

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



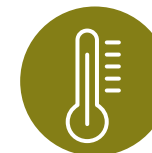
Long-term trends show fewer feel individual action is needed

While 64% across 32 countries say if individuals don't act, they will be failing future generations, all countries have seen the proportion who agree with this statement decline since 2021 (the first year we asked this question).



Concern about the impact of climate change is rising

Three in four (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. Concern is higher in countries at greater risk from climate change.



People recognise 1.5°C temperature rise is a big deal

While 17% agree that an increase of global temperatures by more than 1.5°C is not that big a deal, 53% disagree with this statement. India is the only country where people are more likely to say it is not that big a deal.



People divided on whether their country should do more

Across 32 countries 36% say their country is giving up too much to tackle climate change, with people in Canada and France more likely to agree with this statement than not. Latin America is where people are looking for greater action from their government and are less likely to feel they are sacrificing too much.



Lack of understanding of UN SDGs progress

Only 26% were able to correctly guess the progress of the UN Sustainable Development Goals, seen as the blueprint for a more resilient world. Just as many were likely to overestimate progress (27%), highlighting people may think we are preparing better for an environmentally and socially sustainable world than we are.



Financial worries hamper transition from fossil fuels

In much of Europe people believe transitioning to renewables will lead to an increase in energy prices. A majority in Germany, Netherlands and France feel this way. Europeans are also more likely to think electric cars are as a bad for the planet as petrol/gas-powered cars.



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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.

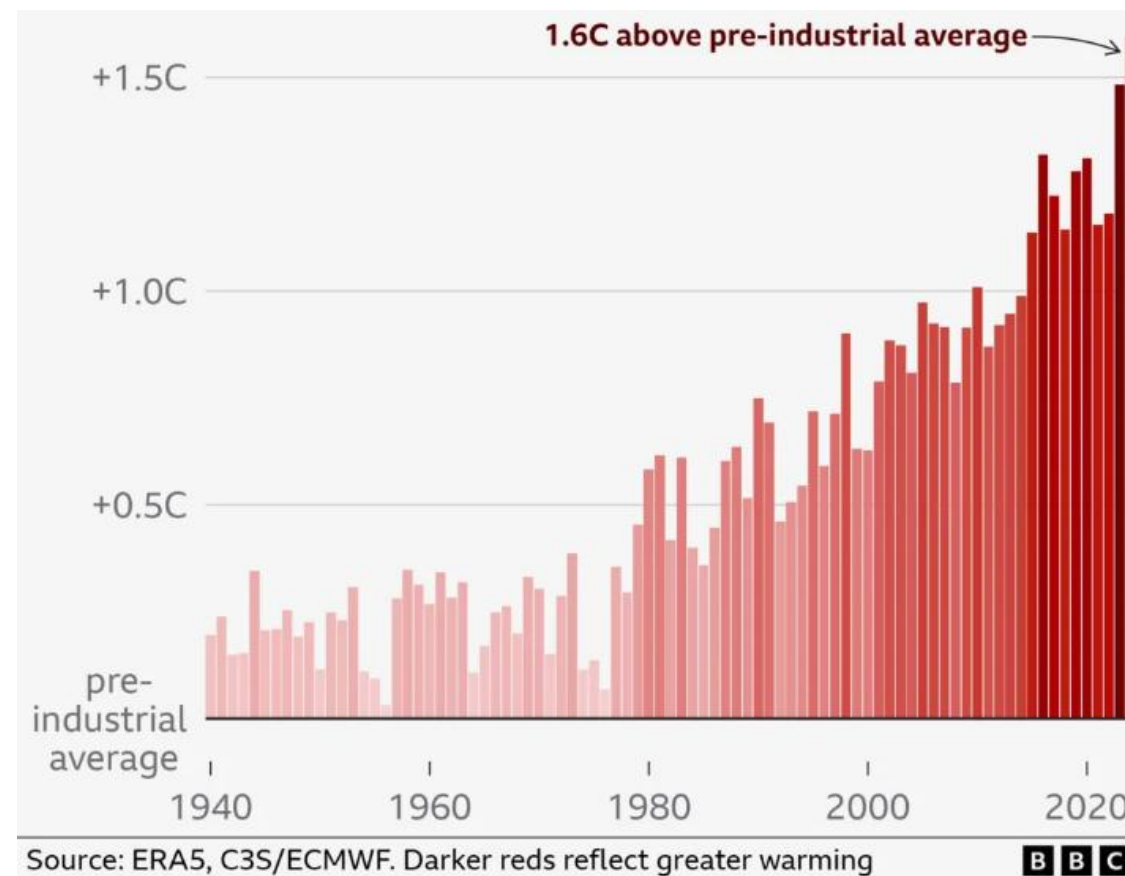
The target of 1.5°C is seen as essential to mitigate the [most significant risks of climate change](#). This includes the increasing the frequency and the strength of extreme weather as well as being a tipping point for the breakdown of major

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](#)





53%

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

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.

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.

+11

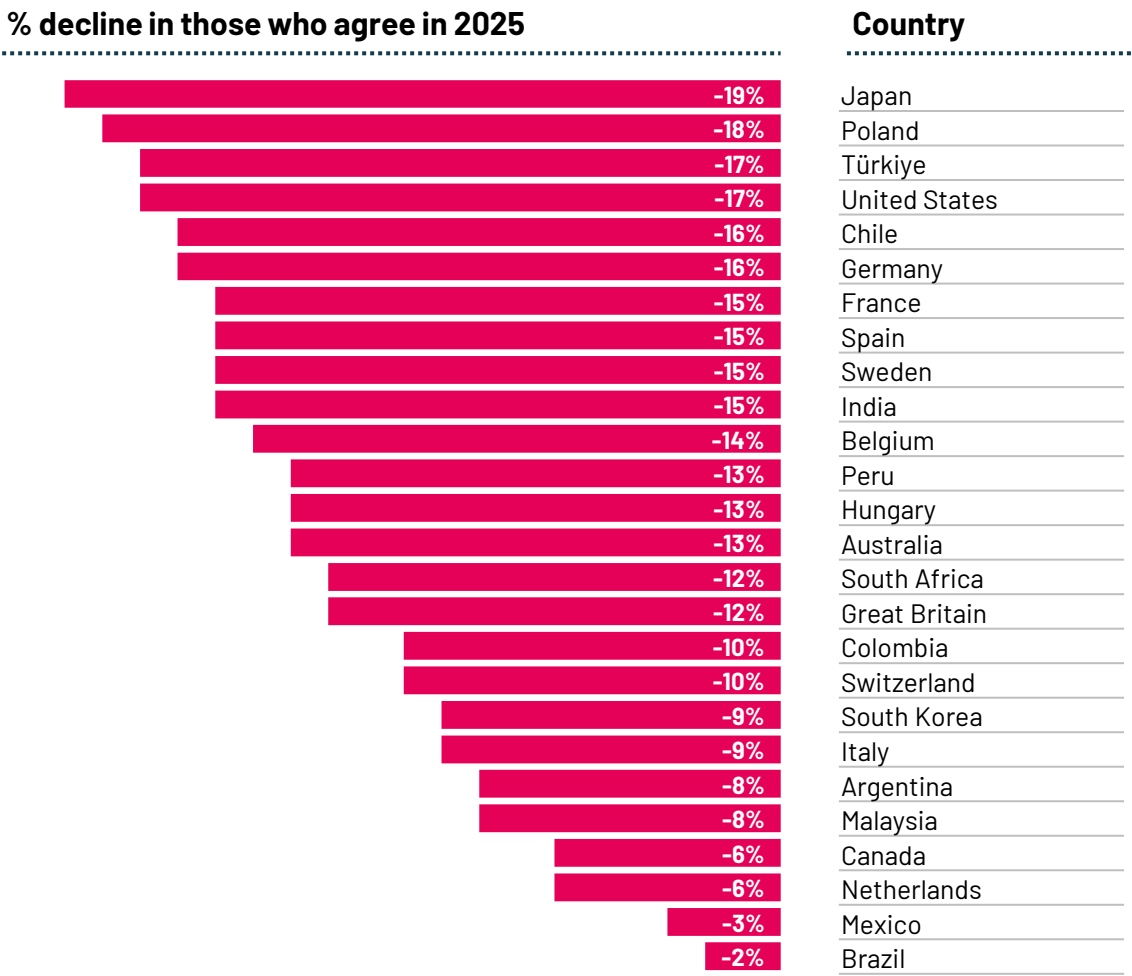
The proportion of Canadians who feel they are already sacrificing too much is up from 28% in 2023 to 39% in 2025.

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.

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

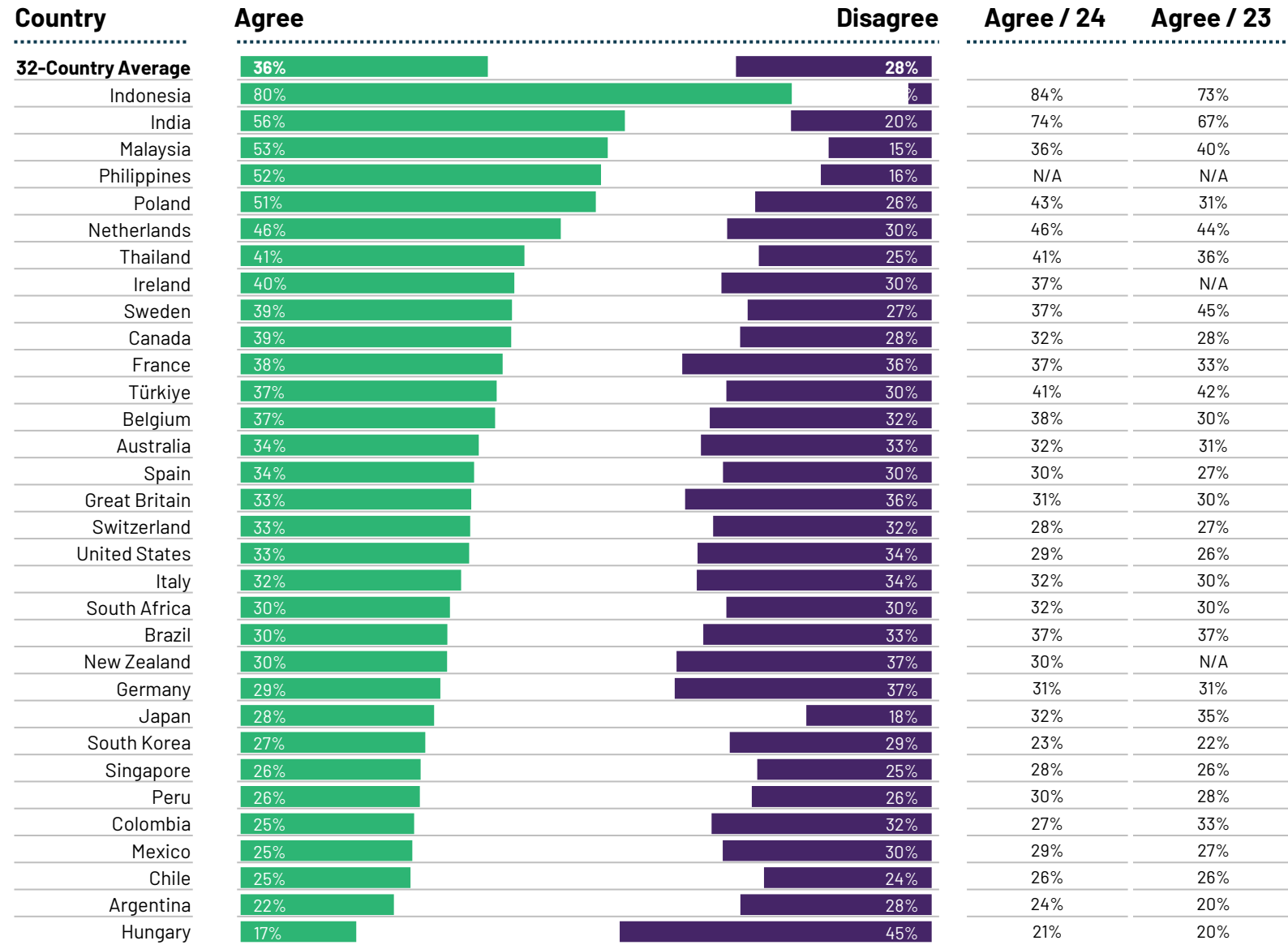


Many countries think they are already sacrificing too much to fight climate change

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.

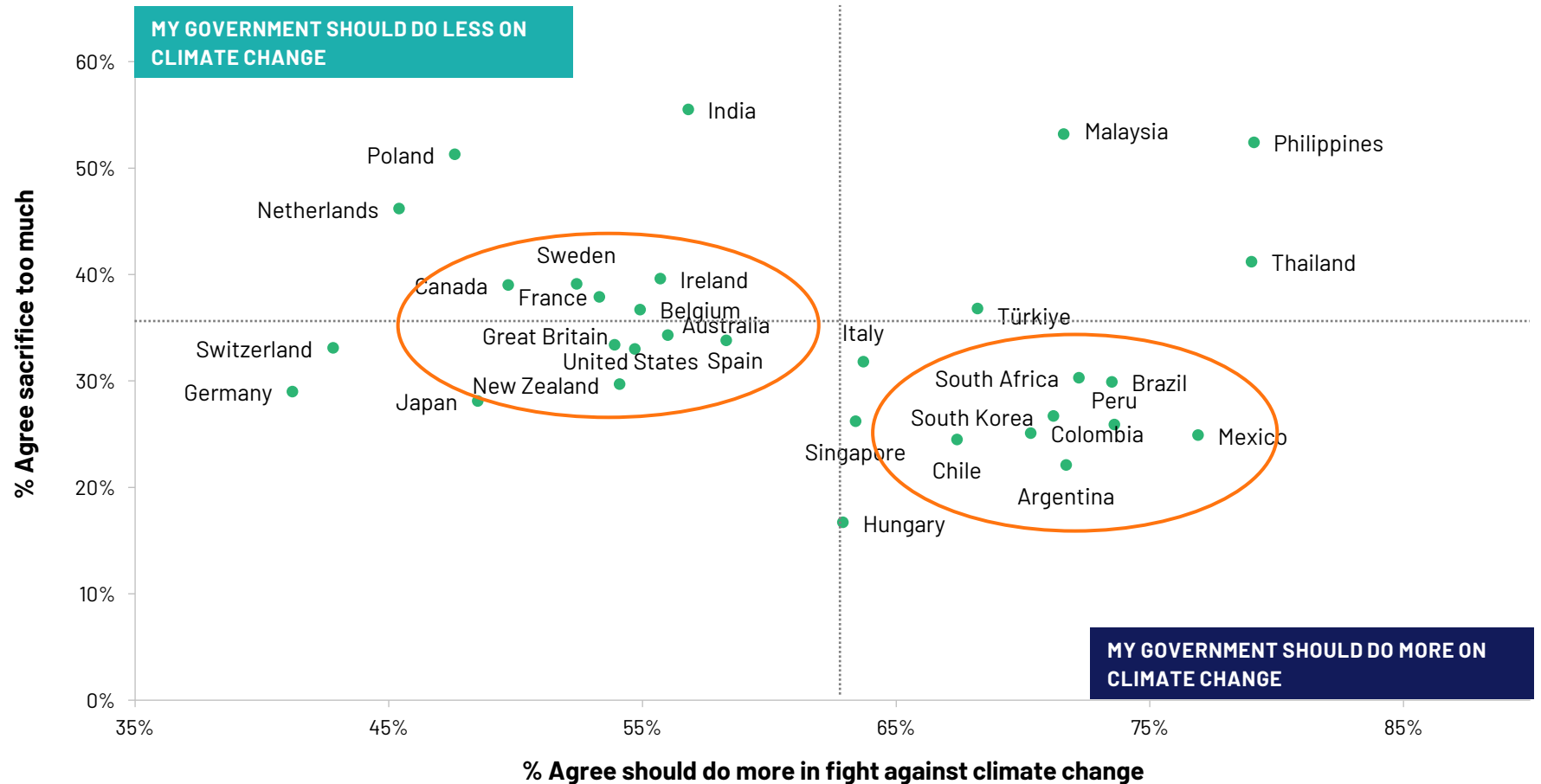


Which governments need to do more?

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

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

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.



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%) believe there is [no consensus among climate scientists](#) about the effects of climate change.

While the same 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 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%).

The Netherlands is also worried that renewable energy will also lead to less reliability in its energy market (39%).

58%

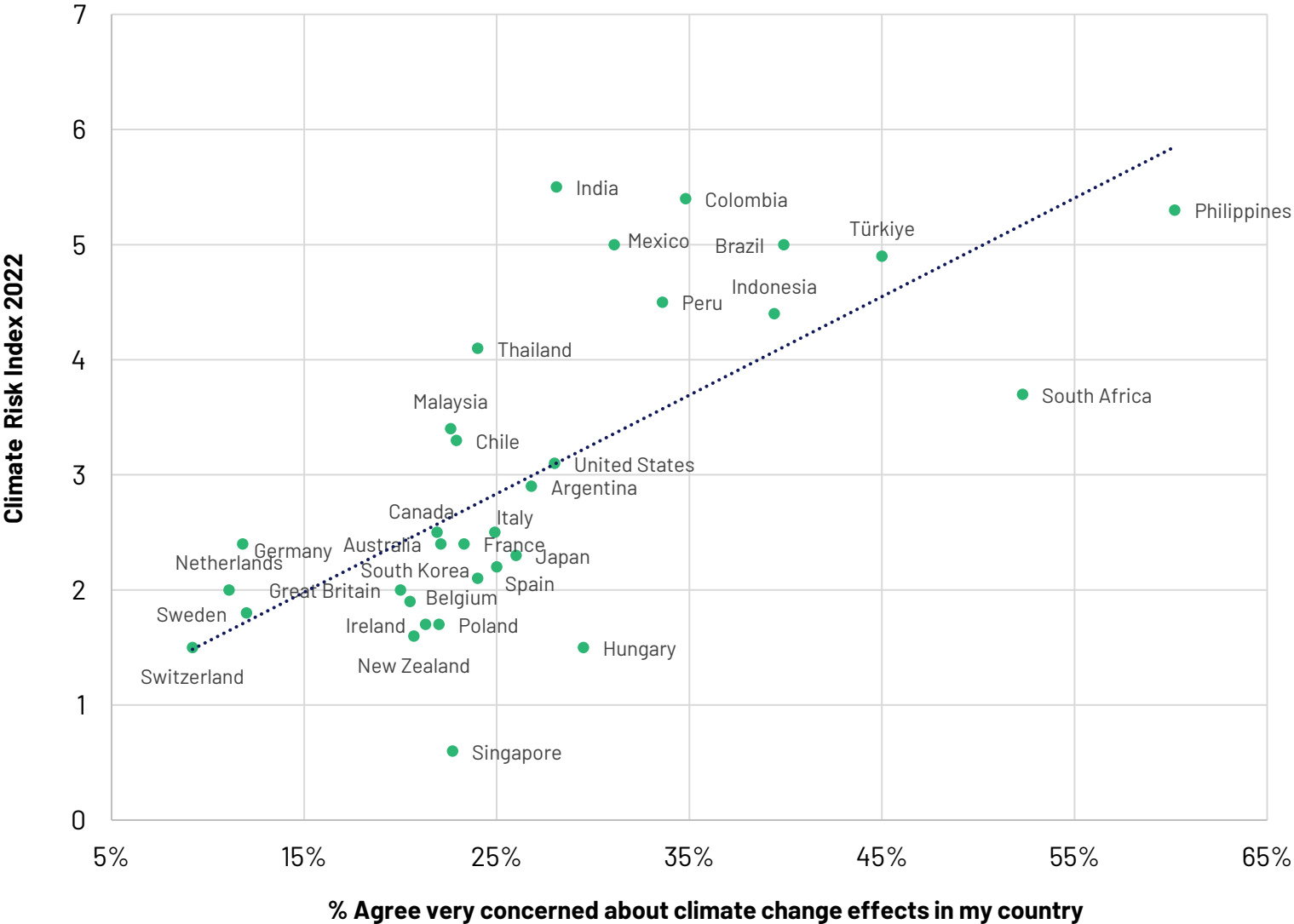
in France say electric cars are as bad for the planet as petrol/gas-powered cars

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](#) and 45% on [public health](#) in their country overall.

Furthermore, 46% anticipate [benefits for animals globally](#), 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.

45%

think transitioning to renewable energy will improve public health in their 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% get this right (true proportion: 22%).

Over a quarter (29%) 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.

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.

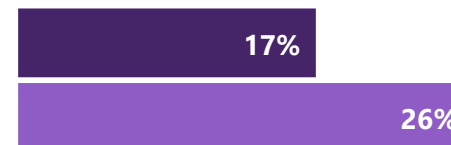
Source: [UN](#)

32-country average

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

Right answer

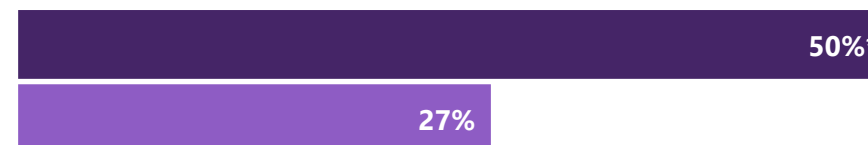
% who answered correctly



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?

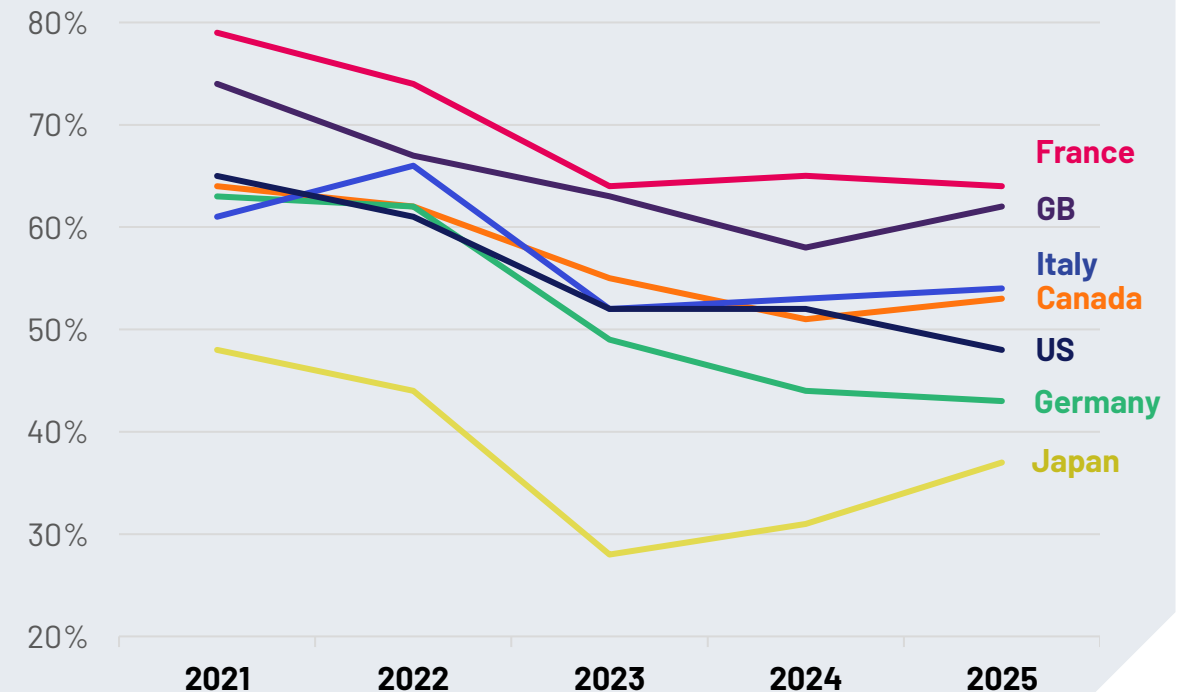
A complex interplay of factors, including sustainability goals, profitability, and shareholder expectations has driven a recalibration, and a necessary reset for long-term ESG viability and impact.

Six in ten (60%) 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 is way is declining in many markets 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.

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**

Only one in five 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.

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

22%
46%
40%
38%
36%
30%
30%
27%
26%
26%
25%
25%
24%
24%
22%
21%
21%
21%
20%
20%
20%
18%
18%
18%
16%
15%
15%
15%
14%
14%
12%
11%
10%



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

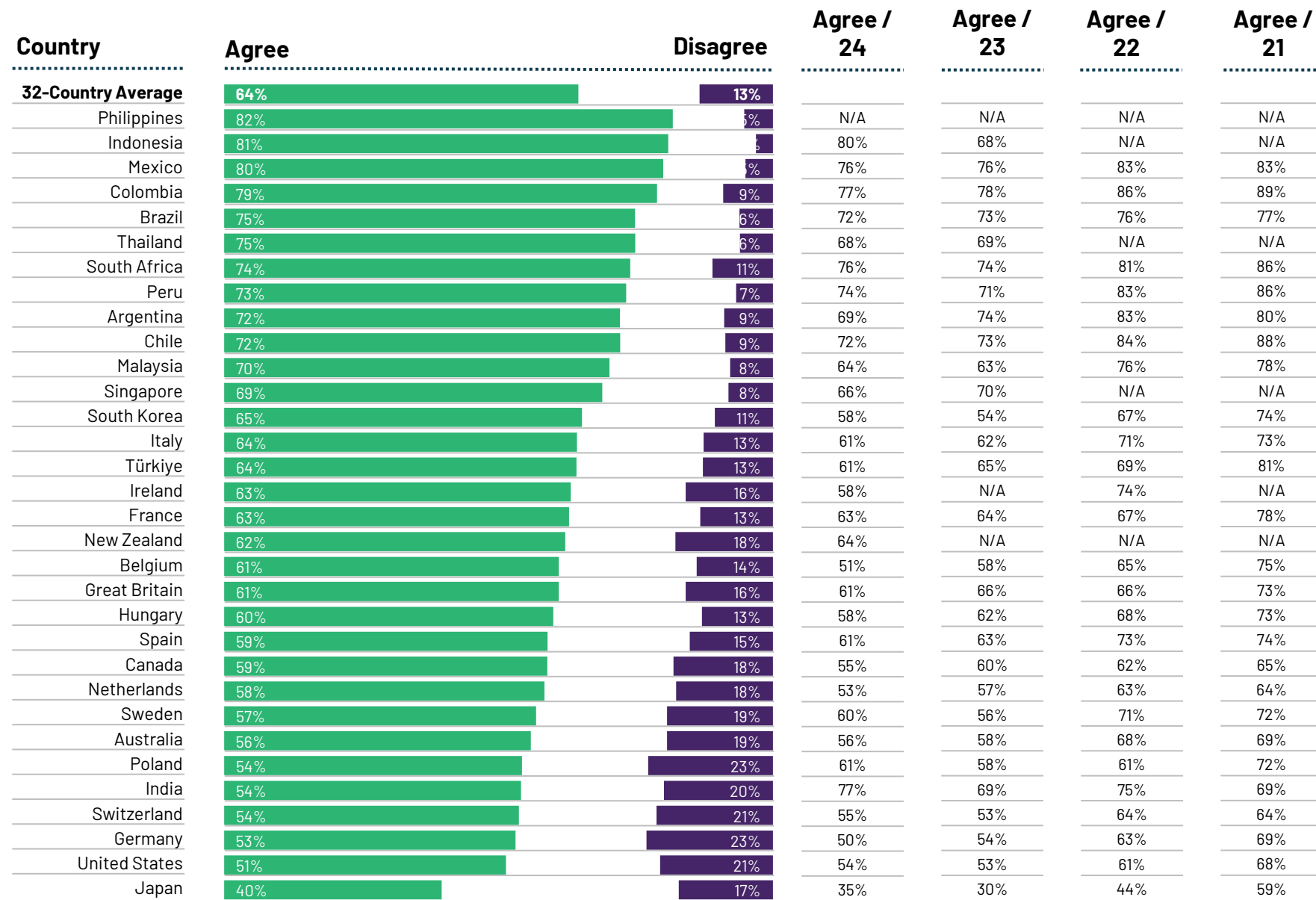
- The role of me and my country
- Understanding and misperceptions
- UN Sustainable Development Goals
- The Road to Net Zero

The role of me and my country

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.

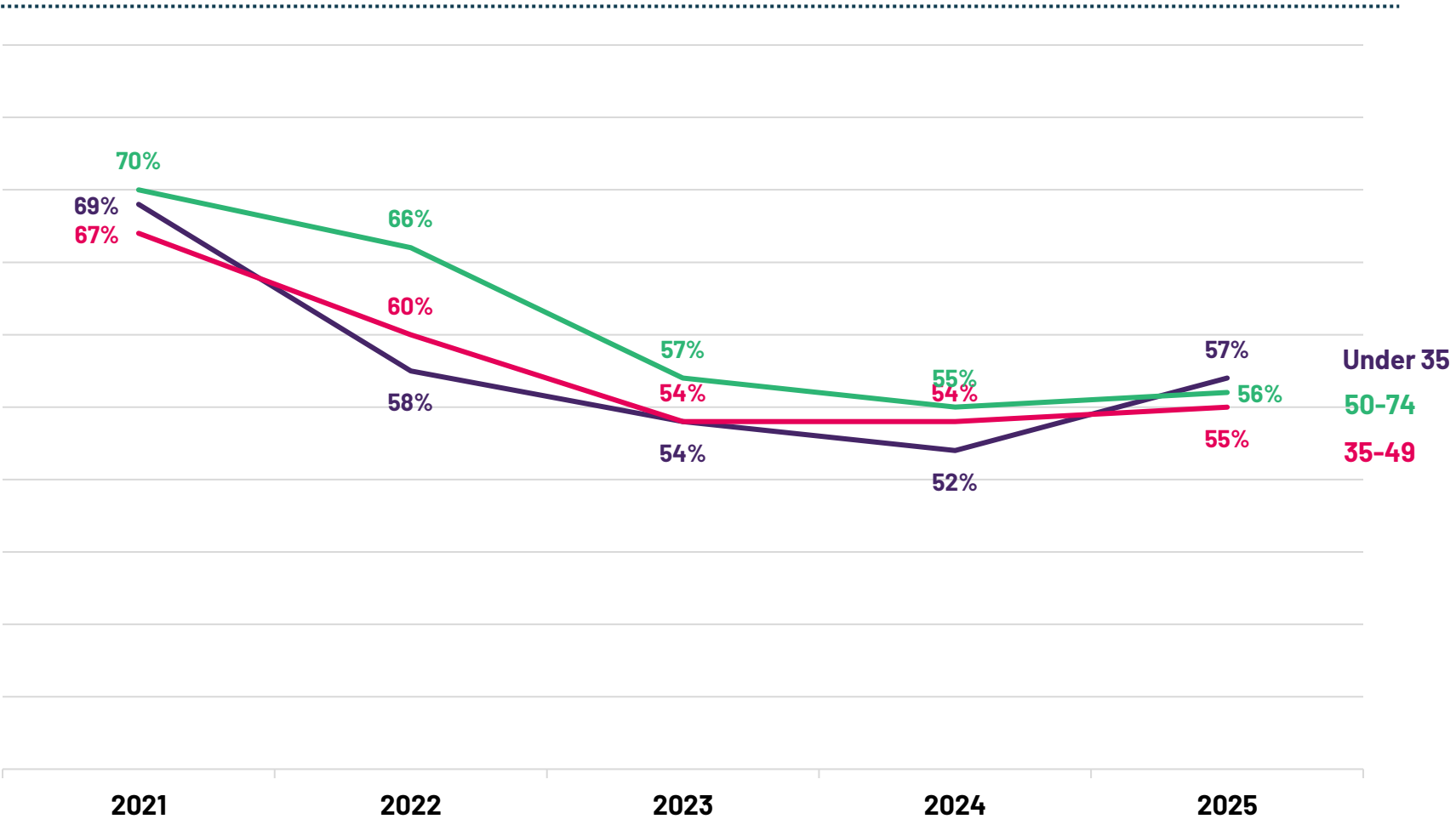


To what extent do you agree or disagree with the following?

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.

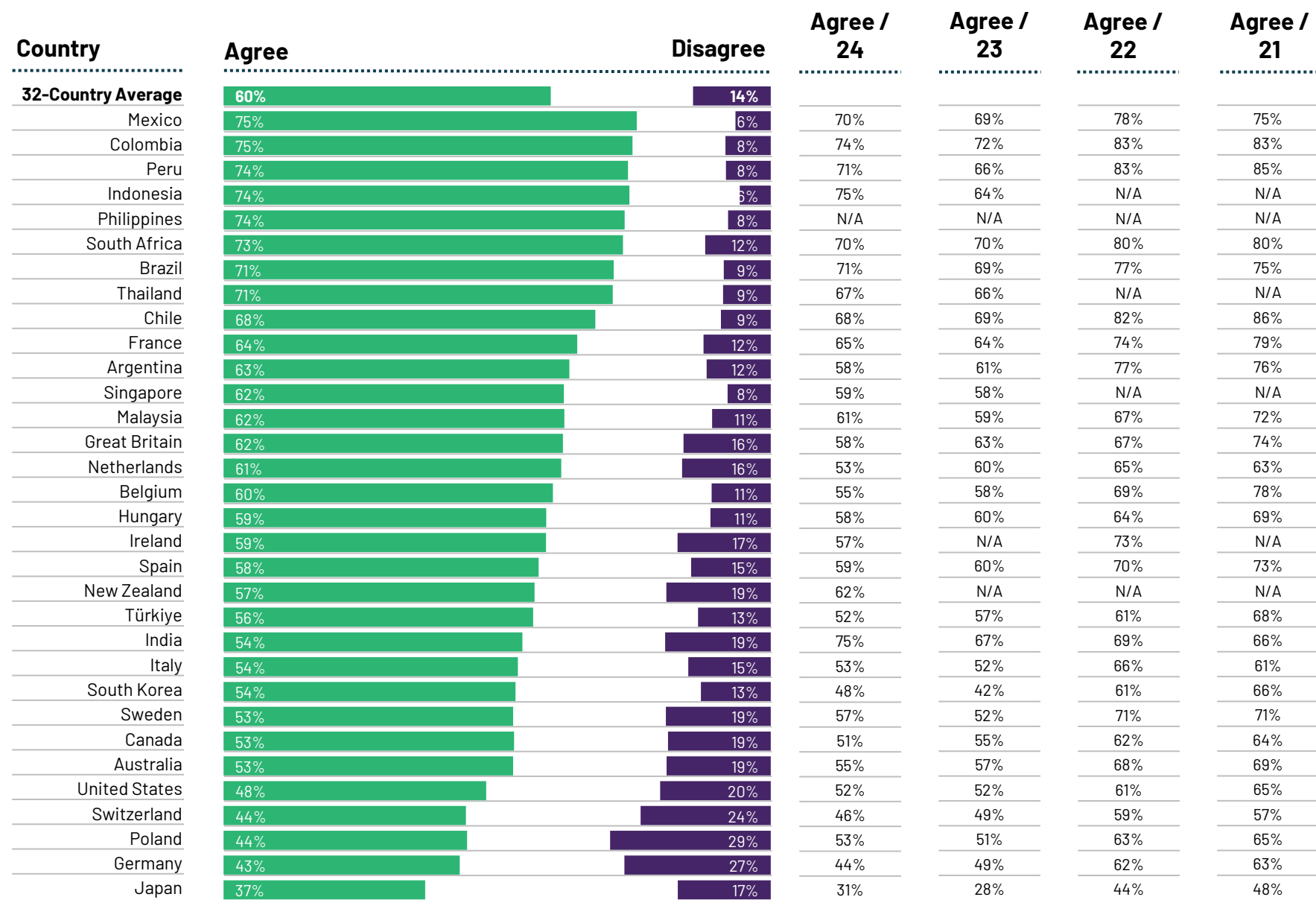
G7 countries only % agree



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

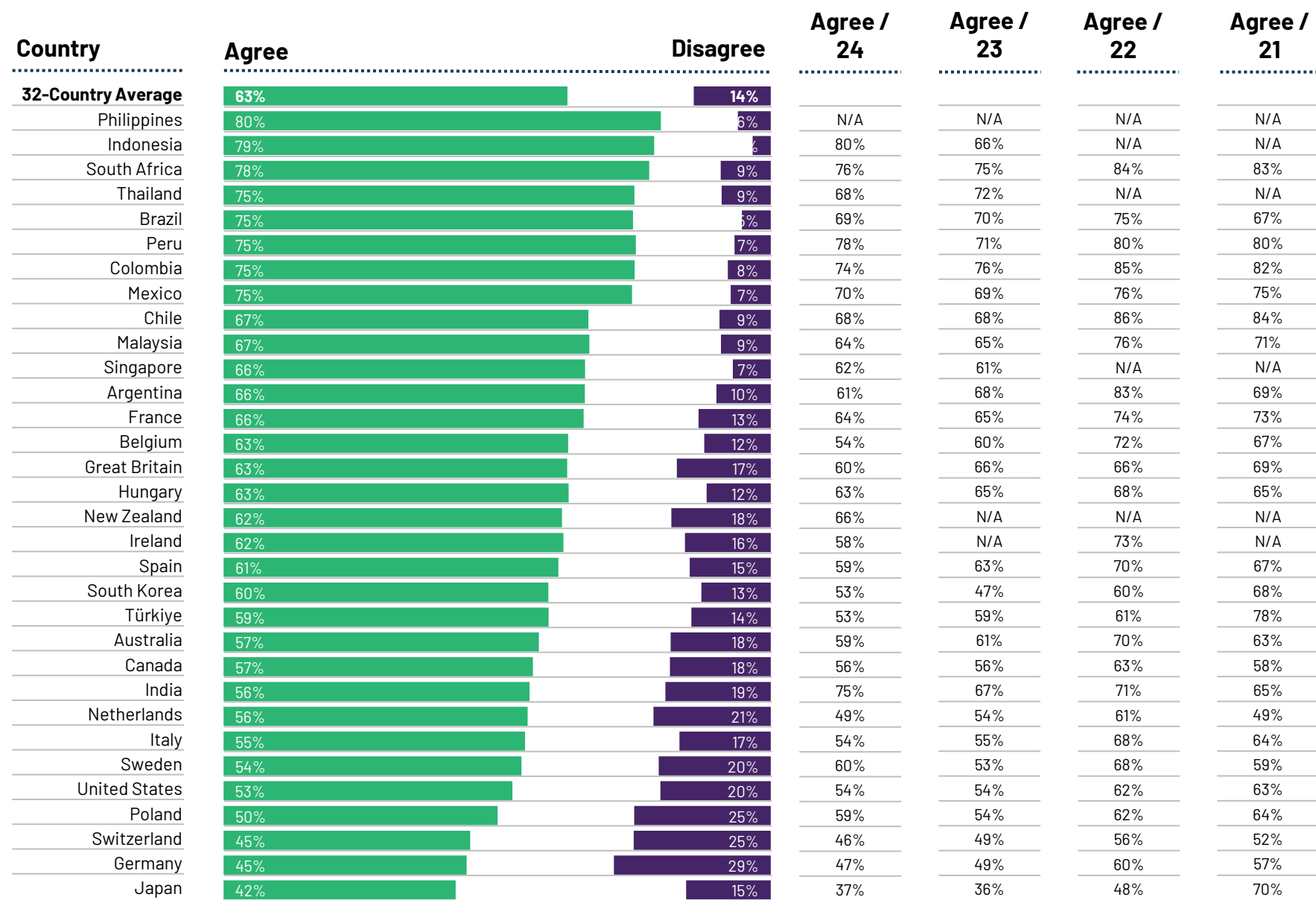
Base: 23,745 adults under the age of 75 across 32 countries, interviewed between 24 January and 7 February 2025.



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]

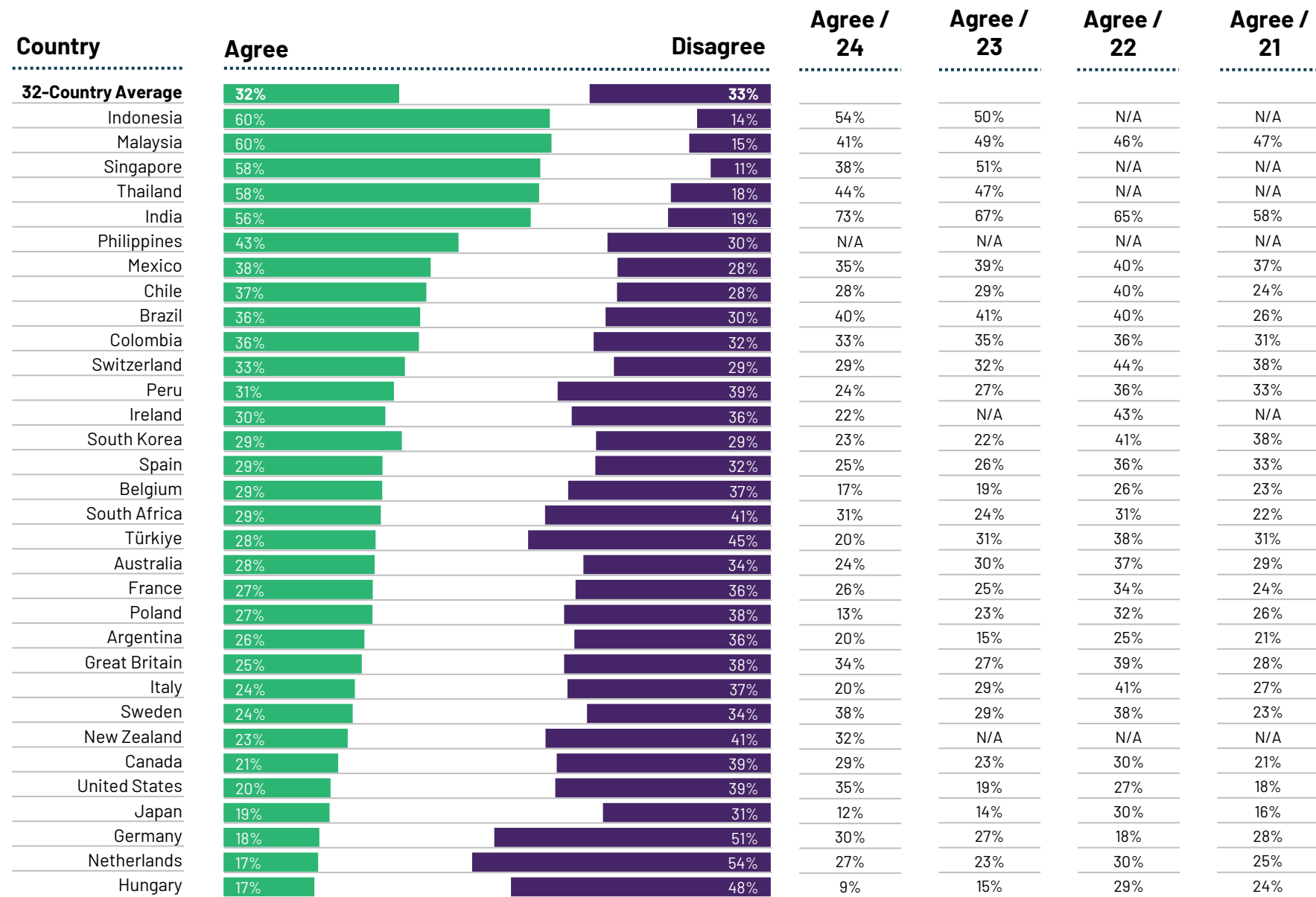
Base: 23,745 adults under the age of 75 across 32 countries, interviewed between 24 January and 7 February 2025.



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

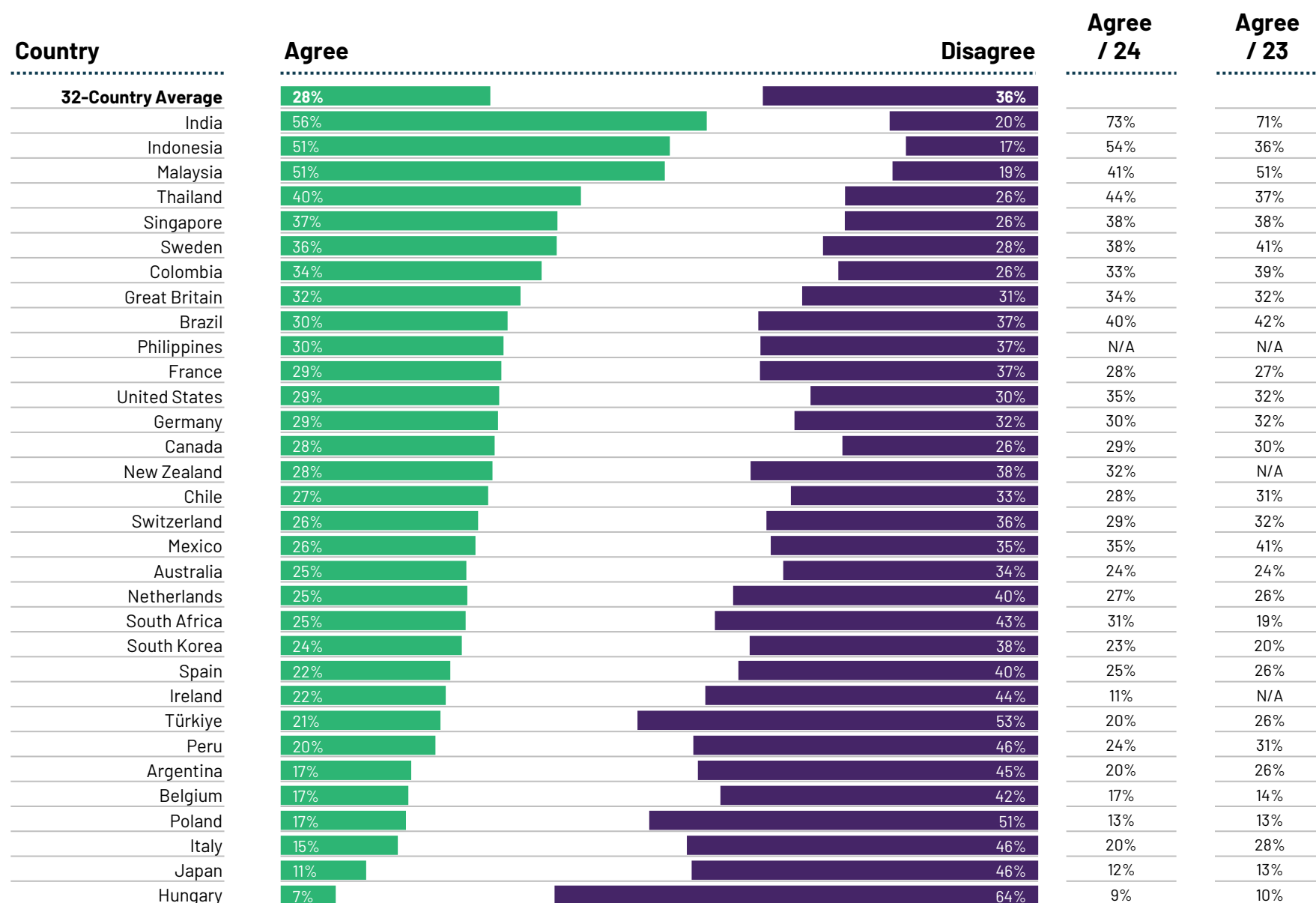
Base: 23,745 adults under the age of 75 across 32 countries, interviewed between 24 January and 7 February 2025.



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

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

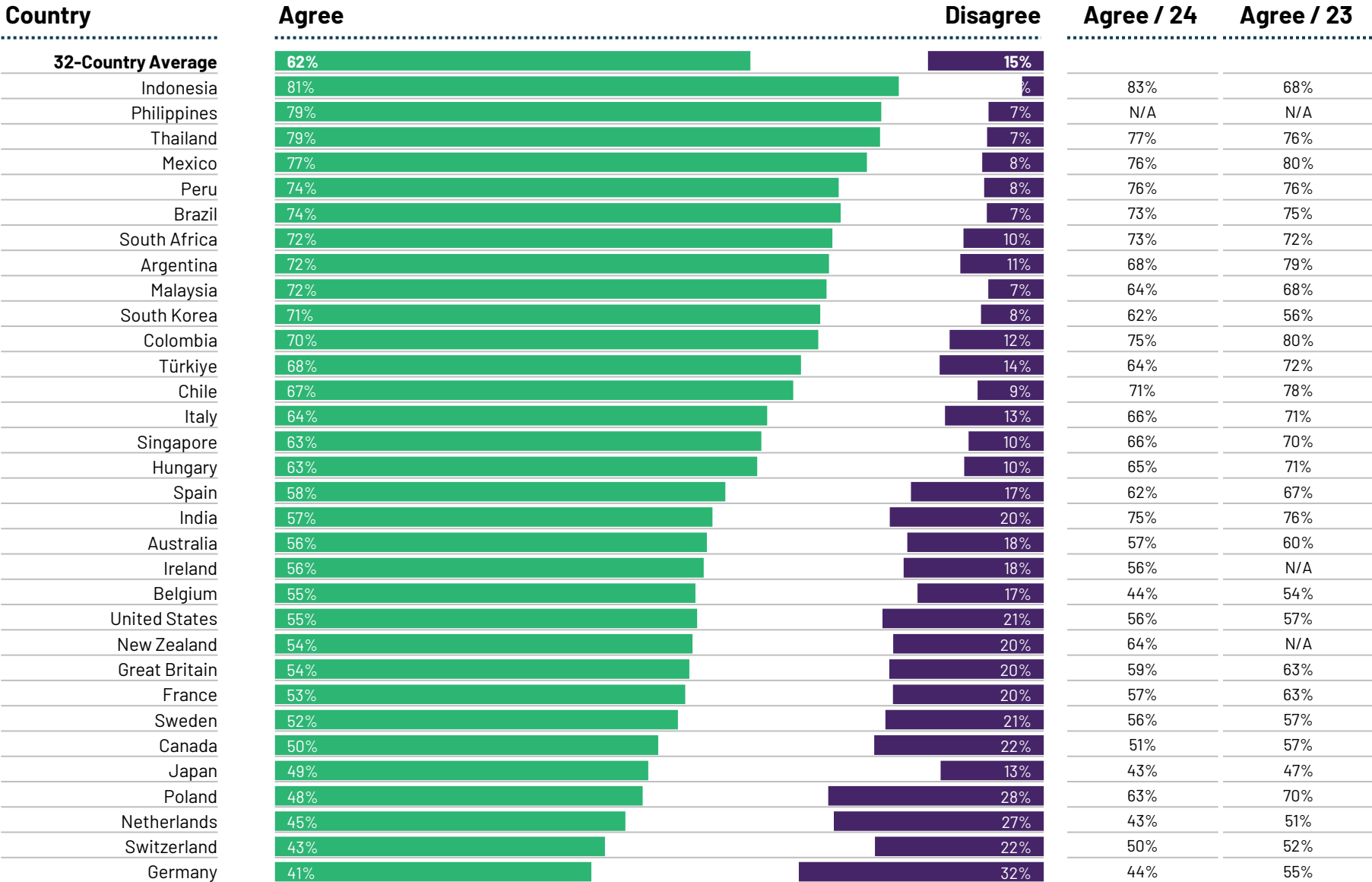
Base: 23,745 adults under the age of 75 across 32 countries, interviewed between 24 January and 7 February 2025.



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.

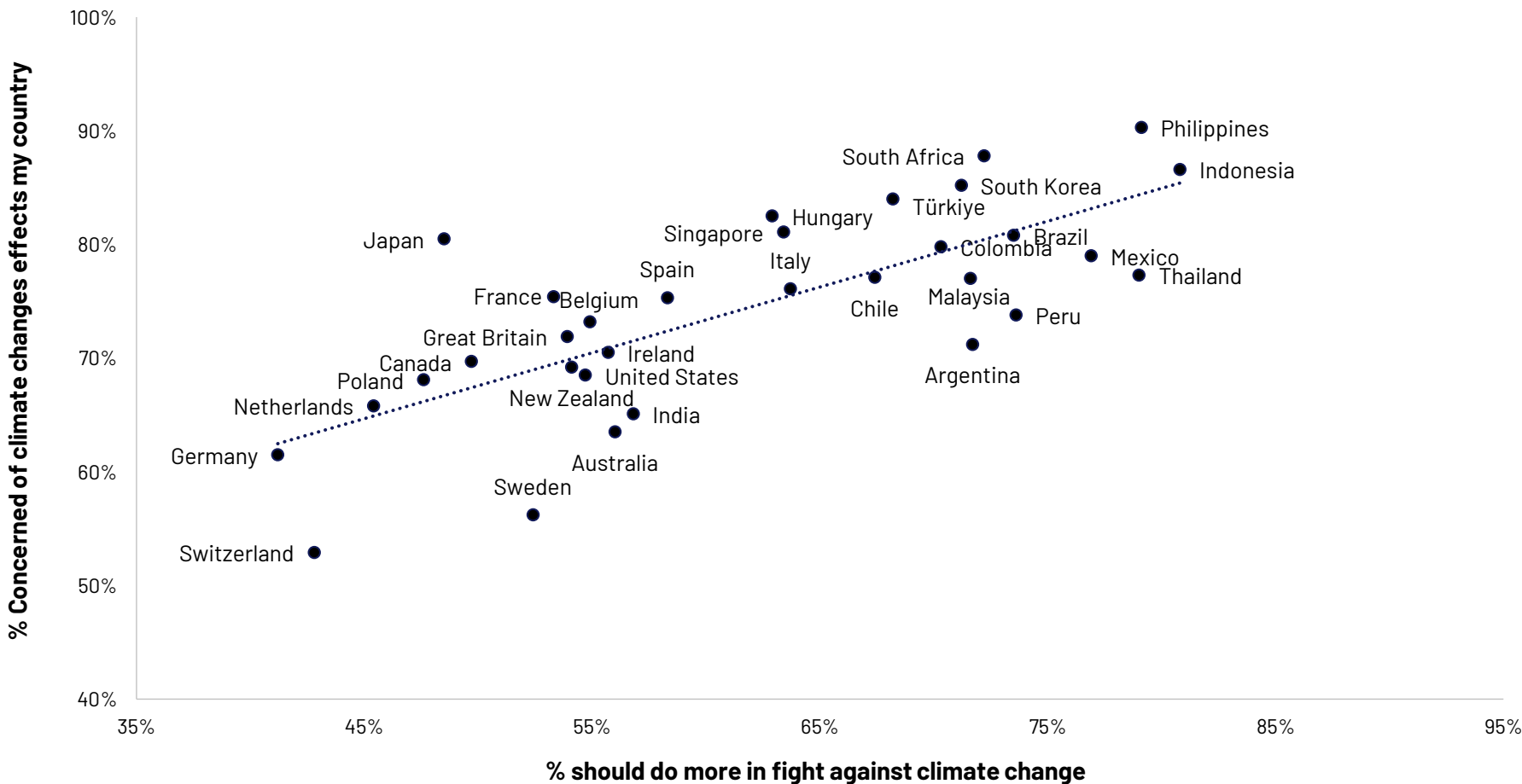


Those who are more concerned are looking for greater action

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.

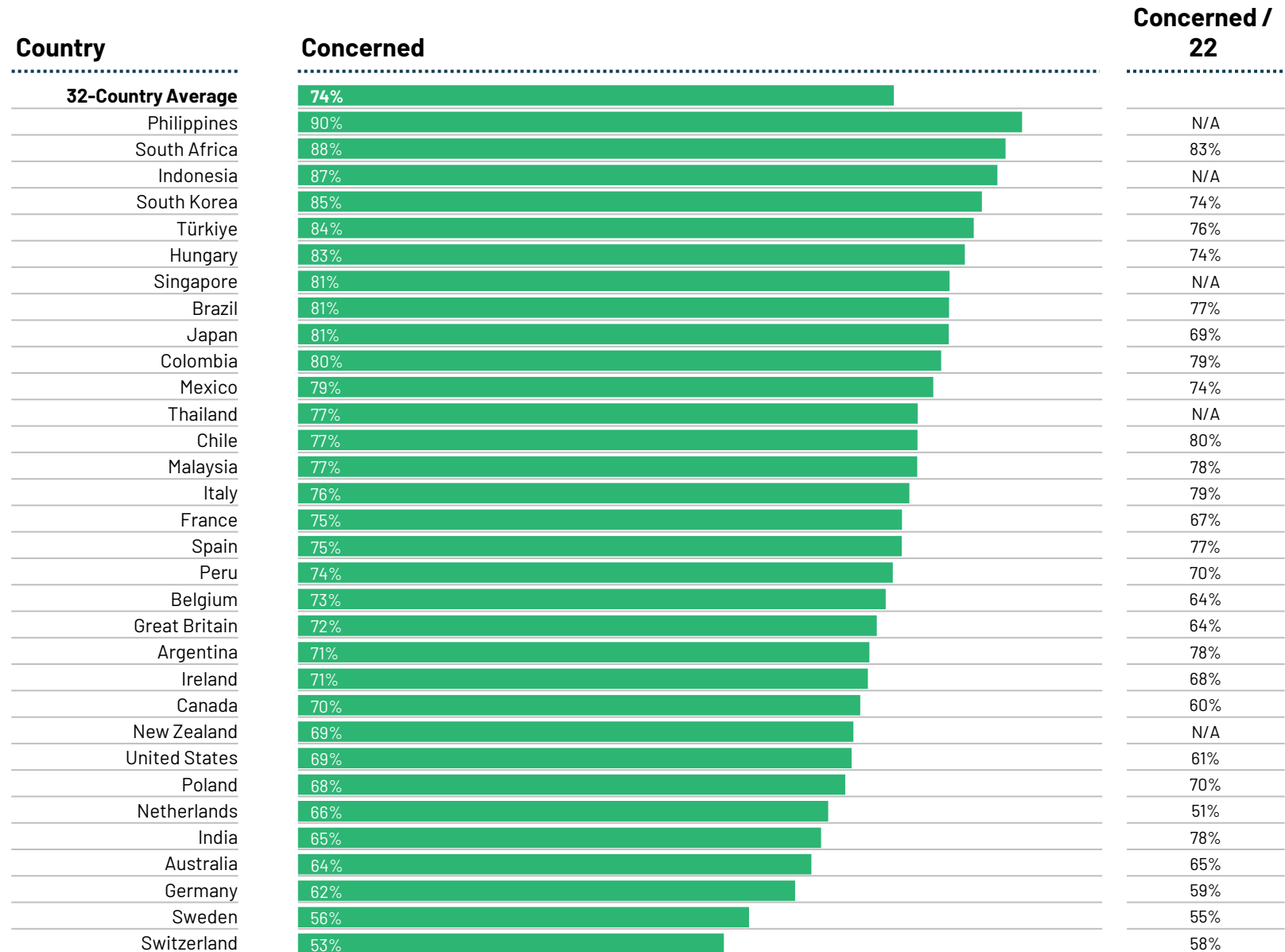
[COUNTRY] should do more against climate change vs concern for climate change in my country



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

[COUNTRY]

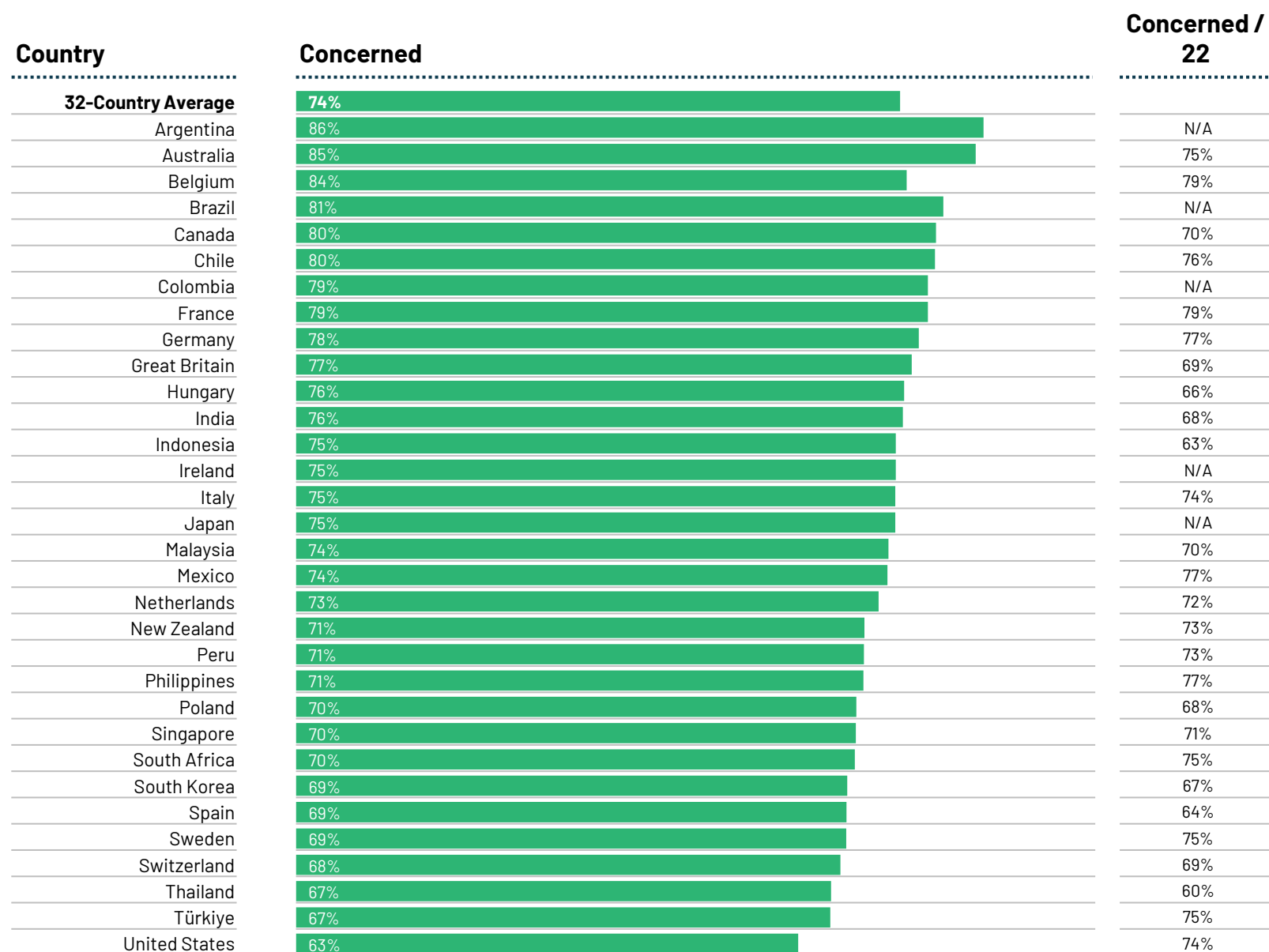
Base: 23,745 adults under the age of 75 across 32 countries, interviewed between 24 January and 7 February 2025.



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.

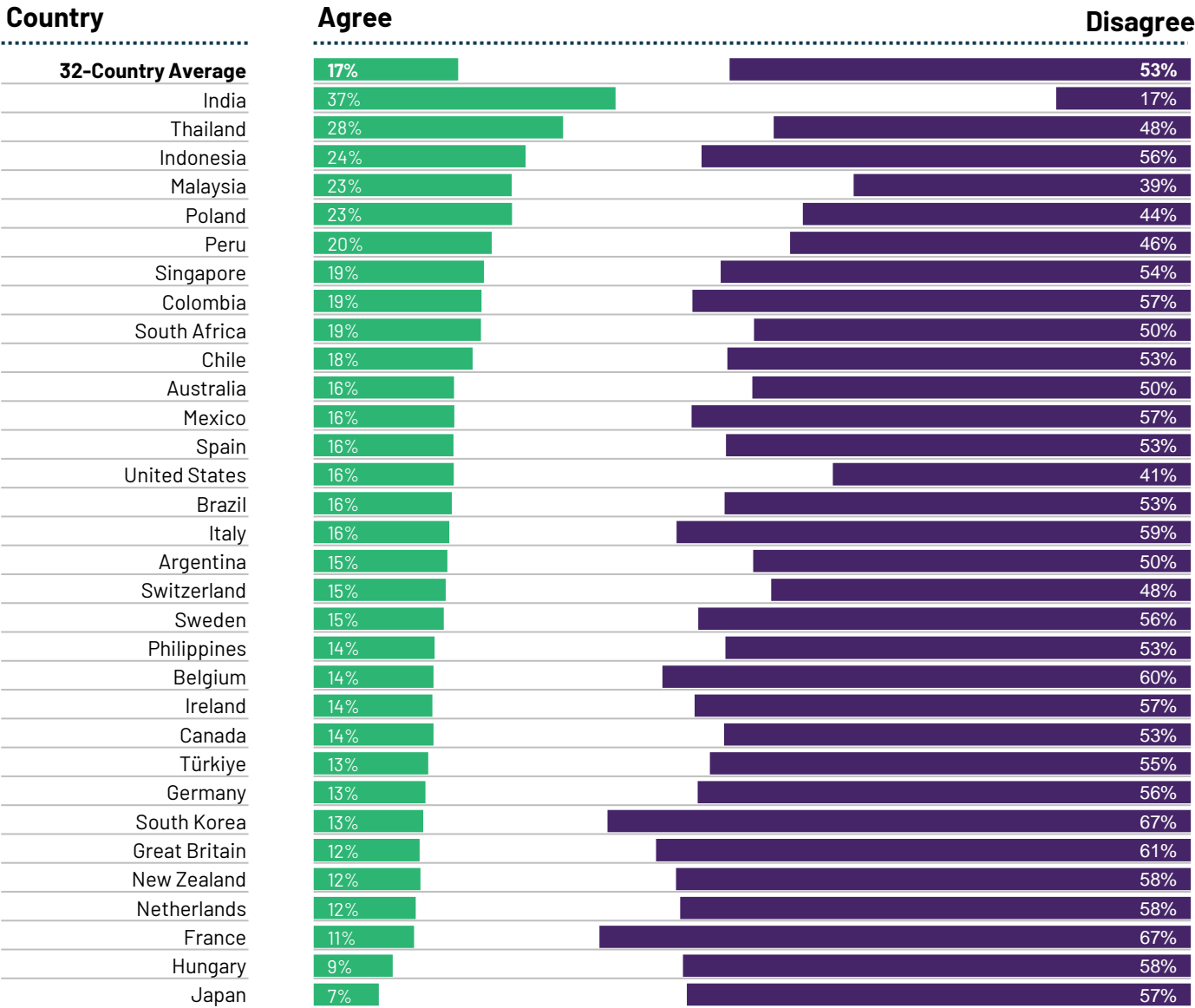


Understanding and misperceptions

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.

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.

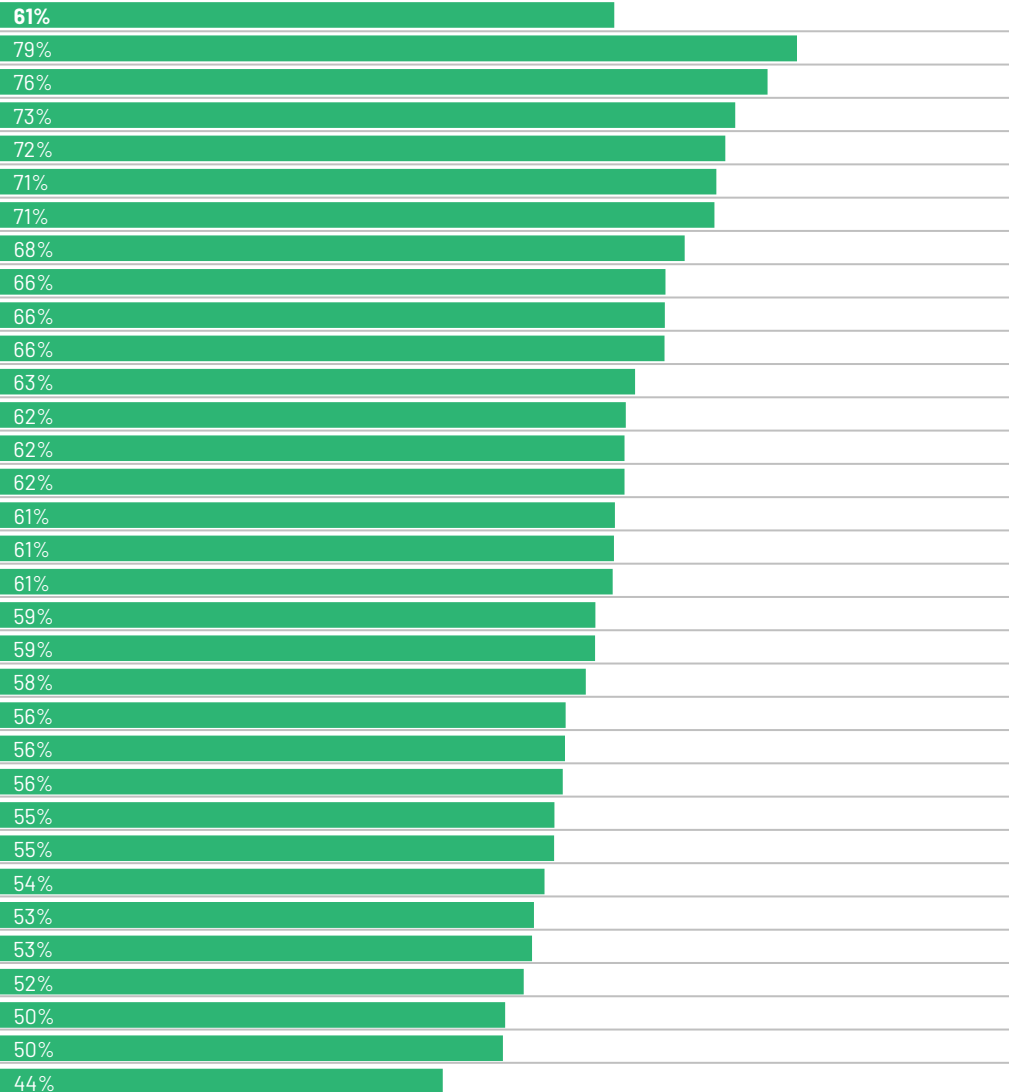
Base: 23,745 adults under the age of 75 across 32 countries, interviewed between 24 January and 7 February 2025.

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.

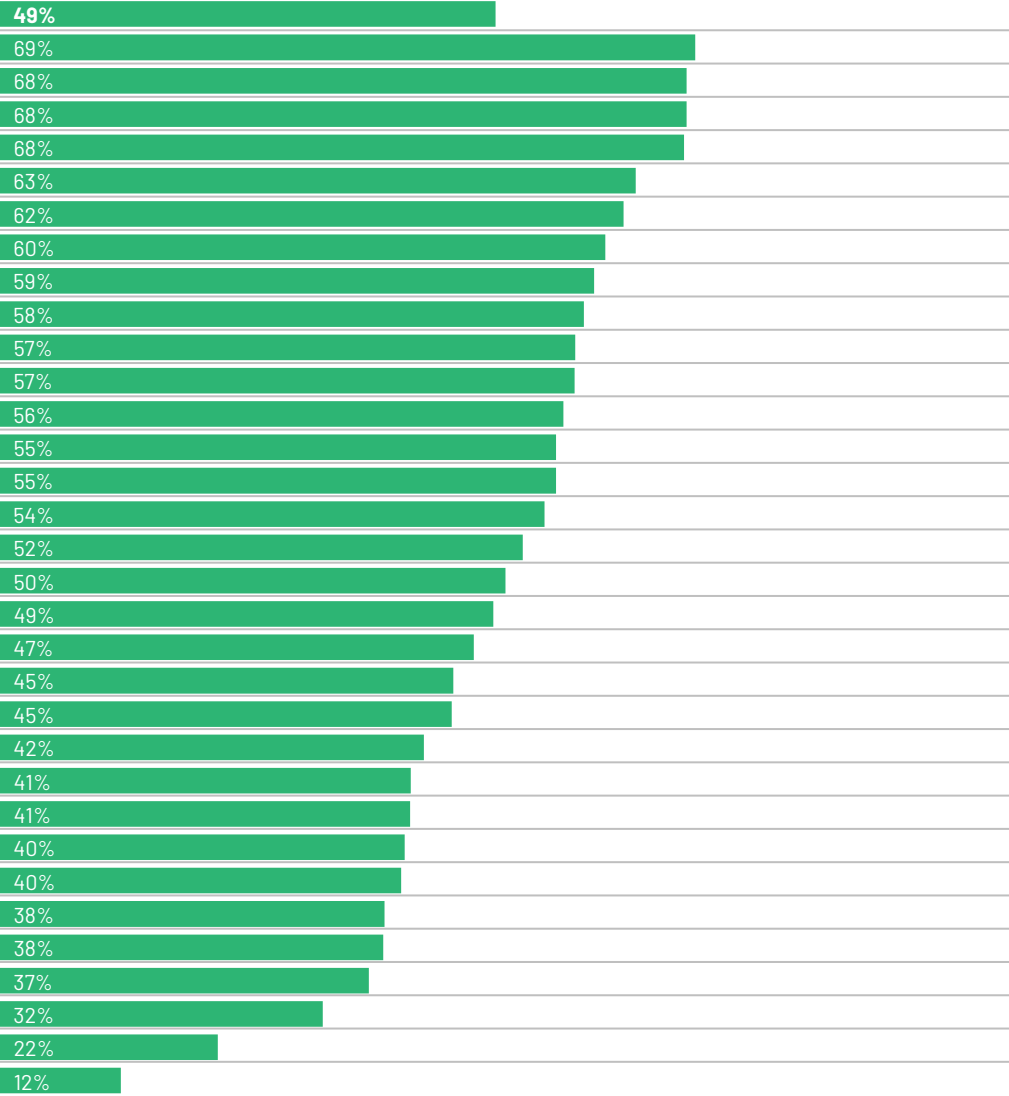
Base: 23,745 adults under the age of 75 across 32 countries, interviewed between 24 January and 7 February 2025.

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.

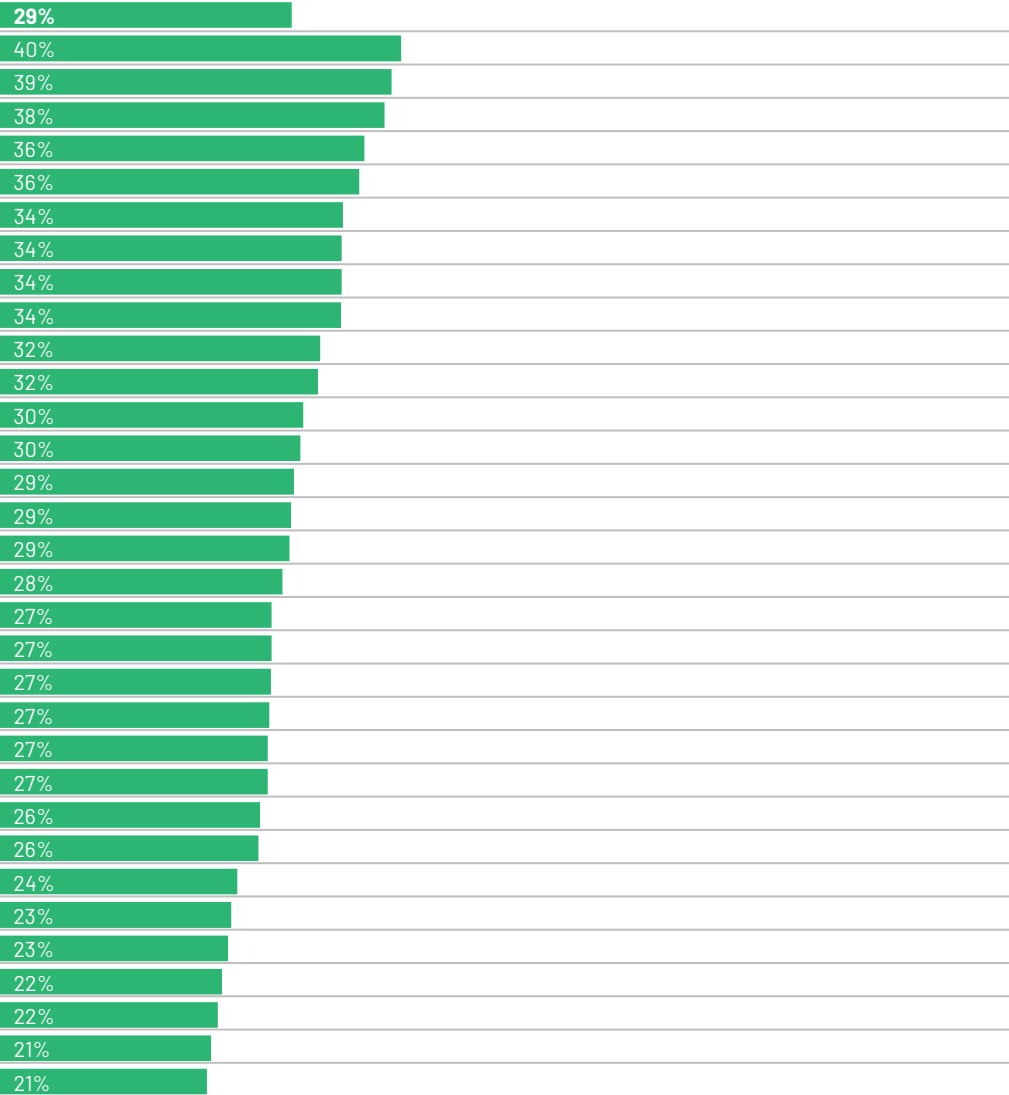
Base: 23,745 adults under the age of 75 across 32 countries, interviewed between 24 January and 7 February 2025.

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.

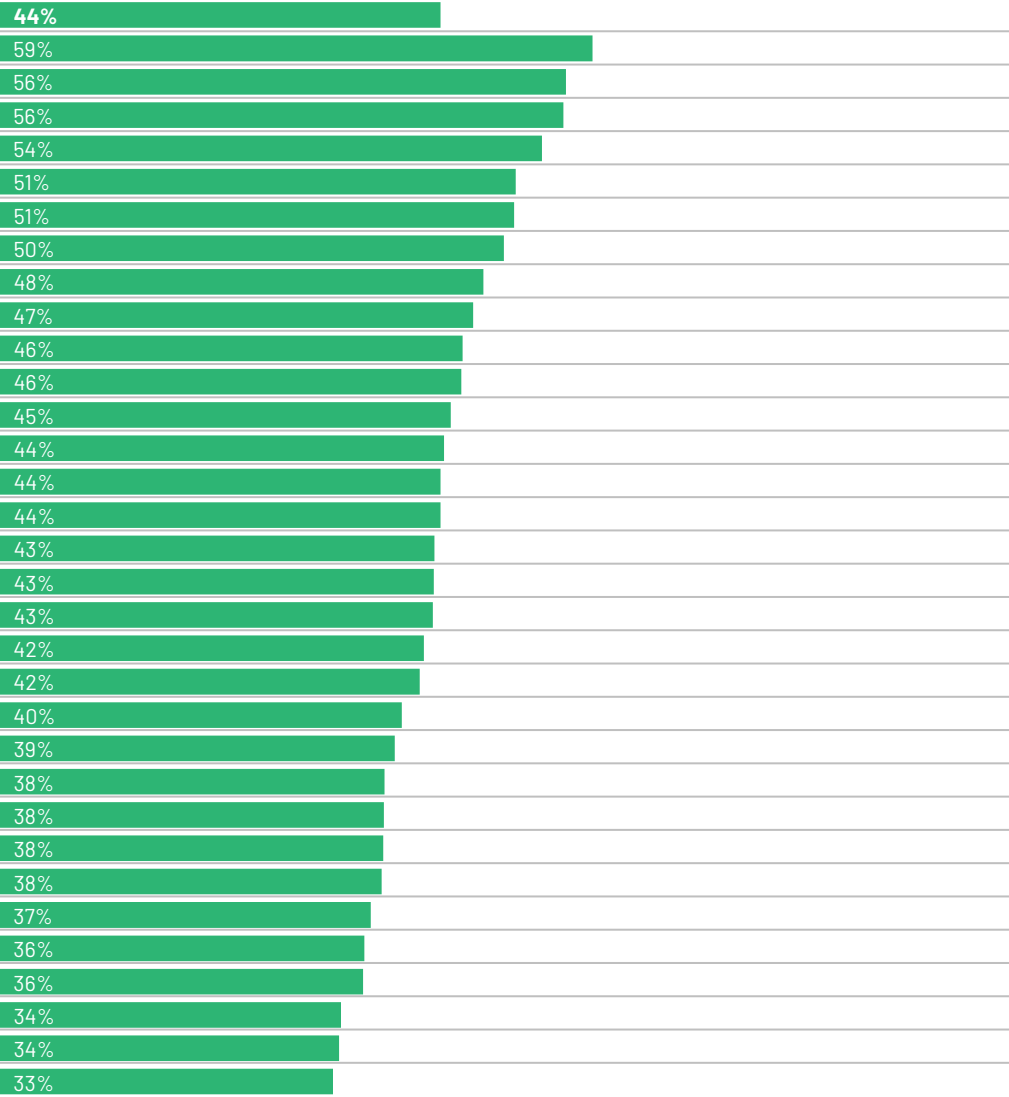
Base: 23,745 adults under the age of 75 across 32 countries, interviewed between 24 January and 7 February 2025.

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.

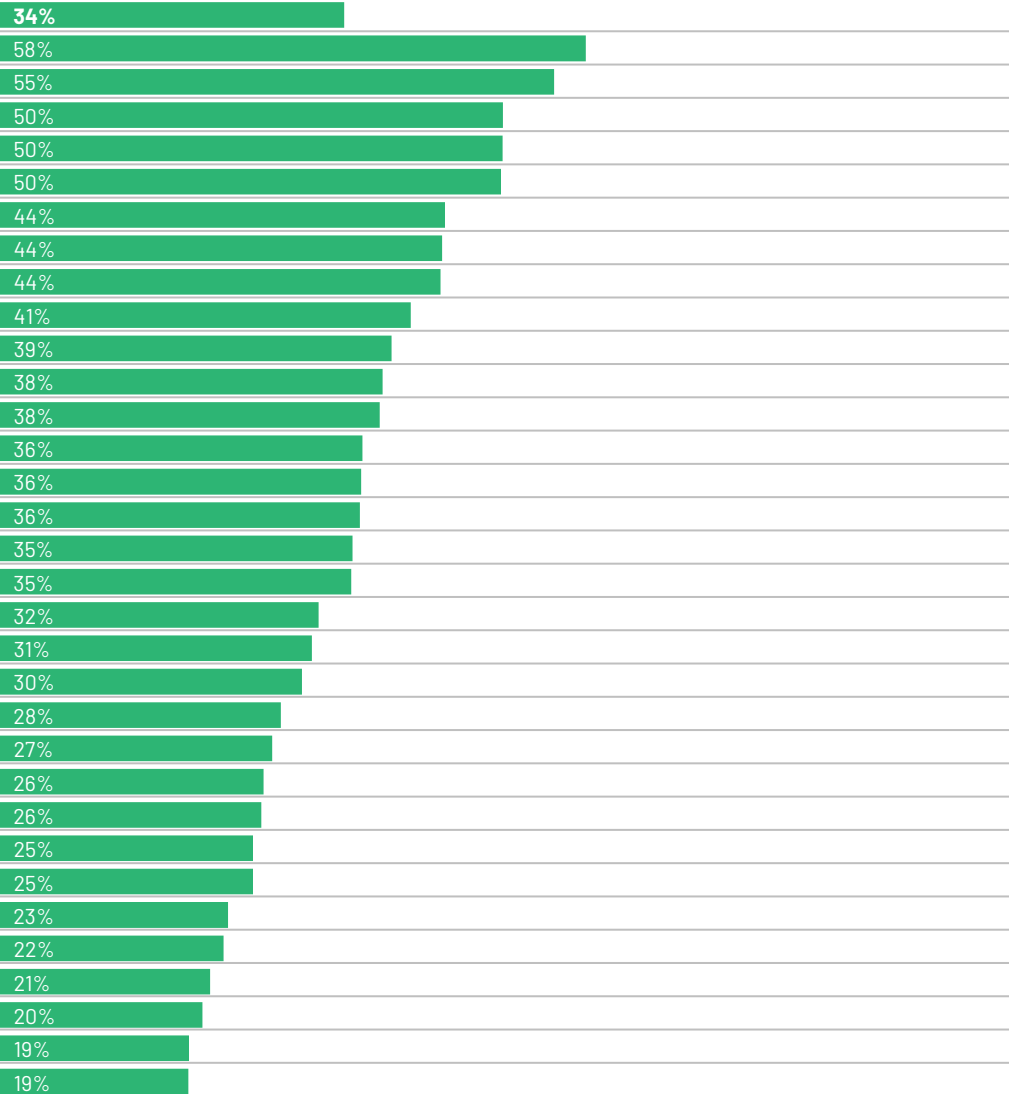
Base: 23,745 adults under the age of 75 across 32 countries, interviewed between 24 January and 7 February 2025.

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



Do you agree or disagree with the following statements:

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

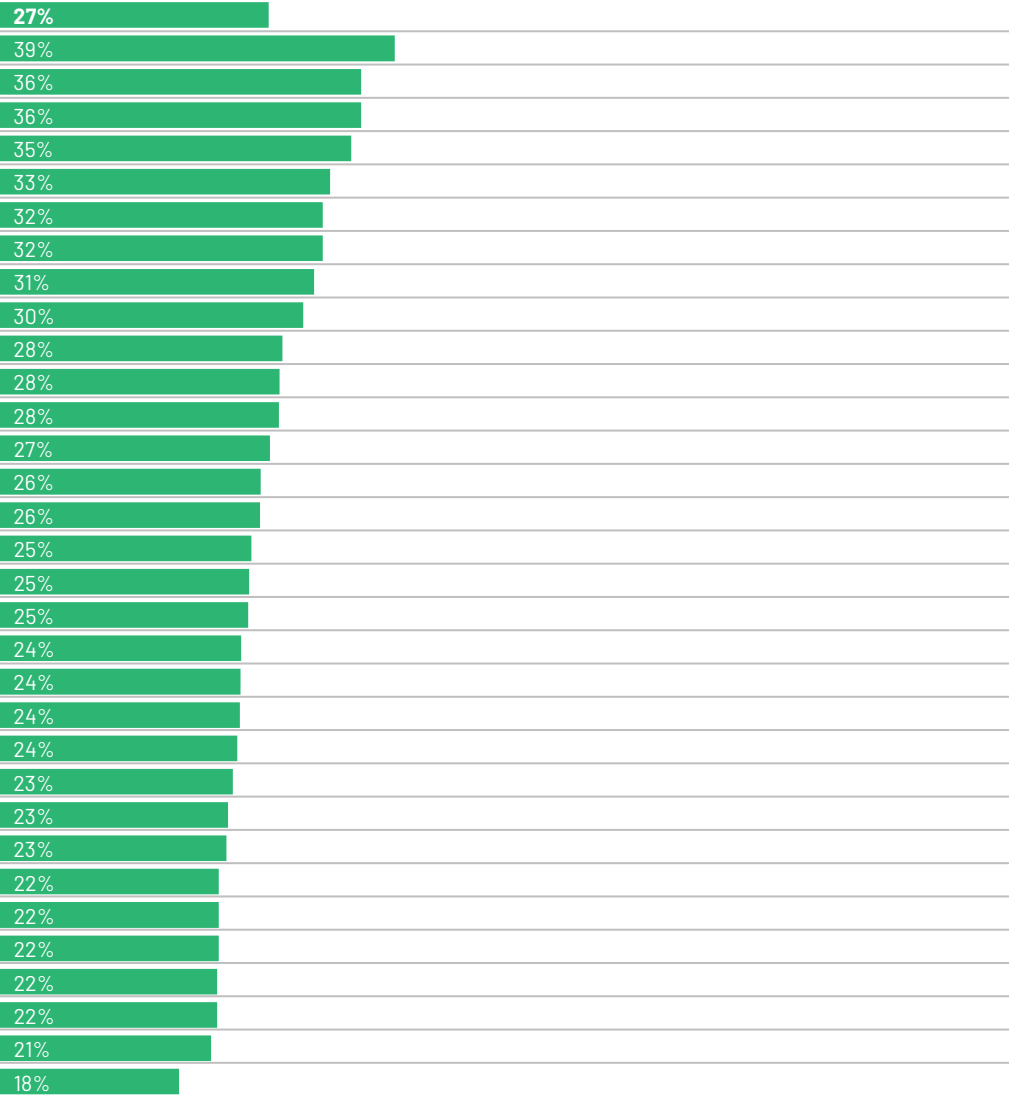
Base: 23,745 adults under the age of 75 across 32 countries, interviewed between 24 January and 7 February 2025.

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



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.

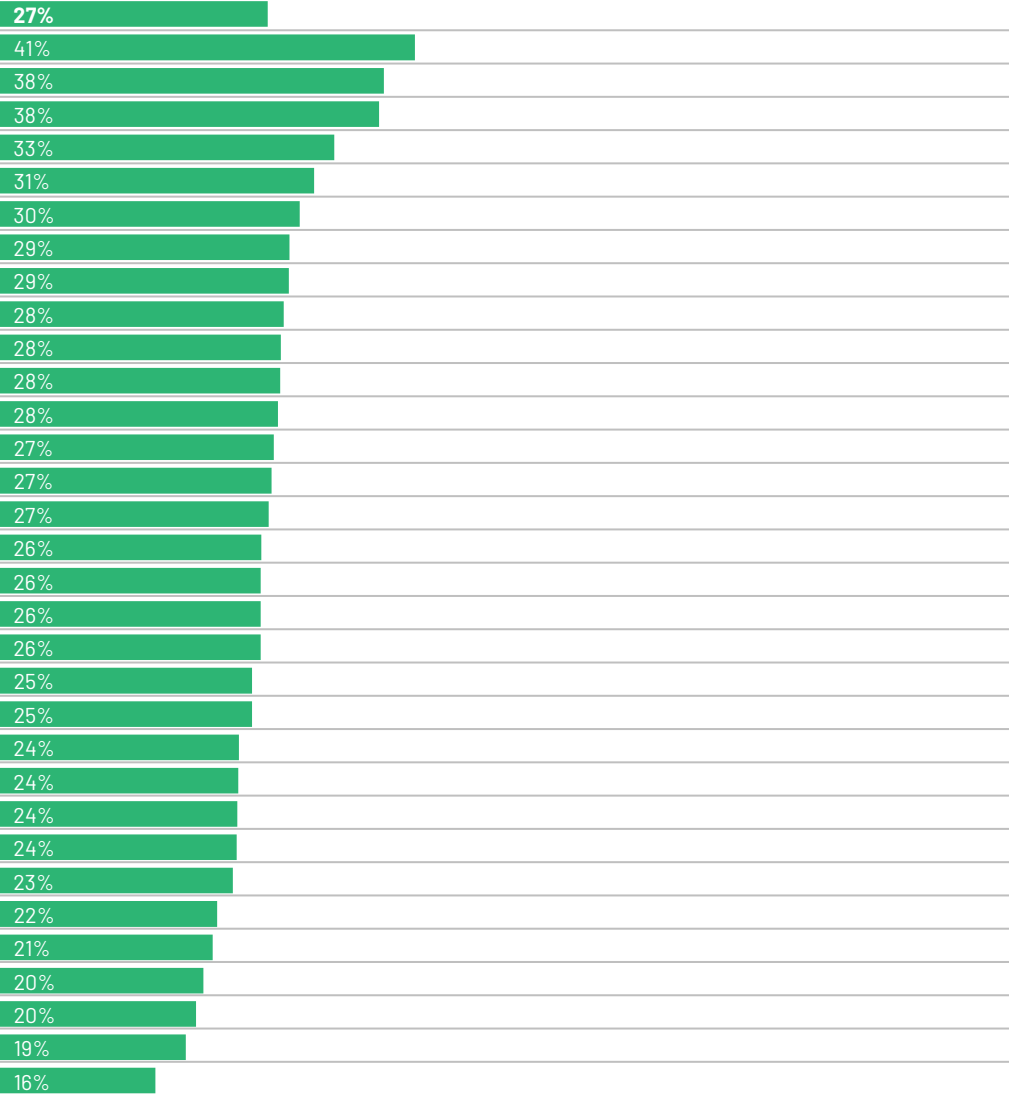
Base: 23,745 adults under the age of 75 across 32 countries, interviewed between 24 January and 7 February 2025.

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.

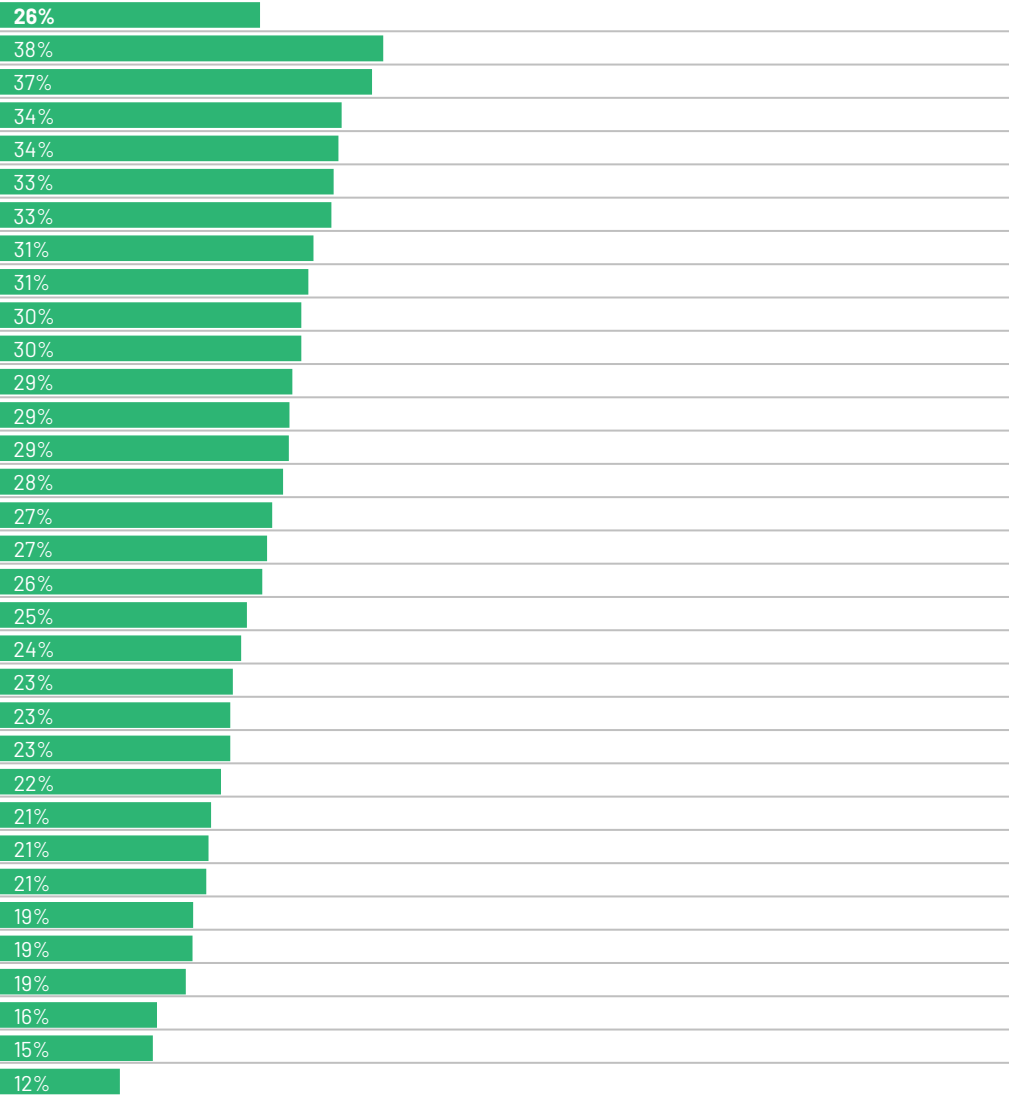
Base: 23,745 adults under the age of 75 across 32 countries, interviewed between 24 January and 7 February 2025.

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.

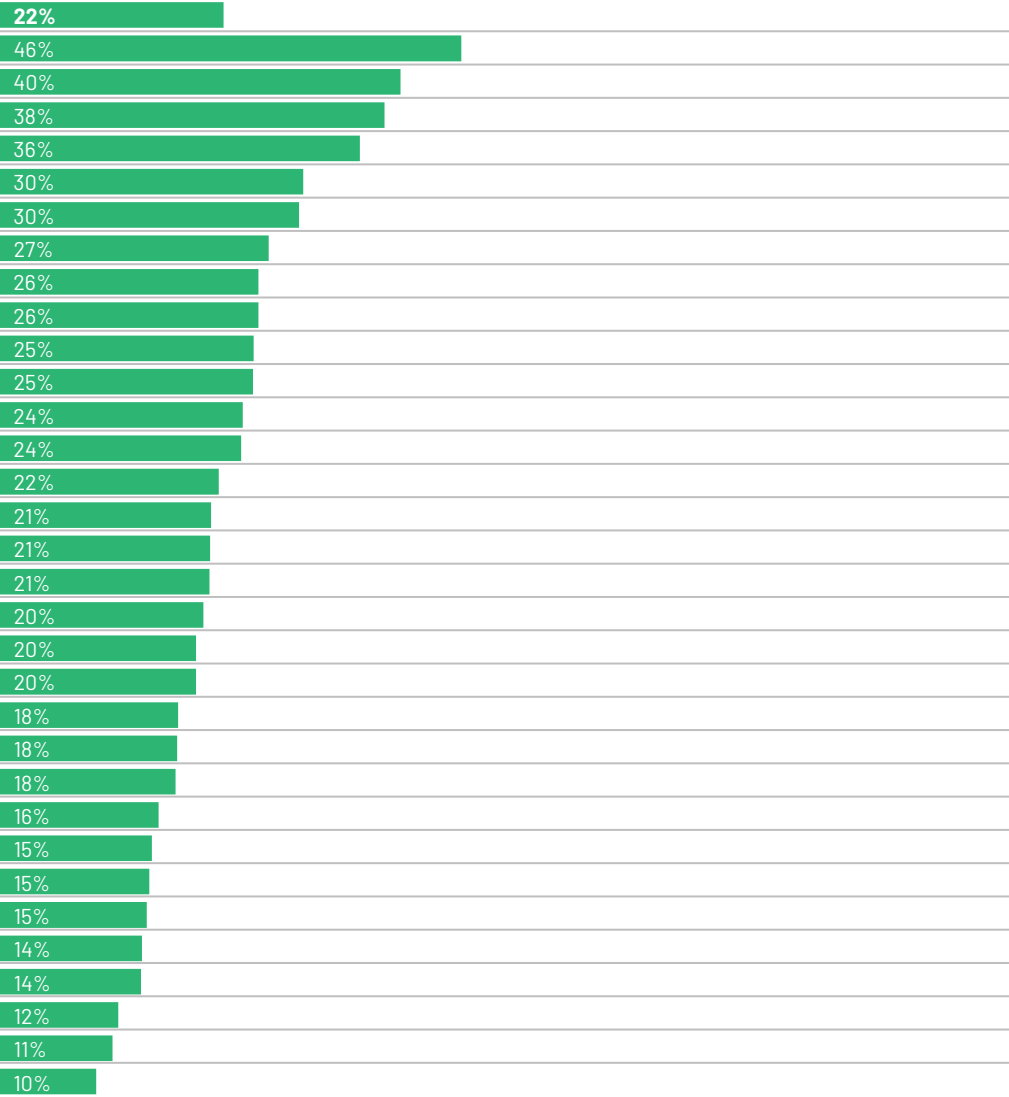
Base: 23,745 adults under the age of 75 across 32 countries, interviewed between 24 January and 7 February 2025.

Country

32-Country Average

Thailand
India
Malaysia
Indonesia
Philippines
South Africa
Peru
Brazil
Singapore
South Korea
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Ireland
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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

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.

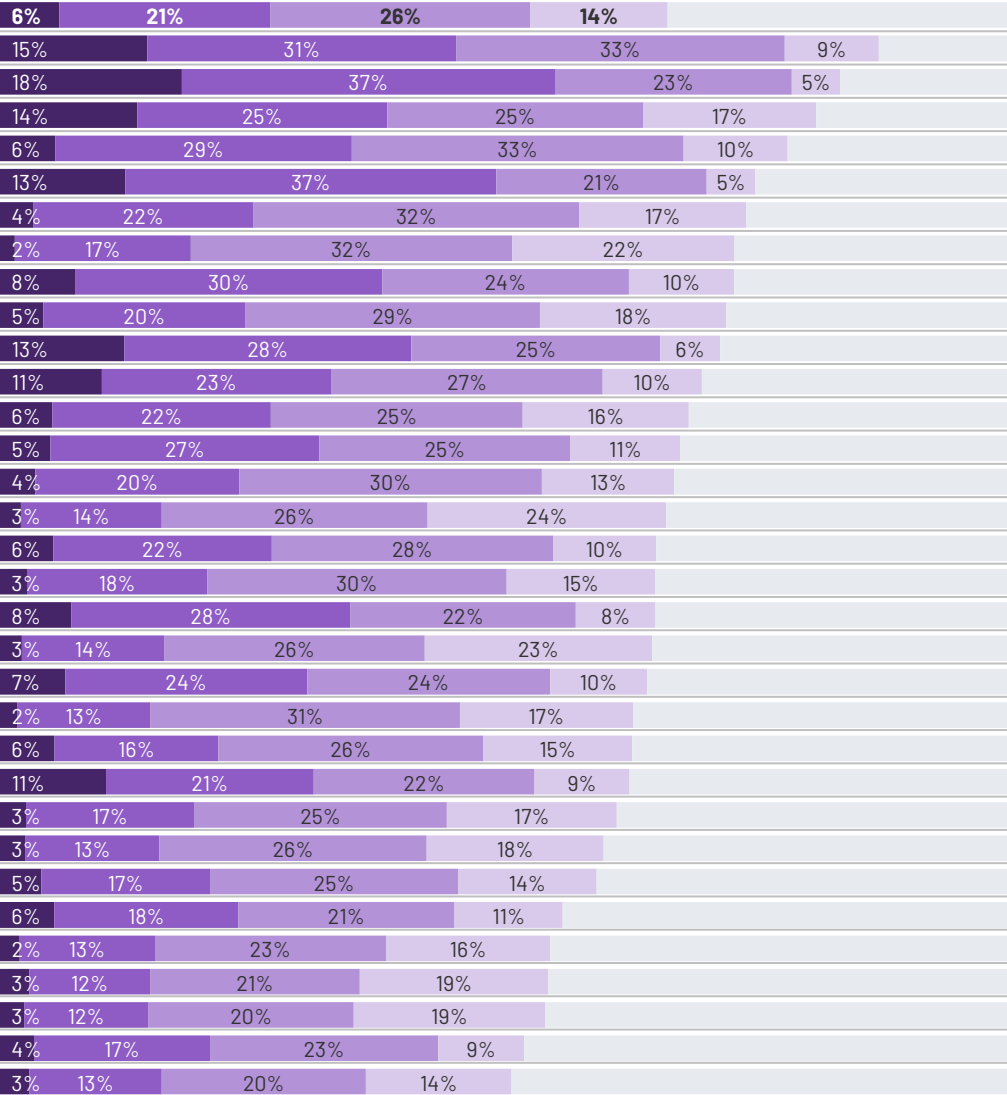
Source: UN

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.

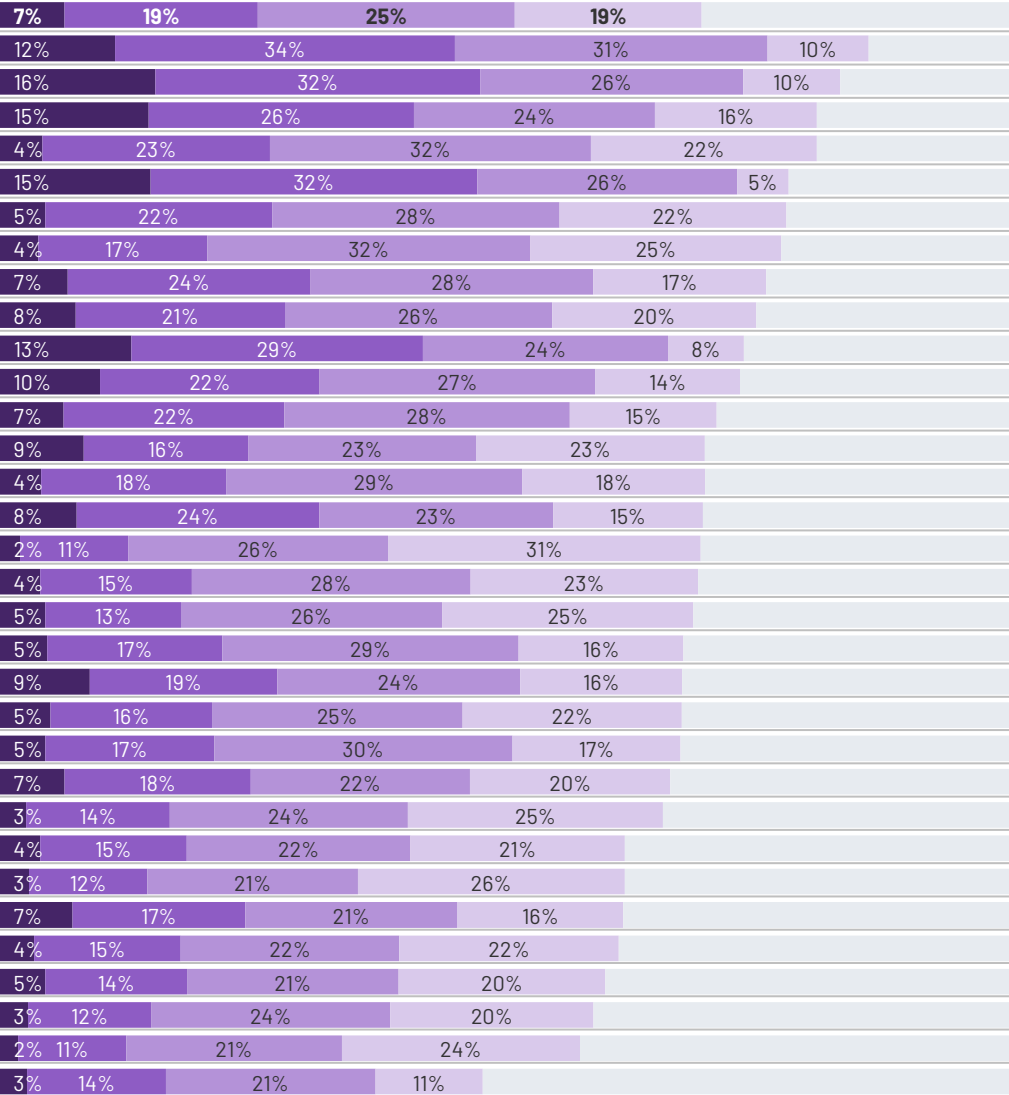
Source: UN

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.

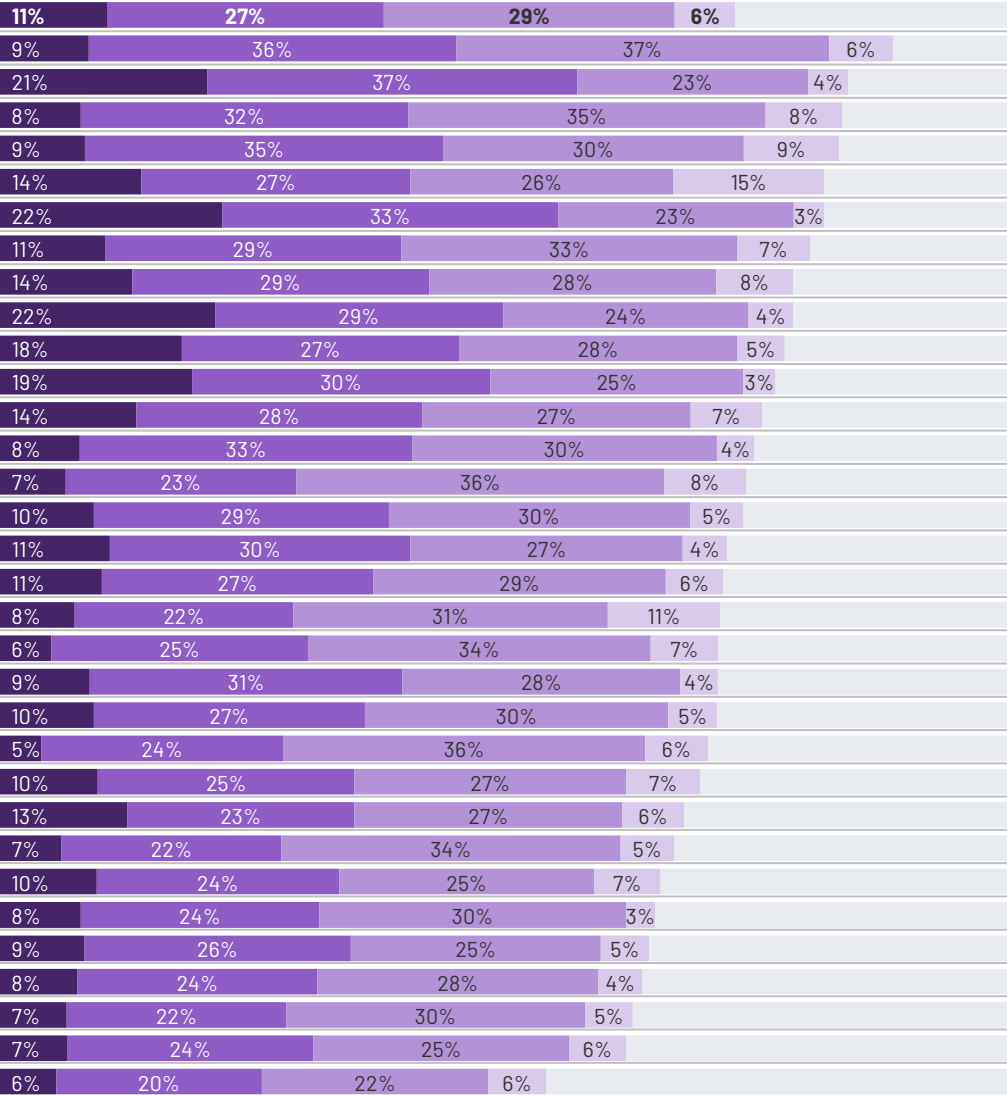
Source: [UN](#)

Country

32-Country Average

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

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



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.

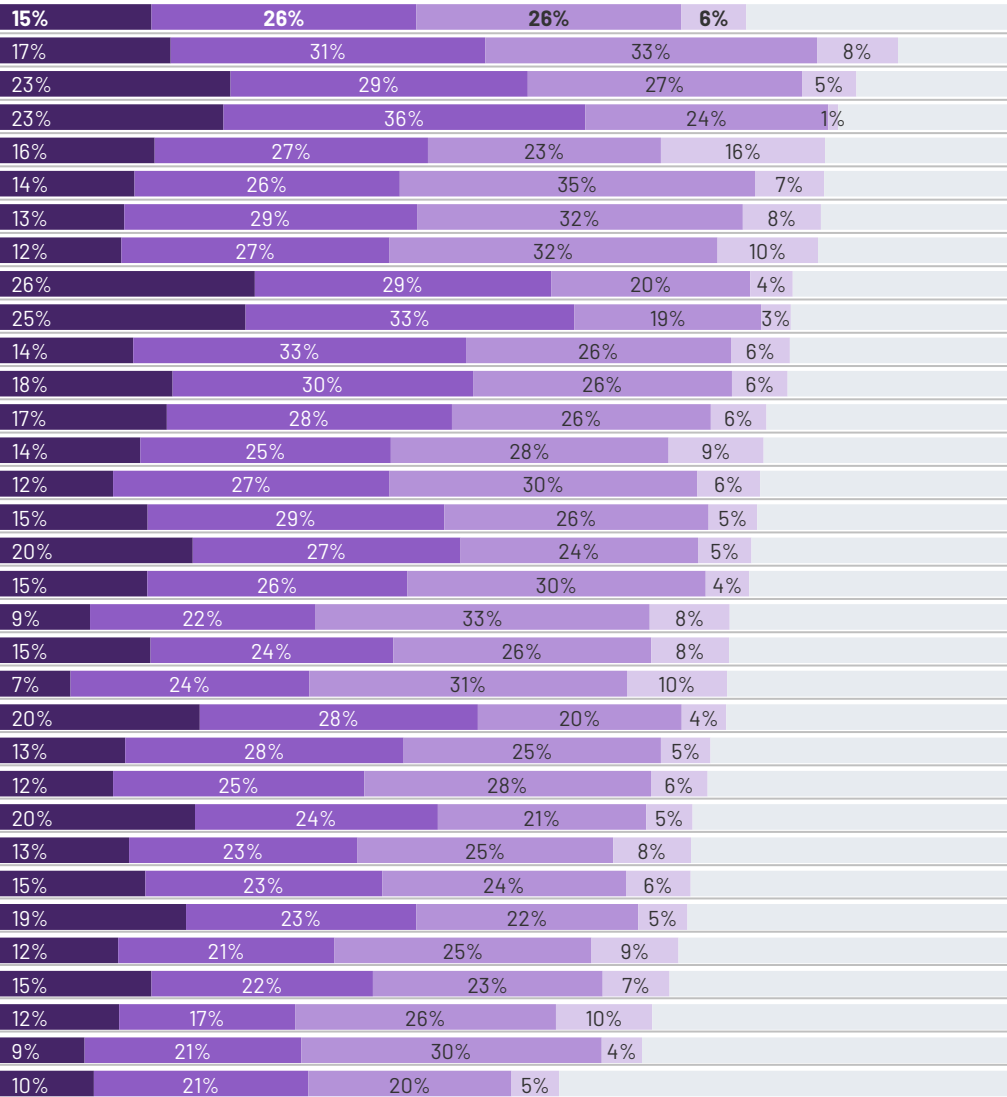
Source: UN

Country

32-Country Average

Indonesia
Philippines
Mexico
India
Hungary
South Korea
Türkiye
Colombia
Peru
Thailand
Malaysia
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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

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?

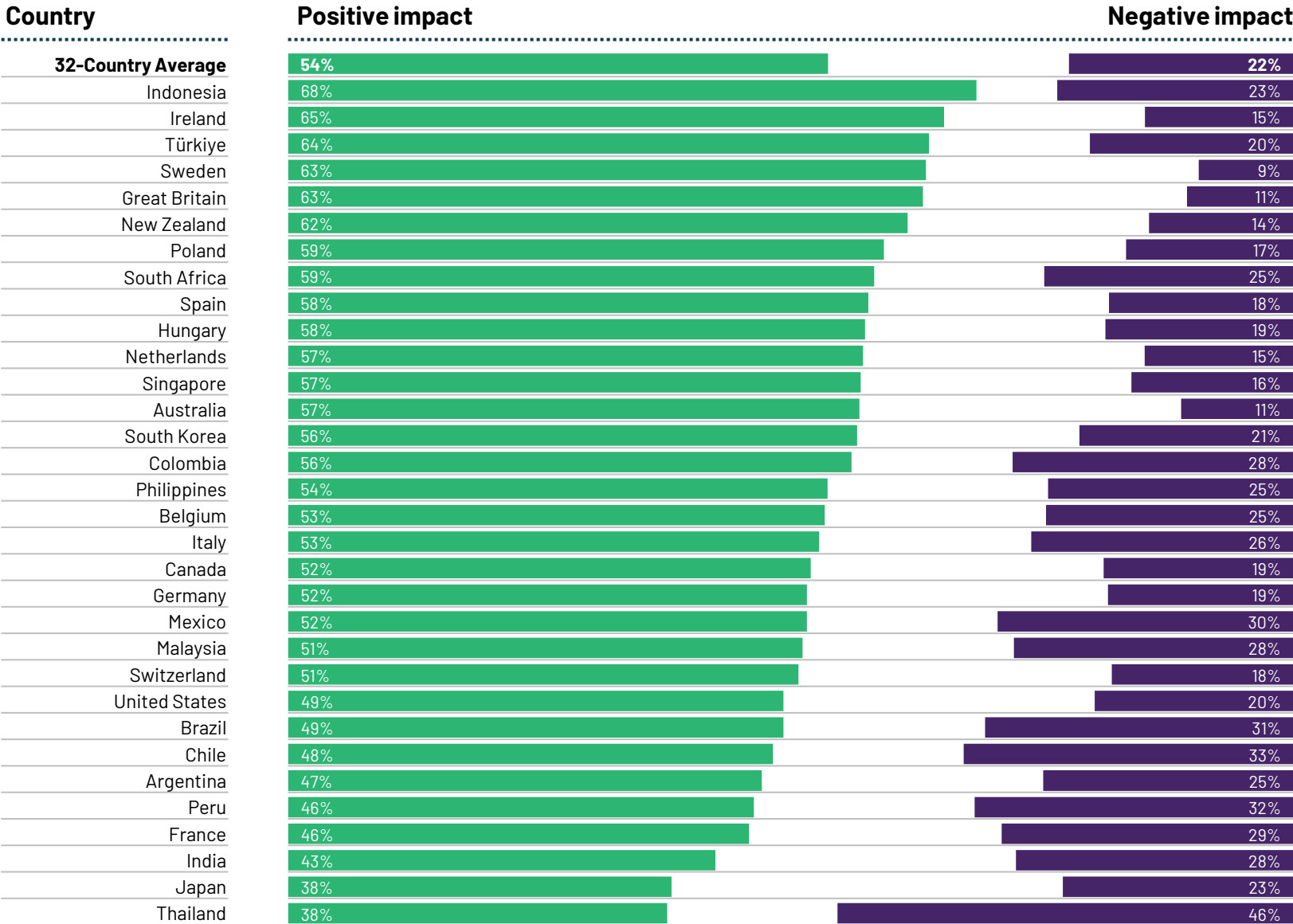
Base: 23,745 adults under the age of 75 across 32 countries, interviewed between 24 January and 7 February 2025.



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

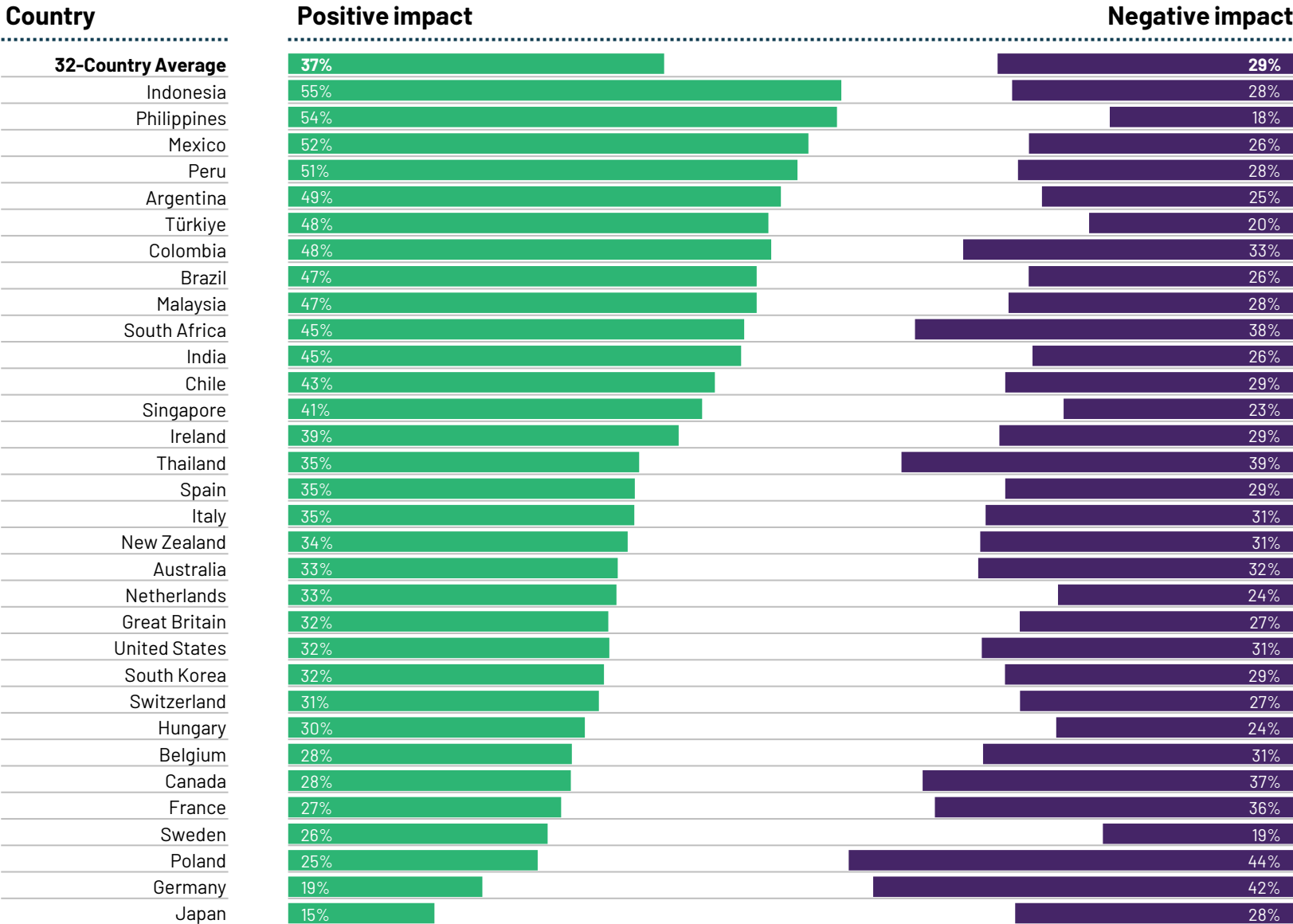
Base: 23,745 adults under the age of 75 across 32 countries, interviewed between 24 January and 7 February 2025.



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

Employment levels

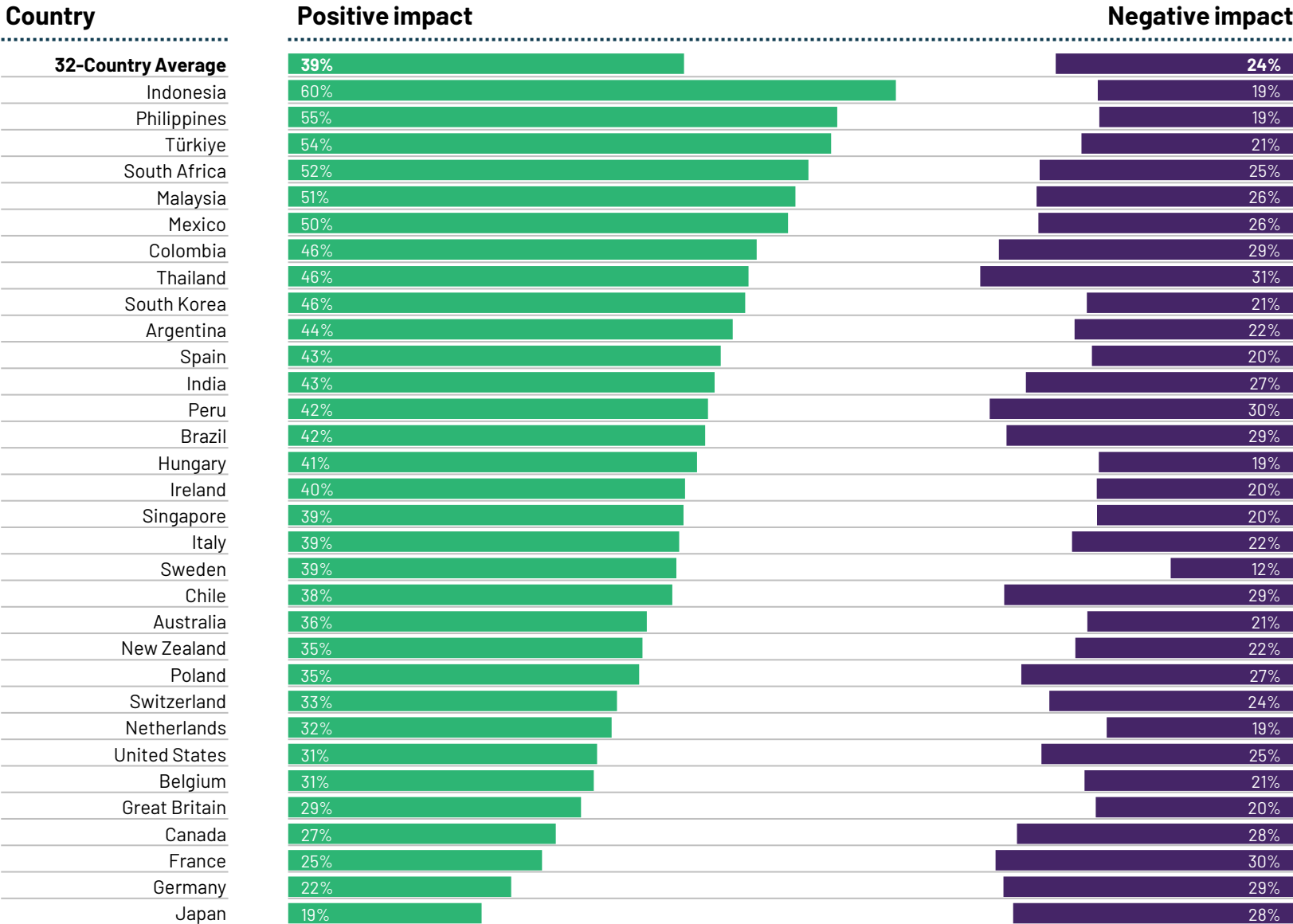
Base: 23,745 adults under the age of 75 across 32 countries, interviewed between 24 January and 7 February 2025.



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

Food security

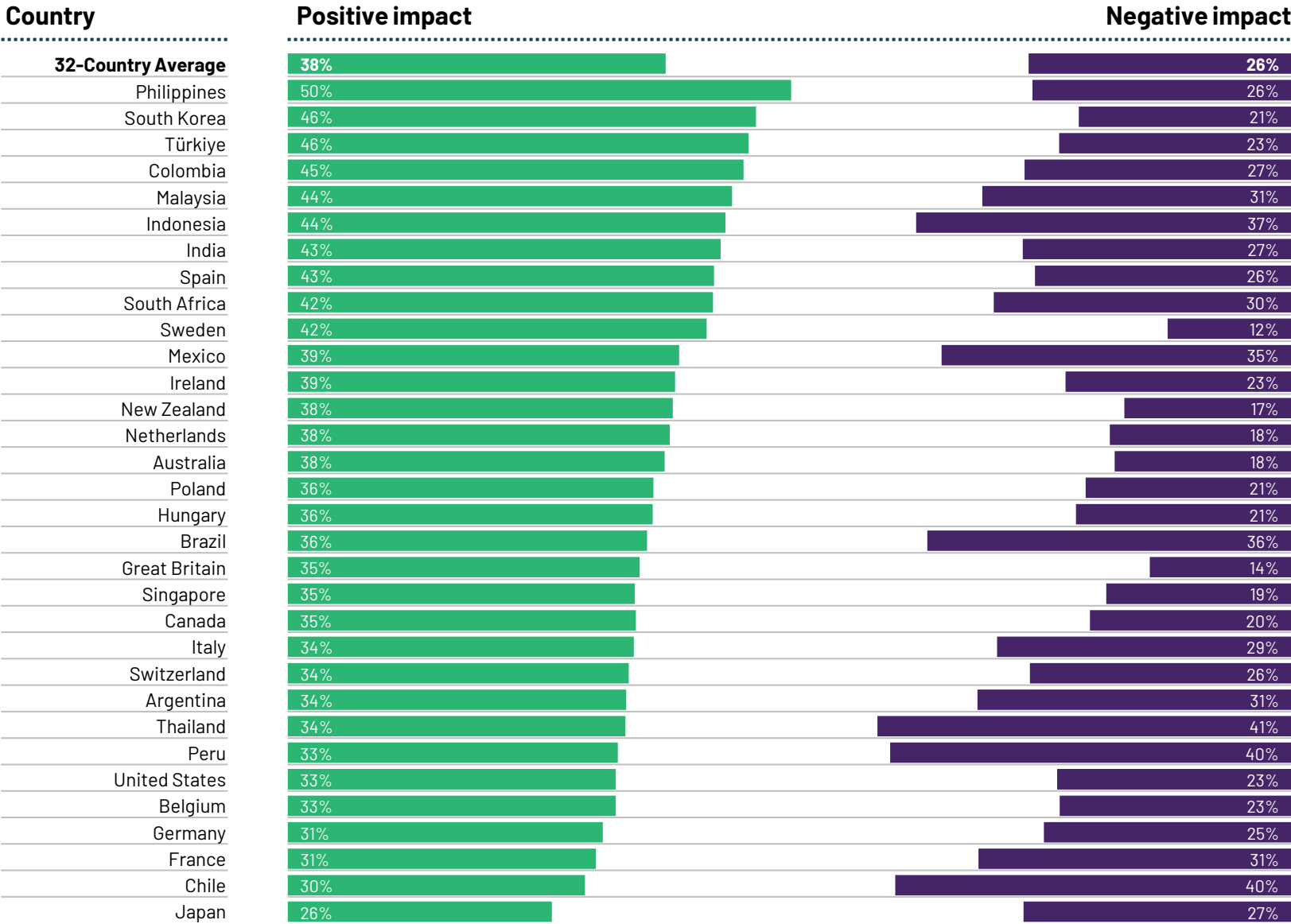
Base: 23,745 adults under the age of 75 across 32 countries, interviewed between 24 January and 7 February 2025.



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

Natural disasters

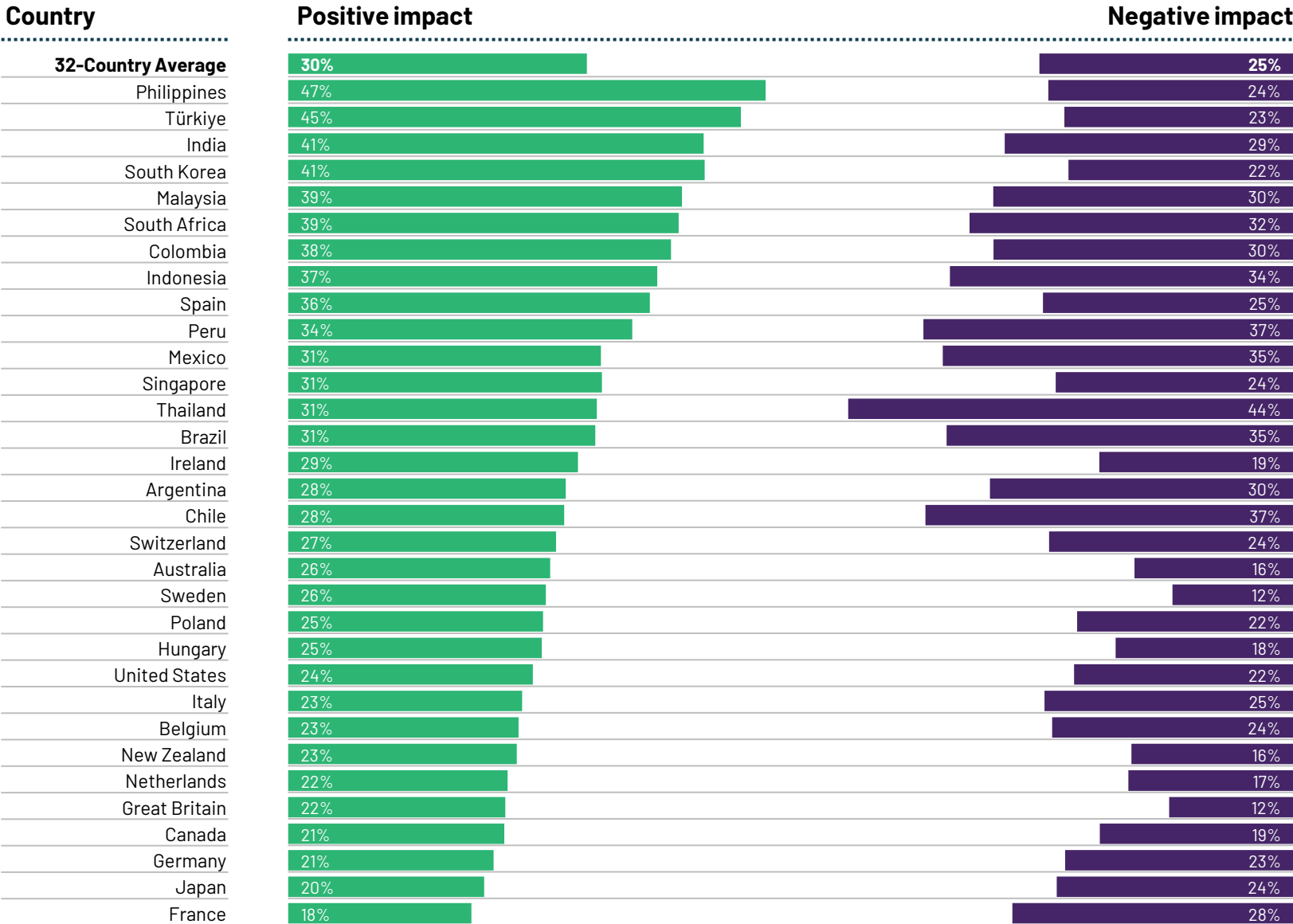
Base: 23,745 adults under the age of 75 across 32 countries, interviewed between 24 January and 7 February 2025.



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

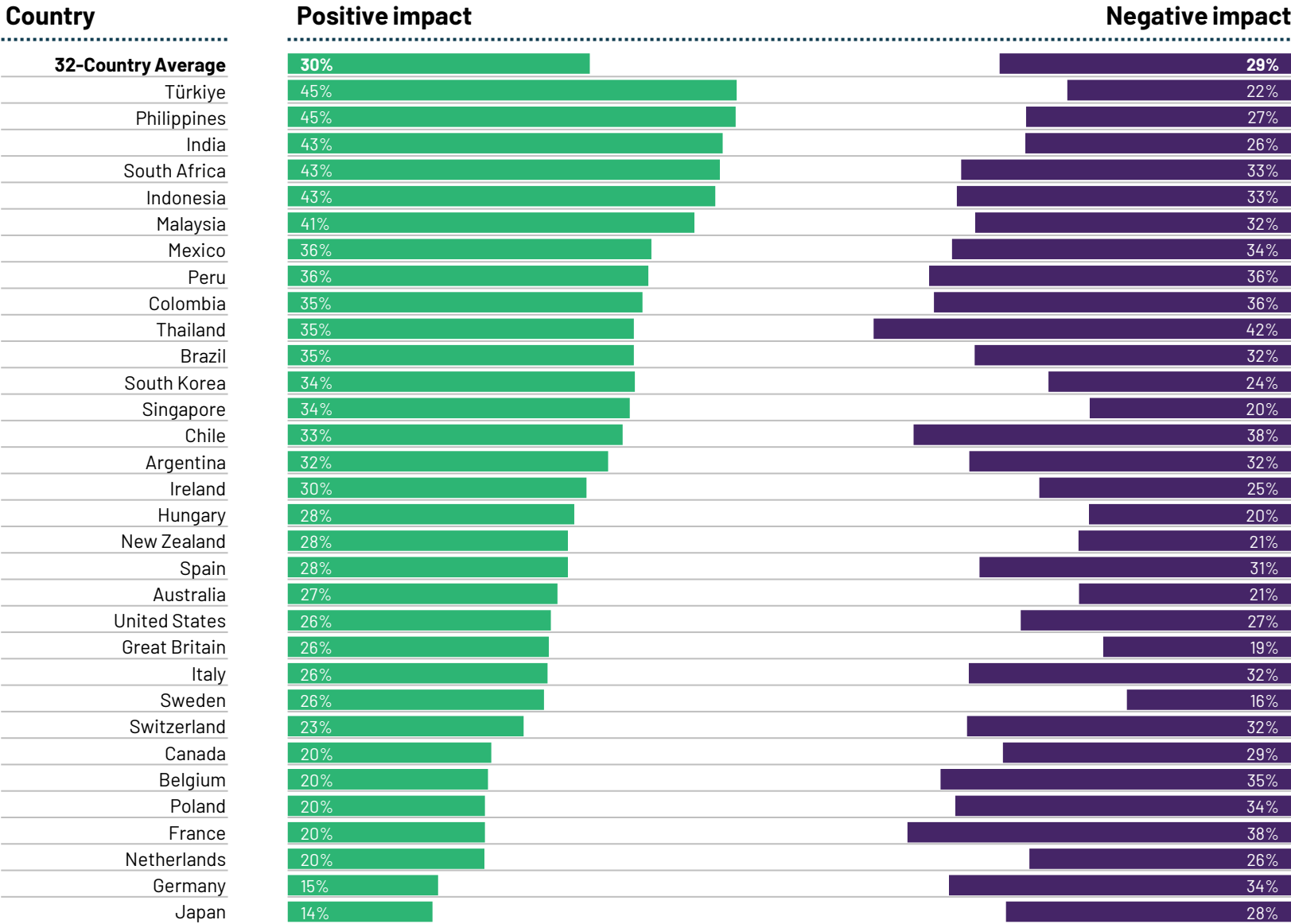
Base: 23,745 adults under the age of 75 across 32 countries, interviewed between 24 January and 7 February 2025.



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

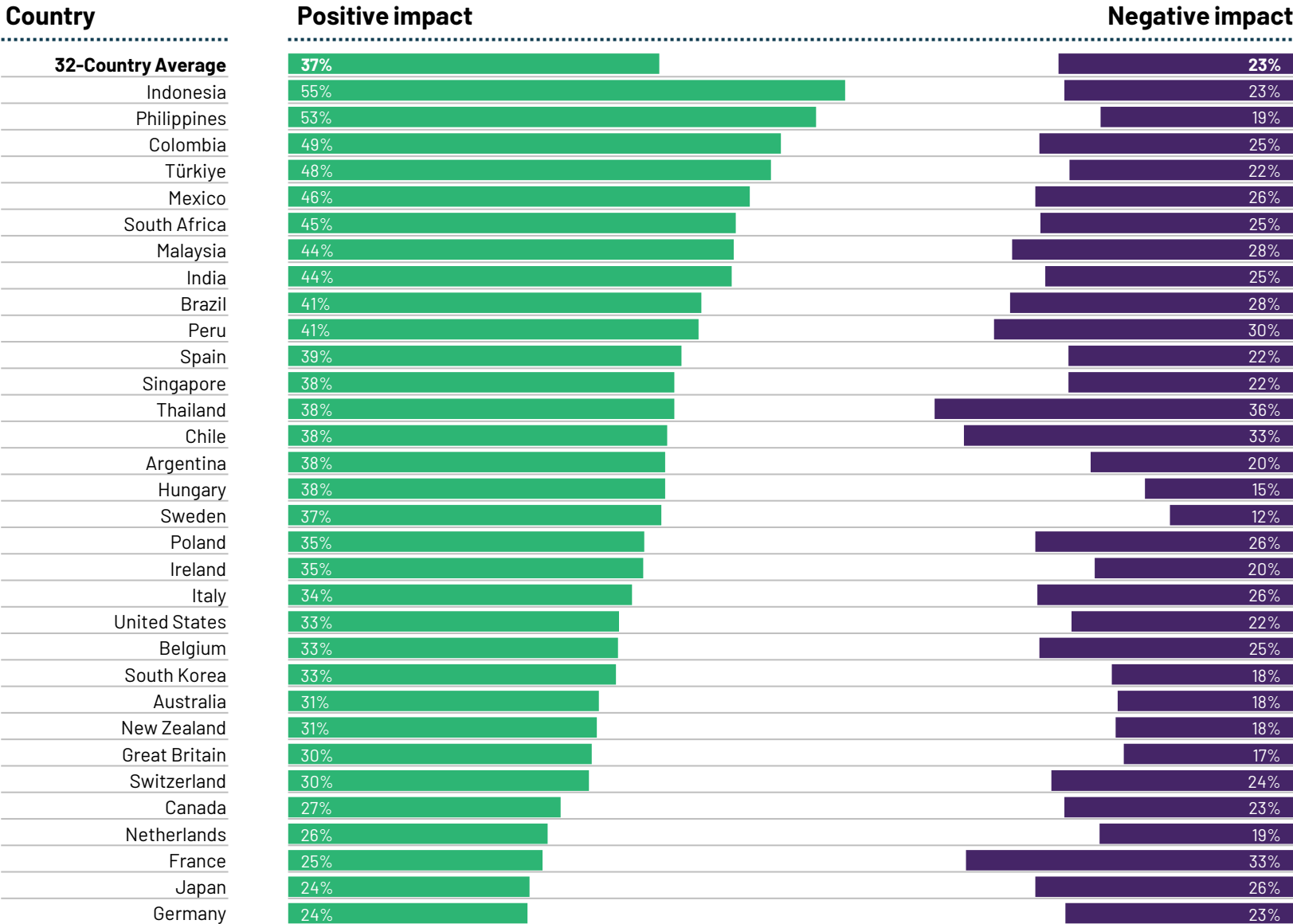
Base: 23,745 adults under the age of 75 across 32 countries, interviewed between 24 January and 7 February 2025.



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

Global 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>