

**UNDERSTANDING AOTEAROA NEW ZEALAND**

# **PEOPLE AND CLIMATE CHANGE**

Public attitudes to the Climate Crisis  
and the transition to Net Zero

April 2025

# Foreword

Welcome to the *Ipsos People and Climate Change* report which explores perceptions of the risks facing us from the climate crisis as well as where is the responsibility for greater action.

For ESG, it is both the worst of times and the best of times. The worst of times in terms of temperatures rising above the 1.5°C target for the first time last year, only 17% UN SDGs being reached and ESG being increasingly politicised. However, there are positives too. The world now invests almost twice as much in clean energy as it does in fossil fuels, there is a business imperative to progress, and most countries are resetting their

commitments to global climate targets.

As we see in this report, people recognise that the last decade has been the hottest on record and they believe it is important for us to keep temperatures under the 1.5°C target.

However, we also see that people are becoming less action focused and more disengaged.

This report is divided in two. The first section puts people's attitudes in context looking at where there is understanding and where there are misperceptions.

The second part brings all of the data together, allowing you to explore

differences in attitudes across countries. Rarely is the world united on how to respond to the biggest crises affecting the world and there are many nuances across countries.

There is much food for thought here. We look forward to discussing with you what it all means for your country, or your business.

**Sue Phillips, Global Head of ESG, Ipsos**

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You can find our latest insights and what actions Ipsos is taking on ESG here:

<https://www.ipsos.com/en/ipsos-and-esg>



# Key findings: New Zealand



**54%**

of New Zealanders say the country should do more in the fight against climate change, down from 64% in 2024.



**69%**

of New Zealanders are concerned about the impacts of climate change in the country.

**28%**



think New Zealand is a world leader in the fight against climate change.

**45%**



think transitioning to renewable energy will lead to an increase in household energy prices.

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

**2021**



**2022**



**2023**



**2024**



**2025**



# Key findings: New Zealand



## Kiwis buck global trend of increased concern for local impact of climate change

Concern about the impact of climate change on our own country has declined to 69% (from a peak of 80% in 2023, likely driven by Cyclone Gabrielle, and 76% in 2022). This is a contrast to what's happening globally, where concern about the impact of climate change has risen.



## Fewer feel action against climate change is needed

Despite the majority recognising that a 1.5°C temperature rise is a big deal (58% NZers and 53% globally), the perceived importance of climate action is decreasing in both in NZ and around the world. 62% of NZers believe that individual action is needed (down from 73% 2022), while 57% think businesses need to take action (down from 70% in 2022).



## Increased uncertainty over the government's climate change plan

1 in 4 (23%) New Zealanders believe that the government has a clear climate change plan in place. This is a significant drop from 32% in 2024 (and 46% in 2022). It is also well below the global average of 32% and places NZ in the bottom seven among the 32 countries surveyed.



## Majority still believe government needs to act, but pressure on businesses down

The majority (62%) of NZers still believe the government and individuals need to act now to combat climate change. However, the perceived need for businesses to act now has decreased to 57% from 62% in 2024 and 70% in 2022.



## Renewable energy concerns and misperceptions persist

41% of New Zealanders think electric cars are as bad as petrol cars for the planet. There are also concerns around transitioning to renewable energy, with 45% of NZers believing it will lead to higher energy prices and 25% believing that it will lead to our energy supply being less reliable.



## However, benefits of renewable energy are recognised

62% of New Zealanders believe renewable energy will have a positive impact on air quality (significantly higher than the 32-country average of 54%). Half (50%) think it will have a positive impact on animals, while 44% believe it will have a positive impact on public health.

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*This document is interactive,  
please click the [links](#) to jump to the findings*

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# PART ONE: PEOPLE AND CLIMATE CHANGE

# 1

- Perceptions and Understanding of Climate Risks
- Progress of UN Sustainable Development Goals
- What this means for brands?



# Perceptions and understanding of climate risks

## Is it too late to act?

As part of [the 2015 Paris Agreement](#), world leaders aimed to limit global average temperature increases to 1.5°C above pre-industrial levels.

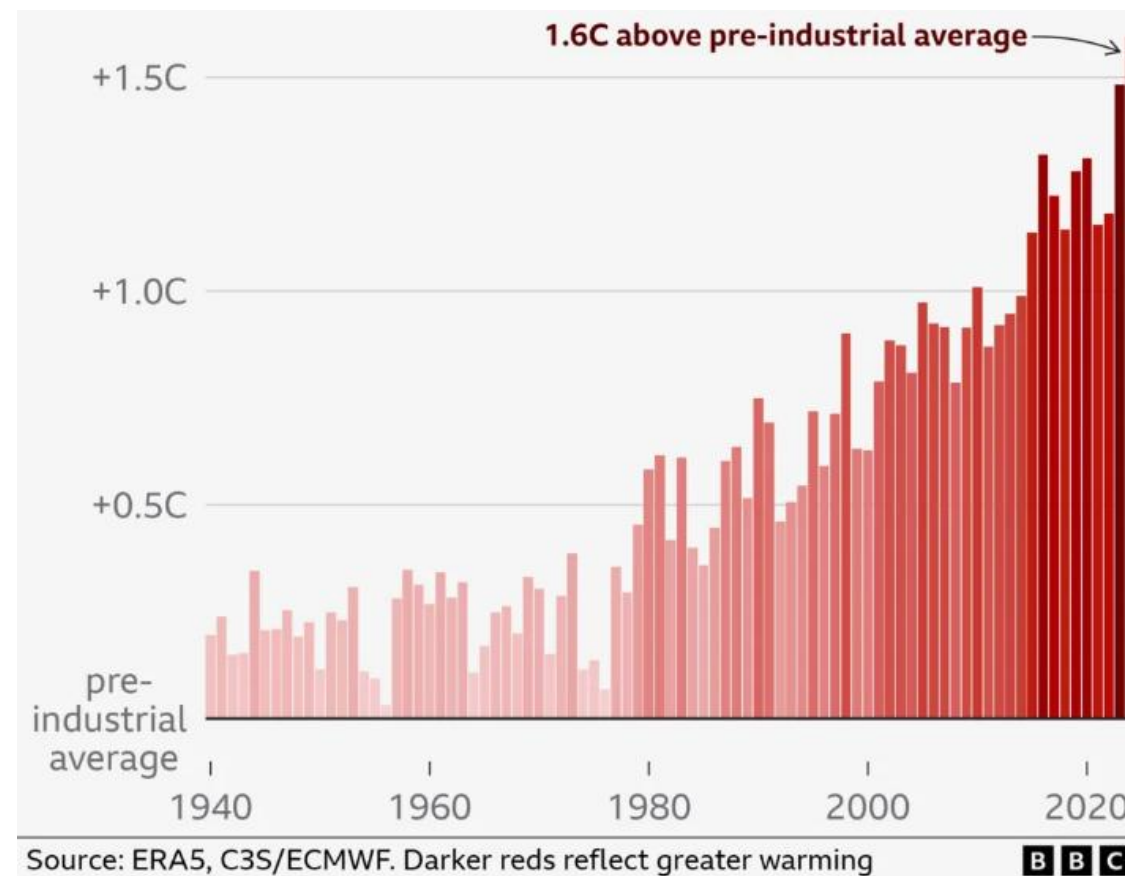
The target of 1.5°C is seen as essential to mitigate the [most significant risks of climate change](#). This includes the increasing the frequency and the strength of extreme weather as well as being a tipping point for the breakdown of major

ocean circulation systems and collapse of tropical coral reef systems.

In 2024 the average global temperature [exceeded the 1.5°C target](#) for the first time in a calendar year (see chart right).

People recognise the importance of hitting that target. A majority across 32 countries say it is a big deal if global average temperatures surpass the figure.

Global average temperature by year, compared with the pre-industrial average (1850–1900)



[Image sourced from the BBC](#)







# 58%

**of New Zealanders think  
that an increase in global  
average temperatures by  
more than 1.5 °c is a big  
deal**

**Above the 32-country average of 53%**



# Perceptions and understanding of climate risks

## Urgency to act falls

While passing the 1.5°C in a single year does not mean the Paris target has been missed (the agreement is on long-term trends), it is a major call to action to address our behaviours.

However, despite this, individual responsibility to act is falling.

Of the 26 countries that were included in our 2021 edition of this report and this year's, all of them have seen the proportion

who say "if individuals like me do not act on climate change, we are failing future generations" fall.

In New Zealand it has dropped from 73% in 2022 to 62% in 2025.

Among the G7 countries, Japan, the US, Germany, France, and Great Britain have all seen double-digit declines in those who feel they need to act.

The G7 countries, who [make up a significant portion of global emissions](#), are less likely to feel like they need to do more in the fight against climate change. Italy is the only G7 member, where people are [more likely to feel their country should do more](#) than the global average (62%).

In countries like Canada and France, people are more likely to say their country is already [being asked to do too much](#) on climate change.

# -11pp

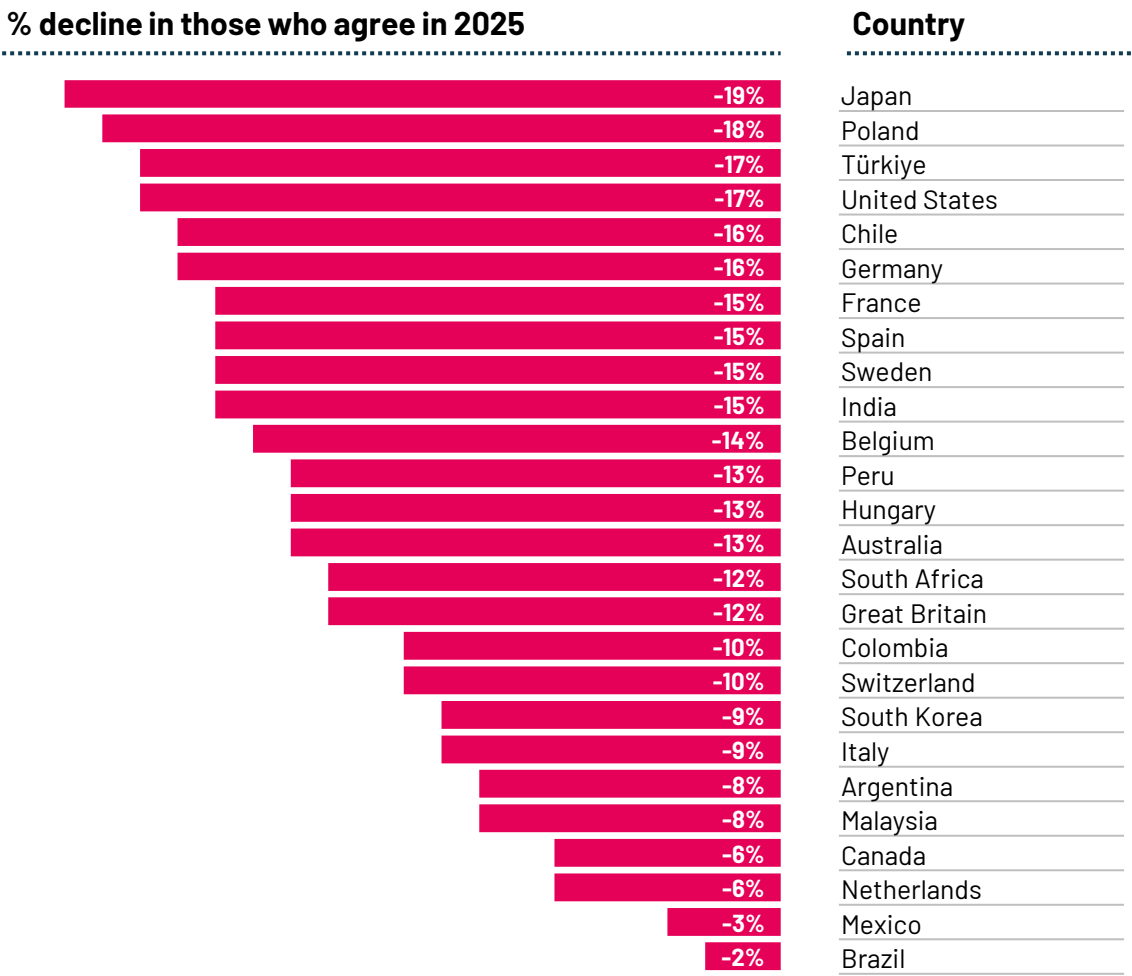
The proportion of **New Zealanders** who feel the importance of individual action dropped from 73% in 2022 to 62% in 2025.

# Long-term trends show those who feel the need to act is declining

In many countries surveyed in 2021, less people in 2025 say individuals need to act. Some of the most world’s most advanced economies have seen the biggest declines.

Base: 23,745 adults under the age of 75 across 32 countries, interviewed between 24 January and 7 February 2025.

**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 2025



**62% of Kiwis say individuals need to act. While this figure is unchanged from 2021, it represents an 11ppt decline since 2022.**

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

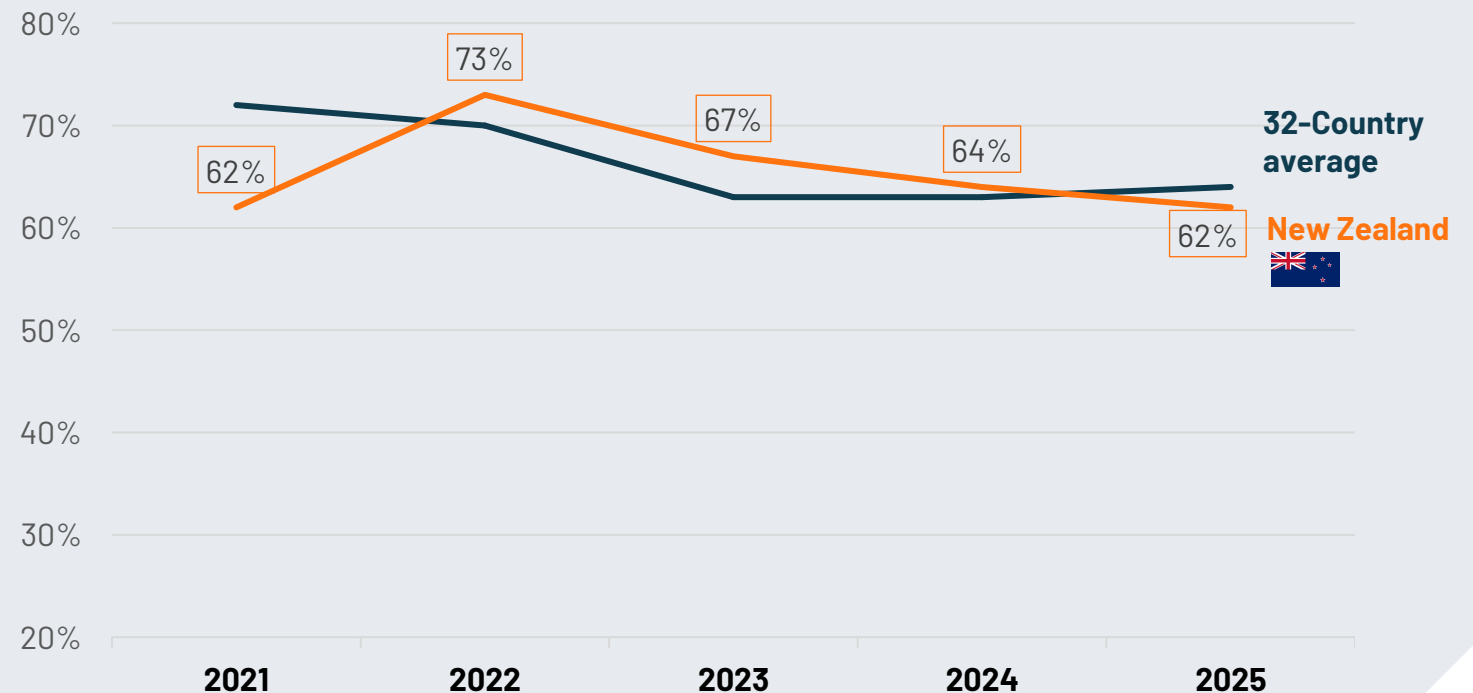
**If individuals like me do not act now to combat climate change, we will be failing future generations**

Base: 23,745 adults under the age of 75 across 32 countries, interviewed between 24 January and 7 February 2025.

% agree

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

% agree between 2021 and 2025



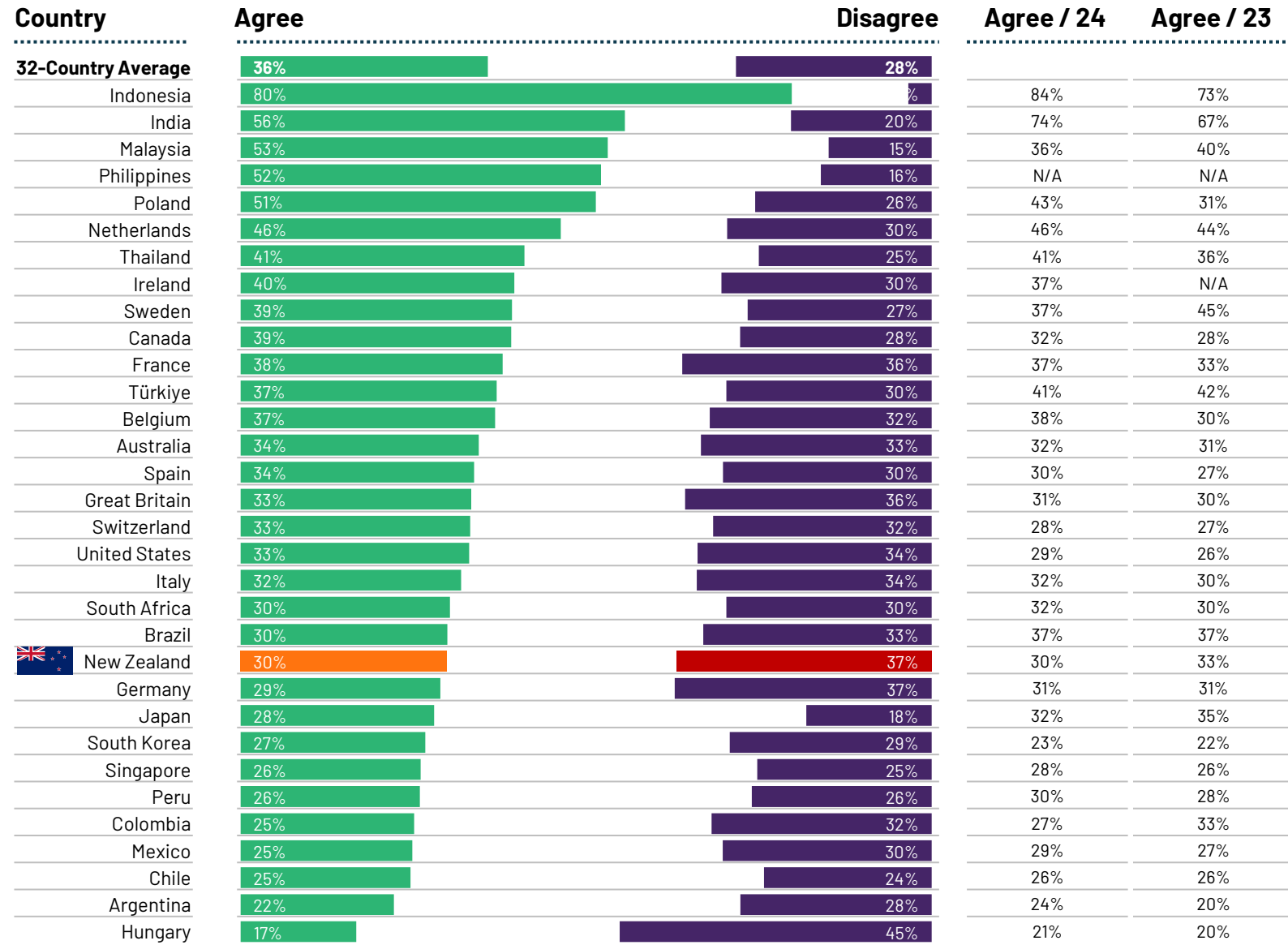


# Around 1 in 3 New Zealanders think we are sacrificing too much to fight climate change

Q: 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: 23,745 adults under the age of 75 across 32 countries, interviewed between 24 January and 7 February 2025.



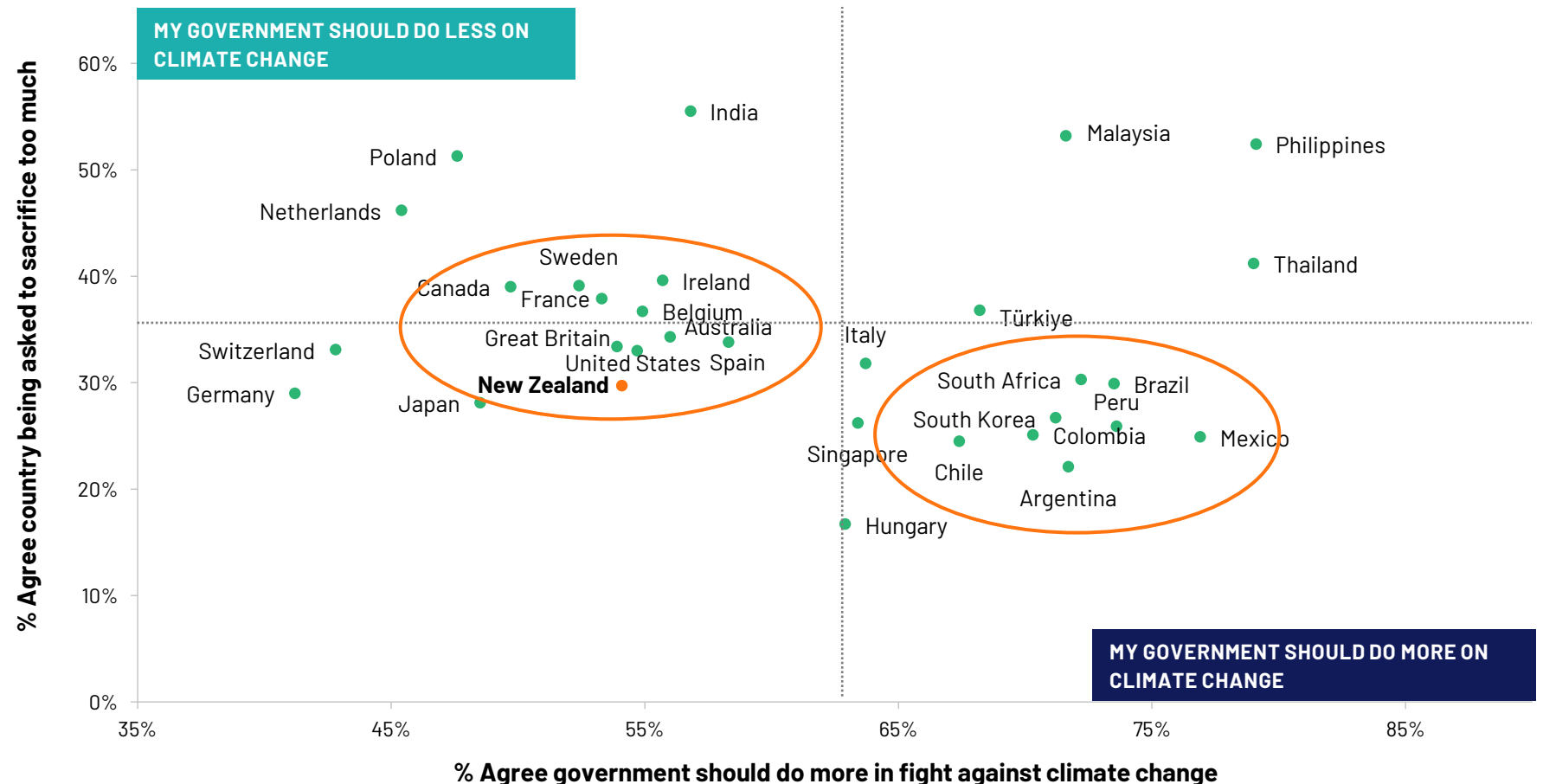
# Which governments need to do more?

Latin American countries are where people are most likely to think their governments should be doing more to fight climate change.

New Zealanders' views on the matter are most aligned with the US, Great Britain, and Australia.

Base: 23,745 adults under the age of 75 across 32 countries, interviewed between 24 January and 7 February 2025.

[COUNTRY] should do more against climate change vs my country is being asked to sacrifice too much



# Perceptions and understanding of climate risks

The call for their government to show greatest action is in Latin America.

Ahead of COP30 in Brazil (November 2025), [three in four \(74%\) Brazilians](#) say their country should do more while only one in three think they are being asked to do too much.

## The role of the US

There remains a question of leadership on tackling

climate change.

The US pulled out of the Paris Agreement on President Trump's first day back in the White House.

Only 29% of Americans feel the country is [a world leader in the fight against climate change](#).

It remains to be seen what effect the US's departure from the Paris Agreement means.

The US is the already well along the road on reducing emissions. The US is the second biggest producer of renewable energy and Texas is the US state with the biggest renewable production.

## The impact of climate change

However, Americans are getting more concerned about the effects of climate change in their country.

# 29%

of Americans feel the country is a world leader in the fight against climate change

This compares to **28%** of **New Zealanders** feeling our country is a world leader



# Perceptions and understanding of climate risks

In 2022 61% of Americans said they were [worried about impact of climate change](#), in 2025 that has risen to 69%.

In January this year, the wildfires in LA and Southern California in January this year showed that even the richest in society are not immune to the devastating effects of climate change. [The estimated total property and capital losses have been estimated to be between](#)

[\\$76bn and \\$131bn](#).

The US is not alone in seeing concern about climate change rising.

In 18 of the 27 countries surveyed in 2022, the proportion who are concerned about the impact of climate change at home has risen.

In Canada, this has risen 10pp, while in Great Britain and France concern is up 8pp.

However, **in New Zealand**, there has been a decrease in concern about the impact of climate change in our country, with 69% say they are concerned in 2025. This is compared to 80% in 2023, following the Auckland Anniversary Weekend floods and Cyclone Gabrielle, and 76% in 2022.



# Perceptions and understanding of climate risks

## Do we know the risk?

There is some understanding of the risk of the climate crisis. In countries that face the biggest risk from climate change, [there is larger concern for its effects](#).

People know that the last decade has been the warmest on record.

However, on some important issues crucial for the transition away from fossil fuels there are misperceptions.

Around one in three (29%) globally and one in four (23%) in **New Zealand** believe there is [no consensus among climate scientists](#) about the effects of climate change.

While the same (34%) think the [electric cars are as bad for the planet](#) as petrol/gas-powered cars. The worry is in many European markets this rises to over one in two. In New Zealand it is 41%.

In Europe there are worries about [the transition to](#)

[renewable energy will lead to higher energy prices](#). This is especially true in Germany (59%) and the Netherlands and Belgium (both 56%) and to some extent also in New Zealand (45%).

The Netherlands is also worried that renewable energy will also lead to less reliability in its energy market (39%). A quarter of those in **New Zealand** (25%) also have this concern.

# 41%

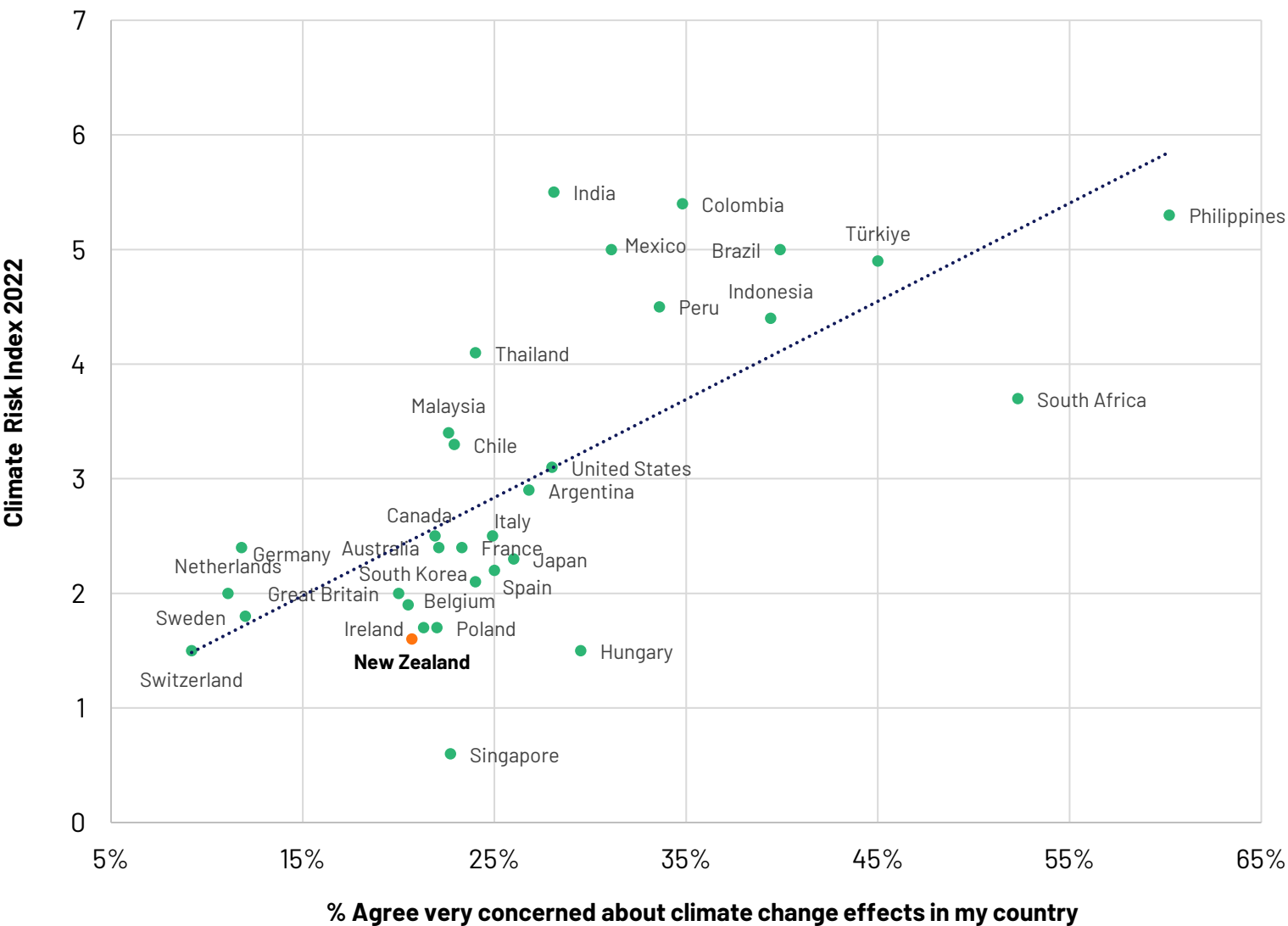
in NZ say electric cars are as bad for the planet as petrol/gas-powered cars

# Countries most at risk from climate change are most concerned

There is a correlation between countries with a higher level of concern about climate change effects in their country and the belief that their country's government should do more.

Base: 23,745 adults under the age of 75 across 32 countries, interviewed between 24 January and 7 February 2025.

Source: [Climate Risk Index](#)





# Perceptions and understanding of climate risks

However, most expressed optimism about the environmental and health benefits the energy transition will bring: 54% anticipate a positive impact on [air quality](#) (62% in **New Zealand**) and 45% on [public health](#) in their country overall (44% in **New Zealand**).

Furthermore, 46% anticipate [benefits for animals globally](#), (51% in New Zealand) suggesting a recognition of the wider ecological

implications.

What is clear is that people do have some degree of understanding of the risks facing them as a result of the climate crisis and inaction.

However, the rising cost of living in recent years, alongside other factors, has impacted people's sense of individual responsibility.

Particularly at a time when action is essential. If we don't transition away from fossil

fuels in the short-term, we will be faced with the irreversible effects of climate change.

More must be done by governments and brands to communicate the benefits of moving to renewable energy and that individuals will not lose out financially.

Without this reassurance, the feeling of climate apathy will grow.

# 44%

in **New Zealand** think transitioning to renewable energy will improve public health in our country



**“The world is still underestimating climate risks. I have no doubt that we are risking reach(ing) a number of tipping points that will dramatically accelerate the impacts of climate change. It is absolutely essential to act now. It’s absolutely essential to reduce emissions drastically now,”**

**António Guterres,**  
UN Secretary General speaking at COP16



# Misperception of progress toward the Sustainable Development Goals

The Sustainable Development Goals (SDGs) were adopted by all UN Member States in 2015.

They represent a universal call to action to end poverty, protect the planet, and ensure that all people enjoy peace and prosperity by 2030.

Designed as a blueprint for a sustainable future, the SDGs consist of 17 interlinked global goals and 169 targets,

providing measurable benchmarks for progress on issues like hunger, gender equality, climate change, and sustainable cities.

The UN Sustainable Development Report 2024 found that only 17% of the SDG targets are on track, and over a third are stalled or regressing, with an additional 23 million people pushed into extreme poverty and over 100 million more suffering from

hunger in 2022 compared to 2019. 2023 was also the warmest year on record.

Raising public awareness of these challenges and commitment to achieving the Goals is crucial.

Yet, [our survey found evidence of over-confidence](#) in the progress made on the SDGs.

**17%**  
of UN SDG targets are on track

# Misperception of progress toward the Sustainable Development Goals

On average, participants were about as likely to overestimate the share of SDGs that are on track as to get this right; 27% say about half or more, while 26% are correct that about a fifth of the goals are on track (true proportion: 17%).

Across 32 countries participants were similarly about as likely to overestimate the proportion of electronic waste that is

recycled as to get this right; 26% overestimate this, and 25% globally and **21% in NZ** get this right (true proportion: 22%).

Over a quarter (27% globally, **26% in NZ**) are correct that about half of the world's population experienced severe water scarcity for at least part of the previous year (true proportion: roughly half). However, 35% underestimate this.

Conversely, on average, participants are more likely to overestimate the proportion of species that are threatened with extinction (true proportion: 28%); 41% overestimate this, whereas 26% get this right (**24% in NZ**).

# 26%

of **New Zealanders** are aware that about half the world's population experienced severe water scarcity during the previous year



# Few understand the progress on UN SDGs

Around one in four on average can correctly guess the progress of the Goals. Just as many (27%) overestimate progress, highlighting people may think we are preparing better for an environmentally and socially sustainable world than we are.

Base: 23,745 adults under the age of 75 across 32 countries, interviewed between 24 January and 7 February 2025.

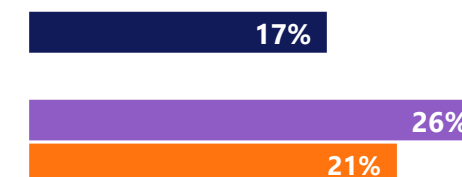
Source: [UN](#)

## Right answer

% who answered correctly (32-country average)

% who answered correctly (New Zealand)

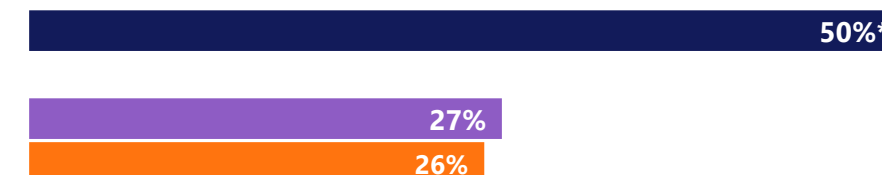
What proportion of the SDGs are on track to be achieved by 2030?



What proportion of global electronic waste is currently collected and managed sustainably?



What proportion of world's population experienced severe water scarcity for at least part of the last year?



What proportion of species are threatened with extinction globally?



\* correct answer is about half. Exact percentage is not shared.

# What does this mean for brands?

Earlier this month, board member of insurer Allianz, Günther Thallinger warned that if we continue with our current behaviour “[capitalism as we know it ceases to be viable](#)”.

However, he highlighted that we have the solutions to the climate crisis, but we lack speed and scale.

In terms of how businesses respond to climate change has become complex.

ESG remains incredibly politicised, particularly around the topic of climate action.

While President Trump’s re-election has brought a high-profile backlash against ESG and sustainability, many companies had begun adapting and refining their approaches to responsible business, not turning their backs entirely.

**US multinationals purge website references to climate change**

**Europe stands firm against US-driven ESG backlash**

**Big super to keep pushing companies on climate**

**Trump officials decimate climate protections and consider axeing key greenhouse gas finding**

**ESG Watch: New SEC rules under Trump turn up the heat for sustainable investors**







**We already have the technologies to switch from fossil combustion to zero-emission energy. The only thing missing is speed and scale. And the understanding that this is not about saving the planet. This is about saving the conditions under which markets, finance, and civilization itself can continue to operate.**

**Günther Thallinger,**  
Member of the Board of Management of  
Allianz SE, Investment Management,  
Sustainability



# What does this mean for brands?

A complex interplay of factors, including sustainability goals, profitability, and shareholder expectations has driven a recalibration, and a necessary reset for long-term ESG viability and impact.

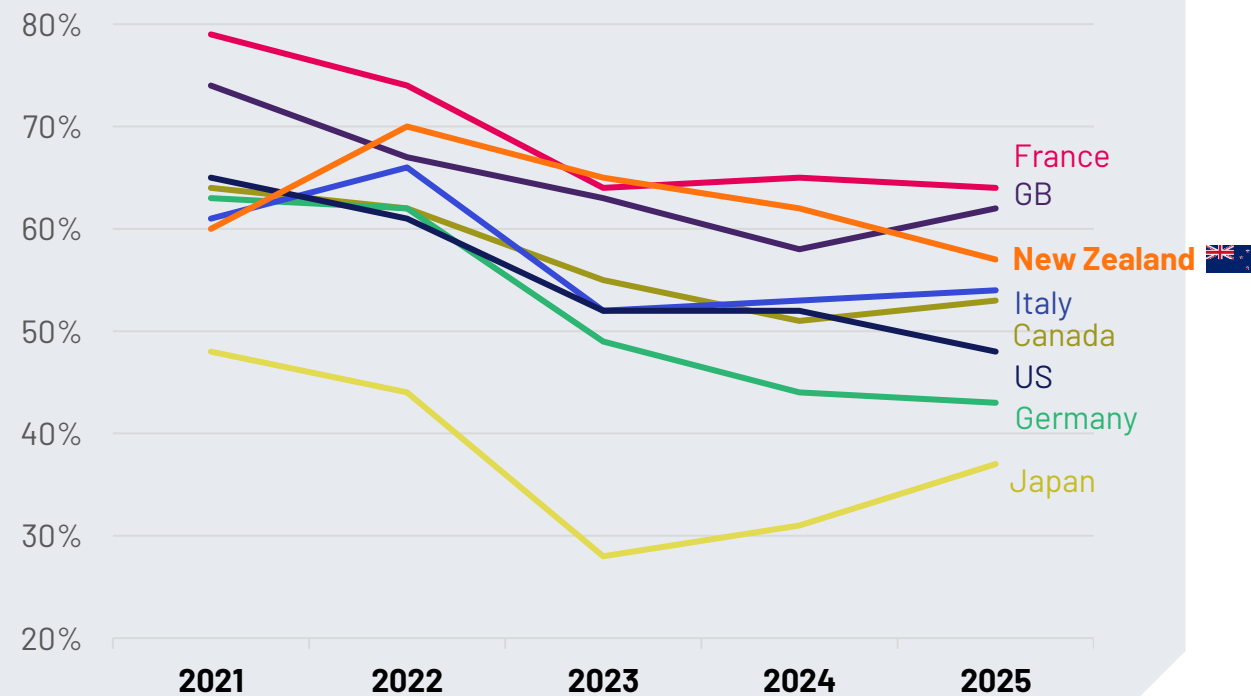
Six in ten (60% globally, 57% in NZ) across 32 countries feel that if [businesses don't act now to combat climate change](#) they will be failing their employees and customers.

However, the proportion who feel this way is declining in many markets, including NZ, and in G7 countries is lower in 2025 than when it was when we started asking this question in 2021 (see right).

As we mentioned earlier in this report, individuals are more concerned about the effects of climate change, but at the same time they are less action focused and becoming more disengaged.

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

% agree between 2021 and 2025

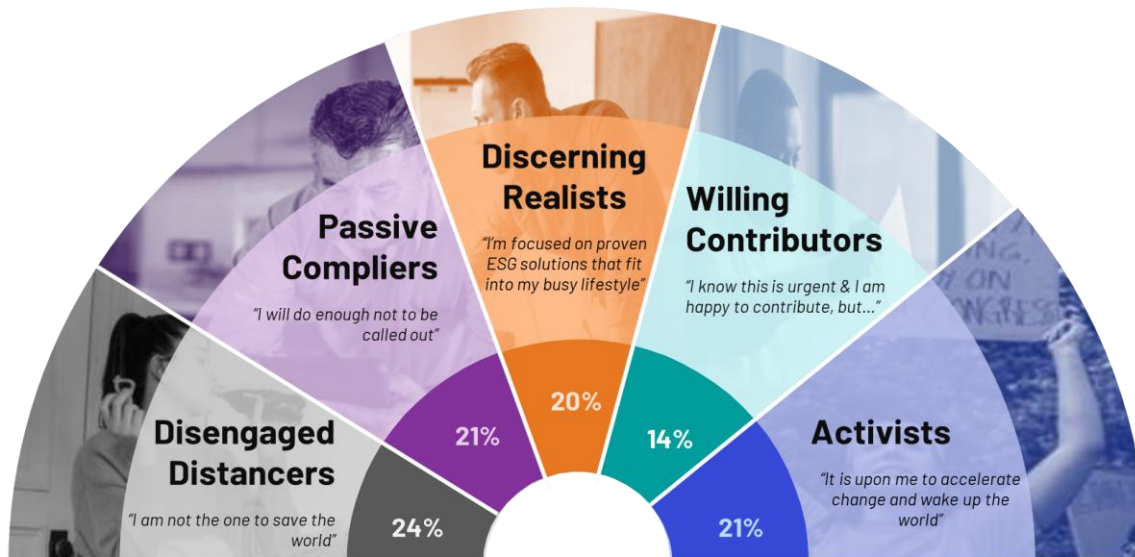


Base: 23,745 adults under the age of 75 across 32 countries, interviewed between 24 January and 7 February 2025.





# What does this mean for brands?



There are nuances and tensions in consumer attitudes, and it is important brands to know where they are on their sustainability journey.

We find consumers when it comes to sustainability can be divided into five groups (see left).

In the last year we have found that the proportion who are activists or willing contributors have declined while those who are

disengaged distancers has risen.

Our Ipsos Global Trends research shows that three in four (72%) feel [they are already doing all they can](#) to save the environment (down to 54% in New Zealand).

Barriers relating to cost and availability alongside doubts about the impact of their choices are leading to [sustainable actions are waning](#).

# What does this mean for brands?

In [recent Ipsos Essentials research](#), we found one in three (32%) said not knowing which products are sustainable stopped them from making more sustainable choices.

When it comes to marketing sustainability, in new Ipsos research we found claims which focused on a personal benefit performed stronger than one which was environmental or science-

based.

In this report we found that only one in five (22%) across 32 countries said they trust environmental claims made by companies about their products and services.

On this topic it is essential that brands communicate in an authentic way that is true to their brand. Consumers are wary of brands that talk the talk, but don't walk the walk.

## Three things to bring consumers along with you:

1. **Know your consumers' sustainability mindset**
2. **Personal 'me' benefits beats environmental science claims**
3. **Make it easy for consumers to make the right choice**

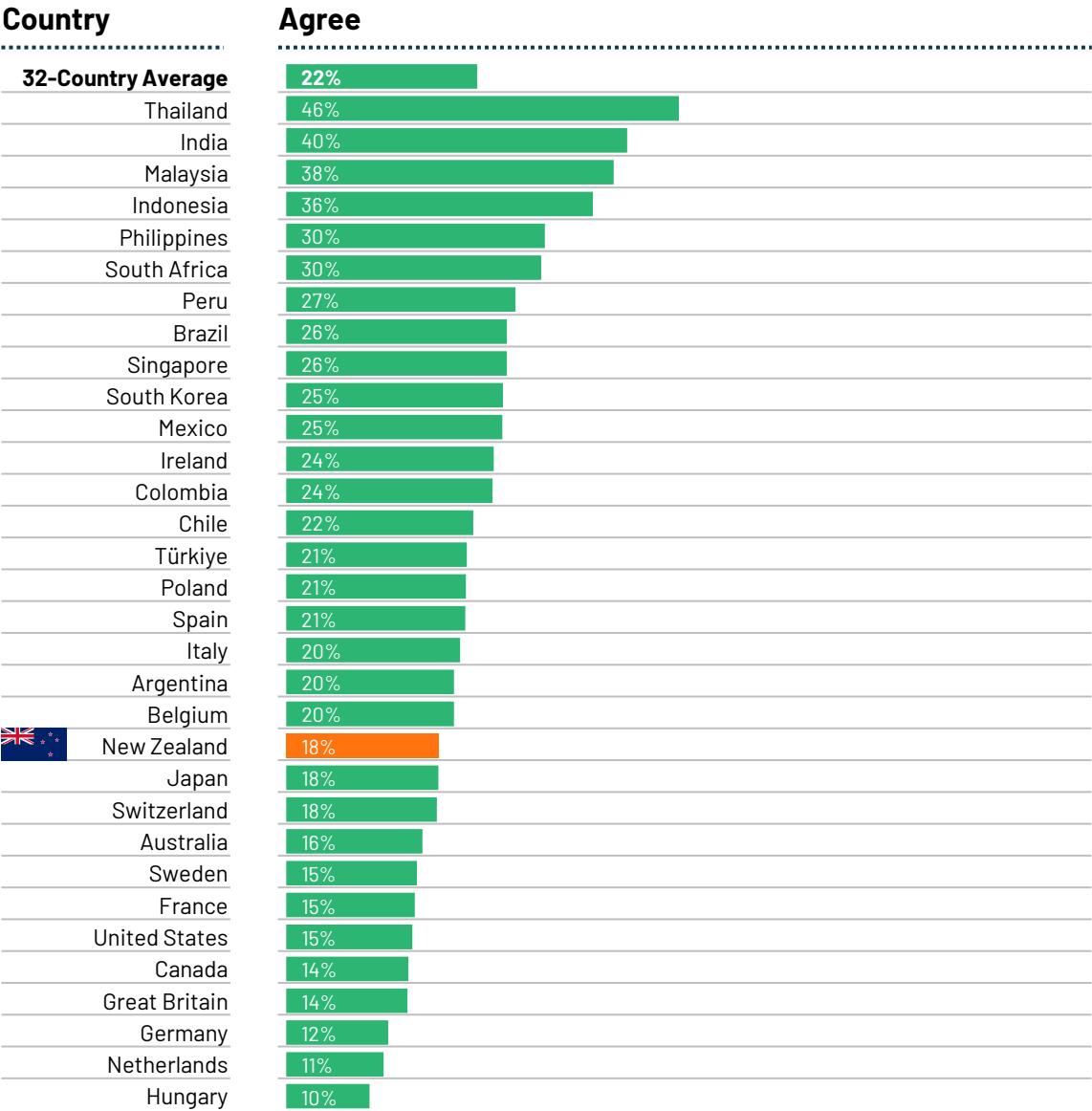


# Fewer than 1 in 5 New Zealanders say they trust environmental claims made by companies

Q: Do you agree or disagree with the following statements:

**I tend to trust the environmental claims by companies about their products or processes.**

Base: 23,745 adults under the age of 75 across 32 countries, interviewed between 24 January and 7 February 2025.



# What does this mean for brands?

To learn more about where's next for ESG, watch the recent [Ipsos webinar](#) on the topic.

The webinar hears from Ipsos experts on ESG as a corporate priority, inclusive design and sustainable product design.



# PART TWO: APPENDIX AND COUNTRY DATA

# 2

- The role of me and my country
- Understanding and misperceptions
- UN Sustainable Development Goals
- The Road to Net Zero



# The role of me and my country

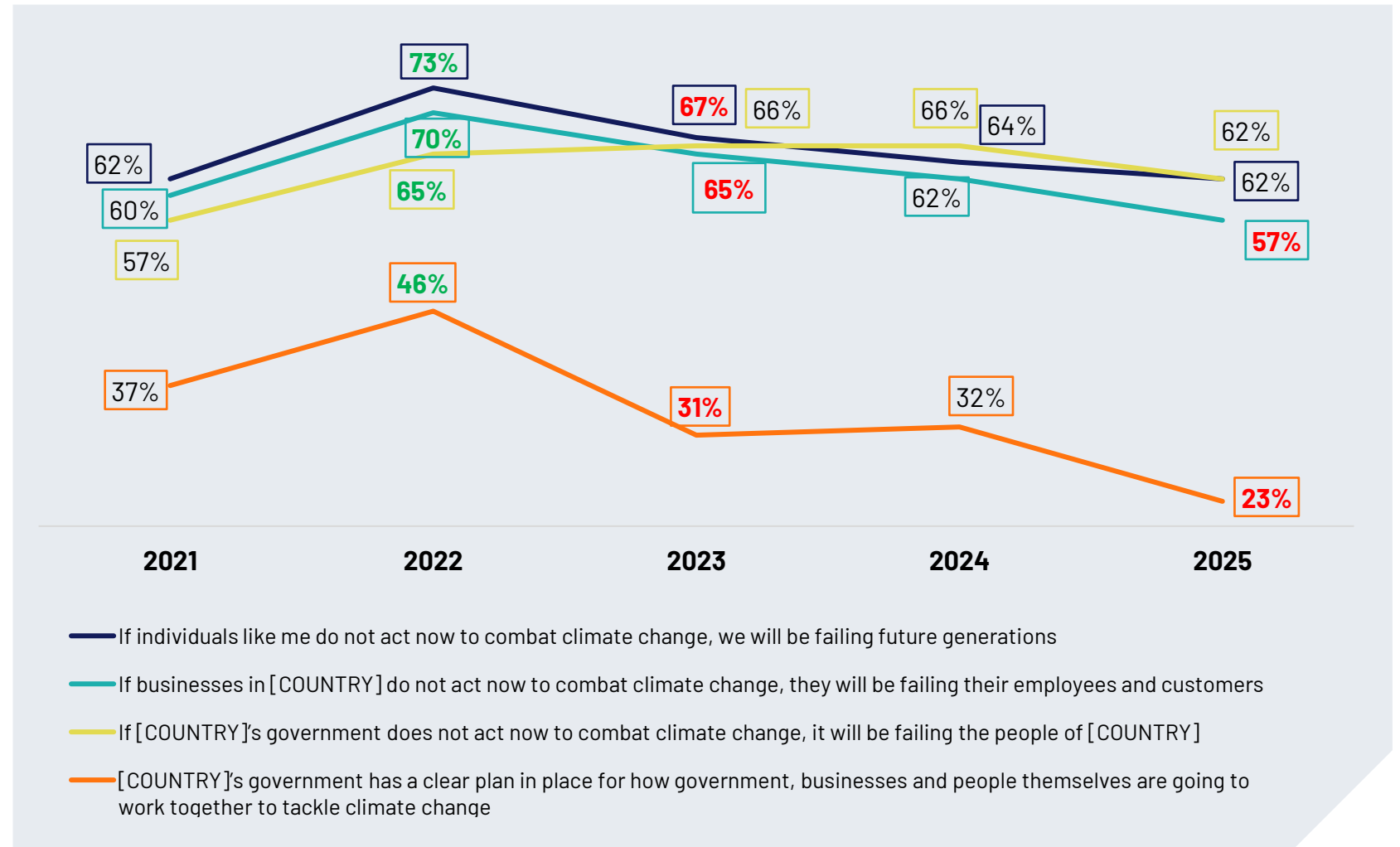


# The perceived importance of climate action by individuals, businesses, and the government among New Zealanders is on the decline

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

Base: New Zealand (2025 - n=1,001, interviewed between 24 January and 7 February 2025; 2024 - n=1,002, interviewed 26 Jan - 9 Feb 2024; 2023 - n=1,002, interviewed 23 May - 30 May 2023; 2022 - n=1,003, interviewed 19 Feb - 5 Mar 2022; 2021 - n=1,010, interviewed between 7 June - 13 June 2021).

% Agree

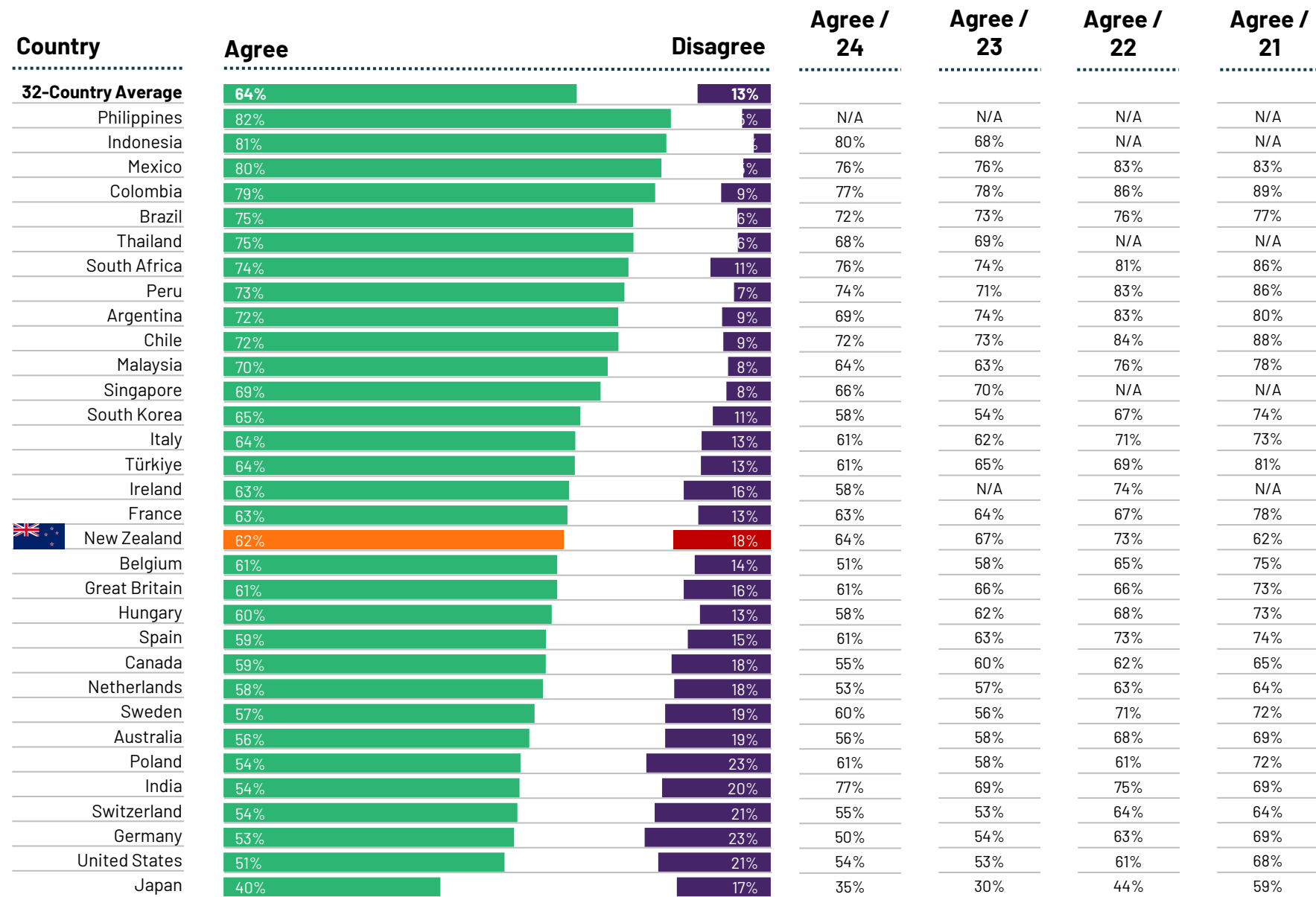


# Significantly fewer New Zealanders think individuals need to act now to fight climate change compared to 2022

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: 23,745 adults under the age of 75 across 32 countries, interviewed between 24 January and 7 February 2025.

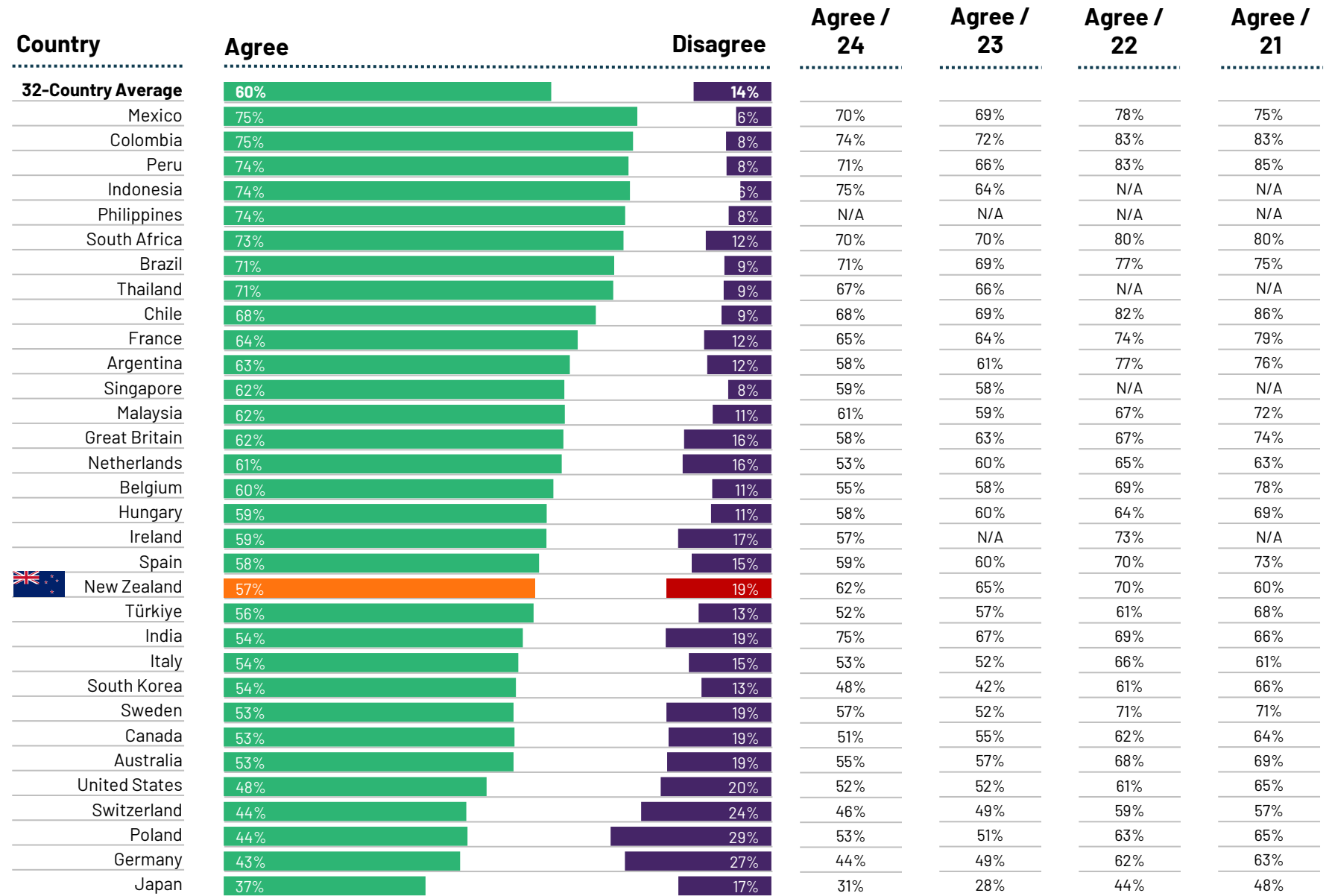


# Fewer New Zealanders also think businesses need to take action against climate change compared to 2022

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: 23,745 adults under the age of 75 across 32 countries, interviewed between 24 January and 7 February 2025.

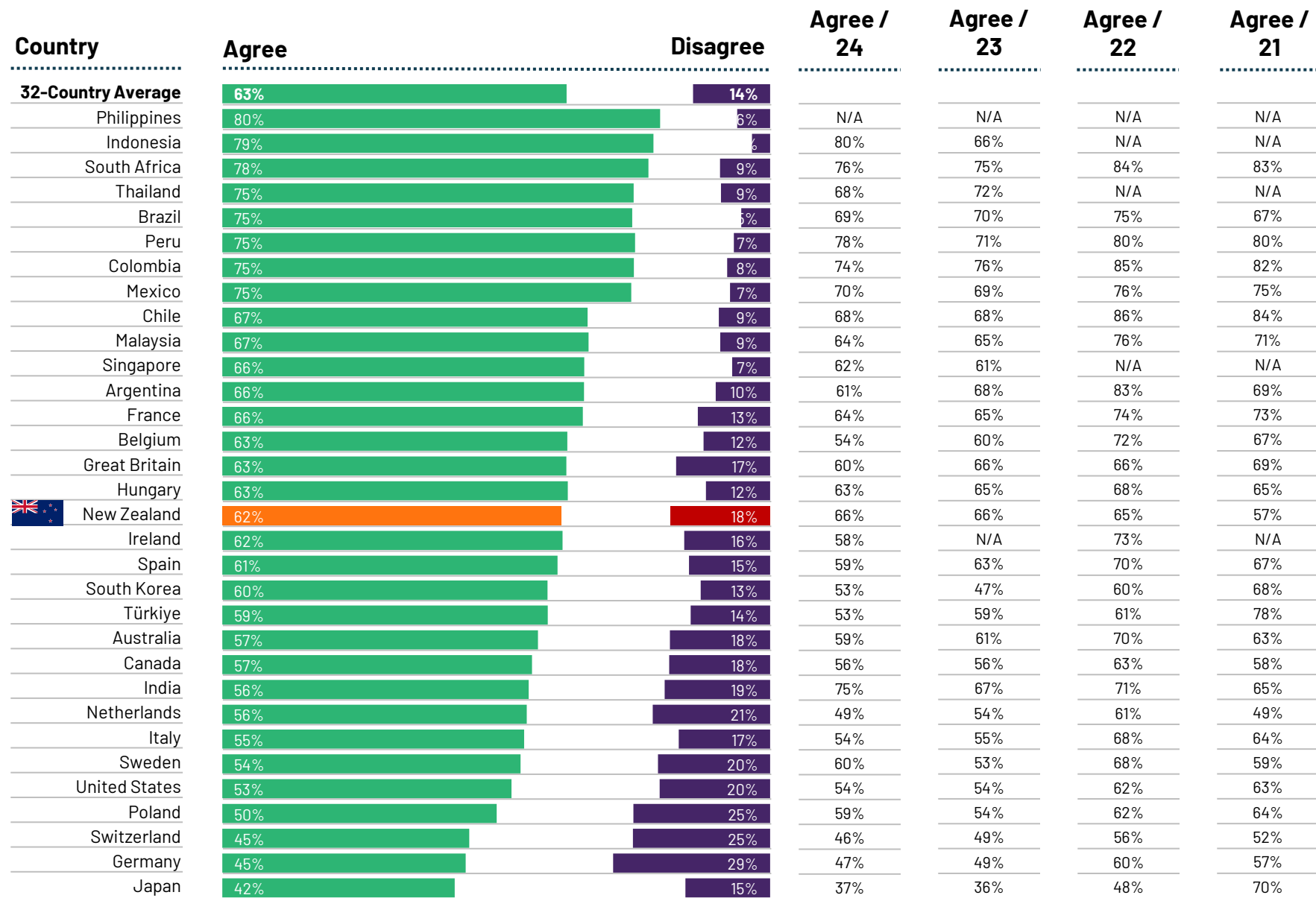


# The majority of New Zealanders still believe government needs to act now to combat climate change

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: 23,745 adults under the age of 75 across 32 countries, interviewed between 24 January and 7 February 2025.



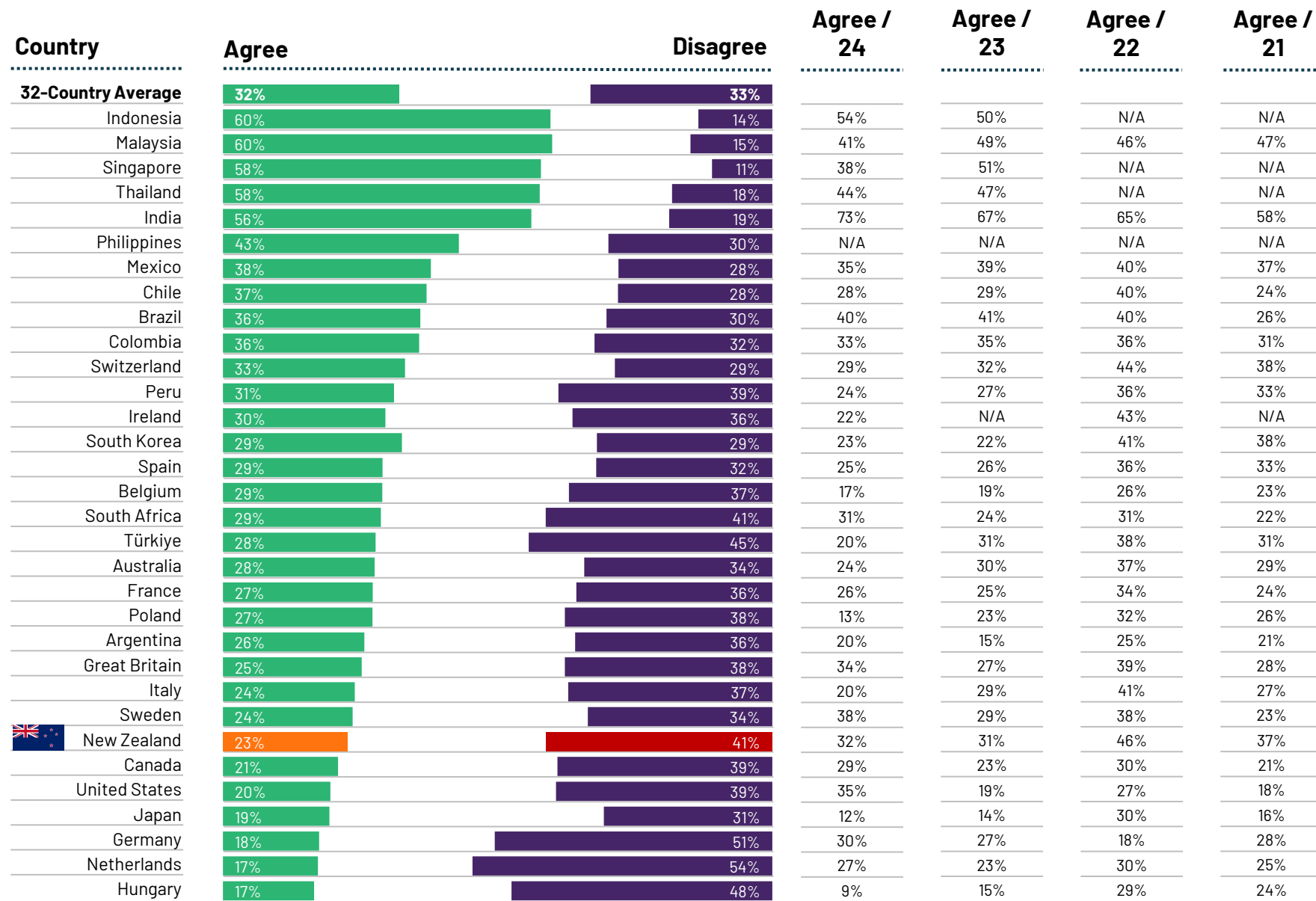


# Only 1 in 4 New Zealanders think the government has a clear climate change plan in place

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: 23,745 adults under the age of 75 across 32 countries, interviewed between 24 January and 7 February 2025.

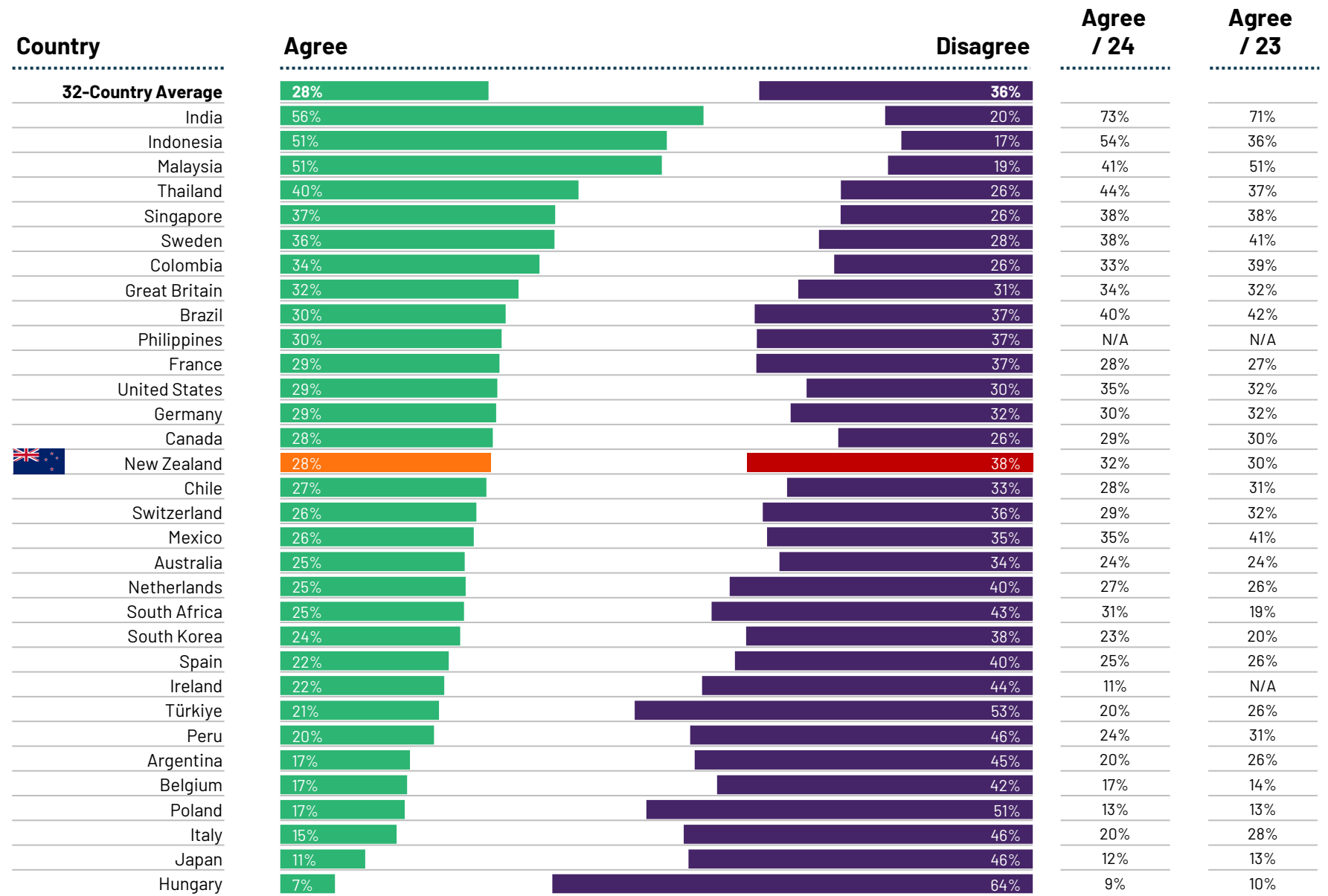


There are more New Zealanders who disagree that we are a world leader in the fight against climate change than those who agree

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

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

Base: 23,745 adults under the age of 75 across 32 countries, interviewed between 24 January and 7 February 2025.

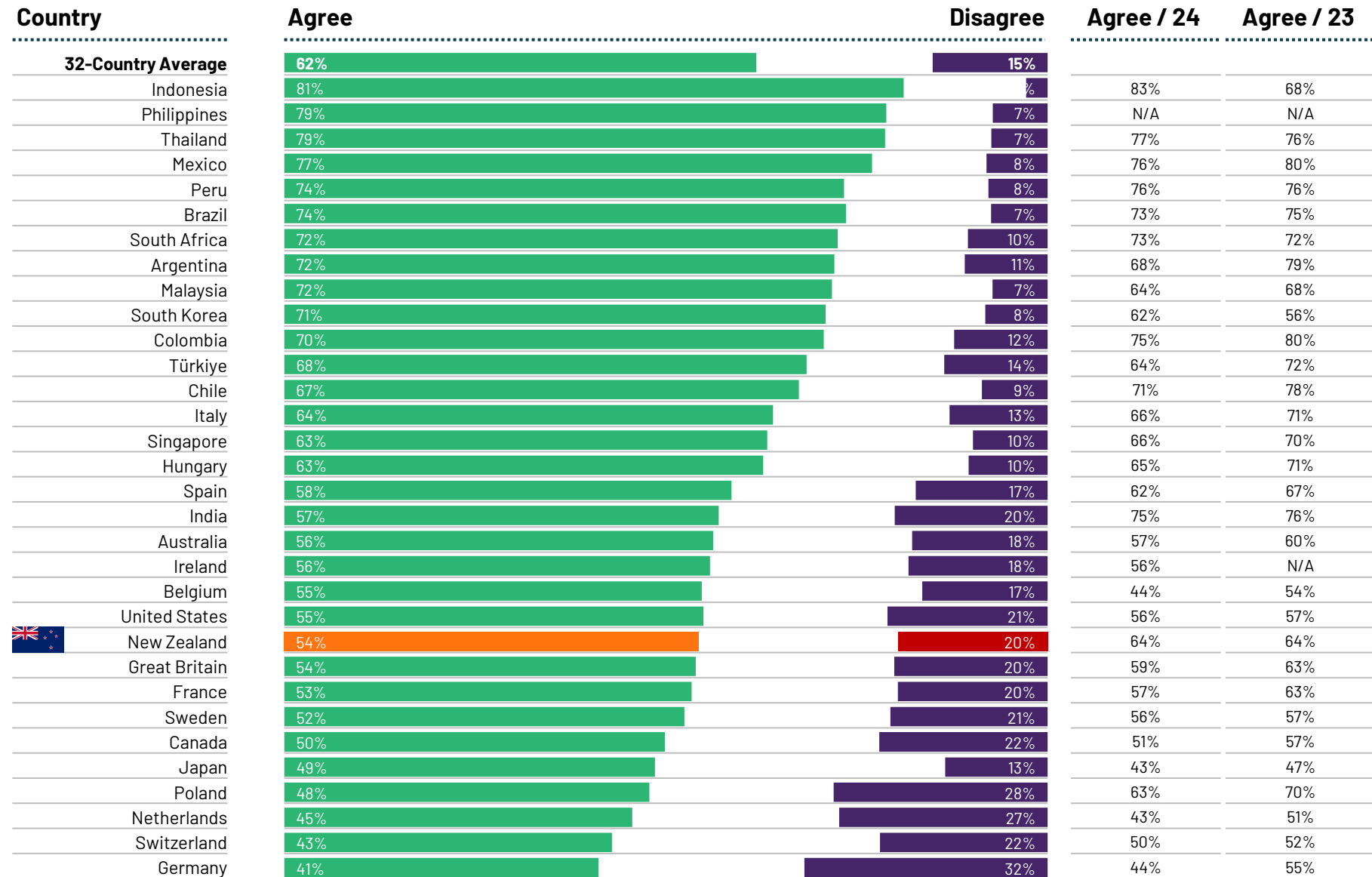


# New Zealanders are less likely to think that we should do more for climate change compared to other countries around the world

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

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

Base: 23,745 adults under the age of 75 across 32 countries, interviewed between 24 January and 7 February 2025.

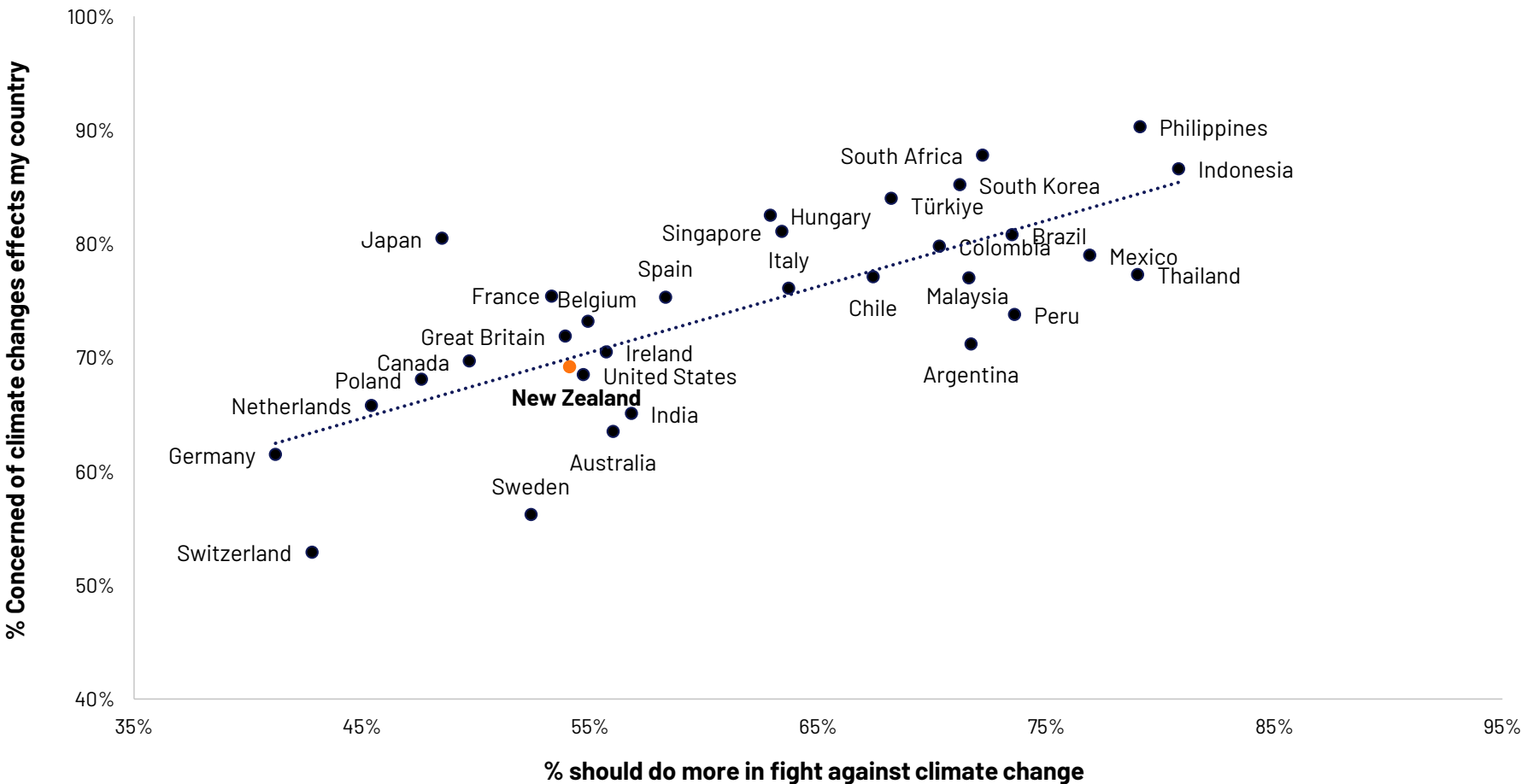


# Those who are more concerned are looking for greater action

There is a correlation between being concerned about climate change effects in your country and feeling your government should do more.

Base: 23,745 adults under the age of 75 across 32 countries, interviewed between 24 January and 7 February 2025.

[COUNTRY] should do more against climate change vs concern for climate change in my country



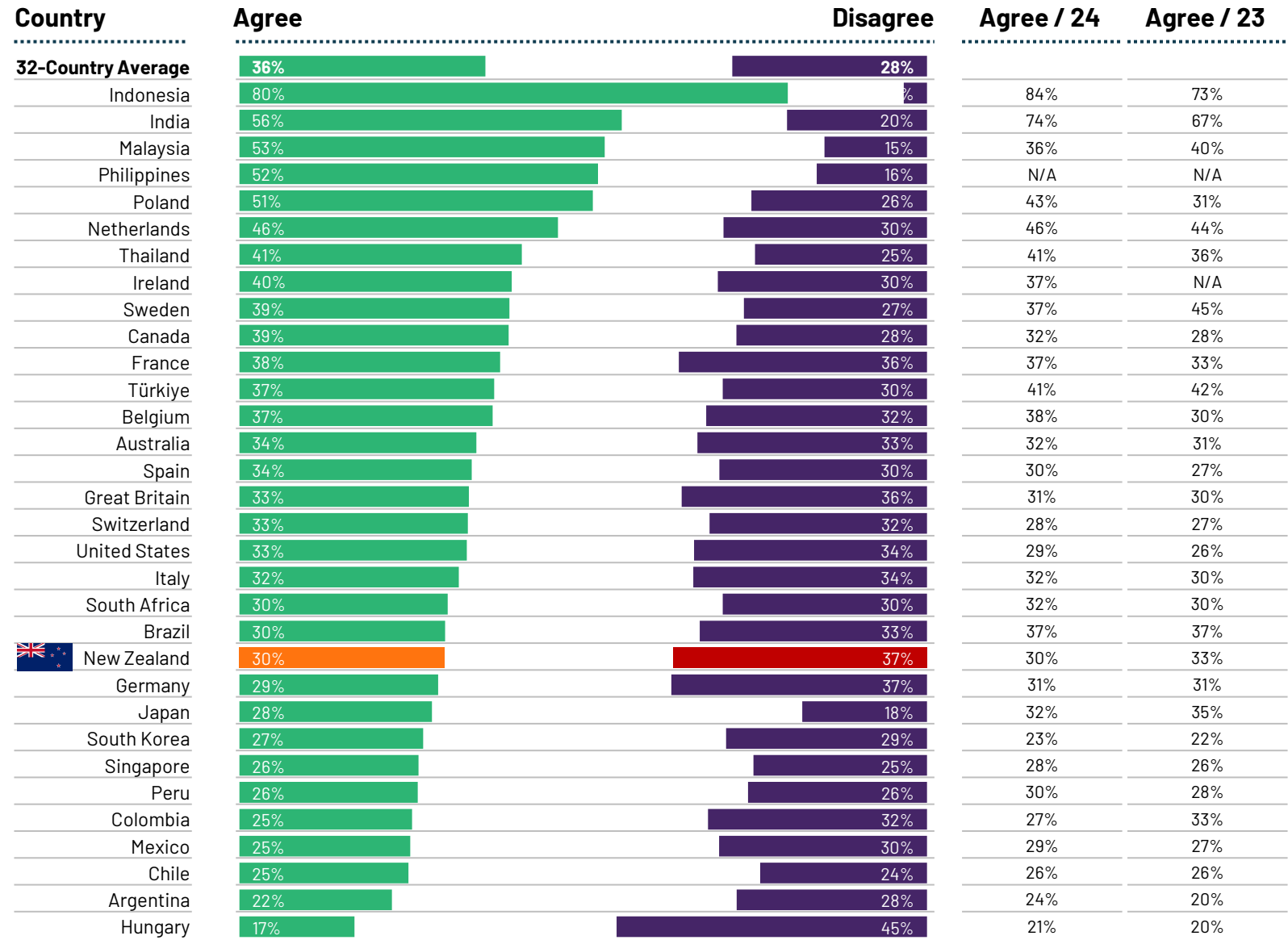


# Around 1 in 3 New Zealanders think we are sacrificing too much to fight climate change

Q: 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: 23,745 adults under the age of 75 across 32 countries, interviewed between 24 January and 7 February 2025.



# Almost half of Gen Z Kiwis disagree that NZ is asked to sacrifice too much when tackling climate change

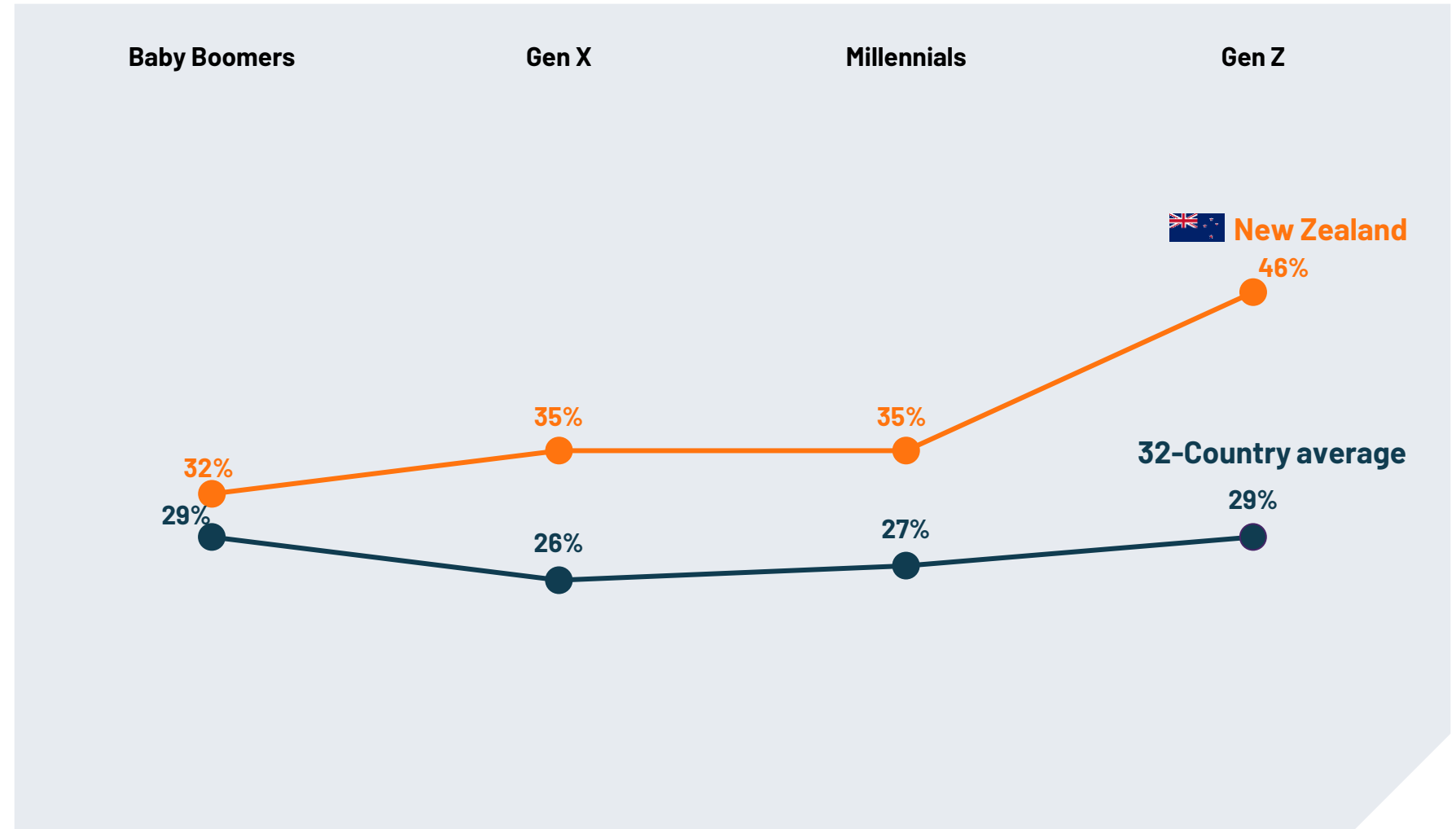
To what extent do you agree or disagree with the following?

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

Base: 23,745 adults under the age of 75 across 32 countries, interviewed between 24 January and 7 February 2025.

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

% Disagree

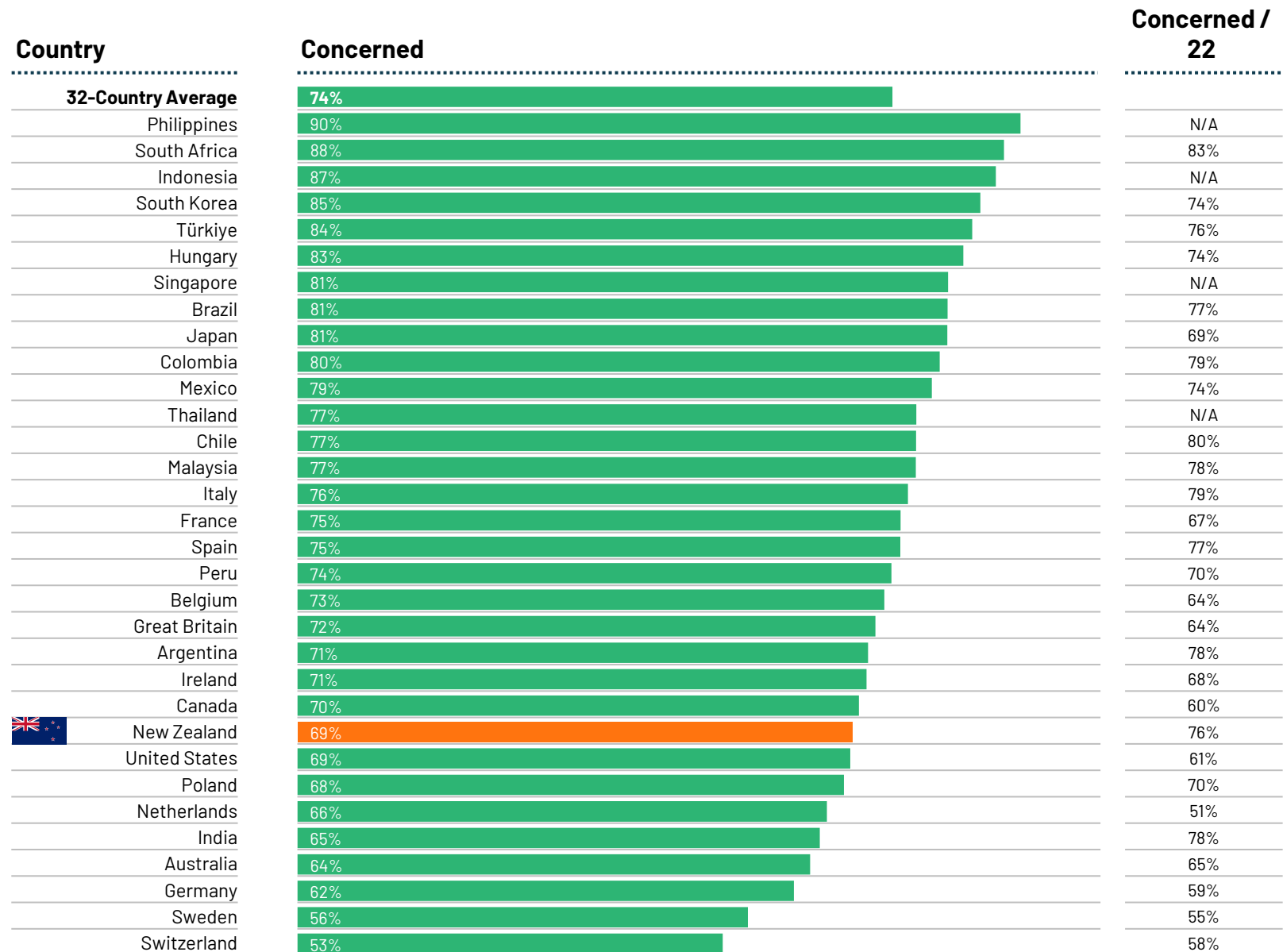


# New Zealanders are significantly less concerned about the impact of climate change seen around the country since 2022

How concerned are you, if at all, about the impacts of climate change that are already being seen in..

[COUNTRY]

Base: 23,745 adults under the age of 75 across 32 countries, interviewed between 24 January and 7 February 2025.

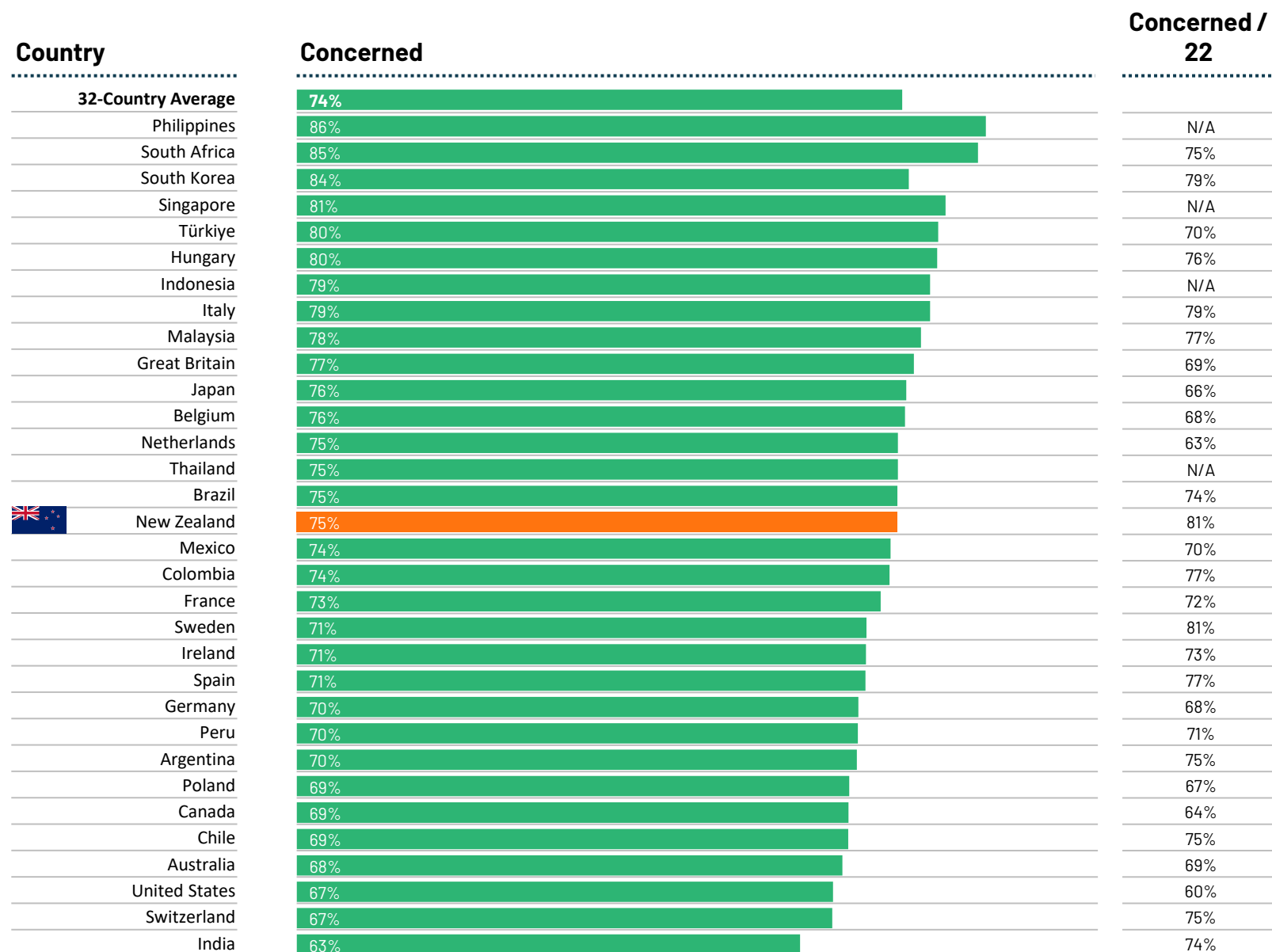


# Similarly, New Zealanders are also significantly less concerned about the impact of climate change seen around the world since 2022

How concerned are you, if at all, about the impacts of climate change that are already being seen in..

## Other countries around the world

Base: 23,745 adults under the age of 75 across 32 countries, interviewed between 24 January and 7 February 2025.







# New Zealanders are significantly less concerned about the impact of climate change compared to 2023 and 2022

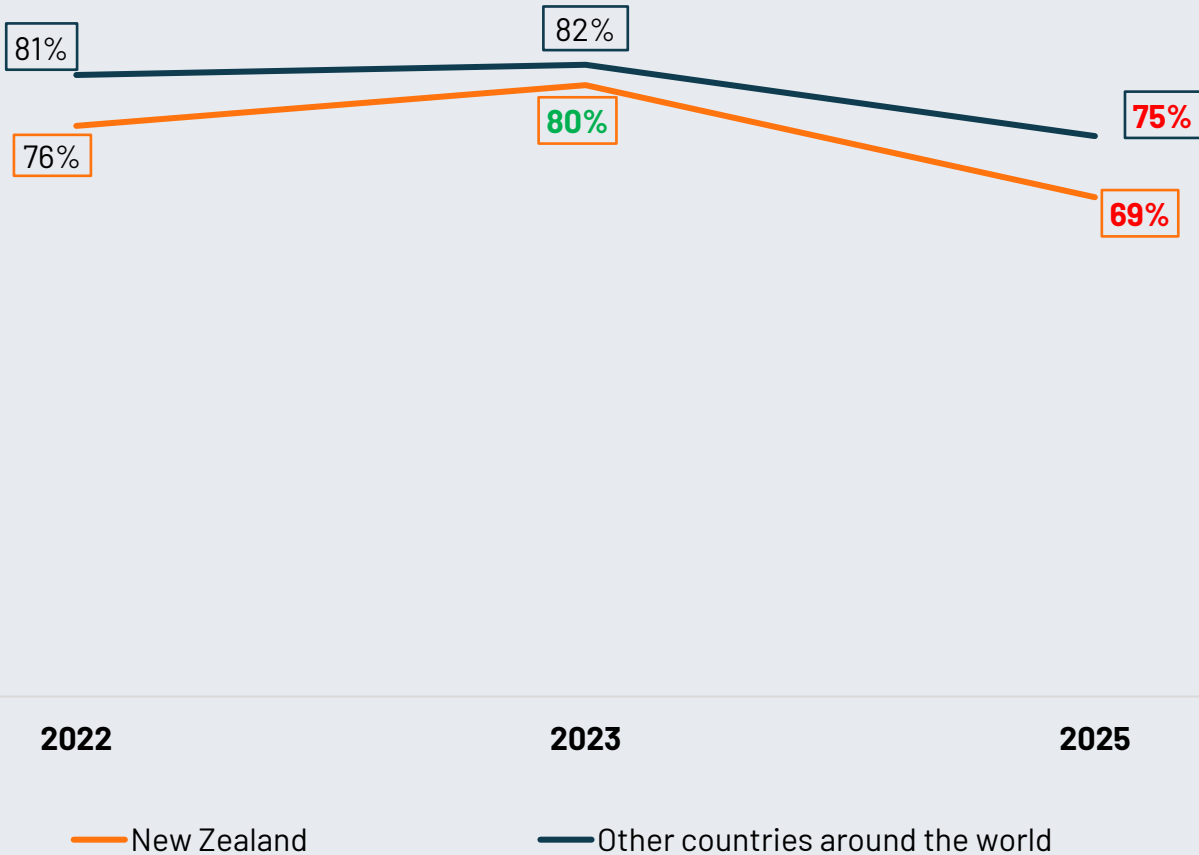
How concerned are you, if at all, about the impacts of climate change that are already being seen in..

- **New Zealand**
- **Other countries around the world**

Base: New Zealand (2025 - n=1,001, interviewed between 24 January and 7 February 2025; 2023 - n=1,002, interviewed 23 May - 30 May 2023; ; 2022 - n=1,003, interviewed 19 Feb - 5 Mar 2022.

% Concerned

This question was not asked in 2021 and 2024



Green/red indicates significantly higher/lower than previous wave



# Understanding and misperceptions

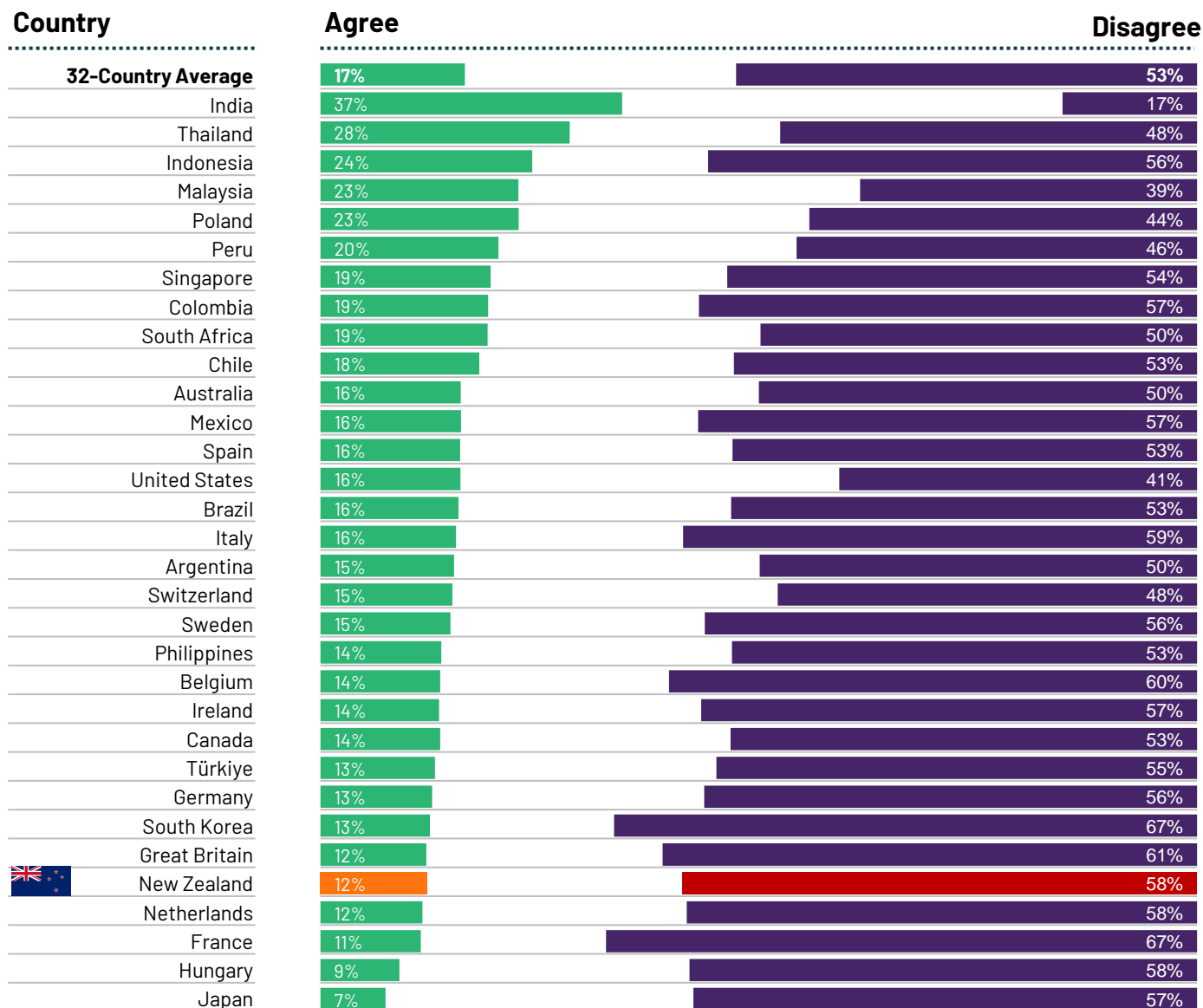


# The majority of Kiwis recognise that a 1.5 °C global average temperature rise is a big deal

Do you agree or disagree with the following statements:

**Increase in global average temperatures by more than 1.5 °C is not that big a deal.**

Base: 23,745 adults under the age of 75 across 32 countries, interviewed between 24 January and 7 February 2025.



# New Zealanders are aligned with other countries around the world in recognising that the past 10 years have been the warmest on record

Do you agree or disagree with the following statements:

**The past 10 years have been the warmest on record.**

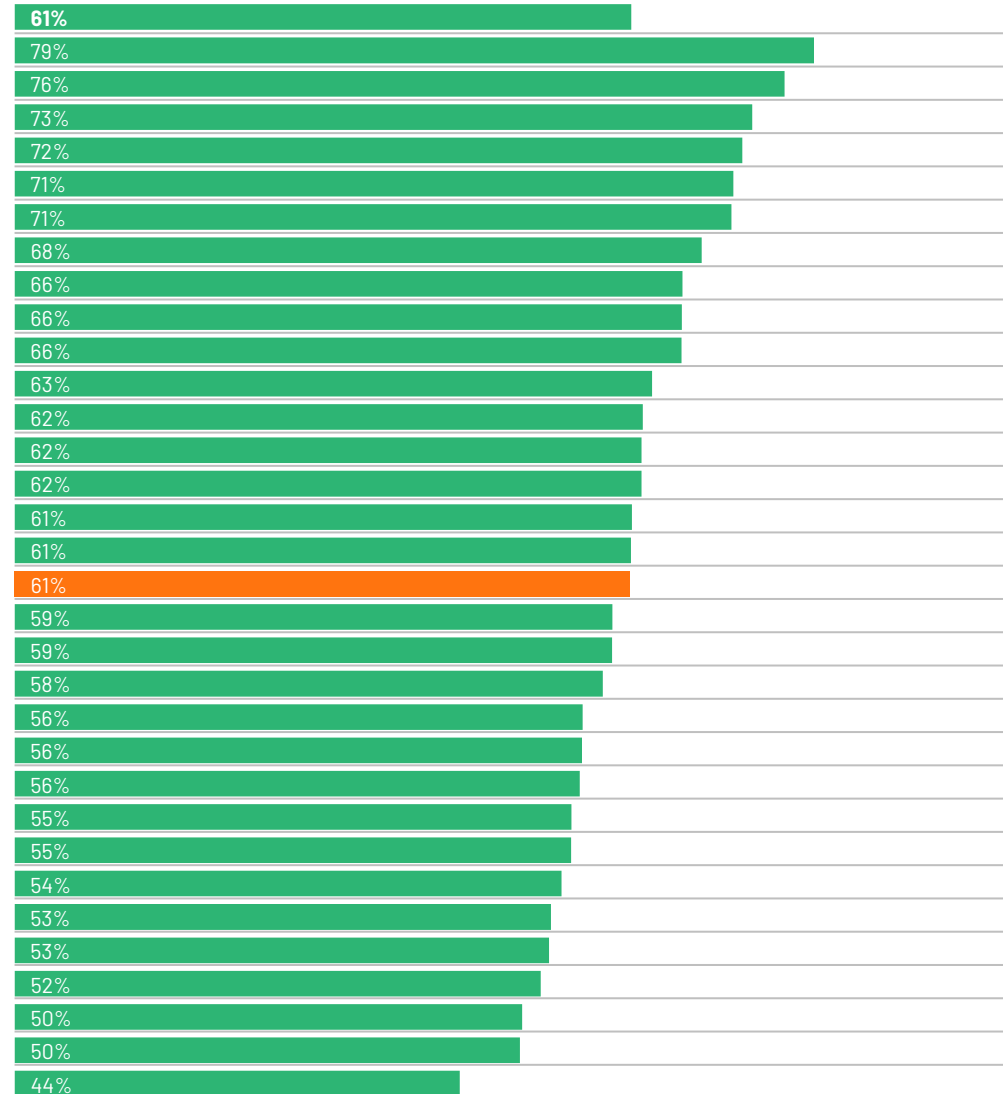
Base: 23,745 adults under the age of 75 across 32 countries, interviewed between 24 January and 7 February 2025.

## Country

### 32-Country Average

Colombia
Mexico
Brazil
Chile
Indonesia
Peru
Argentina
Türkiye
Spain
Singapore
South Africa
France
Great Britain
Italy
Belgium
Thailand
 New Zealand
Hungary
Ireland
Germany
Poland
Australia
Canada
Sweden
Philippines
Switzerland
Malaysia
Netherlands
South Korea
Japan
United States
India

## Agree



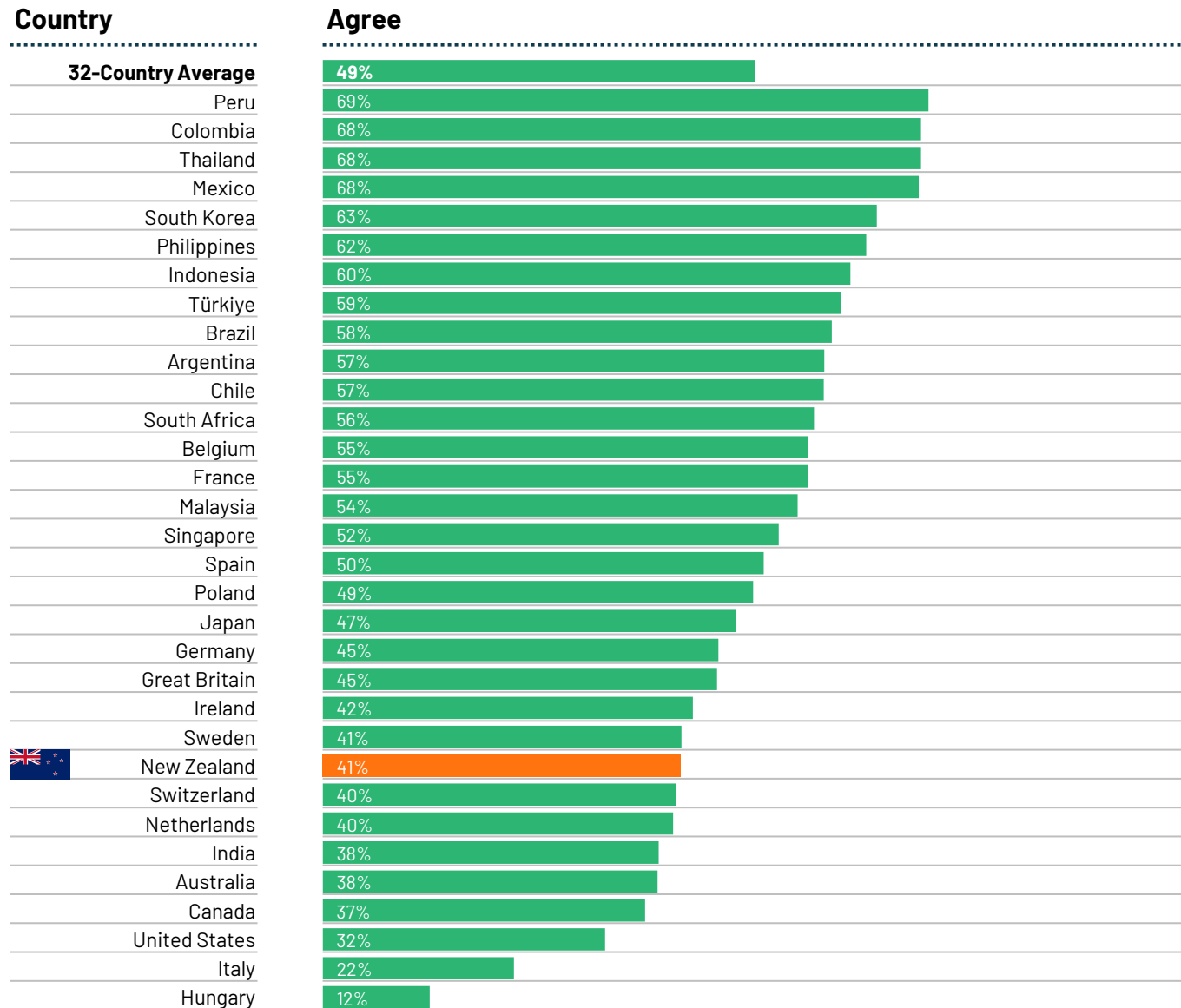


# New Zealanders are less likely to view climate change as the single biggest health threat facing humanity compared to others around the world

Do you agree or disagree with the following statements:

**Climate change is the single biggest health threat facing humanity.**

Base: 23,745 adults under the age of 75 across 32 countries, interviewed between 24 January and 7 February 2025.

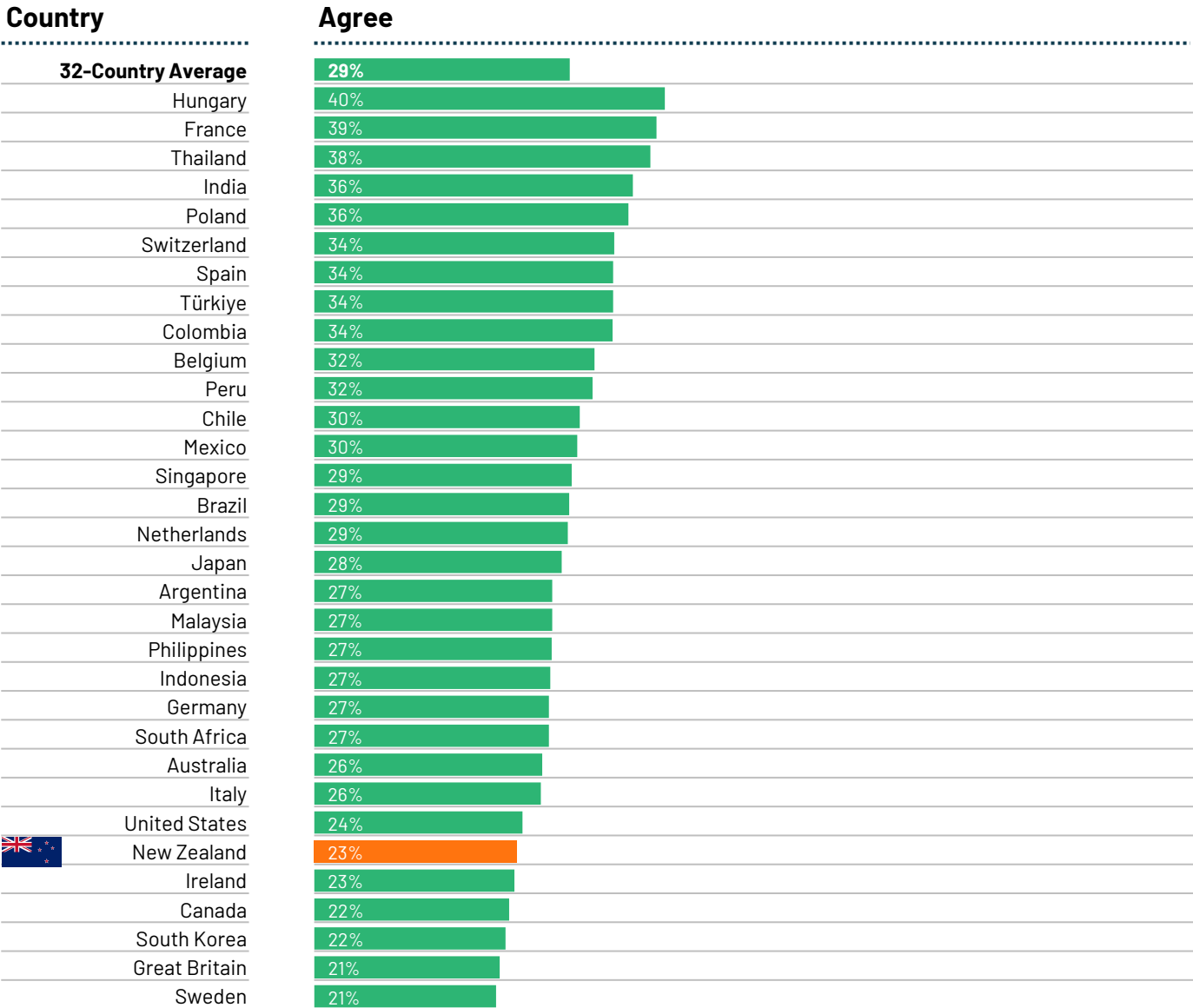


New Zealanders are among the least likely to agree that there is no consensus about the effects of climate change

Do you agree or disagree with the following statements:

There is no consensus among climate scientists about the effects of climate change.

Base: 23,745 adults under the age of 75 across 32 countries, interviewed between 24 January and 7 February 2025.

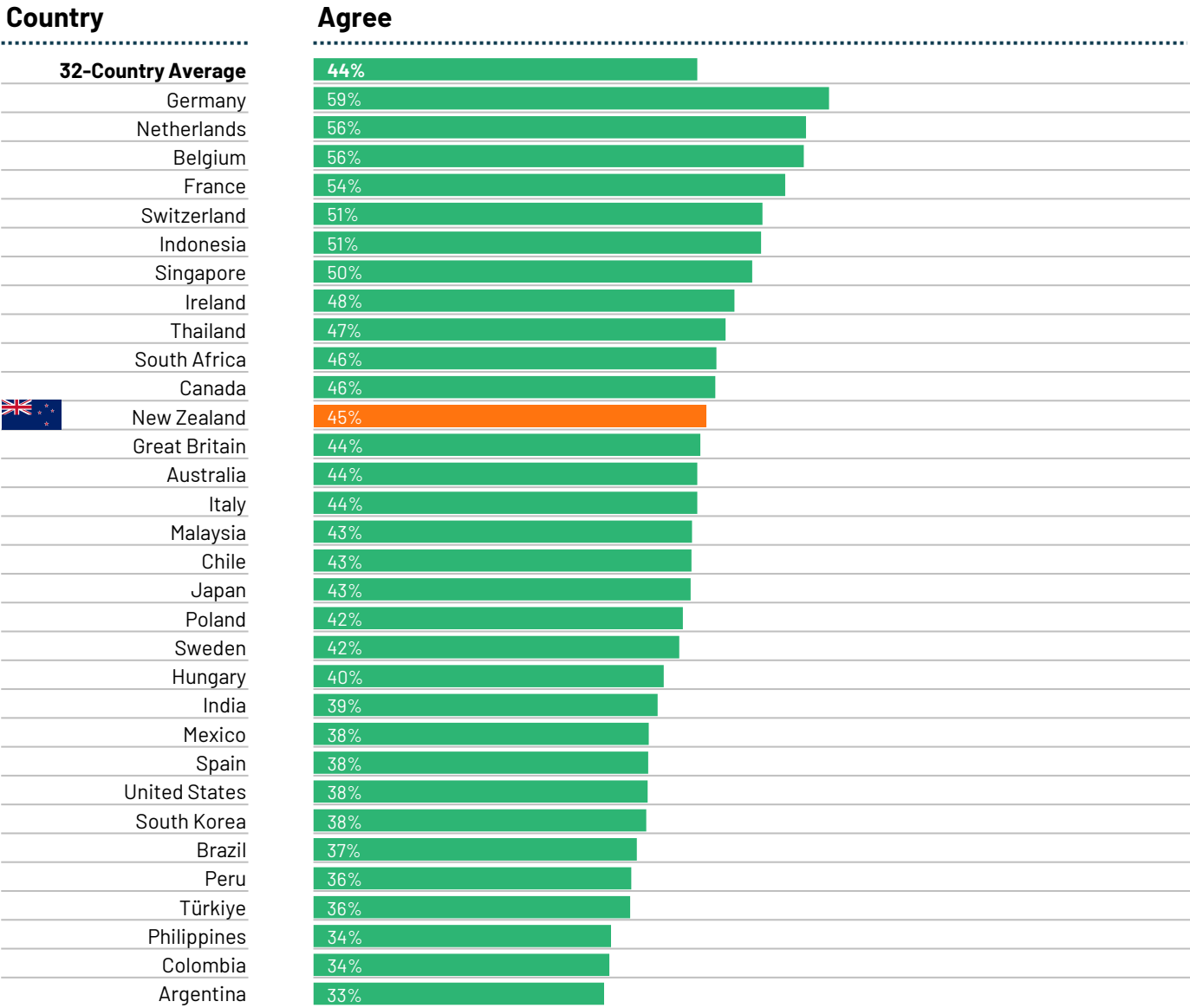


# Around half of New Zealanders think that transitioning to renewable energy will lead to an increase in household energy prices

Do you agree or disagree with the following statements:

**Transitioning to renewable energy will lead to an increase in household energy prices.**

Base: 23,745 adults under the age of 75 across 32 countries, interviewed between 24 January and 7 February 2025.



## 2 in 5 New Zealanders think that electric cars are as bad as petrol / gas-powered cars for the planet

Do you agree or disagree with the following statements:

**Electric cars are as bad for the planet as petrol/gas-powered cars.**

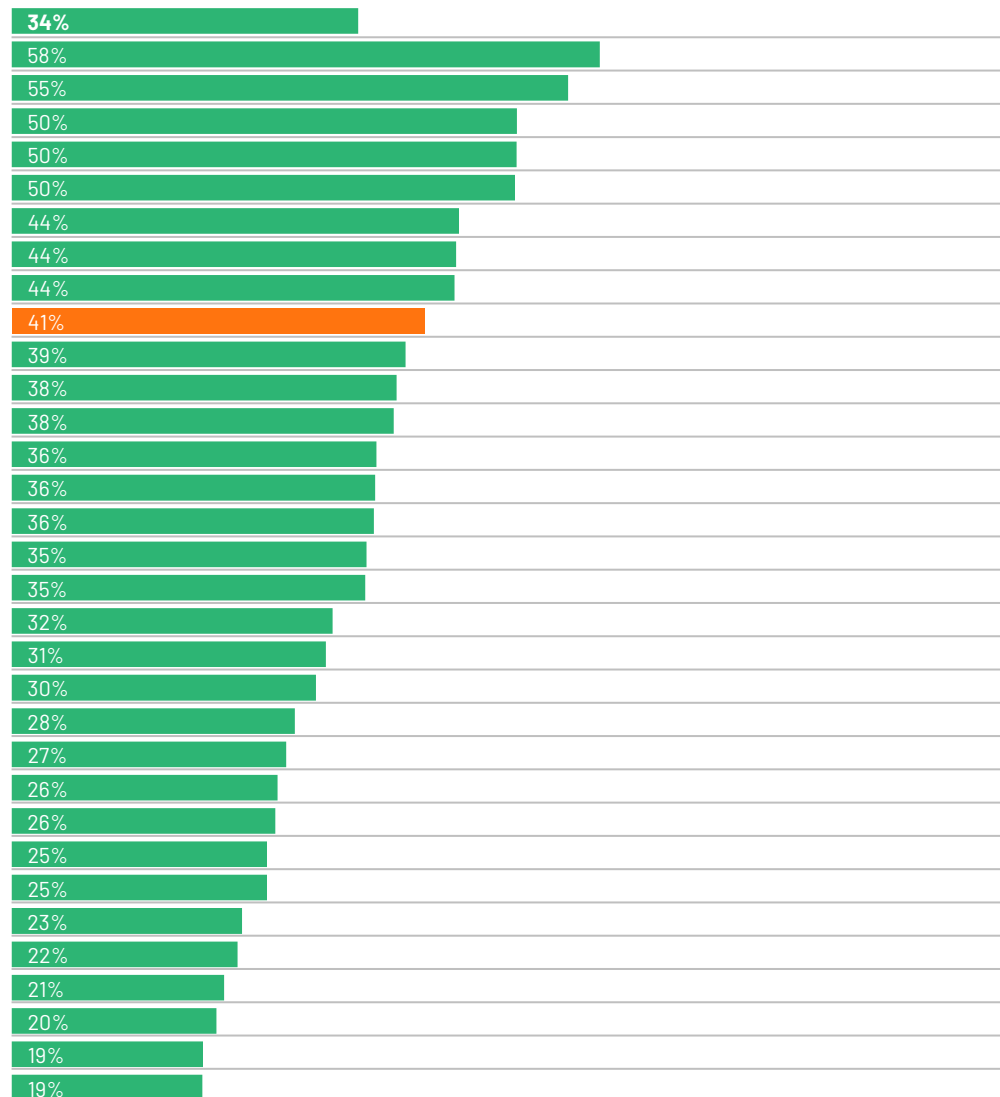
Base: 23,745 adults under the age of 75 across 32 countries, interviewed between 24 January and 7 February 2025.

### Country

#### 32-Country Average

France
Poland
Belgium
Germany
Switzerland
Canada
Netherlands
Italy
 New Zealand
Hungary
United States
India
Ireland
Australia
Great Britain
Sweden
Spain
Thailand
Philippines
Singapore
Peru
Mexico
Malaysia
Indonesia
South Africa
Türkiye
Colombia
Brazil
Japan
Argentina
Chile
South Korea

### Agree



# 1 in 4 New Zealanders think that transitioning to renewable energy will lead to more blackouts and brownouts

Do you agree or disagree with the following statements:

**Transitioning to renewable energy will lead to more blackouts and brownouts.**

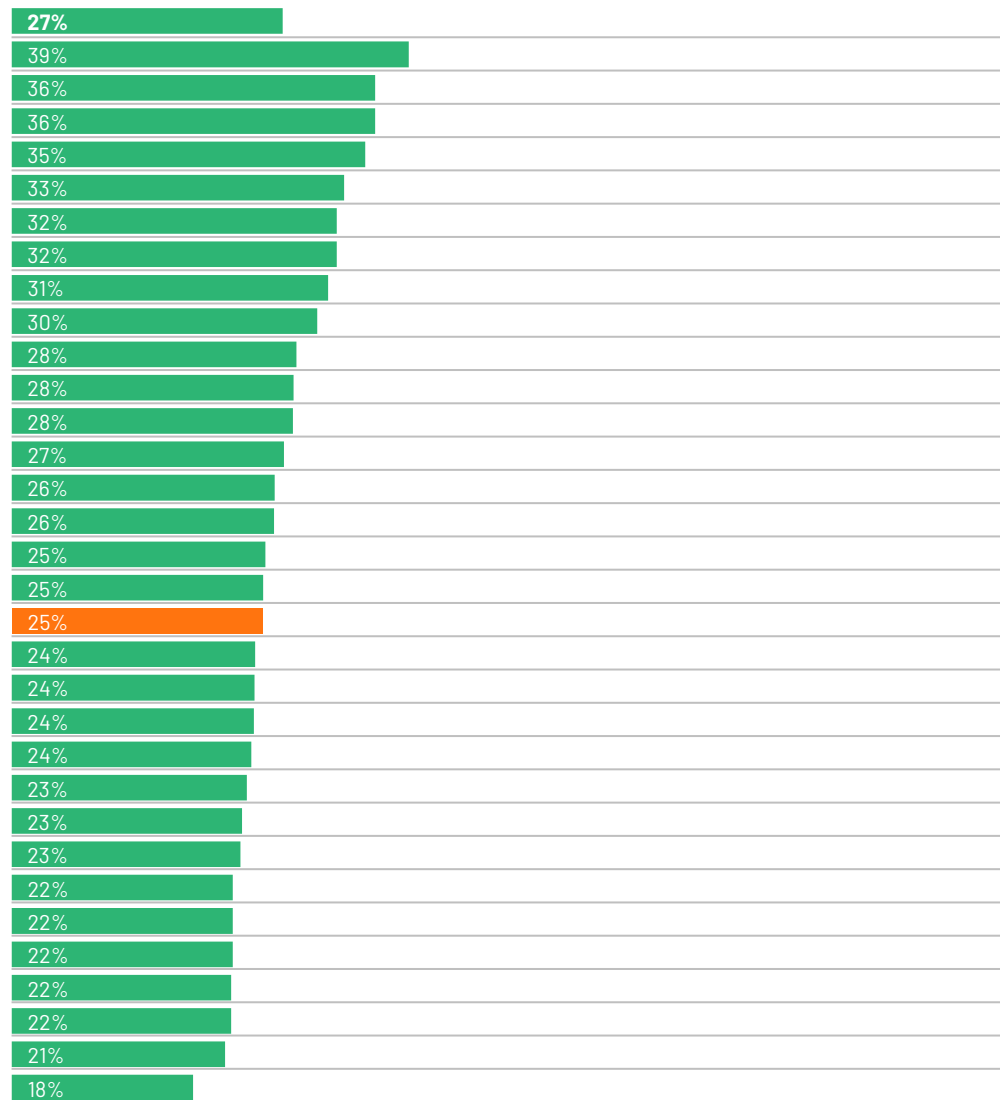
Base: 23,745 adults under the age of 75 across 32 countries, interviewed between 24 January and 7 February 2025.

## Country

### 32-Country Average

Netherlands
India
Indonesia
Thailand
Belgium
Malaysia
Poland
Switzerland
Australia
France
Türkiye
Germany
South Korea
South Africa
Mexico
Canada
Peru
 New Zealand
Ireland
Sweden
United States
Singapore
Italy
Colombia
Great Britain
Brazil
Chile
Japan
Argentina
Spain
Philippines
Hungary

## Agree



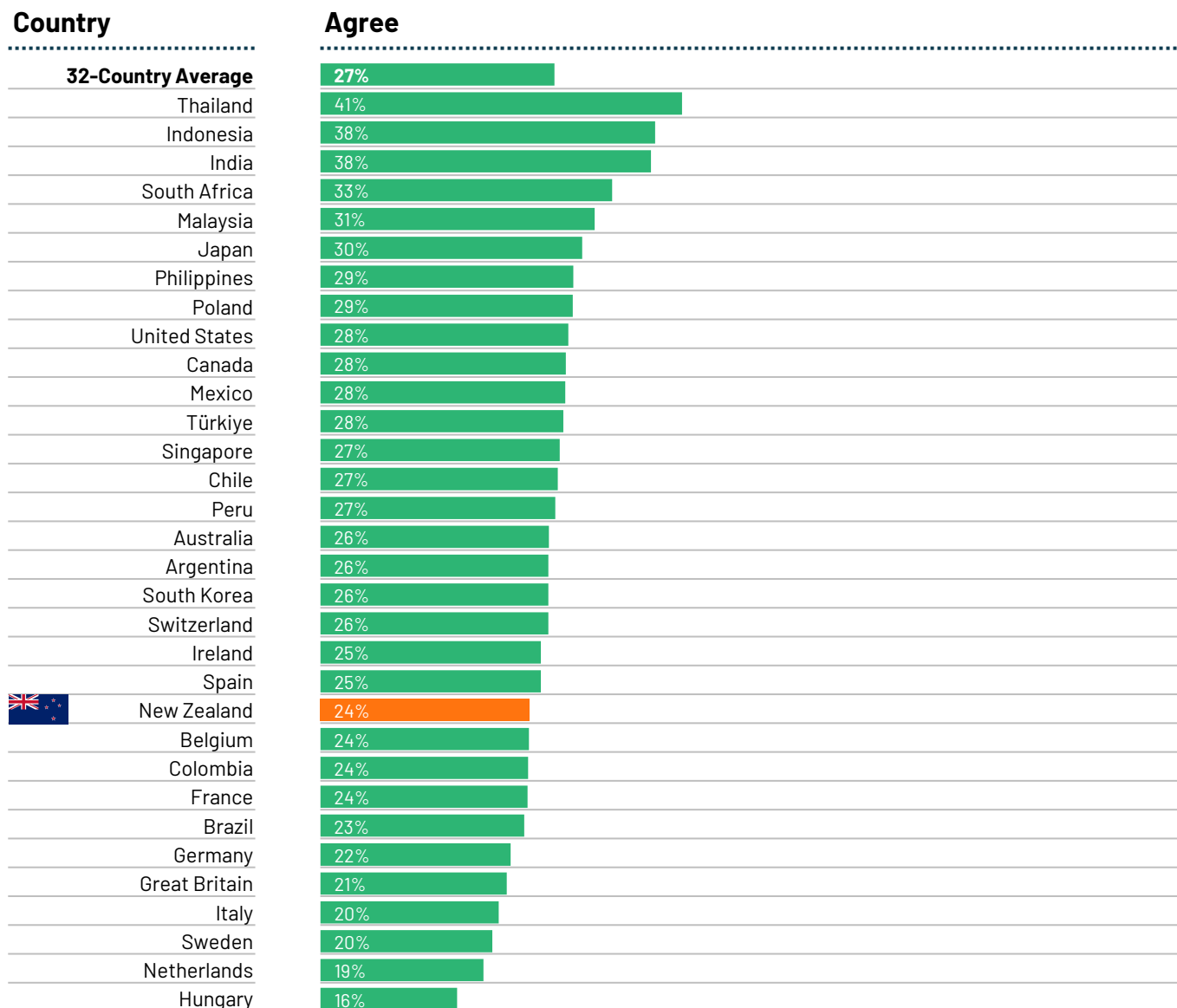


# 1 in 4 New Zealanders believe restricting fossil fuels would damage the economy more than increases in global temperature

Do you agree or disagree with the following statements:

**Restricting the use of fossil fuels would damage the world economy more than the increases in global temperature.**

Base: 23,745 adults under the age of 75 across 32 countries, interviewed between 24 January and 7 February 2025.

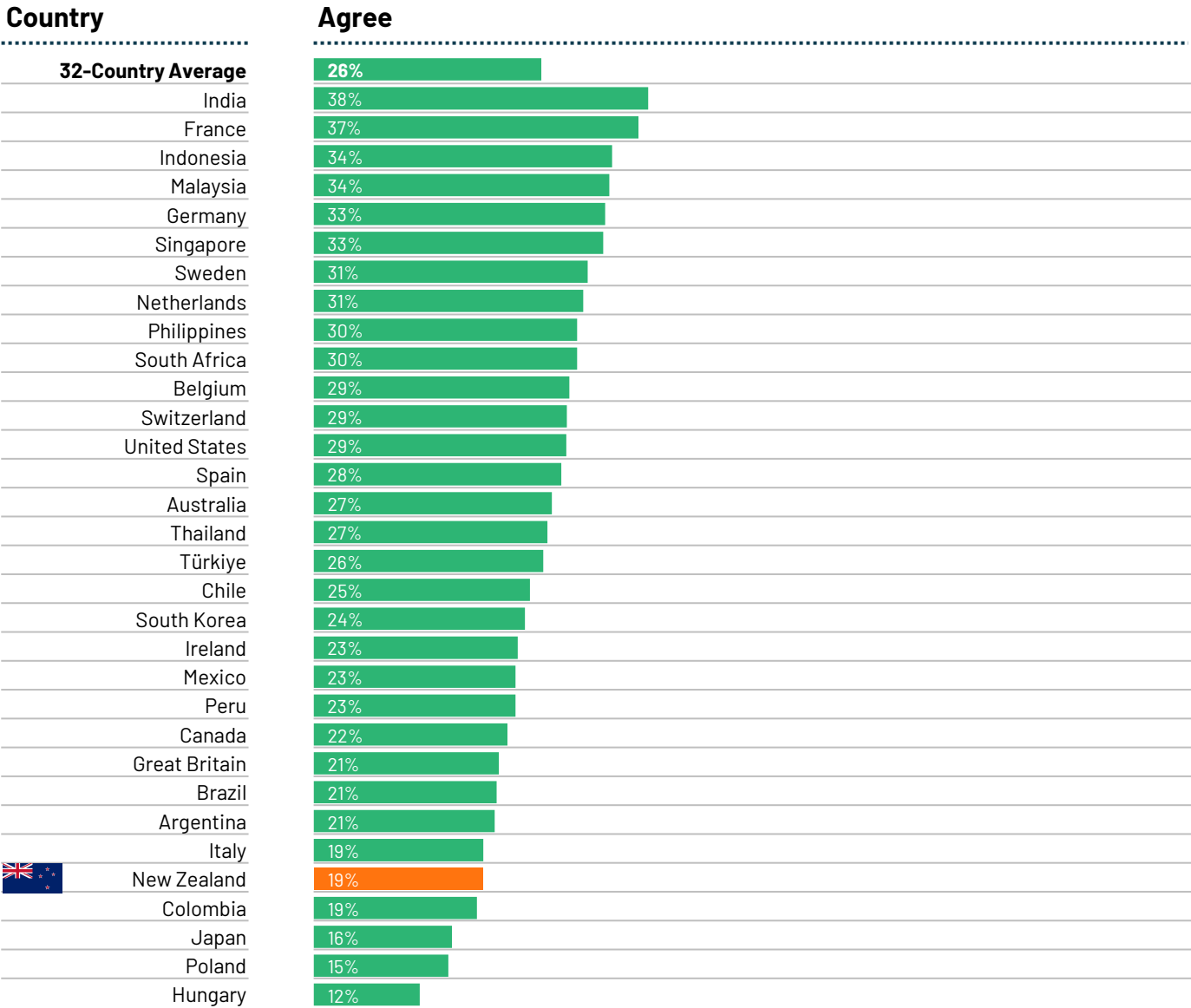


# New Zealanders are among the least likely to think that offshore wind farms cause harm to wildlife

Do you agree or disagree with the following statements:

**Offshore wind farms cause harm to wildlife.**

Base: 23,745 adults under the age of 75 across 32 countries, interviewed between 24 January and 7 February 2025.

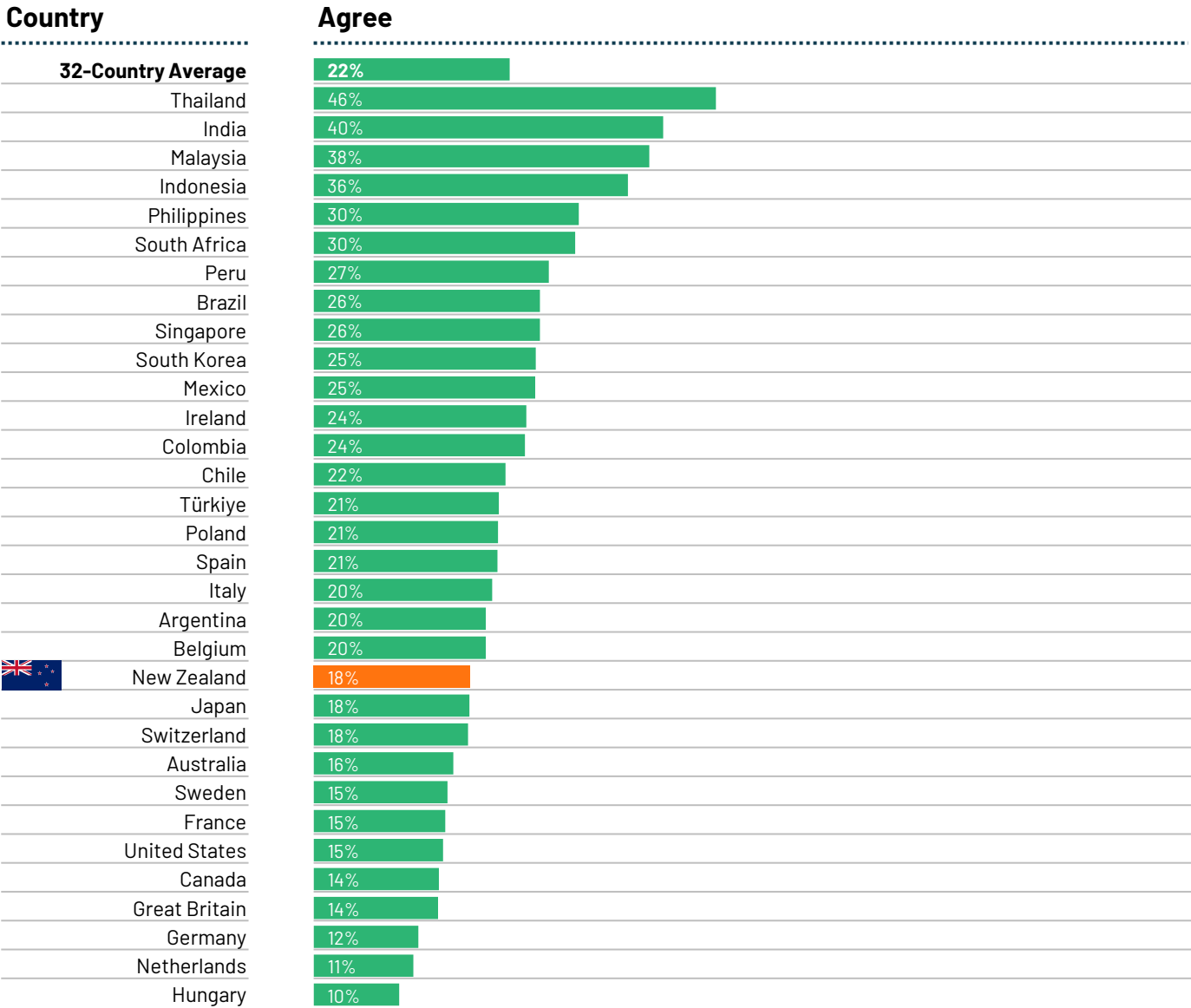


Fewer than 1 in 5  
New Zealanders say  
they trust the  
environmental  
claims made by  
companies

Do you agree or disagree with  
the following statements:

I tend to trust the  
environmental claims by  
companies about their  
products or processes.

Base: 23,745 adults under the age of 75 across 32  
countries, interviewed between 24 January and 7  
February 2025.





# UN Sustainability goals

The Sustainable Development Goals (SDGs) were adopted by all United Nations Member States in 2015 and set goals for peace and prosperity to be achieved by 2030.

What proportion of the SDGs are on track to be achieved by 2030?

Correct answer is a fifth (17%)

Base: 23,745 adults under the age of 75 across 32 countries, interviewed between 24 January and 7 February 2025.

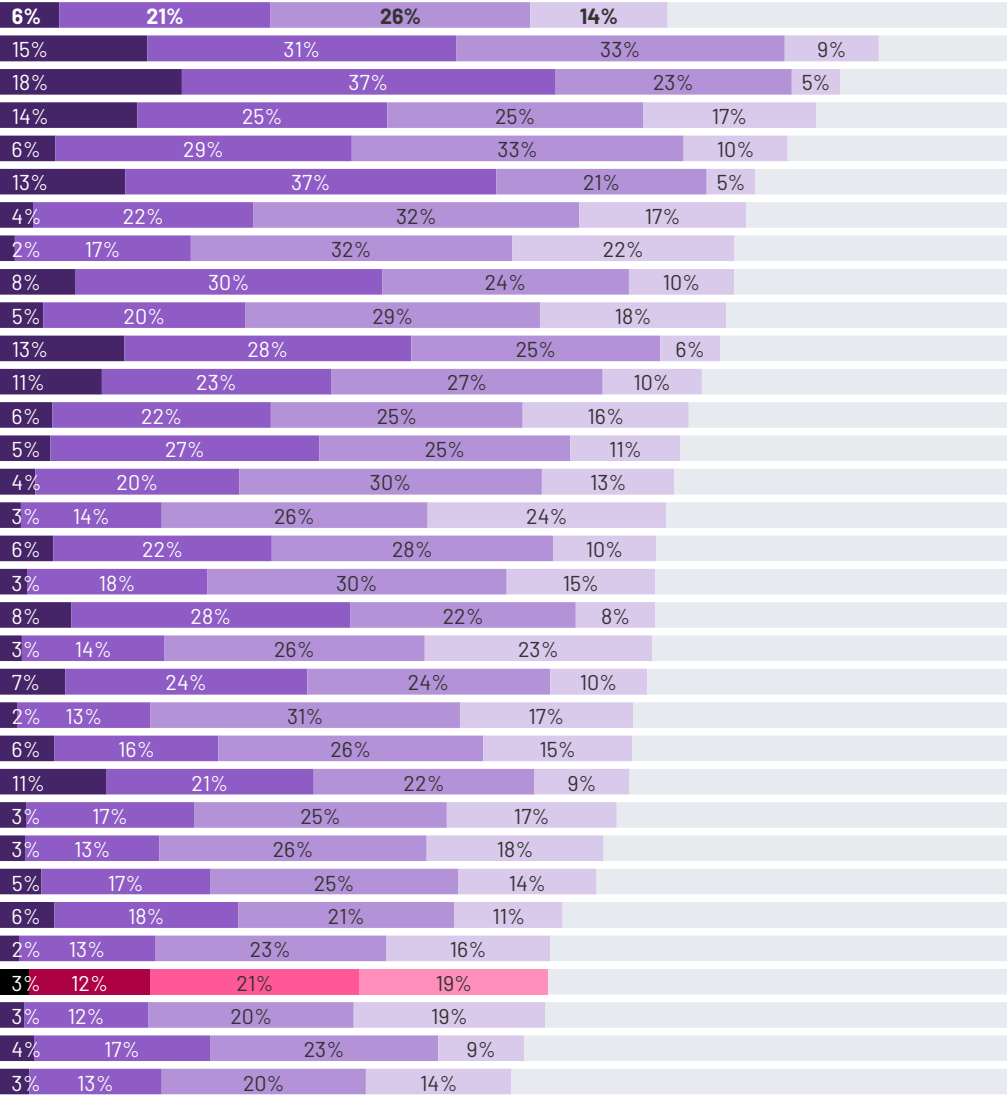
Source: UN

Country

32-Country Average

Indonesia
Philippines
India
South Korea
Thailand
Türkiye
Hungary
Mexico
Spain
Malaysia
Peru
Switzerland
South Africa
Poland
Belgium
Colombia
Italy
Singapore
France
Chile
Netherlands
Ireland
Brazil
Sweden
Germany
Australia
Argentina
Canada
 New Zealand
Great Britain
Japan
United States

About 70% About half About a fifth Less than 5%





What proportion of global electronic waste is currently collected and managed sustainably?


Correct answer is about a fifth (22%)

Base: 23,745 adults under the age of 75 across 32 countries, interviewed between 24 January and 7 February 2025.

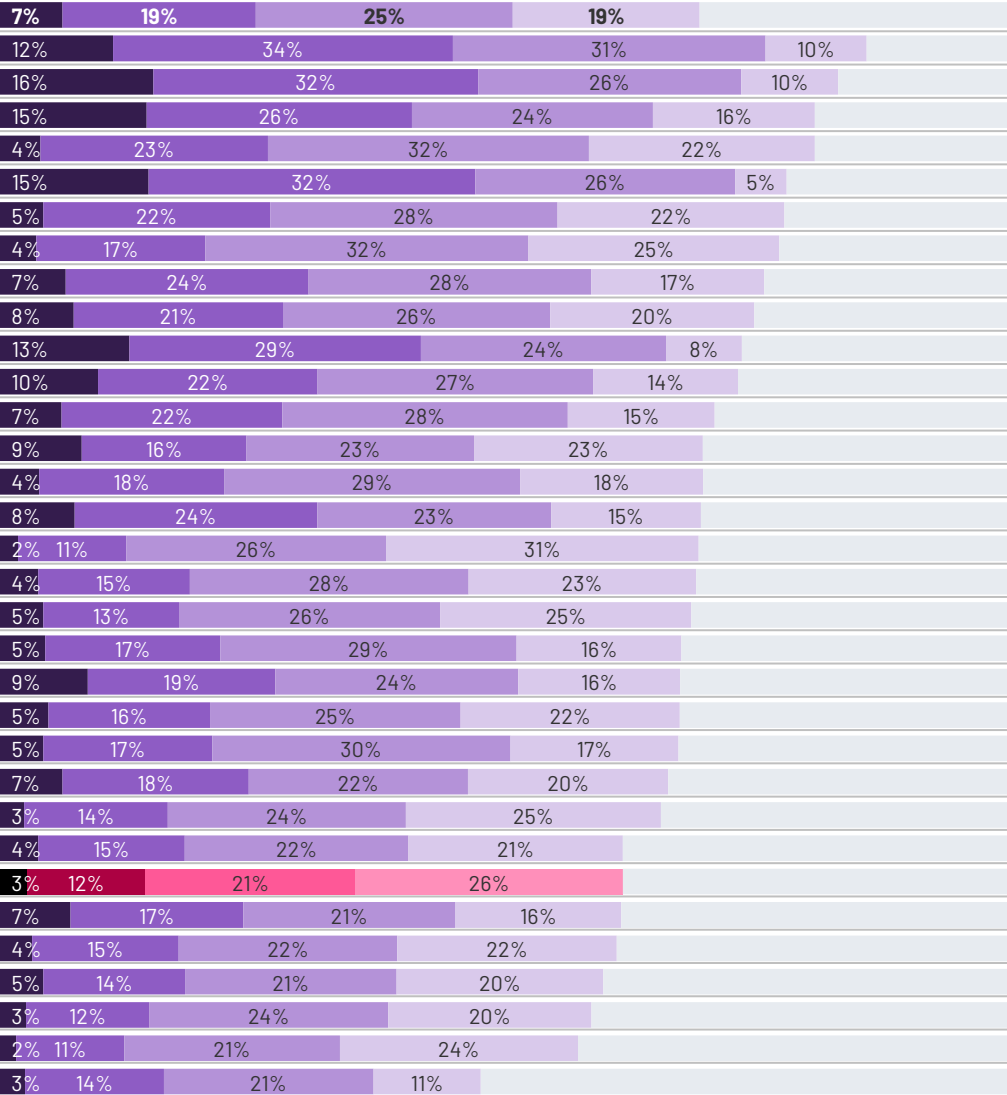
Source: UN

Country

32-Country Average

Indonesia
Philippines
India
South Korea
Thailand
Türkiye
Hungary
Mexico
Switzerland
Malaysia
Peru
Singapore
Colombia
Italy
South Africa
Netherlands
Belgium
Germany
Poland
Chile
Spain
Ireland
Brazil
France
Australia
 New Zealand
Argentina
Sweden
United States
Canada
Great Britain
Japan

About 70%   About half   About a fifth   Less than 5%

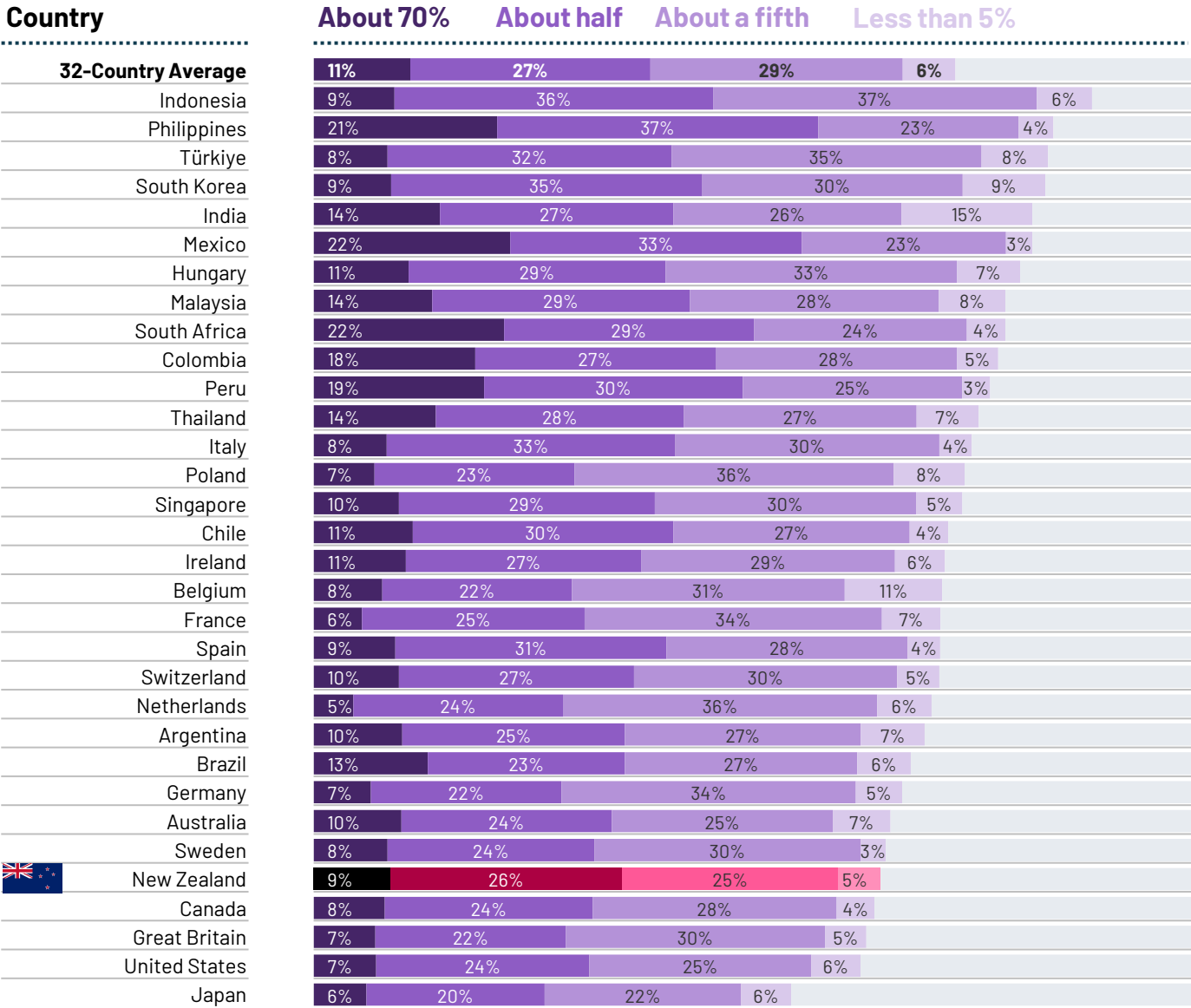


What proportion of world’s population experienced severe water scarcity for at least part of the last year?

Correct answer is about half

Base: 23,745 adults under the age of 75 across 32 countries, interviewed between 24 January and 7 February 2025.

Source: UN



What proportion of species are threatened with extinction globally?


Correct answer is about a quarter (28%)

Base: 23,745 adults under the age of 75 across 32 countries, interviewed between 24 January and 7 February 2025.

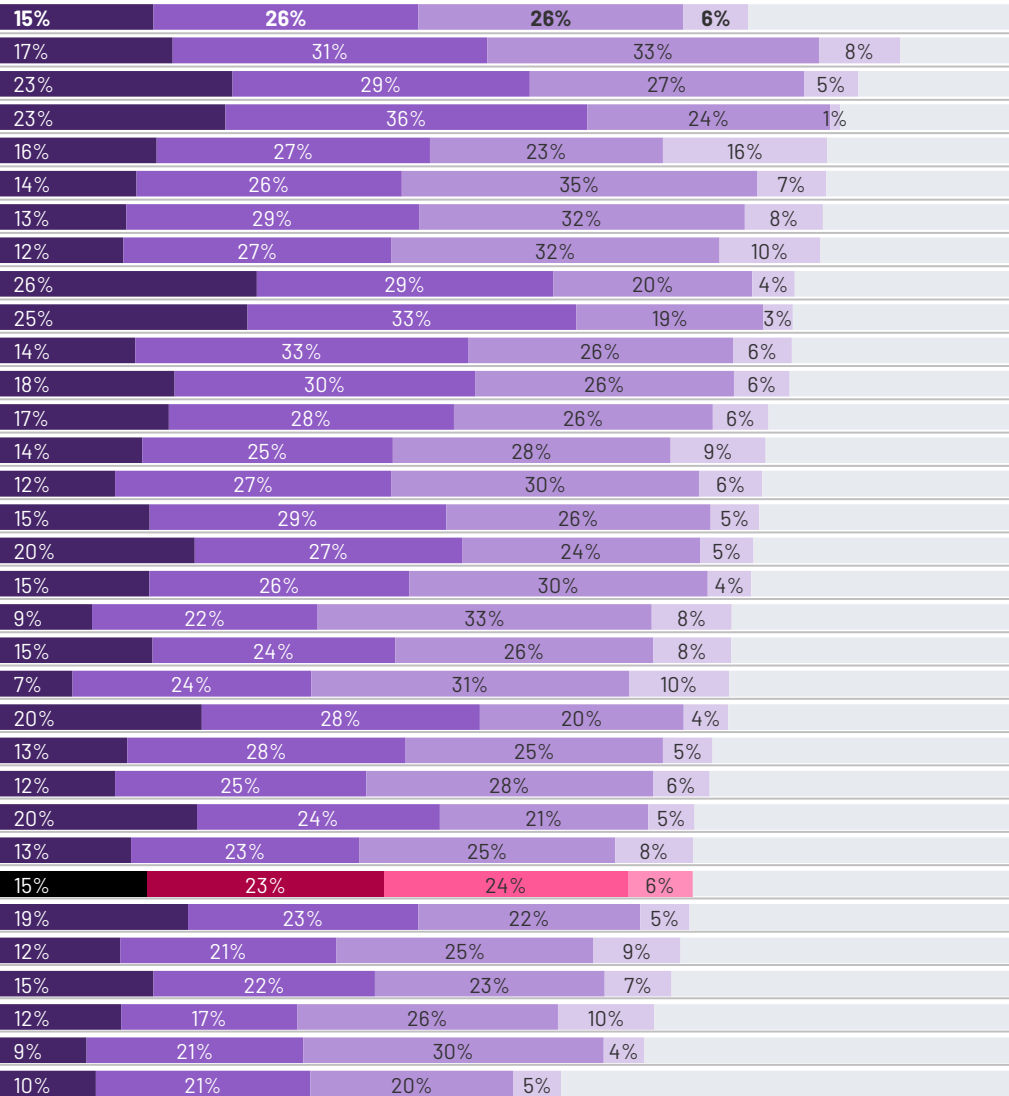
Source: UN

Country

32-Country Average

Indonesia
Philippines
Mexico
India
Hungary
South Korea
Türkiye
Colombia
Peru
Thailand
Malaysia
Switzerland
Belgium
Italy
Singapore
South Africa
France
Poland
Ireland
Netherlands
Chile
Spain
Germany
Brazil
Australia
 New Zealand
Argentina
Canada
Great Britain
United States
Sweden
Japan

About 70%   About half   About a fifth   Less than 5%




# The road to net zero

# New Zealanders significantly are more likely to be optimistic about the impact of renewable energy on air quality and animals than others around the world

How, if at all, do you think transitioning [COUNTRY]'s economy away from fossil fuels and towards renewable energy is likely to impact each of the following?

Base: 23,745 adults under the age of 75 across 32 countries, interviewed between 24 January and 7 February 2025.

% Agree	32-Country average	 New Zealand
Positive impact on:		
Air quality	54%	62%
Animals around the world	46%	50%
Public health in [COUNTRY]	45%	44%
Food security	39%	35%
Natural disasters in [COUNTRY]	38%	38%
Employment levels in [COUNTRY]	37%	34%
Global security	37%	31%
Global poverty and inequality	30%	28%
Disease outbreaks around the world	30%	23%

Green/red Indicates significantly higher/lower than 32-country average



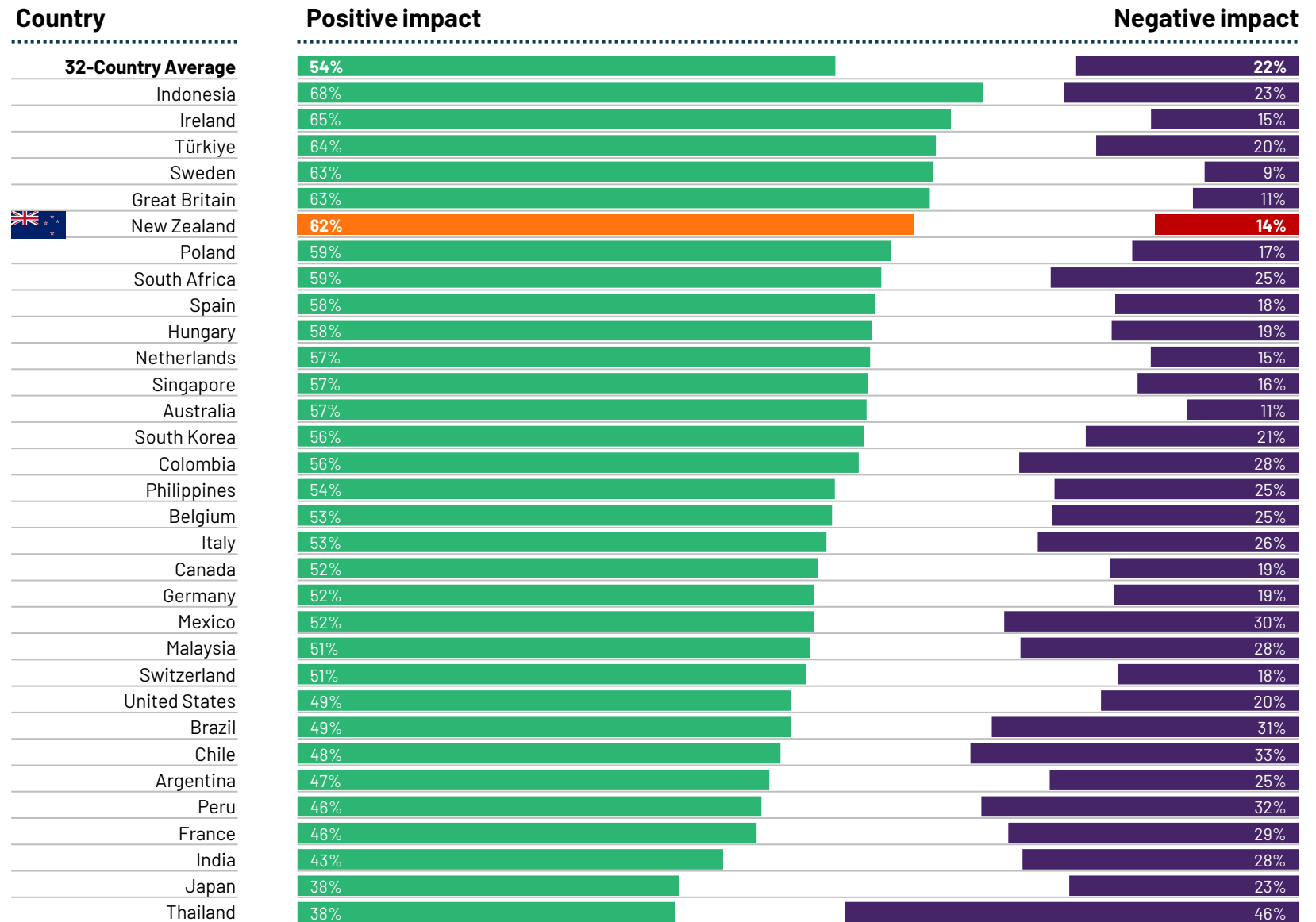


# New Zealanders are among the most likely to think a move to renewable energy will have a positive impact on air quality

What impact, if any, do you think transitioning ... economy away from fossil fuels and towards renewable energy might have on the following?

## Air quality

Base: 23,745 adults under the age of 75 across 32 countries, interviewed between 24 January and 7 February 2025.

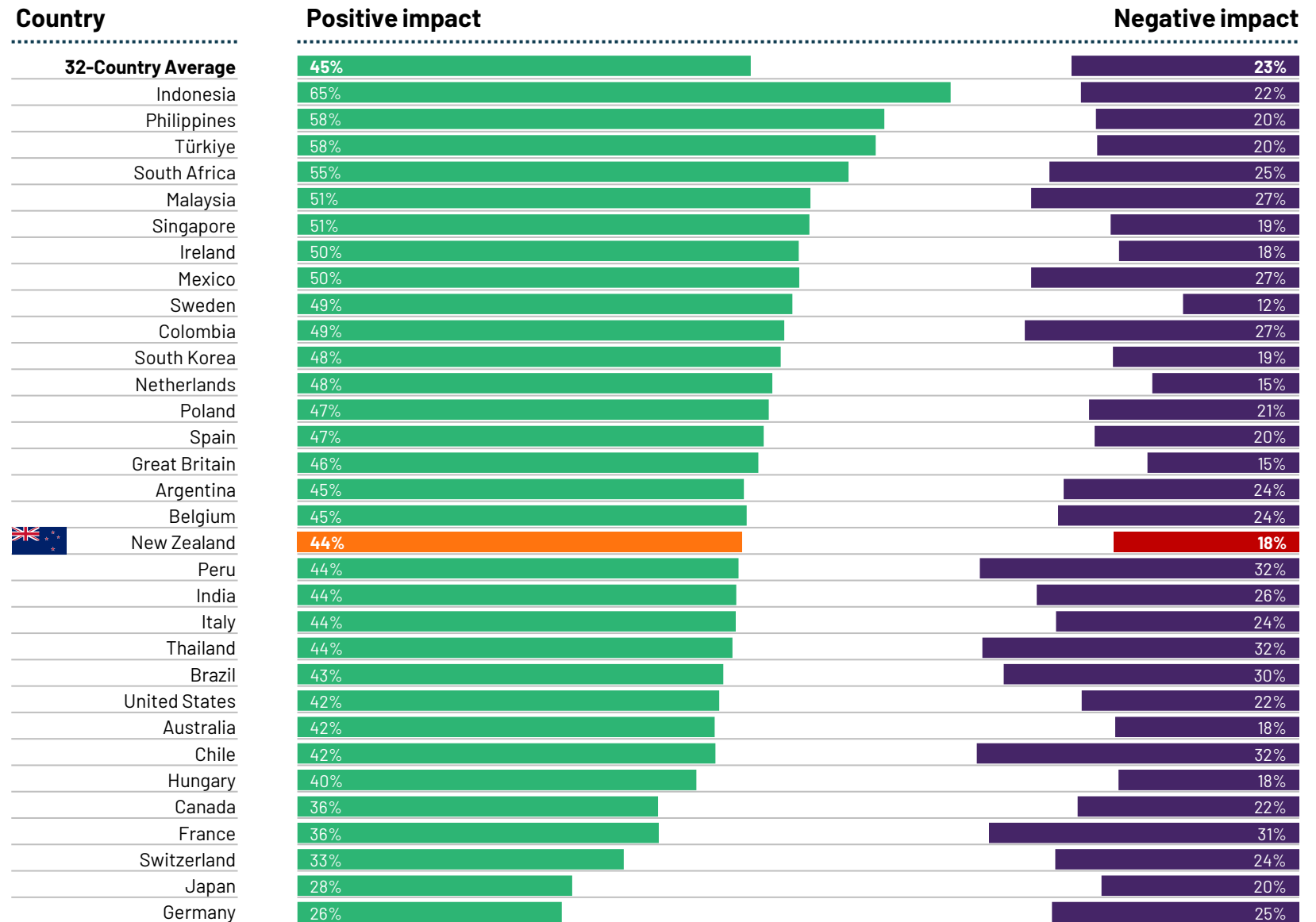


# Nearly half of New Zealanders think a move to renewable energy will have a positive impact on public health

What impact, if any, do you think transitioning ...  
economy away from fossil  
fuels and towards renewable  
energy might have on the  
following?

## Public health

Base: 23,745 adults under the age of 75 across 32 countries, interviewed between 24 January and 7 February 2025.



# New Zealanders have mixed views on whether the move to renewable energy will have a positive impact on employment levels

What impact, if any, do you think transitioning ... economy away from fossil fuels and towards renewable energy might have on the following?

## Employment levels

Base: 23,745 adults under the age of 75 across 32 countries, interviewed between 24 January and 7 February 2025.

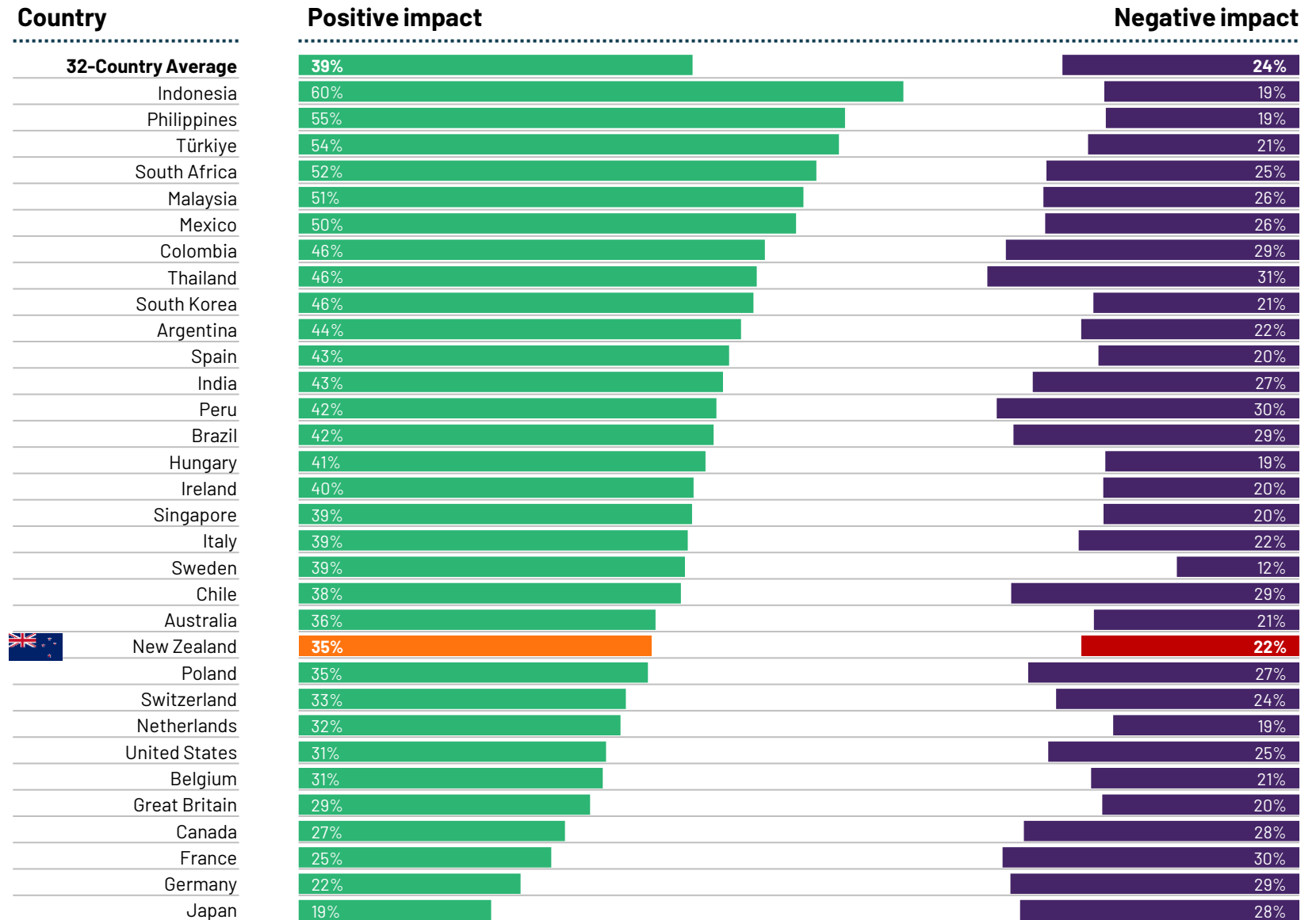


# 35% New Zealanders think a move to renewable energy will have a positive impact on food security, slightly lower than the global average

What impact, if any, do you think transitioning ... economy away from fossil fuels and towards renewable energy might have on the following?

## Food security

Base: 23,745 adults under the age of 75 across 32 countries, interviewed between 24 January and 7 February 2025.

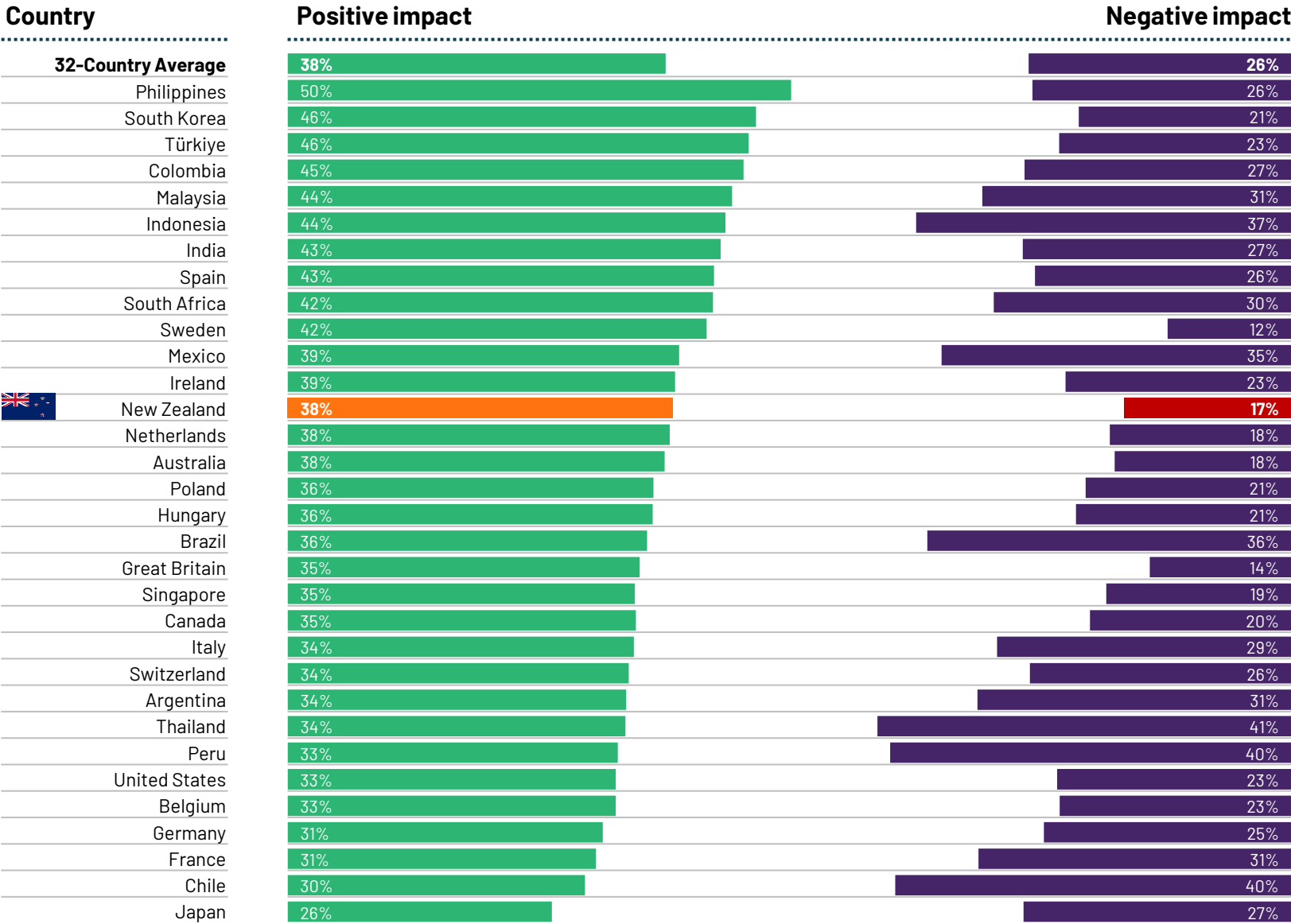


# New Zealanders are aligned with the 32-country average in thinking that a move to renewable energy will have a positive impact on natural disasters

What impact, if any, do you think transitioning ... economy away from fossil fuels and towards renewable energy might have on the following?

## Natural disasters

Base: 23,745 adults under the age of 75 across 32 countries, interviewed between 24 January and 7 February 2025.



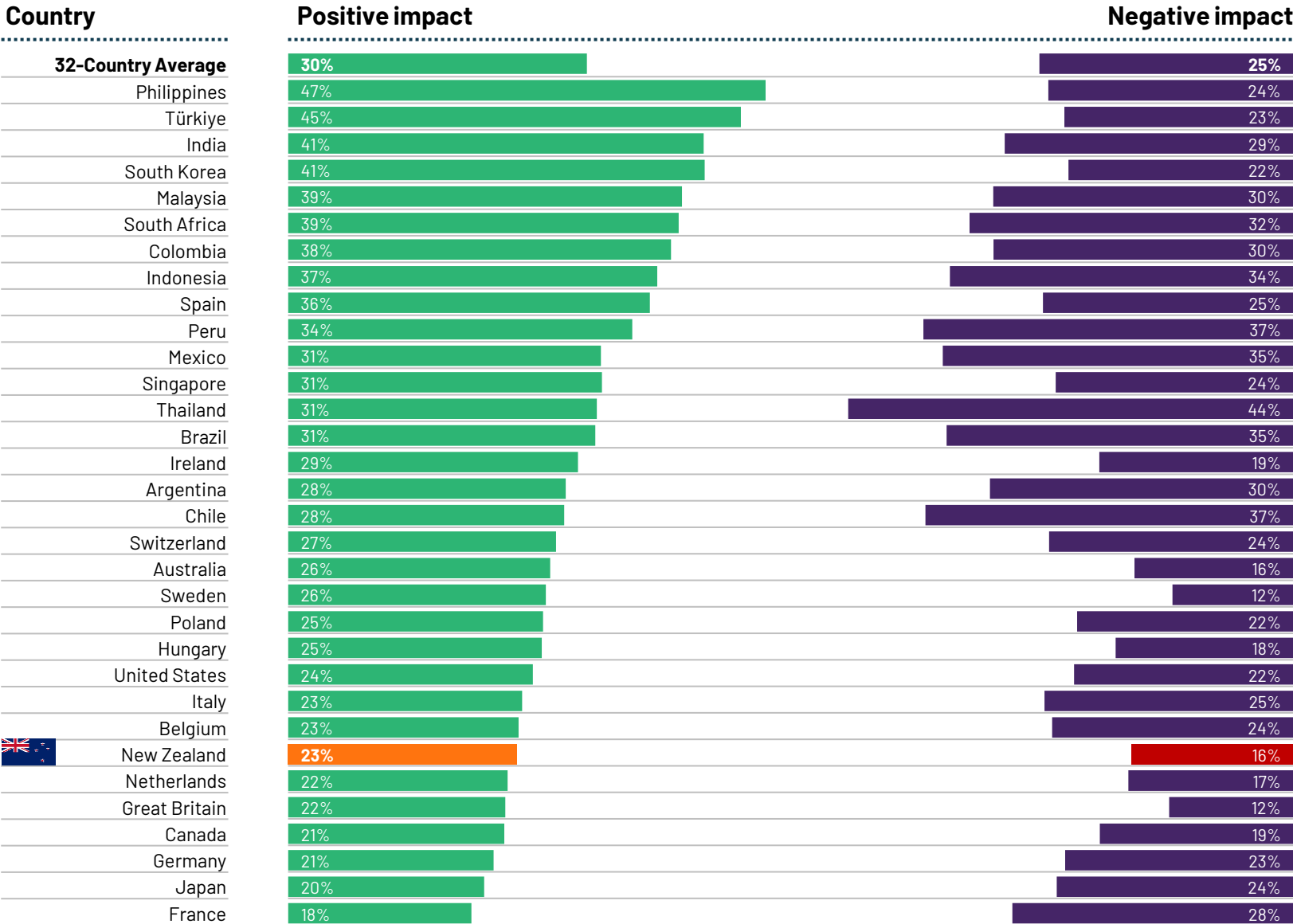


# New Zealanders are among the least likely to think a move to renewable energy will have a positive impact on disease outbreaks around the world

What impact, if any, do you think transitioning ... economy away from fossil fuels and towards renewable energy might have on the following?

## Disease outbreaks around the world

Base: 23,745 adults under the age of 75 across 32 countries, interviewed between 24 January and 7 February 2025.

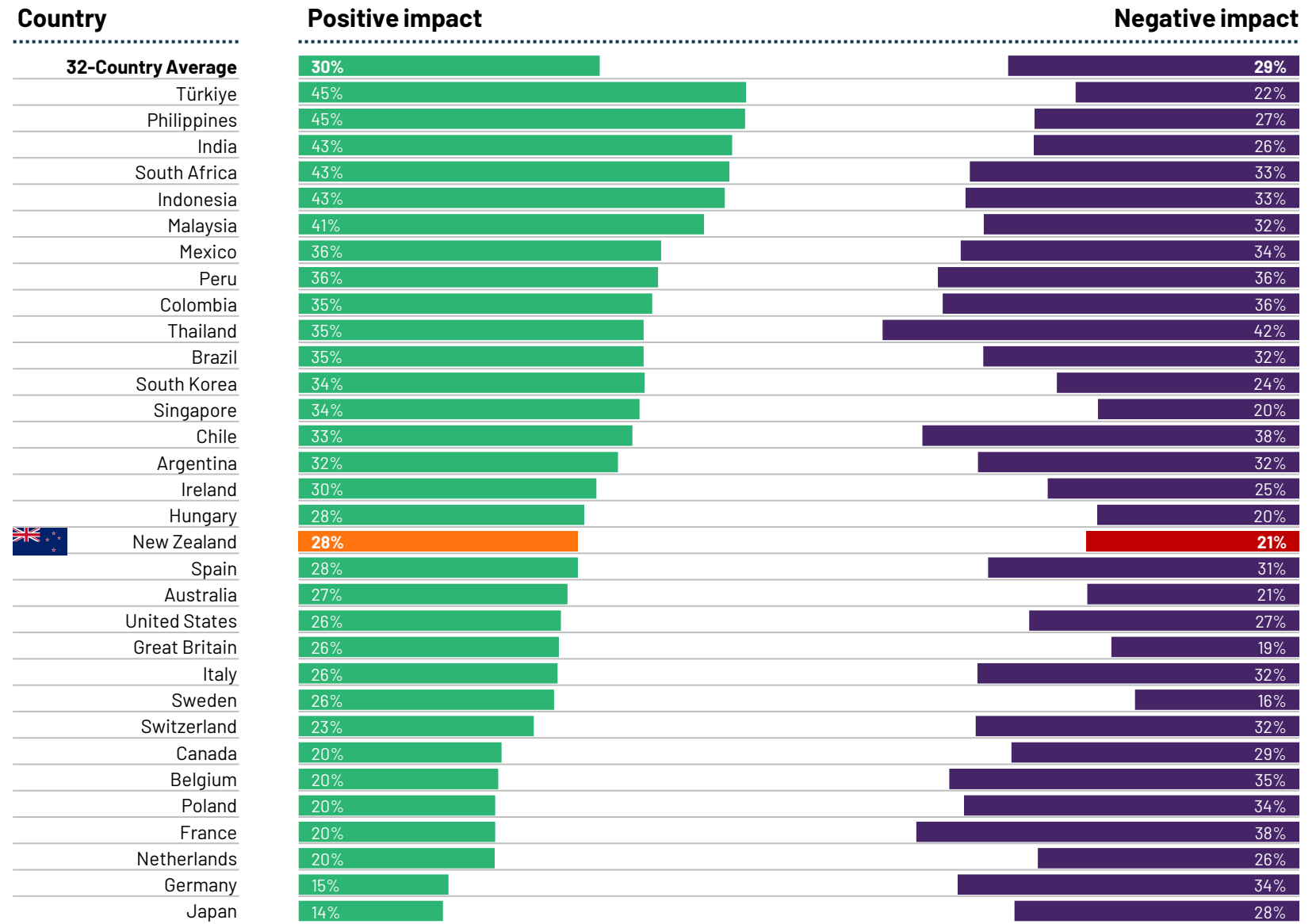


# Fewer than a third of New Zealanders think a move to renewable energy will have a positive impact on global poverty and inequality

What impact, if any, do you think transitioning ... economy away from fossil fuels and towards renewable energy might have on the following?

## Global poverty and inequality

Base: 23,745 adults under the age of 75 across 32 countries, interviewed between 24 January and 7 February 2025.

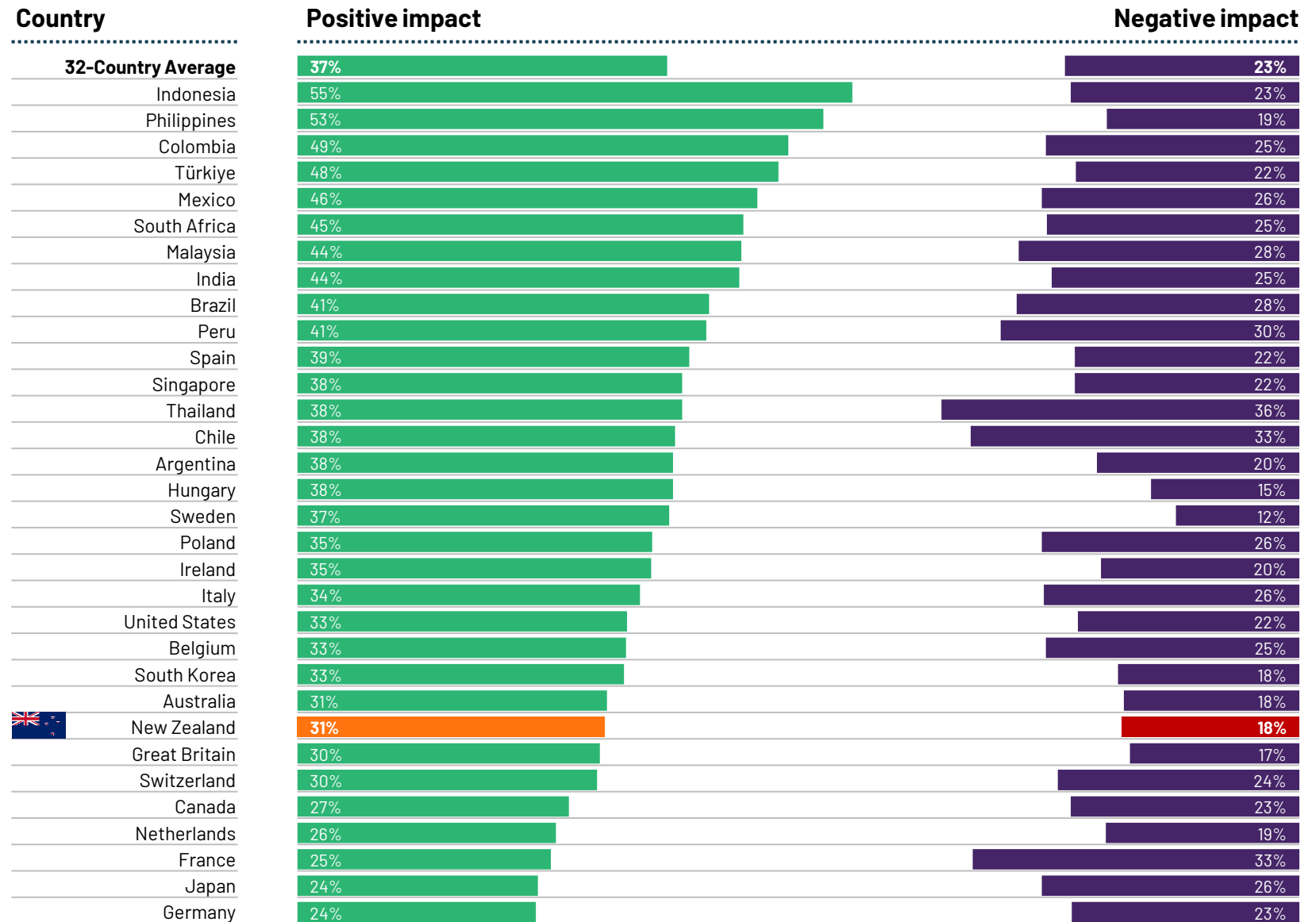


# New Zealanders are less likely to think a move to renewable energy will have a positive impact on global security

What impact, if any, do you think transitioning ... economy away from fossil fuels and towards renewable energy might have on the following?

## Global security

Base: 23,745 adults under the age of 75 across 32 countries, interviewed between 24 January and 7 February 2025.

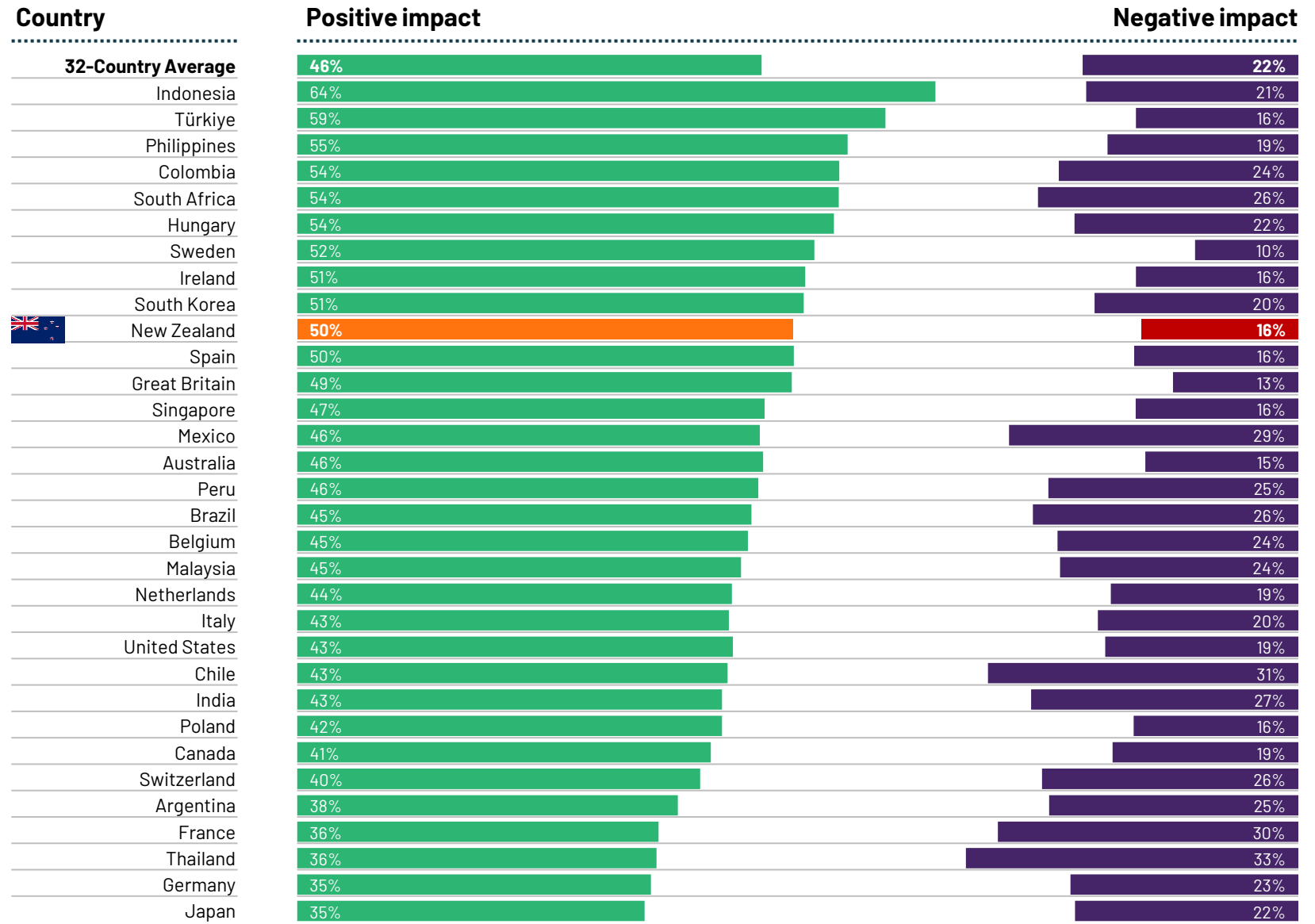


# Half of New Zealanders think a move to renewable energy will have a positive impact on animals around the world

What impact, if any, do you think transitioning ... economy away from fossil fuels and towards renewable energy might have on the following?

## Animals around the world

Base: 23,745 adults under the age of 75 across 32 countries, interviewed between 24 January and 7 February 2025.



# METHODOLOGY



# METHODOLOGY

These are the results of a 32-country survey conducted by Ipsos on its Global Advisor online platform and, in India, on its IndiaBus platform, between Friday, January 24, and Friday, February 7, 2025. For this survey, Ipsos interviewed a total of 23,745 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, Brazil, Canada, France, Germany, Great Britain, Italy, Japan, New Zealand, the Philippines, Spain, and the U.S., and 500 individuals each in Argentina, Belgium, Chile, Colombia, Hungary, Indonesia, Ireland, Malaysia, Mexico,

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, Philippines, Singapore, 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.



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