

# PEOPLE AND CLIMATE CHANGE

Public attitudes to the climate crisis  
and the transition to net zero  
including Switzerland

April 2026



# Key findings: Switzerland

# 50%



on average in Switzerland say **if individuals do not act now, we will be failing future generations.**

# 26%



of Swiss people agree that **their country is a world leader** in the fight against climate change. **43%** disagree.

# 46%



say if **businesses do not act now to combat climate change**, they will be failing their employees and customers.

# 31%



say my country is being asked to **sacrifice too much** in order to tackle climate change.

# 50%

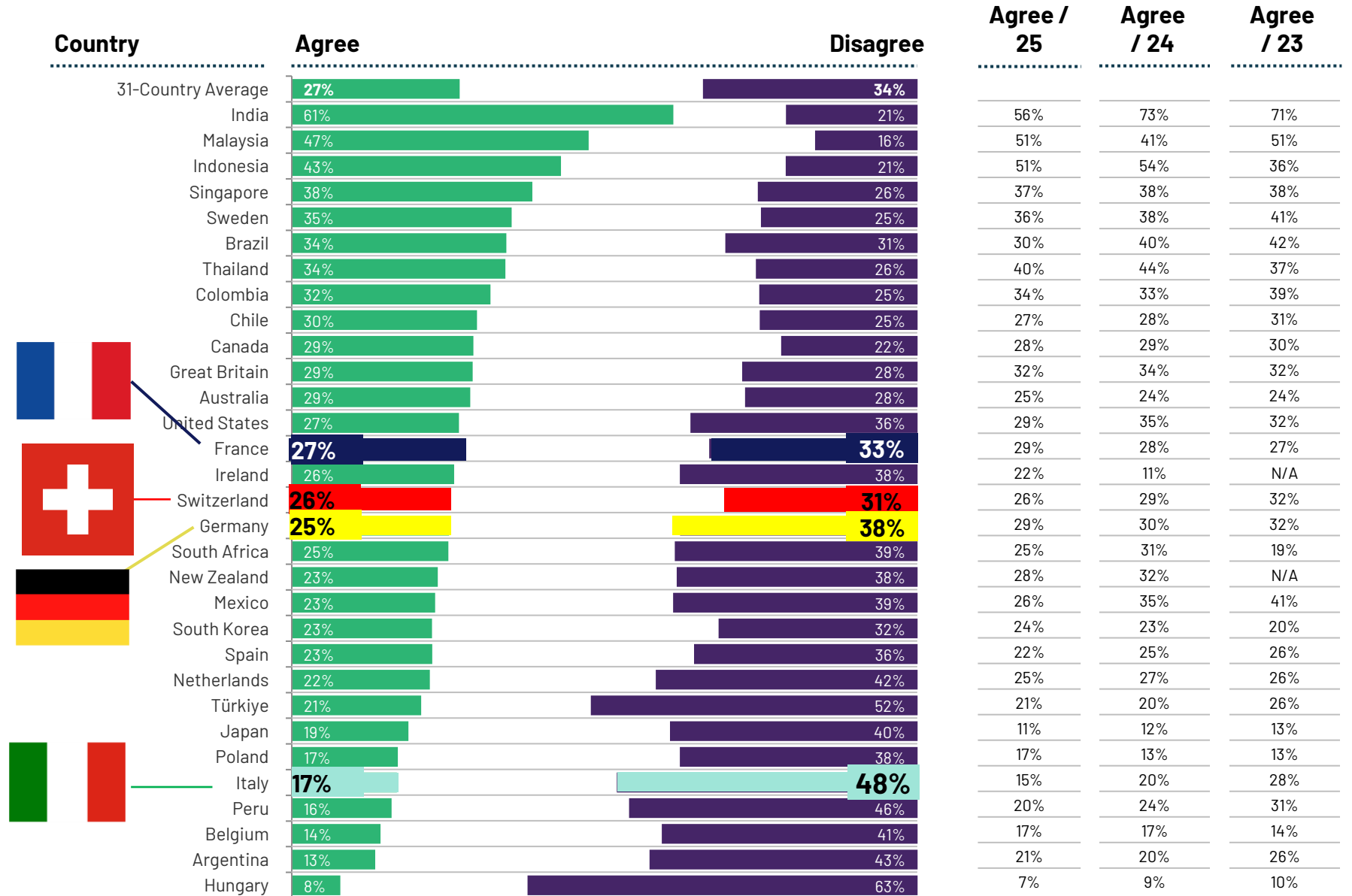


**disagree that there is no point changing our behaviour** because it won't make any difference to climate change.

To what extent do you agree or disagree with the following?

**[COUNTRY] is a world leader in the fight against climate change**

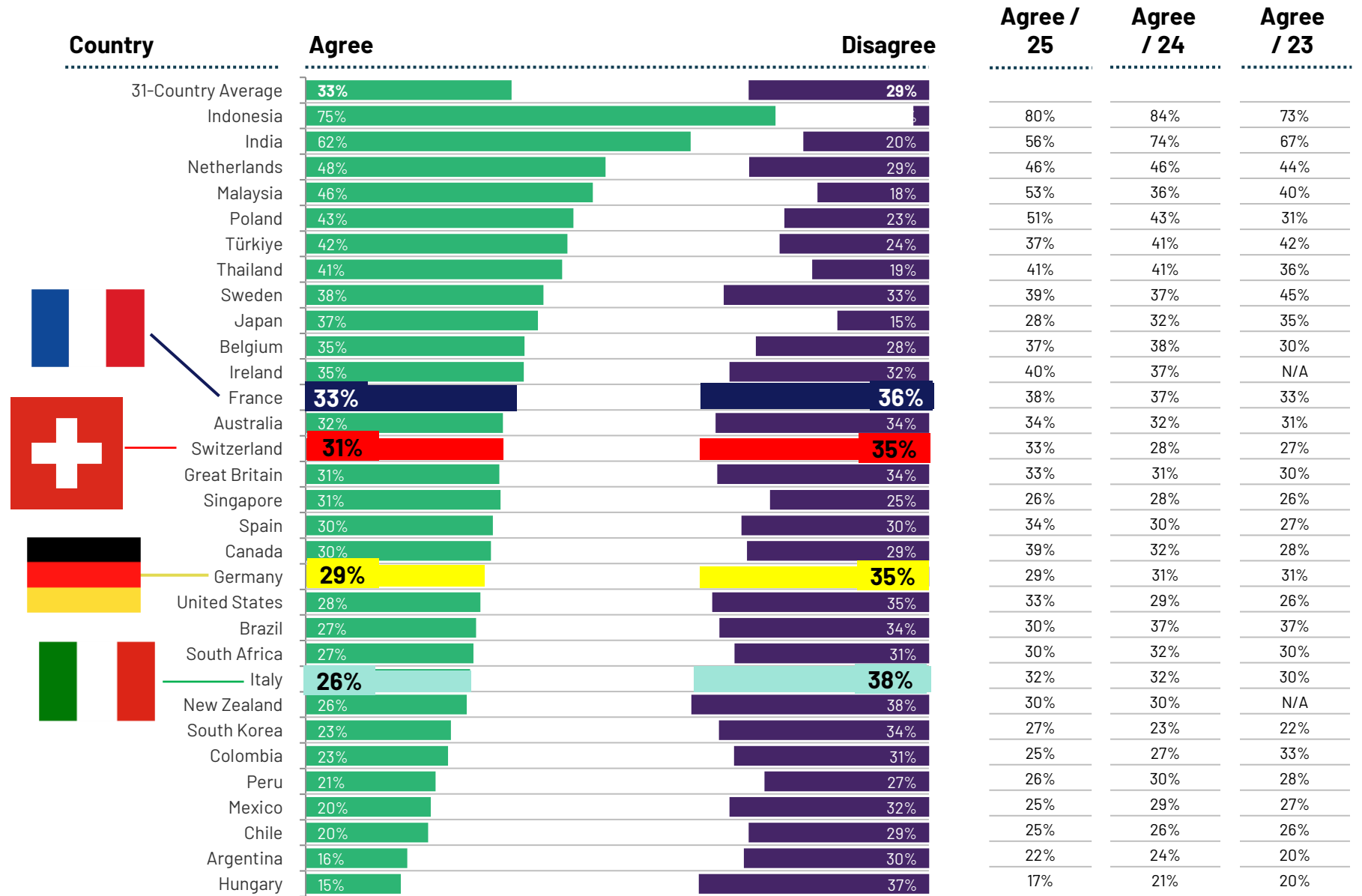
Base: 23,704 adults under the age of 75 across 31 countries between 23 January 2026 and 6 February 2026.



To what extent do you agree or disagree with the following?

**My country is being asked to sacrifice too much in order to tackle climate change**

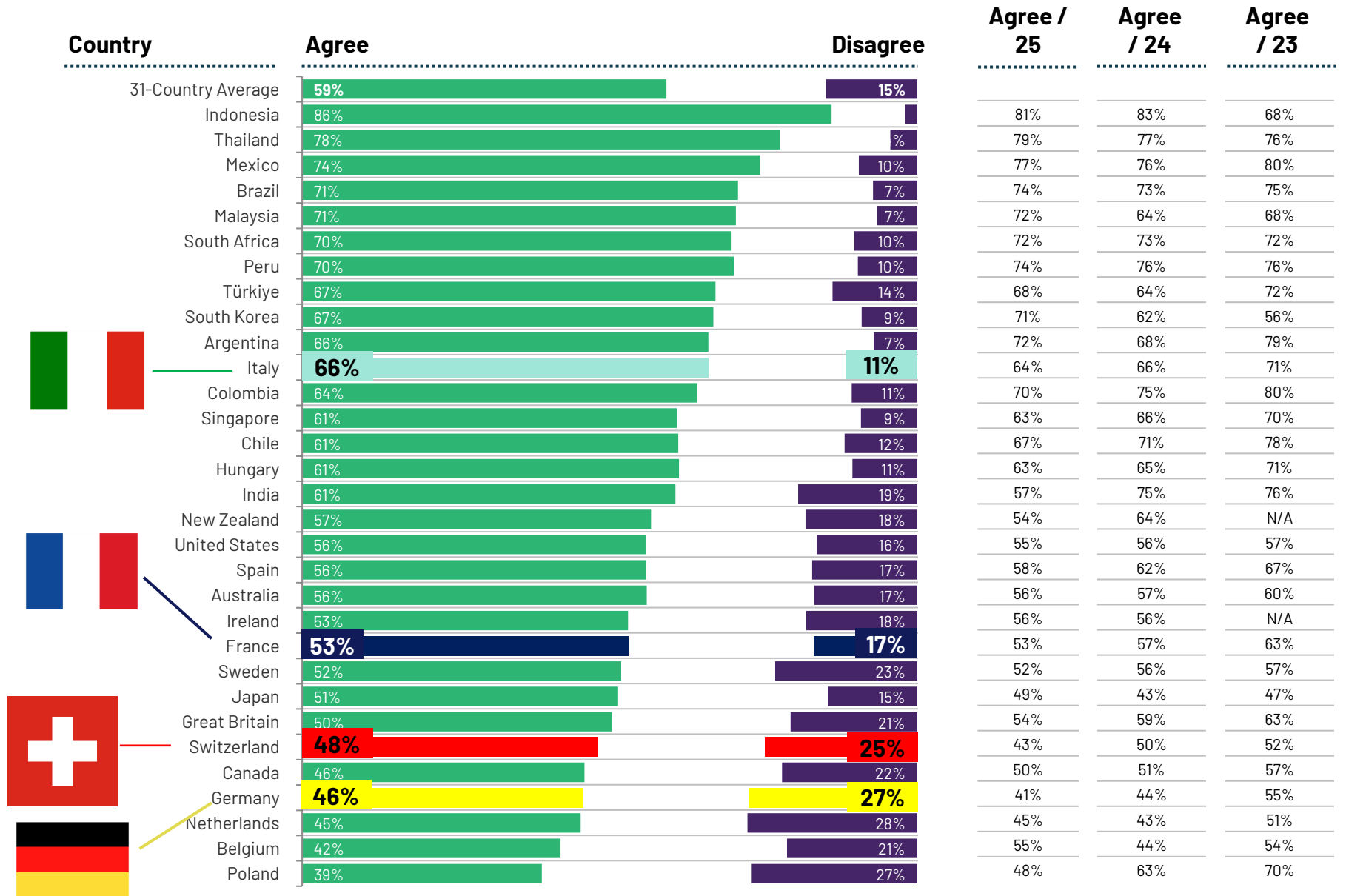
Base: 23,704 adults under the age of 75 across 31 countries between 23 January 2026 and 6 February 2026.



To what extent do you agree or disagree with the following?

**[COUNTRY] should do more in the fight against climate change**

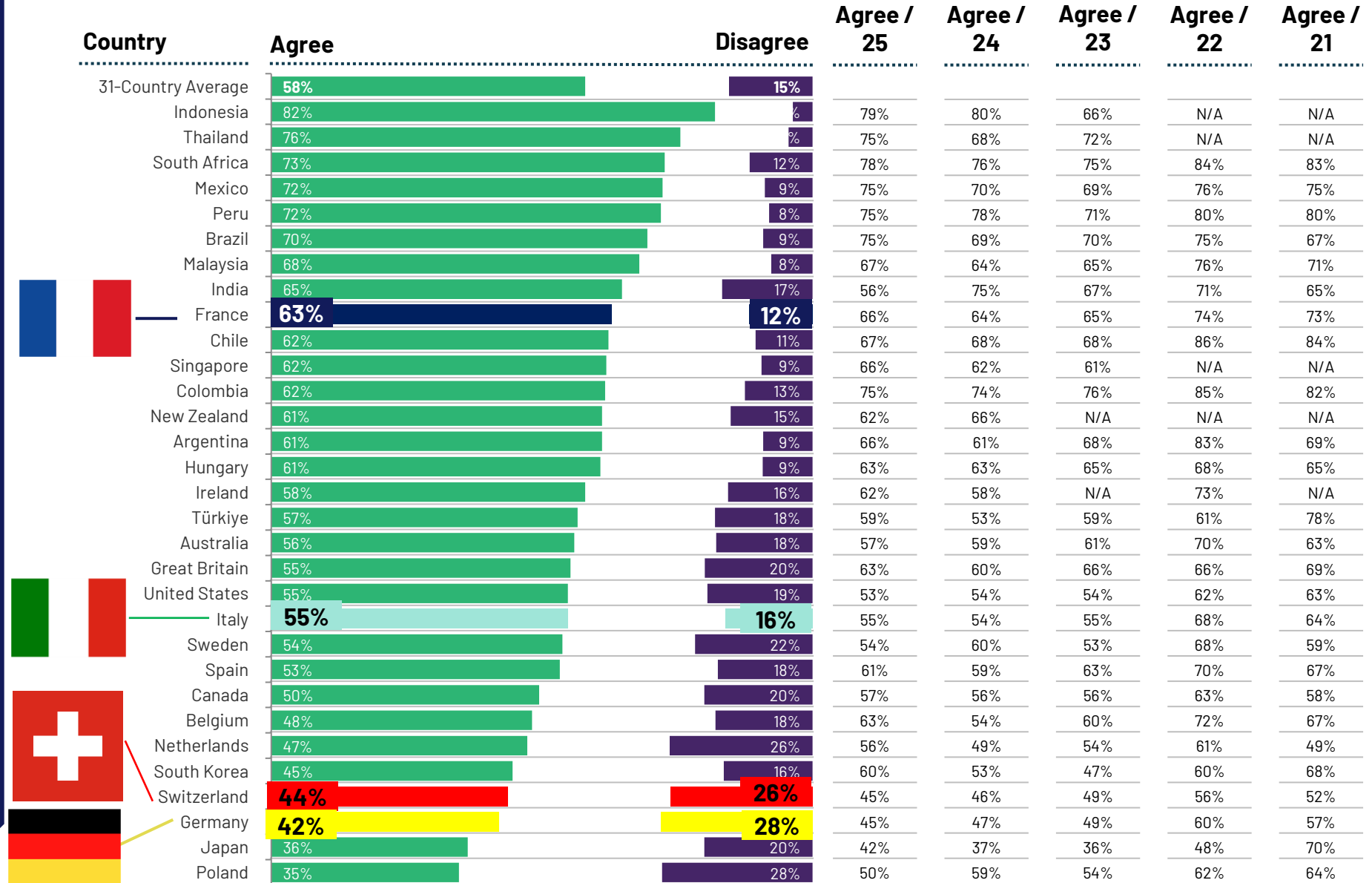
Base: 23,704 adults under the age of 75 across 31 countries between 23 January 2026 and 6 February 2026.



To what extent do you agree or disagree with the following?

**If [COUNTRY]'s government does not act now to combat climate change, it will be failing the people of [COUNTRY]**

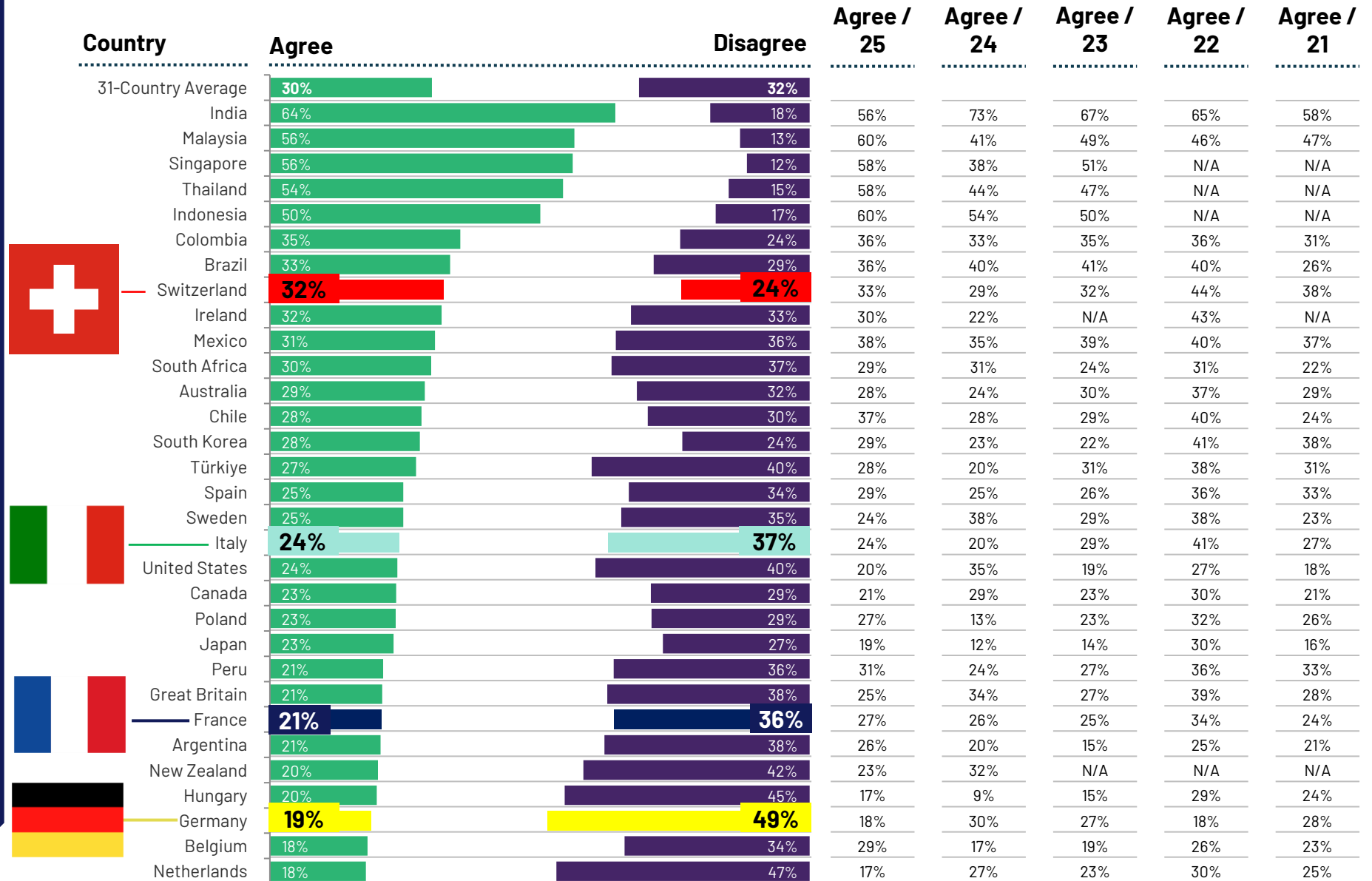
Base: 23,704 adults under the age of 75 across 31 countries between 23 January 2026 and 6 February 2026.



To what extent do you agree or disagree with the following?

**[COUNTRY]'s government has a clear plan in place for how government, businesses, and people themselves are going to work together to tackle climate change**

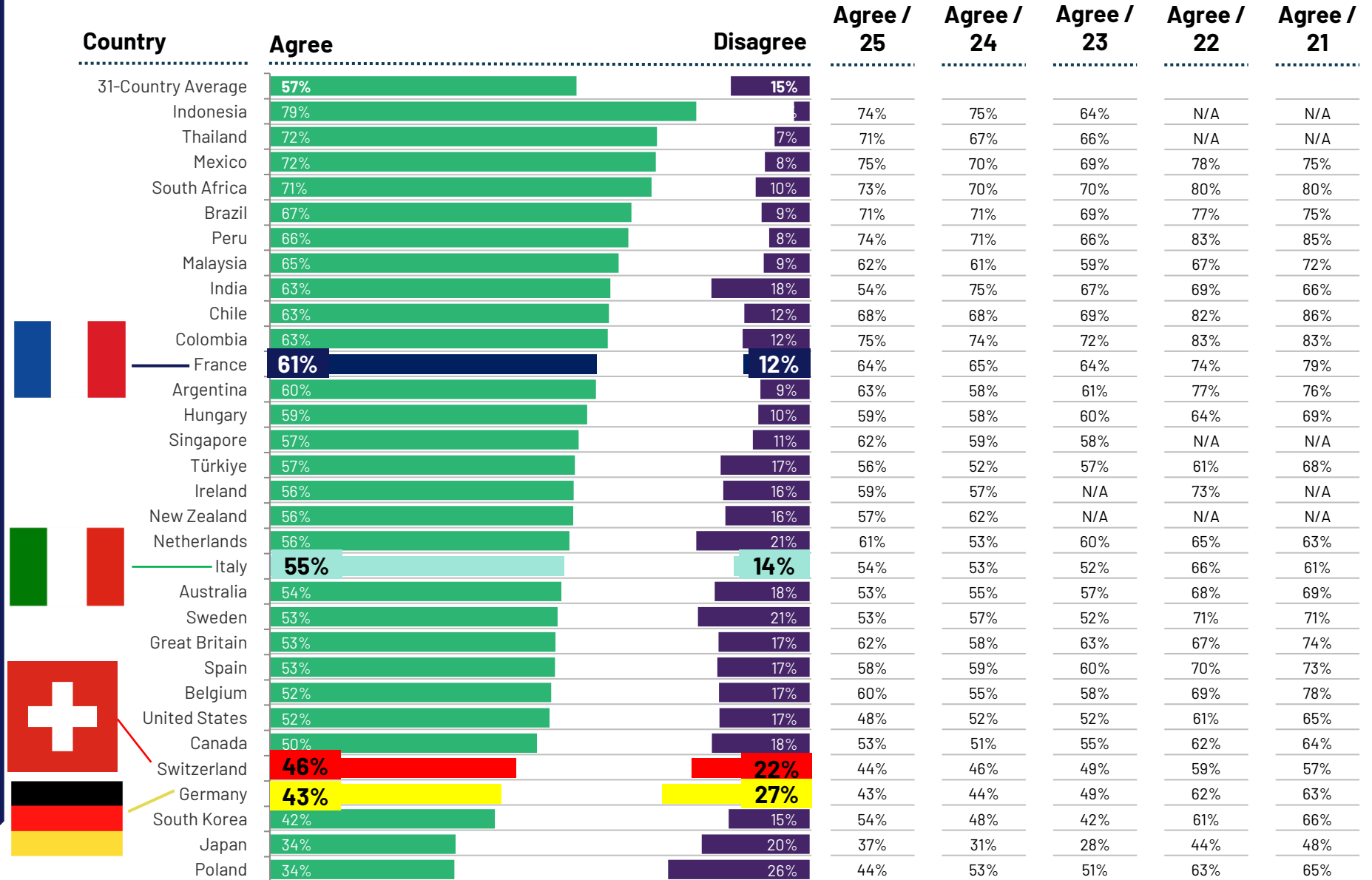
Base: 23,704 adults under the age of 75 across 31 countries between 23 January 2026 and 6 February 2026.



To what extent do you agree or disagree with the following?

**If businesses in [COUNTRY] do not act now to combat climate change, they will be failing their employees and customers**

Base: 23,704 adults under the age of 75 across 31 countries between 23 January 2026 and 6 February 2026.



# Strong belief businesses need to act

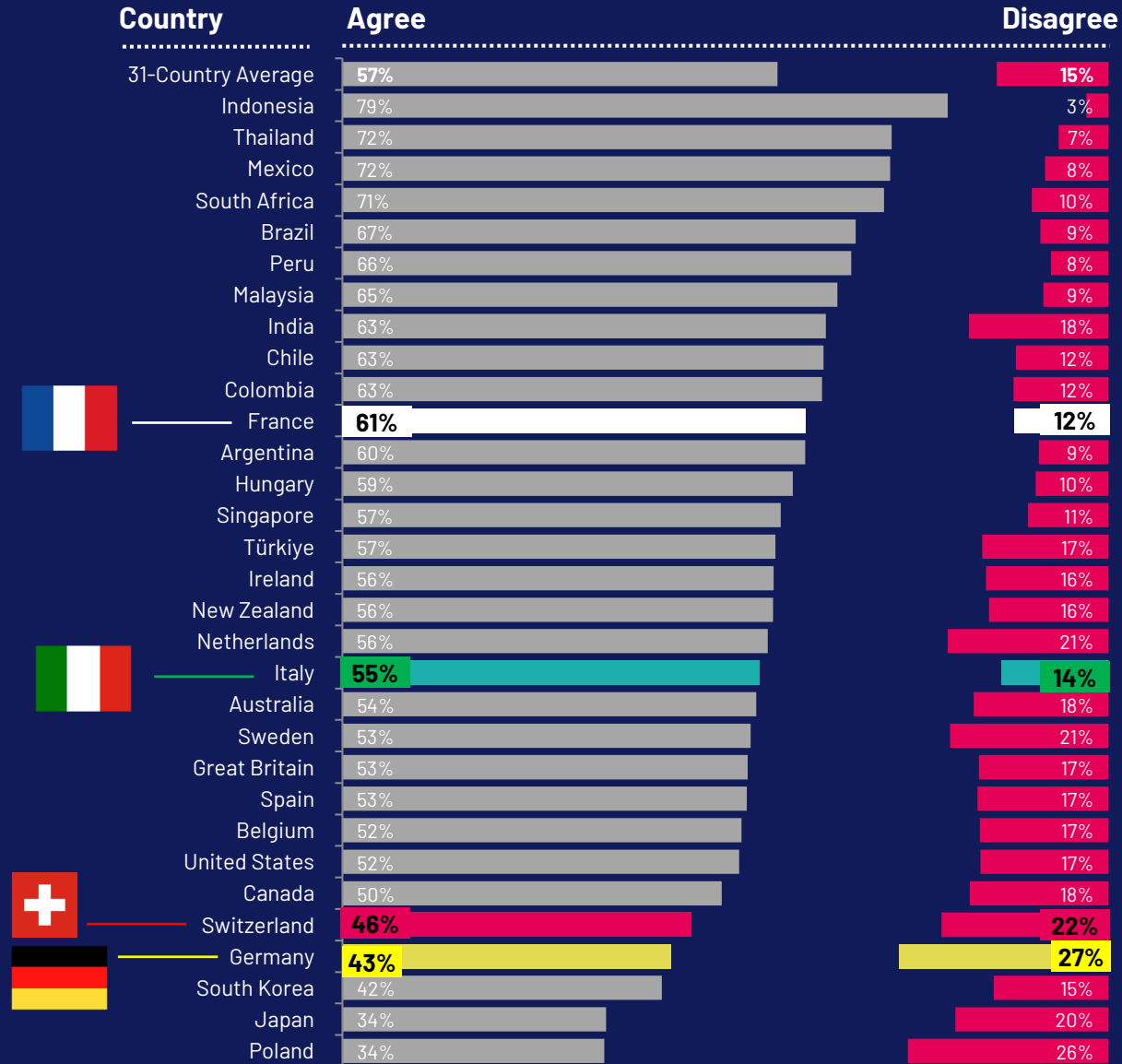
Six in ten (57%) across 31 countries feel companies have a responsibility to their employees and customers to combat climate change.

In all 31 countries surveyed are people more inclined to think businesses should be taking action than not.

Q: To what extent do you agree or disagree with the following?

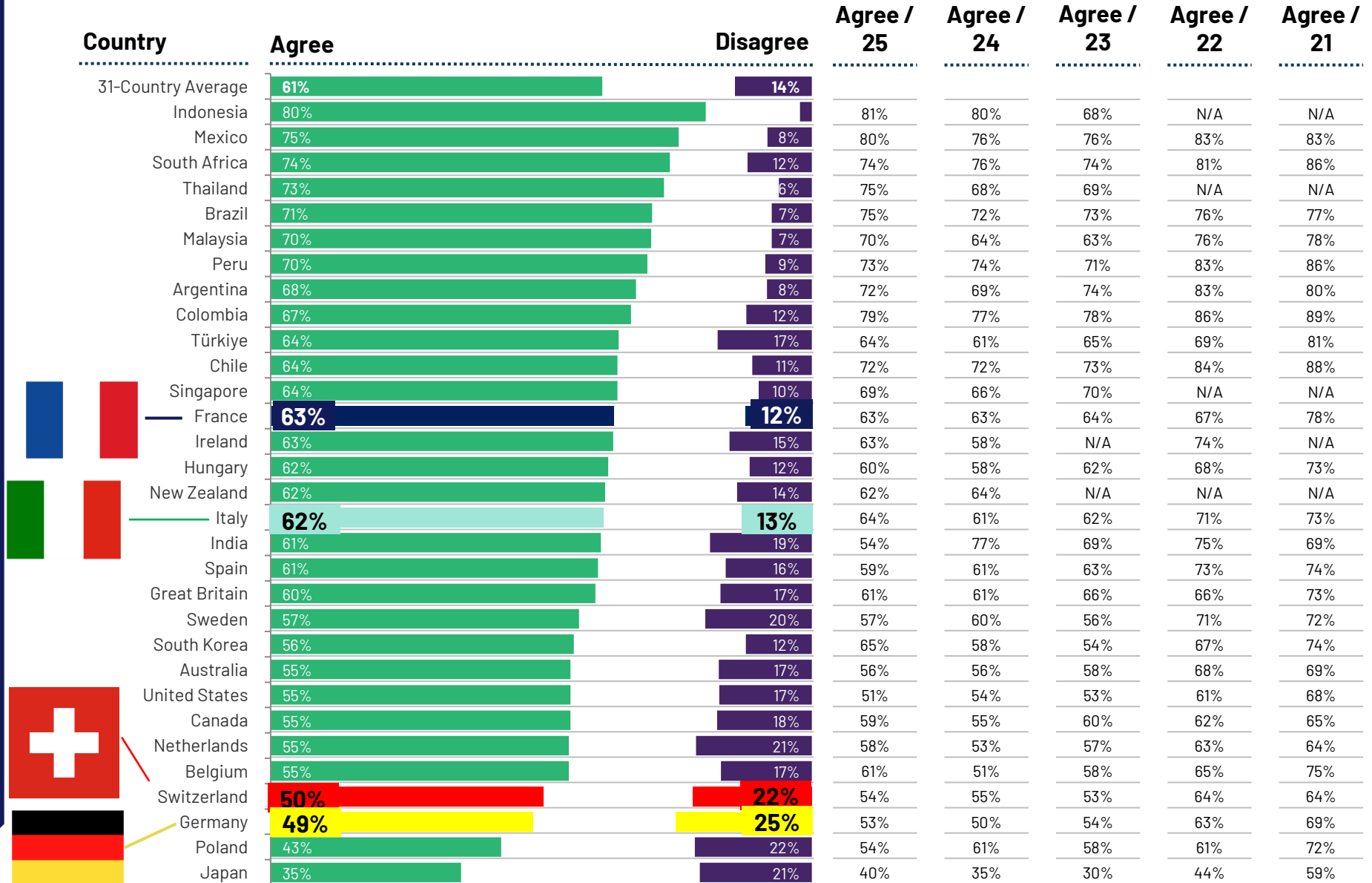
**If businesses in [COUNTRY] do not act now to combat climate change, they will be failing their employees and customers**

Base: 23,704 adults under the age of 75 across 31 countries between 23 January 2026 and 6 February 2026.



To what extent do you agree or disagree with the following?

**If individuals like me do not act now to combat climate change, we will be failing future generations**



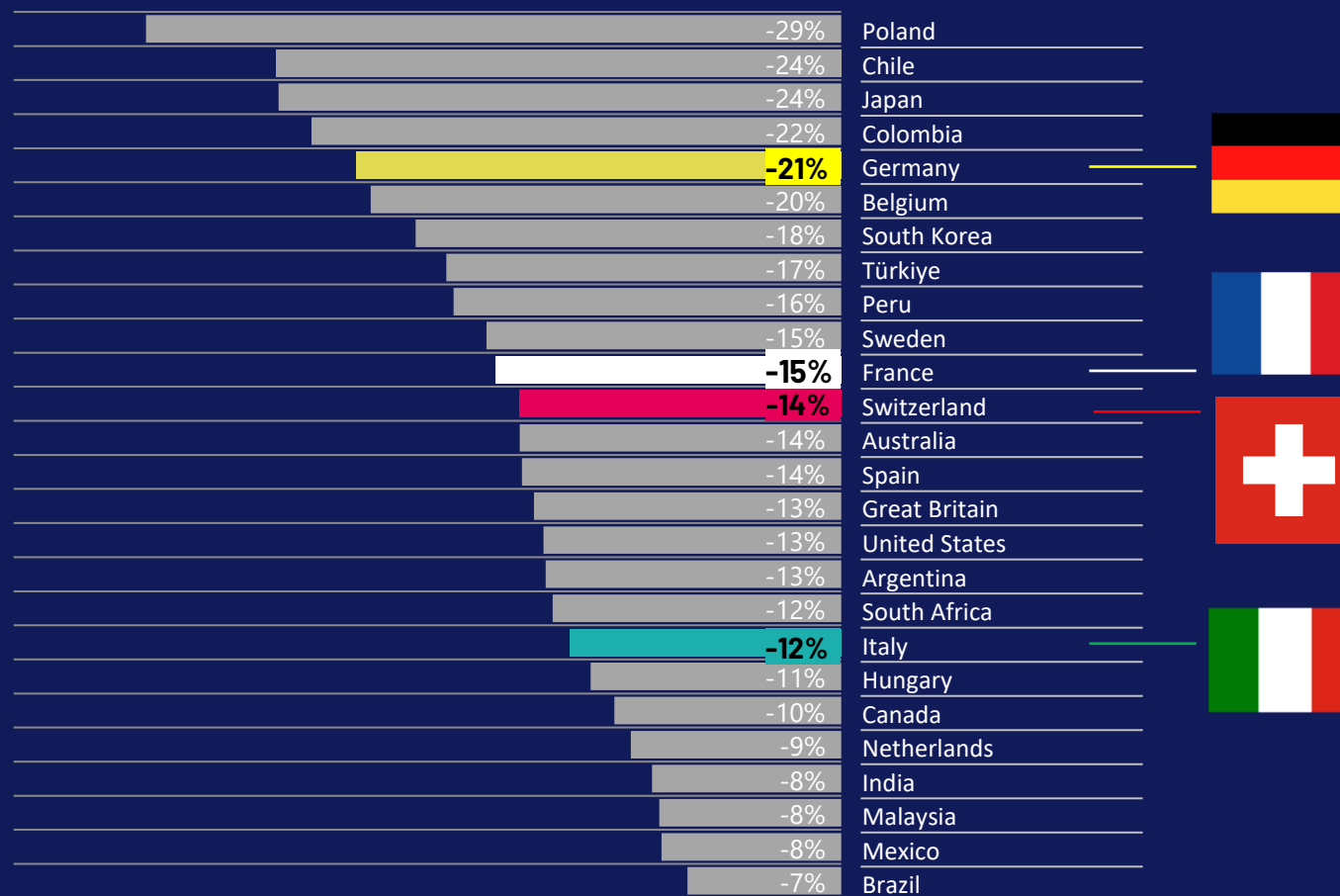
Base: 23,704 adults under the age of 75 across 31 countries between 23 January 2026 and 6 February 2026.

# The responsibility to act is falling across the world

Among the 26 countries included in our 2021 and 2026 reports, all have seen a decline in those that feel individuals need to act now to combat climate change.

**Q: If individuals like me do not act now to combat climate change, we will be failing future generations.** Change in net agree between 2021 and 2026

% decline in the proportion who agree in 2026

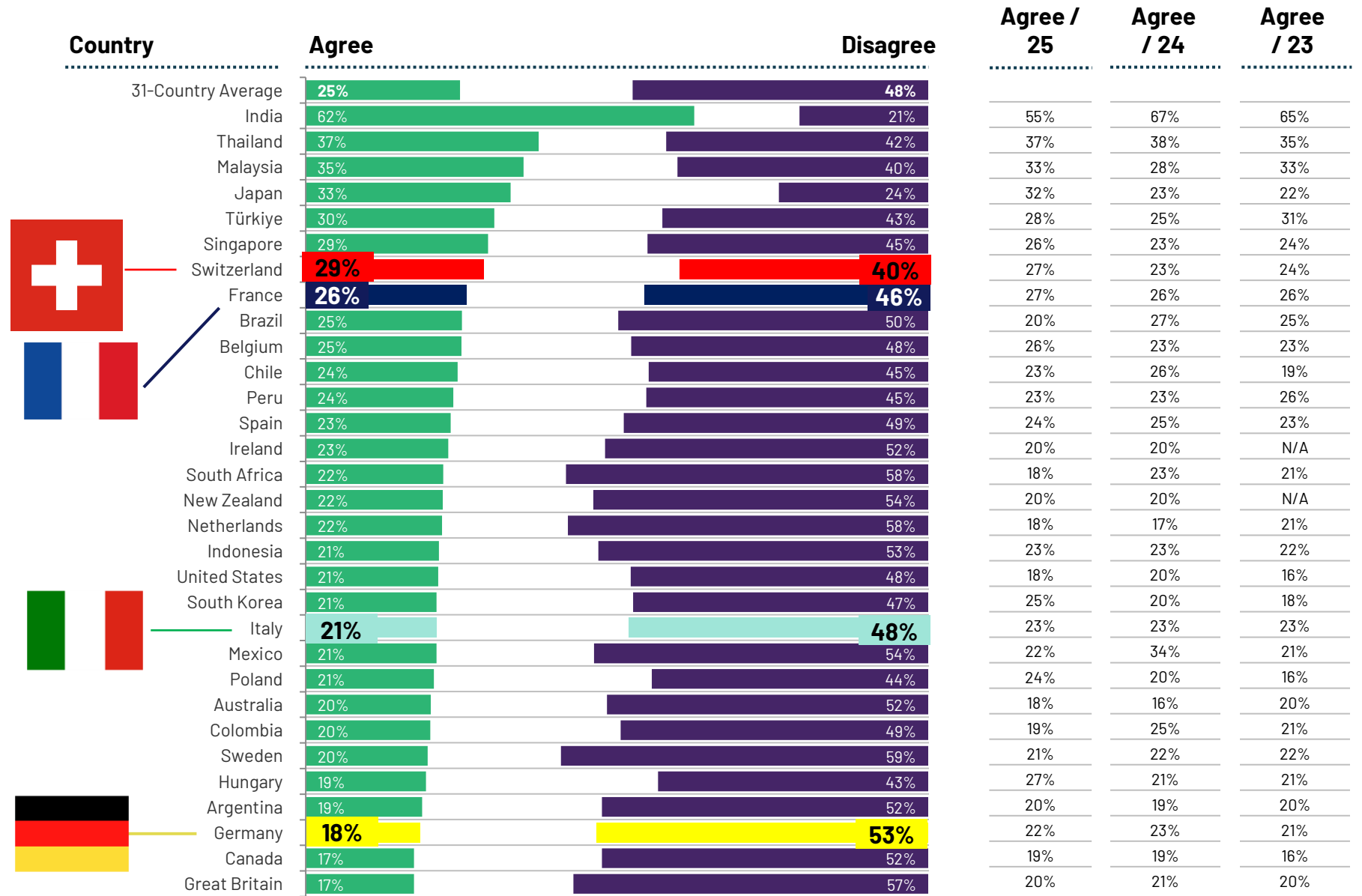


**Base:** 23,704 adults under the age of 75 across 31 countries between 23 January 2026 and 6 February 2026.

To what extent do you agree or disagree with the following?

**Climate change is beyond our control – it's too late to do anything about it**

Base: 23,704 adults under the age of 75 across 31 countries between 23 January 2026 and 6 February 2026.



# People feel there is still time to act on climate change

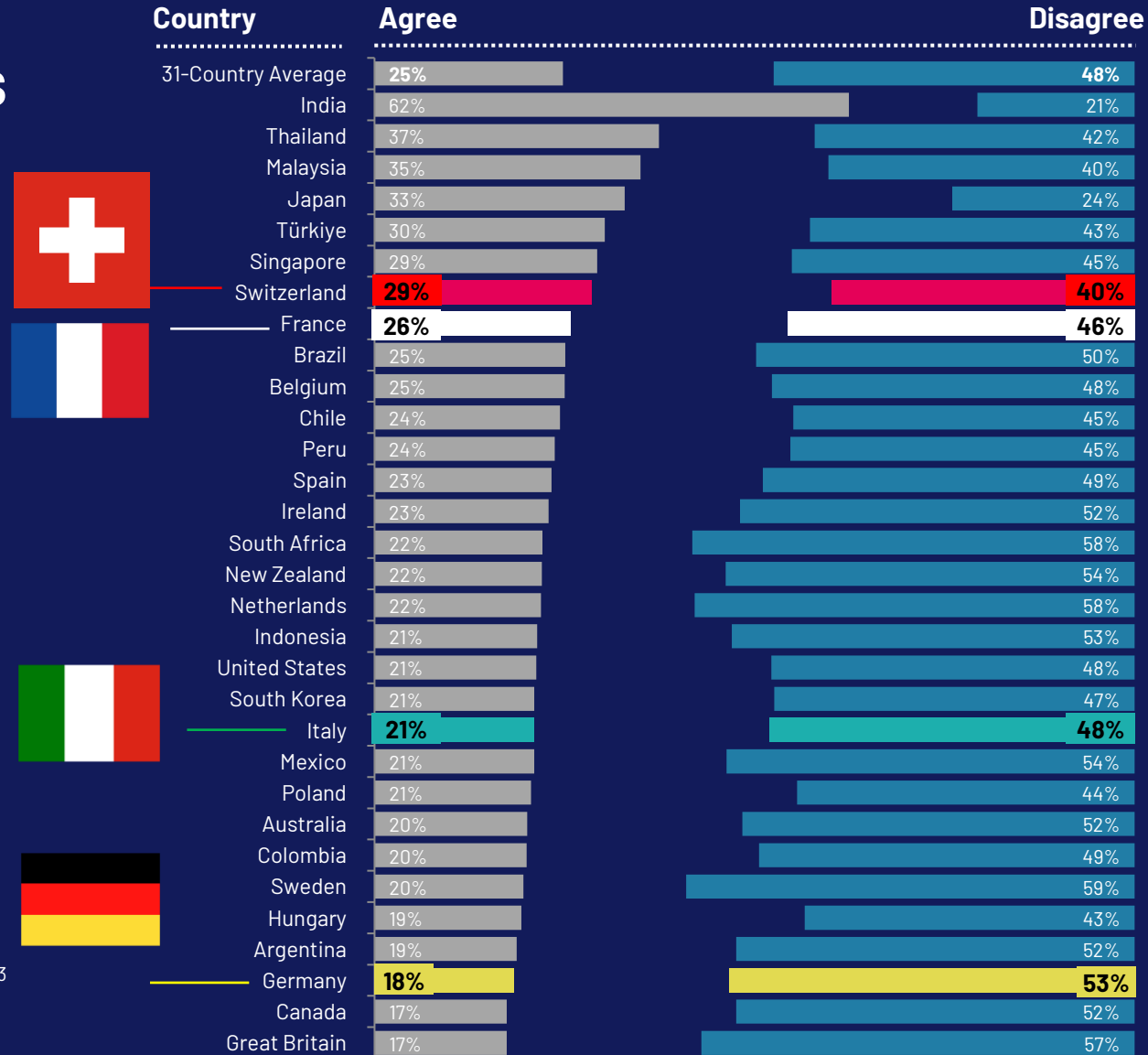
One in two (48%) on average across 31 countries disagree that it is too late to do anything about climate change. Only 25% agree with this statement.

In 29 countries of the 31 countries surveyed people are more likely to disagree that is too late than agree.

Q: To what extent do you agree or disagree with the following?

**Climate change is beyond our control – it's too late to do anything about it**

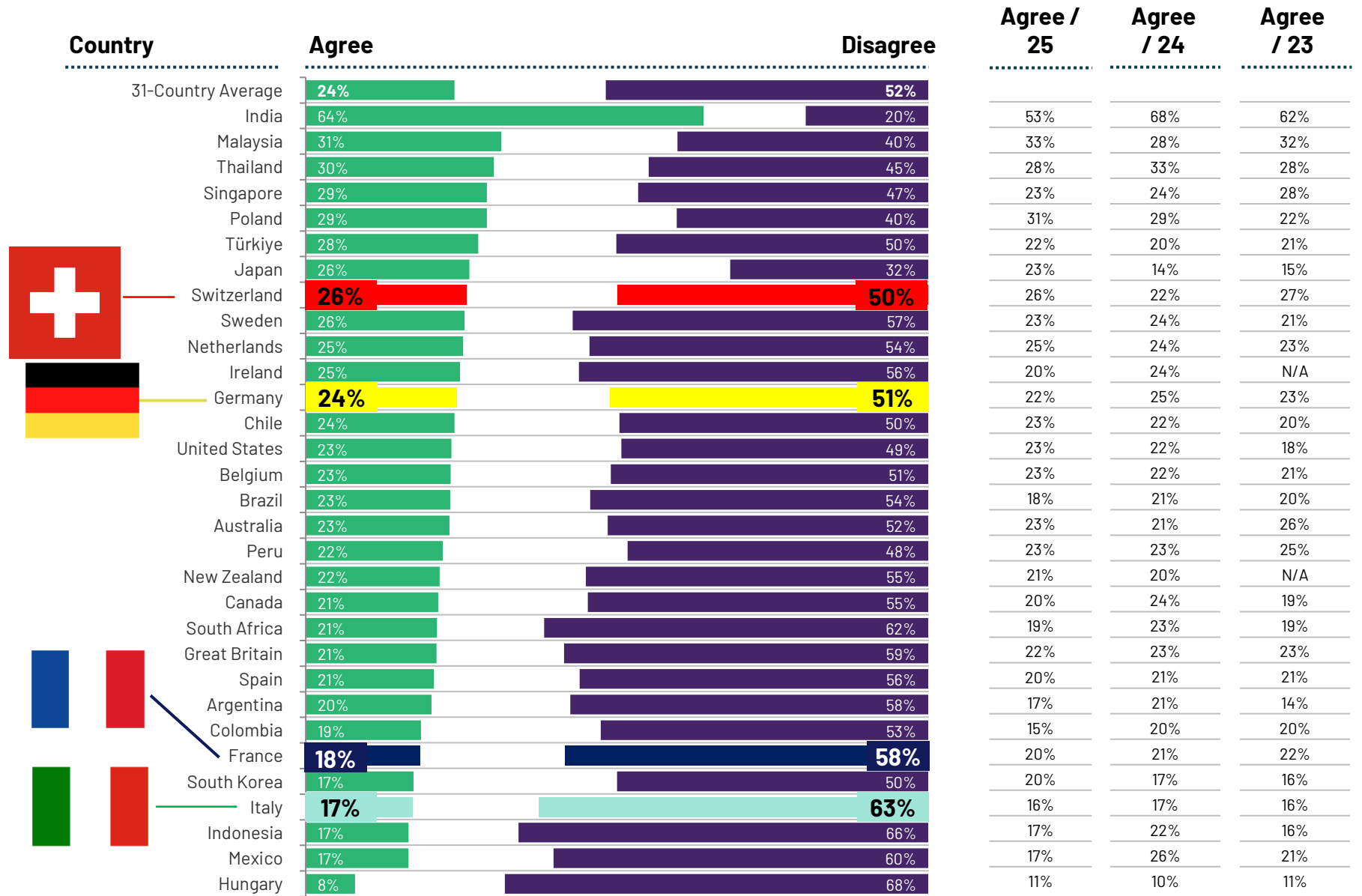
**Base:** 23,704 adults under the age of 75 across 31 countries between 23 January 2026 and 6 February 2026.



To what extent do you agree or disagree with the following?

**There is no point in changing my own behavior/behaviour to tackle climate change because it won't make any difference anyway**

Base: 23,704 adults under the age of 75 across 31 countries between 23 January 2026 and 6 February 2026.



# What this means for...



## Brands

- 1. Don't stay silent. Reframe with credibility and support people.** Across all 26 countries, fewer people now believe individuals need to act on climate change compared to 2021. Concern remains, but a sense of powerlessness is growing. People are not disengaging – they are looking beyond themselves for leadership.
- 2. Retreating is not the answer.** Businesses are becoming more cautious. 80% of leaders expect brands to be more tentative in ESG communication, and only one in five favor speaking out. Yet this silence comes at a cost. 62% of consumers in the US and Canada want to hear about companies' impact, but 75% don't trust what they hear. This creates a clear confidence gap: businesses are seen as capable but not trusted to act. However, expectations remain high: 77% in Europe and 65% in the US expect companies to stay true to their values, despite political pressure. What is needed is not more messaging, but better messaging grounded in real action.
- 3. Trust today is built on two things: capability and character.** Brands cannot communicate away weak fundamentals – they need to demonstrate impact, and communicate it in a way that is clear, human and relevant. Sustainable growth will not come from saying less, but from being more credible, more consistent, and more connected to people's realities.

# What this means for...



## Governments

- 1. There are high expectations for governments to lead on climate change.** Many see government as the actor with the greatest ability to drive environmental and social outcomes reinforcing the idea that climate change is now viewed as a system-level responsibility rather than an individual one. This expectation extends more broadly: 65% globally say government should be primarily responsible for reducing inequality, highlighting the central role people assign to public institutions in addressing large-scale challenges.
- 2. However, there is a confidence gap.** People are more likely to say their government does not have a clear plan to tackle climate change than to say it does (32% vs. 30%). This lack of clarity weakens trust and slows momentum. A broader confidence gap is also visible. While many believe governments have the ability to act, fewer trust them to deliver – particularly in the US, where 52% see government as best placed to drive impact, yet confidence drops by 24 points. As with business, perceived capability does not automatically translate into credibility.
- 3. Public support for climate action is becoming more conditional,** shaped by cost of living, energy prices and economic trade-offs. The challenge for governments is no longer to convince people that climate change matters, but to make the transition feel clear, fair and achievable – through concrete plans and visible delivery.

# Methodology

# Methodology

These are the results of a 31-country survey conducted by Ipsos on its Global Advisor online platform and, in India, on its IndiaBus platform, between Friday, January 23, and Friday, February 6, 2026. For this survey, Ipsos interviewed a total of 23,704 adults aged 18 years and older in India, 18-74 in Canada, Republic of Ireland, Malaysia, South Africa, Türkiye, and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries.

The sample consists of approximately 1,000 individuals each in Australia, Belgium, Brazil, Canada, France, Germany, Great Britain, Italy, Japan, Mexico, New Zealand, Spain, and the U.S., and 500 individuals each in Argentina, Chile, Colombia, Hungary,

Indonesia, Ireland, Malaysia, the Netherlands, Peru, Poland, Singapore, South Africa, South Korea, Sweden, Switzerland, Thailand, and Türkiye. The sample in India consists of approximately 2,200 individuals, of whom approximately 1,800 were interviewed face-to-face and 400 were interviewed online.

Samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, New Zealand, Poland, South Korea, Spain, Sweden, Switzerland, and the U.S. can be considered representative of their general adult populations under the age of 75. Samples in Brazil, Chile, Colombia, Indonesia, Ireland, Malaysia, Mexico, Peru, Singapore, Saudi Arabia,

South Africa, Thailand, and Türkiye are more urban, more educated, and/or more affluent than the general population. The survey results for these countries should be viewed as reflecting the views of the more “connected” segment of their population.

India’s sample represents a large subset of its urban population – social economic classes A, B and C in metros and tier 1-3 town classes across all four zones.

The data is weighted so that the composition of each country’s sample best reflects the demographic profile of the adult population according to the most recent census data. “The Global Country Average” reflects the average result for all the countries and markets

in which the survey was conducted. It has not been adjusted to the population size of each country or market and is not intended to suggest a total result.

When percentages do not sum up to 100 or the ‘difference’ appears to be +/- 1 percentage point more/less than the actual result, this may be due to rounding, multiple responses, or the exclusion of “don’t know” or not stated responses.

The precision of Ipsos online polls is calculated using a credibility interval with a poll where N=1,000 being accurate to +/- 3.5 percentage points and of where N=500 being accurate to +/- 5.0 percentage points. For more information on Ipsos’ use of credibility intervals, please visit the Ipsos website.