

Press release

Study by moweb research in collaboration with the global research network IRIS: The 'Climate Confidence Report' highlights cross-national assessments of and attitudes towards climate change at global, national and local levels.

Düsseldorf, 11 August 2026

In collaboration with the global research network IRIS (Independent Research Institutes Network), moweb research conducted the international study 'Climate Confidence Report'. To investigate cross-national attitudes towards climate change at global, national and local levels, as well as people's assessment of their own individual behaviour, just over 15,000 people were surveyed across 20 countries. In Germany, 1,000 participants were surveyed by moweb.

Key findings of the Climate Confidence Report:

- Three out of four respondents remain concerned about climate change, but global concern has fallen by 5 percentage points since 2024.
- One in five people had not taken any personal action to combat climate change by 2025. However, as many as 80 per cent were involved in activities such as recycling, investing in renewable energy, taking part in political protests or donating money to support greater sustainability.
- Germany stood out for its low level of awareness of climate change in people's 'own, private lives'. The figure of 55 per cent was the second lowest among all countries.
- Globally, the perceived urgency of clean energy is waning. The proportion of those who regard it as their top priority has fallen by 9 points since 2023. Clean energy is now the top priority for 41 per cent of respondents.
- Only 10 per cent of those surveyed said they were 'completely uninterested' in climate change; this means that, ultimately, almost everyone considers it to be relevant.

Each participant was assigned to a specific profile based on their answers: how concerned they are about climate change, whether they took personal action last year, and who they believe should lead the fight against climate change.

The study is based on a sample of 14,742 people from 20 countries in Western Europe, Central and Eastern Europe, the Asia-Pacific region and North and Central America. The fieldwork took place in the fourth quarter of 2025. Up to 1,000 people per country were surveyed online, face-to-face or by telephone.

Full report available to download free of charge: www.mowebresearch.com/en/news

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About moweb research

Since 2004, moweb research has been conducting online market research for its clients, shaping the industry with a wide range of digital methods and offering B2C and B2B panels worldwide. Around 40 staff members work at the company's office in Düsseldorf, providing panellists to businesses of all sizes and across all sectors.

Since May 2025, moweb research has been a member of the IRIS network.

About IRIS

IRIS, founded in 1986 and based in Grevelingen, the Netherlands, is one of the largest networks of independent research agencies, with offices around the world. It enables its members to conduct better research into international markets, consumers, businesses and societies. IRIS combines global reach with local expertise for quantitative and qualitative surveys, both online and offline. www.irisnetwork.org

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