



Climate related concerns
expressed by consumers,
employees and voters

Climate Sentiment Index

Vast majority of Poles are afraid of climate changes



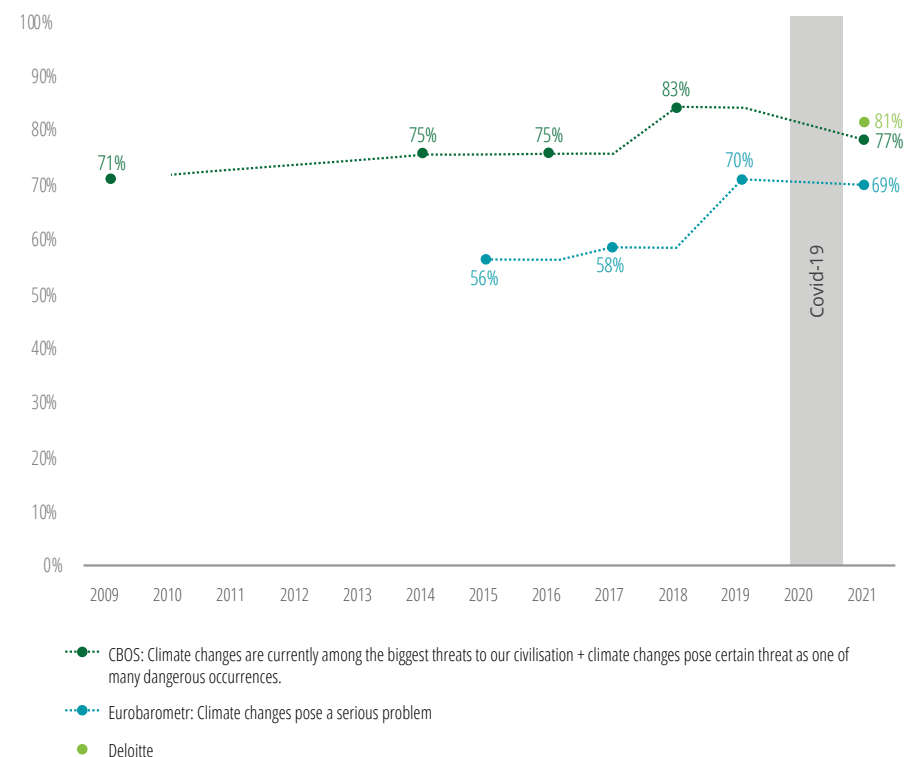
Deloitte survey indicates the related risk and opportunities for the business. Poles as consumers look for information on environment-friendly origination of goods; as voters expect politicians to undertake appropriate actions; as employees they are even ready to change a job if their employer does not implement sustainable business practices.

These statements are accompanied with consent to finance responsible corporate behaviour. Those concerned about climate as consumers are more prone to pay more for environment-friendly goods; as taxpayers easier agree to finance green investments and as employees, will accept a lower salary offered by an environment-friendly employer.

Concerns regarding climate changes have been growing. The percentage of Polish citizens worrying about the progressing climate changes has increased for years. Last year's pandemic partly dominated issues unrelated to them, but a growing group of people concerned about climate changes

is well visible in a longer perspective. According to a survey by CBOS, in 2009, just 15 percent of respondents considered them one of the biggest threats to our civilisation, while in 2021 the share grew to 26 percent. Another 51 percent saw hazards related to the global warming, but considered them as one of many dangerous occurrences. From 2015 to 2021, the share of Poles seeing climate changes as a serious problem increased from 56 percent to 69 percent (Eurobarometr 2021).

For years, the number of people worried about climate changes has been growing



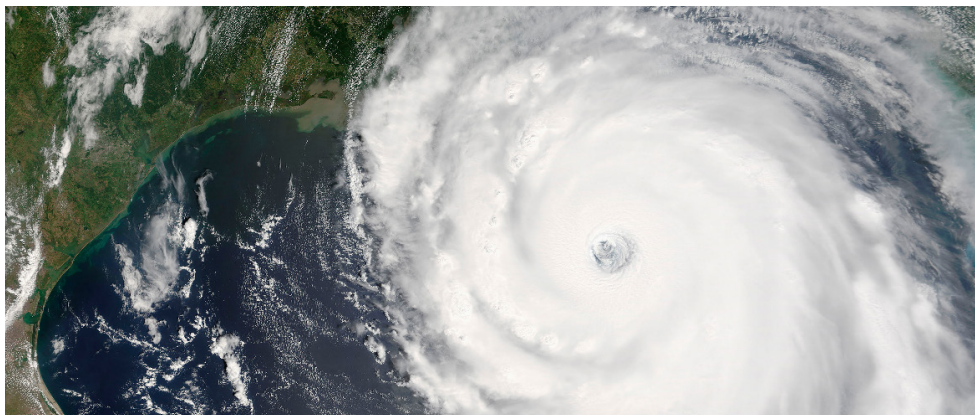
Source: CBOS, Eurobarometr

In the latest Deloitte survey, very few respondents did not express climate change related worries. The survey was carried out in June 2021 on a representative sample of **1145** people aged over 14, and **81%** of its respondents admitted they were worried about climate changes, out of which **35%** were very concerned, and **46%** somewhat concerned.

Only seven percent of respondents were not worried or had no opinion. For more than half of them, climate concerns are a hot topic; 64 percent stated that they had worried about the climate during last month. The concerns were not distributed evenly, and more frequently expressed by women and employed respondents, but most of all, by those observing negative effects of climate changes. In this group, the probability that a given person has not worried about climate changes was three times lower than in the rest of the population. Seeing tangible adverse effects on ourselves and our loved ones, we become afraid of the global warming. Therefore, it can be expected that as the climate changes progress and become more visible, the percentage of the concerned will continue to grow.

Climate-related worries are accompanied with those regarding the natural environment, the society and the economy. The national context is well visible in respondents' answers. As regards Poland, the sea level increase was the last environment-related concern. The respondents were more worried about extreme weather conditions they had witnessed, and air quality deterioration, despite the fact that in Poland the problem is caused by local smog emissions.

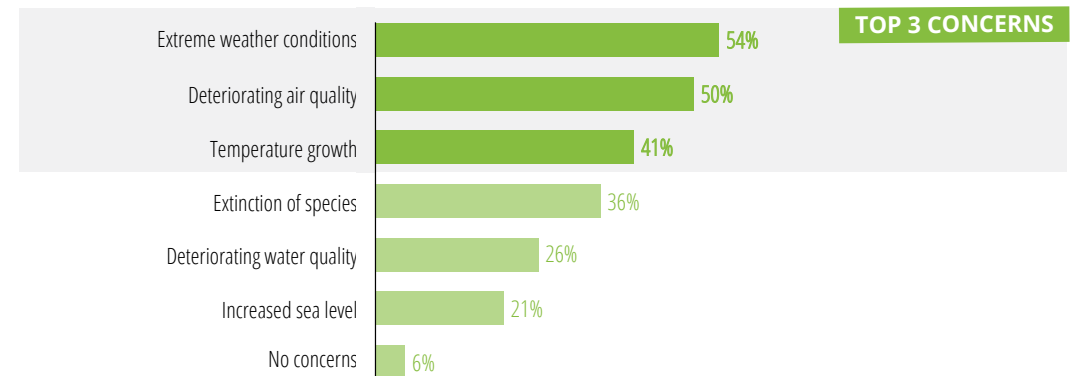
As regards economic and social concerns, most respondents pointed out growing food prices and negative effects of climate changes on human health.



Key concerns regarding effects of climate changes on the natural environment, the society and the economy

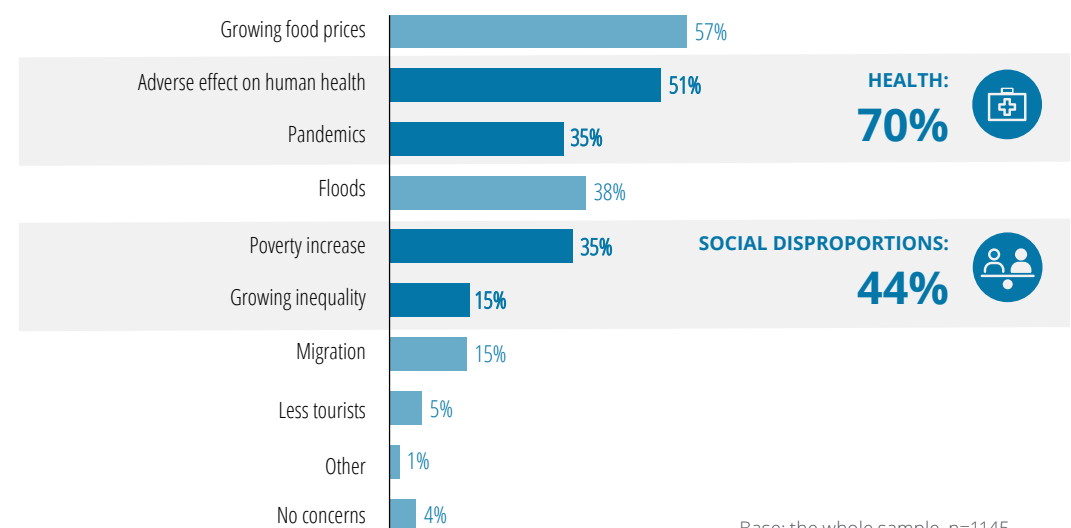
What are your key concerns regarding the effects of climate changes on the natural environment?

Concerns regarding environmental impact

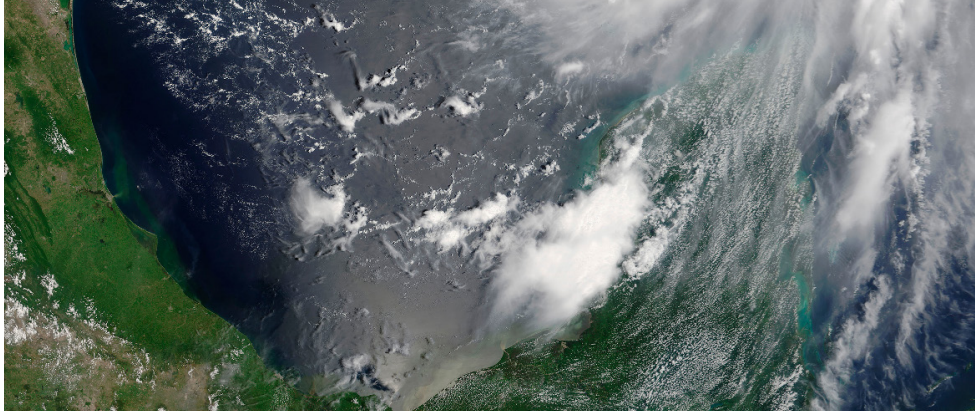


Effects of climate changes are not limited to the natural environment, and include the society and the economy as well. What are you key worries in this respect? Please mark three answers.

Concerns regarding economic and social impact



Base: the whole sample, n=1145



90%

Nearly 90% of the respondents deemed it necessary to undertake some actions, although responses indicated difference in opinions regarding their preferred speed. The stronger climate change concerns, the higher expectations regarding fast remedial actions. More than half of those concerned about climate during last month believed quick actions were necessary, even if involving high costs.

Majority of those not concerned about the climate preferred slower actions allowing the development of more effective solutions. Importantly, less than 20% of those not concerned about the climate deemed any further actions unnecessary.

The best people can do about the climate change is...

Distribution of responses depending on respondent's level of concern about the climate

Has not worried during last month



Has worried during last month



0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

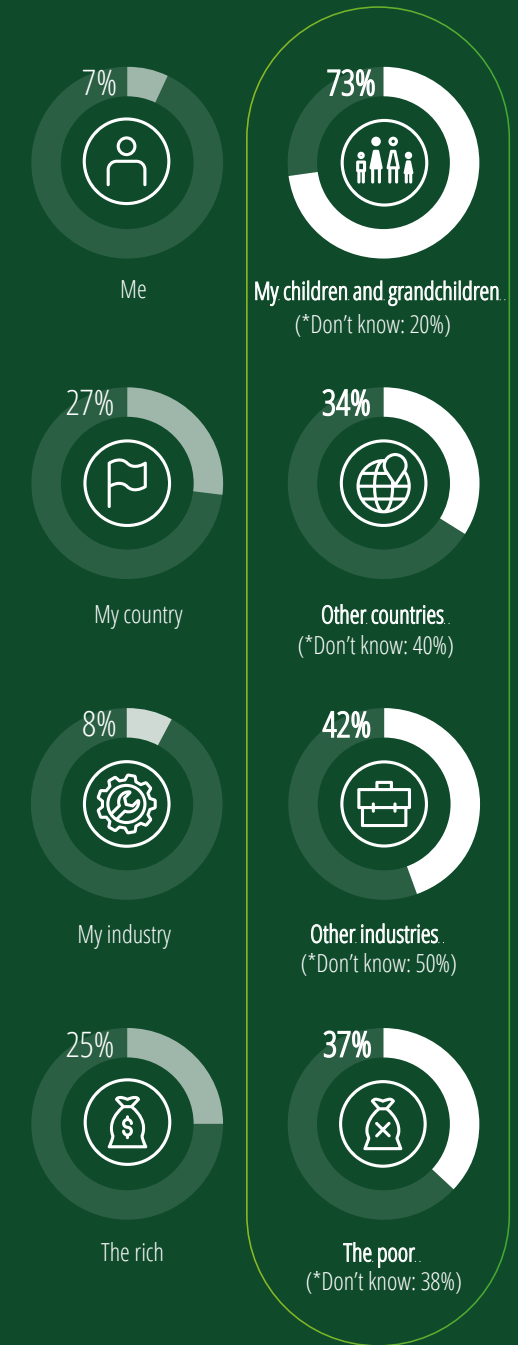
- Fast actions, investing in many solutions despite high costs
- Slow actions, learning on the way and checking effective solutions
- The world has done enough
- Do not undertake any actions or introduce any changes

We support actions aimed at limiting climate changes, even though their outcome will be seen by someone else. **Most respondents believed they would not be the key beneficiaries of climate change limiting measures.** This approach is best visible from the perspective of time: most respondents rightfully indicated that they children and grandchildren would be key beneficiaries of the climate change limiting measures. In geographical terms, answers varied as well, but when asked about adverse effects of the global warming, most respondents indicated other countries than Poland. Although the climate change effects will be stronger in other climate zones than ours, since the global economy is a unified system, in Poland we will see the adverse effects of economic problems arising in other countries.

Still less respondents were able to indicate whether the industry they work in would be better or worse off compared to the others. Nearly 40% of the respondents rightfully indicated that the limiting of climate changes effects should mean more opportunities for poorer people with limited capabilities to adjust to them.

Importantly, though, answers to questions regarding distribution of possible benefits among countries, industries or between the rich and the poor indicated that a big group of respondents had no opinion in this respect. This is no wonder: channels through which climate changes affect various aspects of our lives and the related cost/benefit distribution are still investigated and discussed (details of the multi-faceted impact of climate changes on the society and economy available at: Deloitte 2021). The level of concerns being high, the specific knowledge regarding the climate changes and their impact on our lives, both on micro and macro scale, is clearly limited.

Who do you believe shall benefit the most on the stopping or slowing of climate changes? Select one answer (1, 2 or 3) out of each set presented below.

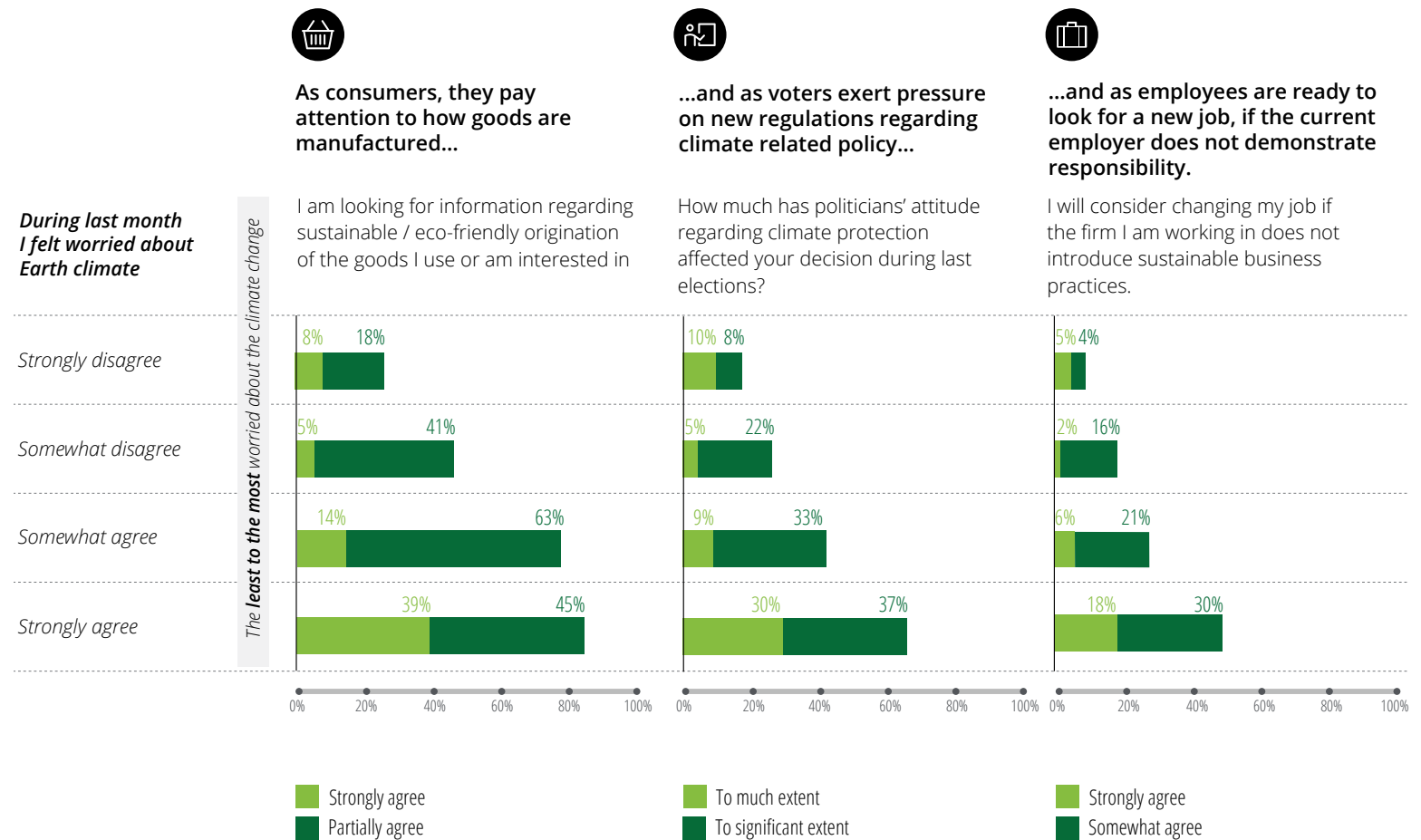


Growing climate concerns affect business

Climate related concerns affect our choices as consumers, employees and electorate. Those worried about climate changes in each capacity declare that they pay much more attention to environmental effects of their actions, which from the perspective of employers means both risk and opportunity. Those worried about climate make more demanding clients and business critics.

- **As consumers** they are much more interested in information regarding eco-friendly origination of products they would buy. This results in a pressure on companies to reliably report effects of their activities and limit those least desirable, such as greenhouse gas emissions.
- **As voters** they expect politicians to undertake climate protection measures, which may result in new regulations directly affecting business operations.
- **As employees** they are even ready to change their jobs if the current employee fails to introduce sustainable business practices. Among those concerned about the climate changes, only 35% declared such far-reaching actions, but given the aging society and growing difficulties with finding new employees, this is a clear warning for employers.

For businesses, climate-concerned individuals are both challenge...



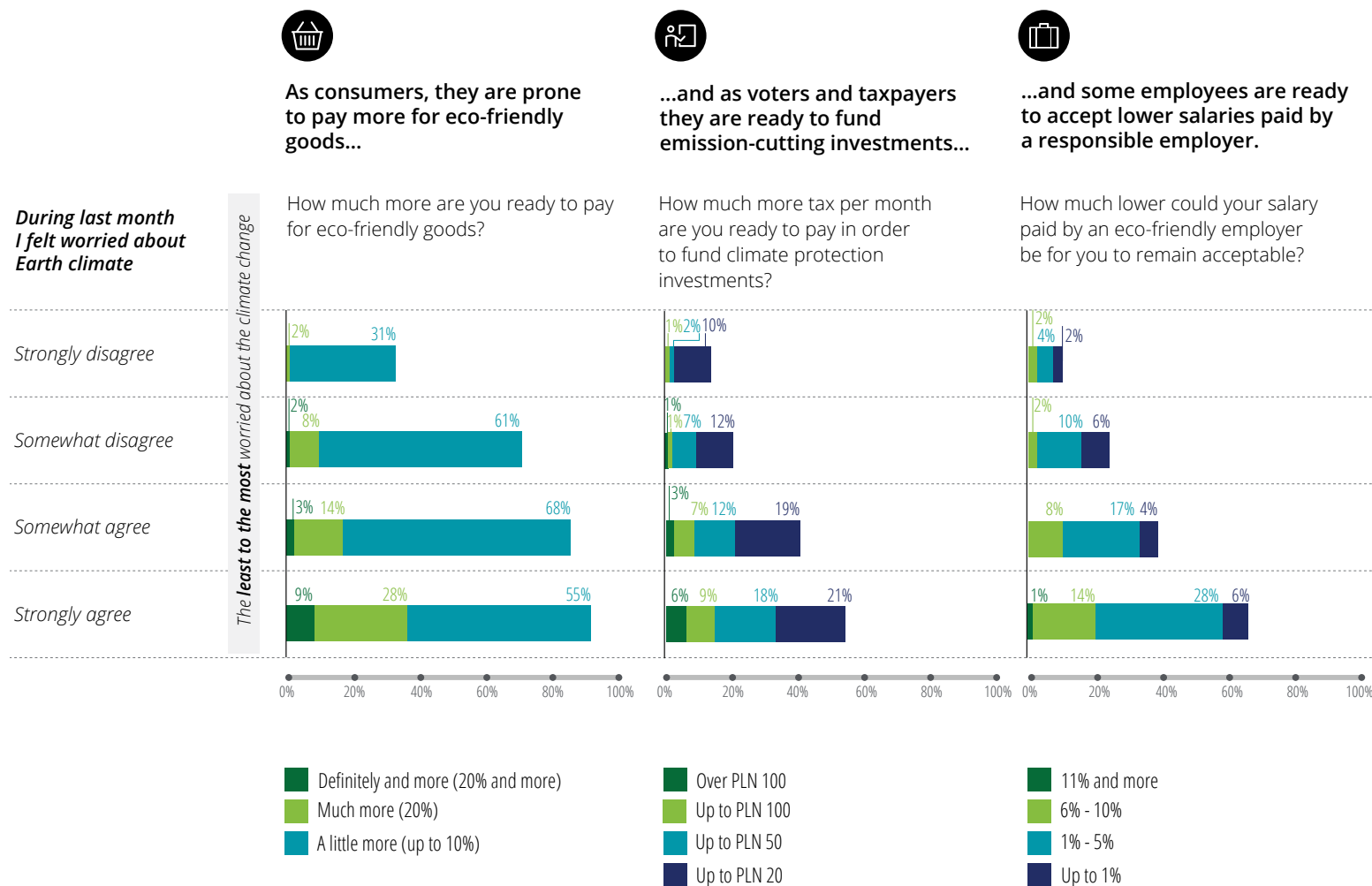
Base: the whole sample, n=1145



Those concerned about the climate are ready to cooperate with firms that attempt to limit adverse effects of business operations on the climate.

- **As consumers** they will appreciate such initiatives of firms, accepting higher prices. The youngest respondents, aged under 24 (whose market position will grow stronger as they make more money) were most ready to pay more for eco-friendly products.
- **As taxpayers** they are more ready to pay higher taxes to fund investments in climate protection. From the perspective of enterprises this means an opportunity to fund public programmes that support economic transformation. Some of them are ready to accept a lower salary to work in an eco-friendly firm.
- Such declarations were made mostly by young people (aged under 24) who just enter the employment market.

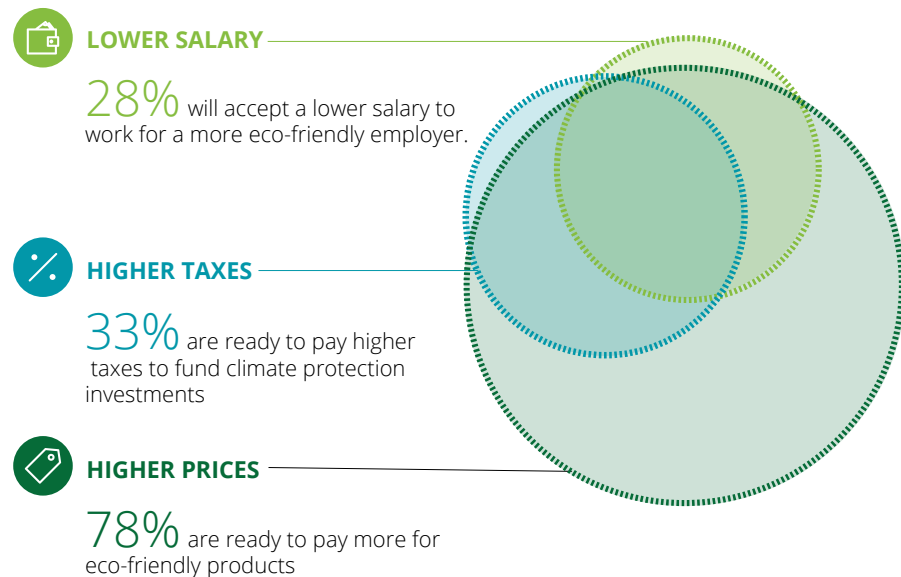
...and an opportunity.



Choices made by consumers, electorate and employees are combined.

Hardly anyone agrees to pay higher taxes to fund climate-friendly investments or to accept a lower salary paid by an eco-friendly employer at the same time not being ready to pay more for eco-friendly goods.

There are more discrepancies observed between the readiness to accept a lower salary and higher taxes, but here answers are affected by the general level of trust and satisfaction with the overall standing of the state.



19% do not accept any of the above.

The growing number of people afraid of climate changes shall exert an increasing pressure on the way of doing business.

This view is supported both by the existing trends and the increasing visibility of climate change consequences, which raise respondents' concerns. From the business perspective, this will mean a growing group of climate protection enthusiasts among consumers, employees and electorate, which will exert a growing impact on the business

doing conditions. The observed consistency of answers regarding the need to protect the climate allows hoping that the climate concerns shall result in changes of routine consumer behaviour. Climate worries are reflected in declarations regarding various life aspects, from shopping choices and garbage sorting through political elections. The consistency indicates that respondents gave well-thought out answers, being aware that various aspects of their lives were dependent on climate changes.



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