

Methodology EIB Climate Survey

6th edition – 2023-2024

This survey was conducted by BVA X-Sight for the European Investment Bank.

Survey conducted online (computer, tablet or mobile) from August 7th to September 4th, 2023, in all 27 EU countries, United-Kingdom, China, the USA, Canada, India, Japan, South Korea, and the United Arab Emirates.

Respondents were randomly selected from nationally representative panels and participated via self-administered web surveys.

Total sample of 30,245 people, with 35 representative samples of the population aged 15 and over in each country (16+ for Luxembourg).

The representativeness of the data was ensured using the quota method, and each country's data was weighted according to gender, age, occupation, and region.

Country	Sample size	Language used	
Austria	1,000	German	
Belgium	1,003	French, Flemish	
Bulgaria	1,009	Bulgarian	
Croatia	1,000	Croatian	
Cyprus	444	Greek	
Czech Republic	1,000	Czech	
Denmark	1,000	Danish	
Estonia	502	Estonian	
Finland	1,000	Finnish	
France	1,000	French	
Germany	1,000	German	
Greece	1,009	Greek	
Hungary	1,000	Hungarian	
Ireland	1,011	English	
Italy	1,009	Italian	
Latvia	500	Latvian	

The size of the representative citizen panel in each country is as follows:

Lithuania	500	Lithuanian	
Luxembourg	513	French, German, Luxembourgish	
Malta	210	English	
Netherlands	1,004	Dutch	
Poland	1,009	Polish	
Portugal	1,000	Portuguese	
Romania	1,001	Romanian	
Slovakia	500	Slovak	
Slovenia	500	Slovenian	
Spain	1,005	Spanish	
Sweden	1,000	Swedish	
United States	1,000	Simplified Chinese	
China	1,000	English	
UK	1,000	English	
Canada	1,000	English, French	
India	1,007	Hindi, English	
Japan	1,000	Japanese	
South Korea	1,000	Korean	
United Arab Emirates	509	Arabic (UAE)	

Margin of error

The results presented in this study are subject to the margins of error inherent in statistical laws. The table below displays the margins of error (at the 95% level of confidence) based on the obtained results and the sample size.

SAMPLE SIZE	95% CONFIDENCE INTERVAL BY SCORE						
	5 or 95%	10 or 90%	20 or 80%	30 or 70%	40 or 60%	50%	
100	4.4	6.0	8.0	9.2	9.8	10.0	
200	3.1	4.2	5.7	6.5	6.9	7.1	
300	2.5	3.5	4.6	5.3	5.7	5.8	
400	2.2	3.0	4.0	4.6	4.9	5.0	
500	1.9	2.7	3.6	4.1	4.4	4.5	
600	1.8	2.4	3.3	3.7	4.0	4.1	
700	1.6	2.3	3.0	3.5	3.7	3.8	
800	1.5	2.1	2.8	3.2	3.5	3.5	
900	1.4	2.0	2.6	3.0	3.2	3.3	
1 000	1.4	1.8	2.5	2.8	3.0	3.1	
2 000	1.0	1.3	1.8	2.1	2.2	2.2	
3 000	0.8	1.1	1.4	1.6	1.8	1.8	
6 000	0.6	0.8	1.1	1.3	1.4	1.4	
10 000	0.4	0.6	0.8	0.9	0.9	1.0	

Example: For a sample of 1,000 respondents, for a survey percentage of 20%, the margin of error is 2.5. Therefore, the percentage has a 95% chance of being between 17.5% and 22.5%.

Calculating the scores

Based on a survey of 12 questions, it is calculated as the average of three sub-scores, each of which has equal weight in the calculation. It ranges from 0 (no answer is correct) to 10 (all answers are correct).

The first sub-score consists of questions relating to the definition of climate change and its causes, while the second sub-score focuses on the consequences of climate change. The third sub-score includes questions on different actions to tackle climate change. Each question within a section has the same weight.

Scoring System

Of the 12 questions, 11 are in single-choice format, i.e. they have only one correct answer. For each of these questions, a correct answer is worth 1 point and a wrong answer is worth 0. Below is an example:

What is climate change?

- A long-term shift in global climate patterns (correct answer)
- A rapid change in the weather over a short period of time, especially in the summer
- Climate change is a hoax

One of the 12 questions is a multiple choice question on climate change mitigation with multiple correct answers. A specific scoring system was used for this question:

- Correct answers are scored +1 if selected and -1 if not selected.
- Wrong answers are scored -1 if selected and +1 if not selected.

This results in a distribution of scores ranging from -20 to +20, which is then adjusted to a scale of 0 to 10. Those who select 'none of the above' will receive the minimum score.

Which of the following actions can help mitigate climate change?

- Using products that can be recycled and limit consumption of single-use items (correct answer)
- Using public transportation instead of a car (correct answer)
- Better insulating buildings and homes (correct answer)
- Buying new clothes less frequently (correct answer)
- Reducing the speed limit on roads (correct answer)
- Reducing consumption of dairy products (correct answer)
- Watching fewer videos online (correct answer)
- Helping clean local areas (wrong answer)
- Supporting ethical and fair-trade businesses (wrong answer)
- Reducing noise pollution (wrong answer)
- None of these actions (wrong answer)