Stop Climate Change

Almost two-thirds (63%) of climate change activists said they have taken part in another type of project that supports a social impact or humanitarian cause

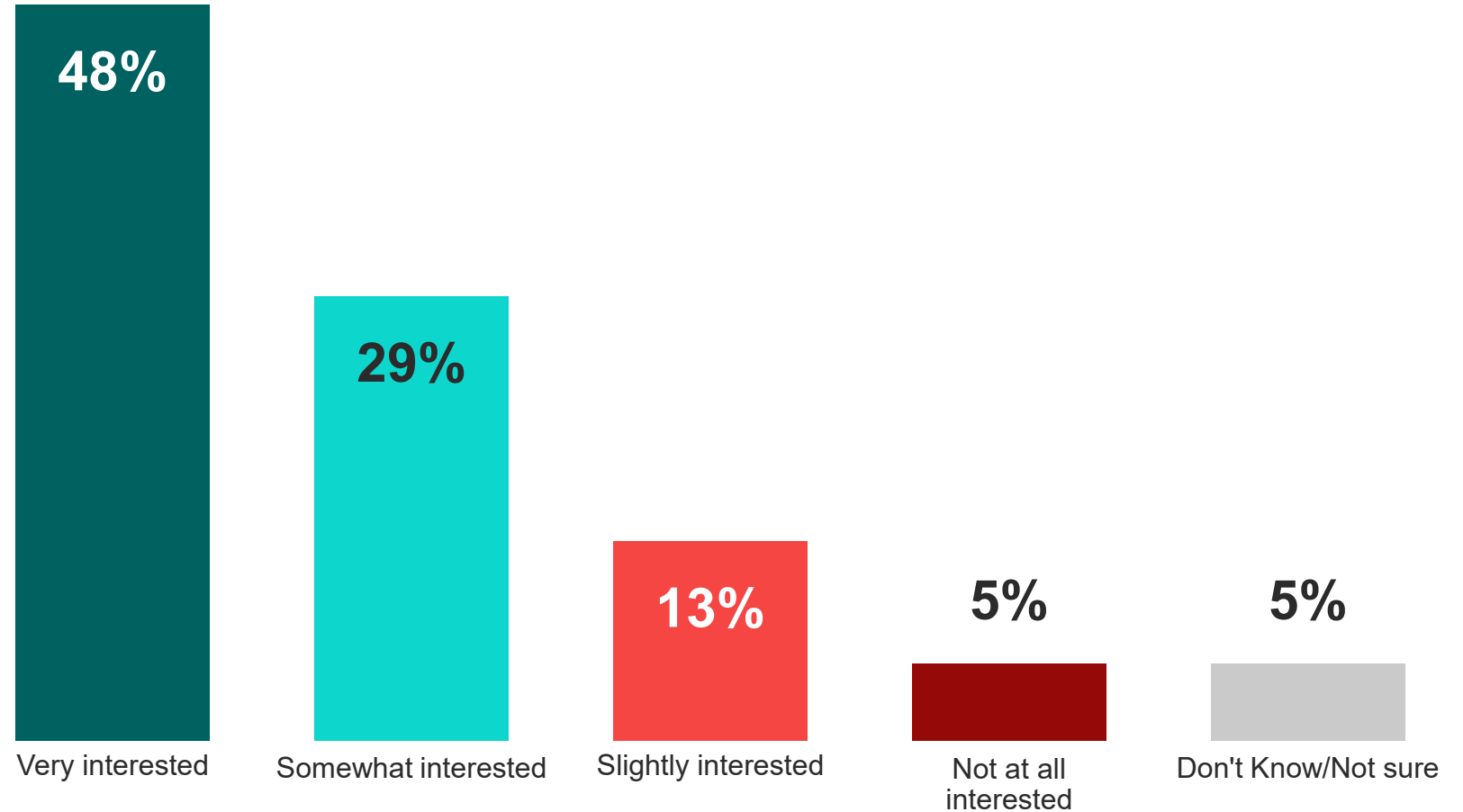
Have you ever taken part in another type of project that supports a social impact or humanitarian cause?



Almost eight in ten (77%) respondents said they would be interested in working on a project that addresses a social impact or humanitarian issue with new technology, with 48% saying they would be very interested

How interested would you be in working on a project that addresses a social impact or humanitarian issue with new technology?

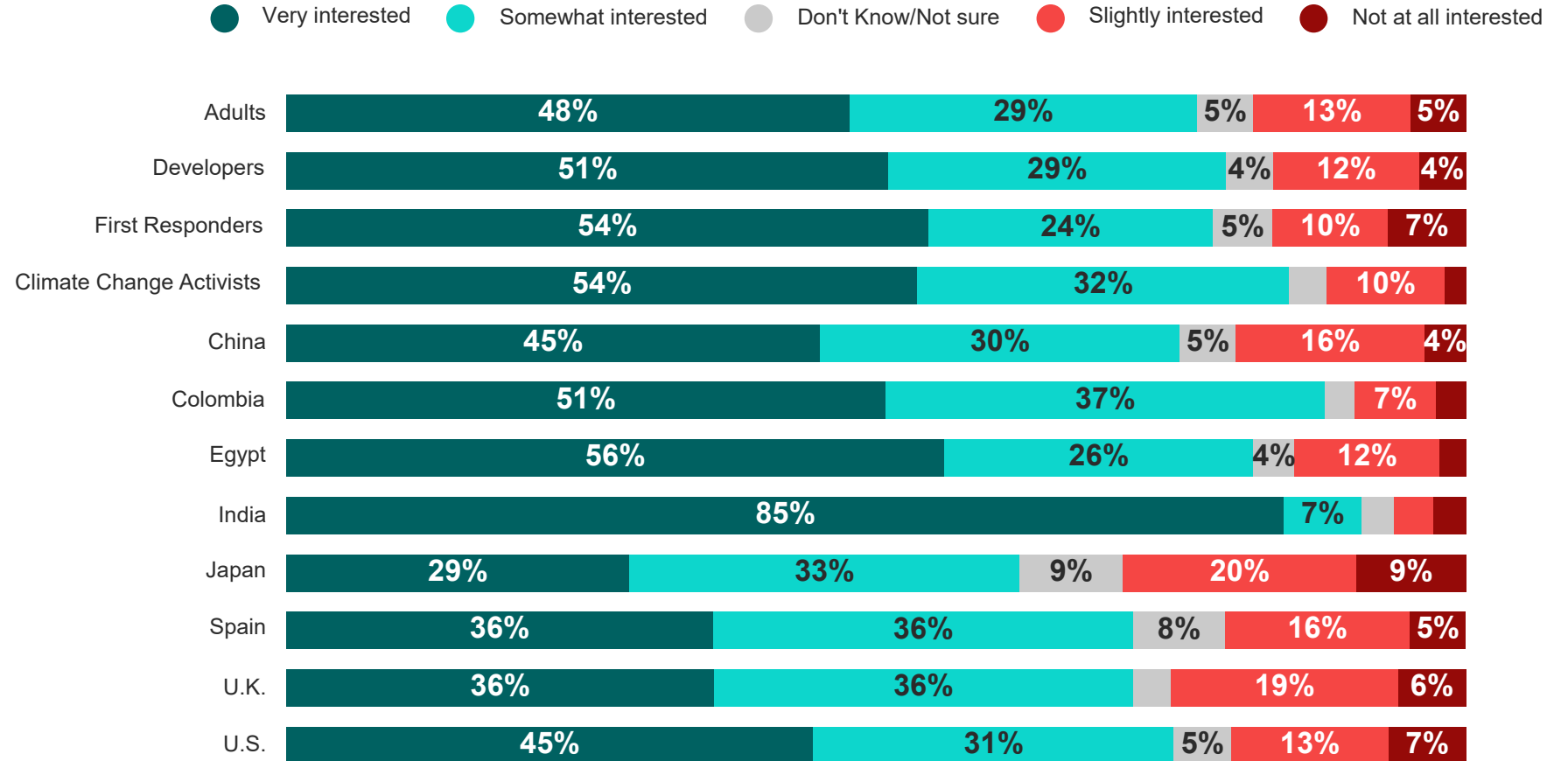
Interest in Participating in Projects to Help Stop Climate Change



Interest in Participating in Projects to Help Stop Climate Change

Over eight in ten (85%) Indian respondents said they would be very interested in working on a project that addresses a social impact or humanitarian issue with new technology

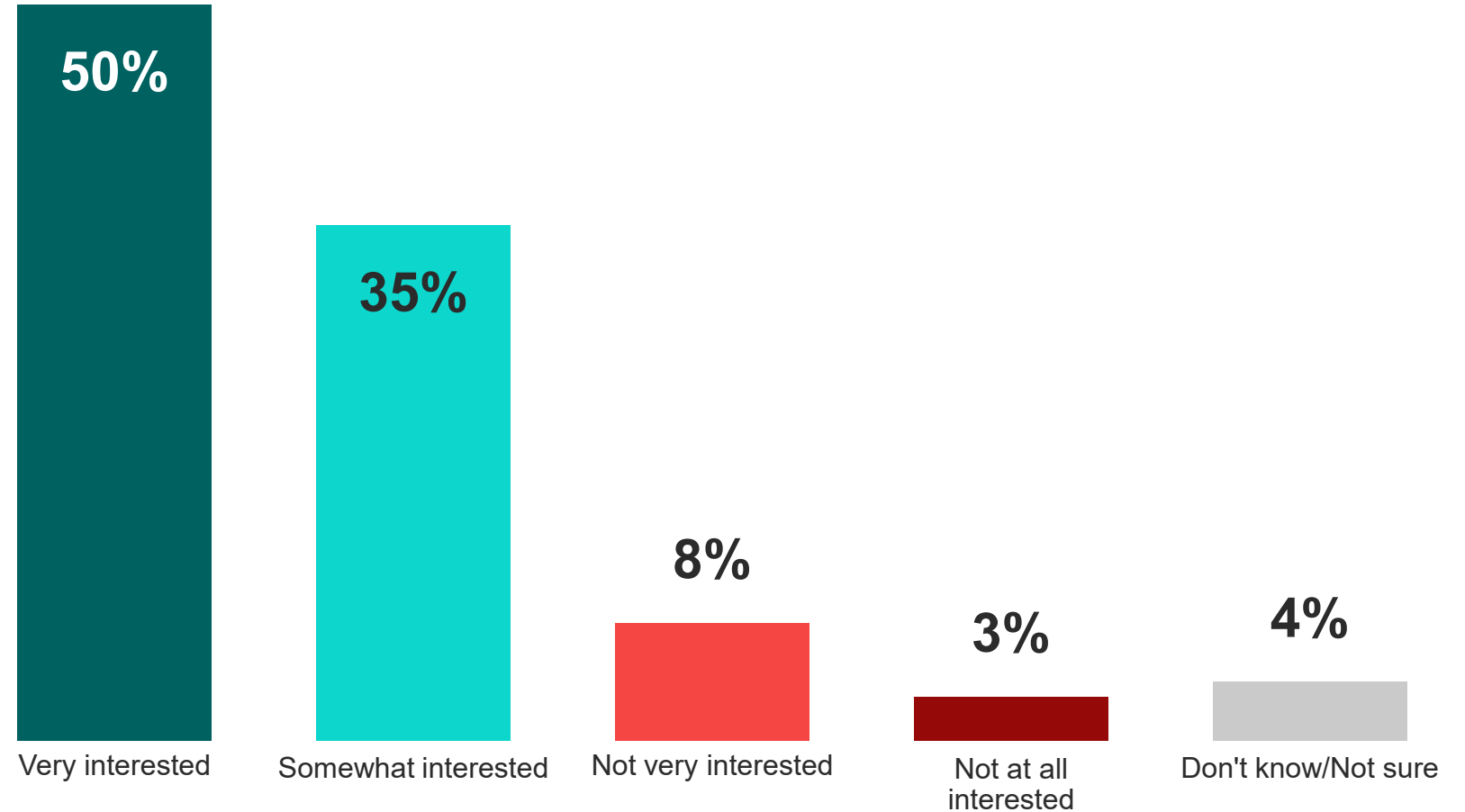
How interested would you be in working on a project that addresses a social impact or humanitarian issue with new technology?



85% of respondents said they were interested in working on projects to help solve climate change, and 50% said they were very interested

How interested are you in working on projects to help solve climate change?

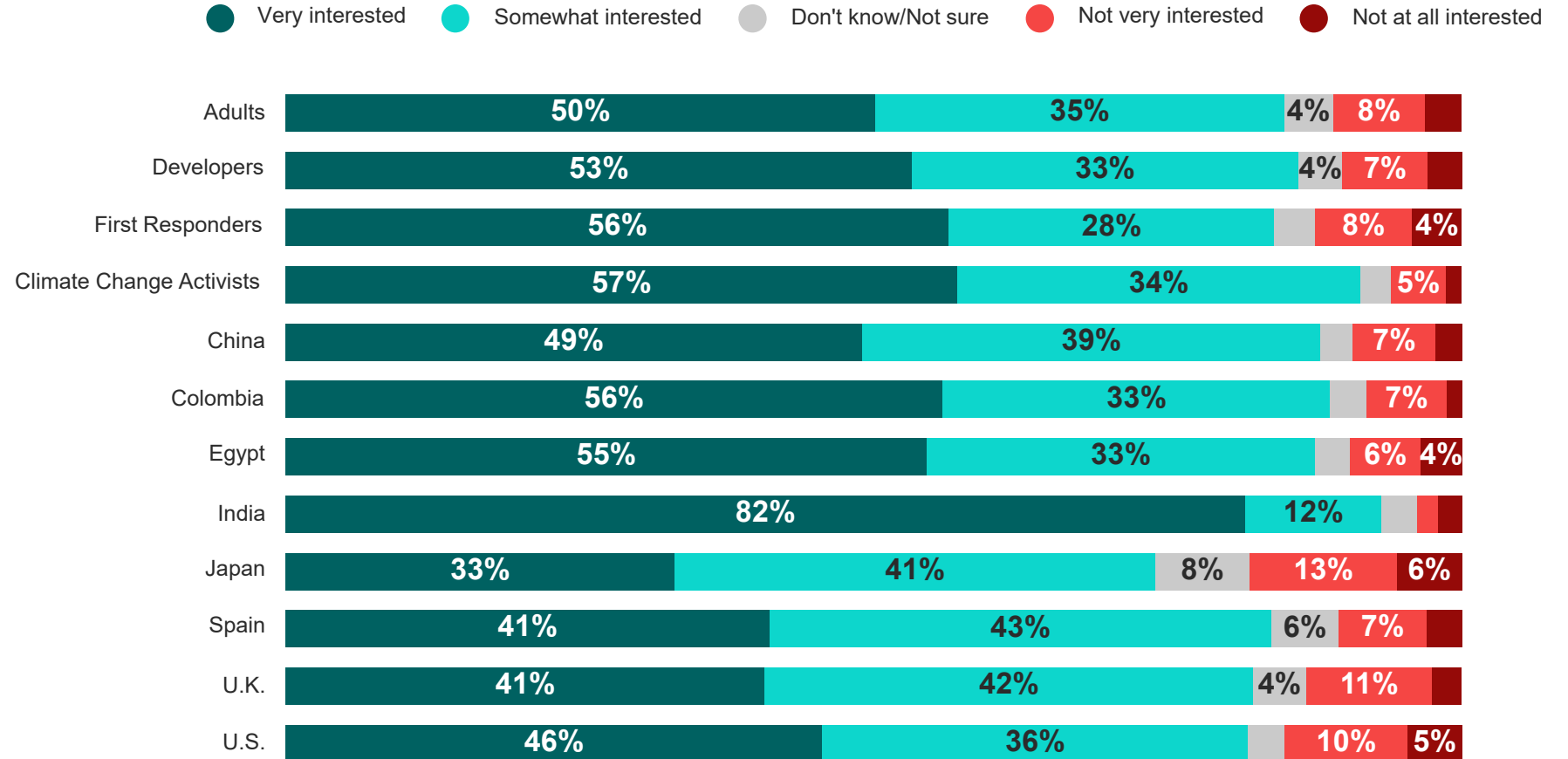
Interest in Participating in Projects to Help Stop Climate Change



Interest in Participating in Projects to Help Stop Climate Change

Over eight in ten (82%) Indian respondents said they were very interested in working on projects to help solve climate change, and almost six in ten (57%) of climate change activists said they were very interested

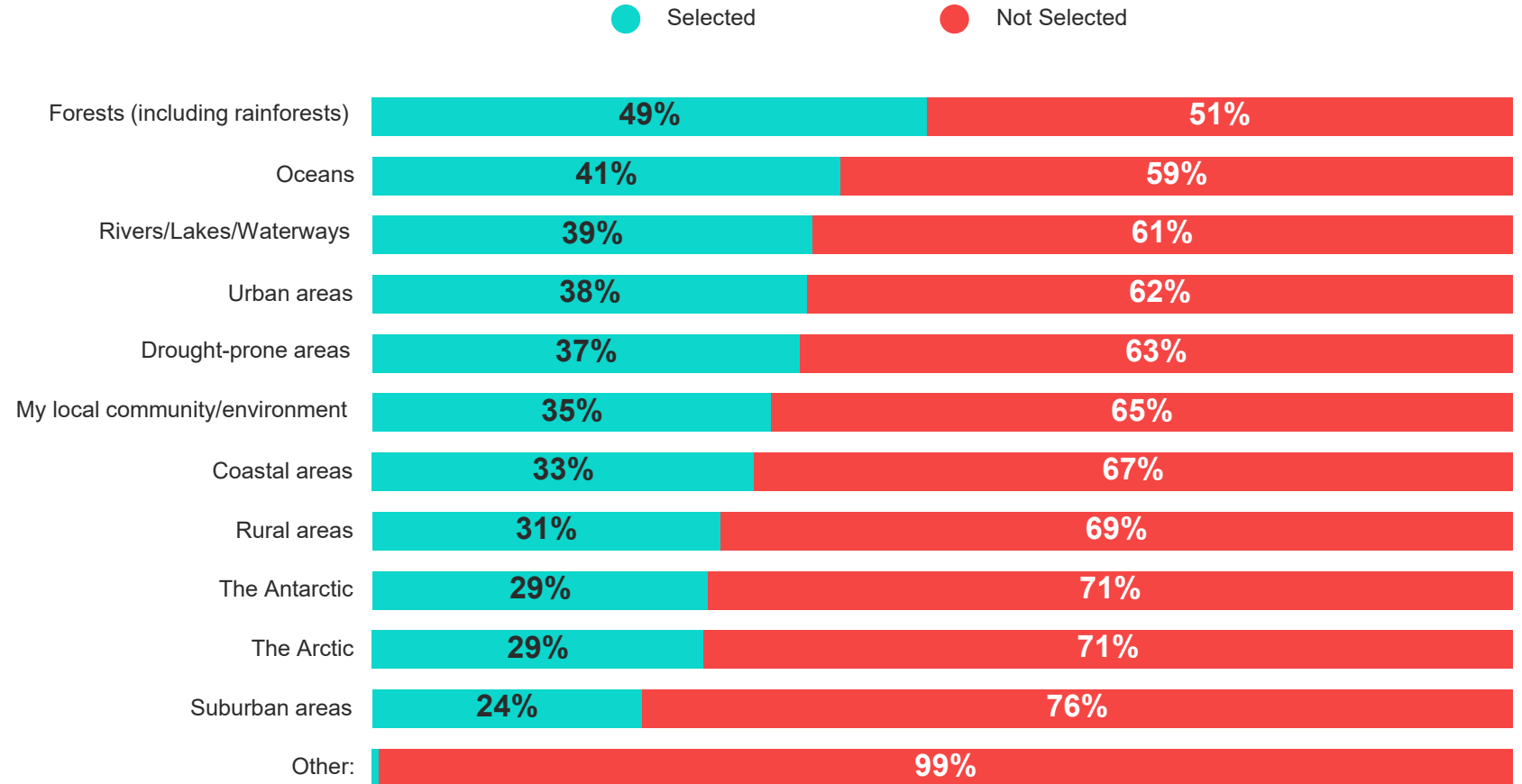
How interested are you in working on projects to help solve climate change?



Interest in Participating in Projects to Help Stop Climate Change

Almost half (49%) of respondents said they would like to create climate change solutions for forests, and over four in ten (41%) said they would like to create climate change solutions for oceans

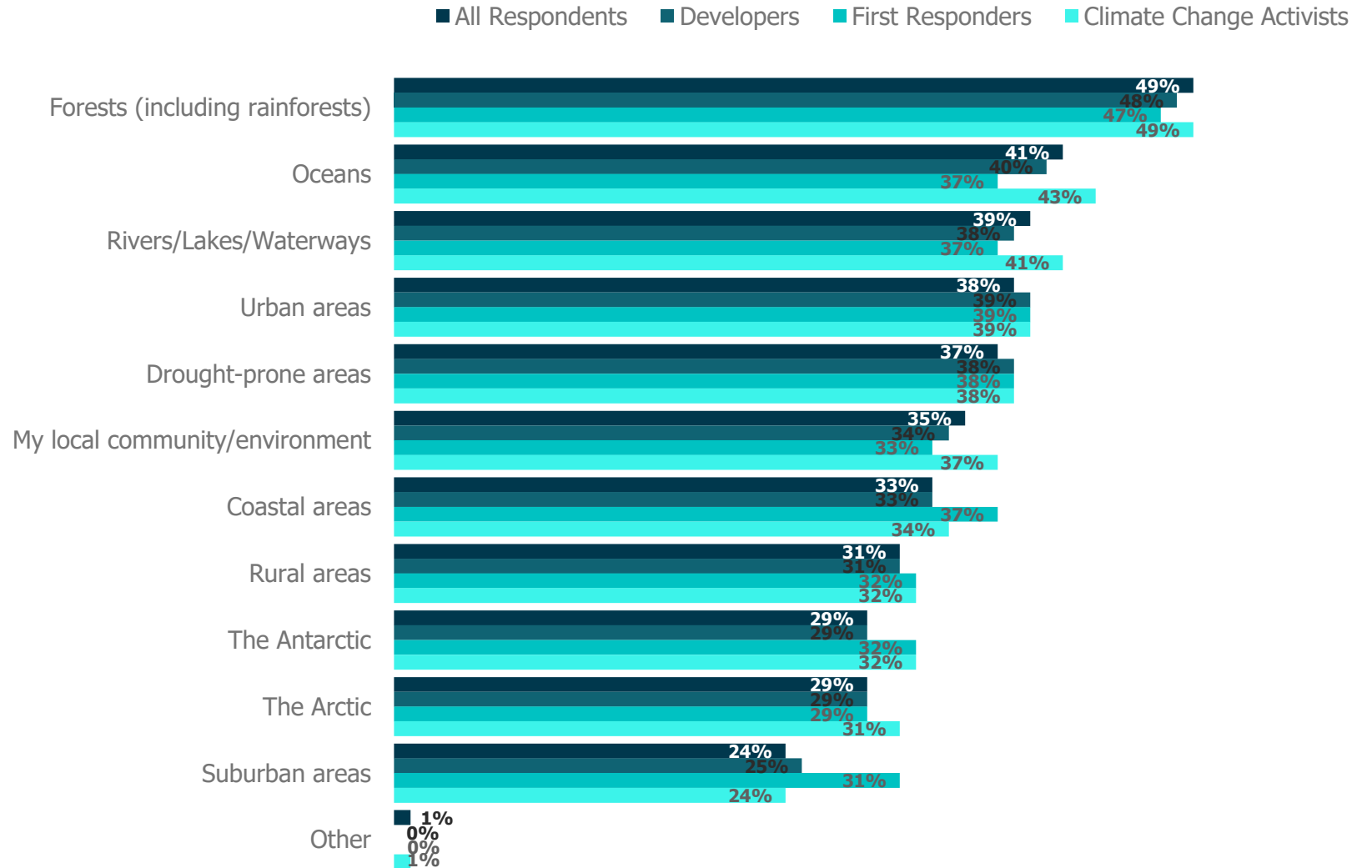
Are there any specific geographic regions, communities, or environments you would like to create climate change solutions for? Select all that apply.



Interest in Participating in Projects to Help Stop Climate Change

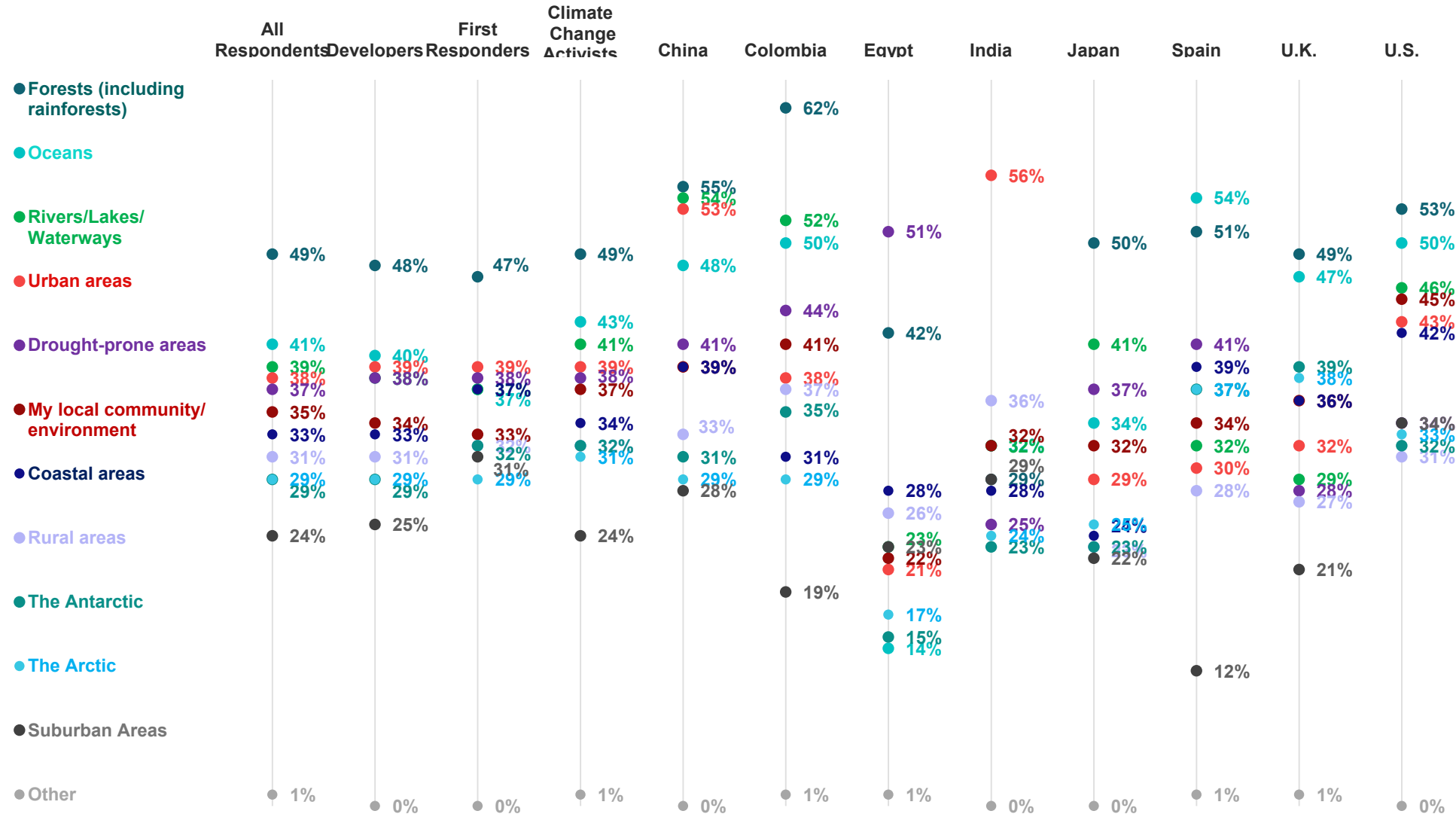
Forests were the most selected geographic region to create climate change solutions for; climate change activists also wanted to create solutions for oceans, while developers and first responders were more focused on urban areas

Are there any specific geographic regions, communities, or environments you would like to create climate change solutions for? Select all that apply.



Forests were seen as the area most respondents wanted to create solutions for in nearly every country, save for India (urban areas), Egypt (drought-prone areas) and Spain (oceans)

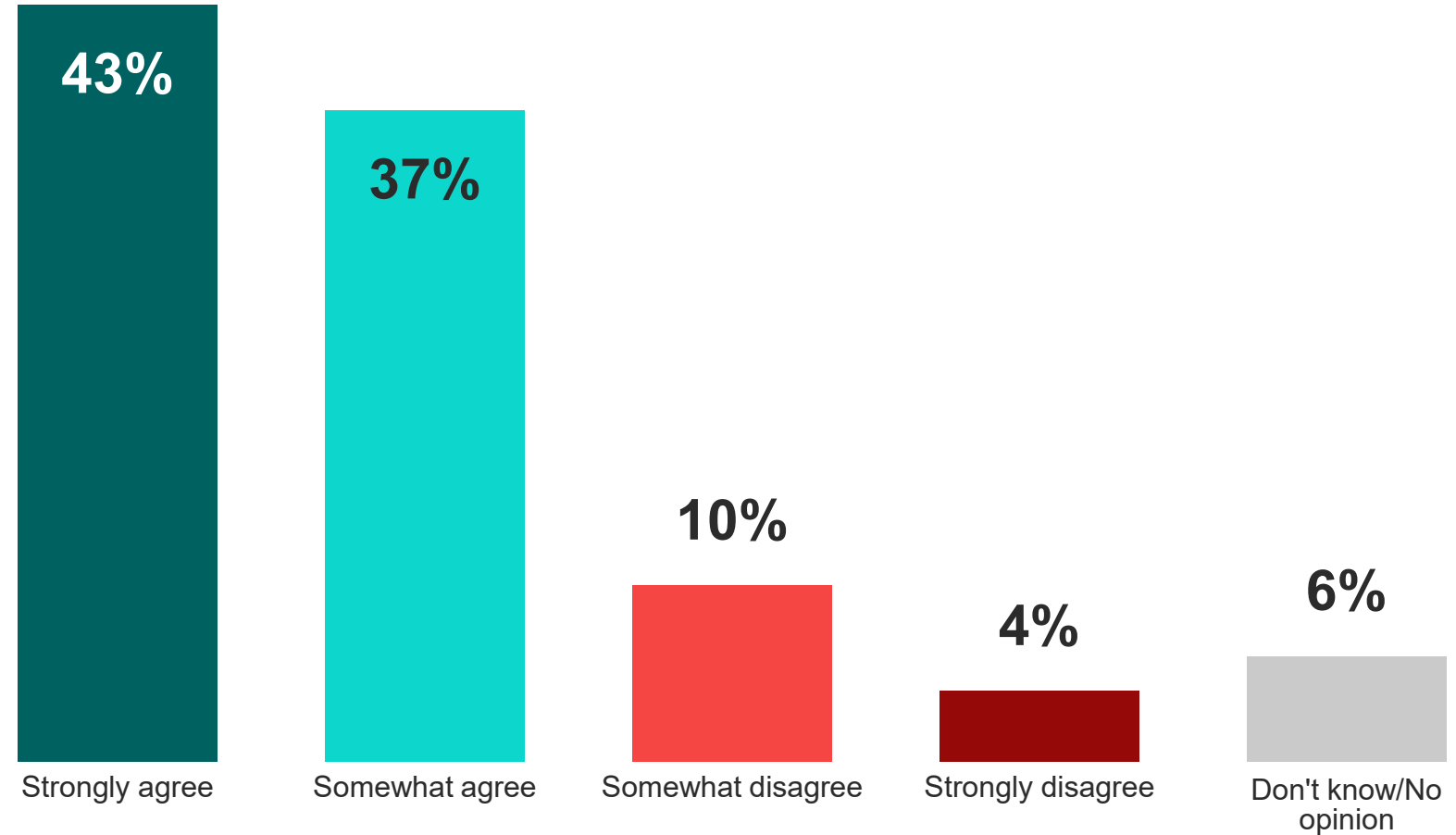
Are there any specific geographic regions, communities, or environments you would like to create climate change solutions for? Select all that apply. [% selected, by country]



Interest in Participating in Projects to Help Stop Climate Change

Eight in ten respondents agree that most people want to do something to help combat climate change, but don't know where to start and 43% strongly agree

Indicate how much you agree with the following statements. Most people want to do something to help combat climate change, but don't know where to start

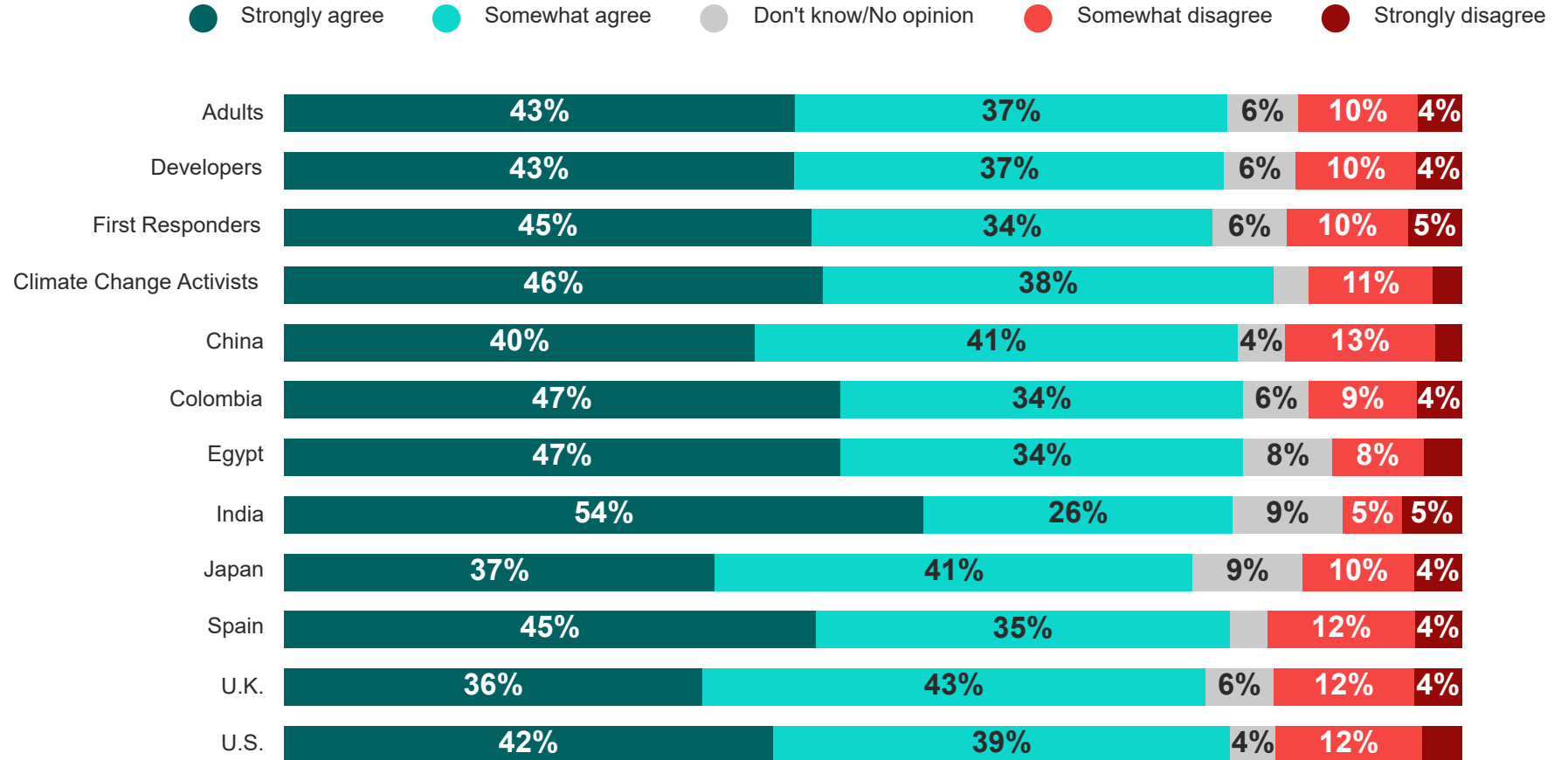


Interest in Participating in Projects to Help Stop Climate Change

Interest in Participating in Projects to Help Stop Climate Change

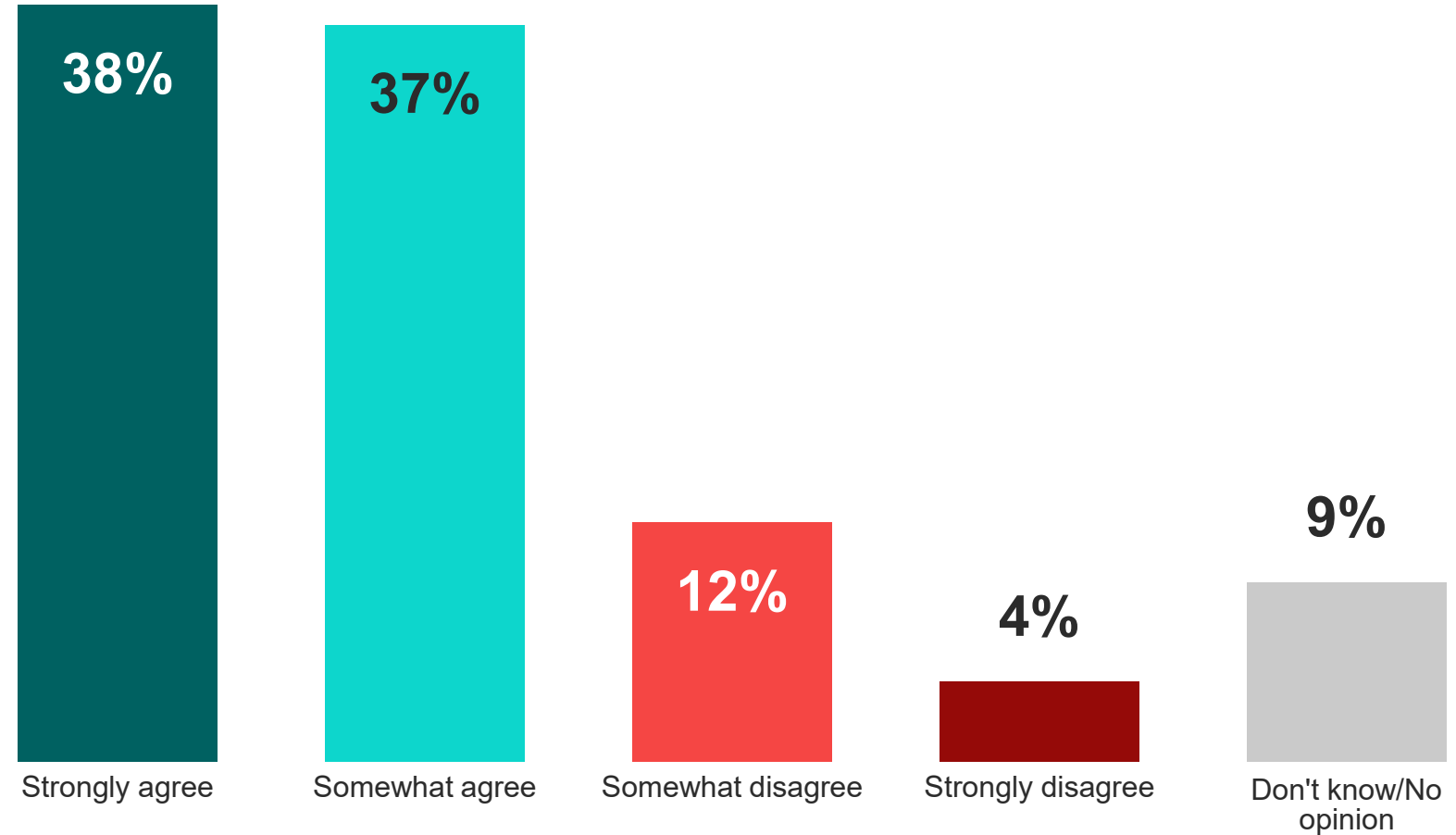
Over eight in ten (84%) climate change activists agree that most people want to do something to help climate change, but don't know where to start

Indicate how much you agree with the following statements. Most people want to do something to help combat climate change, but don't know where to start



Three quarters of respondents agree that they'd be more likely to contribute to a project developing solutions to climate change if their employer let them work on it during company time, and 38% strongly agree

Indicate how much you agree with the following statements. I would be more likely to contribute to a project developing solutions to climate change if my employer let me work on it during company time.

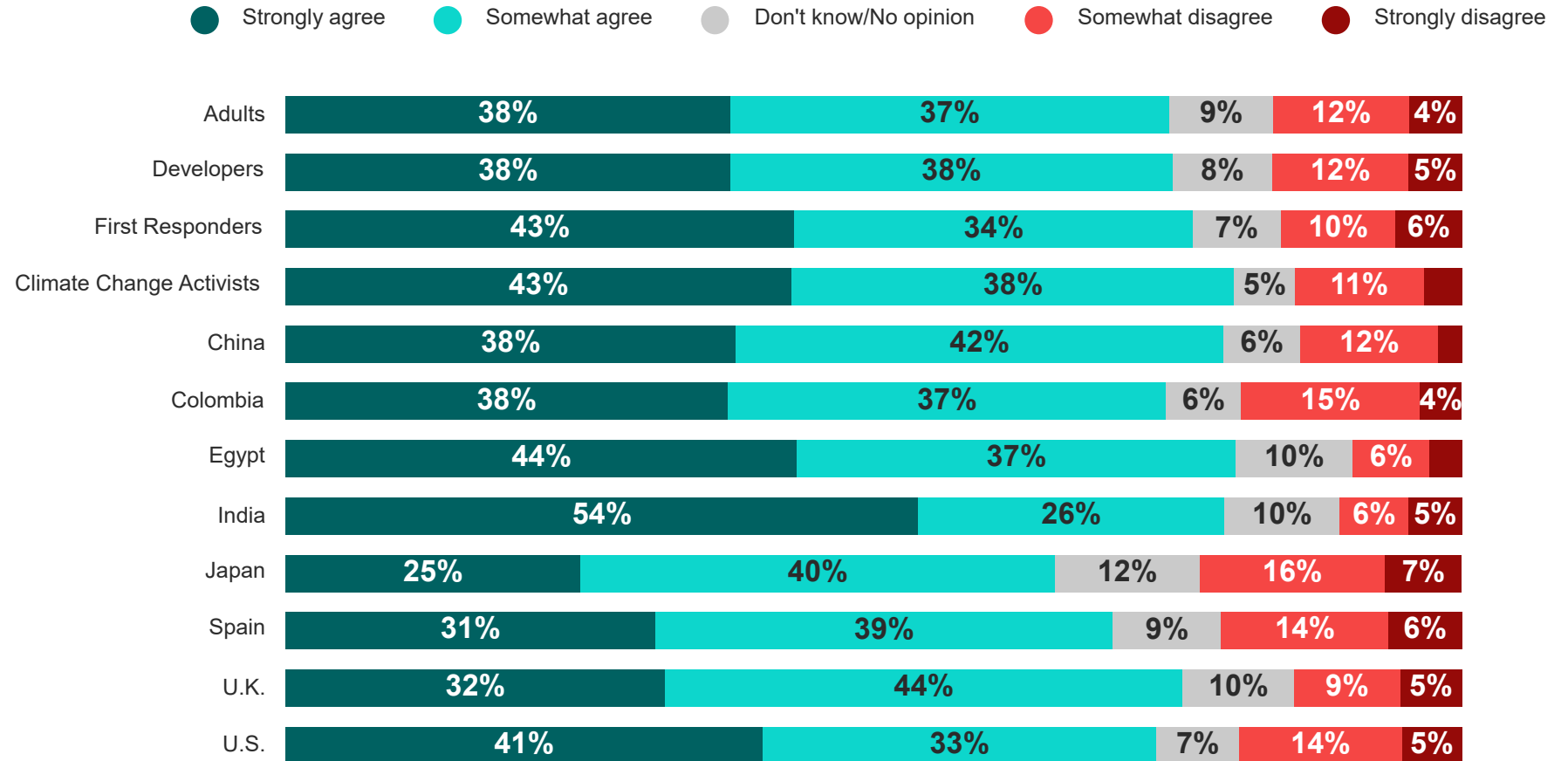


Interest in Participating in Projects to Help Stop Climate Change

Interest in Participating in Projects to Help Stop Climate Change

Eight in ten Indian respondents said they would be more likely to contribute to a project developing solutions to climate change if their employer would let them work on it during company time

Indicate how much you agree with the following statements. I would be more likely to contribute to a project developing solutions to climate change if my employer let me work on it during company time.



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Issue Salience of Climate Change



Views on Corporate Responsibility for Climate Change



Interest in Participating in Projects to Help Stop Climate Change

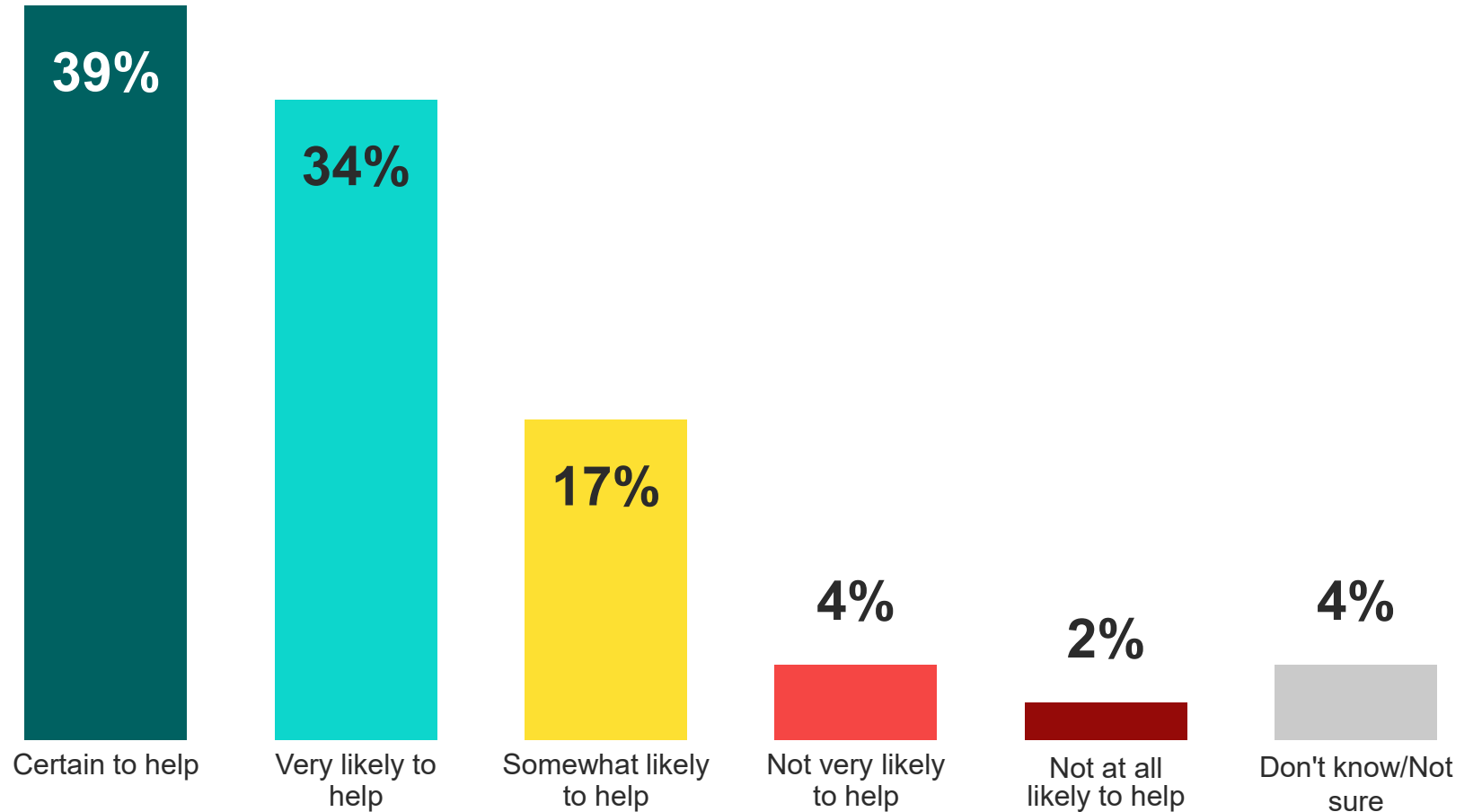


Value of Technology in Addressing Climate Change

Almost four in ten (39%) respondents think technology is certain to help solve climate change, and 34% think it is very likely to help solve climate change

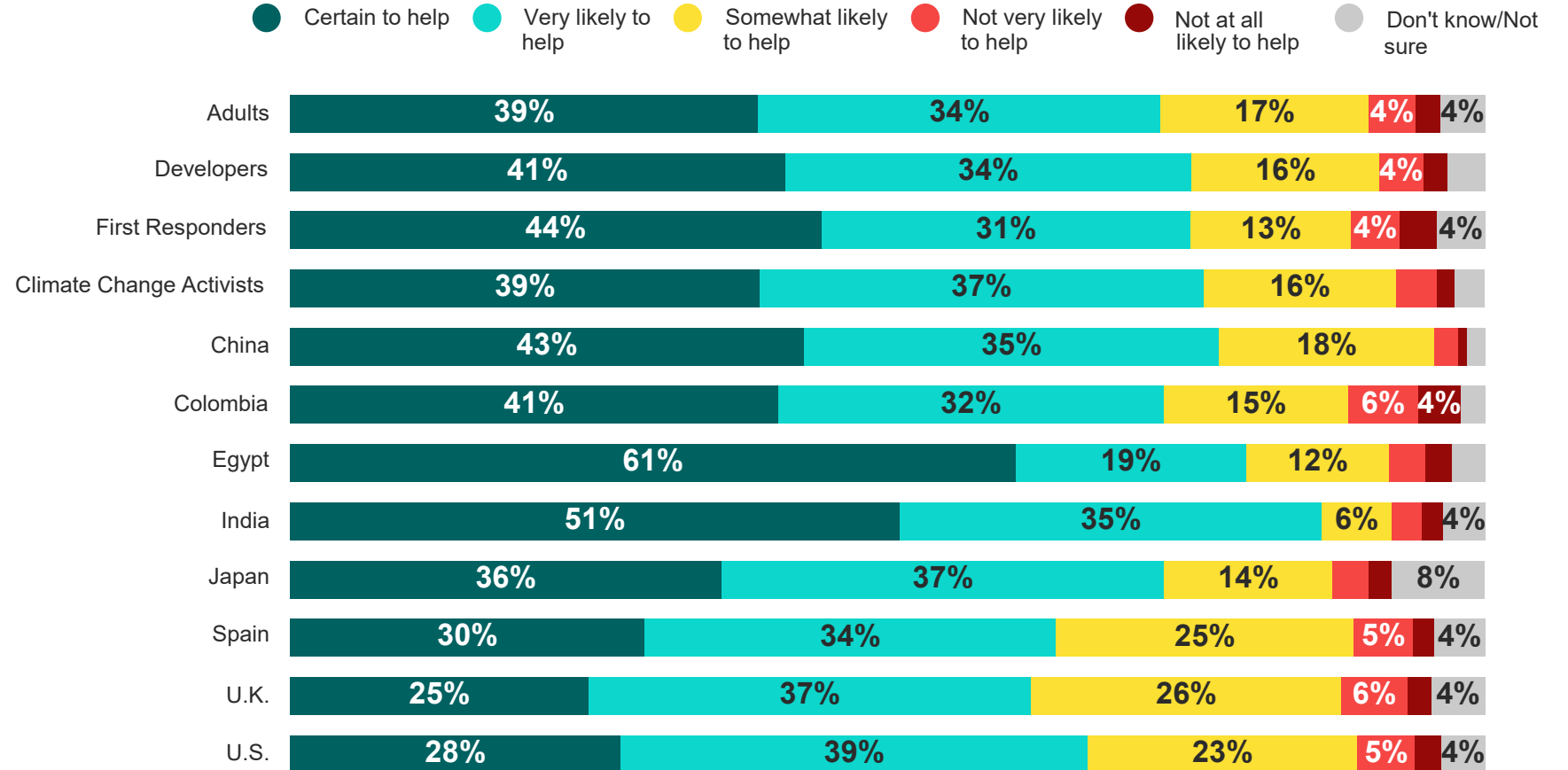
How likely do you think it is that technology can help solve climate change?

Value of Technology in Addressing Climate Change



Over six in ten (61%) Egyptian respondents think technology can help solve climate change, and over half (51%) of Indian respondents think technology can help solve climate change

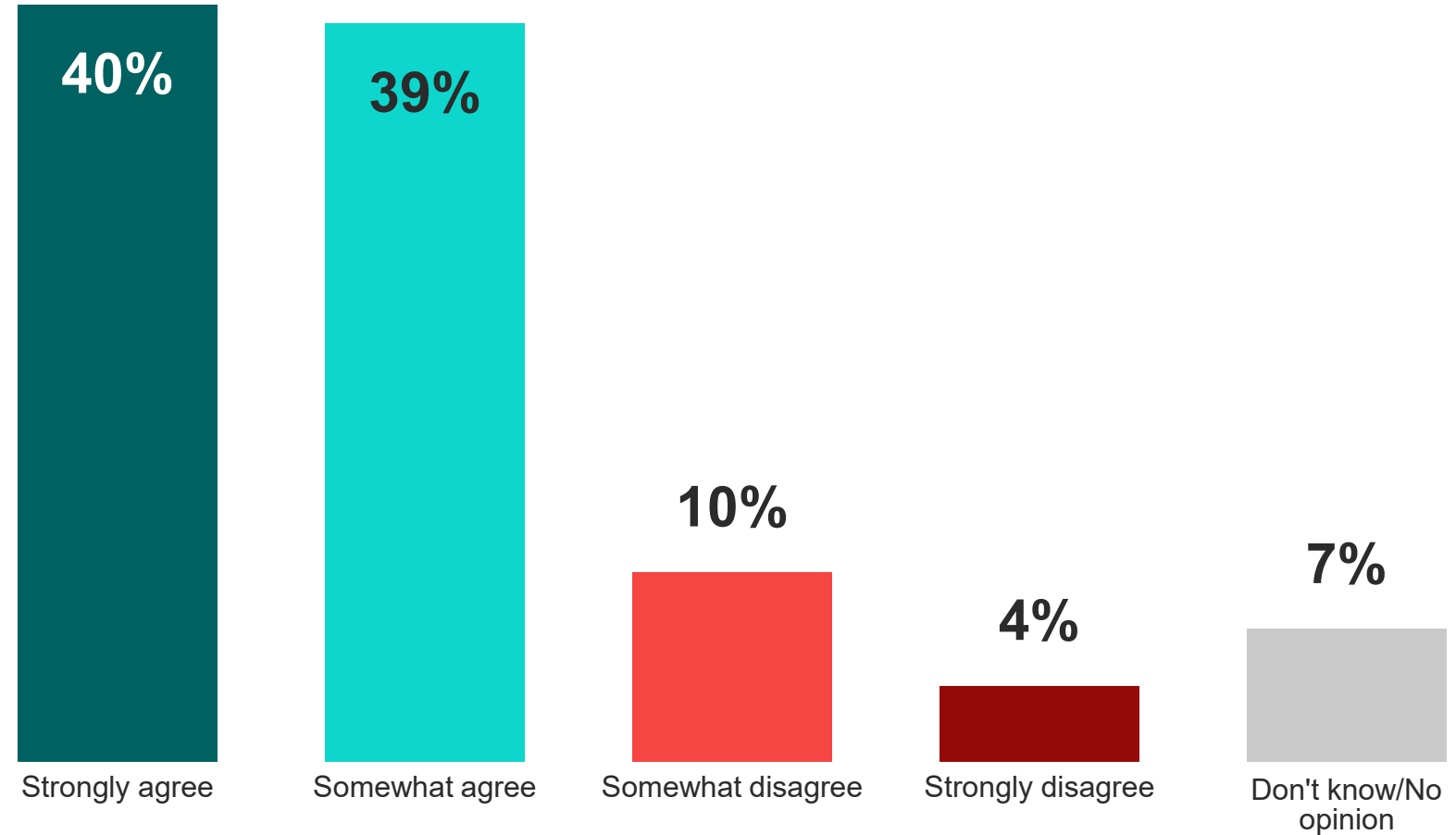
How likely do you think it is that technology can help solve climate change?



Value of Technology in Addressing Climate Change

Almost eight in ten (79%) respondents agree that climate change is something that can be reduced or combatted with technology, and 40% strongly agree

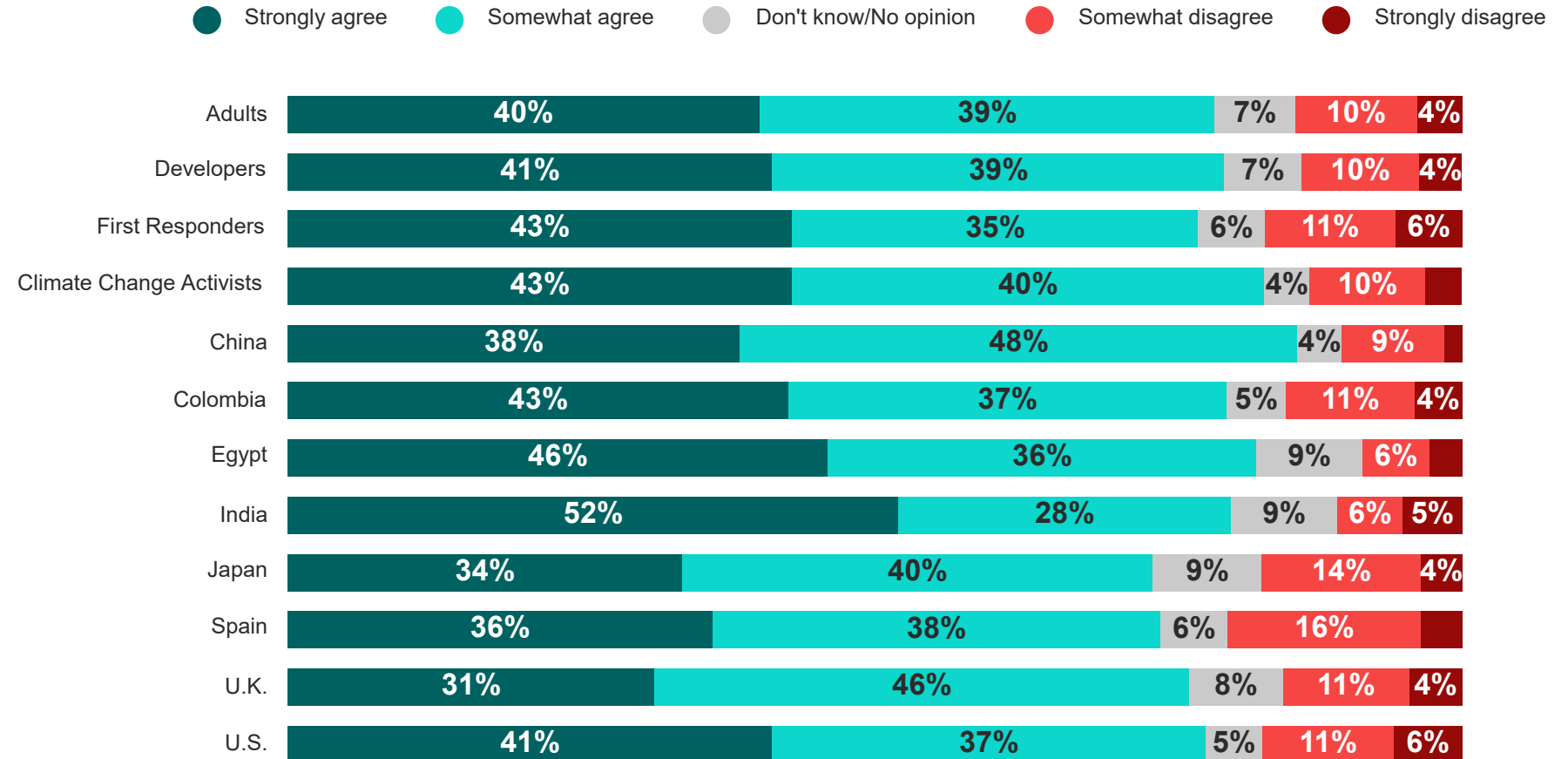
Indicate how much you agree with the following statements. Climate change is something we can reduce or combat with technology



Value of Technology in Addressing Climate Change

Over half (52%) of Indian respondents agree that climate change can be reduced or combatted with technology, and 46% of Egyptian respondents strongly agree

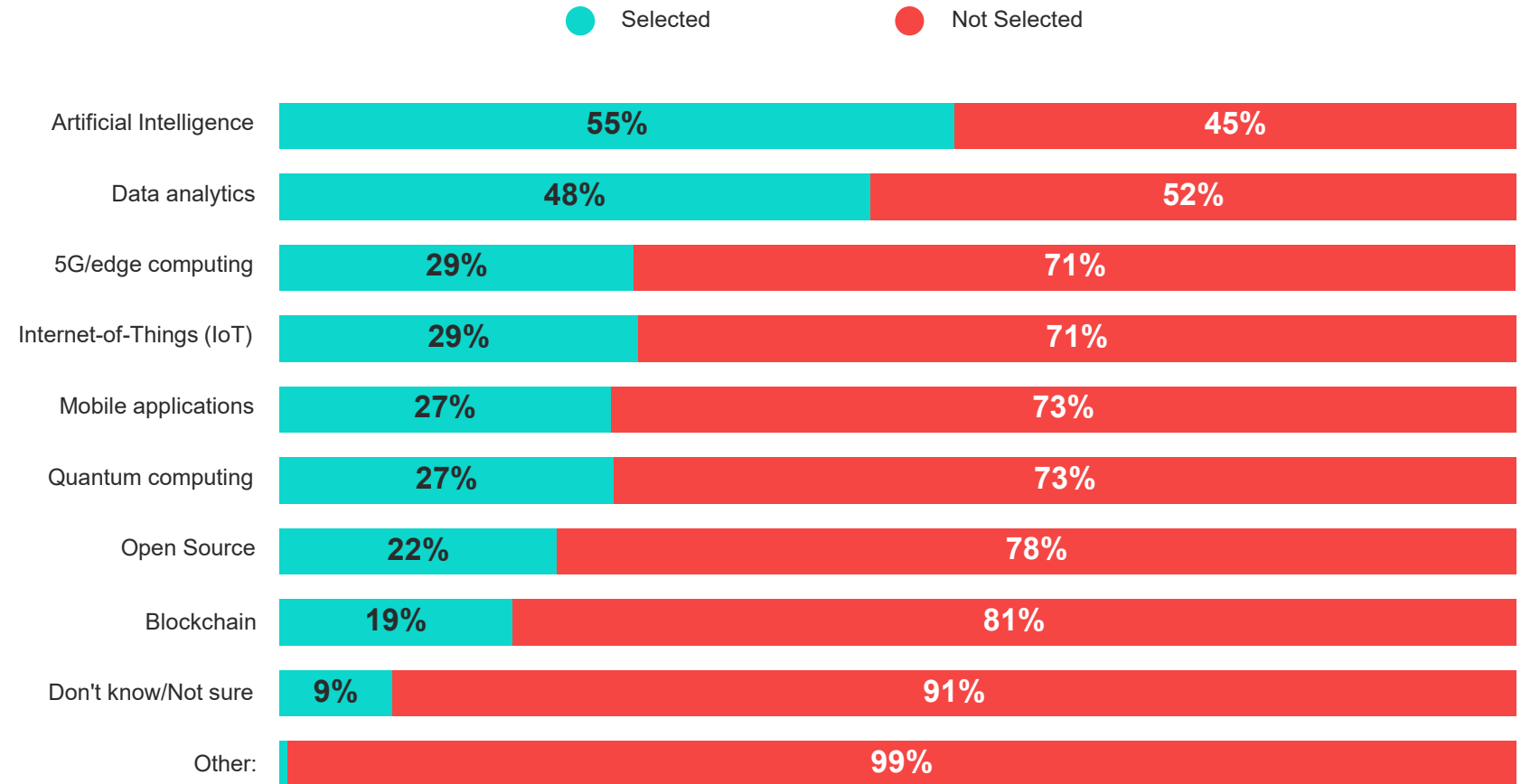
Indicate how much you agree with the following statements. Climate change is something we can reduce or combat with technology



Value of Technology in Addressing Climate Change

Over half (55%) of respondents think artificial intelligence will make the most difference in solving climate change, and almost half (48%) think data analytics will make the most difference in solving climate change

What types of technologies will make the most difference in solving climate change? Select all that apply.

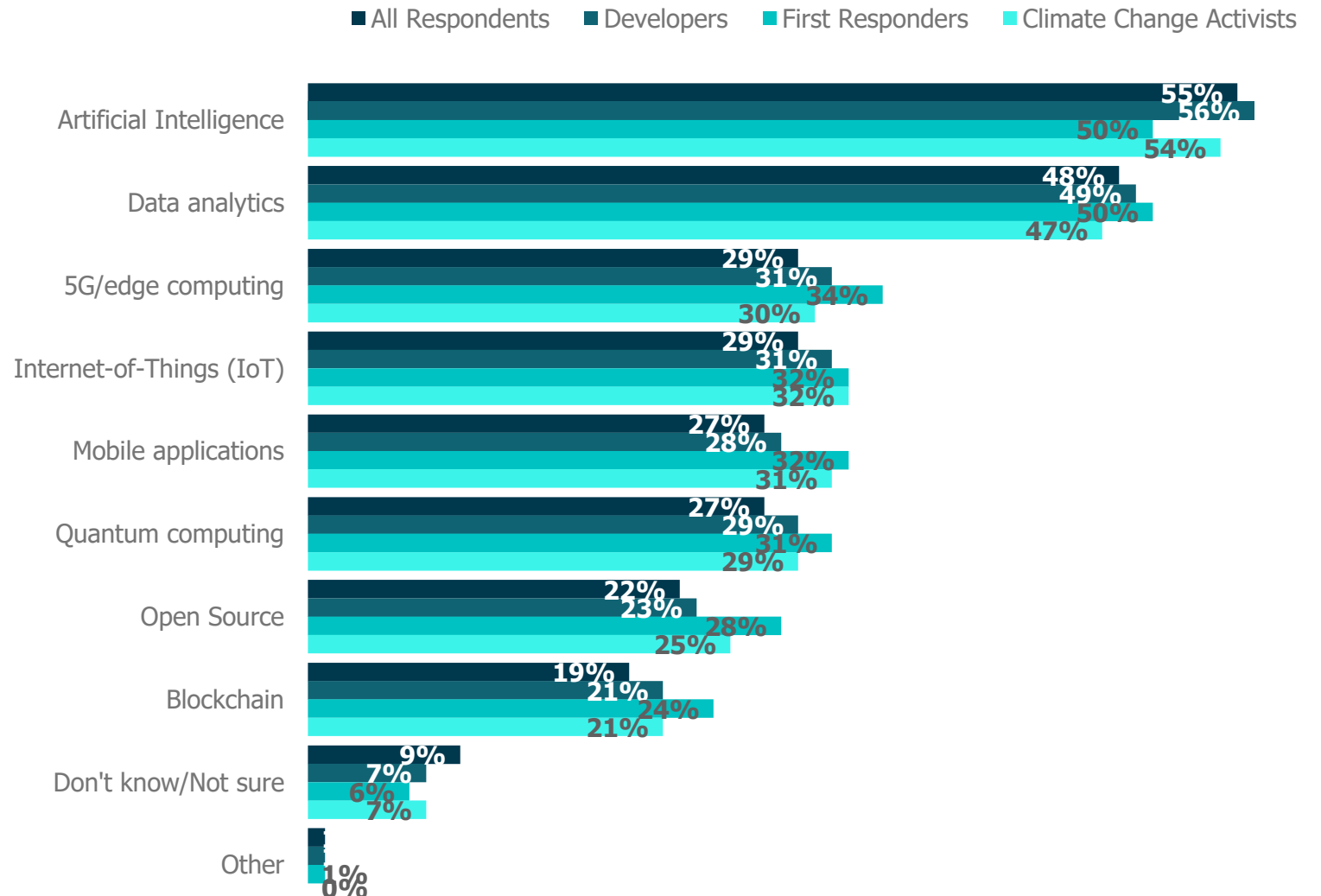


Value of Technology in Addressing Climate Change

Over half (56%) of developers said artificial intelligence will make the most difference in solving climate change

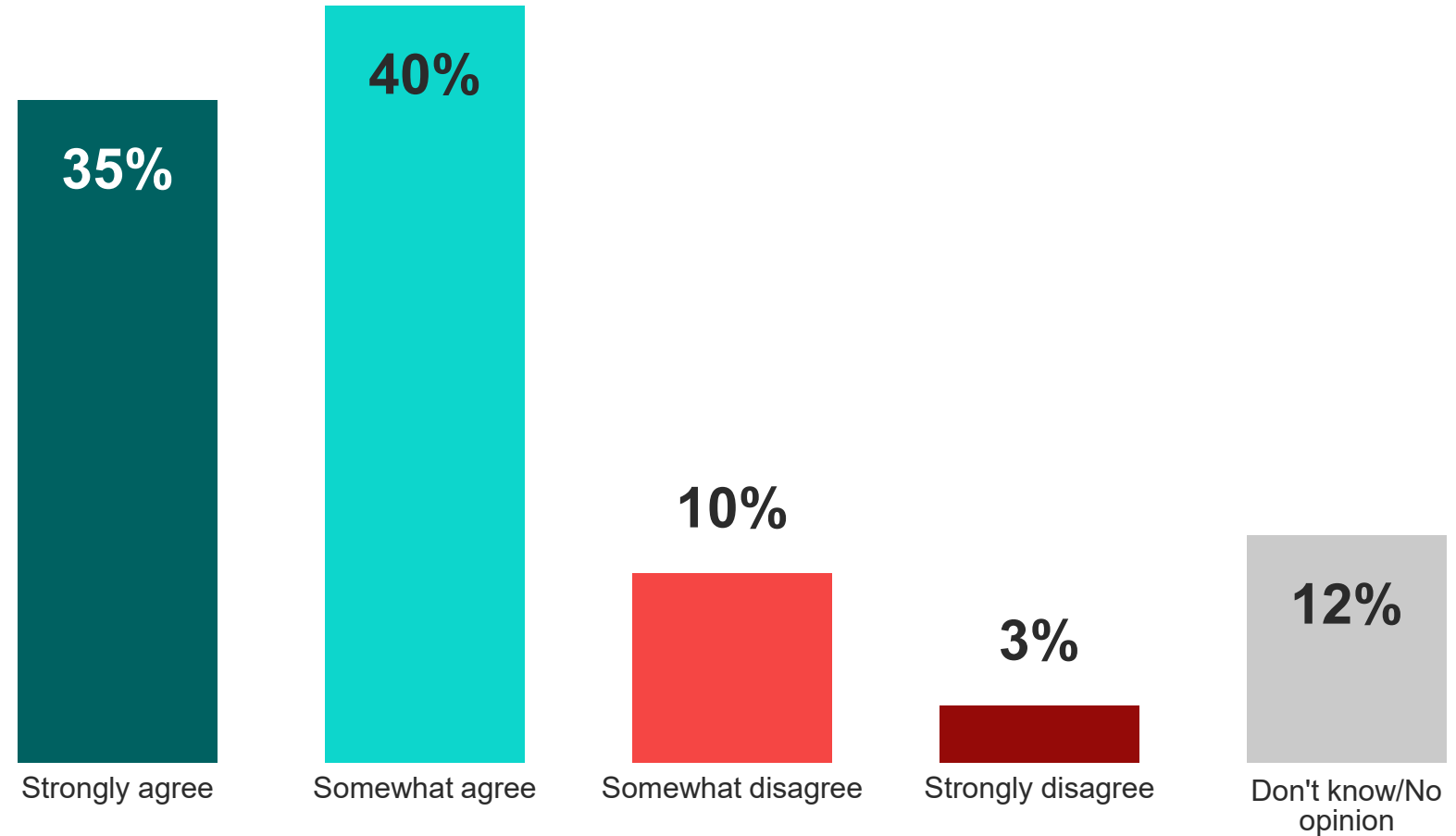
What types of technologies will make the most difference in solving climate change? Select all that apply.

Value of Technology in Addressing Climate Change



Three quarters agree that the open source community can help scale climate change solutions to communities in need, and 35% strongly agree

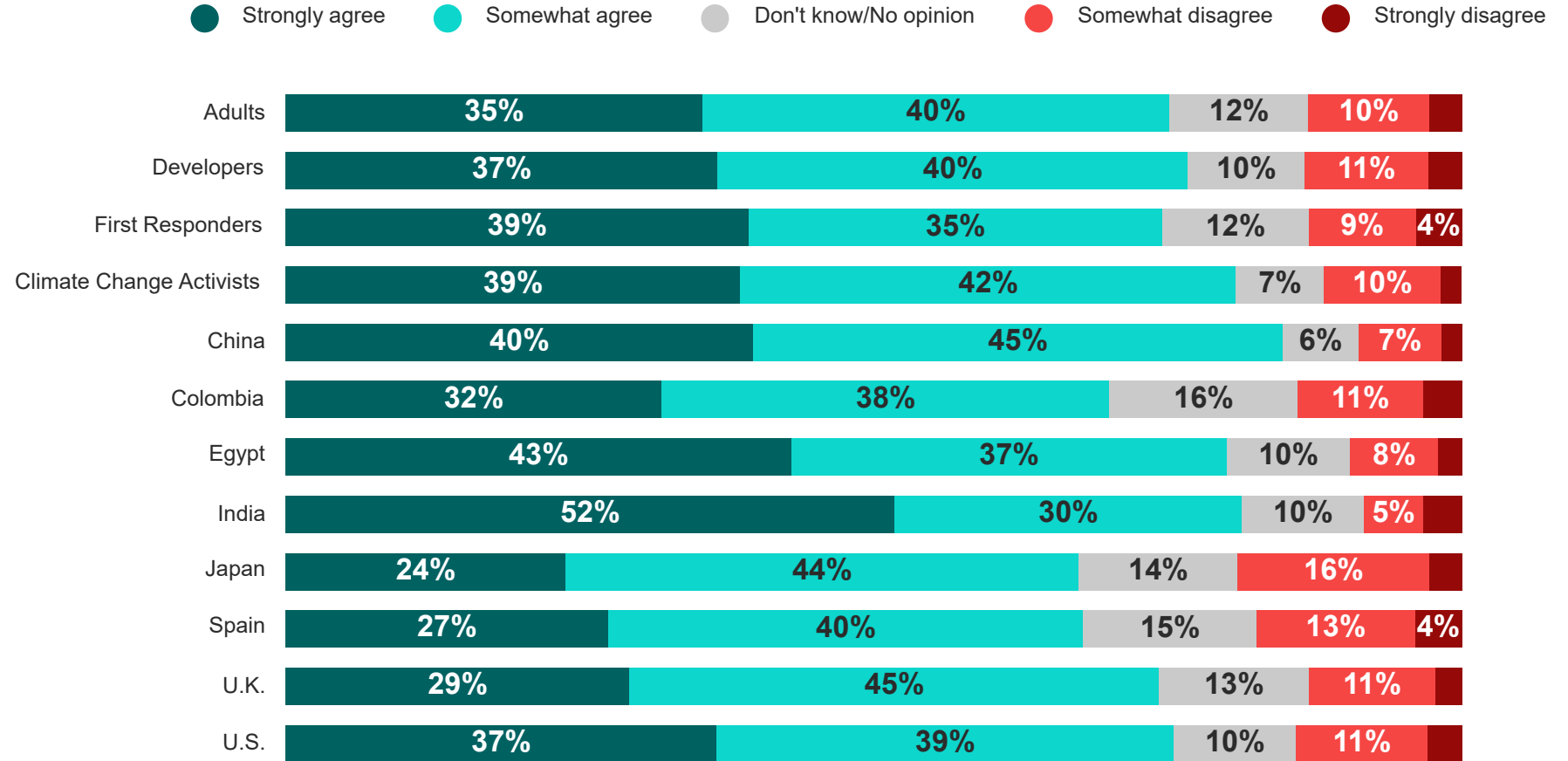
Indicate how much you agree with the following statements. The open source community can help scale climate change solutions to communities in need



Value of Technology in Addressing Climate Change

85% of Chinese respondents believe that the open source community can help scale climate change solutions to communities in need, and 82% of Indian respondents agree

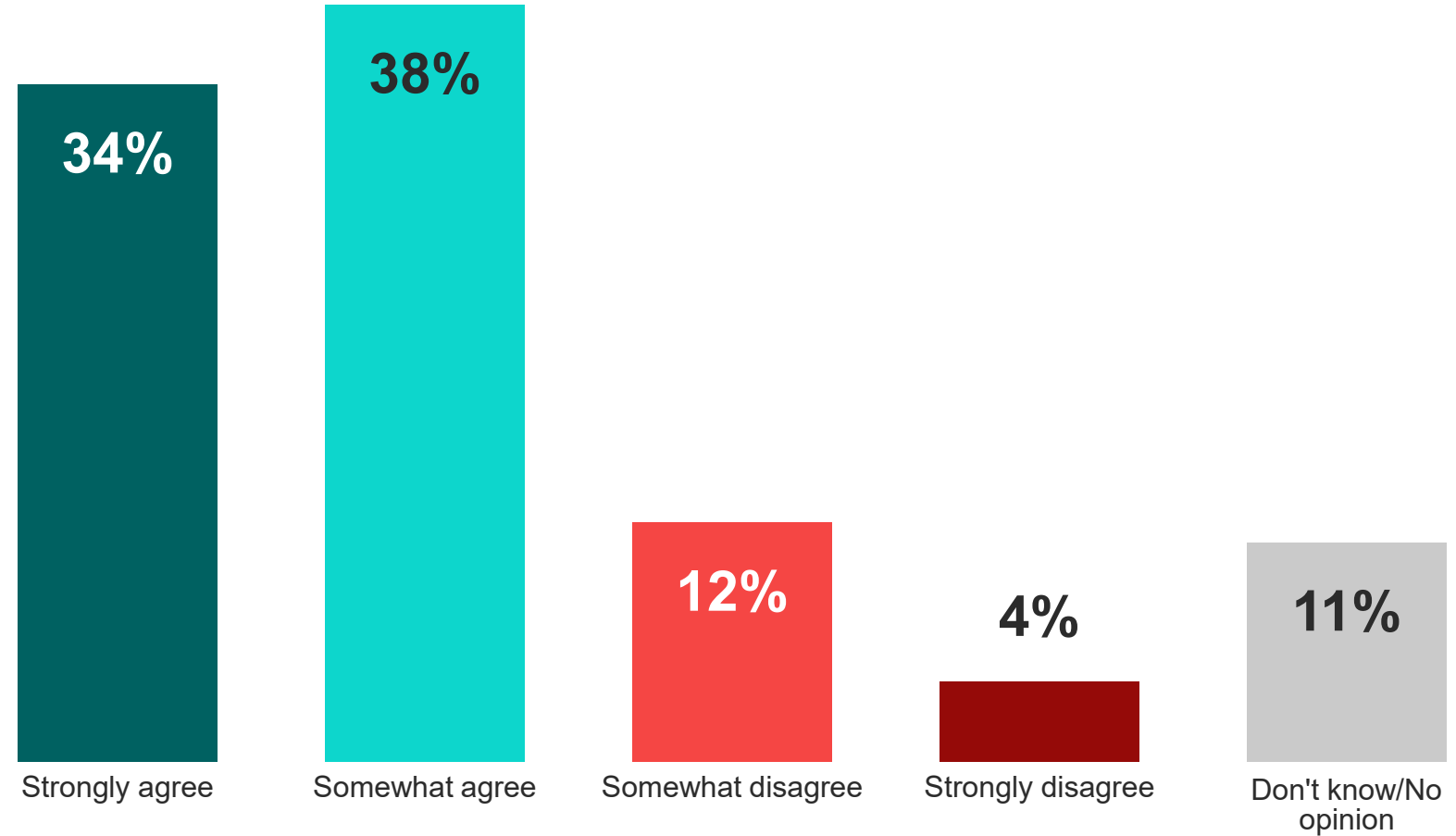
Indicate how much you agree with the following statements. The open source community can help scale climate change solutions to communities in need



Value of Technology in Addressing Climate Change

Over seven in ten (72%) agree that advances in mobile/5G/edge computing will be valuable in developing solutions to address climate change, and 34% strongly agree

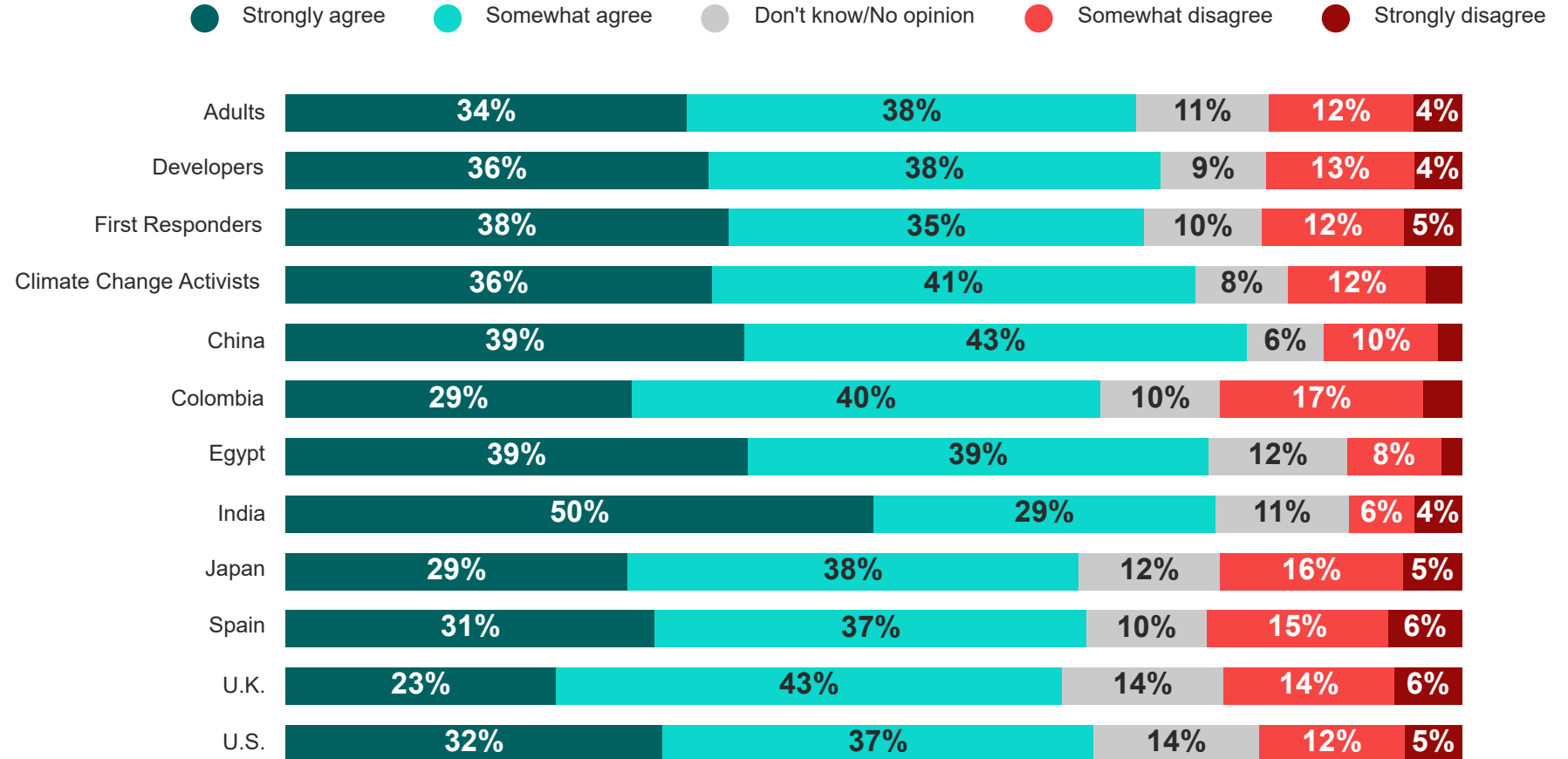
Indicate how much you agree with the following statements. Advances in mobile/5G/edge computing will be valuable in developing solutions to address climate change.



Value of Technology in Addressing Climate Change

Over eight in ten (82%) Chinese respondents agree advances in mobile/5G/edge computing will be valuable in developing solutions to address climate change and 79% of Indian respondents agree

Indicate how much you agree with the following statements. Advances in mobile/5G/edge computing will be valuable in developing solutions to address climate change.



Value of Technology in Addressing Climate Change

 MORNING CONSULT