



PRESS RELEASE

As the world passes 1.5°C average temperature increase, fewer feel individual action on climate change is needed

Paris, April 17, 2025 - [Ipsos](https://www.ipsos.com), one of the world's leading market research companies, announces the findings of a new 32-country study for Earth Day, perceptions of the risks facing us from the climate crisis as well as where is the responsibility for greater action. Key findings of the *Ipsos People and Climate Change Report* include:

- **Long-term trends show fewer feel individual action is needed.** While 62% across 32 countries say if individuals don't act, they will be failing future generations, all countries have the proportion who agree with this statement decline since 2021 (the first year we asked this question). 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.
- **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 climate risk, such as Philippines and Türkiye.
- **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.** Our analysis finds LATAM is where people are looking for greater action from their government and less likely to feel they are sacrificing too much. 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.
- **Financial worries hamper transition from fossil fuels.** In much of Europe many 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 bad for the planet as petrol/gas-powered cars.

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*The "30-country average" reflects the average result for all the countries and markets where 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.

Technical note: Ipsos interviewed 23,745 people online between January 24, 2025 and February 7, 2025 in 32 countries. Quotas were set to ensure representativeness and data have been weighted to the known population profile of each country. 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.

ABOUT IPSOS

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Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

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www.ipsos.com

35 rue du Val de Marne
75 628 Paris, Cedex 13 France
Tel. +33 1 41 98 90 00