SOCIAL PERCEPTION OF CLIMATE CHANGE IN BRAZIL

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Abstract: Global climate change is one of the main challenges today. Based on research questionnaires, the present study analyses the public perception of climate change in Brazil. The article addresses the various influencing factors on the public concern about the topic, the predisposition of citizens to act and the limiting factors of action. In addition, it explores the individual predisposition to associate regular micropayments to the consumption of goods and services directed at actions to mitigate climate change. In total, 779 respondents were registered. The gender category was significantly associated with the level of climate concern, being higher among women (62.8%) than among men (53.6%) (p-value <0.05). More than 60% of respondents pointed out the lack of information and financial conditions as limiting factors for actions aimed at reversing climate change. On the other hand, surprisingly, 87% and 67% of the individuals indicated the planting of trees and the boycott of polluting companies as possible actions for adoption to support this cause. Regarding the predisposition to payment, a statistically significant correlation was observed between the age group and per capita income categories (p-value <0.001). The intention of payment is greater among the public over the age of 25 and per capita monthly income exceeding one thousand reais. Overall, 58% of respondents would pay up to R$1, while 43% would pay more than R$1. In conclusion, the results presented provide information for planning public policies and strategies aligned with the global agenda for mitigating climate changes in this study provide information for planning public policies and strategies aligned with the global agenda for mitigating climate changes

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