

## Irish public remain sceptical on companies' CSR policies

1. **I can make a difference:** Over 4 in 5 Irish adults believe their personal actions can help improve the environment.
2. **Our leaders can do more:** Governments could do more for the environment, as just under half of Irish consumers feel governments are taking necessary action to take care of the environment
3. **Doubt looms over CSR:** A majority in Ireland feel companies are not taking CSR seriously and only doing it for appearances, if at all.

The **Worldwide Independent Network of MR (WIN)**, the leading global association of independent market research and polling firms, has released its Worldviews Survey. This year's survey captures the perspectives and beliefs of 35,515 individuals across 39 countries. WIN's latest findings shed light on **how the public view sustainability from a personal, public and business standpoint**. The survey has tracked progress across all these markets over 6 years, since it began in 2019, and it assesses whether views on sustainability are improving worldwide.

### HEADLINES – IRELAND

A new report from RED C and the WIN Network outlines that while consumers feel strongly about their positive impact on the environment, governments and the business world can also rise to the occasion.

The report shows that a significant number of adults in Ireland (81%) believe their personal actions can improve the environment. While this sentiment has seen a slight decline since 2020, belief on positive impact at a personal level remains consistent with the European average.

Confidence among Irish consumers in government efforts to protect the environment has grown since 2022 by 10 points, now at 49%. While this now surpasses the European average, Irish consumers are 6-points below the global benchmark in their belief governments are tackling the environmental crisis accordingly.

Public scepticism remains in Ireland on how companies are approaching Corporate Social Responsibility (CSR). A majority of adults (66%) believe that most companies either engage with CSR merely for optics or are solely commercially focused, with little concern over genuine impact. Ireland ranks 27<sup>th</sup> globally on the belief most companies are taking CSR seriously, with just over 1 in 10 Irish adults confident with corporate commitment to sustainable practices.

**Malcolm Sheil, Research Project Manager at RED C Research, said:**

*"The research shows that consumers are confident in their own contributions to addressing the climate crisis but there's a clear disconnect when it comes to the impact of businesses and public institutions. The Irish public want to see companies go beyond surface-level CSR and take meaningful, transparent action – businesses have the opportunity to demonstrate their commitment to real environmental progress."*

## HEADLINES WORLD

The **Worldwide Independent Network of MR (WIN)**, the leading global association of independent market research and polling firms, has released a new wave of the Worldviews Survey; capturing the perspectives and beliefs of 35,515 individuals across 40 countries on pressing societal issues – including climate change. The findings highlight that despite growing awareness and engagement with environmental issues; public opinion remains divided on who is responsible for real impact. While more people recognize corporate and governmental efforts, scepticism about motives and effectiveness persists.

### **Corporate Sustainability: Perception Shifts, but Doubts Linger**

A growing number of people globally see companies taking action on sustainability—65% in the latest survey, up from 58% in previous years. While this increase suggests progress, 43% still believe companies engage in sustainability efforts primarily for convenience rather than genuine commitment.

Notably, optimism is highest in China, India, and Vietnam, where more respondents believe companies are acting seriously. In contrast, scepticism is strongest in countries like Paraguay, Croatia, Serbia, Peru and Turkey, where many believe companies prioritize business over social responsibility.

### **Government Action: A Rising Trend with Persistent Criticism**

Public confidence in government action on the environment has improved around the world, rising from 44% in 2021 to 55% today. However, nearly as many (45%) remain critical towards governments.

Results vary significantly by countries. In more than half of the countries surveyed more than half of the population is pessimistic. While governments in Asian countries like Thailand, Vietnam, Indonesia and China receive the most praise, strong criticism persists in Norway, Serbia, Croatia and France (70 % +). In the U.S., where 62% say the government is failing to take necessary action.

### **Individual Responsibility: Strong Belief, but Growing Climate Apathy**

Personal responsibility remains a strong theme globally, with 85% believing their actions can positively impact the environment.

Notable minorities in countries like Sweden, Japan, Turkey, Poland and Germany express doubt, with up to 36% sceptical about individual impact; posing a potential threat to sustainability. This growing climate apathy could weaken support for sustainability policies and discourage eco-friendly habits, highlighting the need for stronger messaging around the real-world impact of individual action.

Richard Colwell, President of WIN Network notes “While engagement with environmental issues is increasing, the data suggests that trust in both corporate and governmental efforts remains fragile.

To drive meaningful change, companies and policymakers must not only act but also prove their sincerity and effectiveness in tackling climate challenges.”

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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 34,945 people were interviewed. See below for sample details. The fieldwork was conducted in December 2024, January 2025 and February 2025. 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.

# Methodology Sheet

						2023-2024
	Country	Company Name	Methodology	Sample	Coverage	Fieldwork Dates
1	Argentina	Voices Research & Consultancy	CAWI	1027	NATIONAL	30 Dec 24 – 9 Jan 25
2	Australia	Luma Research	Online Panel	500	NATIONAL	20-24 January 2025
3	Brazil	Market Analysis Brazil	CAWI	1032	NATIONAL	16-23 January 2025
4	Canada	LEGER	CAWI	1000	NATIONAL	9-19 January 2025
5	Chile	Activa Research	CAWI	1095	NATIONAL	10-27 January 2025
6	China	WisdomAsia	CAWI	1000	URBAN	WC 1-2 January 2025
7	Croatia	Institute for market and media research, Mediana Fides	CAWI	531	NATIONAL	17-23 January 2025
8	Ecuador	Centro de Estudios Y Datos - CEDATOS	CAPI	708	NATIONAL	1-3 February 2025
9	Finland	Taloustutkimus Oy	Online Panel	1112	NATIONAL	16-24 January 2023
10	France	BVA Xsight	CAWI / Online Panel	1001	NATIONAL	6-7 February 2025
11	Germany	Produkt+Markt	CAWI	1000	NATIONAL	20 Dec 2024 – 6 Jan 2025
12	Greece	Alternative Research Solutions	CAWI	500	NATIONAL	5-20 December 2024
13	Hong Kong	Consumer Search Group (CSG)	Online Panel	516	TERRITORY WIDE	31 Dec 2024 -10 Jan 2025
14	India	DataPrompt International Pvt. Ltd.	CAWI	1000	NATIONAL	19 Dec 2024 - 20 Jan 2025
15	Indonesia	DEKA	Face to Face	1000	NATIONAL	12-25 December 2024
16	Republic of Ireland	RED C Research & Marketing Ltd	CAWI	1013	NATIONAL	9-15 January 2025
17	Italy	BVA Doxa	CAWI	1000	NATIONAL	13-16 December 2024
18	Japan	Nippon Research Center, LTD.	CAWI	1131	NATIONAL	22-27 January 2025
19	Malaysia	Central Force International	Online Panel	1008	NATIONAL	2-9 December 2024
20	Mexico	Brand Investigation S.A.de C.V	Online	800	NATIONAL	9-18 January 2025
21	Morocco	Integrate Consulting SARL	Online	509	NATIONAL	21-24 January 2025
22	Norway	Opinion AS	CAWI	1031	NATIONAL	13-21 January 2025
23	Pakistan	Gallup Pakistan	CATI	1000	NATIONAL	3 Dec 2024 -2 Jan 2025
24	Paraguay	ICA Consultoría Estratégica	CATI	500	NATIONAL	8-31 January 2025
25	Peru	Datum Internacional	F2F	1204	NATIONAL	31 Jan – 7 Feb 2025
26	Philippines	Philippine Survey and Research Center, Inc. (PSRC)	CAPI	1000	NATIONAL	14-31 January 2025
27	Poland	Mareco Polska	CAWI	1080	NATIONAL	18-22 December 2024
28	Serbia	Institute for market and media research, Mediana Adria	CAWI	536	NATIONAL	17-23 January 2025
29	Slovakia	Go4insight	CAWI	500	NATIONAL	17-22 January 2025

30	Slovenia	Institute for market and media research, Mediana	CAWI	700	NATIONAL	17-21 January 2025
31	South Korea	Gallup Korea	CAWI	1085	NATIONAL	16-24 January 2025
32	Spain	Instituto DYM	CAWI	1014	NATIONAL	16-20 January 2025
33	Sweden	DEMOSKOP AB	CAWI	1004	NATIONAL	21 Dec 2024 – 23 Jan 2025
34	Thailand	INFOSEARCH LIMITED	F2F	500	NATIONAL	22 Dec 2024 – 18 Jan 2025
35	The Netherlands	Motivaction International B.V.	CAWI	1023	NATIONAL	6-18 December 2024
36	Turkey	Barem	CATI	775	NATIONAL	24-28 January 2025
37	United Kingdom	ORB International	CAWI	1000	NATIONAL	19-23 Dec 2024
38	USA	LEGER	CAWI	1000	NATIONAL	9-19 January 2025
39	Vietnam	Indochina Research (Vietnam) Ltd	CAPI	900	Hanoi, Ho Chi Minh city, Da Nang, Can Tho - Urban population	18 Dec 2024 – 10 Jan 2025