

REDC



WIN World Survey *Climate Change*

Published: 5th June 2024

REF: 695423

Onus on government to act, with majority unwilling to change



The WIN World Survey on Climate Change reveals that consumers are looking to government to lead way on climate change.

Industry is believed to be main culprit of global warming

- 1 in 2 in Ireland believe global warming is caused by industry, significantly ahead of any other contributor such as consumer behaviour (26%) and natural causes (14%)
- Ireland much more likely to blame industry vs. global average with people's behaviour attributed as main cause across the world.

Irish adults feel the government could do more

- Despite some improvement in 2024, just 2 in 5 in Ireland agree that governments are taking the necessary actions to take care of the environment
- Agreement is higher amongst those aged 55+, and has grown in 2024 amongst those aged 18-34 and higher social grades
- Ireland is in line with the global average, but there is a sizable gap between Asian countries (higher) and the rest of the world (lower)

Public unwilling to make the big lifestyle changes to prevent climate change

- Vast majority willing to take the relatively easier steps to prevent climate change such as recycling (80% would do this)
- However, far less would be willing to take more extreme lifestyle changes such as stopping travel by plane (17%), stopping car use (16%), or stopping meat consumption (15%).
- Irish people are ahead of the global average in both recycling and moving away from fast fashion.

50%

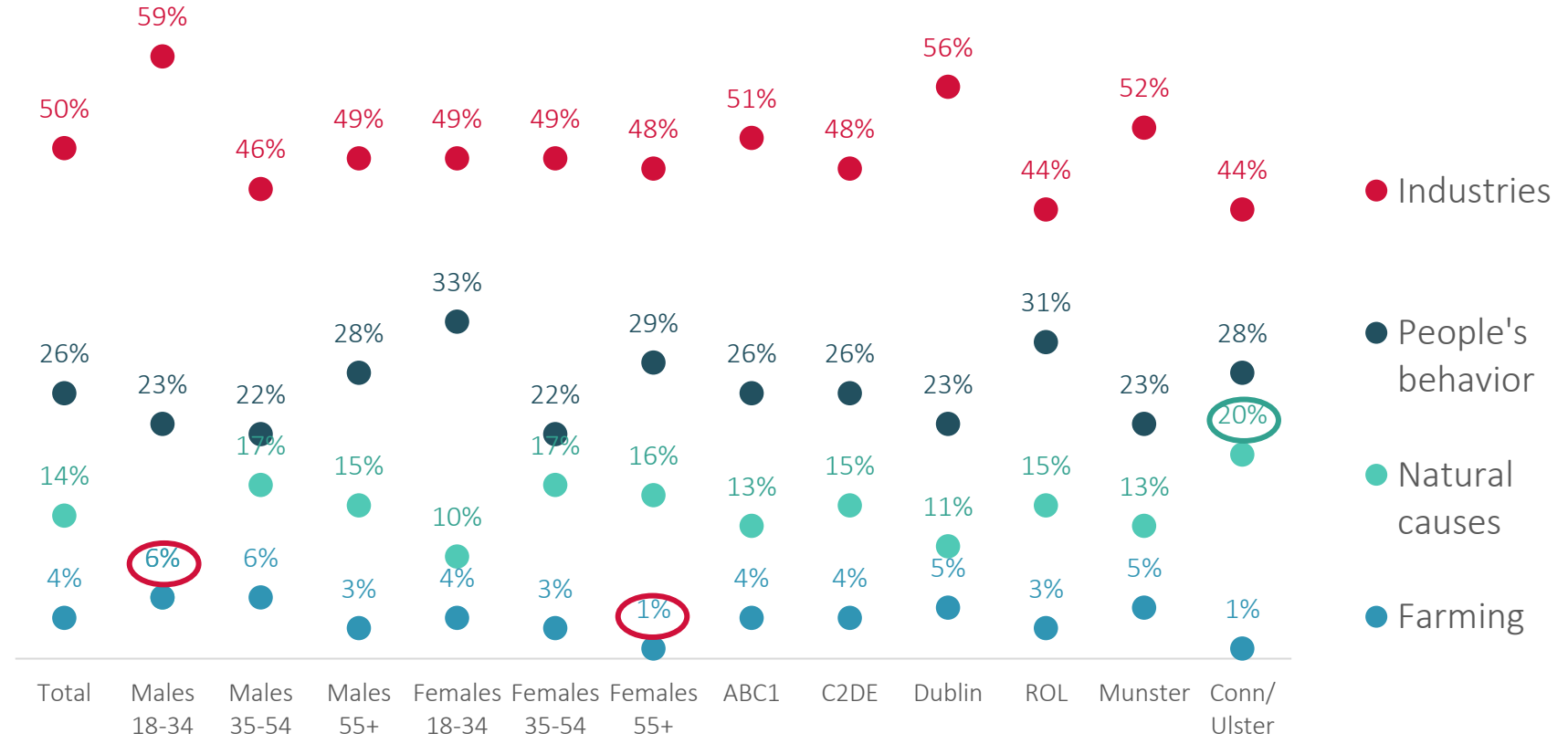
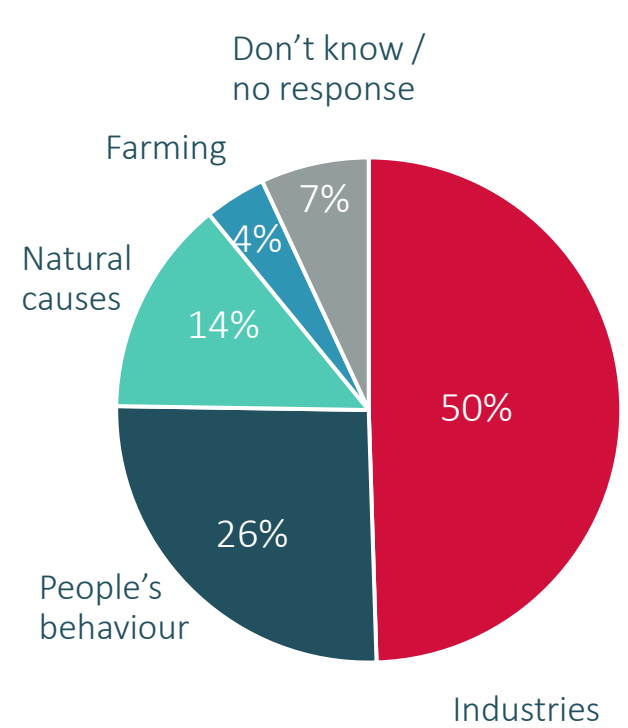
believe global warming
is caused by industries



Industry is seen by a shy majority to be the cause of Global Warming

1 in 2 in Ireland believe global warming is most caused by industry, but there are also 1 in 4 who think it is due to people's behaviour, while lower proportion (but higher in Conn/Ulster) believe it is due to natural causes.

Cause of Global Warming



○ Indicates significant difference vs. Total

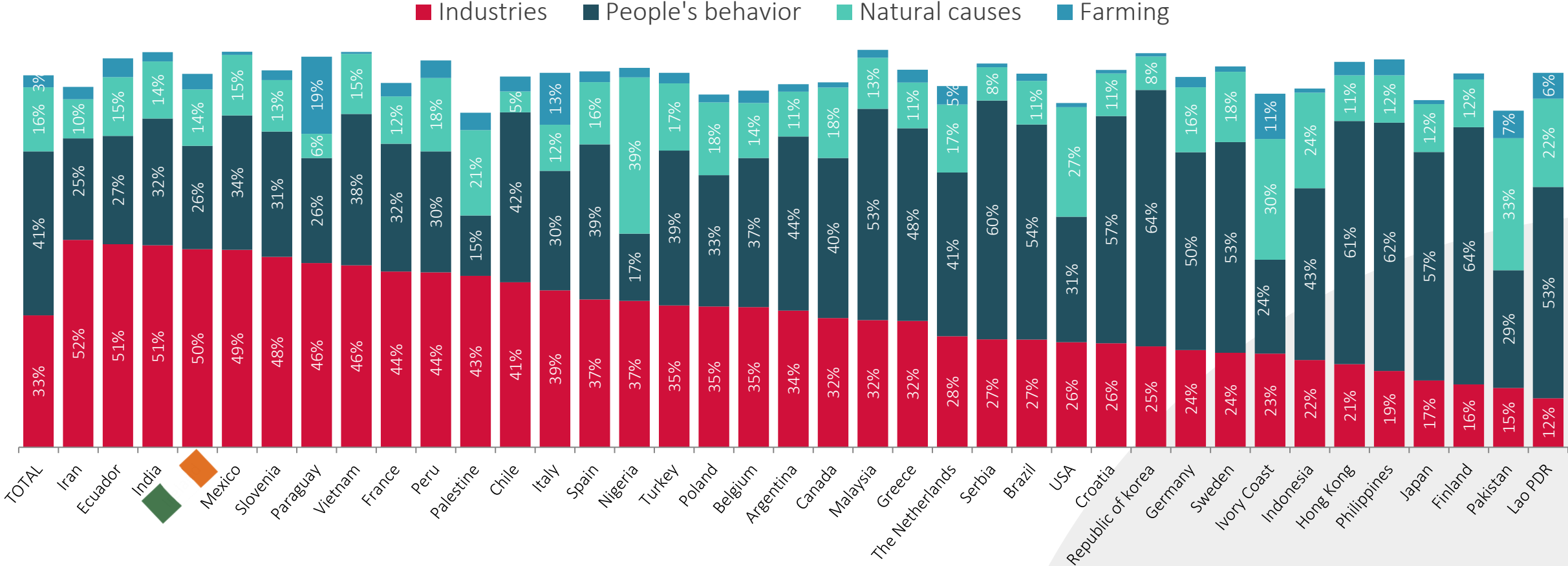
Base: All adults in ROI aged 18+, n=1,002
 Q.5 What do you think global warming is most caused by?

Ireland much more likely to blame industry vs. global average



Opinion is even more divided globally over what is most causing global warming, but it is very clear that Ireland is drastically more likely (+17%) to attribute this to industry than what is seen in other countries.

Cause of Global Warming



Base: All adults across 39 countries worldwide – n=33866

Q.5 What do you think global warming is most caused by?



41%

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

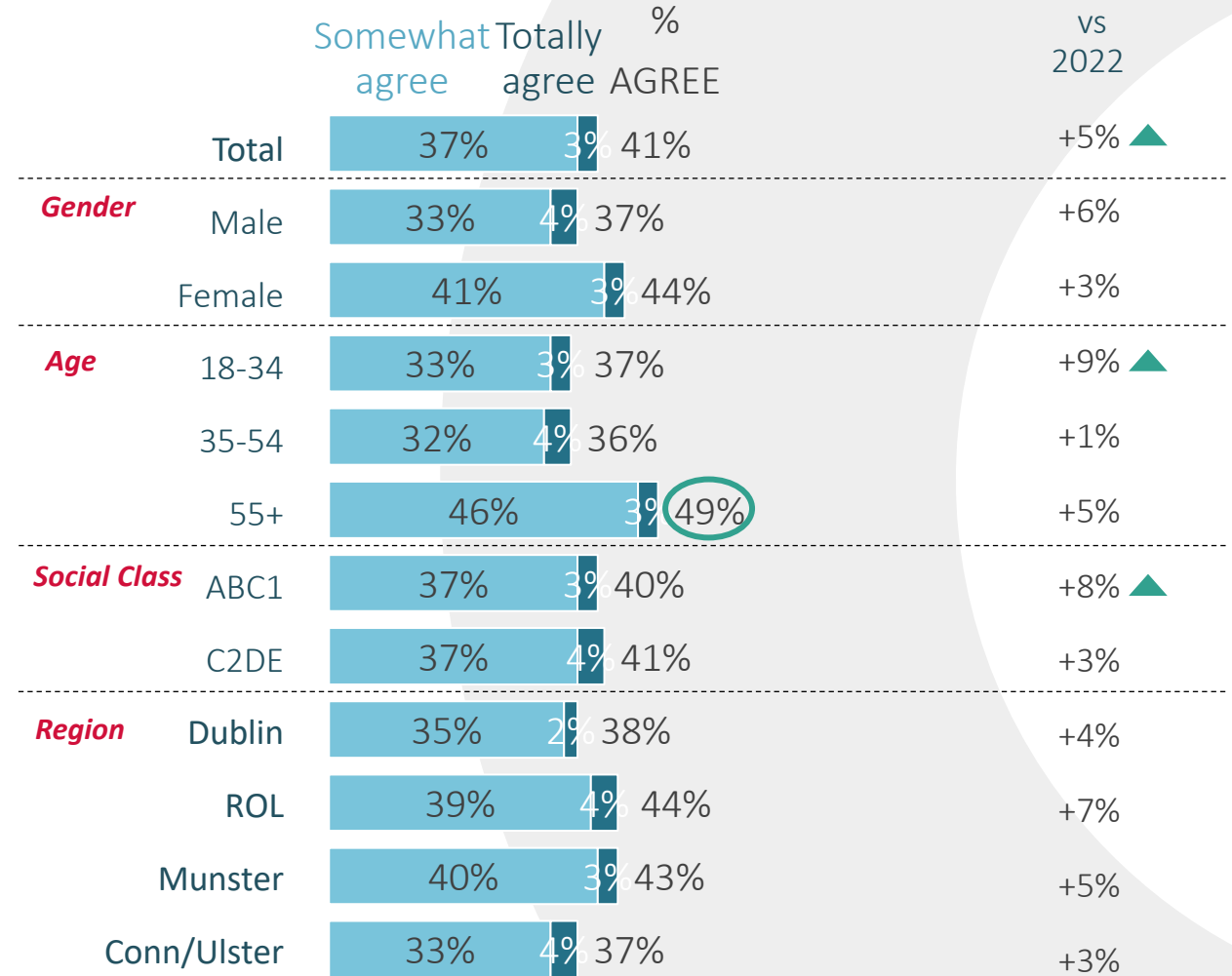
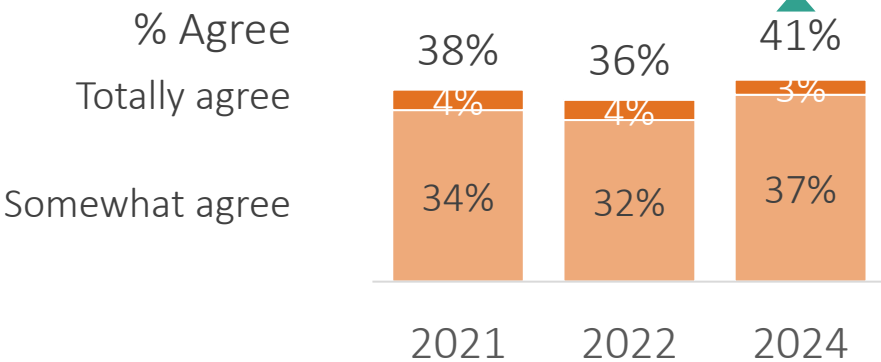


Just 2 in 5 think governments are doing enough on environment



Despite an increase versus 2022, which is driven mainly by 18-34-year-olds and those in higher social grades, only 2 in 5 think governments are taking necessary actions on the environment.

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



○ Indicates significant difference vs. Total
 ▲ ▼ Indicates significant difference vs. 2022

Base: All adults in ROI aged 18+, n=1,002

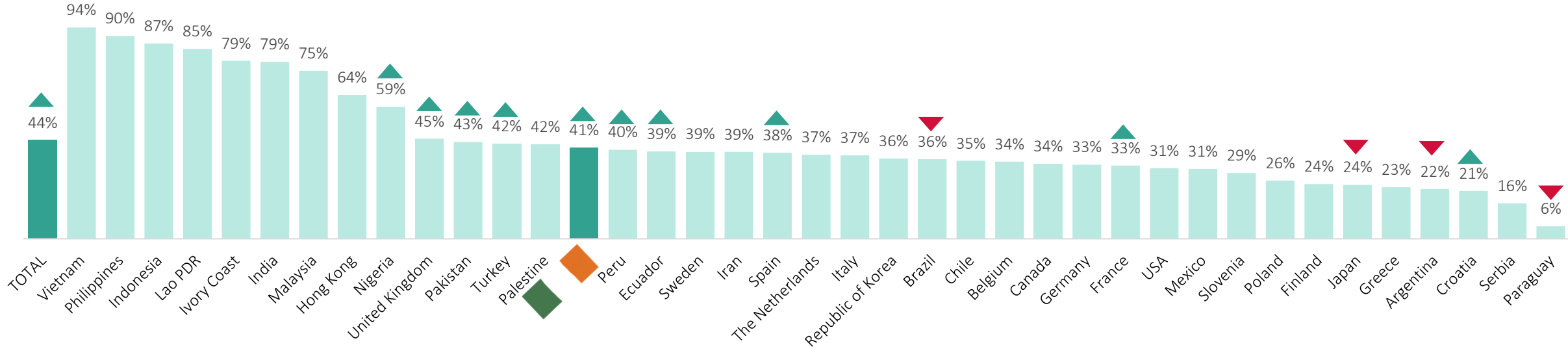
Q.14 – To what extent do you agree or disagree with the following statements?

Irish views on government actions is in line with the global average

Globally, there is an increase in agreement that governments are taking necessary actions on the environment, with Southeast and Asian countries tending to top the list.

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

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



▲ ▼ Indicates significant difference vs. 2022

Base: All adults across 39 countries worldwide – n=33866

Q.14 – To what extent do you agree or disagree with the following statements?

80%

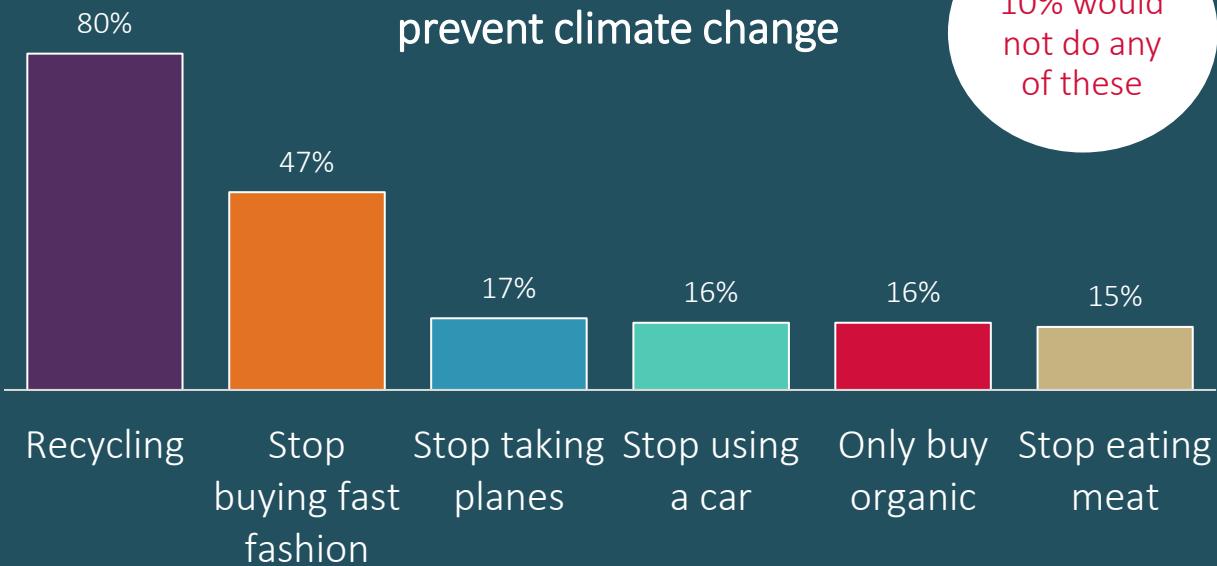
Would recycle to prevent climate change, but far less would change other behaviours



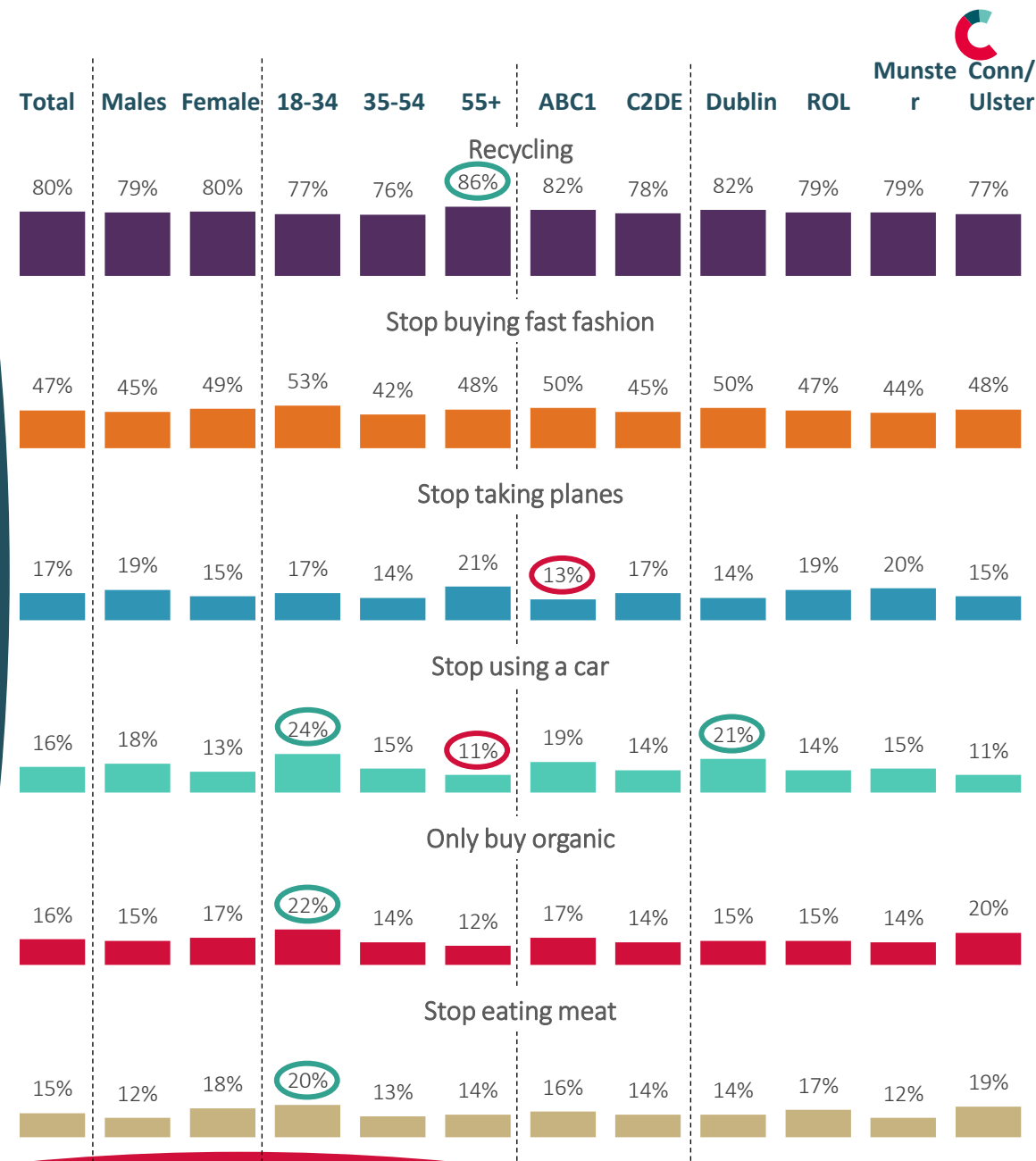
Very few willing to stop travel via plane or car or stop eating meat

While vast majority are willing to recycle to prevent climate change, and nearly half willing to stop buying fast fashion, very low proportion would be willing to make more drastic lifestyle changes.

Would do the following to prevent climate change



10% would not do any of these



Base: All adults in ROI aged 18+, n=1,002

Q.13.Would you do any of the following to prevent climate change?

Recycling and moving away from fast fashion are higher in Ireland vs Global avg.

Intention to buy only organic is weaker by Irish than others.

	Recycling	Stop buying fast fashion	Only buy organic	Stop using a car	Stop taking planes	Stop eating meat	None of the above	Dk/Nr
TOTAL	64%	29%	22%	17%	17%	12%	12%	8%
Argentina	62%	19%	29%	21%	11%	9%	7%	15%
Belgium	63%	24%	13%	24%	27%	15%	0%	16%
Brazil	70%	24%	33%	22%	11%	9%	10%	6%
Canada	71%	44%	13%	15%	16%	17%	14%	7%
Chile	69%	39%	9%	20%	10%	13%	5%	9%
Germany	65%	42%	19%	16%	32%	21%	9%	4%
Ecuador	62%	22%	29%	18%	7%	9%	6%	4%
Spain	76%	34%	21%	27%	26%	14%	9%	3%
Finland	78%	73%	18%	16%	36%	26%	8%	4%
France	74%	46%	13%	13%	28%	20%	8%	6%
United Kingdom	70%	39%	12%	21%	26%	20%	8%	6%
Greece	75%	28%	14%	20%	11%	15%	8%	5%
Hong Kong	65%	27%	5%	16%	7%	9%	14%	5%
Croatia	75%	41%	16%	10%	19%	10%	8%	4%
Indonesia	12%	4%	11%	6%	5%	3%	53%	21%
Ireland	80%	47%	16%	16%	17%	15%	9%	4%
India	65%	24%	51%	29%	16%	20%	5%	2%
Iran	45%	12%	28%	14%	7%	4%	26%	1%
Italy	74%	31%	21%	24%	18%	22%	0%	10%
Ivory Coast	40%	6%	35%	6%	4%	3%	0%	31%
Japan	50%	7%	2%	12%	11%	2%	33%	8%
Republic of Korea	89%	44%	10%	29%	9%	9%	5%	2%
Lao PDR	44%	18%	37%	10%	21%	4%	31%	1%
Mexico	76%	40%	32%	52%	19%	15%	4%	2%
Malaysia	74%	26%	25%	18%	13%	11%	9%	2%
Nigeria	90%	1%	51%	28%	24%	0%	0%	6%
The Netherlands	69%	38%	17%	12%	29%	18%	11%	8%
Peru	65%	11%	28%	15%	7%	4%	7%	4%
Philippines	68%	7%	29%	4%	3%	4%	15%	0%
Pakistan	19%	6%	7%	18%	7%	7%	42%	15%
Poland	65%	38%	14%	17%	35%	17%	8%	11%
Palestine	31%	16%	26%	28%	6%	13%	0%	36%
Paraguay	69%	22%	32%	16%	7%	13%	3%	5%
Serbia	73%	34%	18%	13%	17%	10%	7%	7%
Sweden	74%	52%	28%	12%	27%	19%	0%	15%
Slovenia	65%	47%	24%	11%	25%	12%	12%	8%
Turkey	60%	17%	42%	17%	17%	10%	13%	2%
USA	62%	32%	18%	12%	20%	15%	19%	9%
Vietnam	53%	22%	27%	24%	8%	6%	30%	1%

Base: All adults across 39 countries worldwide – n=33866

Q.13. Would you do any of the following to prevent climate change?

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 33,866 people were interviewed globally. See below for sample details. The fieldwork was conducted during December 2023 – January 2024. 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



CLIMATE CHANGE AND SUSTAINABILITY

5. What do you think global warming is most caused by? (SINGLECODE. ROTATE 1-4) (New) (SPSS-Q13)

1. People's behavior
2. Natural causes
3. Farming
4. Industries
9. Do not know / no response (ANCHOR)

13. Would you do any of the following to prevent climate change? (New) (SPSS-Q14_01) (SPSS-Q14_02) (SPSS-Q14_03) (SPSS-Q14_04) (SPSS-Q14_05) (SPSS-Q14_06) (SPSS-Q14_07) (SPSS-Q14_09) (ROTATE 1-6. MULTIPLE ANSWERS)

1. Stop taking planes
2. Stop eating meat
3. Stop using a car
4. Recycling
5. Stop buying fast fashion
6. Only buy organic
7. None of the above (EXCLUSIVE)
9. Do not know / no response (EXCLUSIVE)

14. To what extent do you agree or disagree with the following statement: Governments are taking the necessary actions to take care of the environment (2019/2020/2021/2022) (SPSS-Q15)

1. Totally agree
2. Somewhat agree
3. Somewhat disagree
4. Totally disagree
9. Do not know / no response

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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