

**REDC**



# WIN World Survey *Climate Change & Sustainability*

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# WIN Climate Change & Sustainability Survey – Headlines Ireland



1

Majority (86%) in Ireland continue to agree that Global warming is a threat to mankind, and we also see high level of agreement that national disasters have increased as a result of it. However, only 3 in 5 totally agree, which suggests there is still work to do in activating those on the fence.

2

The past year has seen a weakening in belief that personal actions can improve the environment (-7%), while at the same time fatalistic view of it being 'too late' has returned to 2019 level (+8%). Most notably, negativity has especially grown amongst 18-34-year-olds, who were disproportionately affected by the COVID-19 pandemic.

3

Given the continued sense of urgency, and also weakened perception of personal actions making a difference, it makes sense that we see heightened belief that real efforts need to be made by business and government, with women and older age groups especially driving this growth.

4

Only 2 in 5 believe governments are taking the necessary actions to take care of the environment, and less than 1 in 20 totally agree with this statement. Fine tuning ways to inform the public of various actions being undertaken by government could help.

5

From a brand perspective, it is positive to see that the majority are willing to pay more for products that take care of the environment, with 55+ ages more willing to do this. However, overall only 1 in 10 totally agree with this, which suggests brands face challenges in this area.

6

Globally, Ireland is relatively on par for the average in many areas, but we, the Irish, are less likely to agree that governments are taking necessary actions on the environment, which could mean more efforts are needed by the Irish government to connect with the public on this.

# 01

What are Irish perceptions on climate change & sustainability?



# 86%

Agree that Global Warming is a serious threat for mankind

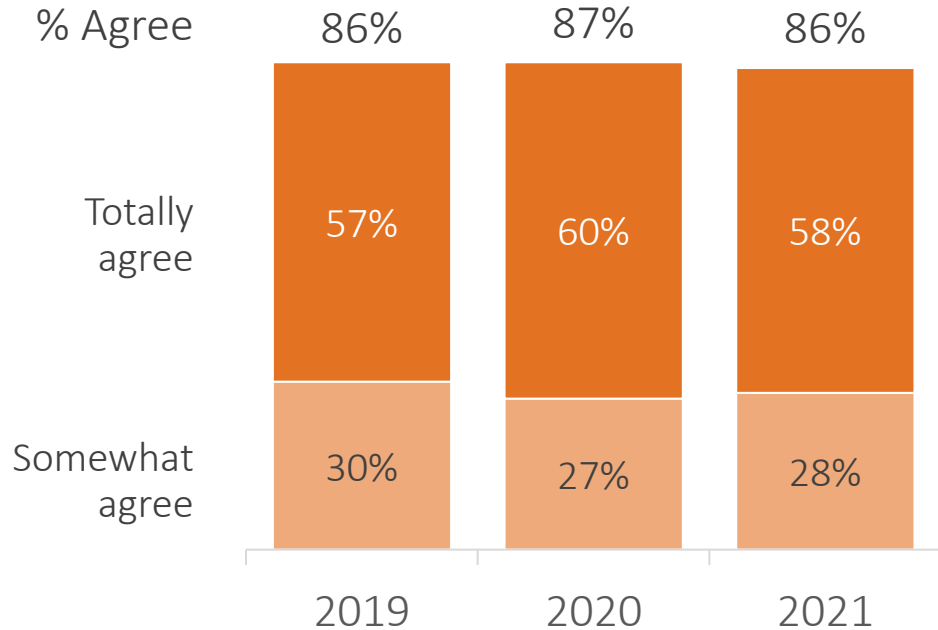


# Public's concern for global warming remains high

Over half state strong agreement towards the threat of global warming on mankind



Global warming is serious threat for mankind



		Somewhat agree	Totally agree	% AGREE	vs 2020
	Total	28%	58%	86%	-1%
<b>Gender</b>	Male	29%	54%	84%	-1%
	Female	26%	62%	88%	-2%
<b>Age</b>	18-34	25%	59%	83%	-4%
	35-54	33%	52%	85%	-2%
	55+	24%	66%	89%	-4%
<b>Social Class</b>	ABC1	23%	65%	88%	-4%
	C2DE	32%	53%	85%	+1%
<b>Region</b>	Dublin	26%	61%	87%	-5%
	ROL	29%	59%	88%	+2%
	Munster	29%	54%	84%	=
	Conn/Ulster	26%	59%	85%	-1%

( ) vs 2020

○ Indicates significant difference vs. Total

▲ ▼ Indicates significant difference vs. 2020

(Base: All Adults Ireland n=1,020)

# 82%

Agree that natural disasters (forest fires, floods, hurricanes, typhoons, etc.) have increased because of global warming

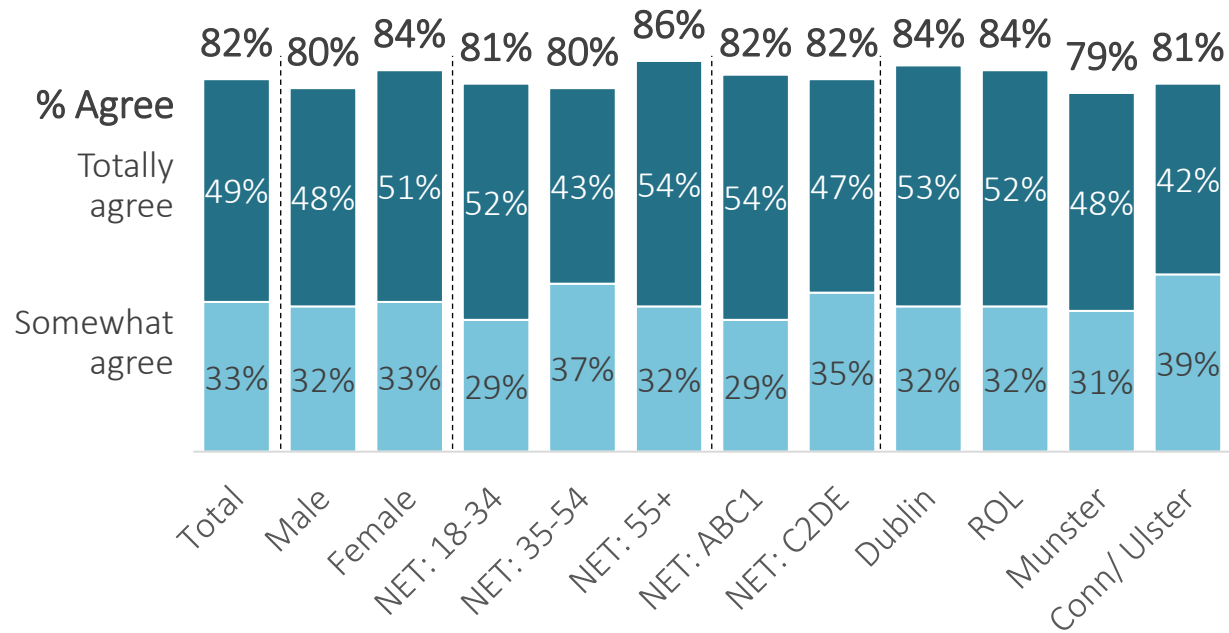


# Vast majority agree natural disasters have increased due to global warming



**% Agree**

Natural disasters (forest fires, floods, hurricanes, typhoons, etc.) have increased because of global warming



(Base: All Adults Ireland n=1,020)



# 35%

Think that it is  
already too late to  
curtail climate  
change



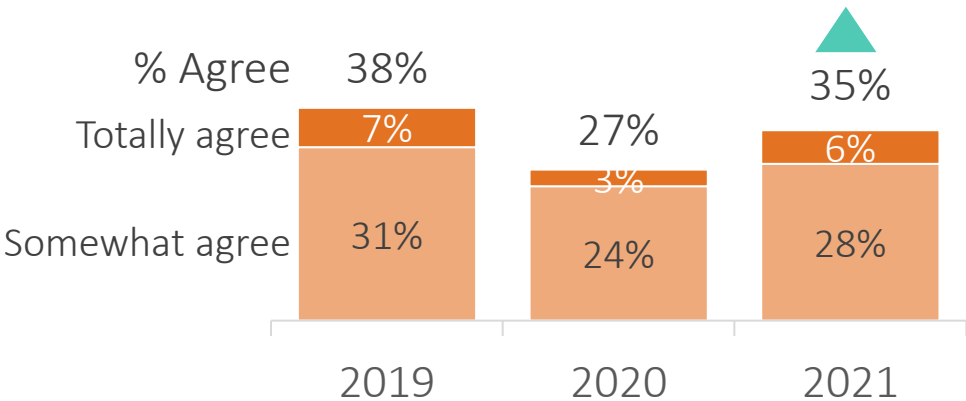


# Fatalistic views remain low, but they have grown since 2020

Most worryingly, this growth is driven by 18-34 year olds, who now stand out from older age groups with their fatalistic view of the future and climate change.



It's already too late to curtail climate change



		Somewhat agree	Totally agree	% AGREE	vs 2020
	Total	28%	6%	35%	+8% ▲
<b>Gender</b>	Male	30%	7%	37%	+9% ▲
	Female	27%	5%	32%	+6% ▲
<b>Age</b>	18-34	37%	8%	45%	+12% ▲
	35-54	26%	6%	32%	+8% ▲
	55+	24%	5%	29%	+3%
<b>Social Class</b>	ABC1	29%	7%	36%	+8% ▲
	C2DE	27%	6%	33%	+4%
<b>Region</b>	Dublin	30%	5%	35%	+3%
	ROL	29%	7%	37%	+11% ▲
	Munster	27%	6%	33%	+8% ▲
	Conn/Ulster	27%	7%	34%	+8% ▲

( ) vs 2020

○ Indicates significant difference vs. Total

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(Base: All Adults Ireland n=1,020)

# 77%

Believe that their  
personal actions  
can improve the  
environment

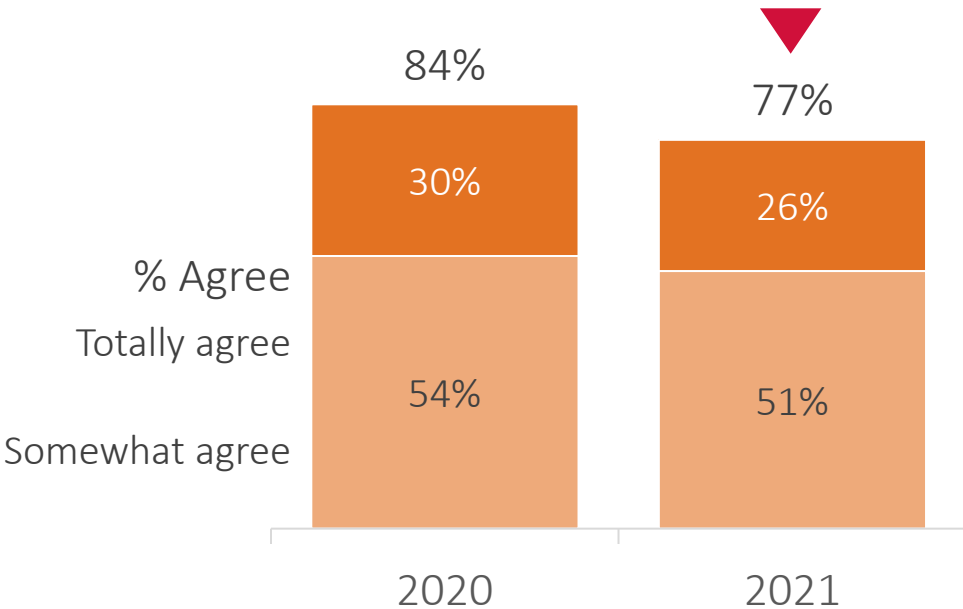


# Most still believe personal actions can improve environment

However, this high level of agreement has waned since 2020 across all groups, but especially driven by women, and with lowest levels of agreement amongst 18-34-year-olds.



I believe my personal actions can improve the environment



		Somewhat agree	Totally agree	% AGREE	vs 2020
	Total	51%	26%	77%	-7% ▼
<b>Gender</b>	Male	51%	24%	75%	-4% ▼
	Female	52%	27%	79%	-10% ▼
<b>Age</b>	18-34	47%	23%	70%	-8% ▼
	35-54	53%	25%	78%	-7% ▼
	55+	54%	28%	82%	-6% ▼
<b>Social Class</b>	ABC1	53%	25%	78%	-8% ▼
	C2DE	50%	26%	76%	-6% ▼
<b>Region</b>	Dublin	55%	25%	80%	-7% ▼
	ROL	52%	28%	80%	-5% ▼
	Munster	49%	24%	74%	-7% ▼
	Conn/Ulster	48%	26%	74%	-9% ▼

( ) vs 2020

○ Indicates significant difference vs. Total

▲ ▼ Indicates significant difference vs. 2020

(Base: All Adults Ireland n=1,020)

# 74%

Think that the real efforts on sustainability & environment need to be taken by business & government

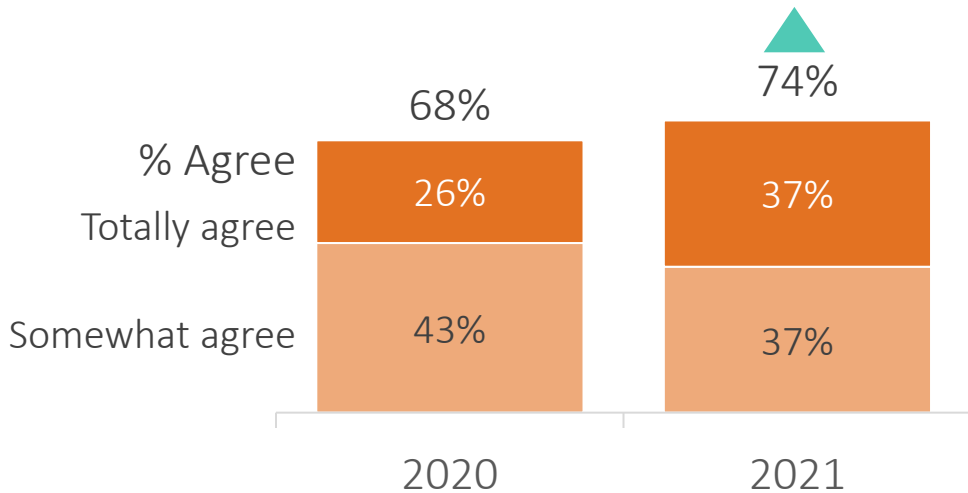


# Strengthened belief that more is needed from gov't and business



This belief has grown significantly since 2020, driven especially by women and older age groups.

The real efforts on sustainability and environment need to be taken by business & government



		Somewhat agree	Totally agree	% AGREE	vs 2020
	Total	37%	37%	74%	+6% ▲
<b>Gender</b>	Male	33%	41%	74%	+3%
	Female	41%	34%	75%	+9% ▲
<b>Age</b>	18-34	34%	45%	79%	=
	35-54	39%	36%	75%	+6% ▲
	55+	37%	32%	69%	+10% ▲
<b>Social Class</b>	ABC1	33%	40%	73%	+2%
	C2DE	39%	35%	74%	+6% ▲
<b>Region</b>	Dublin	34%	37%	71%	+5% ▲
	ROL	40%	37%	77%	+9% ▲
	Munster	35%	38%	72%	=
	Conn/Ulster	40%	37%	77%	+10% ▲

( ) vs 2020

○ Indicates significant difference vs. Total

▲ ▼ Indicates significant difference vs. 2020

(Base: All Adults Ireland n=1,020)

# 38%

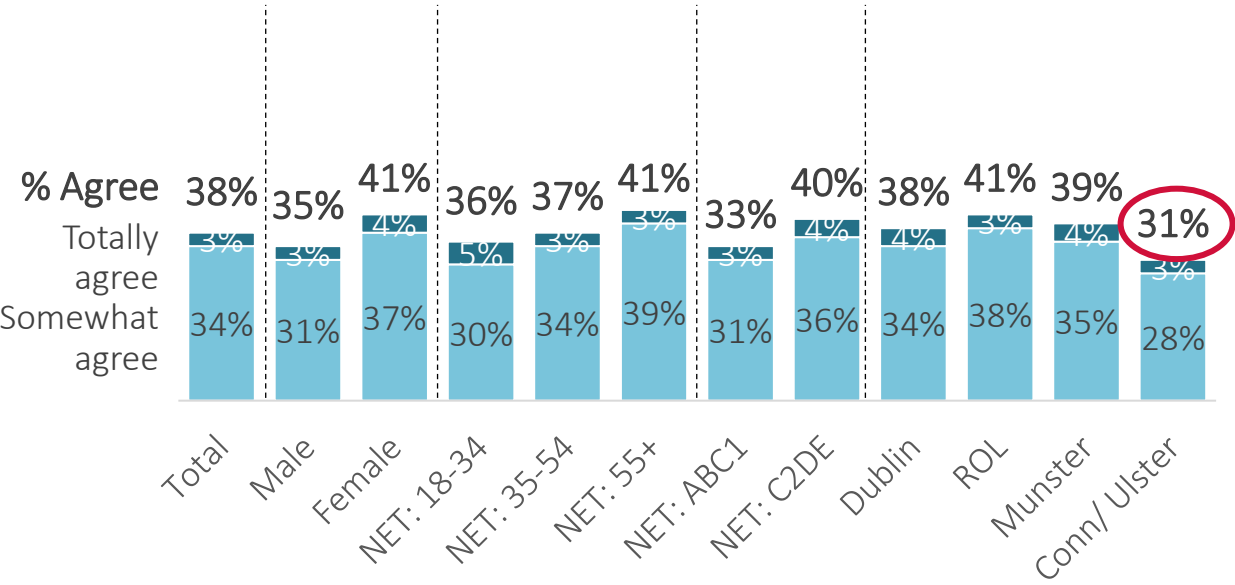
Agree that  
governments are  
taking the necessary  
actions to take care of  
the environment



# People believe more could be done by the government to act towards the environment

% Agree

Governments are taking the necessary actions to take care of the environment



○ Indicates significant difference vs. Total

(Base: All Adults Ireland n=1,020)



# 64%

Are willing to pay more  
for a product that takes  
care of the  
environment

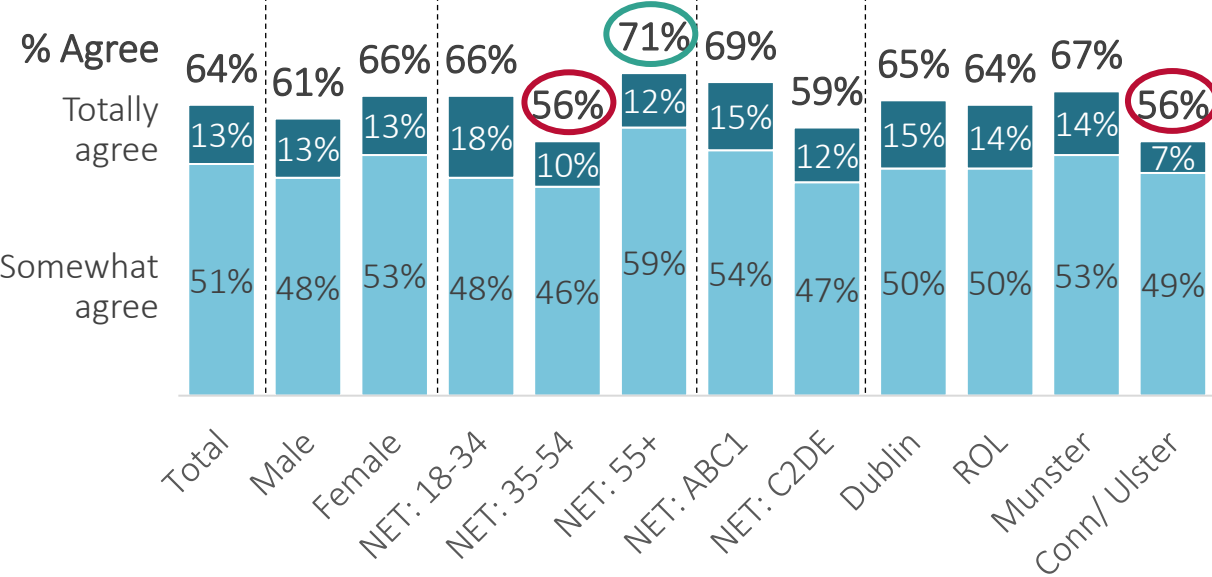




# Nearly 2 in 3 are willing to pay more for environmentally-friendly products

% Agree

I am willing to pay more for a product that takes care of the environment



(Base: All Adults Ireland n=1,020)



02

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

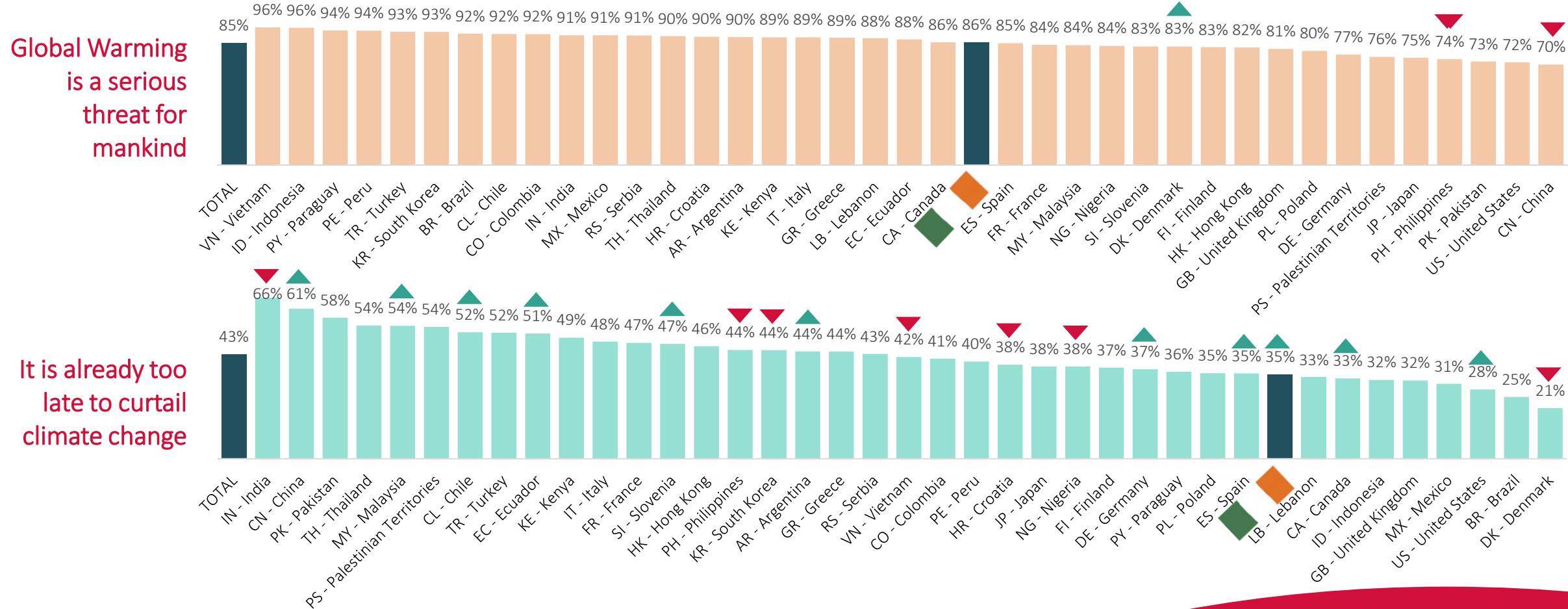


# Irish outlook towards Global Warming is close to global norm



Top emitters China and the United States rank lowest in terms of perceived threat of global warming, while India and China feature most prominently for fatalistic views of it being too late to curtail climate change.

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



▲ ▼ Indicates significant difference vs. 2020  
 (Base: All adults across 39 countries worldwide; n = 33,236)

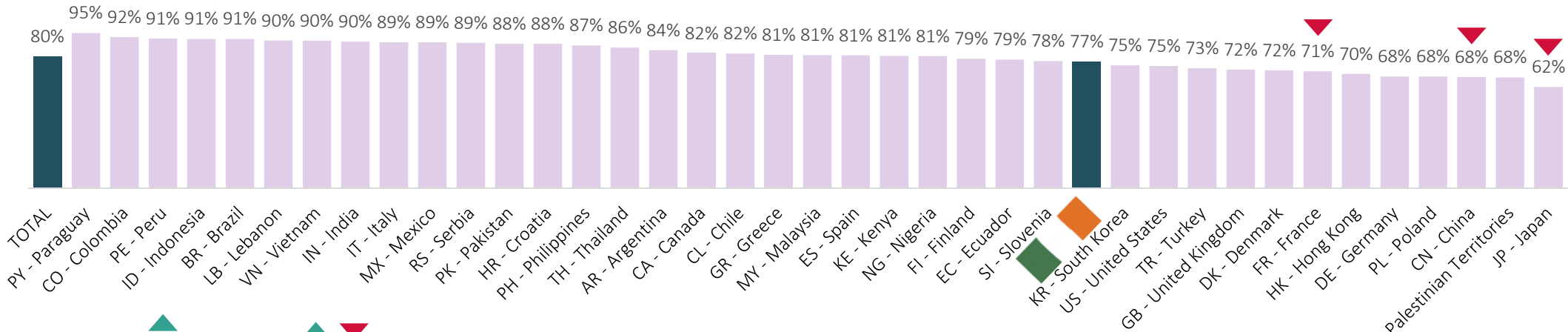
# Irish more likely to believe more is needed from gov't/business



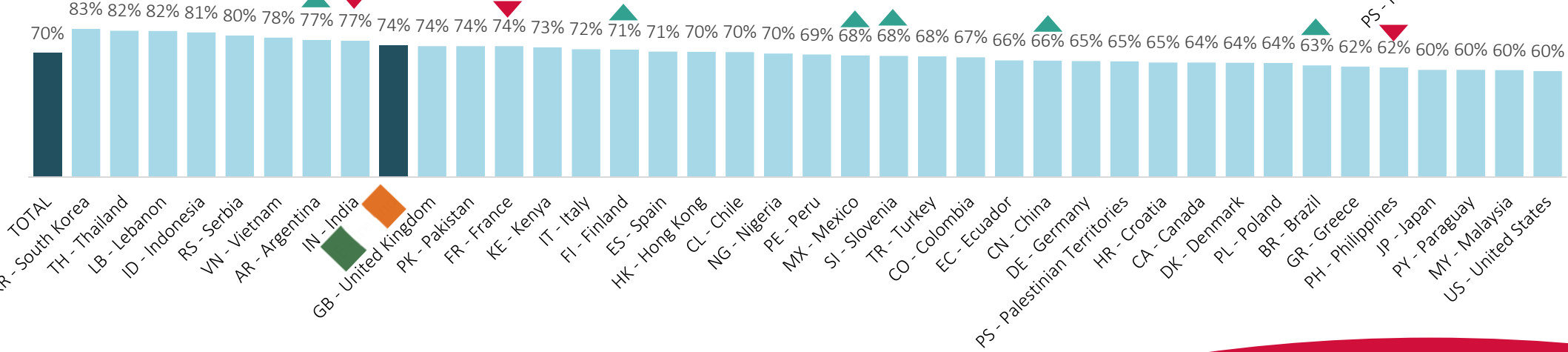
South American nations feature highest on the list with belief their personal actions make a difference.

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

I believe my personal actions can change the environment



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



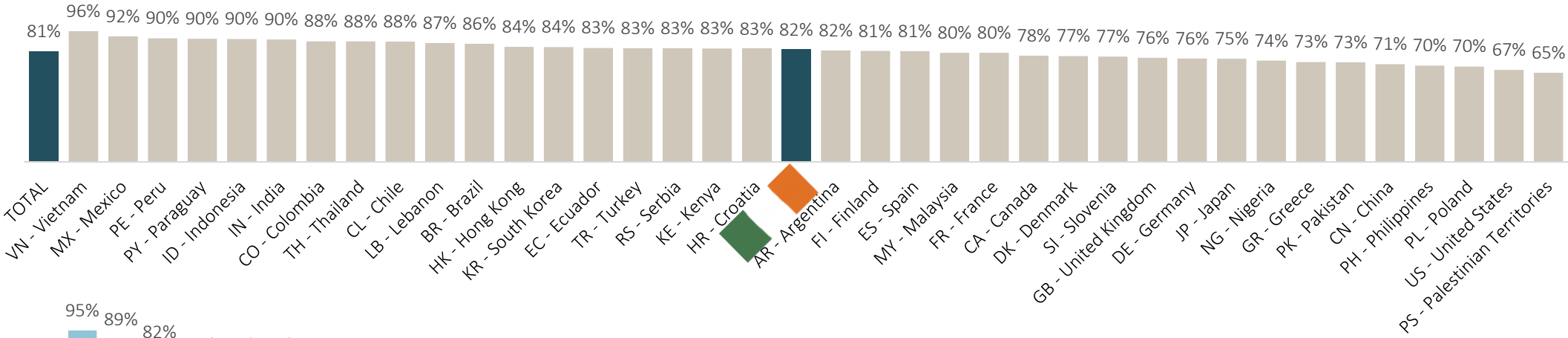
▲ ▼ Indicates significant difference vs. 2020  
 (Base: All adults across 39 countries worldwide; n = 33,236)

# Irish attitudes towards affect of Global warming on natural disasters also similar global norm

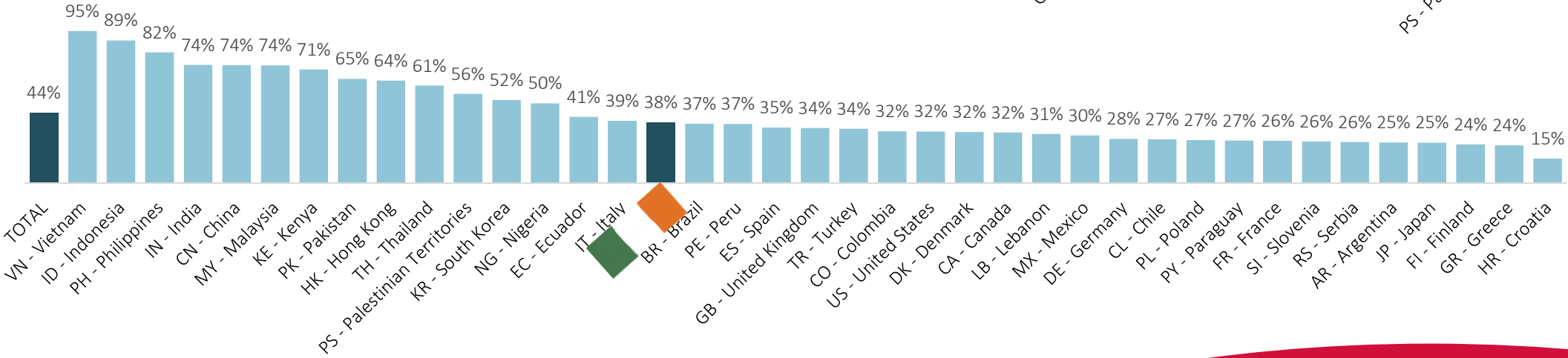


% of Adults aged 18+ who agree that...

Natural disasters (forest fires, floods, hurricanes, typhoons, etc.) have increased because of global warming



Governments are taking the necessary actions to take care of the environment



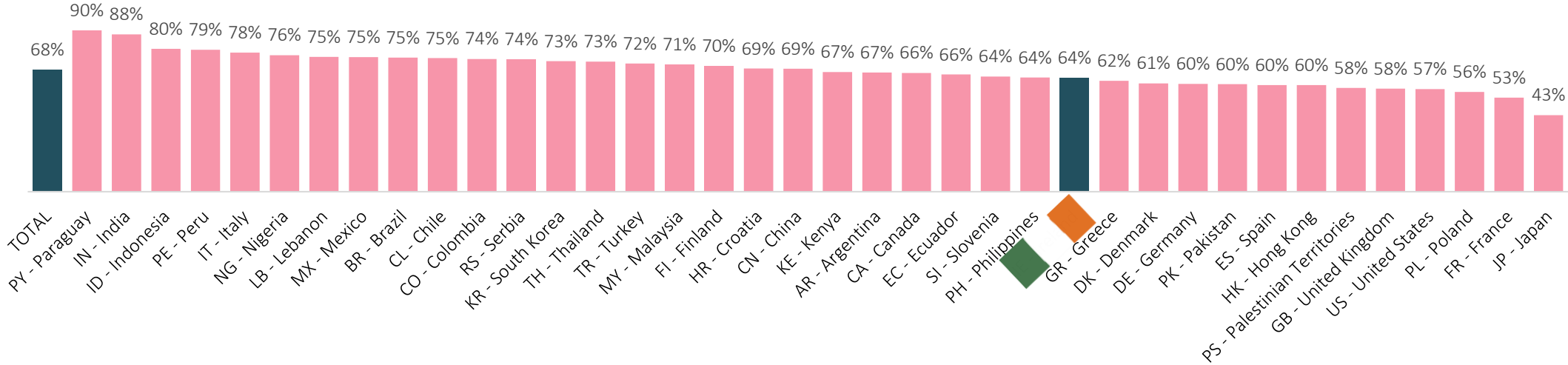
\*New statements added in 2021  
(Base: All adults across 39 countries worldwide; n = 33,236)

# Irish people are above norm on willingness to pay more for a product that is environment friendly



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

I am willing to pay more for a product that takes care of the environment



\*New statements added in 2021  
 (Base: All adults across 39 countries worldwide; n = 33,236)

# 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 33,236 people were interviewed globally. See below for sample details. The fieldwork was conducted during October 2021 – December 2021. The margin of error for the survey is between 2.5 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



10. To what extent do you agree or disagree with the following statements? (SHOW CARD. ROTATE ORDER OF STATEMENTS) (2019/2020)

	Totally agree	Somewhat agree	Somewhat disagree	Totally disagree	Do not know	
Global warming is a serious threat for mankind (2019/2020)	1	2	3	4	9	(SPSS-Q10_1)
It is already too late to curtail climate change (2019/2020)	1	2	3	4	9	(SPSS-Q10_2)
I believe my personal actions can improve the environment (2020)	1	2	3	4	9	(SPSS-Q10_3)
The real efforts on sustainability and environment need to be taken by business and government rather than individuals (2020)	1	2	3	4	9	(SPSS-Q10_4)
Natural disasters (forest fires, floods, hurricanes, typhoons, etc.) have increased because of global warming (new)	1	2	3	4	9	(SPSS-Q10_5)
Governments are taking the necessary actions to take care of the environment (new)	1	2	3	4	9	(SPSS-Q10_6)
I am willing to pay more for a product that takes care of the environment (new)	1	2	3	4	9	(SPSS-Q10_7)



# 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.

RESEARCH  
EVALUATION  
DIRECTION  
**CLARITY**

*See More, Clearly*

**REDC**

