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IriS Network
Global Public Confidence Study 2025

Attitudes and Views on Climate Change

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About IriS network

IriS is one of the world's largest networks of independently owned research institutes. With more than 35 members around the world, the network enables researchers to conduct high-quality global research across international markets, their consumers, businesses and societies, combining global expertise with deep local market knowledge.

Each country is represented by one MR agency and Focus Bari is the IriS member for Greece since 1991

A network of know-how in market research

Members of the local IriS offices meet continuously at the top management level, to ensure personal involvement and the development of close relationships. Through bi-annual conferences and regular communication the network allows members to collaborate and share business at a consistently high level of quality.

About the Study

The IriS Global Confidence Study 2025 provides a multi-country view of public sentiment on key issues: economic confidence, health attitudes, climate concerns and artificial intelligence.

This report presents the climate change findings, examining concern at global, national and local level, the actions respondents report taking, and the main factors shaping public attitudes.
Separate reports cover health, economic confidence and artificial intelligence.

Methodology

	2023	2024	2025
Sample	17,777	14,096	14,742
Countries	26	21	20
Fieldwork	Q1 2023	Q2 2024	Q4 2025
Method	Mixed (online, F2F, CATI)		
Sample per country	500–1,000 adults		

Participating Countries

Western Europe
Austria, Finland, Germany, Ireland, Italy, Spain, Switzerland
Central & Eastern Europe
Bulgaria, Greece, Poland, Romania, Türkiye
Asia-Pacific
Australia, Indonesia, Japan, Malaysia, South Korea
Americas
Canada, Dominican Republic, USA

Note: Country coverage changed between waves. Bulgaria, Canada, the Dominican Republic, Germany and Ireland are new in 2025, replacing France, Kenya, Mexico, Nigeria and Panama from 2024.
The Netherlands, Lithuania, India, Brazil, Colombia and the UK participated in 2023 but not in later waves.

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IriS Members Participating in the 2025 Study

Australia
Austria
Bulgaria
Canada
Dominican Republic

Finland
Germany
Greece
Indonesia
Ireland

Italy
Japan
Malaysia
Poland
Romania

South Korea
Spain
Switzerland
Türkiye
USA

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1. Executive Summary

Key Findings at a Glance

The Proximity Paradox

82% vs. 68%

Consider climate change a serious problem for the planet and their local area, respectively
The gap has widened over the past year

Action beyond concern

80%

reported taking personal action in the past year.
Climate action is widespread.

Small steps, broad reach

3.6

actions on average among those who act.
Engagement rarely stops at one action.

Responsibility is delegated to leaders and institutions

37%

believe national governments should take the lead on climate change

The sense of urgency is weakening

41%

rate clean/renewable energy a top priority in 2025
(vs. 48% in 2024 and 50% in 2023)

Only this share is fully disengaged

10%

The challenge is turning concern into personal responsibility.

What It Means for Business

Making climate change personal

Global concern is high, but concern at local level lags.
Campaigns and initiatives that connect climate change with visible, immediate effects in people's own surroundings are more likely to shift perceptions and, ultimately, behaviour.

Small steps, lasting habits

Many people report taking action while still looking for guidance.
Practical, accessible and repeatable actions can support lasting engagement, especially among the 54% who act but look to institutions for leadership. Habit can help sustain behaviour over time.

The leadership gap is an opportunity

Thirty-seven per cent expect governments to lead, but institutions cannot close this gap alone.
Organisations that provide credible, practical climate leadership can build trust and relevance with people who look to others for direction.

Different approaches for different audiences

Only 10% are fully disengaged.
The opportunity lies in helping those who act but defer responsibility to institutions (the Followers, 54%) and those who worry but remain passive (the Overwhelmed, 10%) develop a stronger sense of personal responsibility through accessible ways to participate, visible progress and fewer barriers to action.

Social participation remains an untapped area

Only 28% report climate-related social participation or advocacy.
For brands and organisations, this creates an opportunity to make public participation in climate action more accessible and worthwhile.

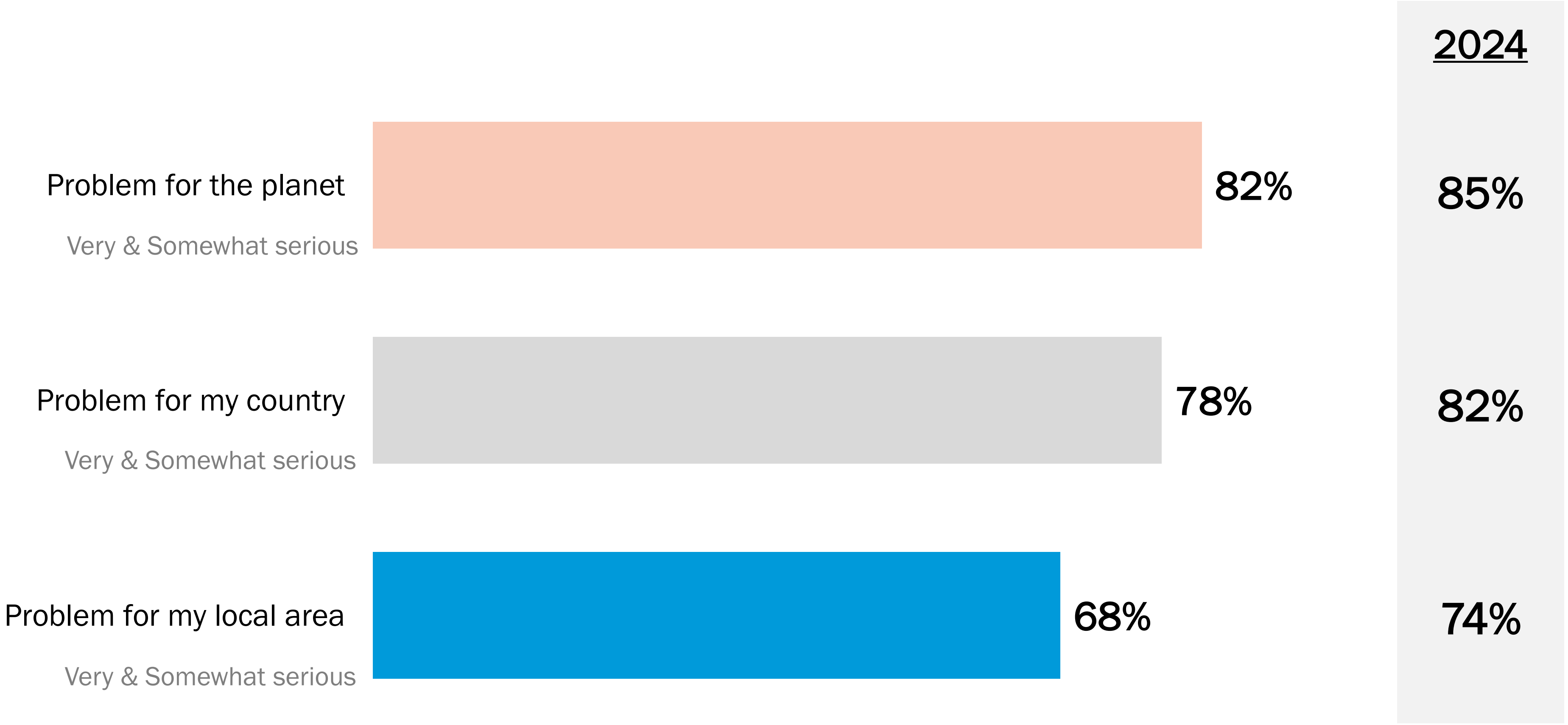
2. Climate Concern

More than 8 in 10 people worldwide consider climate change a serious problem.

The figure declines when respondents assess their country, and falls further for their local area.

At all three levels, the percentages are lower than in 2024.

The Proximity Paradox



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Q. How serious a problem do you consider climate change to be for the planet / your country / your local area? – Very & Somewhat serious

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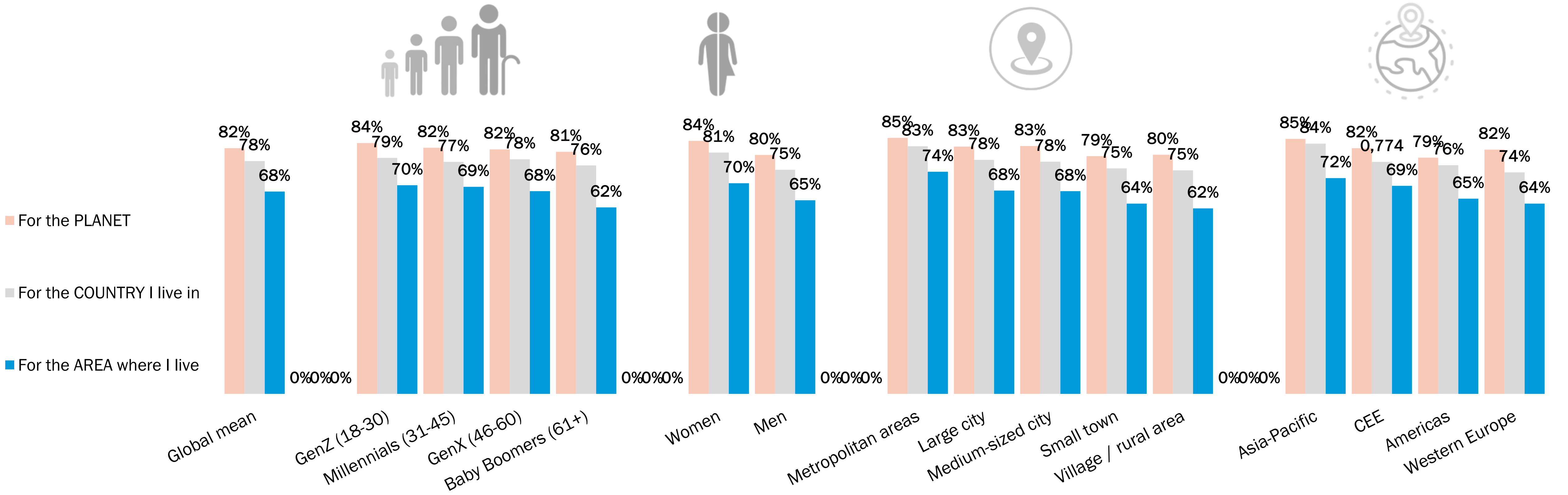
The proximity paradox appears across all groups, but its depth varies.

Among age groups, Baby Boomers show the widest gap between global and local concern.

Across residential areas, the narrowest gap appears in metropolitan centres.

In Western Europe, higher living standards may reinforce the perception that climate change affects the planet and country more than people's local area.

The Proximity Paradox by Demographics

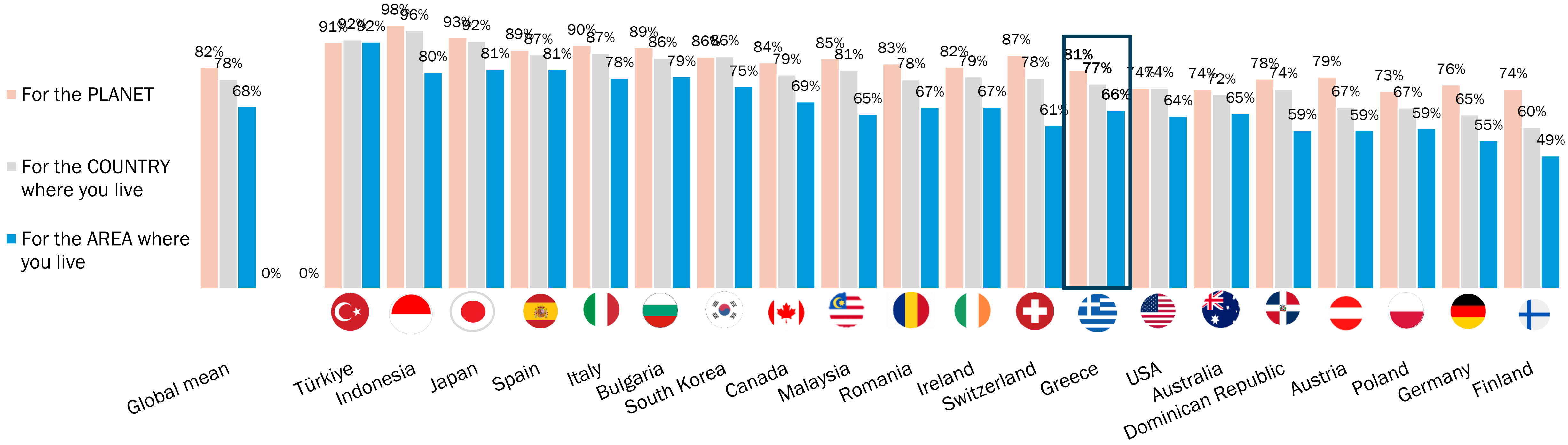


Q. How serious a problem do you consider climate change to be for the planet / your country / your local area? – Very & Somewhat serious

Lived experience can bring climate change closer to people's everyday lives.

The narrower gaps between global and local concern in Türkiye, Spain and Australia may be linked to experience of extreme weather events.
Greece is close to the global mean: 81% consider climate change a serious problem for the planet and 66% for their local area.

The Proximity Paradox by Country



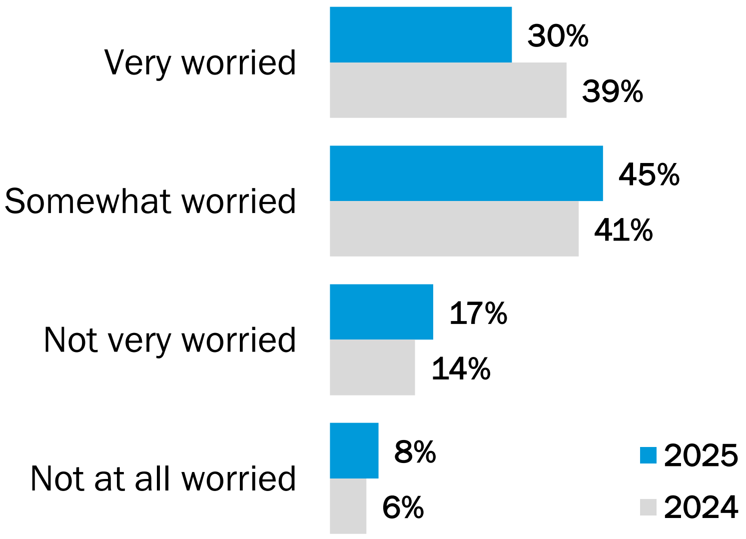
Q. How serious a problem do you consider climate change to be for the planet / your country / your local area? – Very & Somewhat serious

Concern about climate change is easing, while action remains high.

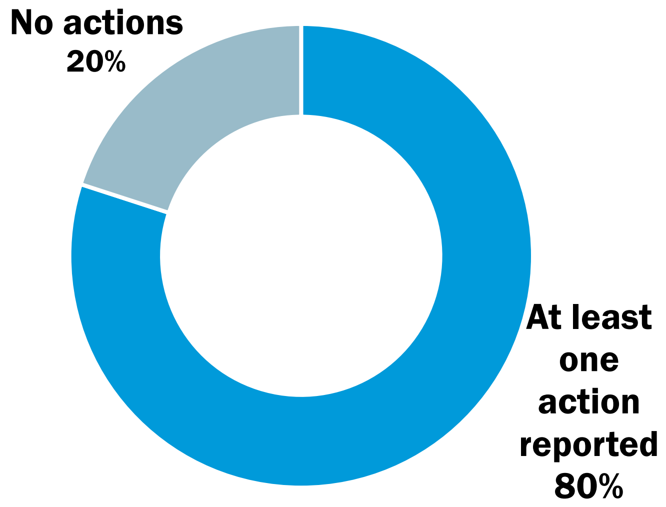
Three in four people worldwide are very or somewhat worried about climate change, while 8 in 10 report taking at least one personal action.

Climate Concern & Personal Action

Concern About Climate Change



Personal Climate Actions



Q. How worried are you about climate change?

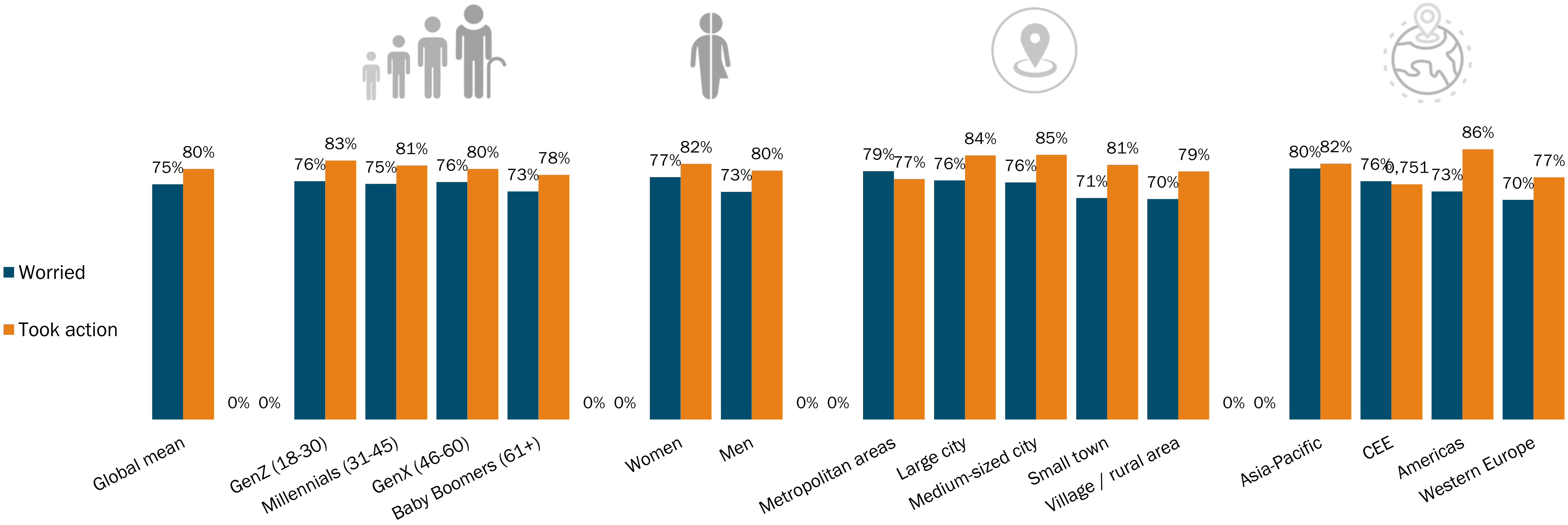
Q. In the past 12 months, which of the following actions, if any, have you taken to reduce your impact on climate change?

Reported climate action exceeds concern in almost every group.

The widest gap appears in the Americas, where 86% report action while 73% are worried.

Metropolitan areas and Central and Eastern Europe are the exceptions, with concern marginally higher than reported action.

Concern and Action by Demographics



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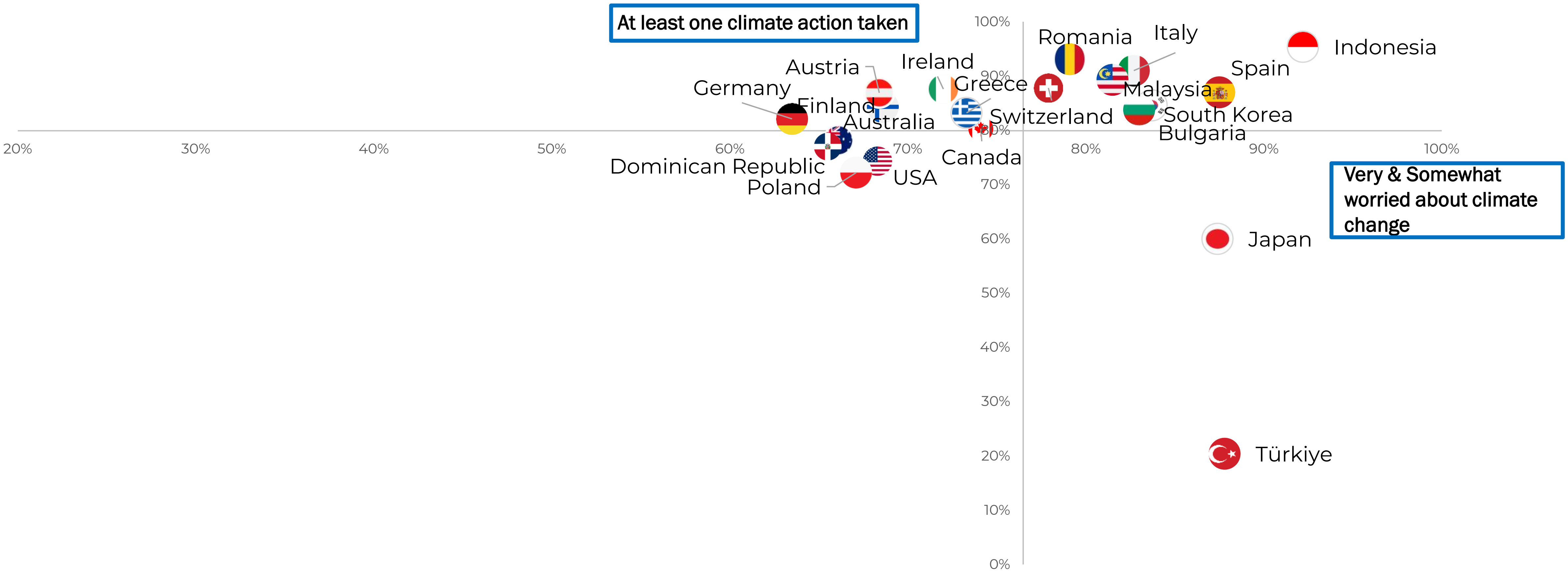
Q. How worried are you about climate change? – Very & Somewhat worried

Q. In the past 12 months, which of the following actions, if any, have you taken to reduce your impact on climate change?

In most countries, climate concern is accompanied by personal action.
In Greece, more respondents report taking action than express concern. In Türkiye and Japan, high concern is accompanied by markedly lower reported action.

In Germany, Austria and Finland, reported action remains comparatively high despite lower concern. Available infrastructure and the institutional framework may help enable this participation.

Concern and Action by Country

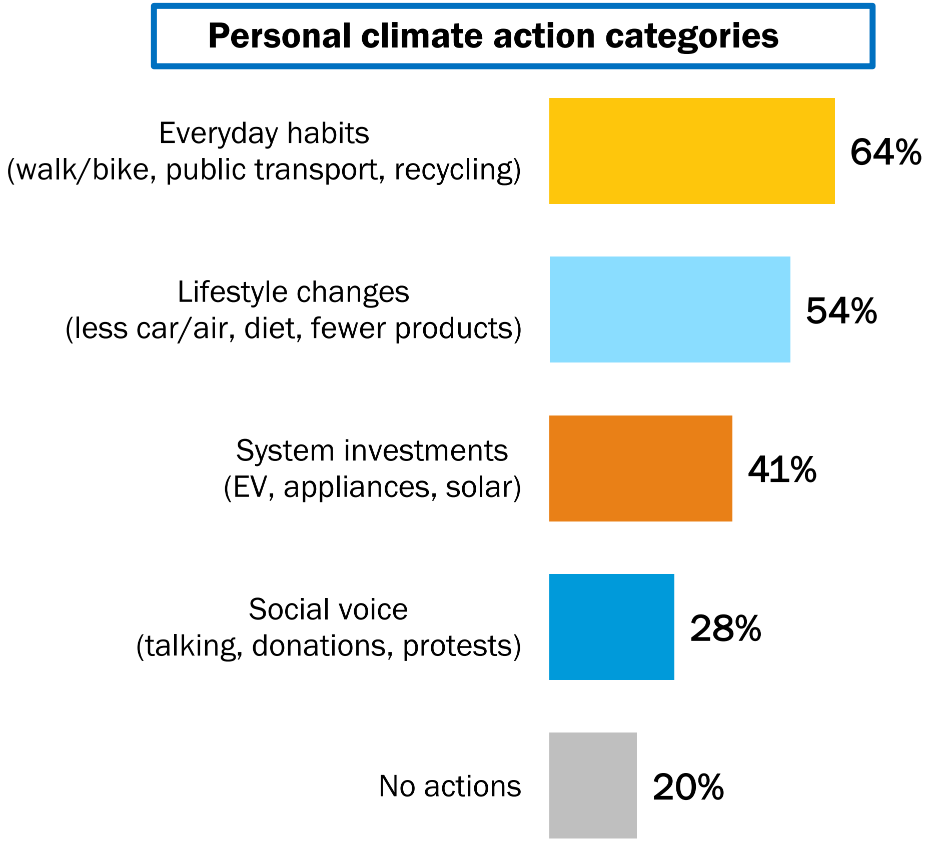


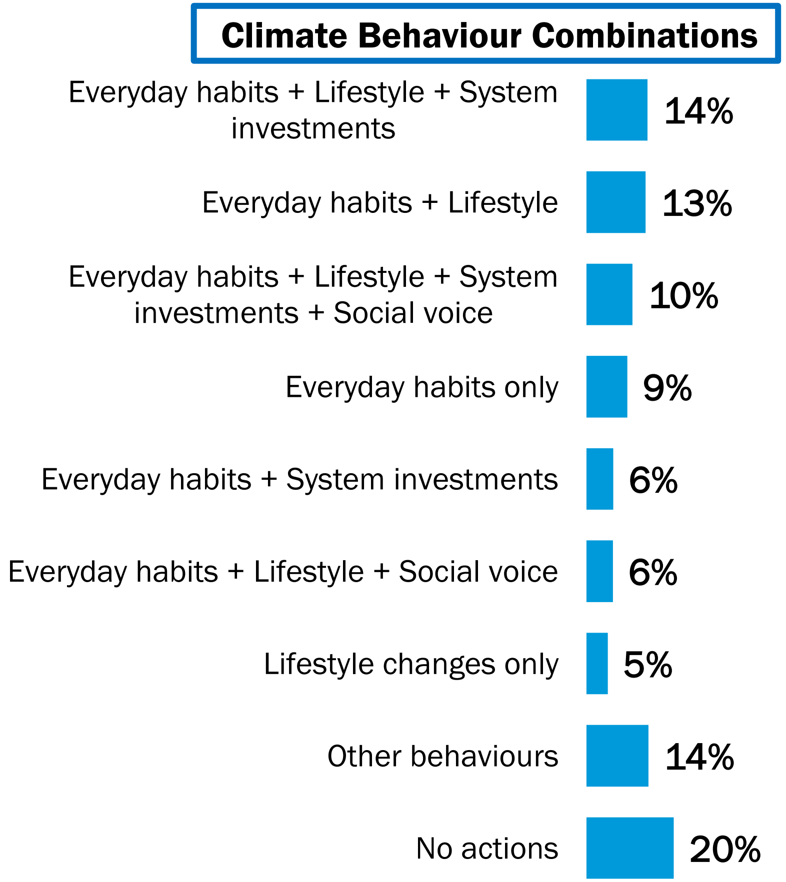
Q. How worried are you about climate change? – *Very & Somewhat worried*
Q. In the past 12 months, which of the following actions, if any, have you taken to reduce your impact on climate change?

3. Climate Actions

Climate action is expressed mainly through everyday personal choices.
Everyday habits (64%) and lifestyle changes (54%) are the most widely reported forms of action worldwide.
Fewer report system investments, such as energy-efficient appliances and electric vehicles (41%), or social participation through conversations, donations and protests (28%).
Many combine different forms of action, while one in five report no action in the past year.

Climate Action Patterns





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Q. In the past 12 months, which of the following actions, if any, have you taken to reduce your impact on climate change?

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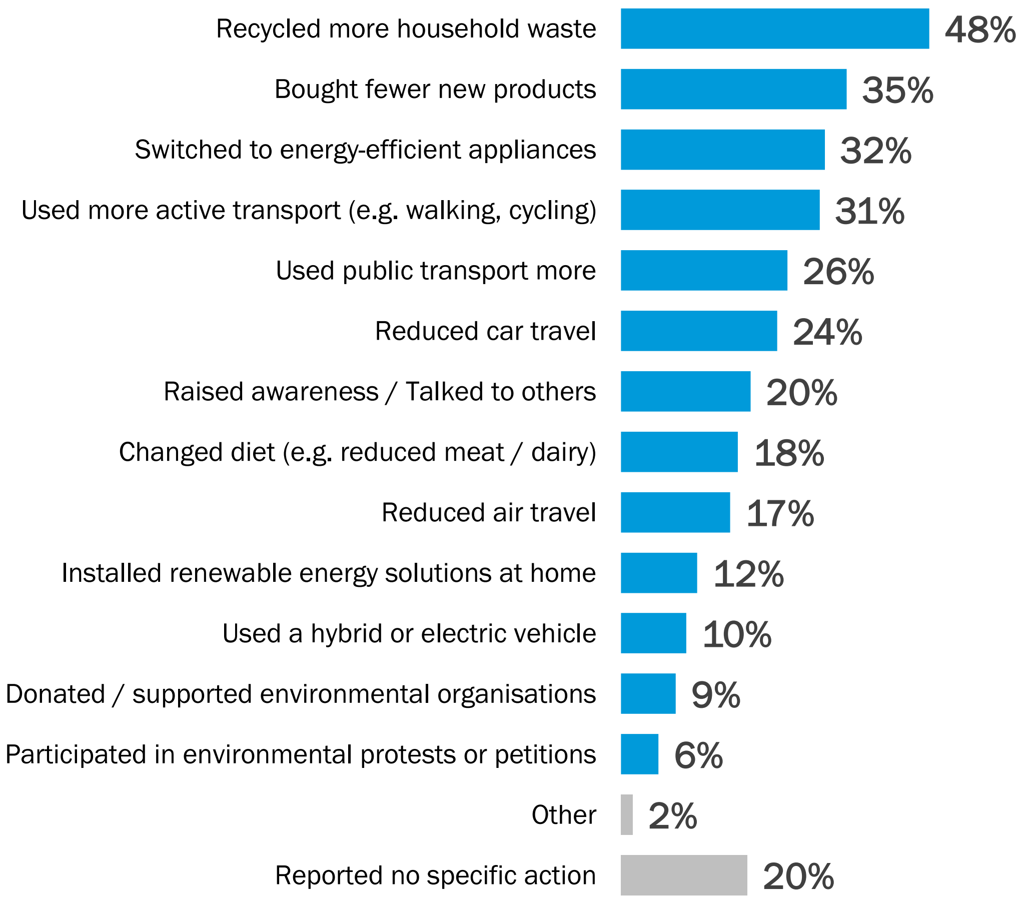
Recycling is the most widely reported climate action, at 48% worldwide.

Among those who report acting, the average reaches 3.6 different actions.
Fewer report installing renewable energy solutions at home (12%) or using a hybrid or electric vehicle (10%).
Donations or support for environmental organisations reach 9%, while participation in protests stands at 6%.

Climate Actions in Detail



	Mean number of actions
Among all	**2.9**
Among those who reported at least one action	**3.6**

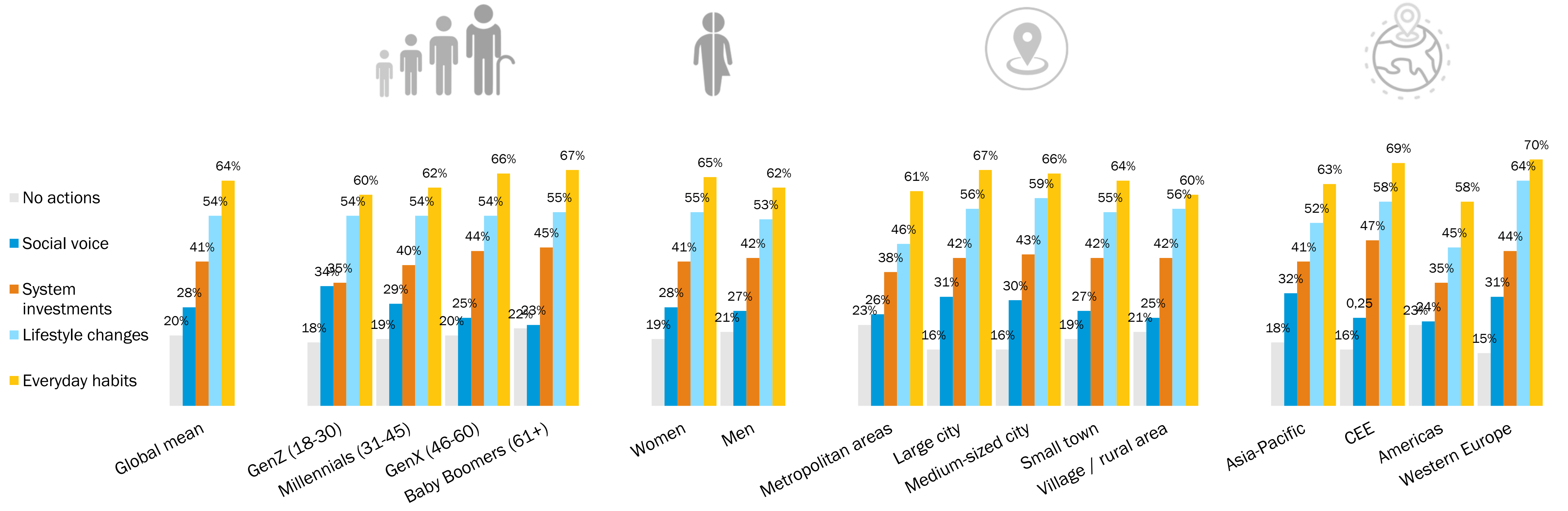
Q. In the past 12 months, which of the following actions, if any, have you taken to reduce your impact on climate change?

Everyday habits are the most widely reported form of climate action across all groups.

Across generations, Baby Boomers lead in everyday habits (67%) and system investments (45%), while Gen Z stands out in social participation (34%).

Western Europe leads in everyday habits (70%) and lifestyle changes (64%), while the Americas record the lowest rates across all action categories.

Climate Action Patterns by Demographics



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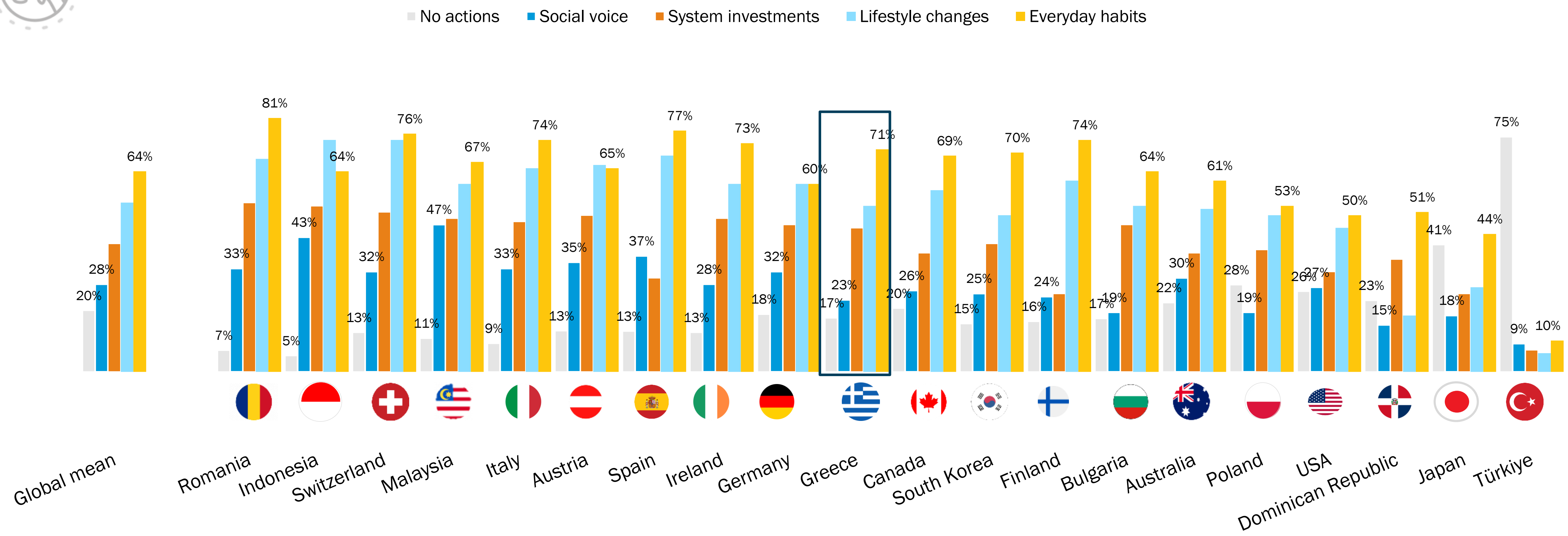
Q. In the past 12 months, which of the following actions, if any, have you taken to reduce your impact on climate change?

Everyday choices dominate reported climate action, with clear differences across countries.

Romania stands out in everyday habits and system investments, while Indonesia and Malaysia stand out in social participation. Japan and especially Türkiye record the highest shares reporting no action.

In Greece, respondents mainly report actions related to everyday habits (71%). Lifestyle changes follow (53%), then system investments (46%), while 23% report some form of social participation.

Climate Action Patterns by Country



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Q. In the past 12 months, which of the following actions, if any, have you taken to reduce your impact on climate change?

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Respondents who consider climate change a serious problem for their local area report more actions.
Among them, 86% report at least one action, compared with 84% of those who consider the problem serious only for the planet. They also report 3.3 actions on average, compared with 2.8. Seeing climate change as a problem that also affects the local area is associated with greater personal participation.

Local Perception and Climate Action

Serious globally AND locally

Consider climate change a serious problem for both the planet and their local area

86%
reported at least one action

3.3
Mean number of actions

Serious globally but NOT locally

Consider climate change a serious problem for the planet, but not for their local area

84%
reported at least one action

2.8
Mean number of actions

Seeing climate change as a local problem is associated with more reported actions linking proximity with behaviour as well as perception.

4. Responsibility & Profiles

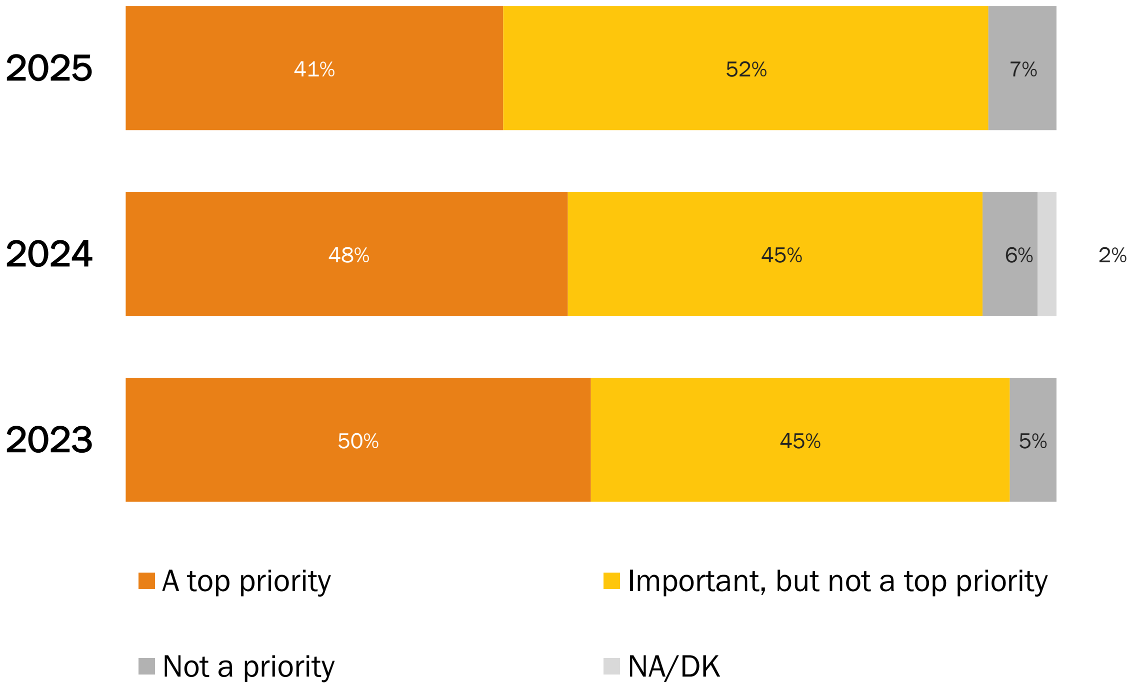
Clean/renewable energy remains important to the majority, but fewer consider it a top priority.

More than nine in ten (93%) consider it important or a top priority. However, the share placing it at the top fell from 50% in 2023 to 41% in 2025.

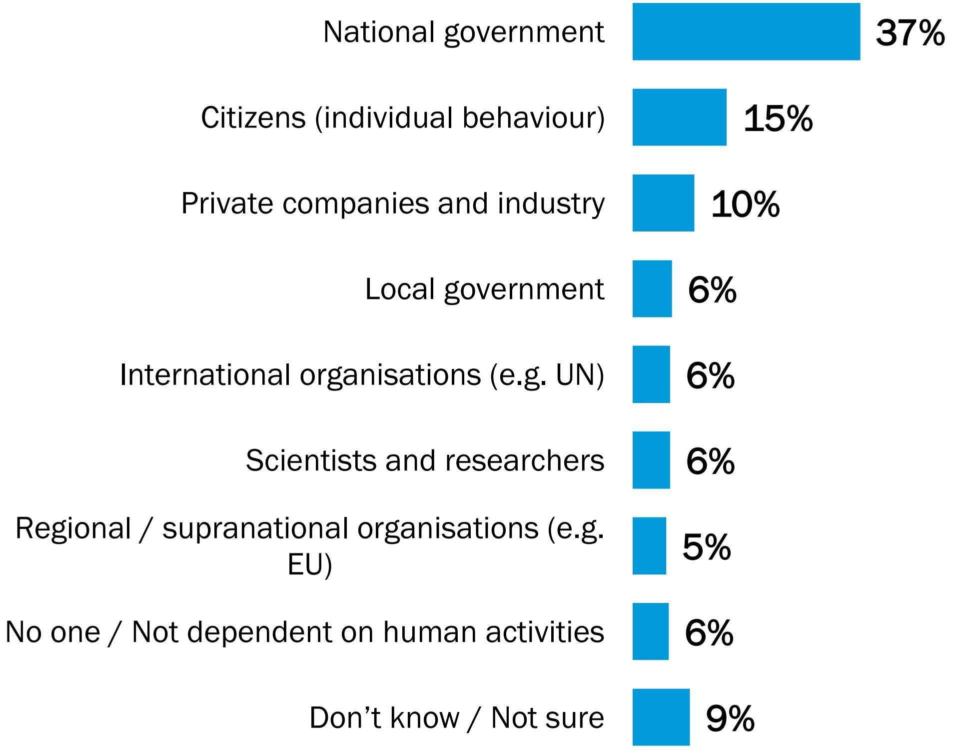
For addressing climate change, 37% assign lead responsibility to national governments, compared with 15% who assign it to citizens and 10% to businesses.

Responsibility and Priorities

Priority of clean/renewable energy



Expected lead responsibility



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Q. How much of a priority should the development of clean/renewable energy be for your country?

Q. In your opinion, who should take the lead responsibility for addressing climate change in your country?

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Five distinct profiles emerge, based on concern, personal action and sense of responsibility.

Climate Change Psychologies

11% of global respondents	54% of global respondents	15% of global respondents	10% of global respondents	10% of global respondents
THE DRIVERS	**THE FOLLOWERS**	**THE PRINCIPLED**	**THE OVERWHELMED**	**THE DISENGAGED**
Worried and active, driven by a sense of personal responsibility. Believe citizens should take the lead.	Worried and active, but… look mainly to institutions for leadership.	Act from values and habit, without feeling highly worried.	Highly worried, but do not act. Feel unable to improve the situation and shift responsibility elsewhere.	Not worried and do not act. Thirty-two per cent say no one should take lead responsibility or that climate change does not depend on human activity.
4.1 actions on average	**3.7 actions on average**	**2.7 actions on average**	**No actions**	**No actions**

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Defined by three axes: level of worry, personal action and sense of responsibility

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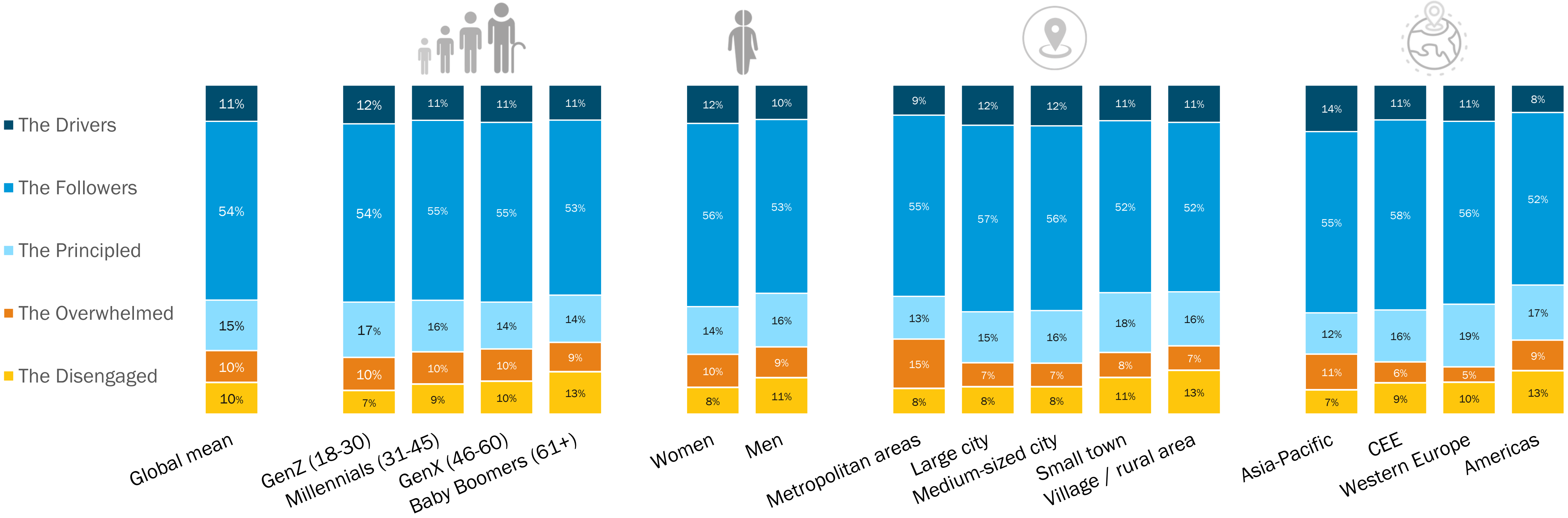
The Followers are the largest group across all demographic and geographic profiles.
Asia-Pacific records the highest share of Drivers (14%) and the lowest share of Disengaged respondents (7%).
The Americas show the opposite pattern, with the fewest Drivers (8%) and the most Disengaged respondents (13%).
Metropolitan areas record the highest share of Overwhelmed respondents (15%), showing that high concern is not always accompanied by personal action.

Climate Change Psychologies by Demographics



Defined by three axes: level of worry, whether action was taken and sense of personal responsibility

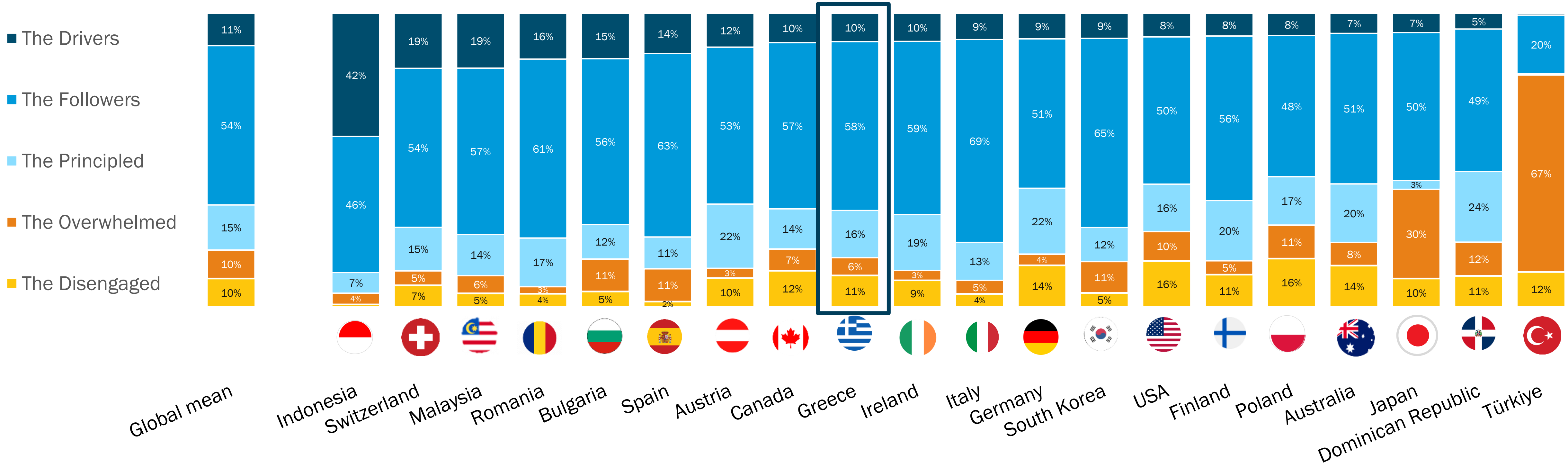
The Followers are the largest group in most countries and account for 58% in Greece.

The distribution of the other profiles varies considerably across countries.

Indonesia records the highest share of Drivers (42%). In contrast, Türkiye (67%) and Japan (30%) have the highest shares of Overwhelmed respondents: they are worried but report no personal action.

The Dominican Republic (24%), Germany and Austria (22%), and Finland and Australia (20%) stand out for the highest shares of Principled respondents, who report action despite not expressing high concern.

Climate Change Psychologies by Country



Defined by three axes: level of worry, whether action was taken and sense of personal responsibility

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Thank you!

Each respondent was assigned to one of five profiles based on three questions: how worried they are about climate change (Q11), whether they reported any personal action in the previous year (Q12), and who they believe should lead the response to climate change (Q14). The combination of these three dimensions creates distinct, non-overlapping groups.

Appendix: How the Climate Psychology Segments Were Defined

Q11 – Level of worry
Very / Somewhat worried
vs. Not very / Not at all worried

Q12 – Personal action
Reported action in the past 12 months
vs. no action

Q14 – Sense of responsibility
“Citizens should lead” vs. “Government / institutions should lead”

THE DRIVERS (11%)	THE FOLLOWERS (54%)	THE PRINCIPLED (15%)	THE OVERWHELMED (10%)	THE DISENGAGED (10%)
Worried + Active + Personal responsibility	**Worried + Active + Institutional responsibility**	**Not worried + Active**	**Worried + Passive**	**Not worried + Passive**
Q11 ≤ 2 Q12: took action Q14: citizens should lead	Q11 ≤ 2 Q12: took action Q14: government / institutions	Q11 ≥ 3 Q12: took action Q14: any	Q11 ≤ 2 Q12: no action Q14: any	Q11 ≥ 3 Q12: no action Q14: any

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14 cases were not classified because of missing data.