

# Global and National trends and perceptions on climate change

Survey results in 21 countries



# Global Public Trust Survey!

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The international network of independent research companies IRIS (*International Research Institutes*), to which **Focus Bari** has belonged since **1991**, designed and implemented this survey, recording public sentiment on critical issues of our time.

**21 countries** participated in the survey.

## Research Objective:

- ✓ Public perception of the economy and **personal financial situation**
- ✓ Levels of confidence and concern about **climate change**.
- ✓ Status and prospects of **health care** systems.
- ✓ Use, awareness and attitudes towards **AI**.

This presentation includes data from the IRIS climate change survey, combined with data from the Focus Bari survey



# **We'll see... results of 2 surveys**



Perceptions and attitudes of Greeks  
on climate change



Global Perception of the Climate Crisis



Global Solutions and Future Forecasts

# Research specifications

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A similar survey  
was carried out  
in 2023



Participating countries	Sample
Australia	1016
Austria	504
France	503
Canada	1003
Switzerland	535
Greece	1000
USA	1003
Indonesia	500
Italy	611
Spain	487
Japan	500
Canada	1003
Kenya	307
Korea	1000
Malaysia	502
Mexico	500
Nigeria	529
Panama	522
Poland	1055
Romania	1000
Turkey	501
Finland	508

IRIS (FOCUS BARI, core member of IRIS)

Subject: Public Trust on Climate Change

Structured questionnaire

Population : Men & Women 18+, in proportion to the population of each country

Representative sample : 14,096 people, in 21 countries in the Americas, Europe, Asia, Africa, Australia

Conduct : June - August 2024

The weighting is based on the population of each country

The first publication of the main findings was made at the APPLIA conference on 24 February 2025

Online interviews via YouGov panel

Structured questionnaire

Population : Men & Women 18+ Nationwide

Representative sample : 1209 persons.

Conduct : February 2025

Focus Bari is the Affiliate Partner of YouGov in Greece ([www.yougov.com](http://www.yougov.com))



# SECTION A:

## Perceptions and attitudes of Greeks on climate change

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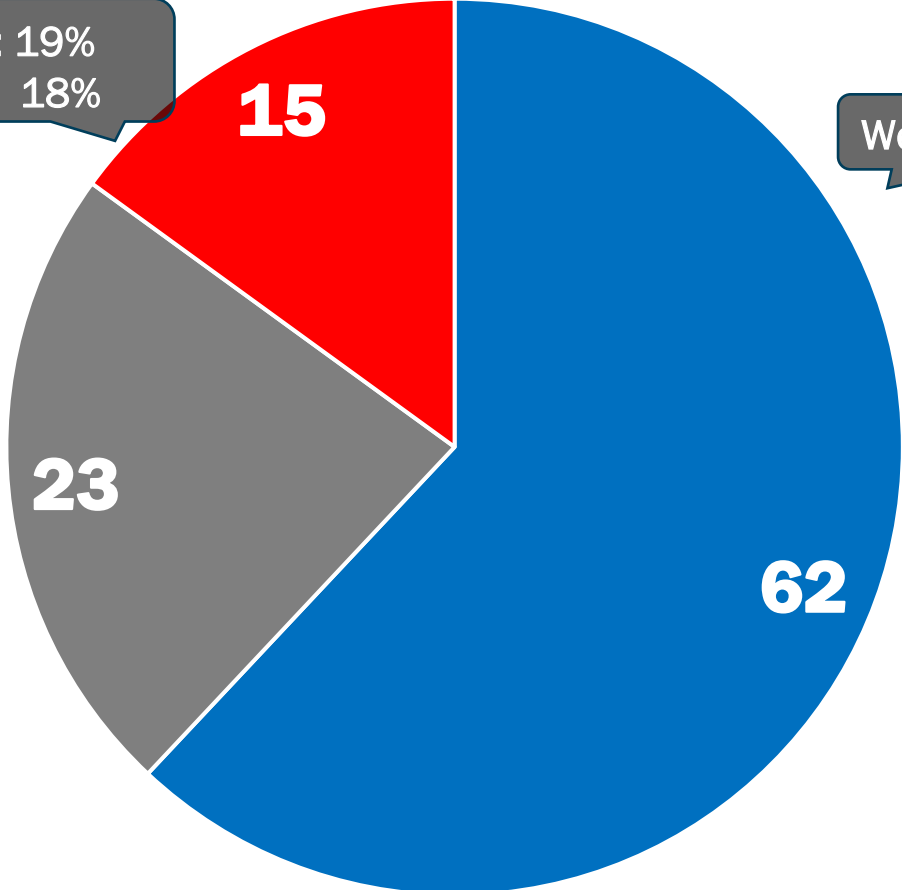


# Three out of five Greeks are worried about the climate crisis, with particular concern among women

"Climate change is the biggest risk for future generations"

"Human intervention in nature has already gone beyond the point of reversal."

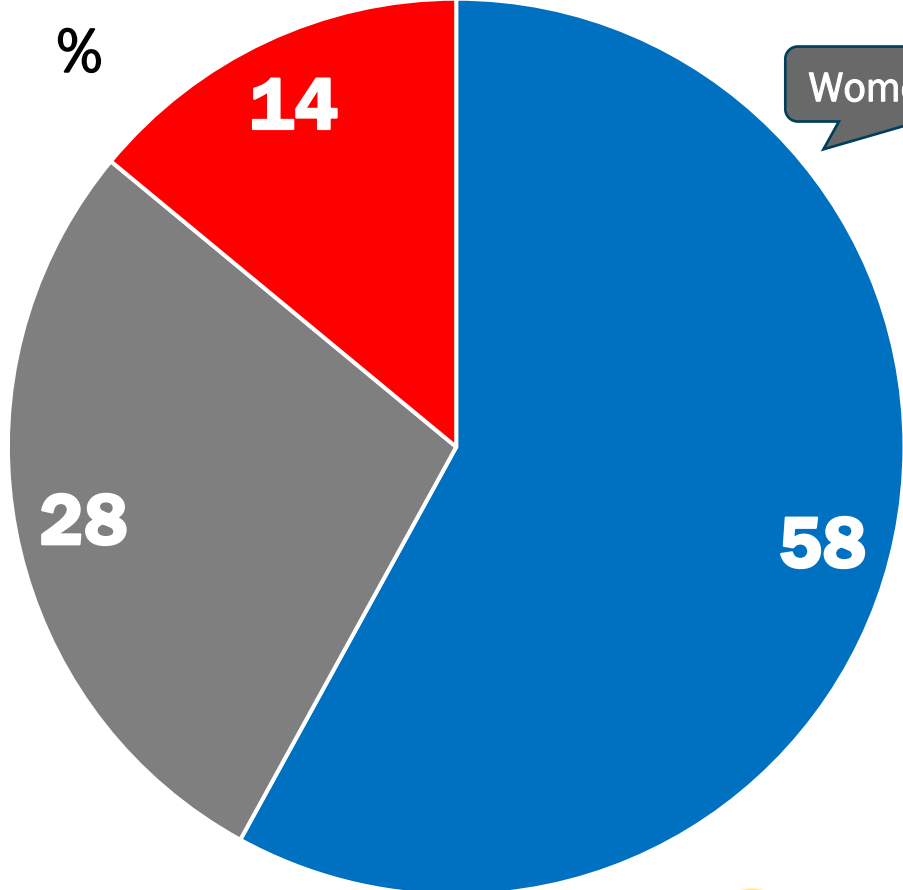
Men : 19%  
55+ : 18%



Women : 70%

%

Women : 66%



■ I agree very much/ quite a lot    ■ Neither agree nor disagree    ■ Disagree very/quite disagree

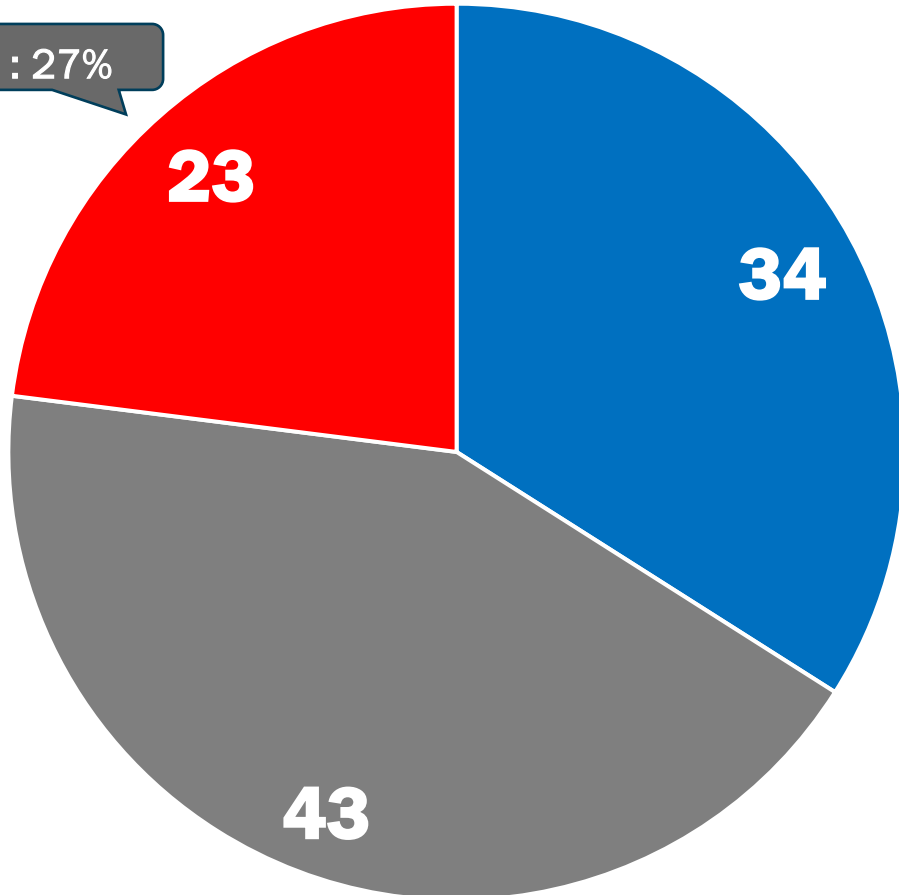
Base: Men- Women 18+ Nationwide



# The climate crisis "runs", renewables and people "don't"?

"Renewable energy sources can prevent the environmental disaster."

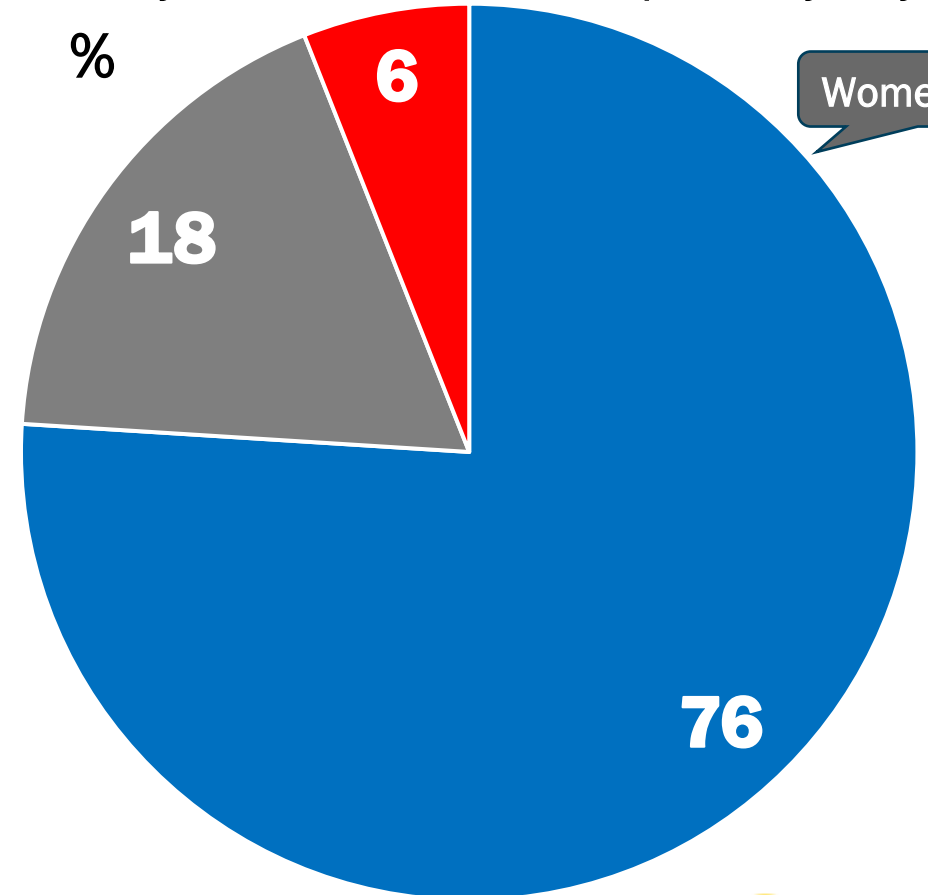
Men : 27%



"In theory people accept that the planet is being destroyed, but in practice they do not take individual responsibility, they can"

%

Women :81%



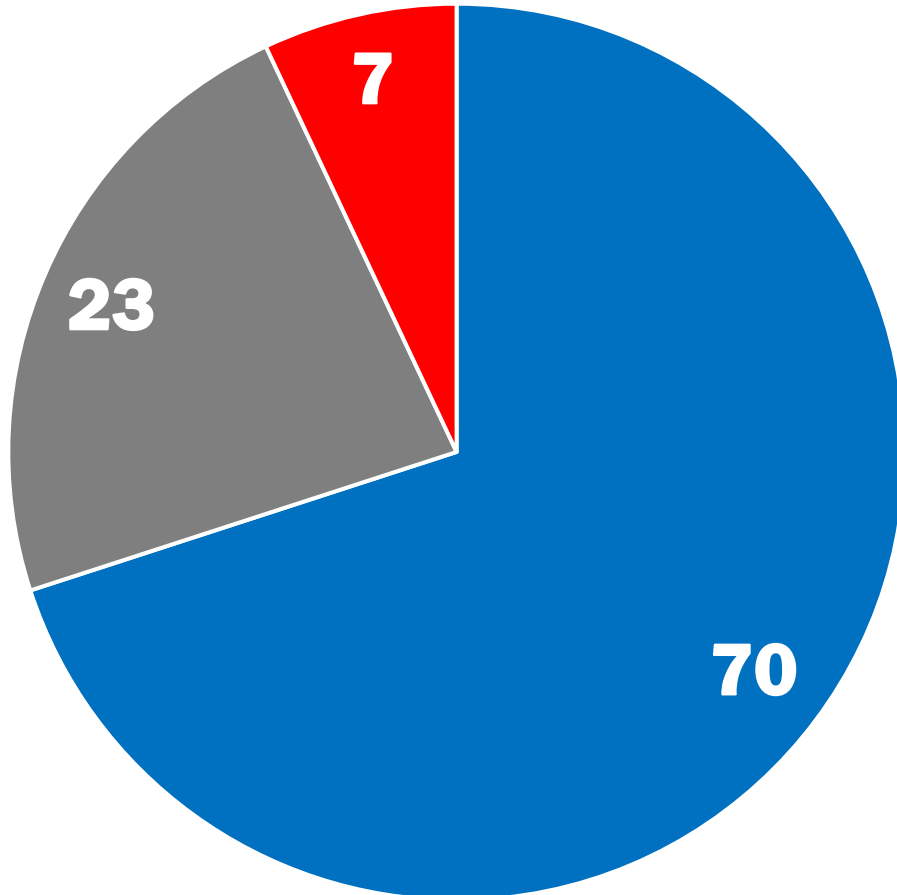
■ I agree very much/ quite a lot

■ Neither agree nor disagree

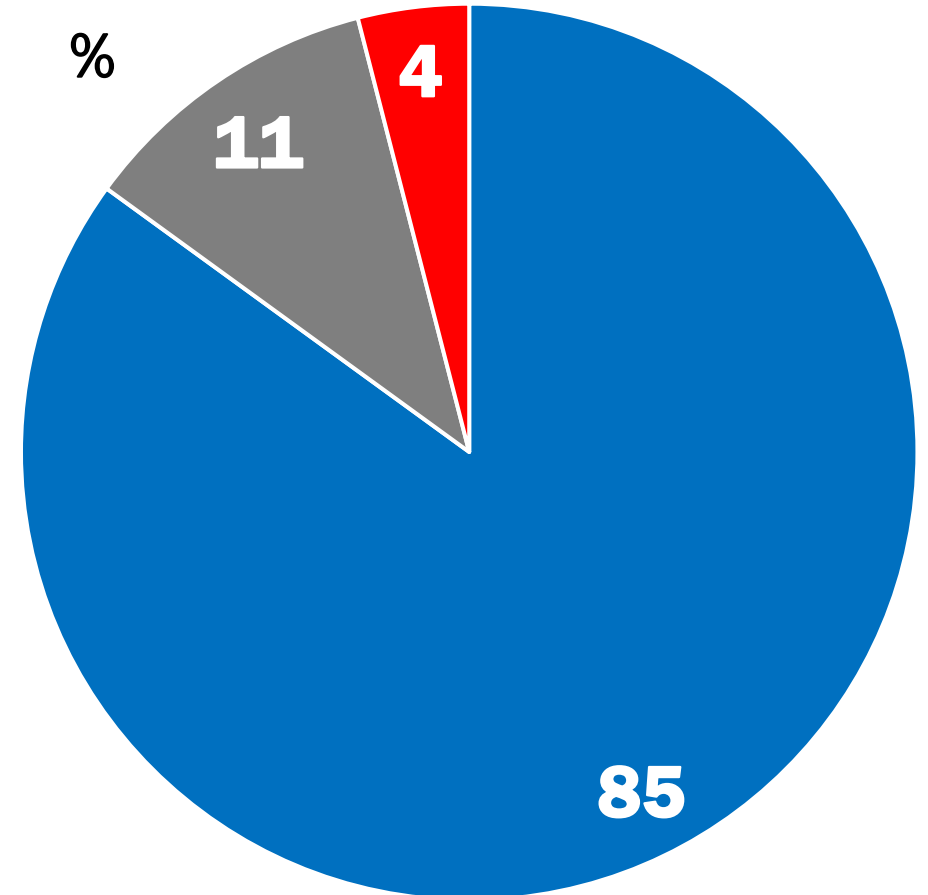
■ Disagree very/quite disagree

# The state as a helper in tackling climate change: Education, incentives and serious scrutiny for a sustainable future in Greece

"If the state gives proper education and incentives to citizens, environmental awareness can be enhanced"



"Industries that destroy the environment must be held strictly accountable"



■ I agree very much/ quite a lot

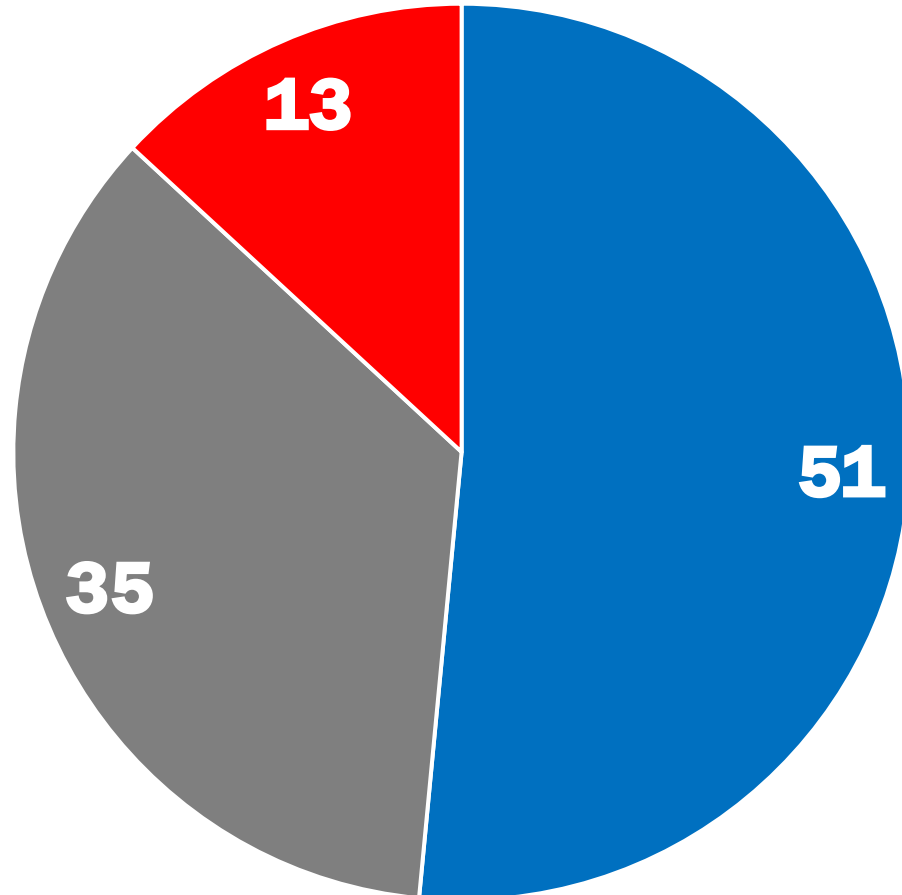
■ Neither agree nor disagree

■ Disagree very/quite disagree

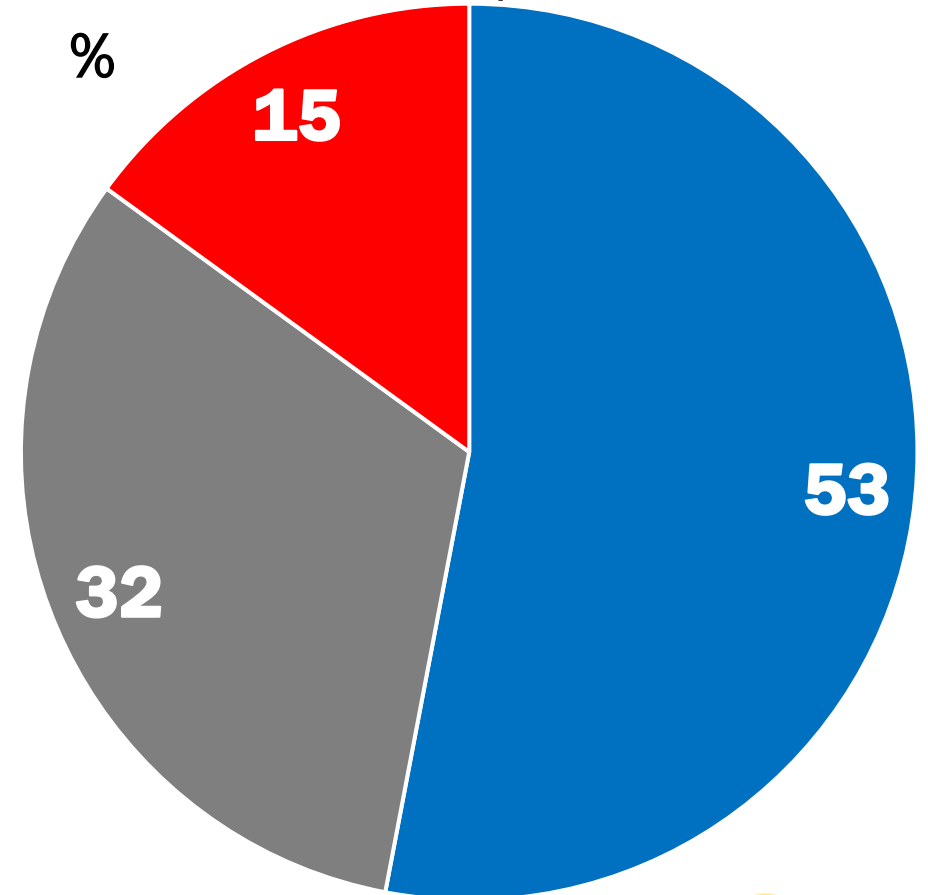
Base: Men- Women 18+ Nationwide

# One in two Greeks considers industries as "key" to sustainability and green growth

"Organisations investing in renewable energy give hope for a sustainable future"



" Industries action can prevent climate change and make the world feel more optimistic"



■ I agree very much/ quite a lot

■ Neither agree nor disagree

■ Disagree very/quite disagree

# SECTION B:

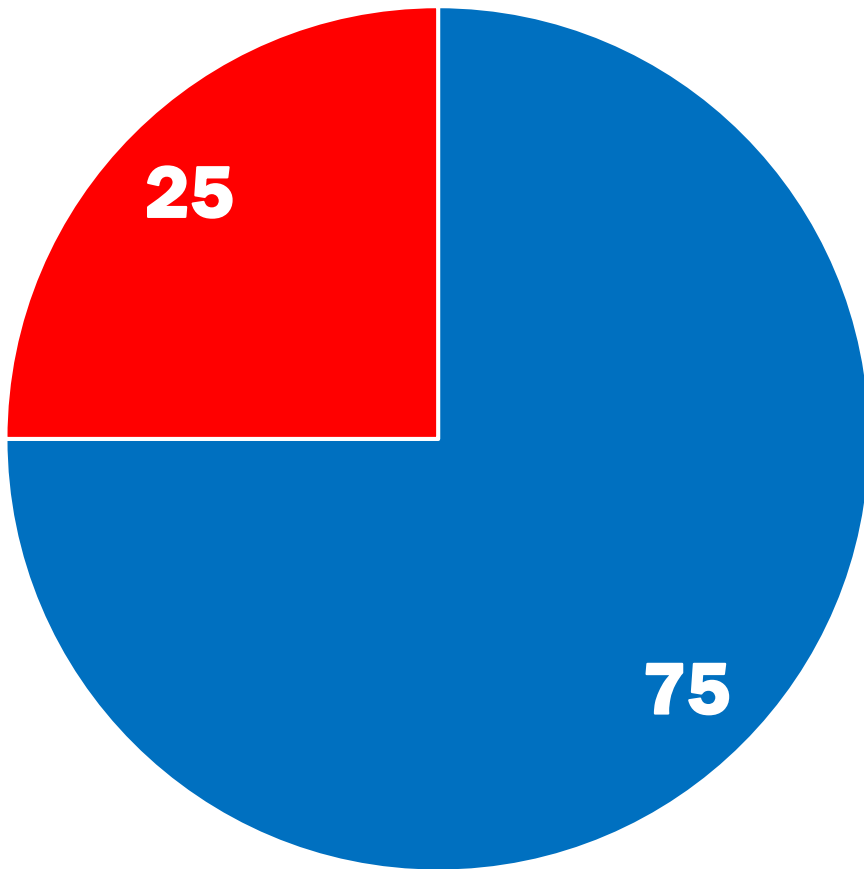
## Global Perception of the Climate Crisis

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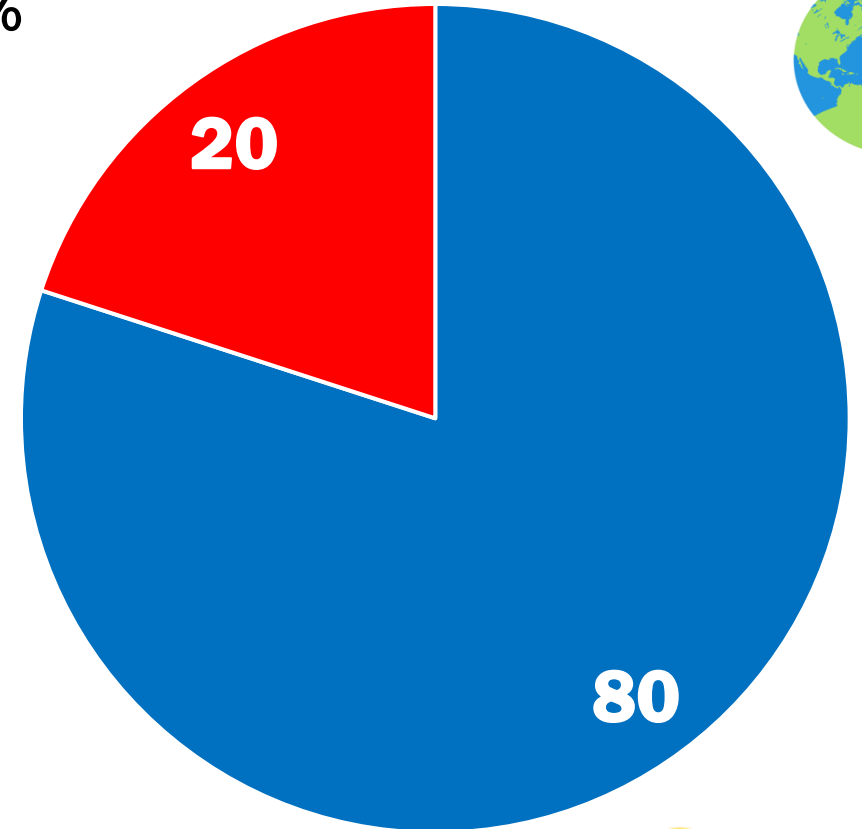
# Climate Change: Strong concern in Greece and globally as the 21-country average view shows

"How worried are you about climate change?"



■ I am very/ quite worried

%



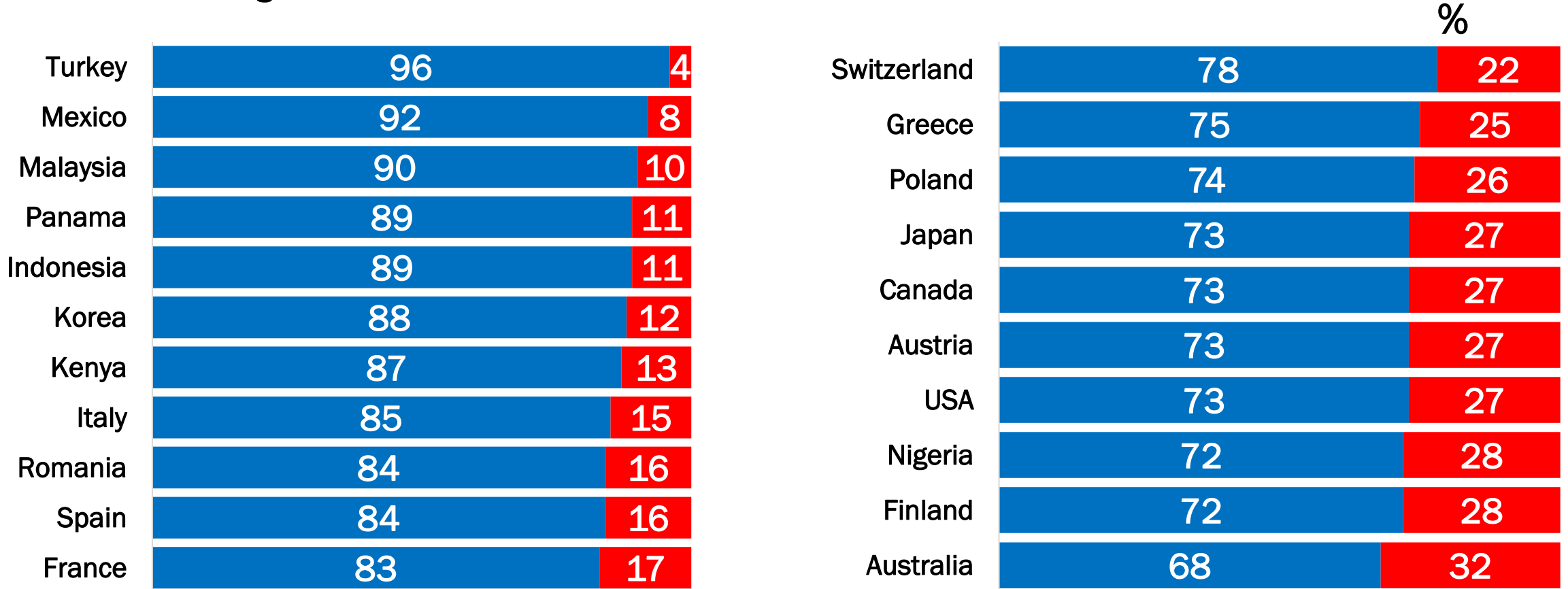
■ I'm not so worried / not at all



# Global perception of high risk ...

## with Turkey registering universal concern, while Australia takes a relatively softer stance

About climate change....



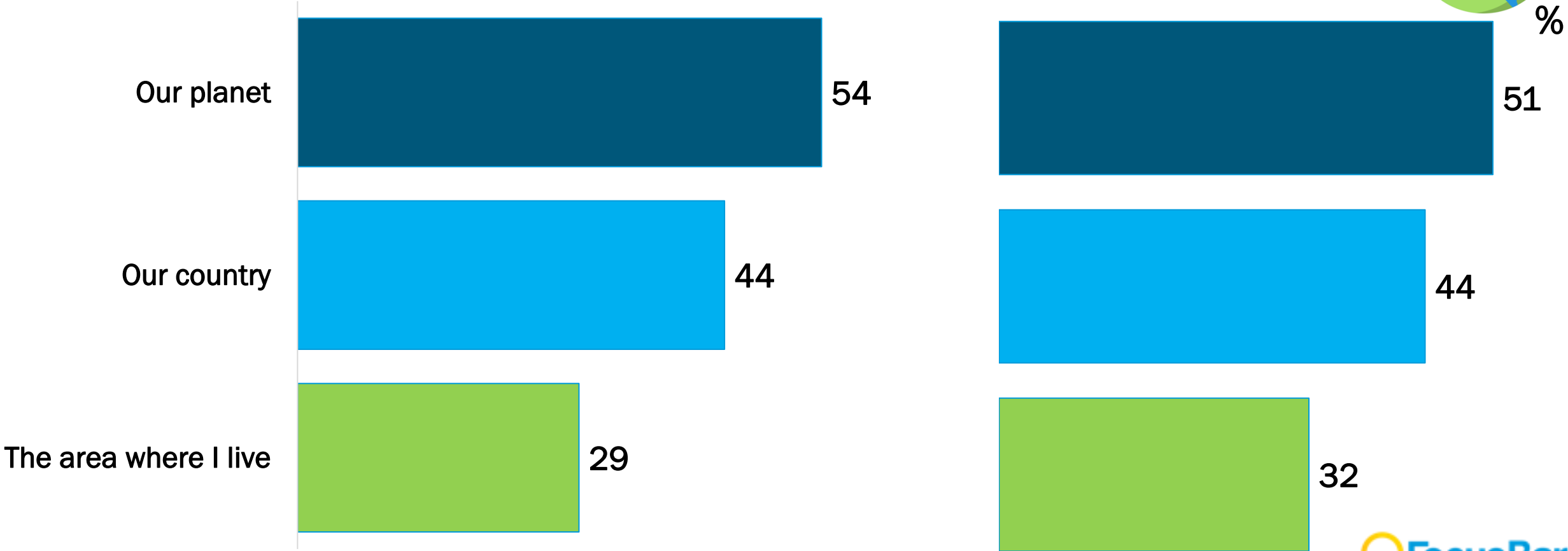
■ I am very/ quite worried

■ I'm not so worried / not at all

# Holistic environmental awareness, but "away from us": Climate change as a dominant threat to the planet, significantly reduced in terms of the national and local level of the nearby region



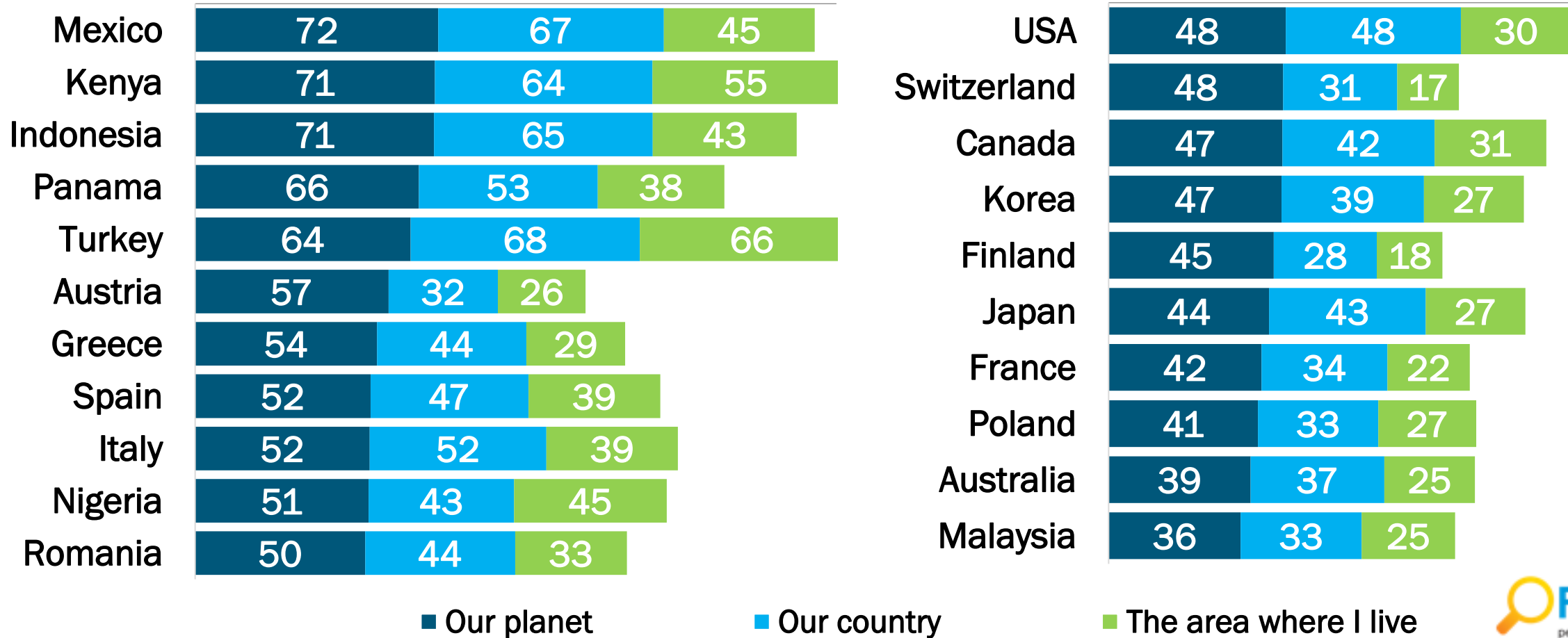
*"The problem of climate change is very serious for..."*



# The climate crisis and the different perspectives of countries: Turkey with consistently strong global, national and local concern, feeling the problem "everywhere and close to me"

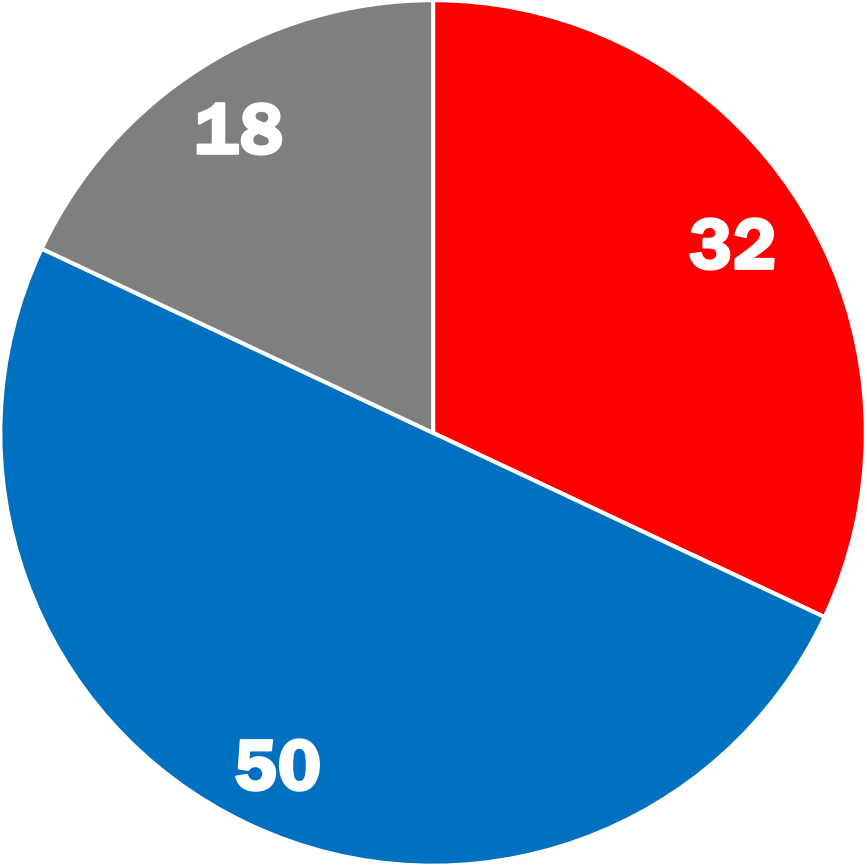
"The problem of climate change is very serious for..."

%

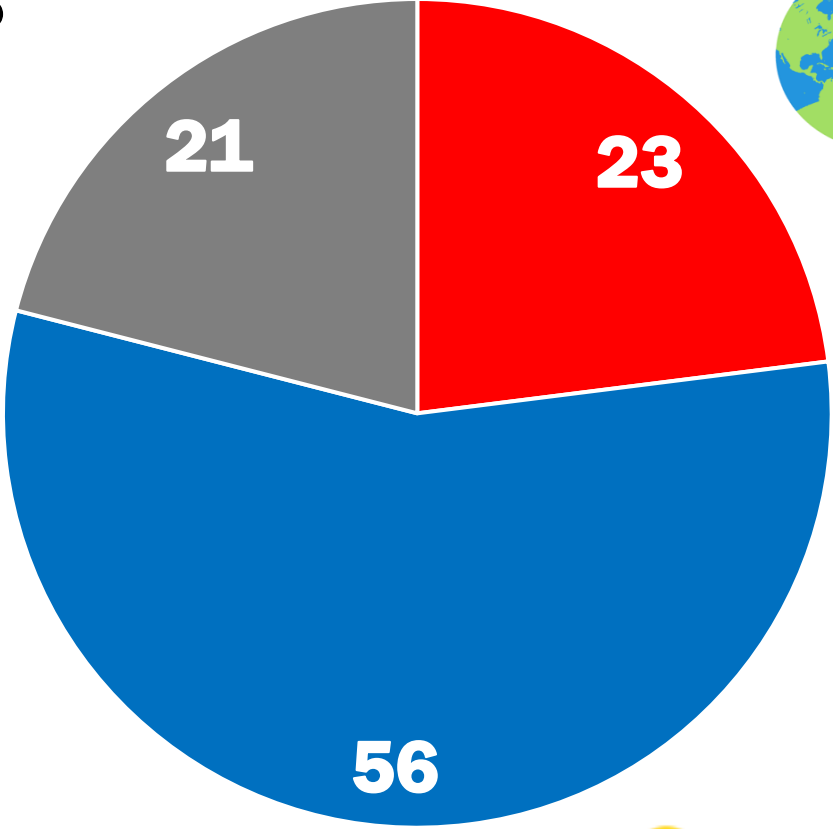


# Greeks are relatively more pessimistic about the climate crisis than the global average

*"You would say that it is too late to prevent the major negative consequences of climate change"*



%



■ It's too late

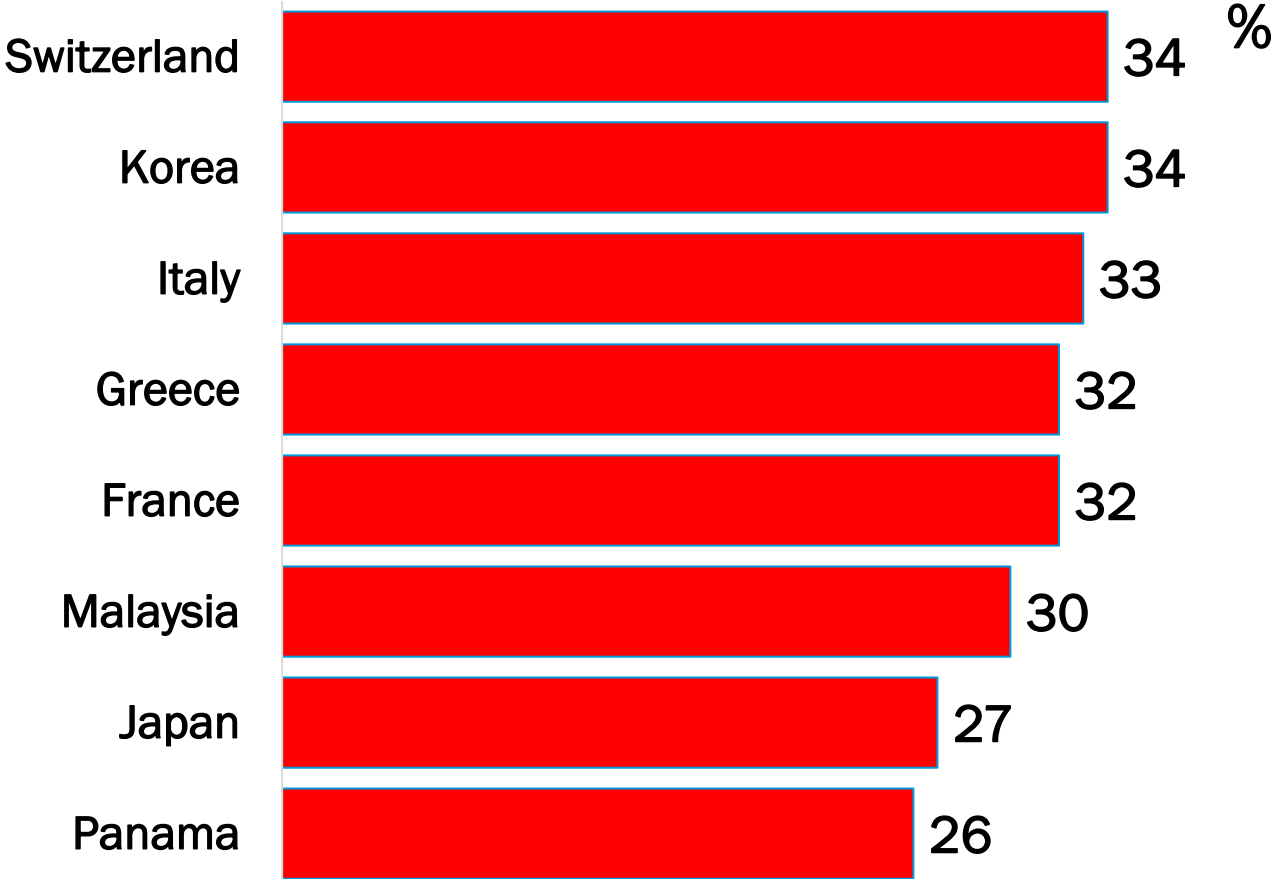
■ Not too late

■ DK/DA

# Comparison of perceptions and concern: The different country perspectives on the climate crisis

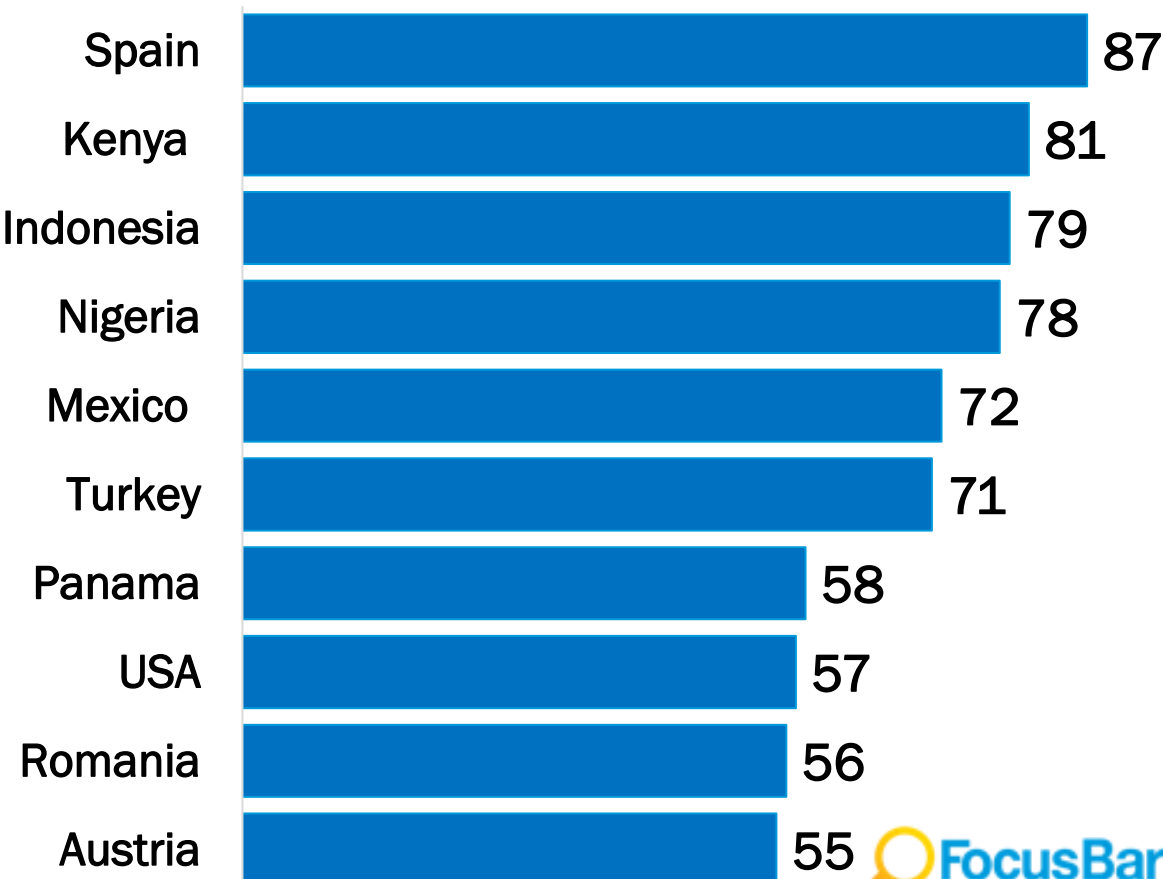
*"It is too late to prevent the negative effects of climate change"*

**Worldwide: 23%**



*"It is not too late to prevent the negative consequences of climate change"*

**Worldwide : 56%**





# SECTION C:

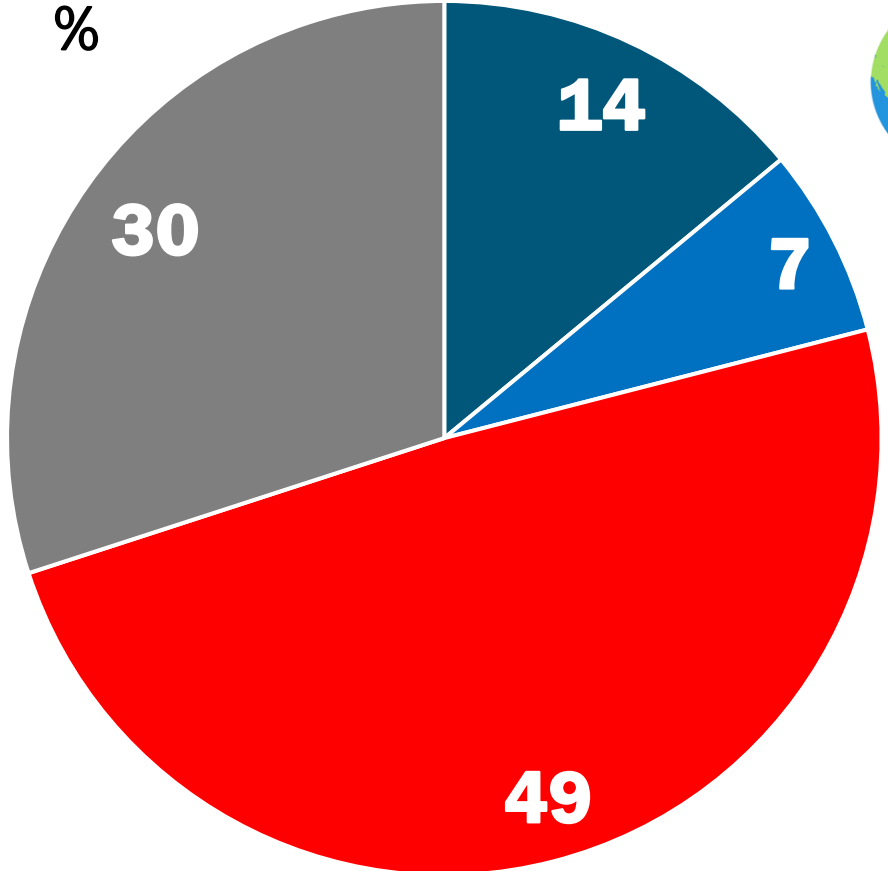
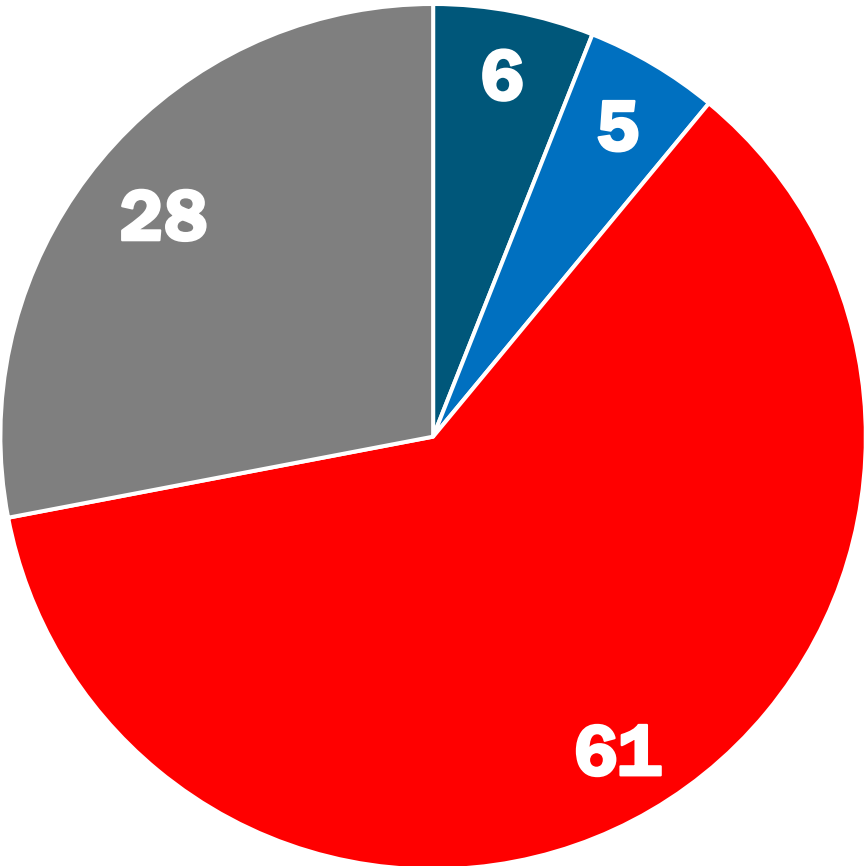
## Global Solutions and Future Forecasts

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# Uncertainty about the global climate crisis - Greeks visibly more hesitant than other countries

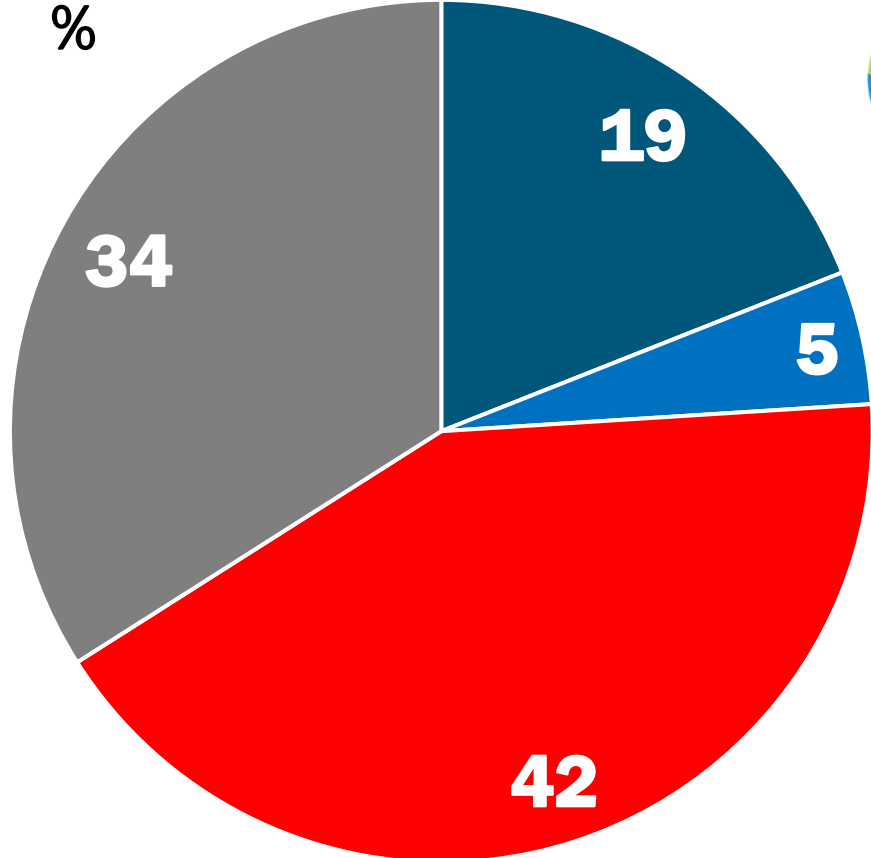
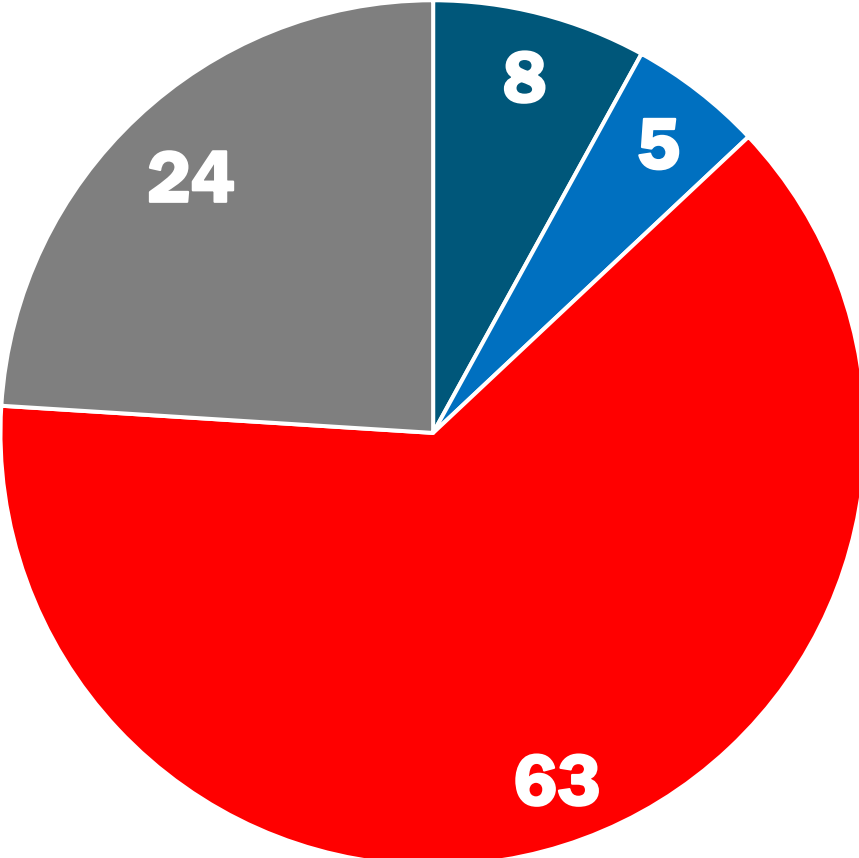
"Based on current progress, in what year, if ever, do you think *the world* will achieve a net-zero emissions economy?"



■ By 2050 (total 2050 and earlier) ■ In 2051 or later ■ Won't achieve a net zero emissions economy ■ Don't know / unsure

# ...a similar picture emerges at country level, with Greeks clearly more pessimistic about the transition to clean energy in their country

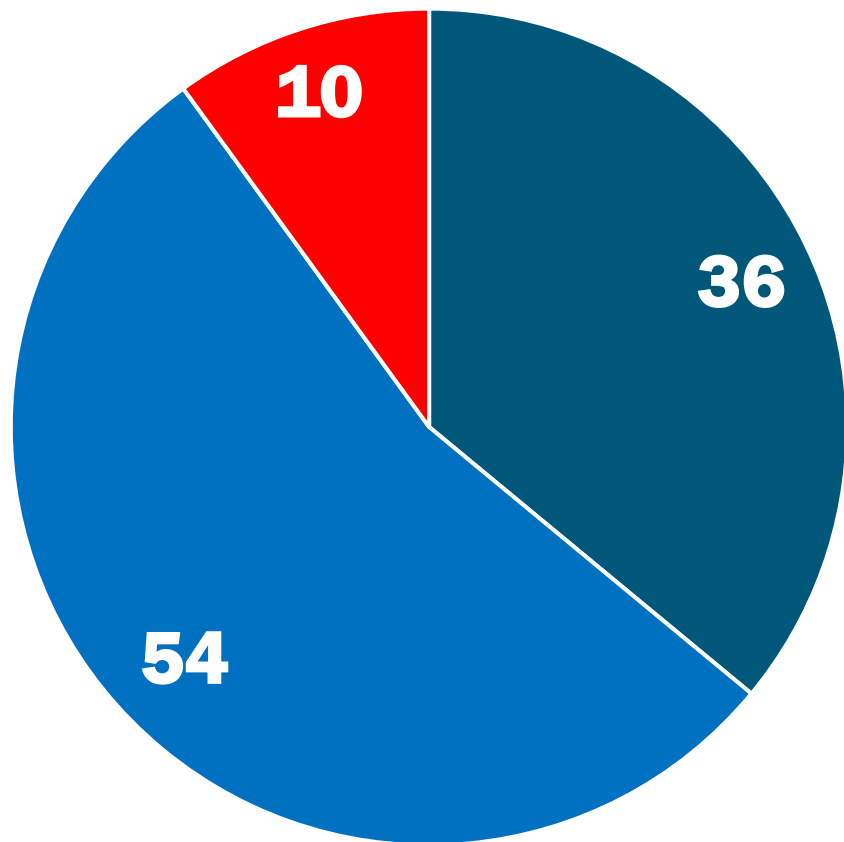
"Based on current progress, in what year, if ever, do you think *the country* you live in will achieve a net-zero emissions economy?"



■ By 2050 (total 2050 and earlier) ■ In 2051 or later ■ Won't achieve a net zero emissions economy ■ Don't know / unsure

# Clean energy is placed as a priority globally, by one in two citizens, but by one in three in Greece

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

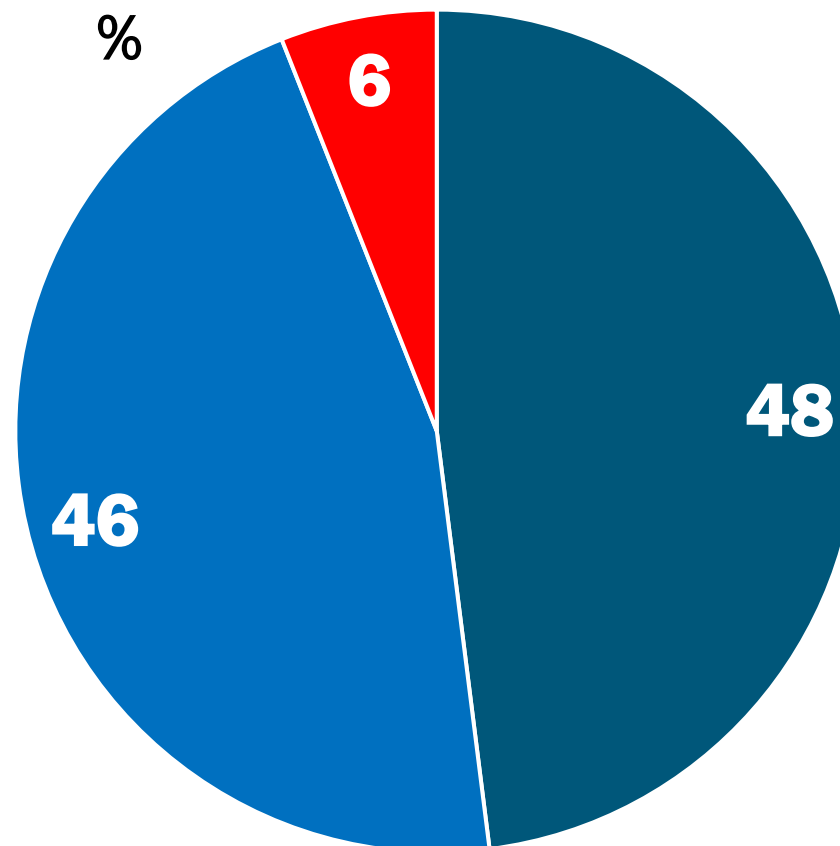


■ A top priority

■ Important, but not a top priority

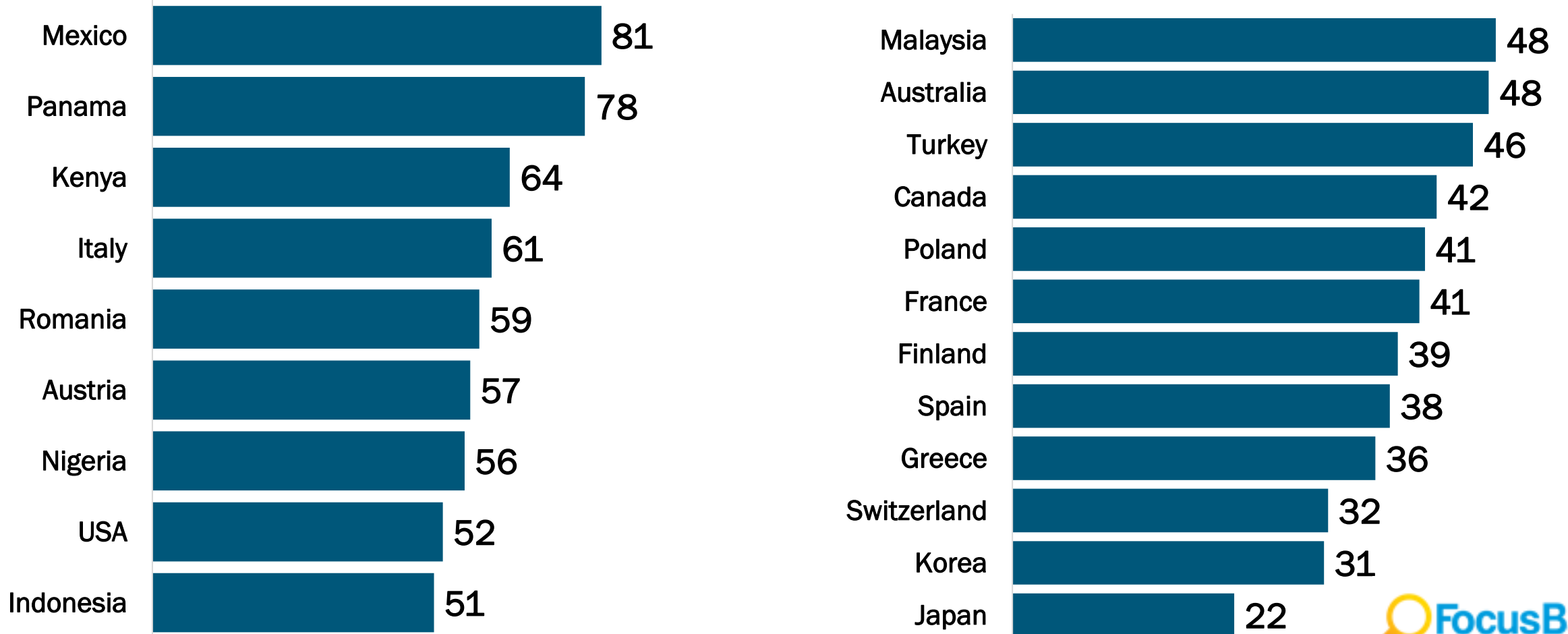
■ Not a priority

%



# The development of clean renewable energy: Critical priority for many countries, first for fewer

Top priority....

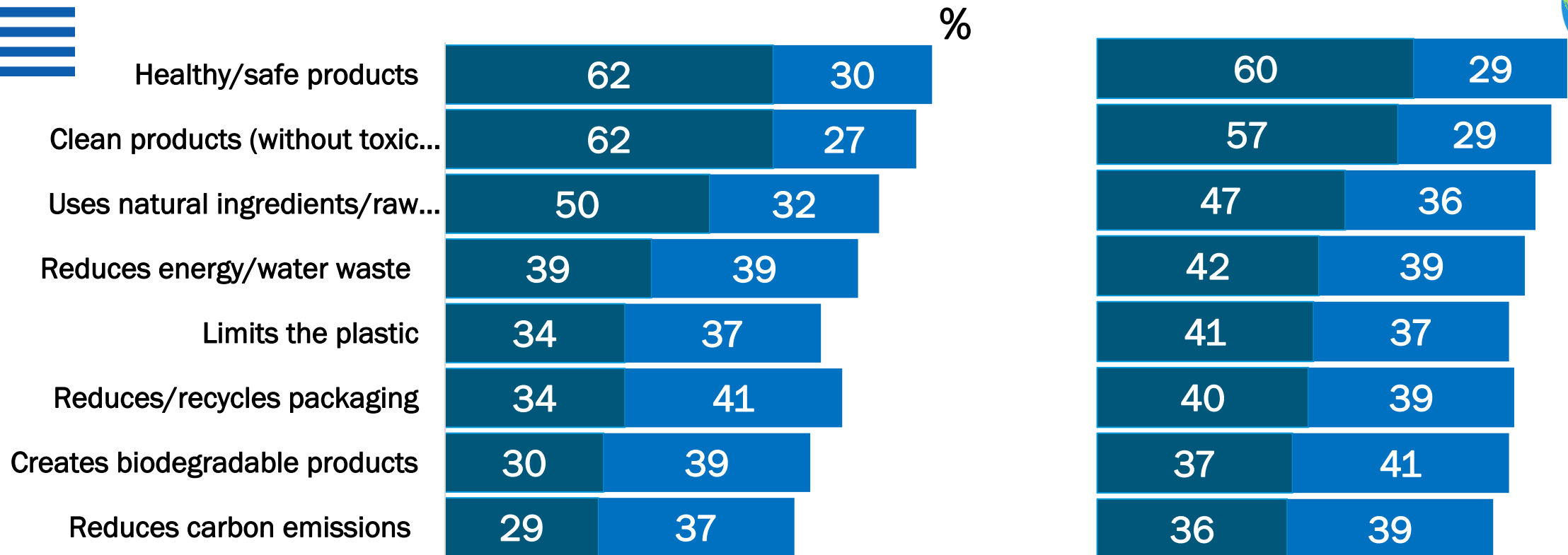




# Environmental awareness:

## Safety and purity of products and services influence the purchasing behaviour of three out of five consumers worldwide

To what extent would knowing that a company does the following influence your decision to choose that company's product or service over another?



■ It would certainly affect me

■ It would probably affect me

# Key Learnings

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1

**High Concern about Climate Change:** Concern about climate change is widespread globally, with the planet considered to be at greater risk than the country or local area. **The exception is Turkey**, where concern is high at all levels.

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2

**Renewable Energy as a Priority:** One in two people worldwide consider renewable energy development a **top priority** for their country. **The highest** rates are found in countries such as **Mexico and Kenya**, while the **lowest** are in countries such as **Japan, Greece and Switzerland**.

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3

**Influence of Sustainability and Safety on Purchasing Decisions:** Around **40%** of consumers are influenced by **sustainable factors** such as reducing waste and using recycled materials. However, **purchasing decisions** are **mainly driven by a preference** for healthy, safe and non-toxic products.

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4

**Concern about the Climate Crisis in Greece:** Greeks **appear more pessimistic** than other countries about **the mitigation of the climate crisis**. They acknowledge the **critical role of industries** and the need for government initiatives, but **do not consider renewable energy as a top priority**.

# Global and National trends and perceptions on climate change

Survey results in 21 countries

*Thank you!*

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