

# Clean energy tops poll across 10 leading economies

## Polling Methodology

To understand attitudes towards investment in clean energy, the Global Renewables Alliance, added survey questions to studies in Brazil, France, Germany, India, Italy, Poland, South Korea, Spain, Sweden, and the United Kingdom in 2024. Across studies, respondents were asked: “There has been a lot of talk recently about economic growth and jobs. Which of these industries or areas of the economy do you think government should prioritise investment in, if it wishes to boost jobs and economic growth. Please select up to two options.”

The studies were conducted online, were nationally representative, with between 1000 and 2000 respondents in each country. This resulted in margins of error between 2.2% and 3.1% in each country. Surveys were conducted with YouGov (South Korea), Pollfish (Brazil, UK), Dynata (Europe), and D3 Systems (India).

The data lead to a range of findings on attitudes towards investment in clean energy across the geographies studies. Key findings from the study include:

- Investment in green technologies is a top two priority for government investment across the geographies studied.
- In Brazil, investment in green technologies is the top priority for the public.
- Green technology investment is a top priority across most social and demographic groups, as well as across the political spectrum. For example, it is the most commonly named priority in Brazil among Bolsonaro supporters in Brazil and the second most commonly named top priority among Brothers of Italy supporters.

The remainder of this report proceeds as follows. First, a detailed description of the study’s different surveys is provided in the next section of the report. Next, the study results are presented. This includes a subsection describing cross country results and subsequently a sub-section exploring results across social, demographic, and political groupings within each country studied. The report ends with conclusions and recommendations.

## Methodology

The data presented in this report comes from a number of separate studies. This section of the report describes data characteristics from each study as well as the analysis used within this report.

### *Survey characteristics*

The table below provides the fieldwork dates, sample sizes, theoretical margins of error, and company which provided fieldwork.

Country	Survey firm	Sample size	Theoretical margin of error	Fieldwork Time Period
Brazil	PollFish	2000	+/-2.2%	July
France	Dynata	1023	+/-3.1%	May
Germany	Dynata	1019	+/-3.1%	May
India	D3 Systems	1236	+/-2.8%	April
Italy	Dynata	1021	+/-3.1%	May
Poland	Dynata	1021	+/-3.1%	May
South Korea	YouGov	1255	+/-2.8%	March
Spain	Dynata	1011	+/-3.1%	May
Sweden	Dynata	1033	+/-3.1%	May
UK	PollFish	1000	+/-3.1%	September

*Note: The margins of error provided in the above table are calculated assuming a random sample.*

### *Data analysis*

The data analysis within this report consists of frequencies and crosstabulations. Frequencies provide the overall number of people who responded in a given way in each country. The crosstabulations for each country generally include the following variables:

- Age (18-34, 35-54, 55+);
- Gender (Male or female);
- Education level (Bachelor's degree or more or less than Bachelor's degree);
- Voting intention (Specific to each country; in Brazil, vote in previous election is used). Within charts below, any party which had less than 100 respondents in the survey is classed as other;
- Settlement type (urban or rural).

Some of the above variables are not available in all countries. In such cases, data is not presented.

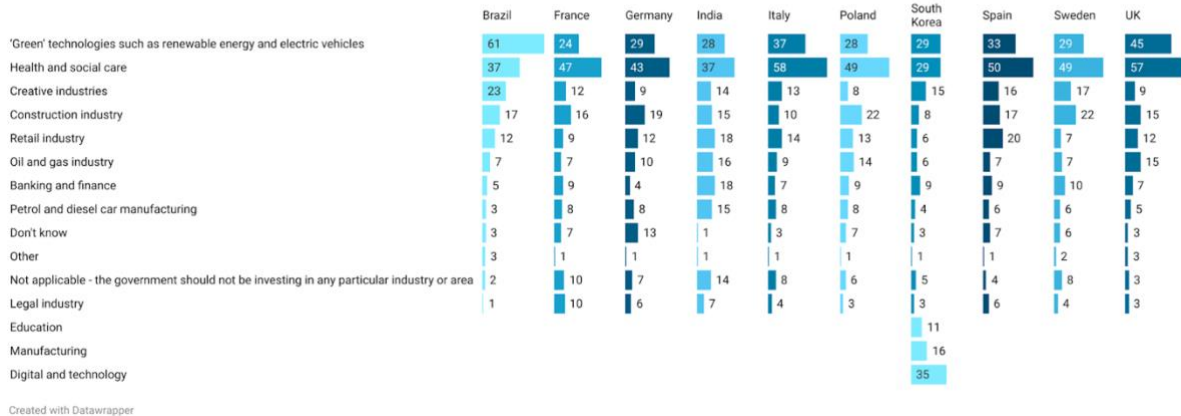
## Polling Results

This section of the report presents results of the study, first looking at attitudes between countries, and then exploring attitudes within countries among different social and demographic groups.

### *Cross country comparisons*

When asked what industries or areas of the economy the government should prioritize investment in, the publics of most countries surveyed tended to report health and social care, with the exception of Brazil, where green technology was reported by a majority as one of their top two sectors. In the remaining countries of the study green technology was named as a top priority second most frequently.

**There has been a lot of talk recently about economic growth and jobs. Which of these industries or areas of the economy do you think government should prioritise investment in, if it wishes to boost jobs and economic growth? Please select up to two options. (%)**



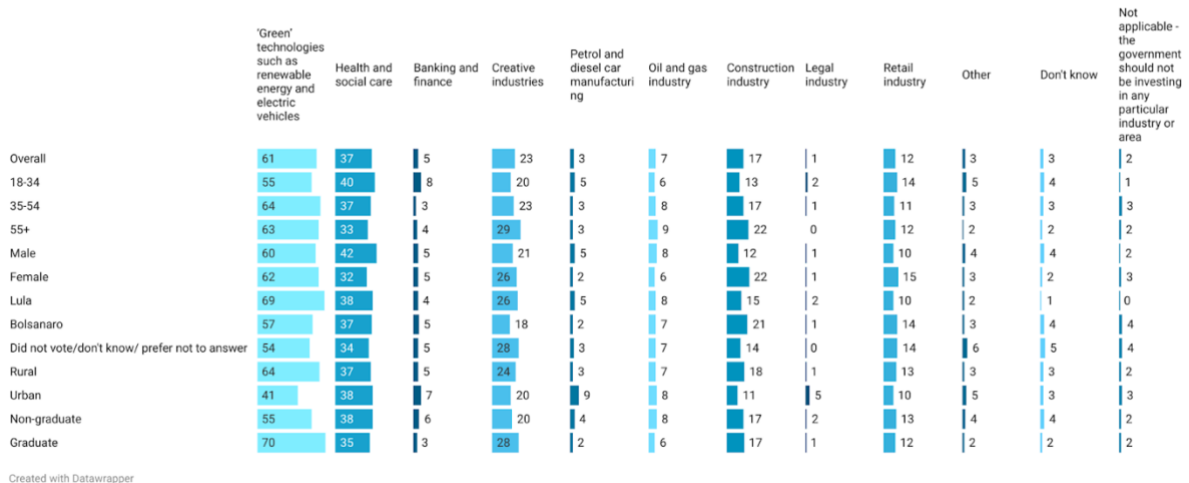
The above data shows that across the publics surveyed, green technology is among the top priorities for government investment.

*Within country comparisons*

The widespread support for government investment in green technology common across many social and demographic groups, though there is some variation in the countries studied.

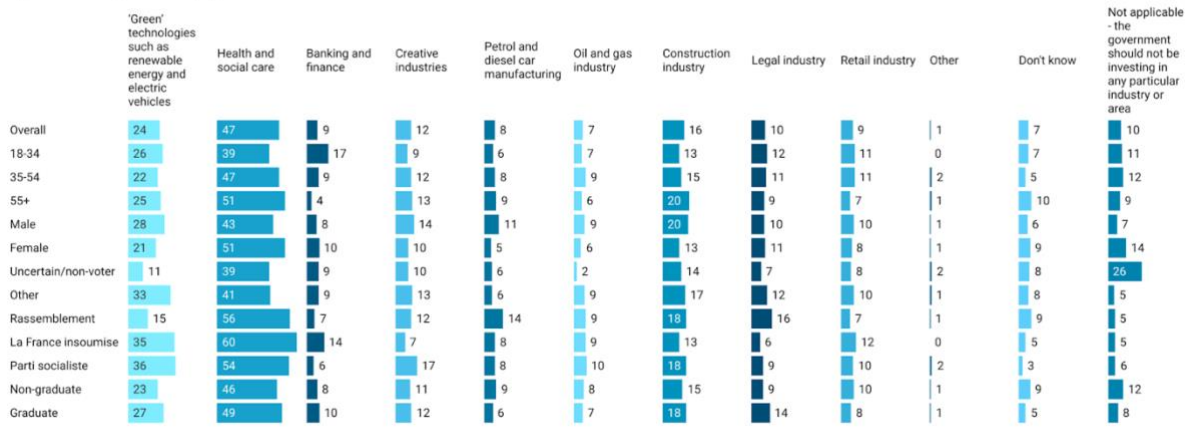
In Brazil, green technology is the most commonly named domain for investment across social and demographic groups. Still, more people above the age of 35, Lula supporters, rural people, and university graduates prioritise green technology investment than people under 35, Bolsonaro supporters, urban people, and those without university degrees.

**There has been a lot of talk recently about economic growth and jobs. Which of these industries or areas of the economy do you think government should prioritise investment in, if it wishes to boost jobs and economic growth? Please select up to two options. (%)**



In France, the data show that non-voters and National Front supporters are less likely to name green technologies. Across other demographic groups, green technology was consistently the second most common priority area for investment.

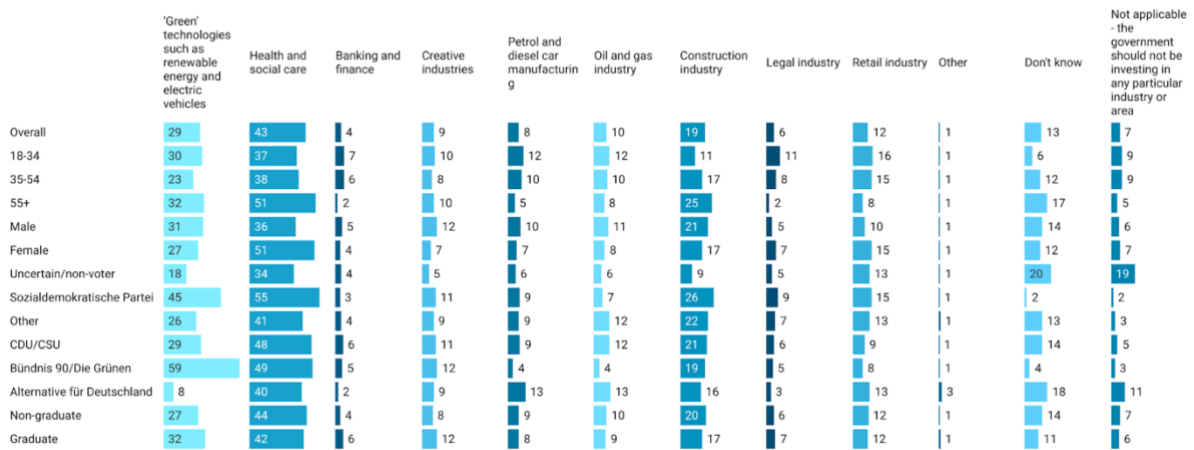
**There has been a lot of talk recently about economic growth and jobs. Which of these industries or areas of the economy do you think government should prioritise investment in, if it wishes to boost jobs and economic growth? Please select up to two options. (%)**



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In Germany, aside from uncertain voters and AfD supporters, green technology was the second most commonly named priority for government investment. This holds true across different social and demographic groups.

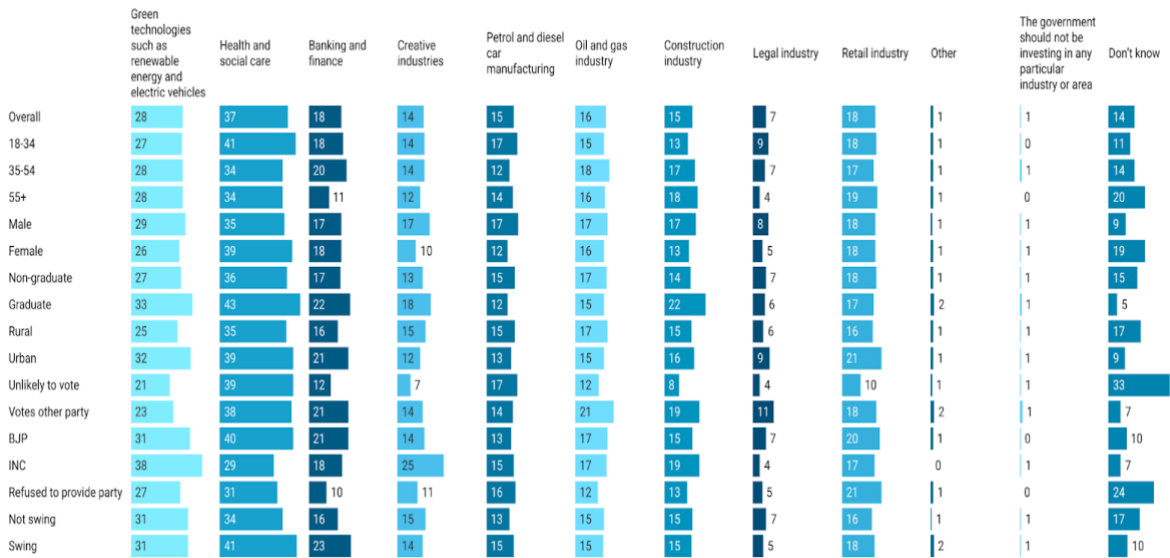
**There has been a lot of talk recently about economic growth and jobs. Which of these industries or areas of the economy do you think government should prioritise investment in, if it wishes to boost jobs and economic growth? Please select up to two options. (%)**



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In India, green technology was the second most commonly named priority area across social and demographic groups with two exceptions. Those who were unlikely to vote were more likely to be uncertain about which domain was most important and INC voters named green technology as the most important domain for government investment.

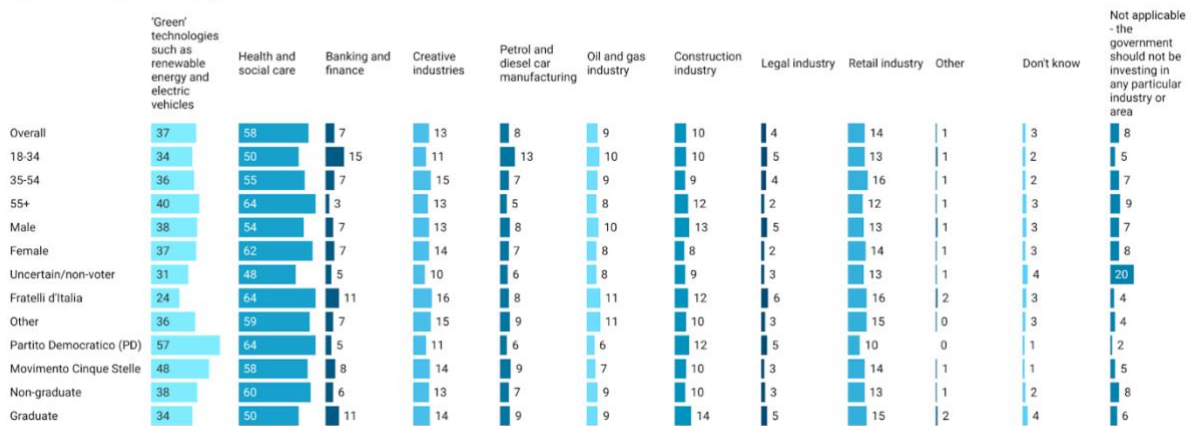
There has been a lot of talk recently about economic growth and jobs. Which of these industries or areas of the economy do you think government should prioritise investment in, if it wishes to boost jobs and economic growth? Please select up to two options.



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In Italy, a similar pattern holds - green technology is the second most commonly named top priority area for investment. Brothers of Italy voters are less likely to report this, but it remains the second most commonly named area of importance for government investment among these set of voters.

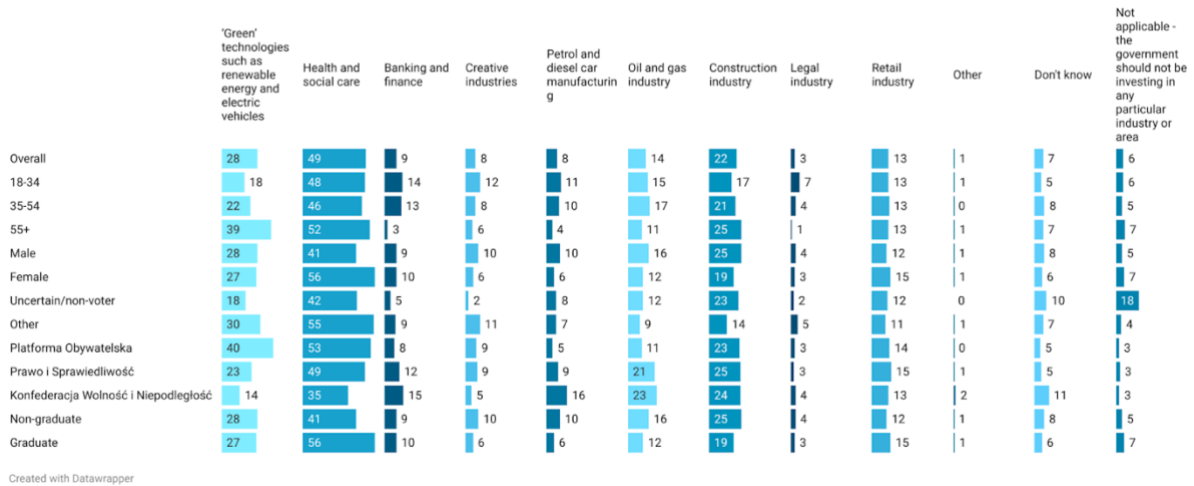
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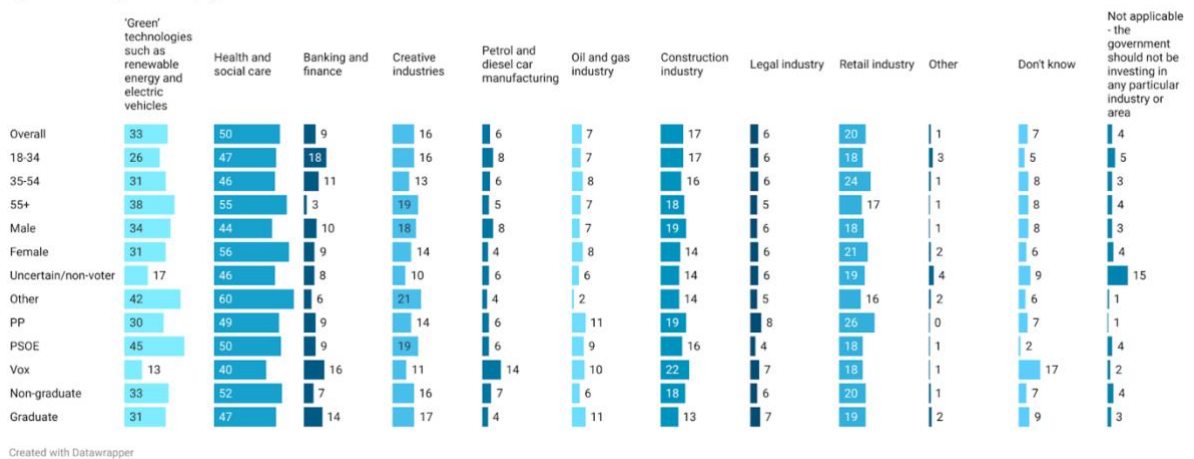
In Poland, the data varies substantially. Younger people (34 and under) are less likely to name green technologies than people 55+. Uncertain voters and Confederation voters are also less likely to name green technology.

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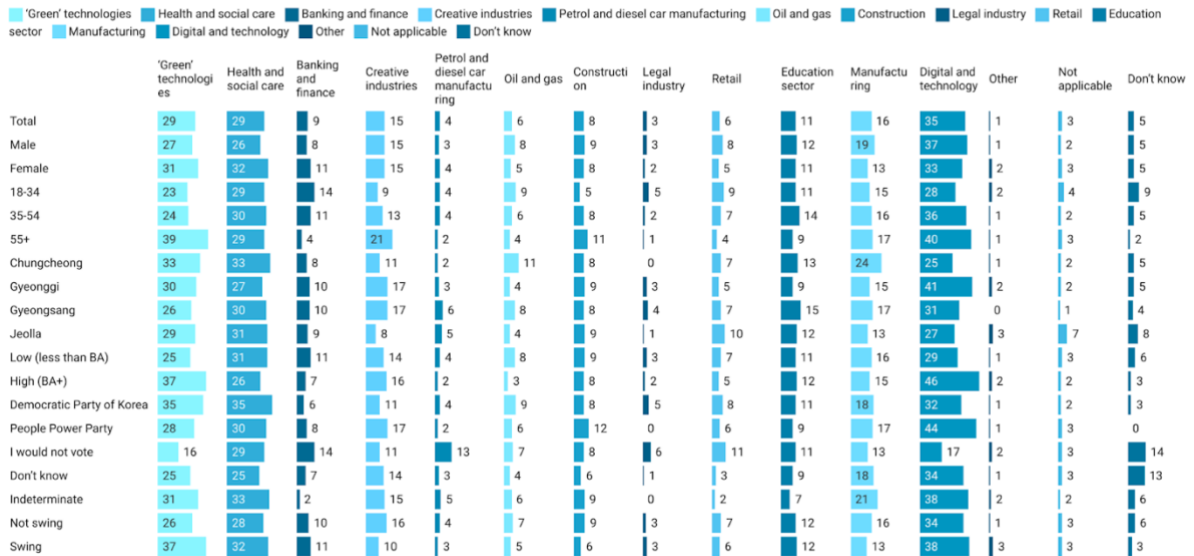
In Spain, green technology is the second most commonly named domain for most social, political and demographic groups. The exceptions to this pattern are for uncertain/non-voters as well as Vox voters, who prioritise the issue somewhat less.

**There has been a lot of talk recently about economic growth and jobs. Which of these industries or areas of the economy do you think government should prioritise investment in, if it wishes to boost jobs and economic growth? Please select up to two options. (%)**



In South Korea, older people (55+) and Democratic Party of Korea supporters are more likely to name green technologies relative to younger people and supporters of other parties. Notably, swing voters are more likely than people who are not swing voters to report green technology is a top priority.

**Thinking about economic growth and jobs in South Korea, in which, if any, of the following areas do you think the government should prioritise investment? Please select up to two options. (%)**



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In Sweden, most social, demographic, and political groups place investment in green technology as a top two domain for government investment. The Swedish Democrats are an exception to this pattern, though investment in green technology is still a top three response to the survey question.

**There has been a lot of talk recently about economic growth and jobs. Which of these industries or areas of the economy do you think government should prioritise investment in, if it wishes to boost jobs and economic growth? Please select up to two options. (%)**



Created with Datawrapper

In the UK, people 35 and older are slightly more likely to report that green technology should be a top priority. Men are also slightly more likely to report so than women. Conservative party supporters are less likely than others to name this industry, but green technologies are still the second most frequently named option among this group.

**There has been a lot of talk recently about economic growth and jobs. Which of these industries or areas of the economy do you think government should prioritise investment in, if it wishes to boost jobs and economic growth? Please select up to two options. (%)**

