OCBC Climate Index 2022

The index provides valuable insights to help nudge behaviours and influence policy-making that will lead to a more sustainable world

The average score among Singaporeans in 2022 remains unchanged at

6.7

Singaporeans have not improved in many sustainable behaviours despite governmental push and heightened action

Singaporeans do not necessarily embrace climate change for environmental reasons alone

Motivations for wanting to live sustainably

For better health	47%
For a cleaner and greener environment	47%
To save money	43%

Transport

While EV adoption is critical for a car-lite society, the Index shows no change in EV adoption

Top motivating factors for Singaporeans to buy EVs:

64%
consider cost (e.g. lower maintenance costs)

50%
consider convenience (easy access to charging points)

Home

While more are using air conditioners (A/Cs) to cool their homes, more are also trying to mitigate usage

76%
set their A/C temperature at 24°C or higher

43%
use both fan and A/C to speed up the cooling process, before turning off the A/C

Food

While fewer are consuming red meat, existing meat-eaters are consuming red meat more frequently

Existing meat-eaters find it hard to change their dietary habits because:
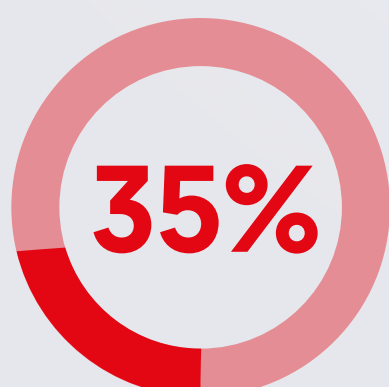
35%
love meat / don't want to change

16%
need meat for health reasons

Goods

More are purchasing from the 're-commerce' market

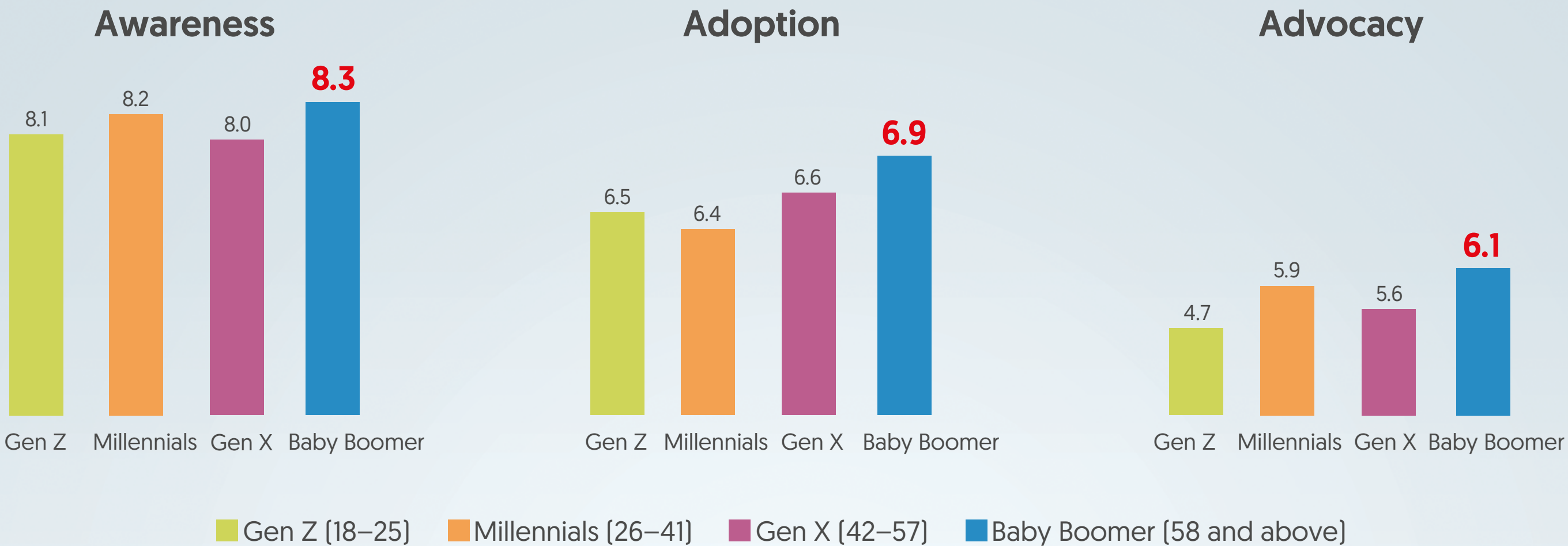Top motivating factors for Singaporeans to buy from the second-hand clothing market:

39%
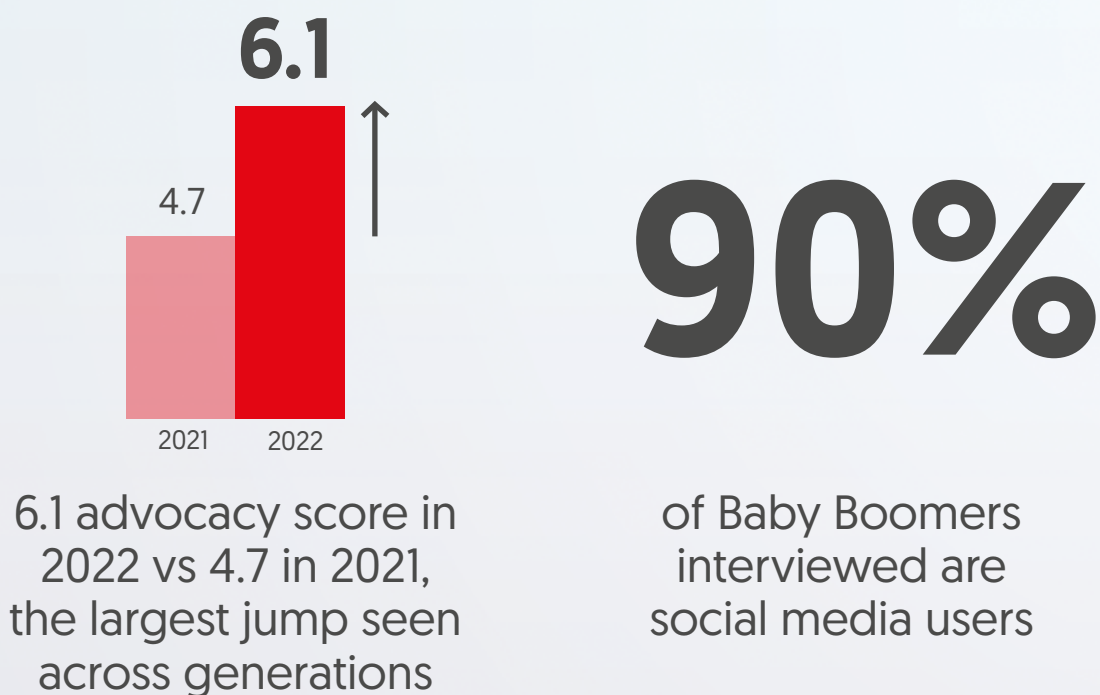would do so if clothes are properly sanitised

32%
would do so if they are cheaper than buying new

Baby Boomers are our role models in climate action

They scored highest in awareness and adoption in 2021. This year, they improved significantly in advocacy, earning them the top scores in all areas.

Awareness

8.1	8.2	8.0	**8.3**
Gen Z	Millennials	Gen X	Baby Boomer

Adoption

6.5	6.4	6.6	**6.9**
Gen Z	Millennials	Gen X	Baby Boomer

Advocacy

4.7	5.9	5.6	**6.1**
Gen Z	Millennials	Gen X	Baby Boomer

■ Gen Z (18–25) ■ Millennials (26–41) ■ Gen X (42–57) ■ Baby Boomer (58 and above)

More Baby Boomers are advocating sustainability online

6.1
4.7
2021 2022

6.1 advocacy score in 2022 vs 4.7 in 2021, the largest jump seen across generations

90%

of Baby Boomers interviewed are social media users

The pandemic has helped Baby Boomers gain confidence in using social media, and using digital tools to advocate for climate issues

Most commonly used channels:

▶ YouTube | WhatsApp | Facebook

>30% have increased usage frequency of these social media channels

But why?

Baby Boomers have experienced the impact of climate change

> In the past, when you walk out of the flat, the weather was very cool. My mum asked me to wear layers of clothing. Now, we don't get that kind of weather.

And green practices suit their life stage

> I use public transport or walk most of the time now that I am retired. It is good exercise to walk around with friends and go cycling as well.

Find out more in the OCBC Climate Index 2022
www.ocbc.com/group/sustainability/climate-index