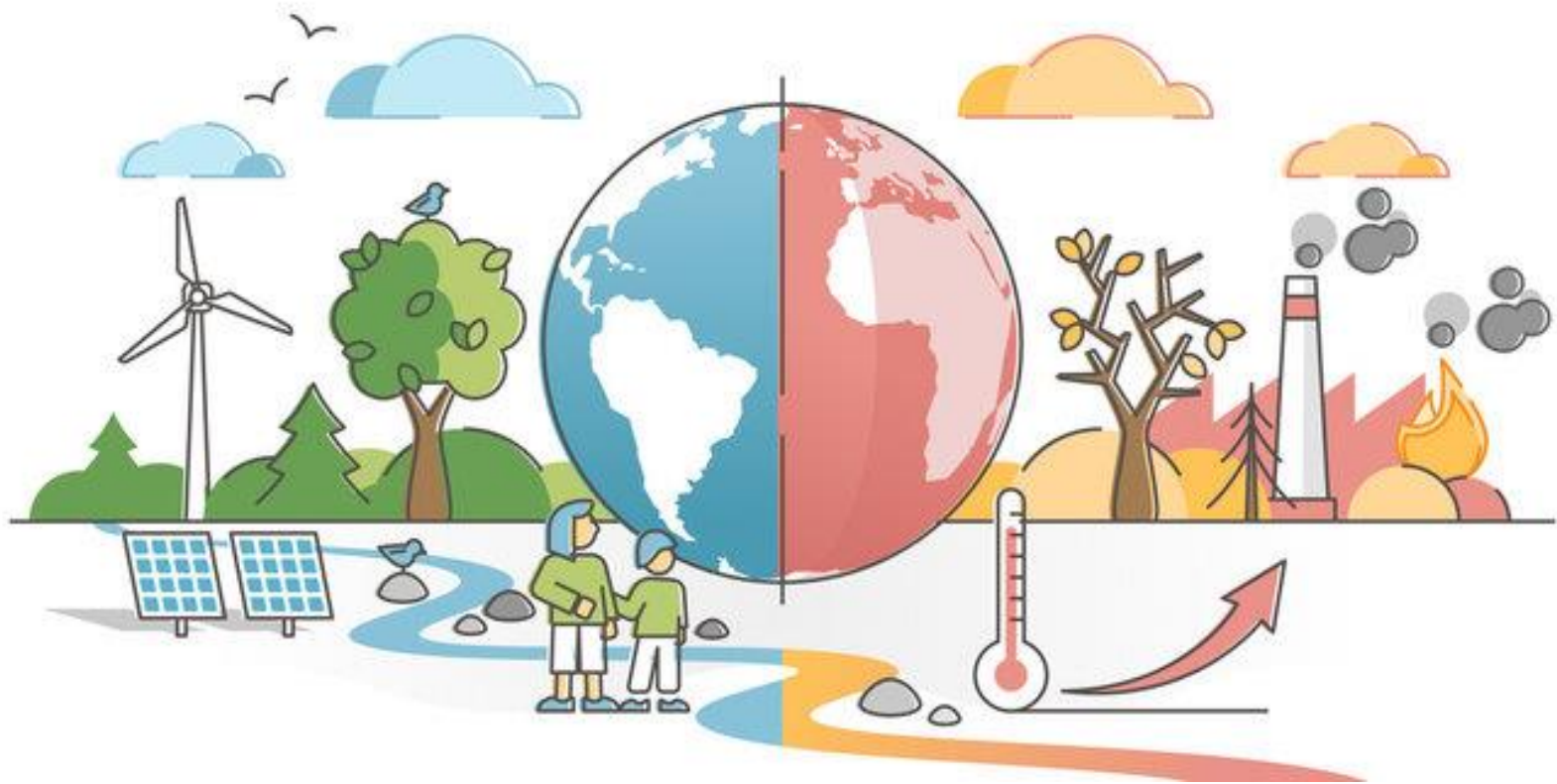




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Climate change



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WWS 2024



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CAUSES OF GLOBAL WARMING



WIN

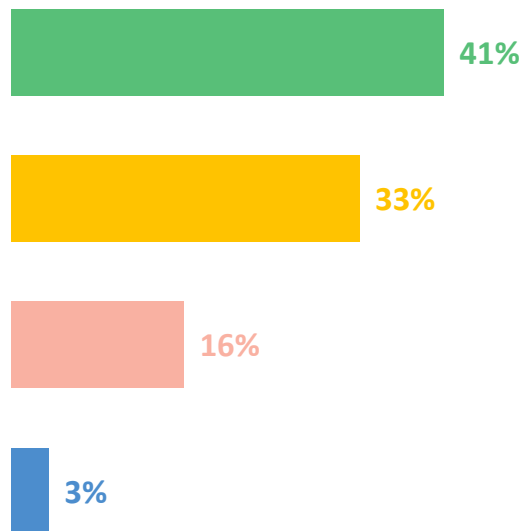
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What do you think global warming is most caused by?

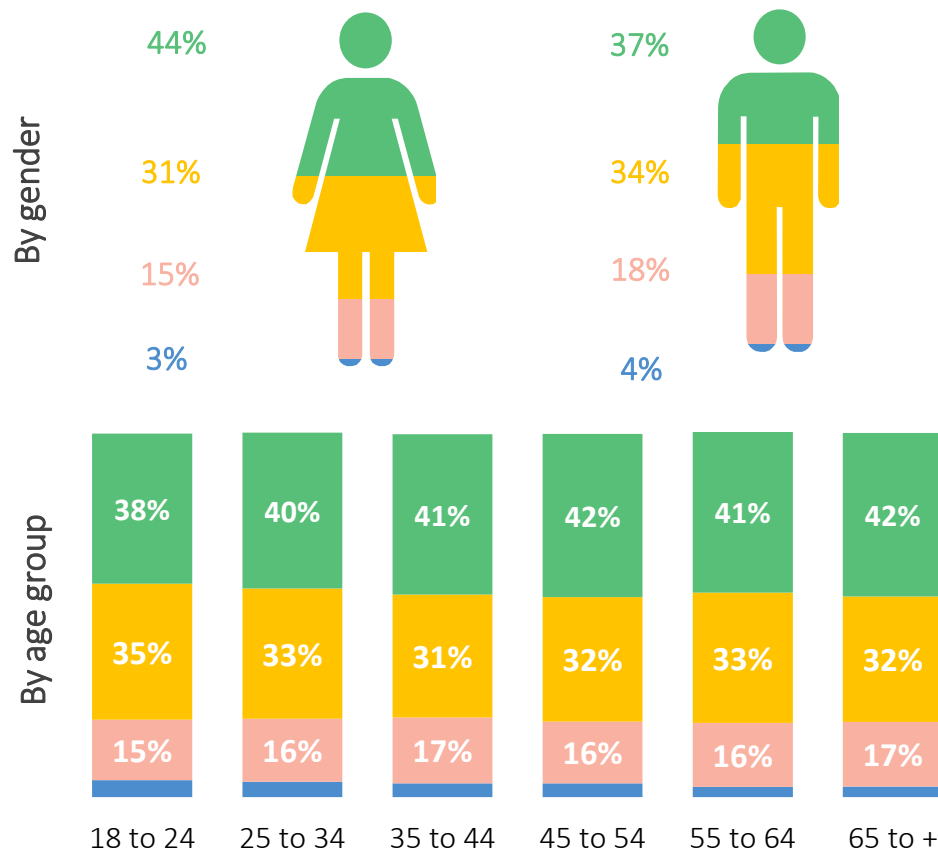
% Within total population



Global Average



Dk/Nr: 7%



Source: WIN 2024. Base: 32866. The percentages corresponding to the option "Dk/Nr" have not been included

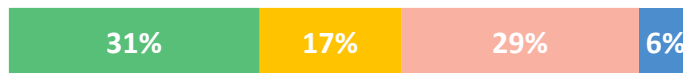
What do you think global warming is most caused by?

% Within total population



By educational level

No education / Only basic education



Completed Primary



Completed Secondary School



Completed High level education (University)



Completed Higher level of education (Masters, PHD, etc.)



By employment

Working full (include self-employed)



Working Part-time



Unemployed



Student



Housewife



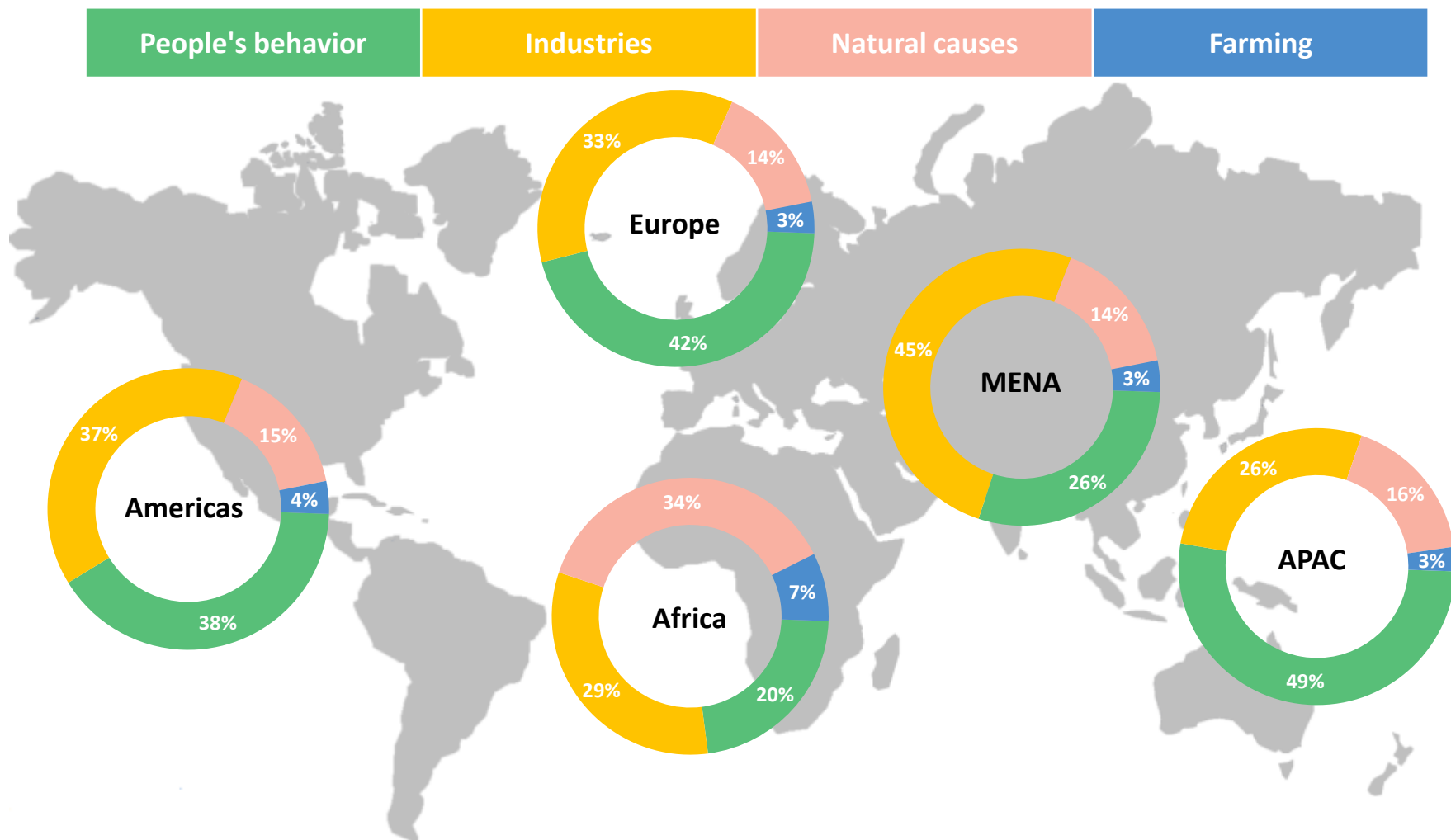
Retired/Disabled



Source: WIN 2024. Base: 32866. The percentages corresponding to the option "Dk/Nr" have not been included

What do you think global warming is most caused by?

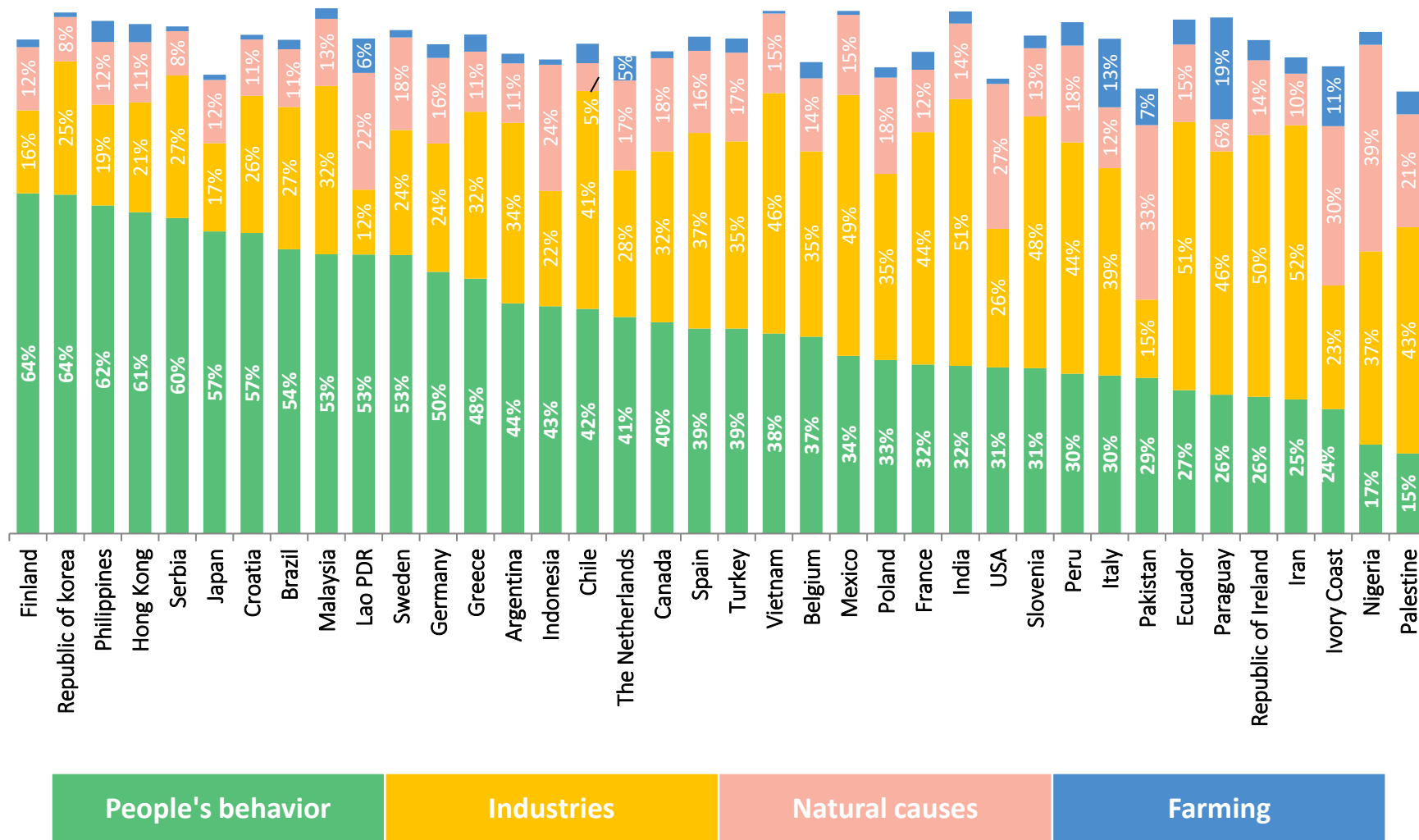
% Within total population



Source: WIN 2024. Base: 32866. The percentages corresponding to the option "Dk/Nr" have not been included

What do you think global warming is most caused by?

% Within total population





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ACTIONS TO PREVENT CLIMATE CHANGE



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Would you do any of the following to prevent climate change?

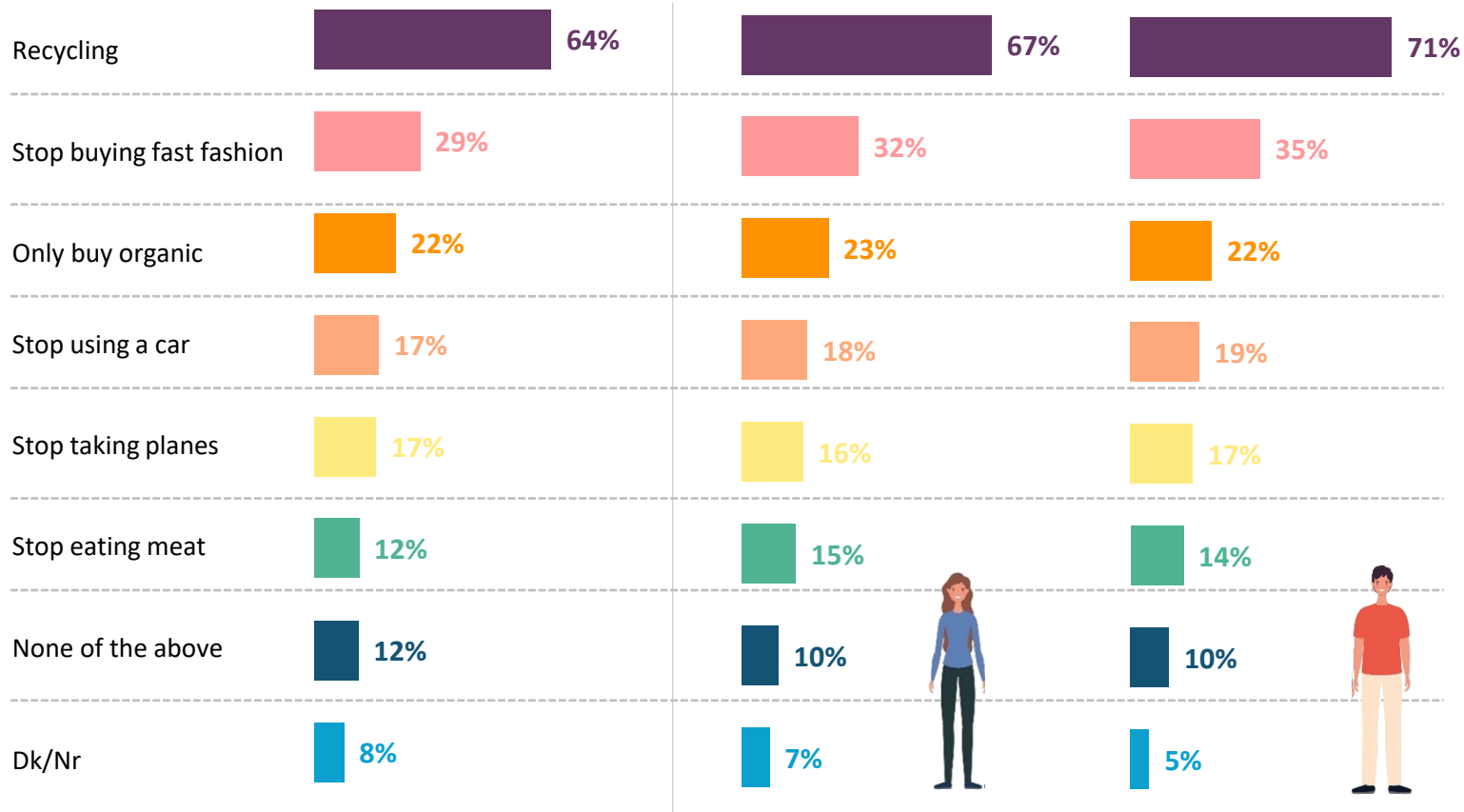
% Within total population

Global Average

By gender

Female

Male



Source: WIN 2024. Base: 33862.

Would you do any of the following to prevent climate change?

% Within total population

By age group



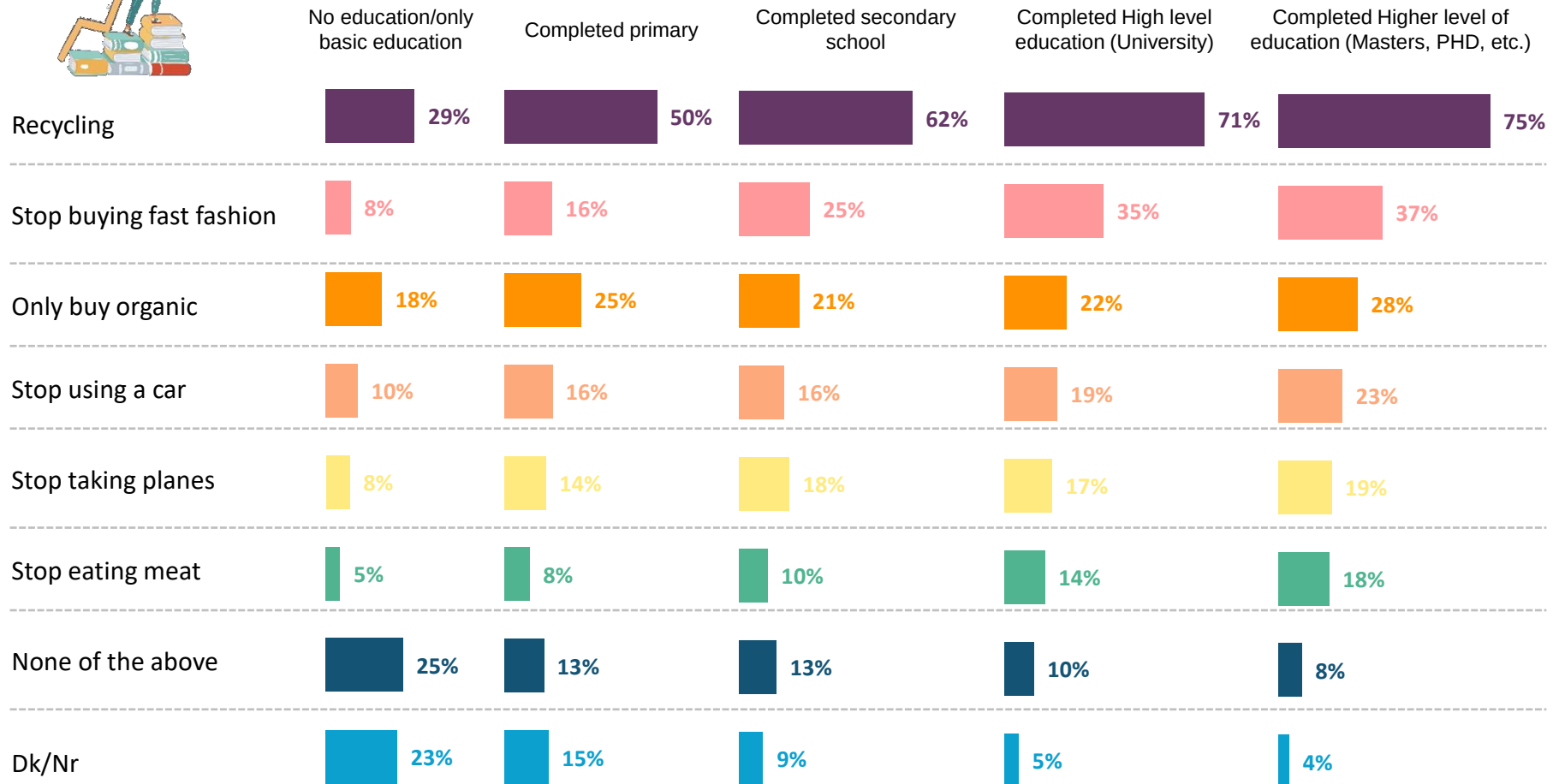
	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 +
Recycling	63%	62%	63%	63%	66%	68%
Stop buying fast fashion	25%	27%	26%	28%	32%	36%
Only buy organic	26%	24%	23%	21%	20%	16%
Stop using a car	21%	19%	17%	16%	16%	16%
Stop taking planes	15%	14%	15%	15%	19%	24%
Stop eating meat	13%	13%	11%	11%	12%	13%
None of the above	10%	12%	13%	13%	12%	11%
Dk/Nr	8%	8%	8%	8%	8%	9%

Source: WIN 2024. Base: 33862.

Would you do any of the following to prevent climate change?

% Within total population

By educational level



Source: WIN 2024. Base: 33862.

Would you do any of the following to prevent climate change?

% Within total population

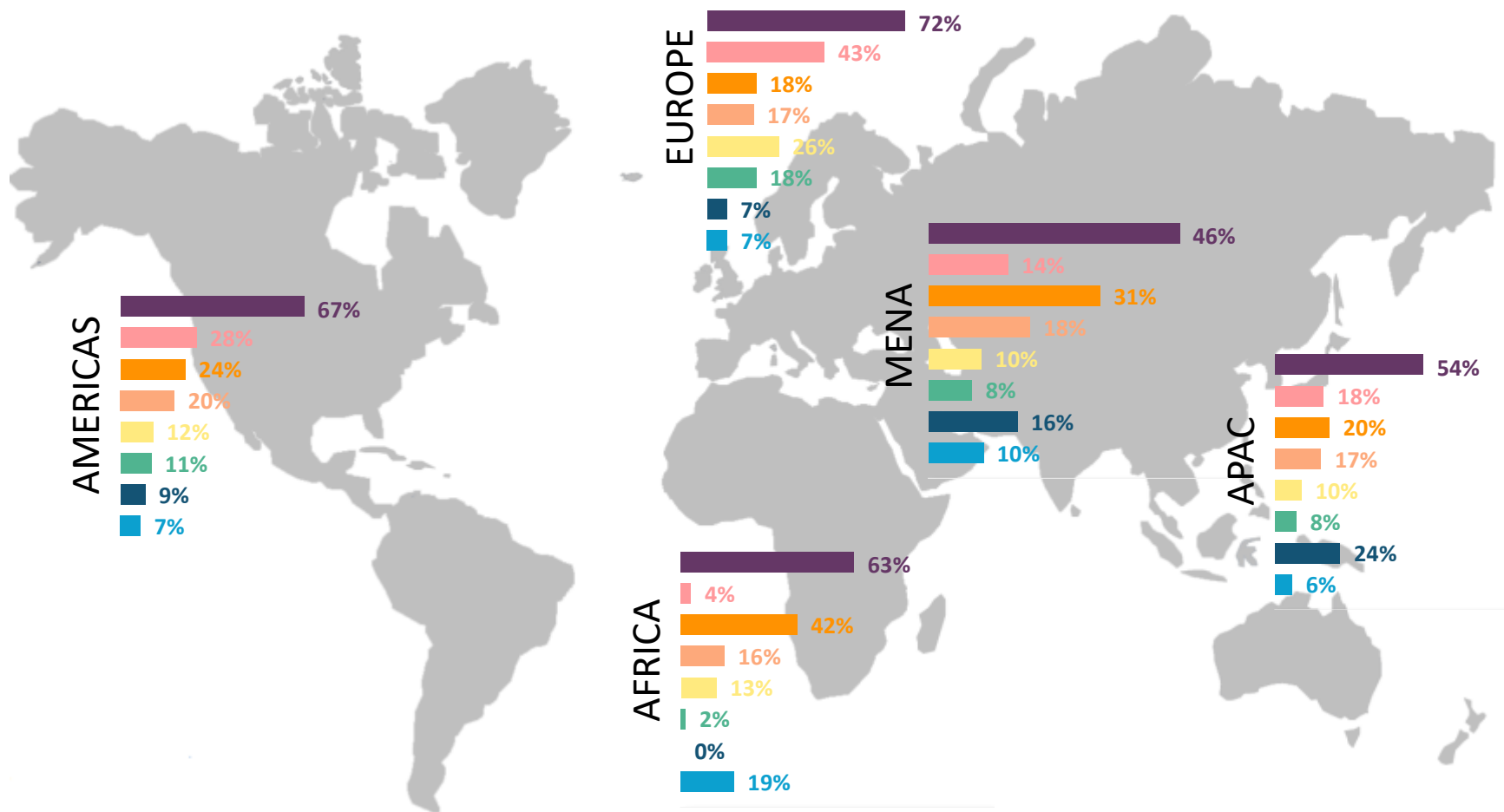
By employment

	Working full (include self- employed)	Working Part-time	Unemployed	Student	Housewife	Retired/ Disabled
Recycling	66%	62%	58%	70%	54%	66%
Stop buying fast fashion	29%	26%	20%	34%	17%	38%
Only buy organic	24%	24%	22%	29%	21%	15%
Stop using a car	18%	18%	18%	21%	15%	16%
Stop taking planes	15%	16%	15%	16%	12%	27%
Stop eating meat	12%	12%	10%	17%	8%	13%
None of the above	12%	12%	13%	7%	17%	12%
Dk/Nr	6%	8%	12%	6%	11%	9%

Source: WIN 2024. Base: 33862.

Would you do any of the following to prevent climate change?

% Within total population



Would you do any of the following to prevent climate change?

% Within total population

	Recycling	Stop buying fast fashion	Only buy organic	Stop using a car	Stop taking planes	Stop eating meat	None of the above	Dk/Nr
Argentina	62%	19%	29%	21%	11%	9%	7%	15%
Belgium	63%	24%	13%	24%	27%	15%	0%	16%
Brazil	70%	24%	33%	22%	11%	9%	10%	6%
Canada	71%	44%	13%	15%	16%	17%	14%	7%
Chile	69%	39%	9%	20%	10%	13%	5%	9%
Germany	65%	42%	19%	16%	32%	21%	9%	4%
Ecuador	62%	22%	29%	18%	7%	9%	6%	4%
Spain	76%	34%	21%	27%	26%	14%	9%	3%
Finland	78%	73%	18%	16%	36%	26%	8%	4%
France	74%	46%	13%	13%	28%	20%	8%	6%
United Kingdom	70%	39%	12%	21%	26%	20%	8%	6%
Greece	75%	28%	14%	20%	11%	15%	8%	5%
Hong Kong	65%	27%	5%	16%	7%	9%	14%	5%
Croatia	75%	41%	16%	10%	19%	10%	8%	4%
Indonesia	12%	4%	11%	6%	5%	3%	53%	21%
Republic of Ireland	80%	47%	16%	16%	17%	15%	9%	4%
India	65%	24%	51%	29%	16%	20%	5%	2%
Iran	45%	12%	28%	14%	7%	4%	26%	1%
Italy	74%	31%	21%	24%	18%	22%	0%	10%
Ivory Coast	40%	6%	35%	6%	4%	3%	0%	31%
Japan	50%	7%	2%	12%	11%	2%	33%	8%
Republic of Korea	89%	44%	10%	29%	9%	9%	5%	2%
Lao PDR	44%	18%	37%	10%	21%	4%	31%	1%
Mexico	76%	40%	32%	52%	19%	15%	4%	2%
Malaysia	74%	26%	25%	18%	13%	11%	9%	2%
Nigeria	90%	1%	51%	28%	24%	0%	0%	6%
The Netherlands	69%	38%	17%	12%	29%	18%	11%	8%
Peru	65%	11%	28%	15%	7%	4%	7%	4%
Philippines	68%	7%	29%	4%	3%	4%	15%	0%
Pakistan	19%	6%	7%	18%	7%	7%	42%	15%
Poland	65%	38%	14%	17%	35%	17%	8%	11%
Palestine	31%	16%	26%	28%	6%	13%	0%	36%
Paraguay	69%	22%	32%	16%	7%	13%	3%	5%
Serbia	73%	34%	18%	13%	17%	10%	7%	7%
Sweden	74%	52%	28%	12%	27%	19%	0%	15%
Slovenia	65%	47%	24%	11%	25%	12%	12%	8%
Turkey	60%	17%	42%	17%	17%	10%	13%	2%
USA	62%	32%	18%	12%	20%	15%	19%	9%
Vietnam	53%	22%	27%	24%	8%	6%	30%	1%

Source: WIN 2024. Base: 33862.



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GOVERNMENTS TAKING CARE



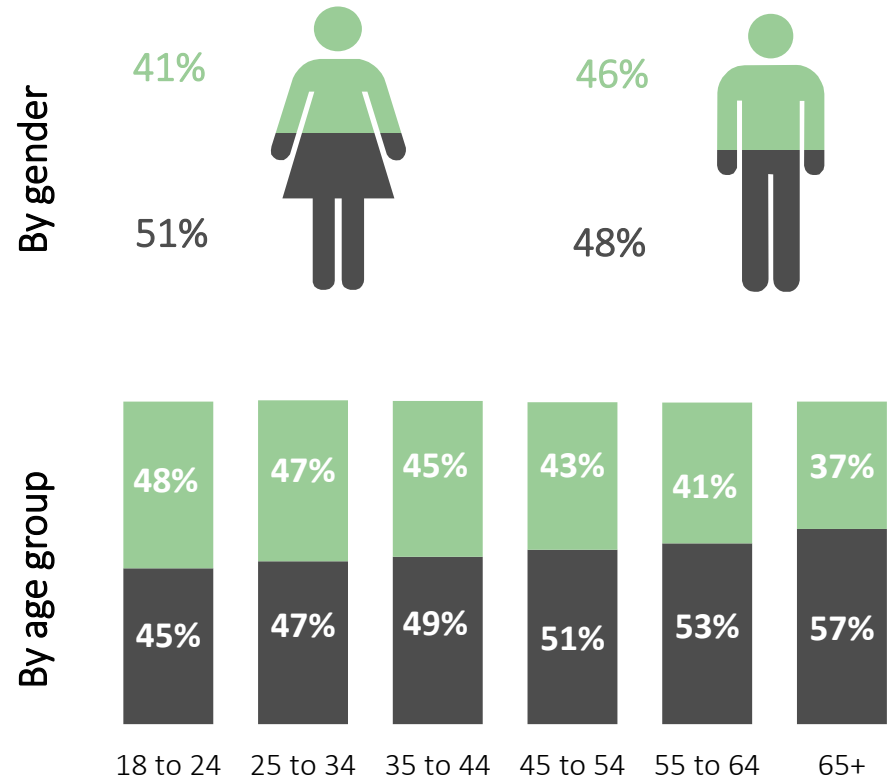
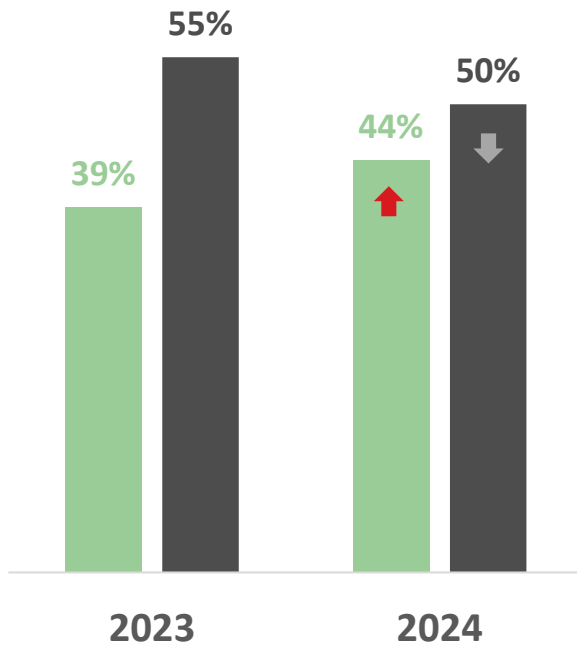
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To what extent do you agree or disagree with the following statement:
Governments are taking the necessary actions to take care of the environment

% Within total population

Global Average



Source: WIN 2024. Base: 33866. The percentages corresponding to the option "Dk/Nr" have not been included

To what extent do you agree or disagree with the following statement: Governments are taking the necessary actions to take care of the environment

% Within total population



By educational level

No education / Only basic education



Completed Primary



Completed Secondary School



Completed High level education (University)



Completed Higher level of education (Masters, PHD, etc.)



By employment

Working full (include self-employed)



Working Part-time



Unemployed



Student



Housewife



Retired/Disabled



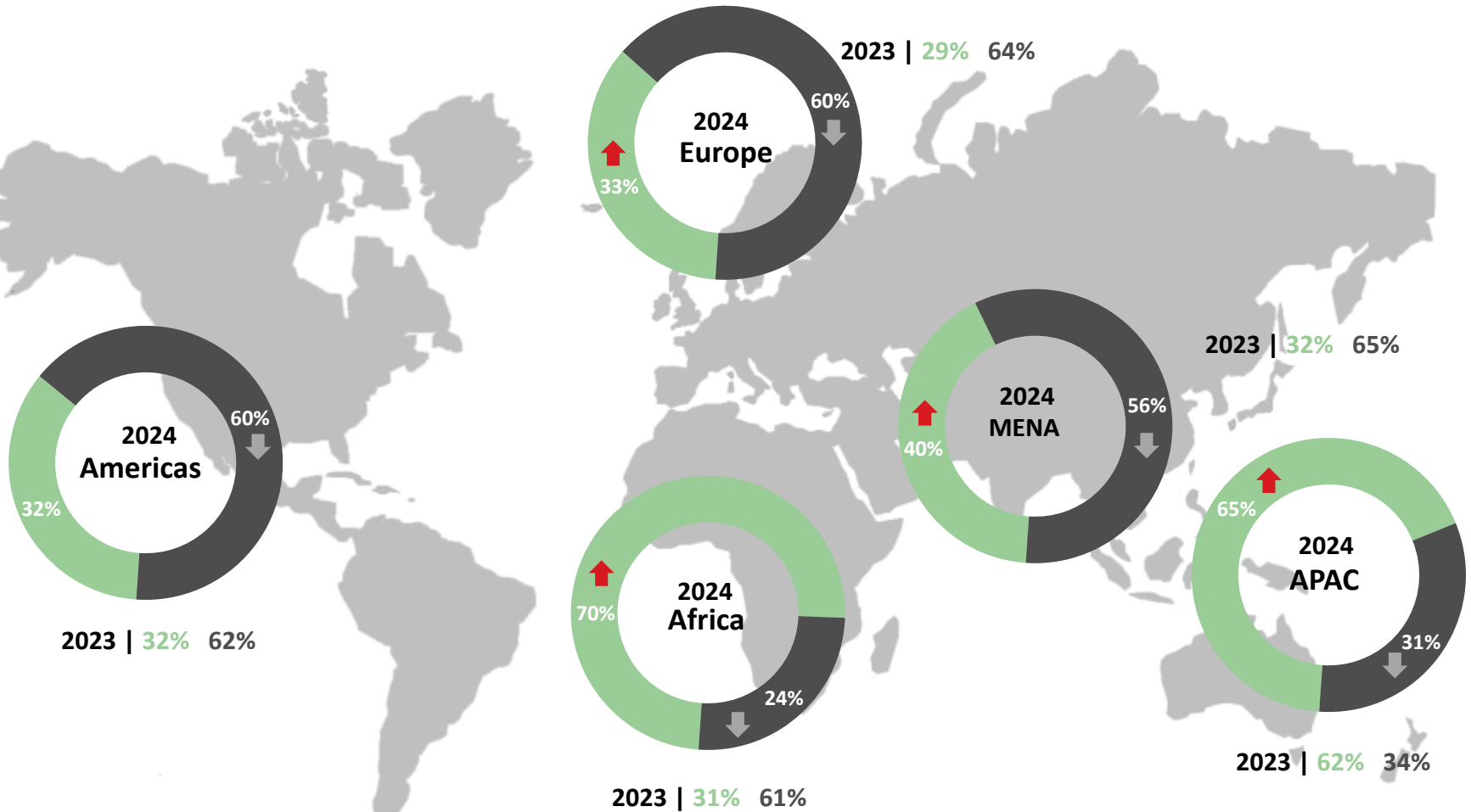
Source: WIN 2024. Base: 33866. The percentages corresponding to the option "Dk/Nr" have not been included

To what extent do you agree or disagree with the following statement:
Governments are taking the necessary actions to take care of the environment

% Within total population

TTB
Totally agree + Somewhat agree

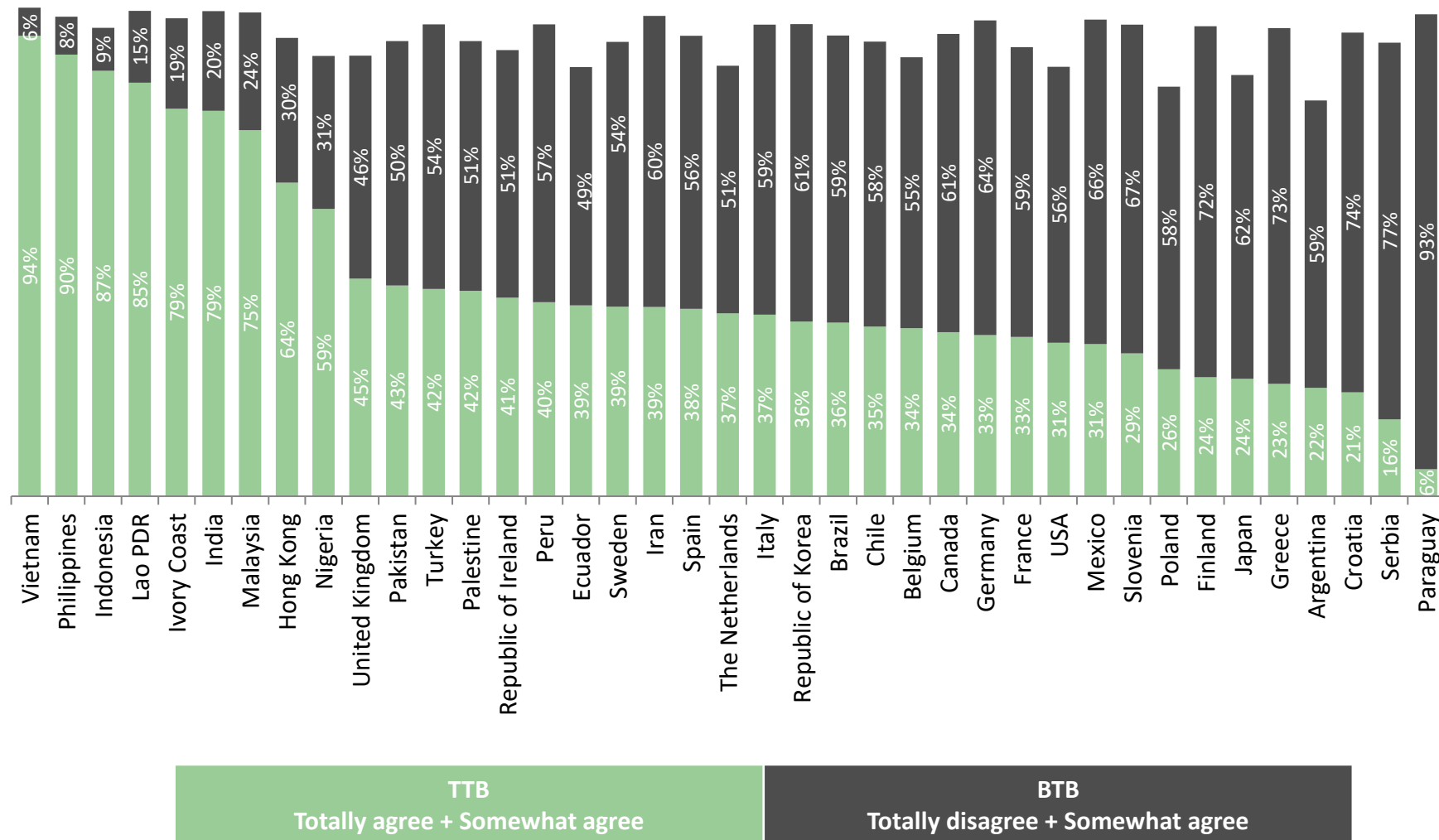
BTB
Totally disagree + Somewhat agree



Source: WIN 2024. Base: 33866. The percentages corresponding to the option "Dk/Nr" have not been included

To what extent do you agree or disagree with the following statement:
Governments are taking the necessary actions to take care of the environment

% Within total population



Source: WIN 2024. Base: 33866. The percentages corresponding to the option "Dk/Nr" have not been included

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

Annual comparisson TTB

% within total population

	TTB 2023	TTB 2024	
GLOBAL AVERAGE	39%	50%	↑
Vietnam	95%	94%	↓
Philippines	94%	90%	↓
Indonesia	No data	87%	
Lao PDR	No data	85%	
Ivory Coast	56%	79%	↑
India	77%	79%	↑
Malaysia	54%	75%	↑
Hong Kong	69%	64%	↓
Nigeria	35%	59%	↑
United Kingdom	31%	45%	↑
Pakistan	37%	43%	↑
Turkey	38%	42%	↑
Palestine	No data	42%	
Republic of Ireland	36%	41%	↑
Peru	26%	40%	↑
Ecuador	33%	39%	↑
Sweden	No data	39%	
Iran	No data	39%	
Spain	33%	38%	↑
The Netherlands	46%	37%	↓

	TTB 2023	TTB 2024	
Italy	35%	37%	↑
Republic of Korea	No data	36%	
Brazil	42%	36%	↓
Chile	34%	35%	↑
Belgium	No data	34%	
Canada	30%	34%	↑
Germany	31%	33%	↑
France	22%	33%	↑
USA	32%	31%	↓
Mexico	35%	31%	↓
Slovenia	26%	29%	↑
Poland	23%	26%	↑
Finland	20%	24%	↑
Japan	30%	24%	↓
Greece	27%	23%	↓
Argentina	33%	22%	↓
Croatia	17%	21%	↑
Serbia	18%	16%	↓
Paraguay	15%	6%	↓

Source: WIN 2024. Base: 33866. The percentages corresponding to the option "Dk/Nr" have not been included

METHODOLOGY

Total of 33 866 surveys worldwide

Dates: Dec. 1st 2023 to Feb. 4th 2024

	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	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

METHODOLOGY

Total of 33 866 surveys worldwide

Dates: Dec. 1st 2023 to Feb. 4th 2024

	Country	Company Name	Methodology	Sample	Coverage	2023-2024 Fieldwork Dates
21	Malaysia	Central Force International	Online	1000	NATIONAL	7-13 December 2023
22	Mexico	Brand Investigation S.A.de C.V	Online	500	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	1210	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	CAWI	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	1000	NATIONAL	
38	USA	LEGER	CAWI	1007	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