

REDC



WIN World Survey

Climate Change & Sustainability

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WIN Climate Change & Sustainability Survey – Headlines Ireland



1

The overwhelming majority (87%) of Irish people agree Global Warming is a serious threat to mankind, but 2 in 5 do not totally agree with this statement, which suggests there is a challenging road ahead in enacting immediate behavioural change amongst the citizenry.

2

Although more than 4 in 5 Irish people (84%) do believe that their personal actions can help to improve the environment, less than 1 in 3 totally agree with this. It is not surprising then that 2 in 3 think that the real efforts on sustainability and environment need to be taken by business and government rather than individuals.

3

More than two-thirds claim they would like to live more sustainably, but often find they don't make the necessary changes to their current behaviour. Only 1 in 10 totally feel this way though, which suggests most people are trying to make changes but are struggling and in need of some form of assistance.

4

A sizable minority – more than a quarter – think it is already too late curtail the effects of climate change. However, this fatalistic view has positively subsided since last year, suggesting Irish people are becoming more optimistic about the prospects of fighting climate change.

5

One watch out is that 18-34-year-olds are (A) MORE likely to believe it is too late to curtail climate change, (B) LESS likely to believe their personal actions can make a difference, and (C) MORE likely to feel the real action needs to be taken by government and businesses.

6

Compared to the global average, Ireland is less pessimistic in its belief that it is too late to curtail climate change, while on the other end of the spectrum only 7 in 10 Americans see global warming as a serious threat to mankind (down since last year).

01

What are Irish perceptions on climate change & sustainability?



87%

Agree that Global Warming is a serious threat for mankind

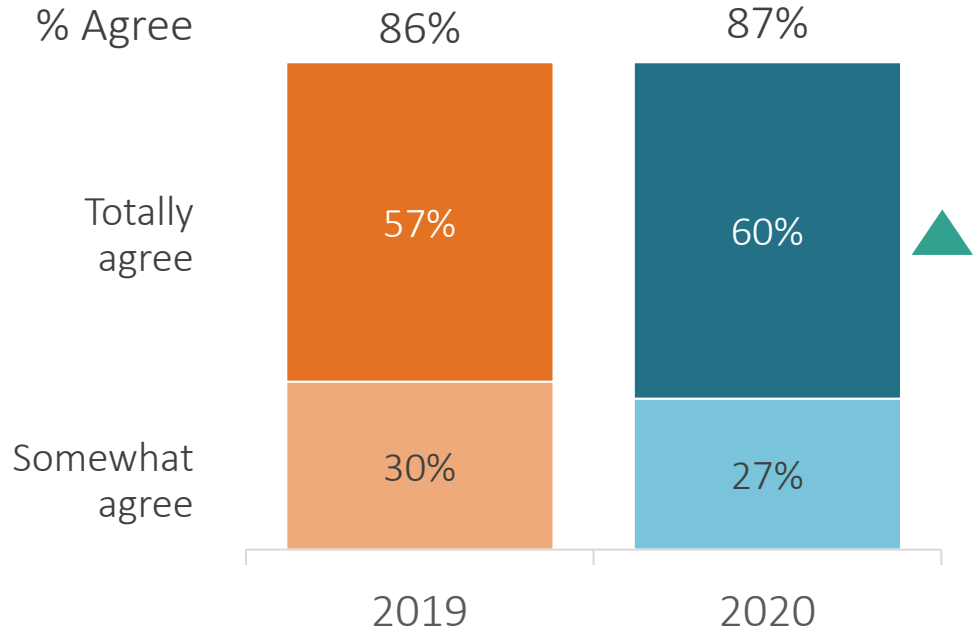


Vast majority still see global warming as a serious threat



However, 1 in 4 only somewhat agree with this, which suggests there are still some (especially 35-54's and lower SEG's) who view global warming as a more distant threat.

Global warming is serious threat for mankind



		Somewhat agree	Totally agree	% AGREE	vs 2019
	Total	27%	60%	87%	+1%
Gender	Male	25%	60%	85%	+2%
	Female	30%	60%	90%	=
Age	18-34	22%	65%	87%	-3%
	35-54	32%	51%	83%	-1%
	55+	27%	66%	93%	+6% ▲
Social Class	ABC1	24%	68%	92%	+2%
	C2DE	32%	53%	84%	=
Region	Dublin	27%	64%	92%	+7% ▲
	ROL	25%	61%	86%	-2%
	Munster	26%	58%	84%	-3%
	Conn/Ulster	32%	53%	86%	+1%

() vs 2019

○ Indicates significant difference vs. Total

▲ ▼ Indicates significant difference vs. 2019

(Base: All Adults Ireland n=1,001)

27%

Think that it is
already too late to
curtail climate
change

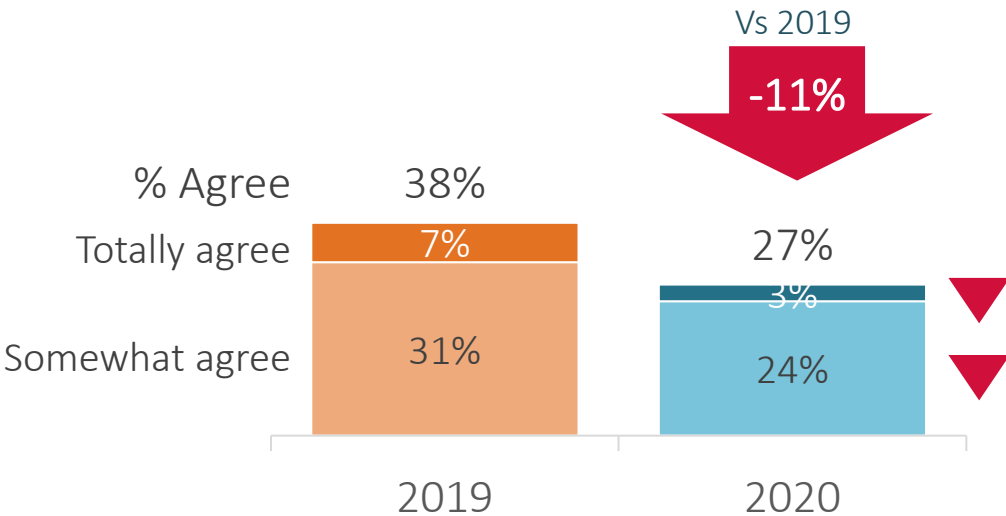


Despite the threat, fewer hold fatalistic view on climate

We see a decline in agreement in 2020 that it's too late to curtail climate change, with this decline driven broadly across all demographic groups. One watch out is that 18-34's seem to be more pessimistic.



It's already too late to curtail climate change



		Somewhat agree	Totally agree	% AGREE	vs 2019
	Total	24%	3%	27%	-11% ▼
Gender	Male	24%	5%	28%	-9% ▼
	Female	24%	2%	26%	-14% ▼
Age	18-34	28%	5%	33%	-11% ▼
	35-54	20%	4%	24%	-11% ▼
	55+	24%	2%	26%	-8% ▼
Social Class	ABC1	25%	3%	28%	-9% ▼
	C2DE	25%	4%	29%	-11% ▼
Region	Dublin	28%	5%	32%	-8% ▼
	ROL	23%	3%	26%	-12% ▼
	Munster	22%	3%	25%	-13% ▼
	Conn/Ulster	22%	3%	26%	-9% ▼

() vs 2019

○ Indicates significant difference vs. Total

▲ ▼ Indicates significant difference vs. 2019

(Base: All Adults Ireland n=1,001)

84%

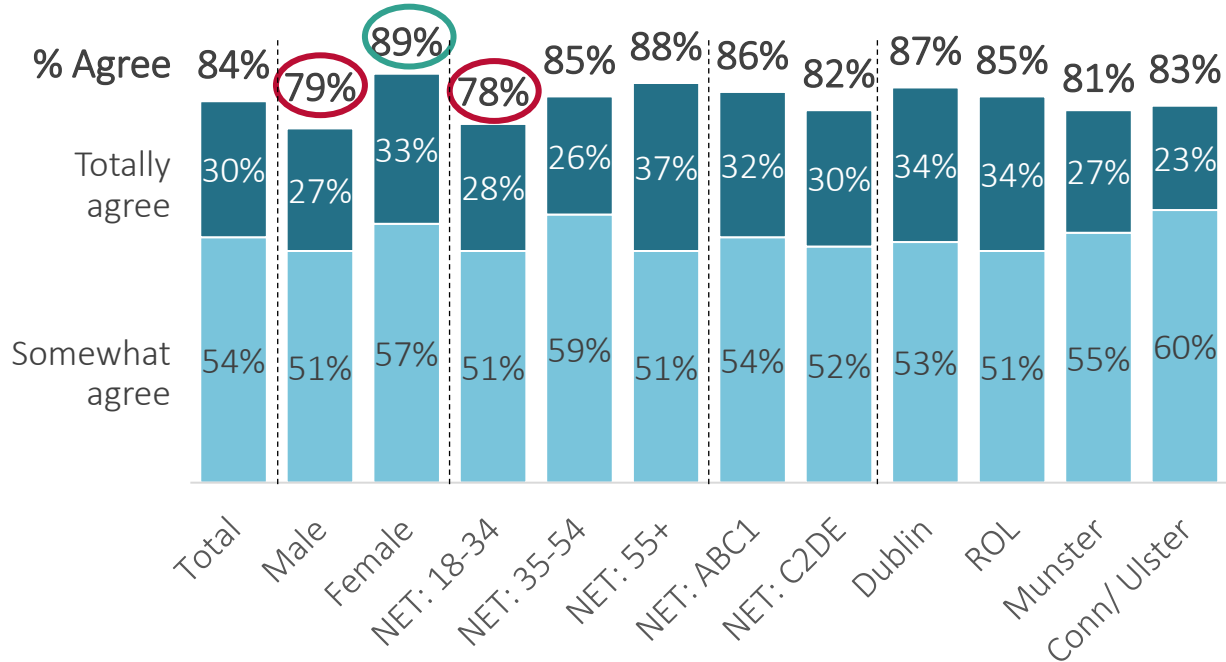
Believe that their
personal actions
can improve the
environment



Less than 1 in 3 totally believe their personal actions can improve the environment



% Agree
I believe that my personal actions can improve the environment



(Base: All Adults Ireland n=1,001)



68%

Would like to live more sustainably, but often find they don't make the necessary changes to their current behaviour

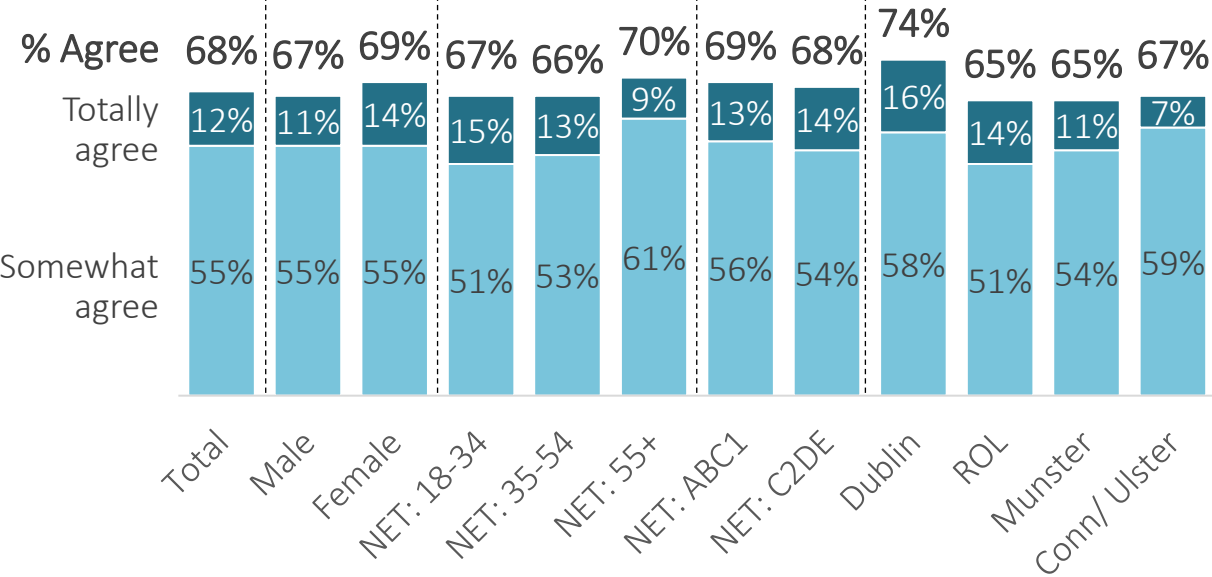


Difficulty in living sustainably is widely shared across all groups within Irish society.



% Agree

I would like to live more sustainably, but often find I don't make the necessary changes to my current behaviour



(Base: All Adults Ireland n=1,001)



68%

Think that the real efforts on sustainability and environment need to be taken by business and government rather than individuals

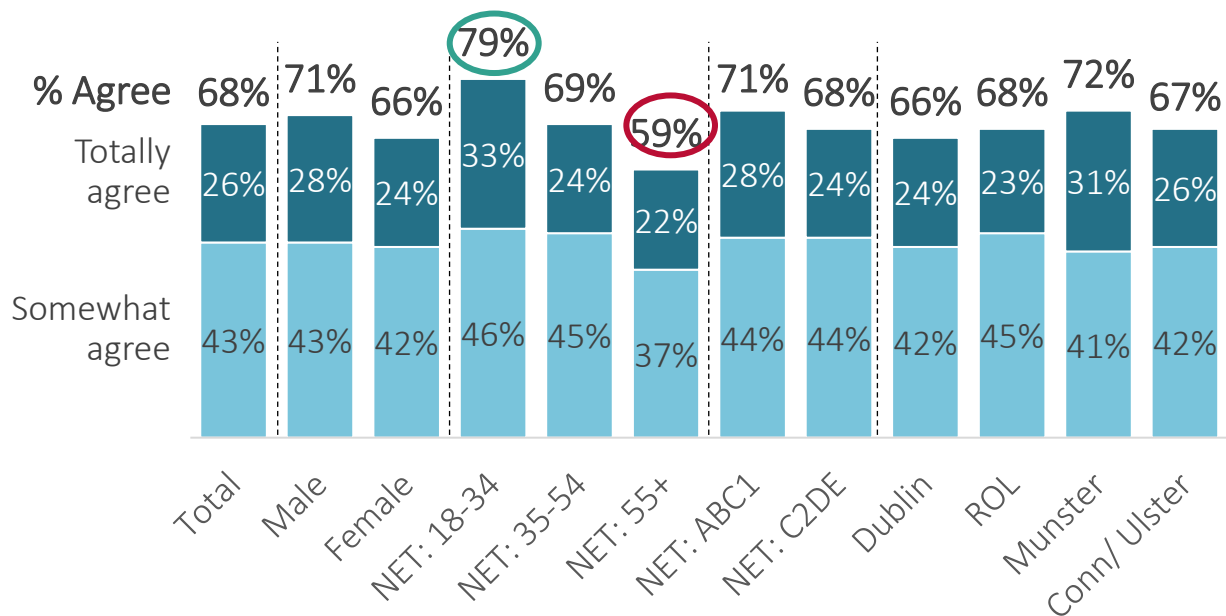


Young people look to government and business to solve the climate crisis



% Agree

The real efforts on sustainability and environment need to be taken by business and government rather than individuals



02

Where does Ireland stand globally in its views of climate change & sustainability?

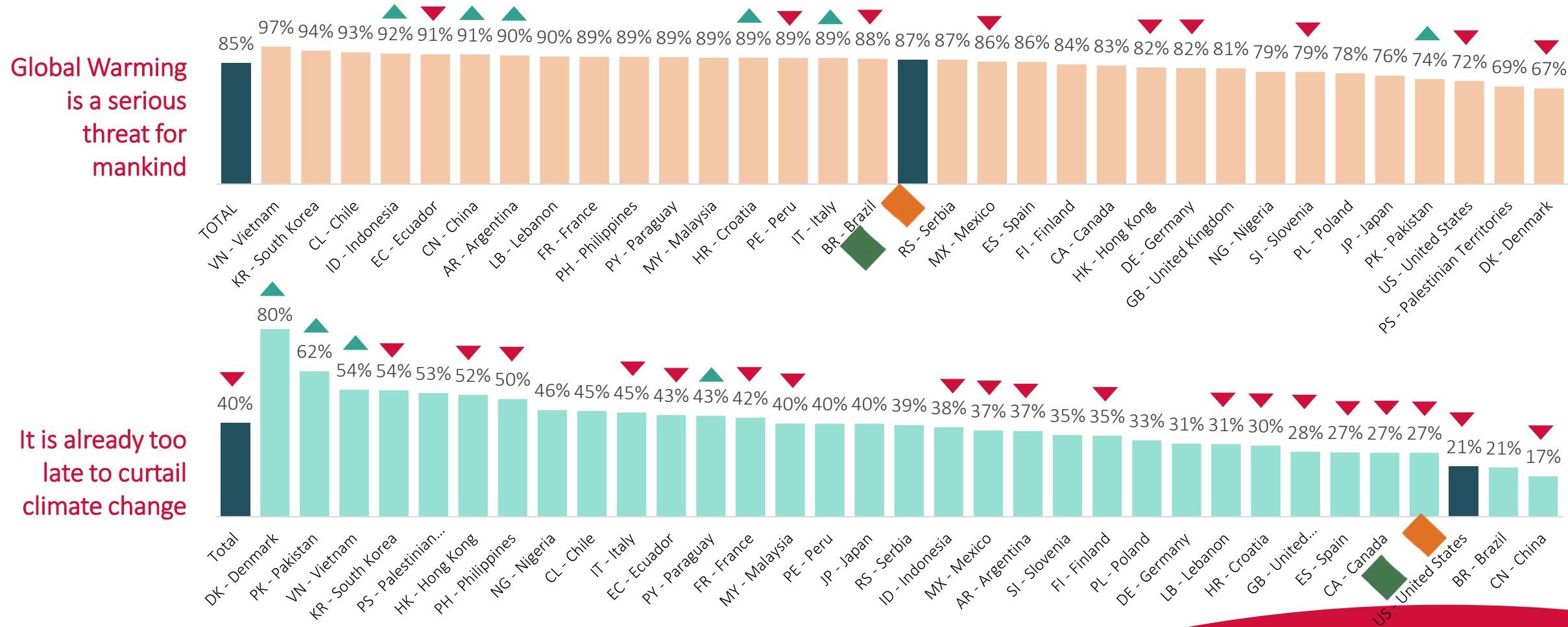


Irish people are less pessimistic about curtailing climate change



Ireland falls close to global average in believing Global warming is an existential threat, and are far less pessimistic in feeling it is too late to curtail climate change. Seriousness of global warming is more in doubt.

% of Adults aged 18+ who agree that...



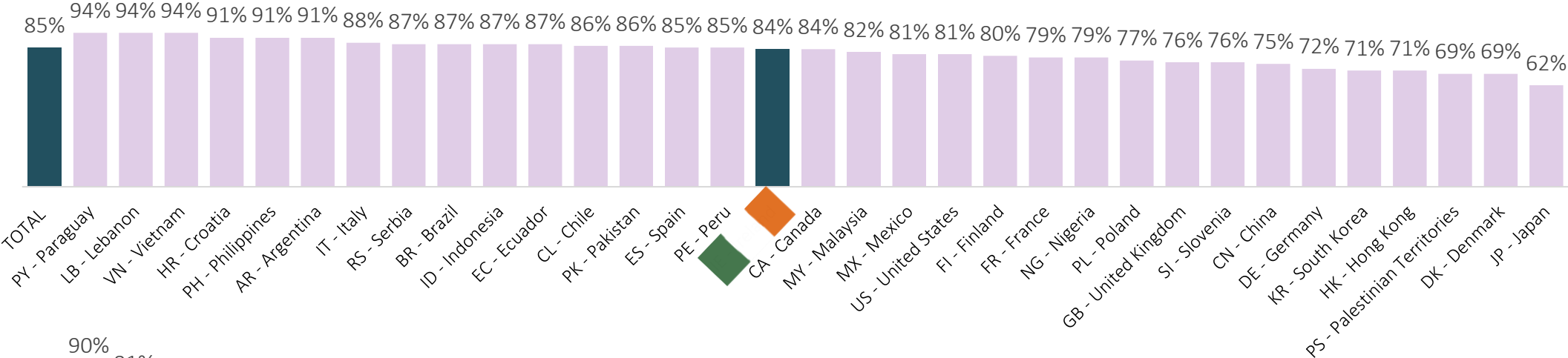
▲ ▼ Indicates significant difference vs. 2019
 (Base: All adults across 39 countries worldwide; n = 26,166)

Irish attitudes towards sustainable living are close to global norm

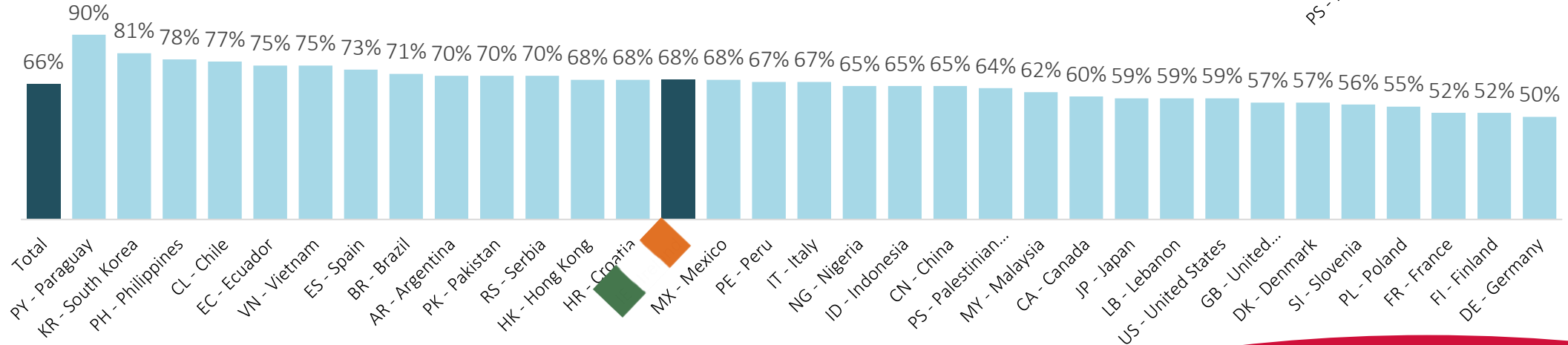


% of Adults aged 18+ who agree that...

I believe my personal actions can change the environment



I would like to live more sustainably, but find I don't make the necessary changes to my behaviour



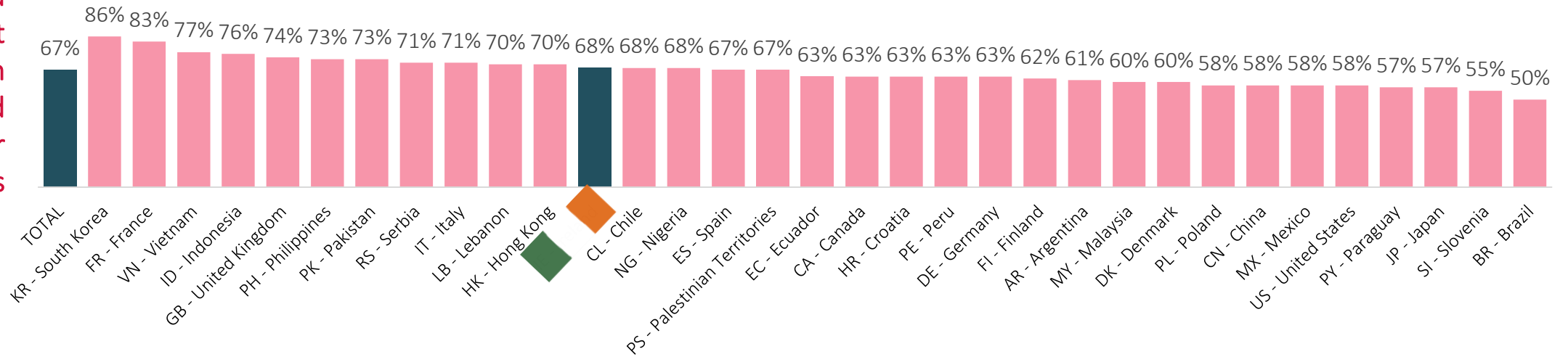
▲ ▼ Indicates significant difference vs. 2019
 (Base: All adults across 39 countries worldwide; n = 26,166)

Irish people's attitudes towards the responsibility of business and government also match the global average



% of Adults aged 18+ who agree that...

The real efforts on sustainability and the environment need to be taken by business and government rather than individuals



▲ ▼ Indicates significant difference vs. 2019
 (Base: All adults across 39 countries worldwide; n = 26,166)

Sample and Methodology



Methodology:

The WWS (WIN Worldwide Survey) is a study conducted every year with the purpose to measure people's thoughts, expectations, worries and perceptions related to relevant topics for society and business.

Sample Size and Mode of Field Work:

A total of 29,252 people were interviewed globally. See below for sample details. The fieldwork was conducted during October 2020 – December 2020. The margin of error for the survey is between 2.4 and 4.4 at 95% confidence level.

The global average has been computed according to the share of the covered adult population of the surveyed countries.

Questionnaire – Climate Change & Sustainability Index



6. To what extent do you agree or disagree with the following statements? (SHOW CARD. ROTETE ORDER OF STATEMENTS) (2019)

	Totally agree	Somewhat agree	Somewhat disagree	Totally disagree	Do not know	
Global warming is a serious threat for mankind (2019)	1	2	3	4	9	SPSS-Q7_1
It is already too late to curtail climate change (2019)	1	2	3	4	9	SPSS-Q7_2
I believe my personal actions can improve the environment (new)	1	2	3	4	9	SPSS-Q7_3
I would like to live more sustainably, but often find I don't make the necessary changes to my current behaviour (new)	1	2	3	4	9	SPSS-Q7_4
The real efforts on sustainability and environment need to be taken by business and government rather than individuals (new)	1	2	3	4	9	SPSS-Q7_5

About the WIN Survey



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About the WIN Survey

The Worldwide Independent Network of Market Research (WIN) is a global network conducting market research and opinion polls in every continent.

RED C Research are the Irish members of the WIN network

Our assets are:

- Thought leadership: access to a group of the most prominent experts and business entrepreneurs in Market Research, Polling and Consultancy
- Flexibility: tailormade global and local solutions to meet clients' needs
- Innovation: access to the latest strategic consultancy, tool development and branded solutions
- Local experts: access to a network of experts that truly understand the local culture, market and business needs
- Trust: highest quality of talented members in all countries covered

In the years, WIN has demonstrated wide competences and ability to conduct multi-country surveys following the highest standards requested by the market. The accumulated expertise of the Association is formidable: Third World issues, advertising and media research as well as retail, economics, and corporate research.

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