

REDC



WIN World Survey

Climate Change & Sustainability

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REF: 620622

World shows great concern about climate change, but growing numbers in Ireland believe its too late to affect change & that govts are not doing enough

1

Majority across the world continue to agree that global warming is a serious threat to mankind, with Ireland's view (85% agree) on par for the global average. However, the world's largest economy, the United States (70%), lags far behind in this area.

2

Growing numbers in Ireland agree that it is already too late to curtail climate change, with nearly 2 in 5 (38%) now holding this view. This view is especially prevalent amongst 18-34-year-olds (47%), and has grown steadily worse amongst men in recent years (+15% vs 2020).

3

Ireland holds a more positive view than other countries on average on whether it is too late to curtail climate change, with 38% in agreement in Ireland versus the global average of 44%. Again, the United States and its top economy sits near the bottom in its agreement on this.

4

Belief in Ireland remains weak that governments are doing enough to care for the environment, with belief especially low amongst 18-34-year-olds following a significant decline since 2021. View amongst men also weakens during this same period.

5

Views differ across the globe as to whether governments are doing enough on the environment, with Ireland sitting just below the global average (-3%) and southeast Asian countries feeling strongly that governments are doing enough in this area.

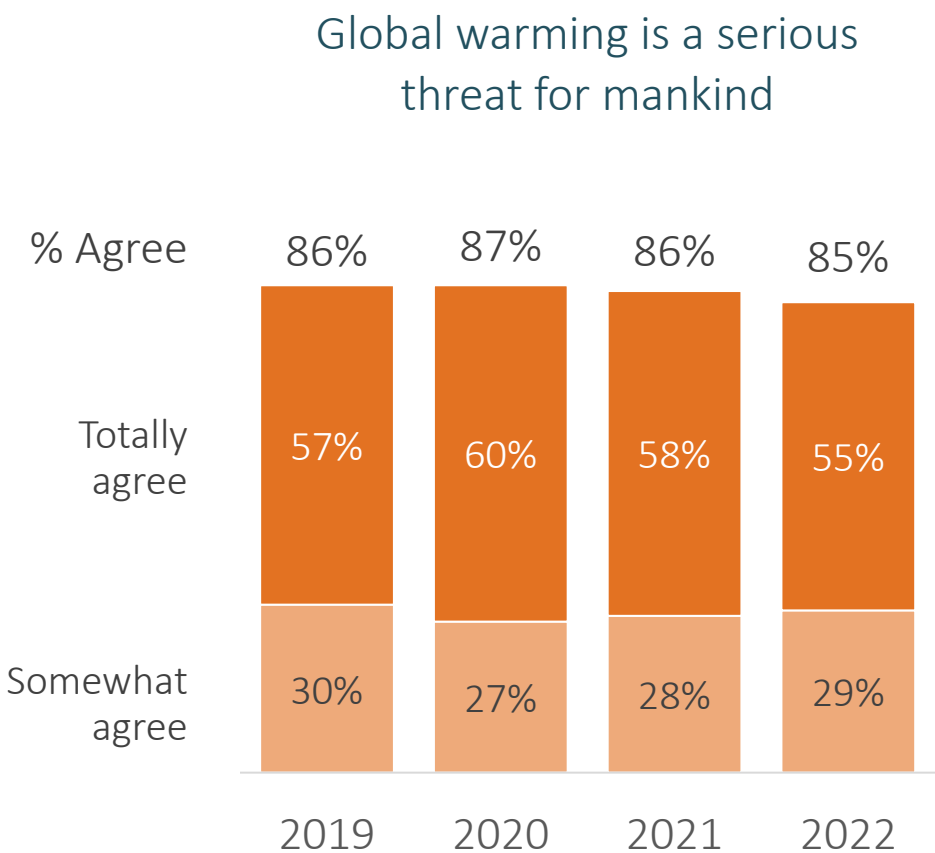
85%

Agree that Global Warming is a serious threat for mankind



Concerns over Global warming are still very high

However, the agreement is slightly lower amongst lower social grades & those from the Conn/Ulster region which sees a decline in agreement since 2021.

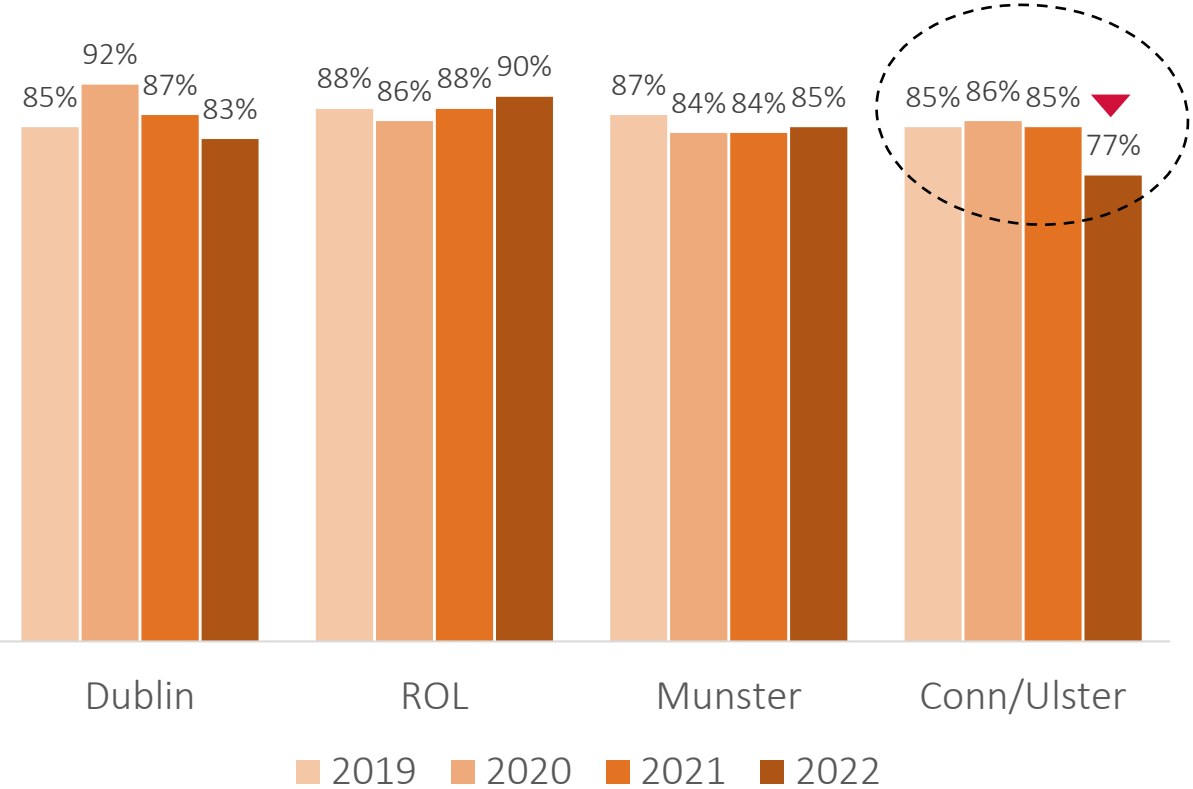


		Somewhat agree	Totally agree	% AGREE	vs 2021
	Total	29%	55%	85%	-1%
Gender	Male	28%	54%	82%	-2%
	Female	30%	57%	87%	-1%
Age	18-34	27%	59%	86%	+3%
	35-54	35%	47%	82%	-3%
	55+	25%	62%	87%	-2%
Social Class	ABC1	28%	60%	88%	=
	C2DE	29%	52%	81%	-4% ▼
Region	Dublin	25%	58%	83%	-4%
	ROL	32%	58%	90%	+2%
	Munster	33%	52%	85%	+1%
	Conn/Ulster	26%	51%	77%	-8% ▼

○ Indicates significant difference vs. Total
▲ ▼ Indicates significant difference vs. 2021

Those from Conn/Ulster are more sceptical on climate change

% AGREE - Global warming is a serious threat for mankind



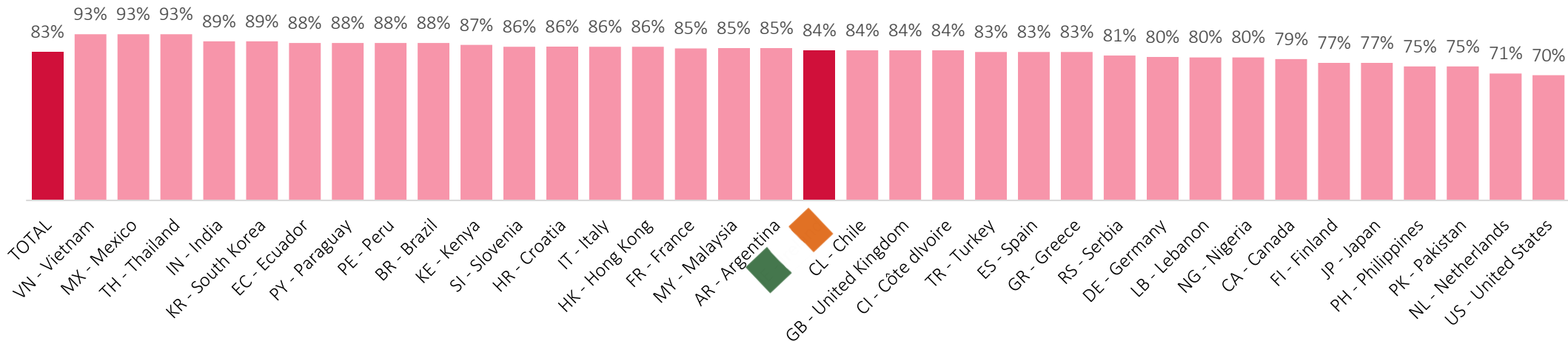
Irish perception on Global warming is on par with the world



Global warming is seen as a major problem around the world with high levels of agreement, but the USA record the lowest level of concern.

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

Global warming is
serious threat for
mankind



(Base: All adults across 36 countries worldwide; n = 29,739)

38%

Think that it is
already too late to
curtail climate
change

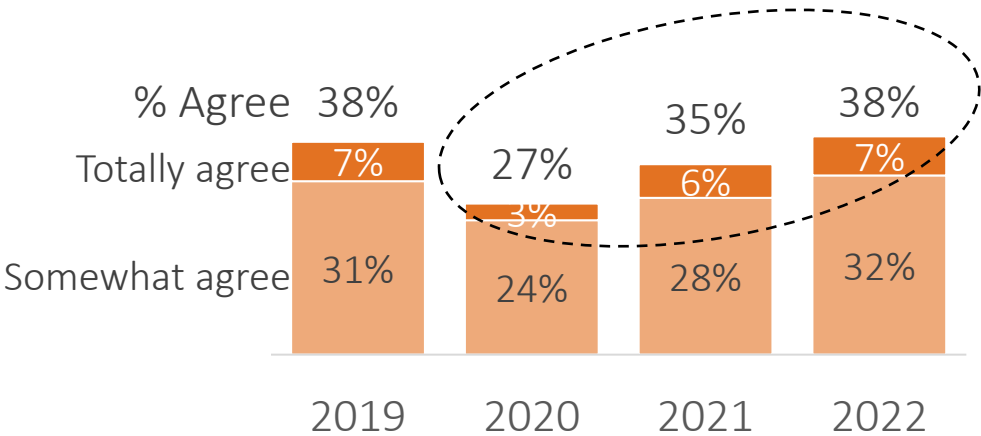


Post pandemic, cynicism is returning on curtailing climate change

Males & those leaving in Munster have much more fatalistic view on ability to curtail climate.



It's already too late to curtail climate change



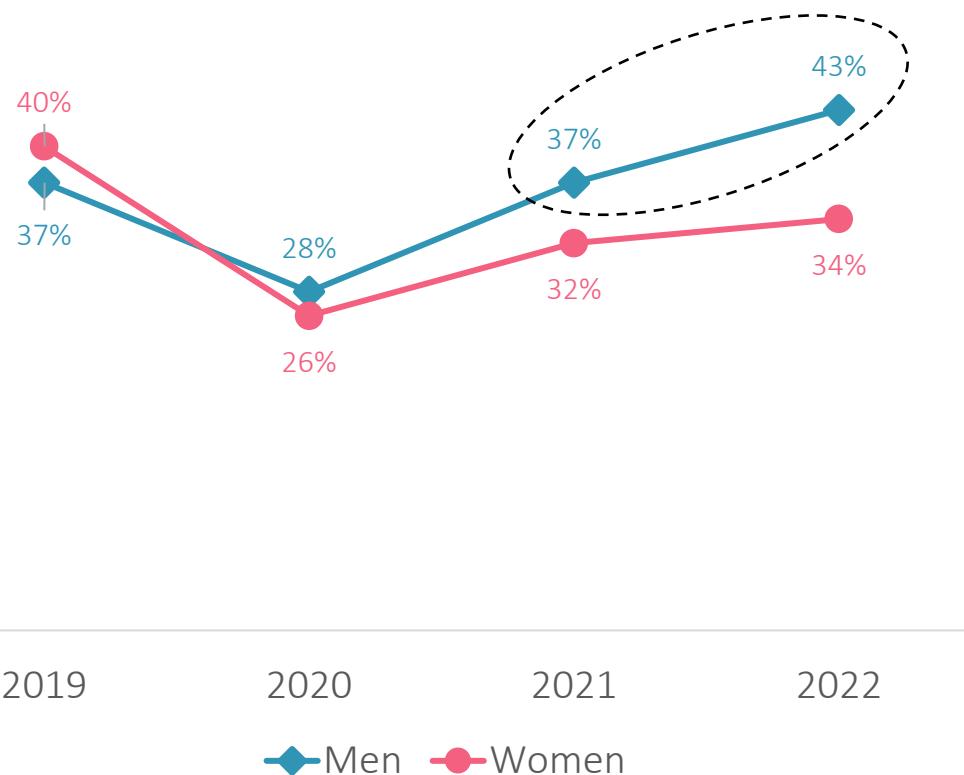
		Somewhat agree	Totally agree	% AGREE	vs 2021
	Total	32%	7%	38%	+3%
Gender	Male	36%	8%	43%	+6% ▲
	Female	28%	5%	34%	+2%
Age	18-34	40%	7%	47%	+2%
	35-54	29%	7%	36%	+4%
	55+	29%	5%	34%	+5% ▲
Social Class	ABC1	32%	6%	38%	+2%
	C2DE	32%	7%	39%	+6% ▲
Region	Dublin	30%	7%	37%	+2%
	ROL	34%	7%	41%	+4%
	Munster	33%	6%	39%	+6% ▲
	Conn/Ulster	30%	7%	37%	+3%

○ Indicates significant difference vs. Total
▲ ▼ Indicates significant difference vs. 2021

Men's hope is fading on climate

Rate of declining hope on curtailing climate change is worse amongst men, particularly since 2020.

% AGREE - It's already too late to curtail climate change



Base: All adults in ROI aged 18+, n=1,015

Q.13 – To what extent do you agree or disagree with the following statements?

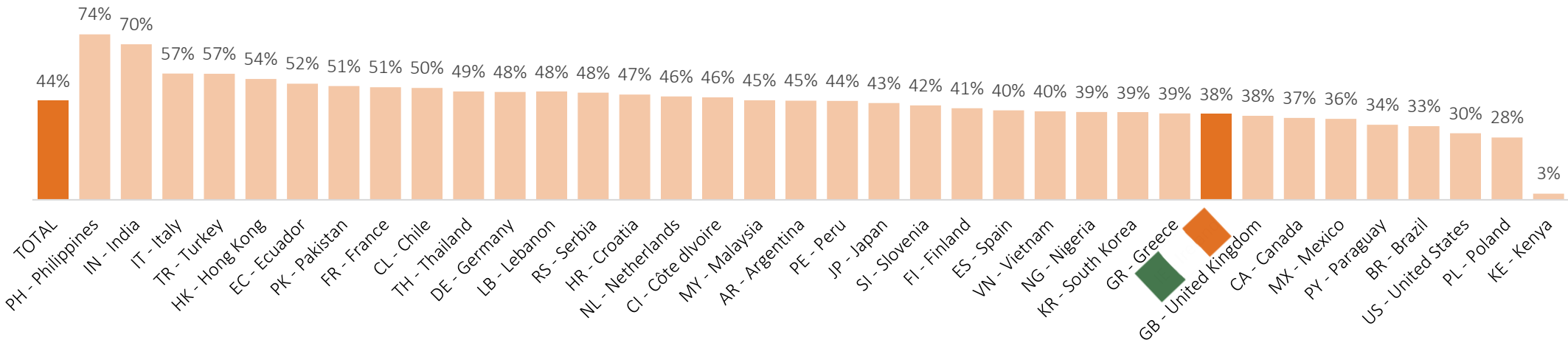


Irish perception is slightly weaker on being late to curtail climate change



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

It's already too late to curtail climate change



(Base: All adults across 39 countries worldwide; n = 33,236)

36%

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

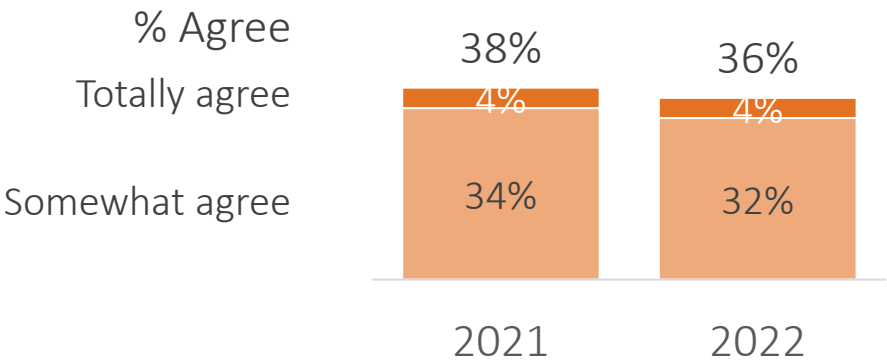


Trust on governments taking necessary action has dropped too

This decline is especially driven by men and younger 18-34-year-olds who hold most pessimistic views on this subject. Meanwhile, women and 55+ ages more likely to feel actions are being taken.



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



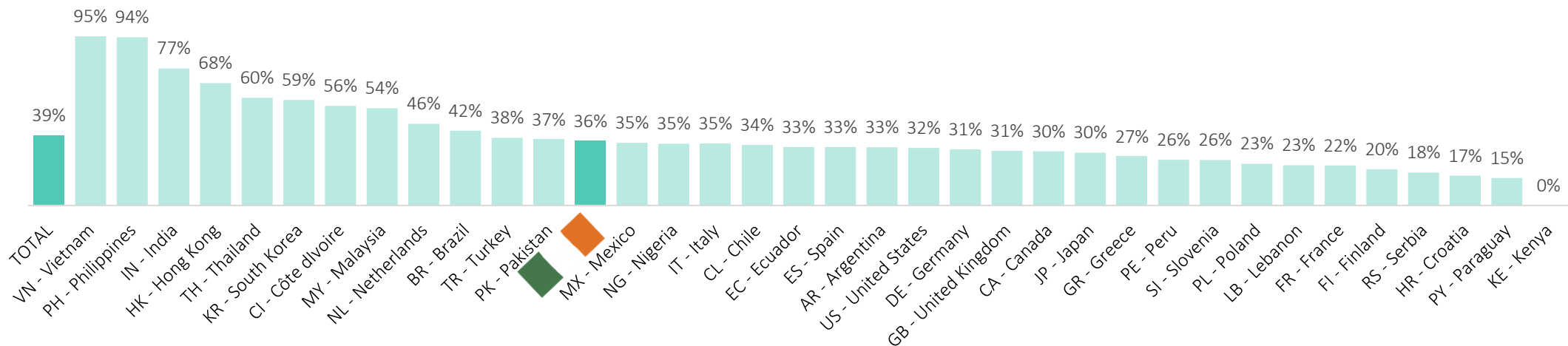
		Somewhat agree	Totally agree	% AGREE	vs 2021
	Total	32%	4%	36%	-2%
Gender	Male	28%	3%	31%	-4% ▼
	Female	37%	4%	41%	=
Age	18-34	22%	5%	28%	-8% ▼
	35-54	32%	3%	35%	-2%
	55+	41%	3%	44%	+3%
Social Class	ABC1	28%	3%	32%	-1%
	C2DE	35%	3%	38%	-2%
Region	Dublin	32%	3%	34%	-4%
	ROL	34%	3%	37%	-4%
	Munster	34%	4%	38%	-1%
	Conn/Ulster	29%	5%	34%	+3%

○ Indicates significant difference vs. Total
▲ ▼ Indicates significant difference vs. 2021

Irish views are behind the global norm that governments are taking necessary actions to take care of the environment.

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

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)

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. The survey was conducted in 36 countries using CAWI / CATI / F2F/ TAPI /online survey methods.

Sample Size and Mode of Field Work:

A total of 29,739 people were interviewed globally. The fieldwork was conducted during October 9th and December 10th, 2022. The margin of error for the survey is between 4.4 and 2.5 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



14. To what extent do you agree or disagree with the following statements? (SHOW CARD. ROTATE ORDER OF STATEMENTS) (2019/2020/2021)

	Totally agree	Somewhat agree	Somewhat disagree	Totally disagree	Do not know	
Global warming is a serious threat for mankind (2019/2020/2021)	1	2	3	4	9	(SPSS-Q14_1)
It is already too late to curtail climate change (2019/2020/2021)	1	2	3	4	9	(SPSS-Q14_2)
Governments are taking the necessary actions to take care of the environment (2021)	1	2	3	4	9	(SPSS-Q14_6)

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: tailor-made 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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