

REDC



WIN Worldwide
Independent Network
Of Market Research

WIN World Survey *World Environment Day*

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Irish public remain sceptical on companies' CSR policies



Key Findings 2025

I

Most (81%) Irish adults feel their personal actions can improve the environment, in line with the European average.

II

Irish consumers are less likely to believe governments are doing what's necessary to help the environment compared to global averages (49% vs 55%).

III

Consumers aged 55+ are more likely to see the positive impact of their own actions on the environment, and in line with this are also more satisfied that governments are taking the necessary action to look after the environment.

IV

Half of consumers in Ireland feel companies are not taking CSR seriously and are only doing it for appearances, scepticism is especially high for male consumers, with the same feeling having grown over time among 35-54s.

81%

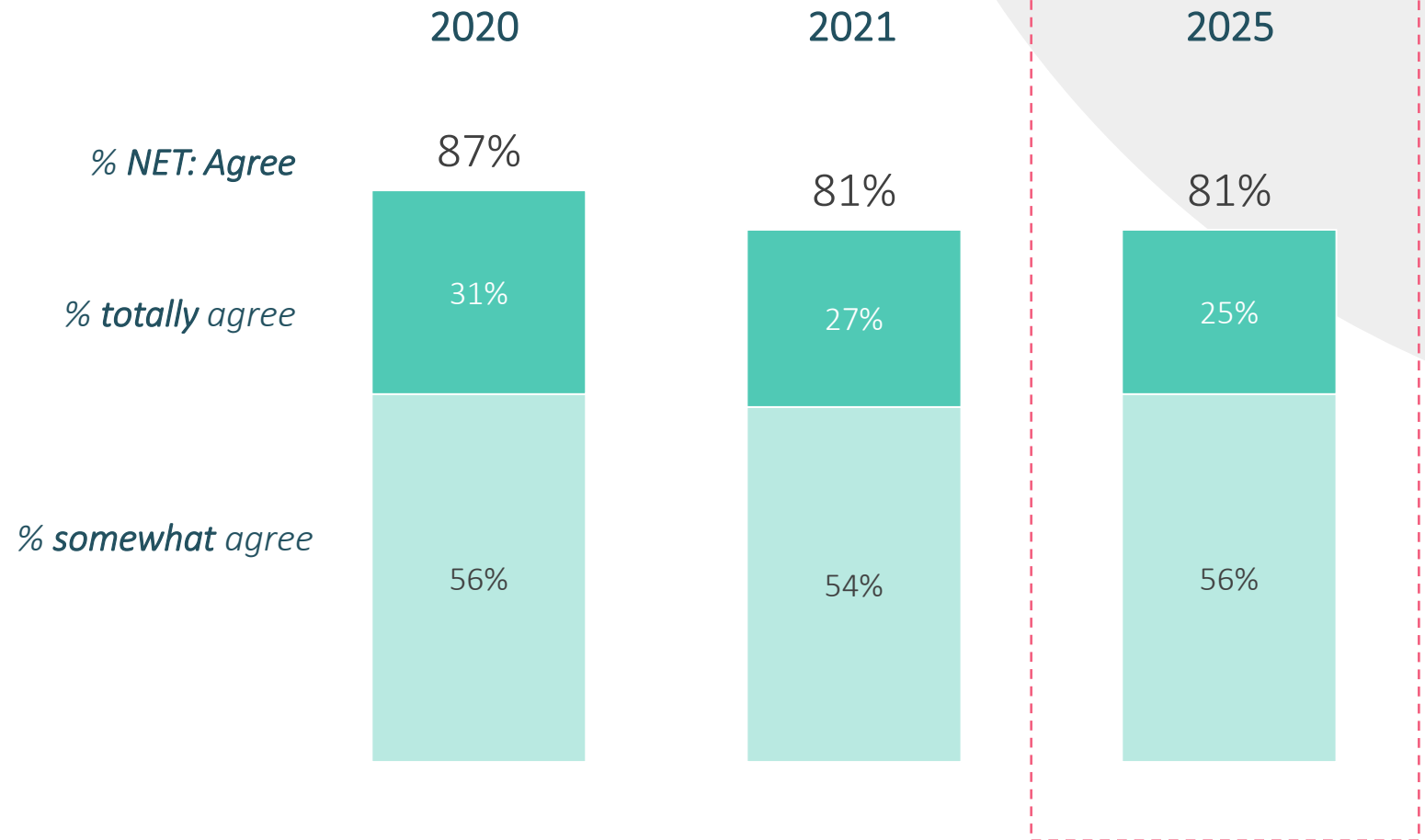
Of Irish adults
believe their
personal actions can
improve the
environment



Belief among Irish consumers that their actions can improve the environment has remained stable since 2021



Believe personal actions can improve the environment



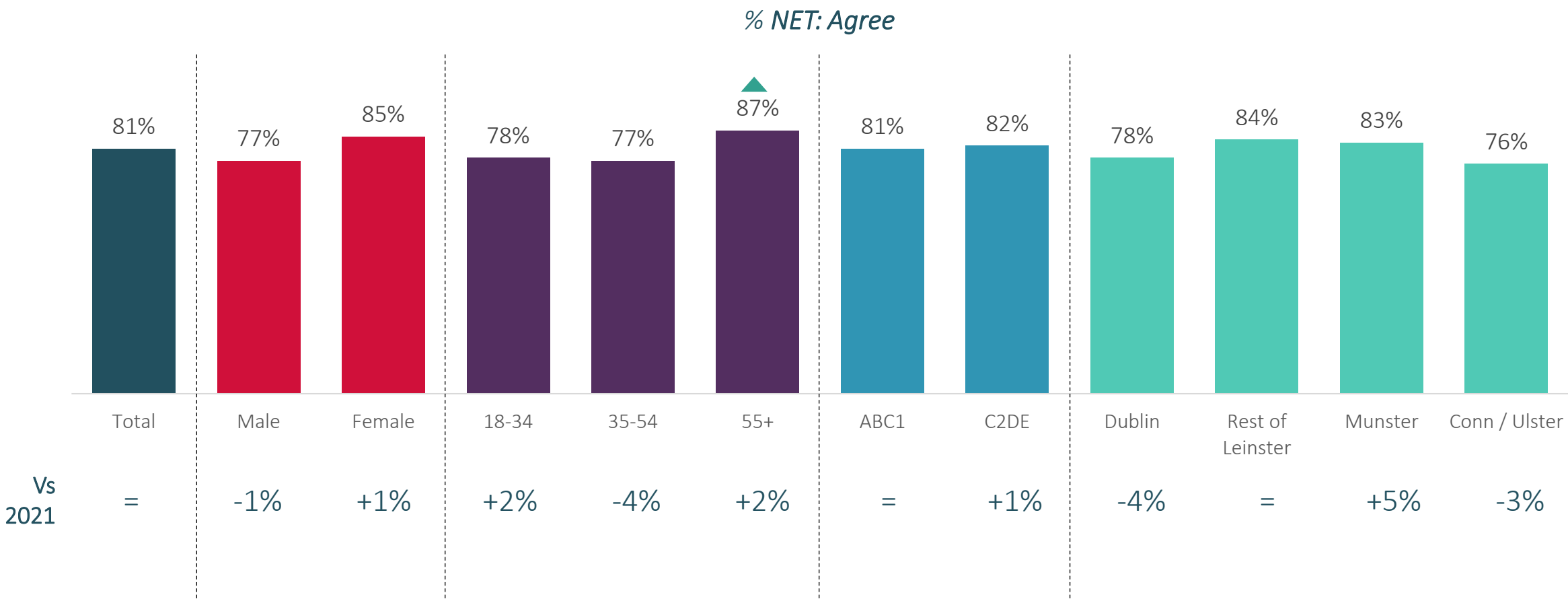
(Base: All adults in ROI aged 18+, n=1,013)

Q.12 – To what extent do you agree or disagree with the following statements? – I believe my personal actions can improve the environment

55+ adults feel strongly about the positive impact of their actions

Sentiment is slightly below national average for males, 35-54s and those living in Connacht / Ulster.

Believe personal actions can improve the environment



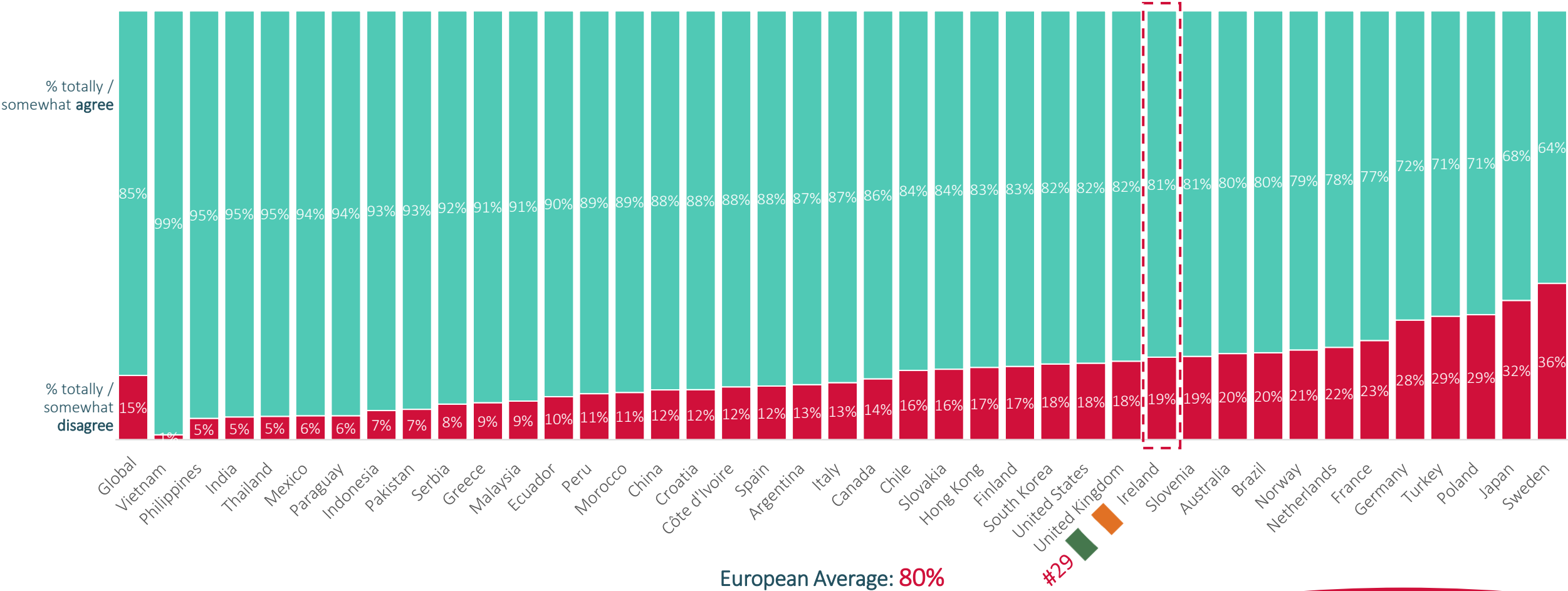
(Base: All adults in ROI aged 18+, n=1,013)
Q.12 – To what extent do you agree or disagree with the following statements? – I believe my personal actions can improve the environment

Irish less likely to believe personal actions improve environment



Irish belief that personal actions can improve the environment is 4 points below the global average, but in line with European mean.

Believe personal actions can improve the environment



(Base: All adults across 39 countries worldwide – n=35,515)

Q.12 – To what extent do you agree or disagree with the following statements? – I believe my personal actions can improve the environment

49%

Of Irish adults agree
governments are
taking necessary
actions to take care
of the environment

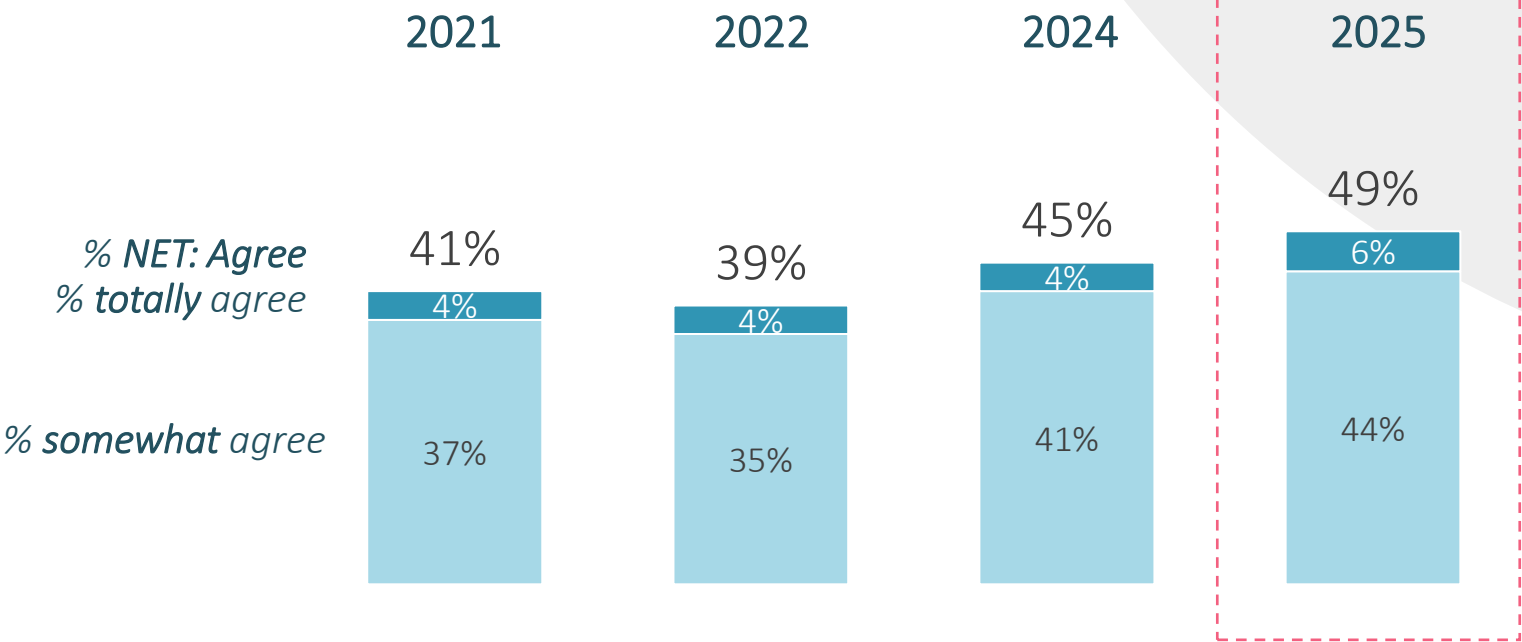


Nearly half of Irish adults now feel governments are doing the necessary to look after the environment

This continues a trend of consumers increasingly feeling governments are actioning necessary environmental policies.



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

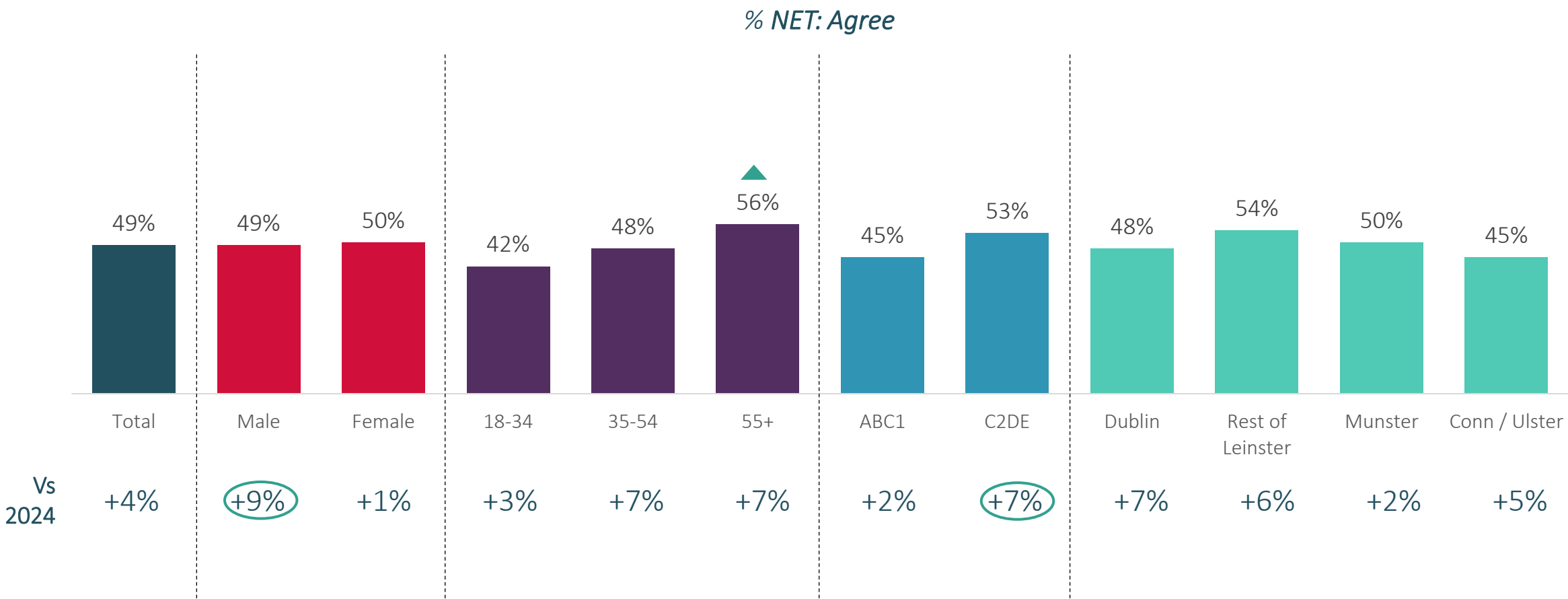


(Base: All adults in ROI aged 18+, n=1,013)
Q.12 – To what extent do you agree or disagree with the following statements? – Governments are taking the necessary action to take care of the environment

Older adults also feel governments are doing the necessary

There has been particular growth among males and C2DEs in sentiment that governments are doing the necessary to take care of the environment.

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



(Base: All adults in ROI aged 18+, n=1,013)

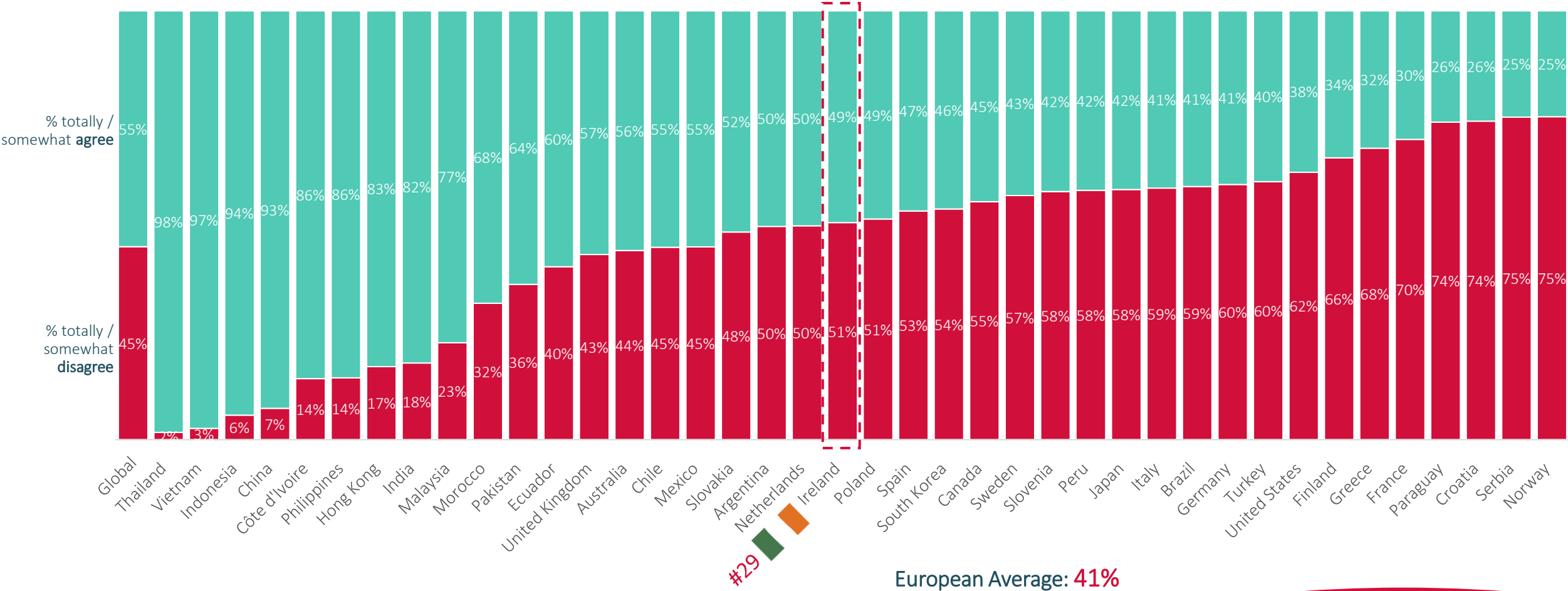
Q.12 – To what extent do you agree or disagree with the following statements?
– Governments are taking the necessary action to take care of the environment

▲ ▼ Indicates significant difference vs total
○ ○ Indicates significant difference vs 2024

Irish view on green action by governments is below global average

However, Irish are some of the most likely Europeans to agree governments are taking the necessary actions to take care of the environment, being 8 points above the European average.

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



(Base: All adults across 39 countries worldwide – n=35,515)

Q.12 – To what extent do you agree or disagree with the following statements? – Governments are taking the necessary action to take care of the environment

66%

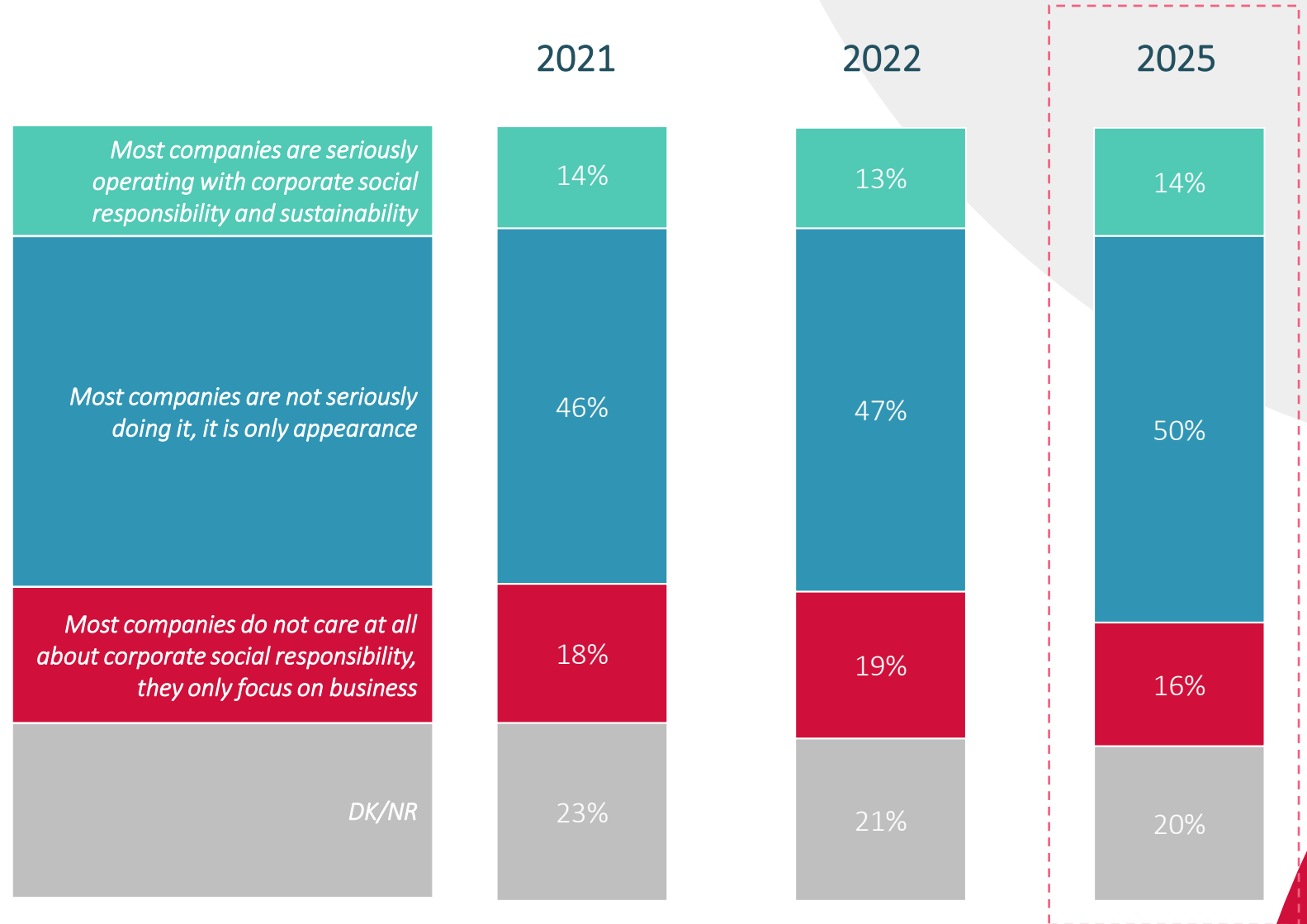
Of Irish adults agree
most companies are
not doing CSR
seriously or at all



Most Irish consumers remain unconvinced with how companies are approaching CSR within their business operations



Efforts to embrace and promote CSR



(Base: All adults in ROI aged 18+, n=1,013)

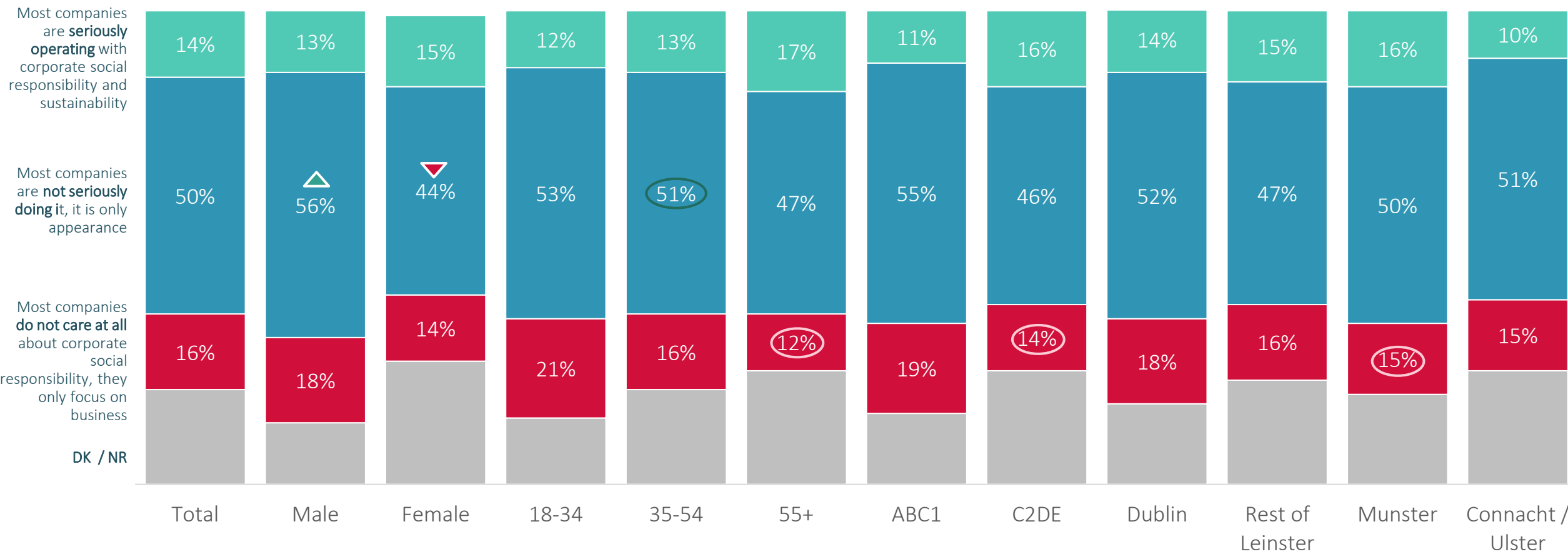
Q.13 – Which of the 3 following statements best describes what you think about companies and Corporate Social Responsibility (CSR)?

Males show stronger doubts on companies' CSR efforts



Over time, this doubtfulness has also grown among Irish consumers aged 35-54.

Efforts to embrace and promote CSR



(Base: All adults in ROI aged 18+, n=1,013)

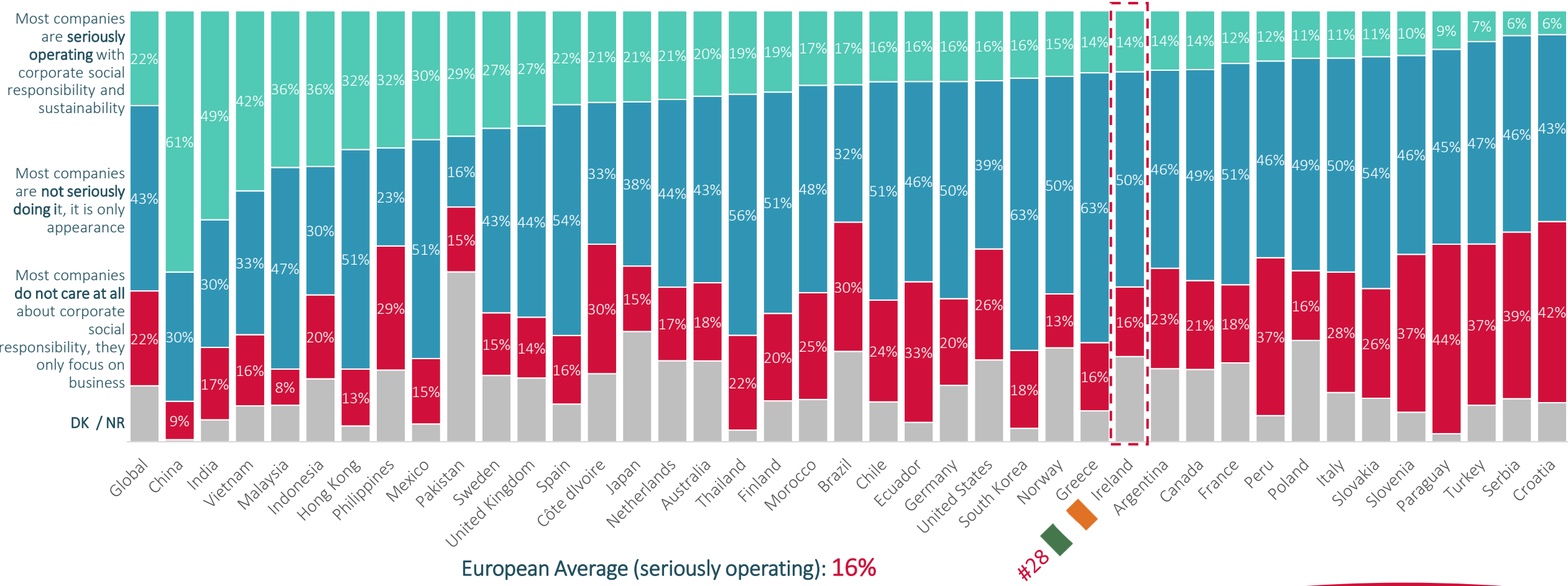
Q.13 – Which of the 3 following statements best describes what you think about companies and Corporate Social Responsibility (CSR)?

▲ ▼ Indicates significant difference vs total
○ ○ Indicates significant difference vs 2022

Irish are more sceptical on CSR being taken seriously by companies

50% of Irish consumers feel companies are not doing CSR seriously and only for appearances, 7 points higher than the global average.

Efforts to embrace and promote CSR



(Base: All adults across 39 countries worldwide – n=35,515)
Q.13 – Which of the 3 following statements best describes what you think about companies and Corporate Social Responsibility (CSR)?

Sample;
methodology; and
questionnaire



Sample and Methodology

The WWS (WIN Worldwide Survey) is conducted annually with the purpose of measuring and understanding attitudes and behaviours among populations around the globe in relation to key societal topics.

A total of $n=34,946$ people were interviewed globally. In Ireland, a nationally representative sample of $n=1,013$ adults aged 18 and over was completed utilising a CAWI methodology.

Fieldwork worldwide was conducted between December 2024 and February 2025. Fieldwork in Ireland was conducted between 9th and 15th January 2025.

The margin of error for the Irish sample is $\pm 3.2\%$ at the 95% confidence interval.

The global average has been computed based on the share of the total combined population in each constituent state.



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

Over 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.

Questionnaire – Climate Change & Sustainability



CLIMATE CHANGE AND CORPORATE SOCIAL RESPONSIBILITY

12. To what extent do you agree or disagree with the following statements? (2019/2020/2021/2022/2023)



	Totally agree	Somewhat agree	Somewhat disagree	Totally disagree	
I believe my personal actions can improve the environment (2020, 2021)	1	2	3	4	(SPSS-Q12_01)
Governments are taking the necessary actions to take care of the environment (2021, 2022, 2023)	1	2	3	4	(SPSS-Q12_02)



13. Which of the 3 following statements best describes what you think about Companies and Corporate Social Responsibility (CSR) (2021, 2022) (SPSS-Q13)

1. Most companies are seriously operating with corporate social responsibility and sustainability
2. Most companies are not seriously doing it, it is only done for appearances
3. Most companies do not care at all about corporate social responsibility, they only focus on business.
9. Don't know / no response

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