

PEOPLE AND CLIMATE CHANGE

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

April 2025



Key findings



64%

across 32 countries say if individuals don't act, they will be failing future generations. Since 2021 all countries have seen the proportion that agree fall.



74%

are concerned about the impacts of climate change in their country. Compared to 2022, when we last asked this question, 18 of the 27 countries surveyed have seen an increase in concern.

53%



think passing a 1.5°C increase in average global temperatures is a big deal.

44%



think transitioning to renewable energy will lead to an increase in household energy prices. This sentiment is higher in European countries.

My country should do more in the fight against climate change. % agree

APEC

66%

Europe

54%

LATAM

72%

India

57%

KEY FINDINGS

India and Climate Change



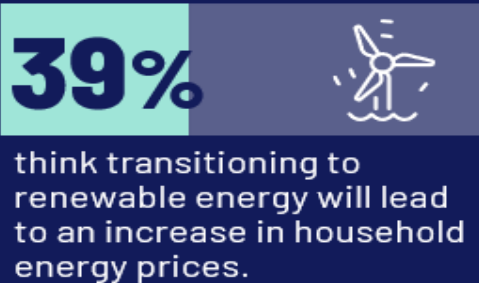
57%
of Indians say the country should do more in the fight against climate change, down from 76% in 2023.



65%
of Indians are concerned about the impacts of climate change in the country.

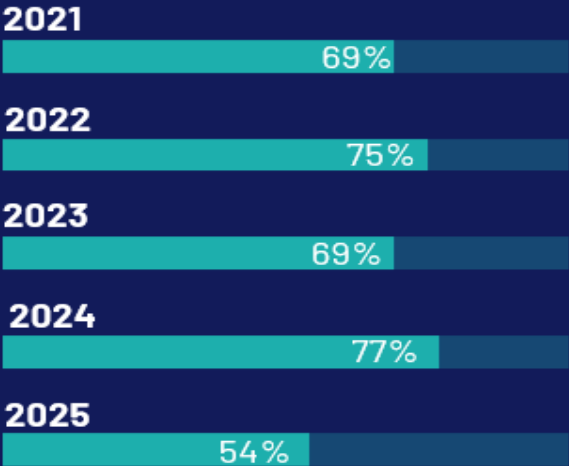


56%
think India is a world leader in the fight against climate change, down from 71% in 2023.



39%
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



The role of me and my country

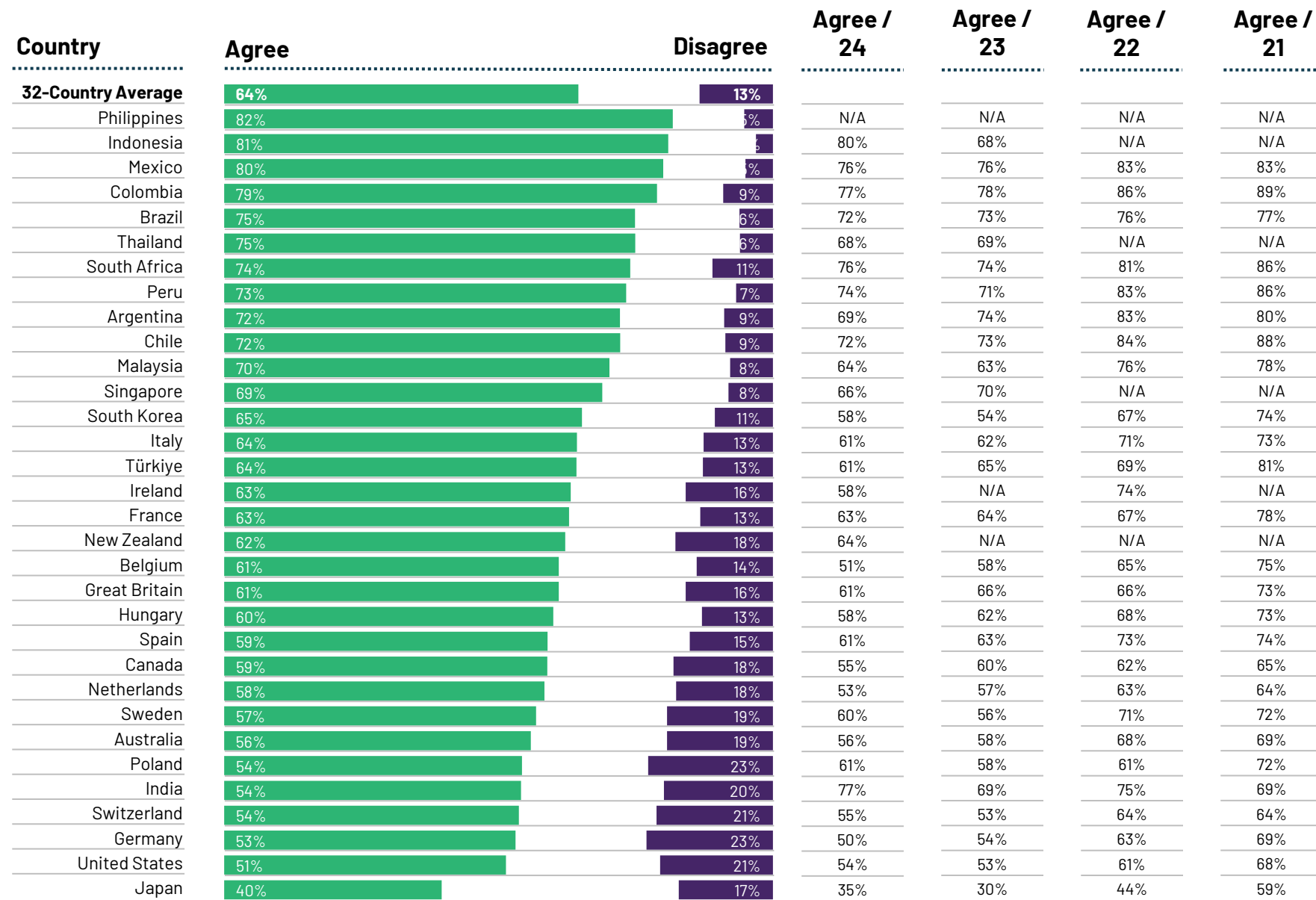


To what extent do you agree or disagree with the following?

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

Only 1 in 2 Indians agree, a -15% decline from 2021

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



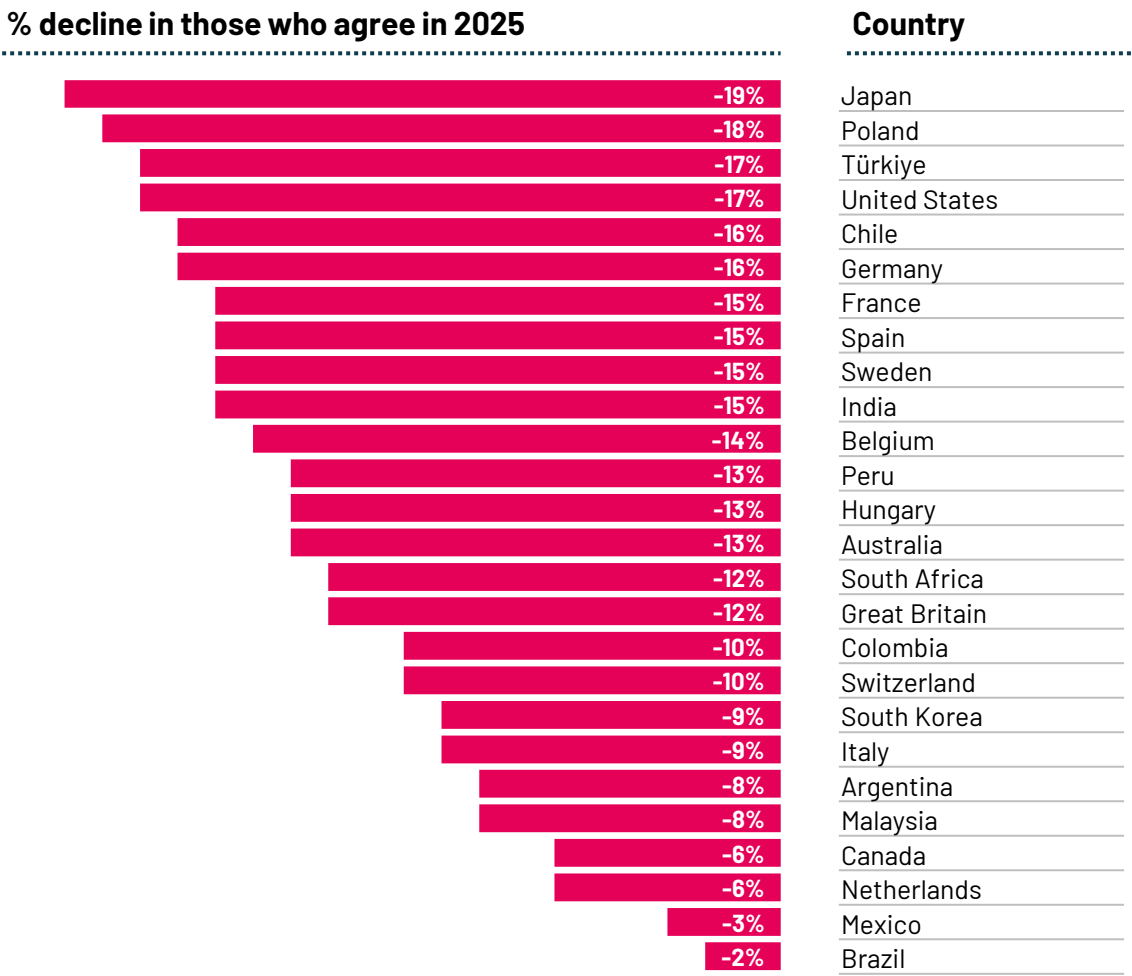
Long-term trends show those who feel the need to act is declining

In all 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.

India shows a -15% decline in 2025 since 2021 in the need to act.

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

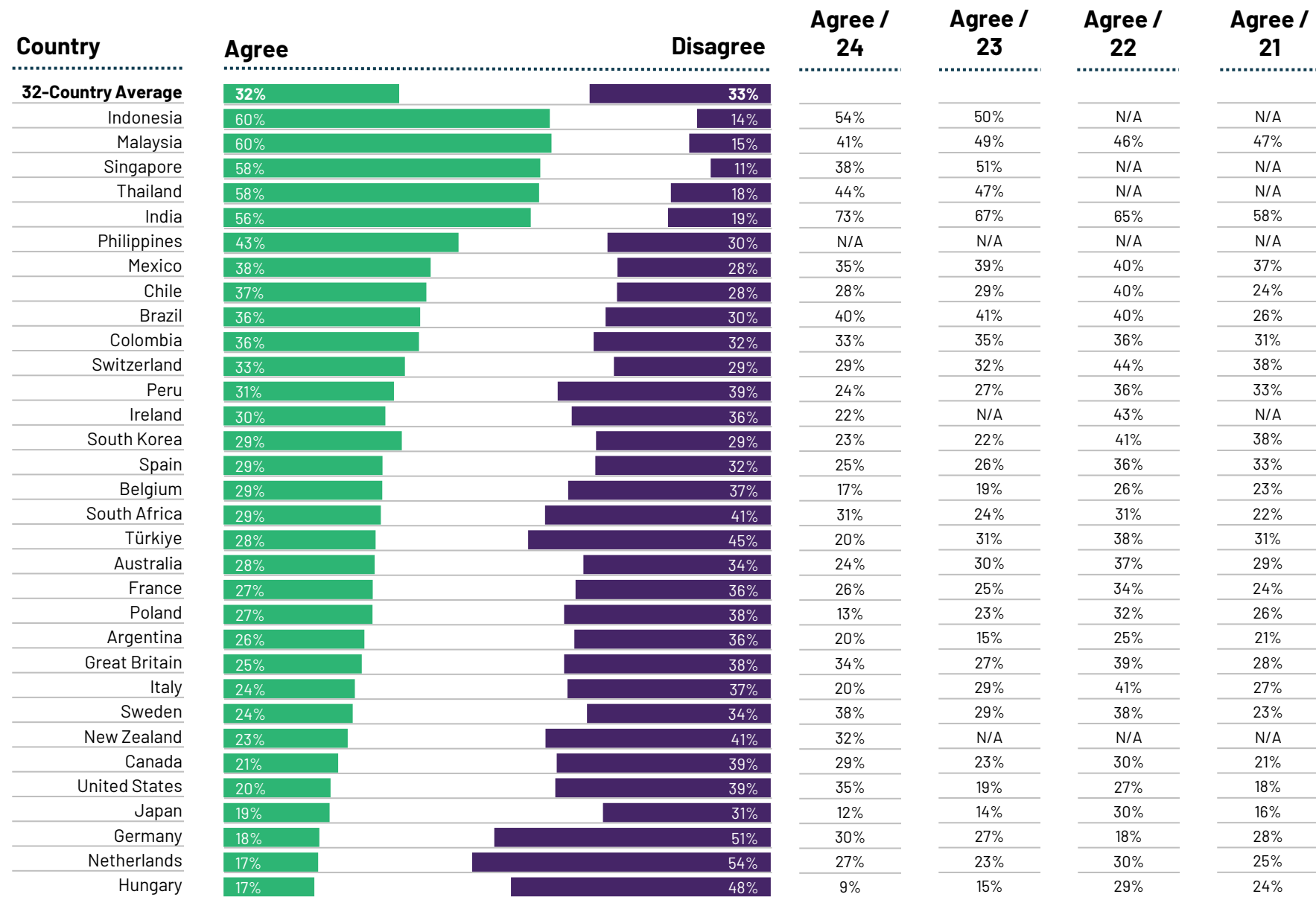


To what extent do you agree or disagree with the following?

India has a clear plan in place for how government, businesses, and people themselves are going to work together to tackle climate change

56% of citizens polled agree – a steep decline of -17% since 2024

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

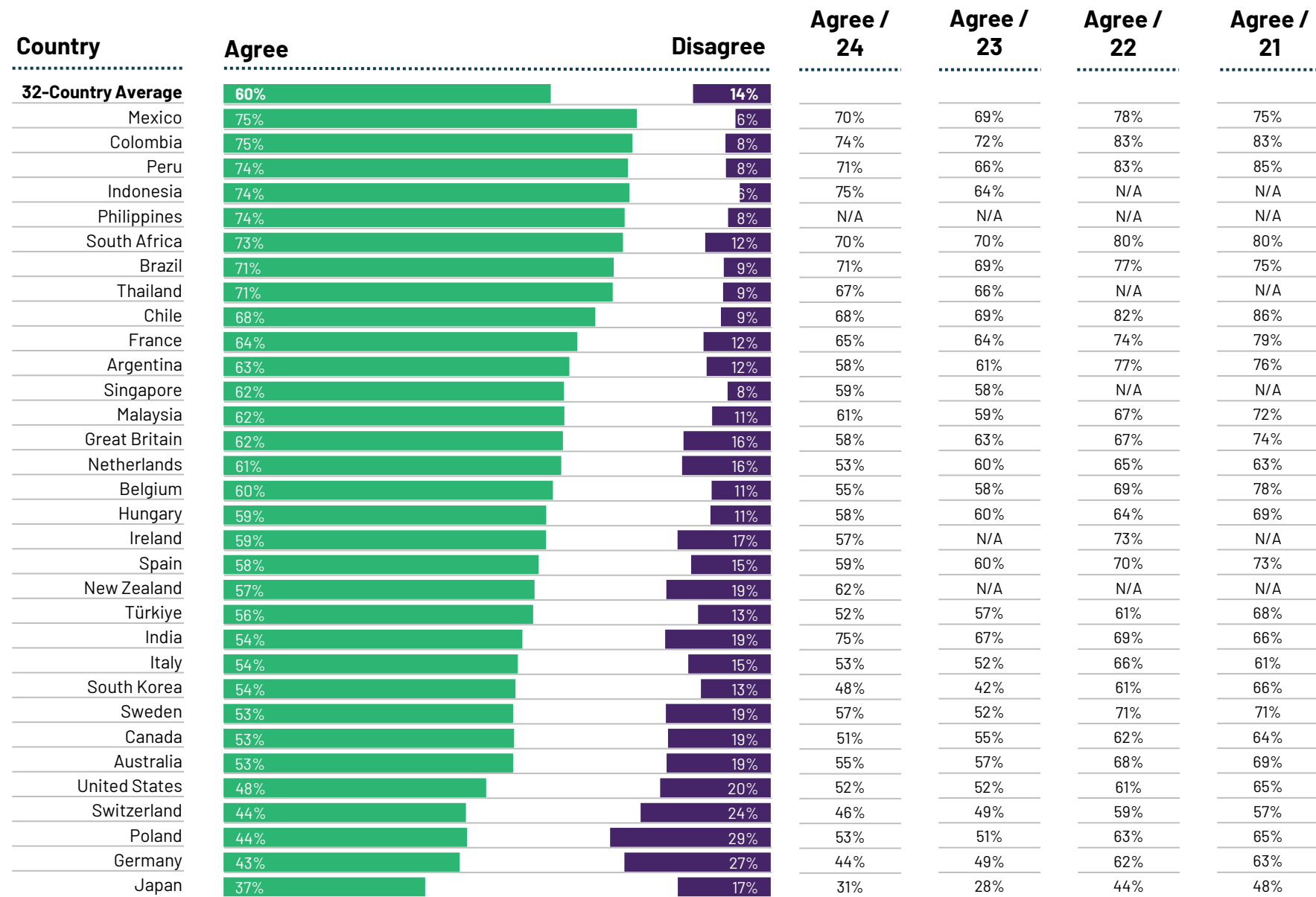


To what extent do you agree or disagree with the following?

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

54% Indian citizens agree, displaying a -15% decline over 2022

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

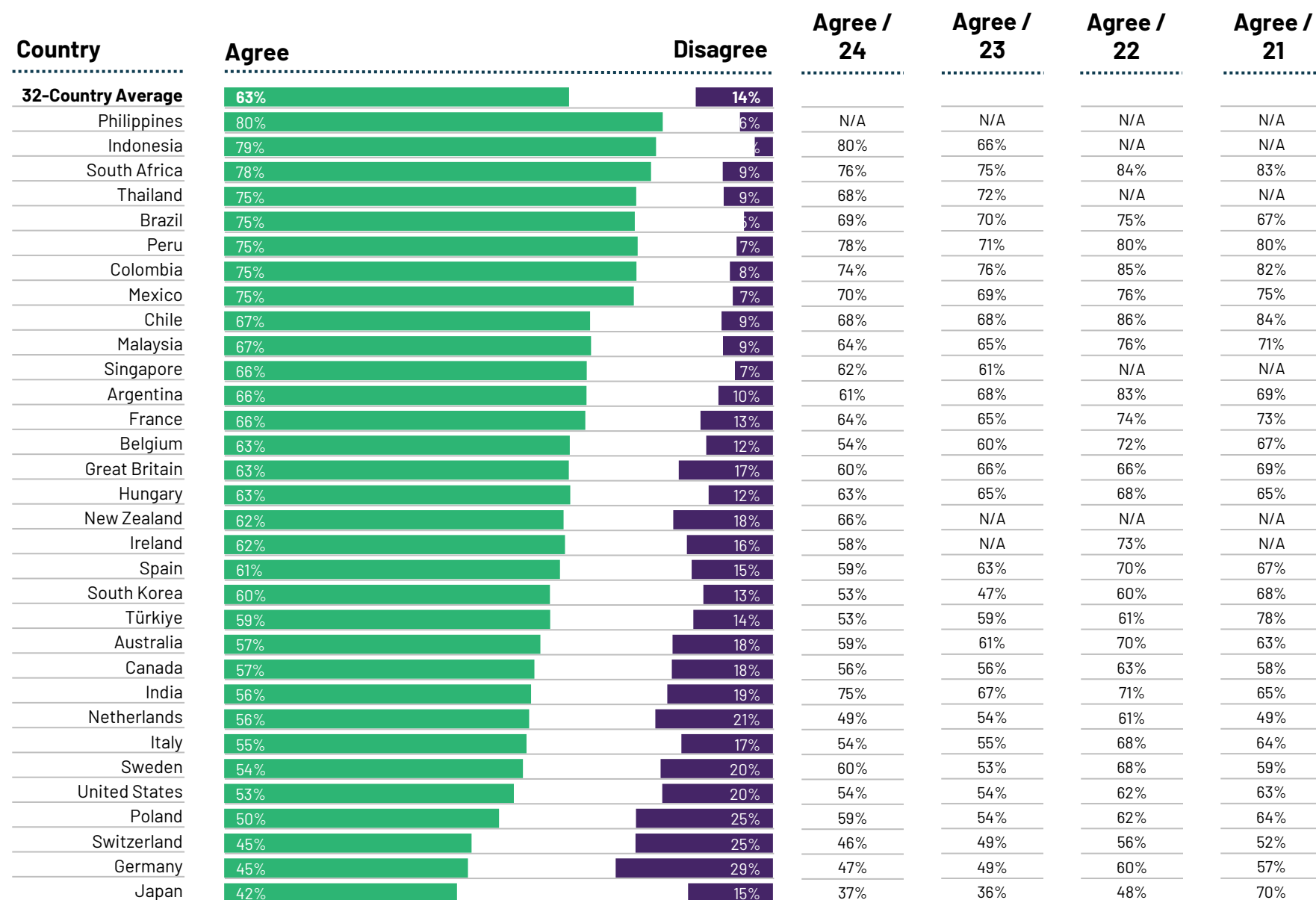


To what extent do you agree or disagree with the following?

If Indian government does not act now to combat climate change, it will be failing the people of India.

56% Indians agree, with a steep decline of -19% over 2024, showing growing disinterest among citizens.

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

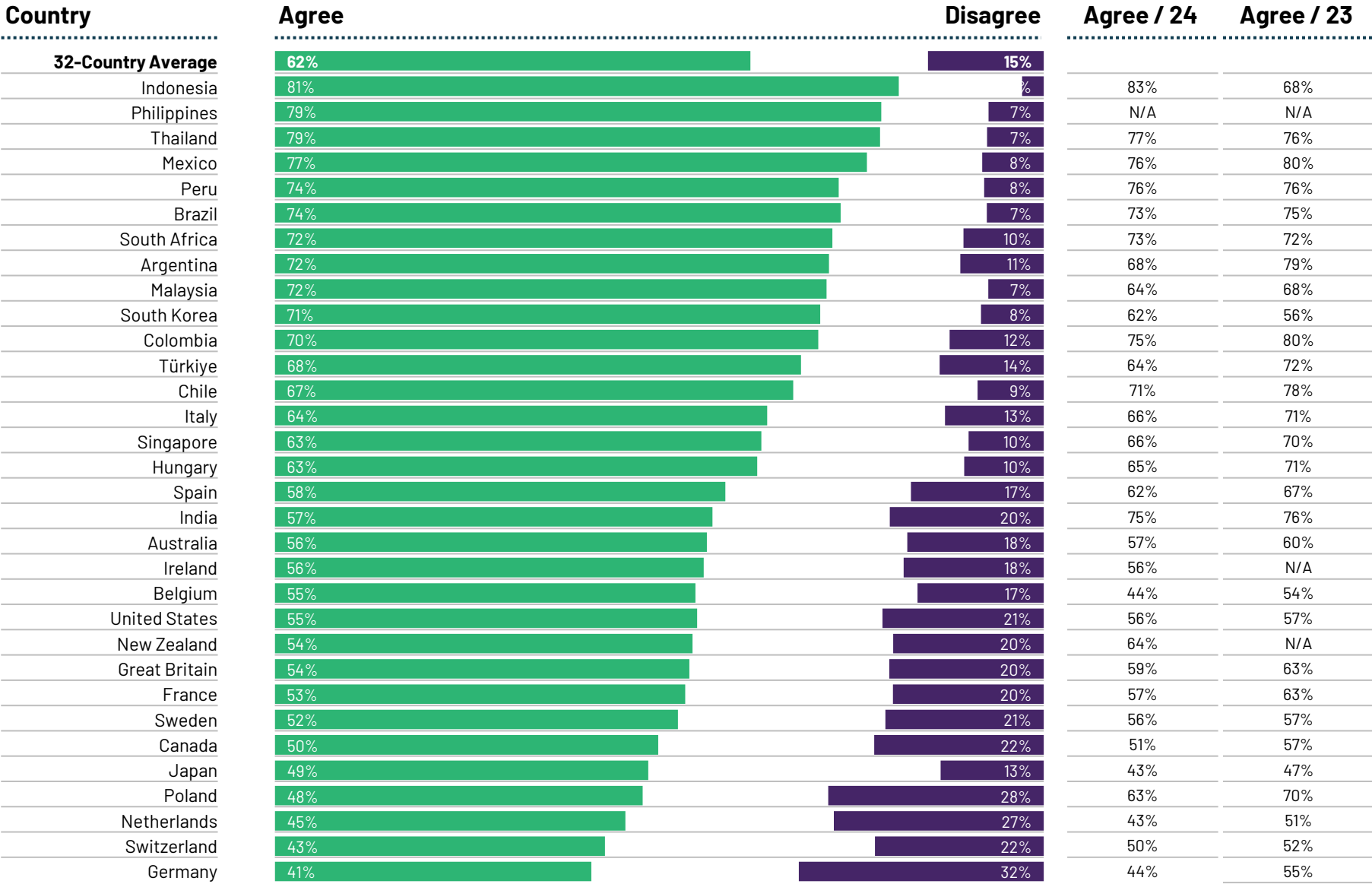


To what extent do you agree or disagree with the following?

India should do more in the fight against climate change

57% citizens polled agree, displaying a -18% decline since 2025

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

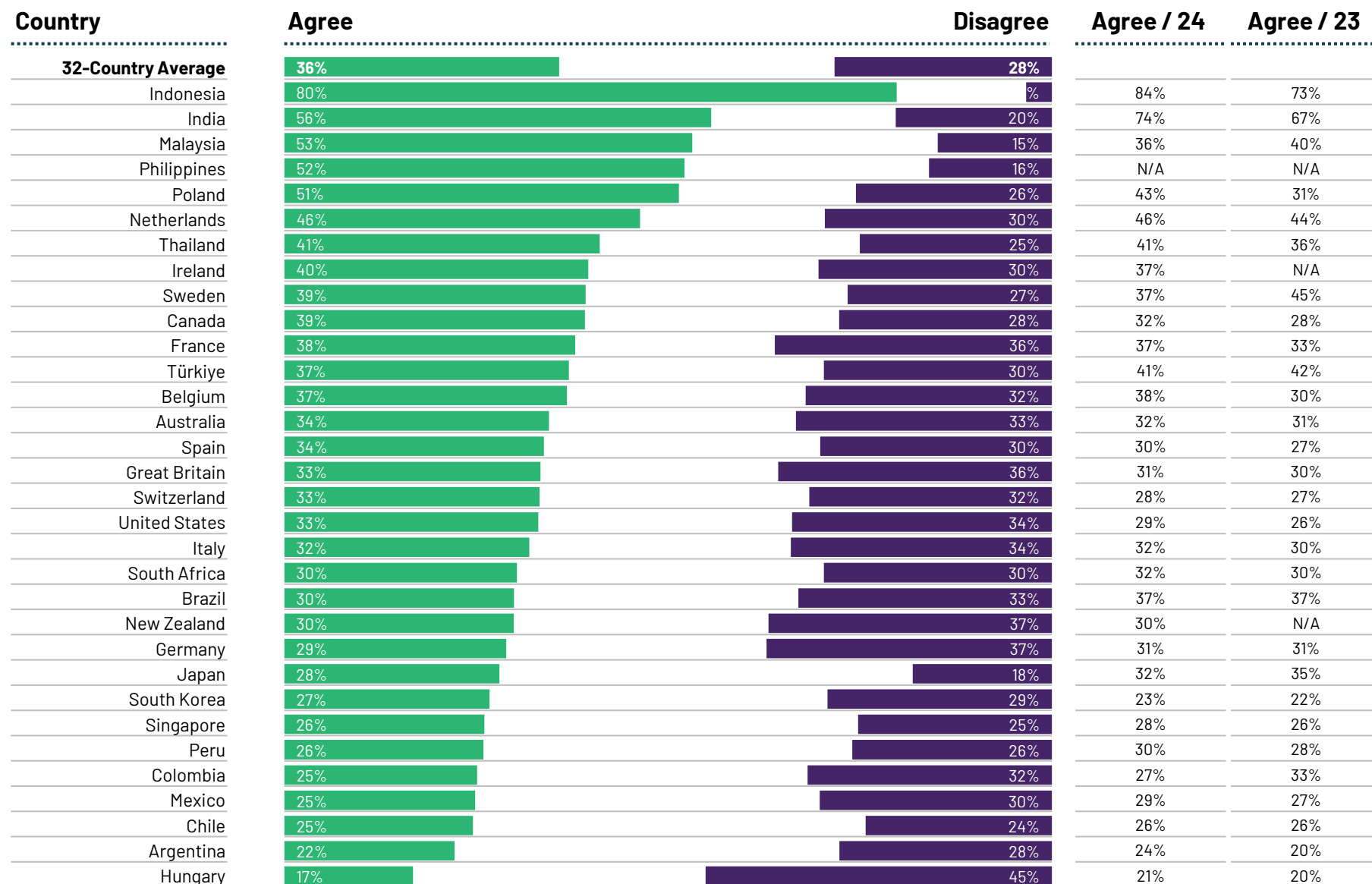


To what extent do you agree or disagree with the following?

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

56% Indians hold this view, -11% decline from 2023.

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



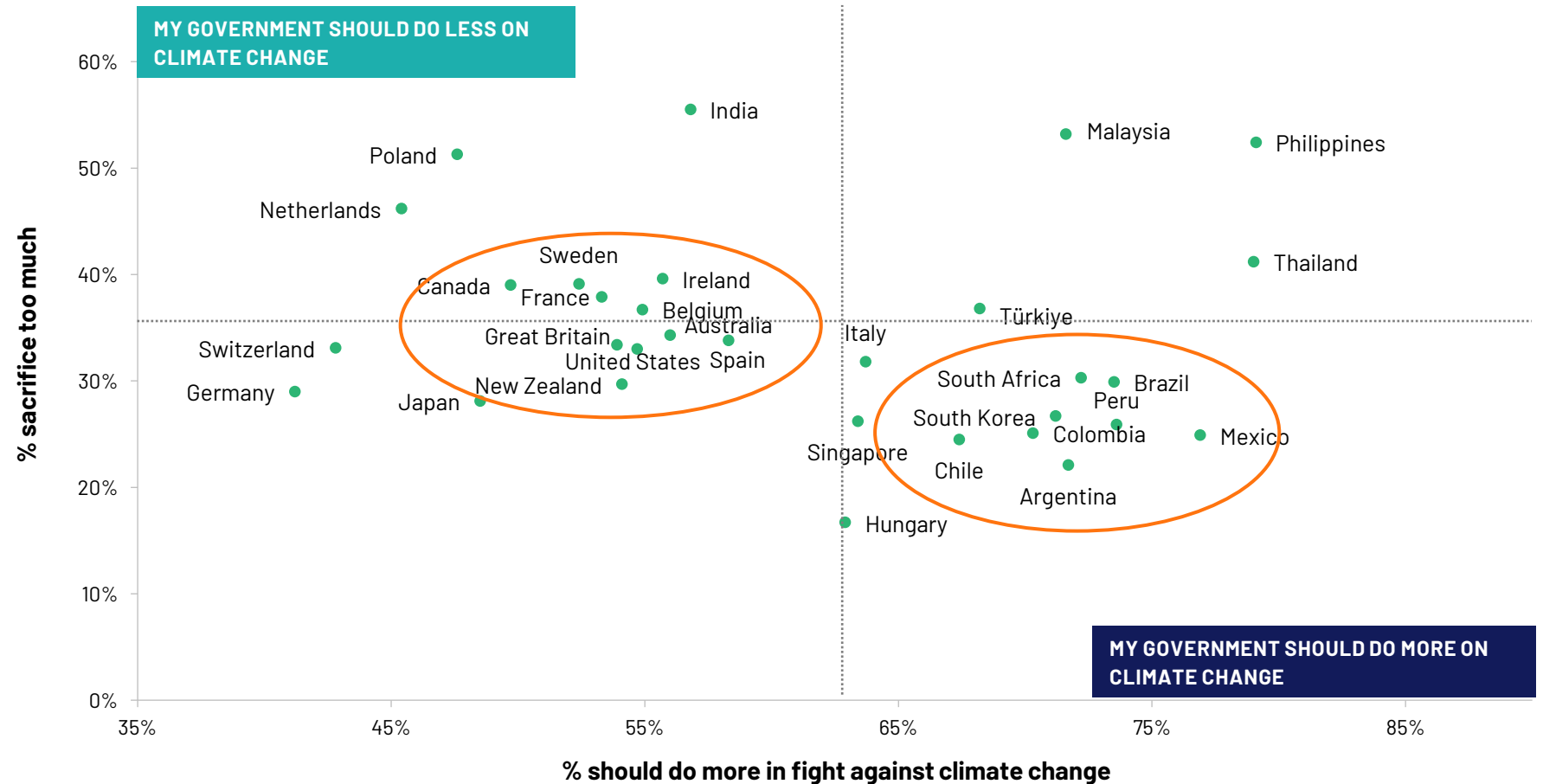
Which governments need to do more?

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

Indians are middle of the road, somewhat neutral views – or disengagement

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

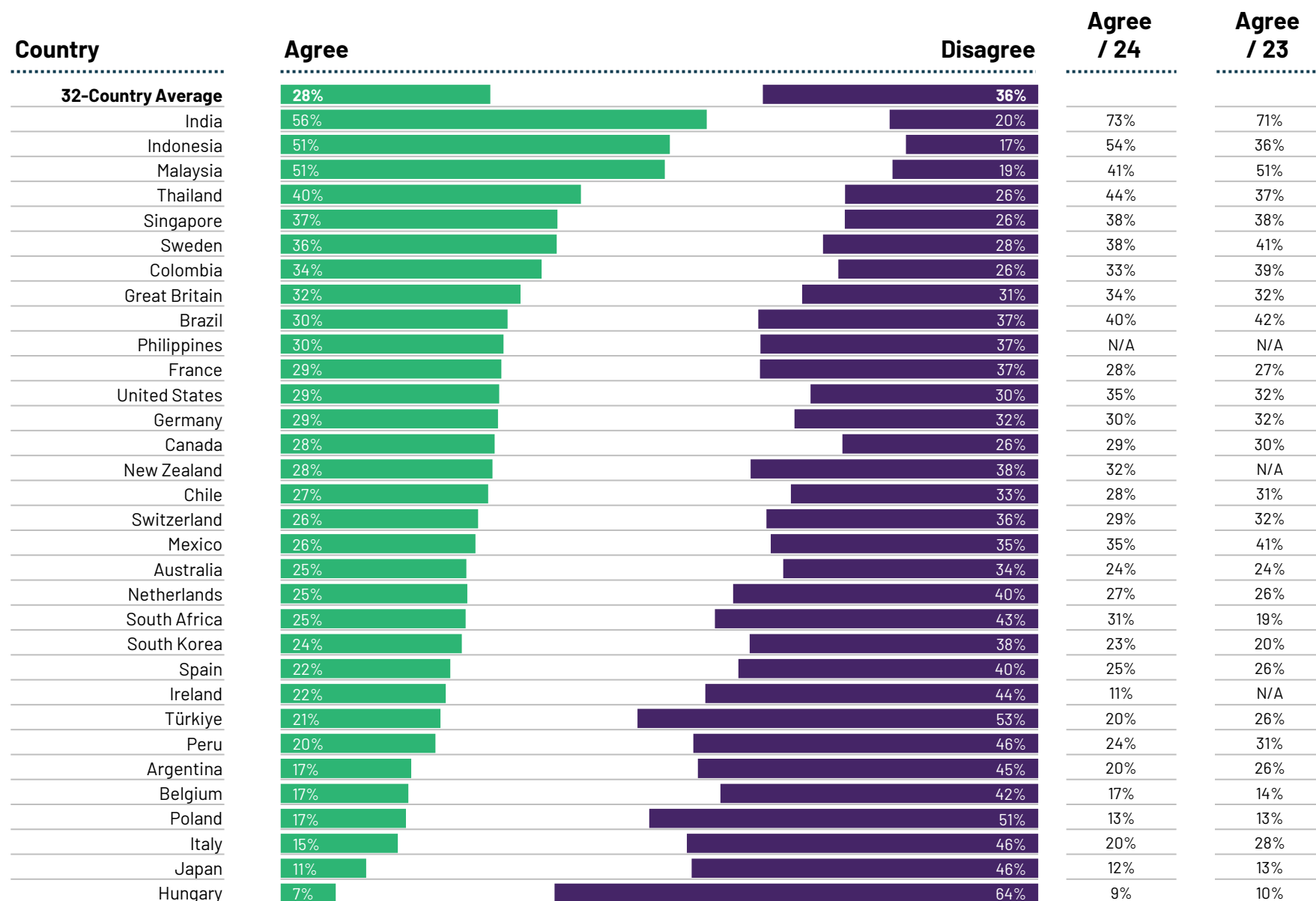


To what extent do you agree or disagree with the following?

India is a world leader in the fight against climate change

56% Indians agree – highest globally – though a steep decline from 2023

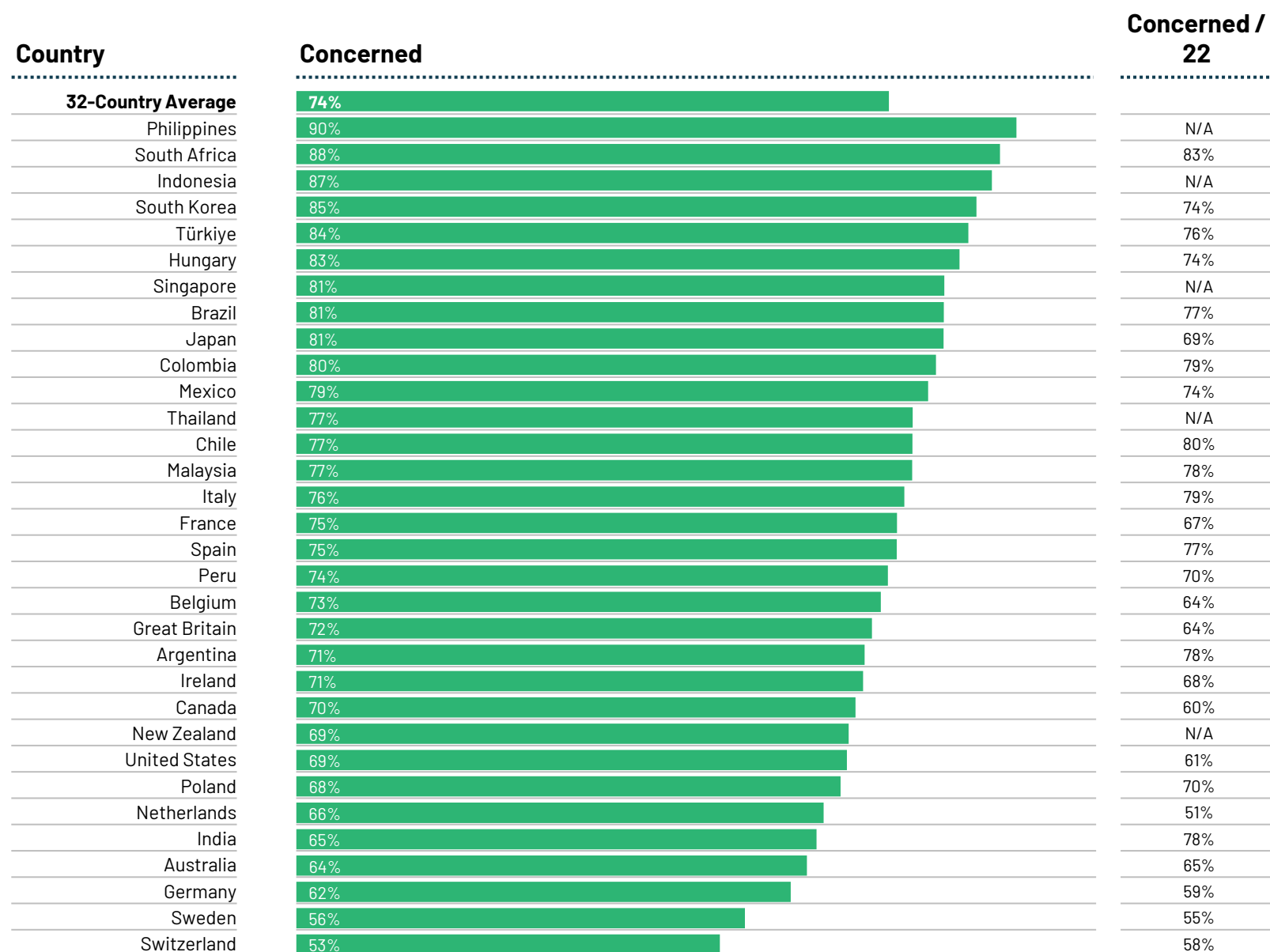
Base: 23,745 adults under the age of 75 across 32 countries, interviewed between 24 January and 7 February 2025.



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

India – 65% Indians claim to be concerned about the impact of climate change though a -13% decline since 2022

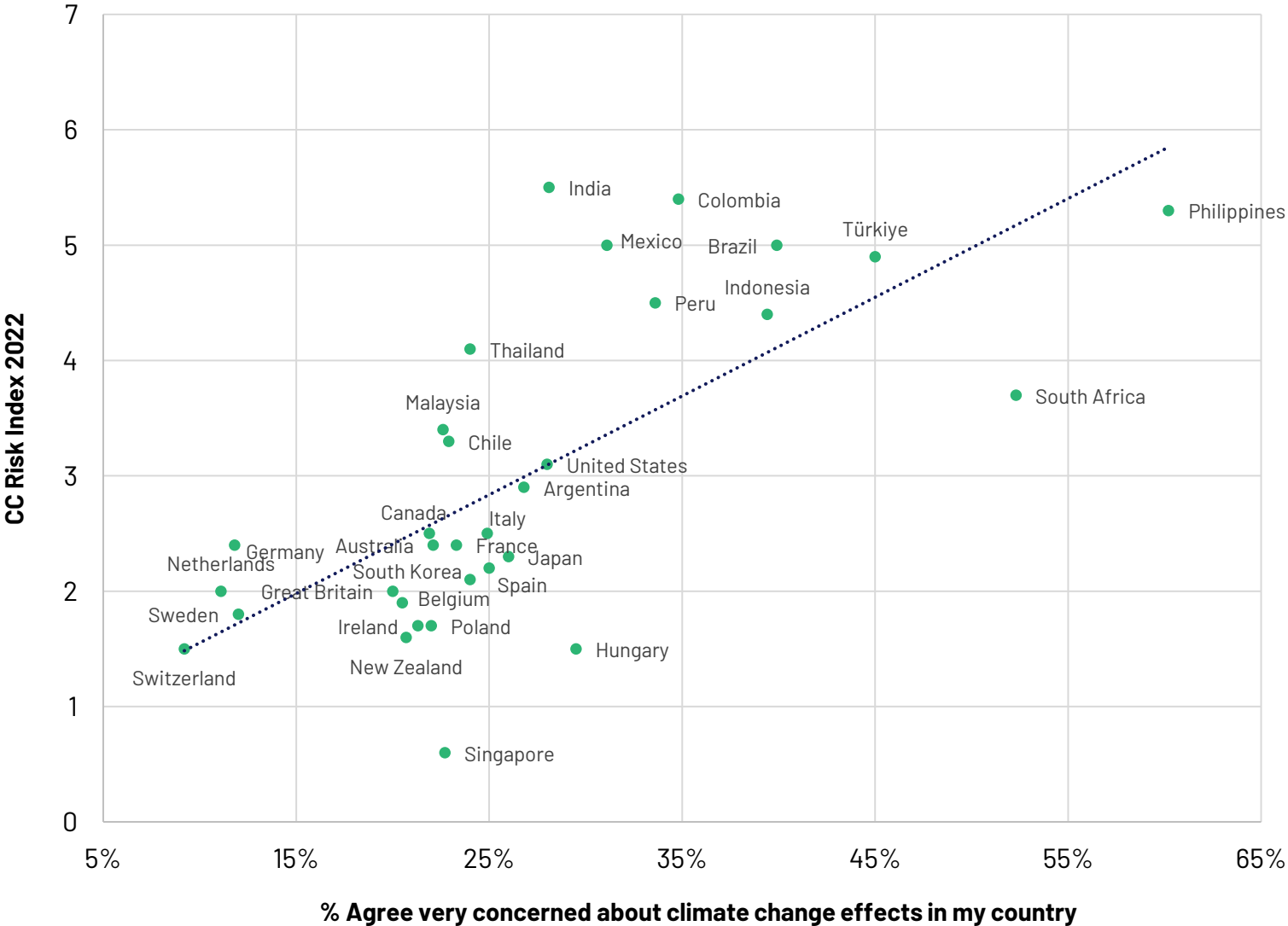
Base: 23,745 adults under the age of 75 across 32 countries, interviewed between 24 January and 7 February 2025.



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.

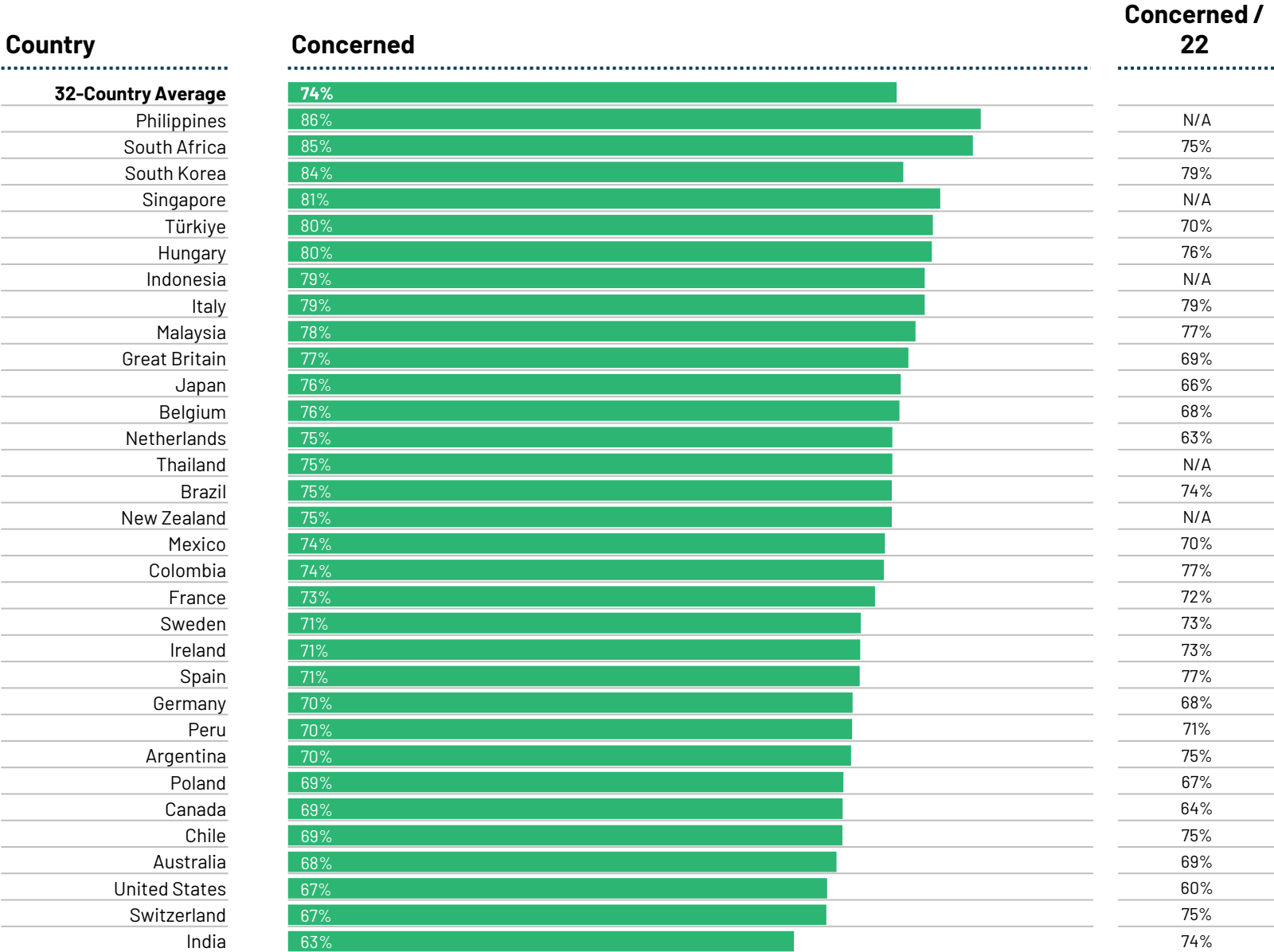
Base: 23,745 adults under the age of 75 across 32 countries, interviewed between 24 January and 7 February 2025.



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.



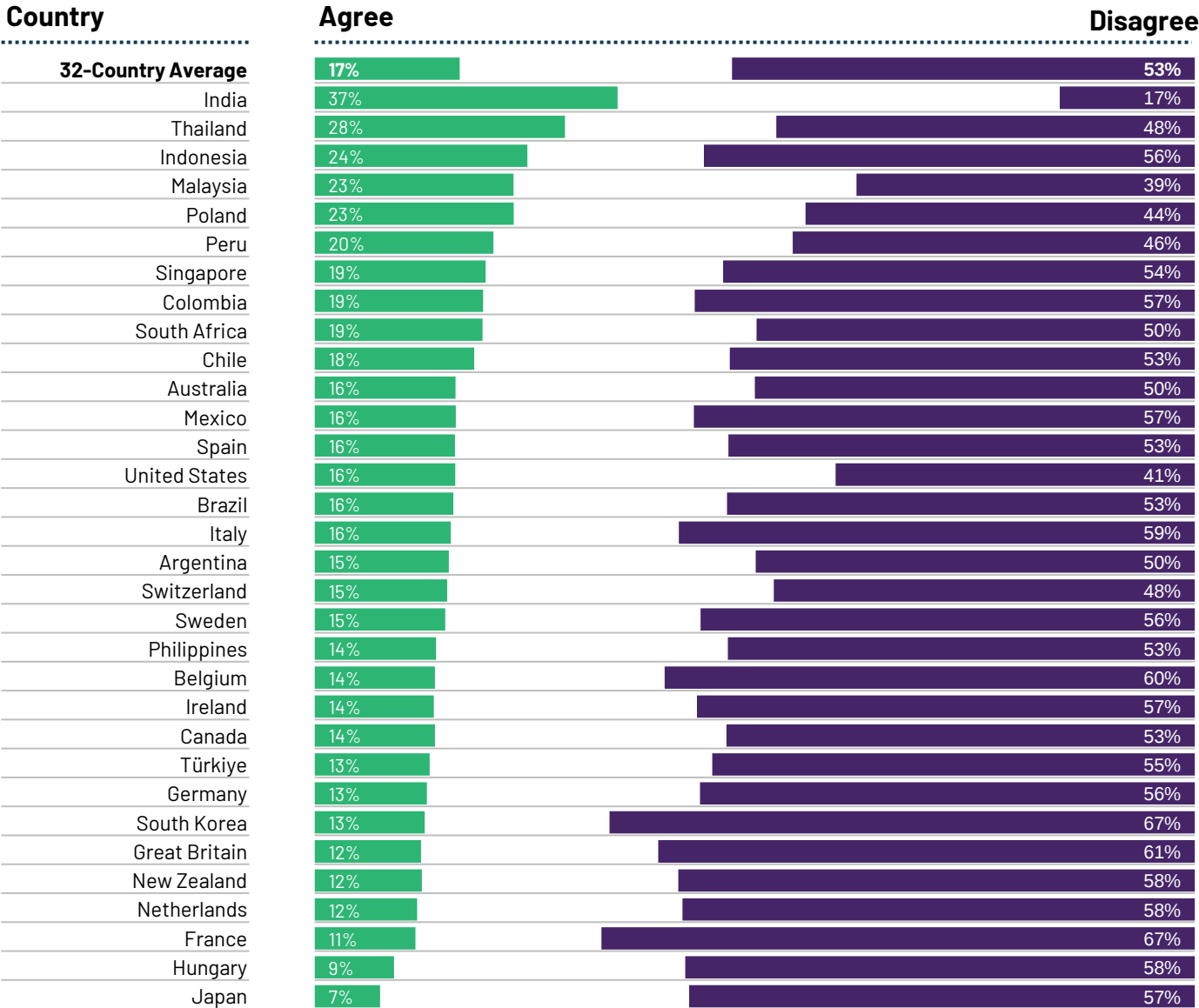
Understanding and misperceptions

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.

37% Indians agree - highest globally - Indians see no immediate threat, though as a nation we are victims of the effects of climate change, like landslides, drought and polluted air.

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



Do you agree or disagree with the following statements:

The past 10 years have been the warmest on record.

44% Indians agree, lowest globally

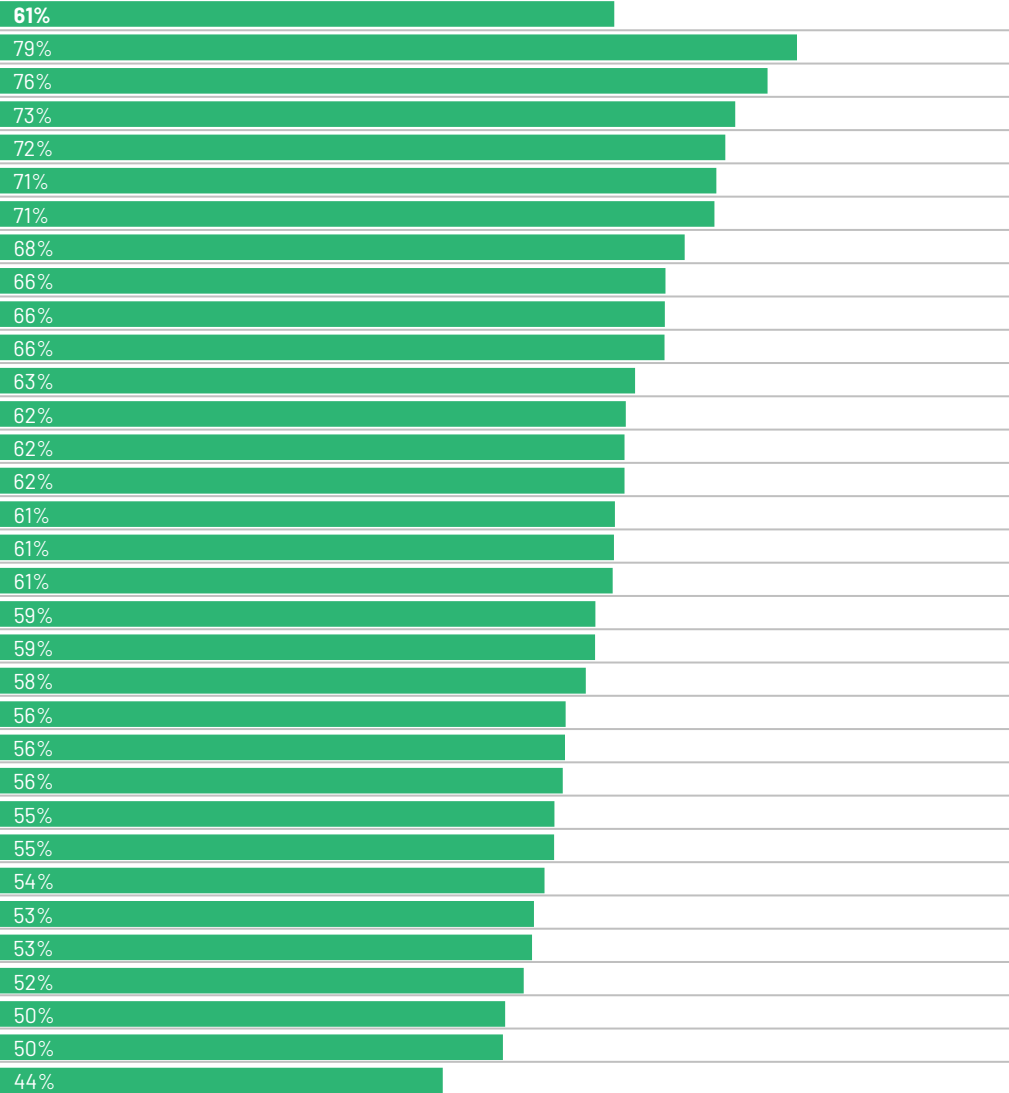
Base: 23,745 adults under the age of 75 across 32 countries, interviewed between 24 January and 7 February 2025.

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



Do you agree or disagree with the following statements:

Climate change is the single biggest health threat facing humanity.

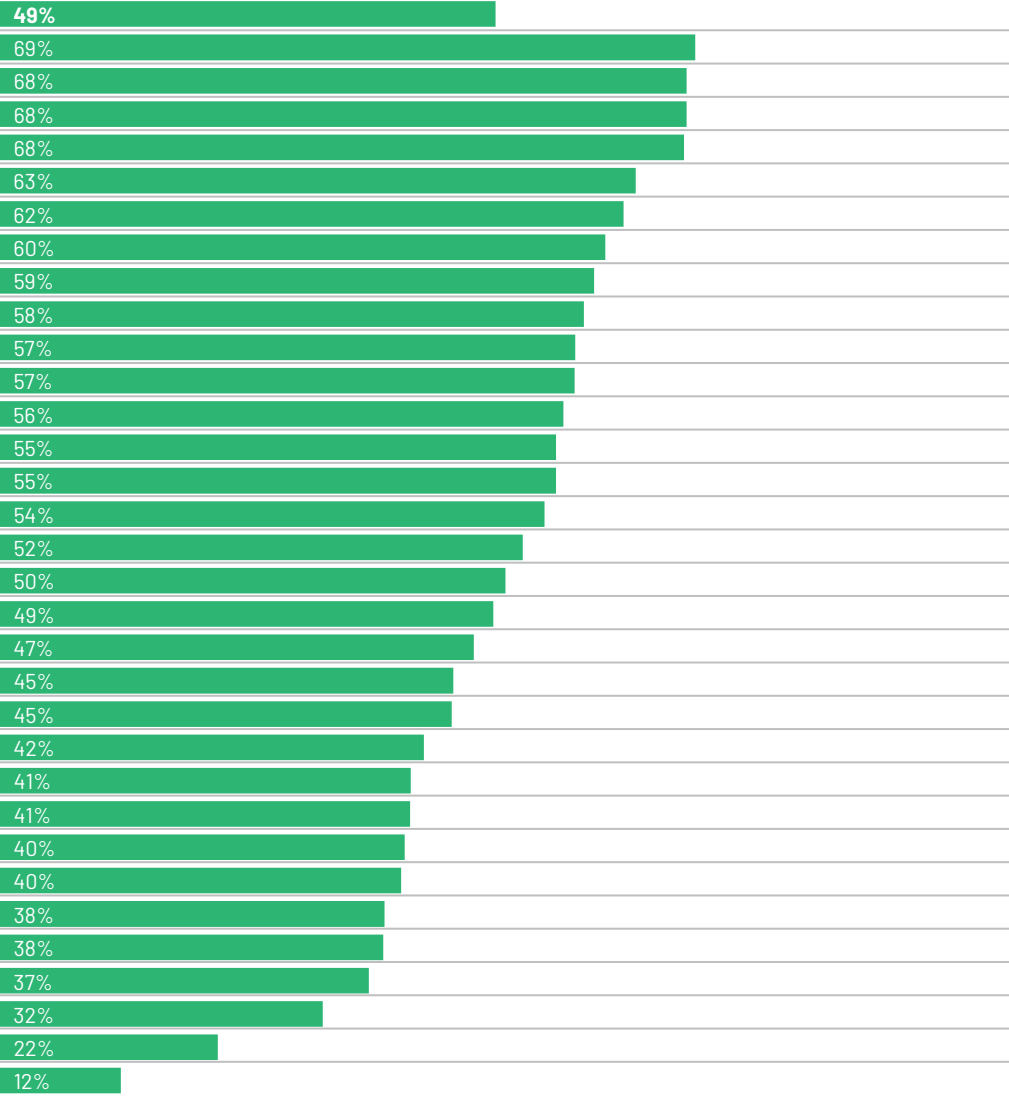
Base: 23,745 adults under the age of 75 across 32 countries, interviewed between 24 January and 7 February 2025.

Country

32-Country Average

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

Agree



Do you agree or disagree with the following statements:

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

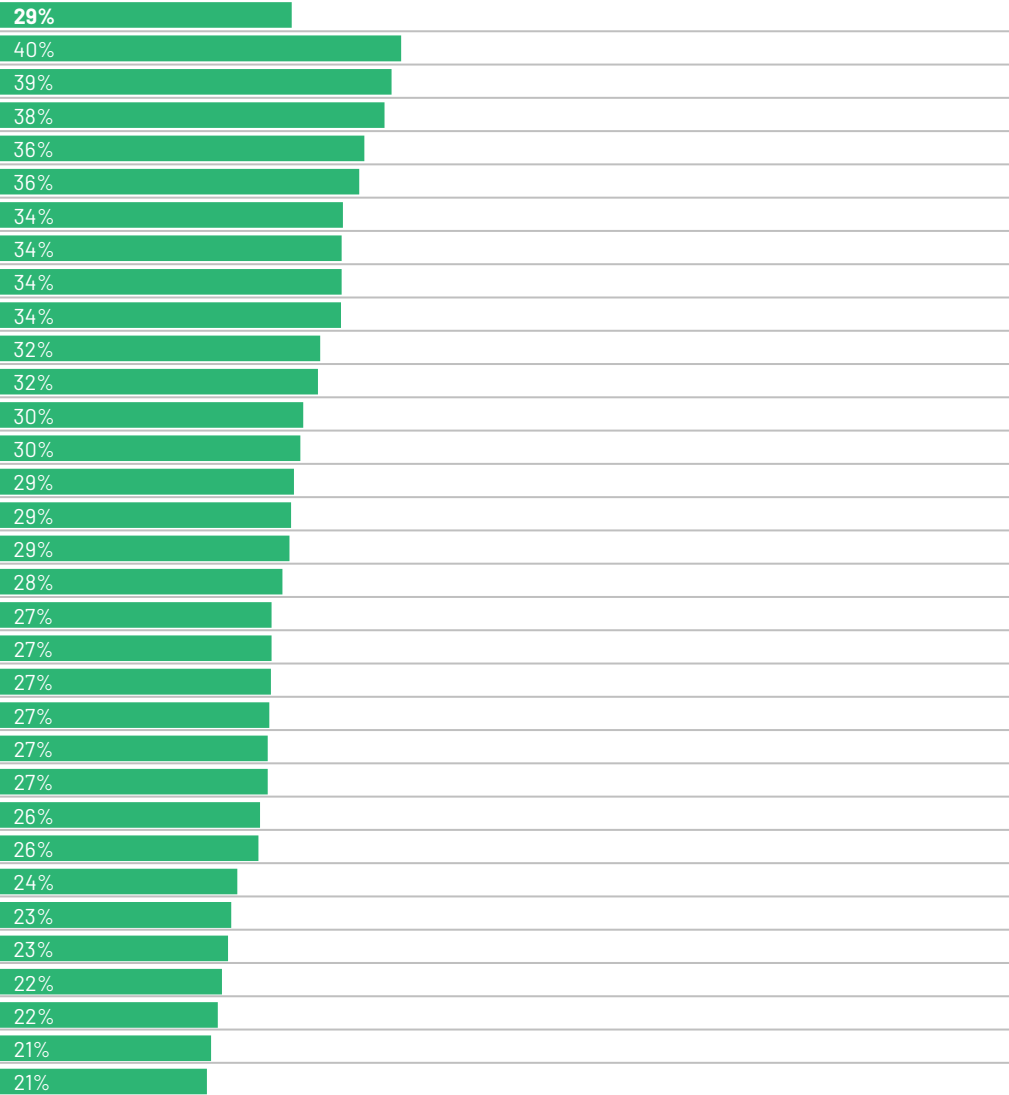
Base: 23,745 adults under the age of 75 across 32 countries, interviewed between 24 January and 7 February 2025.

Country

32-Country Average

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

Agree



Do you agree or disagree with the following statements:

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

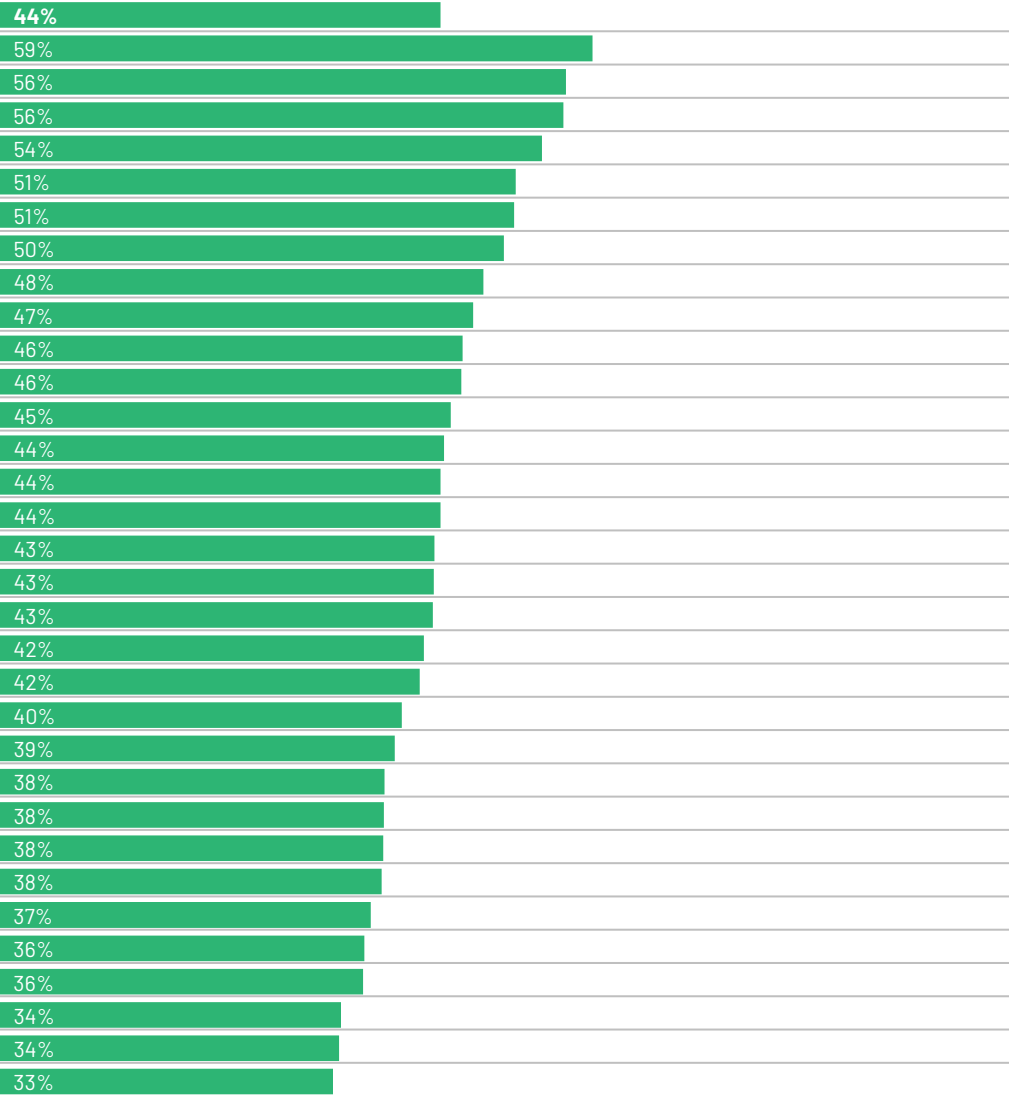
Base: 23,745 adults under the age of 75 across 32 countries, interviewed between 24 January and 7 February 2025.

Country

32-Country Average

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

Agree



Do you agree or disagree with the following statements:

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

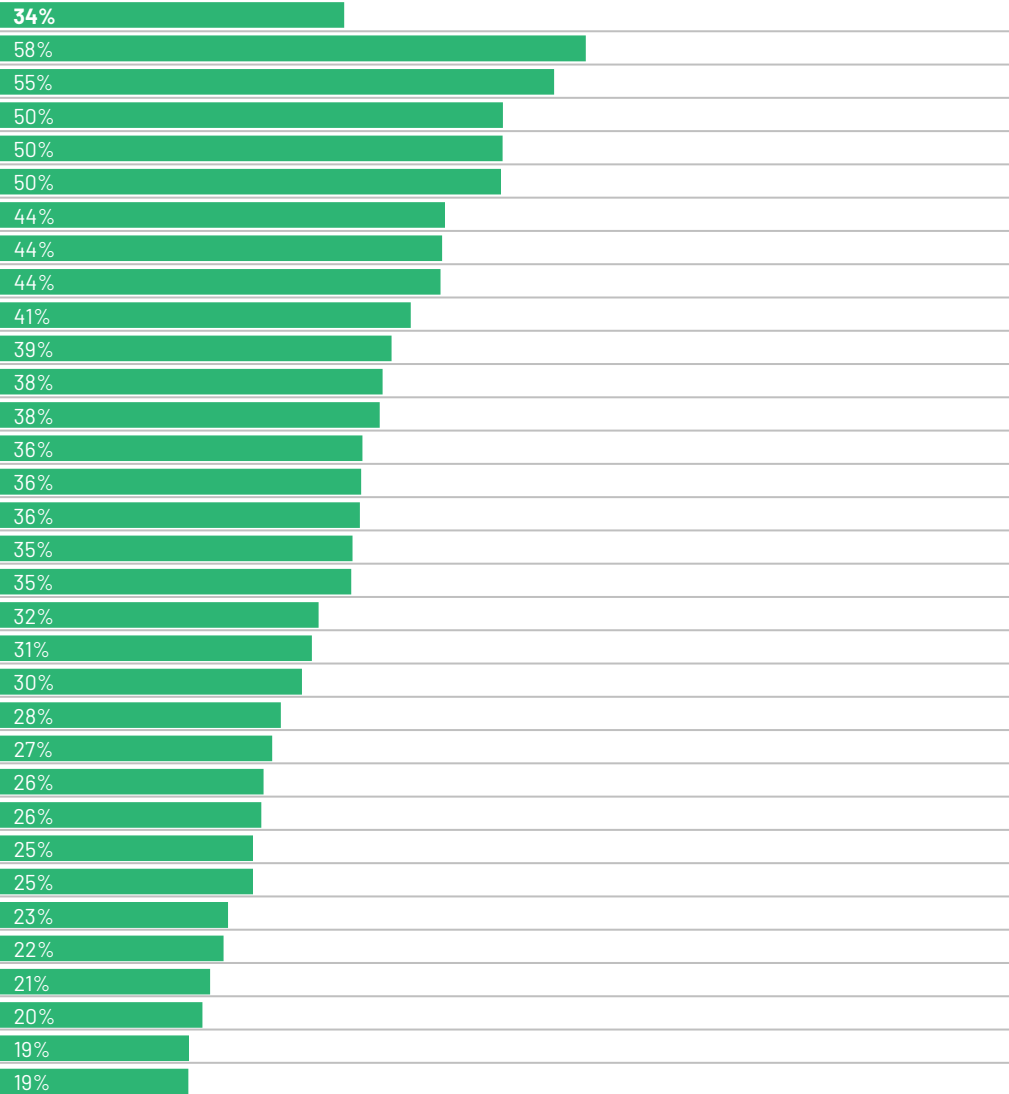
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Country

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



Do you agree or disagree with the following statements:

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

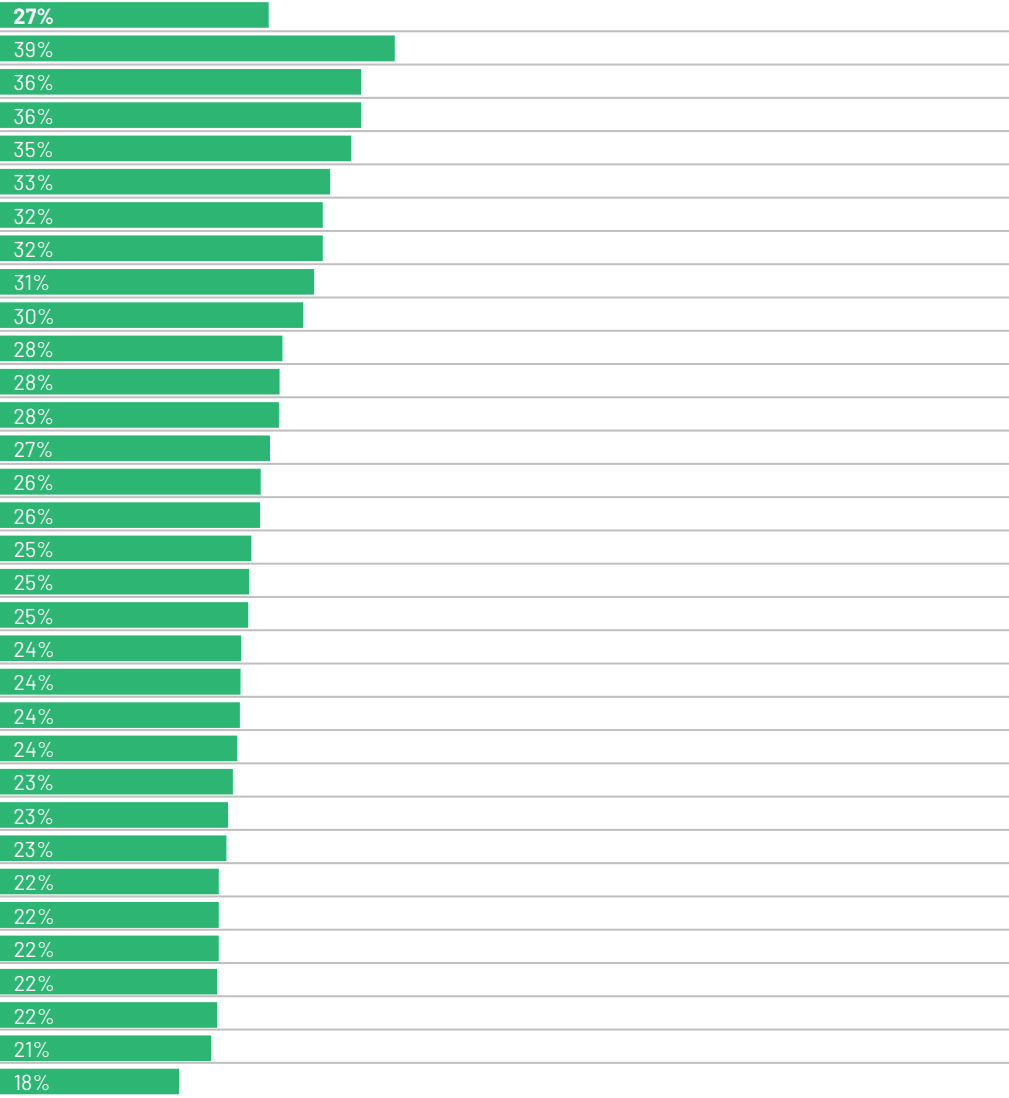
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Country

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



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.

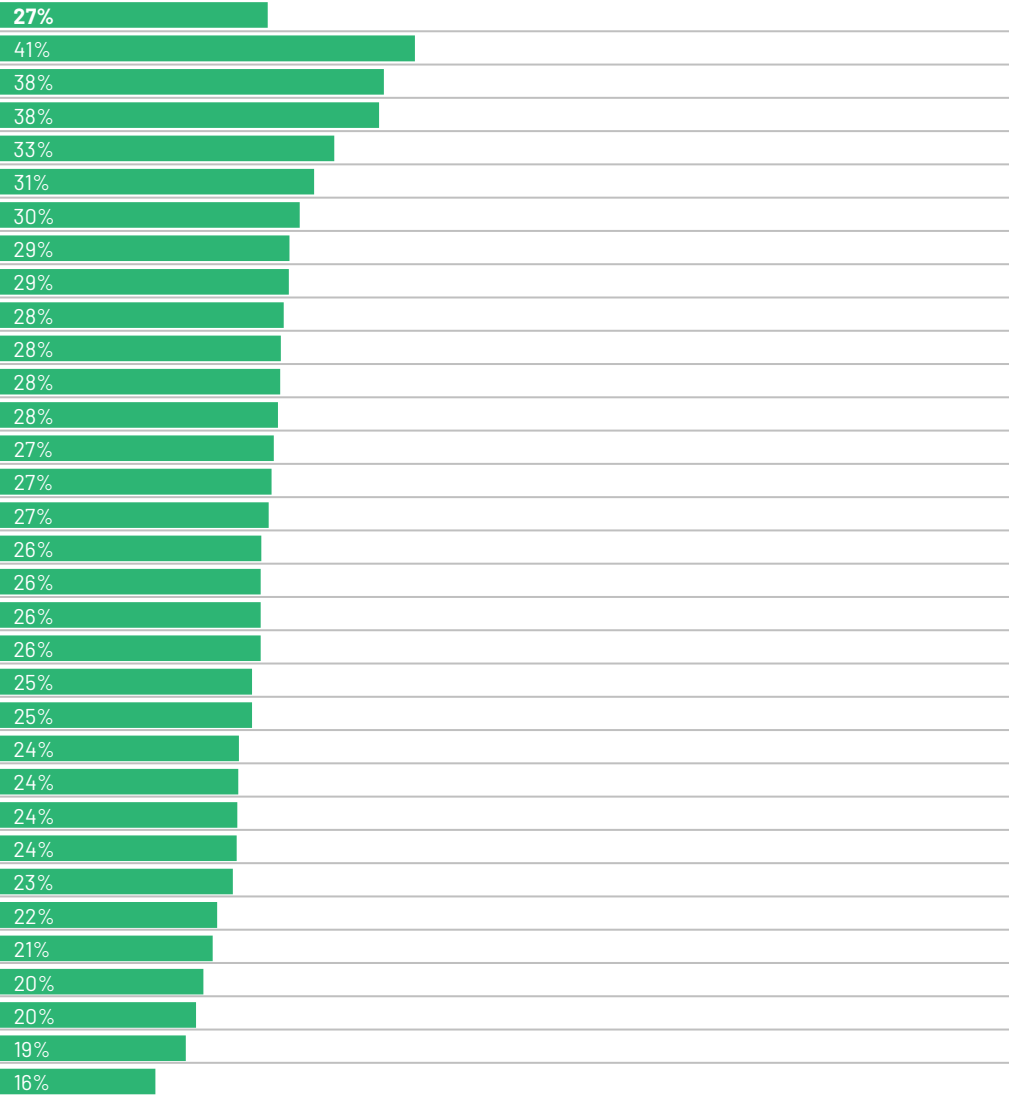
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Country

32-Country Average

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

Agree



Do you agree or disagree with the following statements:

Offshore wind farms cause harm to wildlife.

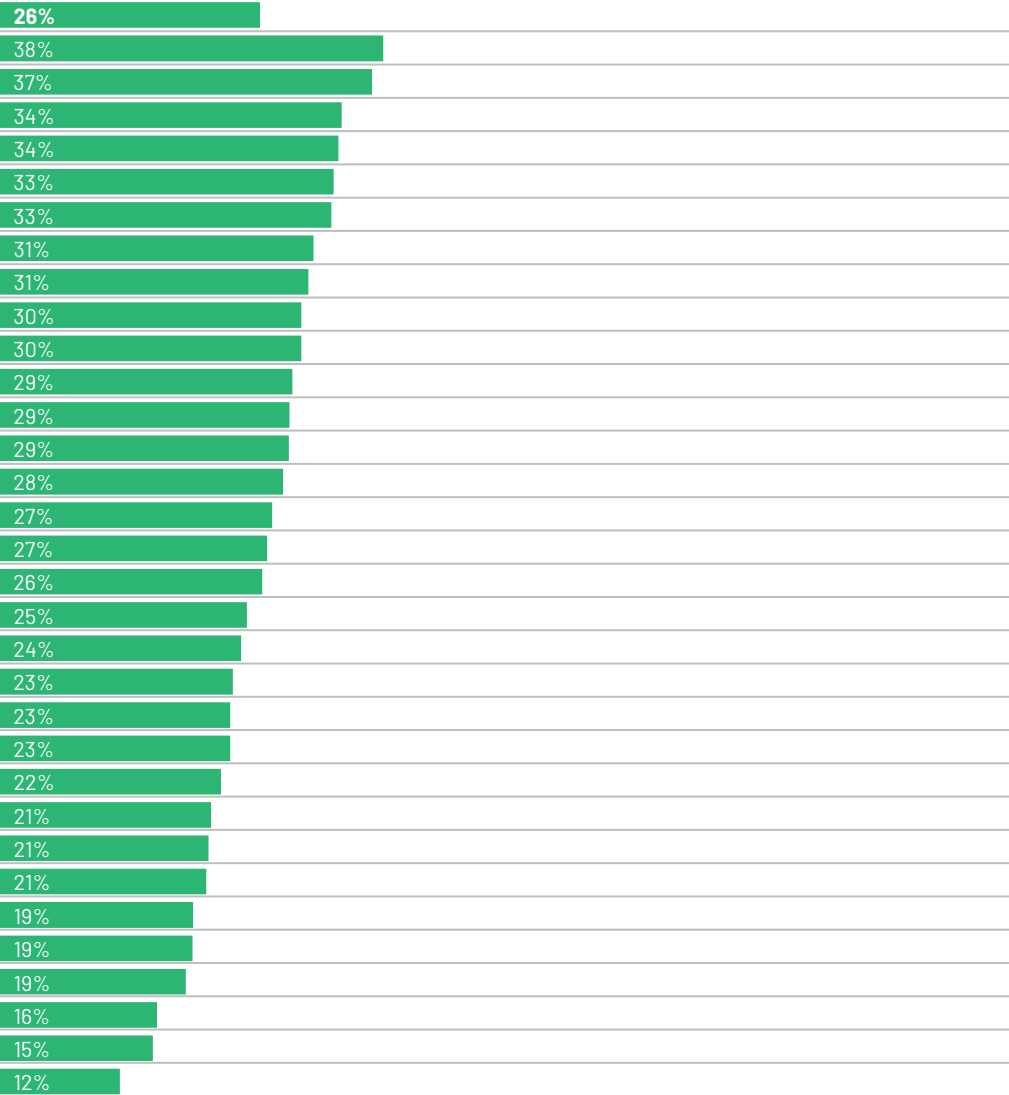
Base: 23,745 adults under the age of 75 across 32 countries, interviewed between 24 January and 7 February 2025.

Country

32-Country Average

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

Agree



Do you agree or disagree with the following statements:

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

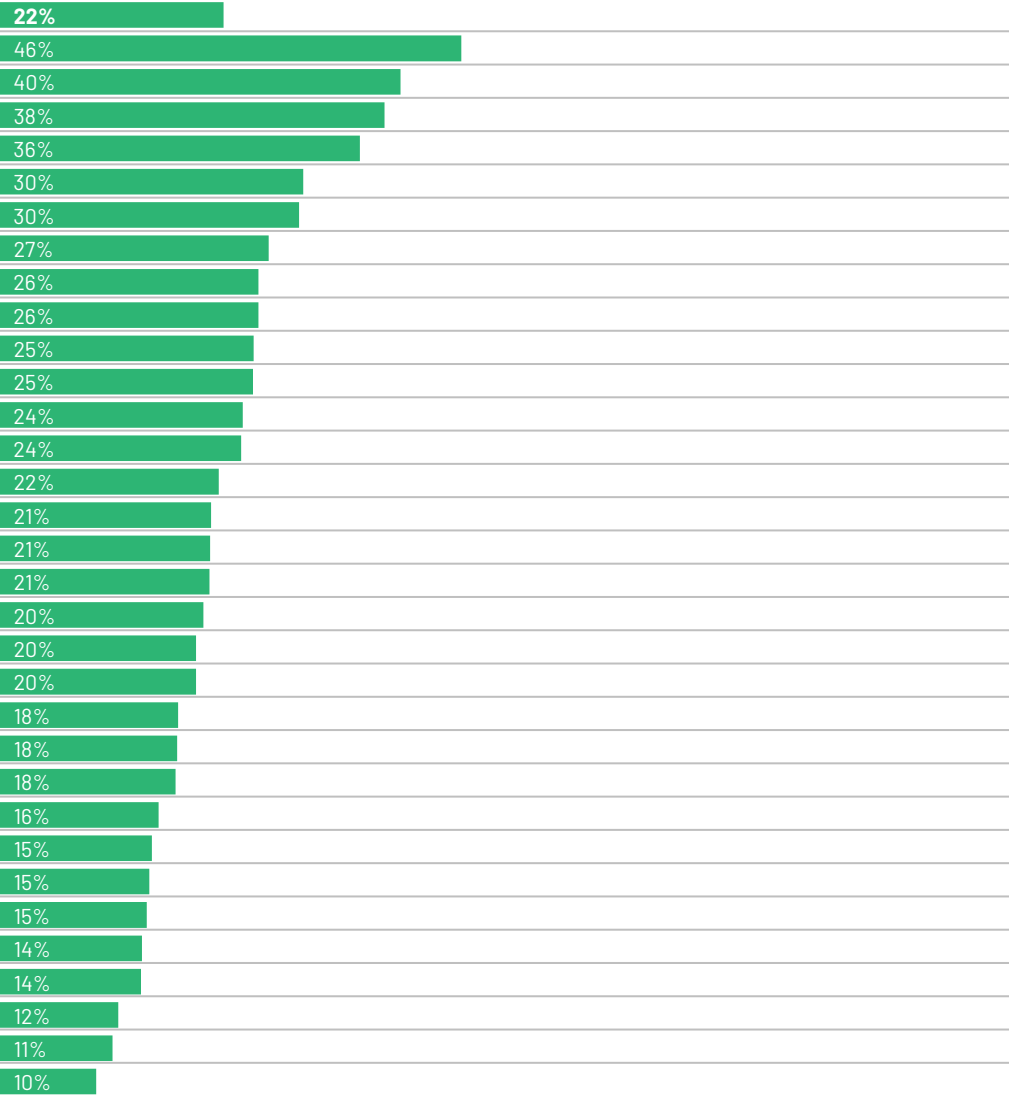
Base: 23,745 adults under the age of 75 across 32 countries, interviewed between 24 January and 7 February 2025.

Country

32-Country Average

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

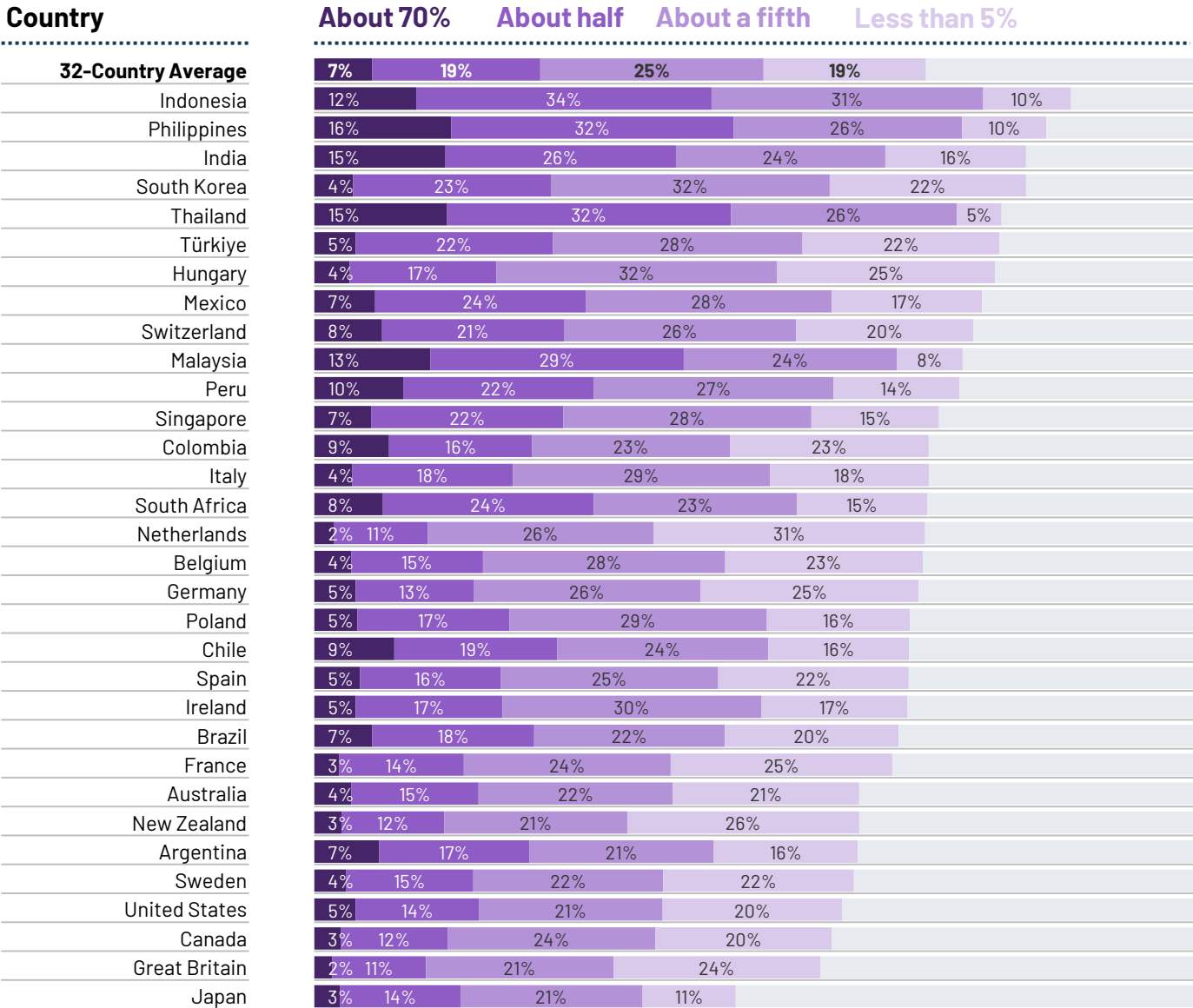
Agree



UN Sustainability goals

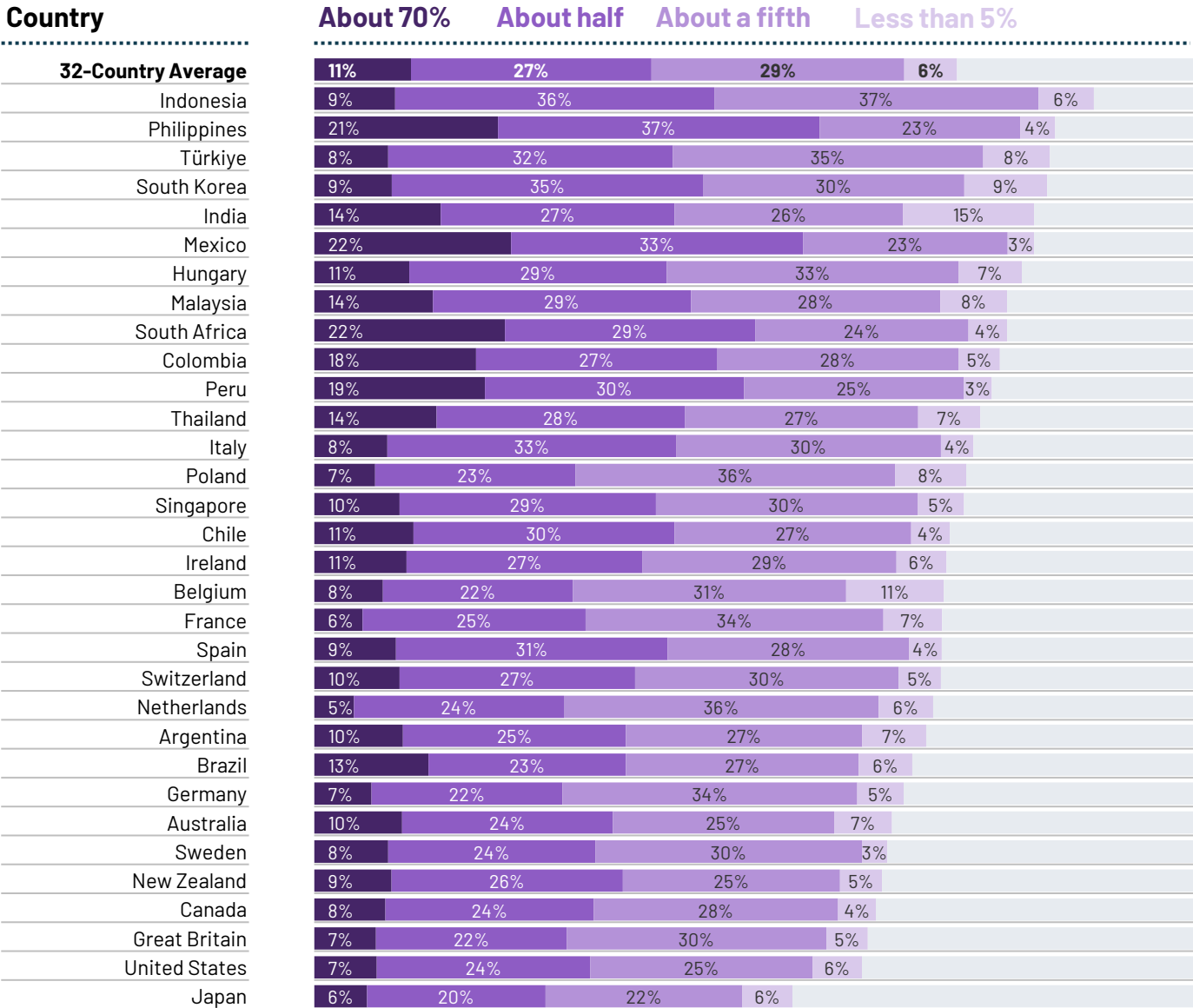
What proportion of global electronic waste is currently collected and managed sustainably?

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



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

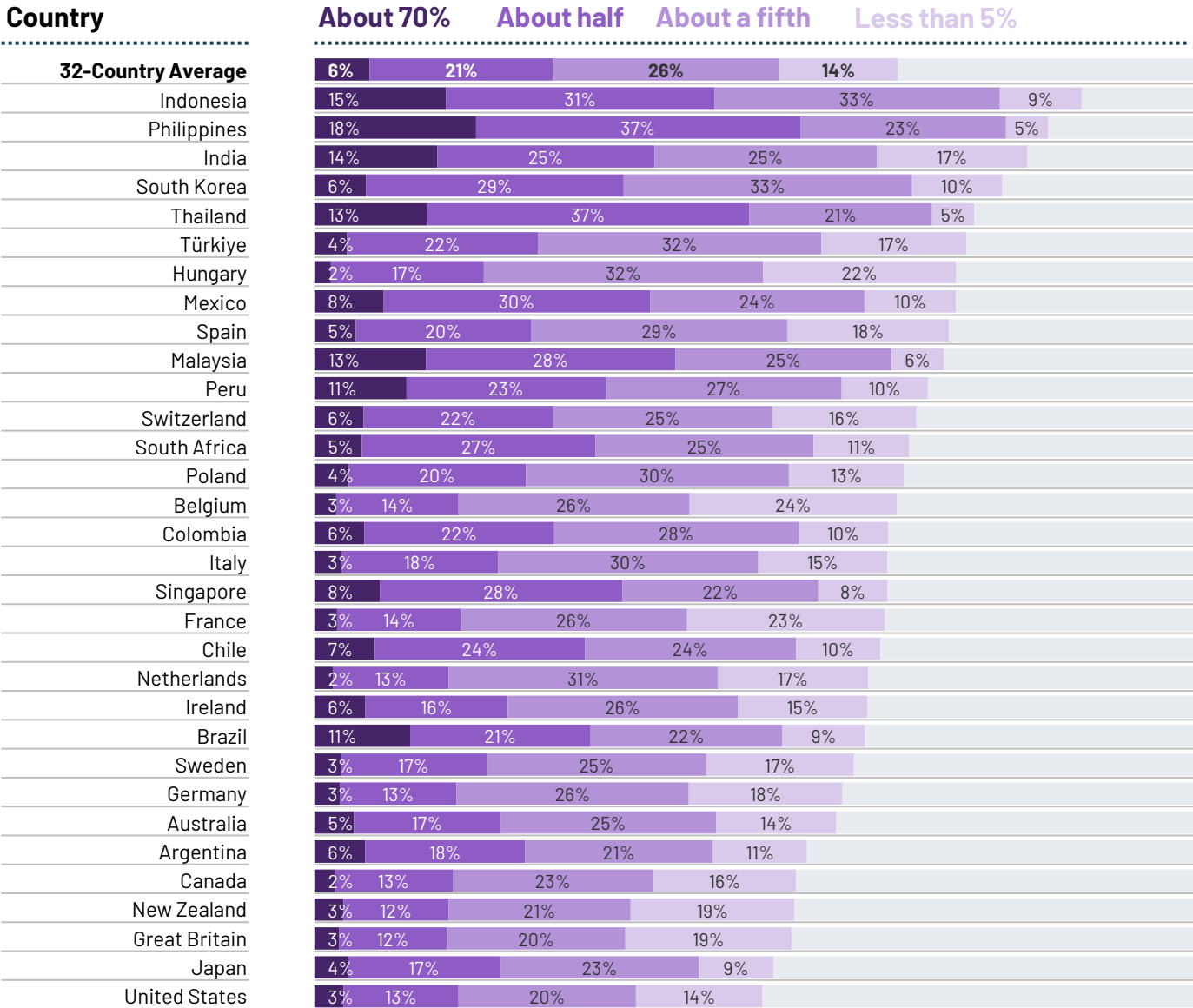
Base: 23,745 adults under the age of 75 across 32 countries, interviewed between 24 January and 7 February 2025.



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.

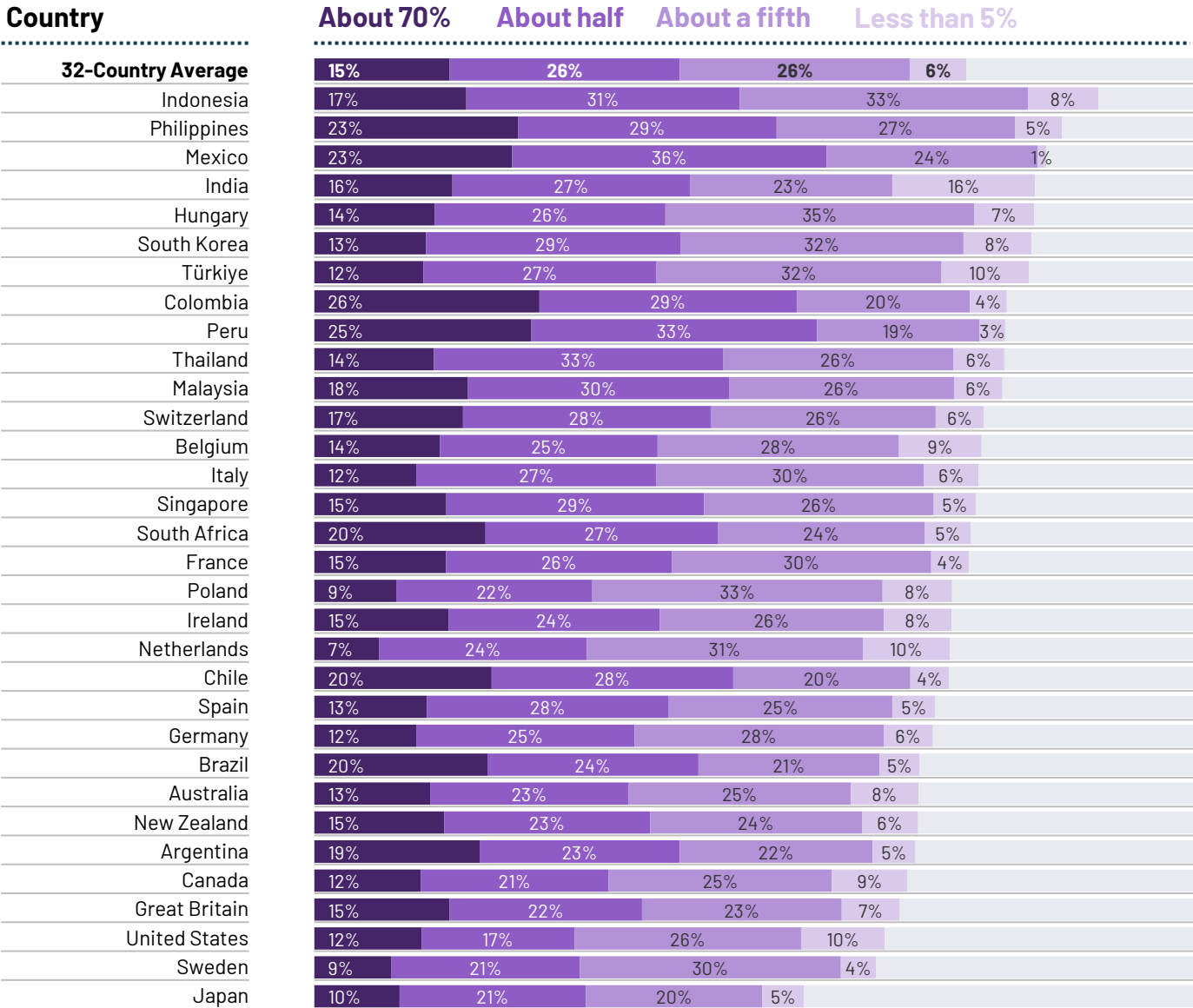
What proportion of the SDGs are on track to be achieved by 2030?

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



What proportion of species are threatened with extinction globally?

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

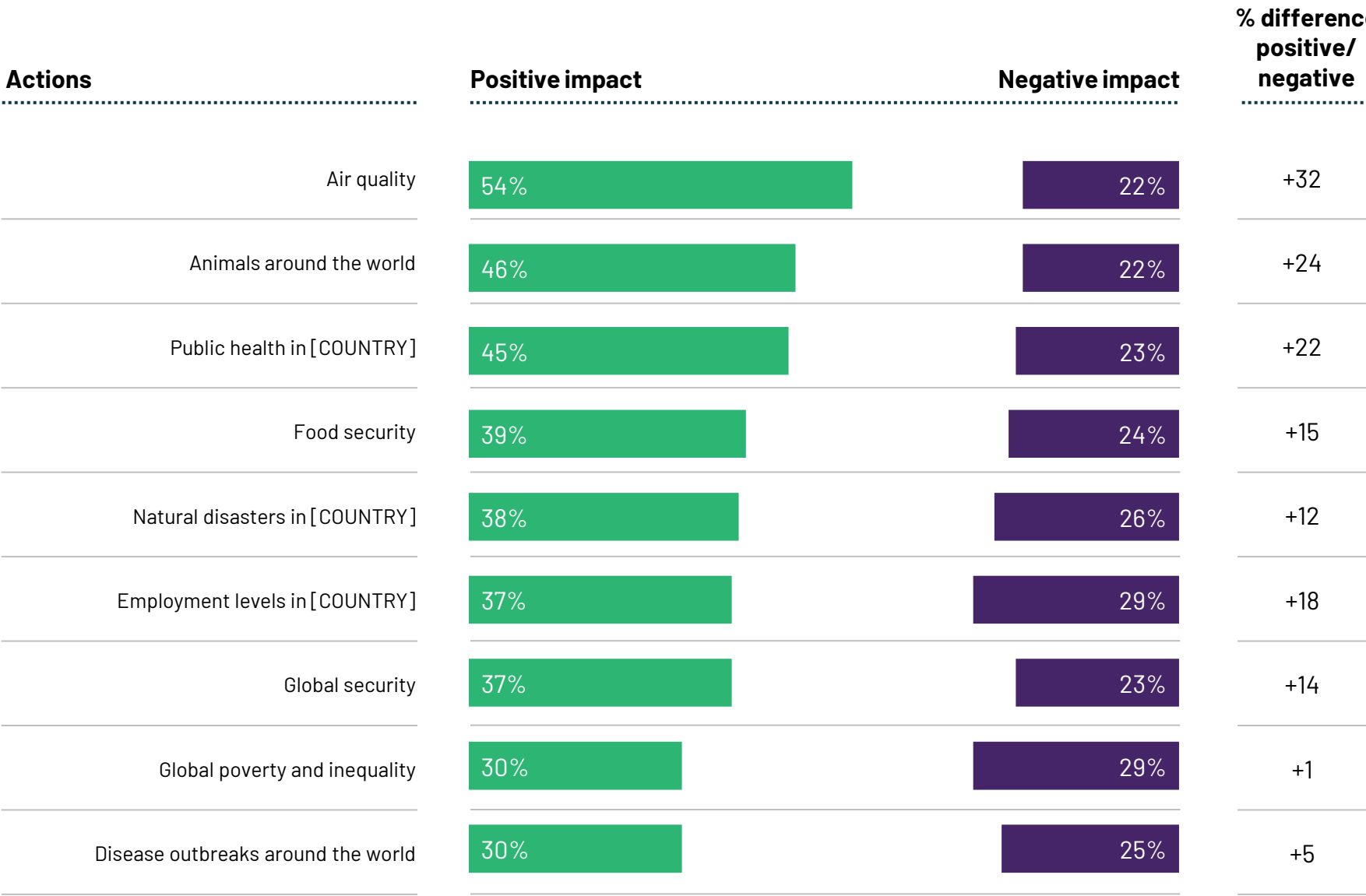


The road to net zero

3X-Country Average

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?

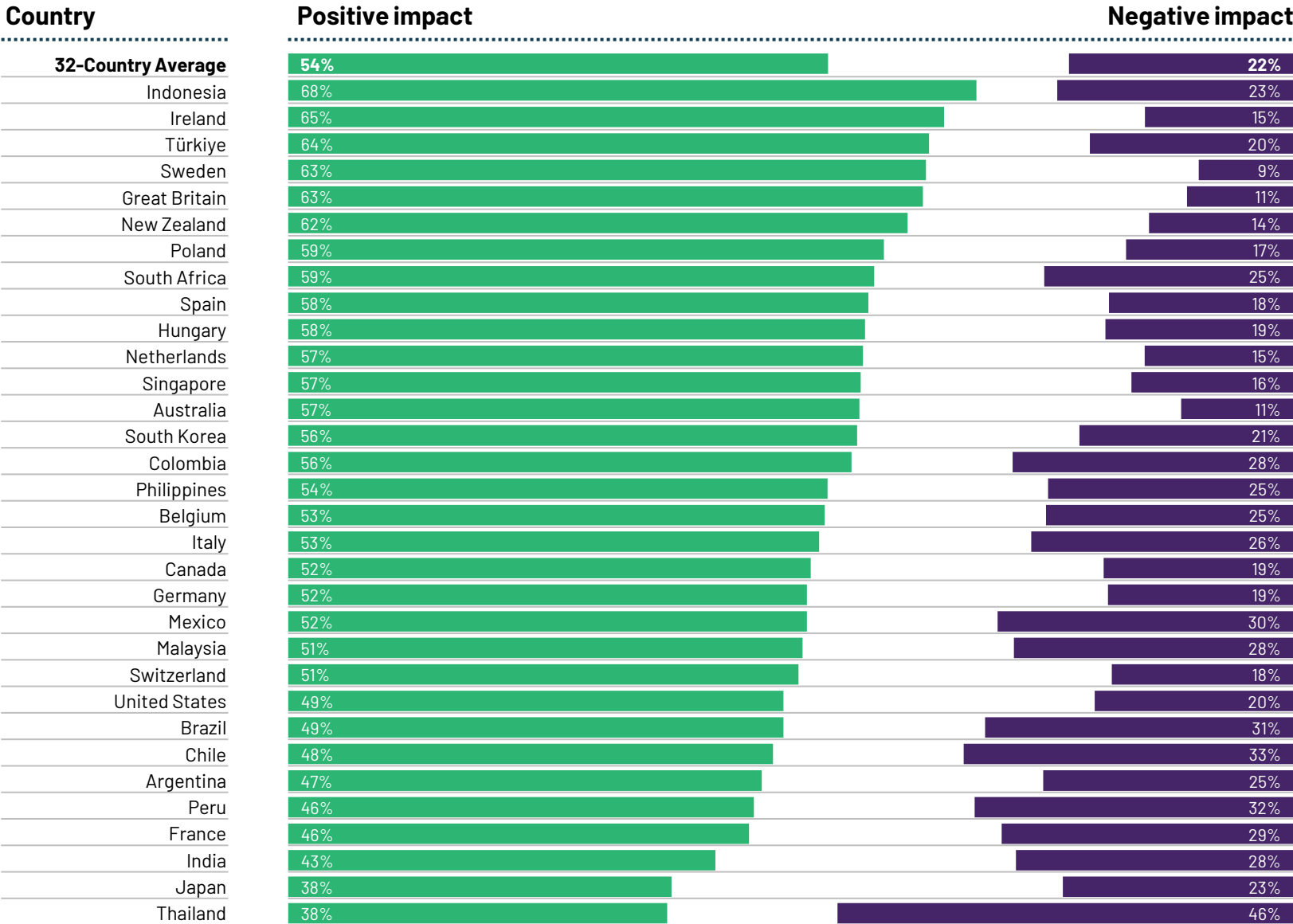
Base: 23,745 adults under the age of 75 across 32 countries, interviewed between 24 January and 7 February 2025.



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

Air quality

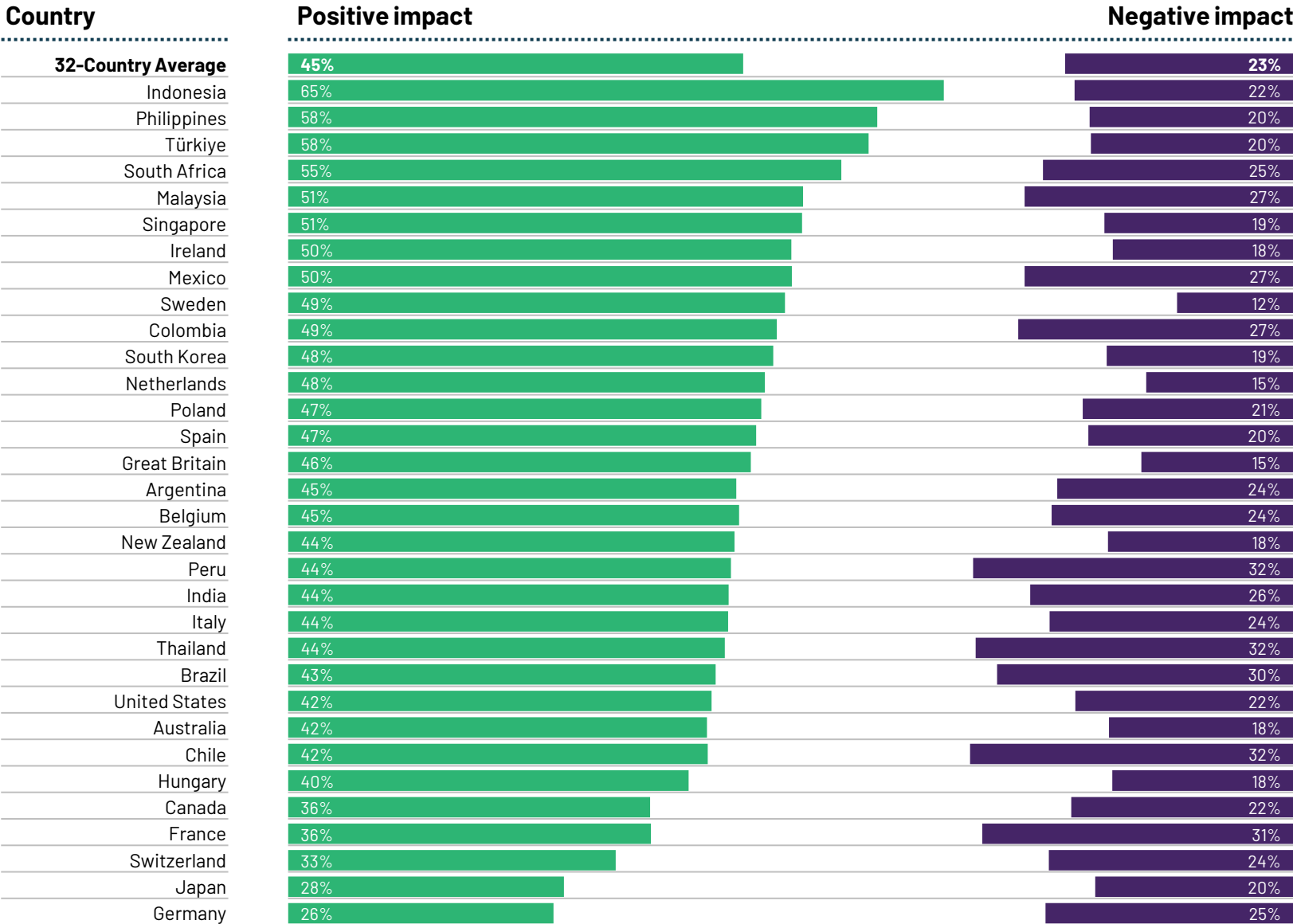
Base: 23,745 adults under the age of 75 across 32 countries, interviewed between 24 January and 7 February 2025.



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

Public health

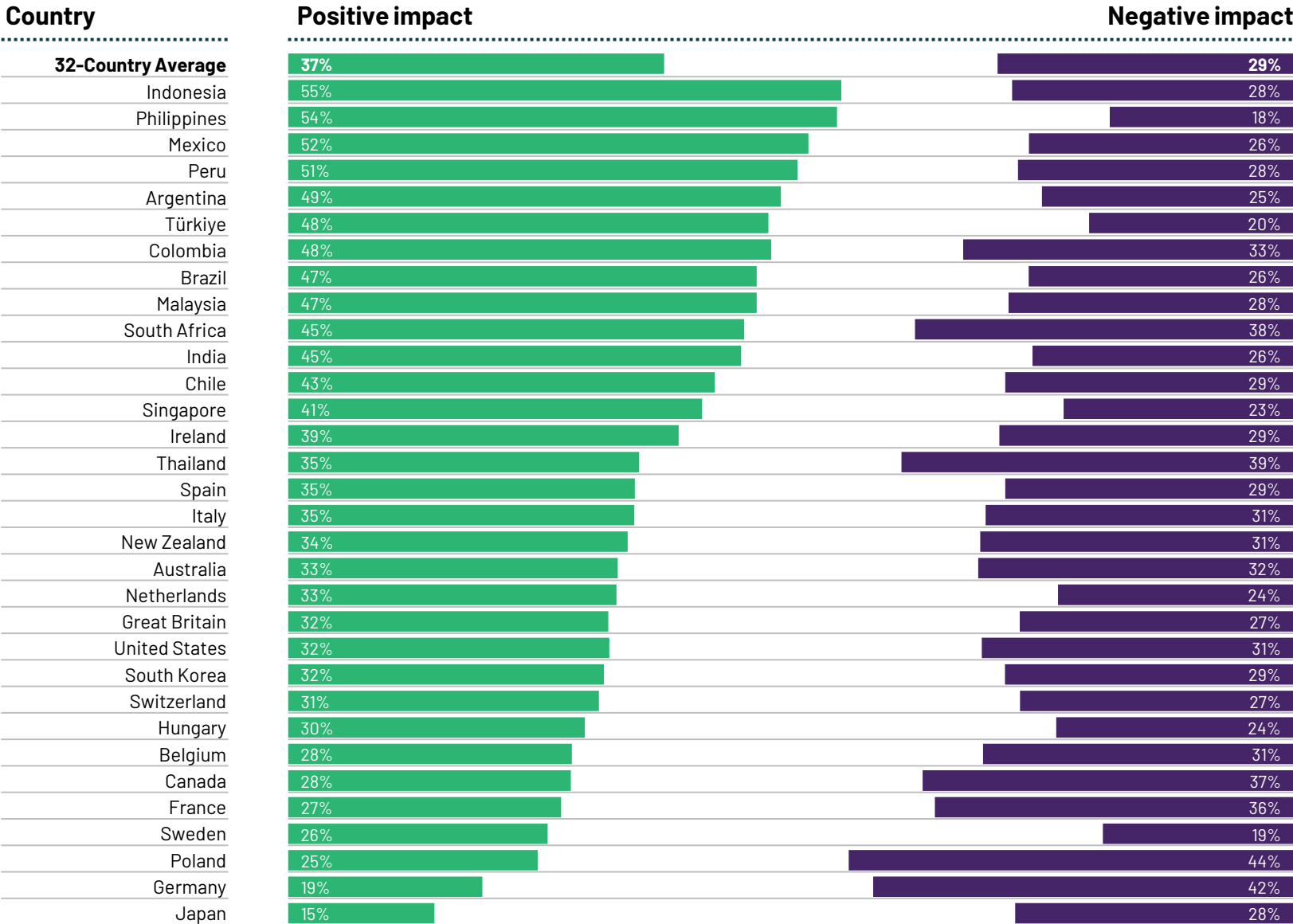
Base: 23,745 adults under the age of 75 across 32 countries, interviewed between 24 January and 7 February 2025.



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

Employment levels

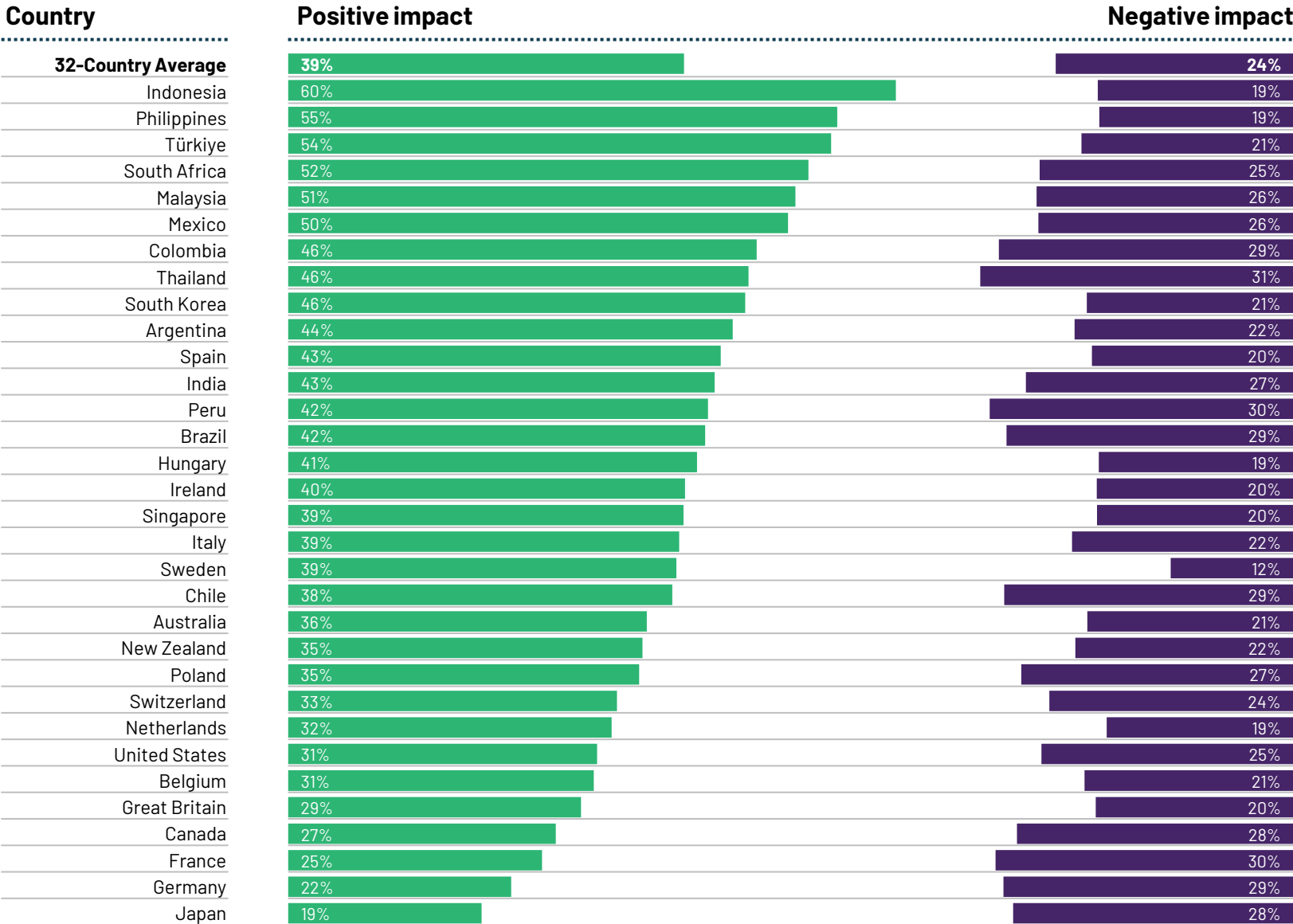
Base: 23,745 adults under the age of 75 across 32 countries, interviewed between 24 January and 7 February 2025.



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

Food security

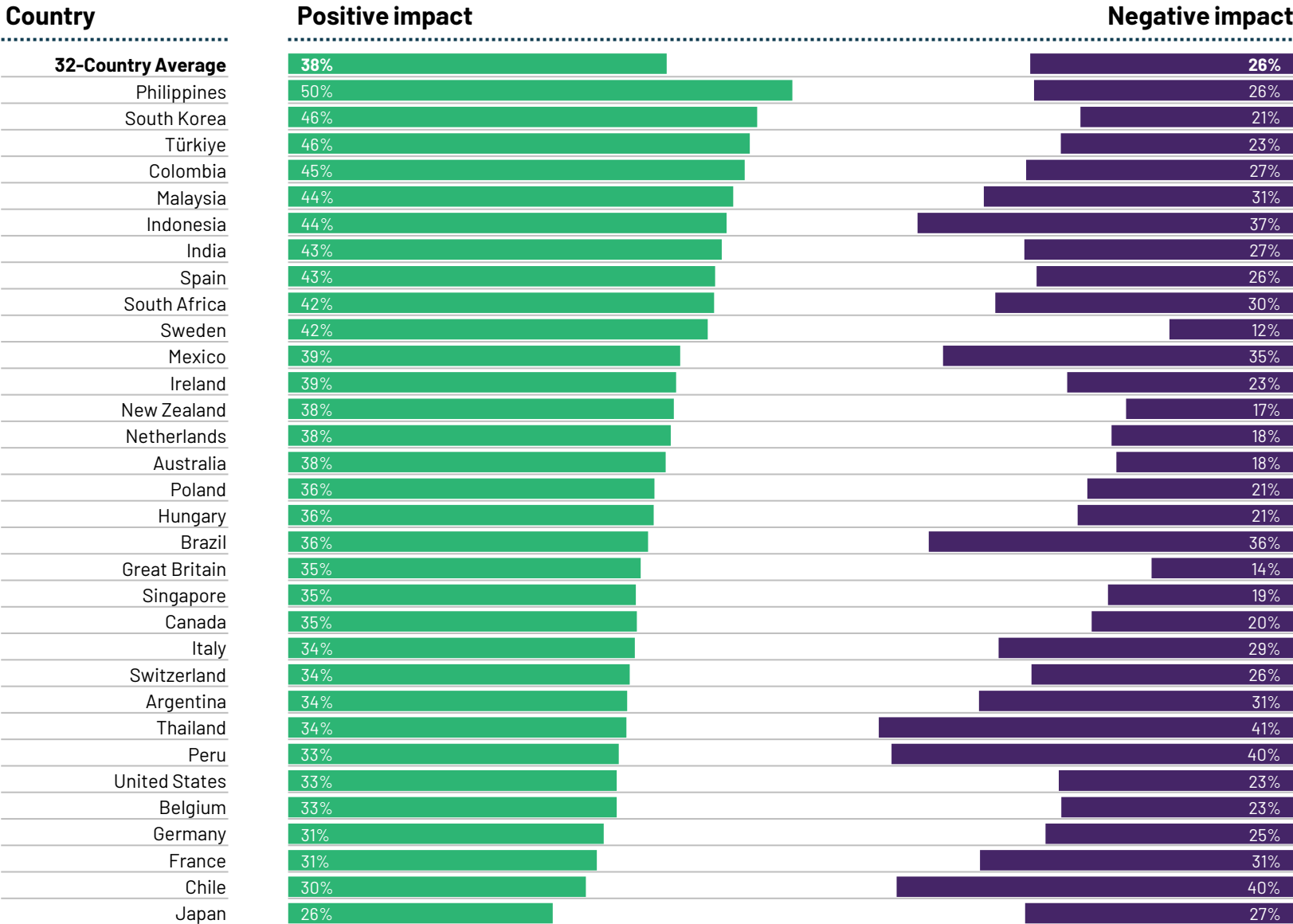
Base: 23,745 adults under the age of 75 across 32 countries, interviewed between 24 January and 7 February 2025.



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

Natural disasters

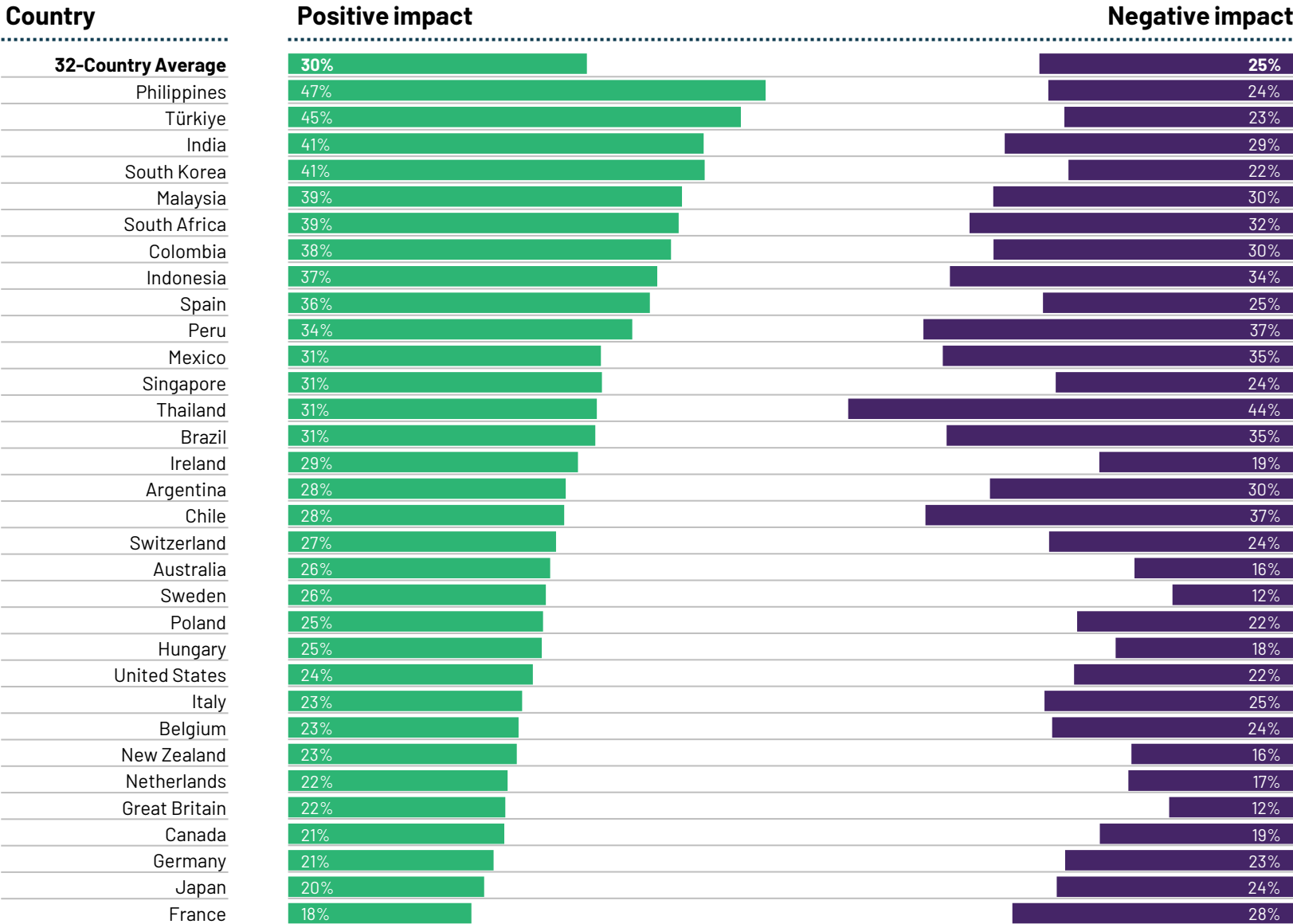
Base: 23,745 adults under the age of 75 across 32 countries, interviewed between 24 January and 7 February 2025.



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

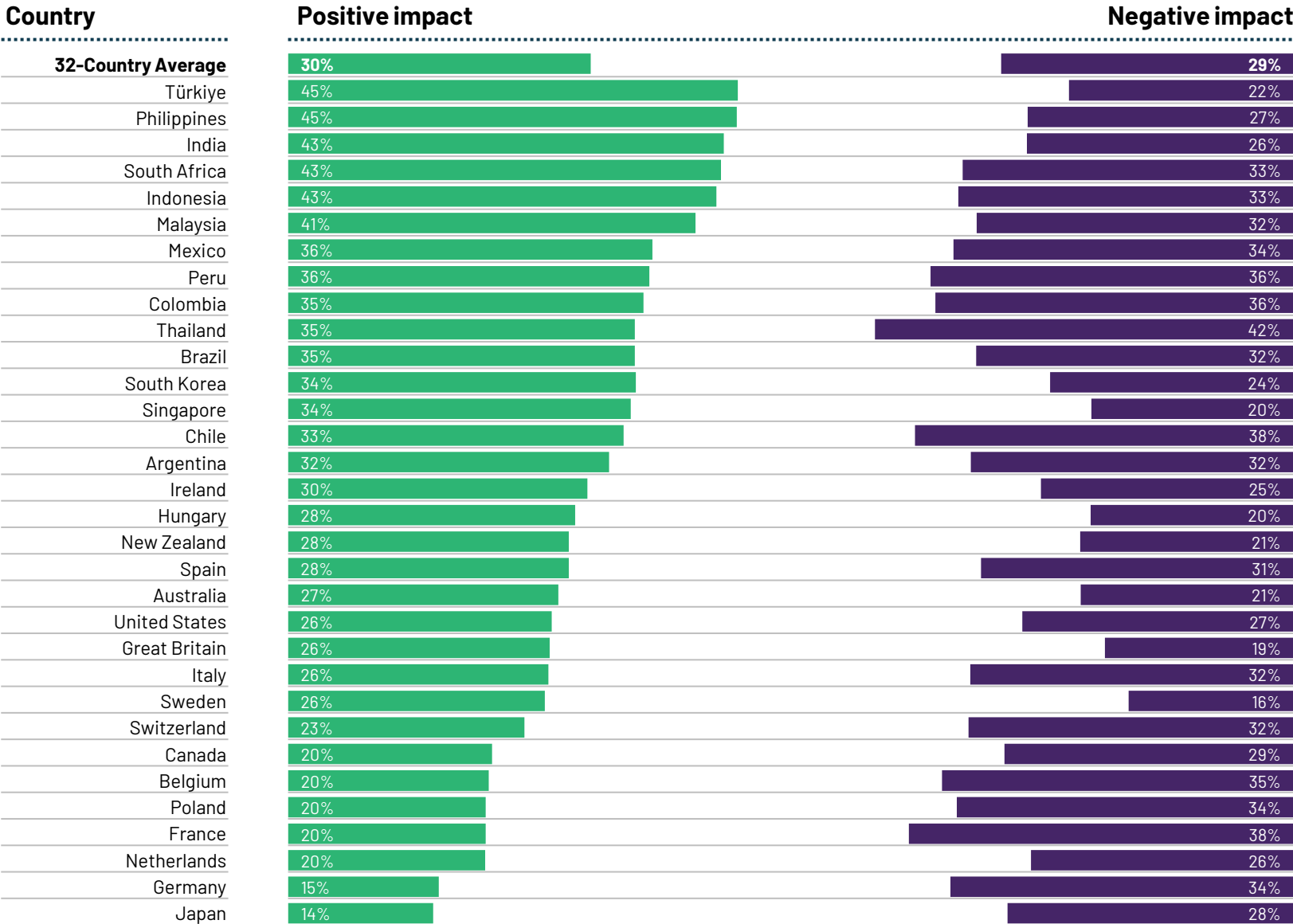
Base: 23,745 adults under the age of 75 across 32 countries, interviewed between 24 January and 7 February 2025.



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

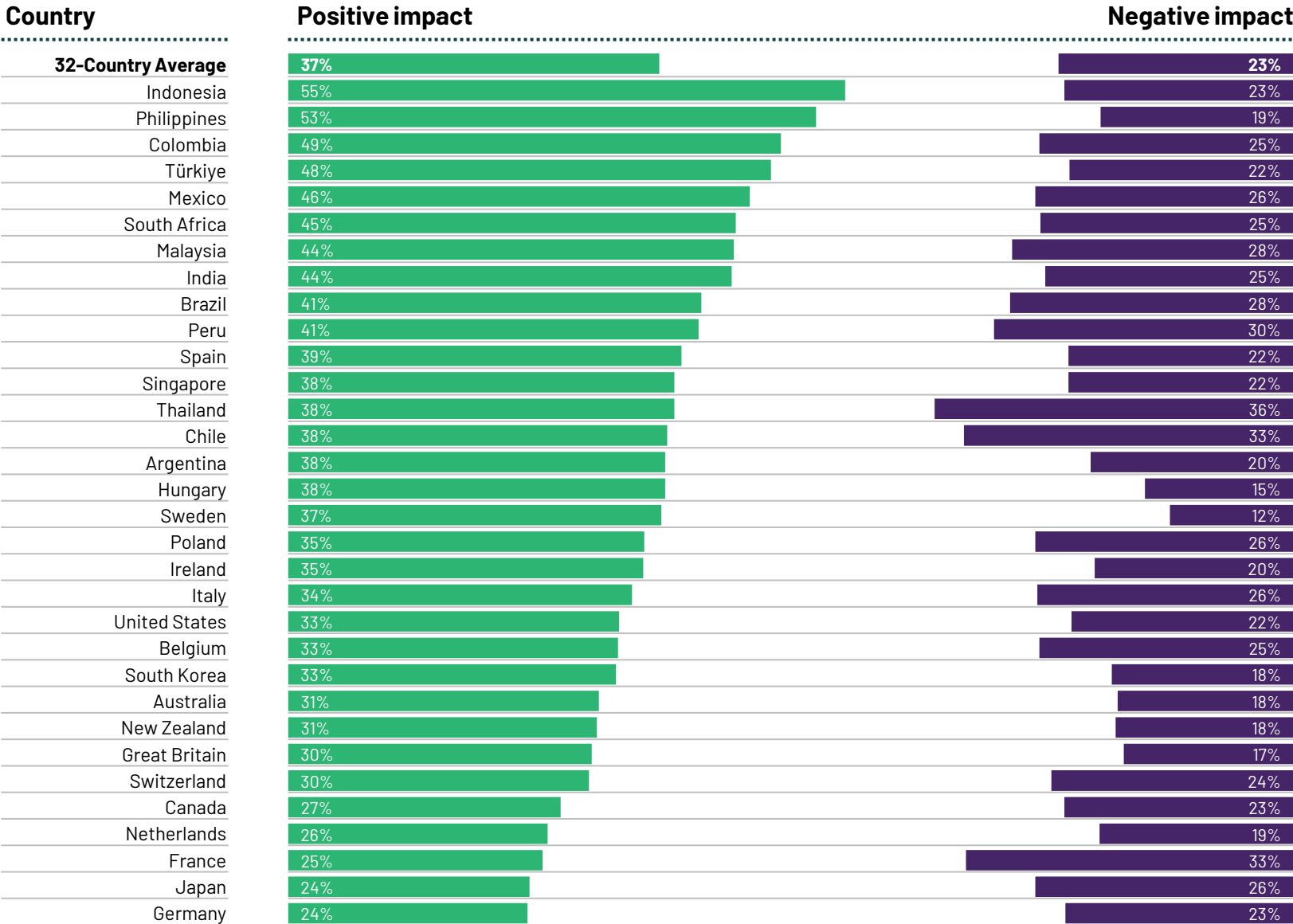
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What impact, if any, do you think transitioning ... economy away from fossil fuels and towards renewable energy might have on the following?

Global security

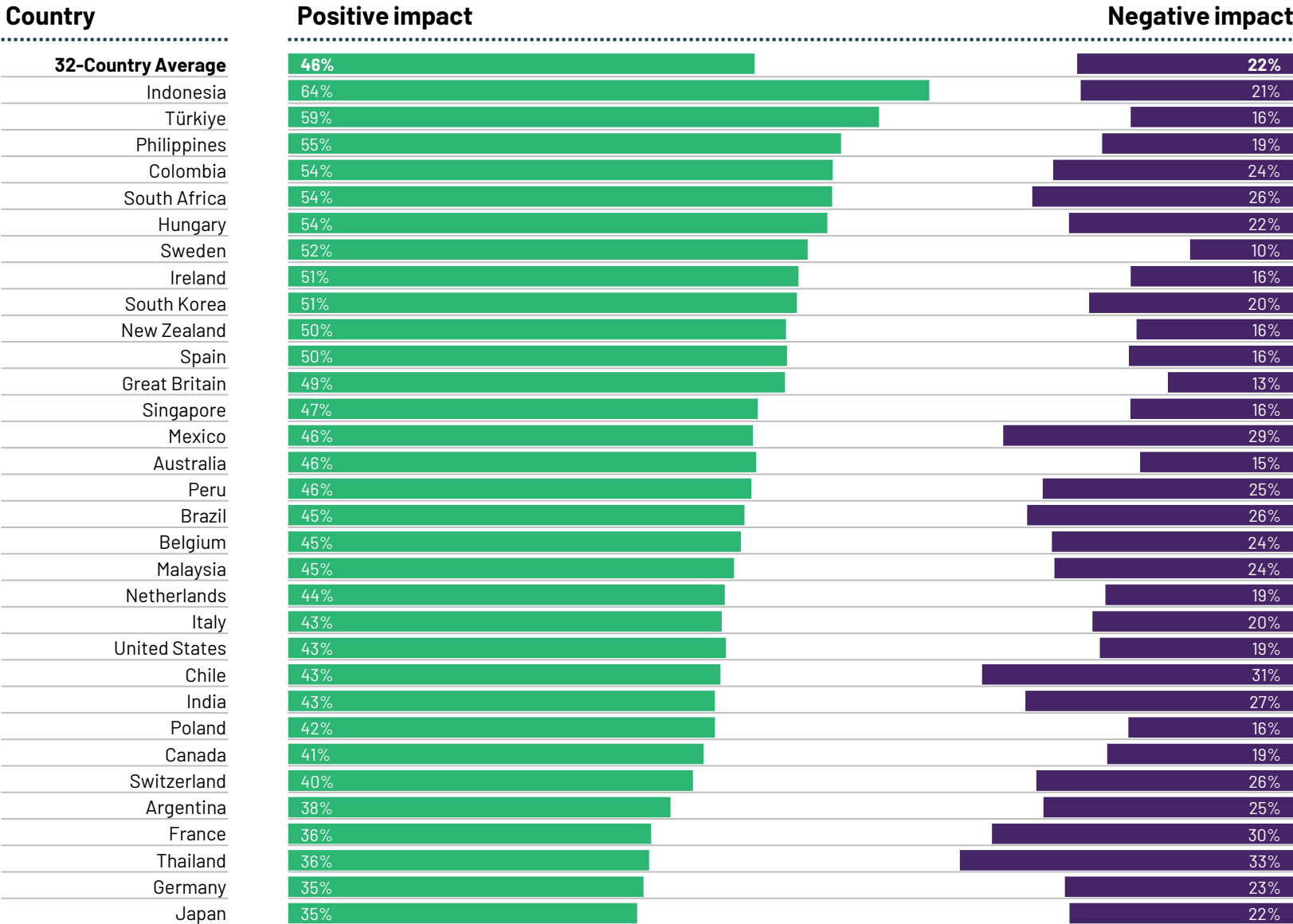
Base: 23,745 adults under the age of 75 across 32 countries, interviewed between 24 January and 7 February 2025.



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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Or visit:

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