

GLOBAL PUBLIC CONFIDENCE STUDY 2025

Climate Confidence Report



IRIS NETWORK
GLOBAL PUBLIC CONFIDENCE
STUDY REPORT 2025



Introduction

- ▶ The 2025 IRIS Global Confidence Study provides a multi-country view of public sentiment on the most important issues of the day: economic confidence, health attitudes, climate concerns, and artificial intelligence.
- ▶ This report presents the climate confidence results – exploring concern about climate change at the global, national, and local level, climate actions taken, and the key factors that drive or block individual behaviour. Separate reports address economic confidence, health attitudes, and artificial intelligence.

Methodology

	2023	2024	2025
Sample	17 777 resp.	14 096 resp.	14 742 resp.
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, Dominican Republic, Germany, and Ireland are new to 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 the following waves.

Participating Countries



To learn more about IRIS and its member companies: <https://www.irisnetwork.org/network>

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1. EXECUTIVE SUMMARY

Key Findings at a Glance

The Proximity Paradox

91% vs. 68%

Planet vs local concern

A gap that has doubled in a year

Action beyond anxiety

81%

took personal action in the past year.

Climate action has become a matter of habit, not urgency

Small steps, wide reach

3,6

actions on average among those who act.

Engagement rarely stops at 1

Responsibility is delegated upward

37%

expect national governments to lead on climate change

Urgency is softening

41%

rate clean energy a top priority in 2025

(vs. 48% in 2024 and 50% in 2023)

Fully disengaged are only

10%

The challenge is not indifference – it is turning concern into personal ownership

What It Means for Business

Making climate change personal

Global concern is high but local concern lags. Campaigns and initiatives that connect climate change to visible, immediate effects in people's own environments are more likely to shift perception – and ultimately behaviour.

Small steps, lasting habits

The majority want to act but look for guidance. Practical, accessible, and repeatable actions are what build lasting engagement – particularly for the 54% who are motivated but waiting for direction. Habit, not urgency, sustains behaviour over time.

The delegation gap is an opportunity

37% expect governments to lead – but institutions alone cannot close the gap. Organisations that step into this space with credible, practical climate leadership are well positioned to build trust and relevance with a public actively looking for someone to follow.

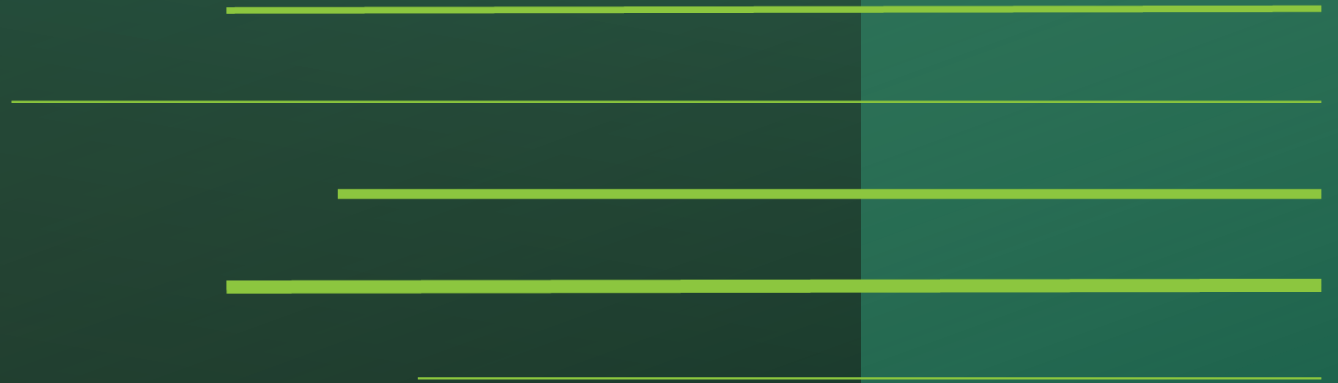
Moving people up the engagement ladder

Only 10% are fully disengaged. The opportunity lies in shifting those who act but delegate responsibility upward (the Followers – 54%) and those who are worried but passive (the Overwhelmed – 10%) toward greater personal ownership – through accessible entry points, visible progress, and reduced barriers to action.

Social voice is the untapped frontier

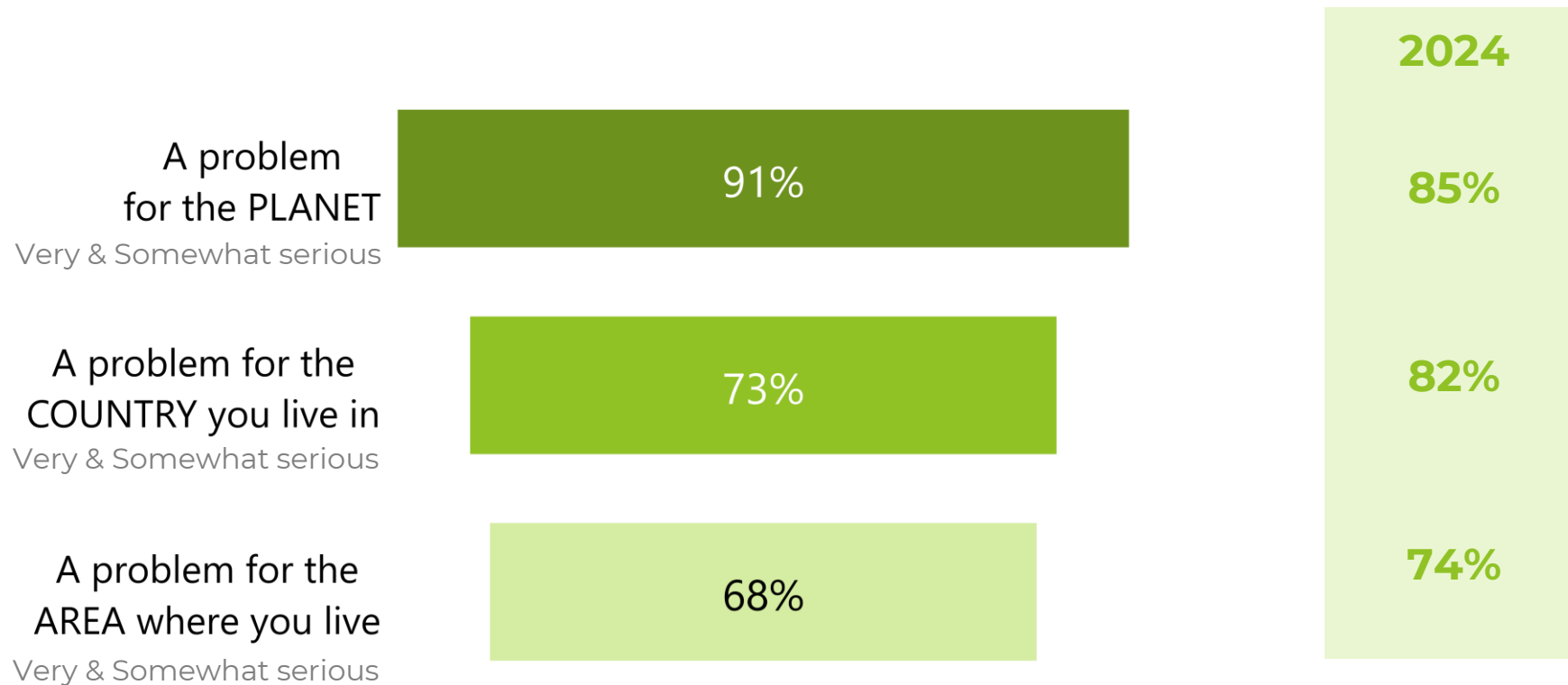
Only 28% engage in climate-related social or advocacy behaviour. For brands and organisations, this represents both a gap and an opportunity: consumers are acting privately but not yet publicly – creating space for those who can make climate advocacy feel accessible and worthwhile.

2. CLIMATE CONCERN



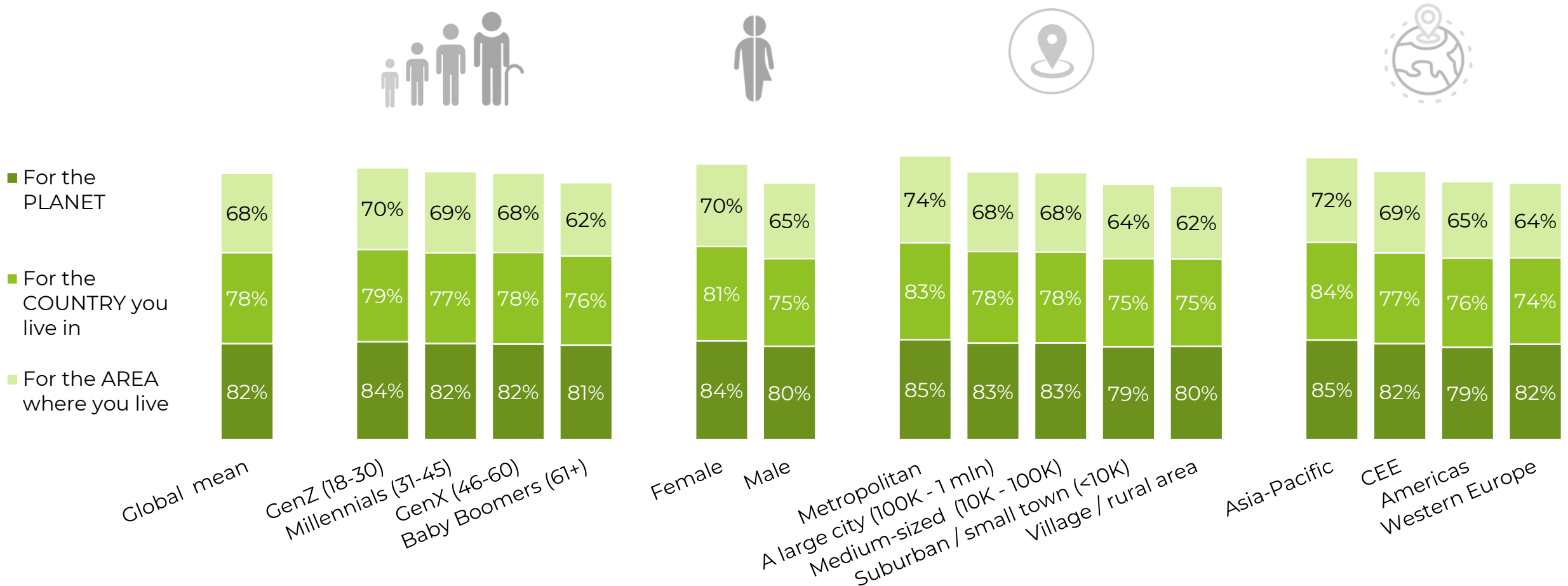
The Proximity Paradox

Climate change registers as a serious global problem for 9 in 10 respondents – yet concern does not translate equally across scales. The gap between planetary and local concern has nearly doubled since 2024, from 11 to 23 percentage points. The pattern points to a deepening abstraction: as climate change becomes more prominent in global discourse, it is increasingly perceived as a systemic, distant challenge rather than a local reality. High global awareness, in other words, does not guarantee personal proximity.



The Proximity Paradox by Demographics

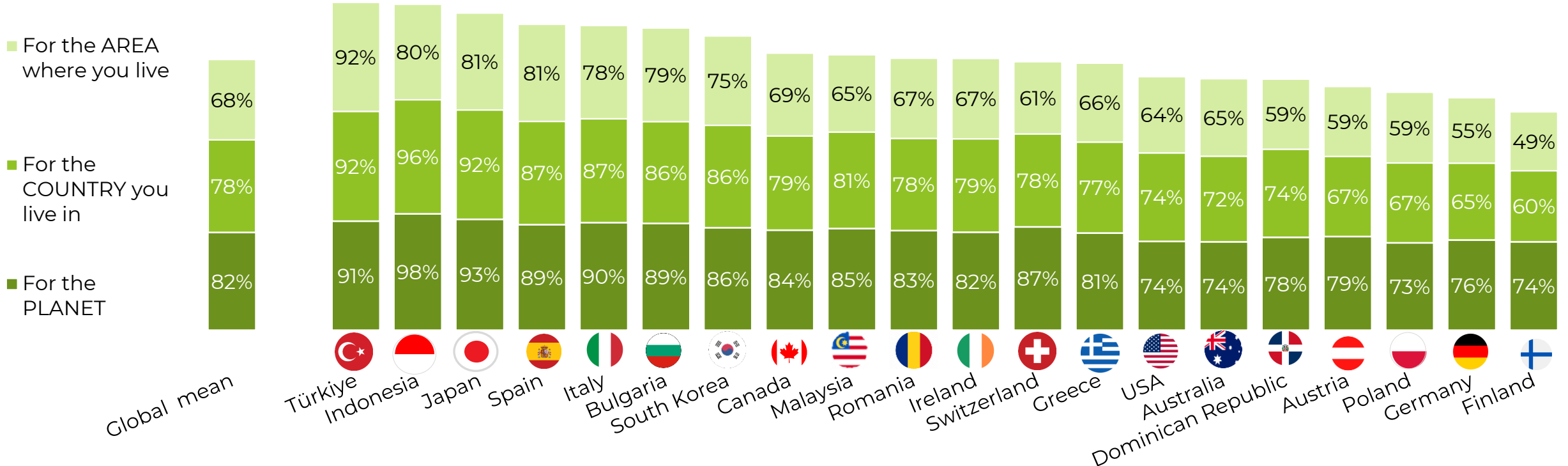
The proximity paradox holds across all groups, but its depth varies. Baby Boomers show the widest gap (19 percentage points), framing climate change as an abstract, global concern. Metropolitan residents show the narrowest – direct urban exposure may bring the issue closer. Western Europe's wide gap suggests a different mechanism: high living standards create a sense of insulation, making climate change feel like someone else's problem.



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

The Proximity Paradox by Country

Markets with the narrowest gaps – Turkey, Spain, South Korea, Bulgaria, Australia – share direct exposure to extreme weather events: floods, fires, drought. Where climate change is a lived experience, it registers as a local concern. Among high-income Western European societies, however, the widest gaps emerge – suggesting that strong institutions and living standards may create psychological distance, framing climate change as a managed, systemic challenge rather than a personal one.

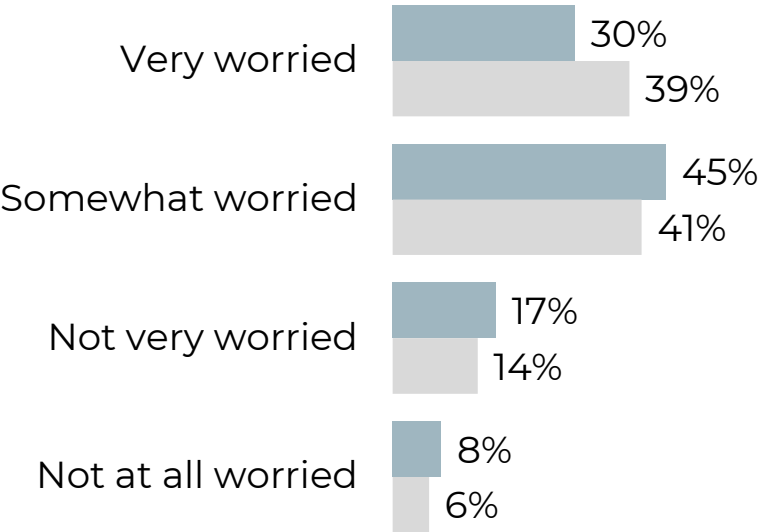


Q. How serious a problem do you consider climate change to be for the planet / your country / your local area? – Very & Somewhat serious

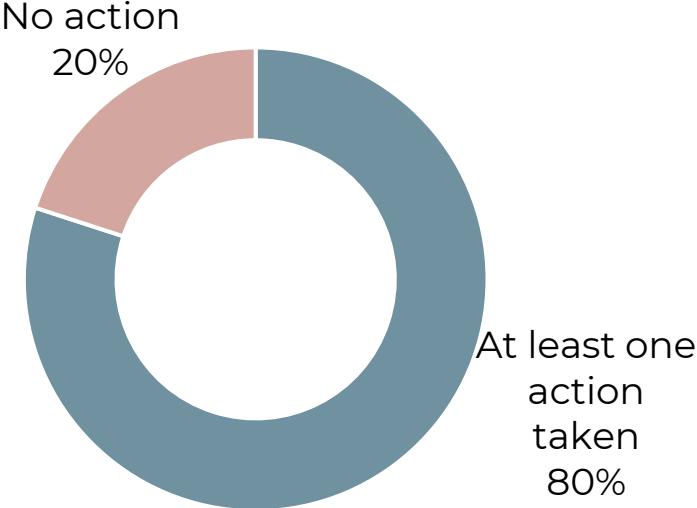
Climate Concern and Personal Action

Three in four respondents remain worried about climate change, yet global concern has eased since 2024 – falling 5 percentage points overall. Against this backdrop, 81% report having taken personal action in the past year. The coexistence of declining concern and high engagement suggests that for many, climate action has become sufficiently embedded to operate independently of emotional urgency.

Concern About Climate Change



Personal Climate Actions

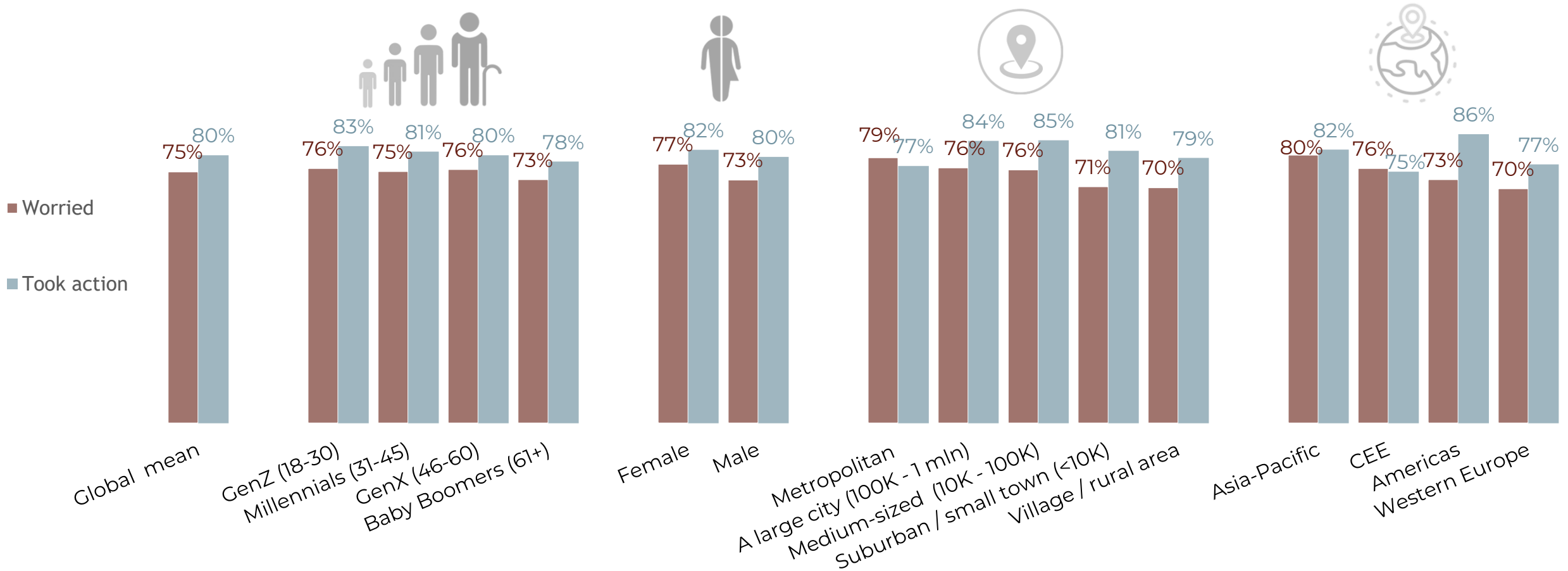


Q. How worried are you about climate change?

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

Concern and Action by Demographics

Across nearly all groups, personal action outpaces concern – reinforcing the picture of engagement that operates beyond immediate anxiety. The gap is widest in the Americas, where action exceeds worry by 13 percentage points, pointing to structural and regulatory drivers rather than personal conviction alone. The notable exception is metropolitan areas, the only segment where concern marginally exceeds action – suggesting that urban awareness does not automatically translate into personal behaviour change.

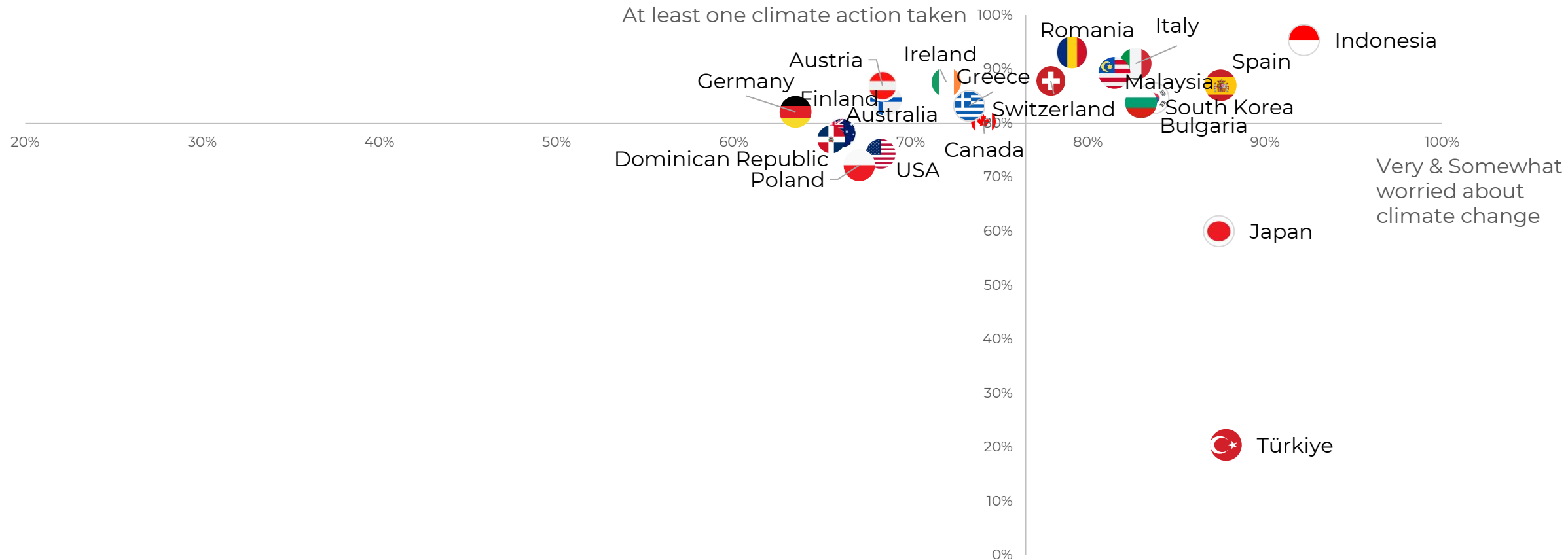


Q. How worried are you about climate change? – *Very & Somewhat worried*

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

Concern and Action by Country

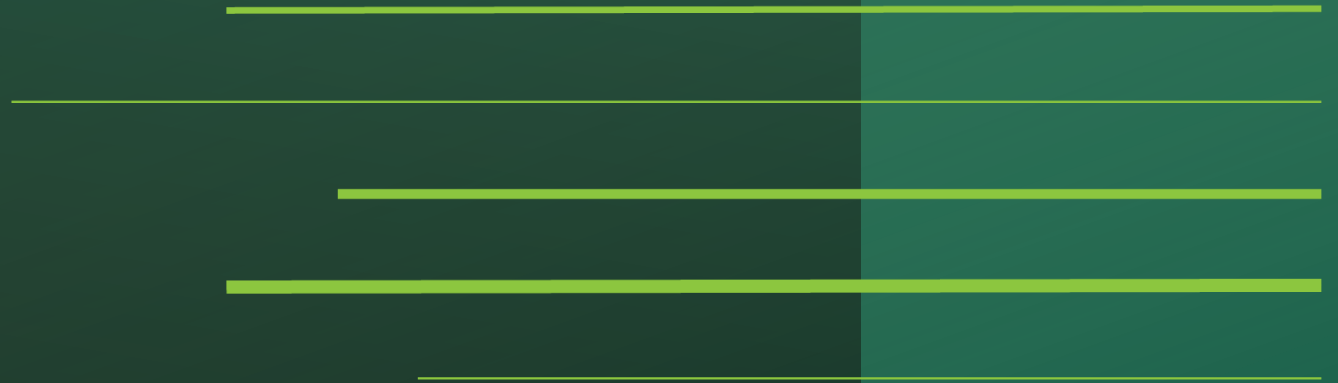
In most markets, concern and action move in tandem. Lower-concern markets – Germany, Austria, and Finland – sustain comparatively high action, reflecting regulatory and structural drivers. The clearest outliers are Turkey and Japan, where near-universal worry coexists with markedly low personal action: the problem is perceived as urgent, but its solution is attributed to others.



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?

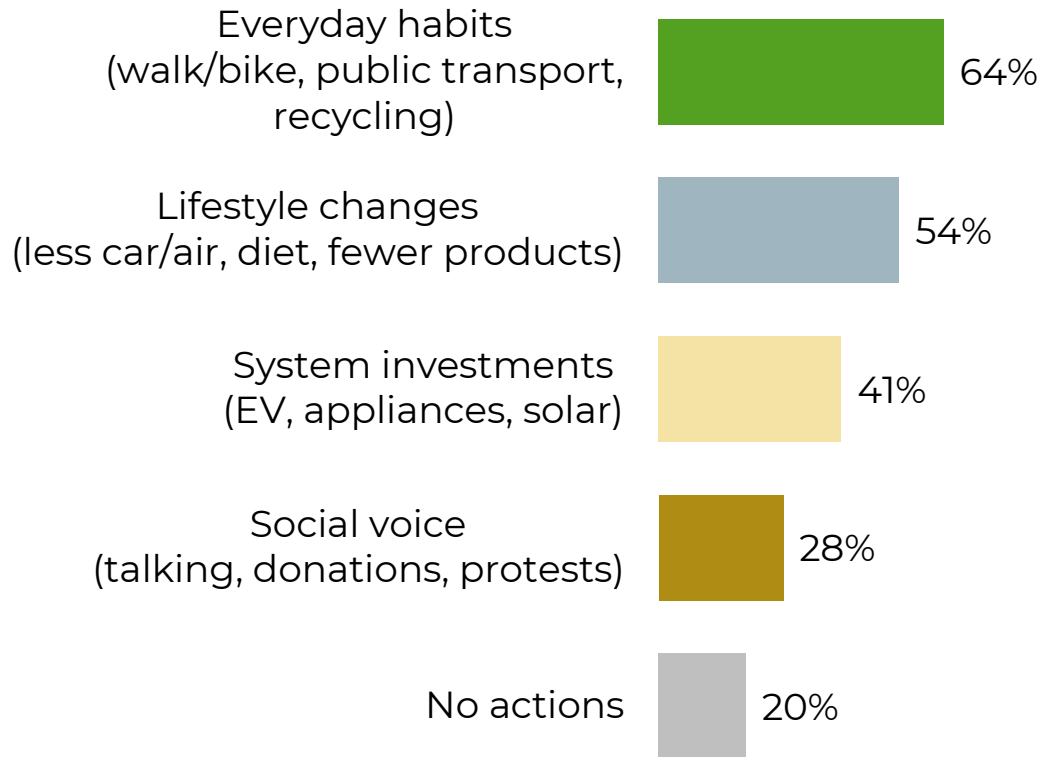
3. CLIMATE ACTIONS



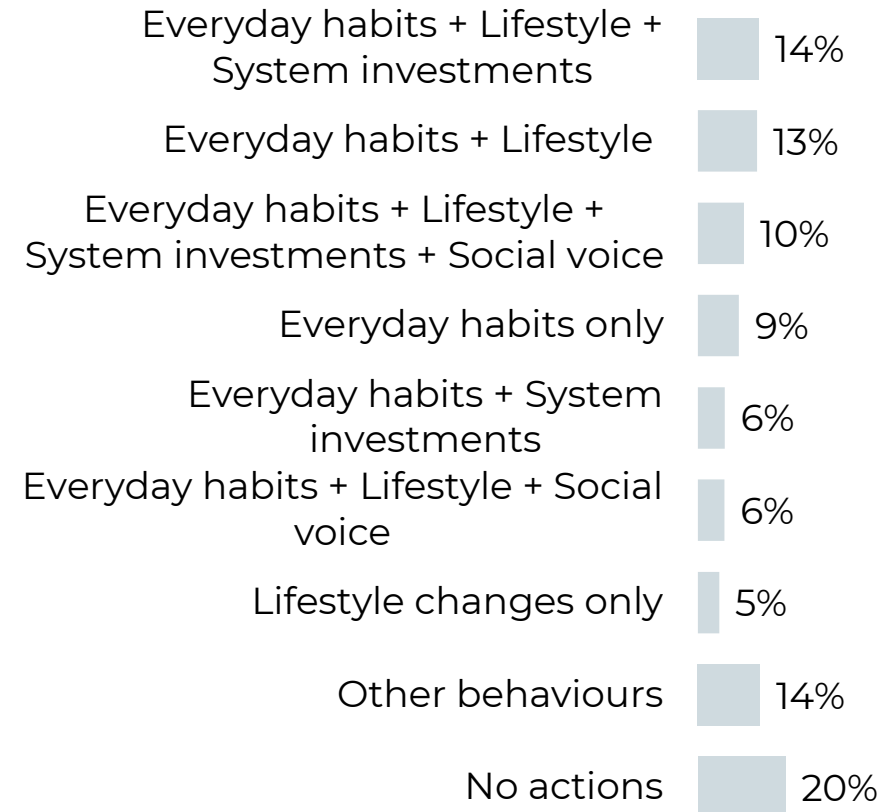
Climate Action Patterns

One in five respondents took no climate action in the past year. Among those who did, everyday habits and lifestyle changes cluster closely together – both accessible, low-barrier responses. Actions requiring greater personal or financial commitment, such as system investments and social voice, attract considerably less engagement. The combination data reinforces this picture: most active respondents span multiple categories, suggesting breadth of participation rather than depth of commitment.

Personal climate actions categories



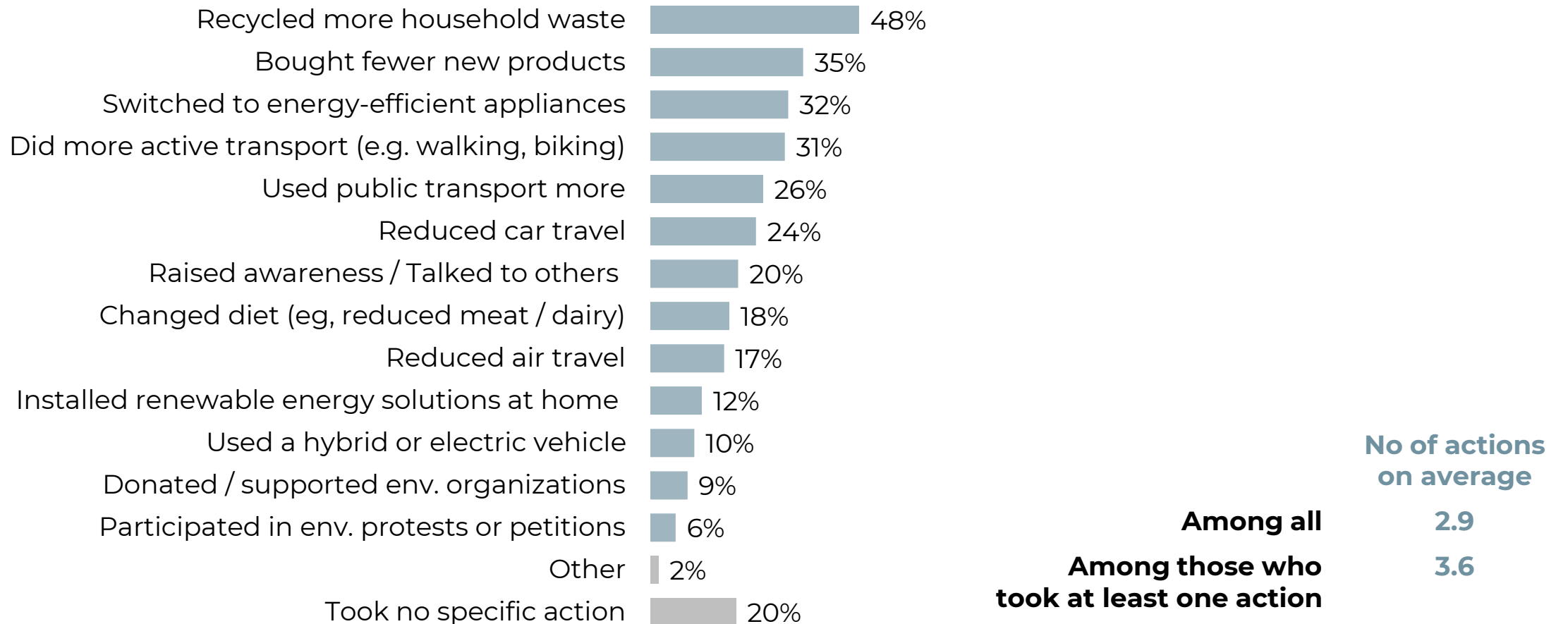
Climate Behaviours Combinations



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

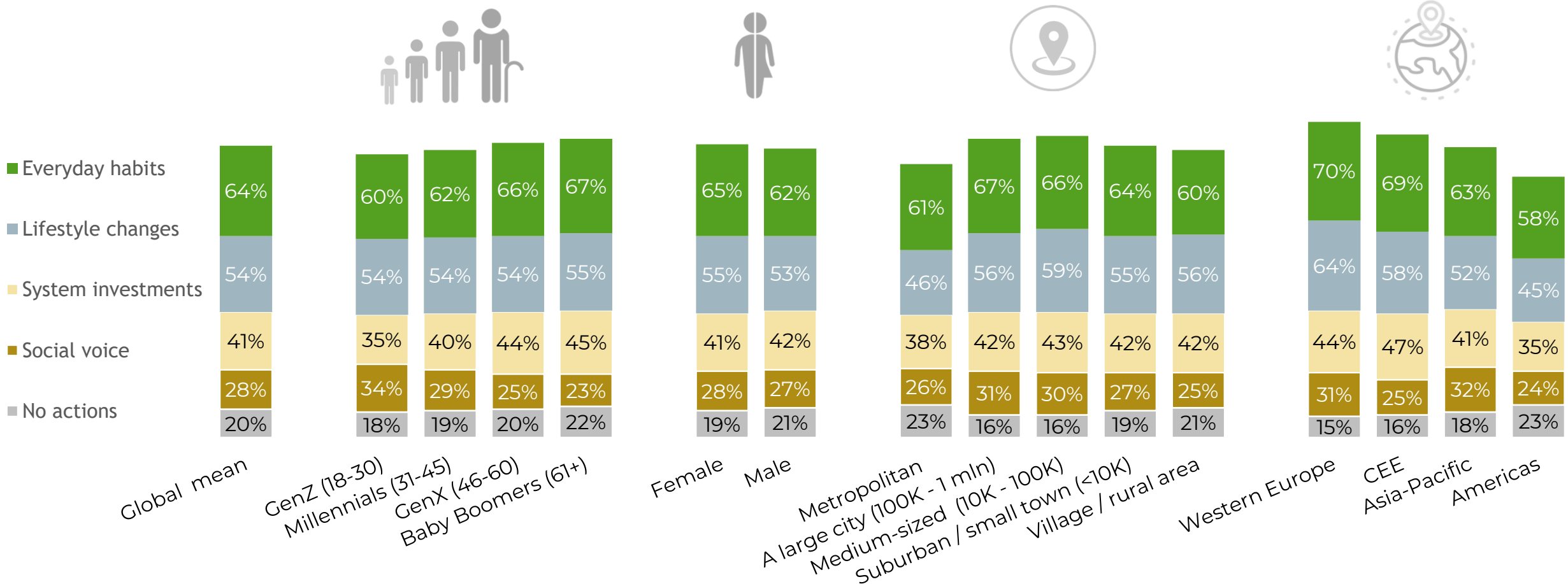
Climate Actions in Detail

Among those who act on climate change, the average reaches 3.6 actions – a sign of broader engagement rather than isolated behaviour. Recycling leads at 48%, though its prominence may reflect structural compliance as much as personal commitment in markets where it is mandatory. Actions requiring financial investment, such as renewable energy or electric vehicles, rank considerably lower. Social and political engagement – protests, petitions, donations – remains marginal at under 10%.



Climate Action Patterns by Demographics

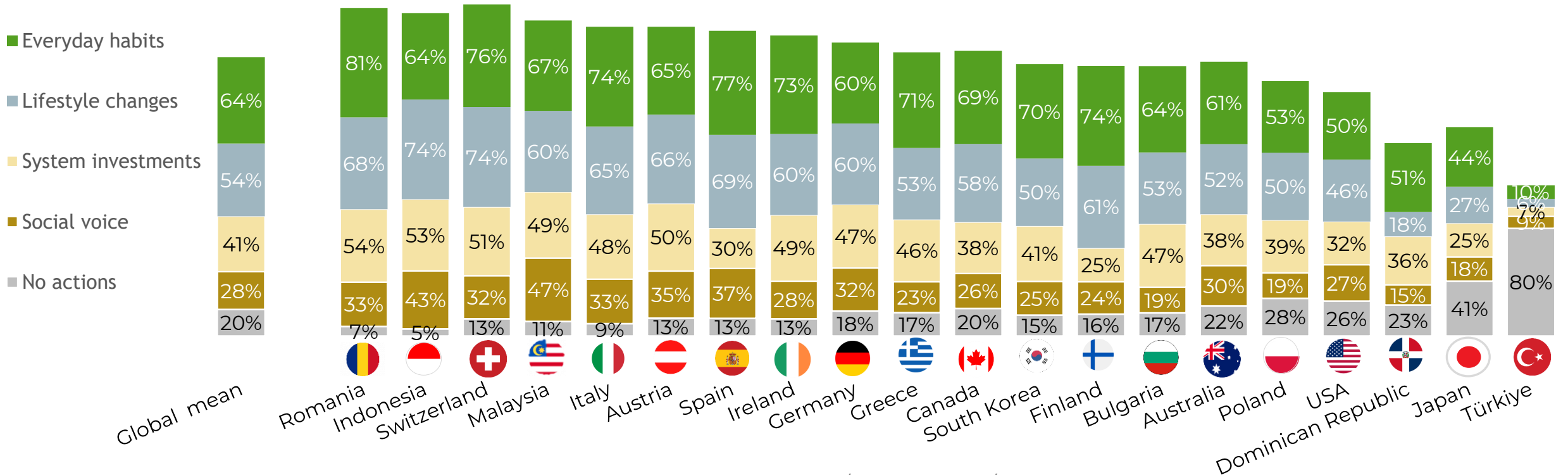
Older generations engage across more action categories; younger respondents are more vocal but lag on everyday habits and system investment, likely reflecting limited financial autonomy. The sharpest regional contrast is between Western Europe and the Americas – highest versus lowest across all categories. Whether driven by policy, culture, or living standards, Western Europe's engagement suggests that conditions for climate-conscious behaviour are more firmly established there than elsewhere.



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

Climate Action Patterns by Country

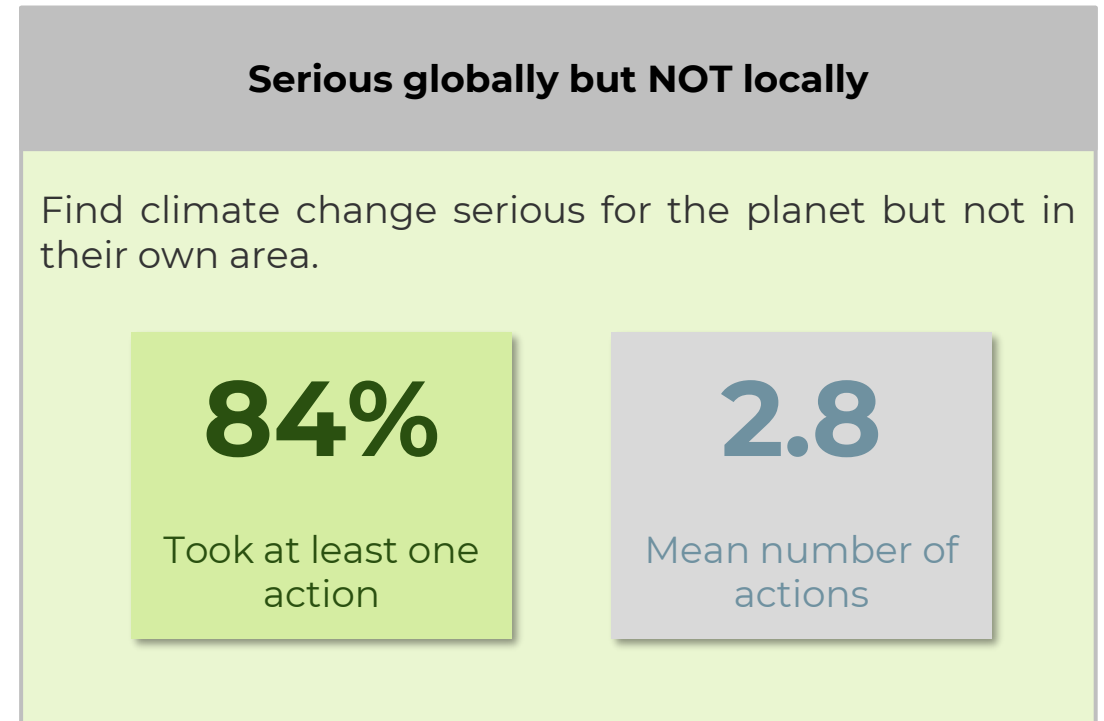
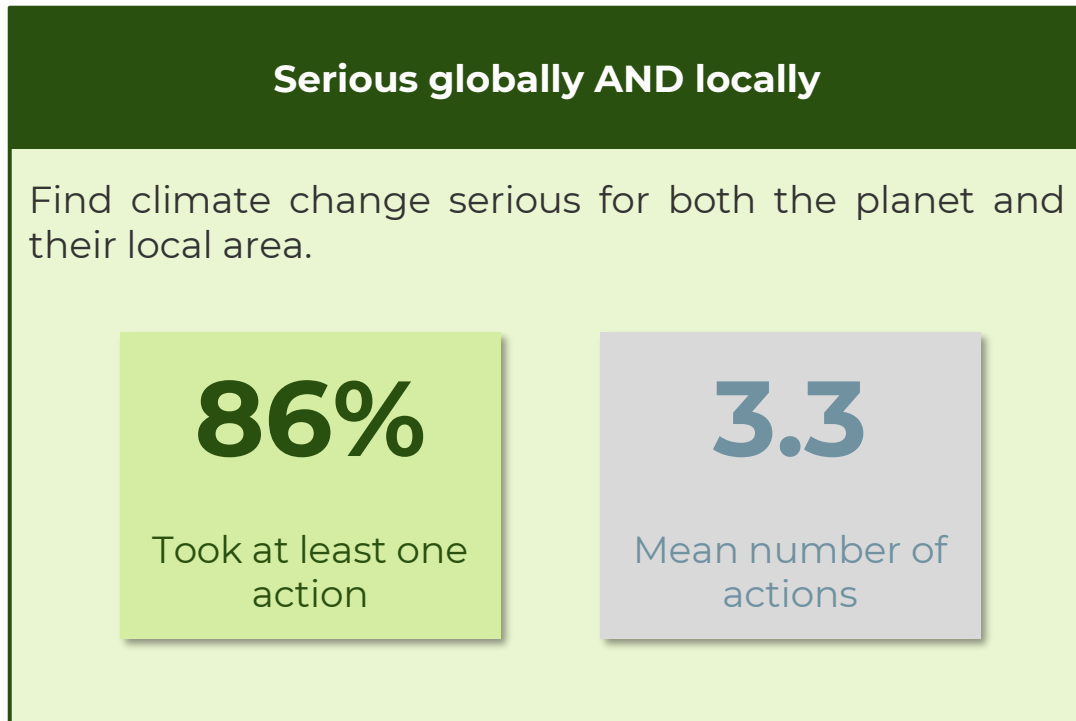
Across Europe, broad climate engagement emerges as a regional pattern – with Romania among the leaders, not an outlier. The sharpest contrast comes from Turkey and Japan, where high concern coexists with near-absent personal action: both assign responsibility overwhelmingly to national governments. Indonesia and Malaysia tell the opposite story – high social voice paired with a belief that citizens, not institutions, should lead. Engagement follows from where people locate responsibility.



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

Local Perception and Climate Action

Those who perceive climate change as serious locally – not only globally – are both more likely to act (86% vs. 84%) and take more actions on average (3.3 vs. 2.8). The difference may appear modest, but it is consistent: psychological proximity has a measurable behavioural cost. Reducing the distance between global concern and local experience is a lever for action.



Seeing climate change as a local problem moves people to take one more action – making proximity not just a matter of perception, but of behaviour.

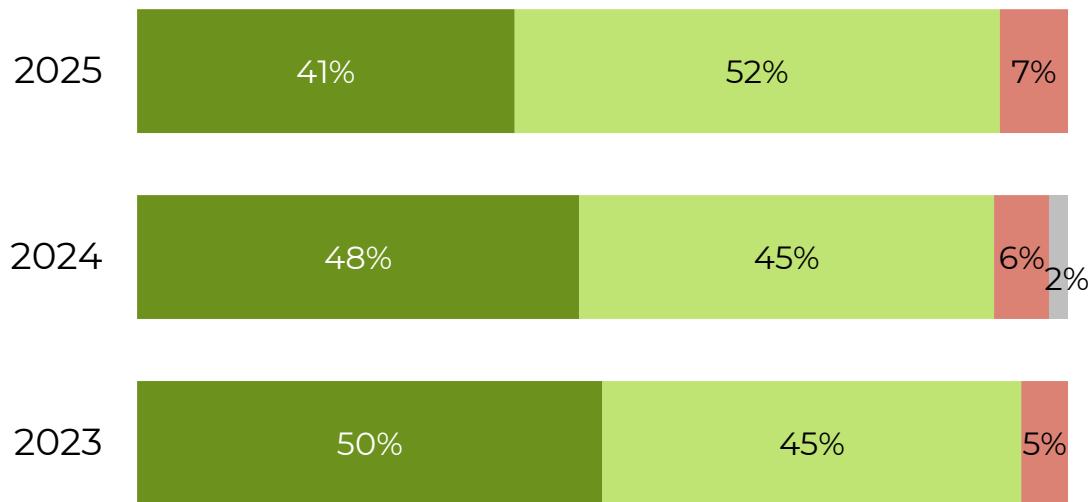
4. RESPONSIBILITY AND ENGAGEMENT PROFILES

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Responsibility and Priorities

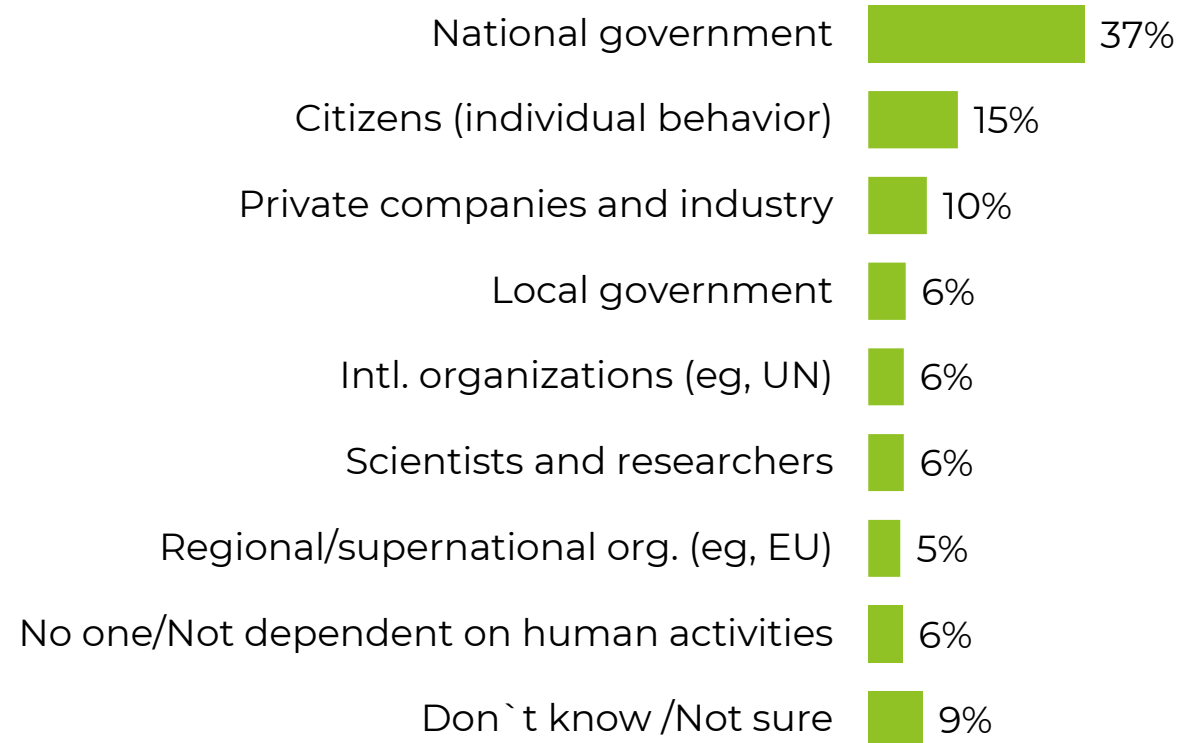
Clean energy remains near-universal in importance, but perceived urgency is fading: those rating it a top priority have fallen 9 points since 2023. On responsibility, the pattern is consistent with findings throughout this report – national governments are expected to lead, with citizens and the private sector accounting for just a quarter of responses combined.

Priority of the clean/renewable energy



■ A top priority ■ Important, but not a top priority
■ Not a priority ■ NA/DK

Expected lead responsibility



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?

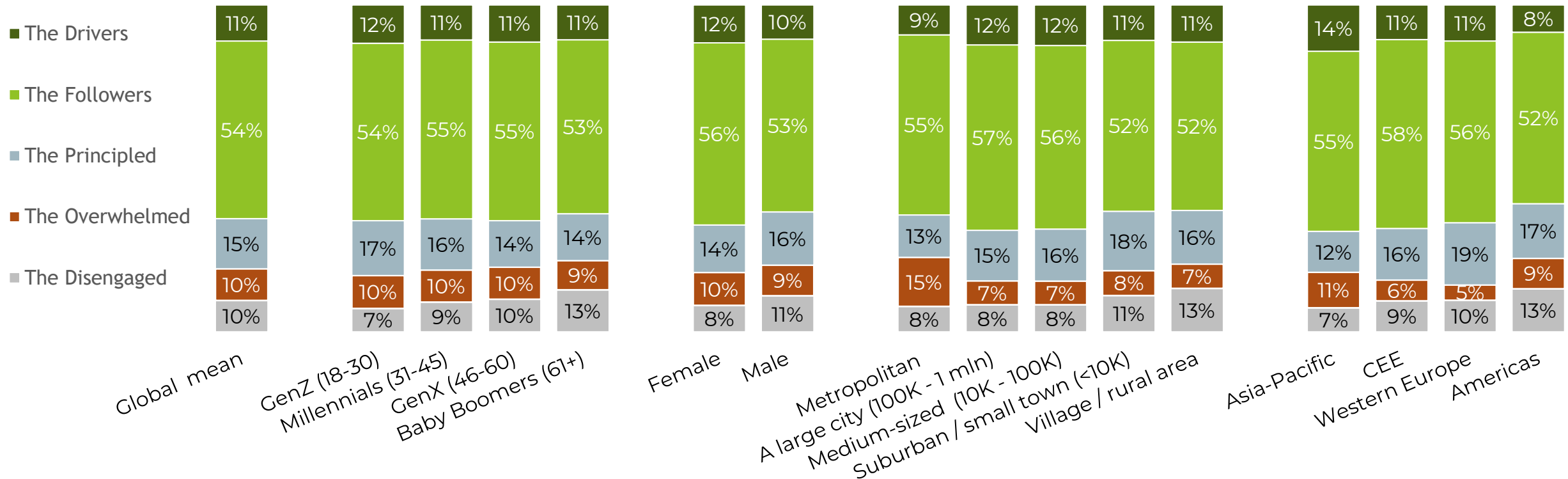
Climate Change Psychologies

The data reveals five distinct behavioural profiles, shaped by three axes: level of worry, personal action, and sense of responsibility. The largest group – 54% – combines concern with action, but delegates responsibility to institutions. Notably, only 10% are fully disengaged – suggesting that climate change registers as relevant to nearly everyone. The remaining profiles point to untapped potential: people are already acting, but the depth and ownership of that engagement vary considerably.



Climate Change Psychologies by Demographics

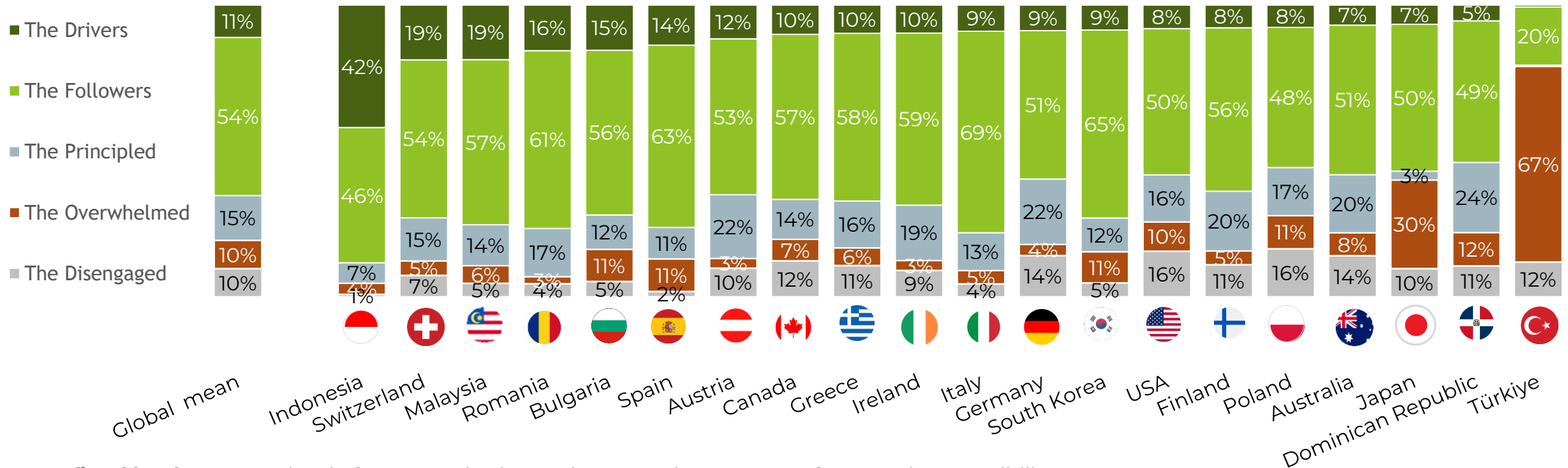
The Follower profile dominates across all groups, confirming institutional delegation as the prevailing mode of climate engagement globally. The sharpest regional contrast is between Asia-Pacific, which records the highest share of Drivers and the lowest Disengaged rate, and the Americas, where the pattern reverses: fewest Drivers, most Disengaged. Personal ownership of climate responsibility is strongest where the consequences of inaction feel most immediate.



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

Climate Change Psychologies by Country

The Follower profile dominates in every market, but secondary patterns vary meaningfully. Indonesia records the highest Driver share globally – more respondents here feel personally responsible and act on it. Turkey and Japan have the highest Overwhelmed shares: concern is present, but the solution is awaited from institutions rather than sought personally. Dominican Republic, Germany, Austria and Finland stand out for relatively higher Principled shares – where action is driven by conviction, not concern.



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

Thank you.



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Appendix: How the Climate Psychology Segments Were Defined

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

