

World Earth Day

Worldviews Survey 2025



Have contact with nature

% within total population

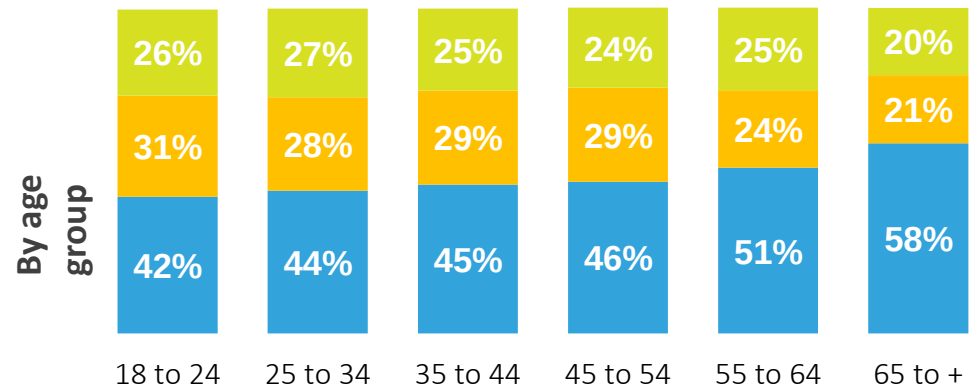
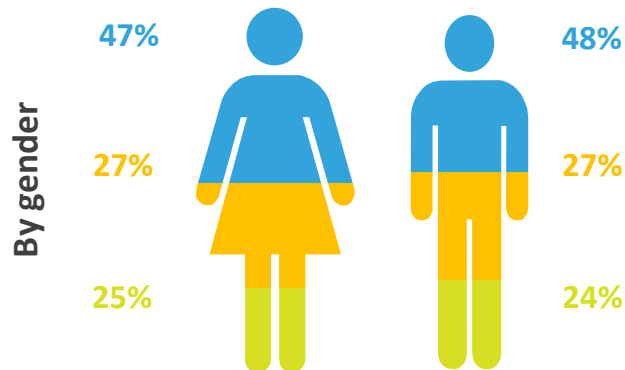
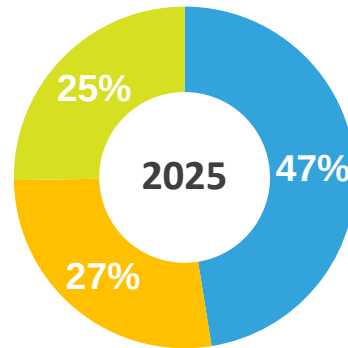
HOW OFTEN DO PEOPLE HAVE CONTACT WITH NATURE?

■ A lot/ very often / Moderately/ fairly often

■ A little/ Sometimes

■ Very little/ occasionally/ Never

Global Average



Source: WIN 2025. Base: 34946 cases. The percentages of Dk / Nr have not been plotted.

Have contact with nature

% within total population

■ A lot/ very often / Moderately/ fairly often

■ A little/ Sometimes

■ Very little/ occasionally/ Never



By education level

No education / Only basic education



Completed Primary



Completed Secondary School



Completed 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 2025. Base: 34946 cases. The percentages of Dk / Nr have not been plotted.

Have contact with nature

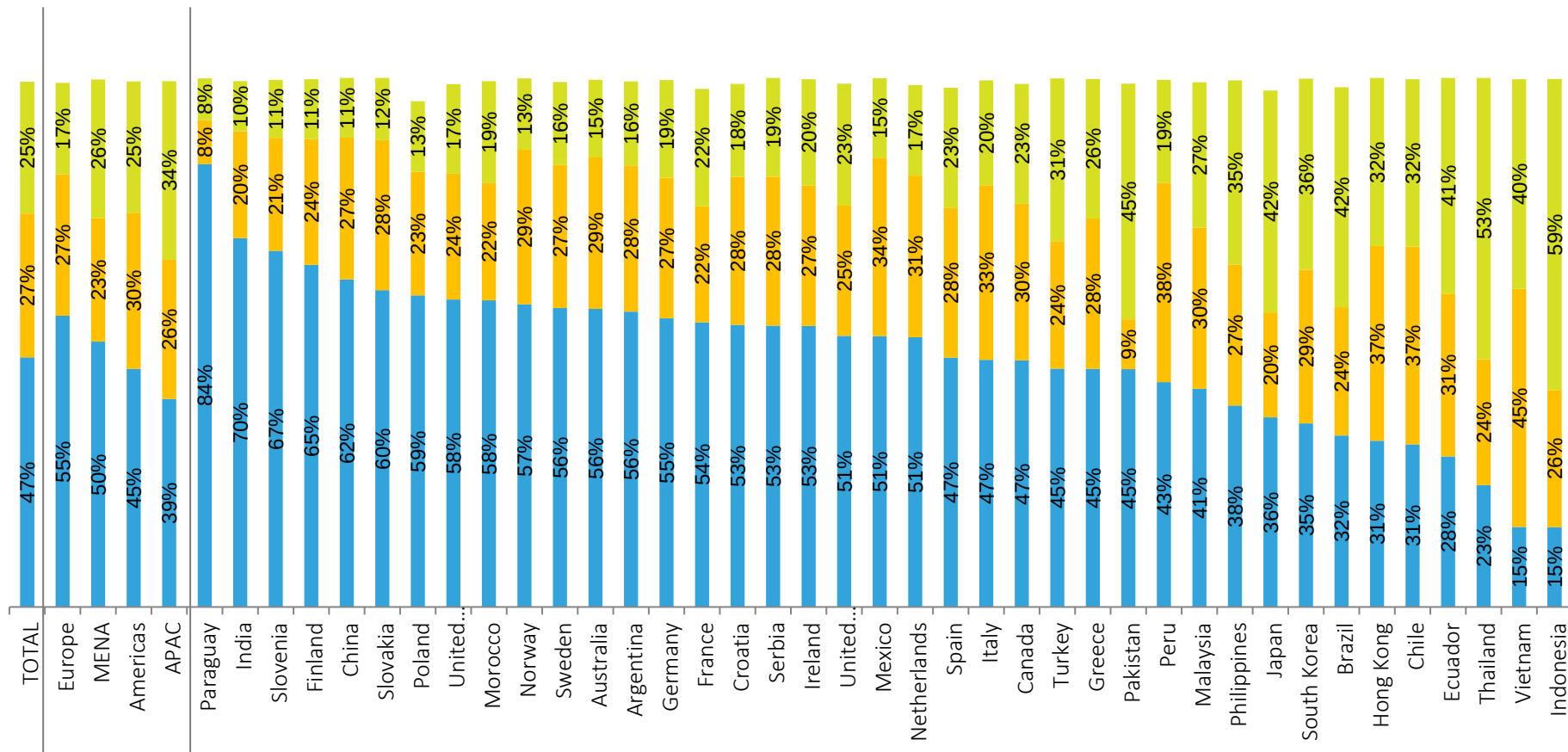
% within total population

HOW OFTEN DO PEOPLE HAVE CONTACT WITH NATURE?

■ A lot/ very often / Moderately/ fairly often

■ A little/ Sometimes

■ Very little/ occasionally/ Never



Source: WIN 2025. Base: 34946 cases. The percentages of Dk / Nr have not been plotted.

Relation between belief that personal actions can improve the environment and how often do people have relation with nature

		How often would you say that you: <i>"Have contact with nature"</i>		
<i>"I believe my personal actions can improve the environment"</i>		A lot/ very often + Moderately/ fairly often	A little/sometimes	Very little/ occasionally + Never
	AGREE	84%	82%	80%
	DISAGREE	16%	18%	20%

Source: WIN 2025. Base: 34946 cases. The percentages of Dk / Nr have not been plotted.

Q12_01 - To what extent do you agree or disagree with the following statements?: I believe my personal actions can improve the environment

Q2_12. How often would you say that you have contact with nature?

Relation between perception of whether governments are taking the necessary actions to protect the environment and how often do people have relation with nature

		How often would you say that you: <i>"Have contact with nature"</i>		
<i>"Governments are taking the necessary actions to take care of the environment"</i>		A lot/ very often + Moderately/ fairly often	A little/sometimes	Very little/ occasionally + Never
	AGREE	50%	52%	55%
	DISAGREE	50%	48%	45%

Source: WIN 2025. Base: 34946 cases. The percentages of Dk / Nr have not been plotted.

Q12_02 - To what extent do you agree or disagree with the following statements?: Governments are taking the necessary actions to take care of the environment

Q2_12. How often would you say that you have contact with nature?

Relation between views on companies and Corporate Social Responsibility (CSR) and how often do people have relation with nature

How often would you say that you: *"Have contact with nature"*

Which of the 3 following statements best describes what you think about Companies and Corporate Social Responsibility (CSR)?		A lot/ very often + Moderately/ fairly often	A little/sometimes	Very little/ occasionally + Never
	Most companies are seriously operating with corporate social responsibility and sustainability	25%	19%	18%
	Most companies are not seriously doing it, it is only appearance	43%	47%	42%
	Most companies do not care at all about corporate social responsibility, they only focus on business	21%	21%	24%
	Don't know / no response	11%	13%	17%

Relation between contact with nature and perception of health

How often would you say that you: *"Have contact with nature"*

**A lot/ very often
+ Moderately/
fairly often**

**A
little/sometimes**

**Very little/
occasionally +
Never**

**How do you
consider your
overall health in
general?**

**Very healthy +
healthy**

81%

74%

67%

**Somewhat
unhealthy +
unhealthy**

18%

25%

32%



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PERSONAL ACTIONS CAN IMPROVE THE ENVIRONMENT



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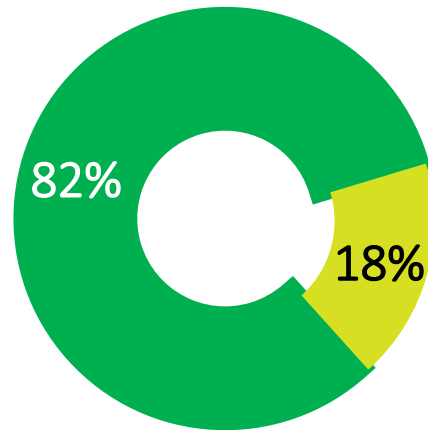
I believe my personal actions can improve the environment

% within total population

TTB Totally agree / Somewhat agree

BTB Somewhat disagree / Totally disagree

Total



2021	80%	16%
2020	81%	16%

By gender

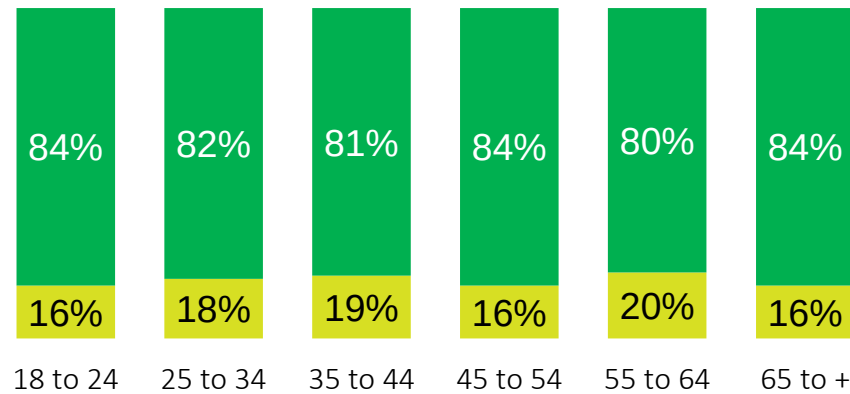
Women
84%
16%



Men
81%
19%



By age group



Source: WIN 2025. Base: 34744. In the previous edition (2021 and 2020) DK/NR was included, which hinders comparison.

I believe my personal actions can improve the environment

% within total population



By education level

No education/only basic education



Completed Primary



Completed Secondary School



Completed High level education



Master. PHD.



TTB

Totally agree /
Somewhat agree



By employment

Working full (include self-employed)



Working Part-time



Unemployed



Student



Housewife



Retired/Disabled



BTB

Somewhat disagree /
Totally disagree

Source: WIN 2025. Base: 34744.

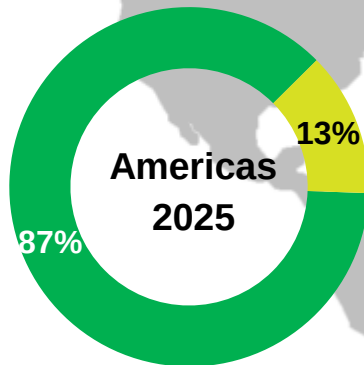
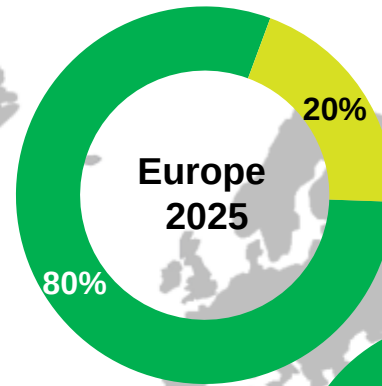
I believe my personal actions can improve the environment

% within total population

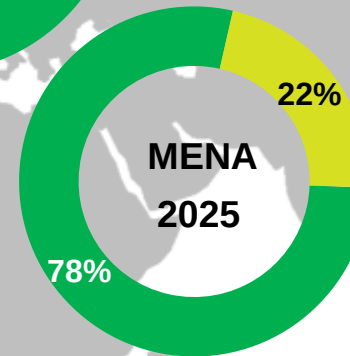
Totally agree +
Somewhat agree

Somewhat disagree
+ Totally disagree

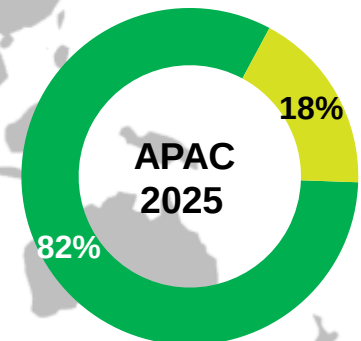
2021 | 78% 18%



2021 | 86% 11%



2021 | 75% 23%



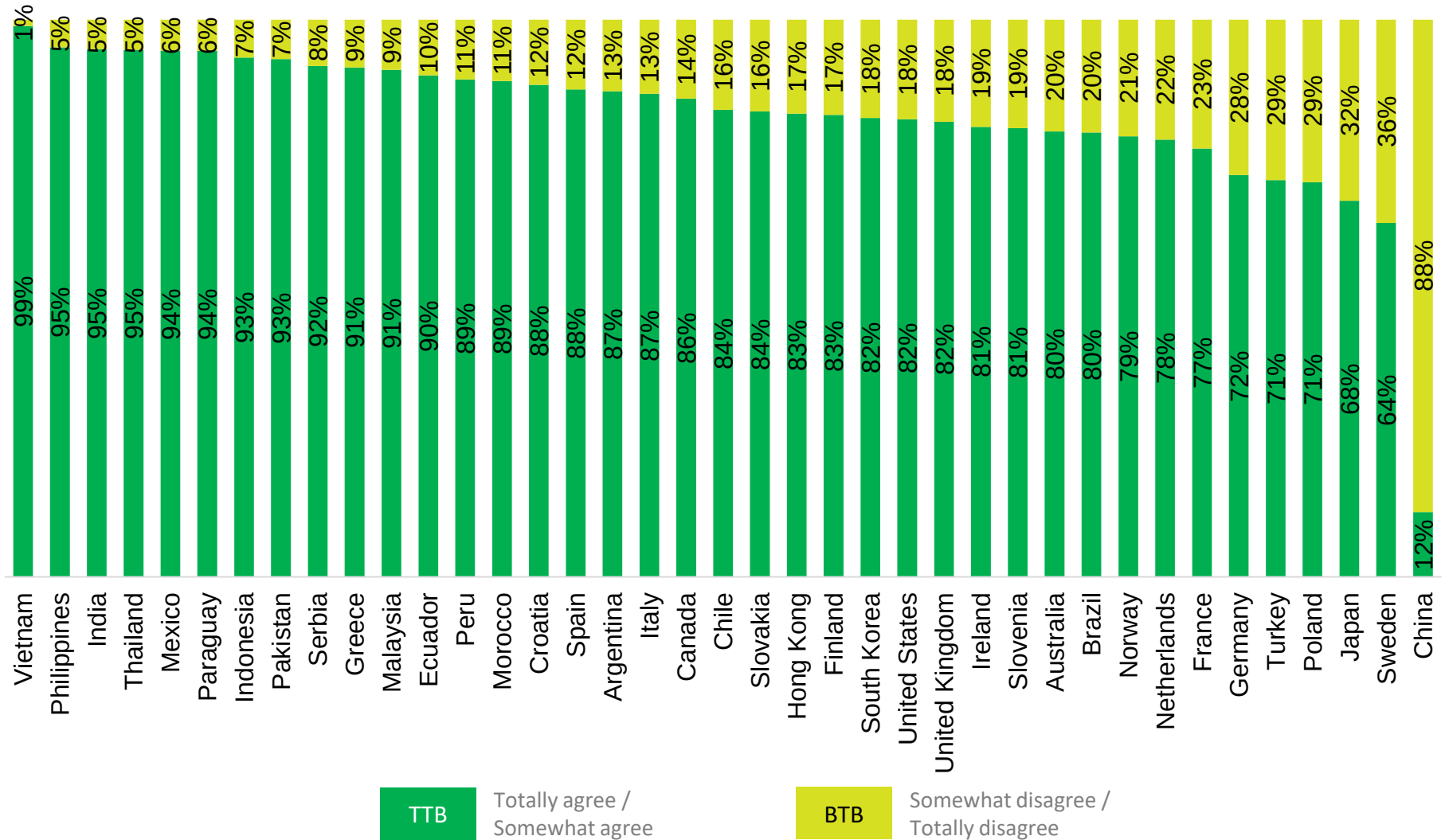
2021 | 80% 17%

Source: WIN 2021. Base: 33236. The percentages of Dk / Nr have not been plotted. Note: MENA has only 2 countries.

Source: WIN 2025. Base: 34744.

I believe my personal actions can improve the environment

% within total population



Source: WIN 2025. Base: 34744.



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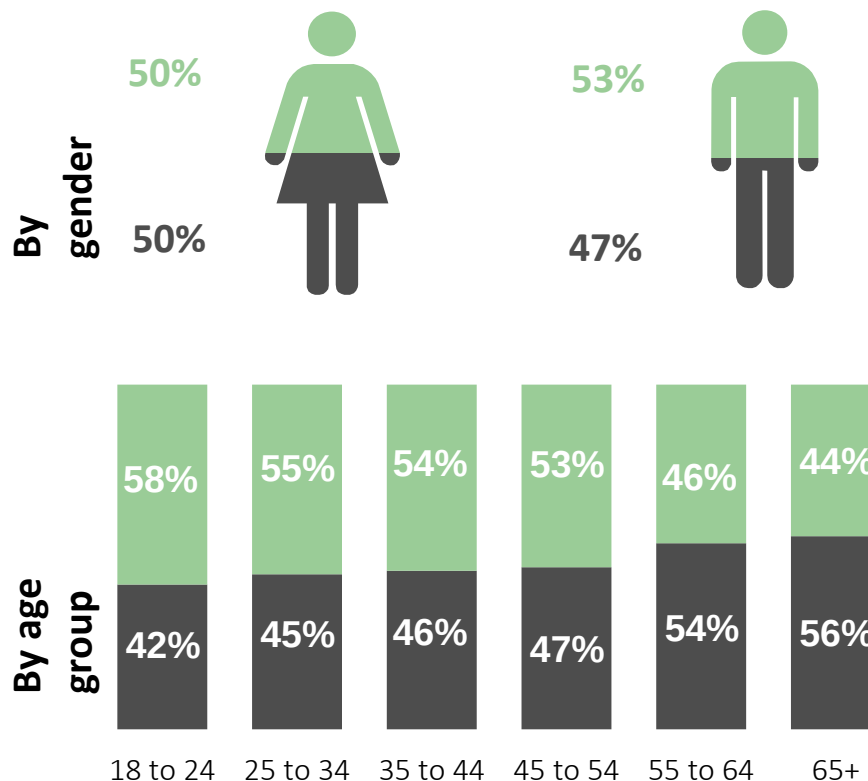
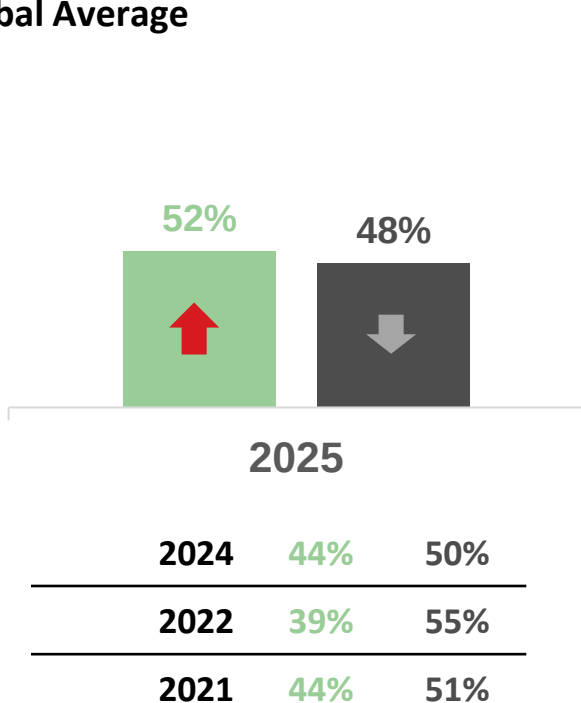


GOVERNMENTS TAKING CARE

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 2025. Base: 34647. In the previous edition (2021, 2022, 2023 and 2024) DK/NR was included, which hinders comparison.

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

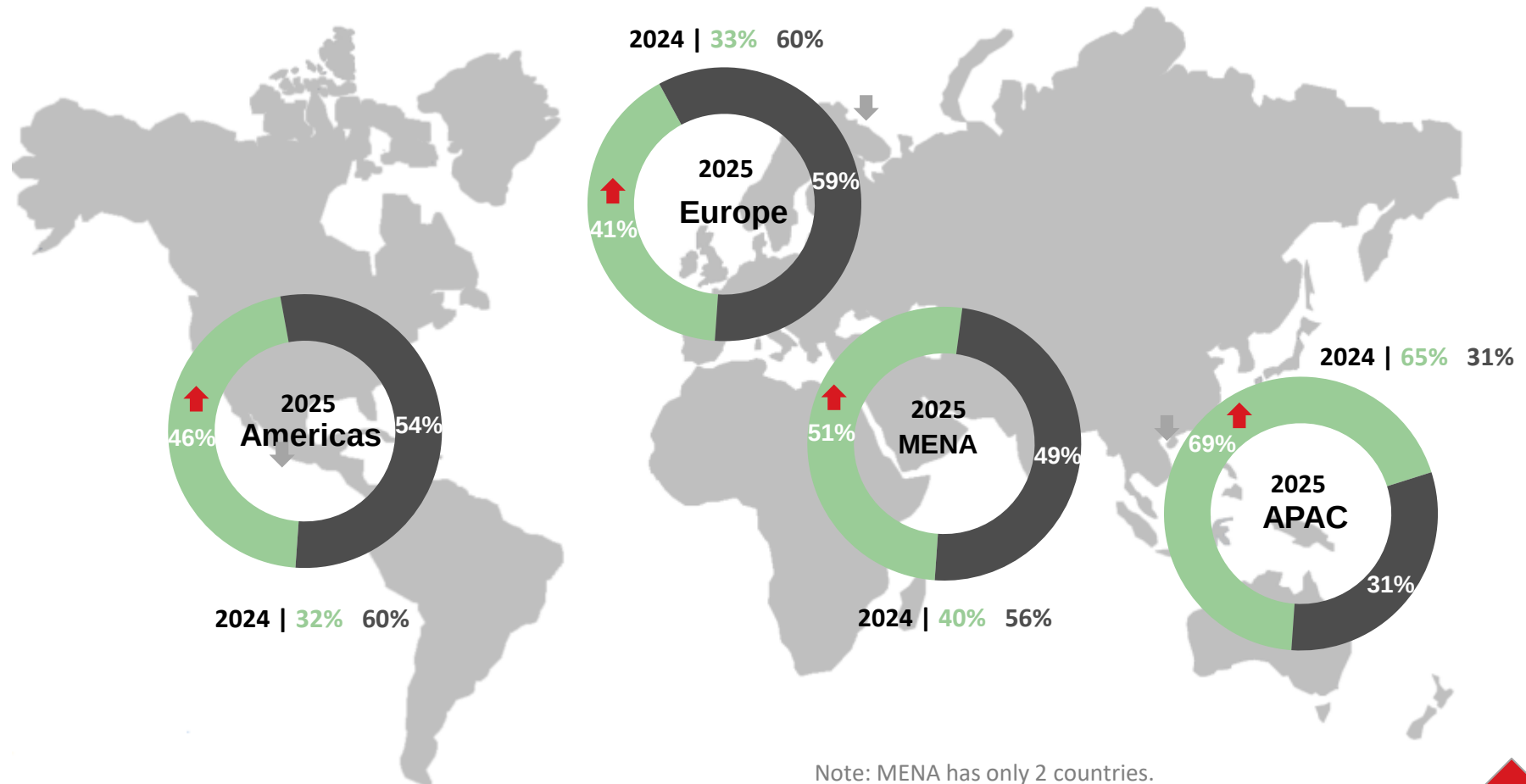


Source: WIN 2025. Base: 34647.

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

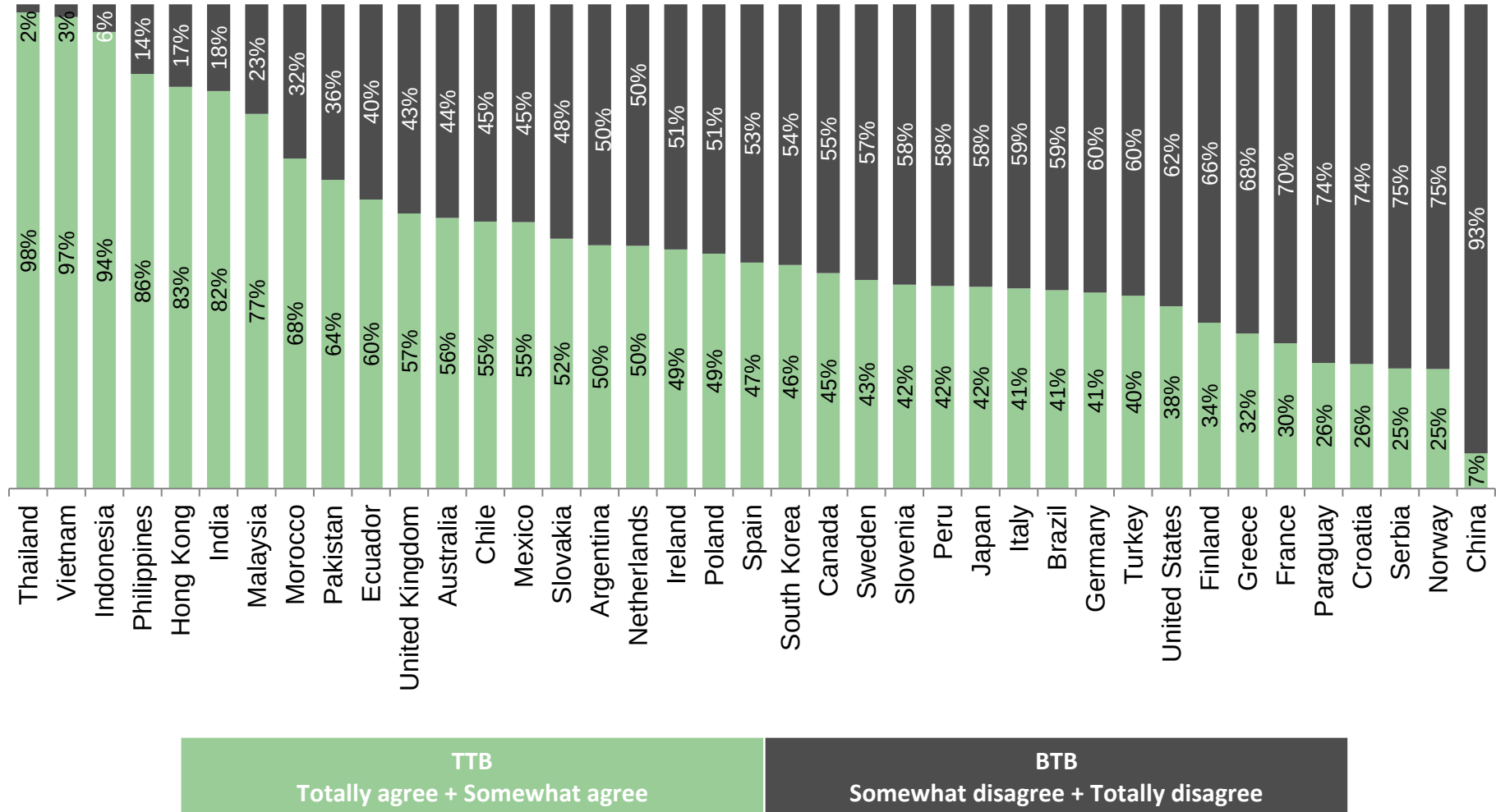
TTB Totally agree + Somewhat agree	BTB Somewhat disagree + Totally disagree
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Note: MENA has only 2 countries.

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 2025. Base: 34647.



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COMPANIES AND CORPORATE SOCIAL RESPONSIBILITY



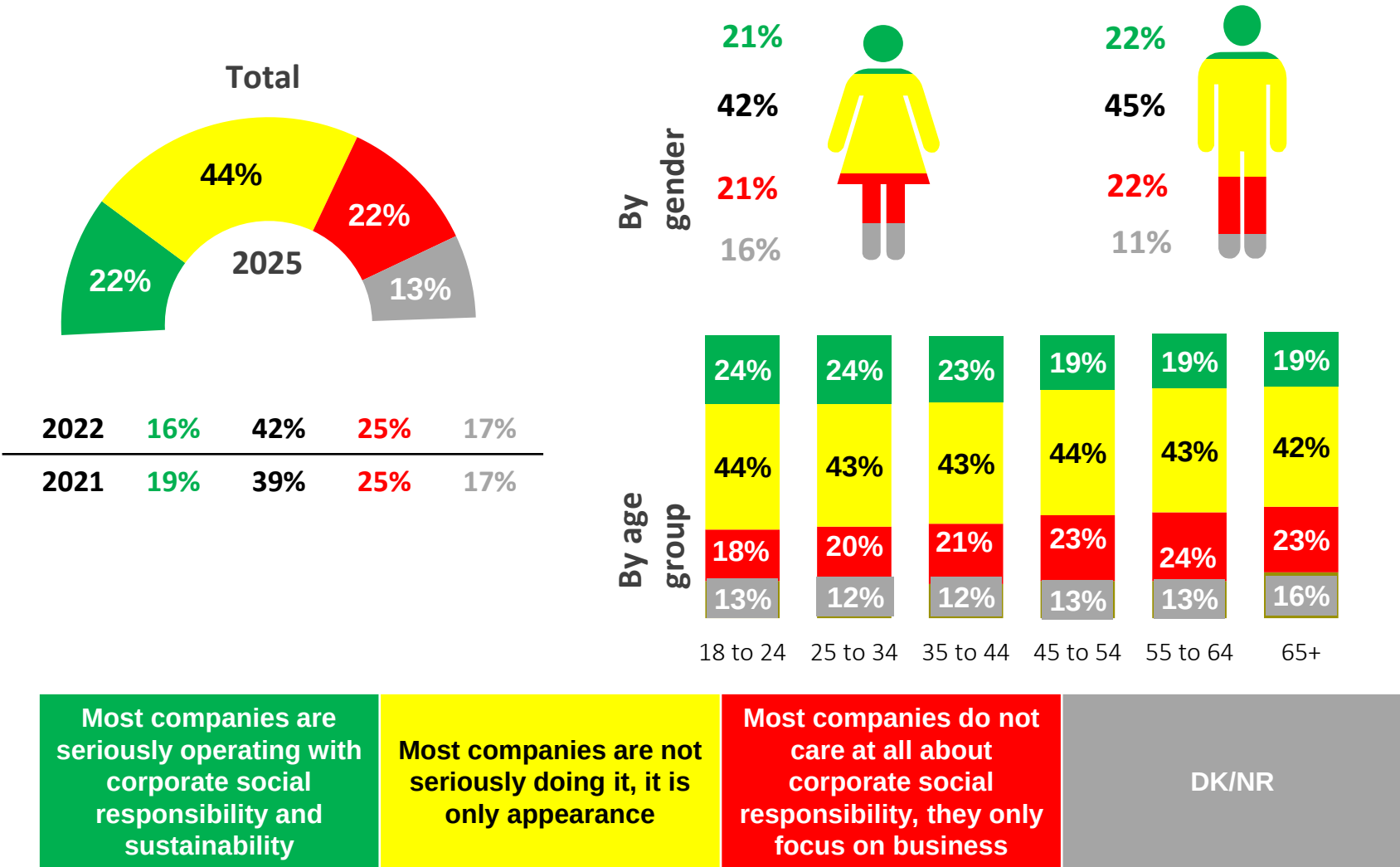
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Efforts to embrace and promote CSR

% within total population



Source: WIN 2025. Base: 34946.

Efforts to embrace and promote CSR

% within total population



By education level

No education / Only basic education



Completed Primary



Completed Secondary School



Completed University

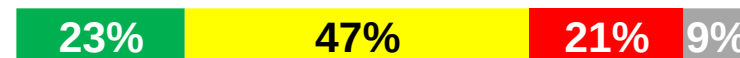


Completed Higher level of education (Masters, PHD, etc.)



By employment

Working full (include self-employed)



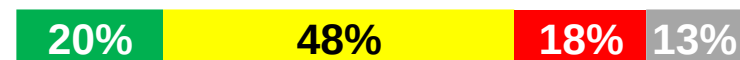
Working Part-time



Unemployed



Student



Housewife



Retired/Disabled



Most companies are seriously operating with corporate social responsibility and sustainability

Most companies are not seriously doing it, it is only appearance

Most companies do not care at all about corporate social responsibility, they only focus on business

DK/NR

Efforts to embrace and promote CSR

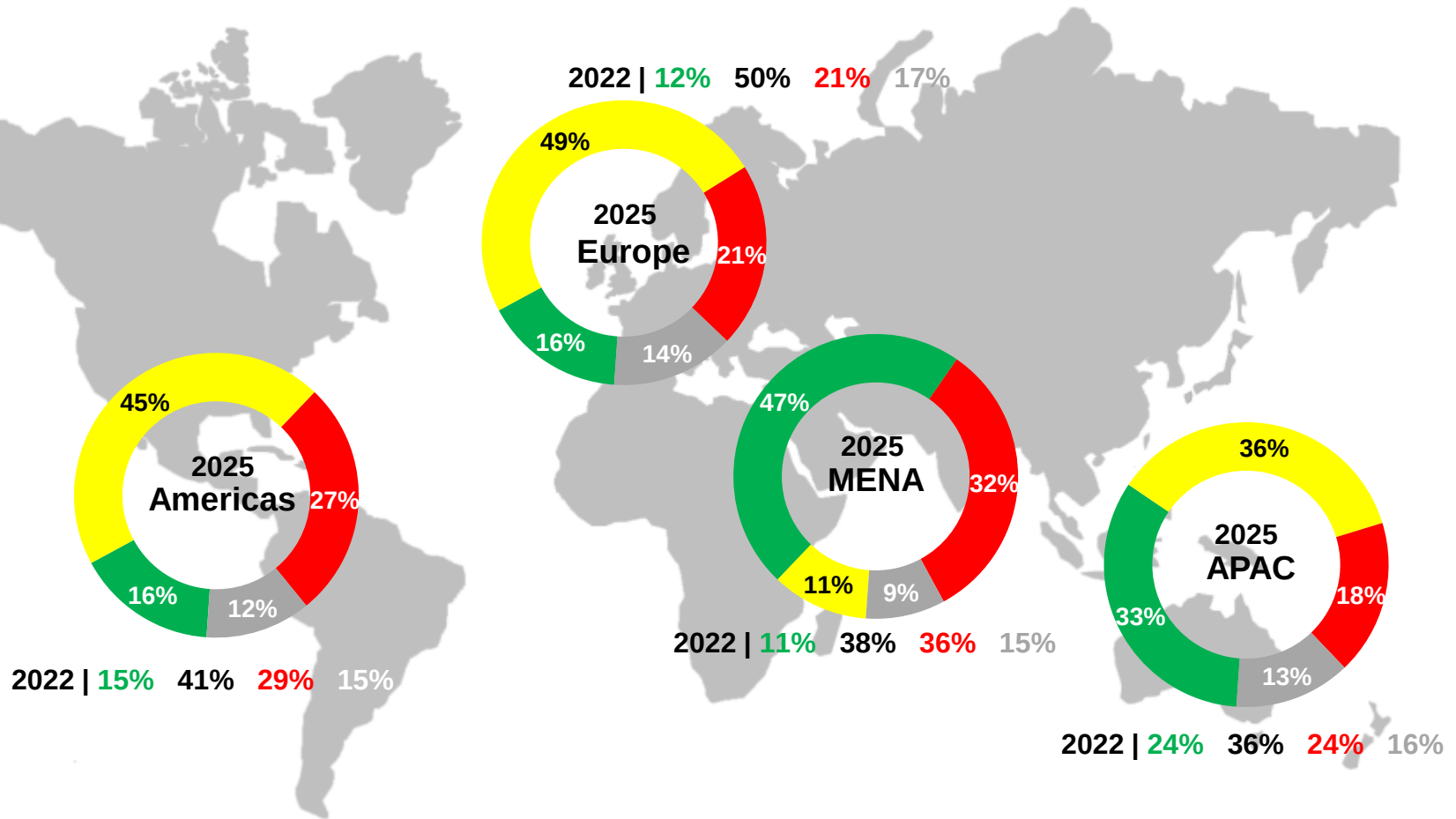
% within total population

Most companies are seriously operating with corporate social responsibility and sustainability

Most companies are not seriously doing it, it is only appearance

Most companies do not care at all about corporate social responsibility, they only focus on business

DK/NR



Note: MENA has only 2 countries.

Efforts to embrace and promote CSR

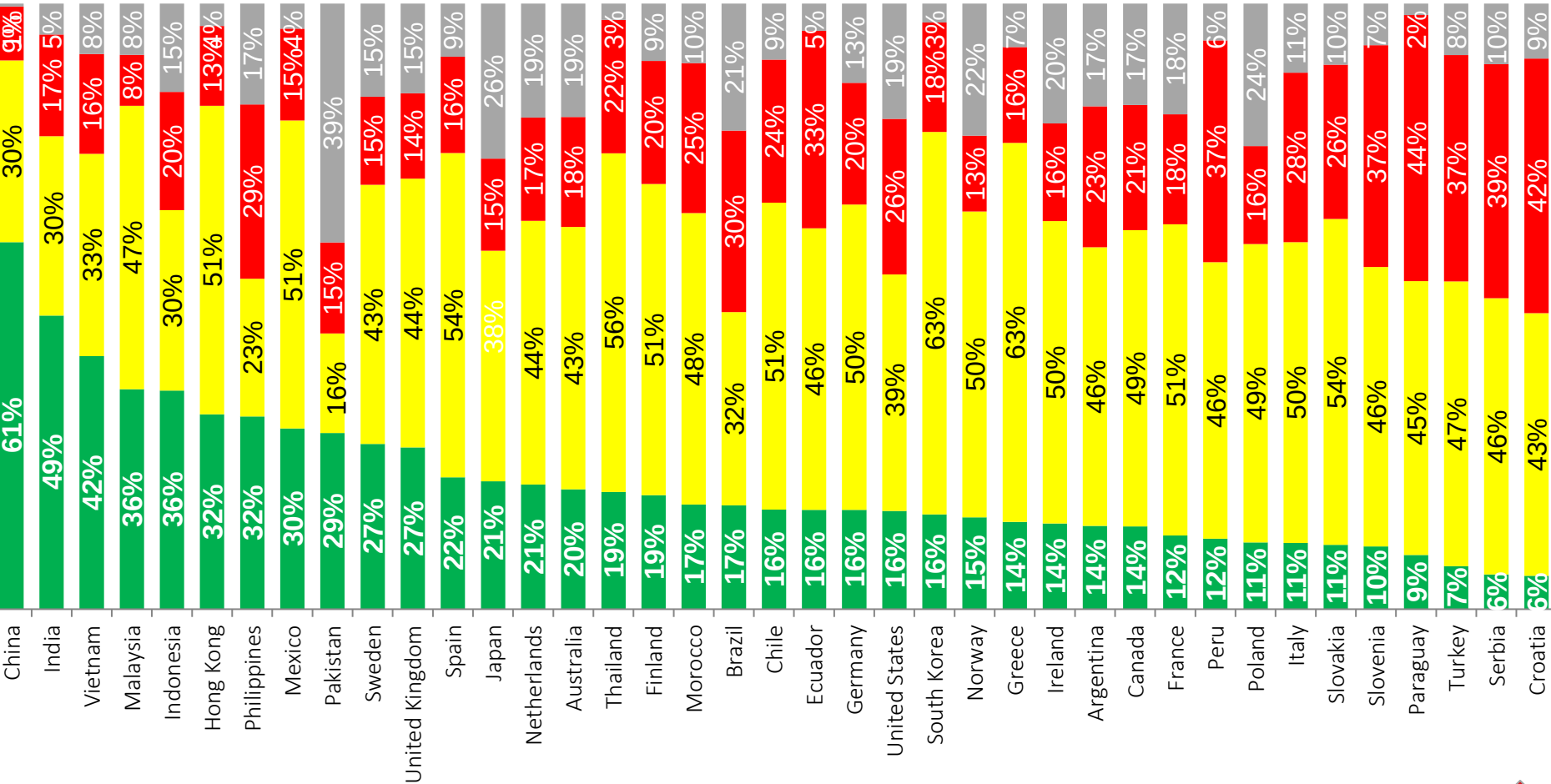
% within total population

Most companies are seriously operating with corporate social responsibility and sustainability

Most companies are not seriously doing it, it is only appearance

Most companies do not care at all about corporate social responsibility, they only focus on business

DK/NR



Source: WIN 2025. Base: 34946.

METHODOLOGY

Total of 34.946 surveys worldwide

Dates: Dec. 2nd 2024 to Feb. 7th 2025

	Country	Company Name	Methodology	Sample	Coverage	2023-2024 Fieldwork Dates
1	Argentina	Voices Research & Consultancy	CAWI	1027	NATIONAL	30 Dec 2024 – 9 Jan 2025
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	Week 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

METHODOLOGY

Total of 34.946 surveys worldwide

Dates: Dec. 2nd 2024 to Feb. 7th 2025

	Country	Company Name	Methodology	Sample	Coverage	2023-2024 Fieldwork Dates
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