

**REDC**

# WIN WORLD SURVEY

WORLD ENVIRONMENT DAY

JUNE 2026



# Most are concerned about climate change, but action is being limited

## Key Findings 2026



### Most remain concerned about climate change, but belief it can be fixed also present

78% of Irish adults see global warming to be a serious threat to mankind (in line with global averages but a significant decline vs 2022), yet only 31% think it is already too late to curb the negative effects of global warming.

### Growing sense of reduced personal agency in the fight against climate change

74% of consumers in Ireland see their actions making a difference against global warming (a decline of -10% since 2020), indicating rising powerlessness amongst the public.

### Financial pressure is weakening sustainable behaviours

Willingness to pay more for sustainable products has dropped significantly from 64% in 2021 to 50% in 2026. This is now notably below the global average of 65%, indicating stronger cost sensitivity at a national level as sustainability falls lower in the priority list of Irish consumers who are financially constrained.

### Consumers look to businesses and government to lead on sustainability as trust dampens

71% believe governments and businesses should be responsible for paving the way to real sustainable change (in line with global average), but only 39% think governments are doing enough (a significant decline vs 45% in 2025).

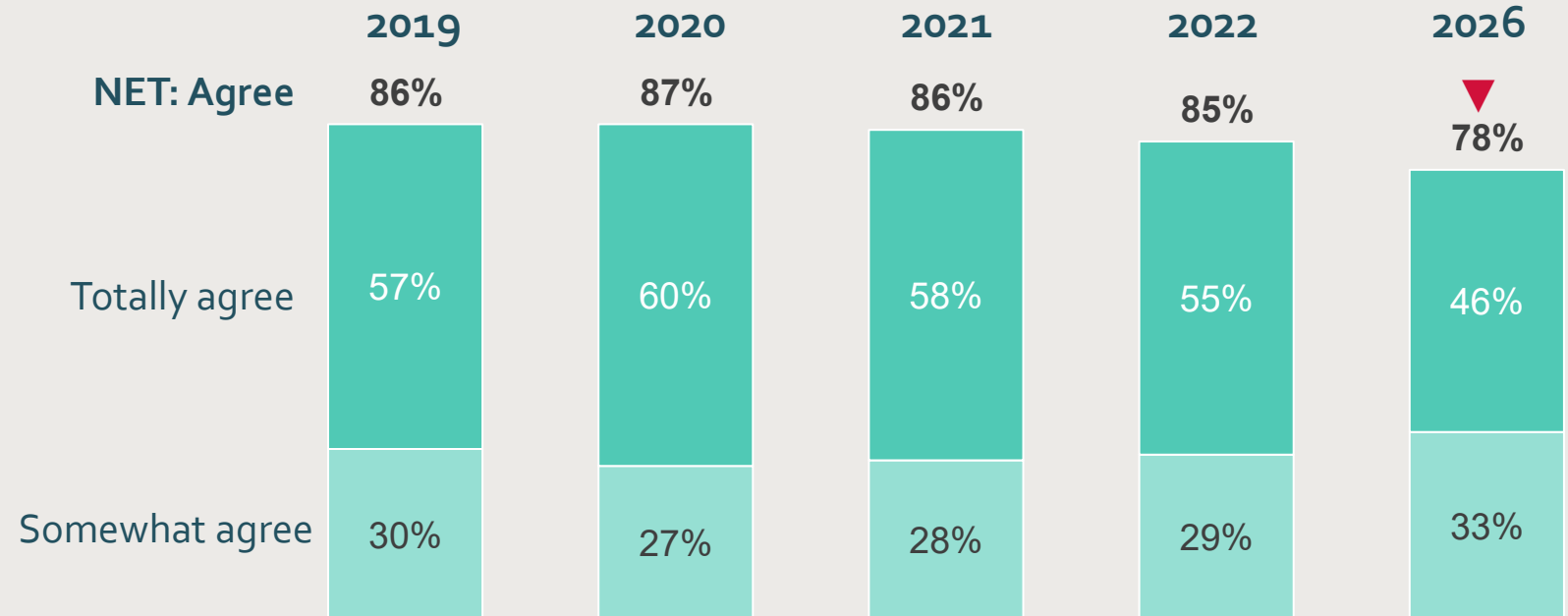


Global warming and its consequences remain of significant concern to Irish consumers, but few feel it is too late to make a change

# Perceived threat of global warming remains significant despite declining agreement over time



Global warming is a serious threat for mankind - % Agree



▲ ▼ Significantly higher/lower vs previous year

(Base: All adults in ROI aged 18+, n=1,003)

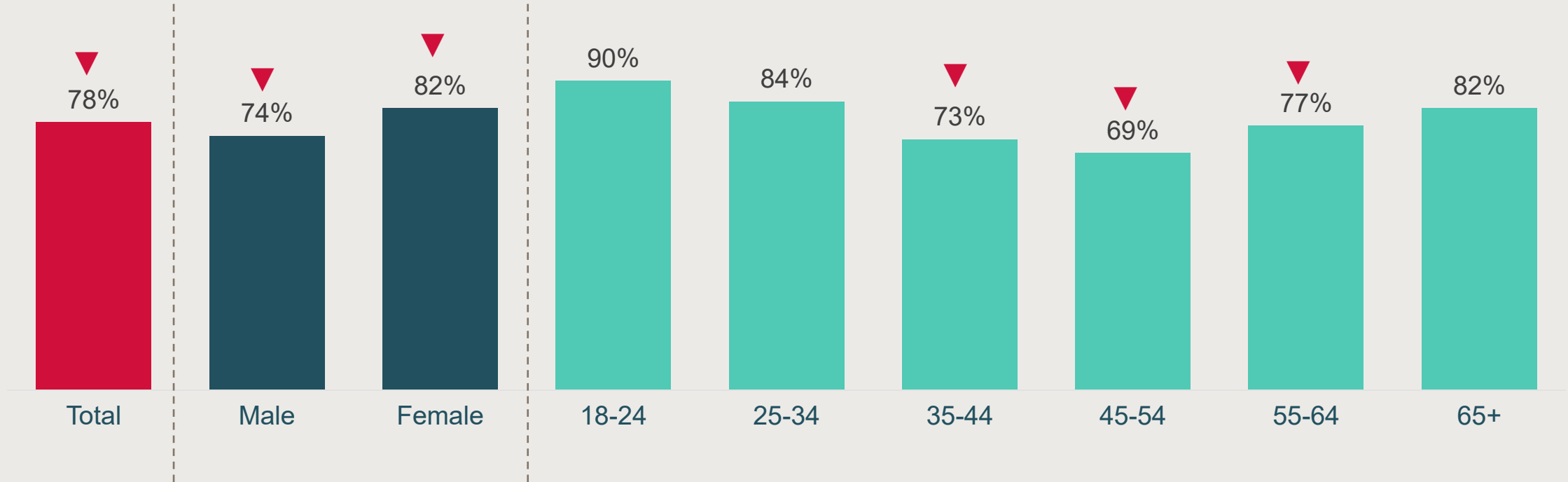
Q.9 – To what extent do you agree or disagree with the following statements? – Global warming is a serious threat for mankind

# Concern of global warming threat is notably higher among under 35s

Those aged 35-64 are now significantly less likely to agree global warming is a serious threat to mankind vs 2022.

## Global warming is a serious threat for mankind

% NET: Agree



▲ ▼ Significantly higher/lower vs previous year

Q.9 – To what extent do you agree or disagree with the following statements? – Global warming is a serious threat for mankind

(Base: All adults in ROI aged 18+, n=1,003)

# Irish agreement on threat of global warming in line with global average

We are slightly more likely than the average European country to see global warming as a serious threat to mankind.

Global warming is a serious threat for mankind - % Agree

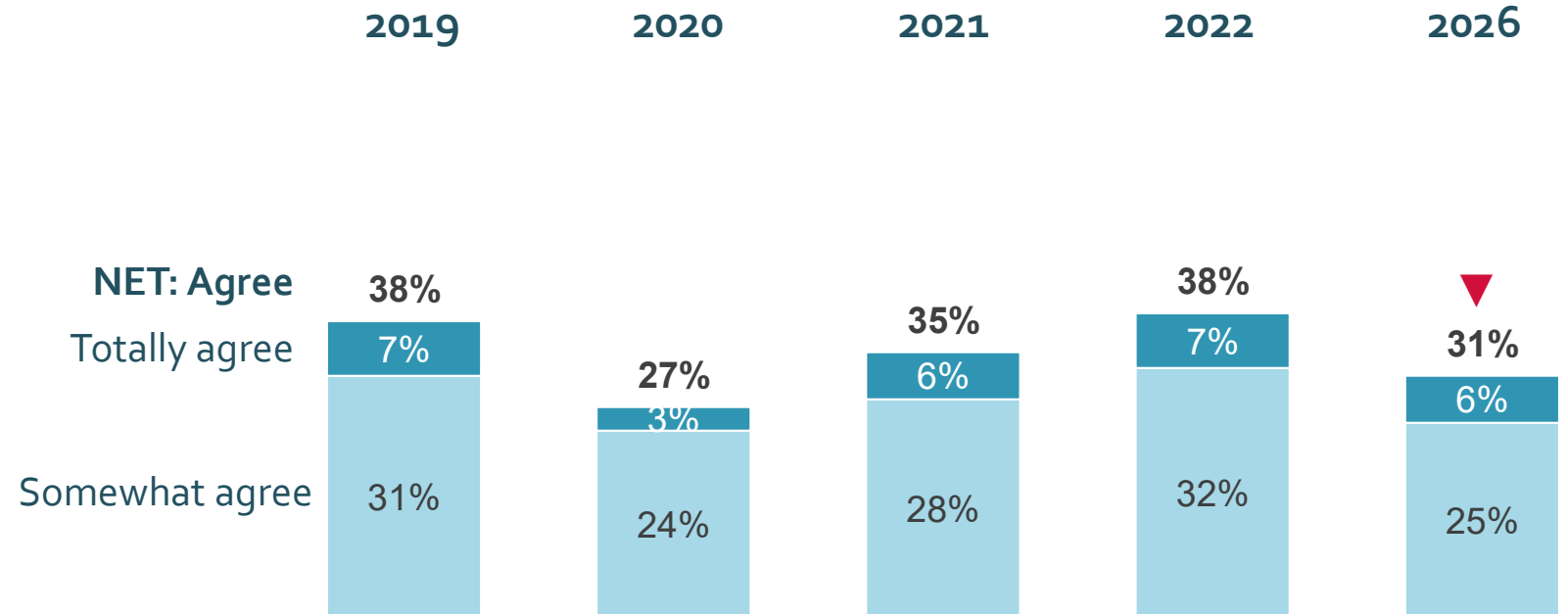
European Average: 75%





# Hope persists as only a third believe it is too late to minimise climate change

It is already too late to curtail climate change - % Agree



▲ ▼ Significantly higher/lower vs previous year

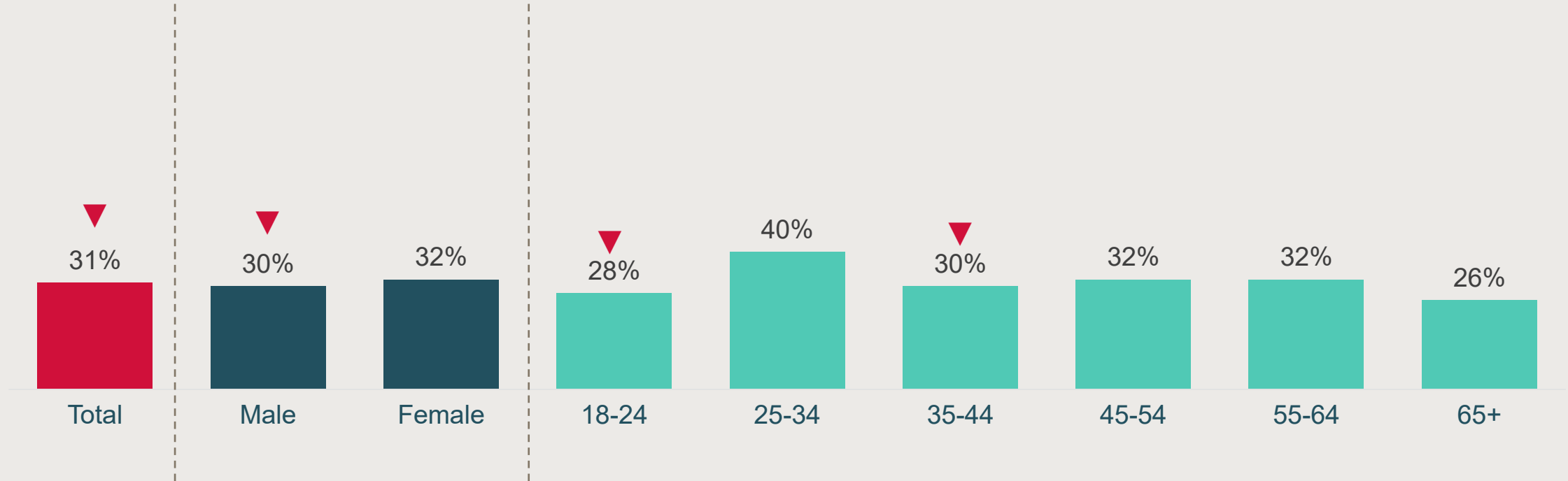
(Base: All adults in ROI aged 18+, n=1,003)

Q.9 – To what extent do you agree or disagree with the following statements? – It is already too late to curtail climate change

# 25-34s are more likely to think it is too late to limit climate change

It is already too late to curtail climate change

% NET: Agree



▲ ▼ Significantly higher/lower vs previous year

Q.9 – To what extent do you agree or disagree with the following statements? – It is already too late to curtail climate change

(Base: All adults in ROI aged 18+, n=1,003)

# Ireland among least likely to think it is too late to curb climate change

It is already too late to curtail climate change - % NET: Agree

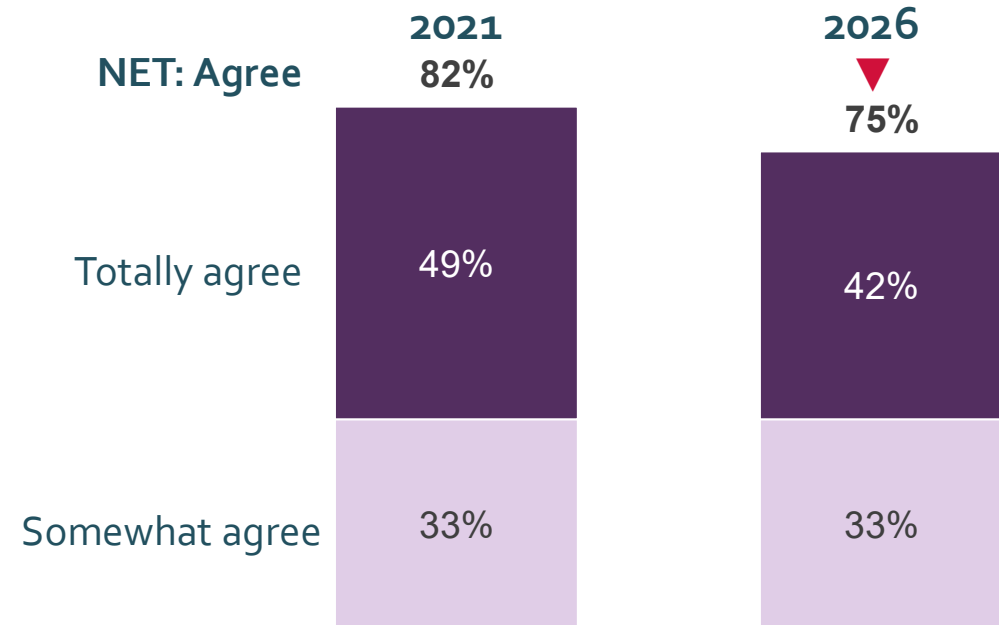
European Average: 38%





# Impact of global warming remains apparent despite decline in agreement in Ireland

Natural disasters (forest fires, floods, hurricanes, typhoons, etc.) have increased because of global warming - % Agree



▲ ▼ Significantly higher/lower vs previous year

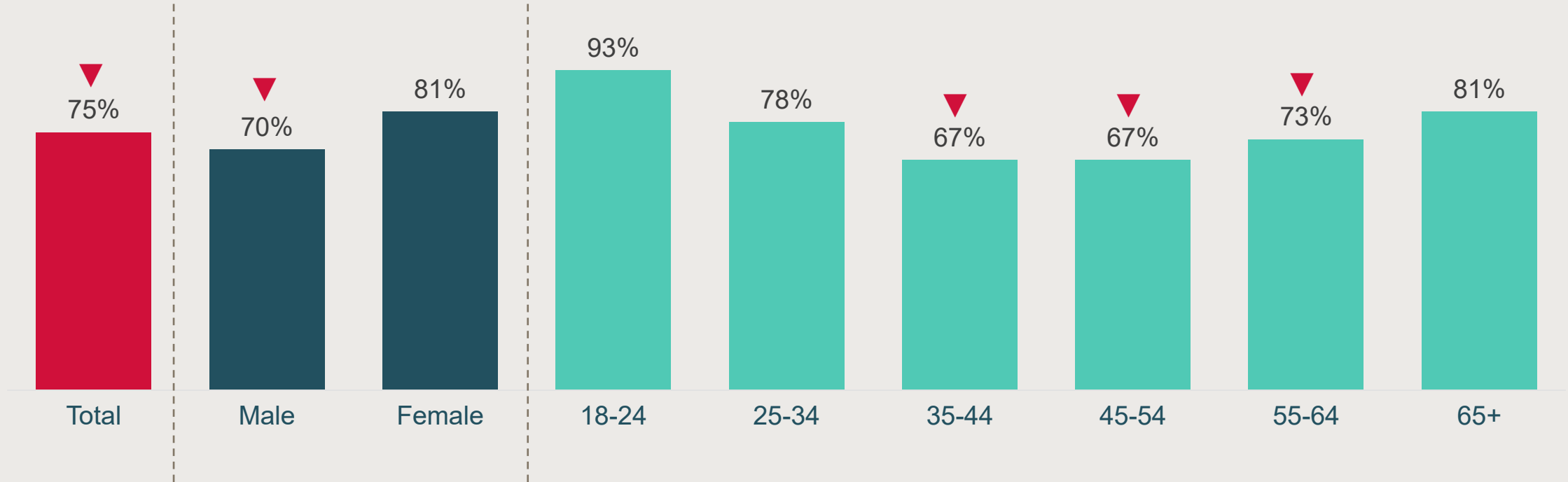
(Base: All adults in ROI aged 18+, n=1,003)

Q.9 – To what extent do you agree or disagree with the following statements? – Natural disasters (forest fires, floods, hurricanes, typhoons, etc.) have increased because of global warming

# Negative impact of global warming is particularly visible to under 35s

Natural disasters (forest fires, floods, hurricanes, typhoons, etc.) have increased because of global warming

% NET: Agree



# Irish agreement with increase of natural disasters mirrors global trend

Natural disasters (forest fires, floods, hurricanes, typhoons, etc.) have increased because of global warming - % NET: Agree

European Average: 72%



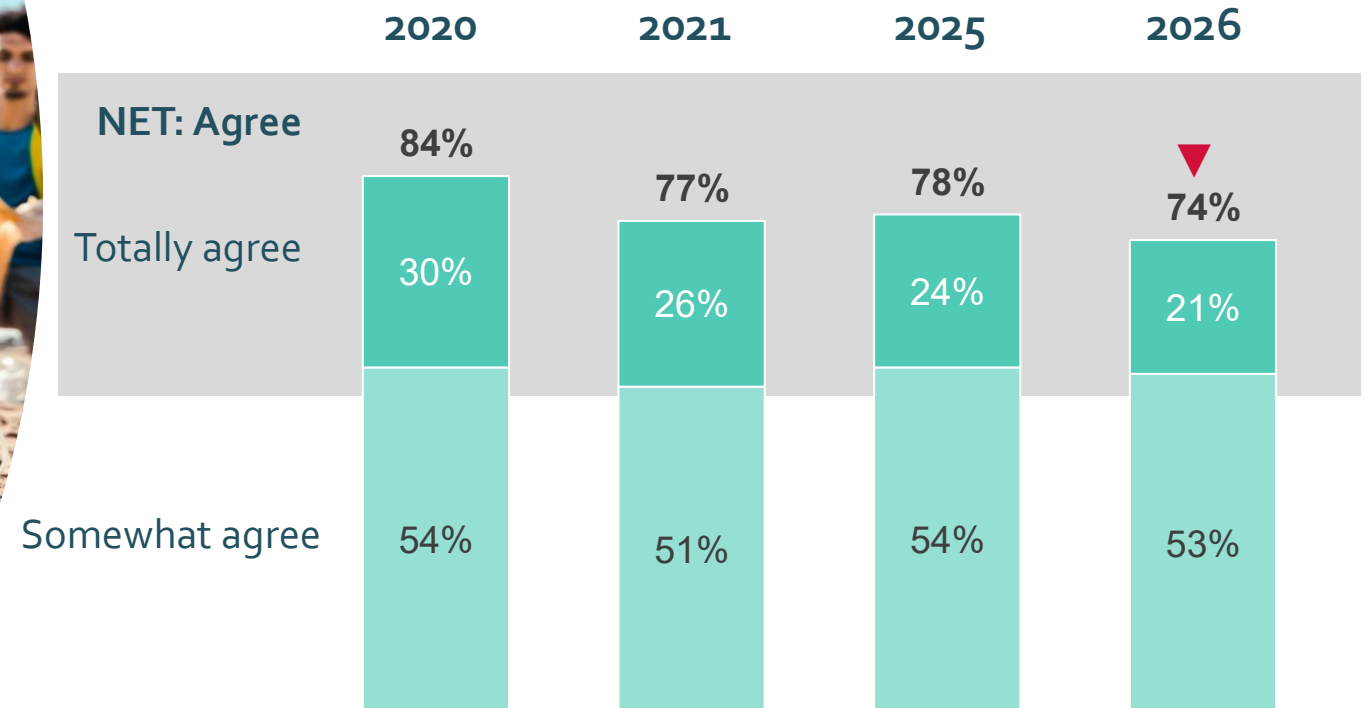


Fewer consumers in Ireland feel they can personally make a positive impact on the environment



# Irish consumers are feeling increasingly powerless in their ability to make a positive change

Believe personal actions can improve the environment - % Agree



▲ ▼ Significantly higher/lower vs previous year

(Base: All adults in ROI aged 18+, n=1,003)

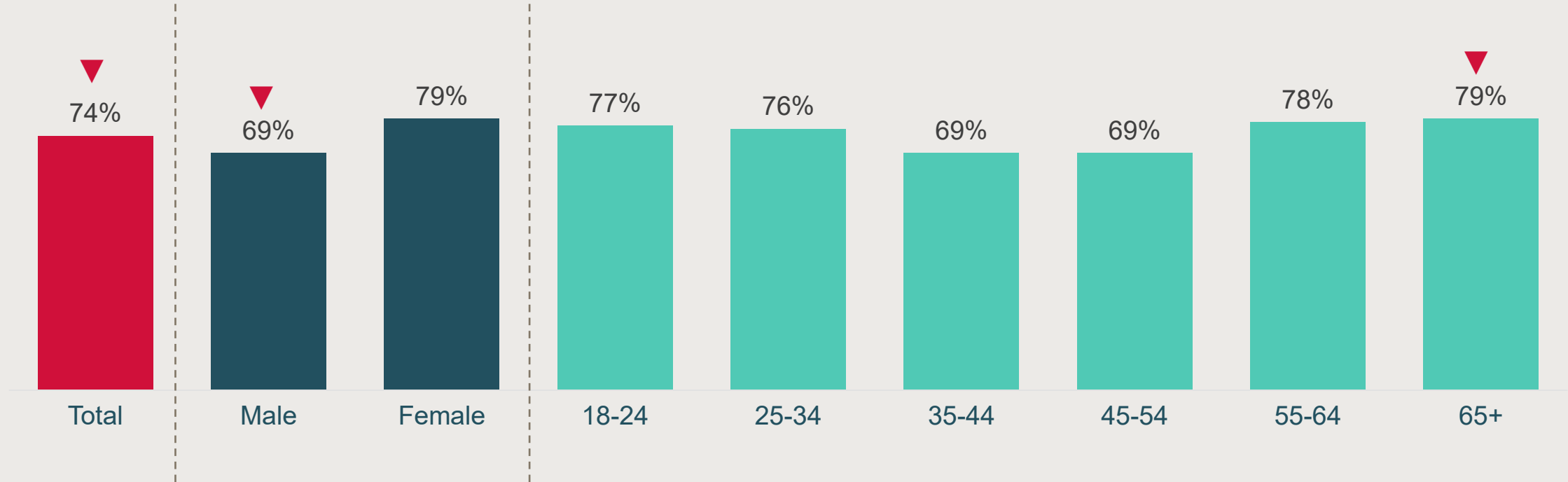
Q.9 – To what extent do you agree or disagree with the following statements? – I believe my personal actions can improve the environment

# Irish men are more sceptical of their power to improve the environment

Younger consumers do remain more positive on their personal impact, but across those aged over 35 this idea is beginning to wane.

Believe personal actions can improve the environment

% NET: Agree



▲ ▼ Significantly higher/lower vs previous year

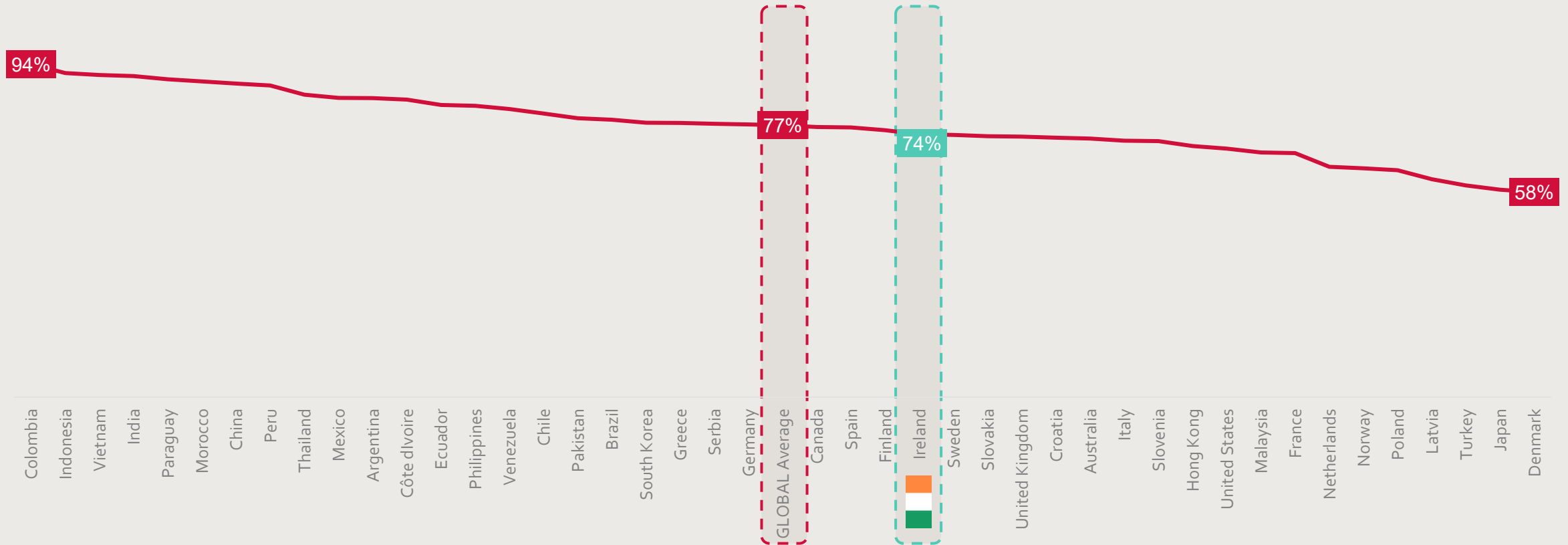
Q.9 – To what extent do you agree or disagree with the following statements? – I believe my personal actions can improve the environment  
(Base: All adults in ROI aged 18+, n=1,003)

# Ireland slightly behind global average in confidence of personal impact

Though Irish consumers are less optimistic than the global average, we remain above the European mean.

Believe personal actions can improve the environment - % Agree

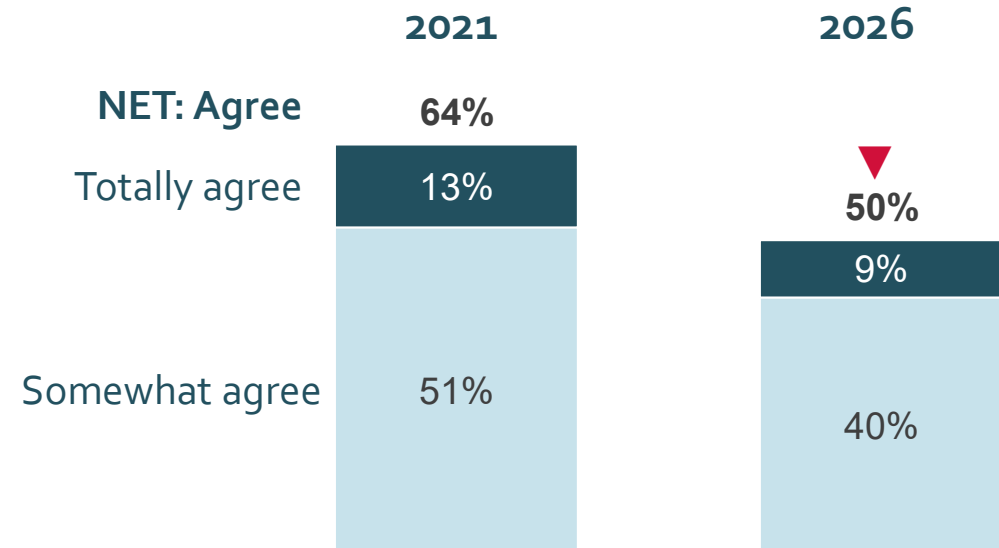
European Average: 71%





# Growing financial pressure on Irish consumers means fewer are willing to pay more for sustainable products

I am willing to pay more for a product that takes care of the environment - % Agree



▲ ▼ Significantly higher/lower vs previous year

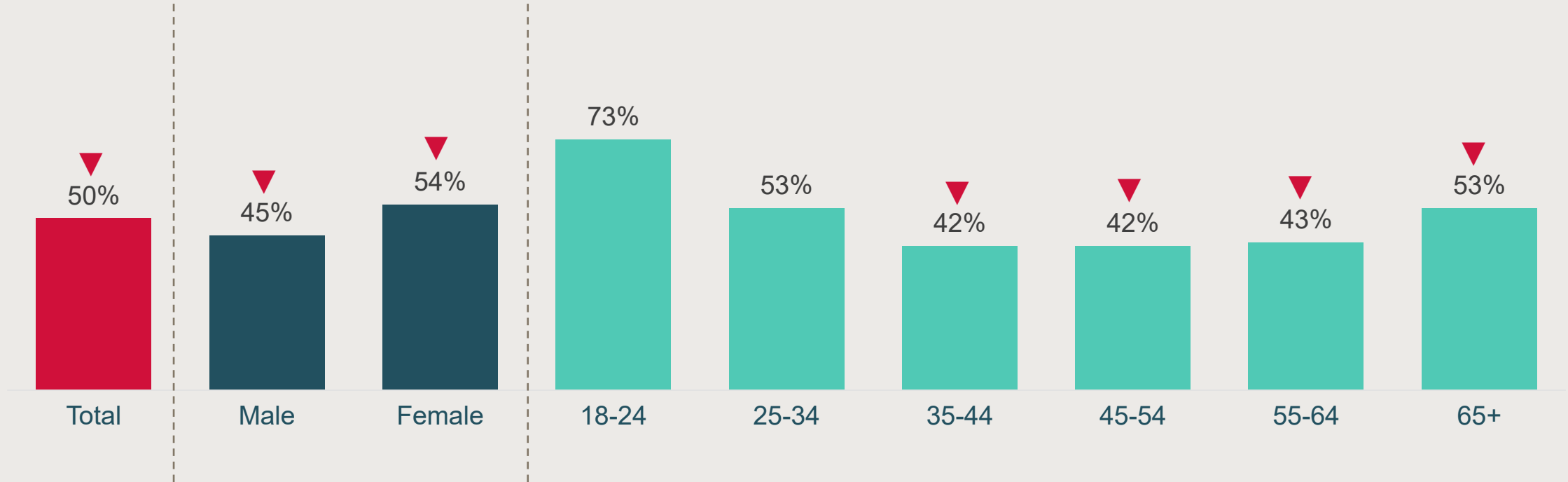
(Base: All adults in ROI aged 18+, n=1,003)

Q.9 – To what extent do you agree or disagree with the following statements? – I am willing to pay more for a product that takes care of the environment 17

# >35 consumers are most willing to pay premium for sustainable products

I am willing to pay more for a product that takes care of the environment

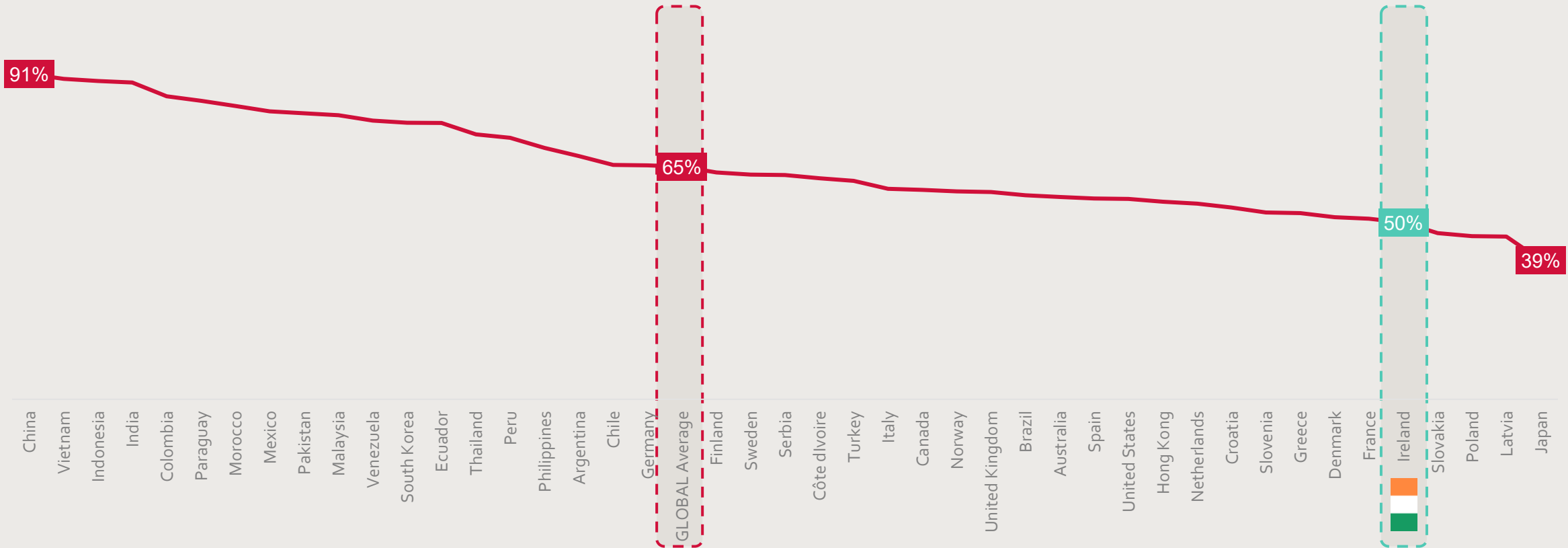
% NET: Agree



# Ireland one of the least open to paying more for sustainable goods

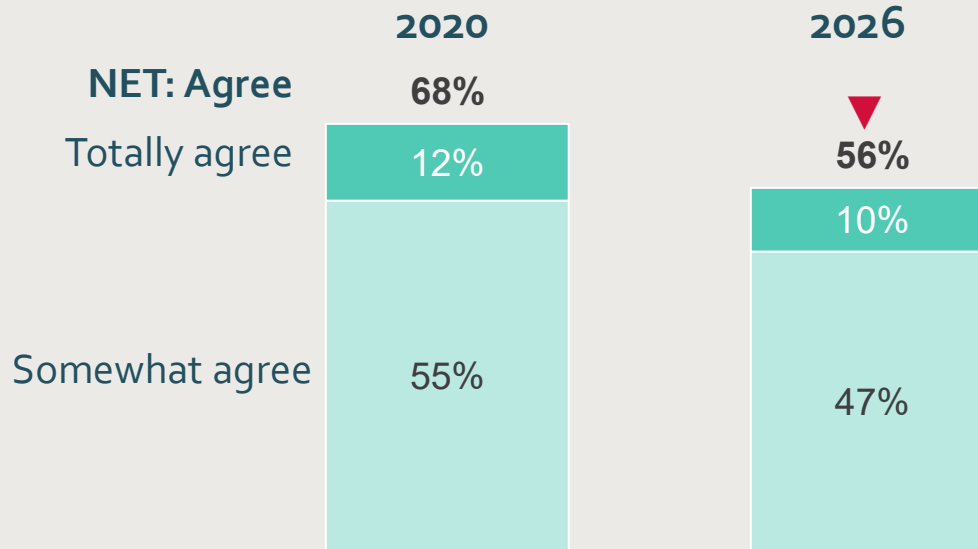
I am willing to pay more for a product that takes care of the environment - % NET: Agree

European Average: 55%



# Consumers still feel they are not doing enough to live more sustainably, despite decline in agreement

I would like to live more sustainably, but often find I don't take the necessary changes to my current behaviour - % Agree



▲ ▼ Significantly higher/lower vs previous year

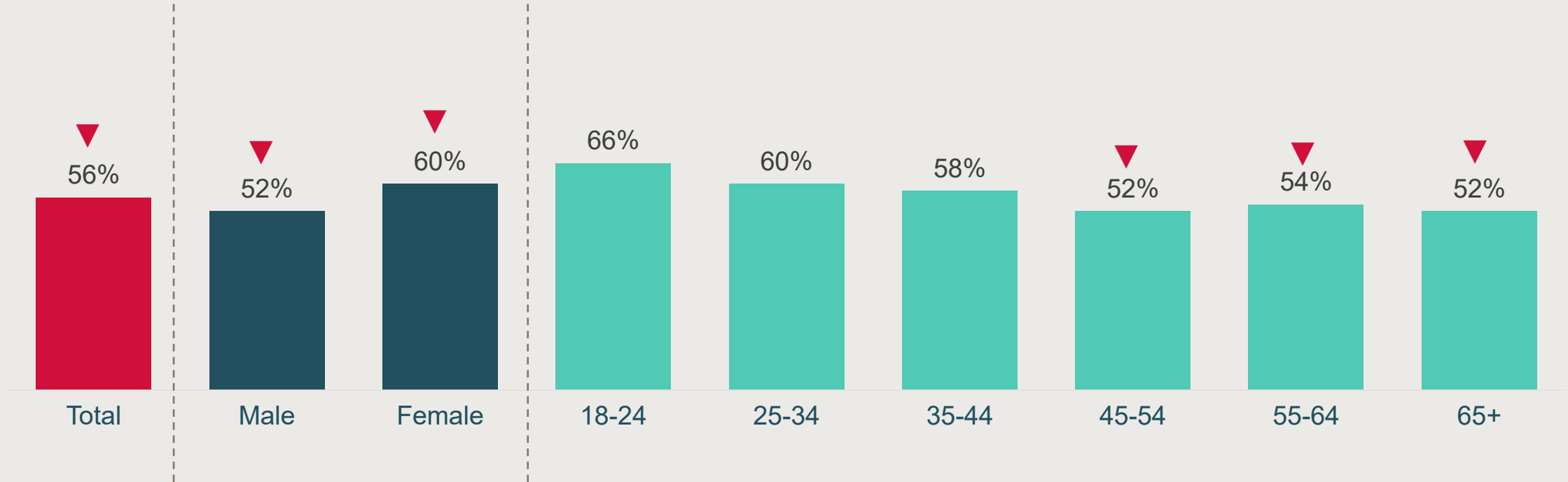
(Base: All adults in ROI aged 18+, n=1,003)

Q.9 – To what extent do you agree or disagree with the following statements? – I would like to live more sustainably, but often find I don't take the necessary changes to my current behaviour

# Younger adults especially likely to not be making sustainable changes

I would like to live more sustainably, but often find I don't take the necessary changes to my current behaviour

% NET: Agree



# Gap between sustainable intent and behaviour in Ireland is smaller vs global average

European Average: 53%

I would like to live more sustainably, but often find I don't take the necessary changes to my current behaviour - % NET: Agree

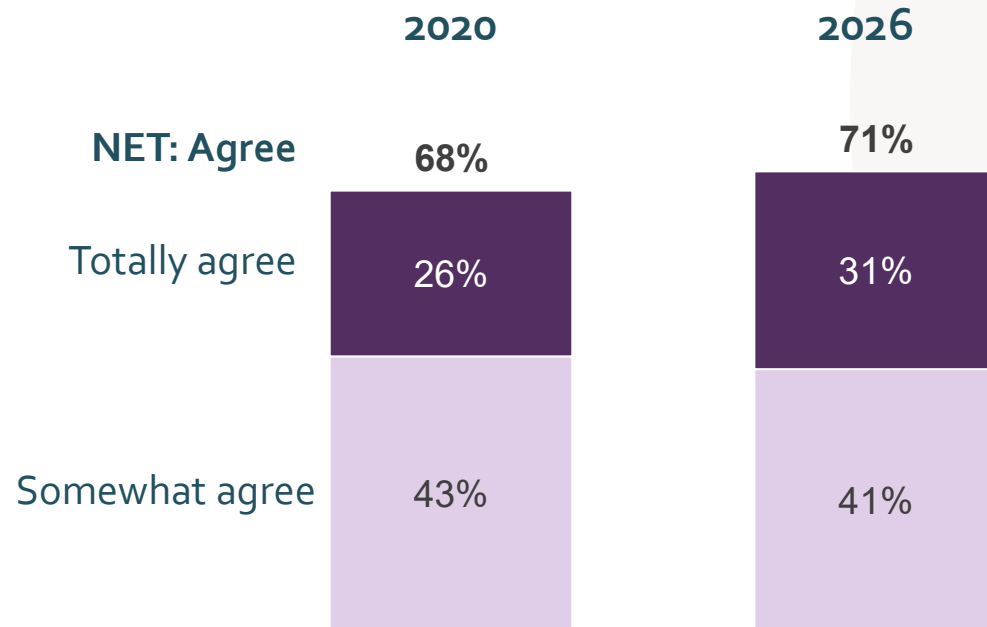




Expectations are that businesses and government lead the way on sustainability, but confidence declines in actions being taken by governments to tackle our environmental needs

# Consumers expect business and government to lead efforts on sustainability

The real efforts on sustainability and environment need to be taken by business and government rather than individuals - % Agree



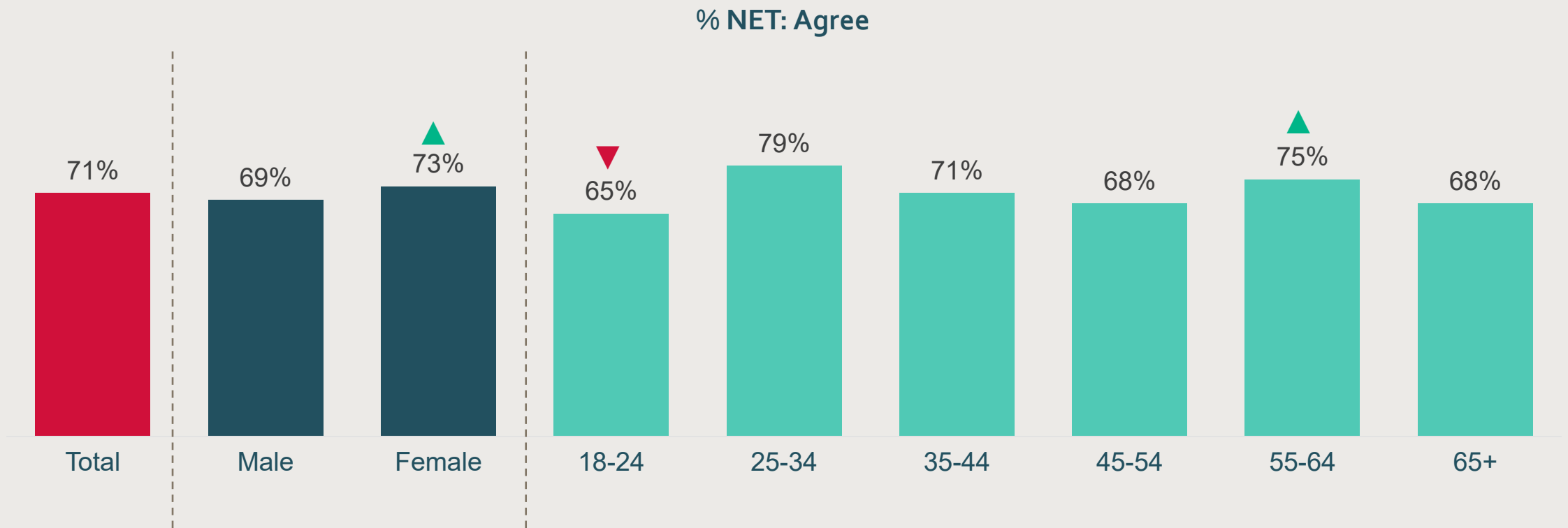
▲ ▼ Significantly higher/lower vs previous year

(Base: All adults in ROI aged 18+, n=1,003)

Q.9 – To what extent do you agree or disagree with the following statements? –The real efforts on sustainability and environment need to be taken by business and government rather than individuals

# Older consumers placing more pressure now on governments and business to lead the way on sustainability

The real efforts on sustainability and environment need to be taken by business and government rather than individuals



▲ ▼ Significantly higher/lower vs previous year

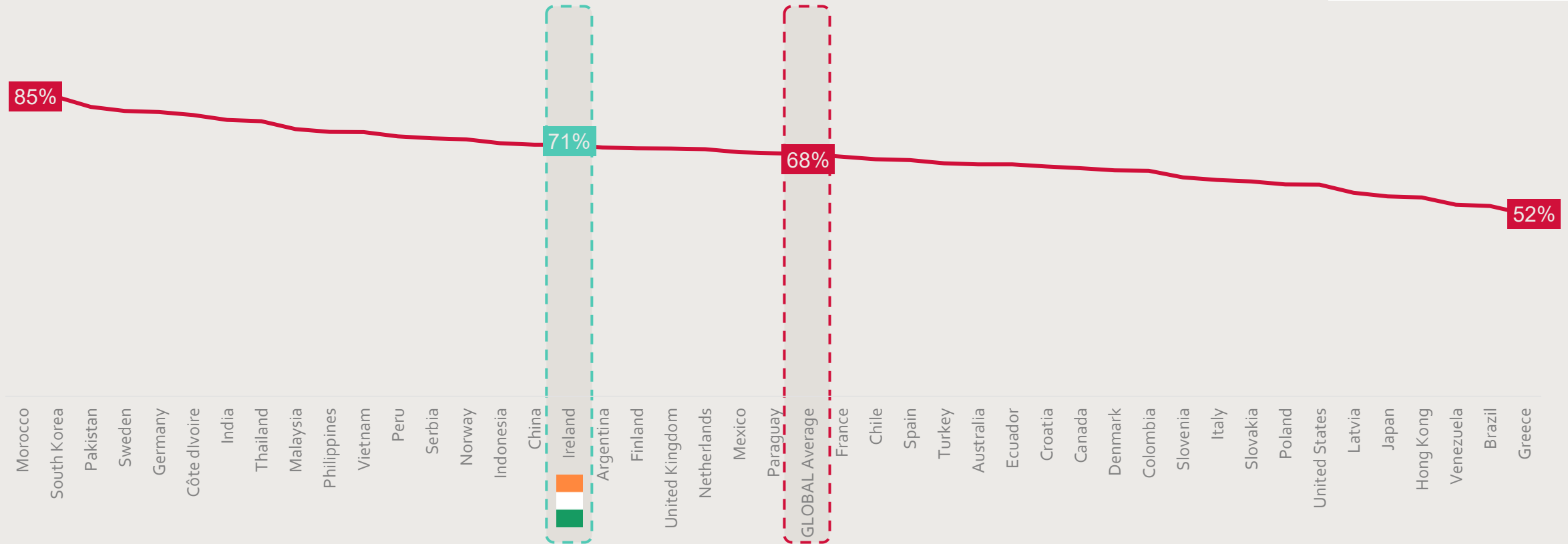
(Base: All adults in ROI aged 18+, n=1,003)

Q.9 – To what extent do you agree or disagree with the following statements? –The real efforts on sustainability and environment need to be taken by business and government rather than individuals

# Ireland matches global sentiment on sustainable leadership

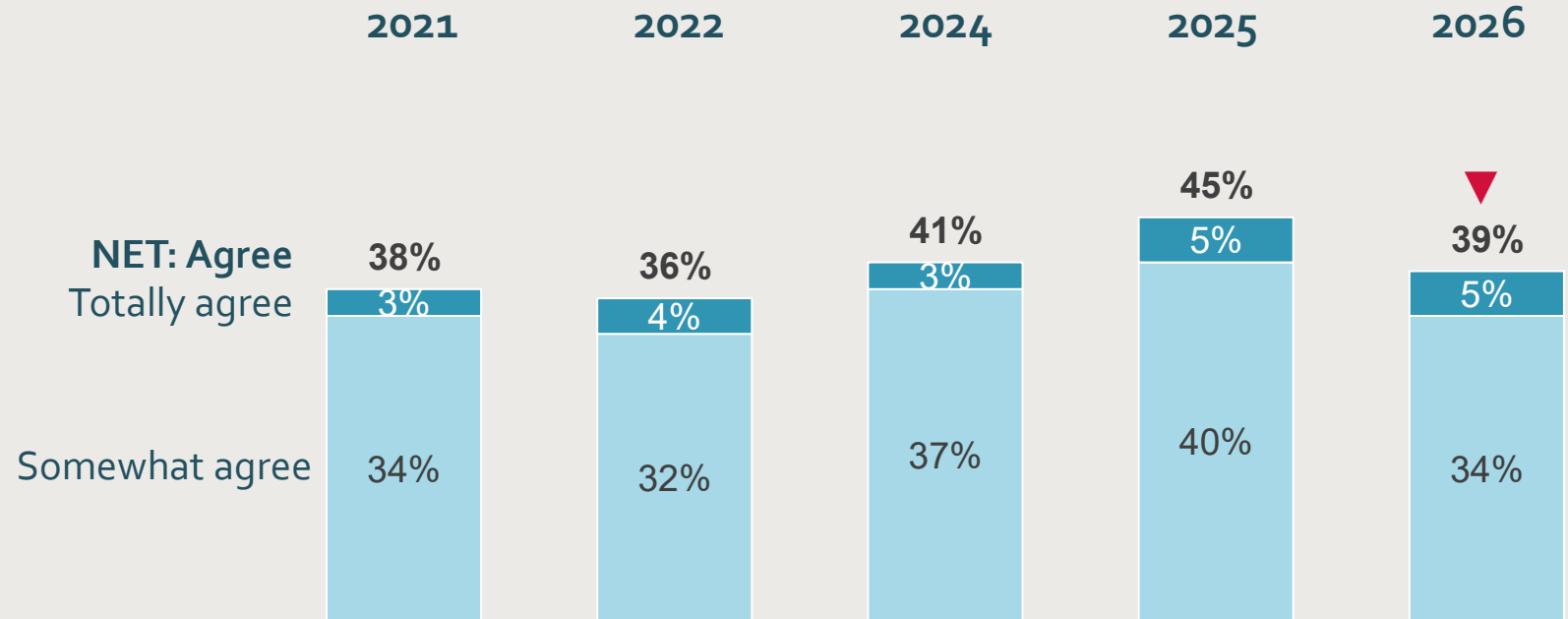
The real efforts on sustainability and environment need to be taken by business and government rather than individuals – % NET: Agree

European Average: 67%



# However, confidence that governments are responding accordingly to environmental needs has decreased

Governments are taking the necessary actions to take care of the environment - % Agree



▲ ▼ Significantly higher/lower vs previous year

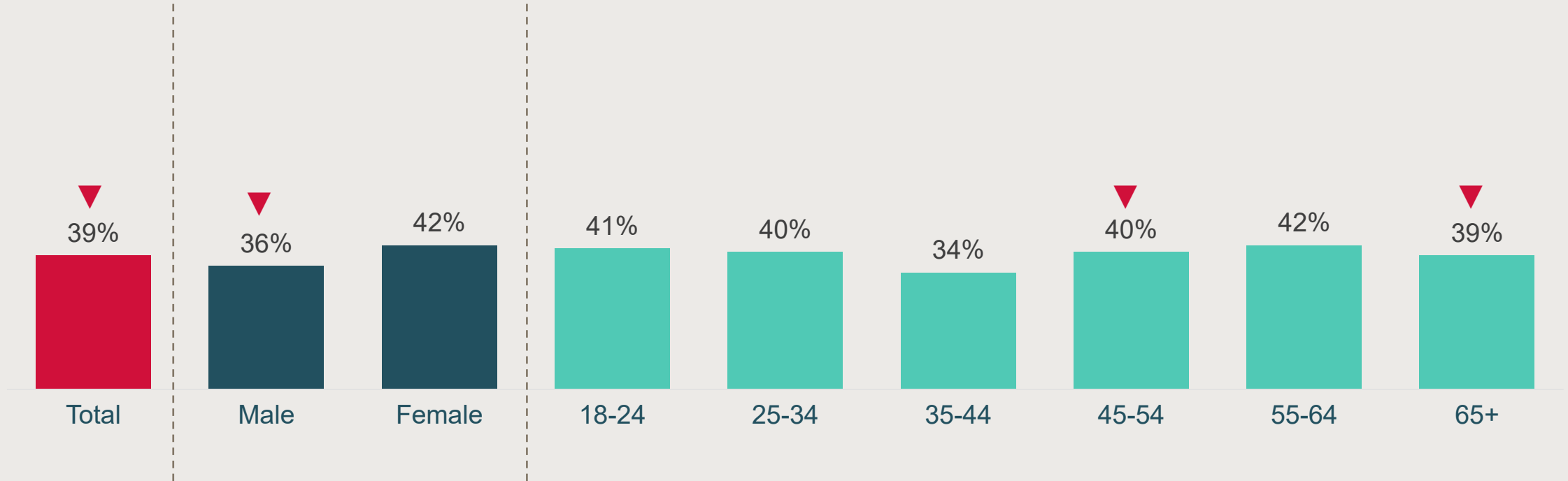
(Base: All adults in ROI aged 18+, n=1,003)

Q.9 – To what extent do you agree or disagree with the following statements? – Governments are taking the necessary actions to take care of the environment

# Confidence has especially lowered amongst males and 45+ since 2025

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

% NET: Agree



▲ ▼ Significantly higher/lower vs previous year

(Base: All adults in ROI aged 18+, n=1,003)

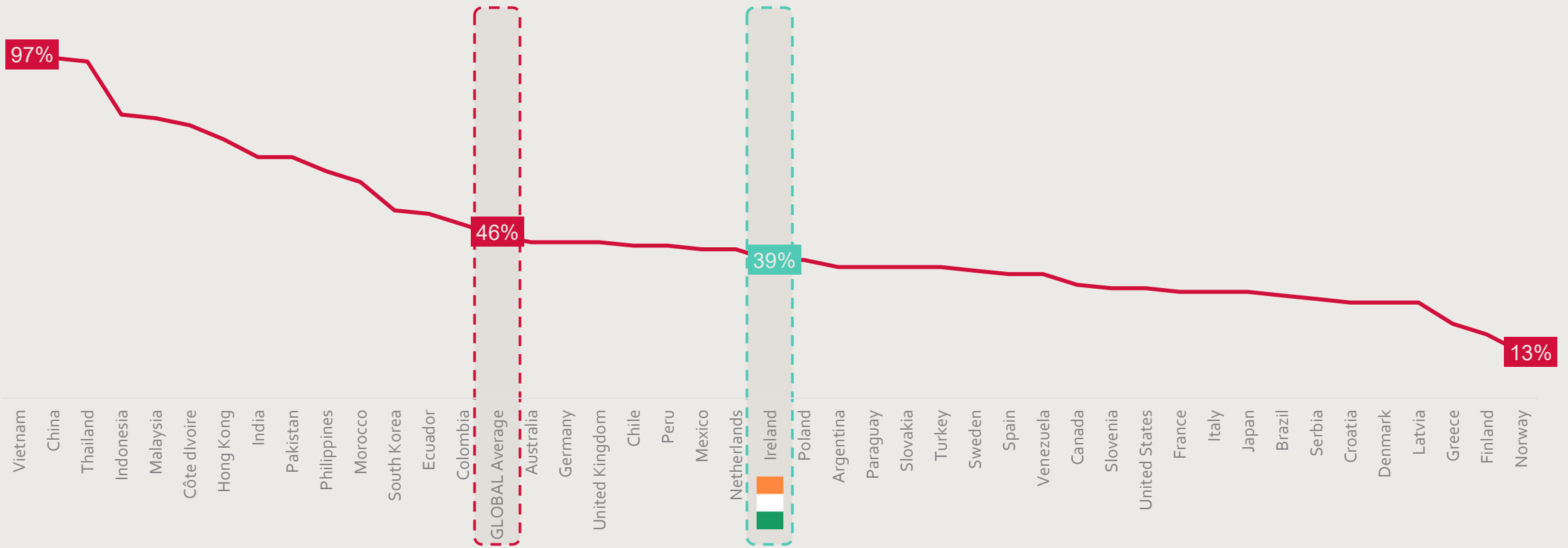
Q.9 – To what extent do you agree or disagree with the following statements? – Governments are taking the necessary actions to take care of the environment

# Ireland remains more positive on government action vs most of Europe

Agreement that governments are doing the necessary to look after the environment in Ireland does lag behind the global average, however.

Governments are taking the necessary actions to take care of the environment – % NET: Agree

European Average: 31%



# Sample; methodology; and questionnaire





# Sample and Methodology

## Methodology:

The WWS (WIN Worldviews 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 44,000 people were interviewed globally. See below for sample details. The fieldwork was conducted in January 2026. 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.

# 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

9. To what extent do you agree or disagree with the following statements? ROTATE

	<u>Totally agree</u>	<u>Somewhat agree</u>	<u>Somewhat disagree</u>	<u>Totally disagree</u>	DK/NA
1. Global warming is a serious threat for mankind (2019, 2020, 2021, 2022)	1	2	3	4	99
2. It is already too late to curtail climate change (2019, 2020, 2021, 2022)	1	2	3	4	99
3. I believe my personal actions can improve the environment (2020, 2021, 2025)	1	2	3	4	99
4. I would like to live more sustainably, but often find I don't make the necessary changes to my current behavior (2020)	1	2	3	4	99
5. The real efforts on sustainability and environment need to be taken by business and government rather than individuals (2020, 2021)	1	2	3	4	99
6. Natural disasters (forest fires, floods, hurricanes, typhoons, etc.) have increased because of global warming (2021)	1	2	3	4	99
7. Governments are taking the necessary actions to take care of the environment (2021, 2022, 2023, 2025)	1	2	3	4	99
8. I am willing to pay more for a product that takes care of the environment (2021)	1	2	3	4	99



# SEE MORE CLEARLY

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