

Climate Reality Barometer: Vietnam

Overview: In 2021, Epson published its first Climate Reality Barometer: a survey of people from a diversity of countries, ages and backgrounds to gauge understanding of, and attitudes towards, climate change.

Epson's second Climate Reality Barometer presents fascinating insights into how attitudes are (and are not) changing as the climate crisis unfolds. Findings show that awareness is growing – but slowly and inconsistently. While the 'climate reality deficit' identified in the first Barometer stubbornly persists – the data also suggests that it is narrowing, and that people are doing more to tackle the crisis.

The following document outlines the findings in Vietnam for the Epson Climate Reality Barometer.

Key market findings

Recent temperature data for Vietnam shows an accelerating warming trend in the recent decades, with an average value of $\sim 0.2^{\circ}\text{C}/\text{decade}$ over the last 40 years and the highest increase in the last decade ([source](#)).

- Despite this, a third (30.7%) of the people surveyed as part of the Epson Climate Reality Barometer in Vietnam, believe fixing the economy is the most urgent issue governments, companies and people around the world should be focusing on, whilst (19.3%) see climate change as the most pressing issue
- Respondents aged 25–34 (22.1%) and 35–44 (20.9%) believe that climate change is a more pressing issue facing governments, companies and people around the world, than respondents in other age groups
- More than half (61.7%) are optimistic that we will avert a climate disaster in their lifetime. On the other hand, (14%) were pessimistic that we will avert a climate disaster in their lifetime

Reality action: Individual steps

Promisingly, lots of people are already taking action on certain things to mitigate the climate emergency.

In Vietnam, the top three actions people report that they are already doing, include:

- Using more reusable goods (67.2%)
- Improving recycling habits (60.7%)
- Reducing plastic use (60.3%)

For those who have taken up actions to mitigate the impacts of climate change, there are a number of gaps in terms of how people have consistently committed to these actions.

- Less than a quarter (24.8%) have tried using more reusable goods for longer than a year and still do this
- (26.4%) have tried recycling for longer than a year and still do this
- (25.3%) have tried reducing plastic use for longer than a year and still do this

Reality impact: Drivers for change

The lifestyle change suggests an increasing focus on the climate emergency. In Vietnam the key drivers for change include:

- Government policy changes (41.1%)
- Influencers (36.9%)
- Company or community sustainability programmes (36.3%)

Global comparisons:

- More than half (61.7%) respondents in Vietnam are optimistic that we will avert a climate disaster in their lifetime, whilst respondents in other countries are less optimistic, with (22.5%) in France and (23.8%) in Germany
- Over a third (36.9%) of respondents in Vietnam cite influencers as a key driver for change in individual actions towards tackling climate change, whilst (45.2%) in the UK and (48.9%) in Canada say influencers had no impact

Local comparisons:

- A third (30.7%) of respondents in Vietnam believe that fixing the economy is the most urgent issue for governments, companies and people around the world, compared to (17.5%) of respondents in India and (16.6%) in Korea

Media angles:

- A third of the people in Vietnam see fixing the economy as a more pressing issue than climate change
- 78% of people in Vietnam cite influencers as the most important factor in building awareness and inspiring action around climate change
- Millennials in Vietnam are the most concerned about climate change

Reality now: What's next?

The 2022 Epson Climate Reality Barometer shows progress – but also that short-term economic demands are in danger of distracting governments, businesses and individuals from imperative environmental action. The world needs to keep its focus and ensure decisive, rapid and effective responses to the ongoing climate emergency.

Working together, Epson believes that we can all build a better future.

Research Methodology: Online survey conducted 29.07.2022 to 04.08.2022 among 1,003 consumers in Vietnam