

Varied Beliefs and Actions on Climate Change

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: WIN World Survey, carried out in 39 countries

5th June, 2024

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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.

Access the full report [here](#).

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 45%, whereas only 26% of people in APAC blame industries, identifying people's behaviours as the main cause (49%).

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.

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%.

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 70%, and APAC countries at 65% - it sits lowest in Europe and the Americas respectively at 33% and 32%. 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, says:

"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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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

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