

UNDERSTANDING AOTEAROA NEW ZEALAND:

PEOPLE AND CLIMATE CHANGE

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

April 2026

Key findings - Global

61%



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

However, among the 26 countries included in our 2021 and 2026 reports, all have seen a decline in agreement in the last five years.

27%



agree that **their country is a world leader** in the fight against climate change. **34%** disagree.

33%



say my country is being asked to **sacrifice too much** in order to tackle climate change. **29%** disagree.

57%



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

52%



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

Summary – Global

Individual action, collective exhaustion

The desire to act is fading – but not gone. Across every country we surveyed, people still believe individuals need to do more on climate change. In 28 of 31 countries, that's a majority view. And one in two reject the idea that it's already too late. The will exists. But it's fraying at the edges. People are less likely to think if individuals don't act on climate change, they will be failing future generations.

What's shifting is where people think responsibility should sit. Governments are failing the leadership test: more people believe their government lacks a clear plan to tackle climate change than believe one exists. The message from citizens is less "we give up" and more "we're waiting for you to lead."

The energy trilemma is real

Cost, security and climate: people want all three, and they know they can't always have them. Seventy-four percent on average across 31 countries are worried about rising energy prices – in Great Britain, that rises to 86%. For half of those surveyed, keeping prices low takes priority even if emissions rise as a result.

Yet the same people are acutely aware of what dependence costs. Sixty-three percent worry their country relies too heavily on foreign energy sources. Fifty-five percent support paying more for energy if it means genuine independence. The conflict in the Middle East has sharpened what was already a growing anxiety. Energy security is no longer an abstract policy debate. It feels personal.

Conscience is holding, but just

The conscious consumer isn't retreating. The North American Conscious Consumer Index (PUBLIC Inc) rose from 38% to 40%, a quiet but meaningful gain made against the headwind of cost-of-living pressure. Half of North American consumers say they have switched products for ethical reasons in the past year. Forty percent have actively boycotted or "buycotted" a brand.

What's shifting is the language that moves people. Claims rooted in immediate, human benefit – not distant environmental outcomes – drove purchase motivation for seven in ten consumers. The implication for brands is clear: lead with what's real and relevant to people's lives today. The values are there. The framing just needs to catch up.

Key findings: New Zealand

62%



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

23%



of Kiwis agree that **their country is a world leader** in the fight against climate change. **38%** disagree.

56%



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

26%



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

55%



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

Summary – New Zealand

Collective action, growing frustration

While globally the strength of conviction to act by individuals has declined, in New Zealand the majority agree individual action is required at the same level they did in 2021. That sentiment has dropped however, compared to 2023, the year of Cyclone Gabriel.

Over the last year New Zealanders are showing more willingness for more action on climate change, with less agreeing we have already sacrificed too much and a majority believing we should do more however our confidence is shrinking. We are now less likely to see ourselves as a 'world leader' in climate change than we were 12 months ago. While New Zealanders continue to acknowledge that individuals, business and government all need to act now or fail future generations, there has been a steady decline in belief that the government has a plan to make that happen.

Energy insecurity is real

Even before the Iran war 8 out of 10 New Zealanders were concerned about the rising cost of energy and nearly two thirds have found it more difficult to pay their household energy bills in the last year.

One in two have real concerns about our reliance on foreign energy sources, and current events would almost certainly mean that number has grown.

While there is general support to solve this problem through more investment in renewable energy storage facilities for more electricity generation, support for ideas like investment in small modular nuclear reactor technology for energy generation or investment in oil or natural gas pipelines to enhance the import of fossil fuels is much lower than the global average and more polarized. In New Zealand

Weather fear

The impact of climate change became very real for New Zealanders in 2023 and now more than 2 thirds of New Zealanders were concerned that their region would be impacted by damaging storms, heavy rainfall and flooding. Recent events have proven this to be true. That followed by sea level rises and coastal erosion are the top two impacts that New Zealanders site as a result of climate change.

These concerns contrast with the rest of the world where citizens are more worried about heatwaves, drought, air pollution and wildfires.

What this means for...



Brands

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

What this means for...



Governments

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

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Taking Action on Climate Change



As the temperature rises, the responsibility to act falls

The last 11 years have been the warmest in the modern era, according to the UN Weather Agency. Despite the rising temperatures, the individual need to act towards climate change is lower than the start of the decade.

In the last five years, most countries surveyed in this report in both 2021 and 2026 have seen falls in the proportion who agree that individuals would be failing future generations by not acting against climate change. New Zealanders have remained stable on this point outside of 2023.

However globally, while fewer feel the responsibility to act than 2021, in all countries surveyed this year, including New Zealand, people are more likely to think individuals need to do something than not.

In fact, the number of New Zealanders who believe we should do more has increased over the last two years.

There is a perceived lack of leadership from governments around the world on the problem, more so in New Zealand. Few think their country is a world leader in tackling climate change.

Across 31 countries 27% agree their country is a world leader, while 34% disagree.

G7 countries don't fare any better with only 25% thinking their country is leading the way on climate change (35% disagree). A mere 6% in the G7 strongly agree their country is a world leader.

There is strong belief across the countries surveyed their country could be taking greater action. On average 59% think their country should be doing more, with 15% disagreeing that more action is needed.

27%

Globally agree that their country is a world leader in the fight against climate change. 34% disagree.

23%

Of New Zealanders agree that New Zealand is a world leader in the fight against climate change. 38% disagree.

The responsibility to act is falling across the world but not in New Zealand

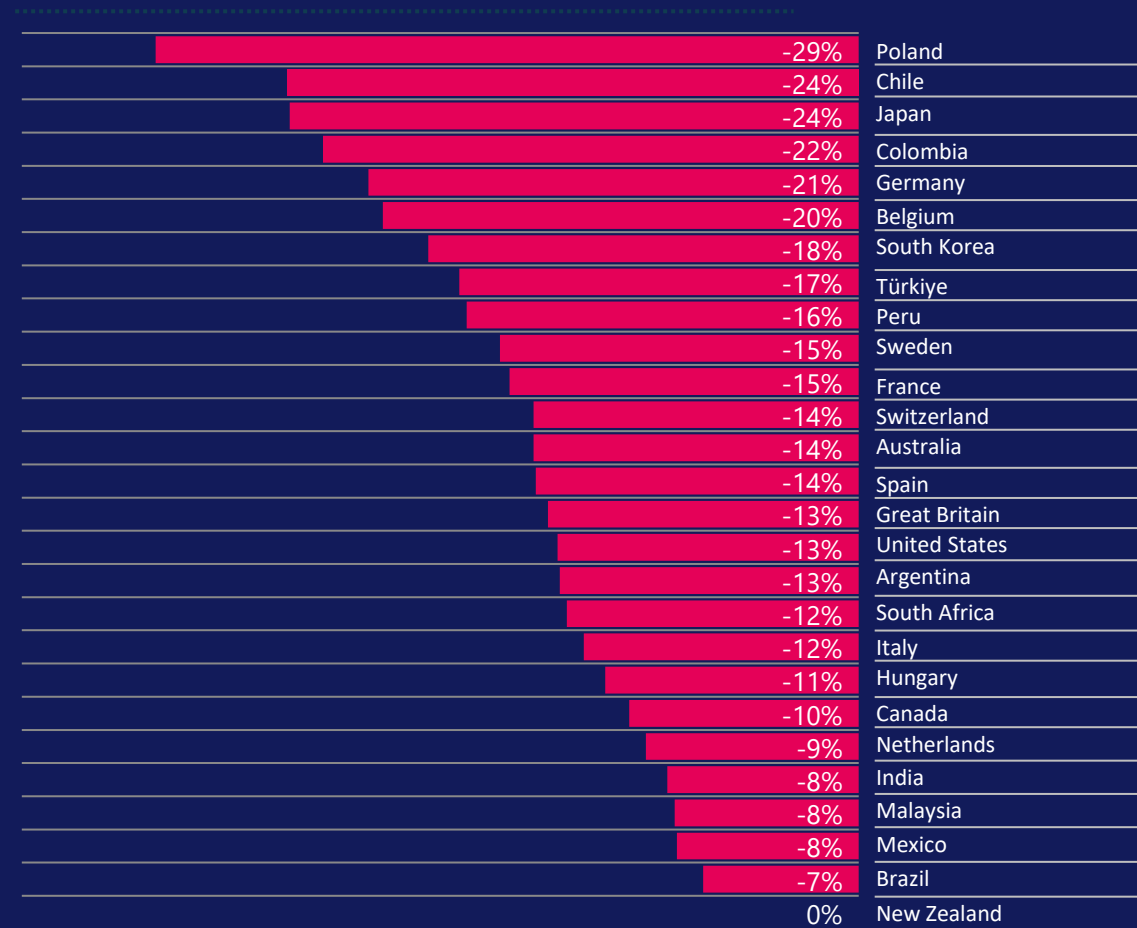
Among the 26 countries included in our 2021 and 2026 reports, all have seen a decline in those that feel individuals need to act now to combat climate change.

In New Zealand there has been no change to this sentiment with 62% of people agreeing with this statement in 2026 and the same number recorded in 2021. However, 67% of New Zealanders agreed with this statement in 2023, after Cyclone Gabrielle.

Base: 23,704 adults under the age of 75 across 32 countries between 23 January 2026 and 6 February 2026.

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

% decline in the proportion who agree in 2026



Climate Resilience



Short-term fear counters longer-term preparation

Among both risk experts and the general public globally, climate change comes top as the biggest risk for the next five to ten years. But how ready are we to face the changing climate of the future?

While this year marks the fifth consecutive year that climate change has ranked the #1 biggest emerging risk in [the Ipsos/AXA Future Risks Report](#), the gap is narrowing. Concern is increasingly being crowded out by anxieties about other emergencies, with geopolitical

instability, cybersecurity, and AI gaining ground.

And while globally, it may rank as the biggest risk for the next five to ten years, when it comes to the local present day, our [Ipsos Issues Monitor](#) survey finds concern about climate change in 8th place, behind more tangible, immediate issues like inflation, healthcare, and the economy.

Yet concern about climate change today is still present. Globally 66% of risk experts and 75% of the general public say they feel vulnerable to climate change

in their daily lives. It is less that climate change is losing importance, and more a deepening of our polycrisis era, as more immediate risks dominate concerns.

When it comes to preparing for the future, this poses major problems. Short-term concern about more immediate, day-to-day issues overshadows long-term planning.

Just one in three people (32%) globally believe public authorities are well prepared to handle the changing climate of the future.

66%

of risk experts and 75% of the general public say they feel vulnerable to climate change in their daily lives.



Short-term fear counters longer-term preparation

This falls to just 12% among risk experts.

People worry more about immediate risks, such as the destruction of infrastructure and property as a result of natural catastrophes (45% among experts, 41% among general public) than the broader, systemic changes needed to prevent the intensification of climate change in the longer term. In comparison, insufficient collective action to support the climate transition scores just 19% and 11% among experts and the

public, respectively.

While acknowledgement of the future risks posed by climate change is widespread, competing, and often more urgent, priorities pose problems for an informed and effective management of those risks.

Emilie Rochester, Content Manager, Ipsos Knowledge Centre

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People feel there is still time to act on climate change

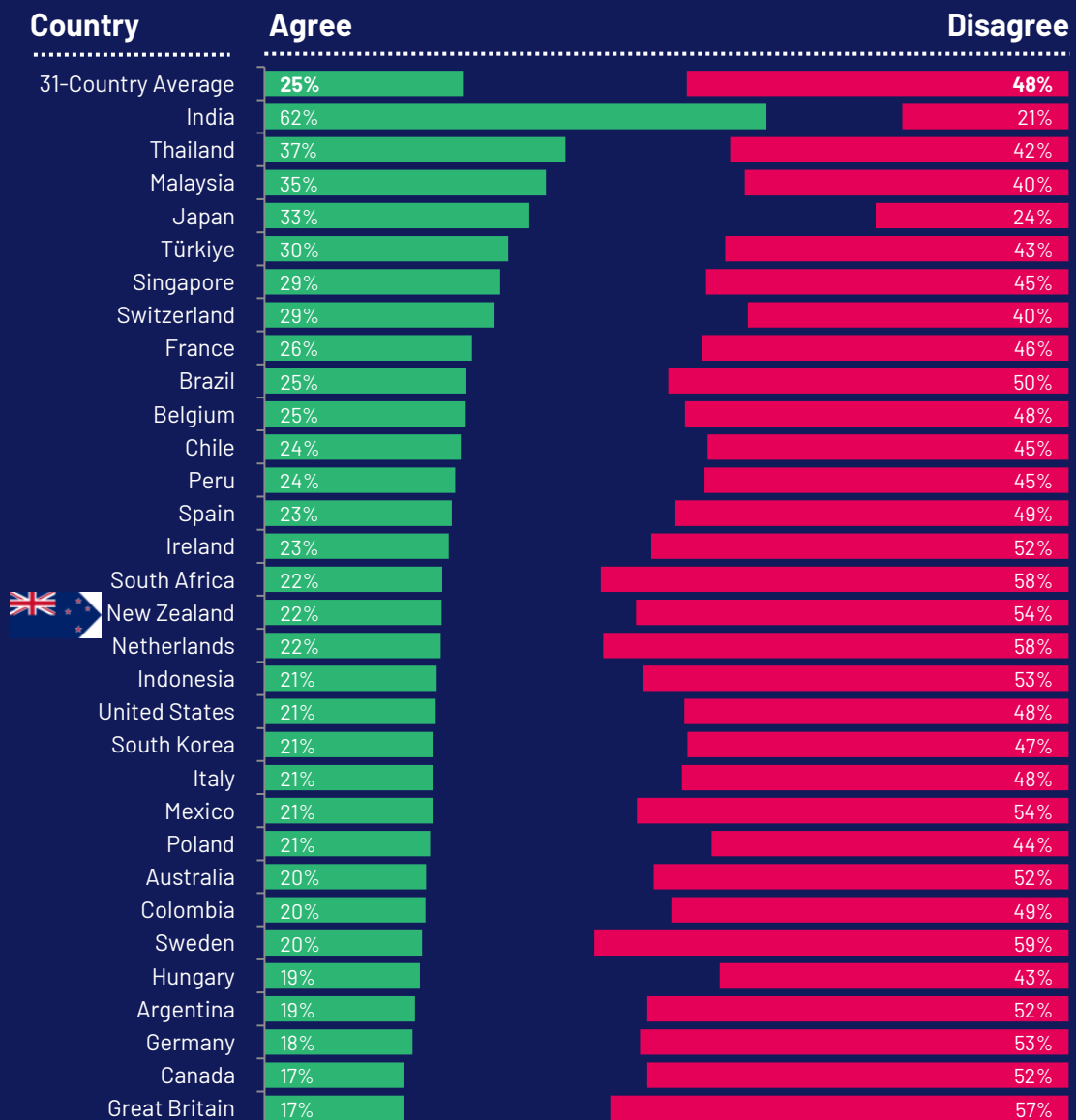
One in two (48%) on average across 31 countries disagree that it is too late to do anything about climate change. Only 25% agree with this statement.

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

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

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

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



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?

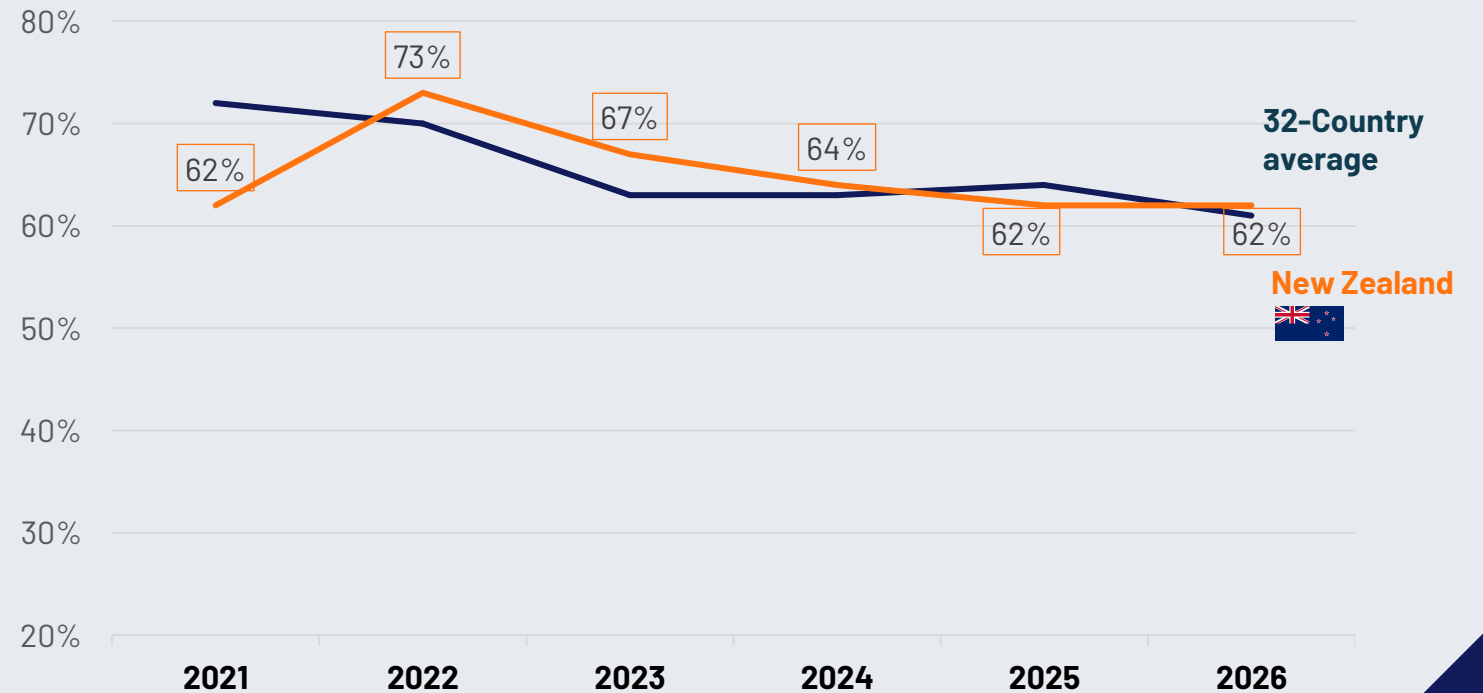
If individuals like me do not act now to combat climate change, we will be failing future generations

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

% agree

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

% agree between 2021 and 2026





“I am only too aware of the massive destruction caused to families and communities, as well as to Nature, by bushfires, floods, cyclones and droughts. Extreme weather events of every kind are becoming both more frequent and more ferocious in their impact. Nowhere is this phenomenon more evident than in Australia.”

King Charles,
writing in [an open letter](#) to Northern Territory residents after a series of natural disasters during this year’s wet season.

SPOTLIGHT: AUSTRALIA

Feeling the impacts of climate change

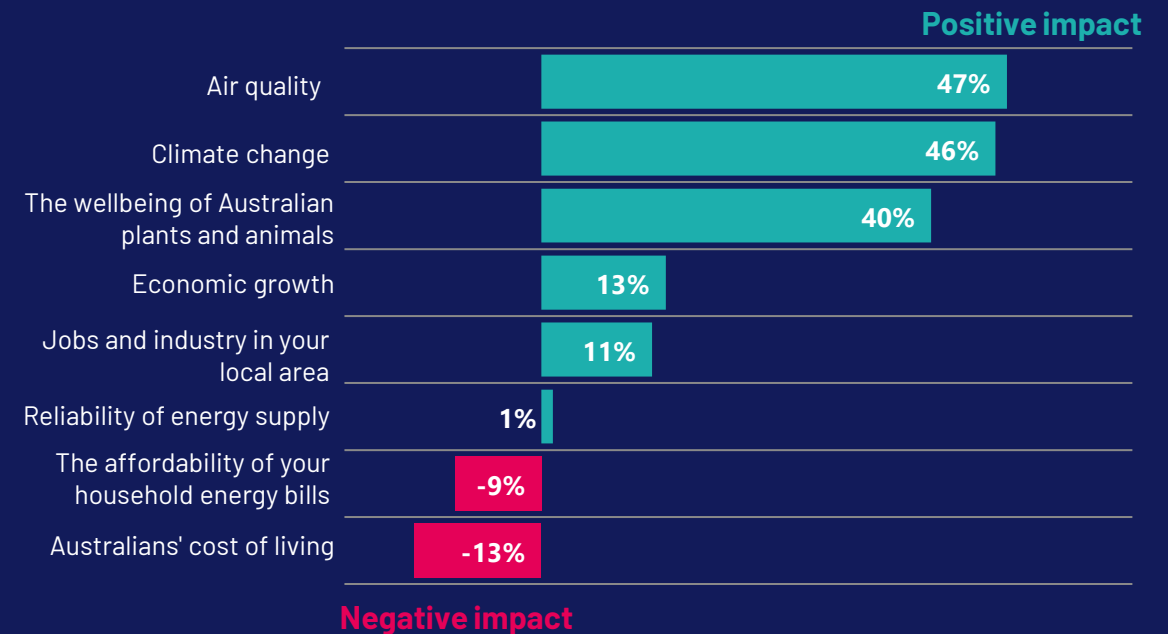
Australia's National Climate Risk Assessment (NCRA), published in September 2025, set out stark warnings for Australia's future. The report outlined a growing trend of cascading extreme weather events and compounding risks with far-reaching consequences for the natural environment, the economy, health services, emergency services, food systems and more. Many Australians are experiencing the increased frequency of extreme weather

events firsthand. This sentiment is most prevalent outside Australia's capital cities, with one in five people living in regional areas saying they've experienced at least three extreme weather events.

Concern about personal and environmental impacts

Looking to the future, three in ten (28%) Australians think it's almost certain that their households will be affected by severe heat in the next five years, one in four (25%) expect the same for severe storms.

Q: How do you think reducing the number of gas and coal-fired power stations and increasing the amount of power generated from renewable energy sources such as solar and wind is likely to impact the following?



Base: 1,000 Australian adults between 24 June to 4 July 2025.

Source: Ipsos Climate Change Report

SPOTLIGHT: AUSTRALIA

Nearly nine in ten (85%) Australians say they are concerned about climate change's impact on their country's plants and animals, and a majority believe environmental losses (58%), species extinctions (55%) and great barrier destruction (63%) are already underway.

While the impacts of climate change are of deep concern to many Australians, there is also concern about the negative impacts of climate action. Despite the majority of Australians seeing environmental benefits to the transitioning to

renewable energy, more than 40% believe the transition will negatively impact energy costs.

A preference for preservation

Against this backdrop, the majority of Australians favor environmental preservation over economic expansion. Sixty-percent would prefer to prioritize biodiversity, even if it means restricting some economic activities vs just 17%

who would instead want Australia to prioritize economically beneficial projects, even if it means the loss of biodiversity.

But Australians remain

unconvinced that enough will be done. Only 25% think it's likely that Australia will meet its 2030 emissions reduction target, with 58% supporting further action in an attempt to meet this commitment. With 37% Australians saying the federal government is doing too little to address climate changes, there's both a need and a want for more action.

Stuart Clark, Director, Public Affairs, Ipsos in Australia

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Moving to Net Zero



The energy transition is aligning with public priorities

The energy transition is no longer a future scenario, it is today's defining economic and security challenge. From record oil price shocks to surging electricity demand driven by AI, the forces reshaping global energy markets are hitting households and economies simultaneously.

The *Ipsos Energy Transition Barometer 2026* offers the clearest window yet into how citizens across 31 countries are responding: what they fear, what they support, and what trade-offs they're willing to accept.

Cost dominates the public conversation around energy and recent events have made that conversation far more urgent. The International Energy Agency (IEA) characterizes the current conflict in the Middle East as the "greatest global energy security challenge in history."

Even if the conflict ends today, the impact on energy, consumers, and financial prices is expected to last.

Our data confirms this anxiety is deeply felt even before the conflict. A striking 74% on average across 31 countries

express concern about rising energy costs. In New Zealand this number is even higher at 81%.

This concern is not hypothetical, it is driving real change right now, which will impact economies, societies, and governments around the world in a big way.

Geopolitical uncertainty has thrust energy security and independence into sharp focus. Citizens around the world are asking themselves how the geography of such a far-off place can have such a profound impact on their quality of life and their future.

“

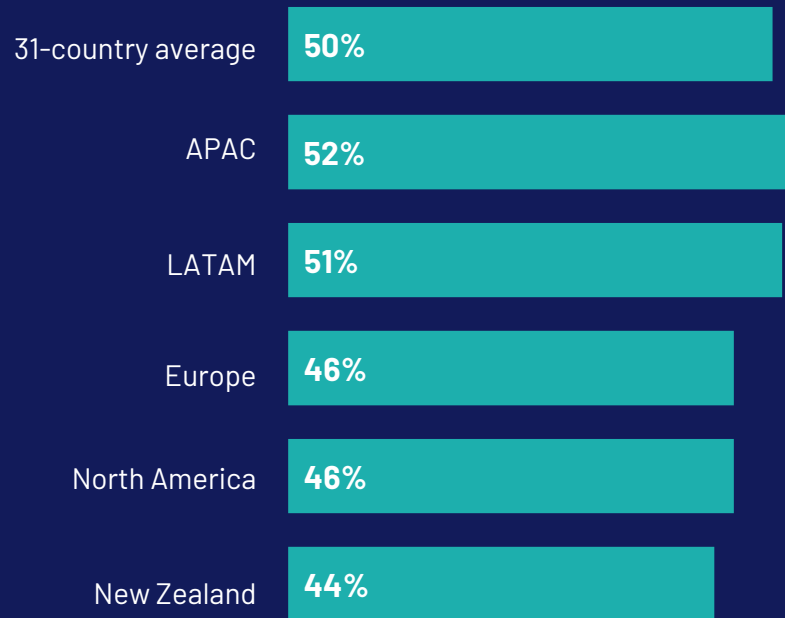
Even if the conflict (in the Middle East) ends today, the impact on energy, consumers, and financial prices is expected to last.

81%

of New Zealanders are concerned about the rising cost of energy

The energy transition is aligning with public priorities

Q: My country's government should prioritize keeping energy prices low, even if greenhouse gas emissions increase.* % agree



*Fieldwork for this question was prior to the conflict in Iran

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

Even before the Iran war a majority (63% on average and 52% in New Zealand) worried their country relied too heavily on foreign energy sources, and this anxiety is translating into support for self-sufficiency. Across 31 countries, 55% believe their country should prioritize energy independence even at higher costs to ultimately future-proof their energy sources and independence – even when affordability is such a high concern. While a slightly lower number of New Zealanders agree with this statement, 47%, indicating comparatively more price sensitivity, disagreement is low at 15%.

Citizens expect the lights to stay on, no matter what. Yet confidence in future supply varies dramatically.

Globally feel 46% are confident their region will have enough electricity to meet future demand, but confidence is lower in NZ at 40%. Concerns about unplanned outages run high in many markets, with 39% worried about blackouts in the coming year. If there is concern about current demand, how are governments, utilities, and the private sector going to build the capacity needed and quickly to power the future?

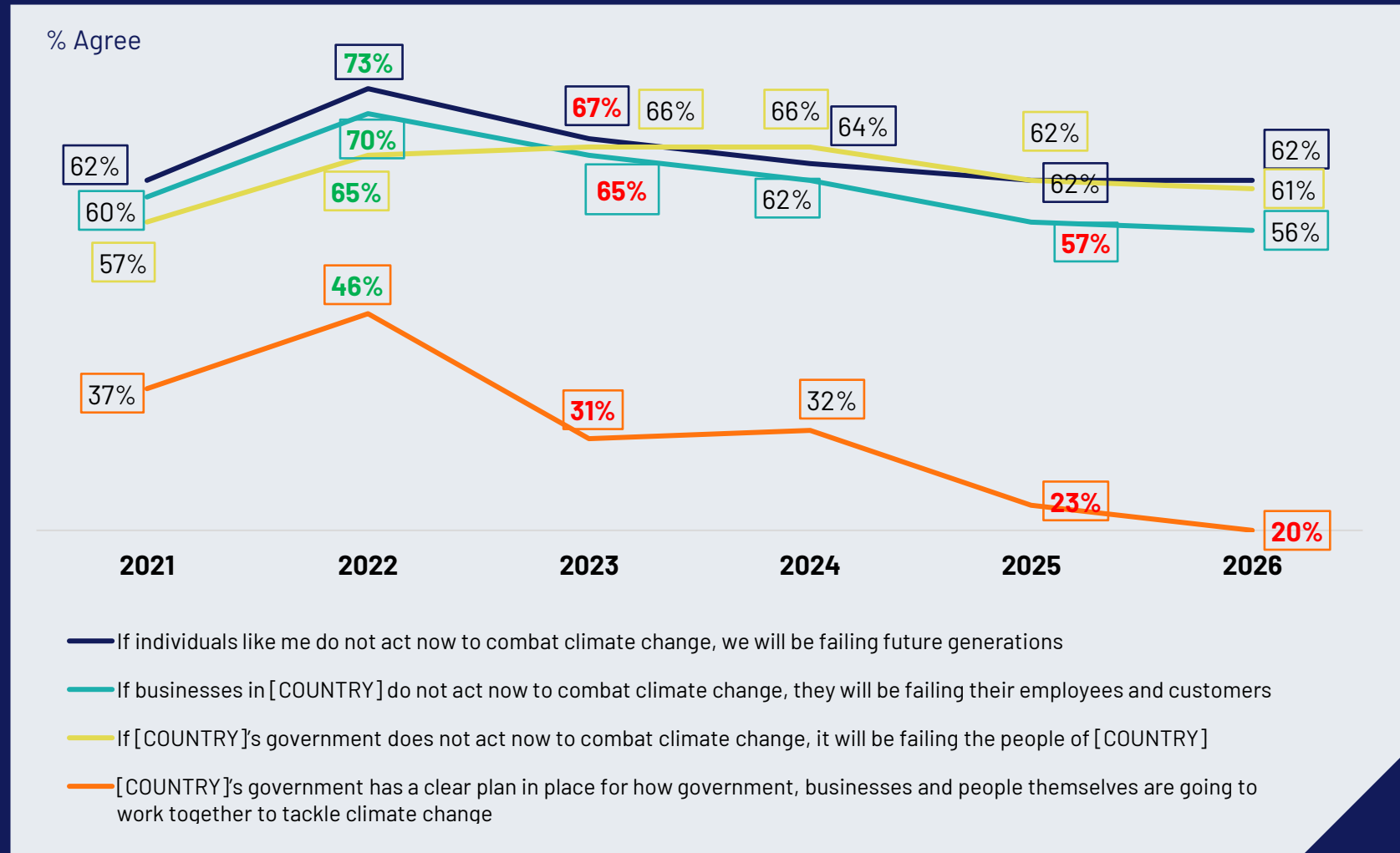


New Zealanders are losing confidence the government has a plan

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).



Green/red indicates significantly higher/lower than previous wave





The energy transition is aligning with public priorities

The motivation for climate-friendly energy policy is increasingly driven by competing forces. Exactly half (50% across 31 countries) support governments prioritizing low energy prices even if emissions increase. In New Zealand we are less likely to agree with that sentiment (44%) and support for renewable energy remains remarkably strong and increasingly so, as cost savings and energy security become compelling arguments in their own right.

Add to this the persistent anxiety around extreme weather events

caused by climate change with strong majorities in New Zealand concerned about damaging storms (63%) and sea level rise and coastal erosion (49%). Across the globe heatwaves (63%), and drought (60%) in their regions are also major concerns. Non-carbon emitting energy sources are being seen in a different light.

Support for the energy transition remains broad but increasingly pragmatic, shaped by concerns about affordability, reliability, security, and climate. These priorities are converging, not competing.

To learn more about the *Ipsos Energy Transition Barometer*,

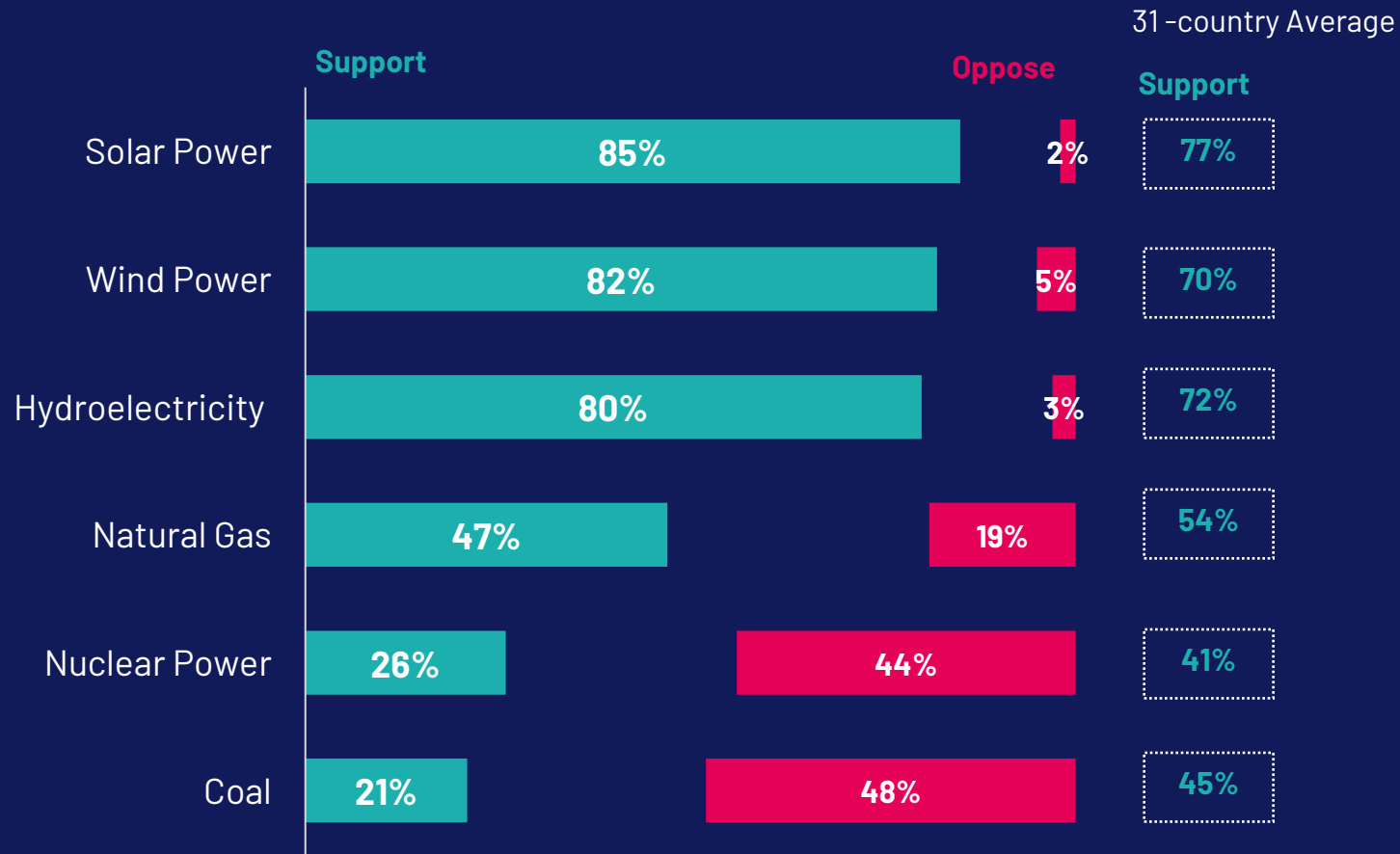


Martin Hrobsky, Global Energy and Environment Lead, Public Affairs, Ipsos

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The energy transition is aligning with public priorities

Q: Based on what you know, to what extent do you support or oppose increased development of these energy sources in New Zealand.* % **support** / % **oppose**



New Zealanders show strong support for renewable energy sources. Compared to citizens in the 30 other countries surveyed, New Zealanders had the lowest levels of support for Nuclear Power as an energy source and were significantly less likely to support coal. While 47% were supportive of Natural Gas this was lower than the global average of 54%

*Fieldwork for this question was prior to the conflict in Iran

Sustainable Transport



Are rising oil prices lead to more sustainable transport habits?

Last month we released the [Ipsos Mobility Report](#), which explored the importance of cars in people's lives as well as attitudes to new car technologies and electric vehicles.

One of the things we found when it came to electric vehicles was the lack of appetite among many countries surveyed.

While 47% on average across 31 countries said driving an electric vehicle appealed to me, this feeling was much lower in Europe

and North America.

In Japan, Belgium, France, Germany, Canada and the US, people were more likely to *disagree* that driving an electric vehicle was appealing than agree.

While New Zealand is inline with the daily average for this sentiment, the current oil crisis has seen a major uptick in car sales in New Zealand.

Registrations of full battery EV's in March in New Zealand jumped by nearly four times from recent levels from an average 800 per

month in the last 2 years, to 3,100. The current EV sales numbers are now similar to levels achieved when the 'Clean Car Discount' was introduced in July 2021. This was a cash incentive on EV sales that was discontinued in late 2023.

This trend may continue, as the cost of fuel rises, the higher upfront cost of an electric vehicle compared to a petrol or diesel car will be offset sooner.

46%

in New Zealand agree that driving an electric vehicle appeals to me.

Source: The Ipsos Mobility Report 2026

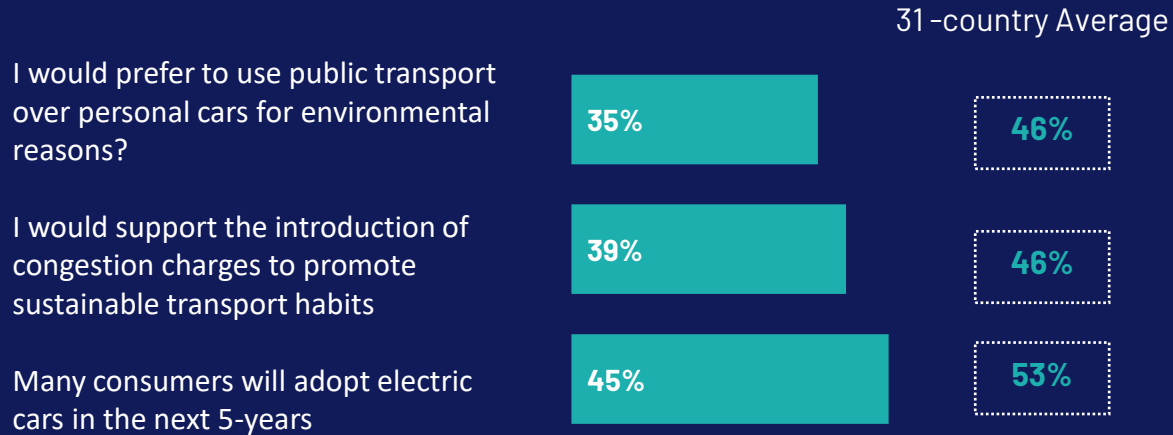
Base: 23,722 online adults under the age of 75 between 21 November and 5 December 2025 in 31 countries.

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Will rising oil prices lead to more sustainable transport habits by New Zealanders?

Q: How much do New Zealanders agree with the following statements?



Source: The Ipsos Mobility Report 2026

New Zealanders have started on the back foot attitudinally when it comes to sustainable transport. They are far less likely than the 30-country average to choose public transport over personal cars or support congestion charges to promote sustainable transport habits.

However, we are already beginning to see the rising oil prices are beginning to have an effect with EV sales increasing significantly and reported increases in Public Transport usage since March.

54%

in New Zealand agree that driving an electric vehicle positively impacts the environment. In line with the 31-country average of 54%.

Source: [Ipsos Mobility Report](#)

Base: 23,722 online adults under the age of 75 between 21 November and 5 December 2025 in 31 countries.

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Reputation and ESG

The quiet integration of ESG

In the recent past, companies were eager to speak out on major social, and environmental issues.

From climate action and LGBT Pride to #MeToo to Black Lives Matter, taking a public stand, whether entirely authentic or not, could yield significant reputational gains.

These times are no more. The ESG landscape has dramatically shifted and in today's current polarised atmosphere, the era of loud corporate activism is being replaced by a reticence.

Businesses are increasingly adopting a posture of 'strategic silence', preferring to say nothing rather than sticking one's head above the parapet and risk backlash.

Just 21% of Ipsos Reputation Council Members prefer to speak out on potentially divisive issues. Thirty-two percent prefer to stay quiet; for 47% it depends on the situation. In a similar vein, 80% of Council Members believe that businesses will be more tentative about ESG communications over the next 12 months.

But a quieter approach externally

has been accompanied with a quiet resilience and deepening integration of ESG throughout businesses.

Instead of wide, public broadcasts, companies are focusing on communicating their activities internally and directly with stakeholders.

The internal business case remains strong; 81% of Council Members agree that ESG initiatives provide a competitive advantage in attracting and retaining new talent, and 60% agree that poor ESG performance now has material consequences.

21%

of Ipsos Reputation Council members prefer to speak out on potentially divisive issues.



The quiet integration of ESG

While the US currently dominates the negative discourse surrounding ESG, the picture is much more positive in Europe and – especially – in Latin America. Globally, a majority of Council Members agree that ESG is fundamentally changing the way businesses operate today (52%), but this figure rises to 65% in Europe and 86% in Latin America.

The long-term consequences of a strategy of silence remain to be seen.

While silence protects companies from backlash, it may carry its own risks – from consumers and customers who read silence as a lack of action, and from frustrated employees who see their organisation meaningfully addressing a particular ESG issue behind the scenes only to shy away from being more of an activist on the topic externally.

**Ed Whitehead, Advisory Director,
Corporate Reputation, Ipsos in
the UK**

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Strong belief businesses need to act

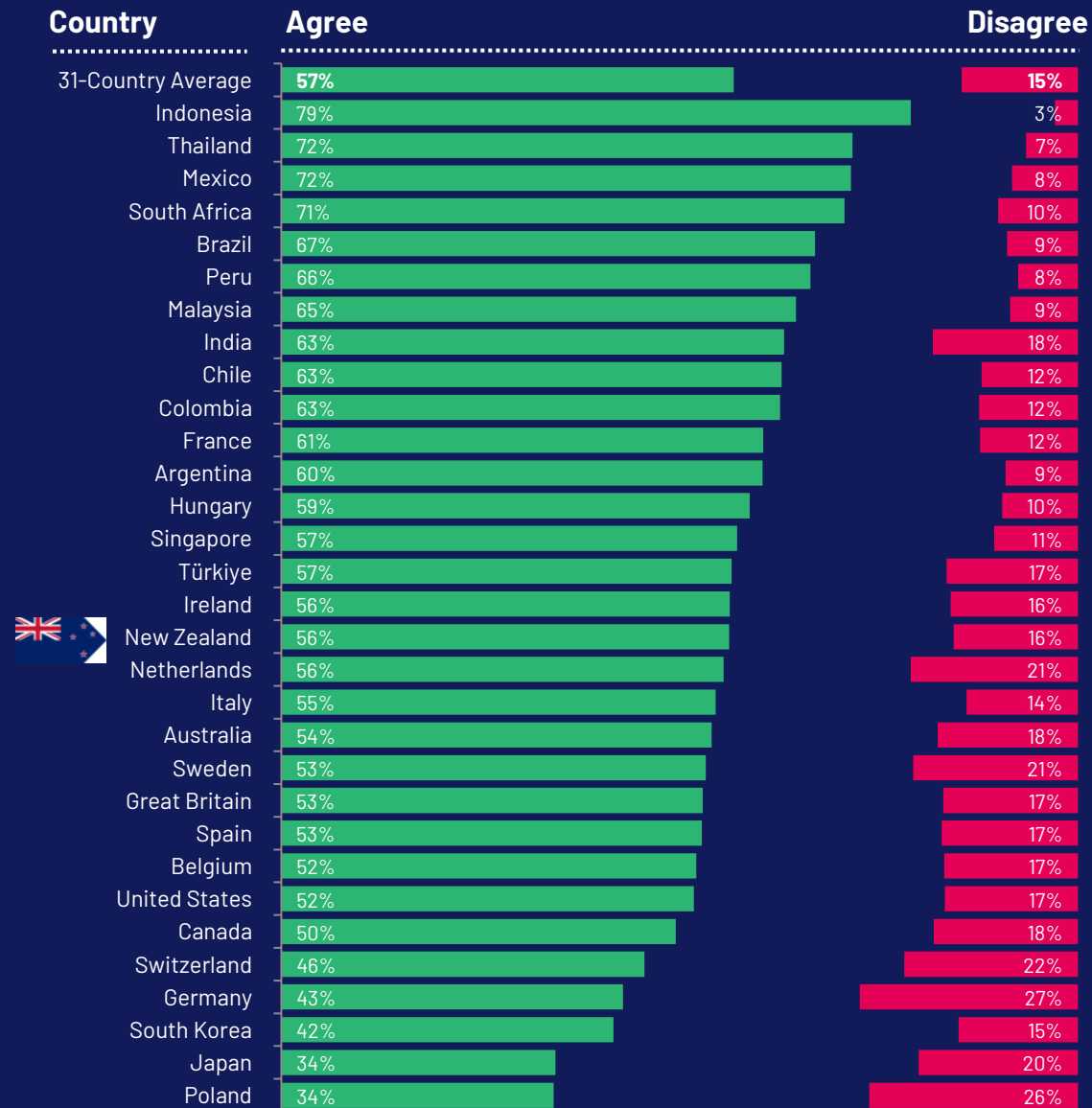
Six in ten (57%) across 31 countries and 56% of New Zealanders, feel companies have a responsibility to their employees and customers to combat climate change.

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

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

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

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



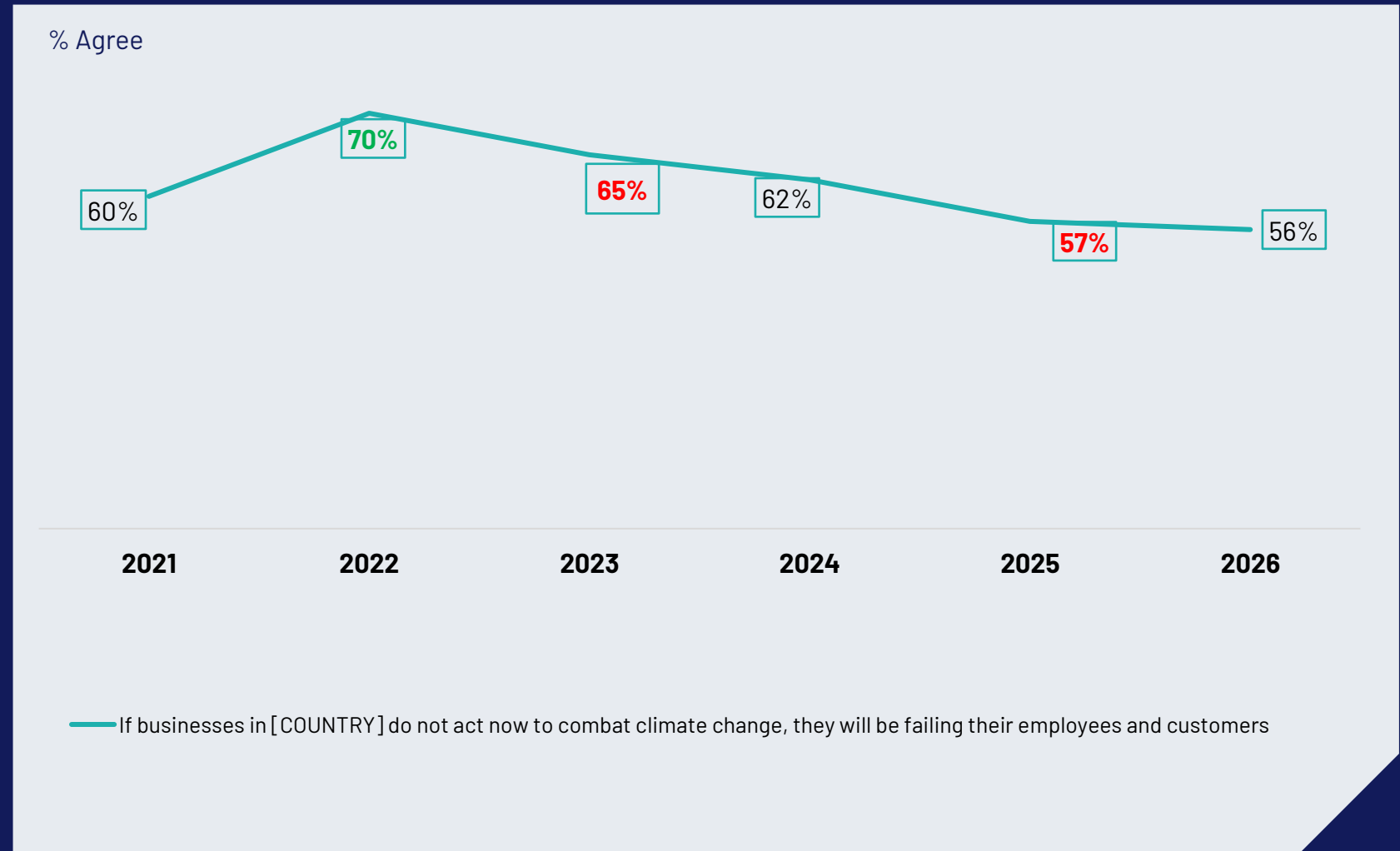


New Zealanders expectations of businesses acting on climate change are declining

The perceived importance of climate action by businesses 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).



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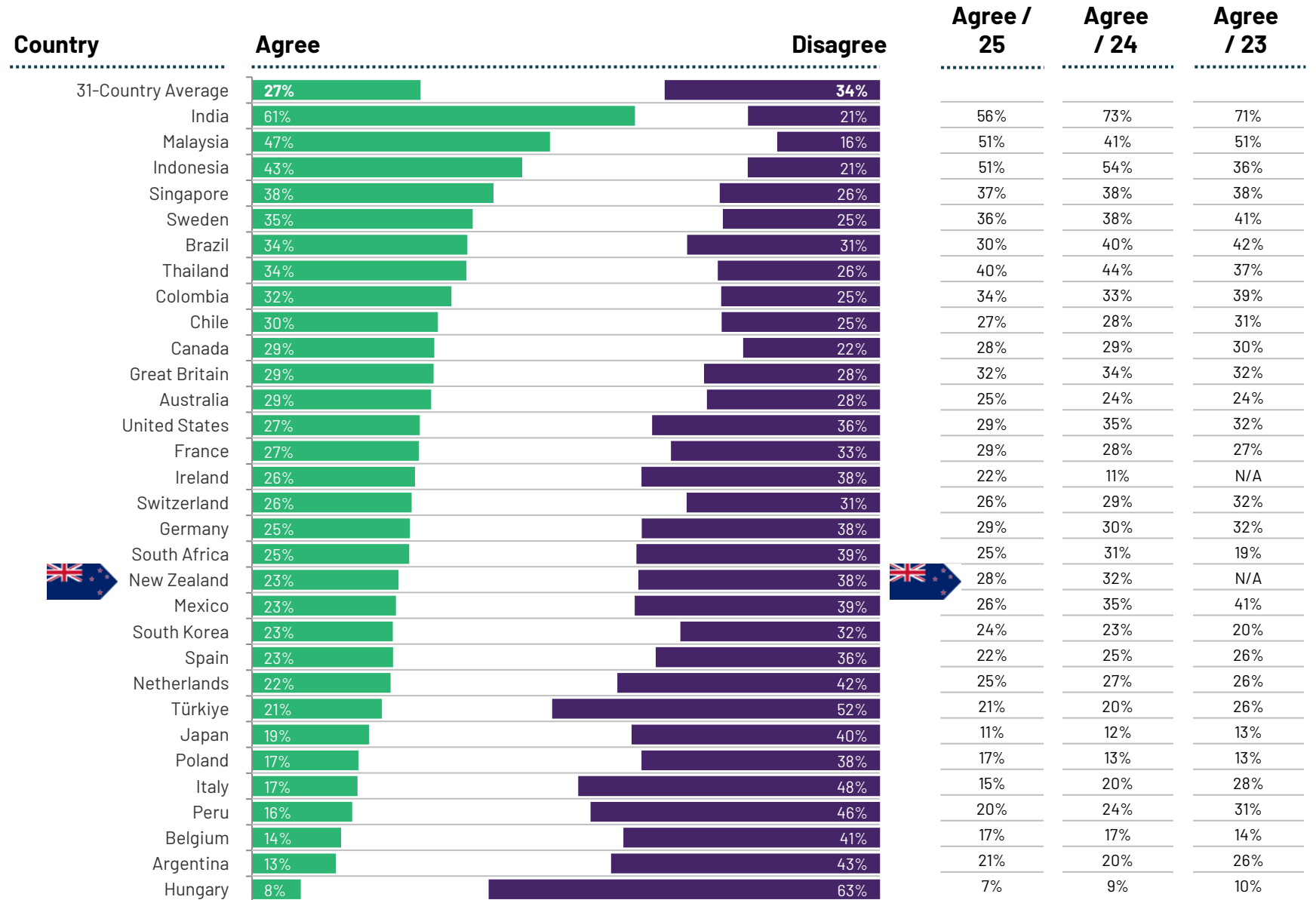
Methodology



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

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

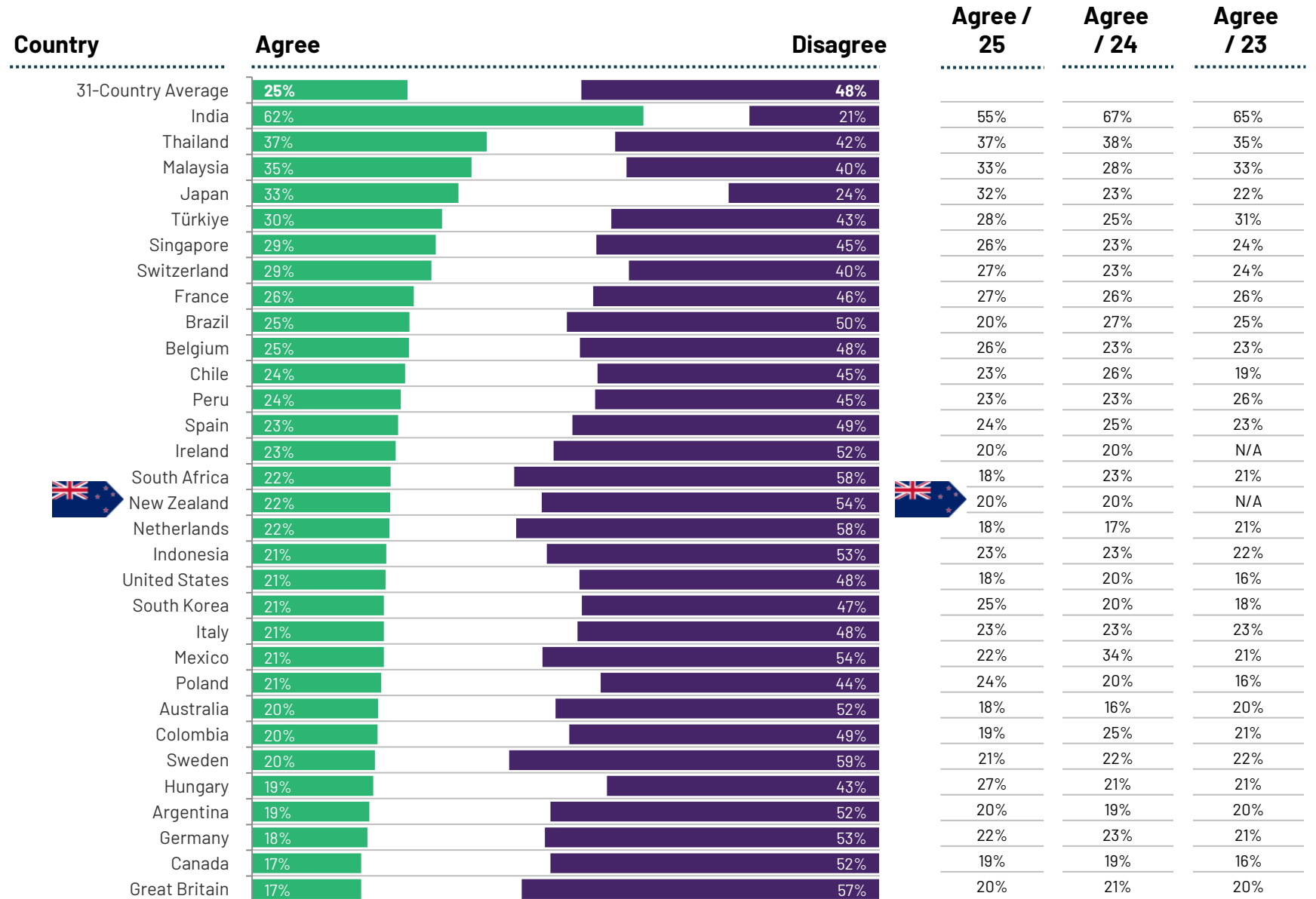
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To what extent do you agree or disagree with the following?

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

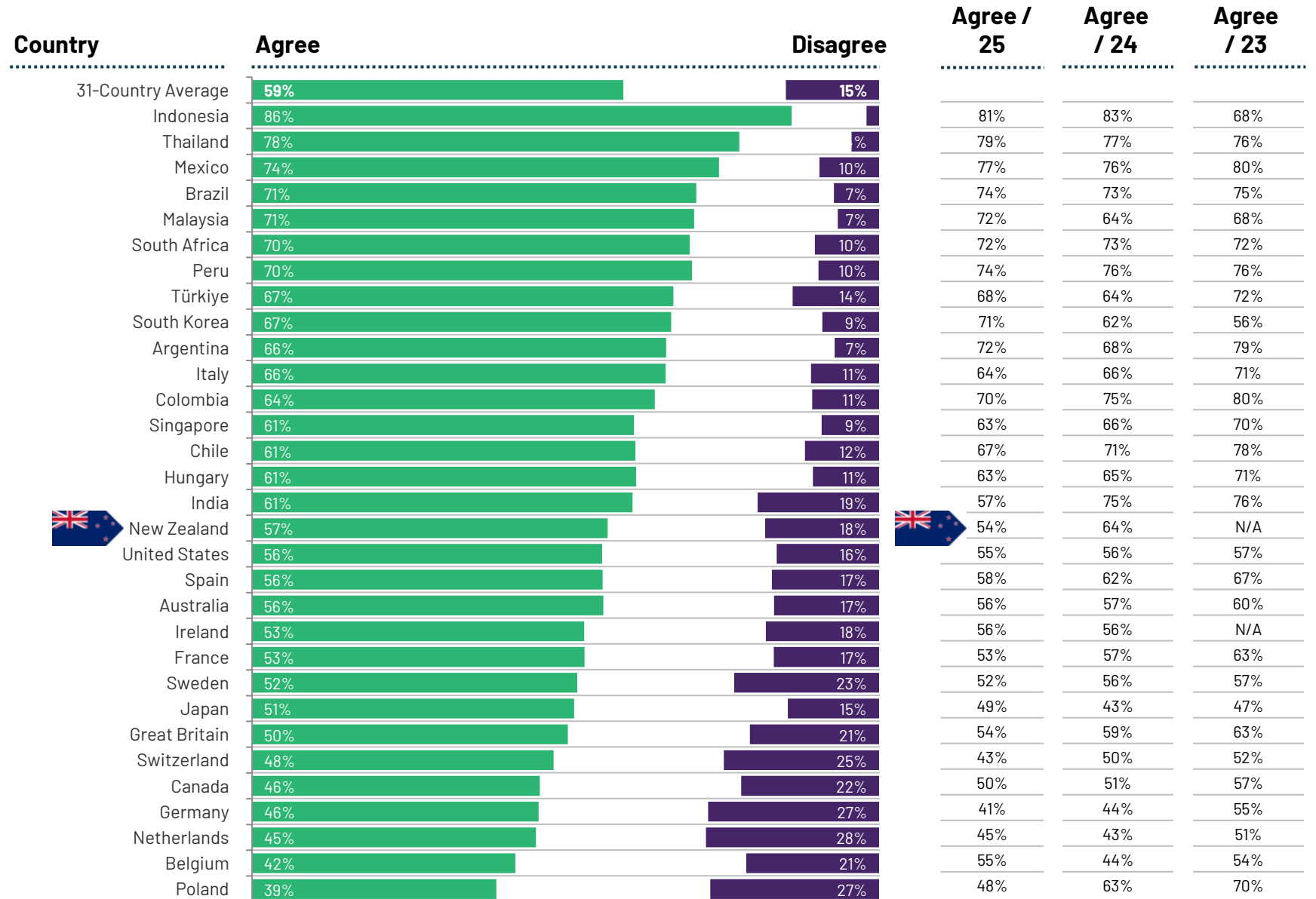
Base: 23,704 adults under the age of 75 across 31 countries between 23 January 2026 and 6 February 2026.



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

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

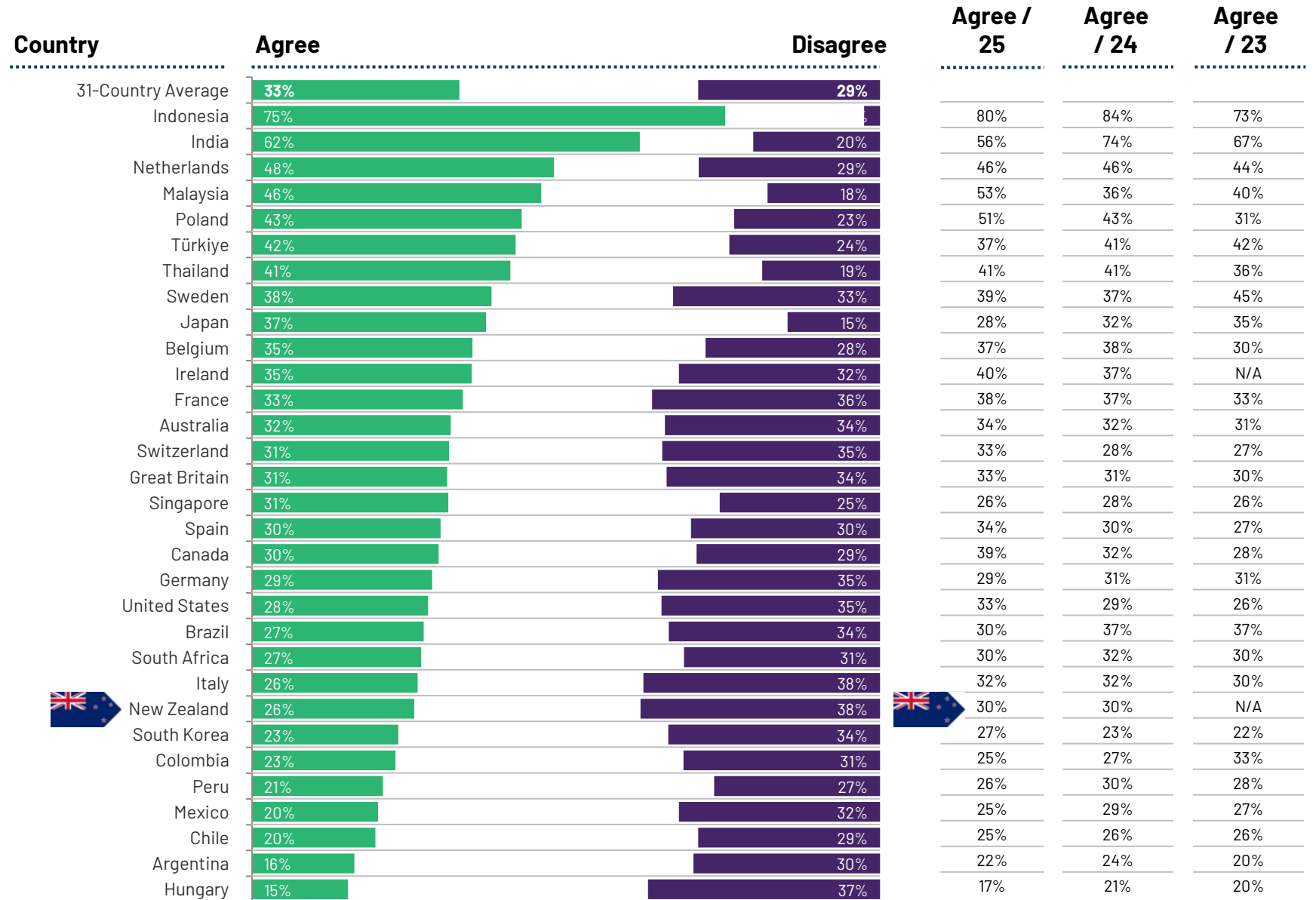
Base: 23,704 adults under the age of 75 across 31 countries between 23 January 2026 and 6 February 2026.



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

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

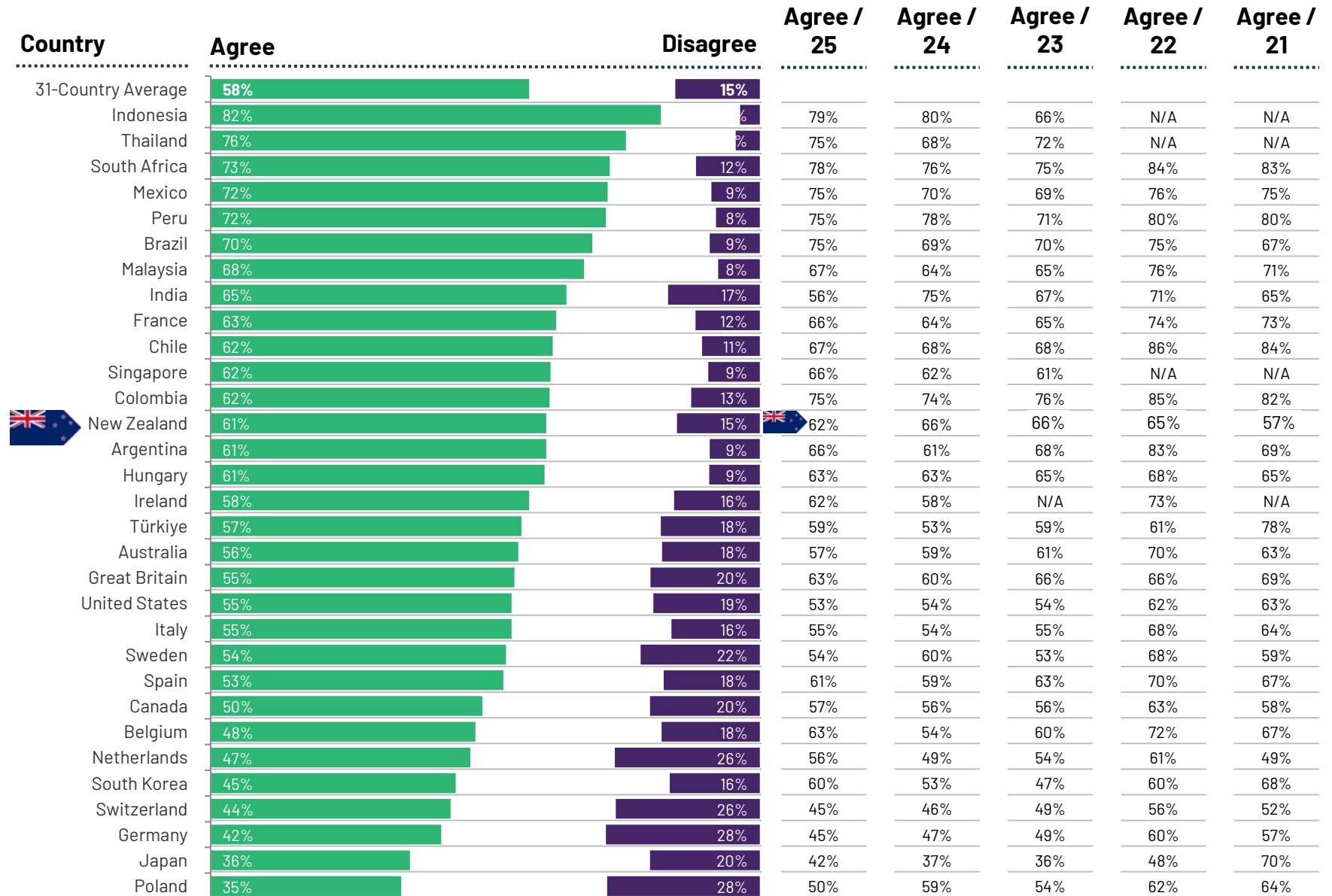
Base: 23,704 adults under the age of 75 across 31 countries between 23 January 2026 and 6 February 2026.



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

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

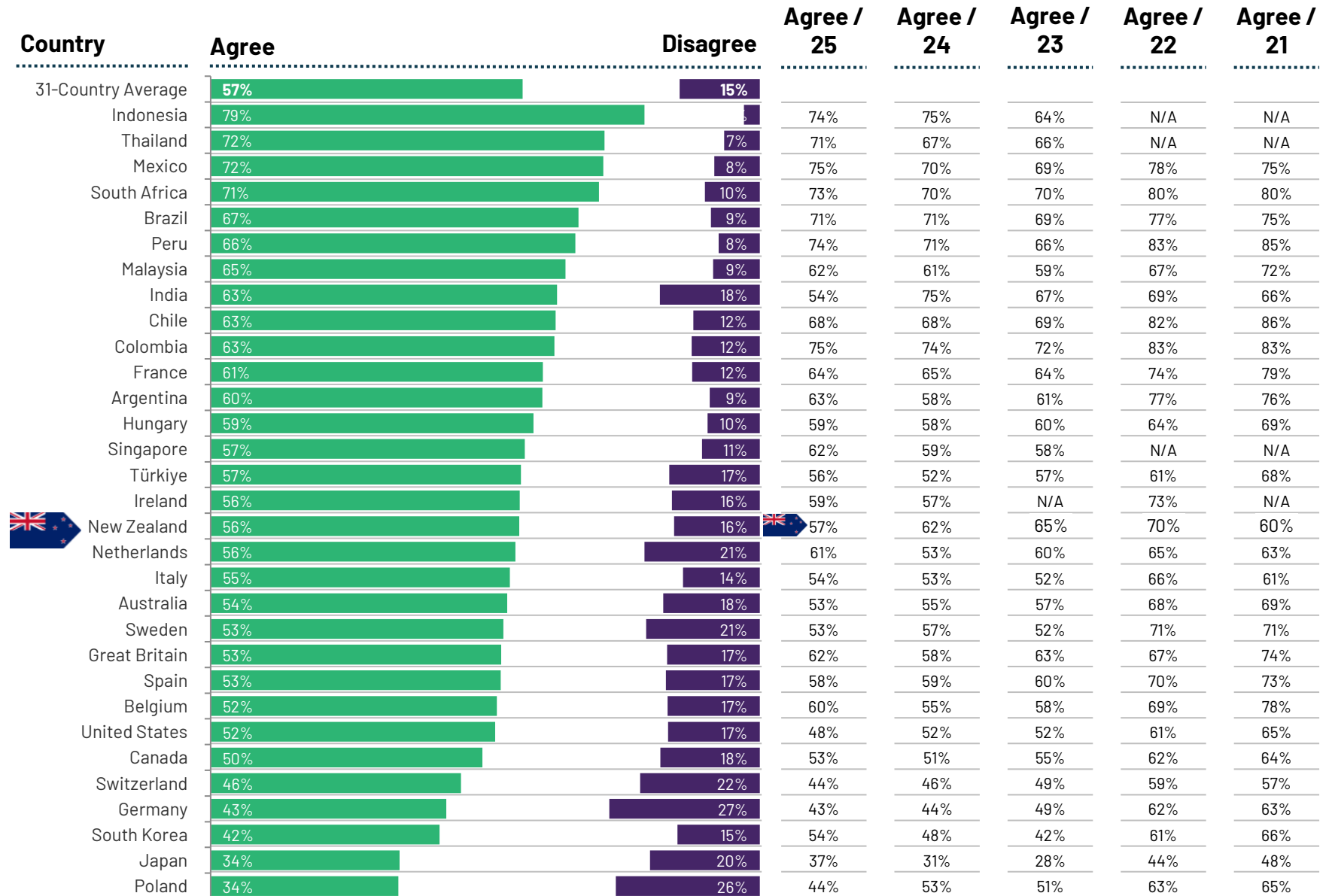
Base: 23,704 adults under the age of 75 across 31 countries between 23 January 2026 and 6 February 2026.



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

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

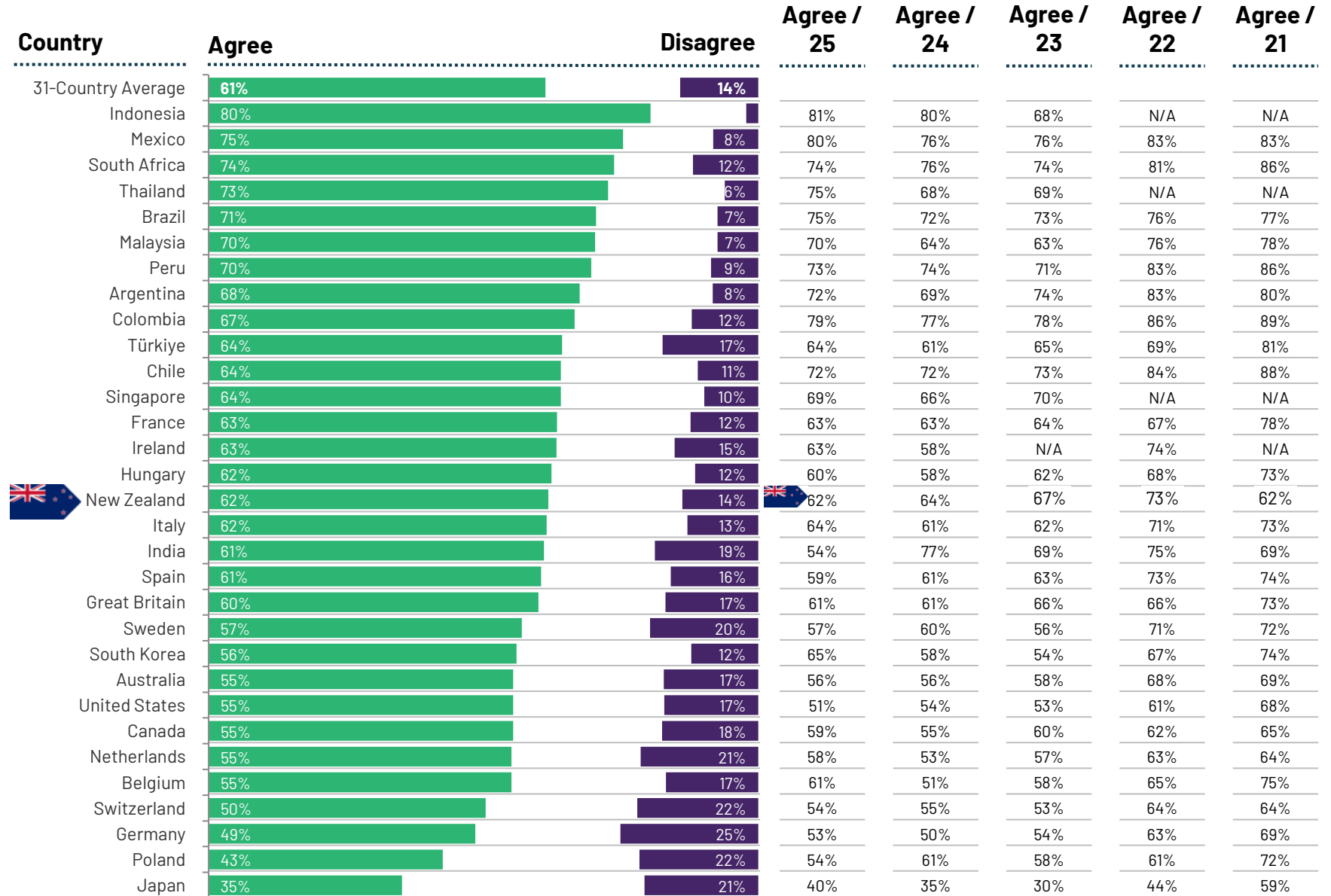
Base: 23,704 adults under the age of 75 across 31 countries between 23 January 2026 and 6 February 2026.



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

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

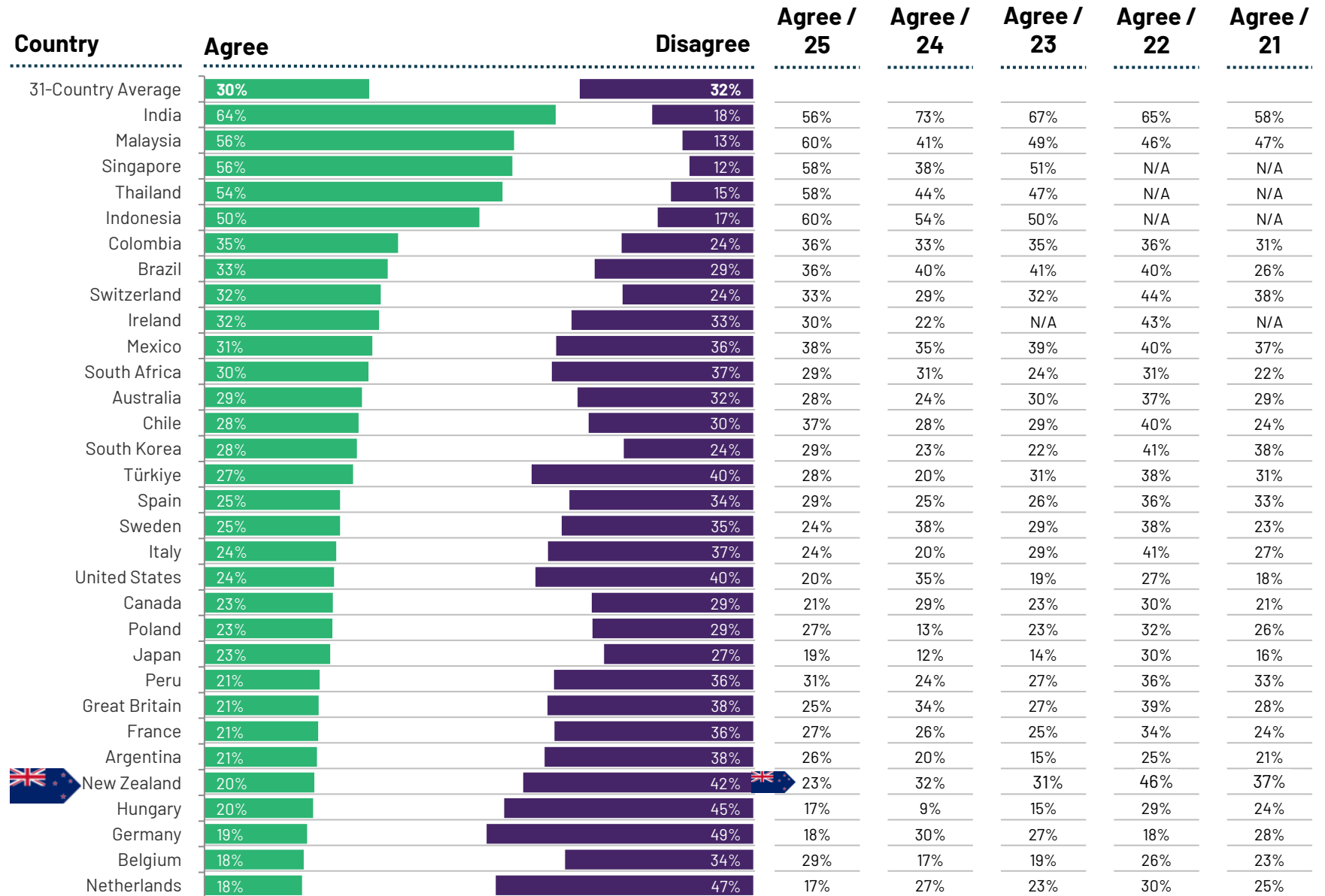
Base: 23,704 adults under the age of 75 across 31 countries between 23 January 2026 and 6 February 2026.



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

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

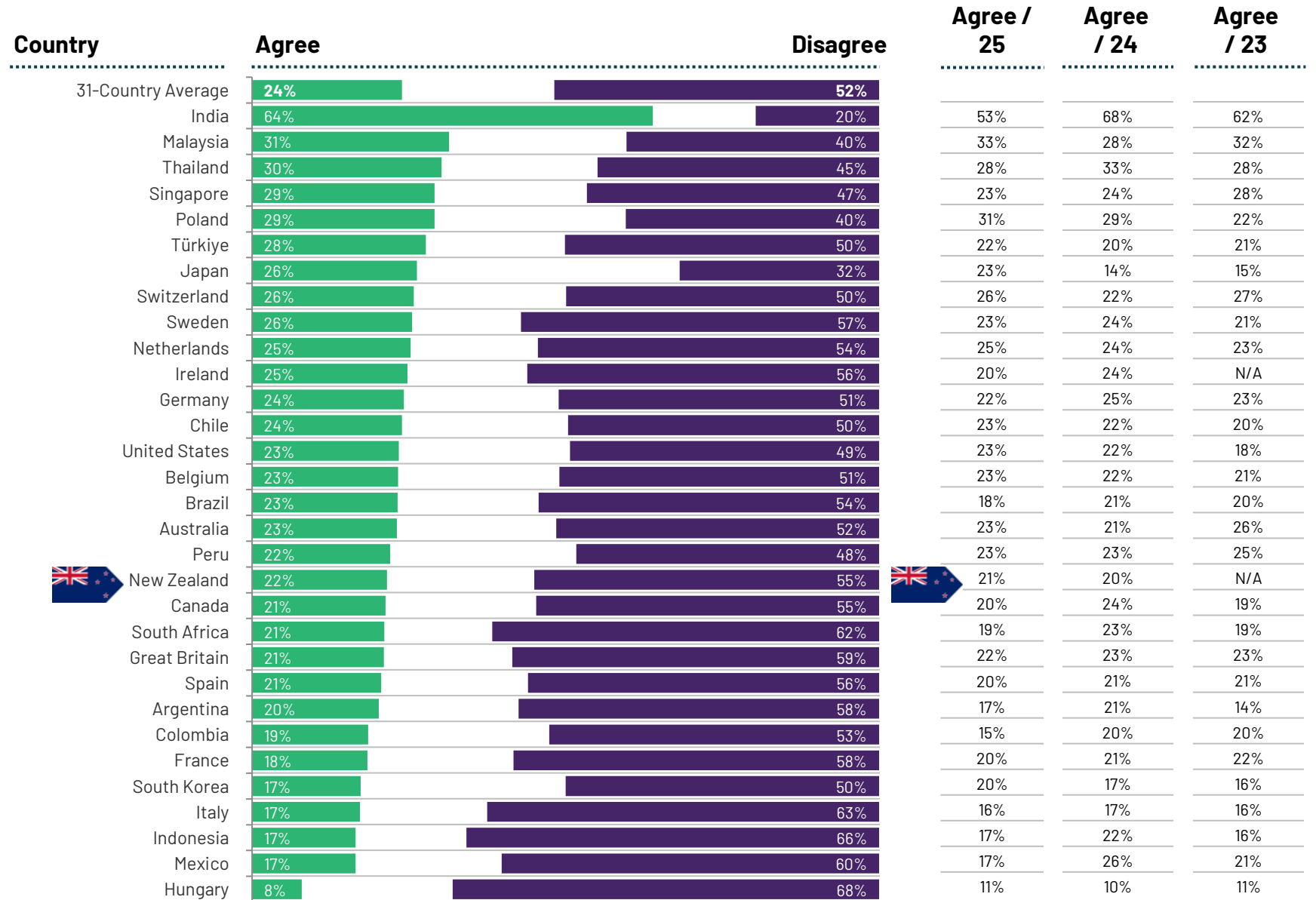
Base: 23,704 adults under the age of 75 across 31 countries between 23 January 2026 and 6 February 2026.



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

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

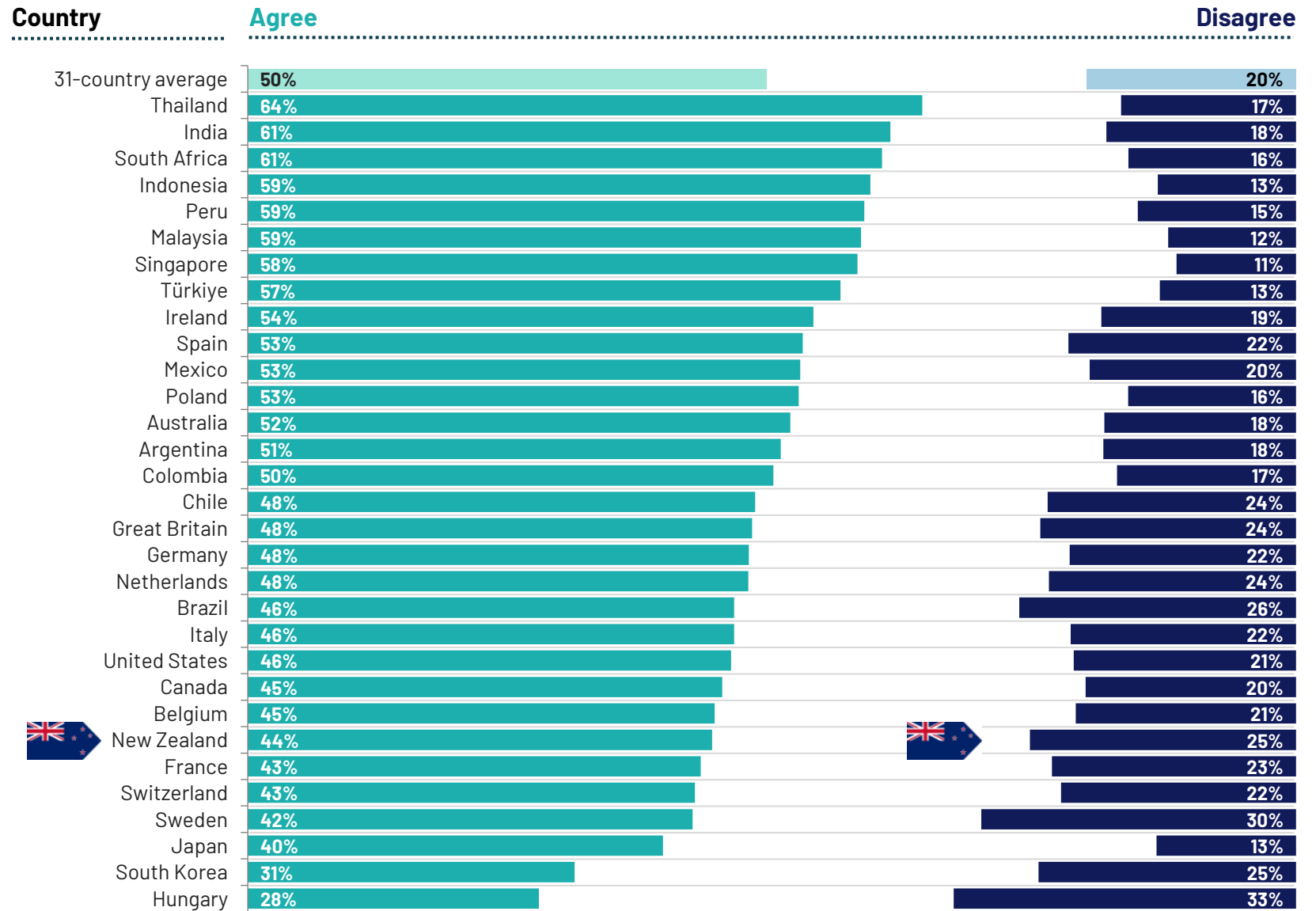
Base: 23,704 adults under the age of 75 across 31 countries between 23 January 2026 and 6 February 2026.



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

My country's government should prioritize keeping energy prices low, even if greenhouse gas emissions increase

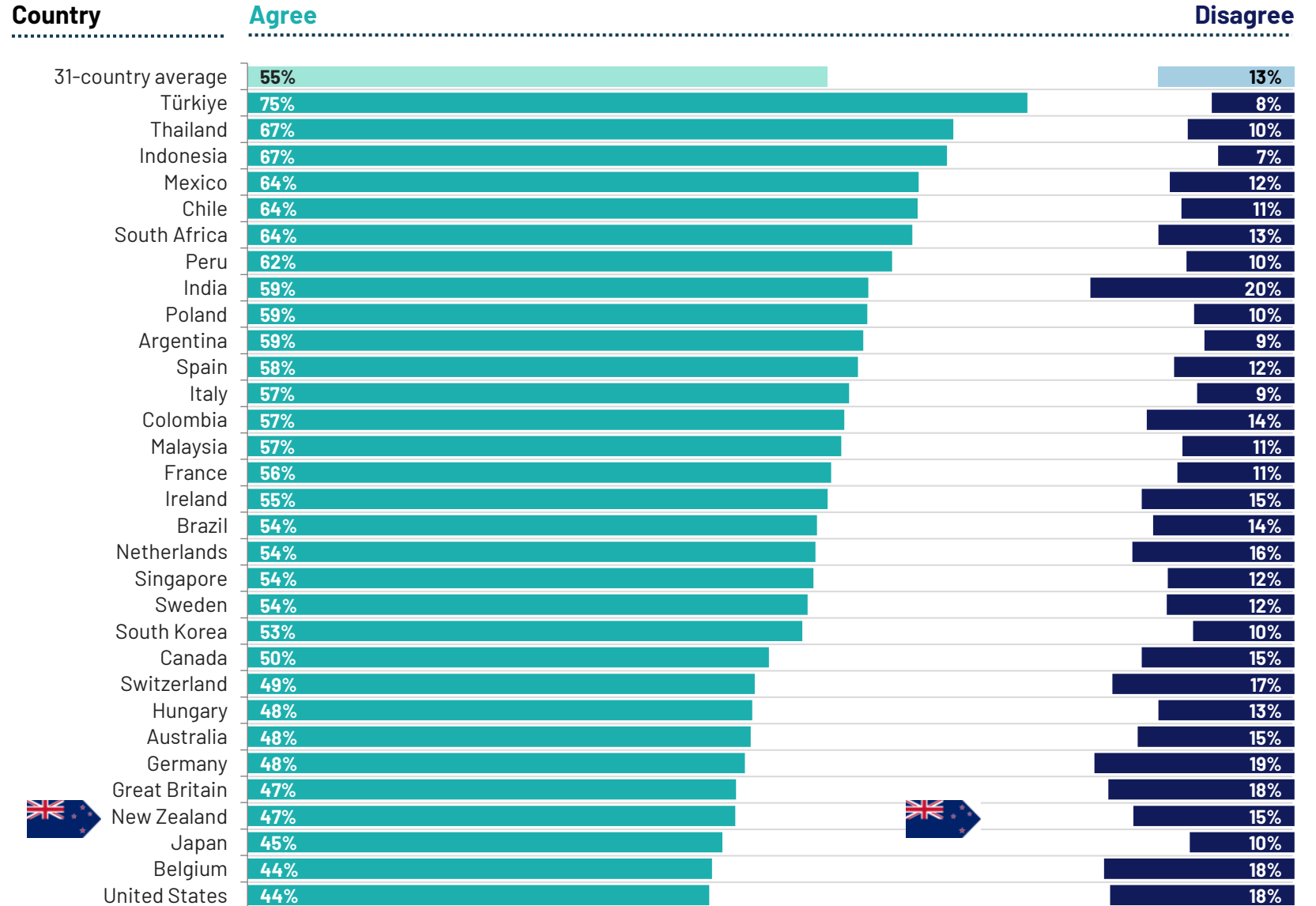
Base: 23,704 adults under the age of 75 across 31 countries between 23 January 2026 and 6 February 2026.



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

My country should prioritize its own energy independence, even if it means higher costs

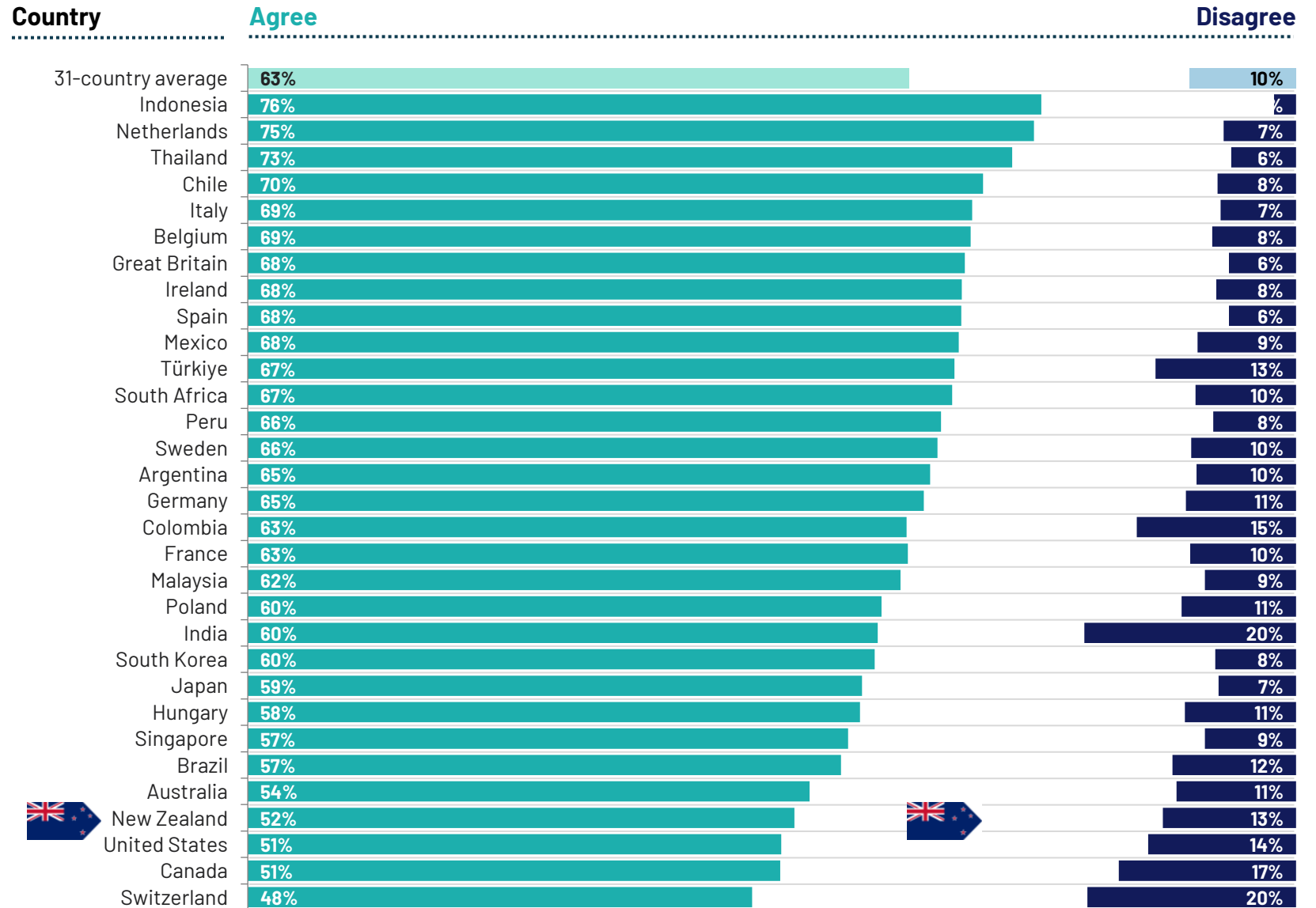
Base: 23,704 adults under the age of 75 across 31 countries between 23 January 2026 and 6 February 2026.



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

I am concerned that my country relies too much on foreign energy sources for energy needs given what is happening in the world today

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



Methodology

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

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

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

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

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

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

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

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

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

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

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<https://www.ipsos.com/en/sustainability>