ATTITUDES TO COP 30

Public perceptions and expectations



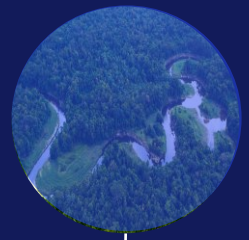
October 2025

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Context



The Conference of the Parties (COP) is held in a different country each year to assess progress in **addressing climate change** and negotiate emission reduction obligations.



COP 30 will be held in Belém, Brazil, this year — a key city near the Amazon Rainforest. In addition to Brazil, the rainforest spans the borders of Colombia, Peru, Bolivia, Venezuela, Ecuador, Guyana, Suriname, and French Guiana.



Nations with significant forest resources or those facing extensive environmental devastation tend to demonstrate greater engagement with environmental issues, such as Brazil and Indonesia. Both nations have lost significant amounts of forest cover due to the irregular expansion of primary and extractive activities, such as livestock farming and agriculture.



Countries with more consolidated environmental governance and stricter fiscal obligations, such as Japan and Canada, often observe a perception of less public engagement with COP initiatives.

KEY FINDINGS

Divided Expectations & Global Split



49%

Global public opinion is split on COP30's effectiveness, with many viewing it as symbolic, without real actions in fighting climate change.

Demand for Systemic Action & Corporate Accountability



69%

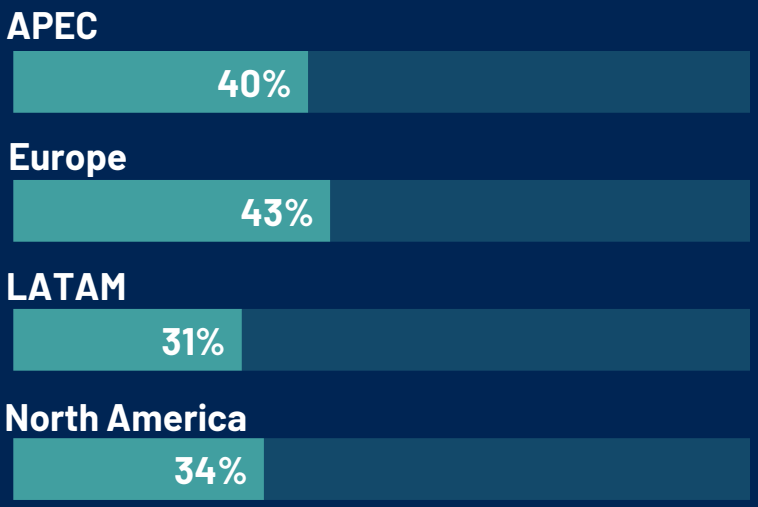
Most believe companies prioritize profit over the environment and support mandatory climate contributions and reparations.

Barriers to achieve climate goals



The main obstacles to achieving climate goals are governance-related, not technical. Lack of political will, weak enforcement, and insufficient funding are key barriers.

"It is necessary to protect, reforest, and change the economy to make it sustainable"



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EXPECTATIONS



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Key findings



34%

across 30 countries expect COP 30 to be “effective and bring concrete results”.



49%

of respondents believe COP30 will be “merely symbolic”, without real change in fitghting climate change.

- Global public opinion tends to see COP30 more as a symbol than a driver of concrete change, but there are strong pockets of optimism in the Global South and among younger people.
- The North–South divide:
  - Higher optimism in the Global South: Middle East/Africa (51% effective), APAC (43%), Latin America (39%).
  - Scepticism in advanced economies: Europe (25% effective), North America (24% effective), G7 (22% effective).
- Age matters:
  - Younger people are more confident:
  - Around 45% of Gen Z say COP30 will be effective vs ~29% among Boomers.
  - “Merely symbolic” falls from ~60% (Boomers) to ~37% (Gen Z)

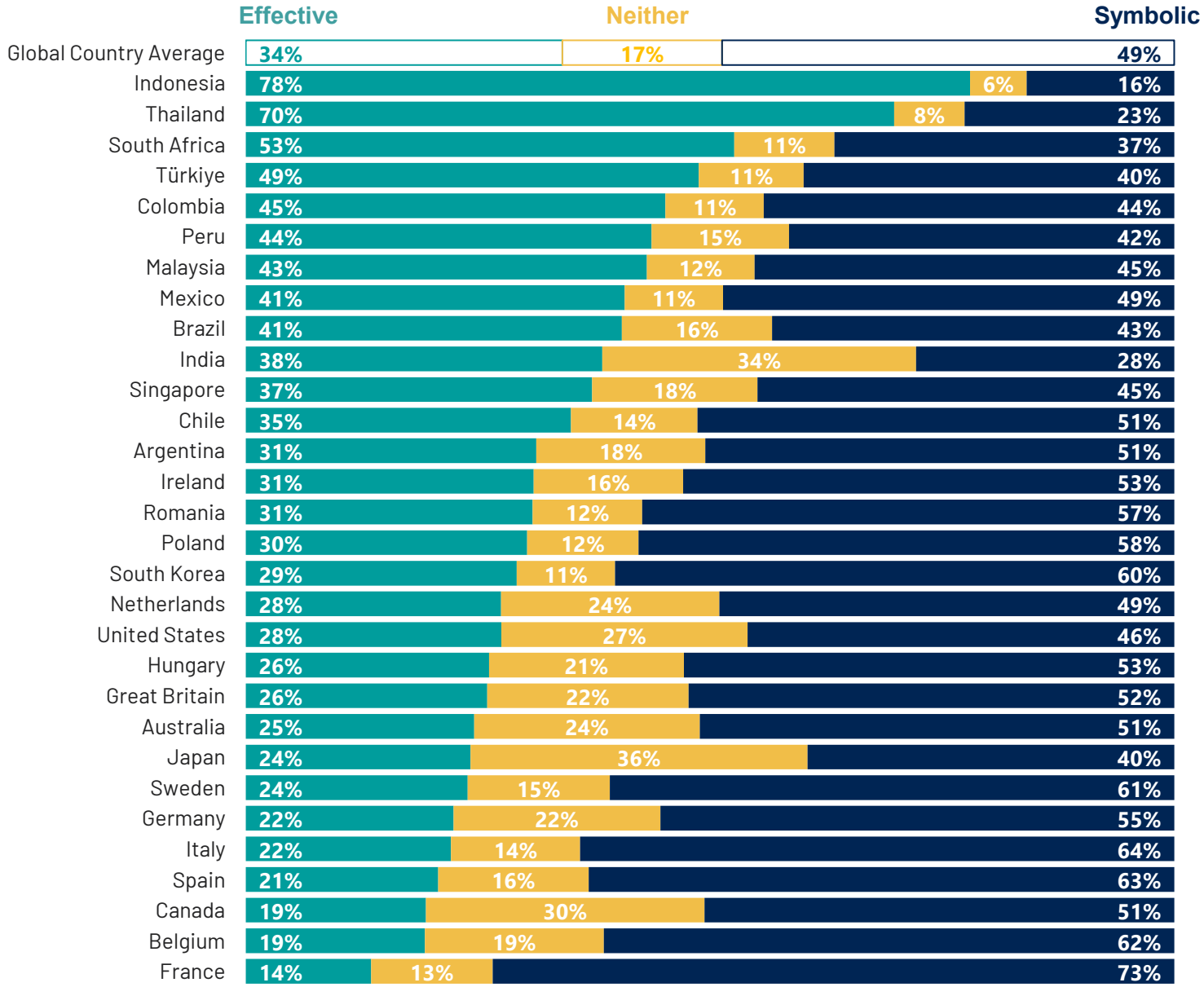
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Country data

Q3. *COP is the main UN conference on climate change, where leaders from nearly 200 countries meet to negotiate global actions and agreements to tackle the climate crisis. The next edition, COP 30, will be held in 2025 in the city of Belem, in the state of Para, in the Brazilian Amazon region.*

In your opinion, COP 30 will be...

Base: 23,700 adults under the age of 75 across 30 countries, interviewed between 20 June and 4 July, 2025.

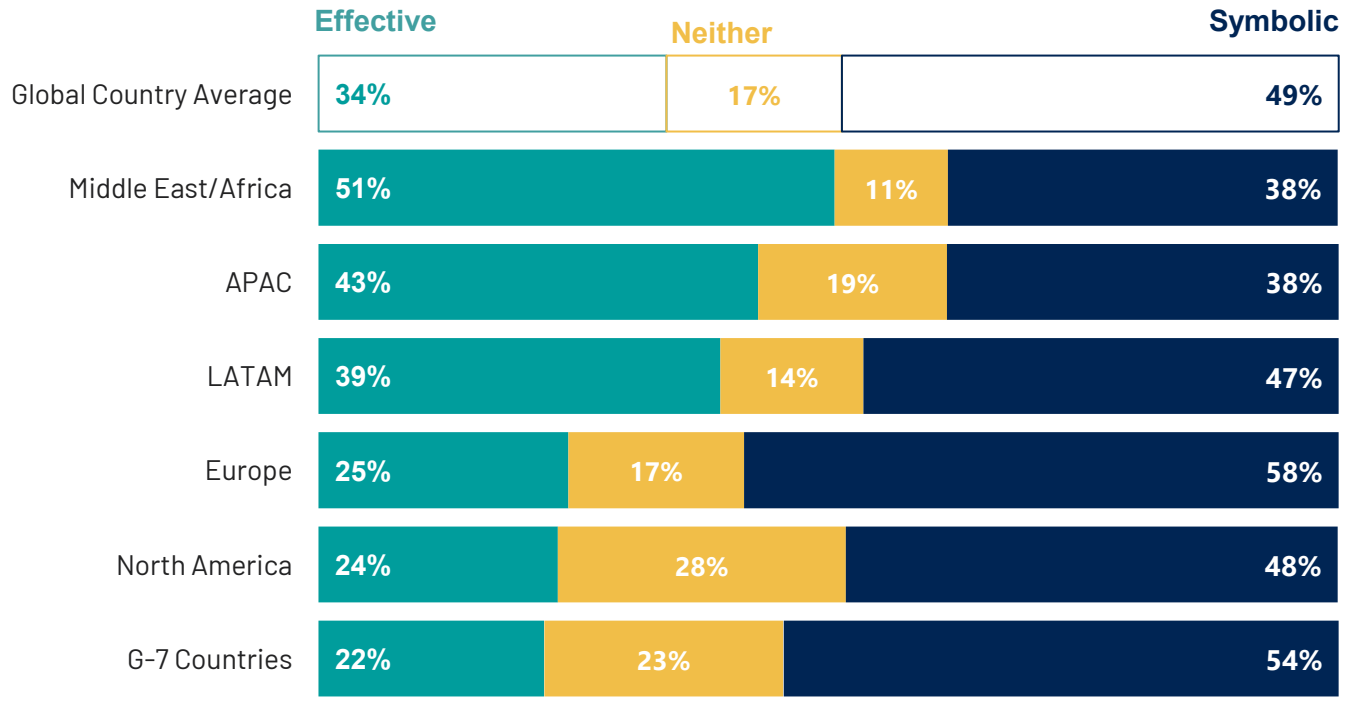


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Q3. COP is the main UN conference on climate change, where leaders from nearly 200 countries meet to negotiate global actions and agreements to tackle the climate crisis. The next edition, COP 30, will be held in 2025 in the city of Belem, in the state of Para, in the Brazilian Amazon region.

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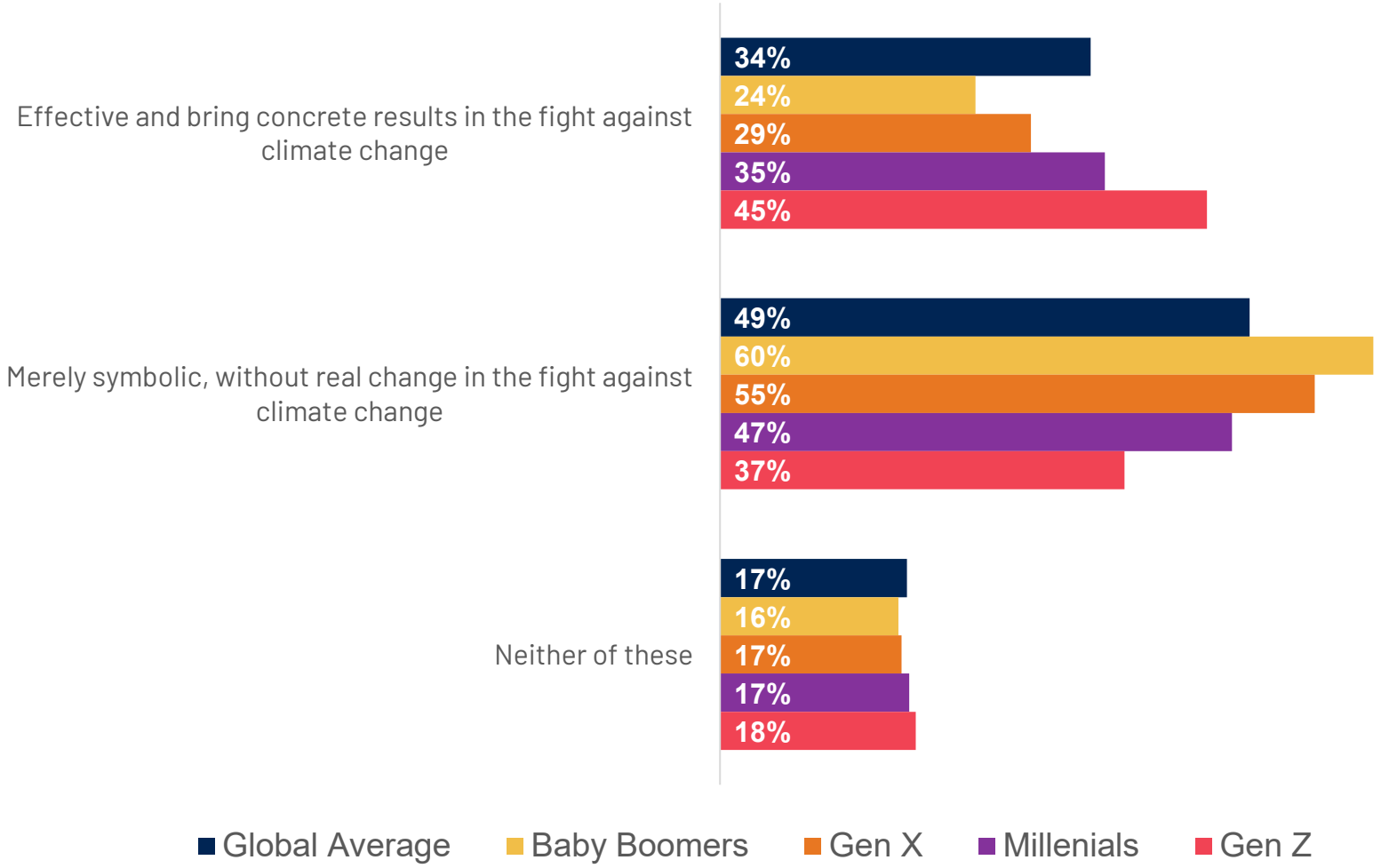
Global Average

Generations

Q3. COP is the main UN conference on climate change, where leaders from nearly 200 countries meet to negotiate global actions and agreements to tackle the climate crisis. The next edition, COP 30, will be held in 2025 in the city of Belem, in the state of Para, in the Brazilian Amazon region.

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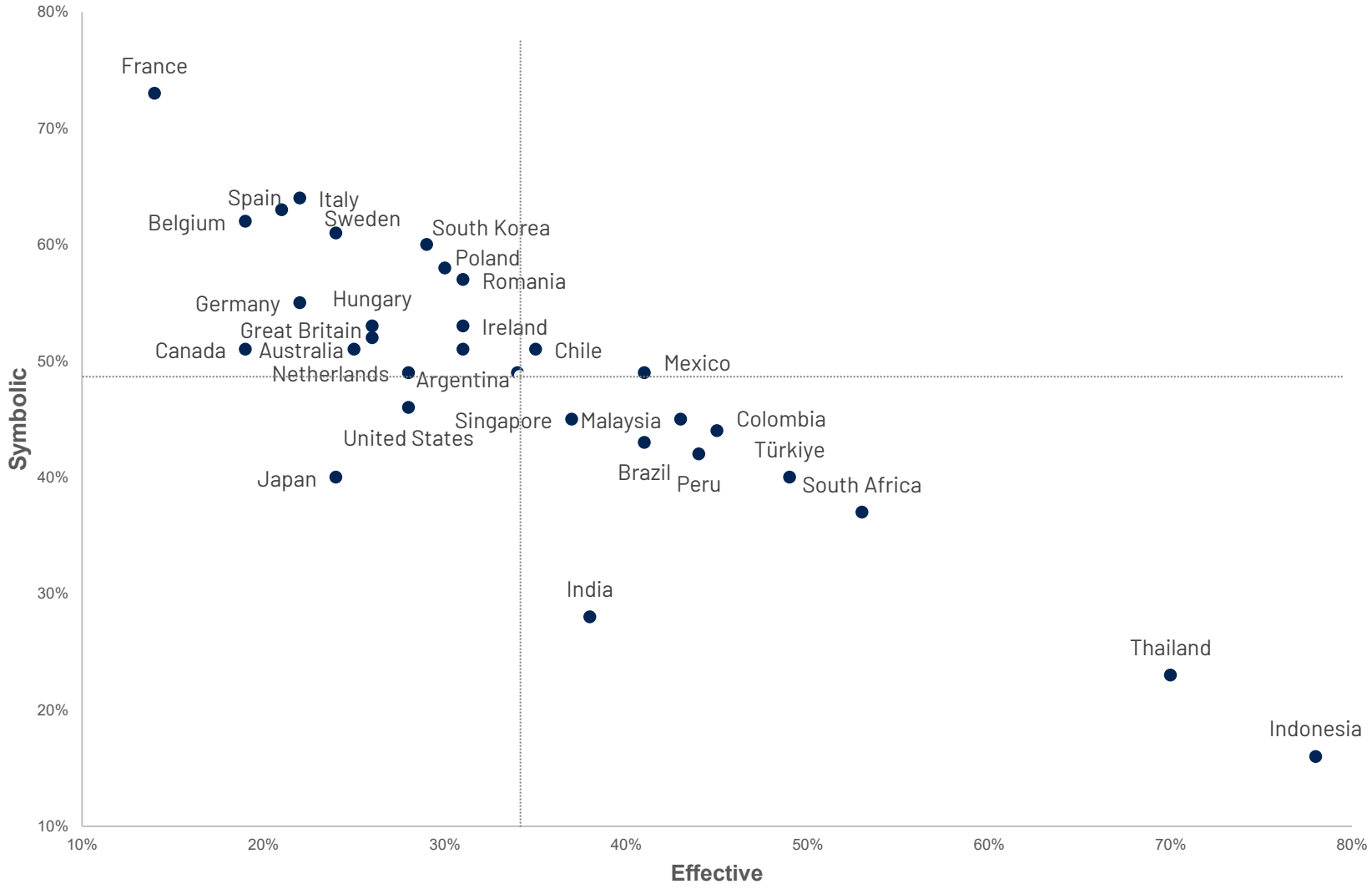
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Global Average

Q3. COP is the main UN conference on climate change, where leaders from nearly 200 countries meet to negotiate global actions and agreements to tackle the climate crisis. The next edition, COP 30, will be held in 2025 in the city of Belem, in the state of Para, in the Brazilian Amazon region.

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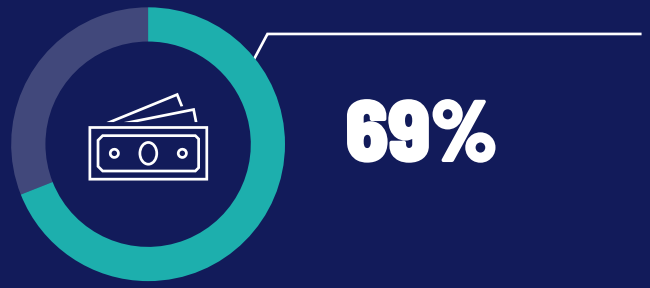
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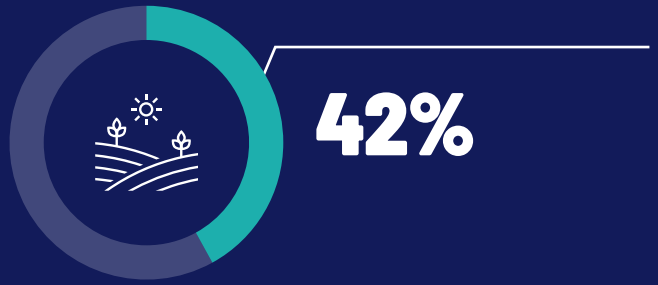
PRIORITIES



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Summary





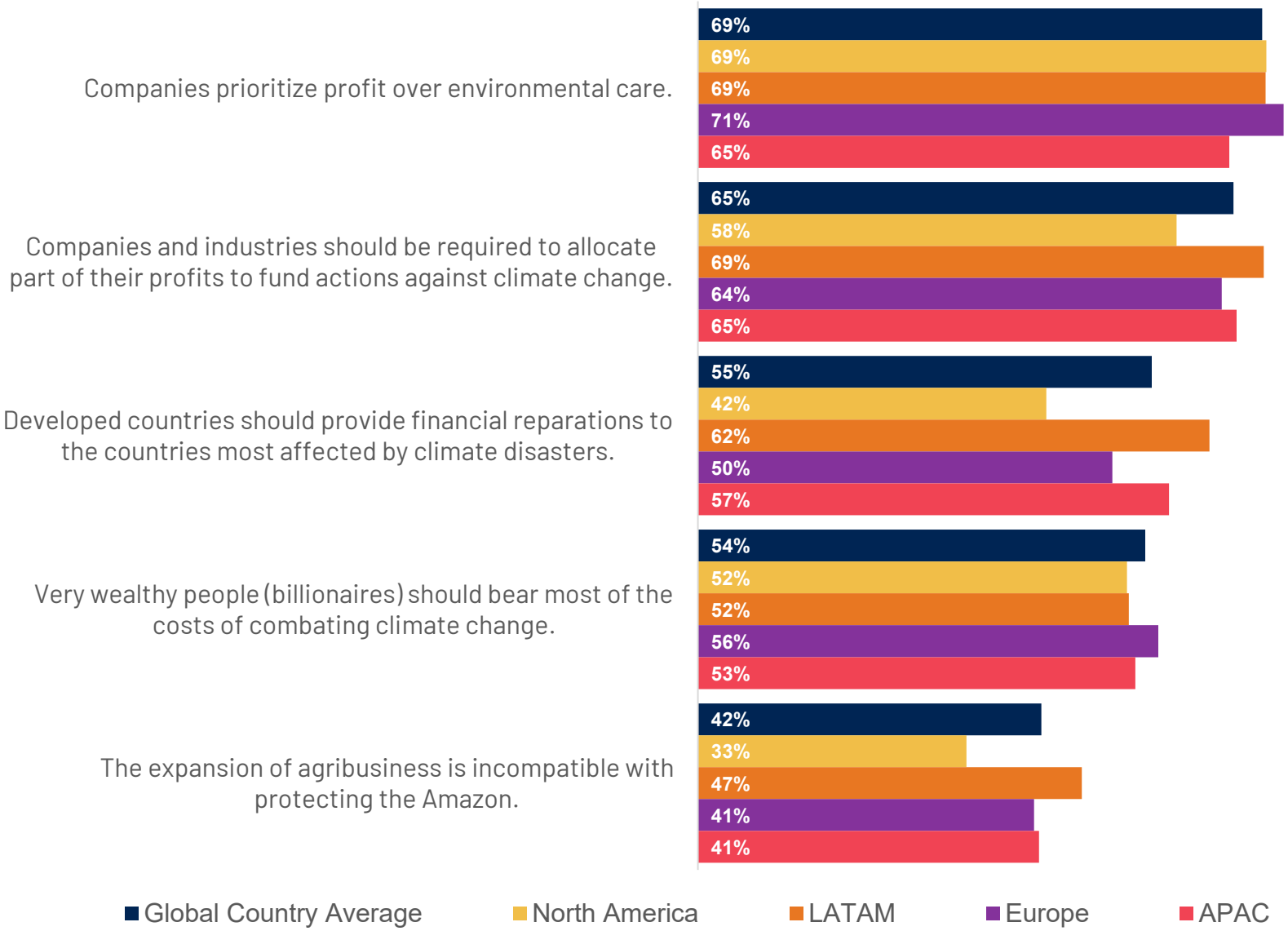
- Globally, 69% agree that **companies prioritize profit over environmental concerns**, especially in Europe and Latin America. Only about half in India and Japan share this view.
- There's notable support (65%) for mandating companies to invest a portion of profits into climate actions, with stronger advocacy in emerging Asian and Latin American markets.
- Support for billionaires bearing climate costs is **moderate at 54%,** with higher approval in Türkiye and Italy, but lower in Japan and Argentina, suggesting lesser acceptance when responsibility is individualized.
- **Agribusiness expansion conflicting with Amazon protection** has low global agreement (42%), more pronounced in Latin America and emerging markets like Indonesia.
- Financial reparations are endorsed by 55%, particularly in the Global South and certain non-G7 European countries, with opposition stronger in North America and Western Europe.

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Q1. Below are some statements about climate change. For each one, please indicate whether you agree or disagree

%Agree

Base: 23,700 adults under the age of 75 across 30 countries, interviewed between 20 June and 4 July, 2025.



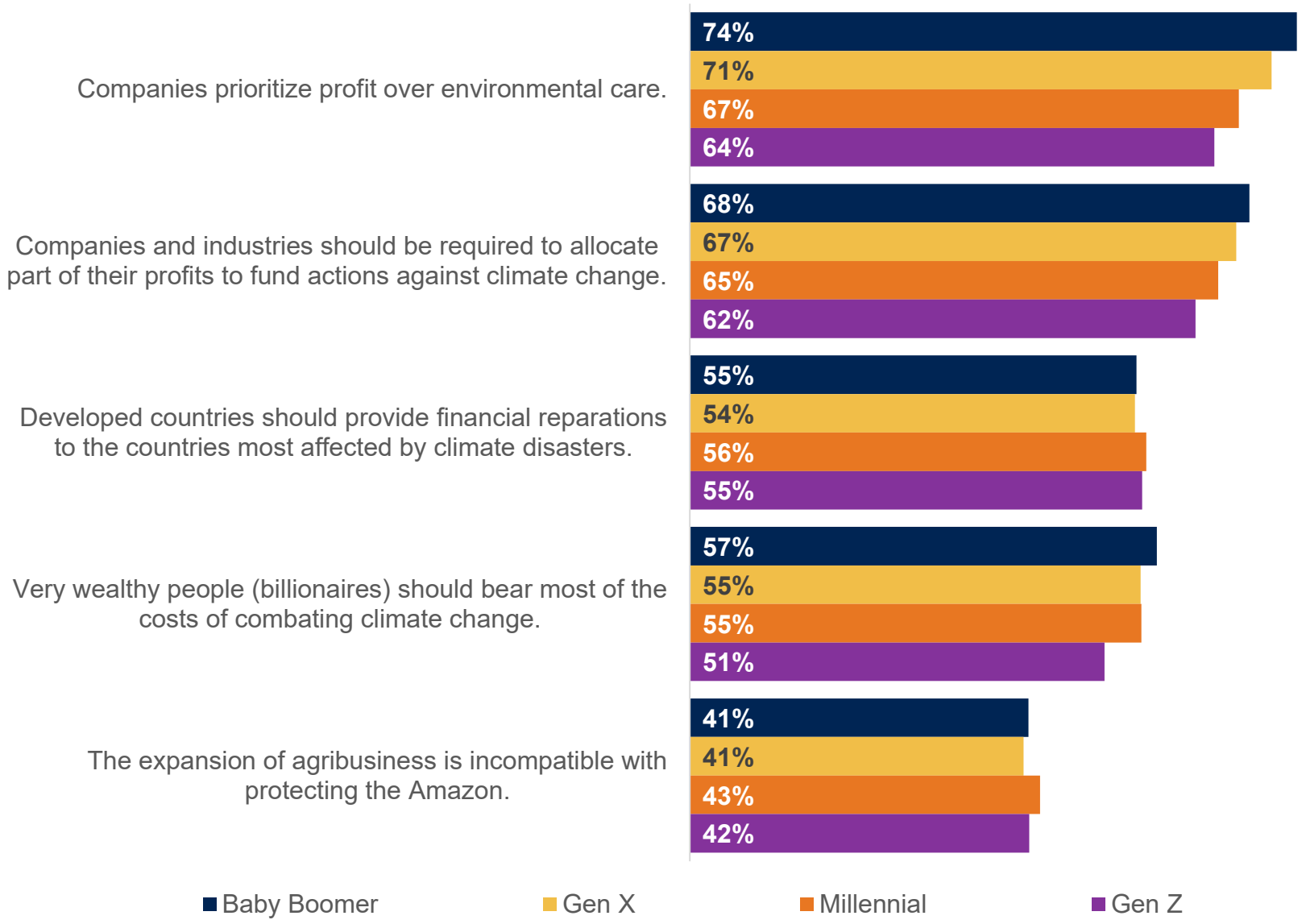
There's strong cross-generational support for mandating corporate climate funding and reparations from developed nations.

Generations

Q1. Below are some statements about climate change. For each one, please indicate whether you agree or disagree

%Agree

Base: 23,700 adults under the age of 75 across 30 countries, interviewed between 20 June and 4 July, 2025.



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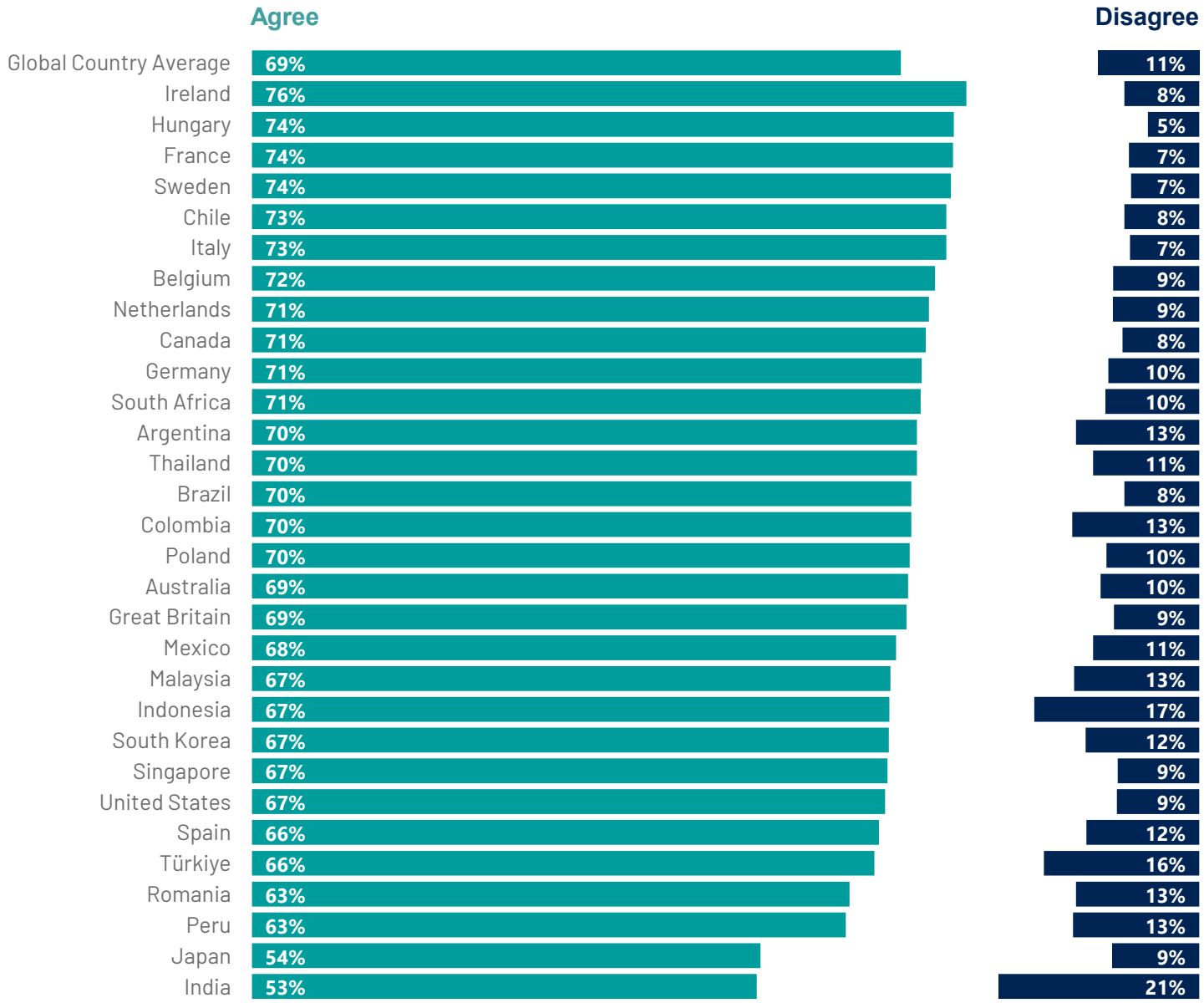
Globally, almost 7 in 10 agree that companies prioritize profit over environmental care.

Country data

Q1. Below are some statements about climate change. For each one, please indicate whether you agree or disagree

Companies prioritize profit over environmental care

Base: 23,700 adults under the age of 75 across 30 countries, interviewed between 20 June and 4 July, 2025.



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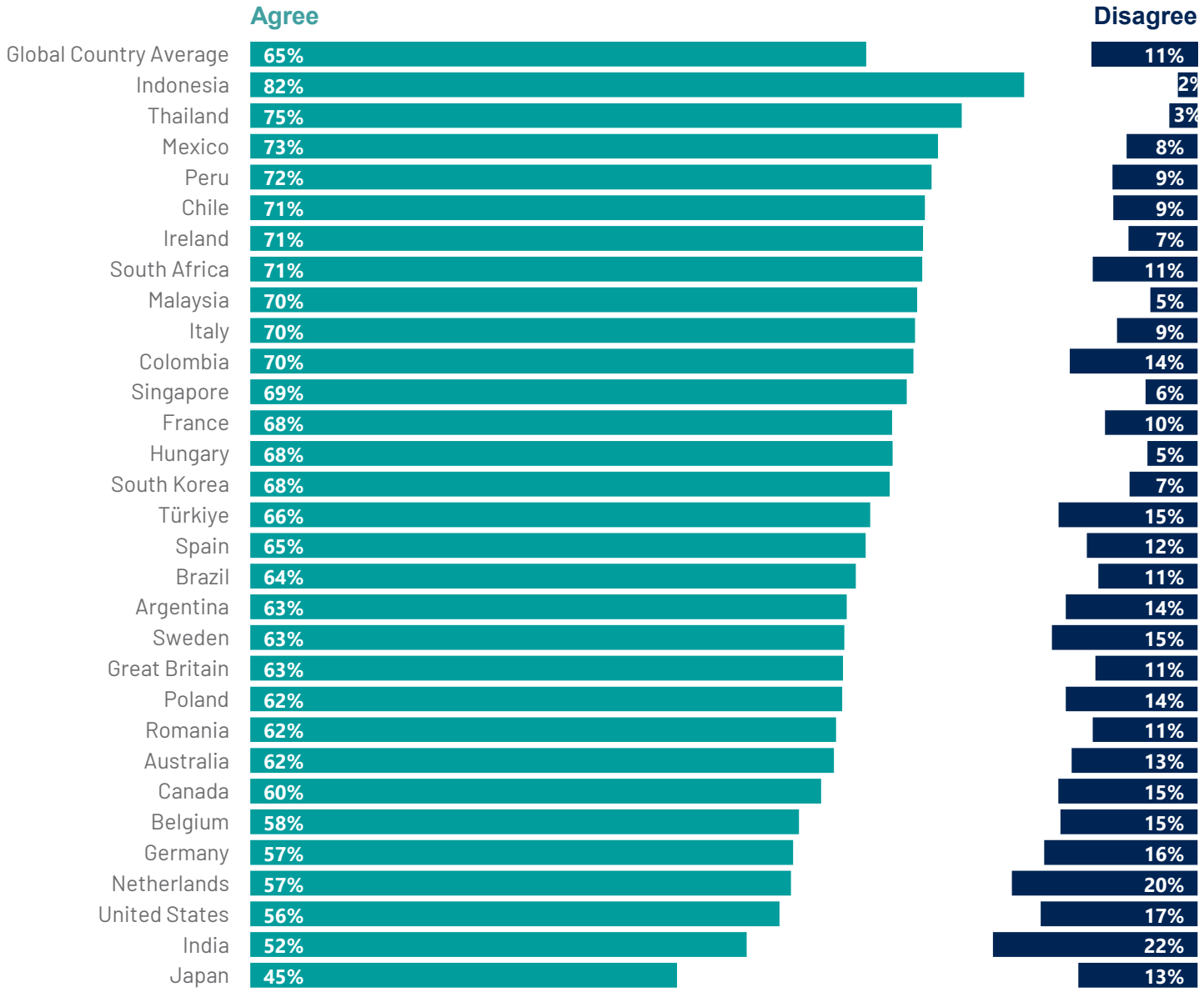
Majority in most countries (except Japan) agrees that profits should be used to fund actions against climate change

Country data

Q1. Below are some statements about climate change. For each one, please indicate whether you agree or disagree

Companies and industries should be required to allocate part of their profits to fund actions against climate change

Base: 23,700 adults under the age of 75 across 30 countries, interviewed between 20 June and 4 July, 2025.



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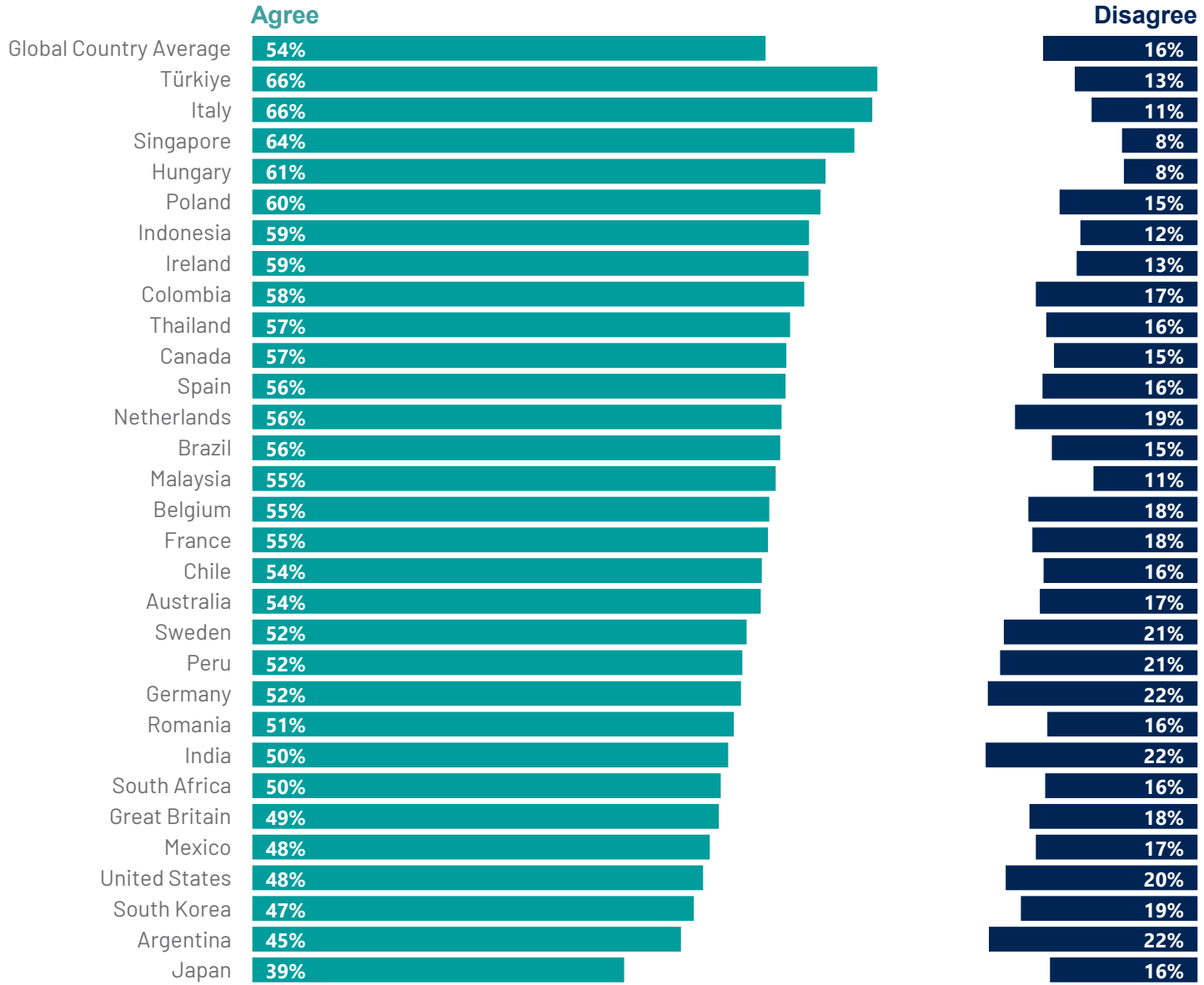
Fewer, though, believe that billionaires should bear the most responsiblity for such actions

Country data

Q1. Below are some statements about climate change. For each one, please indicate whether you agree or disagree

Very wealthy people (billionaires) should bear most of the costs of combating climate change

Base: 23,700 adults under the age of 75 across 30 countries, interviewed between 20 June and 4 July, 2025.



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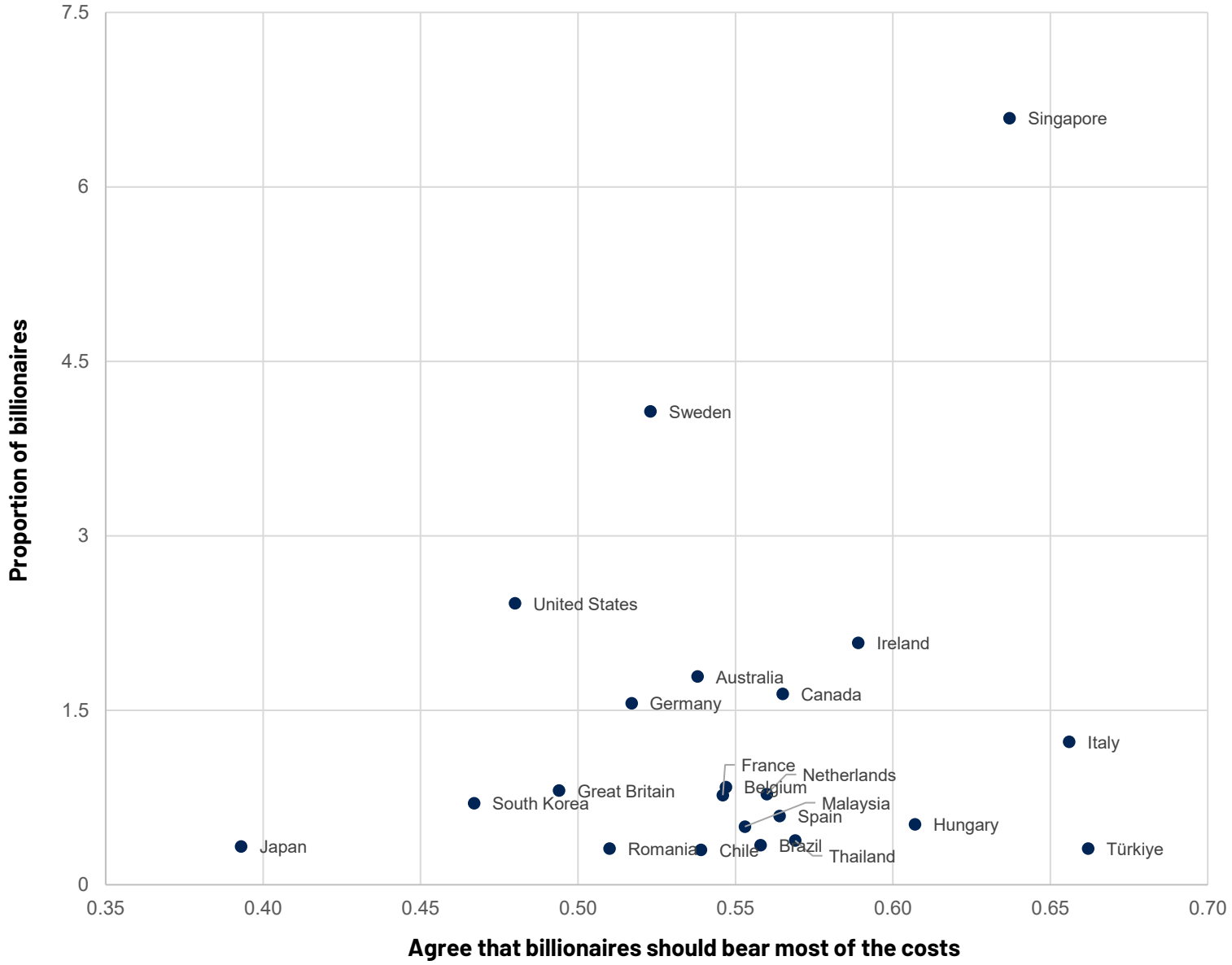
Of the countries with the highest concentration of billionaires, only two are more supportive of holding these individuals accountable for combating climate change.

Country data

Q1. Below are some statements about climate change. For each one, please indicate whether you agree or disagree

Very wealthy people (billionaires) should bear most of the costs of combating climate change

Base: 23,700 adults under the age of 75 across 30 countries, interviewed between 20 June and 4 July, 2025.



Source: World Population Review, 2025

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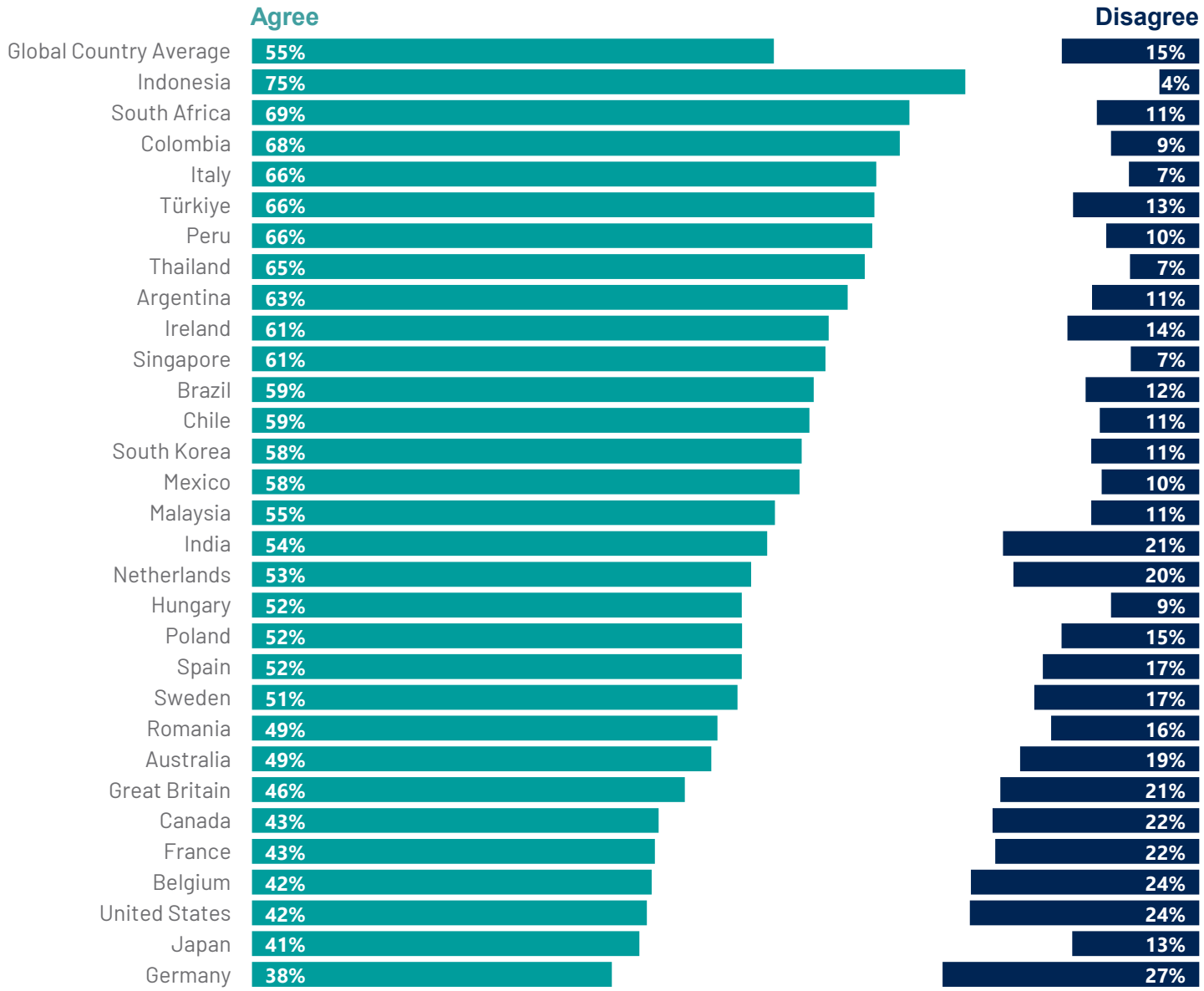
Few developed countries support reparations for climate-affected nations.

Country data

Q1. Below are some statements about climate change. For each one, please indicate whether you agree or disagree

Developed countries should provide financial reparations to the countries most affected by climate disasters

Base: 23,700 adults under the age of 75 across 30 countries, interviewed between 20 June and 4 July, 2025.



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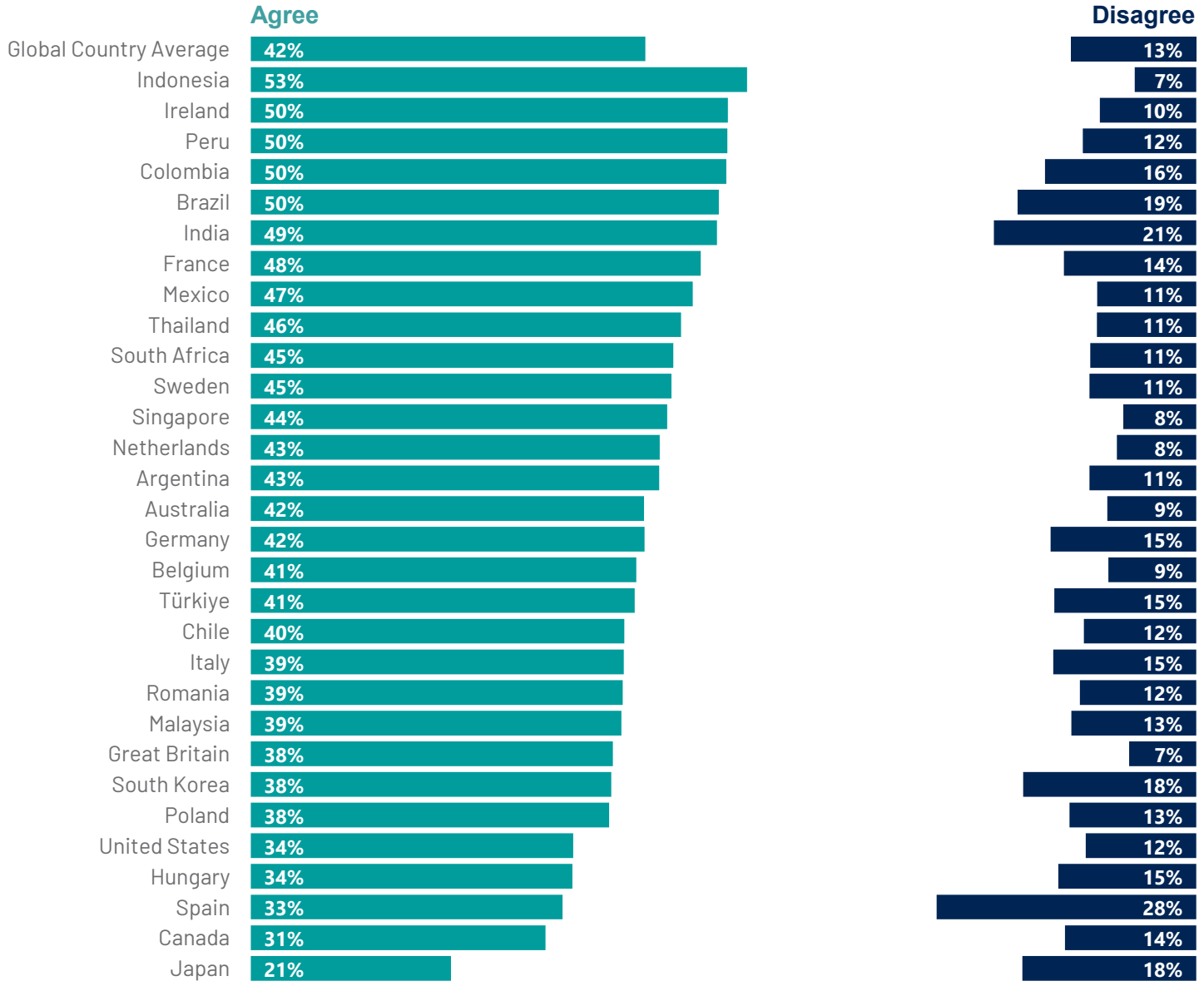
Indonesia, Ireland, and several Latin American countries agree agribusiness expansion conflicts with Amazon protection, empathizing with similar conservation issues.

Country data

Q1. Below are some statements about climate change. For each one, please indicate whether you agree or disagree

The expansion of agribusiness is incompatible with protecting the Amazon

Base: 23,700 adults under the age of 75 across 30 countries, interviewed between 20 June and 4 July, 2025.



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ACTIONS AND SUPPORT



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Summary



39%

across 30 countries define COP30's success as "protect, reforest, and change the economy to make it sustainable".



11%

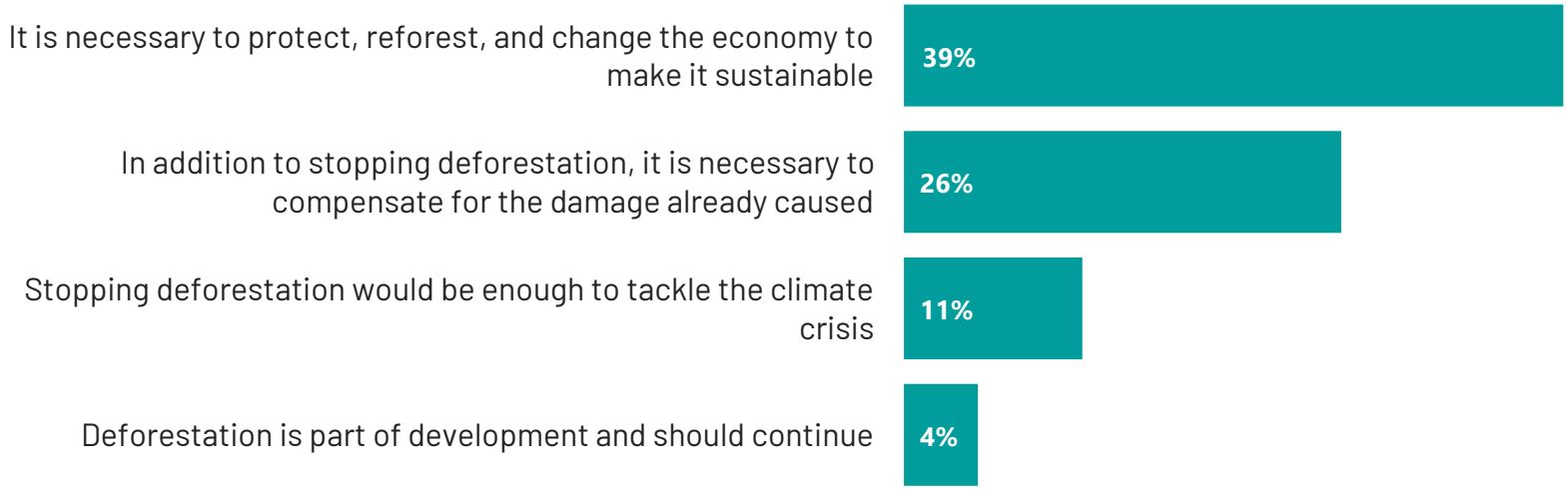
"Just stopping deforestation" is seen as insufficient: only 11% globally think this would be enough to combat climate change

- Need for systemic action:
  - Globally, 39% define COP30's success as "protect, reforest, and change the economy to make it sustainable". Most part of global citizens want nature-based solutions paired with economic transformation, not one-off measures.
- Reparations have meaningful traction: 26% favour, in addition to stopping deforestation, compensating for damage already caused. Appetite for compensation mechanisms is particularly high in Latin America (Mexico 44%, Peru 42%, Colombia 41%, Argentina/Chile 33%) and parts of Southeast Asia (Thailand 39%, Indonesia 37%).
- There is near-universal rejection of narratives that link development to continued deforestation: only 4% globally agree that "deforestation is part of development and should continue".

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Globally, 39% define COP30's success as "protect, reforest, and change the economy to make it sustainable".

Q4. COP 30 will be successful if it concludes that...



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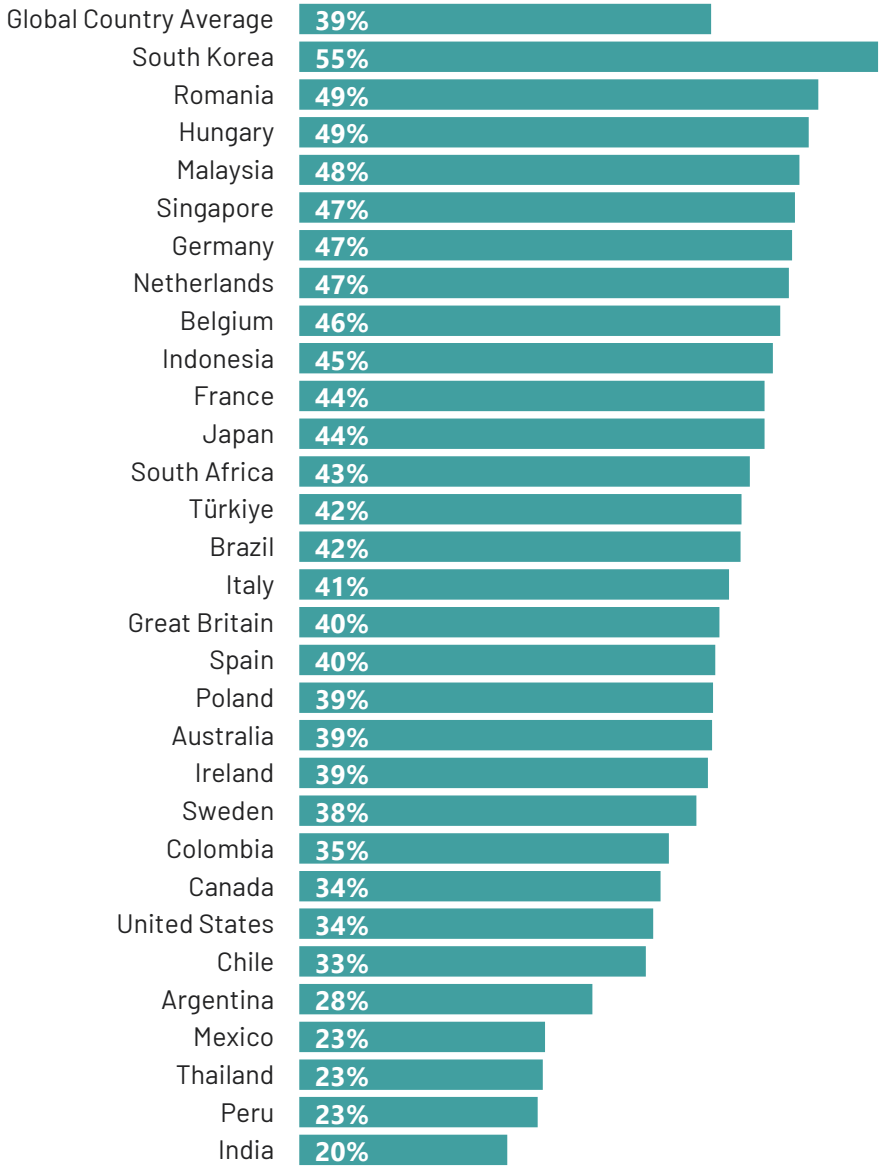
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Country data

Q4. COP 30 will be successful if it concludes that...

It is necessary to protect, reforest, and change the economy to make it sustainable

Base: 23,700 adults under the age of 75 across 30 countries, interviewed between 20 June and 4 July, 2025.



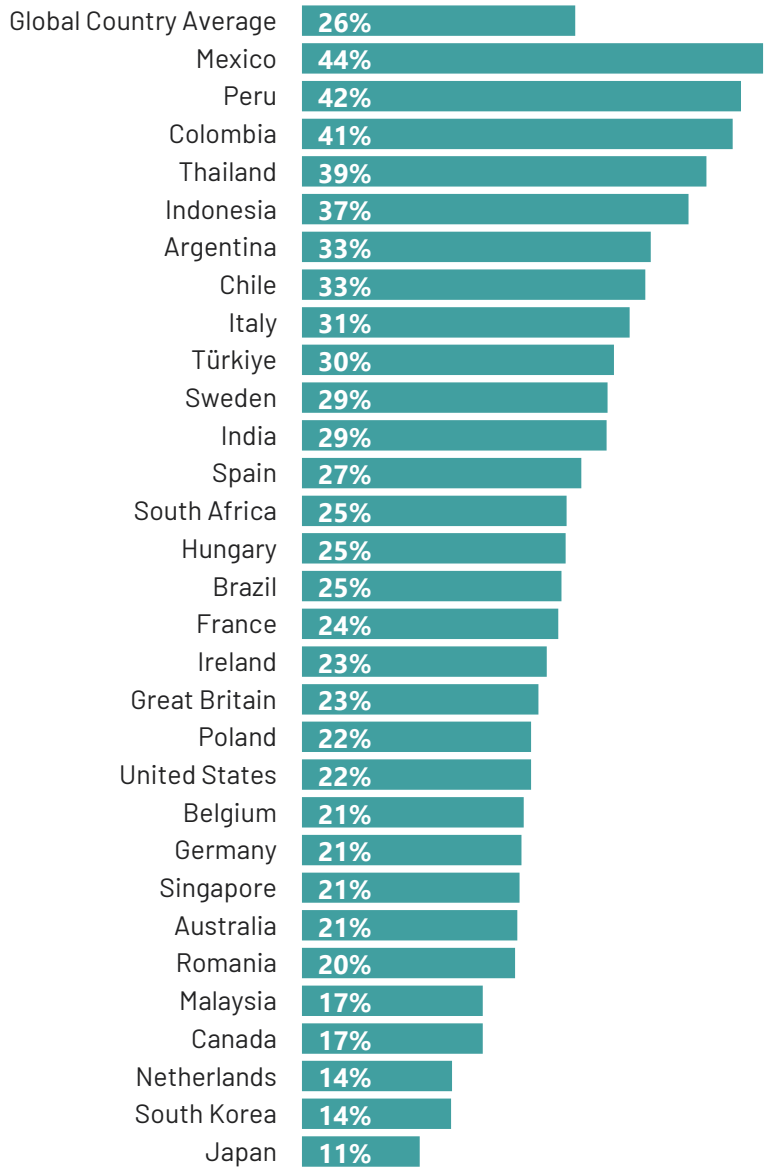
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Country data

Q4. COP 30 will be successful if it concludes that...

In addition to stopping deforestation, it is necessary to compensate for the damage already caused

Base: 23,700 adults under the age of 75 across 30 countries, interviewed between 20 June and 4 July, 2025.



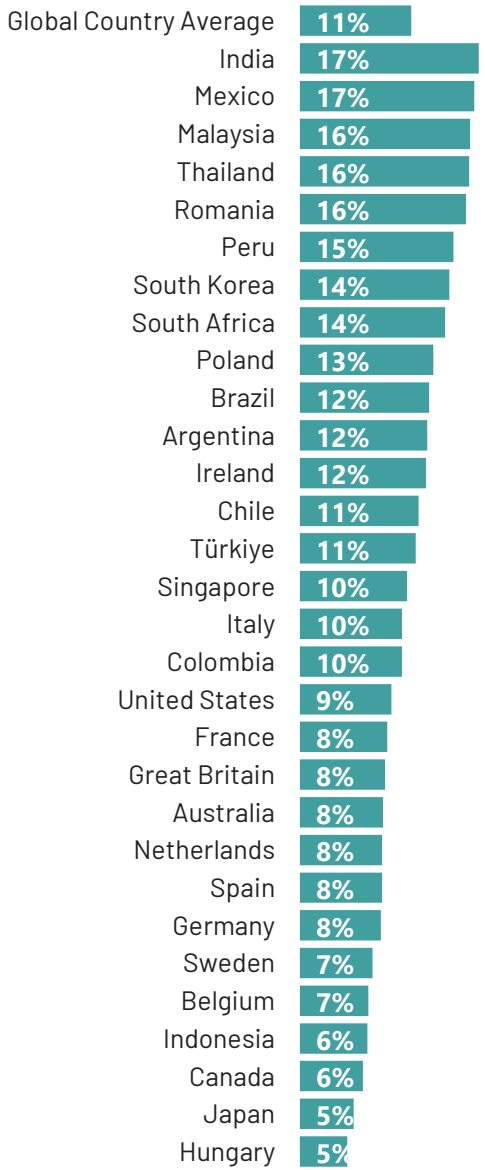
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Country data

Q4. COP 30 will be successful if it concludes that...

Stopping deforestation would be enough to tackle the climate crisis

Base: 23,700 adults under the age of 75 across 30 countries, interviewed between 20 June and 4 July, 2025.



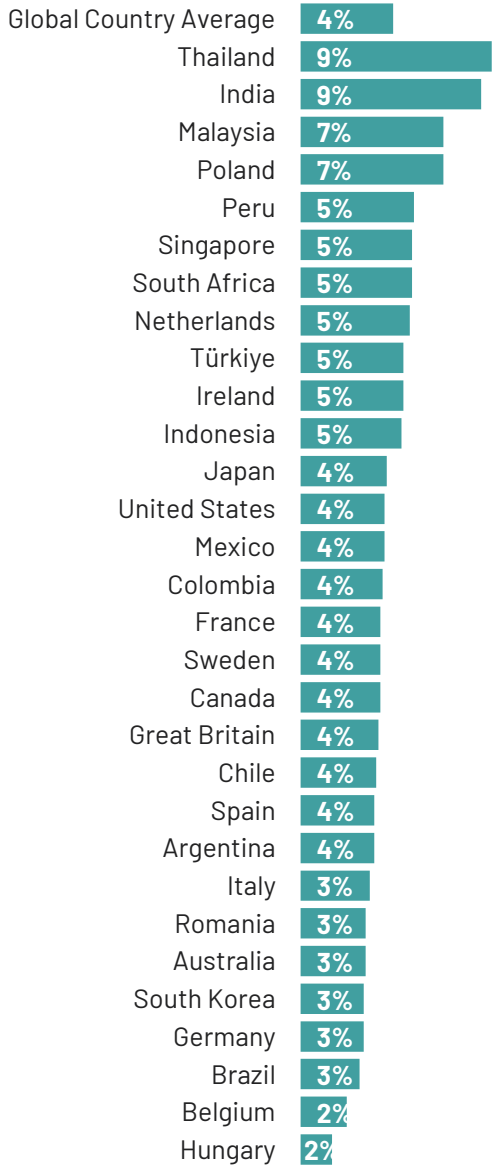
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Country data

Q4. COP 30 will be successful if it concludes that...

Deforestation is part of development and should continue

Base: 23,700 adults under the age of 75 across 30 countries, interviewed between 20 June and 4 July, 2025.



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Globally, 39% define COP30's success as "protect, reforest, and change the economy to make it sustainable"

Q4. COP 30 will be successful if it concludes that...

■ #1 in country
■ #2 in country
■ #3 in country

	Global Country Average	Argentina	Australia	Belgium	Brazil	Canada	Chile	Colombia	France	Germany	Great Britain	Hungary	India	Indonesia	Ireland	Italy	Japan	Malaysia	Mexico	Netherlands	Peru	Poland	Romania	Singapore	South Africa	South Korea	Spain	Sweden	Thailand	Türkiye	United States
It is necessary to protect, reforest, and change the economy to make it sustainable	**39%**	28%	39%	46%	42%	34%	33%	35%	44%	47%	40%	49%	20%	45%	39%	41%	44%	48%	23%	47%	23%	39%	49%	47%	43%	55%	40%	38%	23%	42%	34%
In addition to stopping deforestation, it is necessary to compensate for the damage already caused	**26%**	33%	21%	21%	25%	17%	33%	41%	24%	21%	23%	25%	29%	37%	23%	31%	11%	17%	44%	14%	42%	22%	20%	21%	25%	14%	27%	29%	39%	30%	22%
Stopping deforestation would be enough to tackle the climate crisis	**11%**	12%	8%	7%	12%	6%	11%	10%	8%	8%	8%	5%	17%	6%	12%	10%	5%	16%	17%	8%	15%	13%	16%	10%	14%	14%	8%	7%	16%	11%	9%
Deforestation is part of development and should continue	**4%**	4%	3%	2%	3%	4%	4%	4%	4%	3%	4%	2%	9%	5%	5%	3%	4%	7%	4%	5%	5%	7%	3%	5%	5%	3%	4%	4%	9%	5%	4%

Base: 23,700 adults under the age of 75 across 30 countries, interviewed between 20 June and 4 July, 2025.

BARRIERS TO MEET GOALS



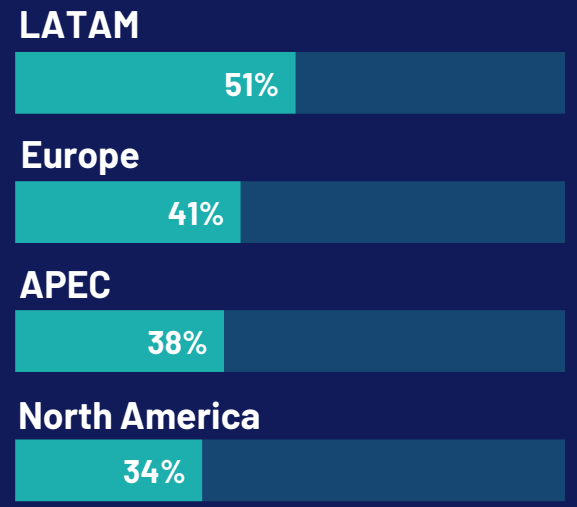
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Key findings



42%

Politics is the top bottleneck: lack of political will among government leaders is the most-cited barrier globally





34%

Implementation gaps weigh almost as much as politics: weak enforcement against deforestation and pollution is the second barrier



31%

Finance is the third global pain point and is concentrated in the Global South: very high in Latin America and South Africa

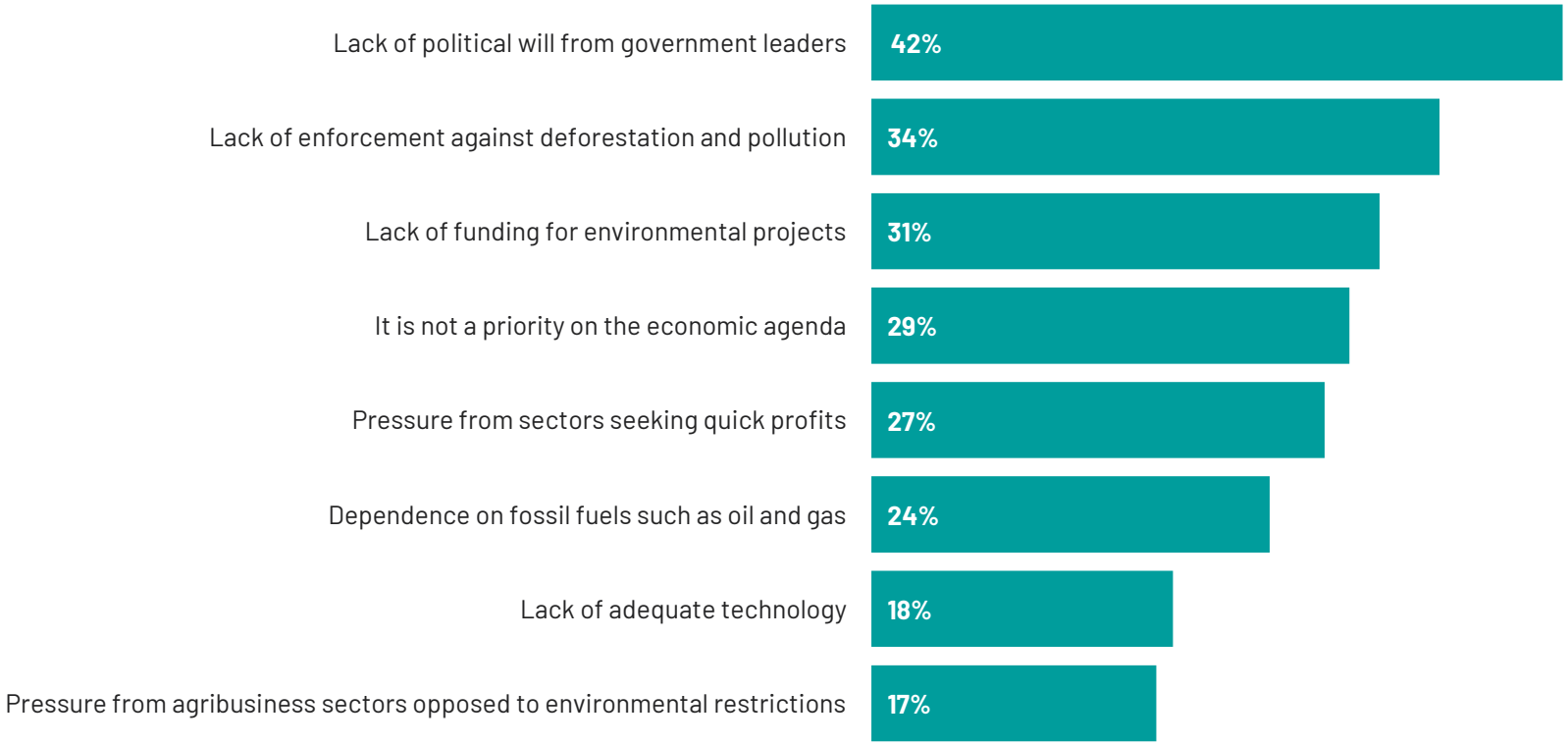
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The challenge is less technical and more about governance and delivery: political will, enforcement and finance outweigh technology as perceived obstacles.

Global Average

Q6. What are the main obstacles for your country to meet its climate goals?

Base: 23,700 adults under the age of 75 across 30 countries, interviewed between 20 June and 4 July, 2025.



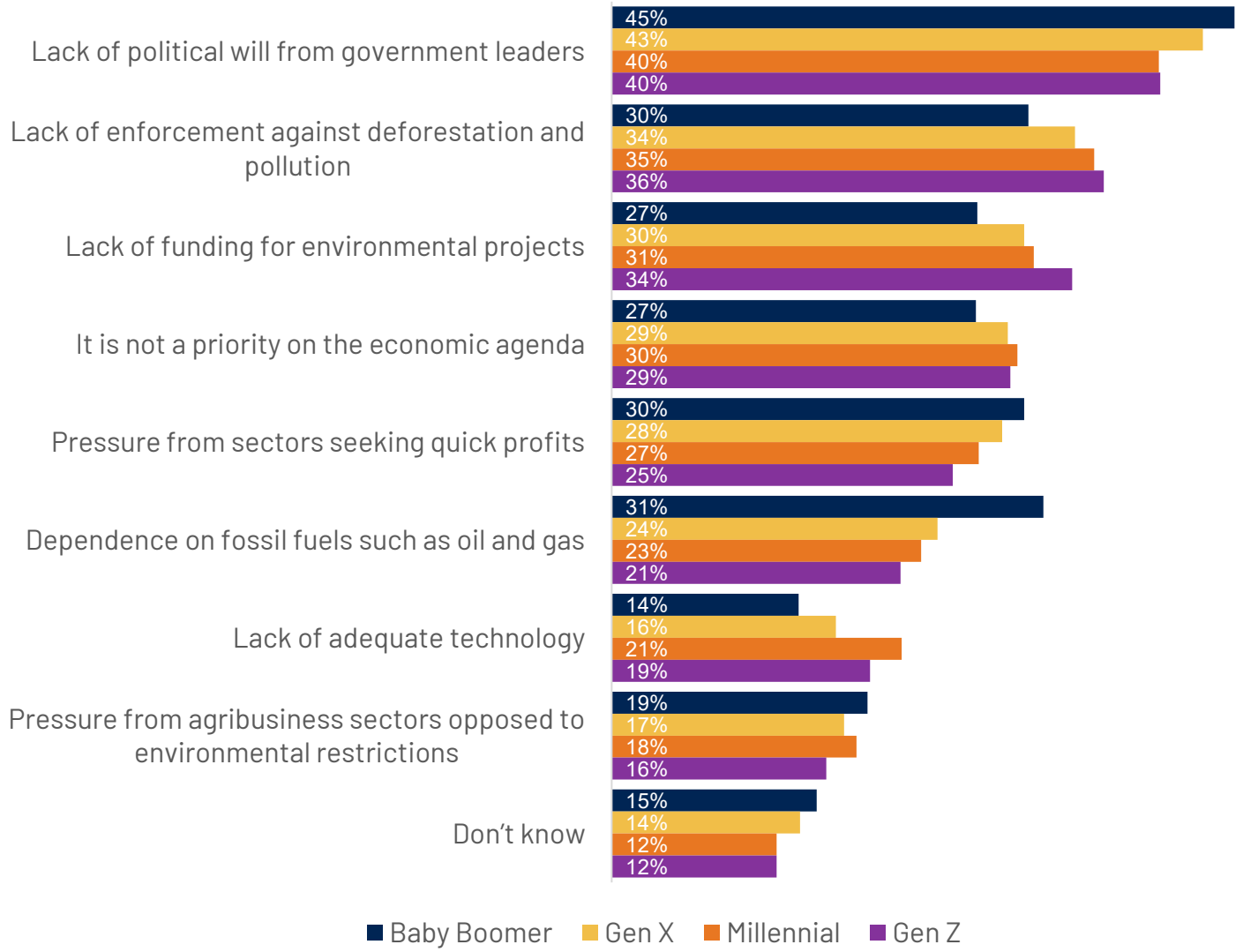
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There is a strong cross-generational consensus that the barriers to climate action are primarily political.

Generations

Q6. What are the main obstacles for your country to meet its climate goals?

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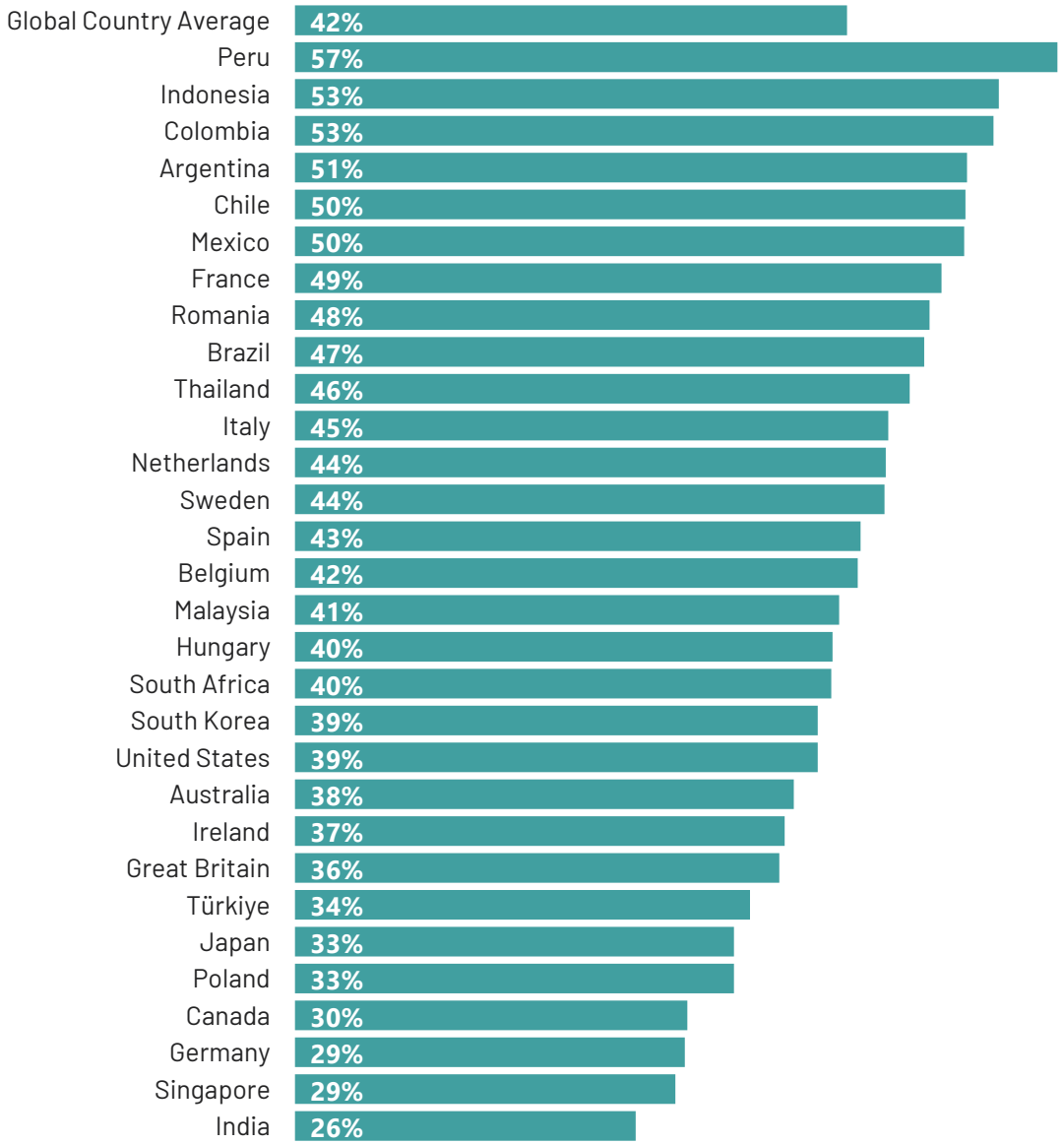
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Country data

Q6. What are the main obstacles for your country to meet its climate goals?

Lack of political will from government leaders

Base: 23,700 adults under the age of 75 across 30 countries, interviewed between 20 June and 4 July, 2025.



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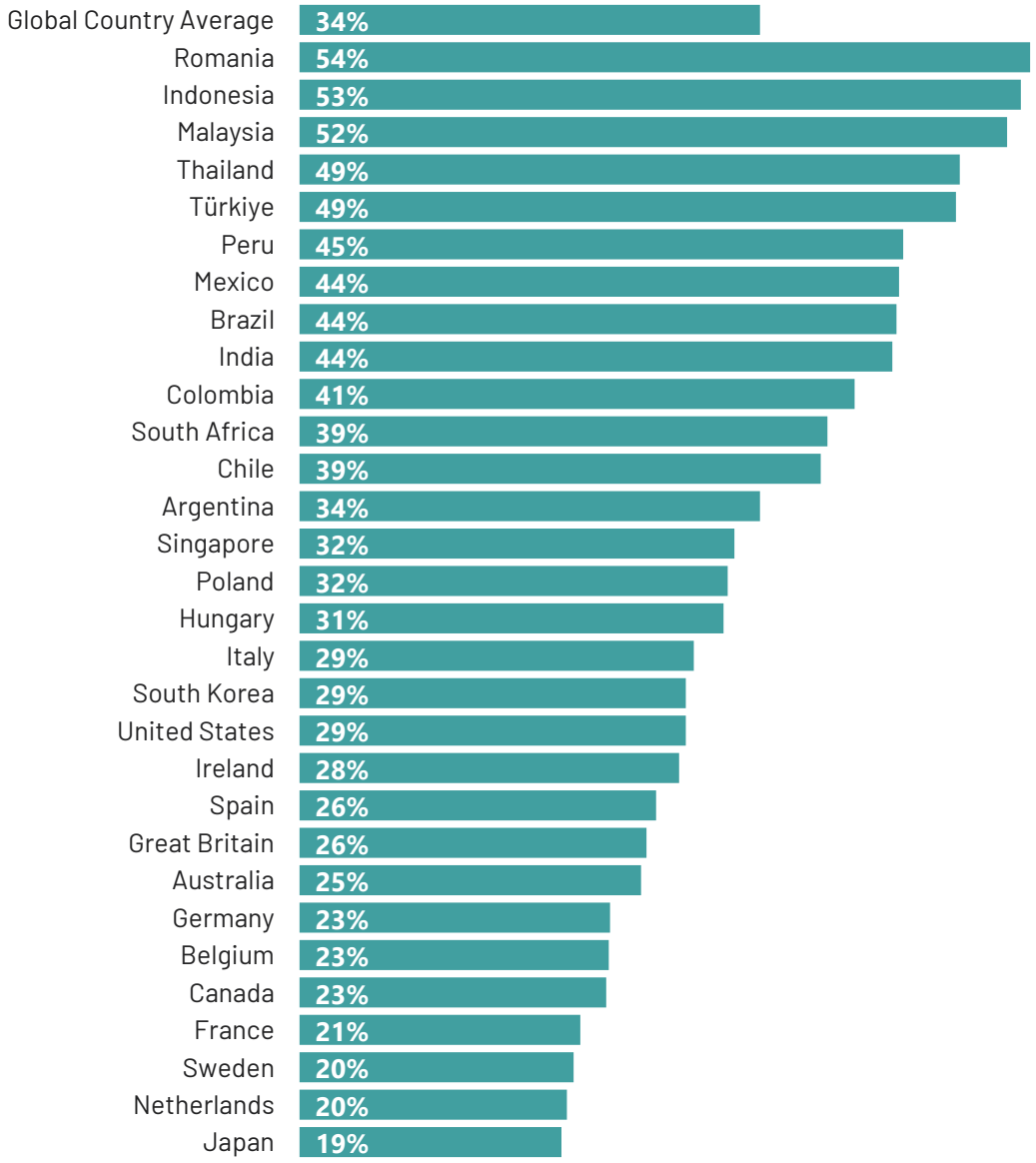
Weak enforcement against deforestation and pollution is the second barrier (34%), most reported in South-East Asia and parts of Latin America.

Country data

Q6. What are the main obstacles for your country to meet its climate goals?

Lack of enforcement against deforestation and pollution

Base: 23,700 adults under the age of 75 across 30 countries, interviewed between 20 June and 4 July, 2025.



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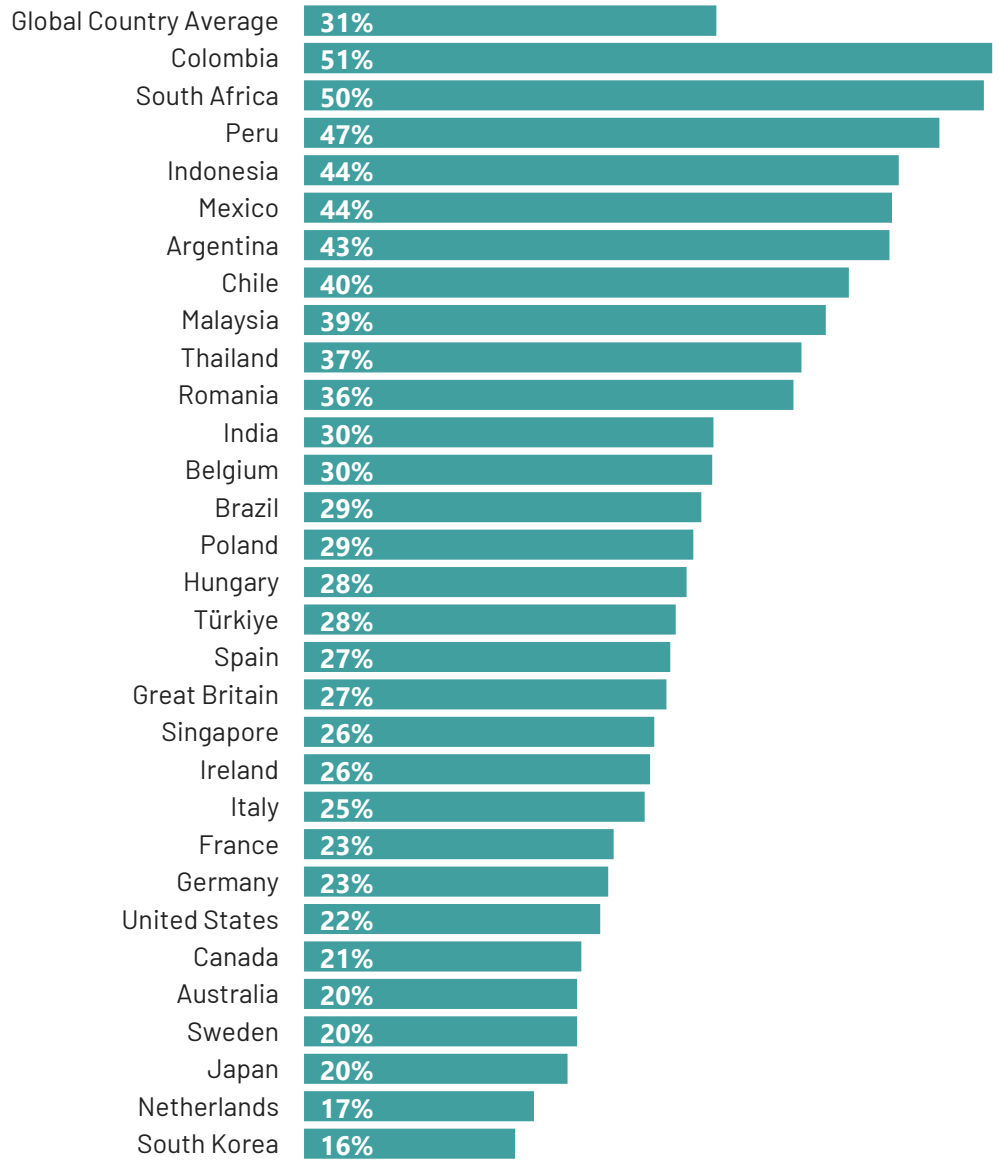
Financial concerns, the third most mentioned issue (31%), are concentrated in the Global South, especially Latin America and South Africa.

Country data

Q6. What are the main obstacles for your country to meet its climate goals?

Lack of funding for environmental projects

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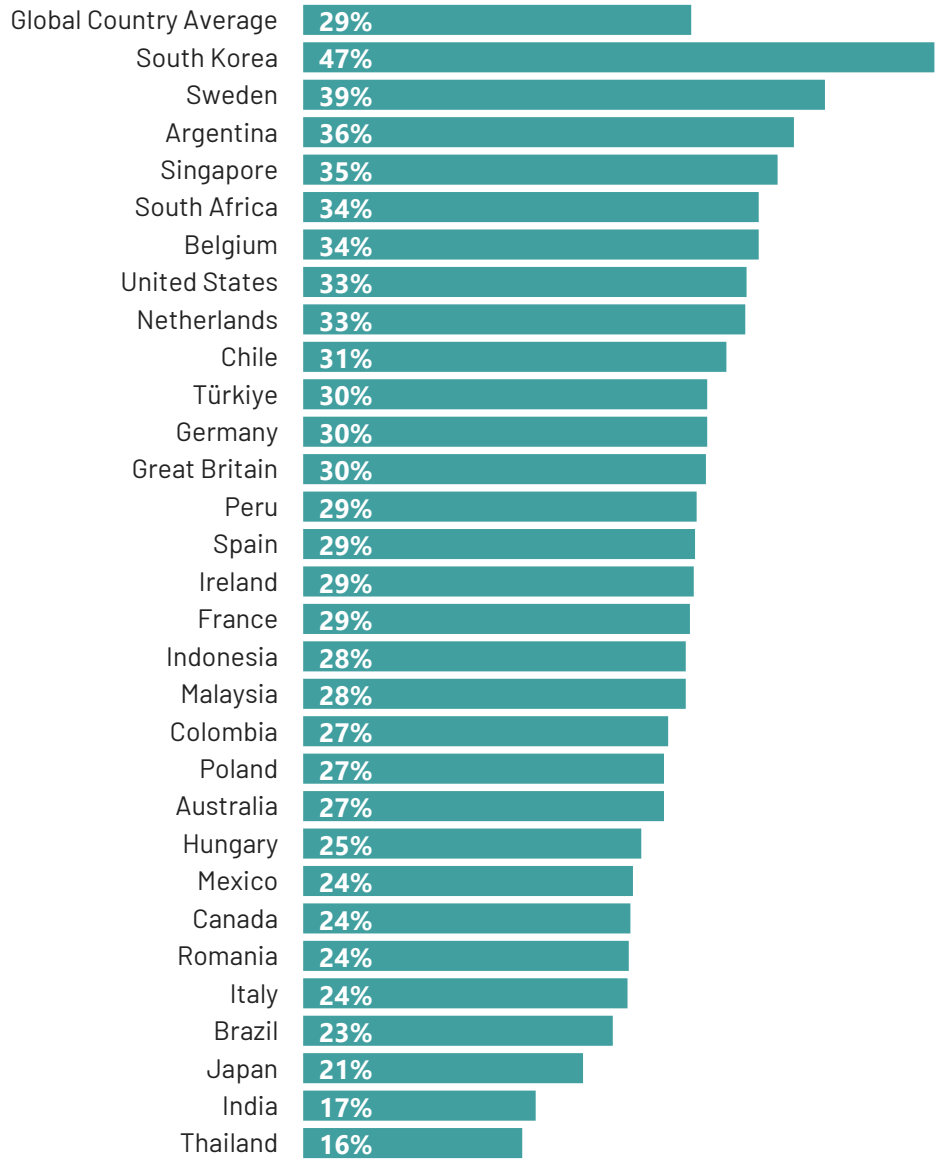
Lack of integration into economic agendas is cited by 29% as more prominent in advanced economies like South Korea (47%) and Sweden (39%).

Country data

Q6. What are the main obstacles for your country to meet its climate goals?

It is not a priority on the economic agenda

Base: 23,700 adults under the age of 75 across 30 countries, interviewed between 20 June and 4 July, 2025.



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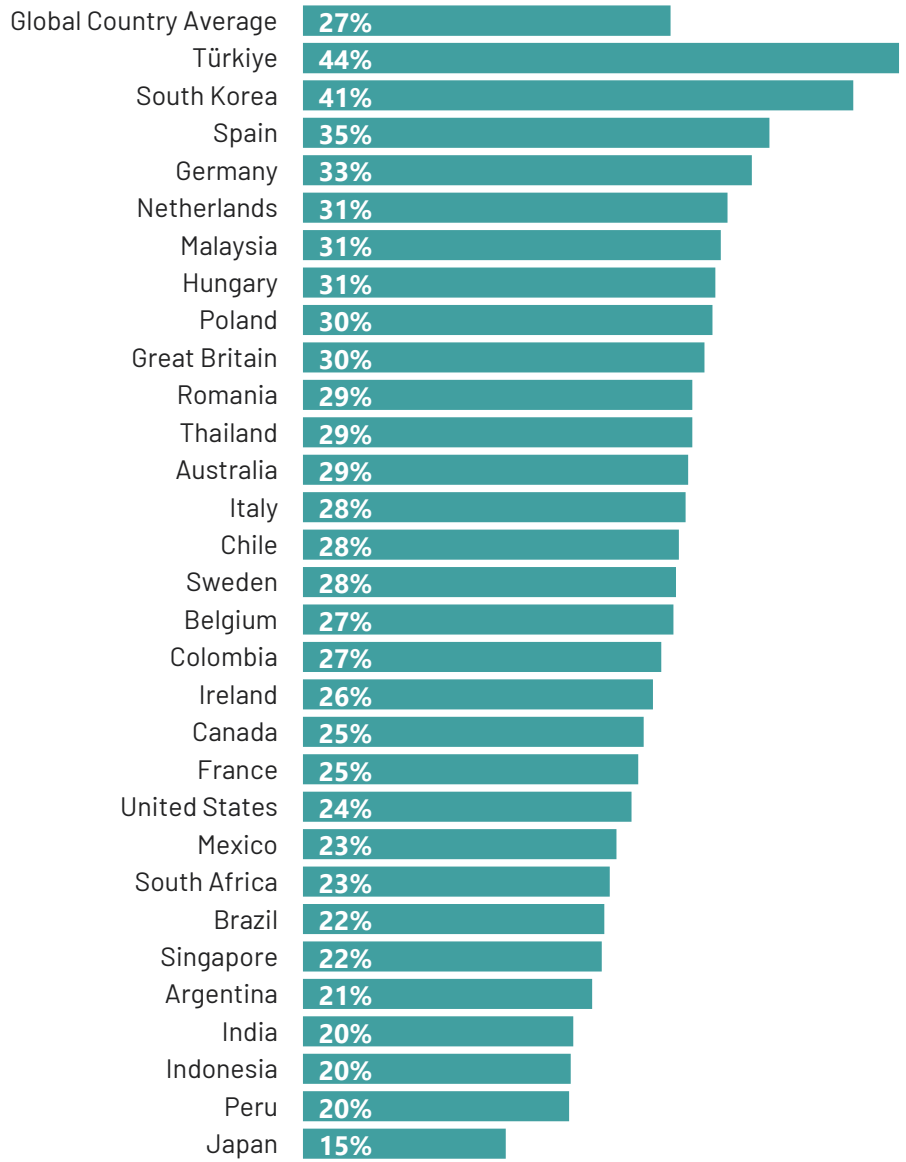
Pressure for short-term profits affects OECD markets and some emerging economies with Türkiye at 44%.

Country data

Q6. What are the main obstacles for your country to meet its climate goals?

Pressure from sectors seeking quick profits

Base: 23,700 adults under the age of 75 across 30 countries, interviewed between 20 June and 4 July, 2025.



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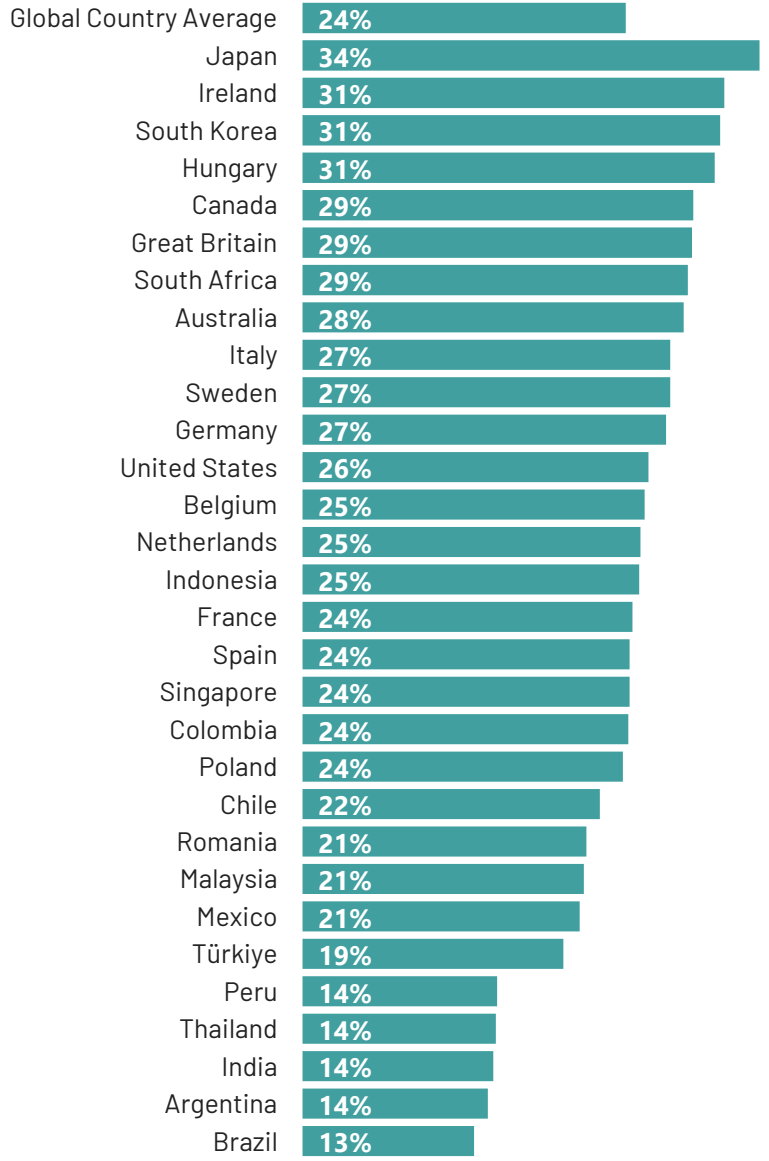
Dependence on fossil fuels (24%) is notably cited in OECD countries like Japan (34%).

Country data

Q6. What are the main obstacles for your country to meet its climate goals?

Dependence on fossil fuels such as oil and gas

Base: 23,700 adults under the age of 75 across 30 countries, interviewed between 20 June and 4 July, 2025.



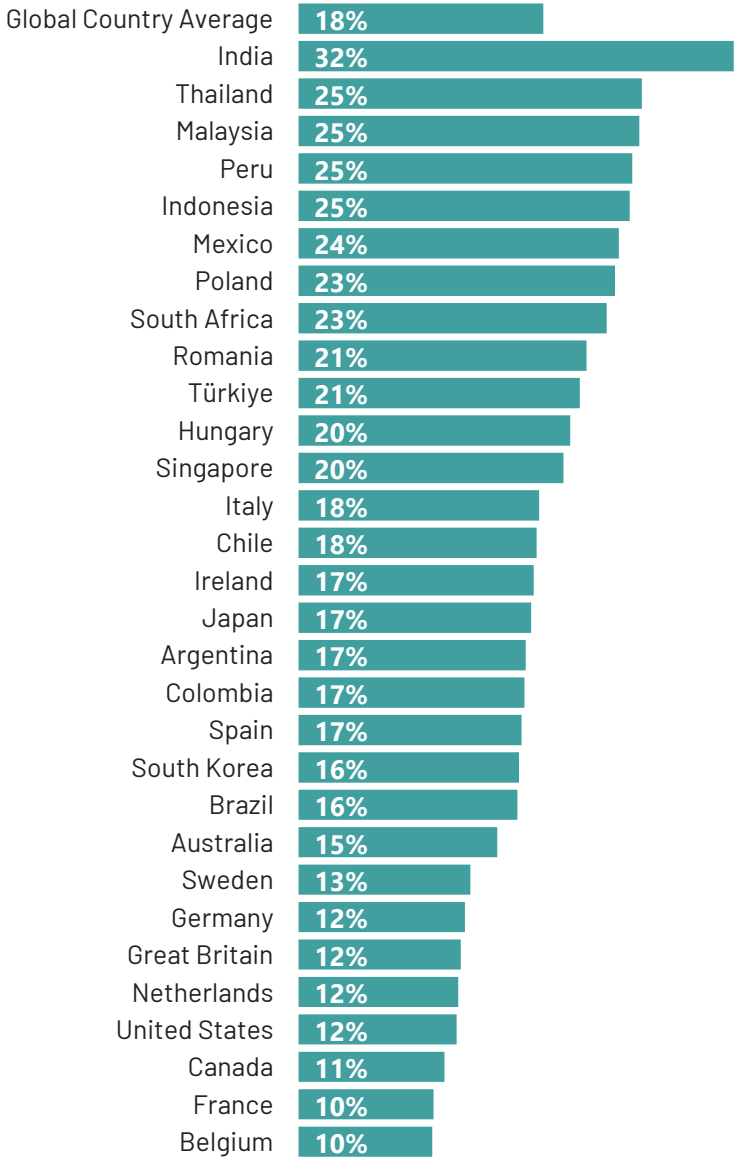
Technological barriers are least cited at 18% but are notable in large Asian markets.

Country data

Q6. What are the main obstacles for your country to meet its climate goals?

Lack of adequate technology

Base: 23,700 adults under the age of 75 across 30 countries, interviewed between 20 June and 4 July, 2025.



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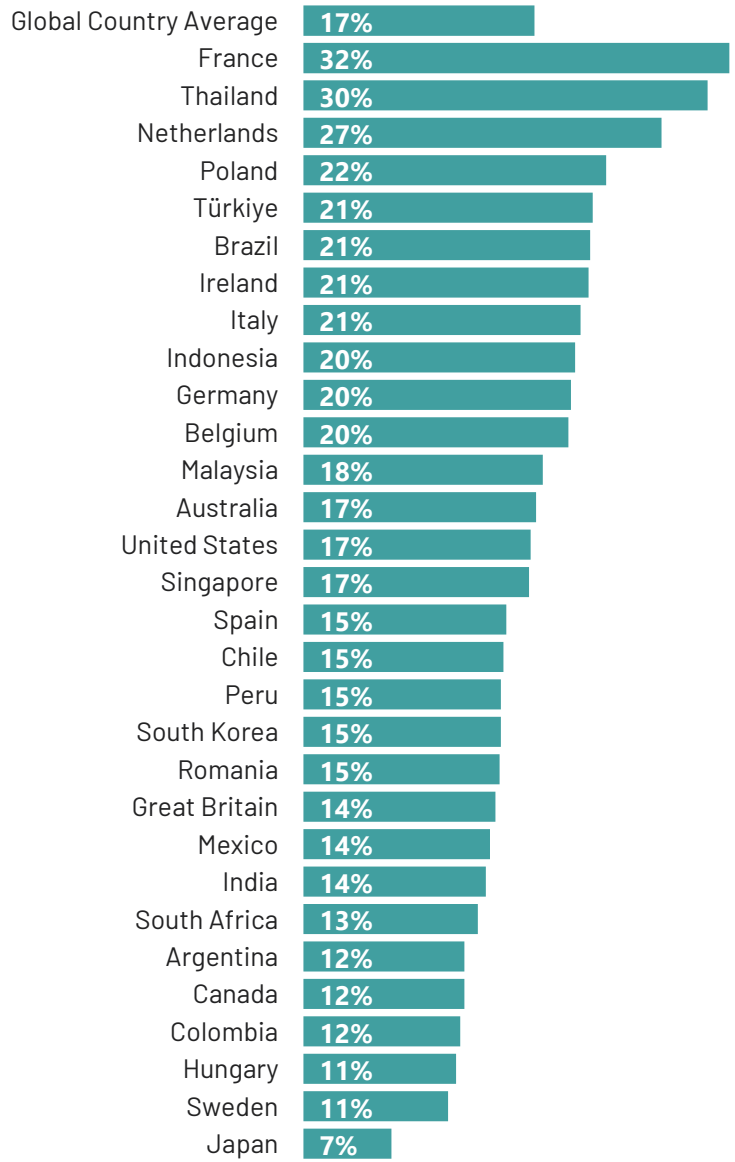
Pressure from agribusiness is a niche issue overall but significant in Europe, Thailand and Brazil.

Country data

Q6. What are the main obstacles for your country to meet its climate goals?

Pressure from agribusiness sectors opposed to environmental restrictions

Base: 23,700 adults under the age of 75 across 30 countries, interviewed between 20 June and 4 July, 2025.



The challenge is less technical and more about governance and delivery: political will, enforcement and finance outweigh technology as perceived obstacles.

Q6. What are the main obstacles for your country to meet its climate goals?

- #1 in country
- #2 in country
- #3 in country

	Global Country Average	Argentina	Australia	Belgium	Brazil	Canada	Chile	Colombia	France	Germany	Great Britain	Hungary	India	Indonesia	Ireland	Italy	Japan	Malaysia	Mexico	Netherlands	Peru	Poland	Romania	Singapore	South Africa	South Korea	Spain	Sweden	Thailand	Türkiye	United States
Lack of political will from government leaders	**42%**	51%	38%	42%	47%	30%	50%	53%	49%	29%	36%	40%	26%	53%	37%	45%	33%	41%	50%	44%	57%	33%	48%	29%	40%	39%	43%	44%	46%	34%	39%
Lack of enforcement against deforestation and pollution	**34%**	34%	25%	23%	44%	23%	39%	41%	21%	23%	26%	31%	44%	53%	28%	29%	19%	52%	44%	20%	45%	32%	54%	32%	39%	29%	26%	20%	49%	49%	29%
Lack of funding for environmental projects	**31%**	43%	20%	30%	29%	21%	40%	51%	23%	23%	27%	28%	30%	44%	26%	25%	20%	39%	44%	17%	47%	29%	36%	26%	50%	16%	27%	20%	37%	28%	22%
It is not a priority on the economic agenda	**29%**	36%	27%	34%	23%	24%	31%	27%	29%	30%	30%	25%	17%	28%	29%	24%	21%	28%	24%	33%	29%	27%	24%	35%	34%	47%	29%	39%	16%	30%	33%
Pressure from sectors seeking quick profits	**27%**	21%	29%	27%	22%	25%	28%	27%	25%	33%	30%	31%	20%	20%	26%	28%	15%	31%	23%	31%	20%	30%	29%	22%	23%	41%	35%	28%	29%	44%	24%
Dependence on fossil fuels such as oil and gas	**24%**	14%	28%	25%	13%	29%	22%	24%	24%	27%	29%	31%	14%	25%	31%	27%	34%	21%	21%	25%	14%	24%	21%	24%	29%	31%	24%	27%	14%	19%	26%
Lack of adequate technology	**18%**	17%	15%	10%	16%	11%	18%	17%	10%	12%	12%	20%	32%	25%	17%	18%	17%	25%	24%	12%	25%	23%	21%	20%	23%	16%	17%	13%	25%	21%	12%
Pressure from agribusiness sectors opposed to environmental restrictions	**17%**	12%	17%	20%	21%	12%	15%	12%	32%	20%	14%	11%	14%	20%	21%	21%	7%	18%	14%	27%	15%	22%	15%	17%	13%	15%	15%	11%	30%	21%	17%

Base: 23,700 adults under the age of 75 across 30 countries, interviewed between 20 June and 4 July, 2025.

VENUE AWARENESS



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Summary

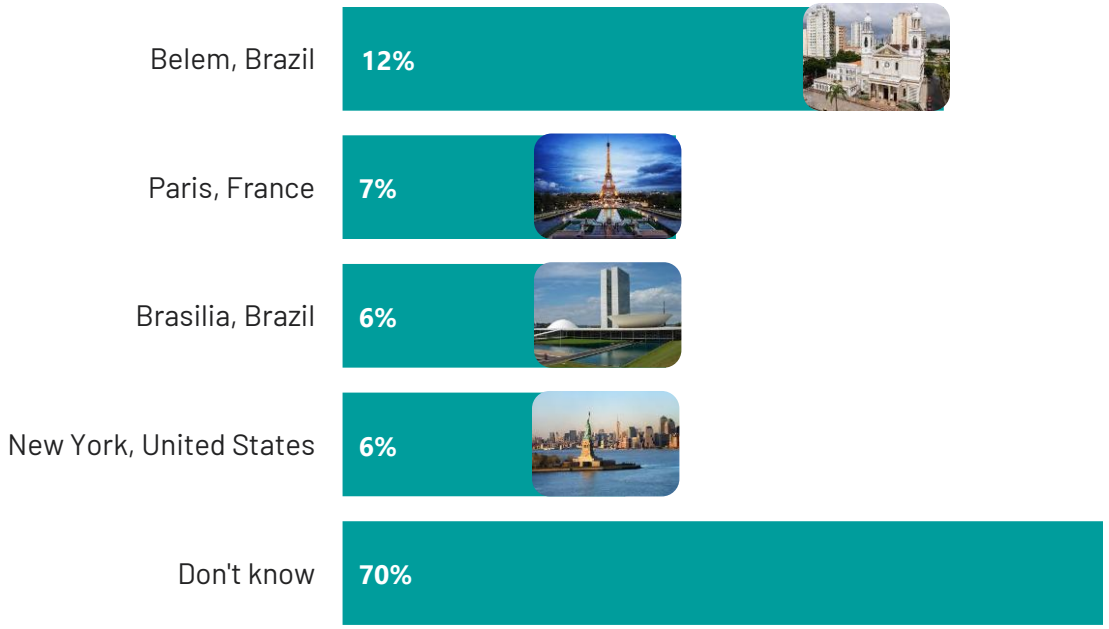
- Extremely low recall of the host: only 12% in the Global Country Average identify Belém, Brazil, as the COP30 venue.
- Even in the host country, awareness is low: in Brazil, 35% cite Belém; only a few Asian markets reach double-digit recall (e.g., Indonesia 26%; Thailand and Malaysia 17%). In most other countries, recall is in single digits.
- COP's purpose is not widely understood: 44% correctly recognise that COP is a meeting to negotiate actions to tackle climate change.
- Have hosted the event lifts knowledge but doesn't close the gap: countries that have hosted a COP in the past or with high climate salience show higher accuracy on the objective (Germany 64%, Indonesia 63%, France and Great Britain 59%, Sweden 57%), yet the global majority still do not understand the purpose of the meeting.

Awareness of hosting COP 30 in Brazil is very low

Global Average

Q2b. Where will the next United Nations Conference of the Parties on Climate Change (COP30) take place?

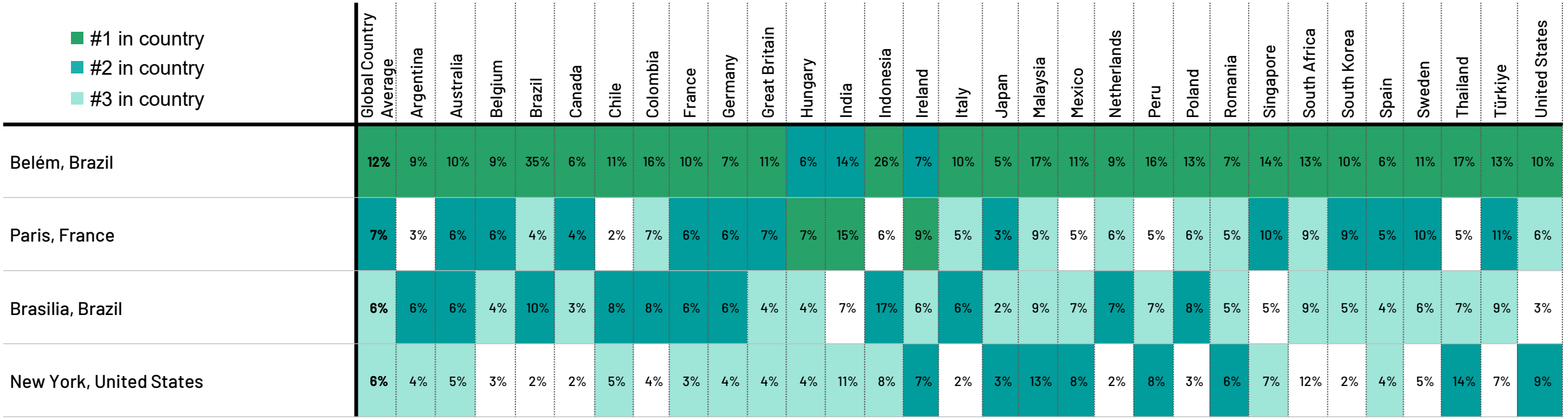
Base: 23,700 adults under the age of 75 across 30 countries, interviewed between 20 June and 4 July, 2025.



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Even in Brazil, awareness of hosting COP is low

Q2b. Where will the next United Nations Conference of the Parties on Climate Change (COP30) take place?



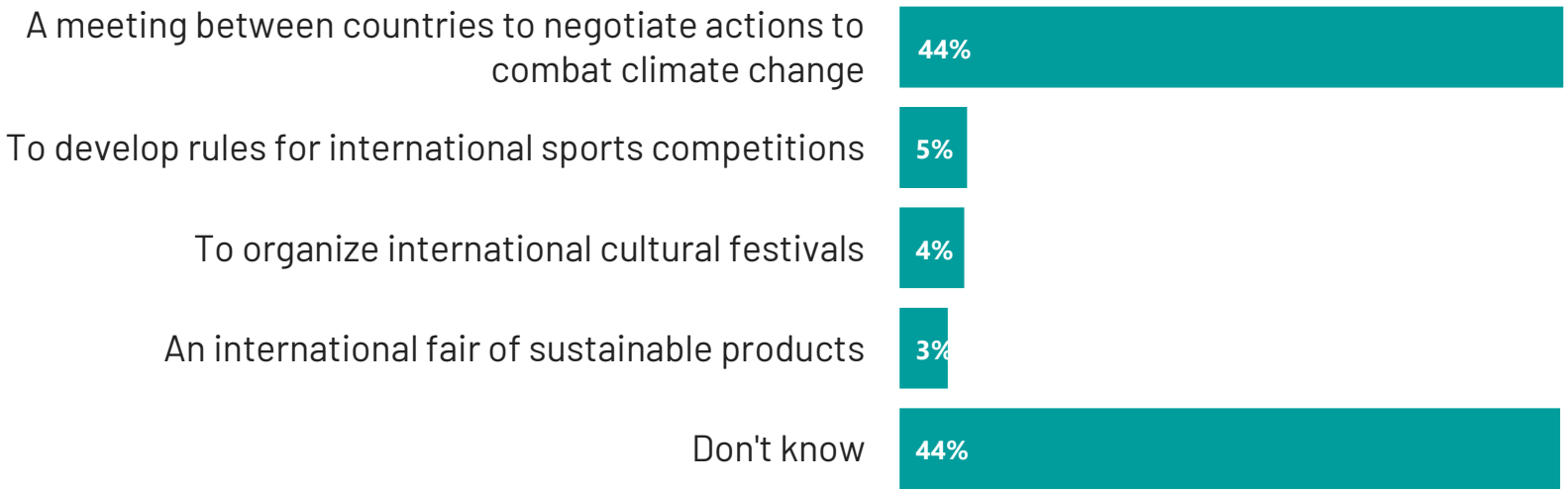
	Global Country Average	Argentina	Australia	Belgium	Brazil	Canada	Chile	Colombia	France	Germany	Great Britain	Hungary	India	Indonesia	Ireland	Italy	Japan	Malaysia	Mexico	Netherlands	Peru	Poland	Romania	Singapore	South Africa	South Korea	Spain	Sweden	Thailand	Türkiye	United States
Belém, Brazil	**12%**	9%	10%	9%	35%	6%	11%	16%	10%	7%	11%	6%	14%	26%	7%	10%	5%	17%	11%	9%	16%	13%	7%	14%	13%	10%	6%	11%	17%	13%	10%
Paris, France	**7%**	3%	6%	6%	4%	4%	2%	7%	6%	6%	7%	7%	15%	6%	9%	5%	3%	9%	5%	6%	5%	6%	5%	10%	9%	9%	5%	10%	5%	11%	6%
Brasilia, Brazil	**6%**	6%	6%	4%	10%	3%	8%	8%	6%	6%	4%	4%	7%	17%	6%	6%	2%	9%	7%	7%	7%	8%	5%	5%	9%	5%	4%	6%	7%	9%	3%
New York, United States	**6%**	4%	5%	3%	2%	2%	5%	4%	3%	4%	4%	4%	11%	8%	7%	2%	3%	13%	8%	2%	8%	3%	6%	7%	12%	2%	4%	5%	14%	7%	9%

Base: 23,700 adults under the age of 75 across 30 countries, interviewed between 20 June and 4 July, 2025.

COP's purpose is not widely understood: 44% correctly recognise that COP is a meeting to negotiate actions to tackle climate change.

Global Average

Q2. What is the main objective of the Conference of the Parties (COP 30)?

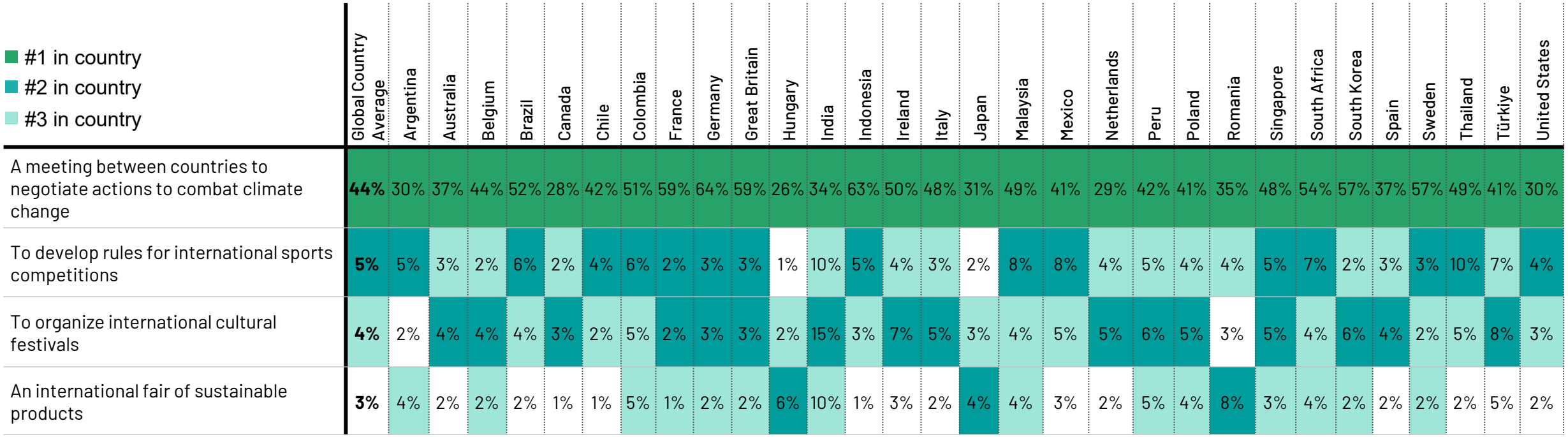


Base: 23,700 adults under the age of 75 across 30 countries, interviewed between 20 June and 4 July, 2025.

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Awareness is slightly higher in countries that hosted COPs in the past

Q2. What is the main objective of the Conference of the Parties (COP 30)?



	Global Country Average	Argentina	Australia	Belgium	Brazil	Canada	Chile	Colombia	France	Germany	Great Britain	Hungary	India	Indonesia	Ireland	Italy	Japan	Malaysia	Mexico	Netherlands	Peru	Poland	Romania	Singapore	South Africa	South Korea	Spain	Sweden	Thailand	Türkiye	United States
A meeting between countries to negotiate actions to combat climate change	**44%**	30%	37%	44%	52%	28%	42%	51%	59%	64%	59%	26%	34%	63%	50%	48%	31%	49%	41%	29%	42%	41%	35%	48%	54%	57%	37%	57%	49%	41%	30%
To develop rules for international sports competitions	**5%**	5%	3%	2%	6%	2%	4%	6%	2%	3%	3%	1%	10%	5%	4%	3%	2%	8%	8%	4%	5%	4%	4%	5%	7%	2%	3%	3%	10%	7%	4%
To organize international cultural festivals	**4%**	2%	4%	4%	4%	3%	2%	5%	2%	3%	3%	2%	15%	3%	7%	5%	3%	4%	5%	5%	6%	5%	3%	5%	4%	6%	4%	2%	5%	8%	3%
An international fair of sustainable products	**3%**	4%	2%	2%	2%	1%	1%	5%	1%	2%	2%	6%	10%	1%	3%	2%	4%	4%	3%	2%	5%	4%	8%	3%	4%	2%	2%	2%	2%	5%	2%

Base: 23,700 adults under the age of 75 across 30 countries, interviewed between 20 June and 4 July, 2025.

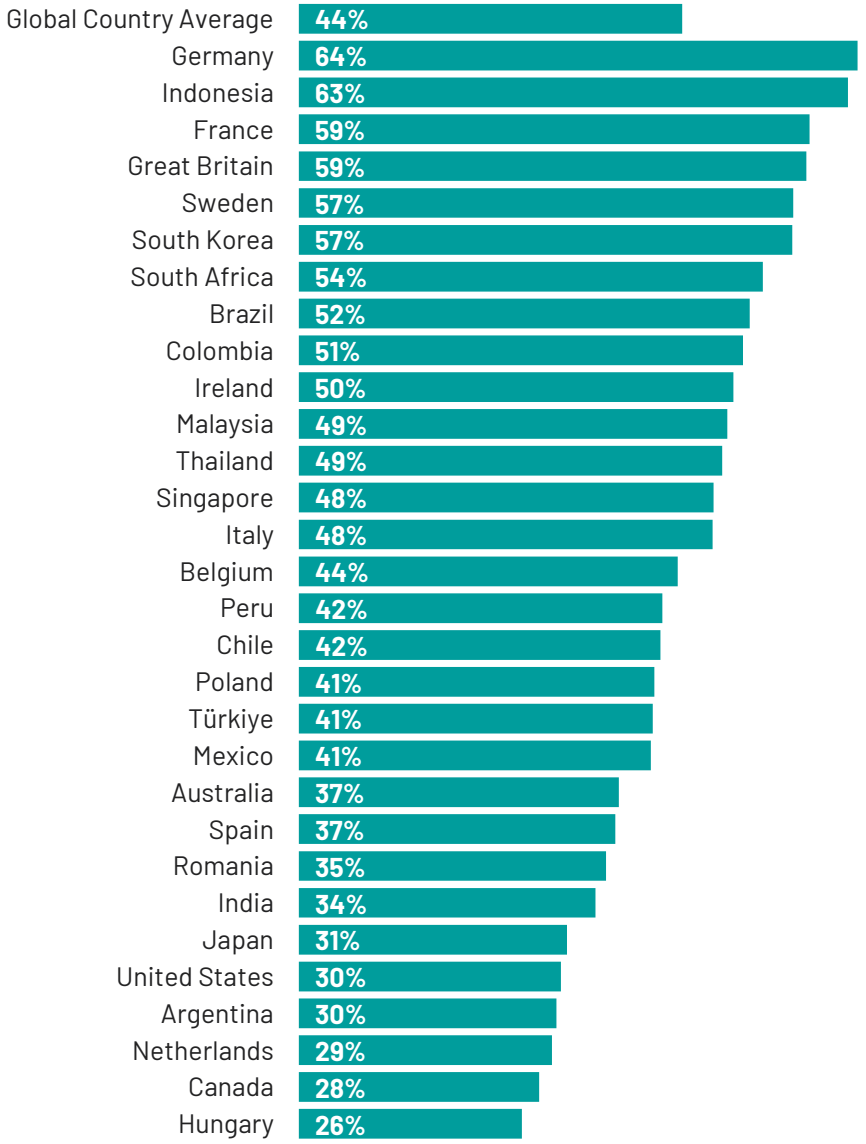
Awareness and engagement with COP objectives are vital for climate progress, but on average 56% remain uninformed about the goals

Country data

Q2. What is the main objective of the Conference of the Parties (COP 30)?

A meeting between countries to negotiate actions to combat climate change

Base: 23,700 adults under the age of 75 across 30 countries, interviewed between 20 June and 4 July, 2025.



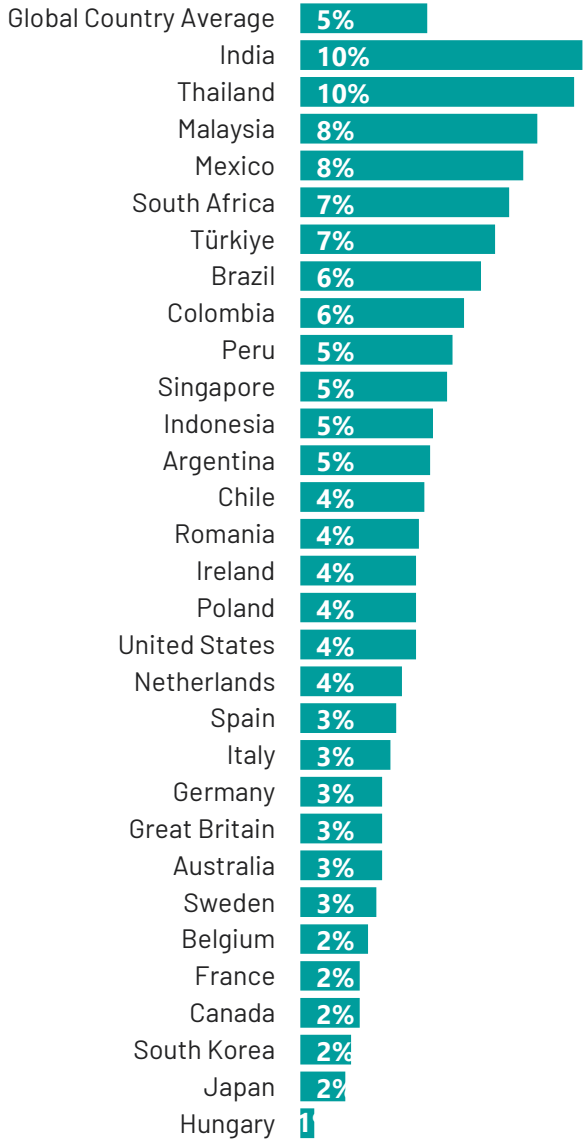
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Country data

Q2. What is the main objective of the Conference of the Parties (COP 30)?

To develop rules for international sports competitions

Base: 23,700 adults under the age of 75 across 30 countries, interviewed between 20 June and 4 July, 2025.



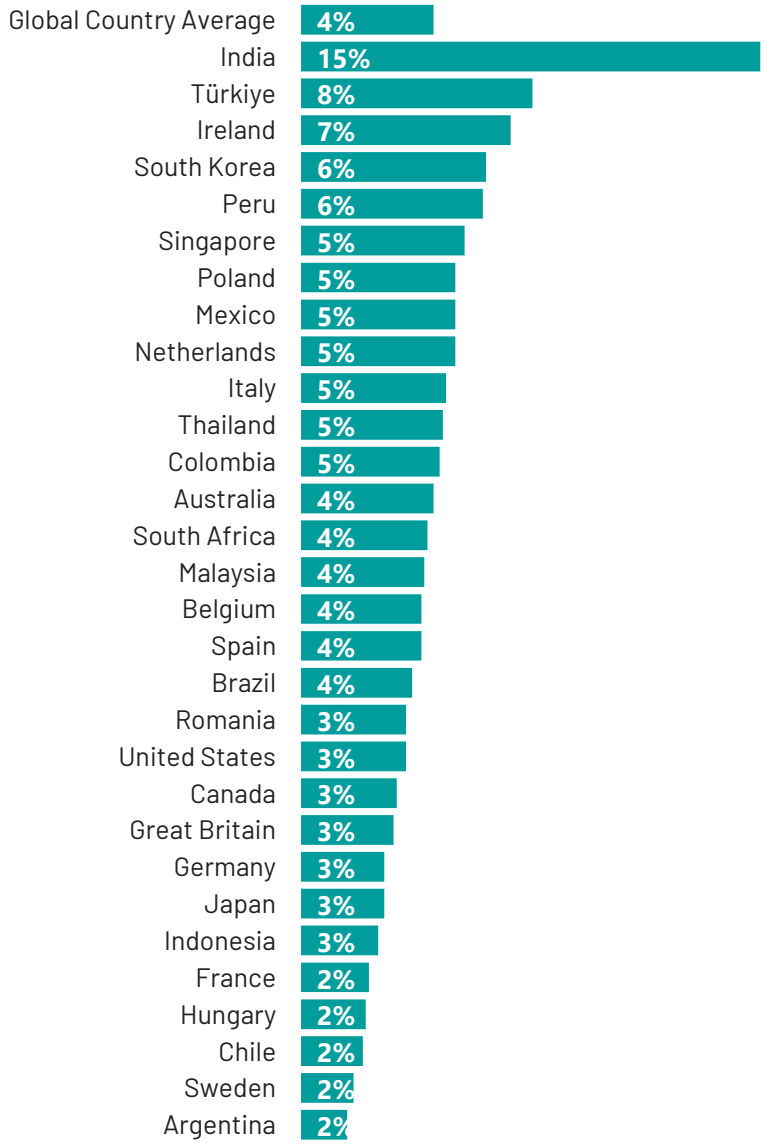
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Country data

Q2. What is the main objective o
the Conference of the Parties
(COP 30)?

To organize international cultural festivals

Base: 23,700 adults under the age of 75 across 30 countries, interviewed between 20 June and 4 July, 2025.



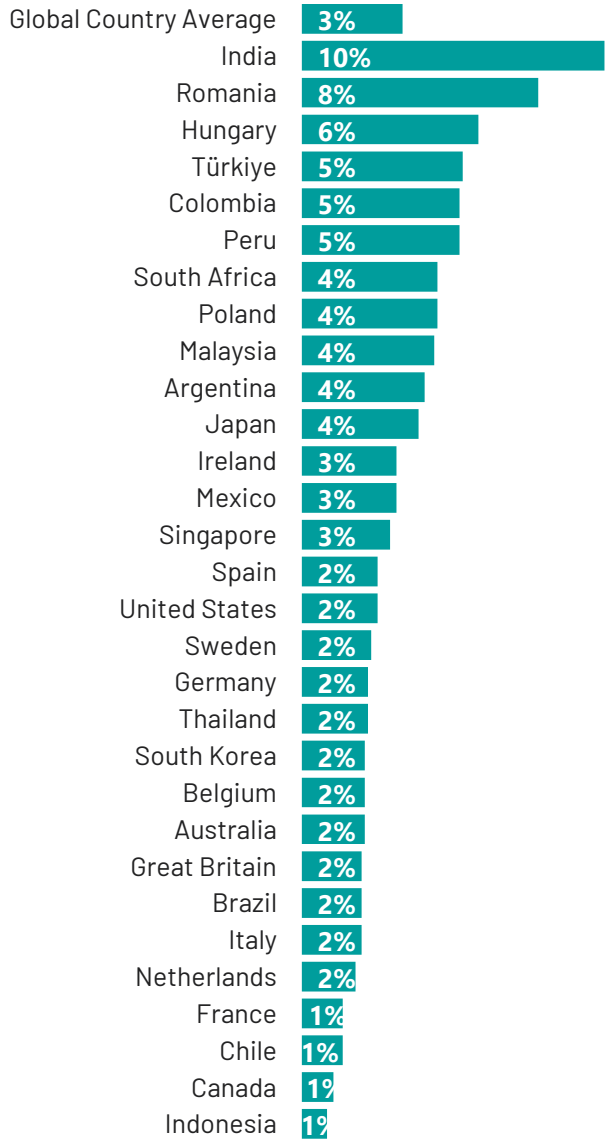
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Country data

Q2. What is the main objective of the Conference of the Parties (COP 30)?

An international fair of sustainable products

Base: 23,700 adults under the age of 75 across 30 countries, interviewed between 20 June and 4 July, 2025.



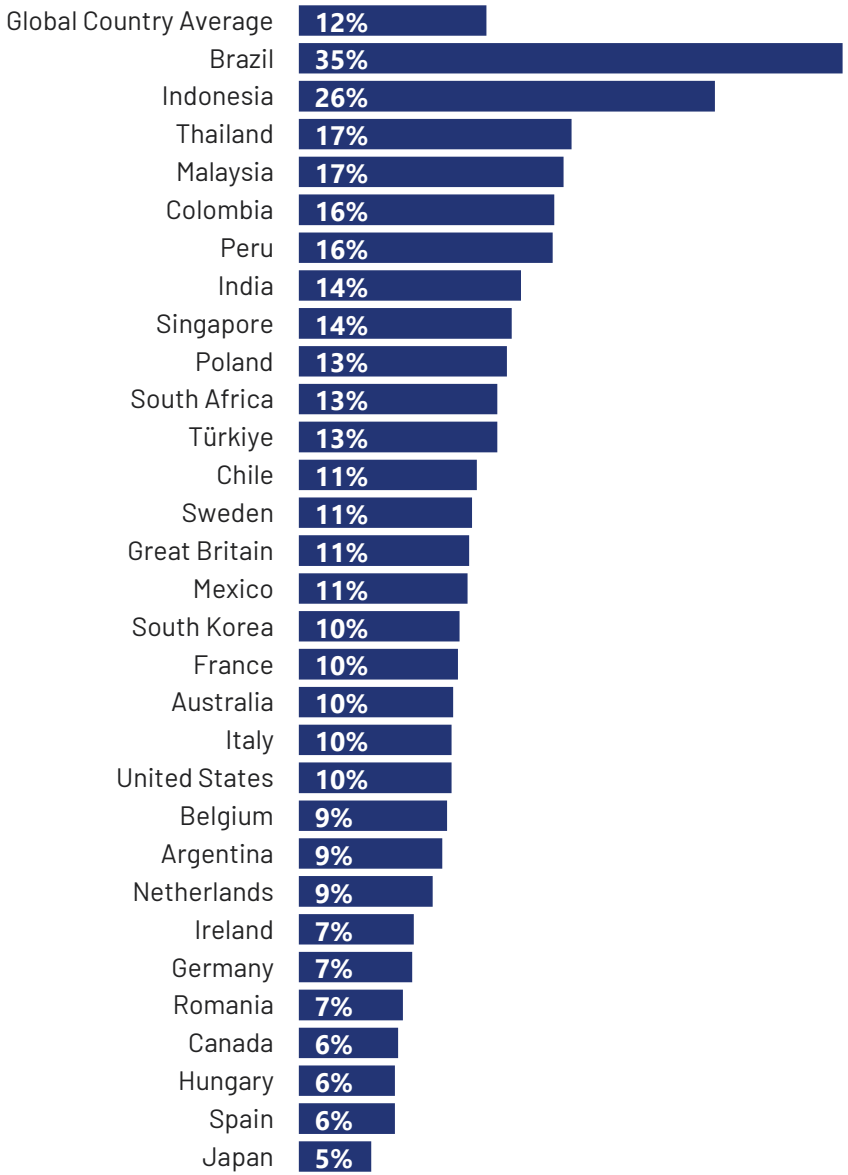
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Country data

Q2b. Where will the next United Nations Conference of the Parties on Climate Change (COP30) take place?

Belem, Brazil

Base: 23,700 adults under the age of 75 across 30 countries, interviewed between 20 June and 4 July, 2025.

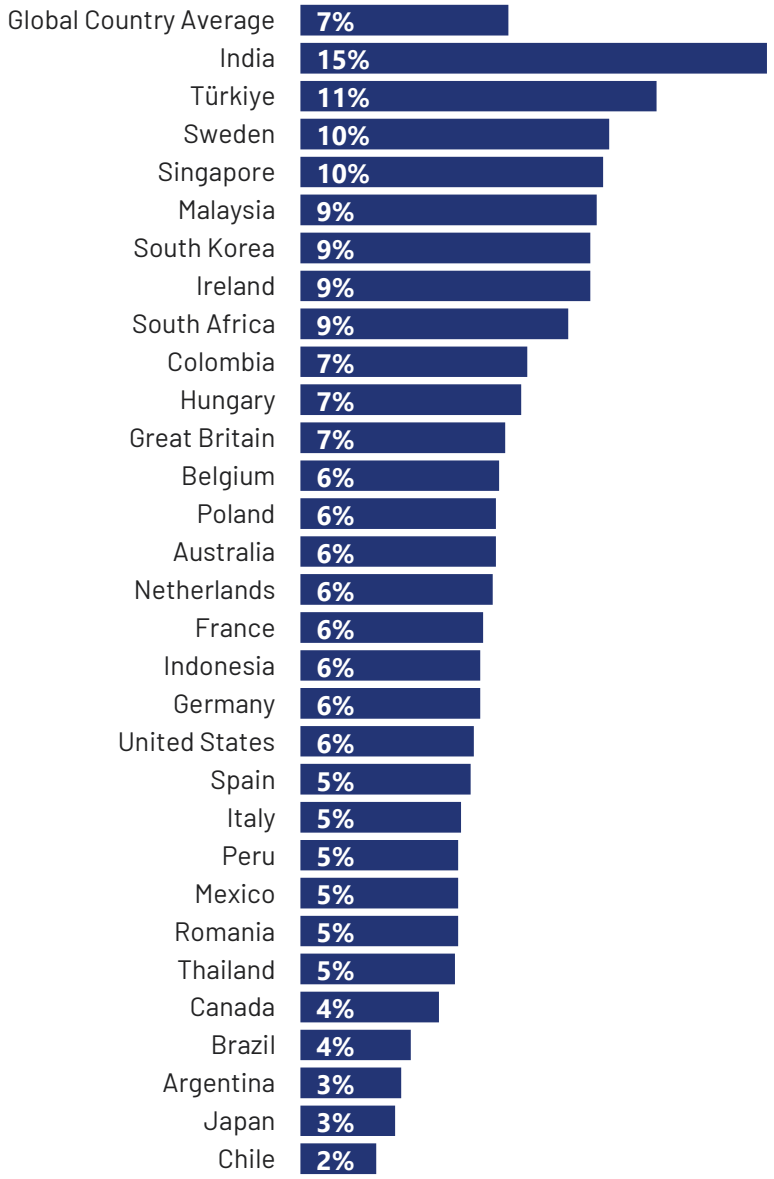


Country data

Q2b. Where will the next United Nations Conference of the Parties on Climate Change (COP30) take place?

Paris, France

Base: 23,700 adults under the age of 75 across 30 countries, interviewed between 20 June and 4 July, 2025.



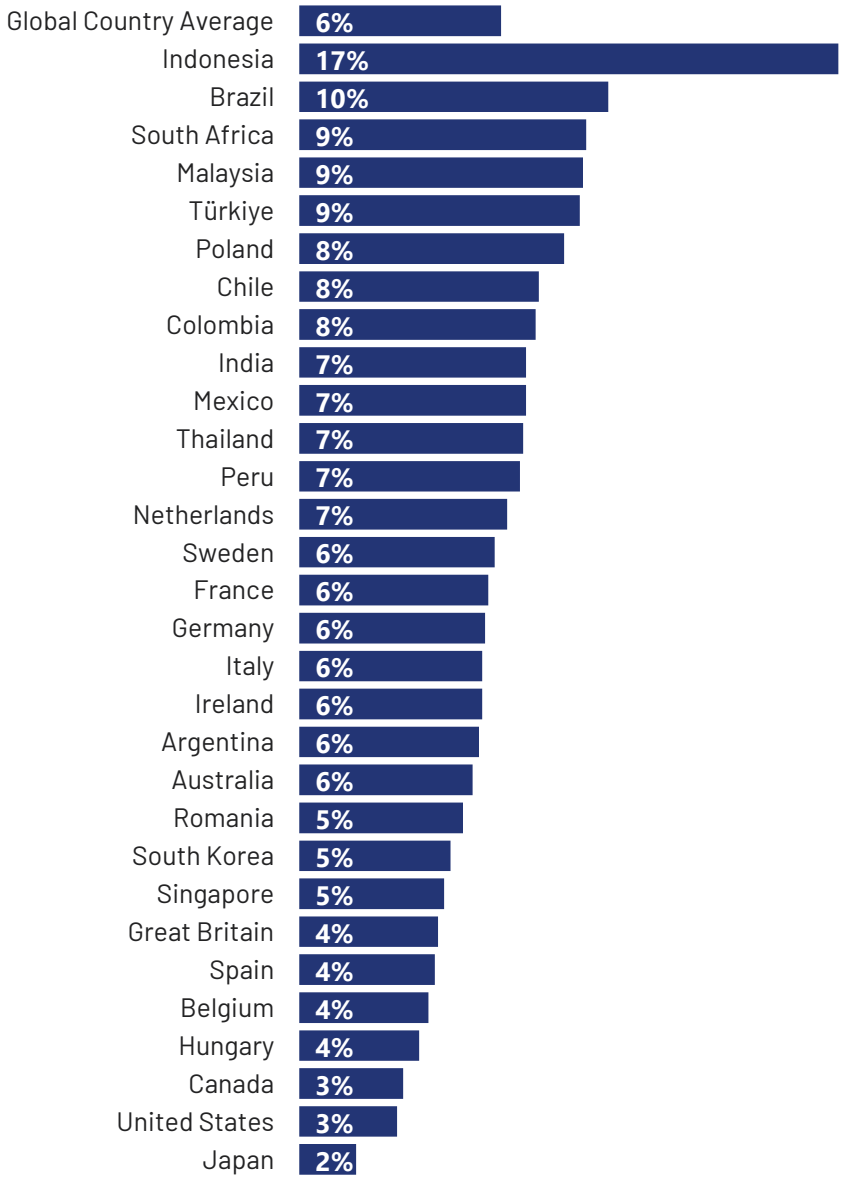
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Country data

Q2b. Where will the next United Nations Conference of the Parties on Climate Change (COP30) take place?

Brasilia, Brazil

Base: 23,700 adults under the age of 75 across 30 countries, interviewed between 20 June and 4 July, 2025.



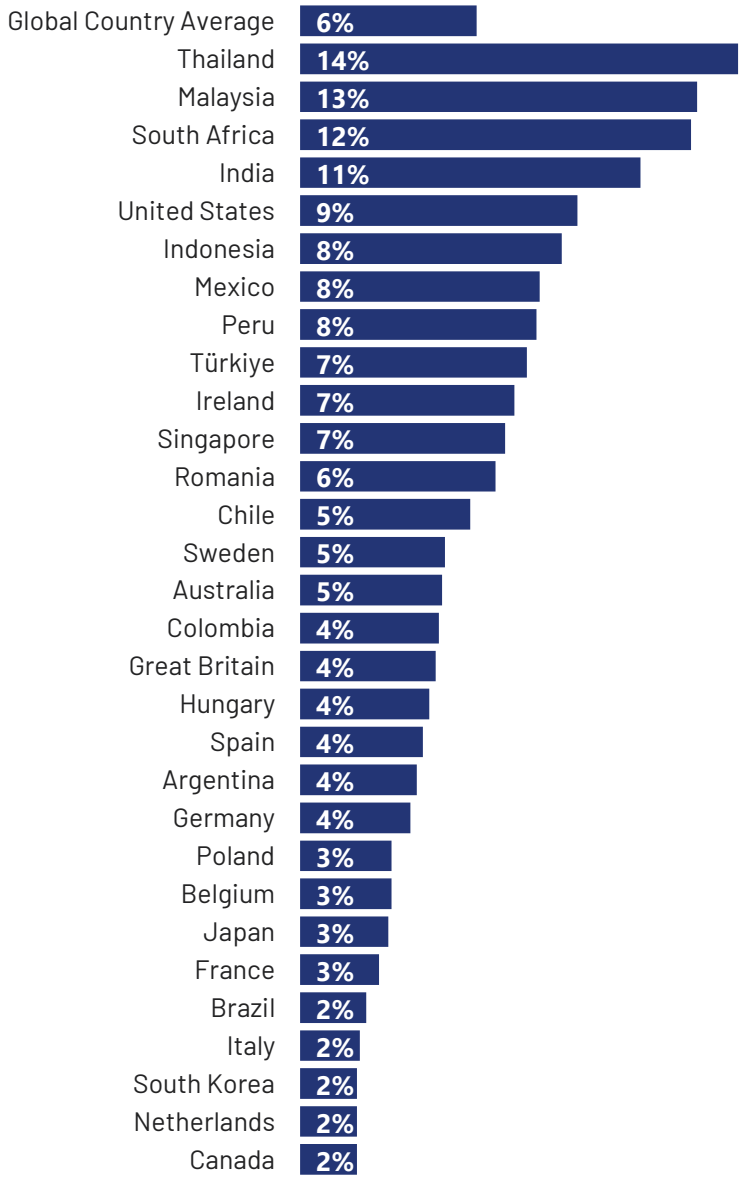
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Country data

Q2b. Where will the next United Nations Conference of the Parties on Climate Change (COP30) take place?

New York, United States

Base: 23,700 adults under the age of 75 across 30 countries, interviewed between 20 June and 4 July, 2025.



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ALL EYES ON BRAZIL



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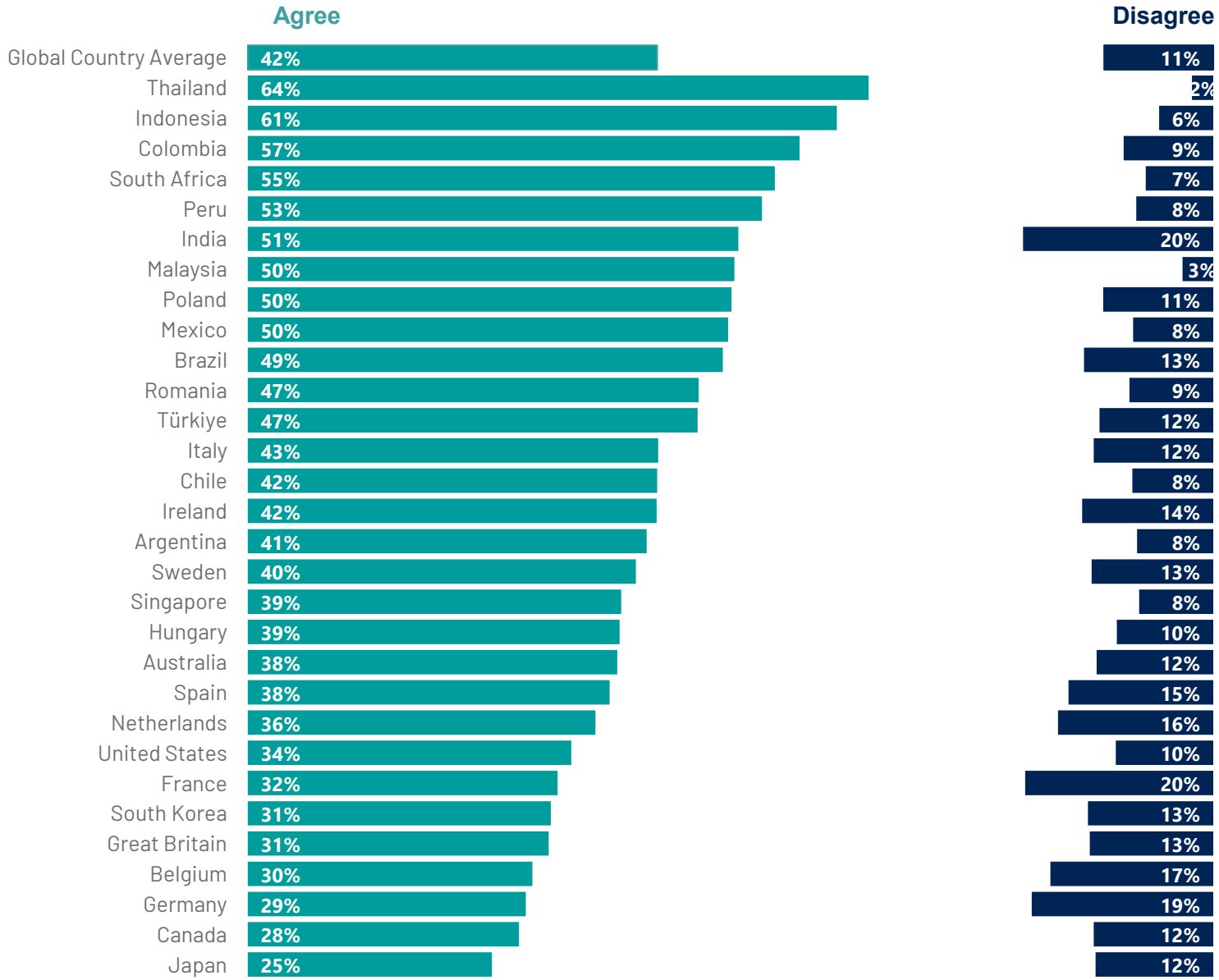
Agreement with hosting COP30 in Belém as a success factor is at 42%, with higher enthusiasm in South-East Asia and Latin America but skepticism in advanced economies.

Country data

Q5. To what extent do you agree or disagree with the following statements about COP 30?

Holding COP30 in Belém, in the Brazilian Amazon, increases its chances of success

Base: 23,700 adults under the age of 75 across 30 countries, interviewed between 20 June and 4 July, 2025.



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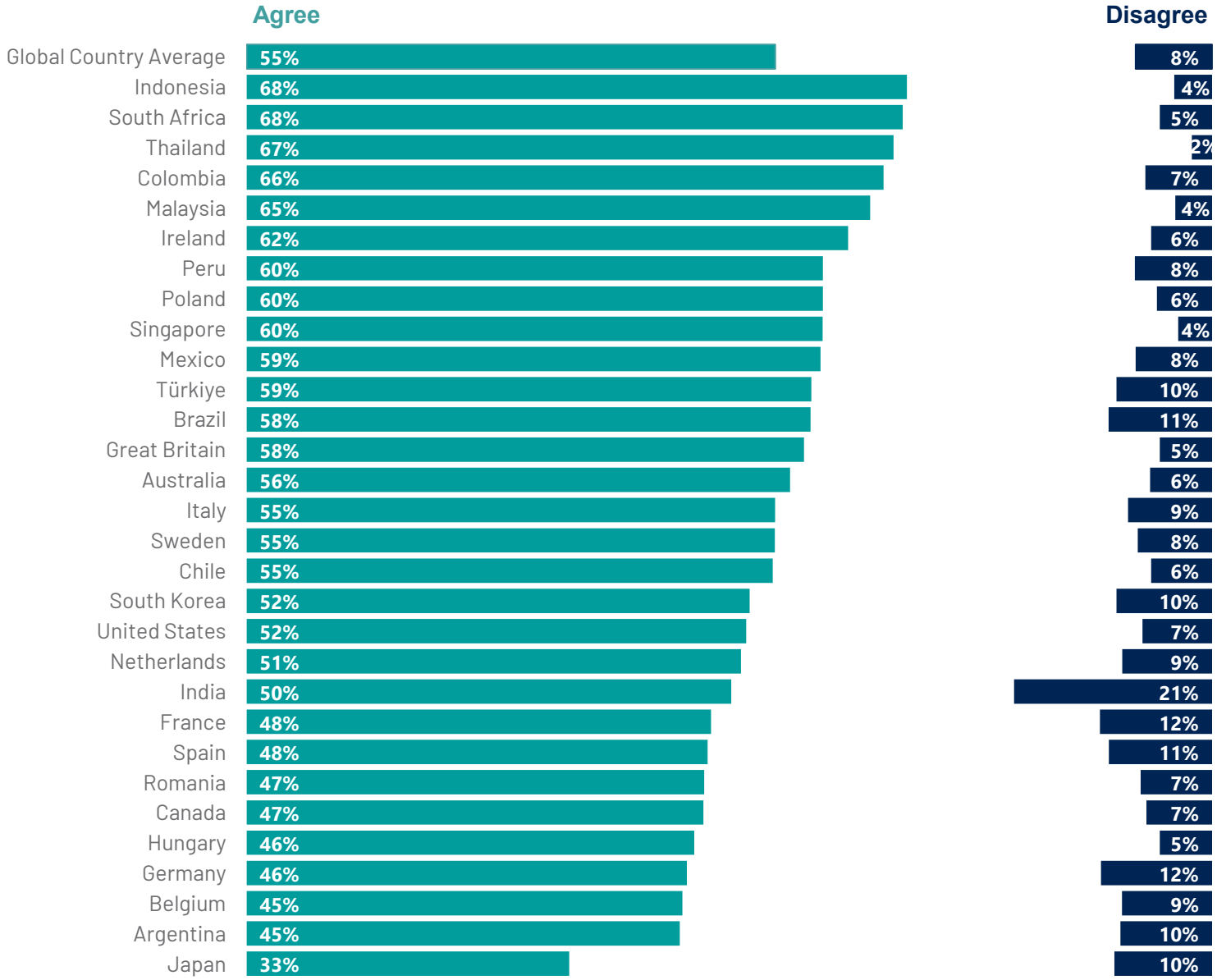
Majority see COP30 as a leadership opportunity for Brazil, with 55% globally in favor, particularly in emerging markets

Country data

Q5. To what extent do you agree or disagree with the following statements about COP 30?

COP30 is an opportunity for Brazil to show leadership in sustainability

Base: 23,700 adults under the age of 75 across 30 countries, interviewed between 20 June and 4 July, 2025.



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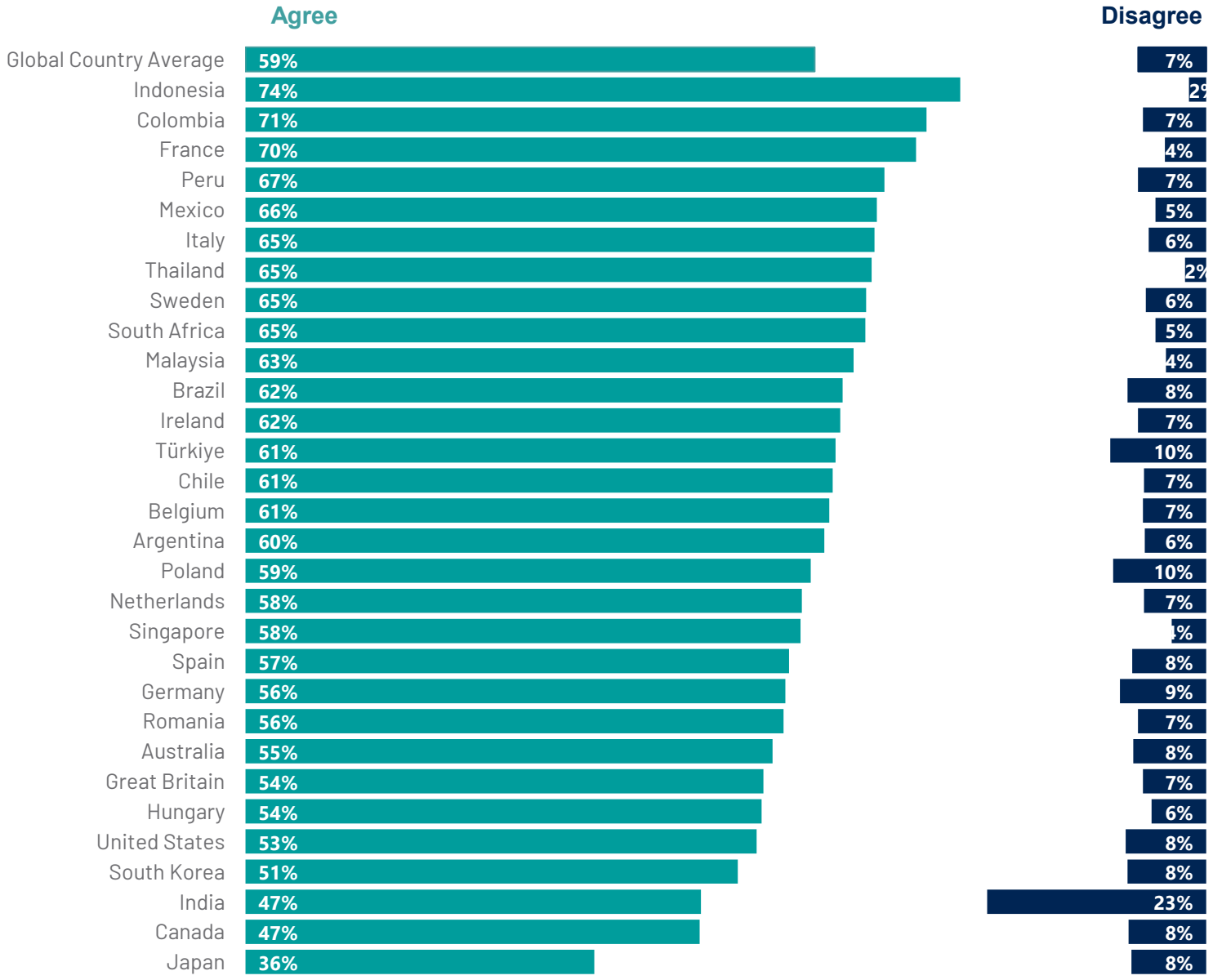
Brazil advocating for a 'Global Climate Council' is backed by 59% globally, with strong support in Latin America and South-East Asia

Country data

Q5. To what extent do you agree or disagree with the following statements about COP 30?

Brazil is right in advocating for the creation of a Global Climate Council

Base: 23,700 adults under the age of 75 across 30 countries, interviewed between 20 June and 4 July, 2025.



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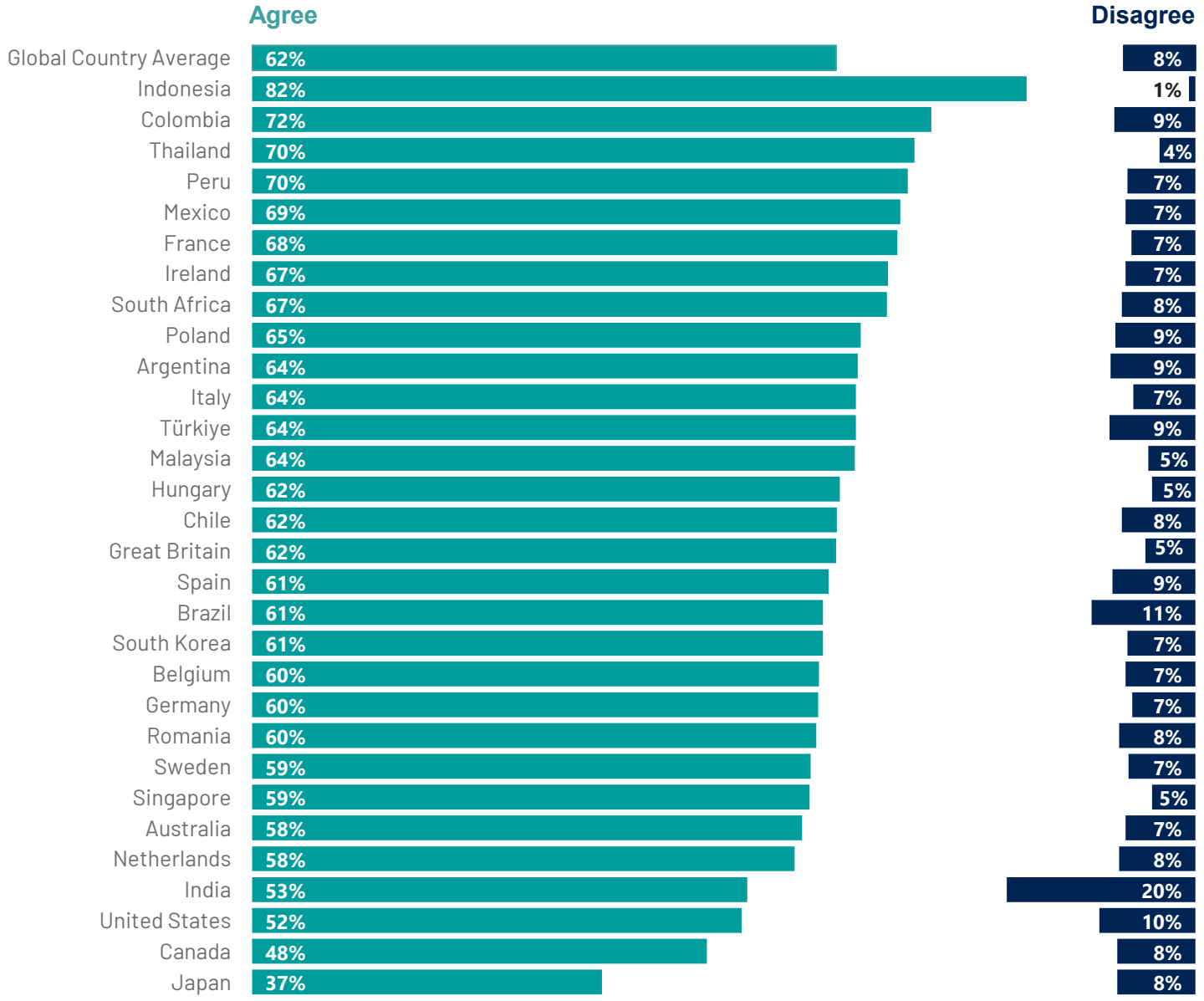
Forest conservation incentives are supported by 62%, especially in emerging markets like Indonesia

Country data

Q5. To what extent do you agree or disagree with the following statements about COP 30?

The Brazilian government is right to propose that countries that preserve their forests should receive funding for doing so and be penalized if they deforest

Base: 23,700 adults under the age of 75 across 30 countries, interviewed between 20 June and 4 July, 2025.



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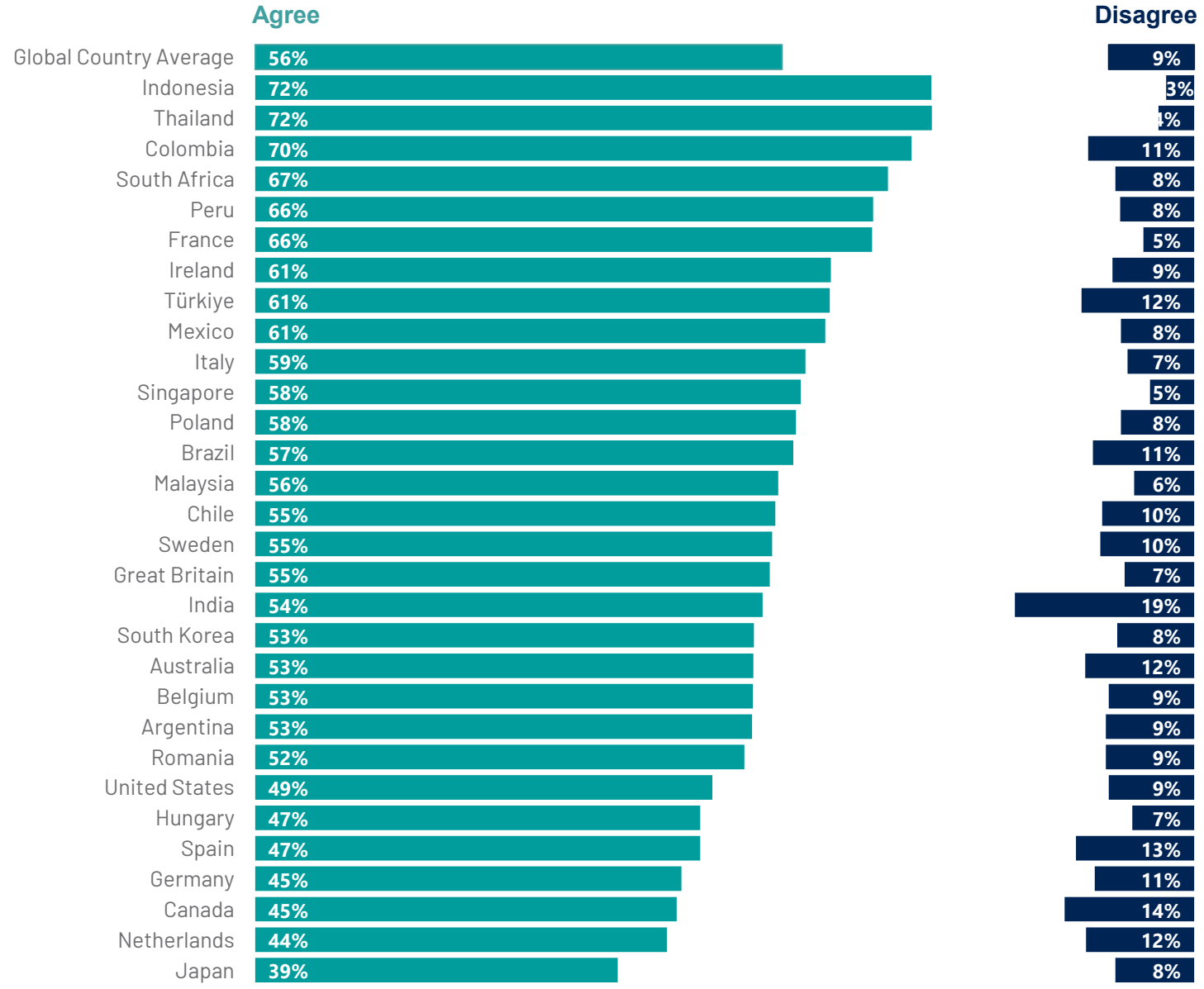
Indigenous peoples' role in climate decisions is supported by 56%, with higher backing in Southeast Asia and Latin America, but lower in Western Europe and North America.

Country data

Q5. To what extent do you agree or disagree with the following statements about COP 30?

Indigenous peoples and traditional communities should play a leading role in climate decisions

Base: 23,700 adults under the age of 75 across 30 countries, interviewed between 20 June and 4 July, 2025.



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METHODOLOGY

These are the results of a 30-country survey conducted by Ipsos on its Global Advisor online platform and, in India, on its IndiaBus platform, between Friday, June 20, and Friday, July 4, 2025. For this survey, Ipsos interviewed a total of 23,700 adults aged 18 years and older in India, 18-74 in Canada, Republic of Ireland, Israel, 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 2,000 individuals in Japan, 1,000 individuals each in Australia, Belgium, Brazil, Canada, France, Germany, Great Britain, Italy, Mexico, Spain, and the U.S., and 500 individuals each in Argentina, Chile, Colombia, Hungary, Indonesia, Ireland, Malaysia, the Netherlands, Peru, Poland, Romania, Singapore, South Africa, South Korea, Sweden, 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, Poland, South Korea, Spain, Sweden, 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, Romania, Singapore, 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.

The publication of these findings abides by local rules and regulations.

For information or assistance about this please contact:

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