

Unwilling public turn to government on climate crisis

- Industry is believed to be main culprit of global warming while just 1 in 4 attribute it to people's behaviour
- Just 2 in 5 feel that the government is taking necessary action on the environment
- Public largely unwilling to make big lifestyle changes to combat climate change

The Worldwide Independent Network of MR (WIN), the world's leading independent association in market research and polling, today reveals findings from the Annual WIN World Survey on global warming, climate change, and government efforts to track and understand any improvements worldwide in regard to the health of the planet.

The WIN annual survey explores the views and beliefs of 33,866 people in 39 countries across the globe.

HEADLINES – IRELAND

1. Industries are blamed for Global Warming

- 50% of Irish people attribute global warming to industries, while just 1 in 4 acknowledge personal behaviour as the primary cause.
- Only 14% attribute global warming to natural causes, with a mere 4% identifying farming as the main culprit.
- Younger males tend to attribute global warming primarily to industries (59%), whereas younger females are more inclined to attribute it to people's behaviour (33%).
- Ireland much more likely to blame industry (50%) vs. global average (33%)

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

- 4 in 5 in Ireland to prioritize recycling as a means to combat climate change while nearly half express their intention to cease purchasing fast fashion items.
- When it comes to transport however, just 17% are inclined to cease taking planes (17%) while just 16% would consider not using their car.
- Fewer again would reduce meat consumption (15%) with 16% expressing that they would exclusively purchase organic products to mitigate climate change. Those aged 18-34 are more inclined however to consider all changes.
- Globally, Irish are more likely to recycle (+16%) and stop buying fast fashion (+18%) to prevent climate change. However, intention to buy only organic (-6%) is weaker.

3. Irish Government could do more

- Just 2 in 5 believe the Government is taking necessary action and while this has improved since 2022, Irish citizens expect more.
- While those aged under 35 years have improved their views of Government climate actions over the past 2 years, just 37% feel they are doing enough.

Ciara Reilly, Group Director in RED C Research, said: "With 50% of Irish people attributing global warming to industries and only 25% acknowledging their own behaviour as a primary cause, it is clear that many are shifting the blame outward instead of reflecting on personal responsibilities. While there is a strong expectation for the Government to intensify its climate efforts, consumers are increasingly looking to brands to take the lead in reducing environmental impact. This highlights the need for a combined effort from both policy makers and the private sector to drive meaningful change."

HEADLINES WORLD

1. People take accountability

- 41% of the global survey respondents believed that human behaviour was responsible for global warming, with women (44%) more likely than men (37%) to hold this belief.
- Beliefs surrounding global warming are consistent across all age groups however globally those in MENA countries are far more likely to believe industries are behind climate change at 51%, whereas only 28% of people in APAC blame industries, identifying people's behaviours as the main cause (52%).
- Natural phenomenon are widely dismissed across the majority of the world with the exception of countries within Africa where 37% of those surveyed reported believing that the planet was changing naturally.
- Education is a factor in opinions about global warming, with those with no education being the most likely to report natural causes as the culprit for global warming (29%) and the least likely to believe that industries (17%) were responsible for the planet. They're also the least likely to report people's behaviours (31%) as responsible.

2. Taking action against climate change

- Of those globally surveyed, when it came to opinions on what could be done to combat climate change gender played almost no role in swaying opinions with both showing an overwhelming preference for recycling (64%) with no longer buying fast fashion products being second at 29%. People ages 65+ tend to sway more towards no longer taking planes as a preventer of climate change at 24% as opposed to 18-24 (15%), 25-34(14%), 35-44 (15%), 45-54 (15%) and 55-64 at 19%.
- Europe reports higher rates of being willing to recycle (72%), on the other hand only 46% in the MENA region share the same sentiment. The continent of Africa reports the lowest in the world of being prepared to give up fast fashion at only 4% whereas Europe reports a far higher 43%.

3. Government Improvements for climate change

- People look to the government for guidance, globally the trust in respective government bodies taking necessary actions to care for the environment has risen from 39% in 2023 to 44% in 2024, with men (46%) being more trustworthy than women (41%).
- There is a negative trend in government trust when it comes to education, those with no education report highest levels of believing that the government is taking necessary actions: those who completed primary school reported 50%, secondary school 46%, University degree at 40% and higher levels of education at 42%.
- Trust in the government is highest in Africa at 74%, and APAC countries at 68% - it sits lowest in Europe and the Americas both at 35%. The country reporting the highest belief that the government are taking action for the environment is Vietnam at 94% with the

Philippines (90%) and Indonesia(87%) closely following. The country who reports the least trust in the government is Paraguay at 6% having dropped from 15% in 2023

Vilma Scarpino, President of WIN International Association, said:

"Global perspectives on climate change reveal diverse beliefs and actions, with significant differences across regions, genders, and education levels, highlighting the complexity of addressing this critical issue."

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NOTES FOR EDITORS

Methodology:

The survey was conducted in 39 countries using CAWI / CATI / F2F/ TAPI /online survey methods.

Sample Size and Mode of Field Work:

A total of 33,866 people were interviewed. See below for sample details. The fieldwork was conducted in December 2023 and January 2024. 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 covered adult population of the surveyed countries.

About WIN:

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

Our assets

- 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: among others, researched themes are gender equality and young people, communication and media research, and brand studies.

About RED C:

RED C Research is a premier provider of research-based consultancy services, with offices in Dublin and London. Founded in Dublin in 2003, we have been providing high quality research and polling-based consultancy services to business, communities and government both nationally and internationally for many years. We are part of the Business Post group house of brands, delivering insight through data, journalism, analysis and storytelling. We help brands grow by clearly understanding human needs and behaviour.

Methodology Sheet

| | Country | Company Name | Methodology | Sample | Coverage | 2023-2024 Fieldwork Dates |
|----|---------------------|--|--------------|--------|----------------|------------------------------|
| 1 | Argentina | Voices Research & Consultancy | CAWI | 1035 | NATIONAL | 1-6 December 2023 |
| 2 | Belgium | IRB Europe | CAWI | 500 | NATIONAL | 26-31 January 2024 |
| 3 | Brazil | Market Analysis Brazil | CAWI | 1000 | NATIONAL | 9-24 January 2024 |
| 4 | Canada | LEGER | CAWI | 1000 | NATIONAL | 3-14 January 2024 |
| 5 | Chile | Activa Research | CAWI | 1094 | NATIONAL | January 2024 |
| 6 | Croatia | Institute for market and media research, Mediana Fides | CAWI | 585 | NATIONAL | 23-29 January 2024 |
| 7 | Ecuador | Centro de Estudios Y Datos - CEDATOS | CAPI | 505 | NATIONAL | 28 Jan – 3 Feb 2024 |
| 8 | Finland | Taloustutkimus Oy | Online Panel | 1128 | NATIONAL | 13-18 December 2023 |
| 9 | France | BVA | CAWI | 1000 | NATIONAL | 17-19 January 2024 |
| 10 | Germany | Produkt+Markt | CAWI | 1000 | NATIONAL | 22 Dec 2023- 22 Jan 2024 |
| 11 | Greece | Alternative Research Solutions | CAWI | 500 | NATIONAL | 10-15 January 2024 |
| 12 | Hong Kong | Consumer Search Group (CSG) | Online Panel | 500 | TERRITORY WIDE | 1-6 December 2023 |
| 13 | India | DataPrompt International Pvt. Ltd. | CAWI | 1000 | NATIONAL | 19 Dec 2023 - 25 Jan 2024 |
| 14 | Indonesia | DEKA | Face to Face | 1000 | NATIONAL | 5-26 December 2023 |
| 15 | Iran | EMRC | CATI | 1000 | URBAN | 18-31 December 2023 |
| 16 | Republic of Ireland | RED C Research & Marketing Ltd | CAWI | 1002 | NATIONAL | 5-10 January 2024 |
| 17 | Italy | BVA Doxa | CAWI | 1000 | NATIONAL | 17-19 January 2024 |
| 18 | Ivory Coast | EMC | CAPI | 1200 | NATIONAL | 9-28 January 2024 |
| 19 | Lao PDR | Indochina Research (LAOS) Ltd | CATI | 500 | 4 KEY REGIONS | 15 Dec 2023- 8 Jan 2024 |
| 20 | Japan | Nippon Research Center, LTD. | CAWI | 1118 | NATIONAL | 9-16 January 2024 |
| 21 | Malaysia | Central Force International | Online | 1000 | NATIONAL | 7-13 December 2023 |
| 22 | Mexico | Brand Investigation S.A.de C.V | Online | 535 | NATIONAL | 11-20 December 2023 |

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|----|--------------------------|--|----------------------|------|--|---------------------------|
| 23 | Nigeria | Market Trends International | CATI | 1000 | NATIONAL | 15 Dec 2023- 24 Jan 2024 |
| 24 | Pakistan | Gallup Pakistan | CATI | 1000 | NATIONAL | 3-17 January 2024 |
| 25 | Palestine | Palestinian Center for Public Opinion | TAPI | 483 | NATIONAL | 26 Sep - 5 Oct 2023 |
| 26 | Paraguay | ICA Consultoría Estratégica | CATI | 480 | NATIONAL | 18 Dec 2023 – 11 Jan 2024 |
| 27 | Peru | Datum Internacional | P2P | 1200 | NATIONAL | 6-9 January 2024 |
| 28 | Philippines | Philippine Survey and Research Center, Inc. (PSRC) | F2F CAPI | 1000 | NATIONAL | 12-27 January 2024 |
| 29 | Poland | Mareco Polska | CAWI | 1080 | NATIONAL | 2-5 January 2024 |
| 30 | Republic of Korea | Gallup Korea | Mobile online survey | 1029 | NATIONAL | 24-30 January 2024 |
| 31 | Serbia | Institute for market and media research, Mediana Adria | CAWI | 501 | NATIONAL | 23-29 January 2024 |
| 32 | Slovenia | Institute for market and media research, Mediana | CAWI | 700 | NATIONAL | 23-27 January 2024 |
| 33 | Spain | Instituto DYM | CAWI | 1011 | NATIONAL | 13-15 December 2023 |
| 34 | Sweden | DEMOSKOP AB | CAWI | 1068 | NATIONAL | 4 Dec 2023 – 31 Jan 2024 |
| 35 | The Netherlands | Motivaction International B.V. | CAWI | 1005 | NATIONAL | 2-5 February 2024 |
| 36 | Turkey | Barem | CATI | 523 | NATIONAL | 26-30 January 2024 |
| 37 | United Kingdom | ORB International | CAWI | | NATIONAL | |
| 38 | USA | LEGER | CAWI | 1000 | NATIONAL | 3-14 January 2024 |
| 39 | Vietnam | Indochina Research (Vietnam) Ltd | CAPI | 600 | Hanoi, Ho Chi Minh city, Danang urban population | 29 Dec 2023 – 18 Jan 2024 |