



Climate Change and Environmentally Focused Nationwide **Opinion Poll** in Georgia



Developed by IPM Market Intelligence Caucasus
November, 2022



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The research was carried out by the IPM Market Intelligence Caucasus (IPM MIC), commissioned by the Westminster Foundation for Democracy (WFD). The views expressed in this research may not necessarily reflect the views of the UK Government and the Westminster Foundation for Democracy.

The document was developed under the UKAID-supported programme "Advancing Environmental Protection, Climate Change and Democratic Resilience in Georgia: Phase 2".

Technical information

Research goals:

The following quantitative research aims to examine the opinions and attitudes of the Georgian population toward environmental concerns and climate change on a national and global scale. The objectives of the study were to find out the issues given below:

- ▶ Survey of respondent's attitudes, knowledge, and perception toward environmental concerns;
- ▶ Identify stakeholders and responsible parties;
- ▶ The potential solutions to solve the problems;

The quantitative research instrument contained four sections:

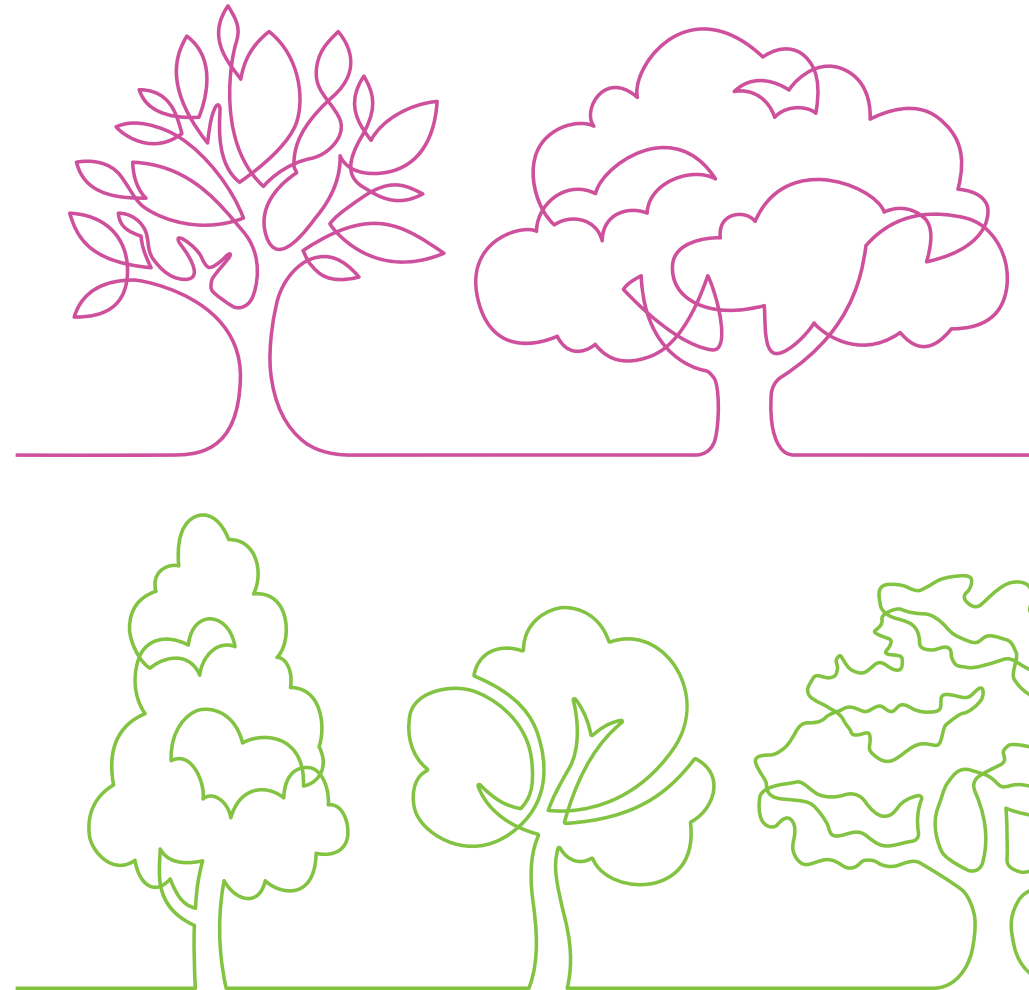
- Perceptions and attitudes;
- Knowledge;
- Behavior;
- Policies.

Research Methodology:

F2F Interview Methodology (CAPI Interview)

Sampling Approach:

Quantitative research was conducted throughout the country in October-November 2022, using the face-to-face interview method (CAPI interview). It involved 1500 participants from ten Georgian regions. Urban settlements account for 59% of research participants, whereas rural settlements account for 41%. According to gender, the distribution was 52% female and 48% male.

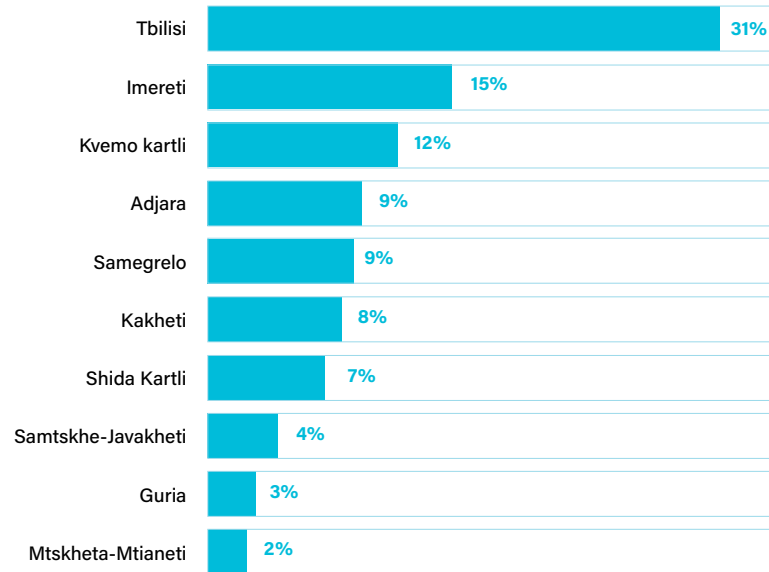


Social study

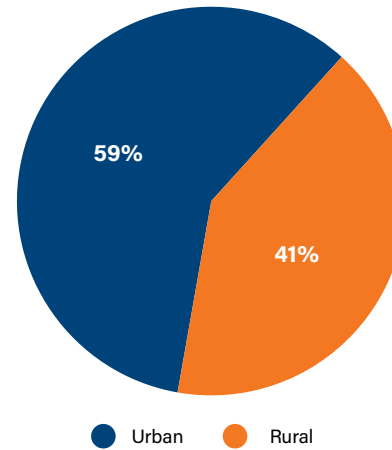
Method:	Quantitative Analytical Study
Technique:	F2F Interview Methodology (CAPI Interview)
Research Area:	Georgia
Target Group:	Residents of Georgia aged: 18-65
Sample size:	1500 completed interviews
Research Instrument	Structured questionnaire, created and adopted by IPM in agreement with the client
Length of Interview (LOI):	Approximately 30 minutes

Demography

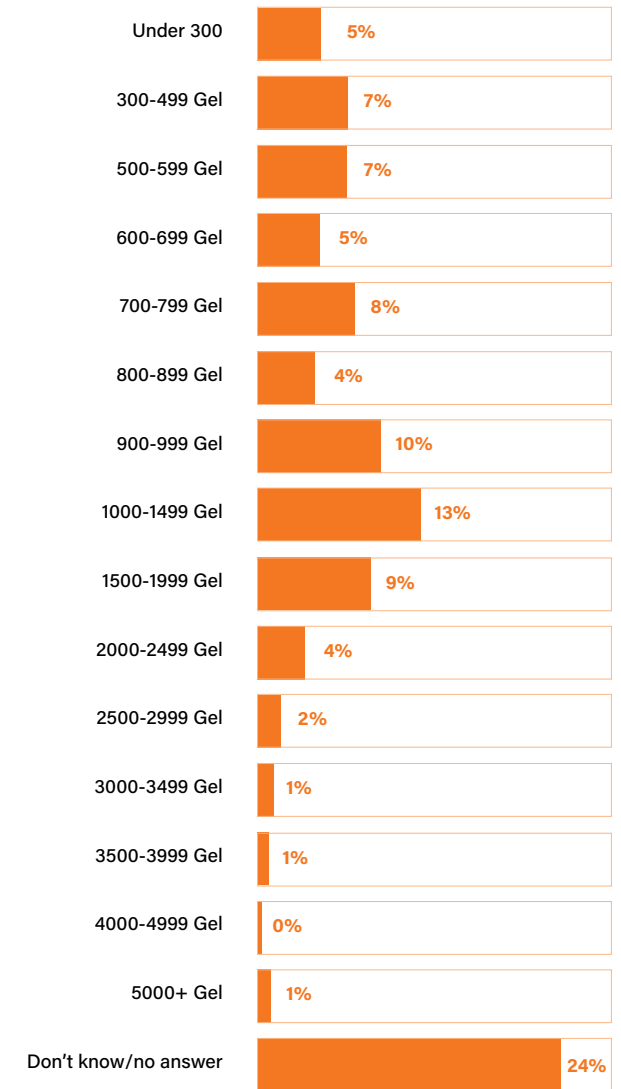
Region



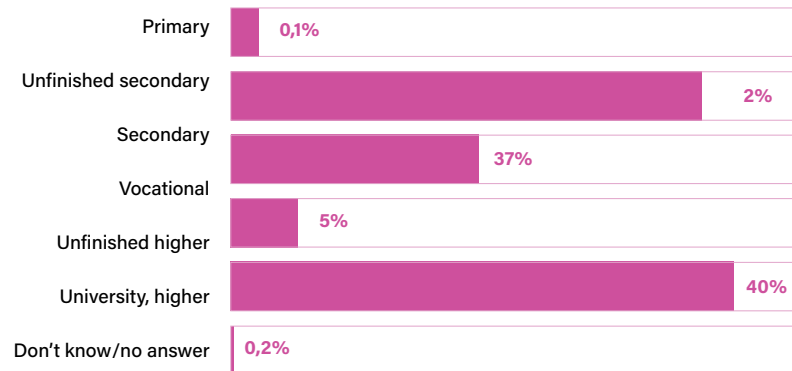
Settlement type



Income



Education



Gender

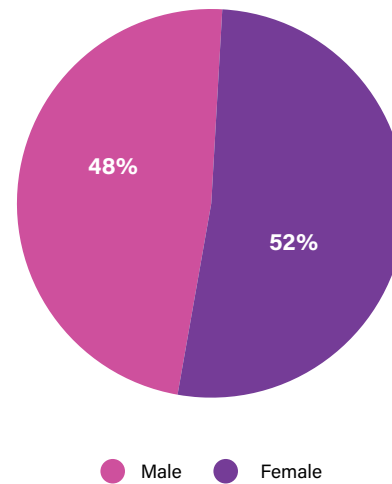


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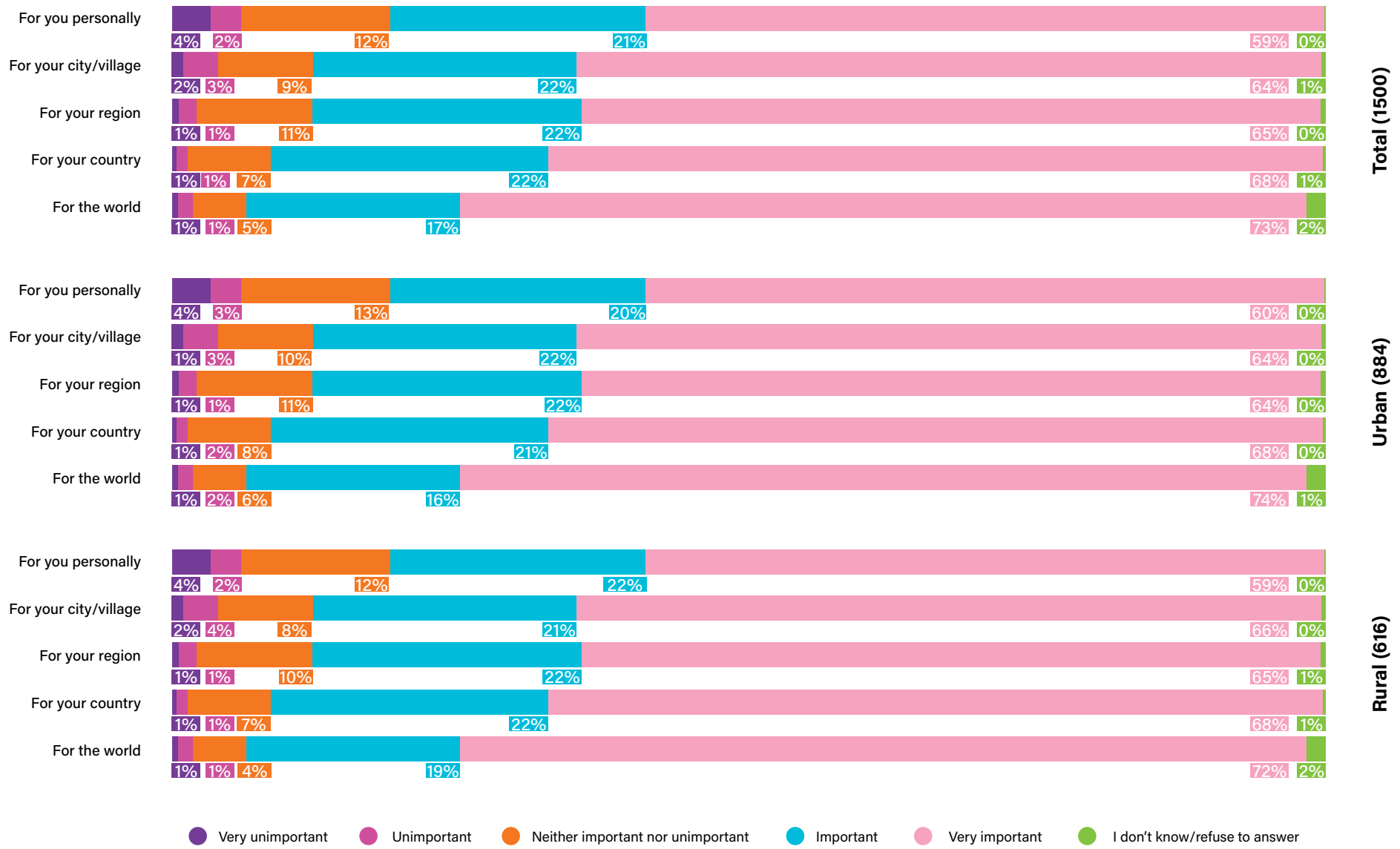
64 Behaviour

73 Policy

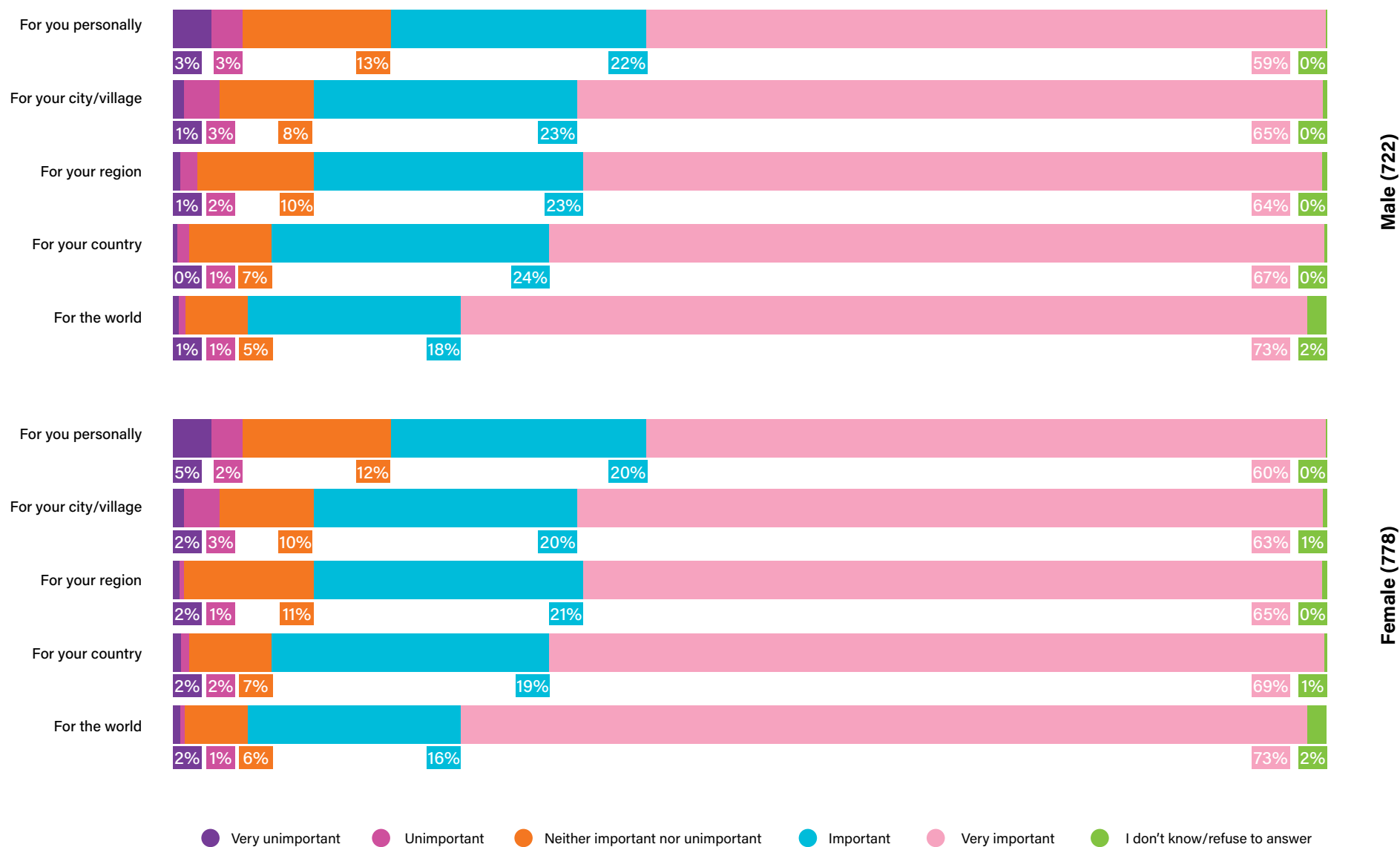
Perceptions and attitudes



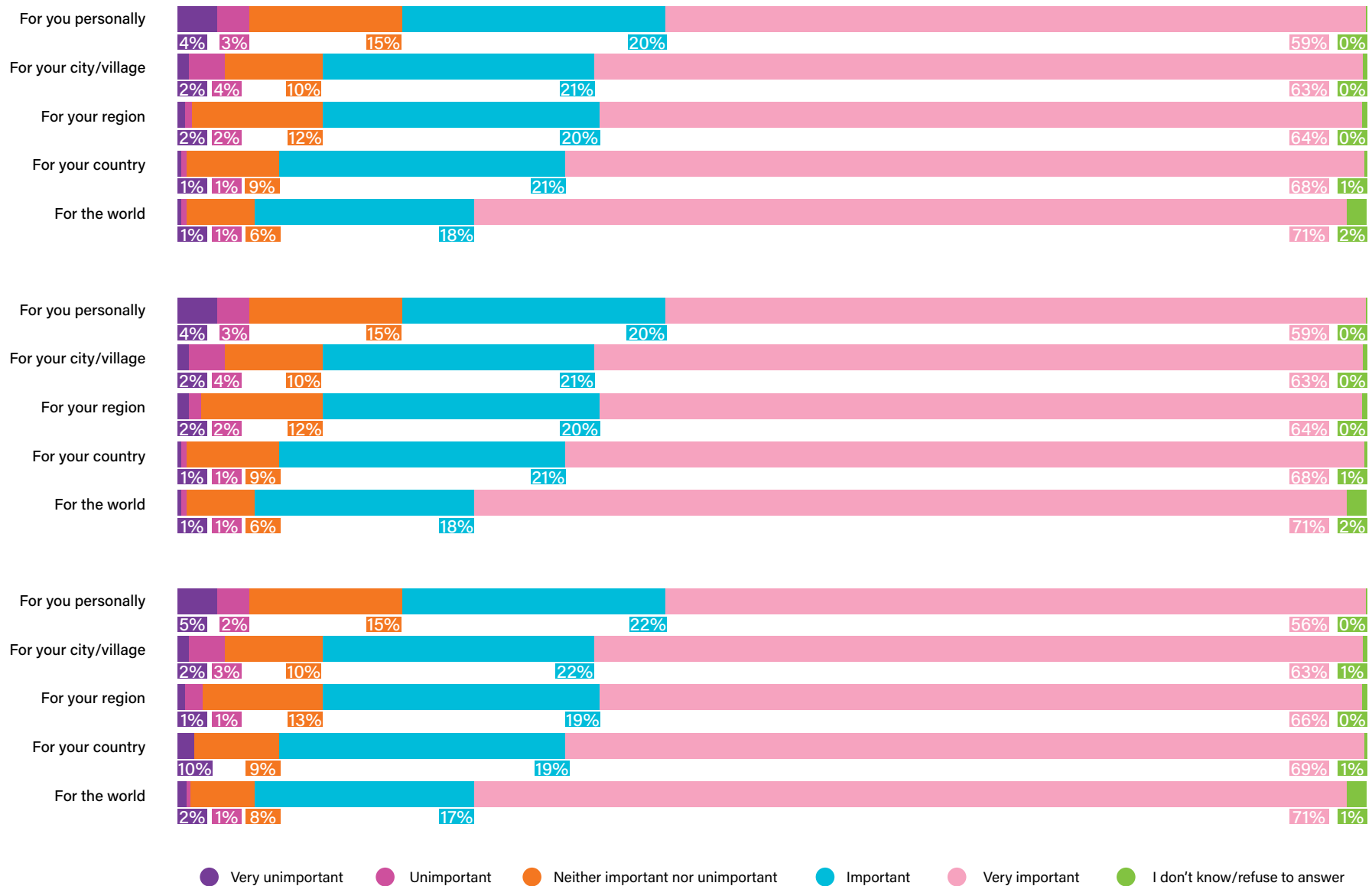
How important is the **problem** of **climate change**?



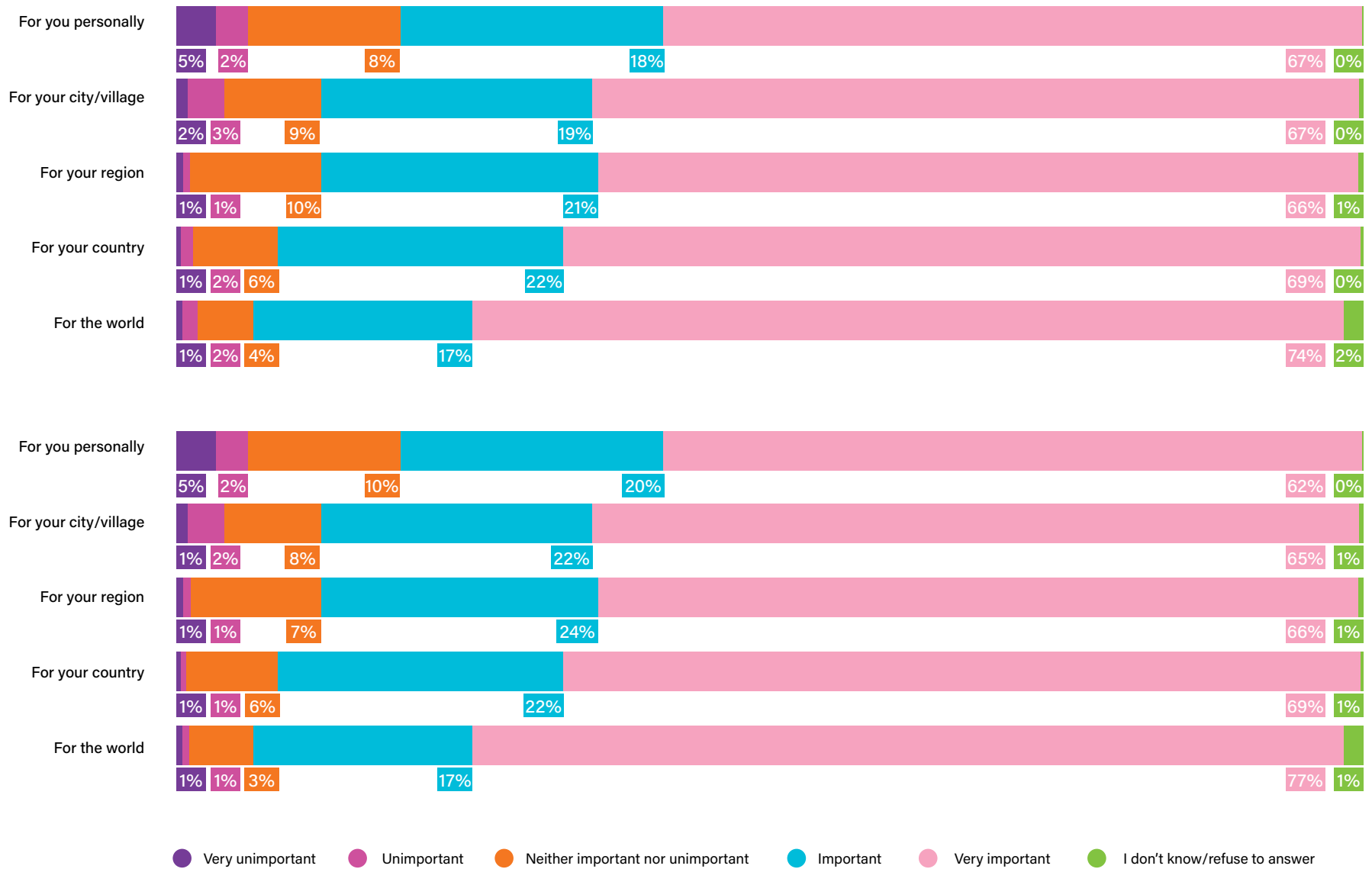
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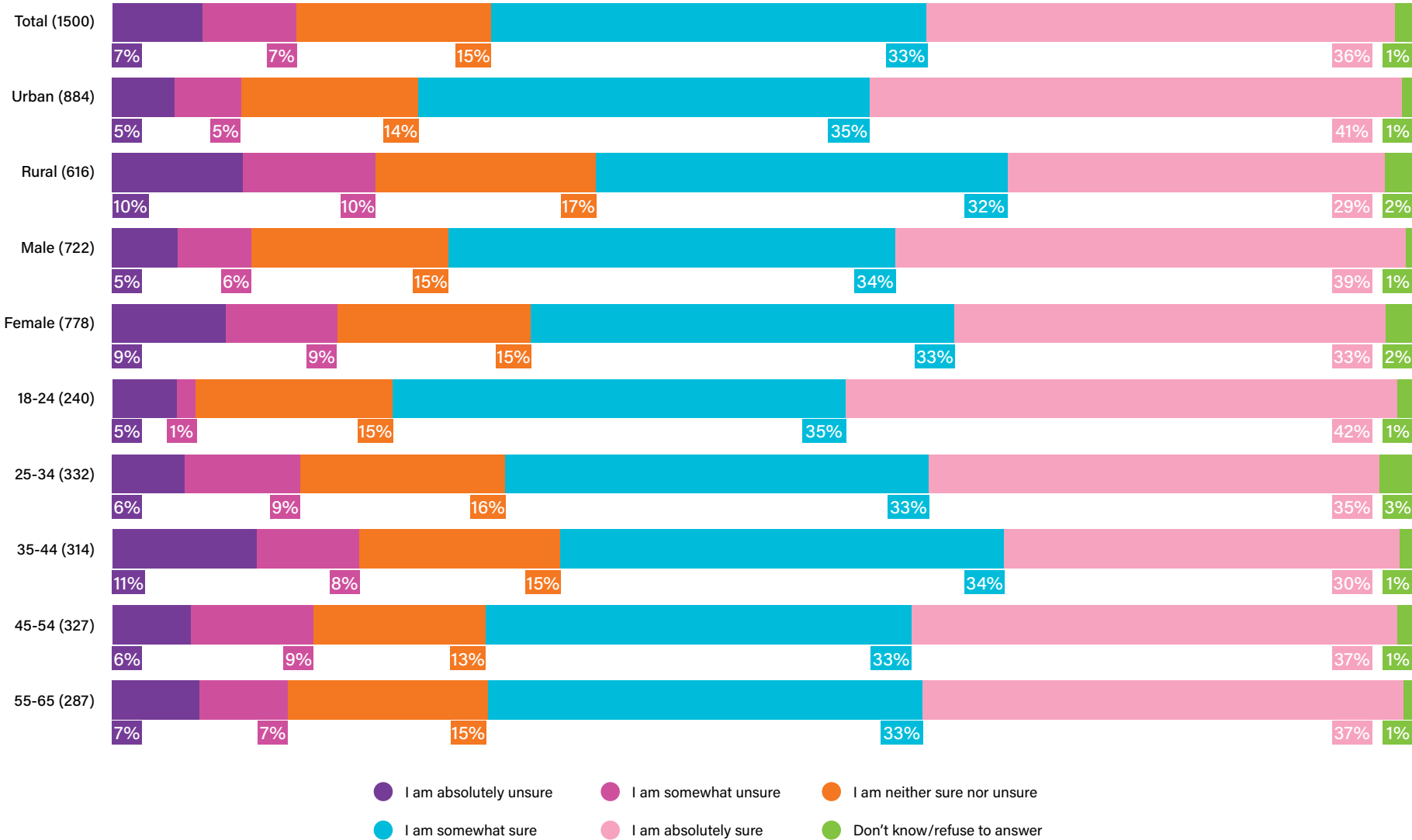
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How **confident** are you that the accelerated rates of **climate change** are **caused by human activity**?



According to your observations, what changes **caused** by **climate change** do you notice?



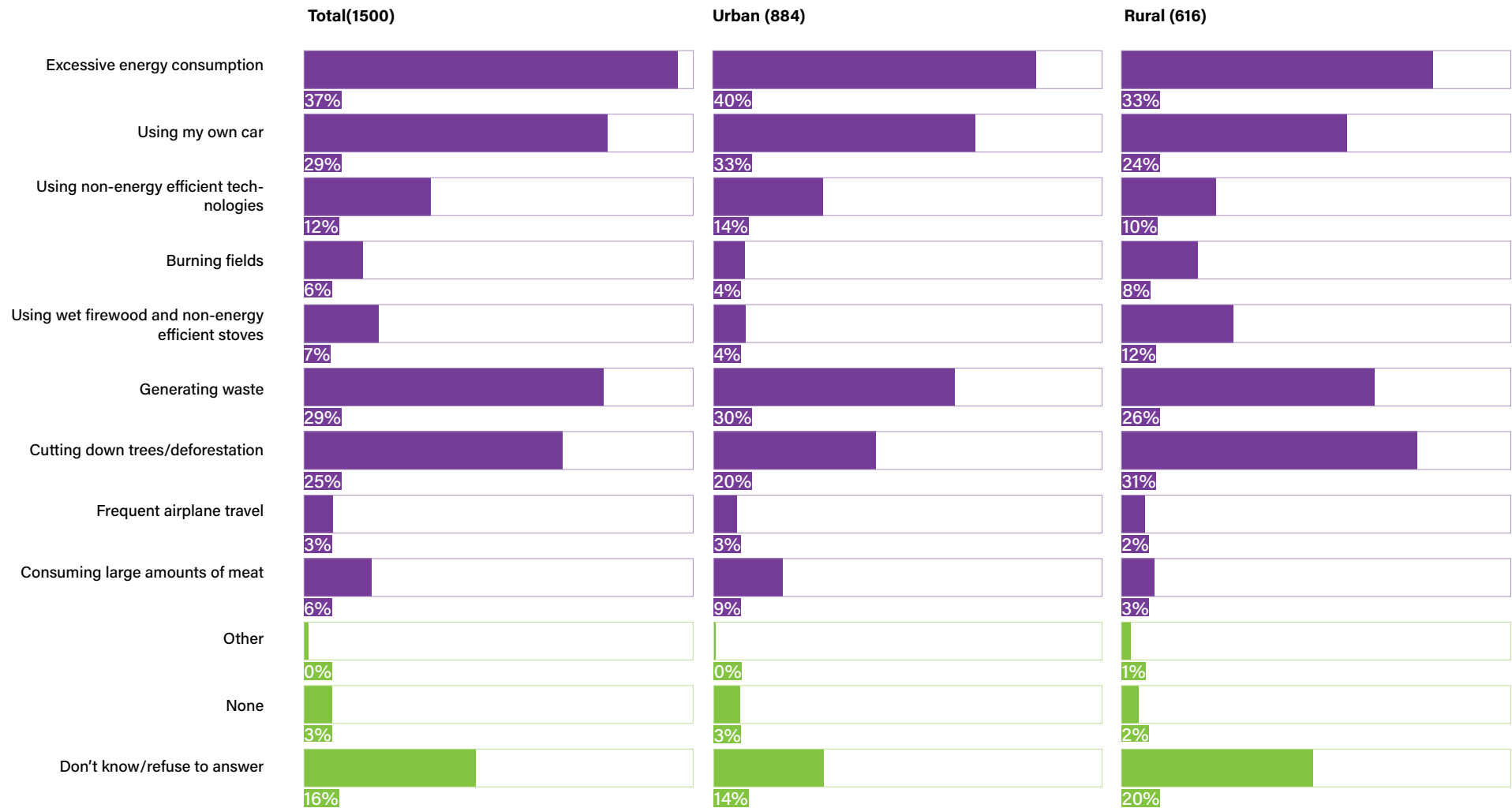
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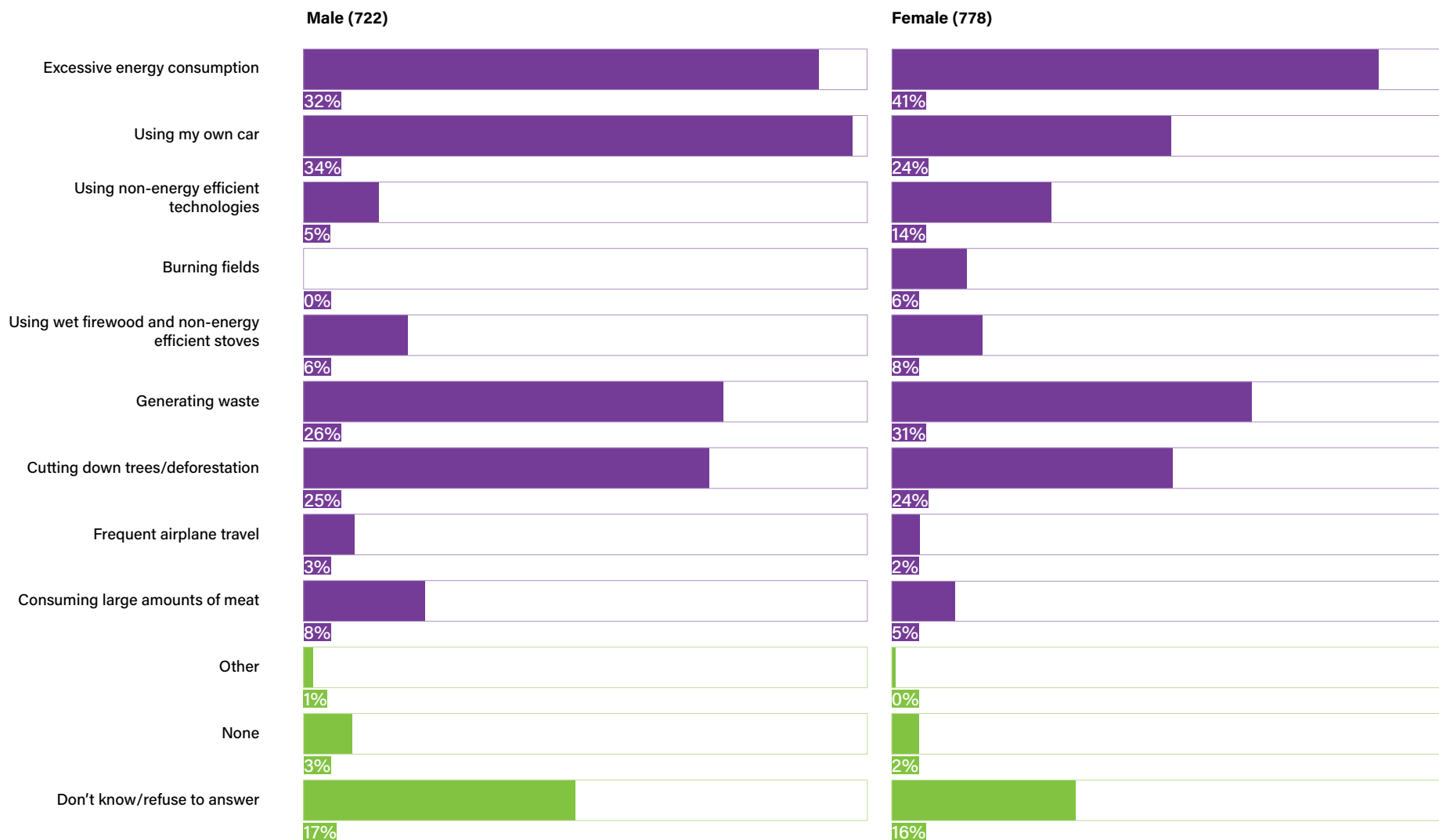
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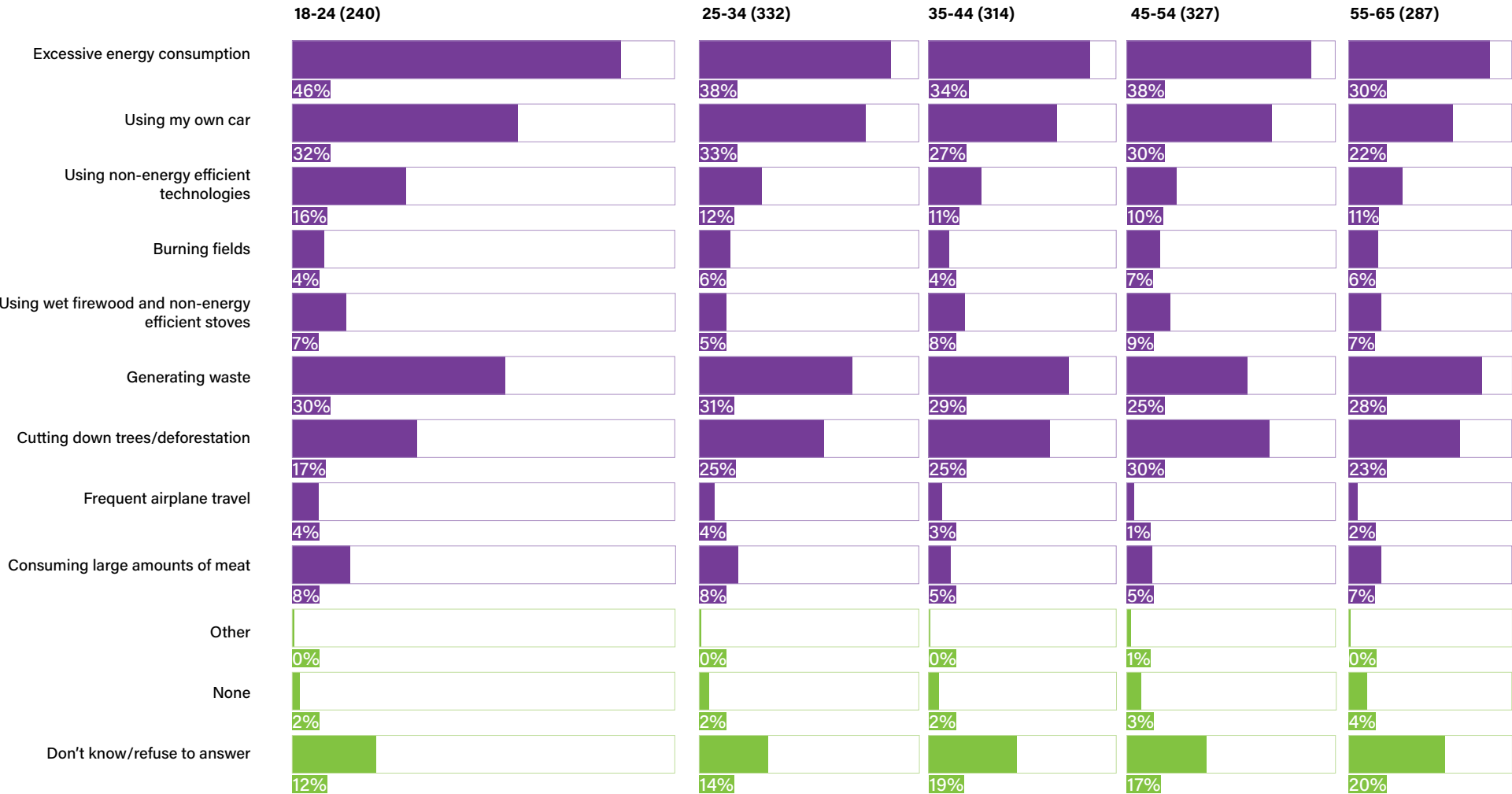
What do you see as your own **negative role** in the **climate change** process?



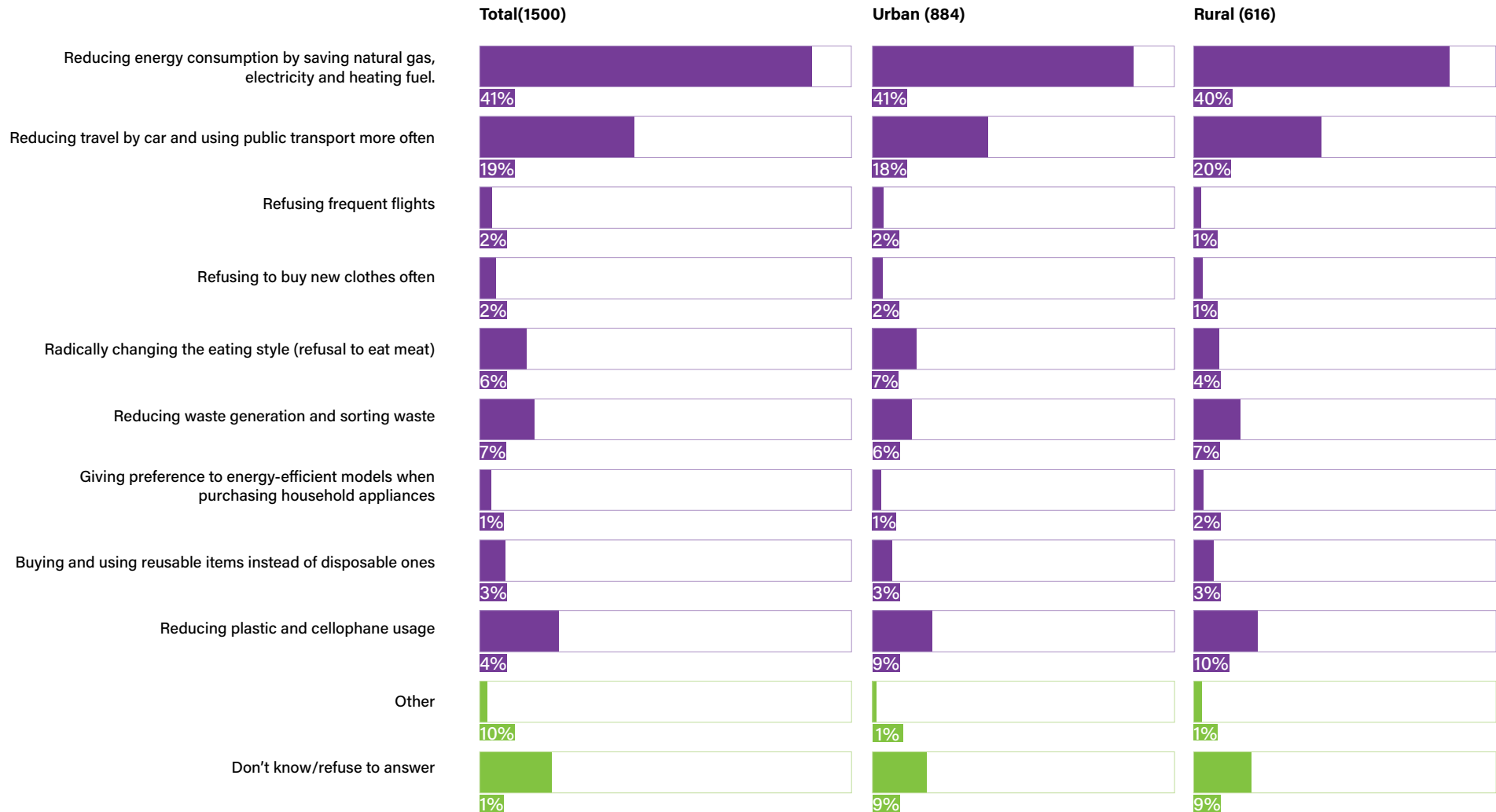
What do you see as your own **negative role** in the **climate change** process?



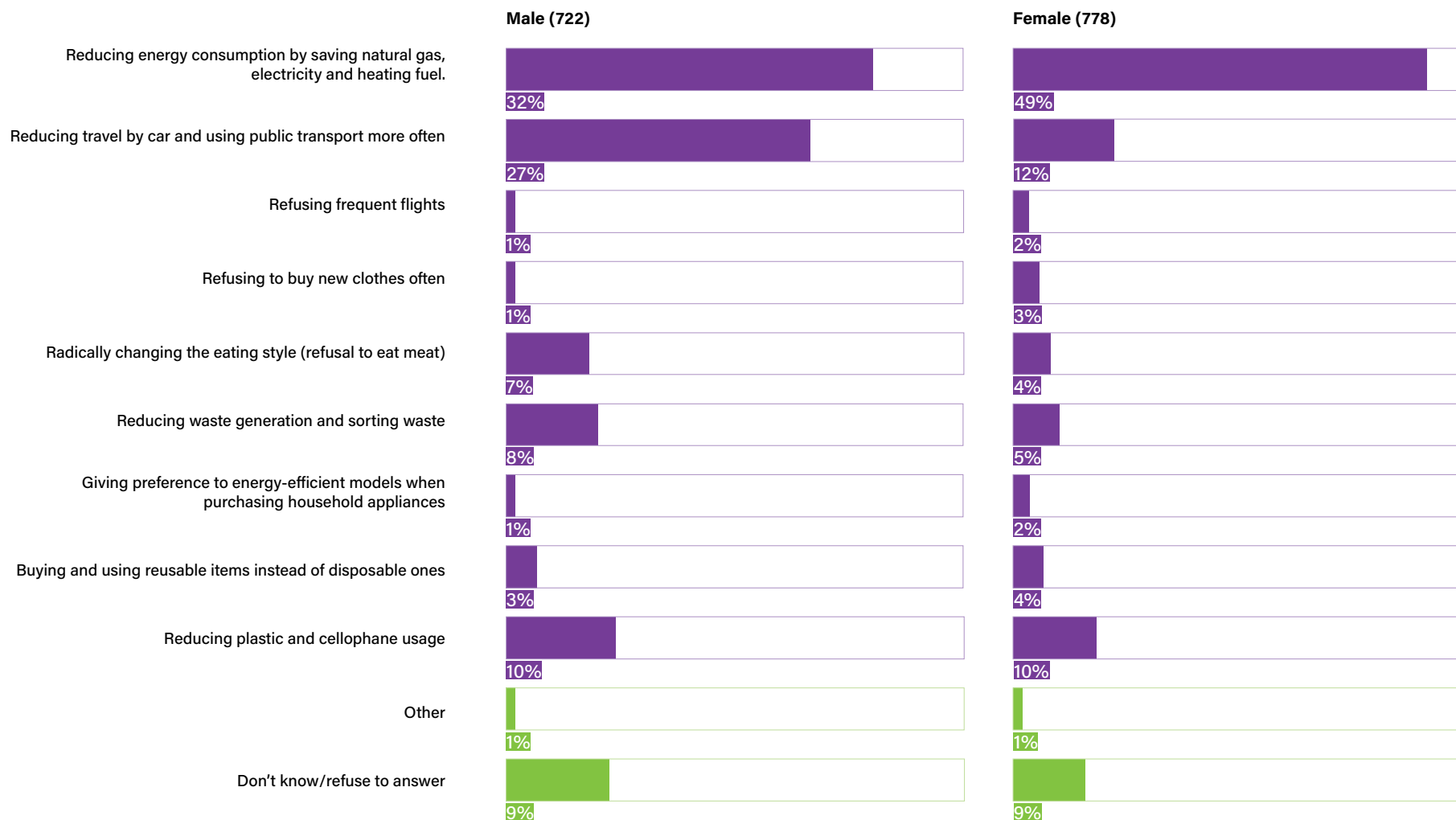
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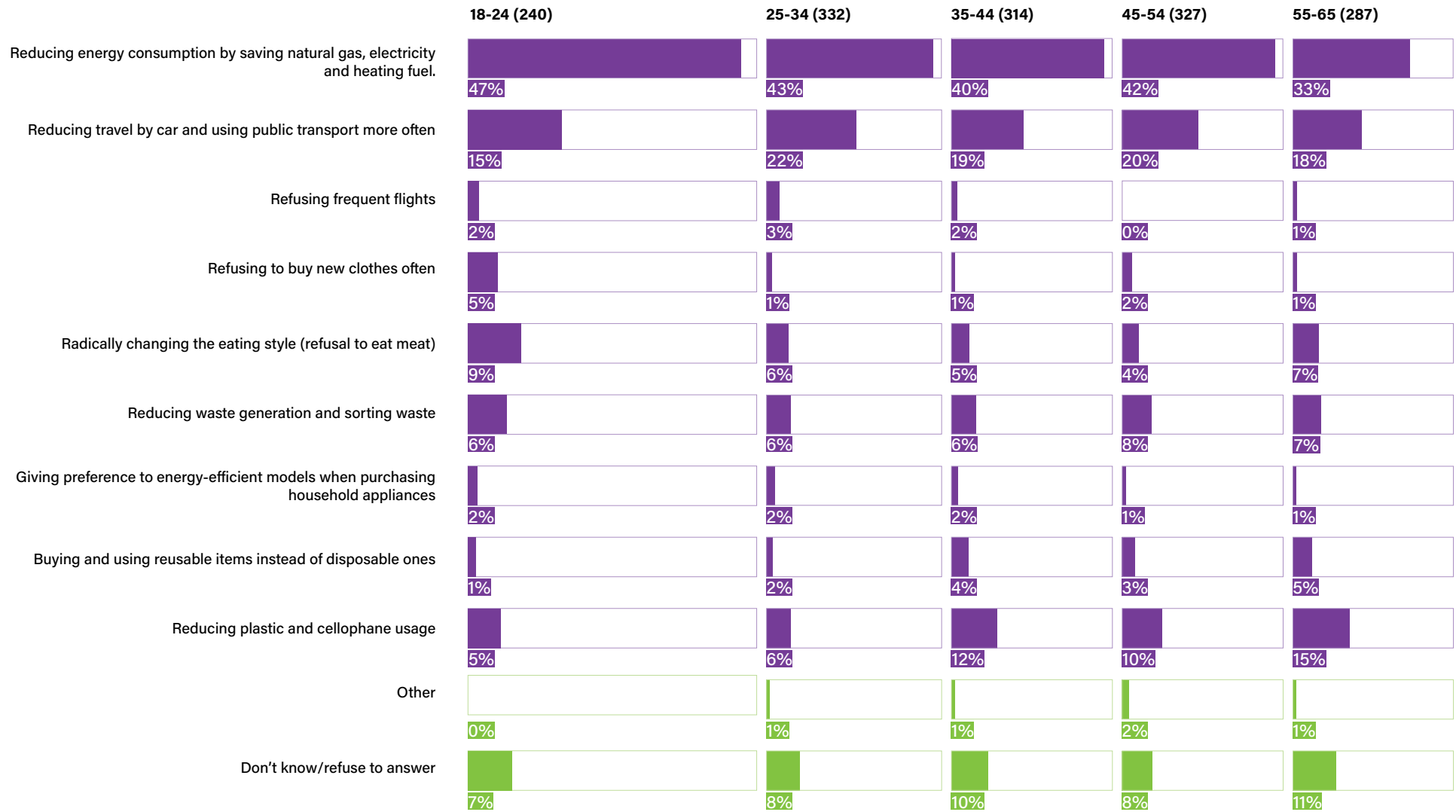
Which of the following actions to fight **climate change** would be the **most difficult for you personally?**



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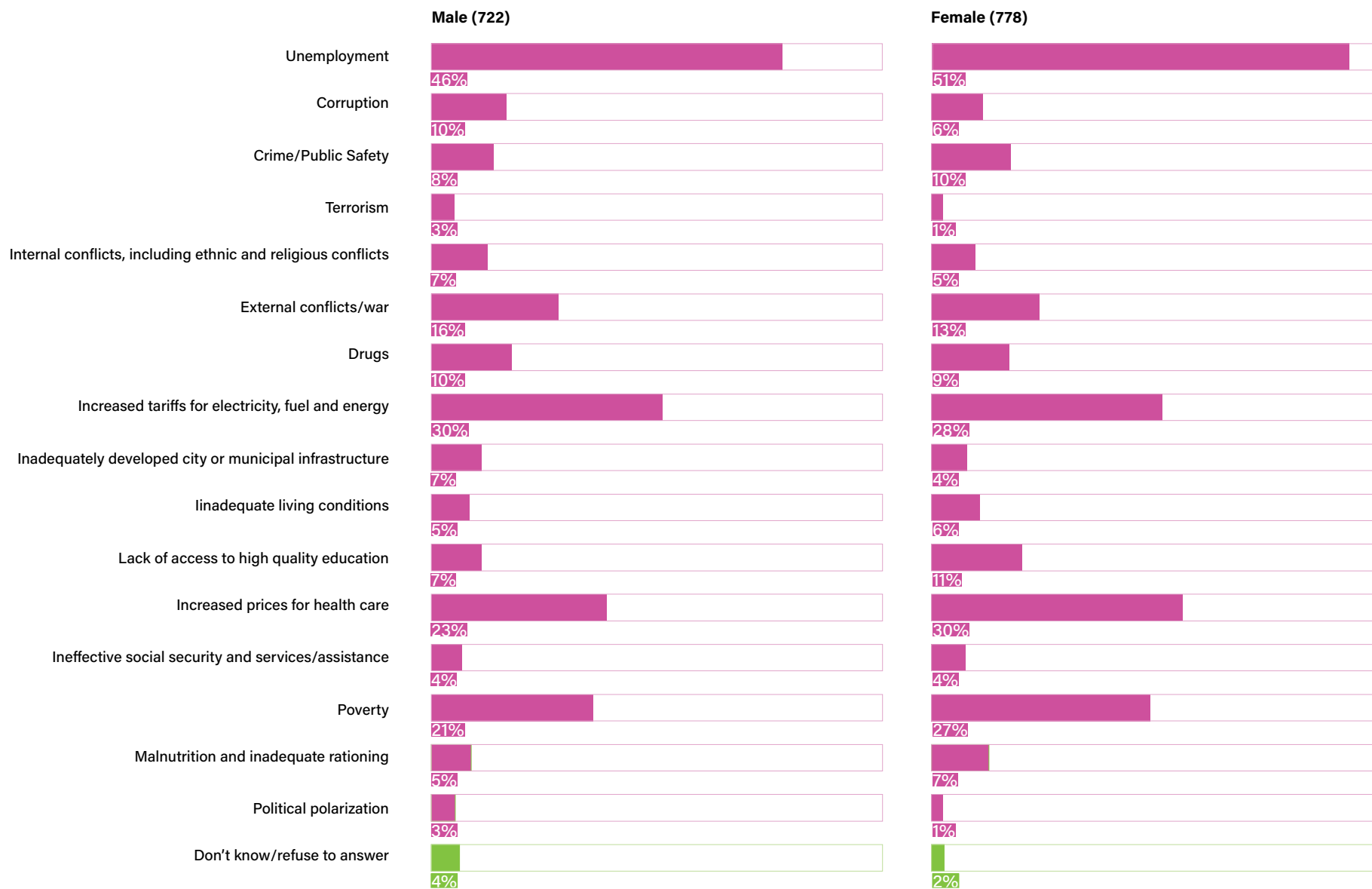
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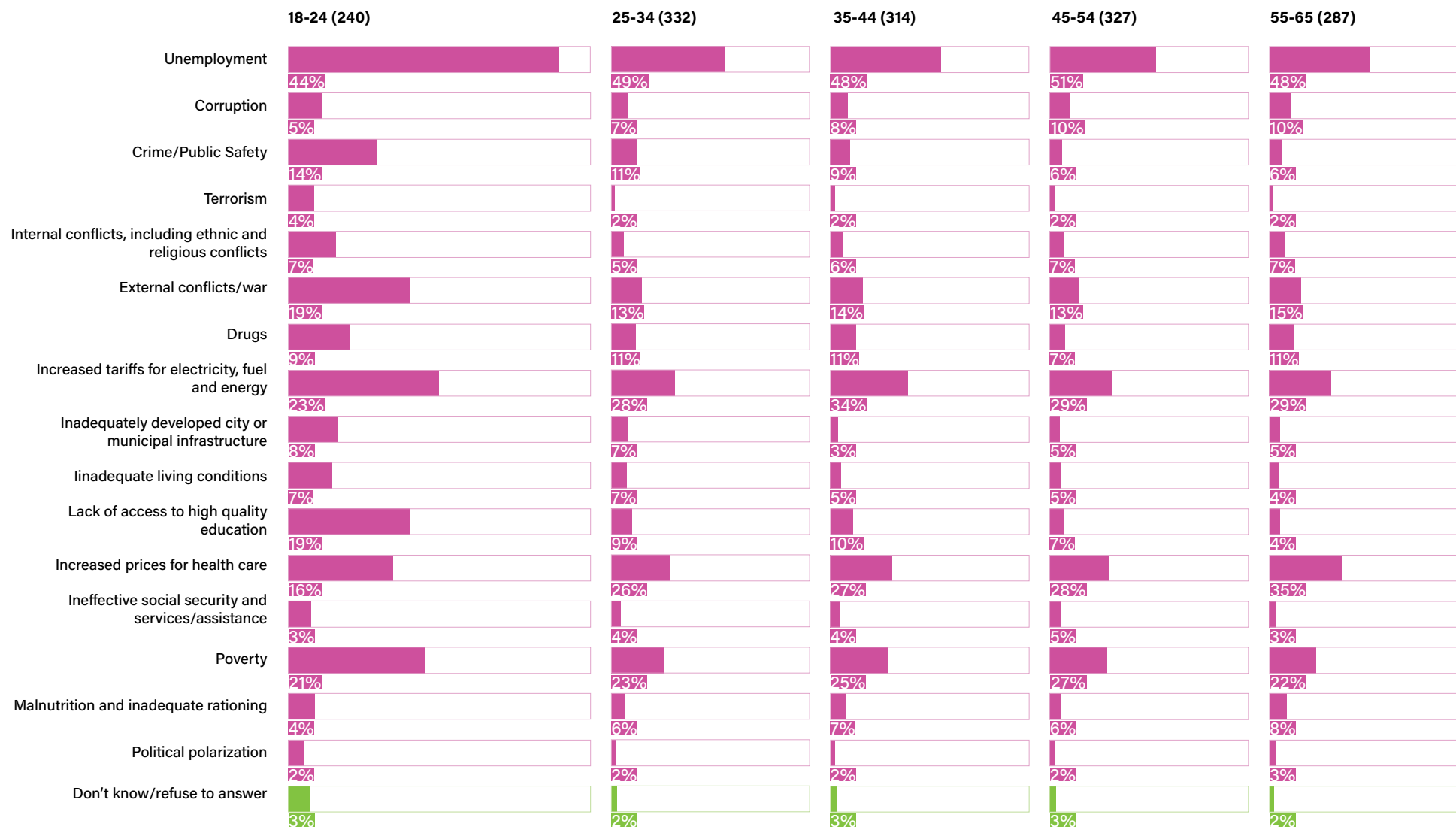
What issues are more **problematic** to you personally than **climate change**?



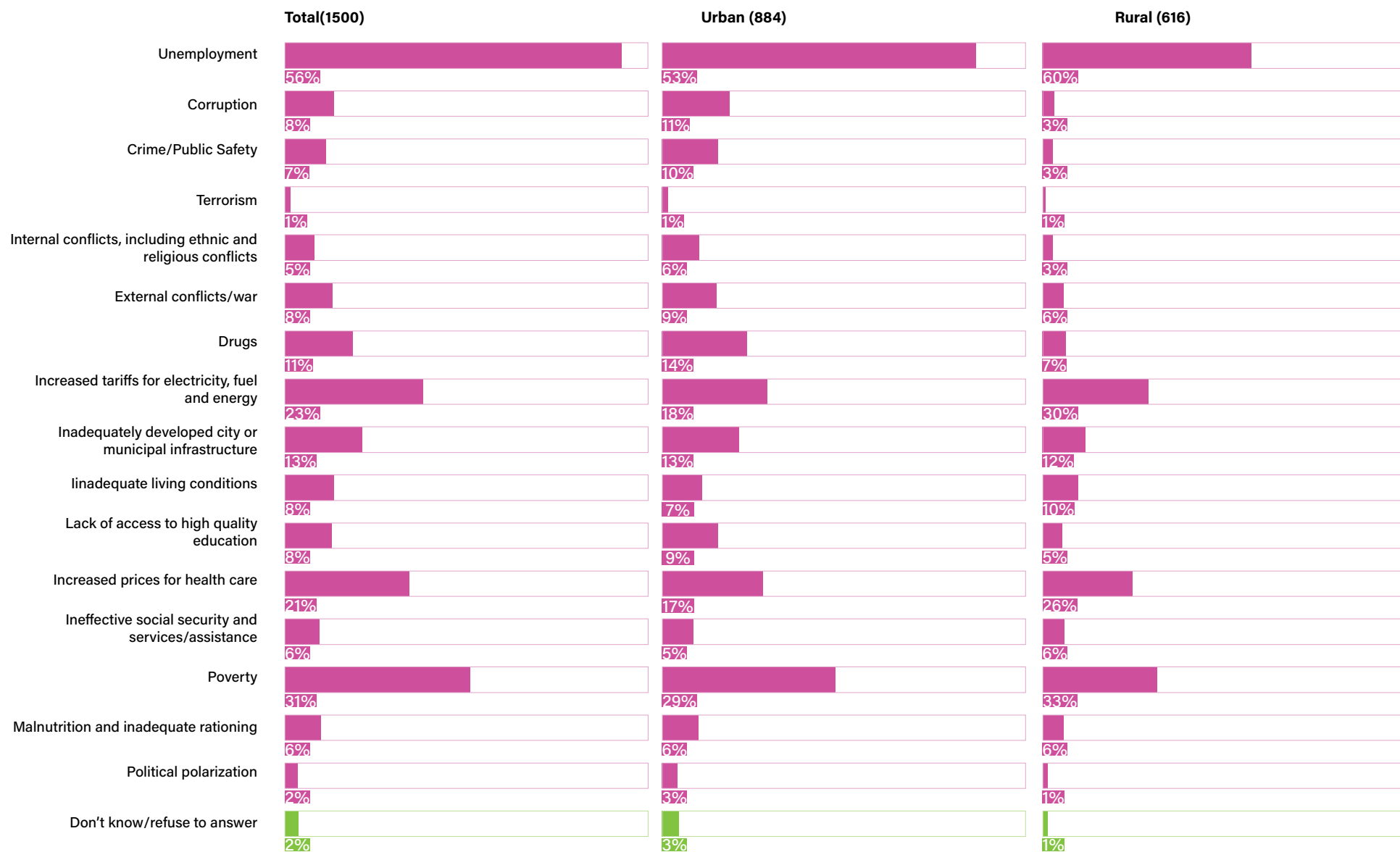
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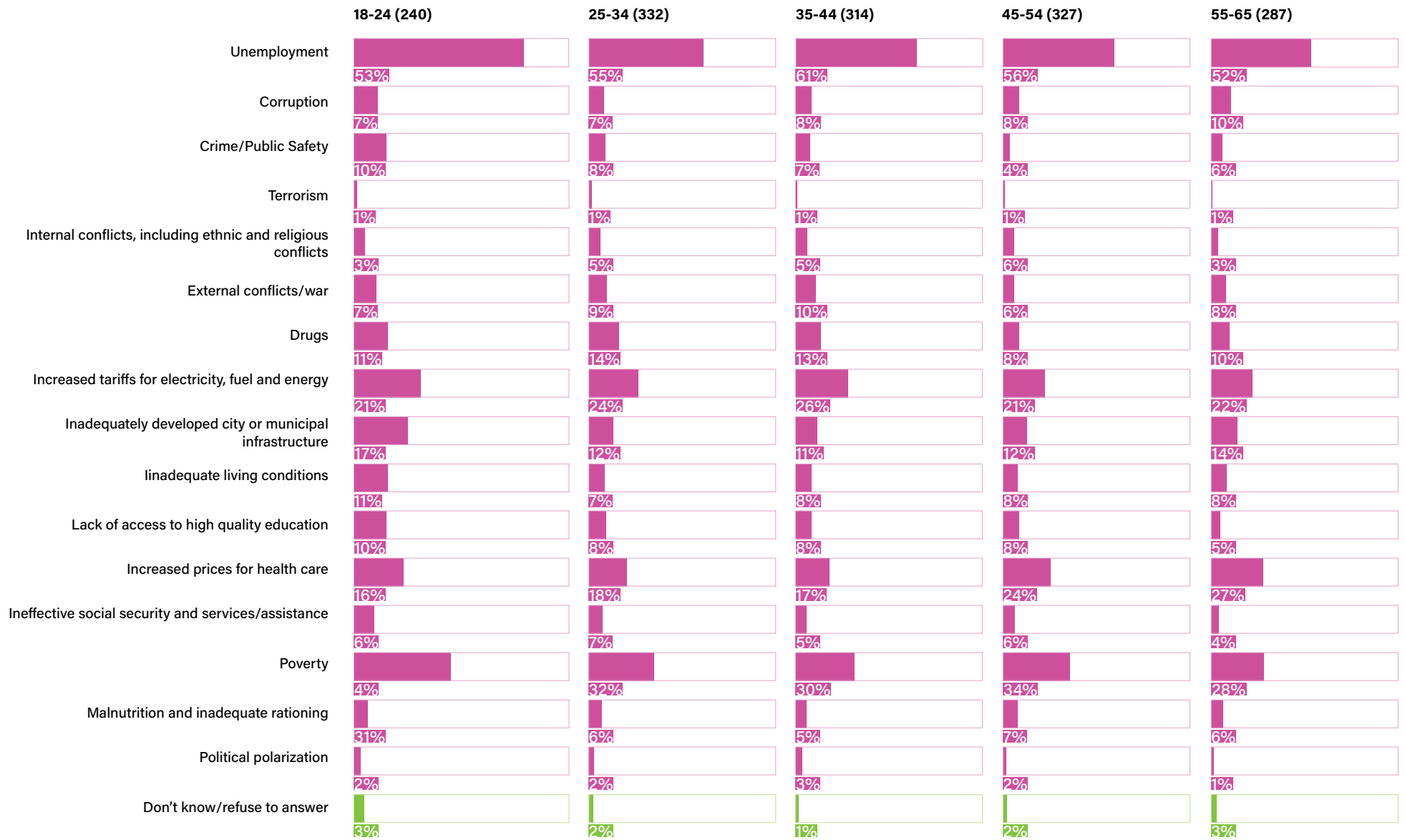
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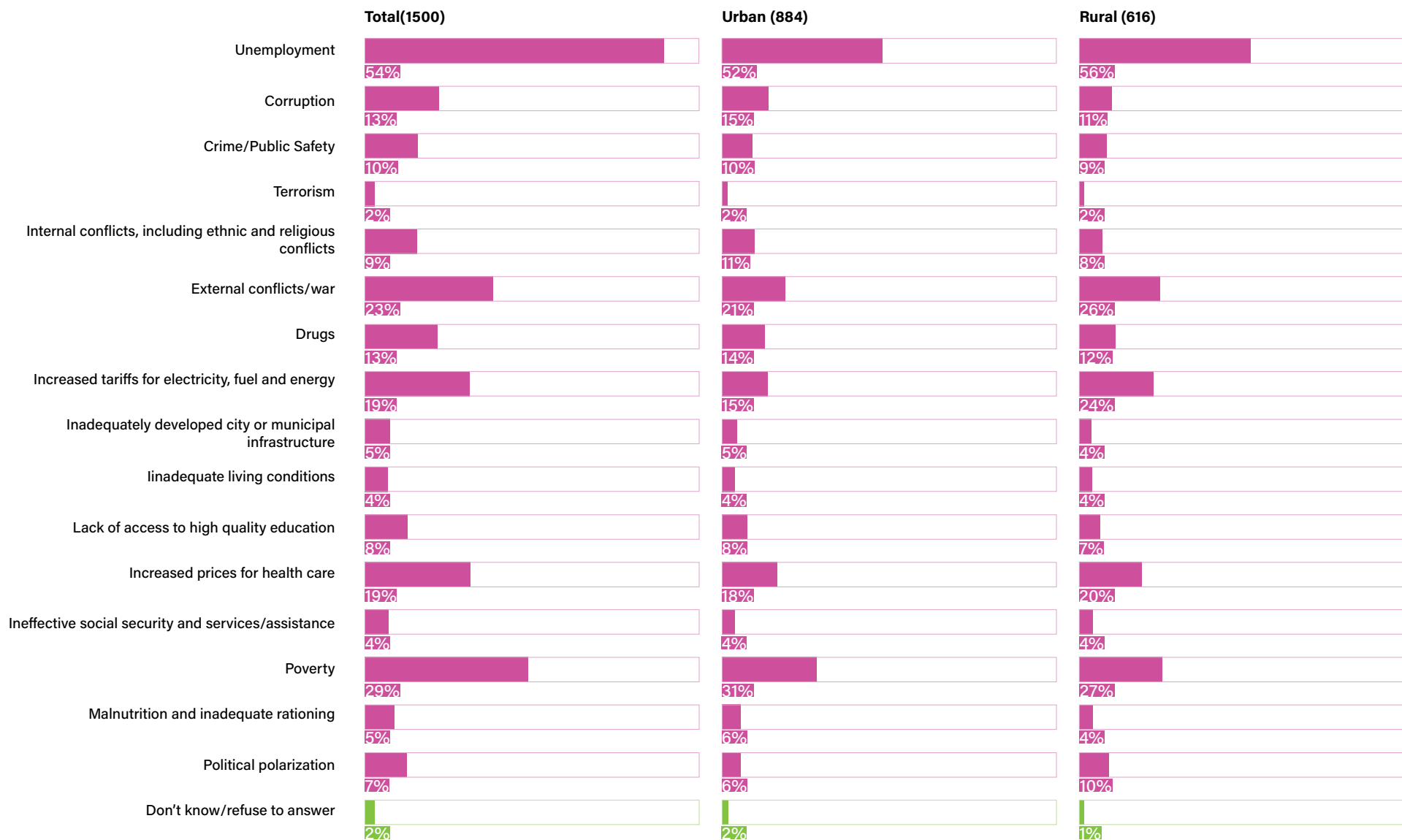
What issues are more **problematic** than climate change for your **city/village**?



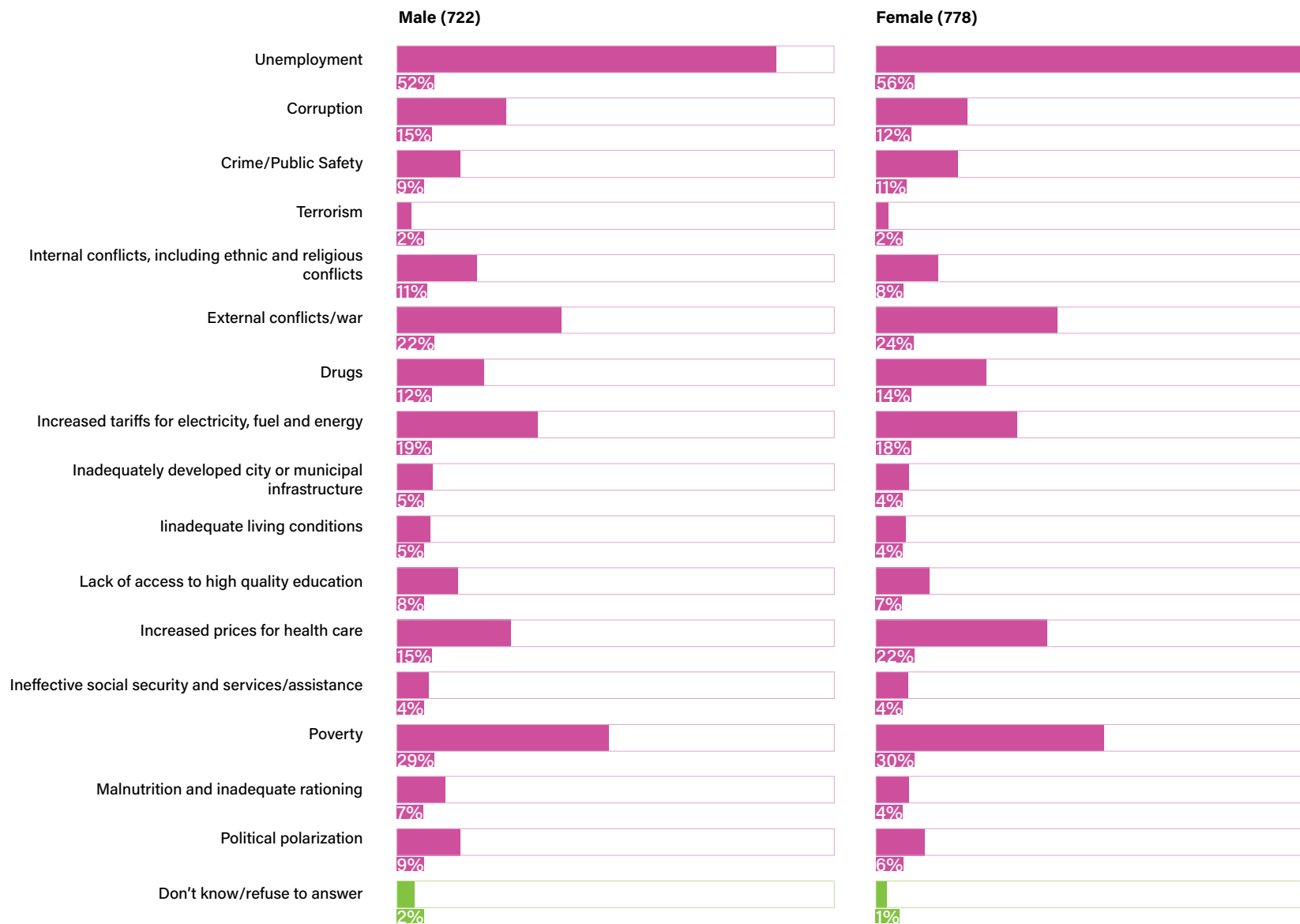
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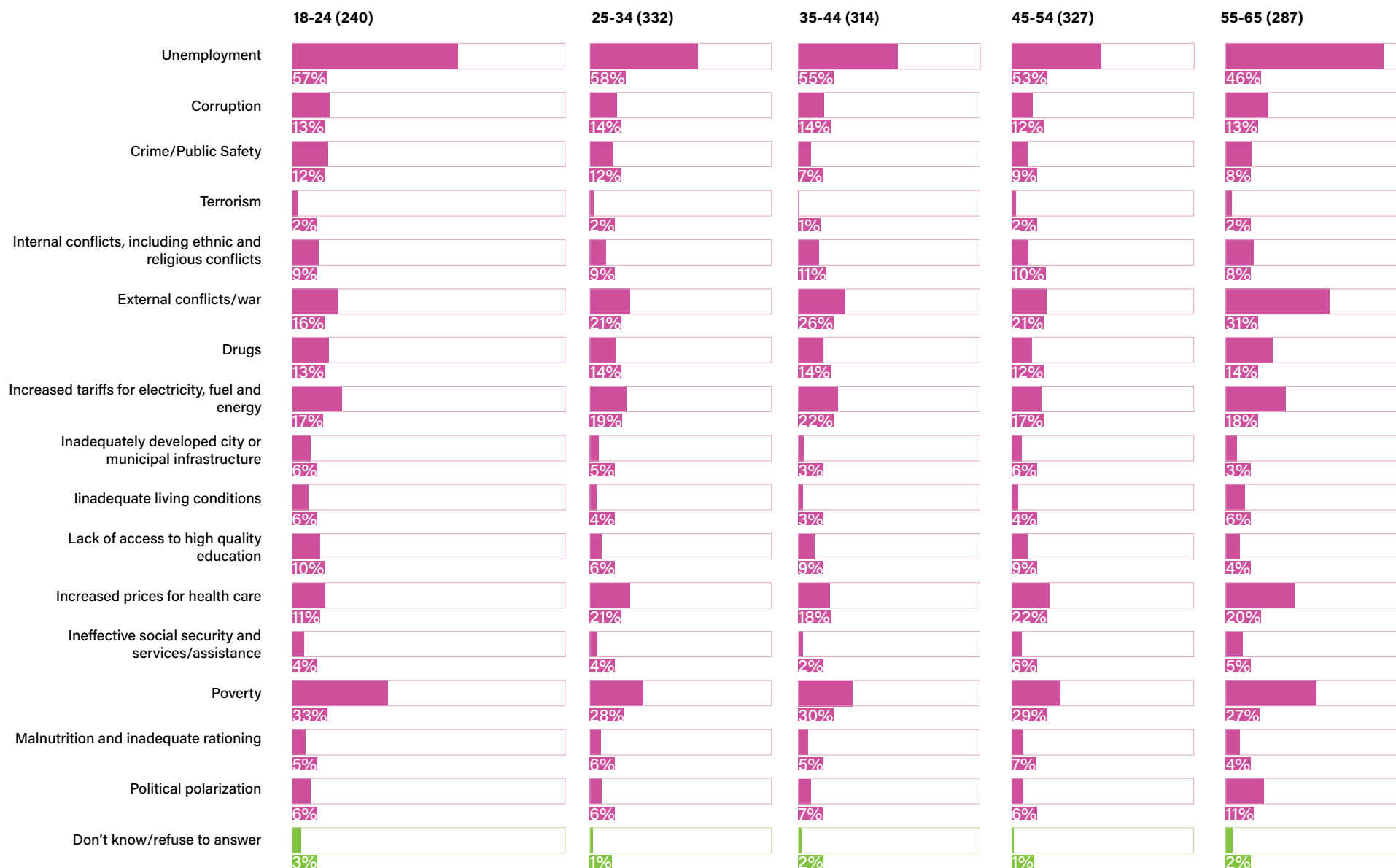
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Knowledge

What do you think **causes climate change**, what are the causes of climate change?



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Which of the following areas have the **most effect** on climate change?



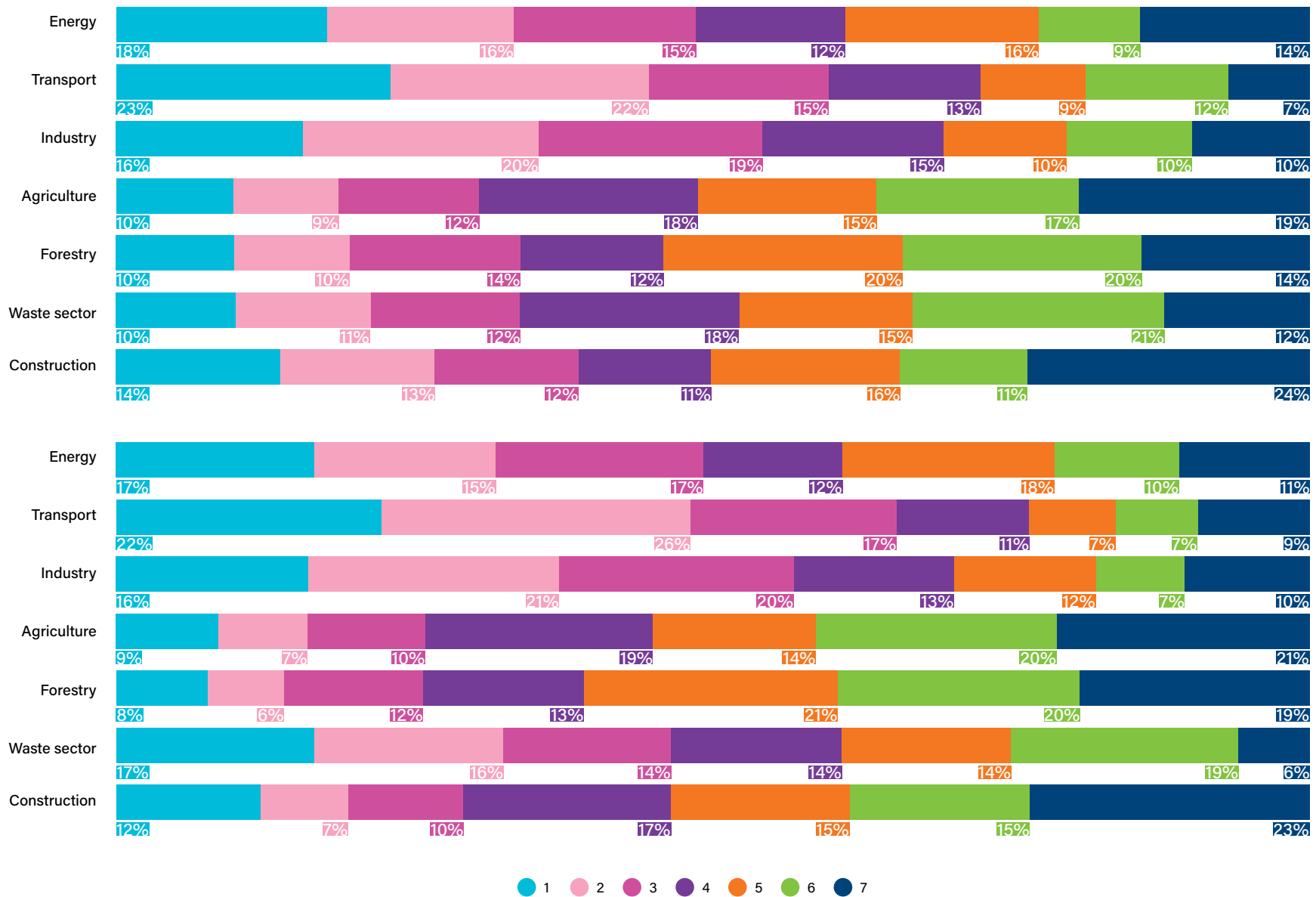
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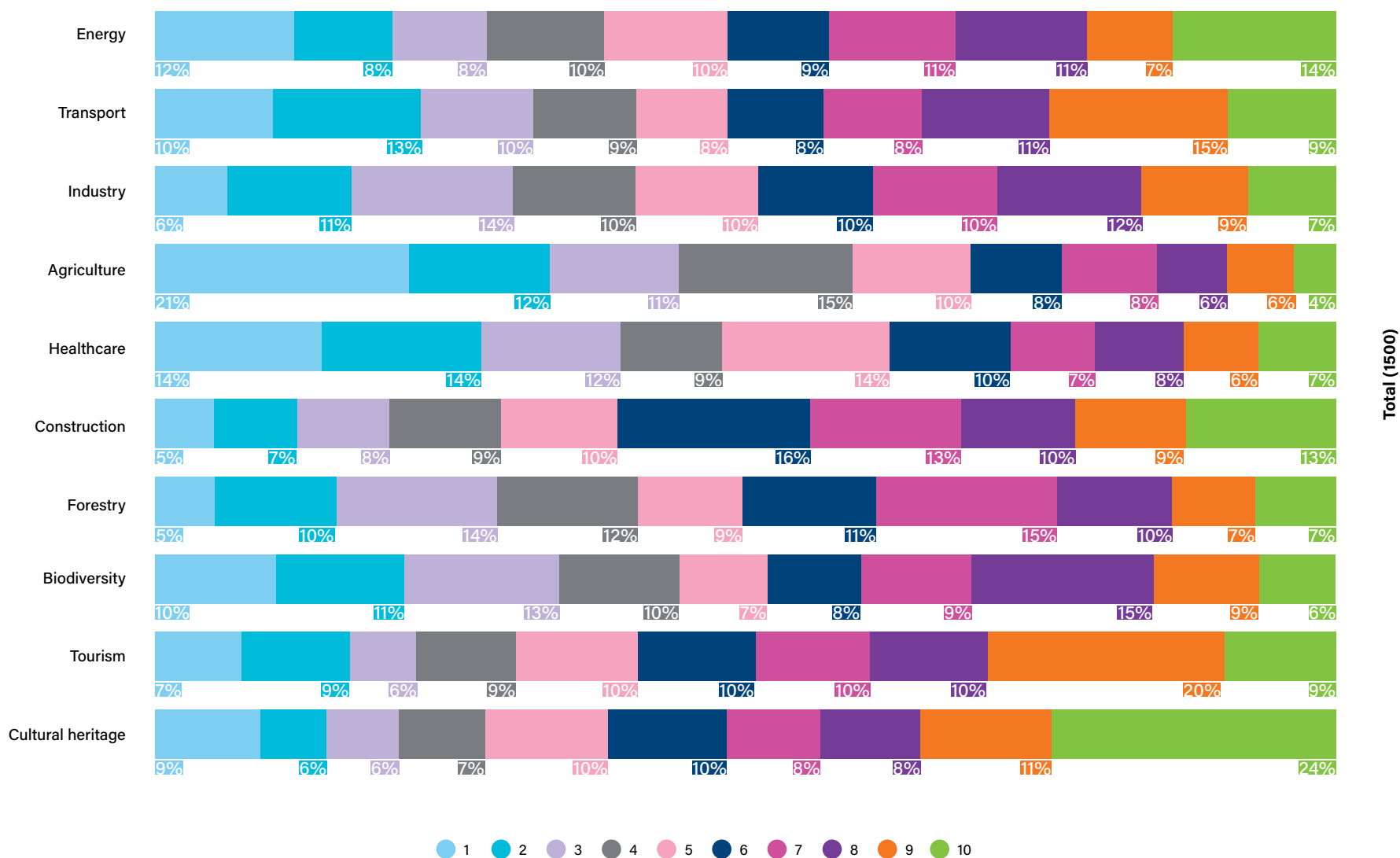
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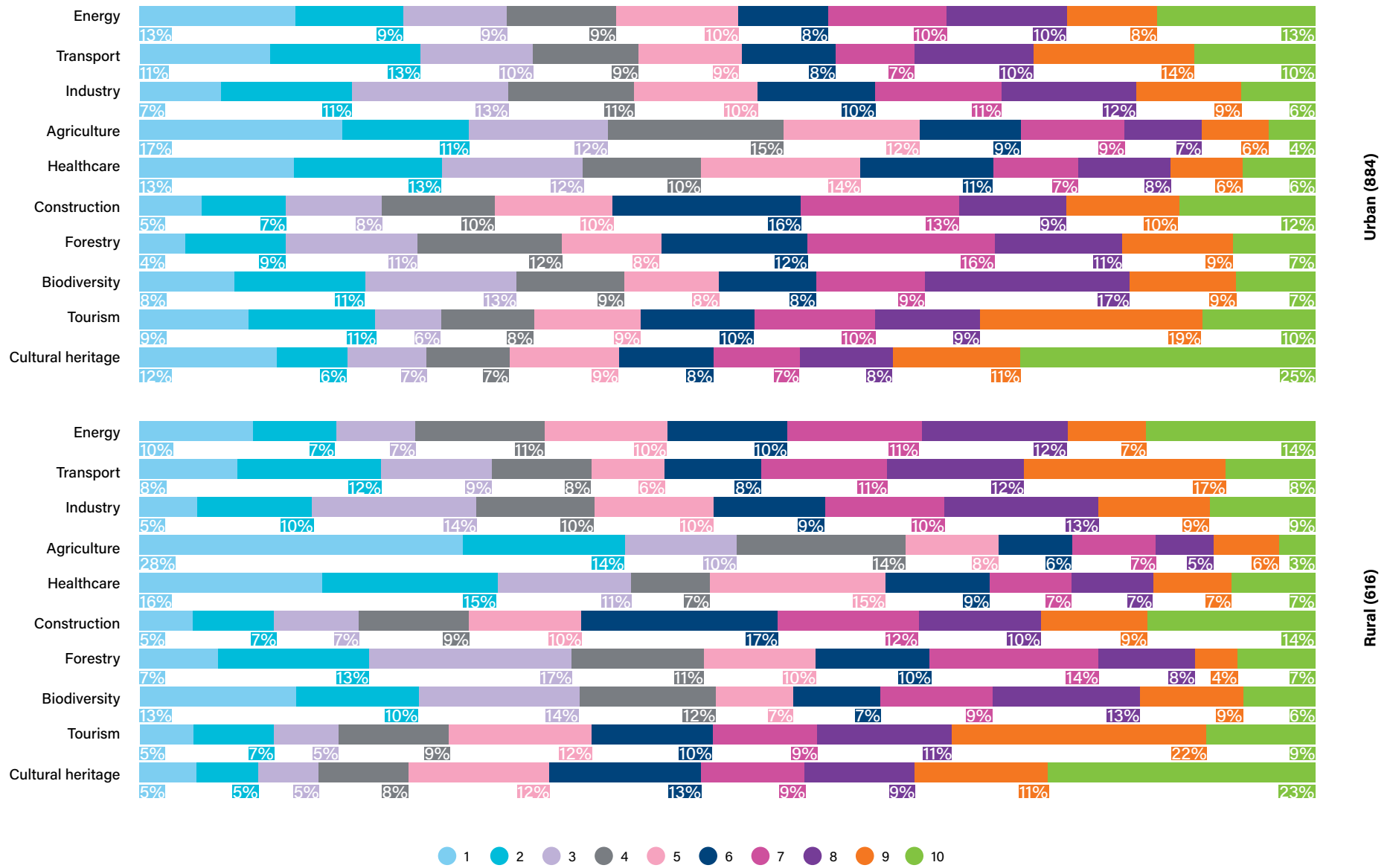
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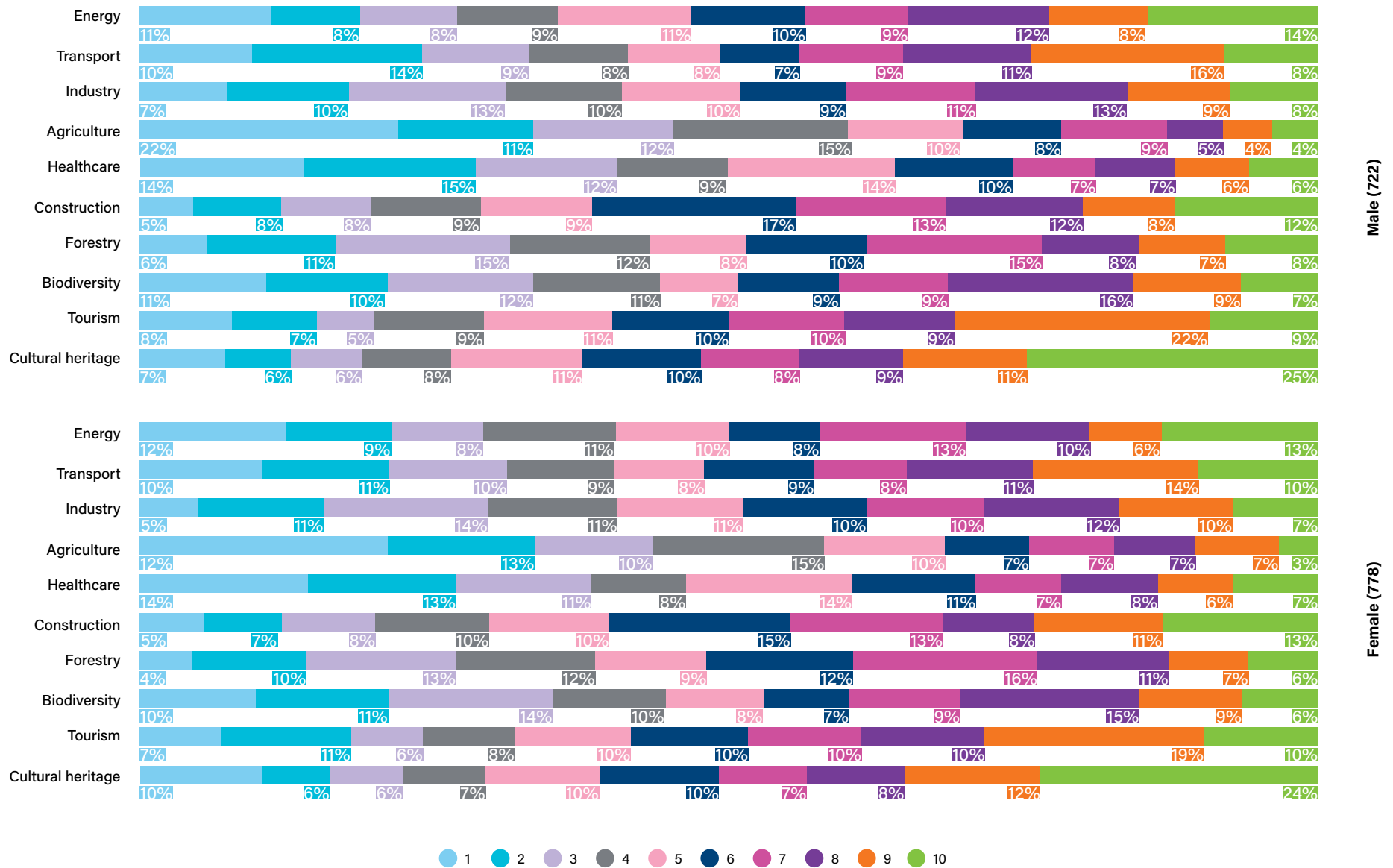
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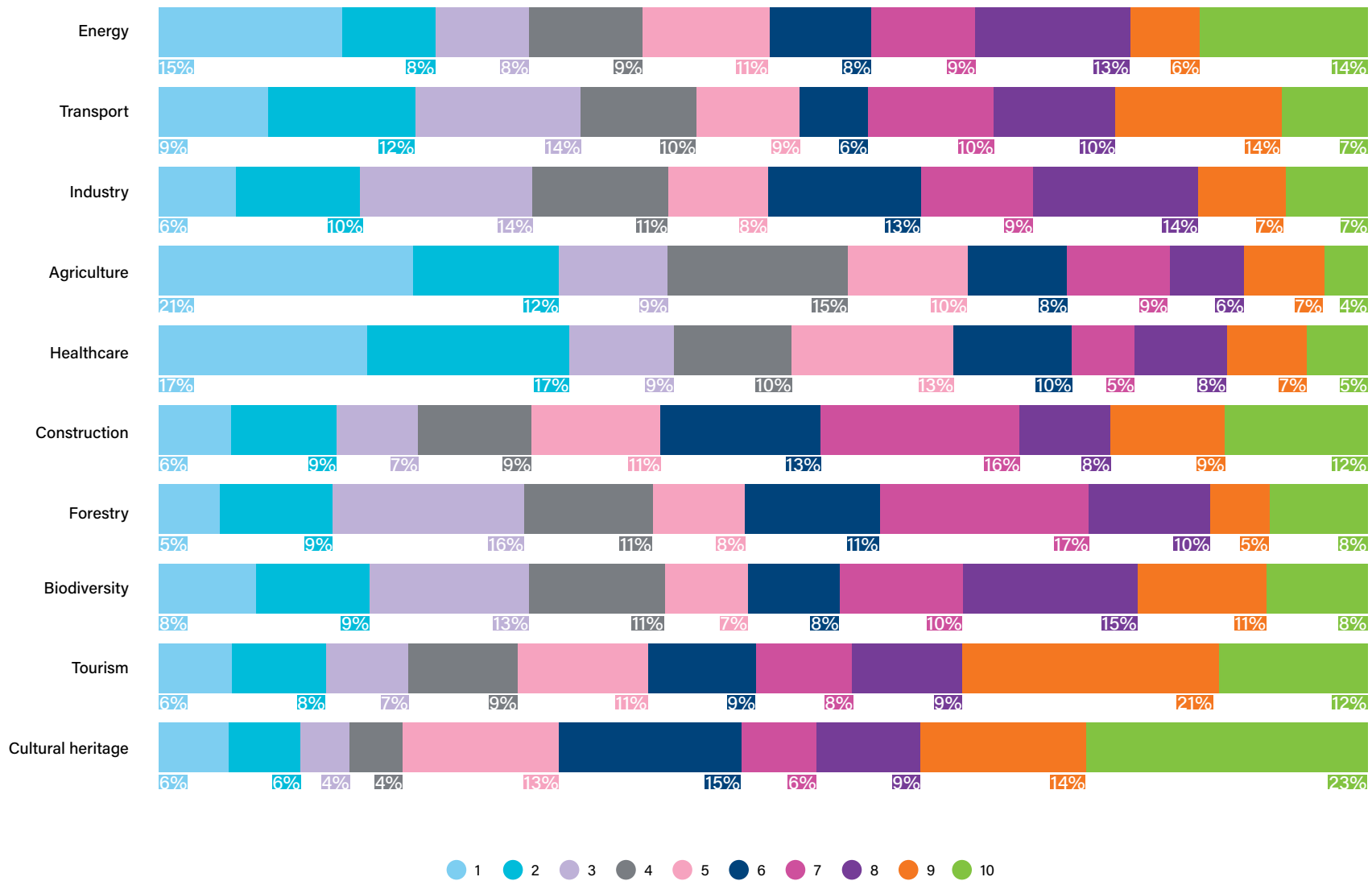
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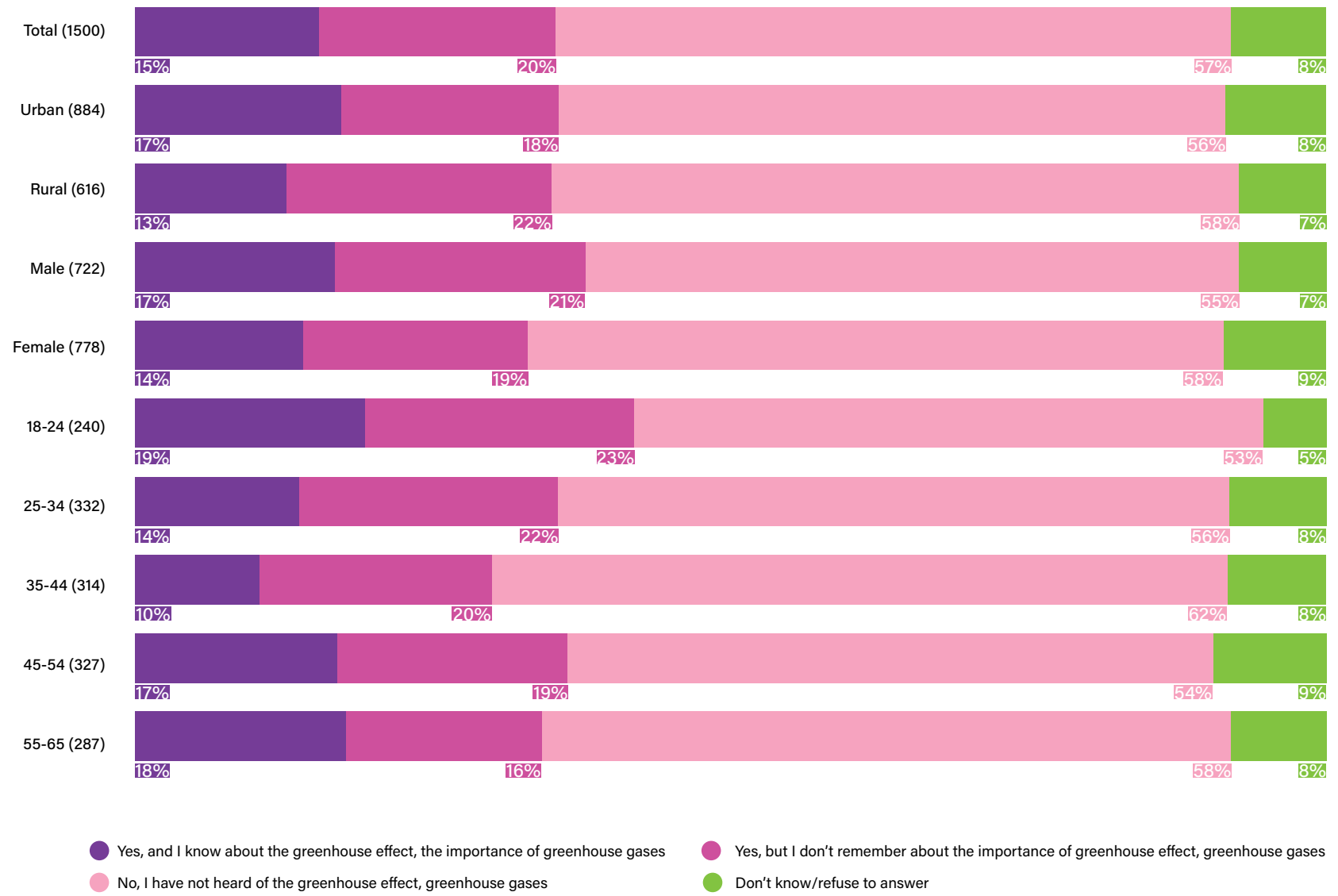
35-44 (314)

45-54 (327)

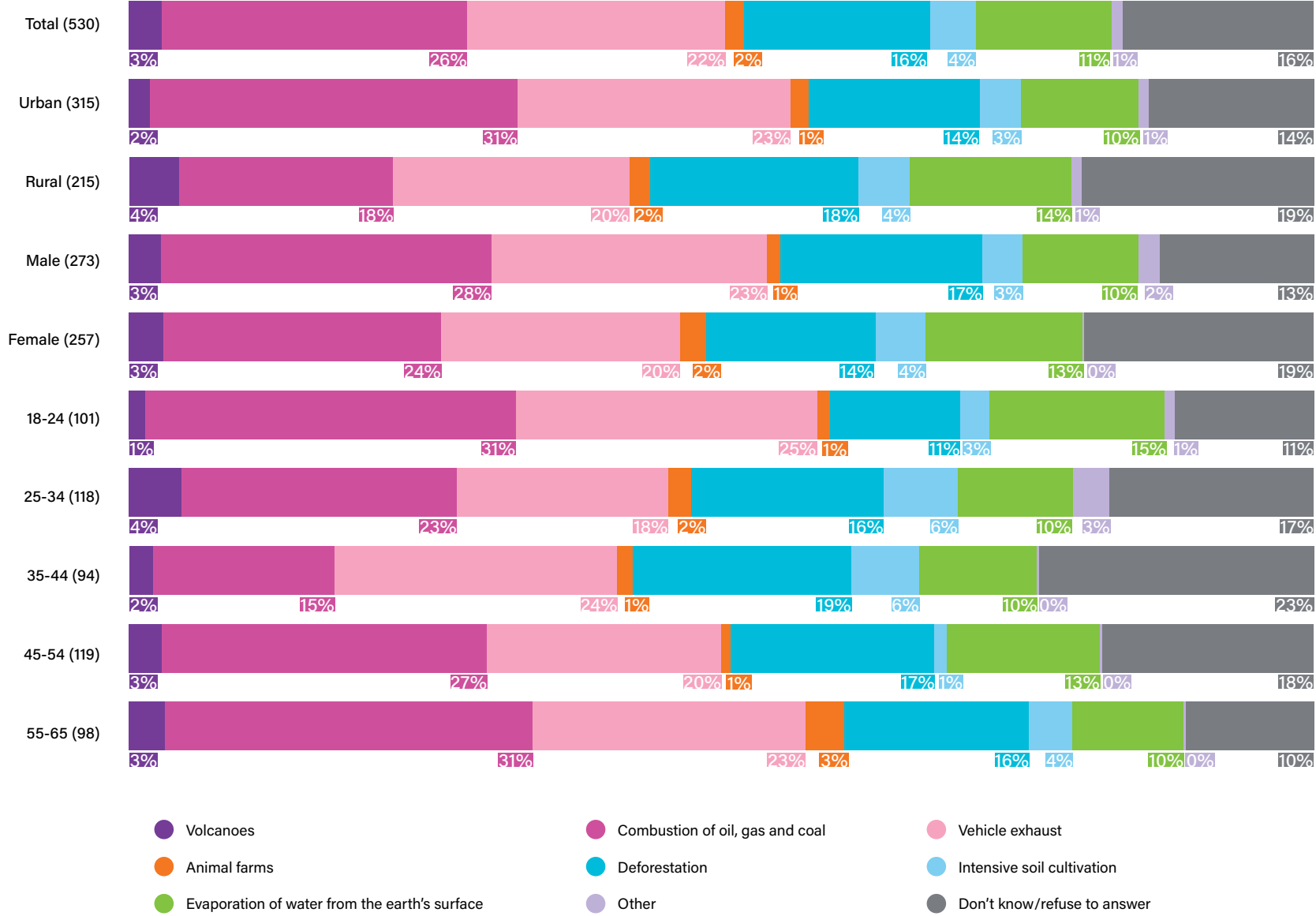
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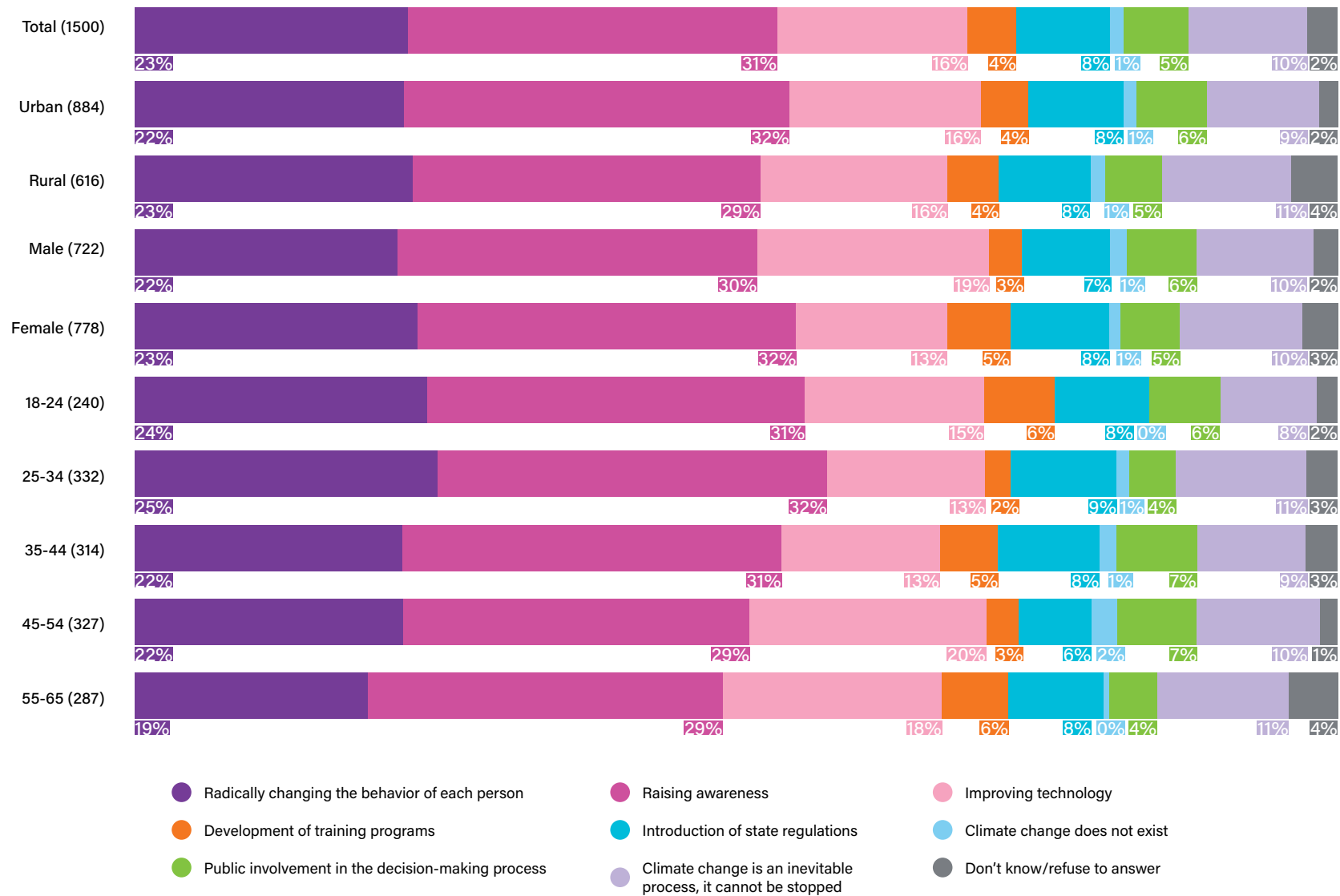
Have you **heard anything** about the **greenhouse effect, greenhouse gases?**



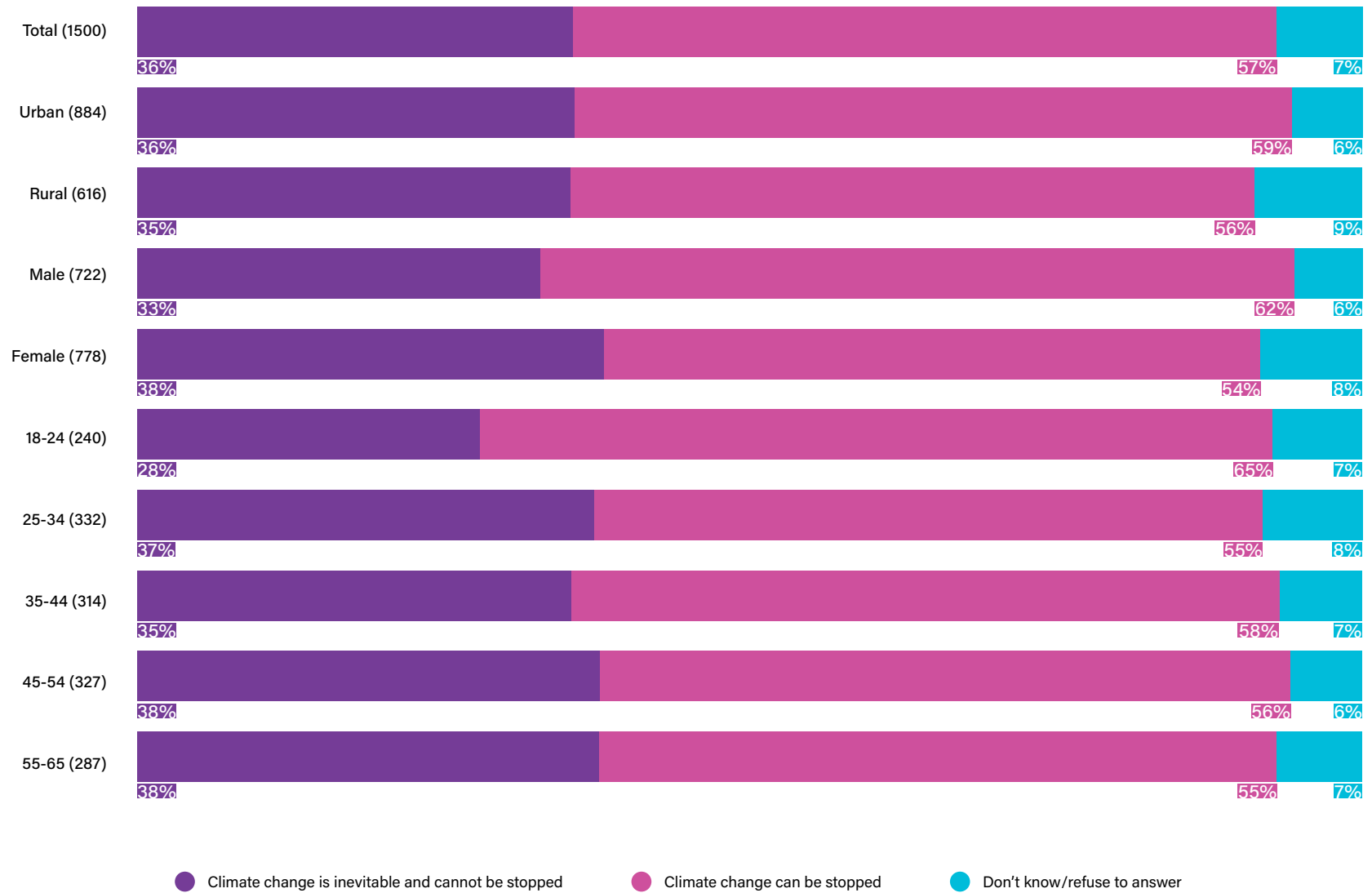
What **causes** the **greenhouse effect**?



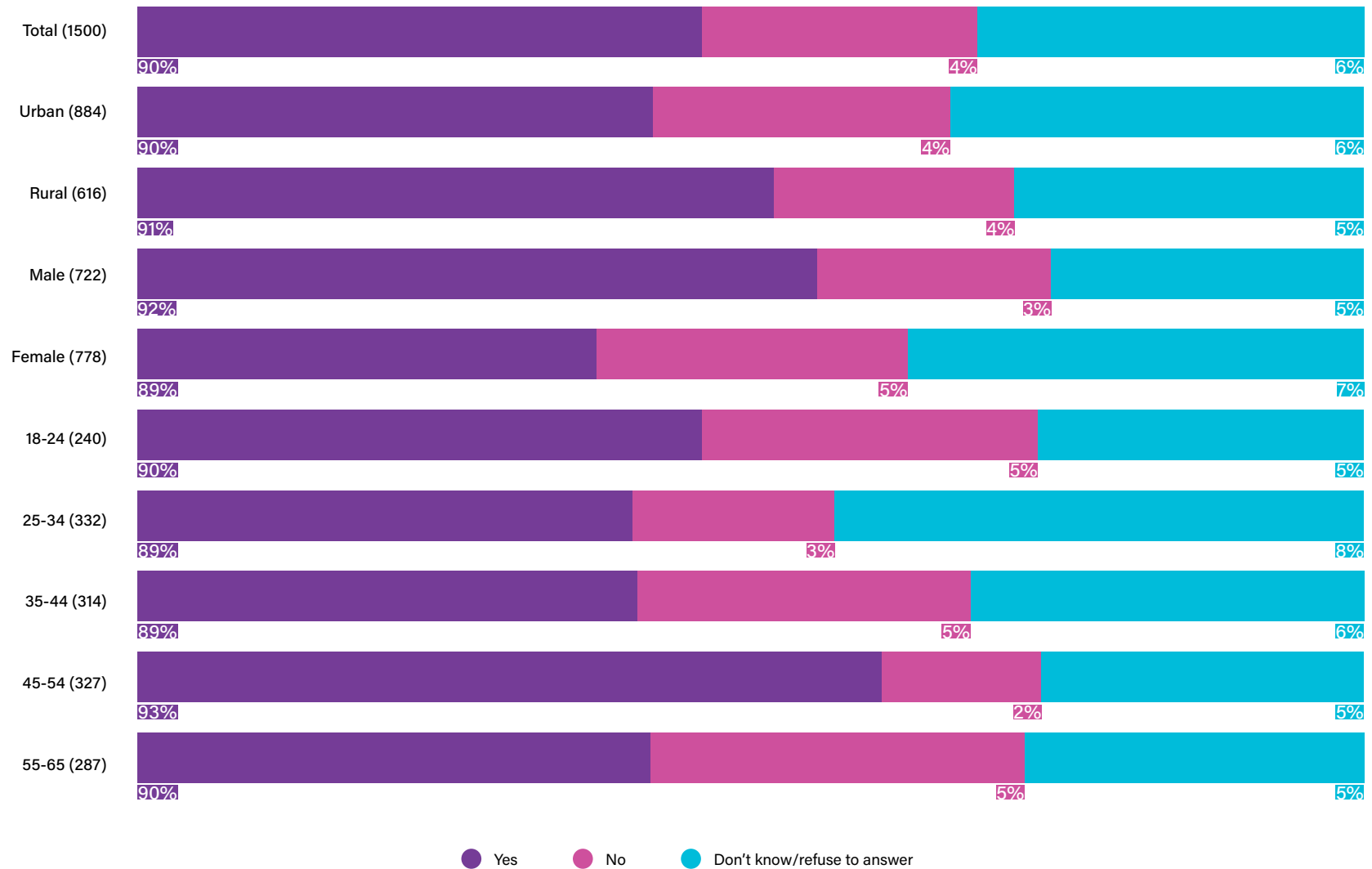
Which of the following do you think is the **most important** way to dramatically **limit climate change**?



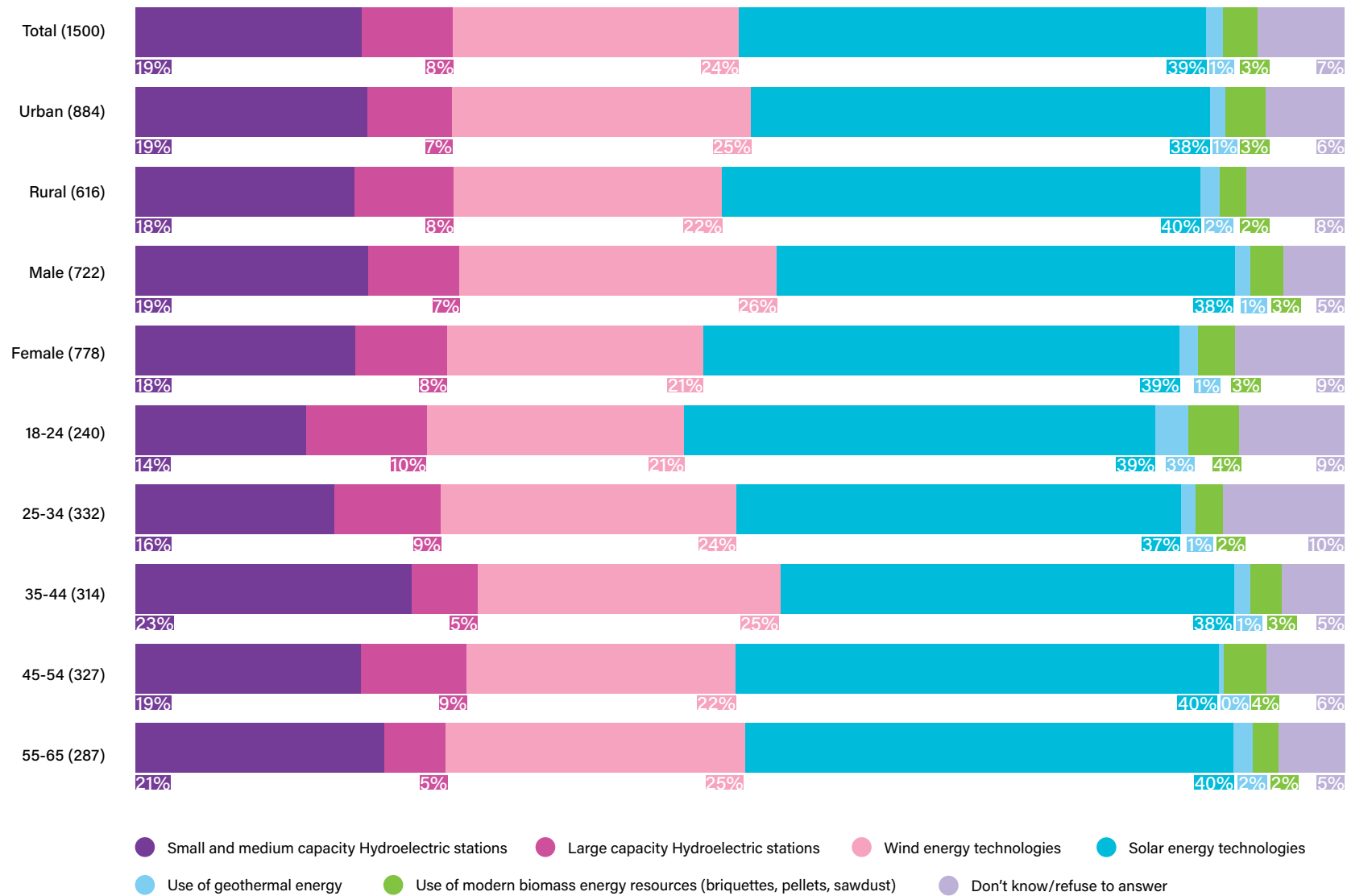
Which of the **following** do you think is **correct**?



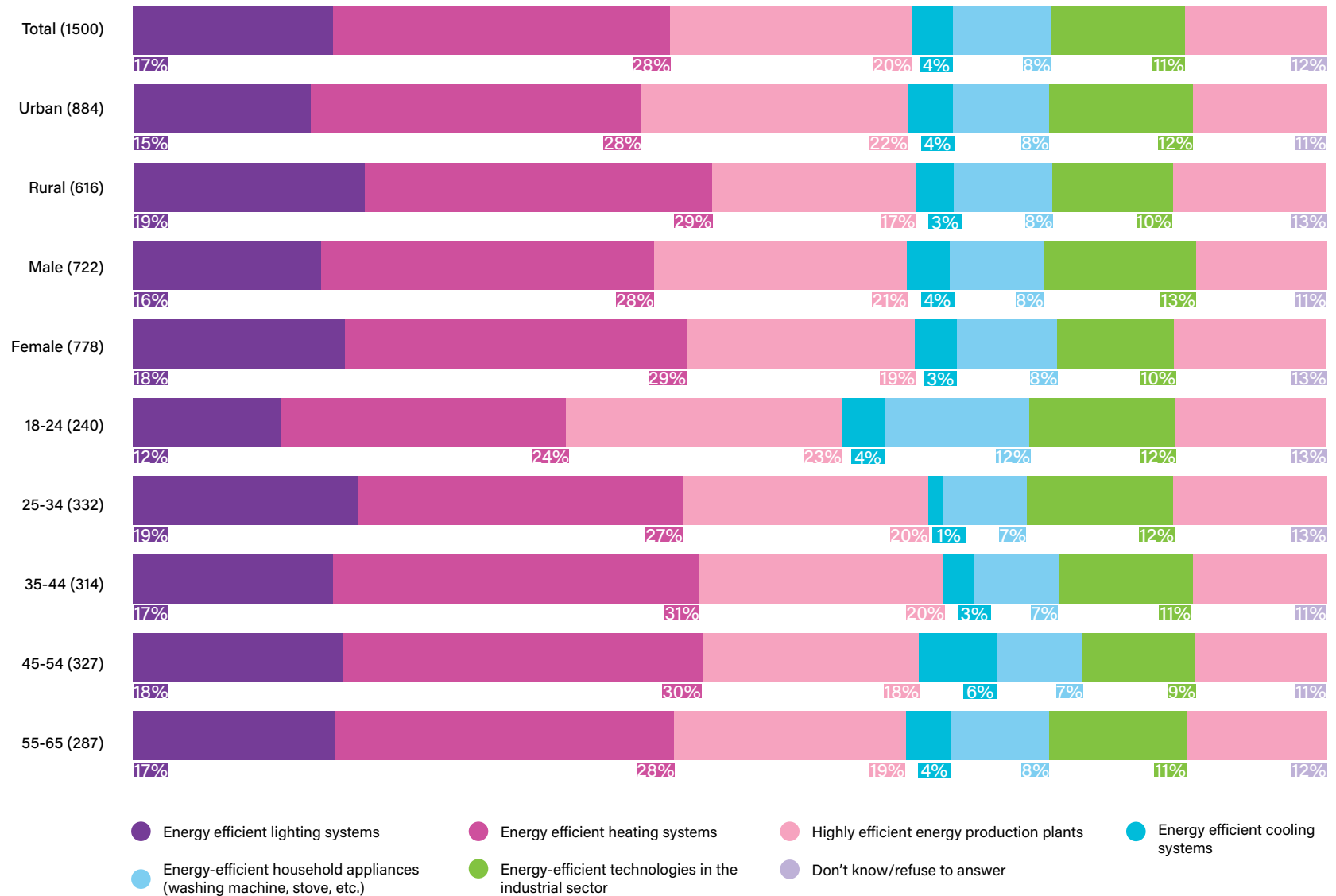
In your opinion, should **Georgia** switch to **renewable and alternative** sources of energy, to energy-efficient technologies?



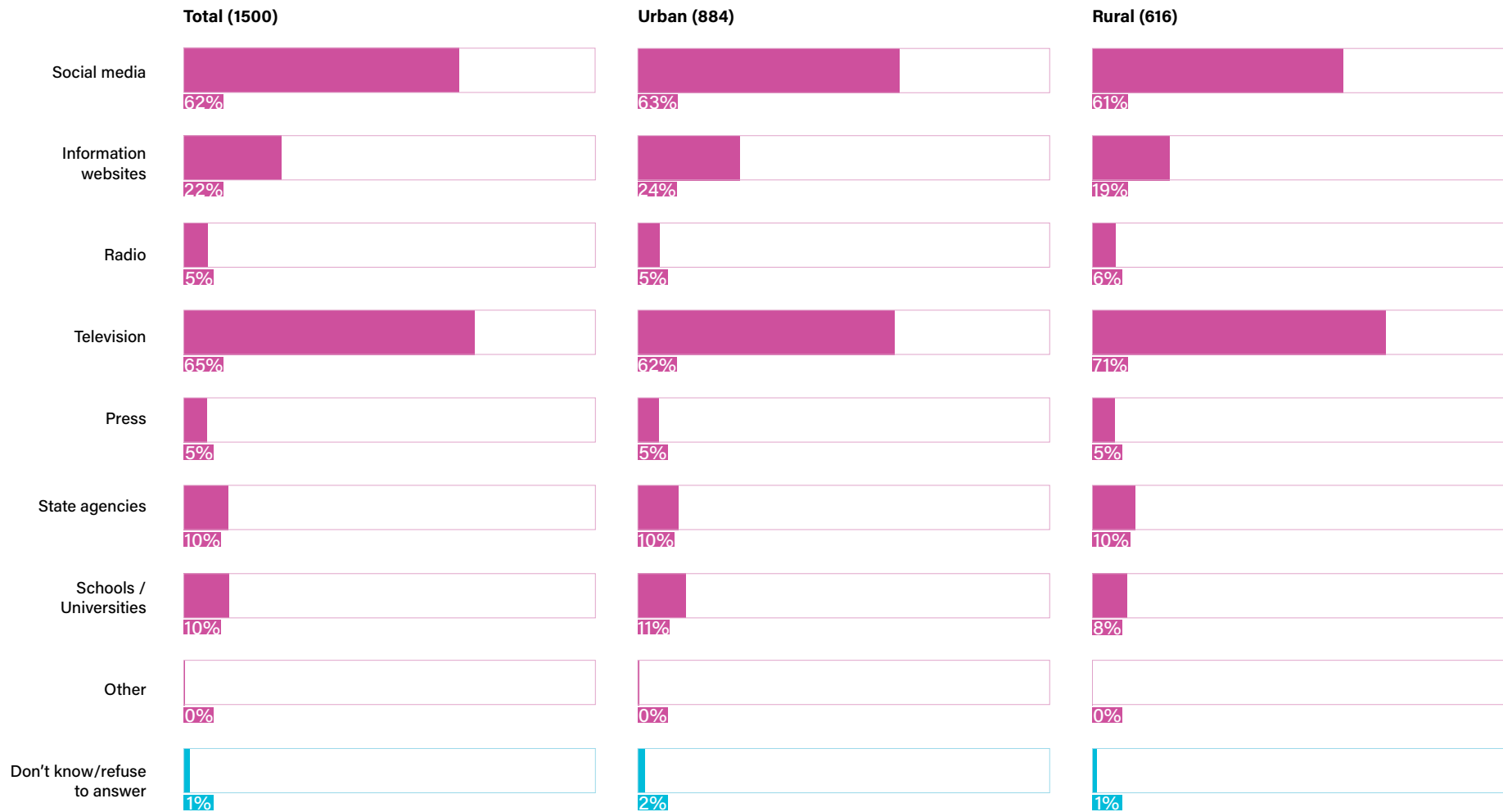
In your opinion, which **renewable and alternative** energy sources should be a **priority for Georgia**?



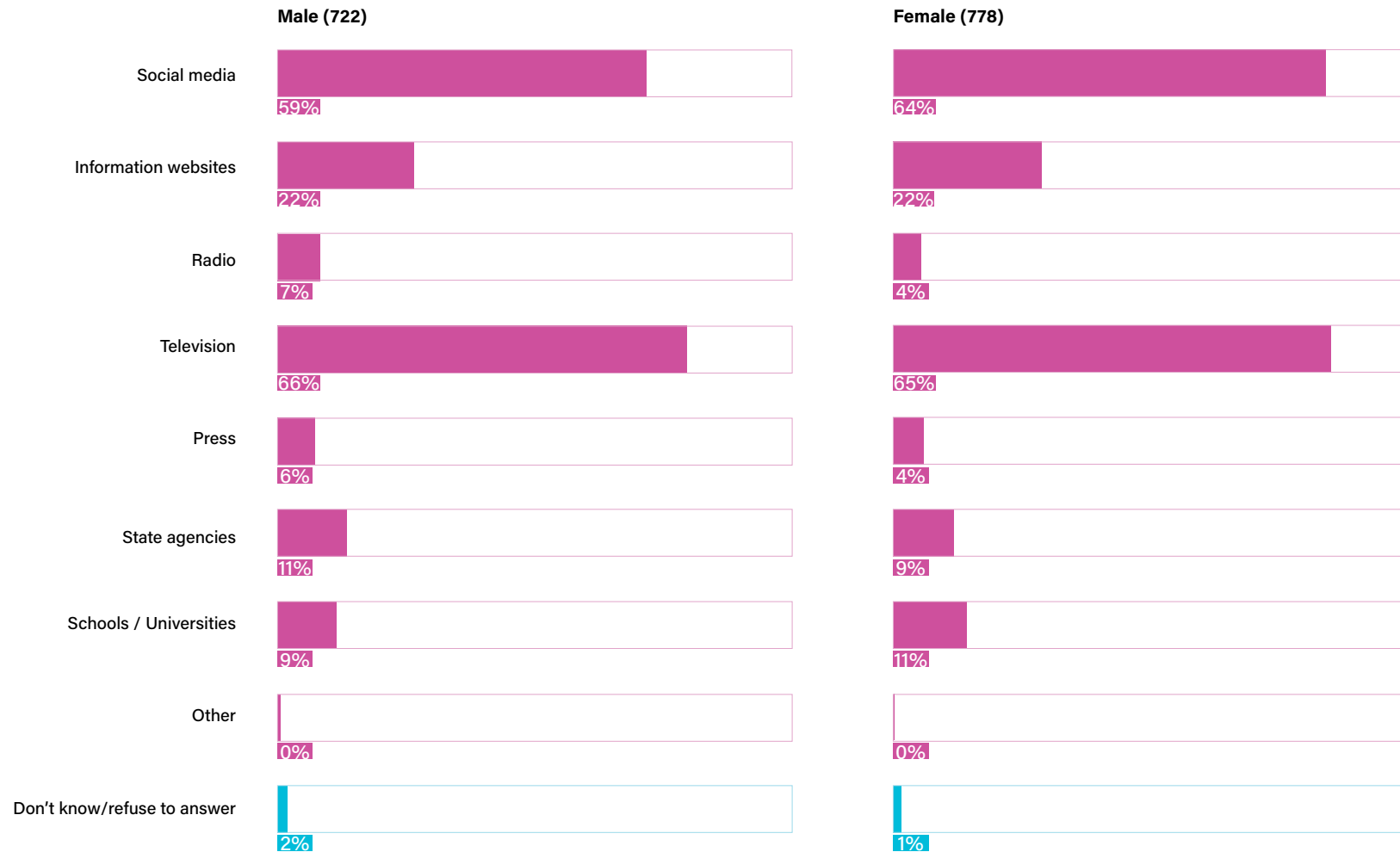
In your opinion, which **energy efficient** technologies should be **prioritized by Georgia?**



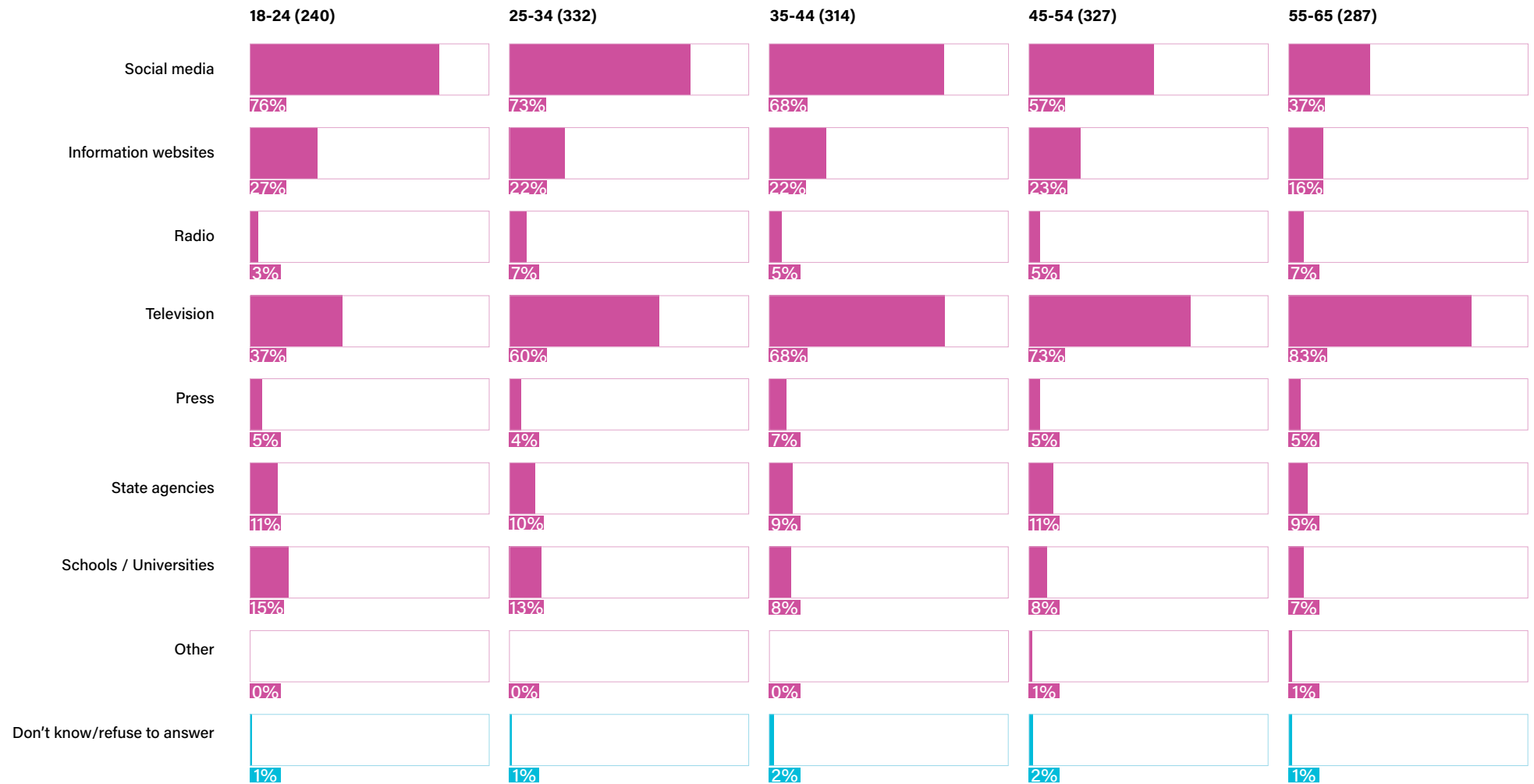
From which sources would you like to receive new **information** about **climate change**?



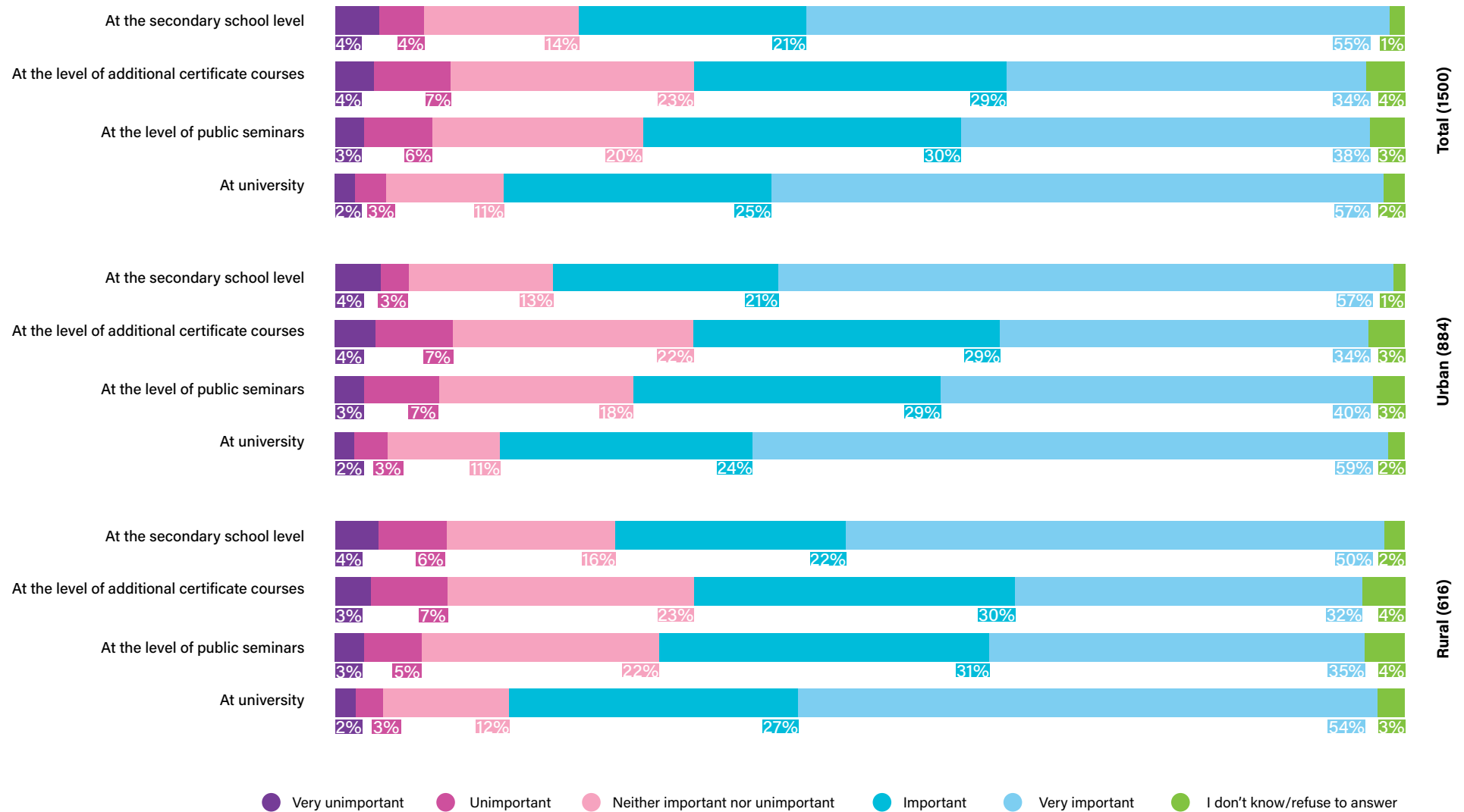
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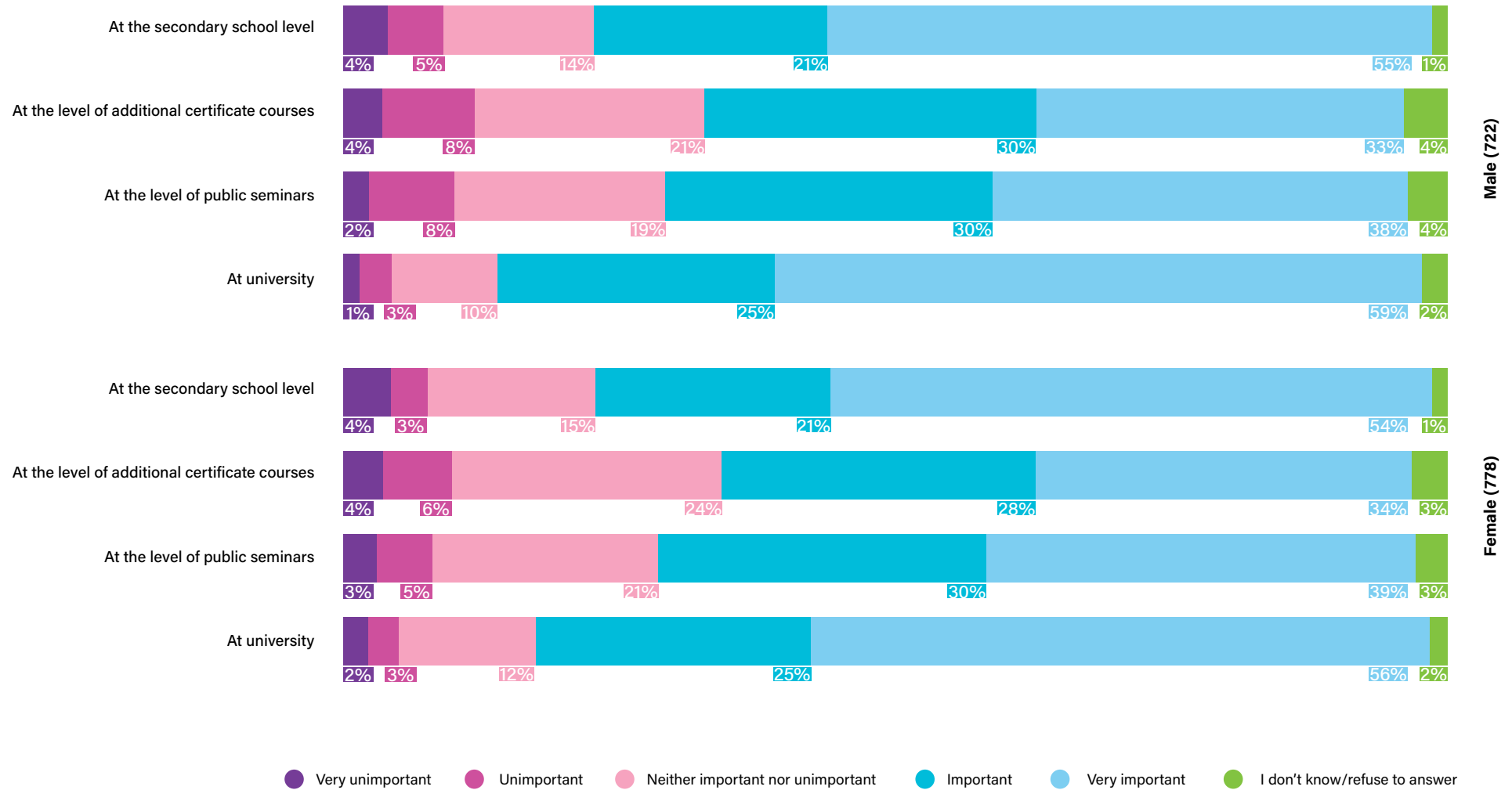
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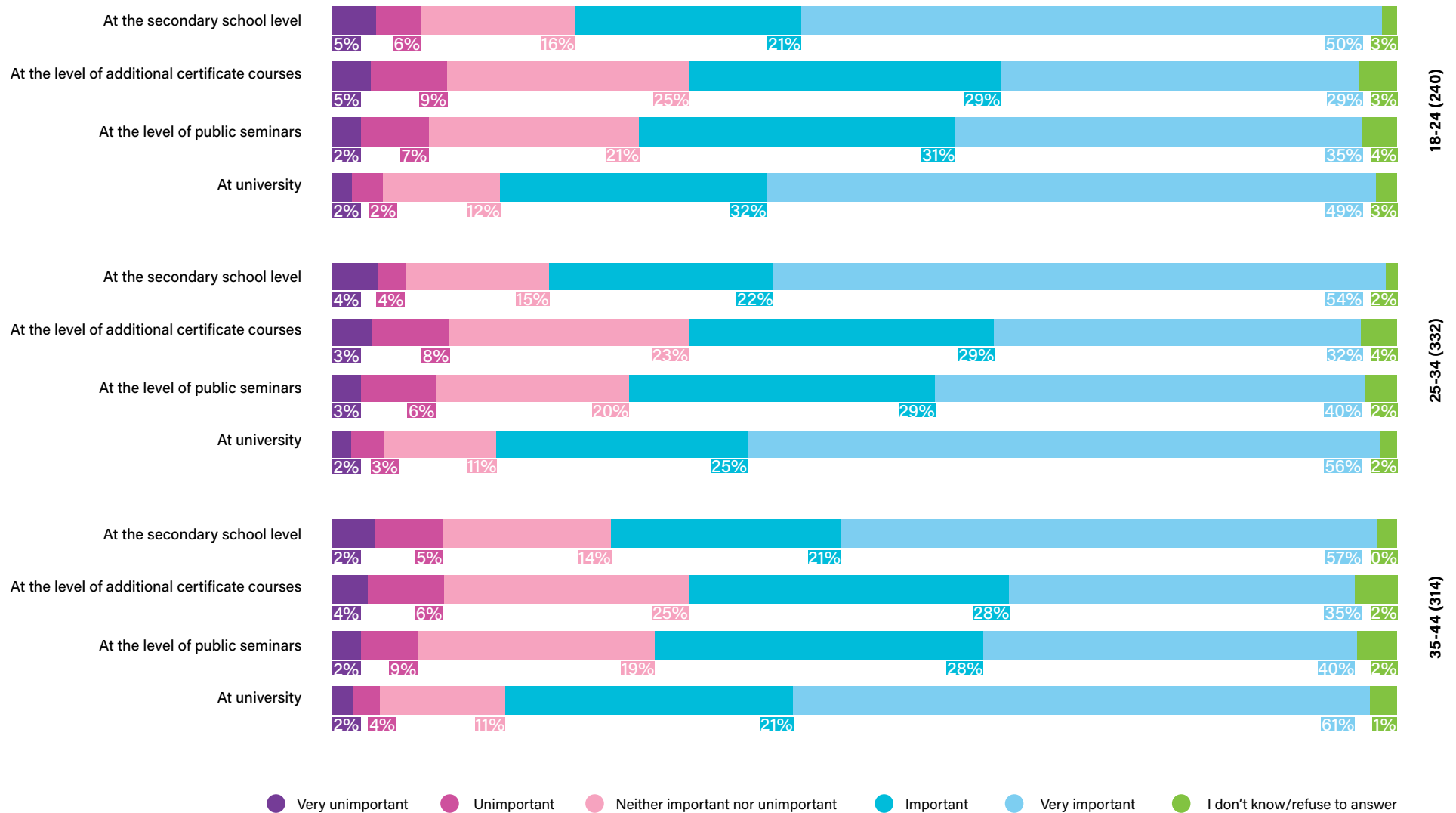
How important do you think it is to create **special courses** on **climate change**?



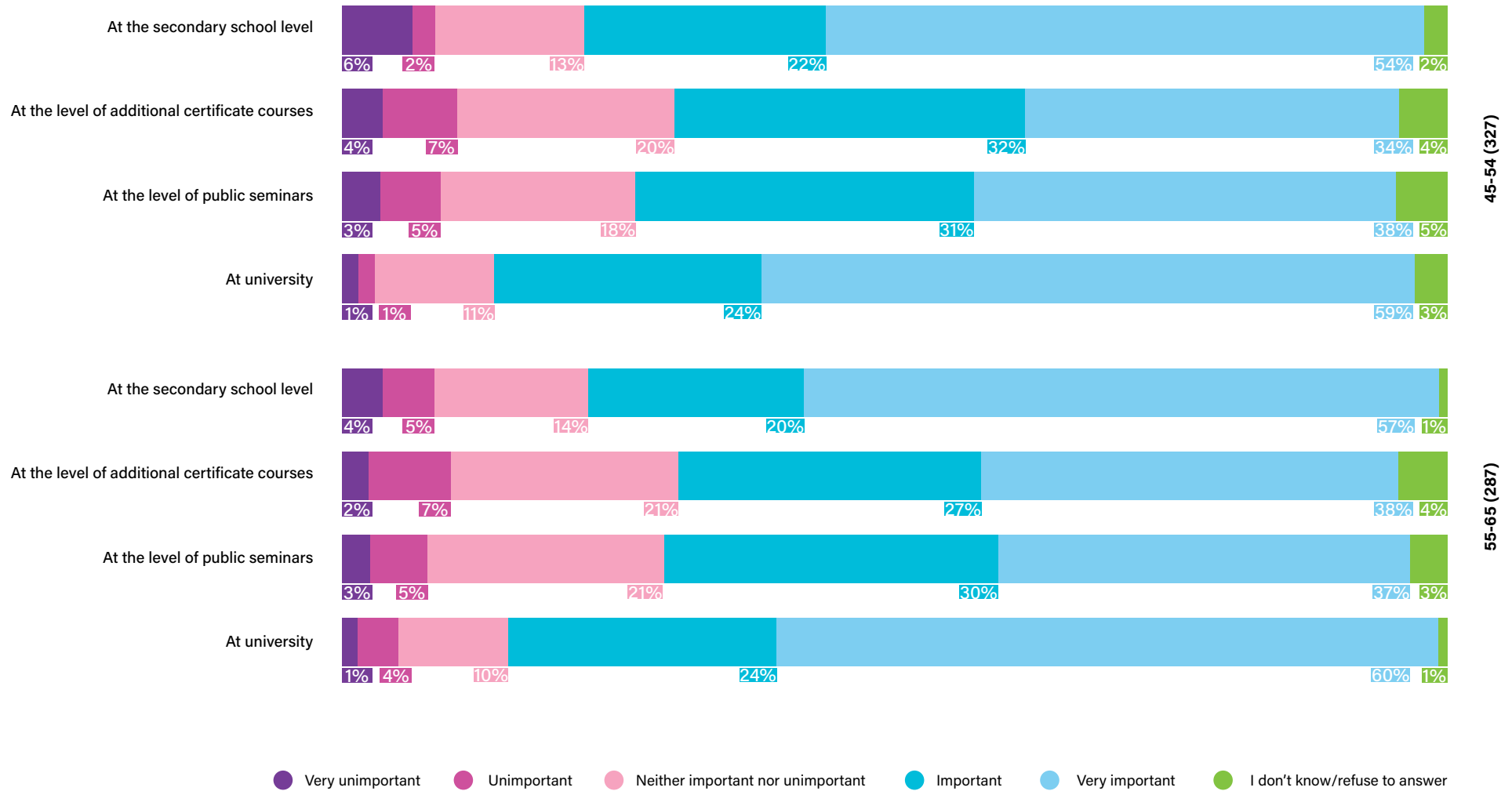
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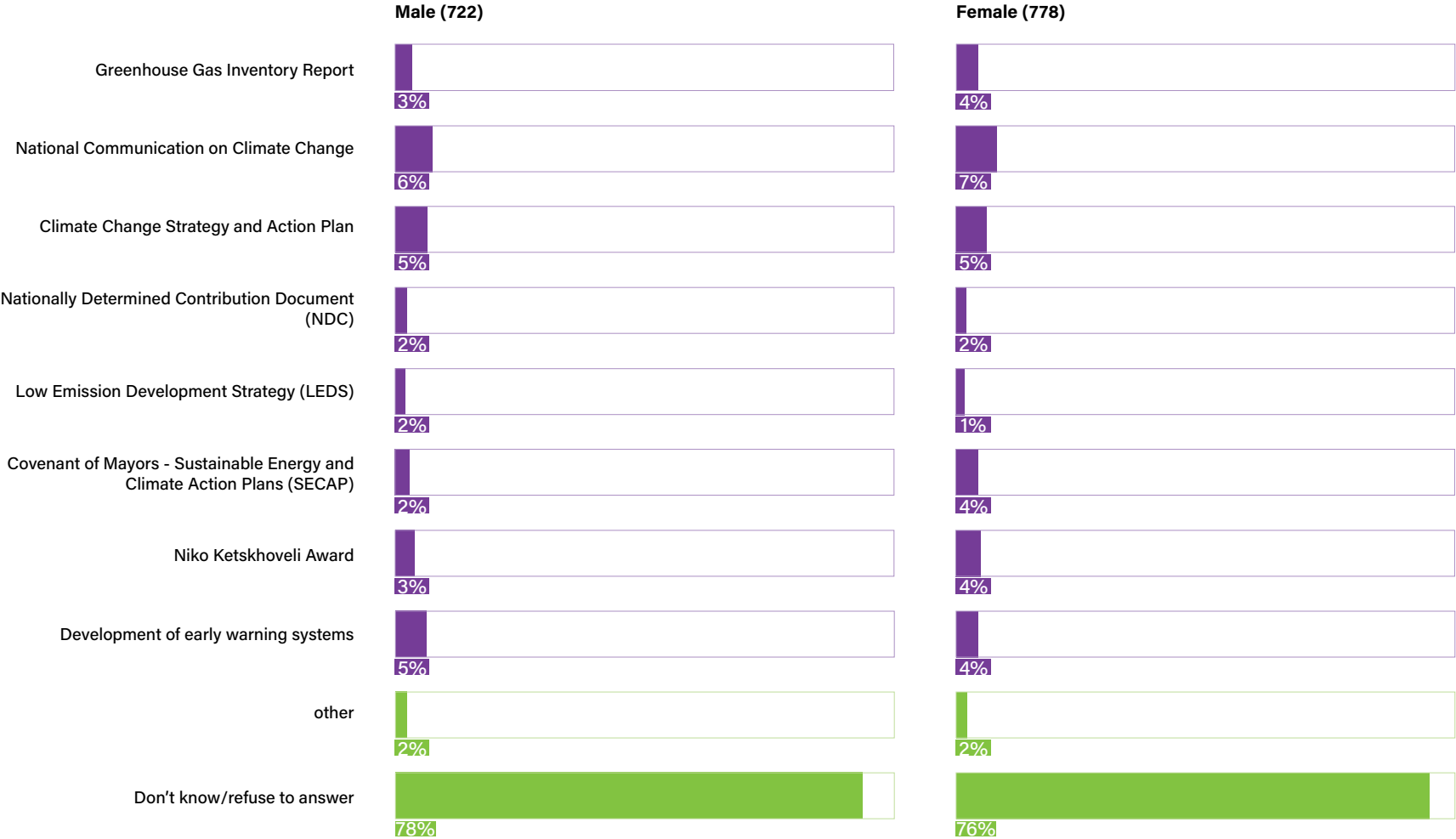
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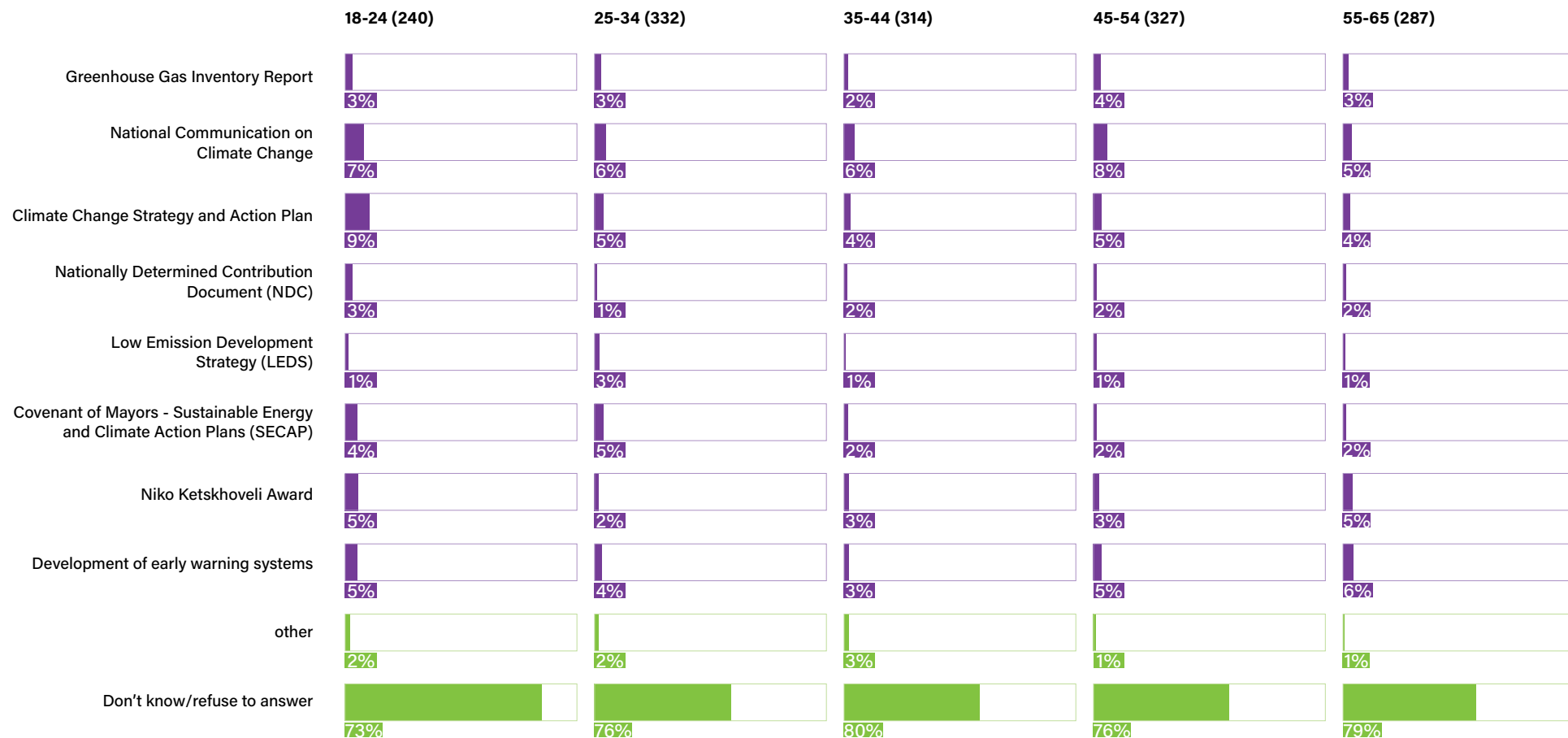
What kind of **climate and environmentally-friendly policies**, programs, projects and events have you **heard about in Georgia**?



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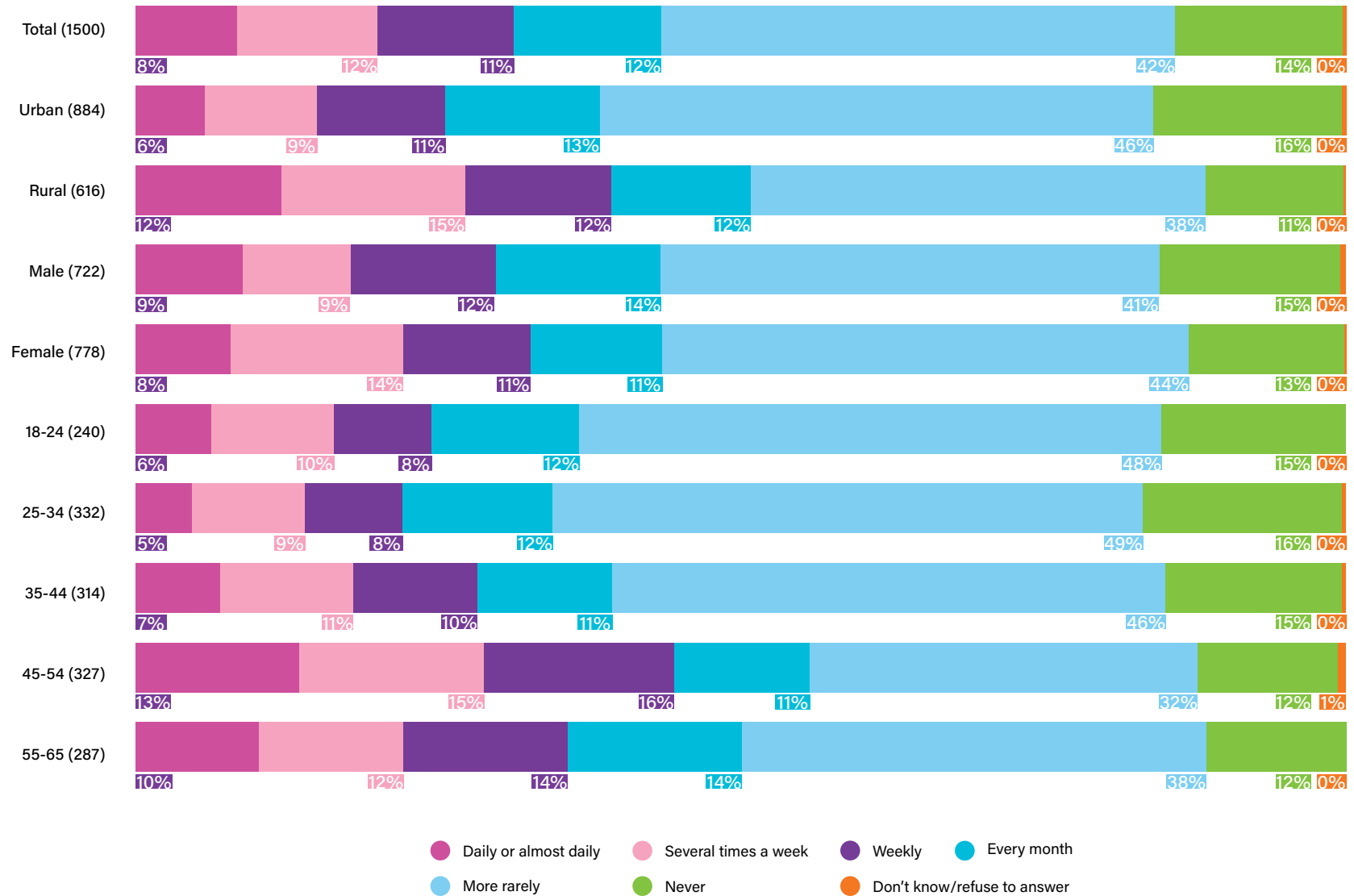


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Behaviour

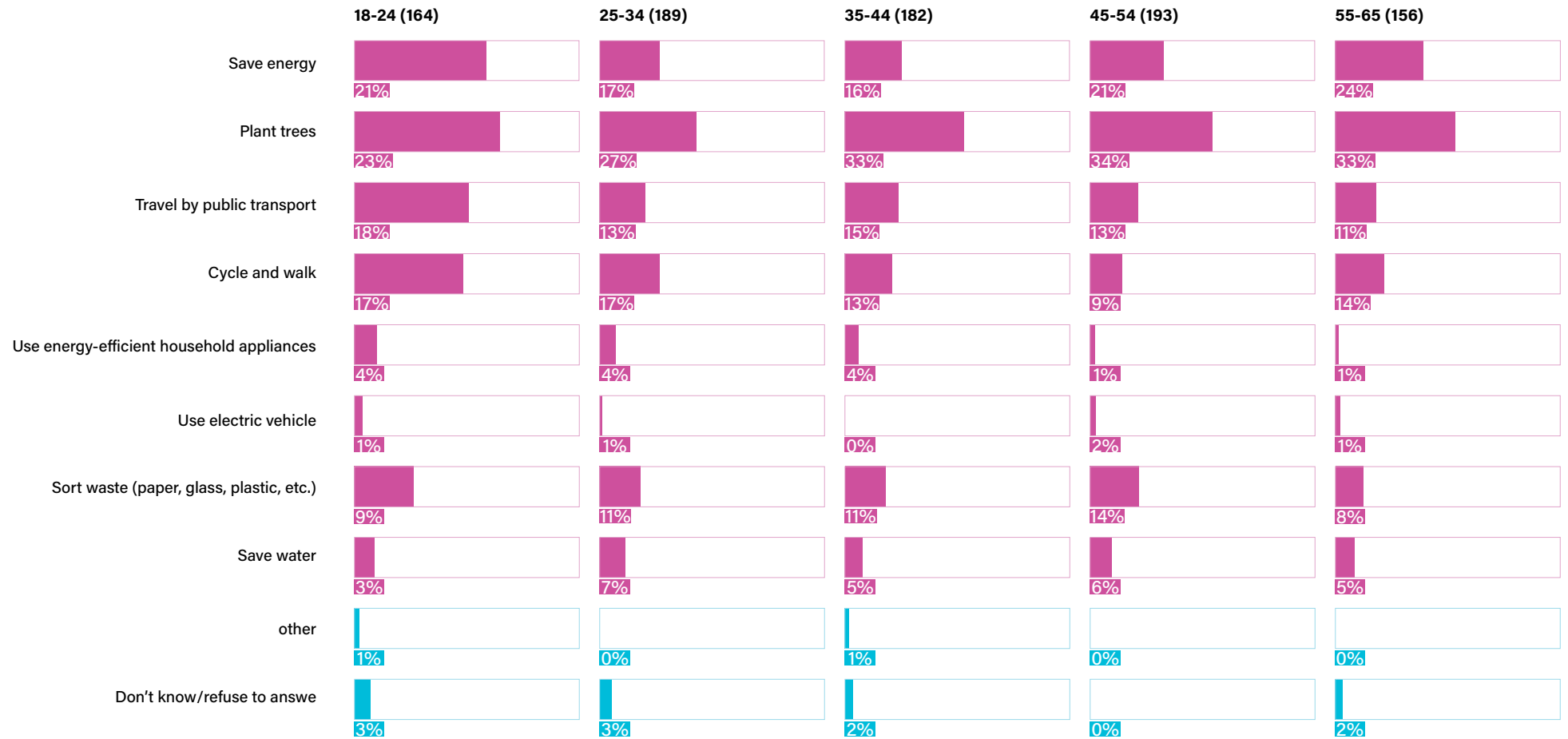
When talking to other people, how often do you **discuss** the need to **act on climate change**?



What practices do you personally use to mitigate **climate change** and **protect the environment**?



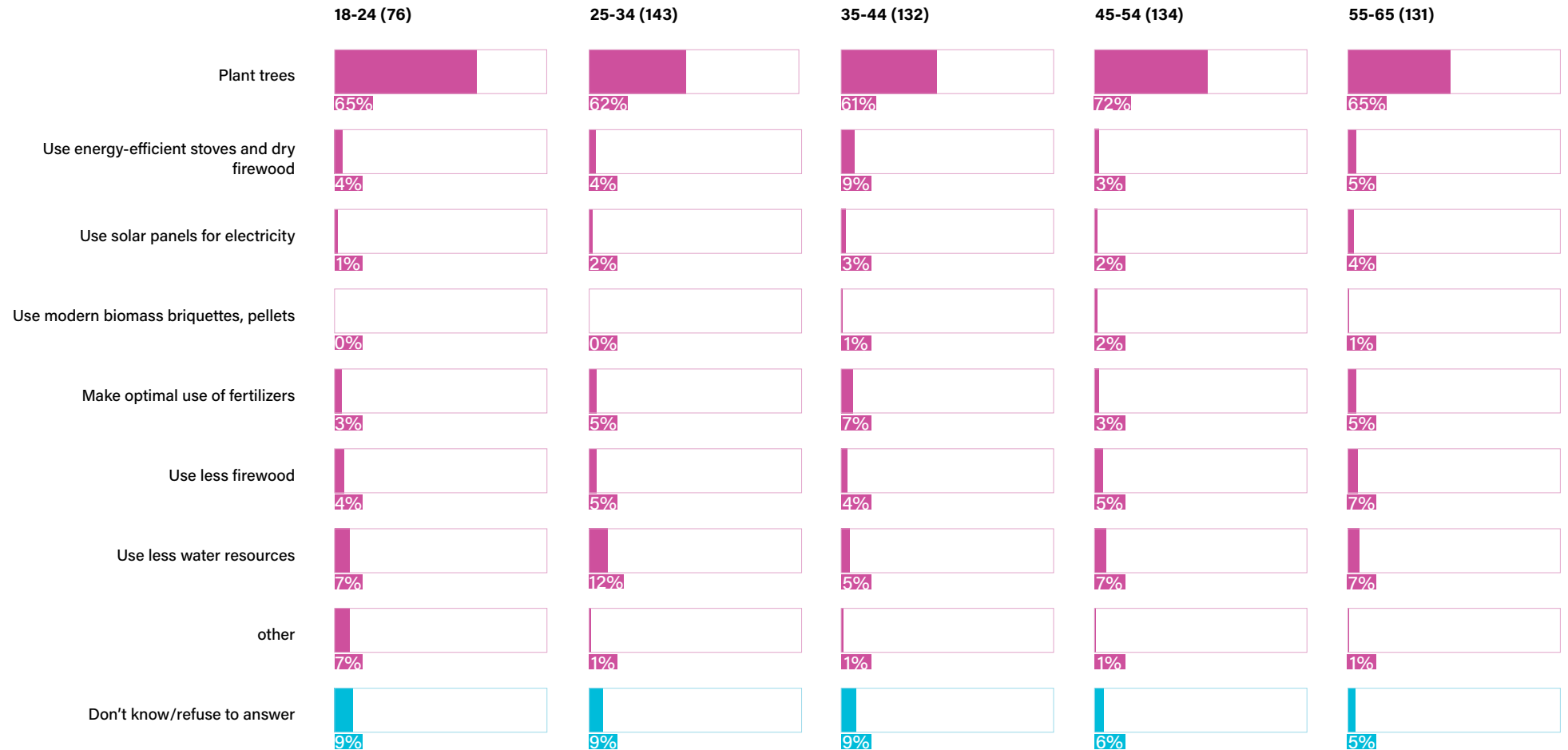
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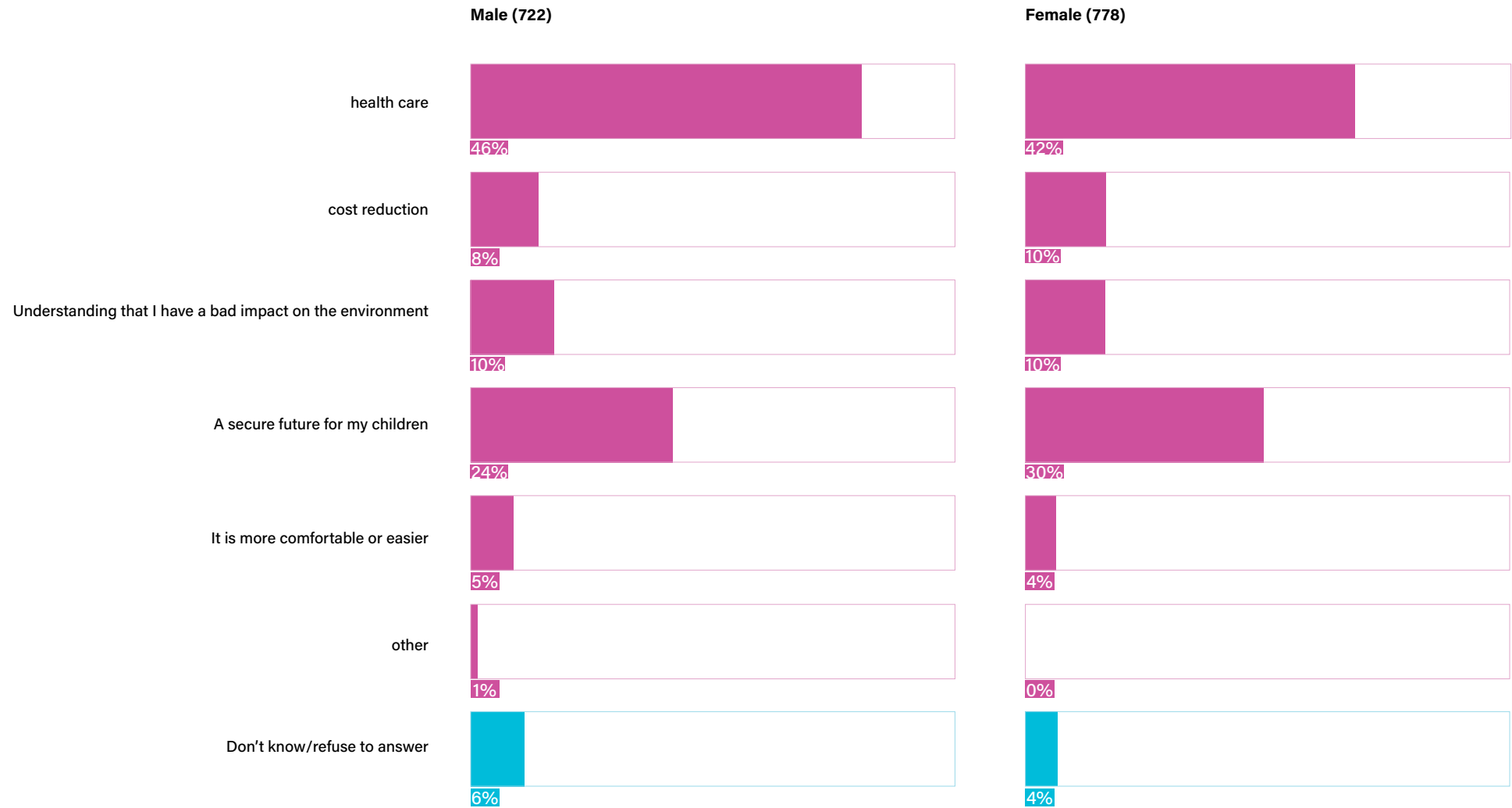
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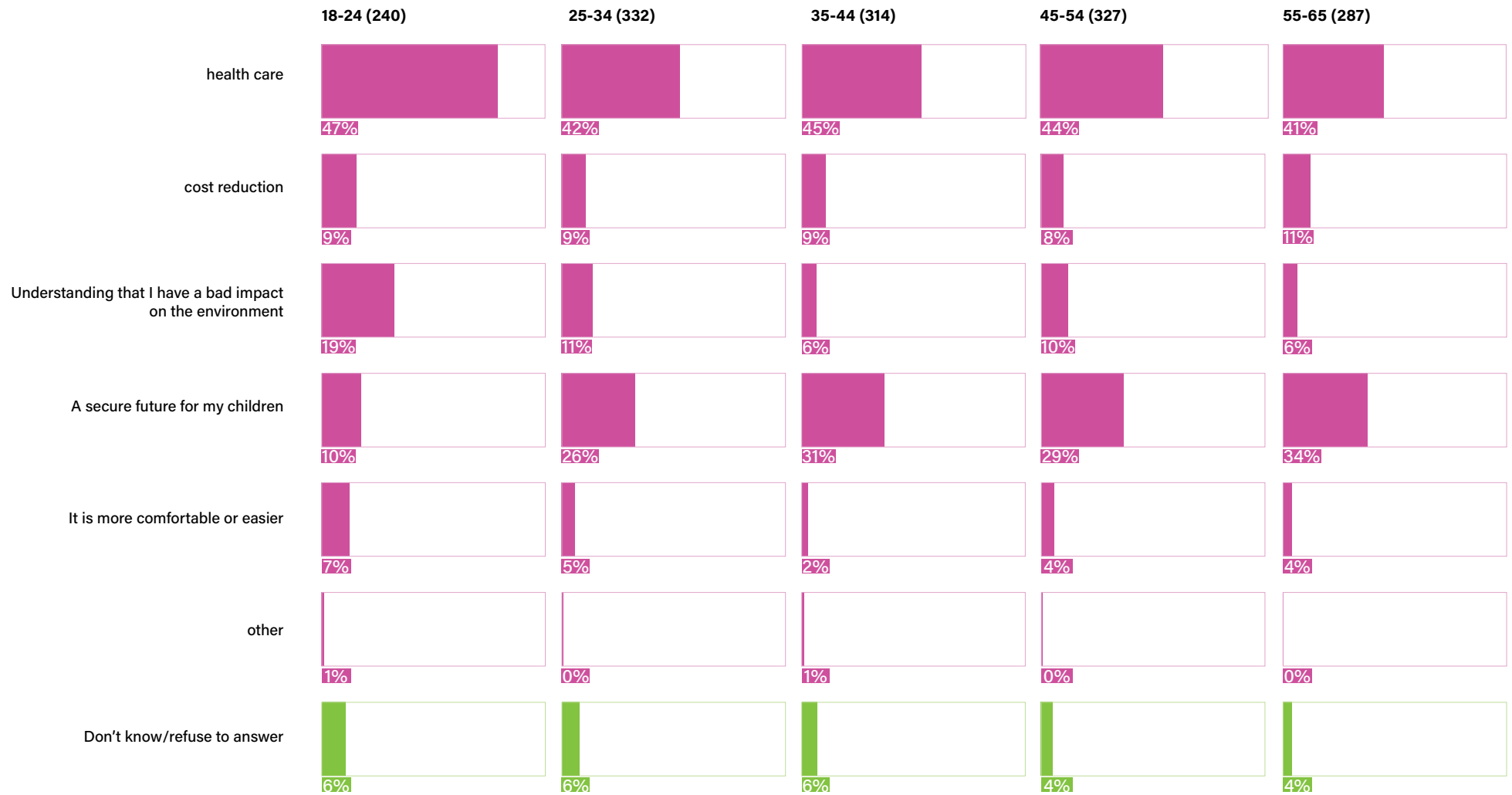
What is your primary **motive** in engaging in this **behavior**?



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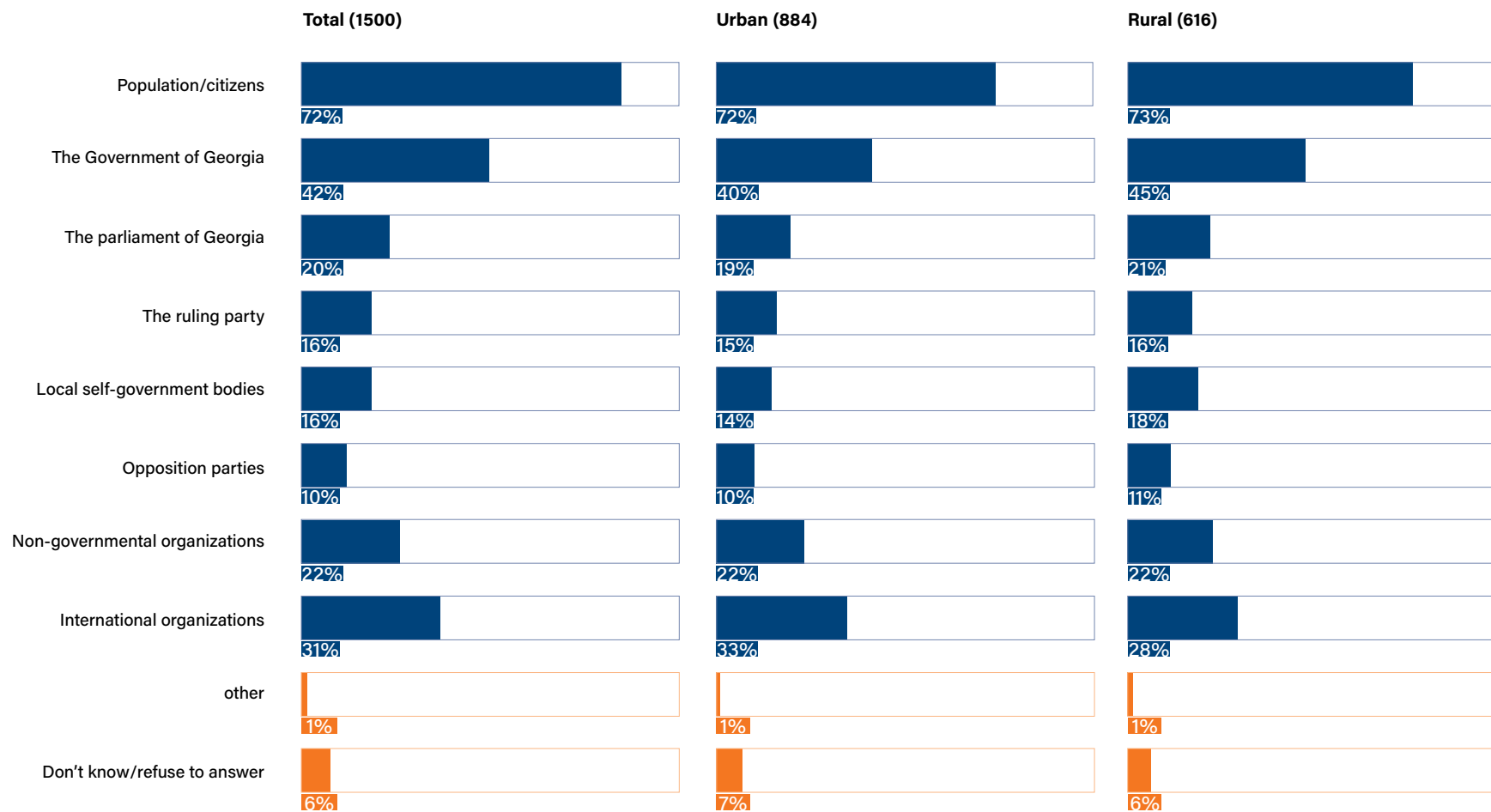
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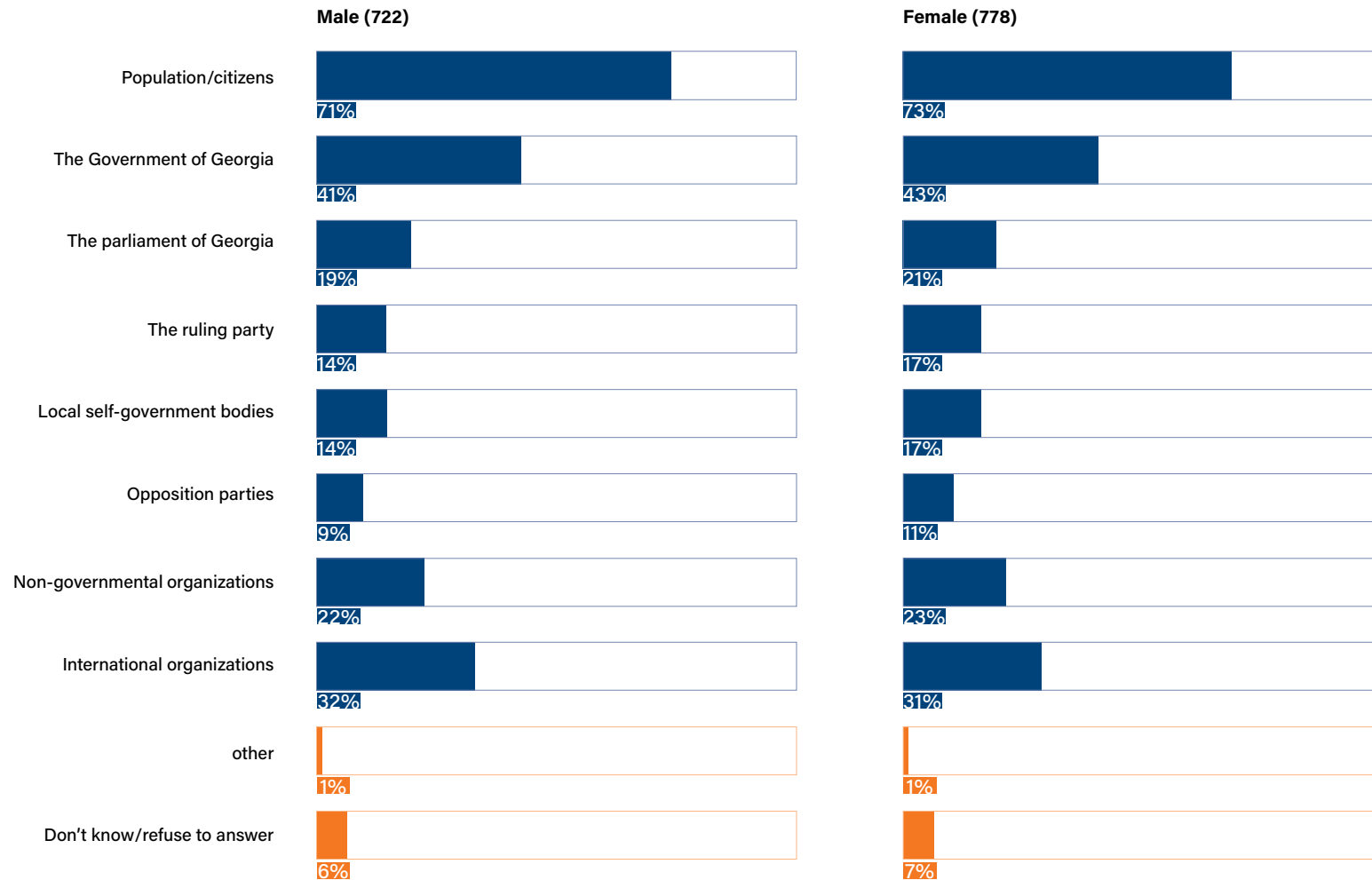
Policy



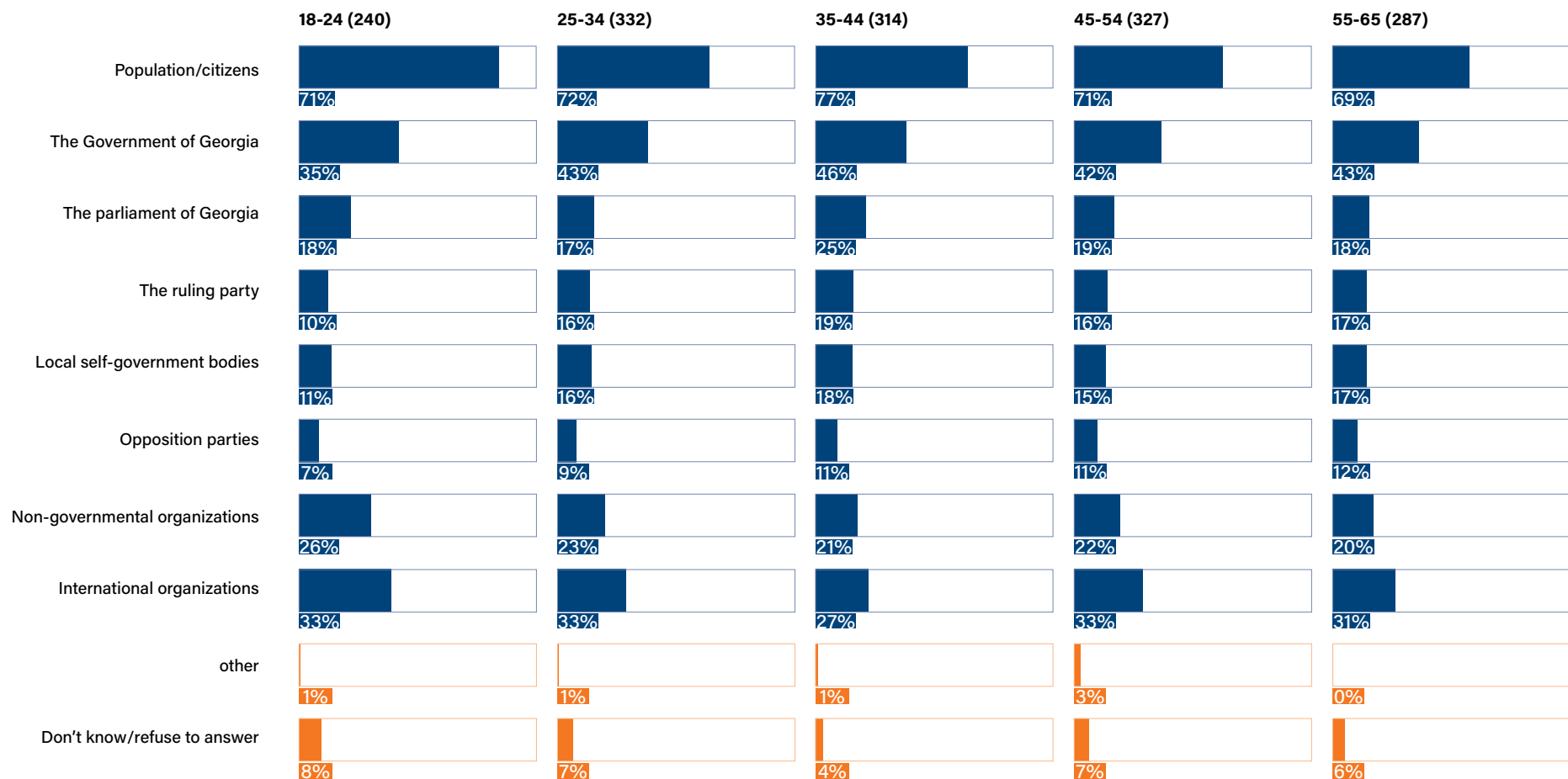
Who do you think are the **main stakeholders** in stopping/dramatically **limiting climate change**?



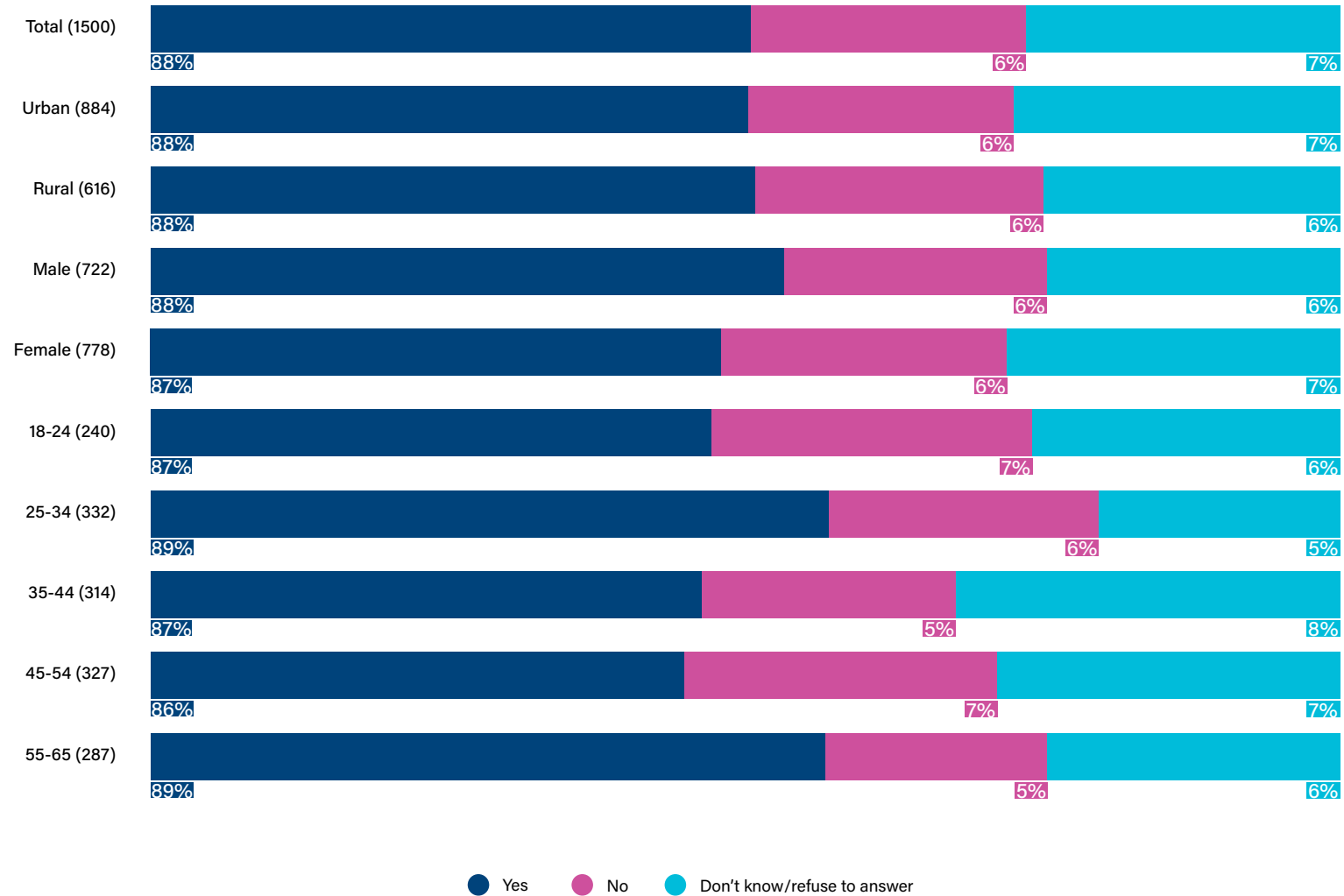
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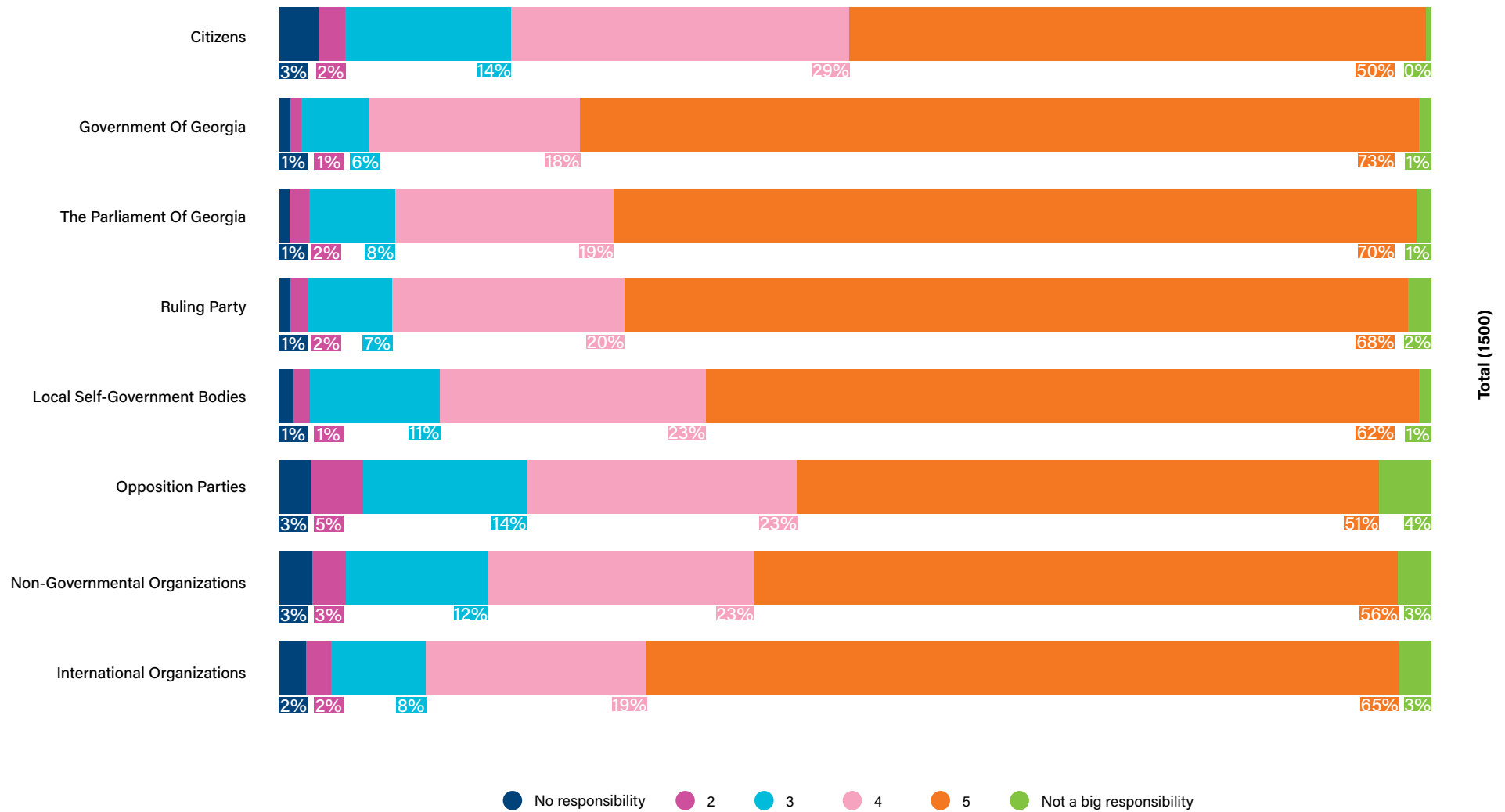
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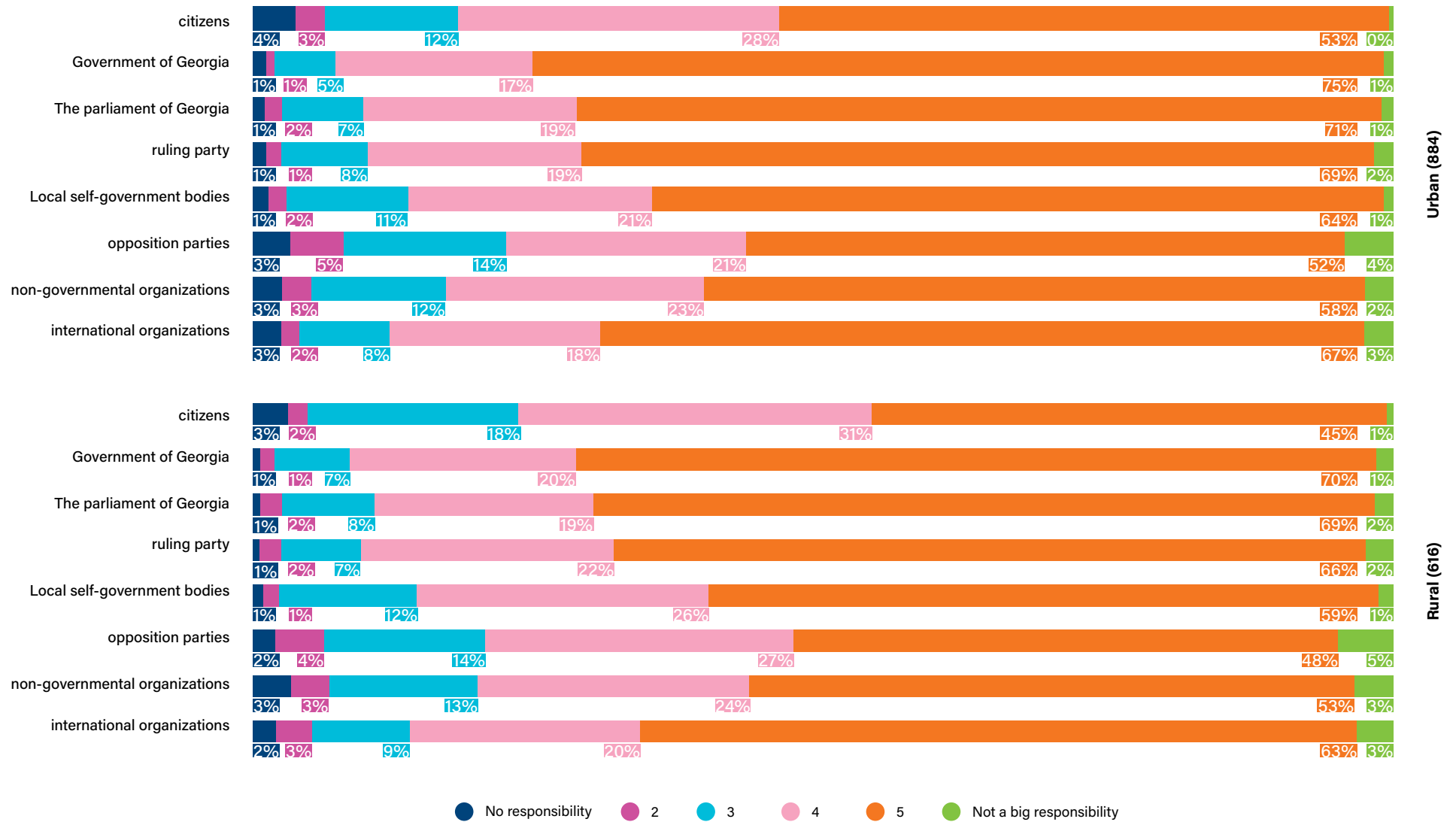
Do you support the introduction of **climate change legislation and regulations?**



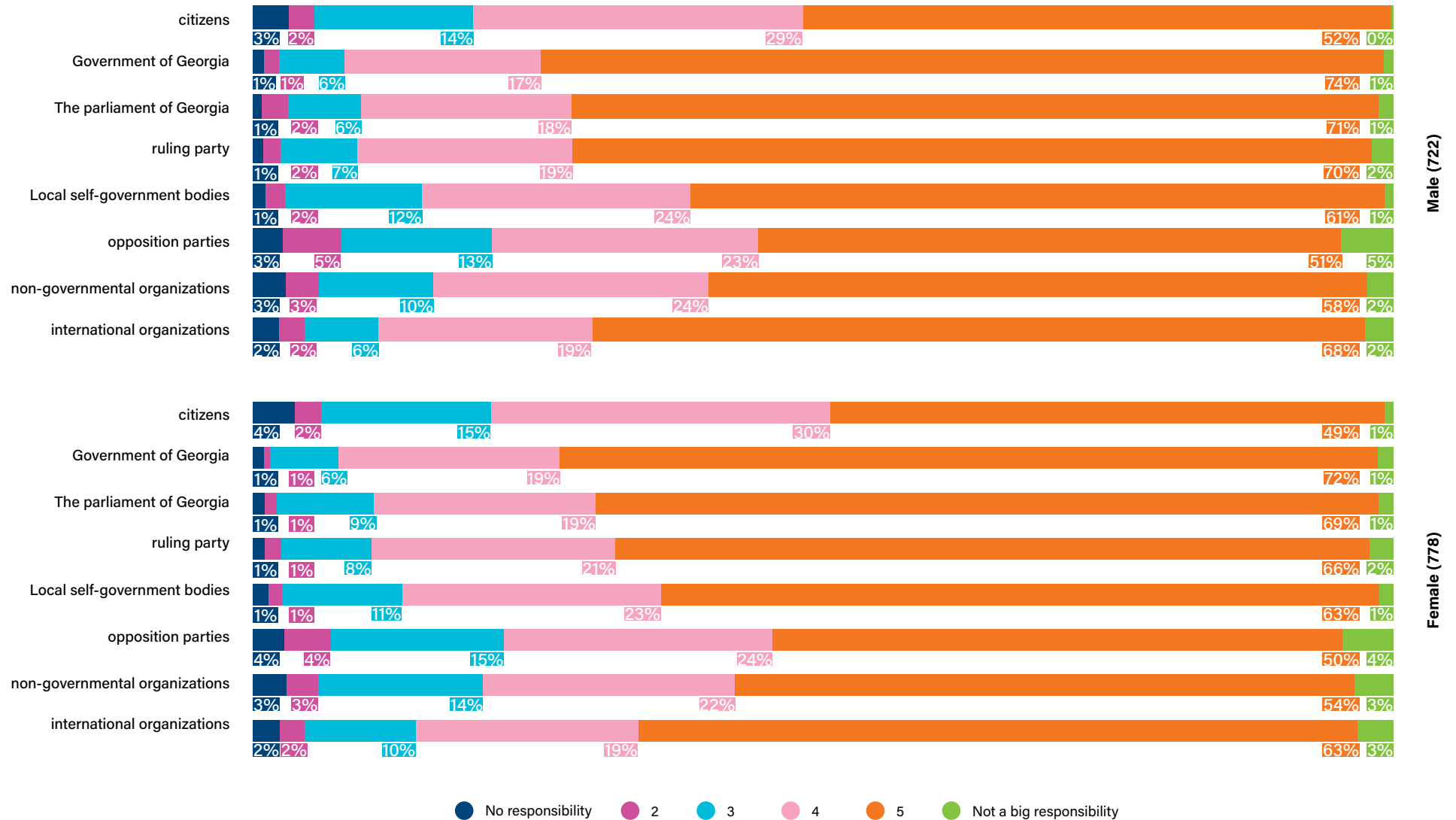
What **responsibilities** do you think each group has in dealing with **climate change**?



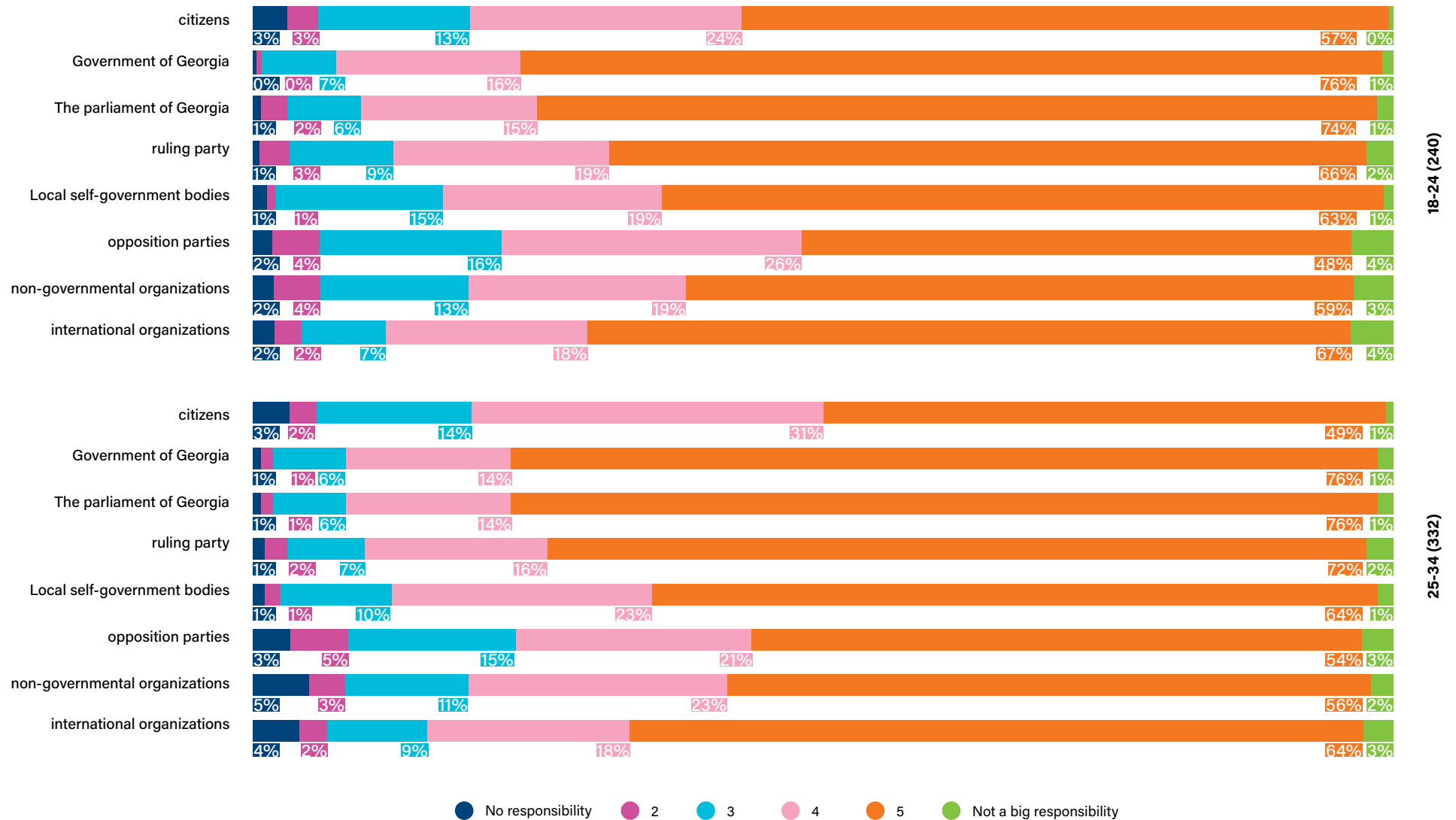
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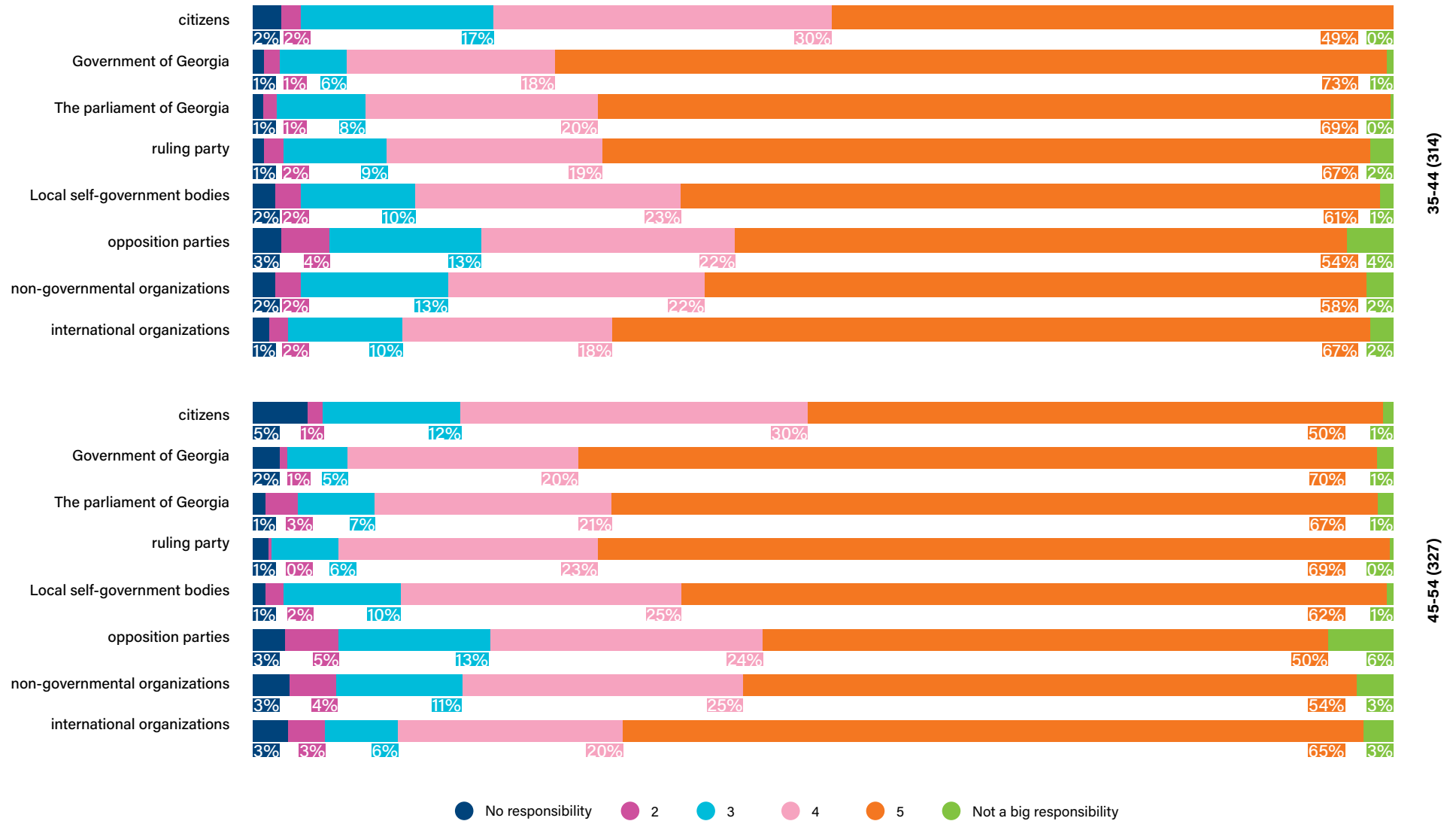
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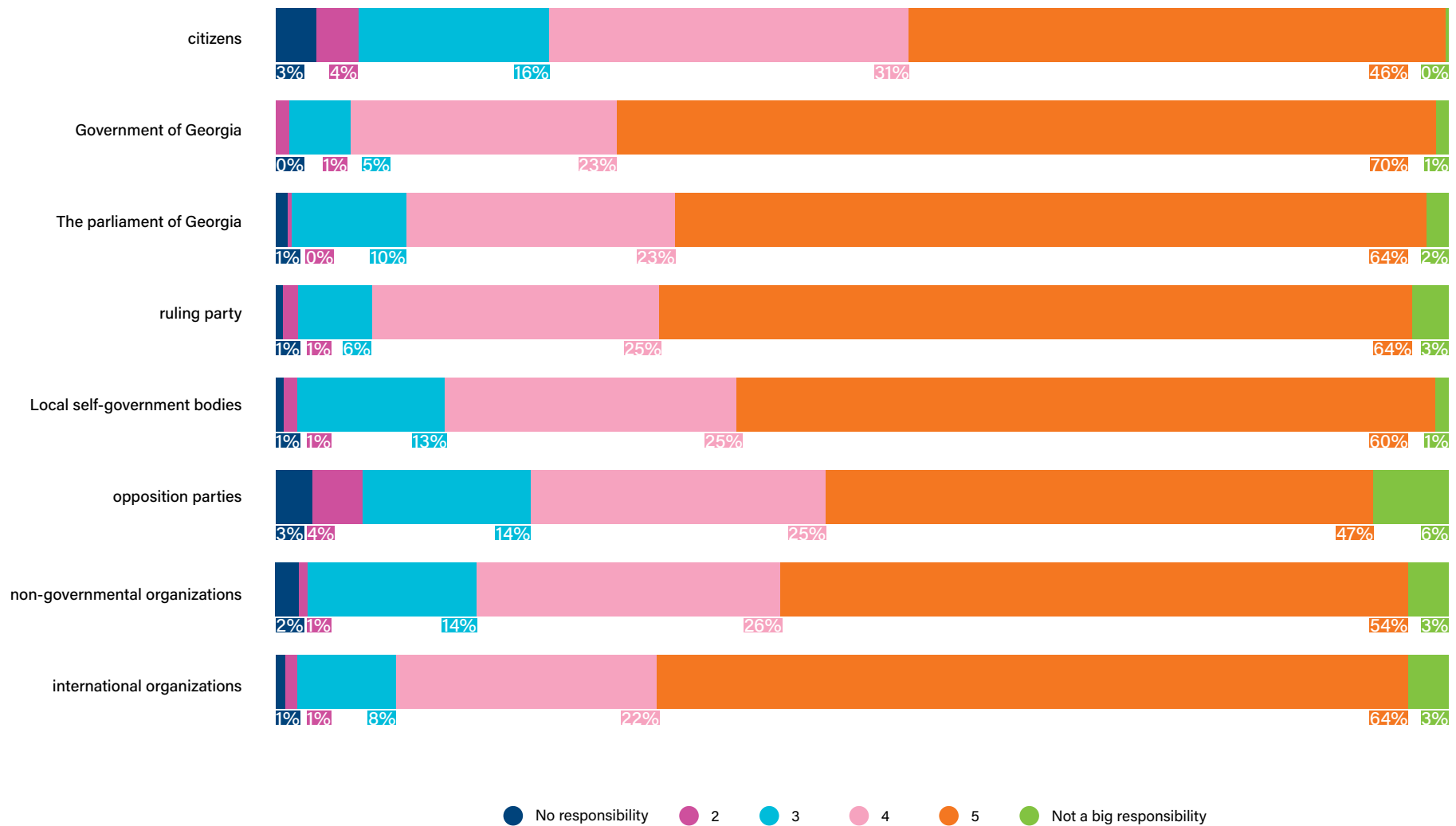
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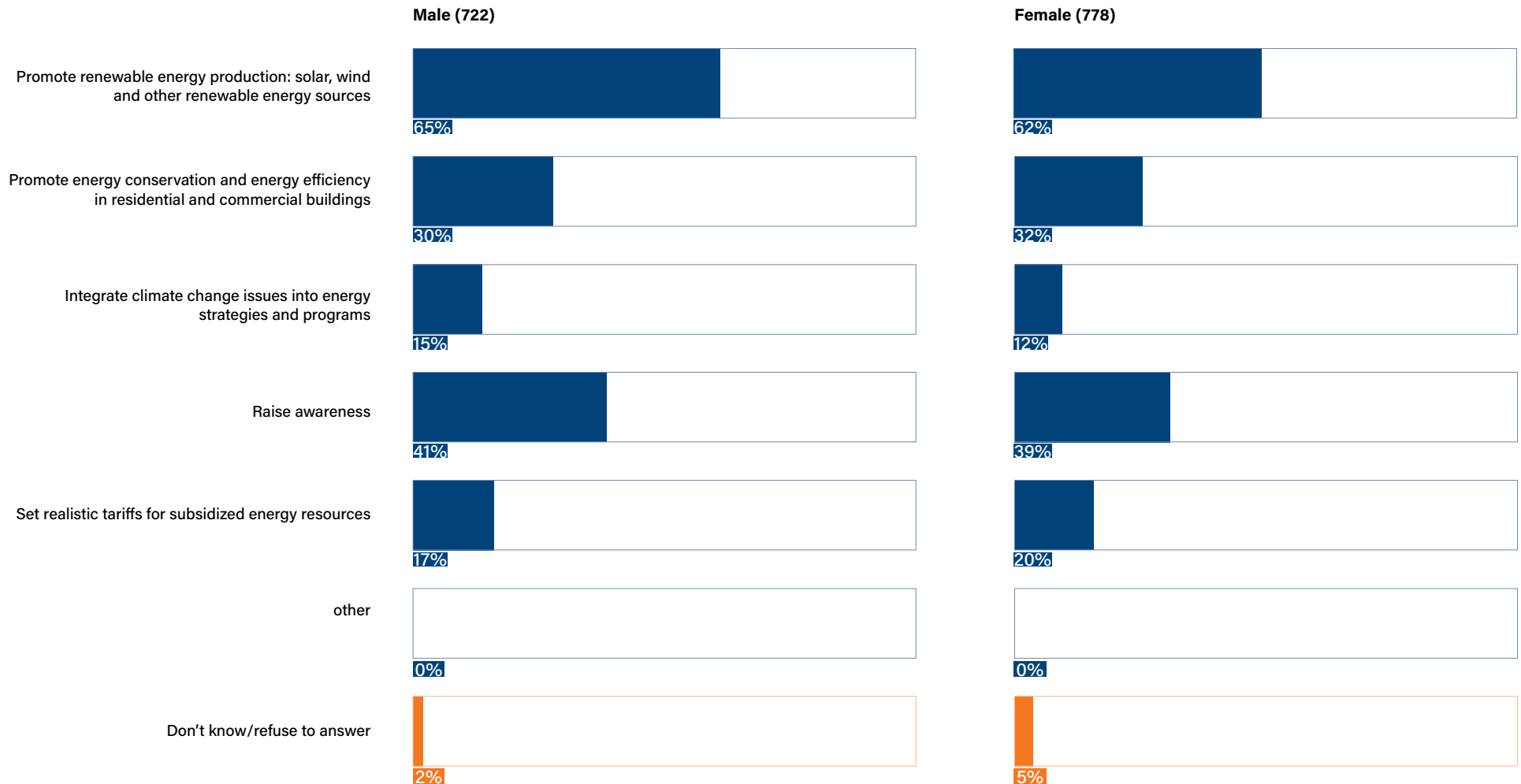


55-65 (287)

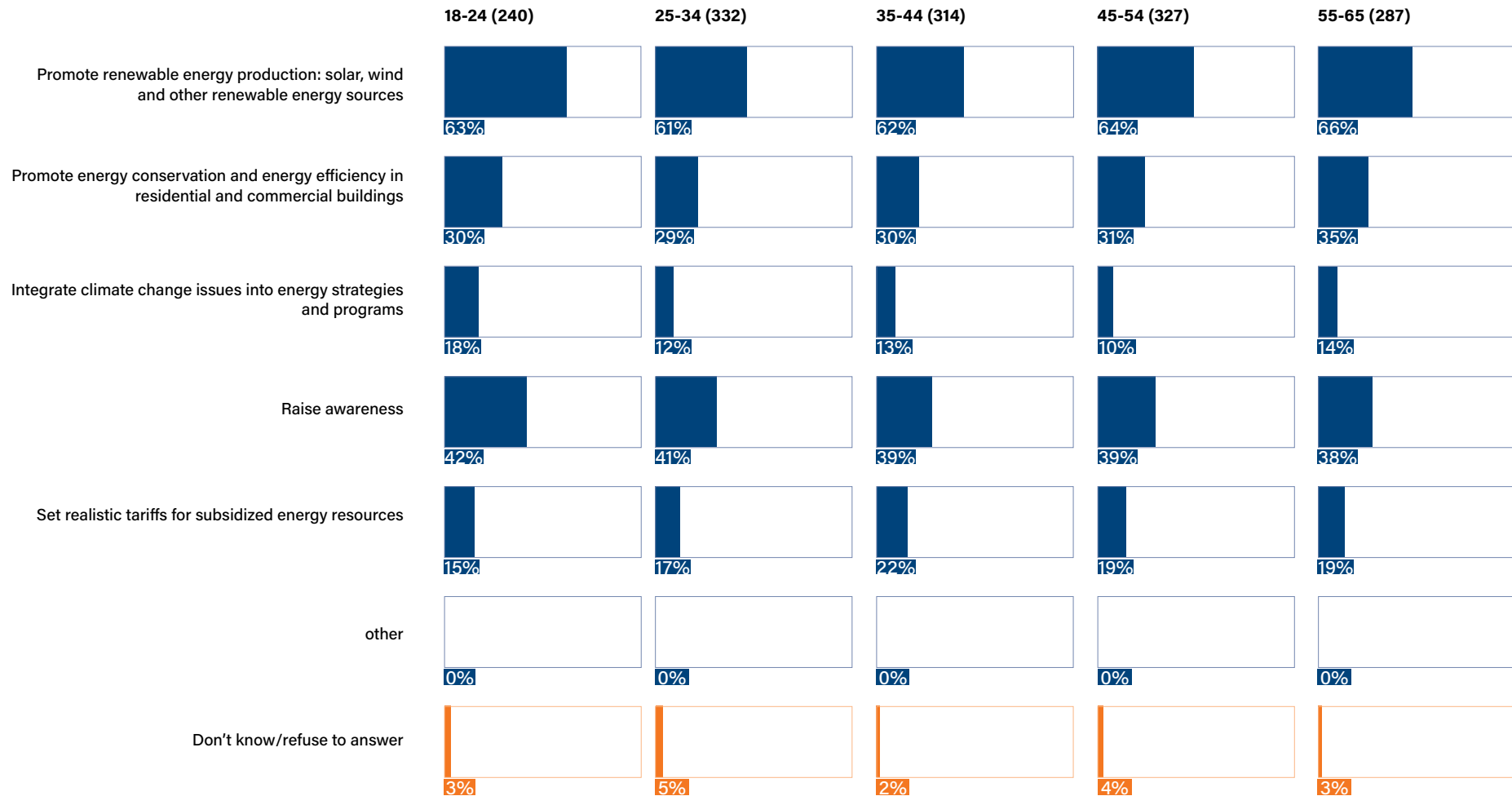
In your opinion, what kind of **policy** should the country implement in the direction of energy, to deal with the **climate and environmental crisis**?



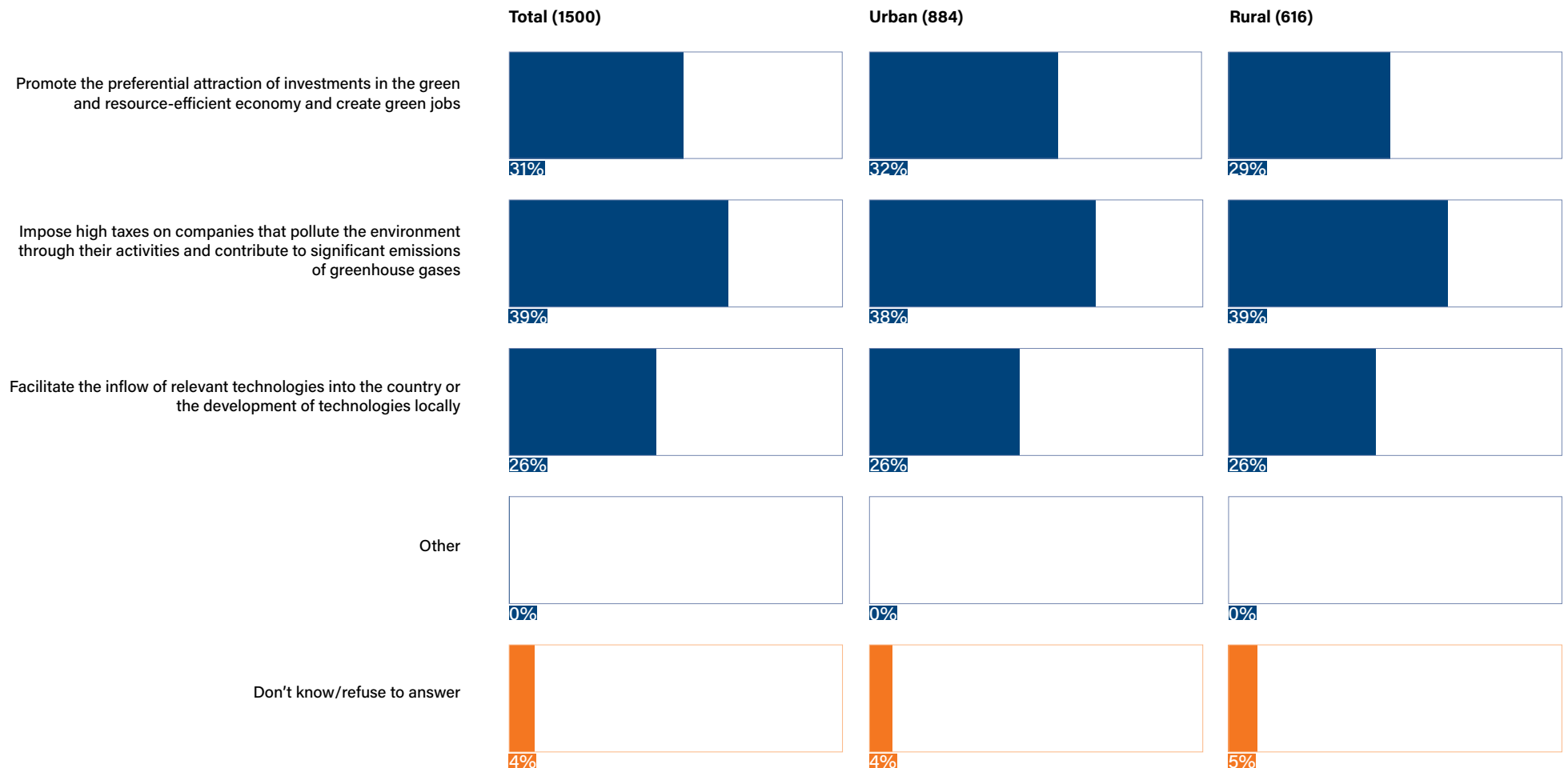
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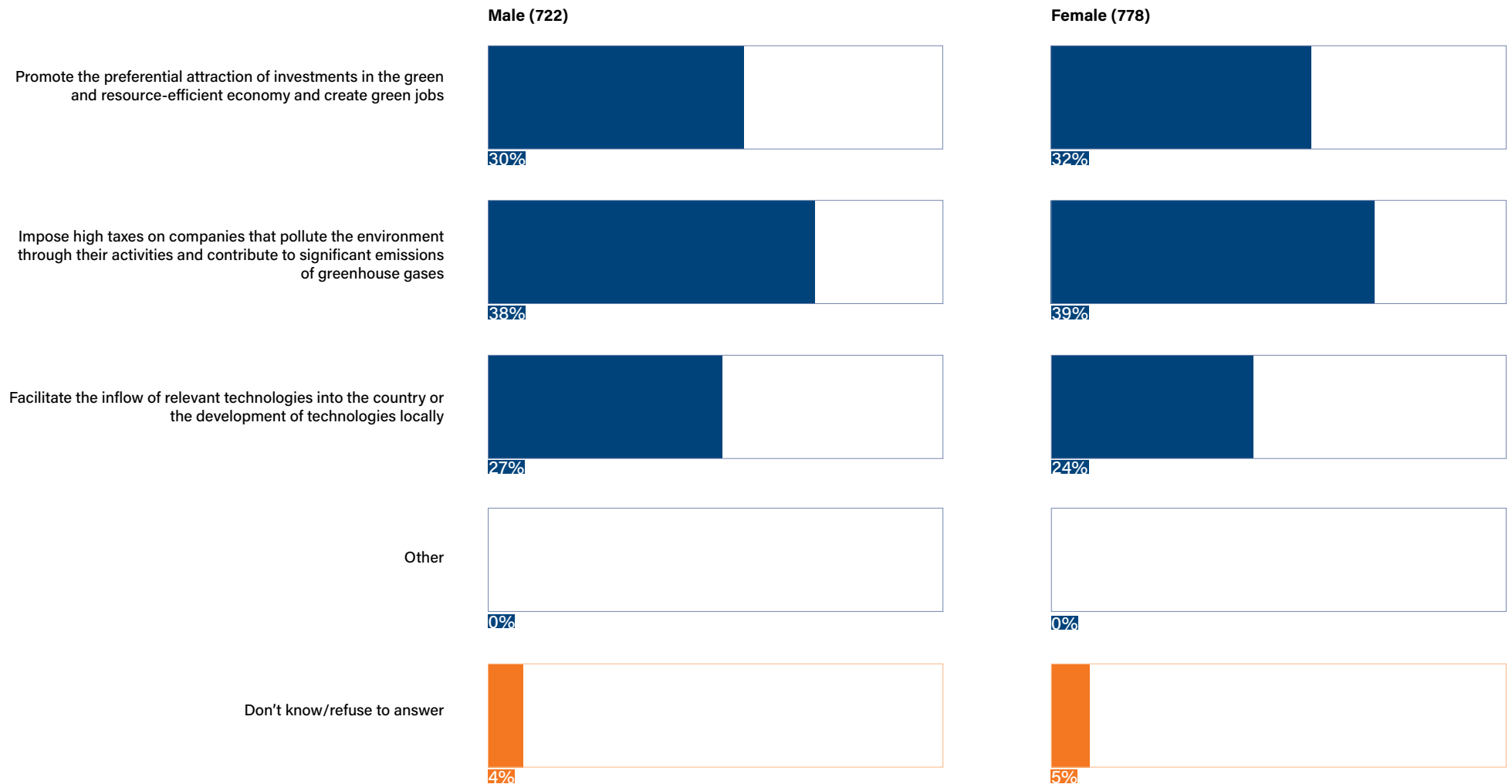
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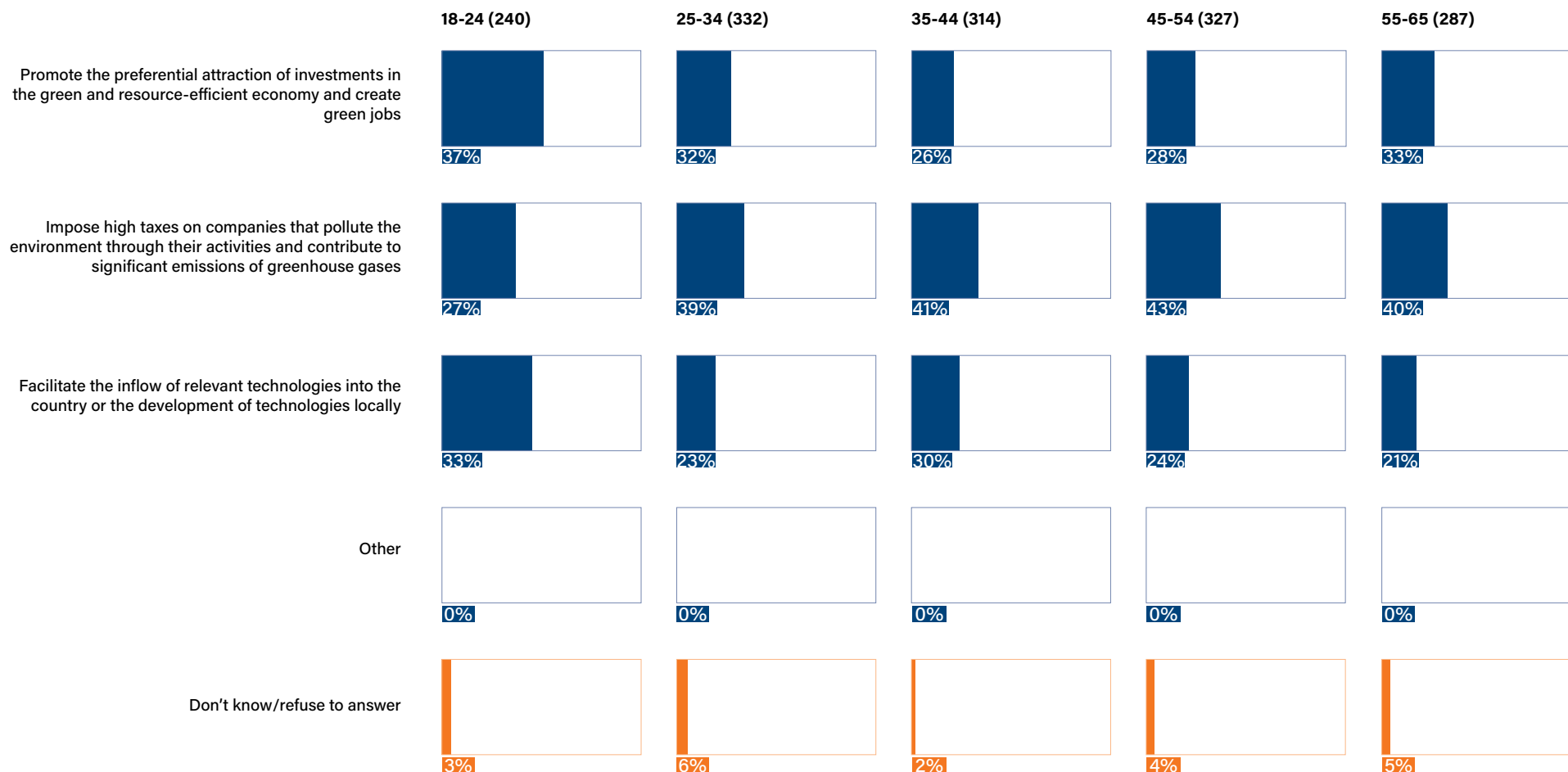
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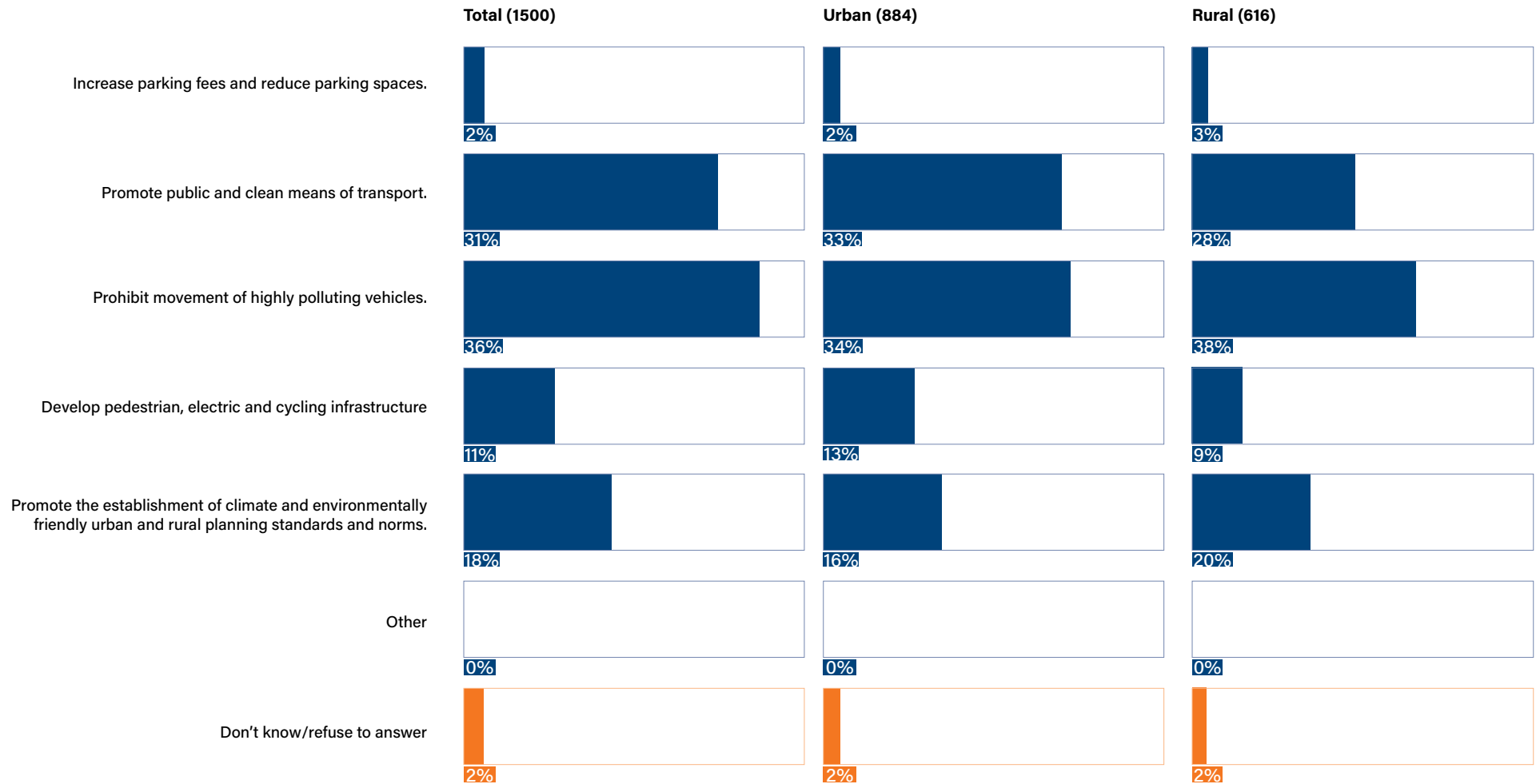
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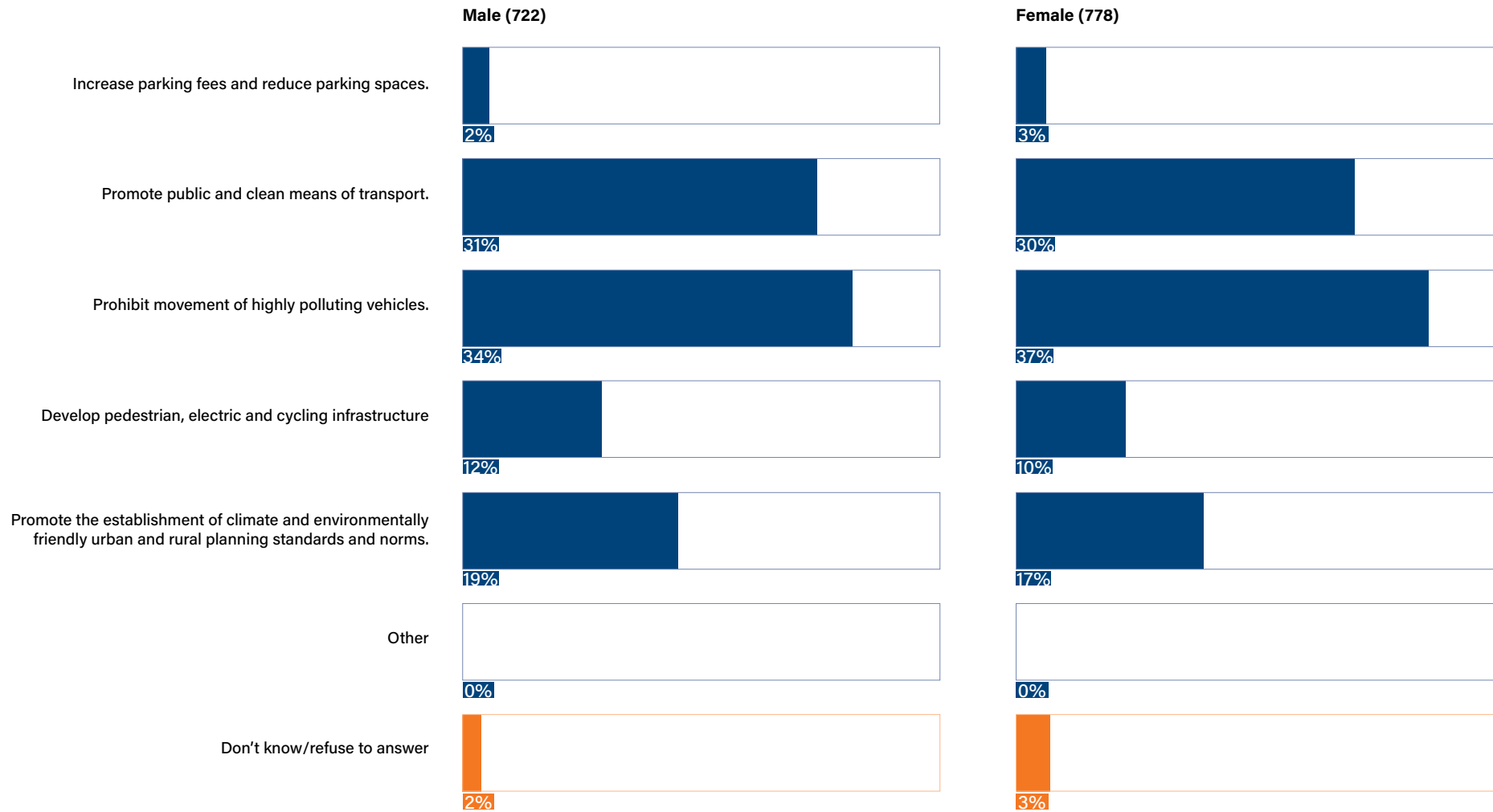
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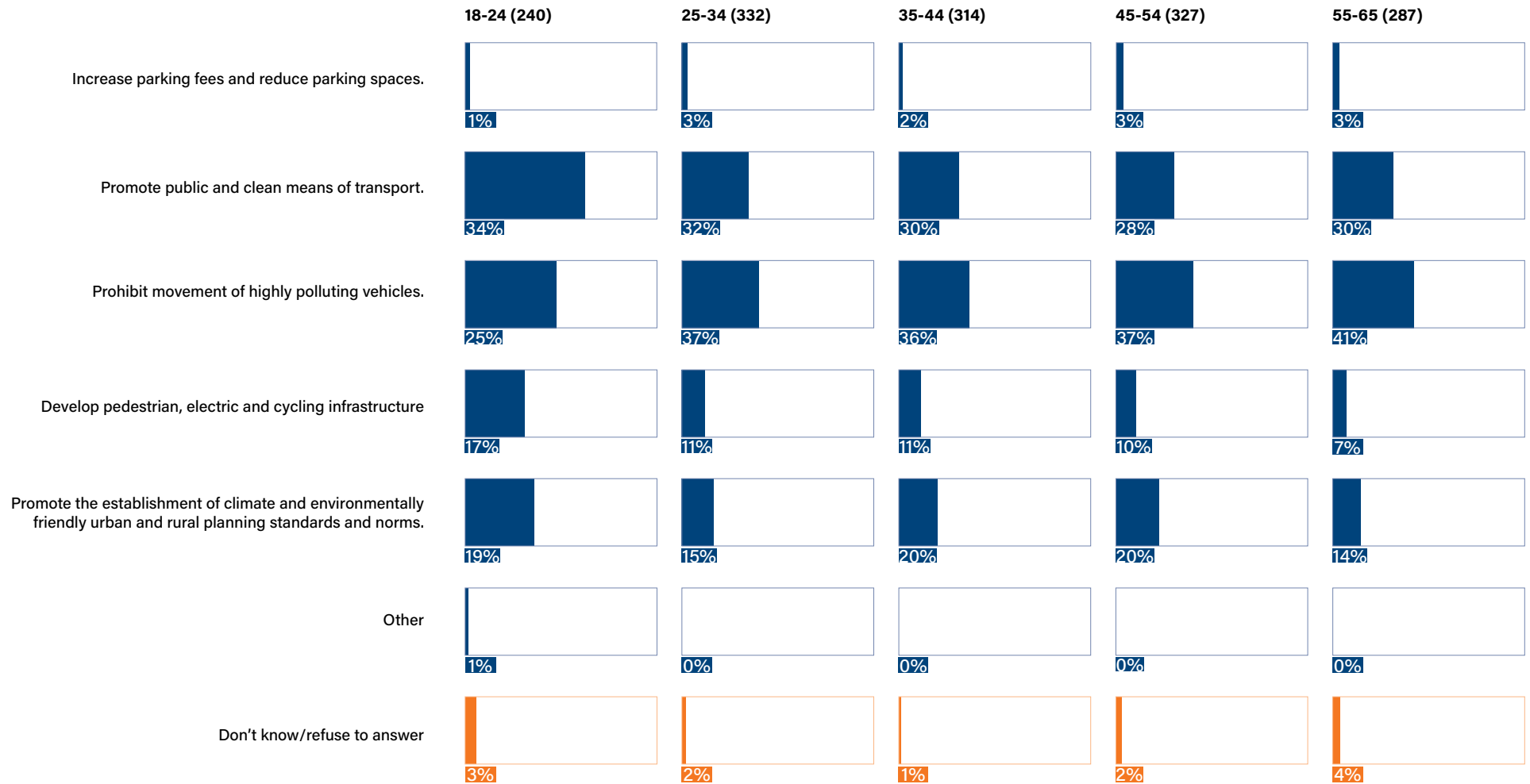
What policies do you think the country should implement in the **transport sector** to deal with the **climate and environmental crisis**?



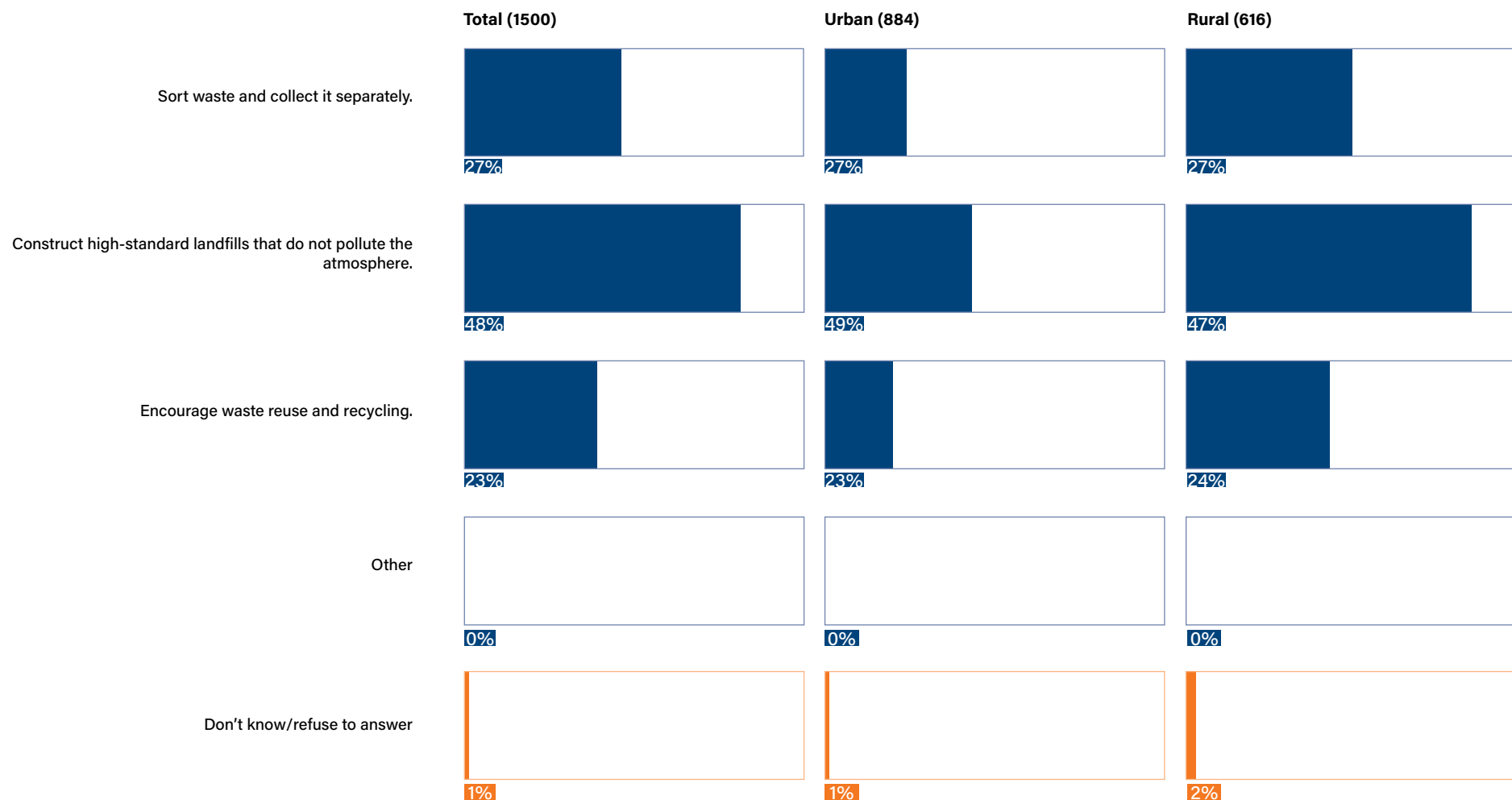
What policies do you think the country should implement in the **transport sector** to deal with the **climate and environmental crisis**?



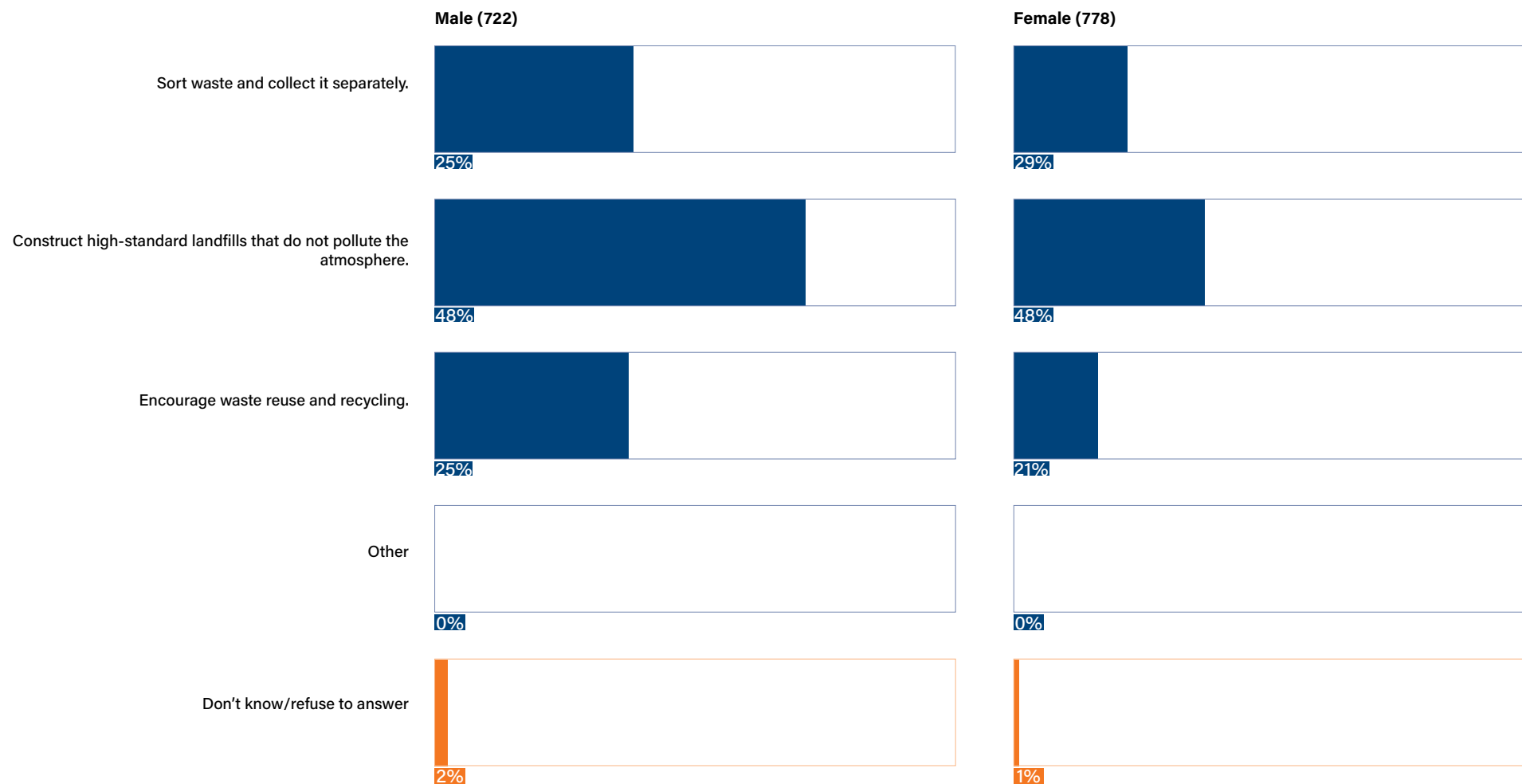
What policies do you think the country should implement in the **transport sector** to deal with the **climate and environmental crisis**?



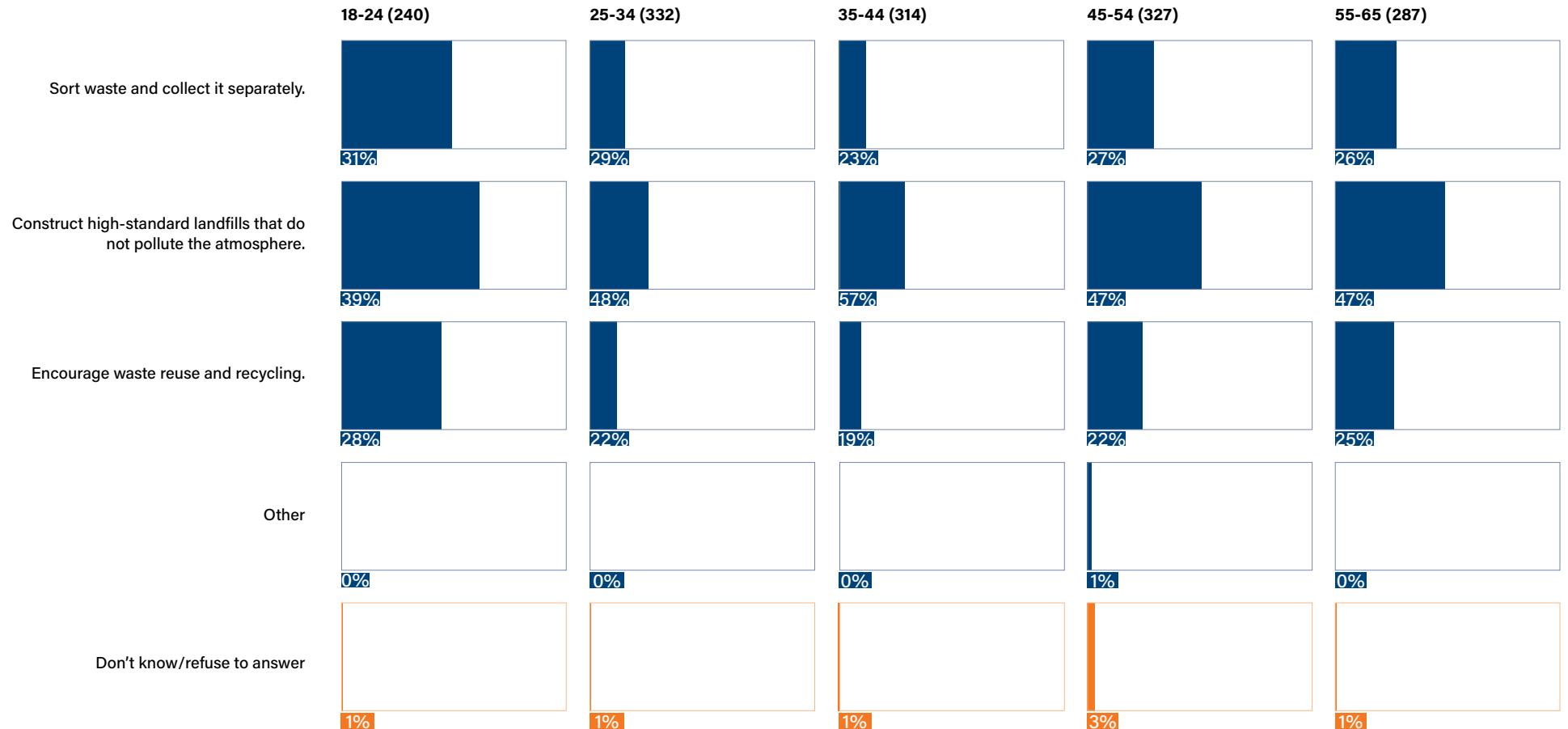
What policies do you think the country should implement in the **waste management** sector to deal with the **climate and environmental crisis**?



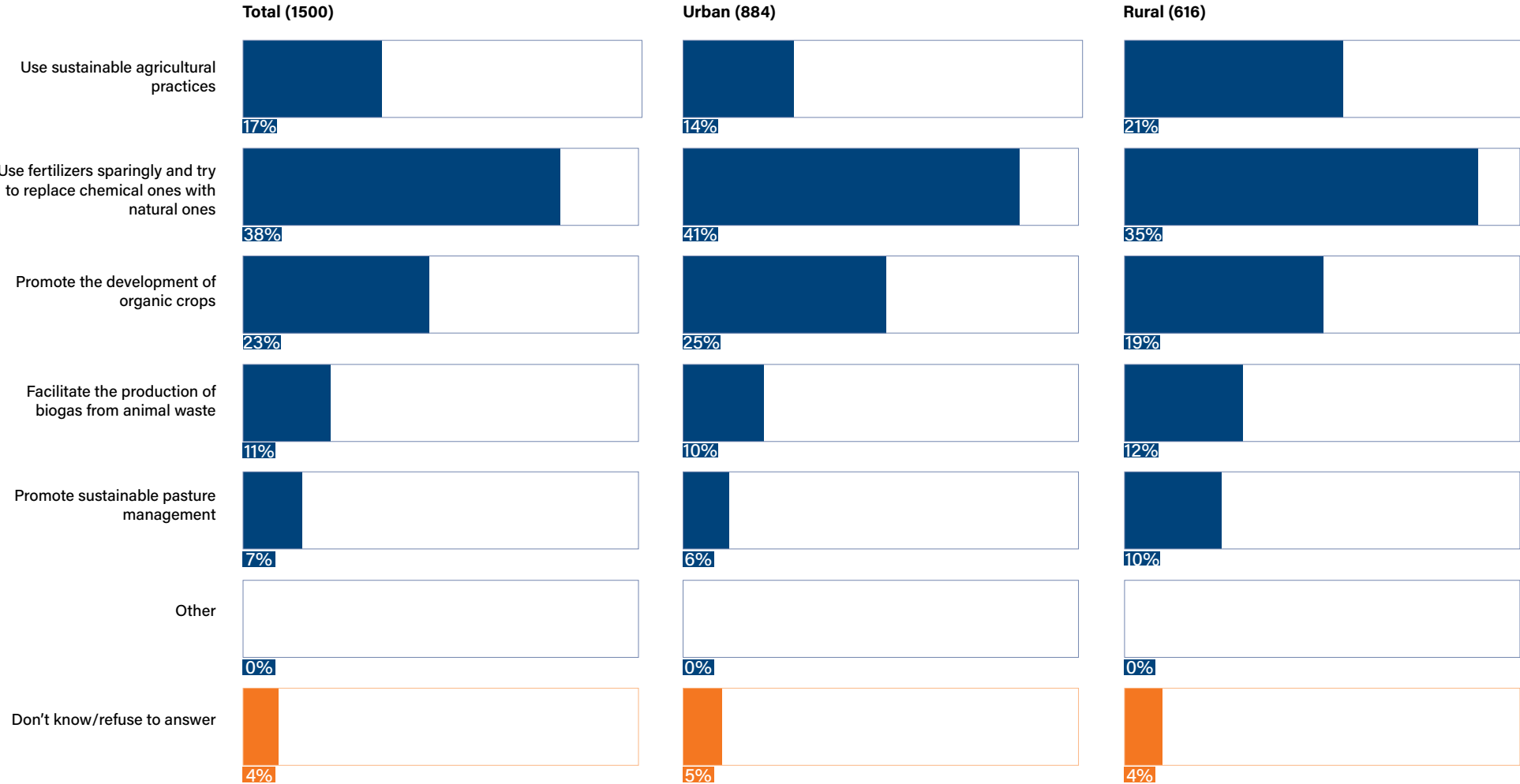
What policies do you think the country should implement in the **waste management** sector to deal with the **climate and environmental crisis**?



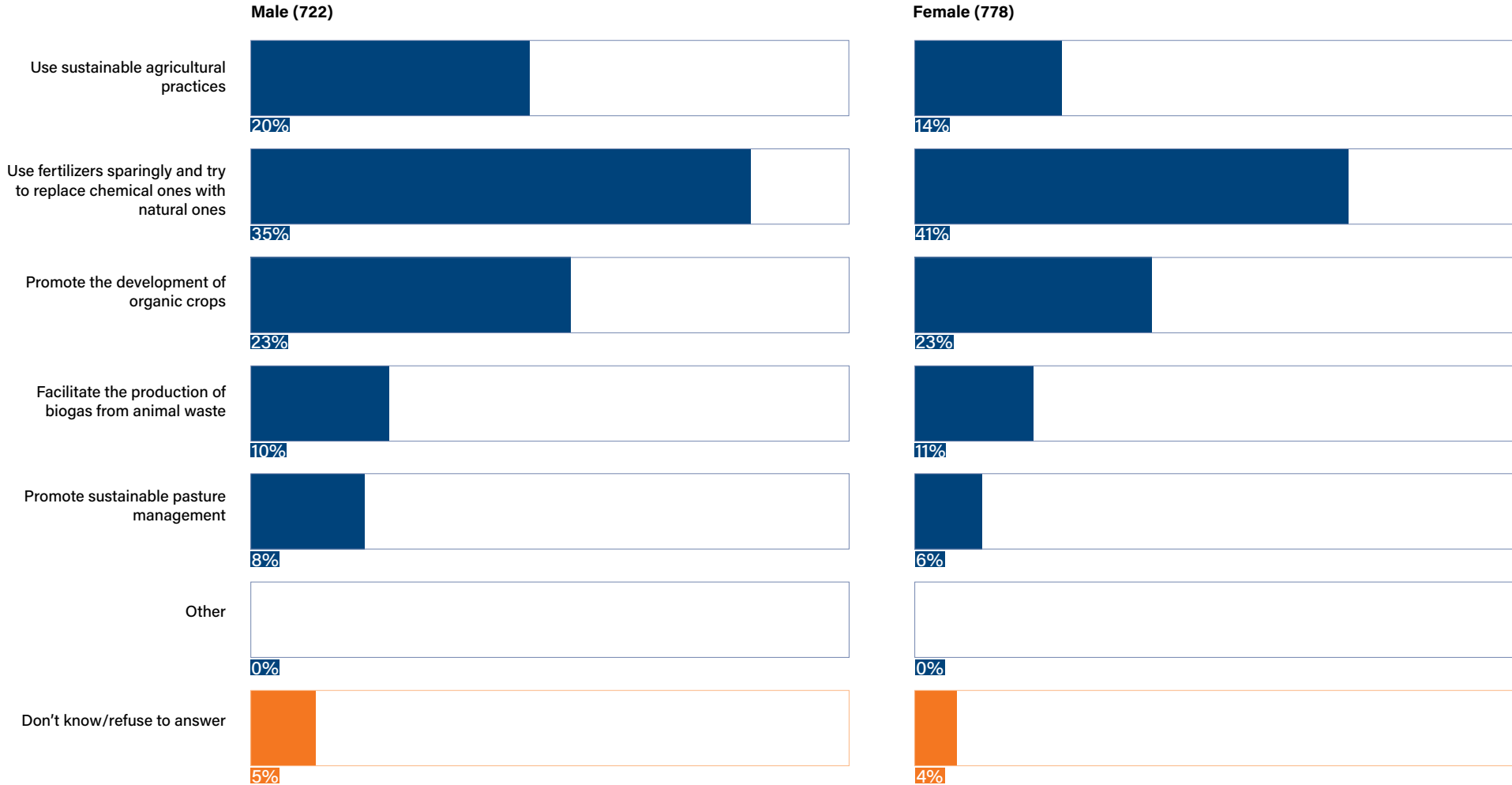
What policies do you think the country should implement in the **waste management** sector to deal with the **climate and environmental crisis**?



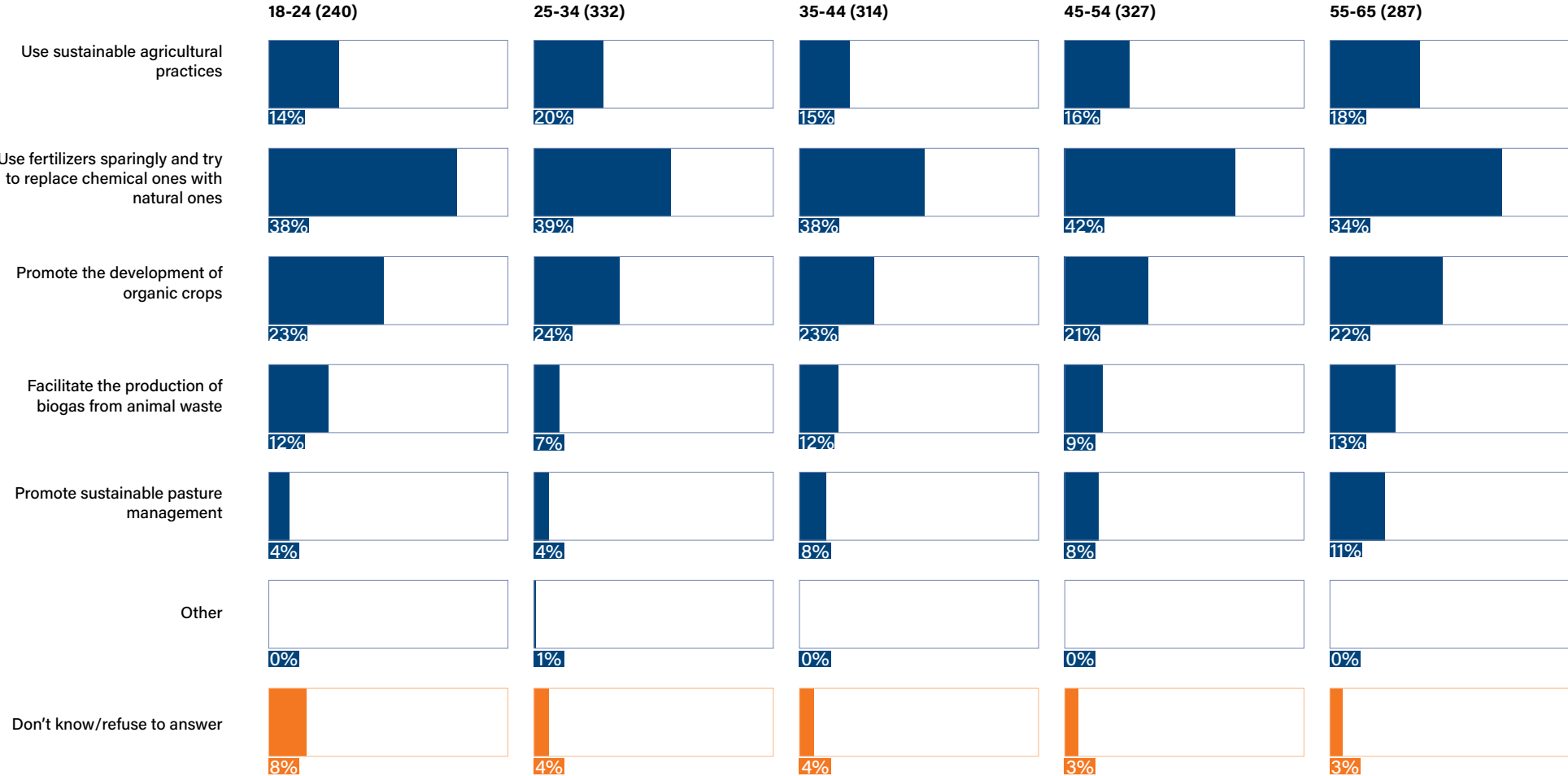
In your opinion, what policy should the state implement in the field of **agriculture** to deal with the **climate and environmental crisis**?



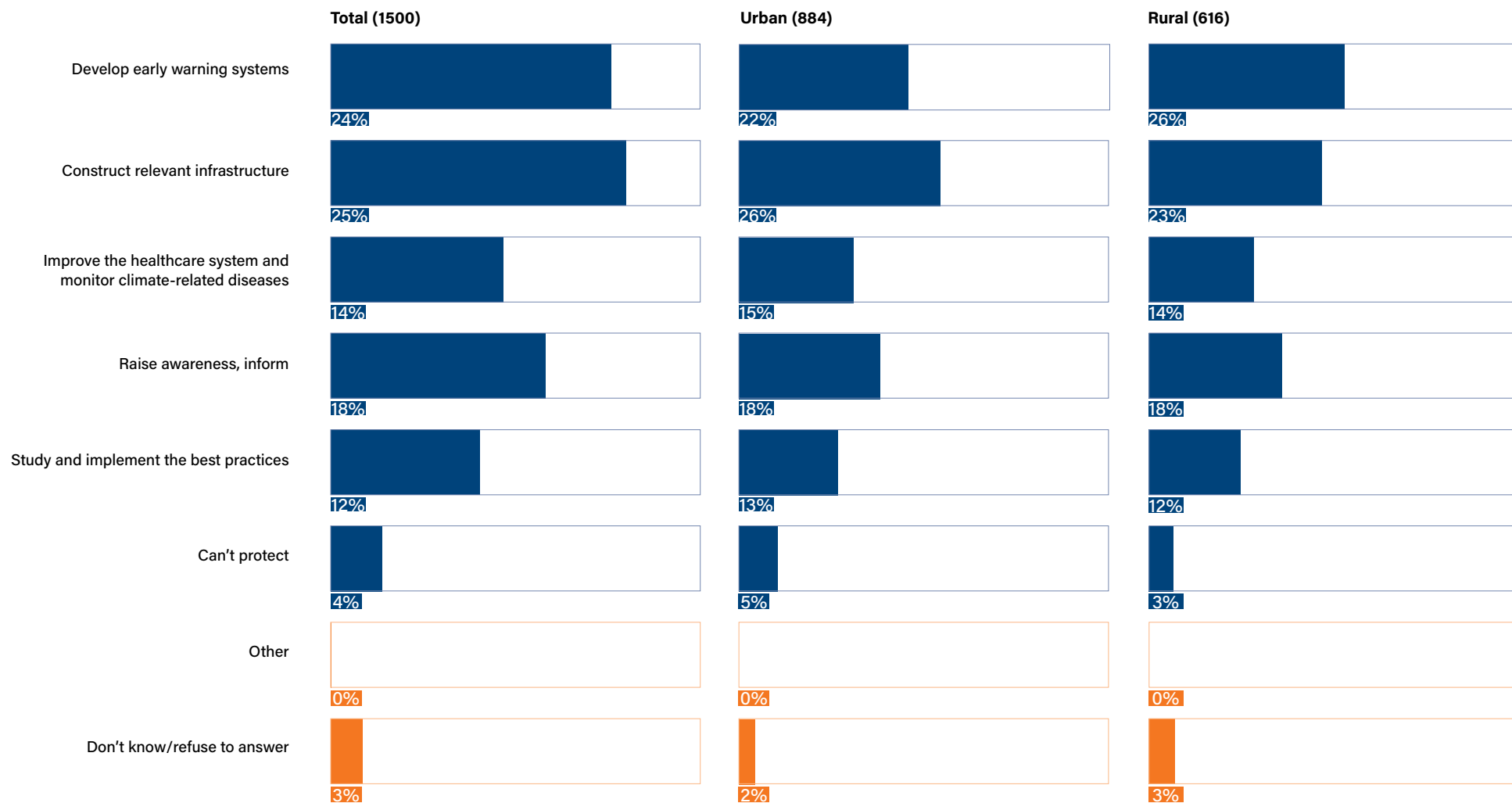
In your opinion, what policy should the state implement in the field of **agriculture** to deal with the **climate and environmental crisis**?



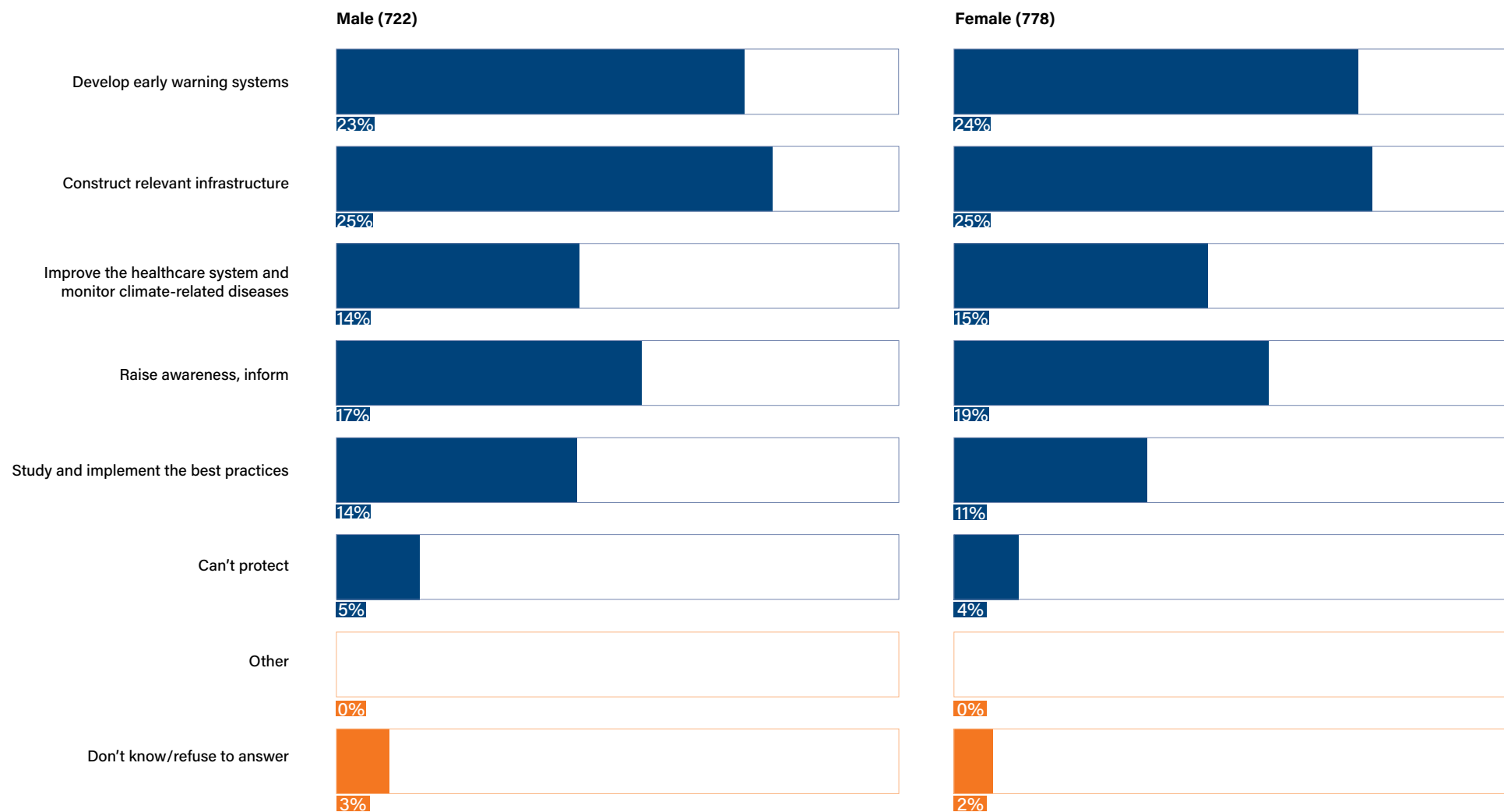
In your opinion, what policy should the state implement in the field of **agriculture** to deal with the **climate and environmental crisis**?



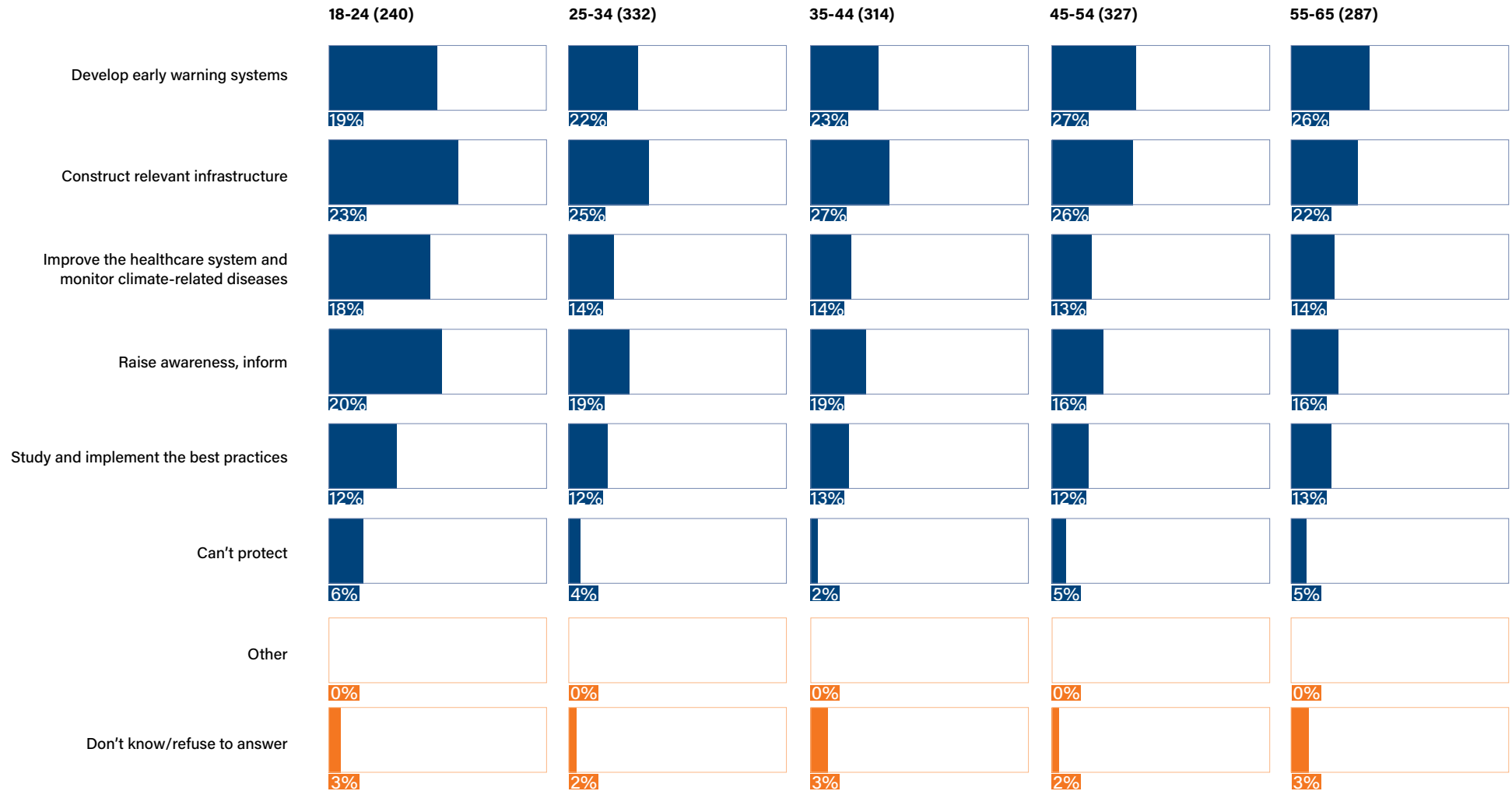
In your opinion, how can the **state protect** the population from frequent **natural disasters**?



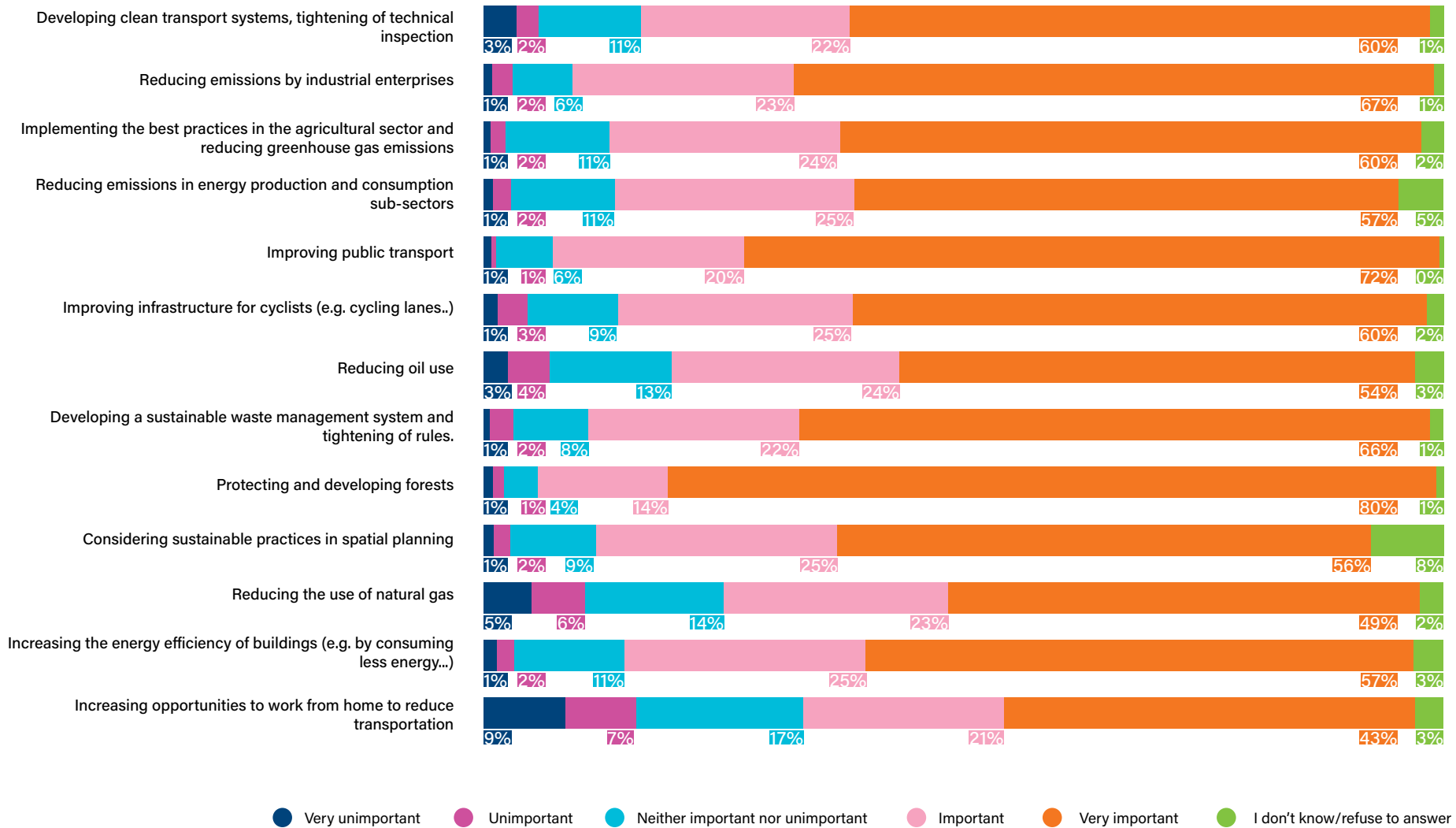
In your opinion, how can the **state protect** the population from frequent **natural disasters**?



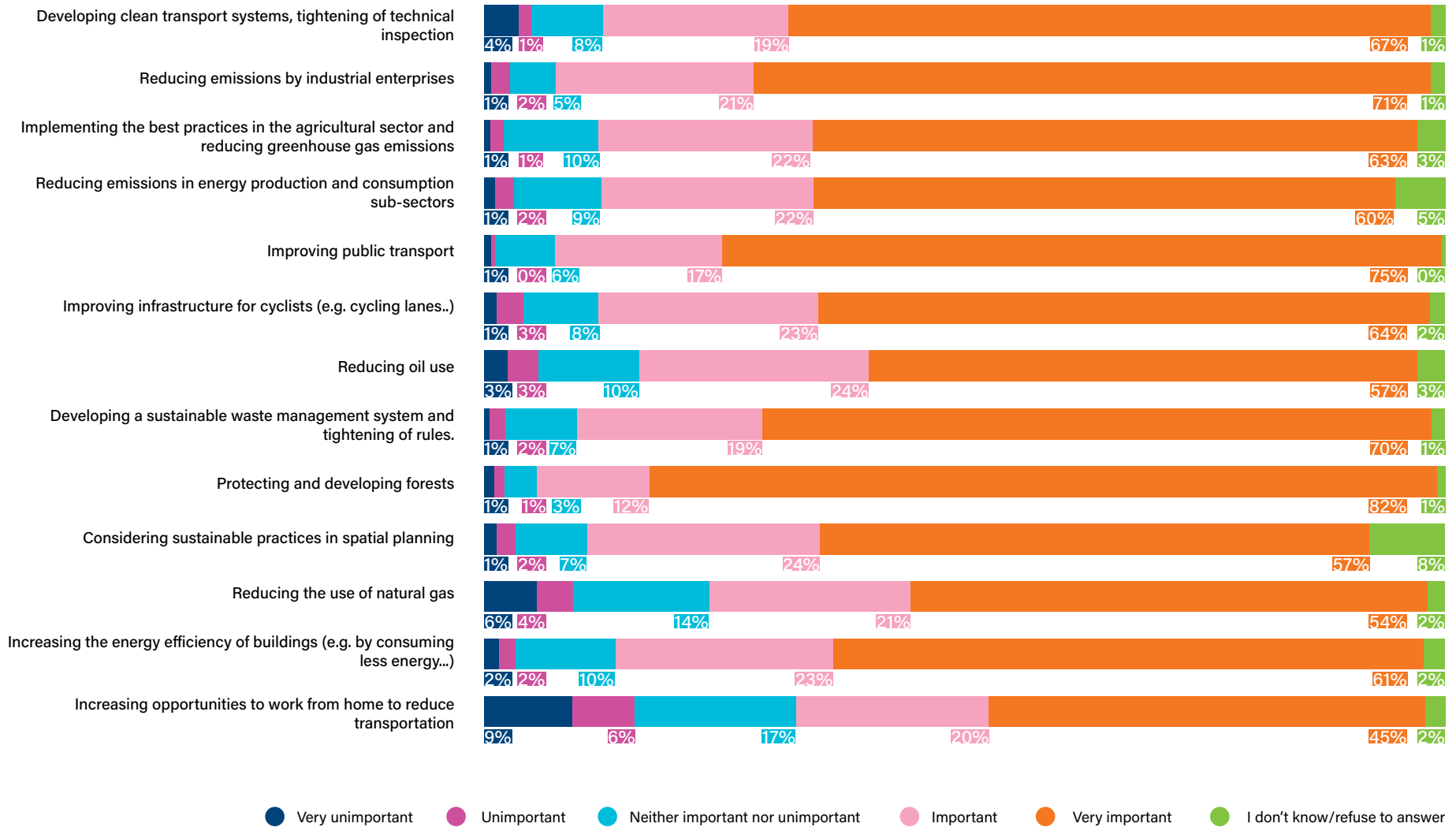
In your opinion, how can the **state protect** the population from frequent **natural disasters**?



In the fight **against** the problem of **climate change**, how important is state intervention in the following issues?

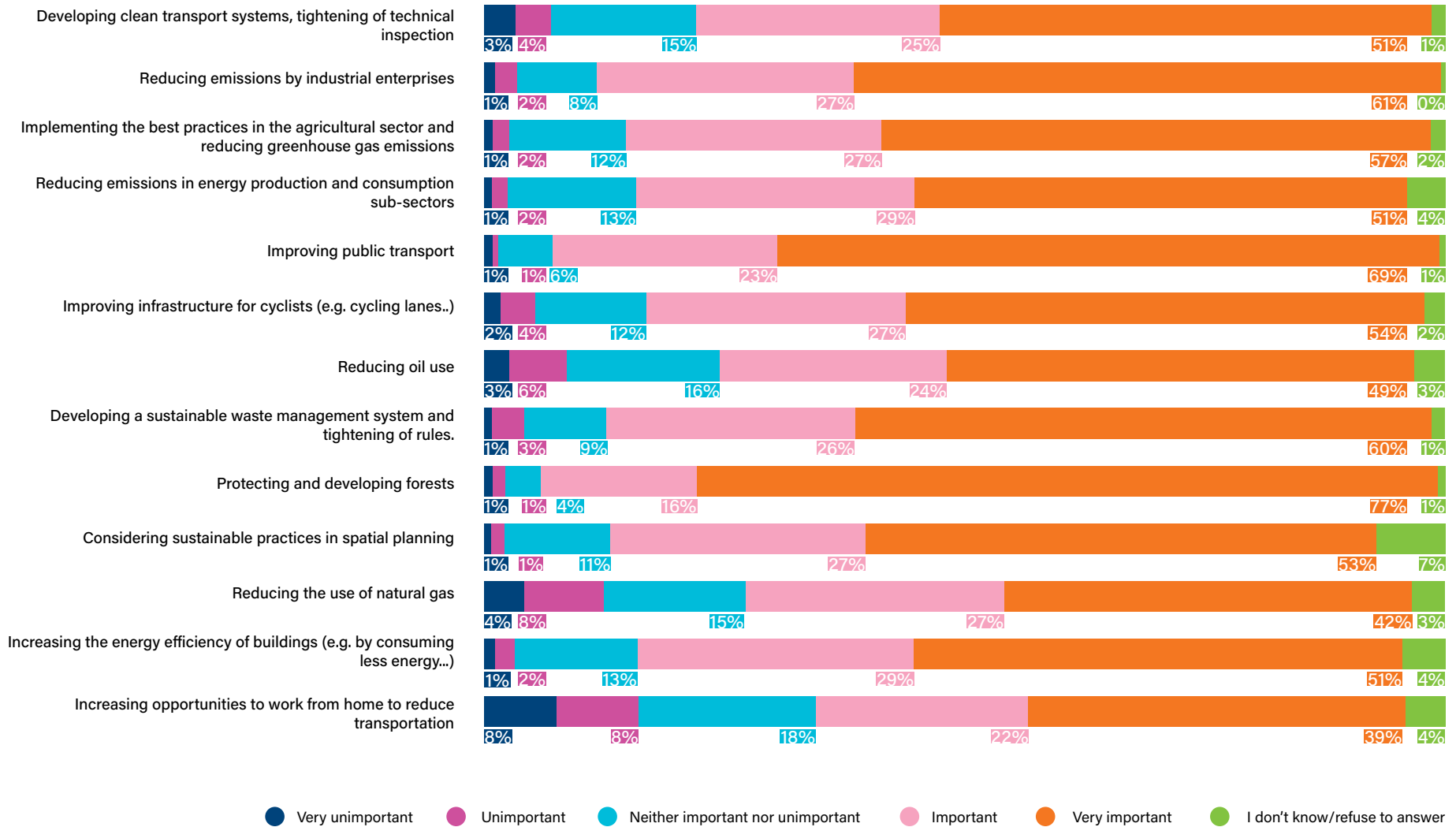


In the fight **against** the problem of **climate change**, how important is state intervention in the following issues?



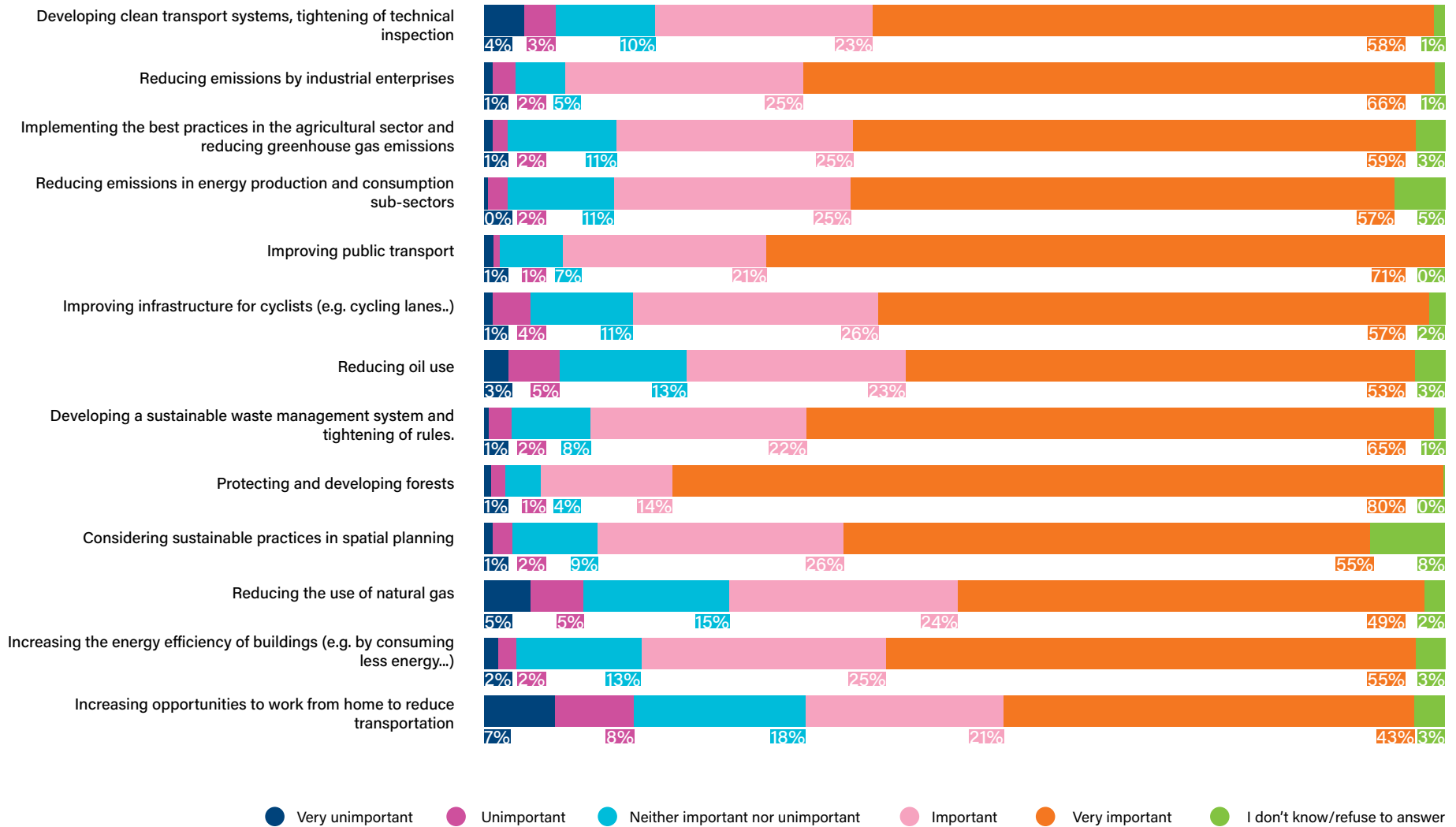
Urban (884)

In the fight **against** the problem of **climate change**, how important is state intervention in the following issues?



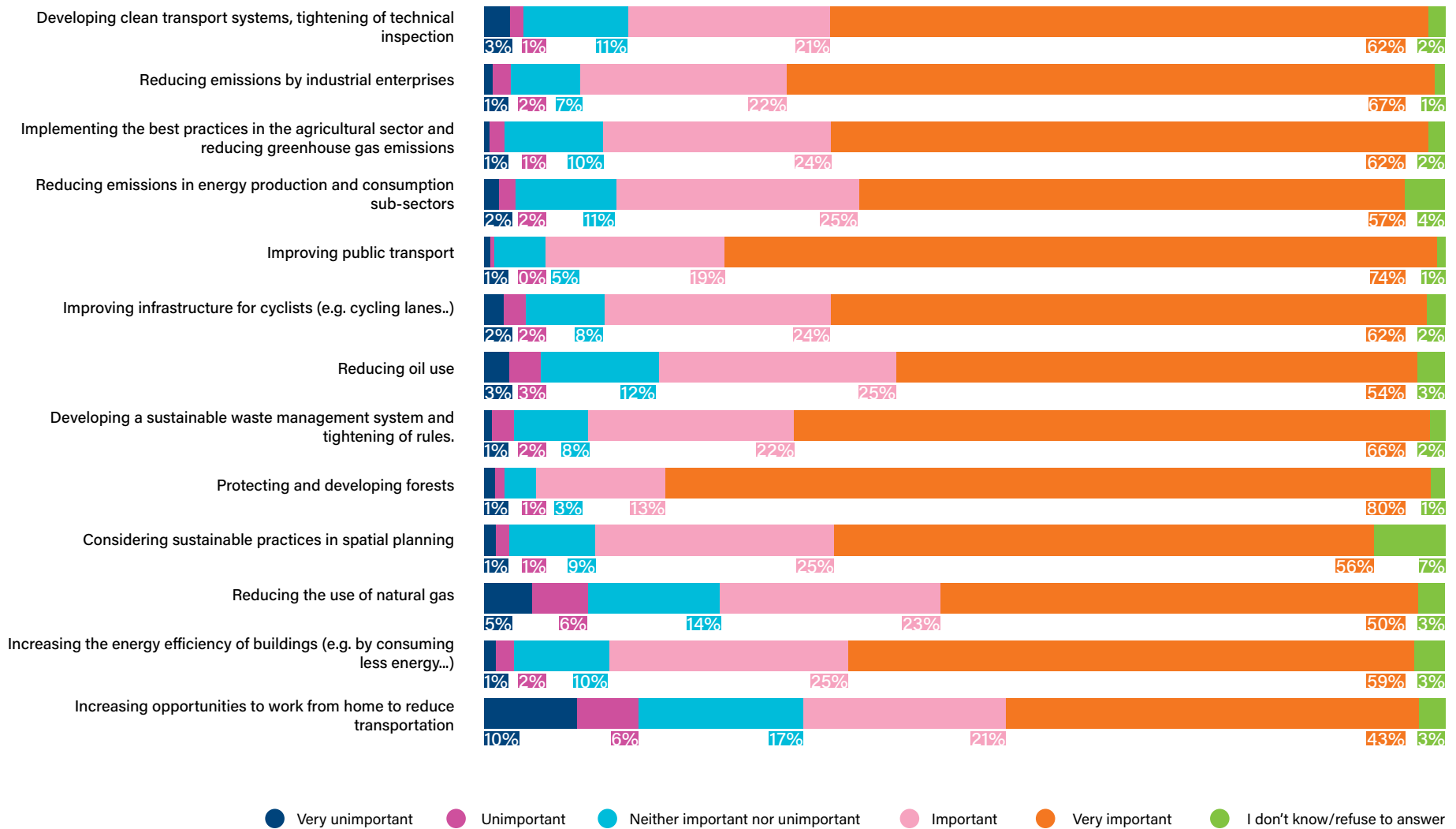
Rural (616)

In the fight **against** the problem of **climate change**, how important is state intervention in the following issues?

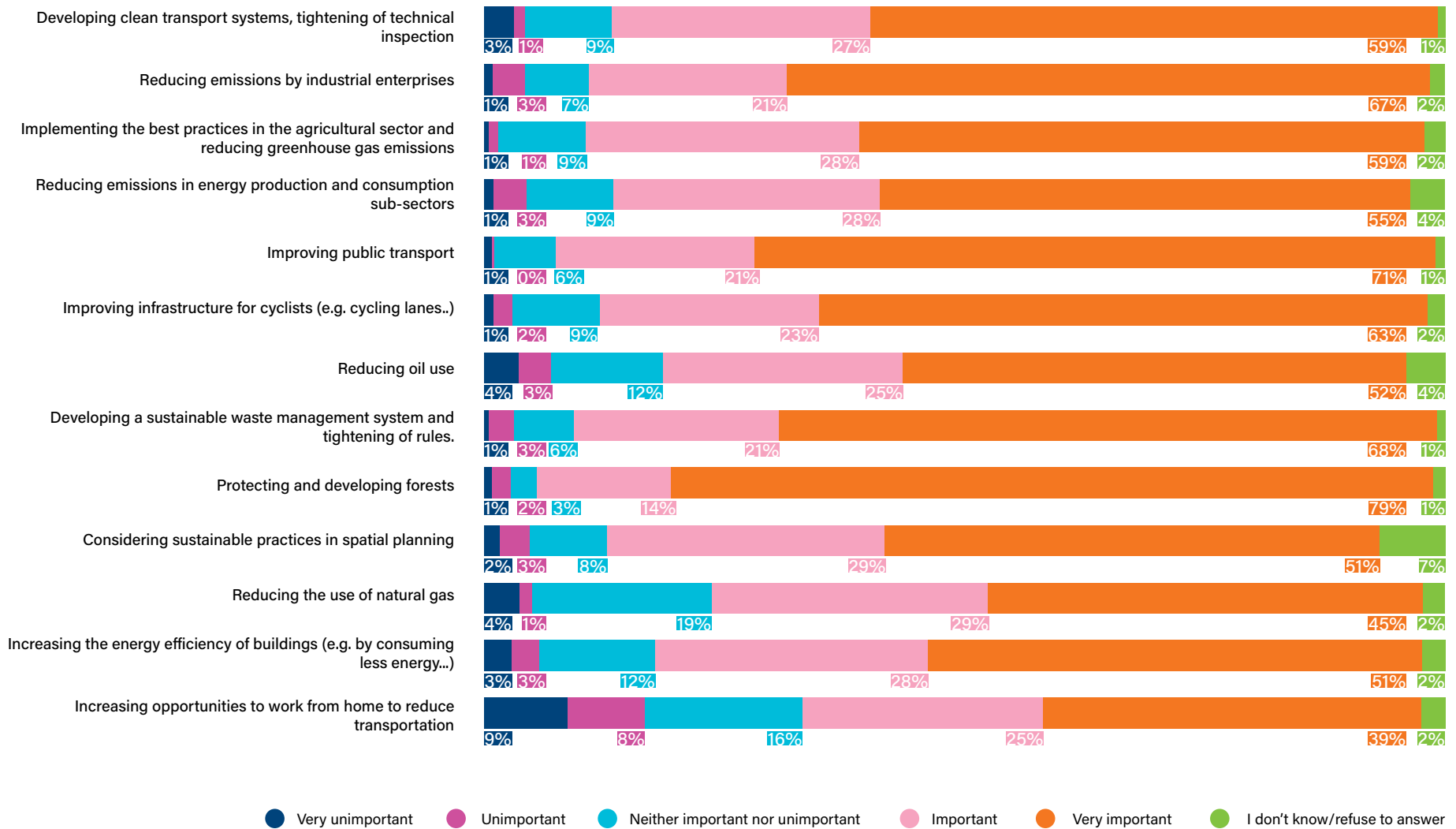


Male (722)

In the fight **against** the problem of **climate change**, how important is state intervention in the following issues?

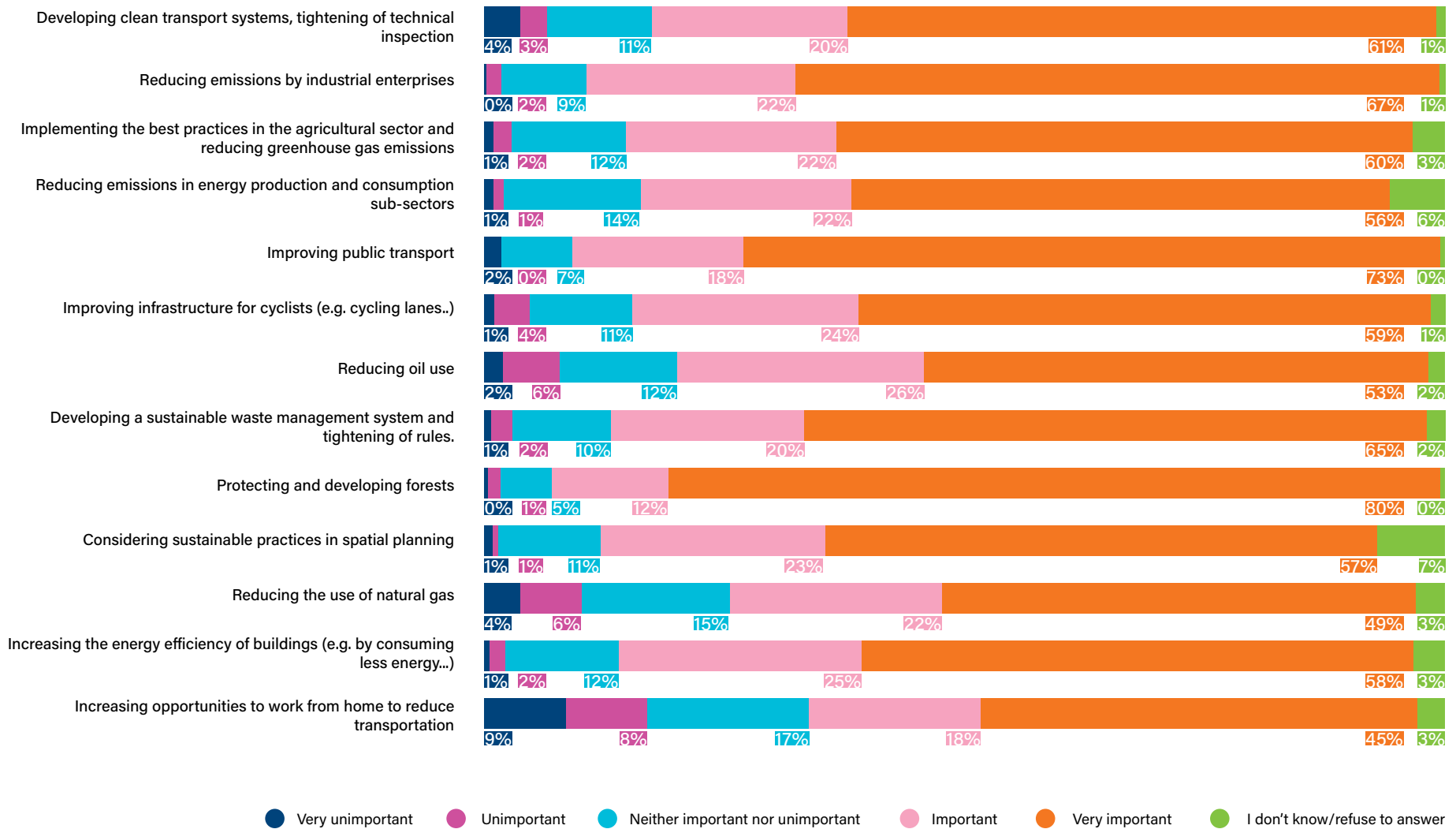


In the fight **against** the problem of **climate change**, how important is state intervention in the following issues?



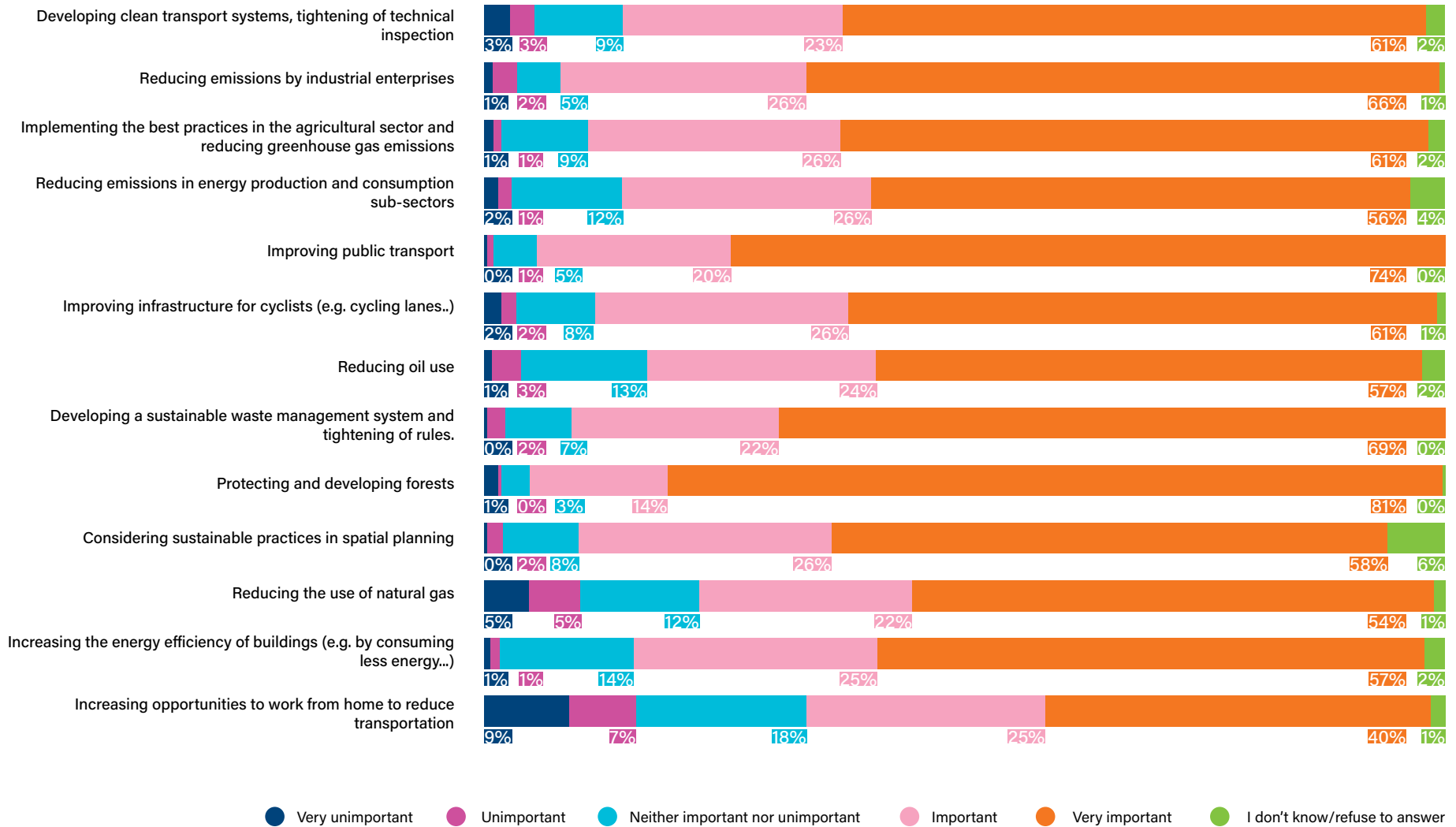
18-24 (240)

In the fight **against** the problem of **climate change**, how important is state intervention in the following issues?



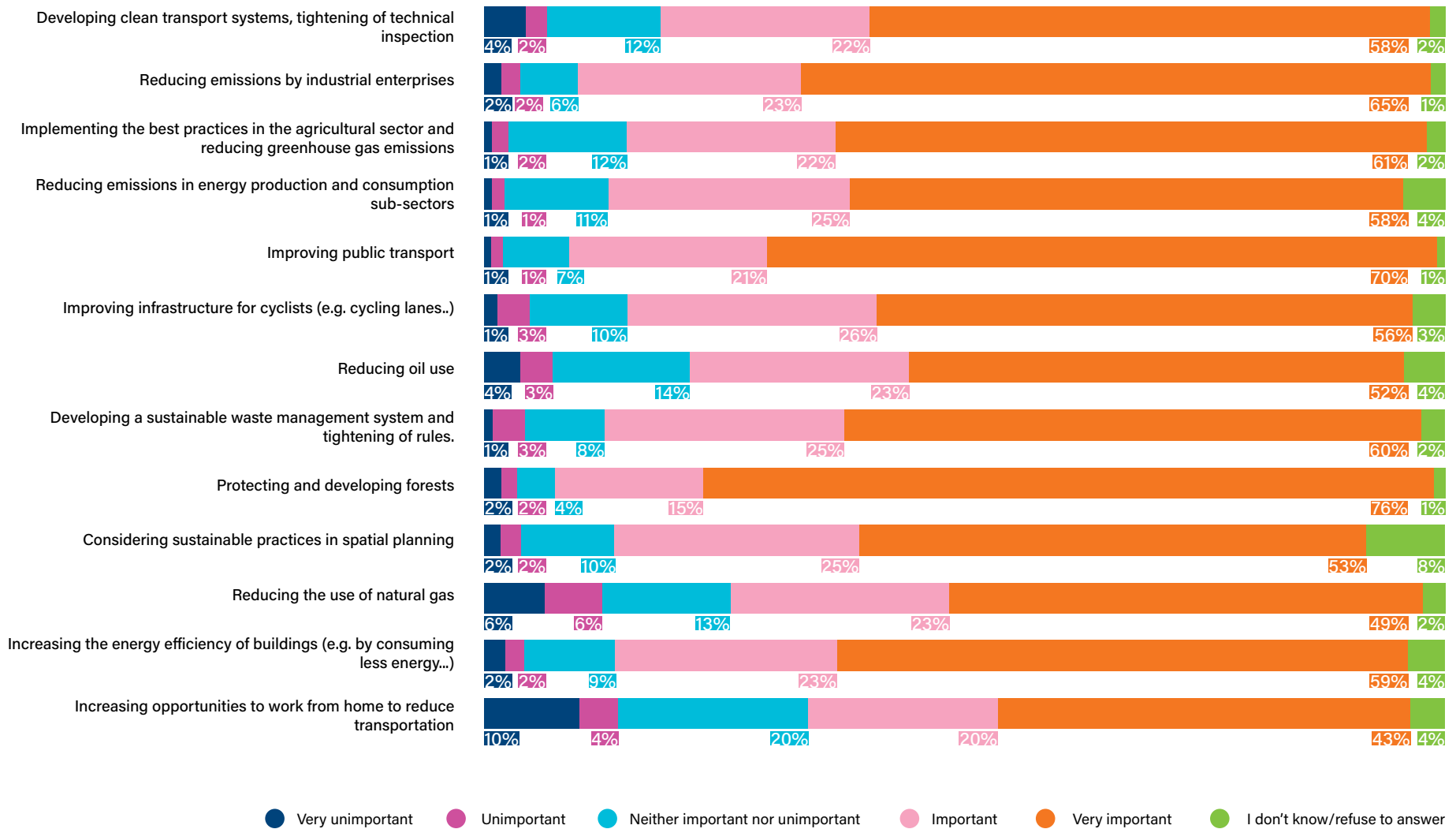
25-34 (332)

In the fight **against** the problem of **climate change**, how important is state intervention in the following issues?



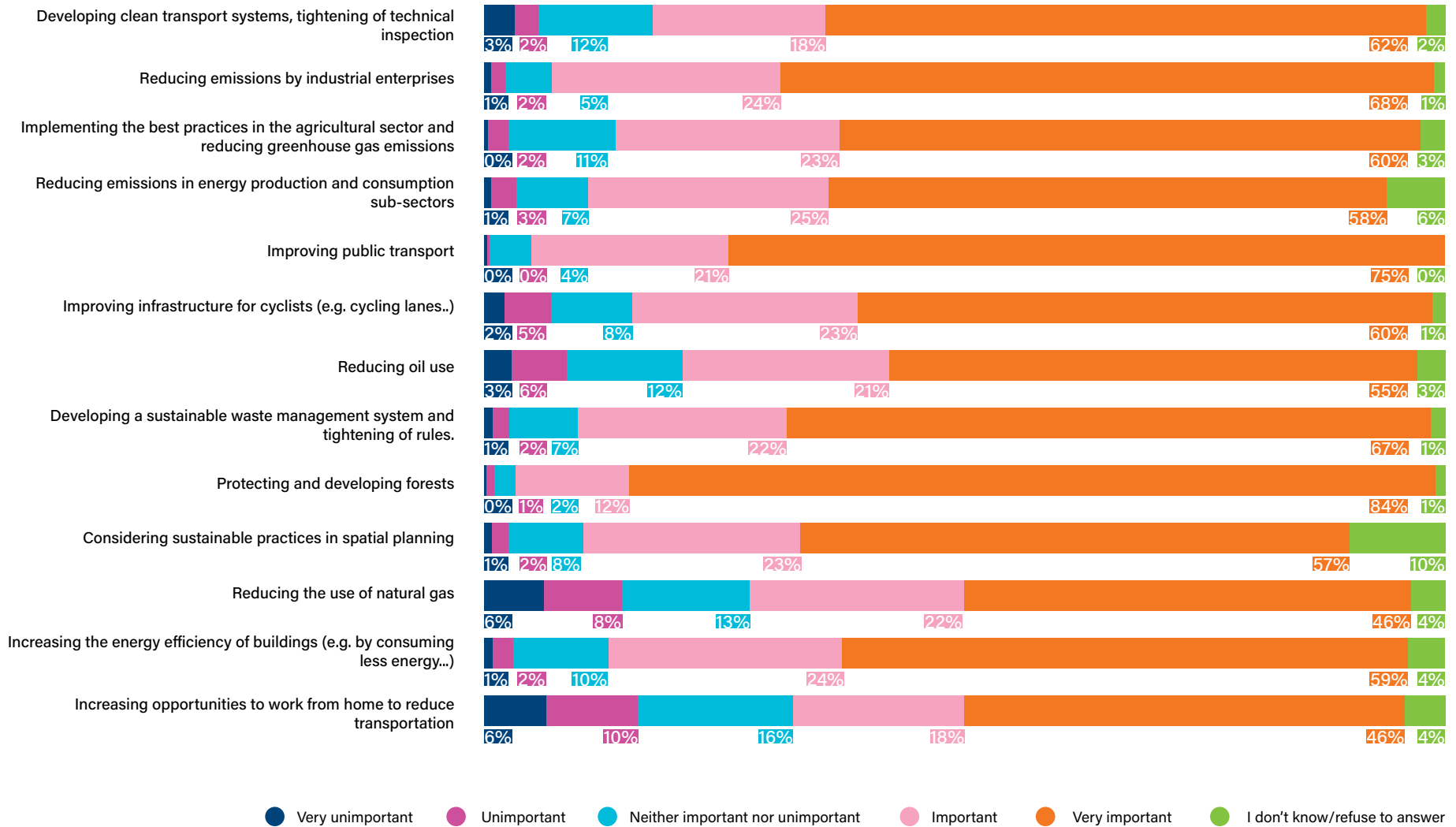
35-44 (314)

In the fight **against** the problem of **climate change**, how important is state intervention in the following issues?



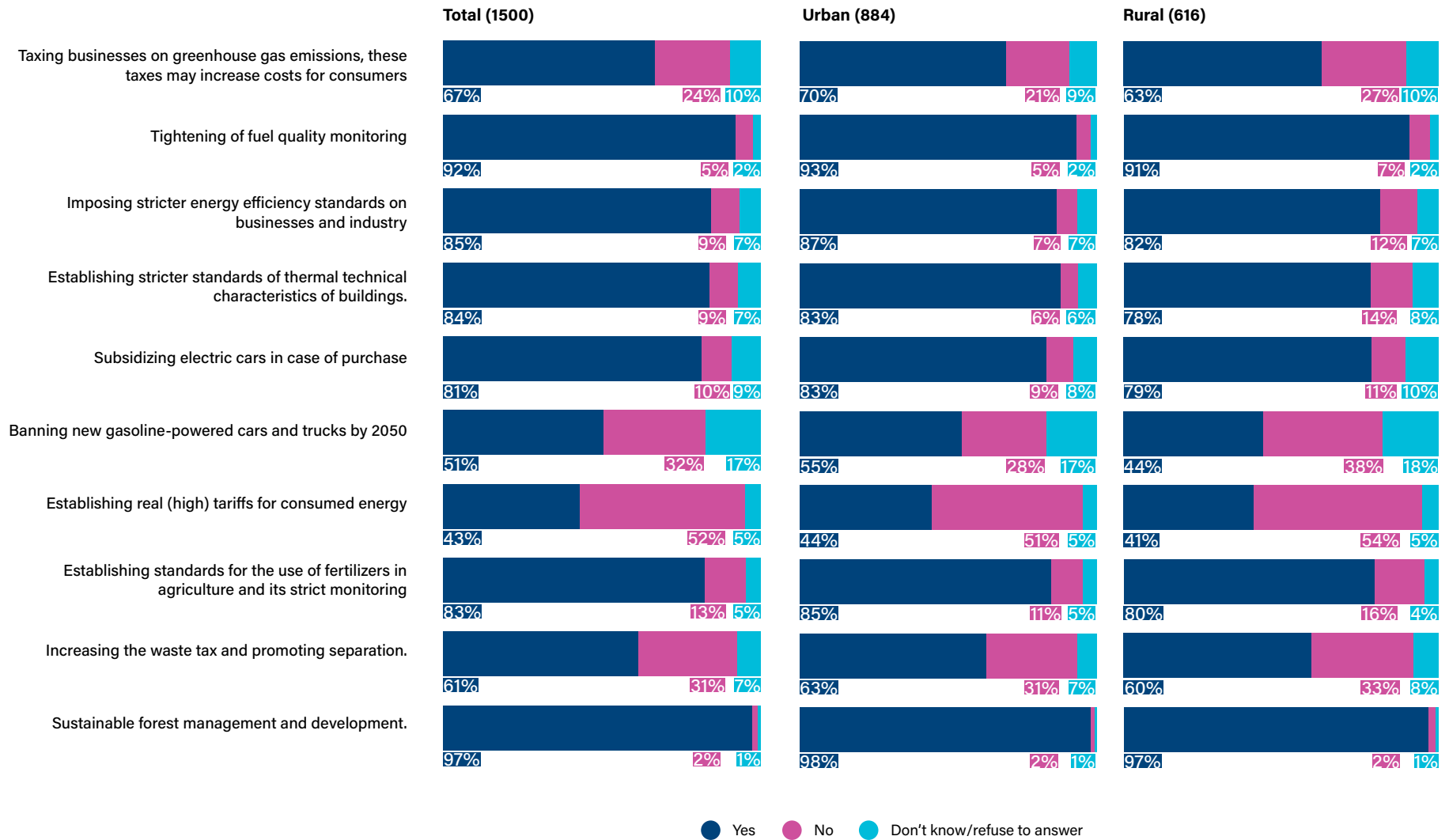
25-34 (332)

In the fight **against** the problem of **climate change**, how important is state intervention in the following issues?

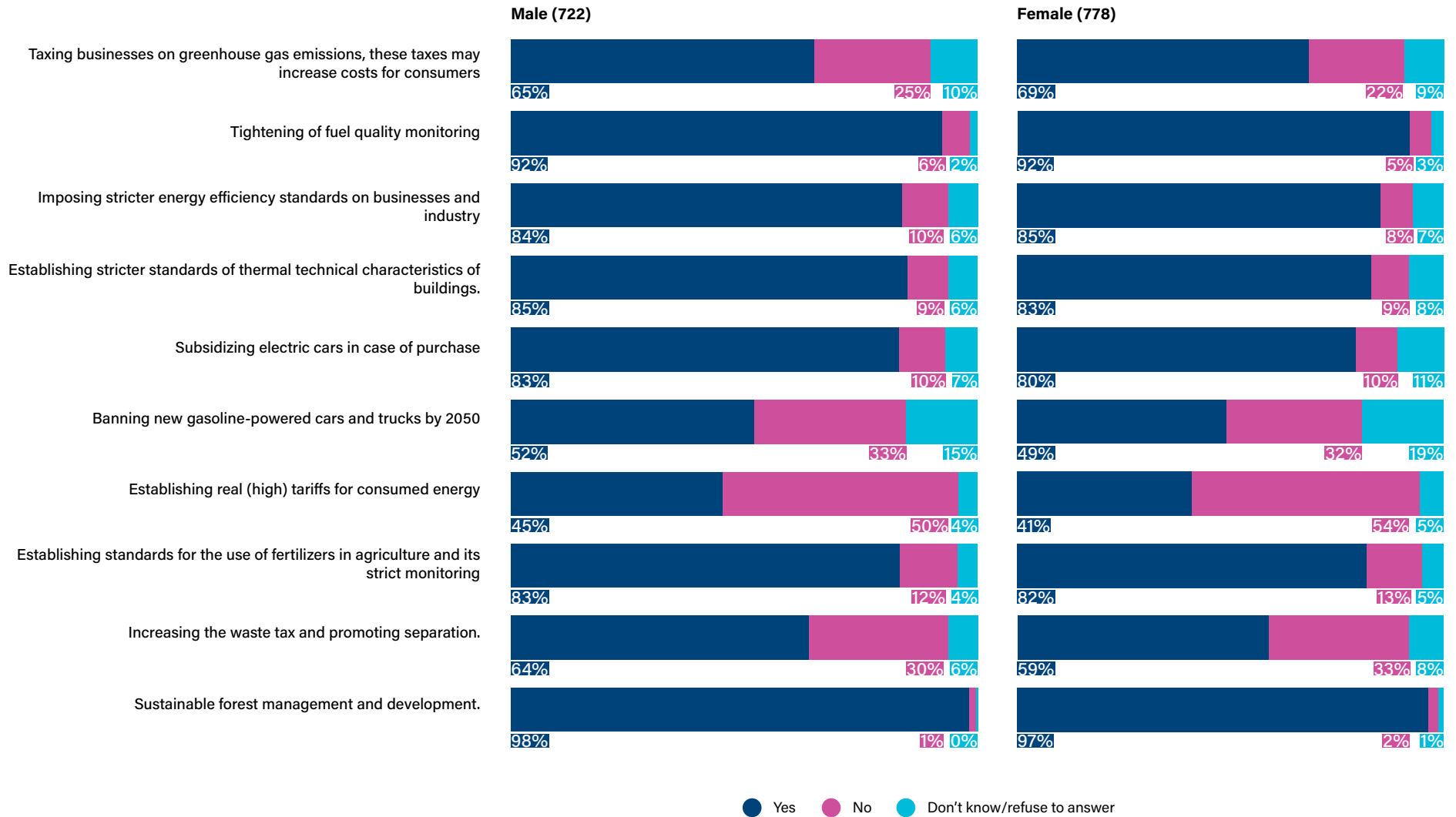


55-65 (287)

Do you support or oppose the **development** and introduction of the following regulations to **reduce climate change**?



Do you support or oppose the **development** and introduction of the following regulations to **reduce climate change**?



Do you support or oppose the **development** and introduction of the following regulations to **reduce climate change**?



KEY Findings - Perceptions and attitudes

Based on the research results, it is possible to make the following key conclusions and findings:

- ▶ Most of the respondents consider the problem of climate change to be essential at both the world (73%) and the country levels (68%). Climate change as a global issue is perceived more acutely by the 55-65 age group (77%). 59% of the respondents do not perceive climate change as a personal problem.
- ▶ 36% of study participants believe that the accelerated rate of climate change is caused by human activity. According to the survey, respondents see their negative role in excessive energy consumption (37%), traveling by private car (29%), and the process of waste generation (29%). The rural population also add cutting of trees/deforestation (31%). There is a different perception on a gender level, more specifically, female respondents see their negative role more in excessive energy consumption (41%), while most males mention traveling by car (34%).
- ▶ According to respondents, climate change has a negative effect on such important issues as: human health (96%), crops (93%), frequent droughts (90%), and high temperatures (90%).
- ▶ The study respondents find it the most difficult to reduce the following activities with a negative impact on climate change: energy consumption (41%), travelling by cars (19%), and using plastic and cellophane (10%).
- ▶ The four main issues are considered more important than climate change by respondents: unemployment (48%), increased tariffs for electricity, fuel, and energy (29%), increased prices for health-care (27%), and poverty (24%). Most of the survey participants named the same issues as general problems in Georgia, although they also mention external conflicts and war (23%).

KEY Findings - Knowledge

- ▶ The majority of respondents think the main causes of climate change are: deforestation/reduction of vegetation cover (70%), increased number and use of private cars (44%), as well as excessive consumption of energy (44%).
- ▶ The majority of respondents name the following sectors as influencers on climate change: transport (23%), energy (17%), and industry (16%). However the climate change itself is perceived to have an impact on such areas as agriculture (21%), health care (14%) and energy (12%).
- ▶ Most of the surveyed respondents have not heard about the greenhouse effect, greenhouse gases (57%). Awareness about this topic is relatively low among the 35-44 age group (62%). The respondents frequently mention the combustion of oil, gas, and coal (26%) as causing greenhouse gases.
- ▶ To limit the negative impact of climate change, respondents name the importance of raising awareness about this issue (31%). Most respondents show a positive attitude and believe that climate change can be stopped (57%). According to the vast majority of respondents (90%), Georgia should switch to renewable and energy-efficient technologies.
- ▶ According to respondents, solar energy technologies (39%) and wind energy technologies (24%) should be a priority for Georgia as renewable and alternative energy sources. There is merely no mention of the use of geothermal energy (1%). As for energy-efficient technologies, most of the respondents named energy-efficient heating systems (28%).
- ▶ The survey participants would like to get information about climate change via television (65%) and social media (62%). 57% of respondents consider it very important to create special courses on climate change at universities.
- ▶ According to the study results, knowledge regarding climate and environmentally-friendly policies, programs, projects and events is low in Georgia. The majority of the respondents (77%) have no information on the above mentioned activities. Only 6% of total audience have heard about the National Communication on climate change, and 5% of participants have information about the climate change strategy and action plan.

KEY Findings - Behavior

- ▶ Respondents do not discuss the need to act on climate change even once a month. 14% of survey participants do not discuss the issue at all. In order to mitigate climate change, the respondents living in cities mostly name such activities as planting trees (30%) and saving energy (19%). Among the respondents living in rural areas, there were mentioned planting trees (65%) and saving water resources (8%). Saving water is mentioned mainly by female respondents (11%).
- ▶ The named motives behind the positive behaviors to mitigate climate change are: taking care of health (44%), secure future for children (27%), a good impact on the environment (10%). Taking care of children's future is especially important among the 55-65 (34%) and 33-44 (21%) age segments.

KEY Findings - Policies

- ▶ Citizens (72%), the Government of Georgia (42%), and international organizations (31%) are considered to be the main stakeholders in stopping climate change by the majority of respondents. 88% of respondents express their support for the introduction of the law on climate change and relevant regulations. According to the respondents, the highest burden of responsibility falls on Government of Georgia (73%) and the Parliament of Georgia (70%) for dealing with the climate change processes. Only 50% of respondents think citizens are responsible for solving climate change problems.
- ▶ According to the study, the following policies should be implemented in the direction of energy by the country to deal with the climate crisis: Promoting renewable energy production: solar, wind, and other renewable energy sources (63%), Raising awareness on energy-efficient means (40%).
- ▶ As for the policies that should be implemented in the direction of the economy to deal with the climate crisis, most respondents named setting a high tax for those companies that pollute the environment with their activities and contribute to significant emissions of greenhouse gases (39%). Whereas, the 18-24-year-old segment (39%) highlights the preferential attraction of investments in the green and resource-saving economy and creating green jobs.
- ▶ To deal with the climate and environmental crisis in the transport sector, respondents think that the country should implement a policy prohibiting the movement of highly polluting vehicles (36%). The opinion is more supported by the population living in rural areas (38%). Respondents name the policy that promotes public and clean transport in the second place (31%). The mentioned policy is more supported by the respondents living in urban places (38%).
- ▶ To deal with the climate and environmental crisis in the waste management sector, the construction of high-standard landfills that do not pollute the atmosphere is of a priority (48%).
- ▶ In agriculture, to deal with climate change, 38% of respondents considered it necessary to use fertilizers sparingly and try to replace chemical fertilizers with natural ones.
- ▶ The majority of respondents believe that the state should build appropriate infrastructure (25%) and develop an early warning system (24%) to protect the population from frequent natural disasters.
- ▶ The respondents view the important role of the state in the protection and development of forests (80%), improvement of public transport (72%), and reduction of emissions by industrial enterprises (67%).
- ▶ The vast majority of respondents (97%) express their willingness to support the regulation toward sustainable forest management and development, and 92% welcome the tightening of fuel quality monitoring. The least acceptance (52% not in favor) is observed regarding the imposition of high tariffs for the consumed.

Climate Change and
Environmentally Focused
Nationwide **Opinion Poll**
in Georgia



WFD

