



SOCIETAL SHIFT: GLOBAL PUBLIC OPINION ON CLIMATE AND NATURE AHEAD OF COP30

October 23rd, 2025 – In advance of COP30 in Belém, Brazil, GlobeScan has released its latest research report, [*Societal Shift: Understanding Public Sentiment in an Age of Climate and Economic Uncertainty*](#), offering strategic insights into how people around the world perceive and engage with environmental issues and systems change. Based on a 33-market public opinion survey and expert roundtables, the report highlights the emotional, psychological, and cultural dynamics that shape public engagement and societal readiness for a low-carbon, nature-positive future.

As global leaders prepare for COP30 in Brazil, the findings underscore the urgent need for public engagement strategies that are emotionally resonant, economically realistic, and regionally tailored. While innovation and policy are essential, the success of a transition to a low-carbon, nature-positive future depends on public support, cultural alignment, and emotional engagement.

Key highlights from the *Societal Shift* report include:

- **Economic Pressures Are Shaping Environmental Engagement:** While public support for environmental protection remains strong, the rising cost of living is limiting people's ability to act. Most see a healthy environment as essential to economic growth but are hesitant to accept the personal financial trade-offs.
- **Global South Shows Greater Urgency and Commitment:** Citizens in the Global South express higher concern about climate impacts and stronger willingness to support a green transition, especially in countries that are reliant on natural resources. This contrasts with lower concern and engagement in many industrialized nations.
- **Emotions Drive Action:** Climate news evokes a mix of hope, fear, anxiety, and optimism. Messages that connect environmental action to health, affordability, and simplicity resonate most, especially when they offer clarity and personal relevance.
- **Public Expects Bold Leadership:** People expect governments, companies, and international bodies to lead on climate action. However, most people feel progress has

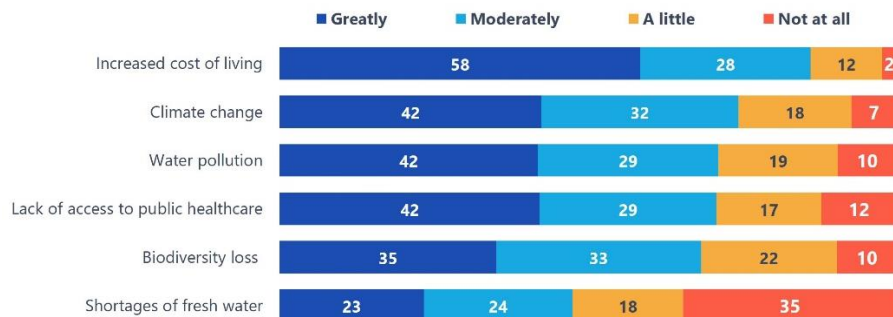
been modest. There is strong support for systemic solutions, including regulation, innovation, and global collaboration.

“Driving societal change requires more than awareness; it calls for deep listening, inclusive narratives, and strategies that reflect local values and lived experiences,” **said Chris Coulter, CEO of GlobeScan.** “Our research shows that citizens worldwide are ready to support environmental action, but they need to see governments and companies doing their part. People are telling us they want to live more sustainably and live in a country that is sustainable. They need a more coherent social infrastructure that facilitates a healthy environment and economy and reflects their regional realities that make this transition possible.”

The *Societal Shift* report is a call to action for policymakers, business leaders, communicators, and civil society organizations. It provides a strategic foundation for engaging society in sustainability transitions by helping leaders understand how urgency is felt, how emotions influence behavior, and how readiness varies across regions and generations.

Extent Personally Affected by Issues

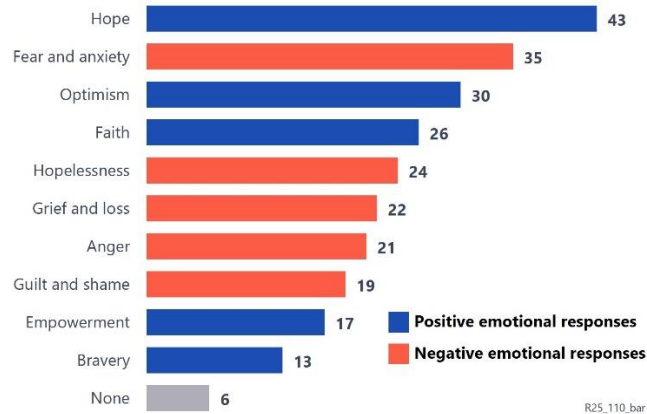
Average of 33 Countries, 2025



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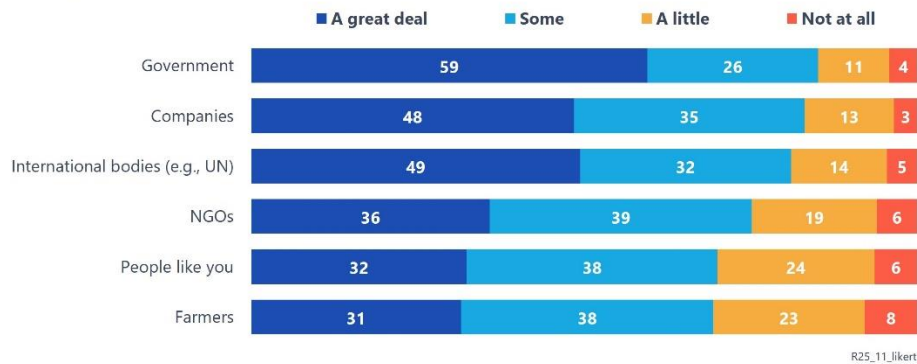
Emotional Responses to Environmental News

Total Mentions, Average of 33 Countries, 2025



Perceived Responsibility of Institutions to Address Climate Change

Average of 33 Countries, 2025



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About the Research

GlobeScan's global public opinion research program of evidence and insights helps influential organizations understand their material issues, societal trends, and public expectations.

The public opinion data presented in the *Societal Shift* report are based on over 30,000 online surveys conducted across 33-markets, capturing public perceptions, societal trends, and attitudes toward climate and nature-related issues.



Representative online samples were surveyed in each country, with approximately 1,000 respondents per country (500 each in Hong Kong, Kenya, Nigeria, and Singapore, and 1,500 in the United States), totaling 31,960 participants. Samples are representative of the online population in each country and weighted to align with national census demographics. Surveys were conducted in local languages where applicable to ensure cultural relevance and comprehension. The online surveys were conducted during July and August 2025.

The research includes responses from a diverse set of countries: Argentina, Australia, Brazil, Canada, China, Colombia, Egypt, France, Germany, Hong Kong, India, Indonesia, Italy, Japan, Kenya, Mexico, Morocco, Netherlands, Nigeria, Peru, Poland, Portugal, Saudi Arabia, Singapore, South Africa, South Korea, Spain, Sweden, Thailand, Türkiye, UK, USA, and Vietnam.

In addition to the quantitative research, findings were discussed in roundtables with members of a stakeholder advisory panel to gather expert feedback and explore the implications of the data. These roundtables were held in September 2025.

About GlobeScan

GlobeScan is an insights and advisory firm specializing in trust, sustainability, and engagement. We equip clients with insights to navigate shifting societal and stakeholder expectations, crafting evidence-based strategies that reduce risks and create value for their organizations and society.

Established in 1987, we have offices in Cape Town, Hong Kong, Hyderabad, London, Paris, San Francisco, São Paulo, Singapore, and Toronto. GlobeScan is a participant of the UN Global Compact and a Certified B Corporation.

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