



WIN



Worldwide
Independent Network
Of Market Research

World Environment Day

Worldviews Survey 2025

5th June 2026

A global study conducted by a leading international network of researchers, with fieldwork in Pakistan conducted by Gallup Pakistan.



WIN

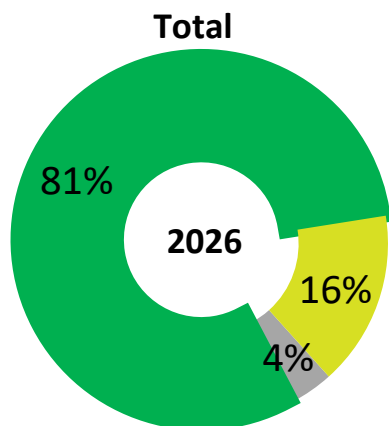
Worldwide
Independent Network
Of Market Research



Global warming is a serious threat for mankind

% within total population

TTB Totally agree /
Somewhat agree
BTB Somewhat disagree /
Totally disagree
Dk Do not know



By gender

Women

83%

13%

4%



Men

78%

18%

3%

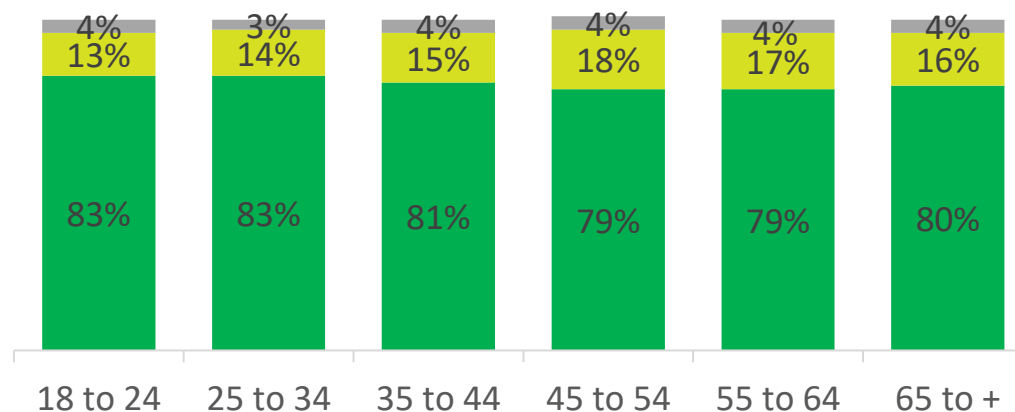
By age group

2022 **83%** **13%** **4%**

2021 **86%** **11%** **3%**

2020 **85%** **11%** **4%**

2019 **84%** **12%** **3%**



Source: WIN 2026. Base: 44.000. No data in Georgia.

Global warming is a serious threat for mankind

% within total population



By education level

No education/only basic education



Completed Primary



Completed Secondary School



Completed High level education



Master. PHD.



By employment

Working full (include self-employed)



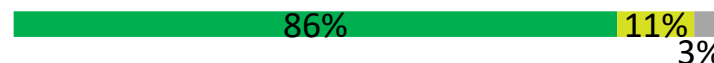
Working Part-time



Unemployed



Student



Housewife



Retired/Disabled



TTB

Totally agree /
Somewhat agree

BTB

Somewhat disagree /
Totally disagree

Dk

Do not know

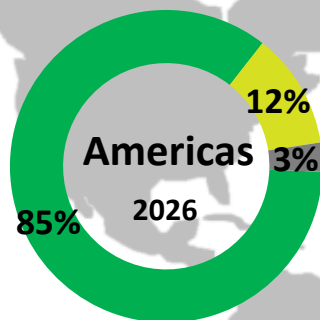
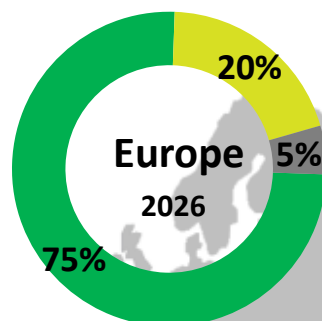
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Global warming is a serious threat for mankind

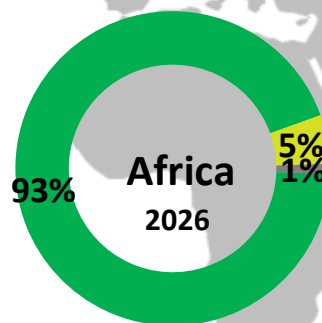
% within total population

Totally agree + Somewhat agree	Somewhat disagree + Totally disagree	Do not know
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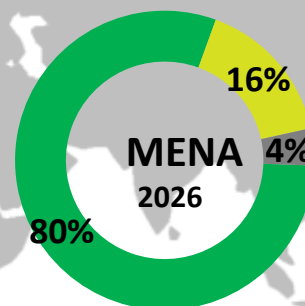
2022 | 83% 14% 4%
2021 | 84% 12% 4%
2020 | 84% 12% 4%



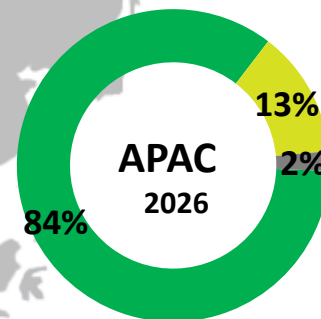
2022 | 84% 13% 3%
2021 | 89% 9% 3%
2020 | 87% 11% 3%



2022 | 83% 12% 5%
2021 | 87% 10% 3%
2020 | 79% 16% 5%



2022 | 82% 15% 3%
2021 | 86% 11% 3%
2020 | 74% 21% 6%



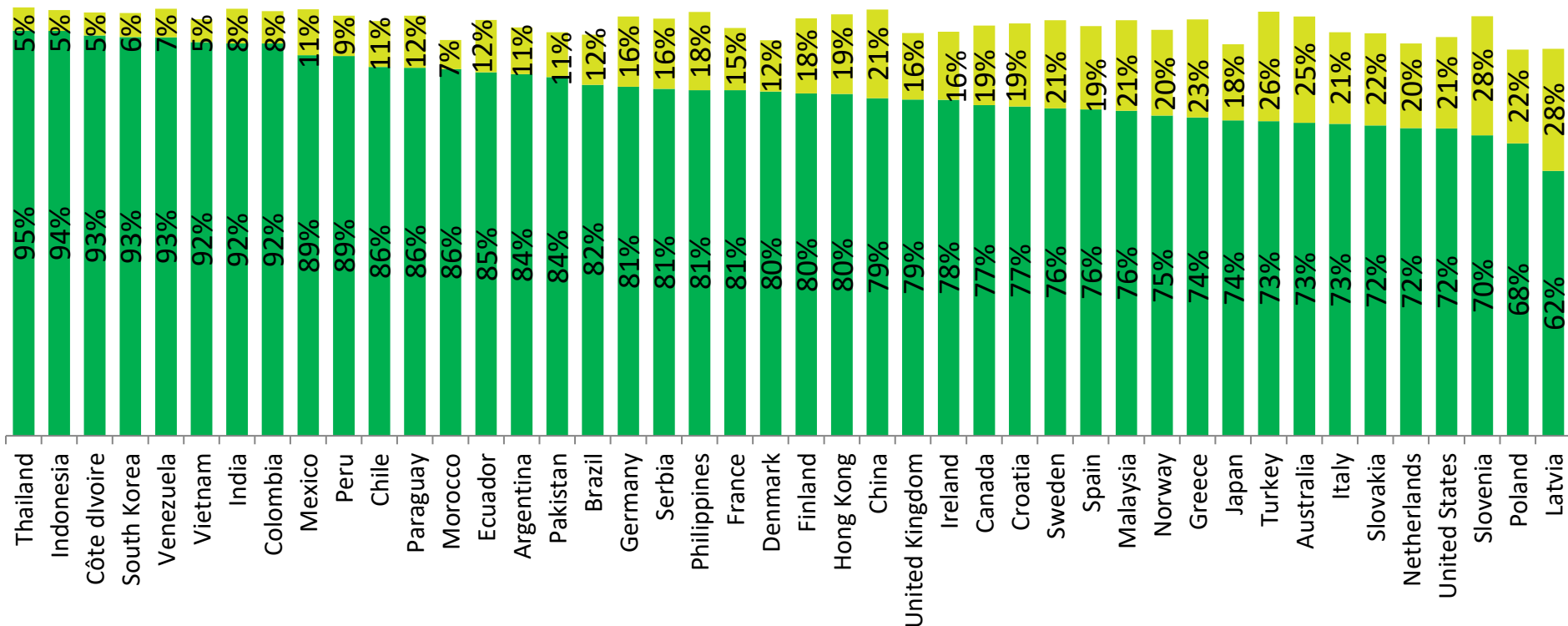
2022 | 84% 12% 4%
2021 | 83% 13% 4%
2020 | 87% 10% 3%

Source: WIN 2026. Base: 44.000. No data in Georgia.

Note: MENA has only 2 countries. Africa has only 1 country.

Global warming is a serious threat for mankind

% within total population



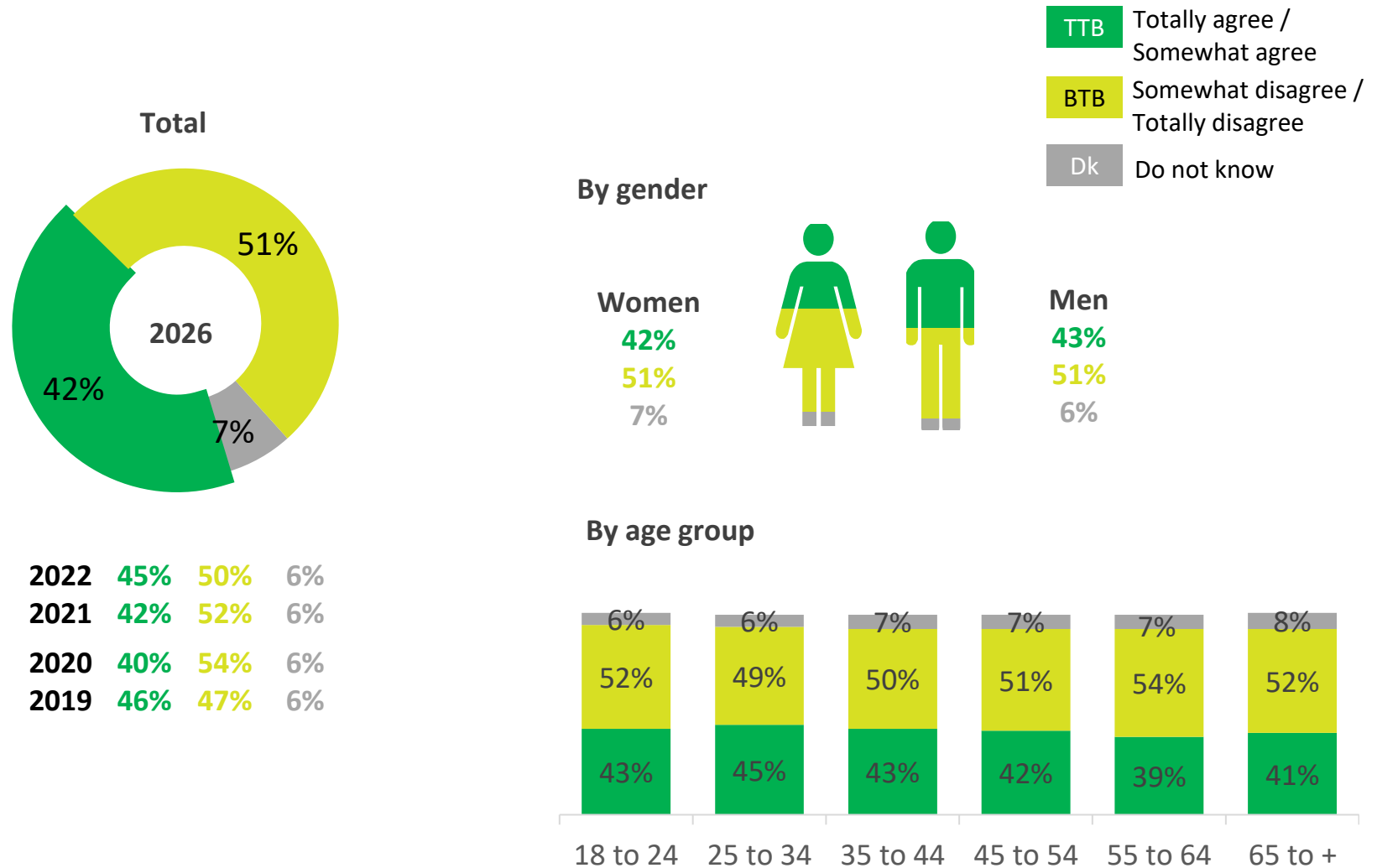
TTB Totally agree /
Somewhat agree

BTB Somewhat disagree /
Totally disagree

Source: WIN 2026. Base: 44.000. No data in Georgia. Dk percentages have not been plotted.

It is already too late to curtail climate change

% within total population



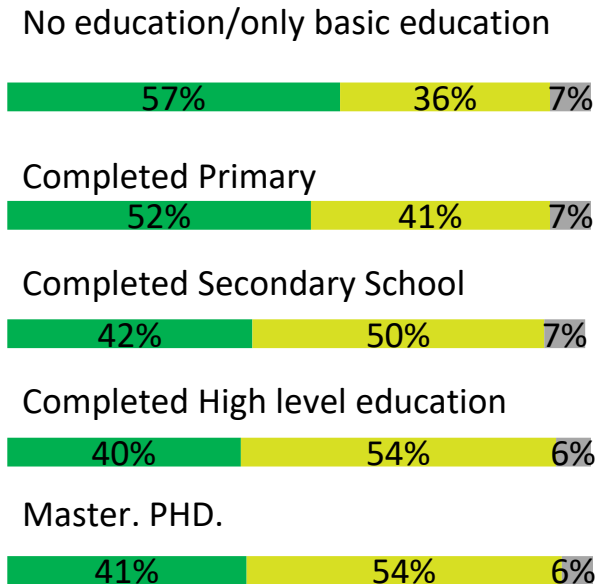
Source: WIN 2026. Base: 44.000. No data in Georgia

It is already too late to curtail climate change

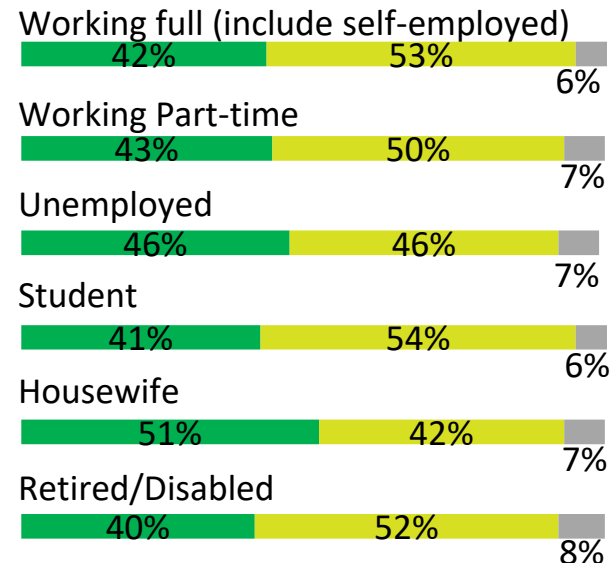
% within total population



By education level



By employment



TTB Totally agree / Somewhat agree
 BTB Somewhat disagree / Totally disagree
 Dk Do not know

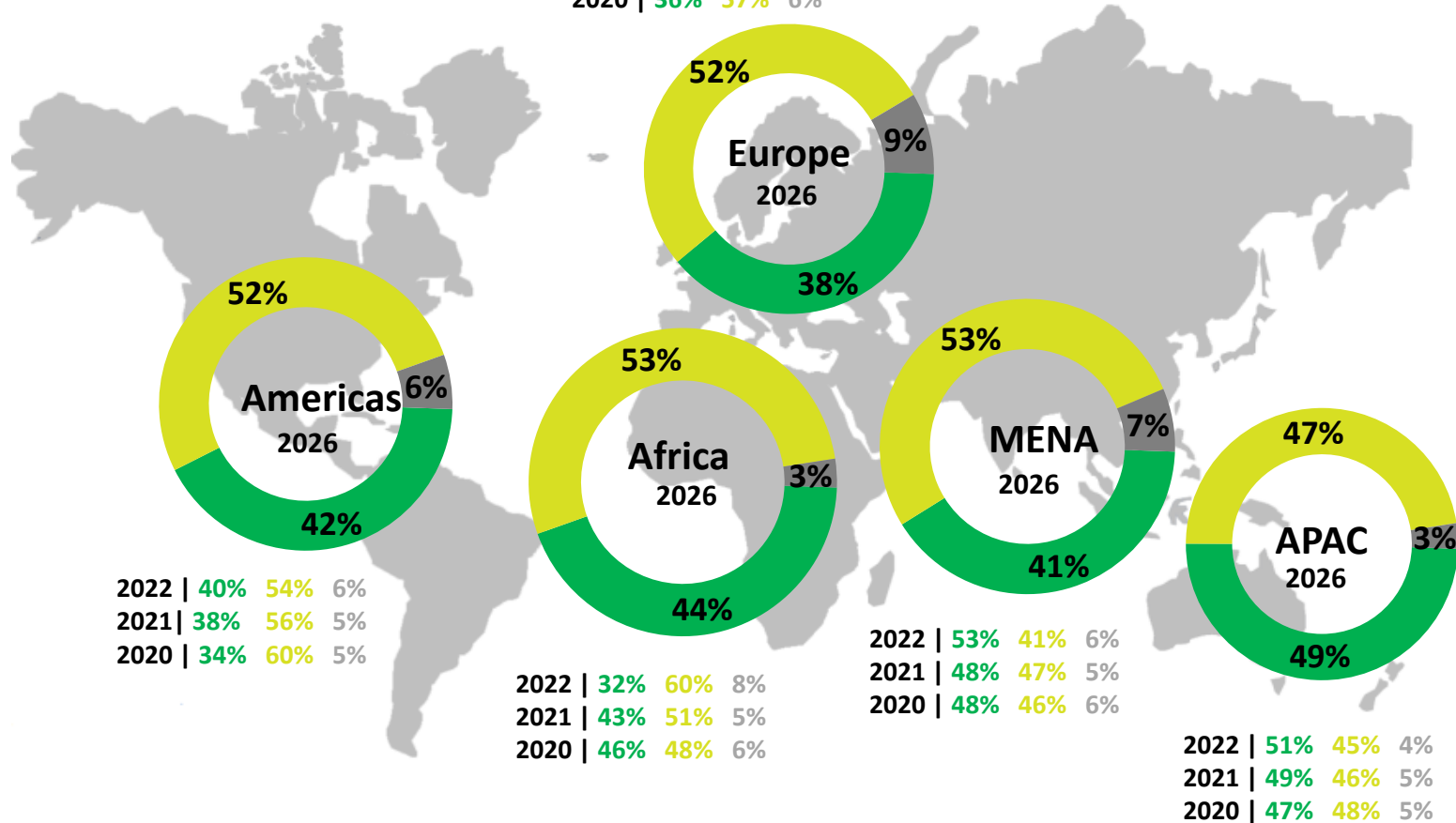
Source: WIN 2026. Base: 44.000. No data in Georgia

It is already too late to curtail climate change

% within total population

Totally agree + Somewhat agree	Somewhat disagree + Totally disagree	Do not know
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2022 | 44% 49% 7%
2021 | 38% 55% 7%
2020 | 36% 57% 6%

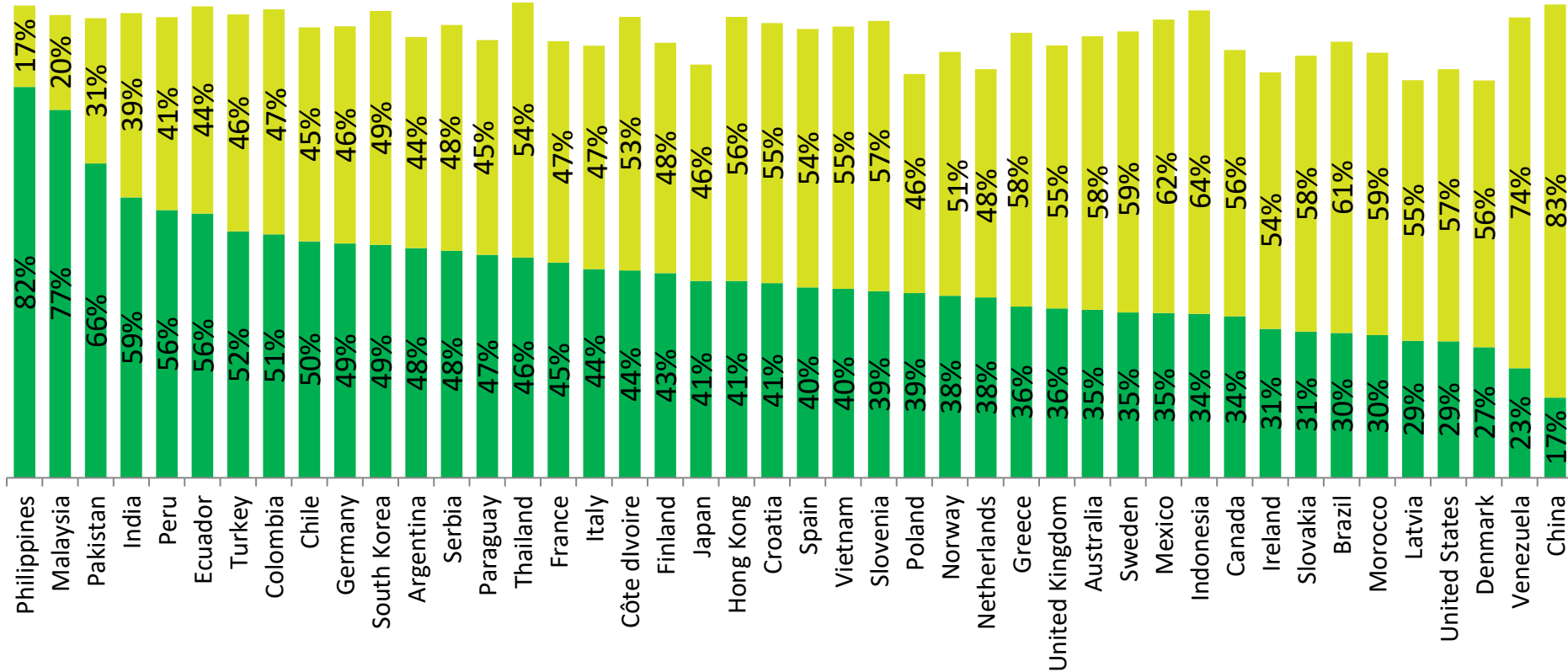


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Note: MENA has only 2 countries. Africa has only 1 country.

It is already too late to curtail climate change

% within total population



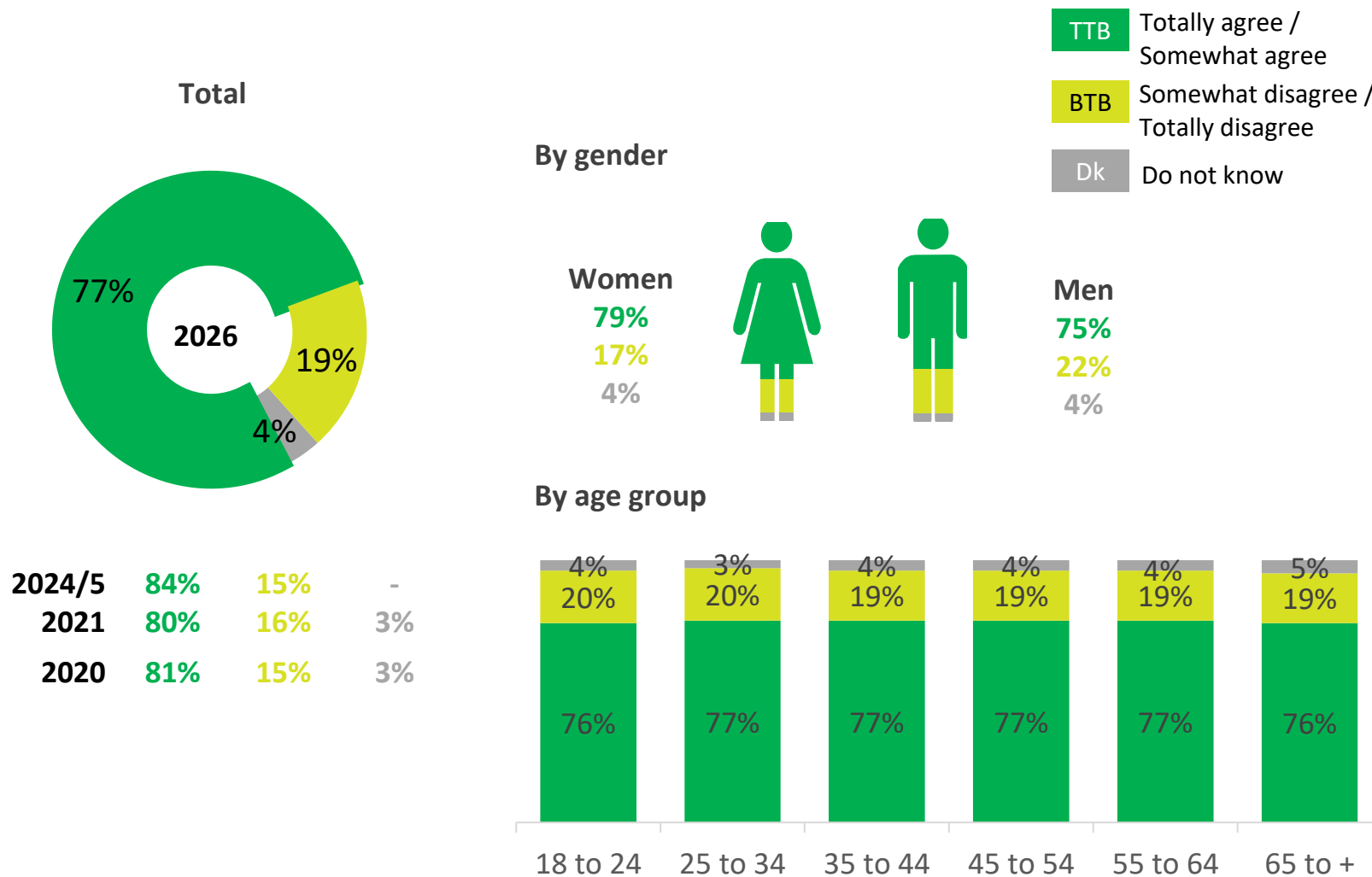
TTB Totally agree /
Somewhat agree

BTB Somewhat disagree /
Totally disagree

Source: WIN 2026. Base: 44.000. No data in Georgia. Dk percentages have not been plotted.

I believe my personal actions can improve the environment

% within total population



Source: WIN 2026. Base: 44.000. No data in Georgia.

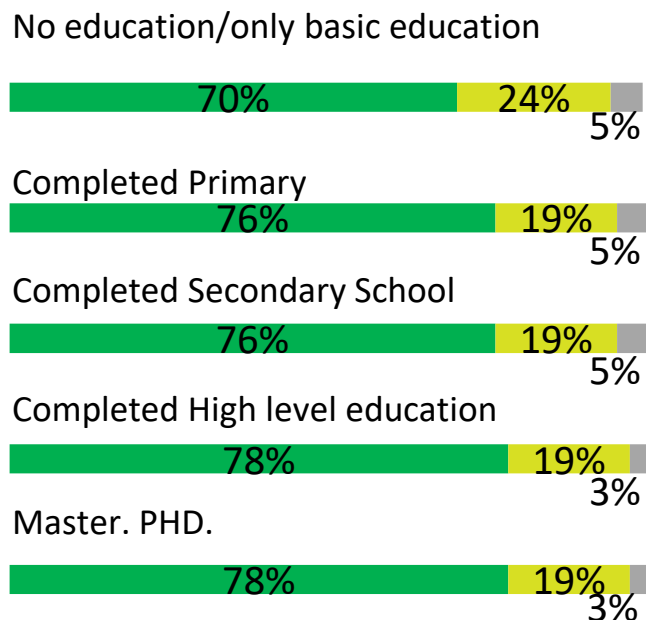
In 2024/5 Do not know was not included which hinders comparison.

I believe my personal actions can improve the environment

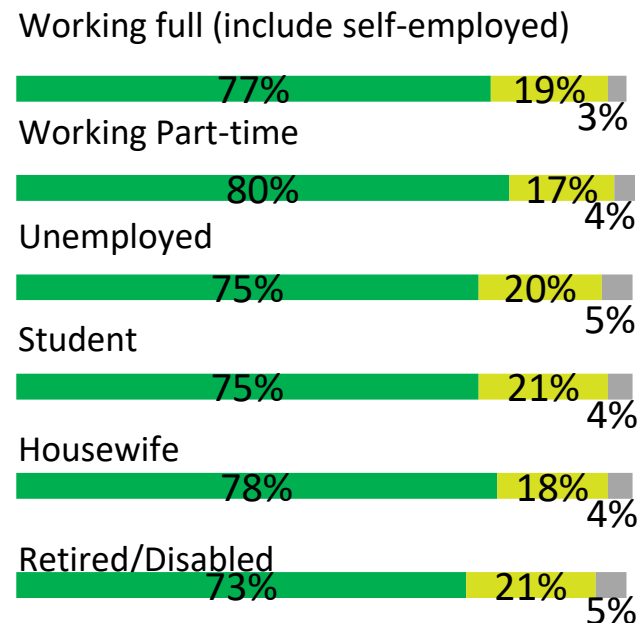
% within total population



By education level



By employment



TTB

Totally agree /
Somewhat agree

BTB

Somewhat disagree /
Totally disagree

Dk

Do not know

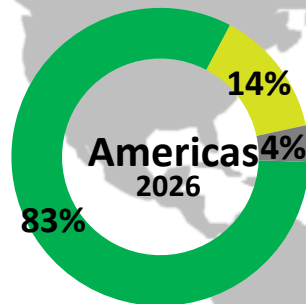
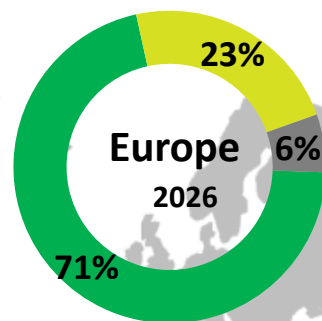
Source: WIN 2026. Base: 44.000. No data in Georgia.

I believe my personal actions can improve the environment

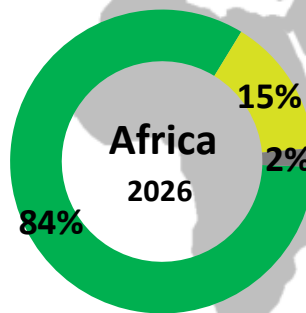
% within total population

Totally agree + Somewhat agree	Somewhat disagree + Totally disagree	Do not know
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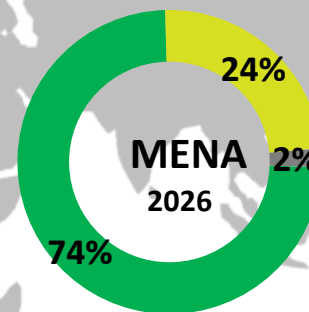
2024/5 | 80% 20% -
2021 | 78% 18% 4%
2020 | 81% 16% 4%



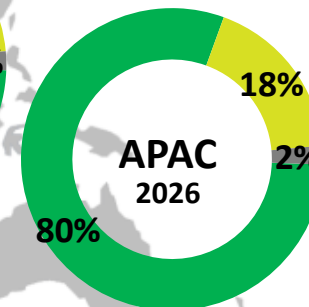
2024/5 | 86% 14% -
2021 | 85% 12% 3%
2020 | 86% 11% 3%



2024/5 | 88% 13% -
2021 | 80% 18% 2%
2020 | 79% 19% 3%



2024/5 | 78% 22% -
2021 | 76% 22% 2%
2020 | 75% 20% 4%



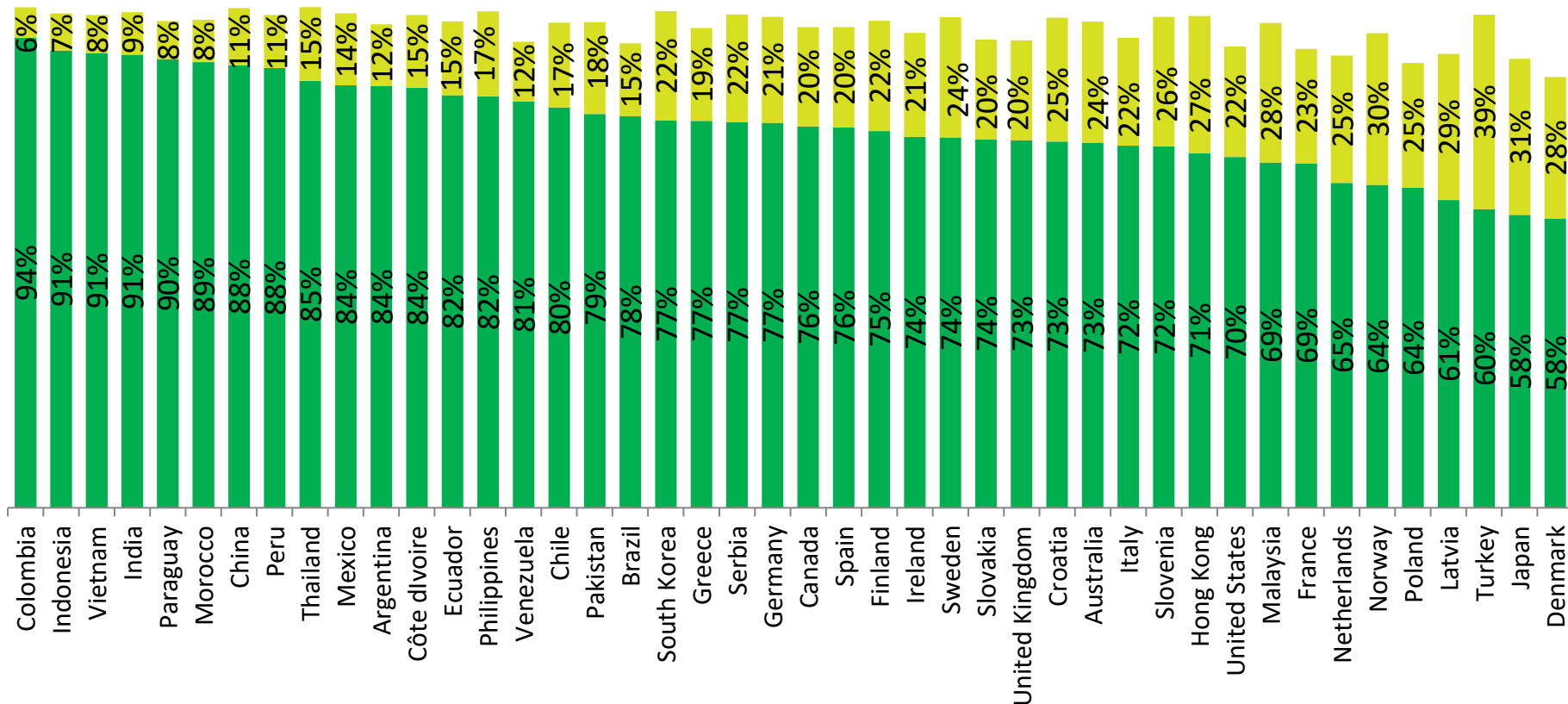
2024/5 | 89% 11% -
2021 | 80% 17% 3%
2020 | 79% 18% 3%

Source: WIN 2026. Base: 44,000. No data in Georgia.
In 2024/5 Do not know was not included which hinders comparison.

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I believe my personal actions can improve the environment

% within total population



TTB Totally agree /
Somewhat agree

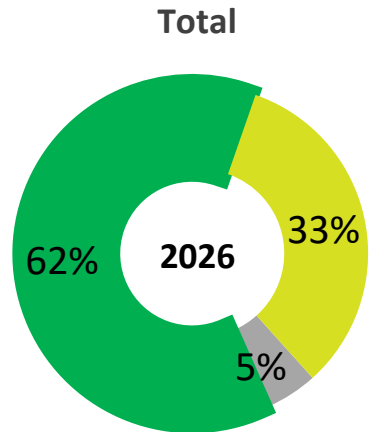
BTB Somewhat disagree /
Totally disagree

Source: WIN 2026. Base: 44.000. No data in Georgia. Dk percentages have not been plotted.

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

% within total population

TTB Totally agree / Somewhat agree
BTB Somewhat disagree / Totally disagree
Dk Do not know



2020 66% 30% 4%

By gender

Women

63%
 32%
 5%

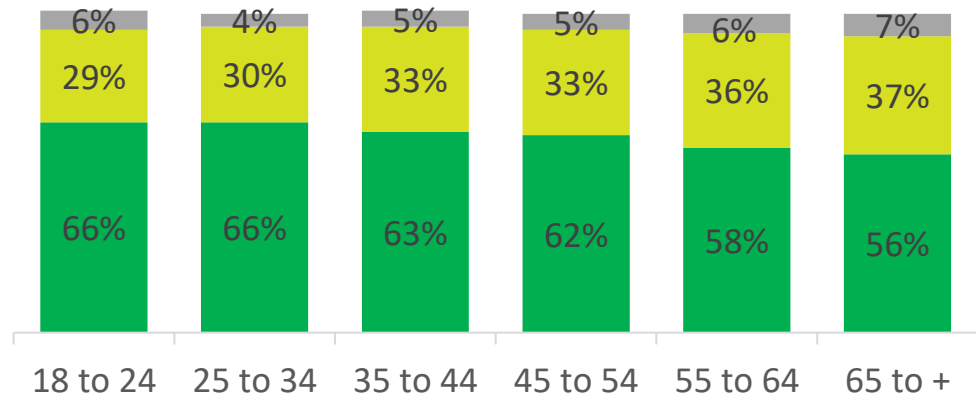


Men

61%
 34%
 5%



By age group



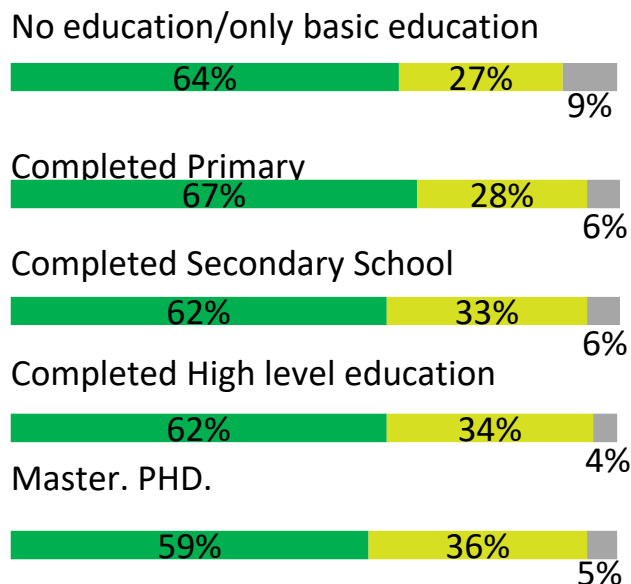
Source: WIN 2026. Base: 44.000. No data in Georgia

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

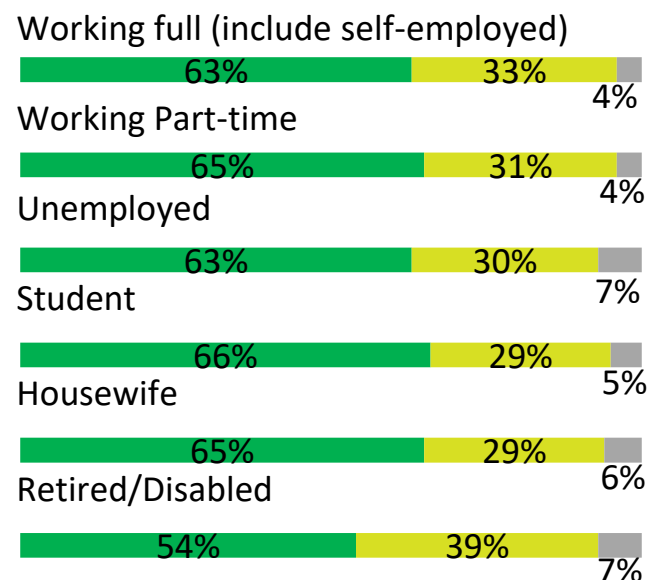
% within total population



By education level



By employment



TTB

Totally agree /
Somewhat agree

BTB

Somewhat disagree /
Totally disagree

Dk

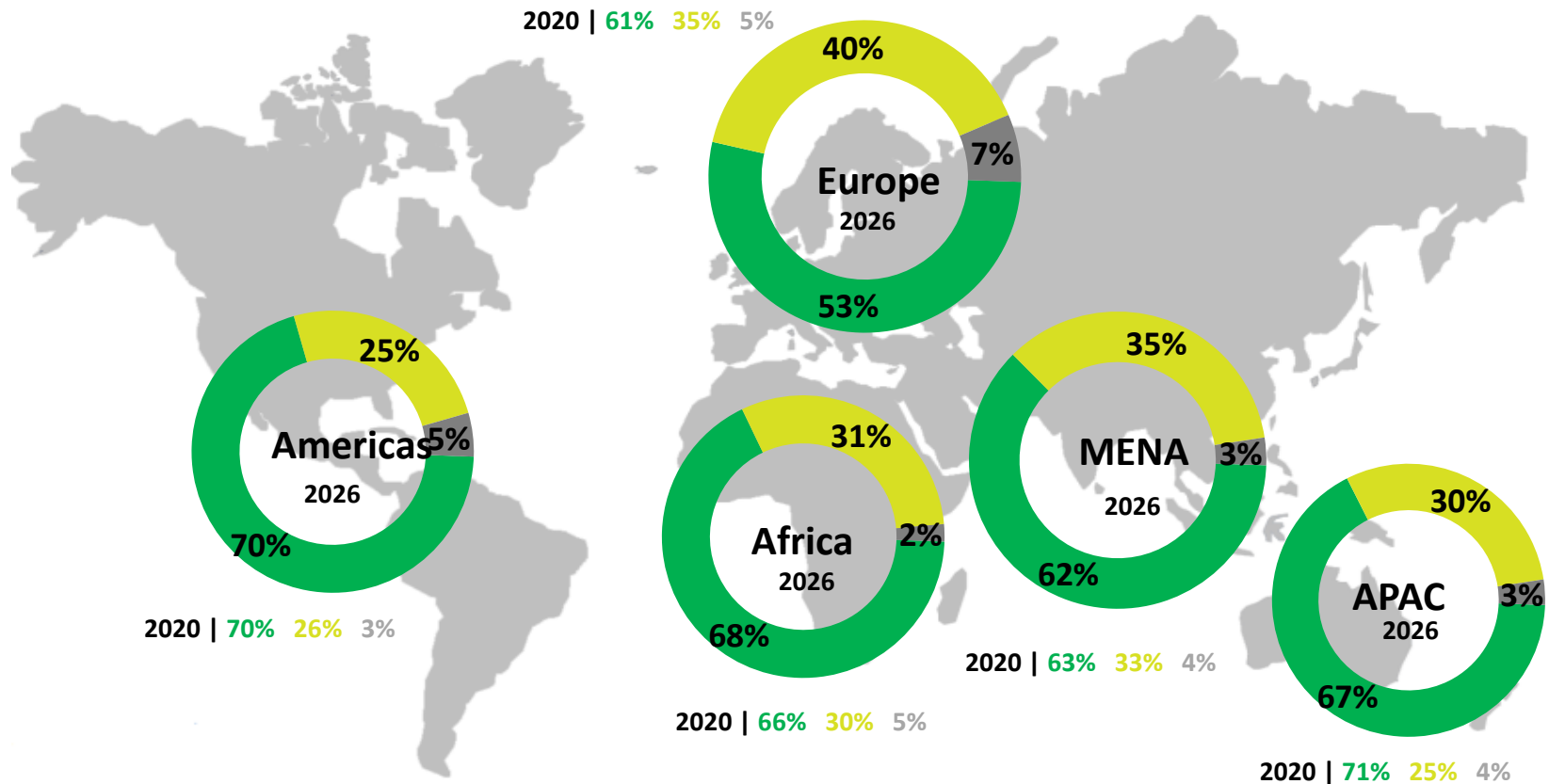
Do not know

Source: WIN 2026. Base: 44.000. No data in Georgia

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

% within total population

Totally agree + Somewhat agree	Somewhat disagree + Totally disagree	Do not know
--------------------------------------	--	-------------

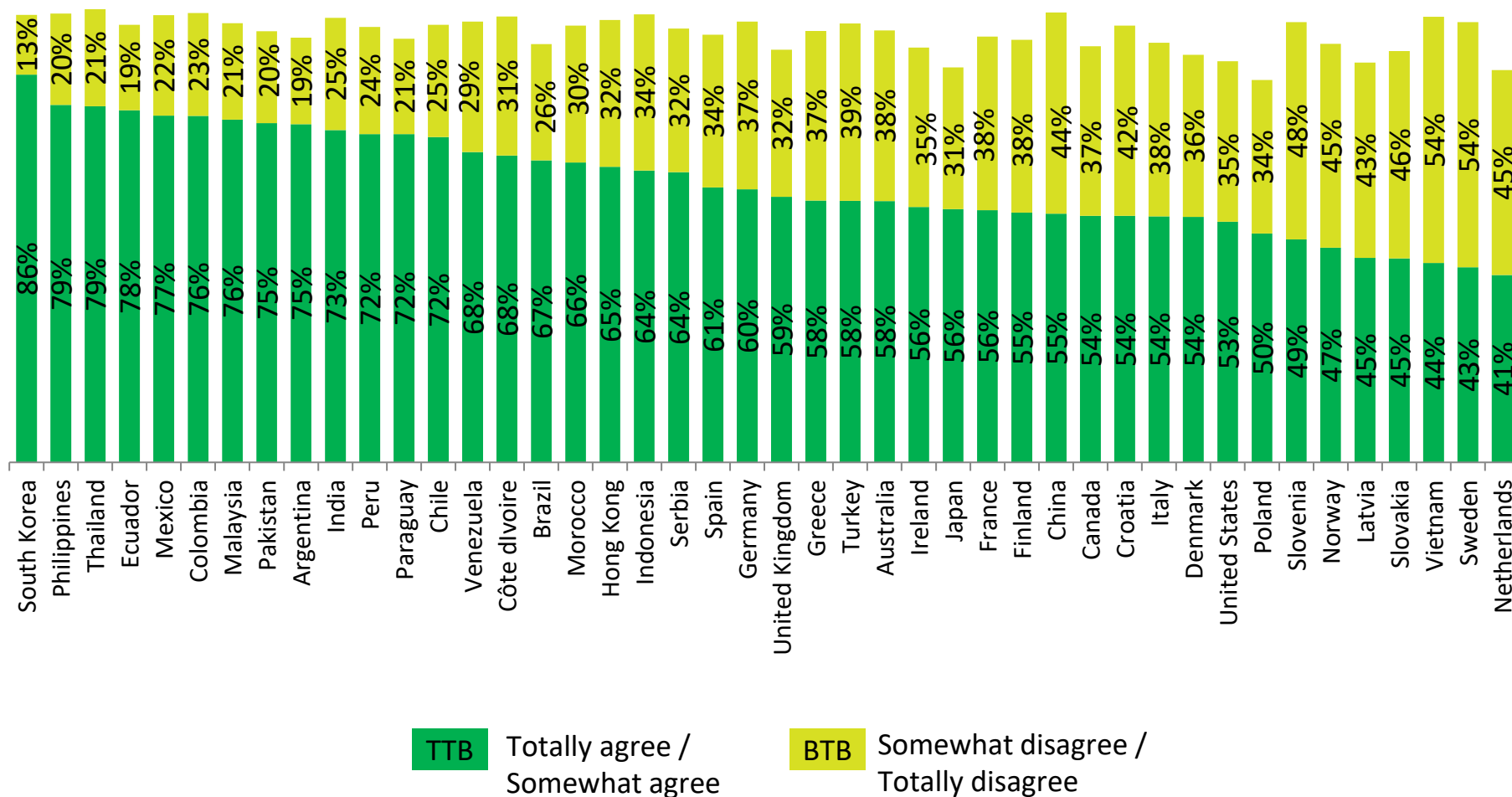


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I would like to live more sustainably, but often find I don't take the necessary changes to my current behavior

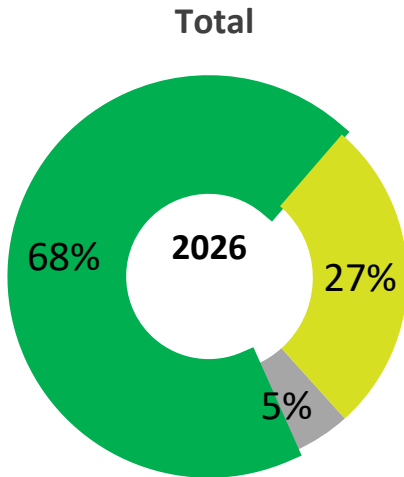
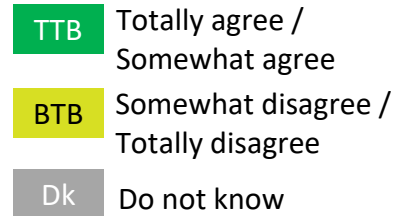
% within total population



Source: WIN 2026. Base: 44.000. No data in Georgia. Dk percentages have not been plotted.

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

% within total population



2020 67% 29% 4%

By gender

Women

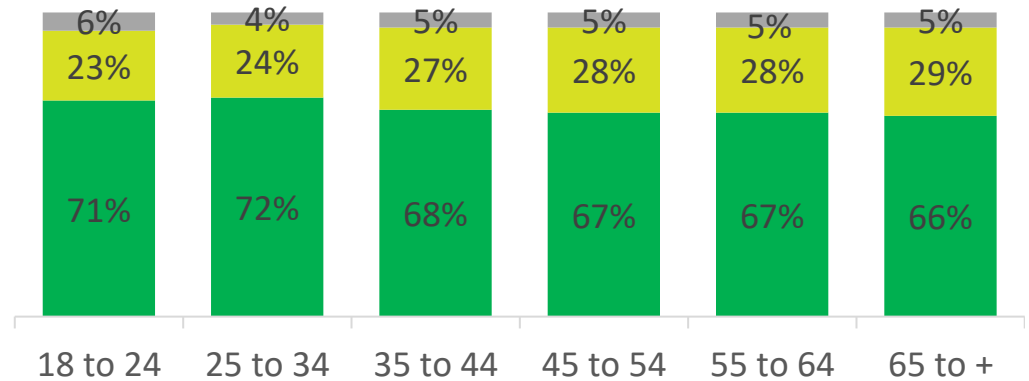
68%
27%
5%



Men

69%
26%
5%

By age group



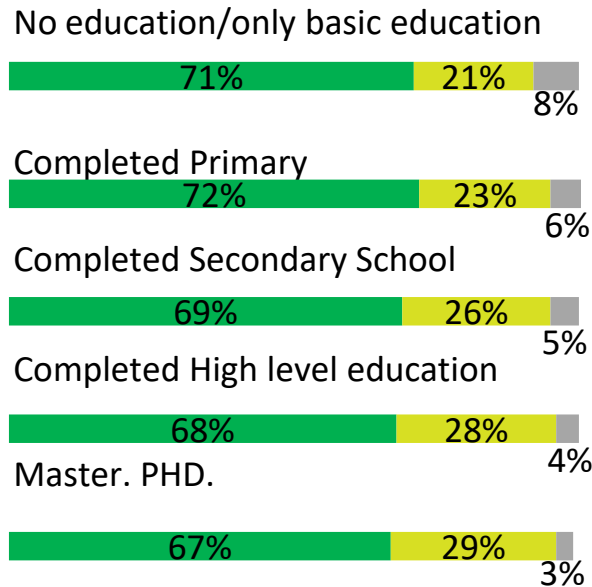
Source: WIN 2026. Base: 44.000. No data in Georgia

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

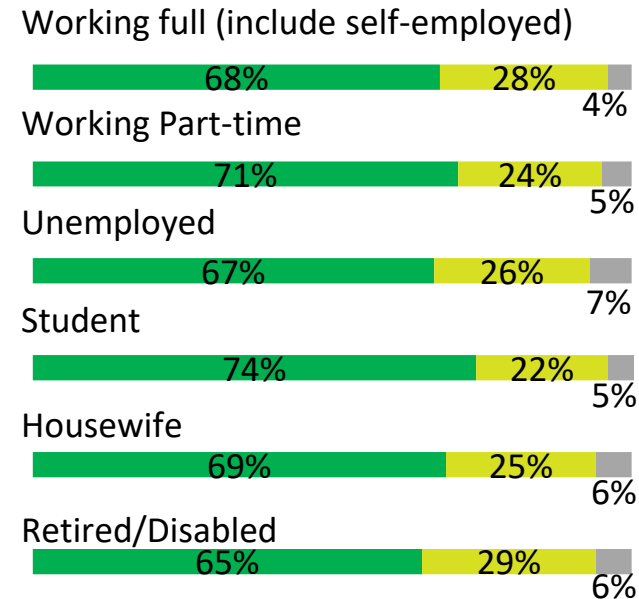
% within total population



By education level



By employment



TTB

Totally agree /
Somewhat agree

BTB

Somewhat disagree /
Totally disagree

Dk

Do not know

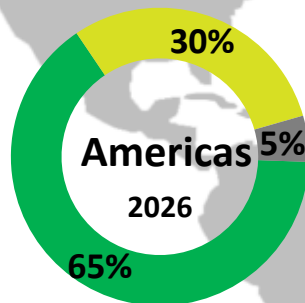
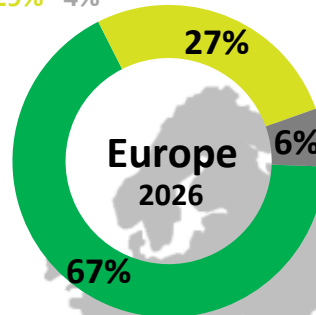
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The real efforts on sustainability and environment need to be taken by business and government rather than individuals

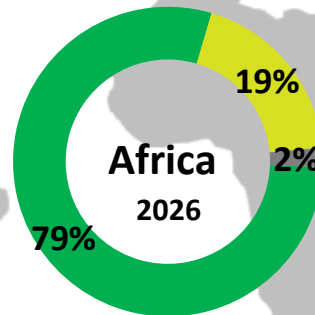
% within total population

Totally agree + Somewhat agree	Somewhat disagree + Totally disagree	Do not know
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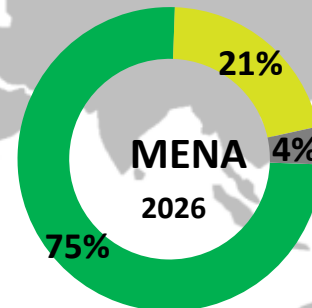
2020 | 67% 29% 4%



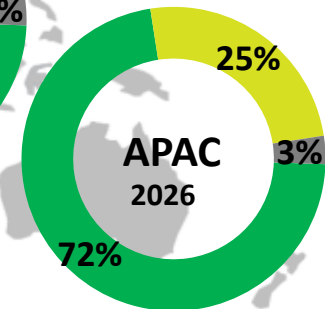
2020 | 60% 36% 4%



2020 | 68% 28% 4%



2020 | 68% 28% 5%



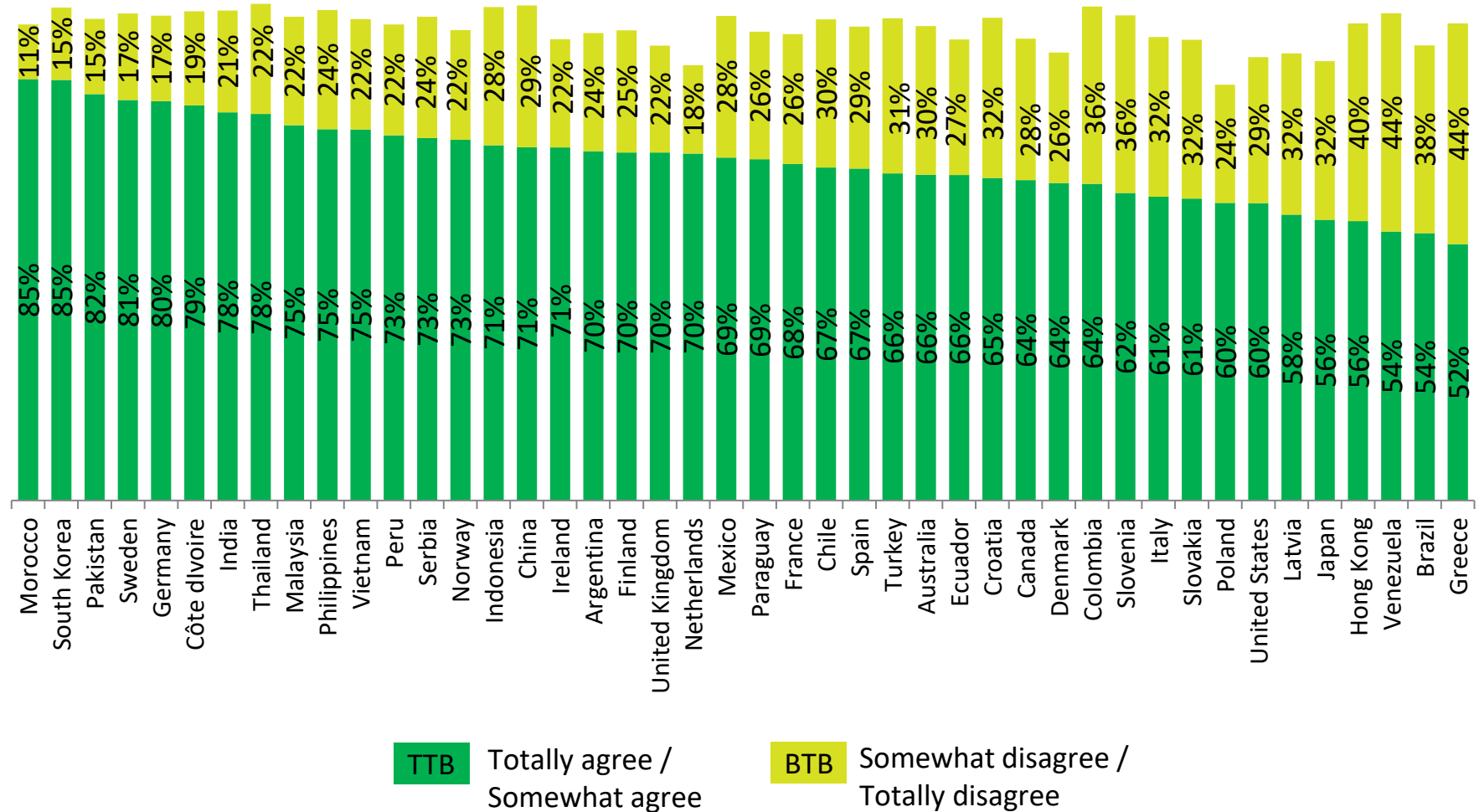
2020 | 72% 25% 3%

Source: WIN 2026. Base: 44,000. No data in Georgia

Note: MENA has only 2 countries. Africa has only 1 country.

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

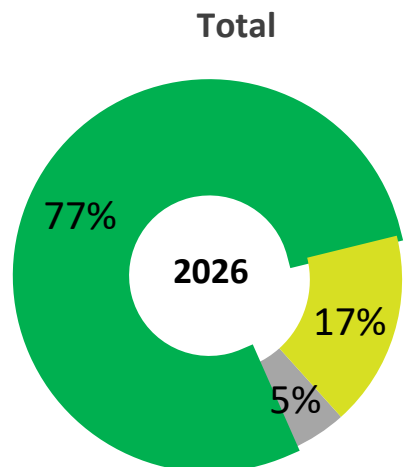
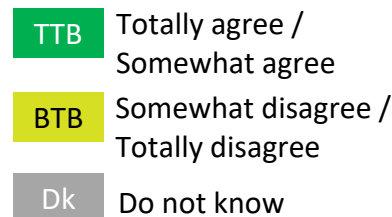
% within total population



Source: WIN 2026. Base: 44,000. No data in Georgia. Dk percentages have not been plotted.

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

% within total population



2021 81% 15% 4%

By gender

Women

80%

15%

5%



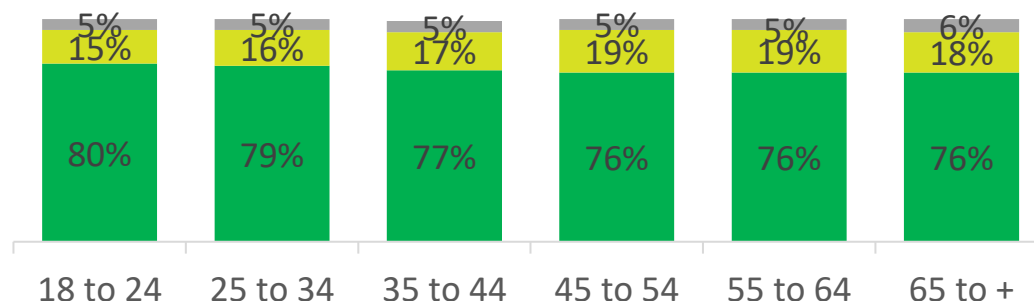
Men

75%

20%

5%

By age group



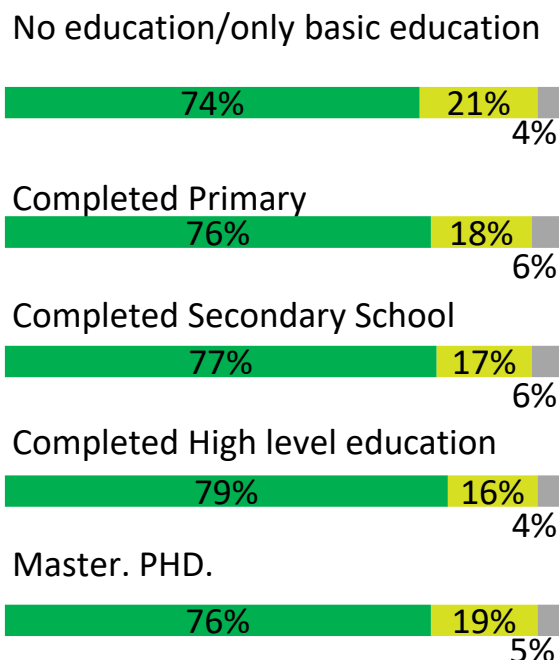
Source: WIN 2026. Base: 44.000. No data in Georgia

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

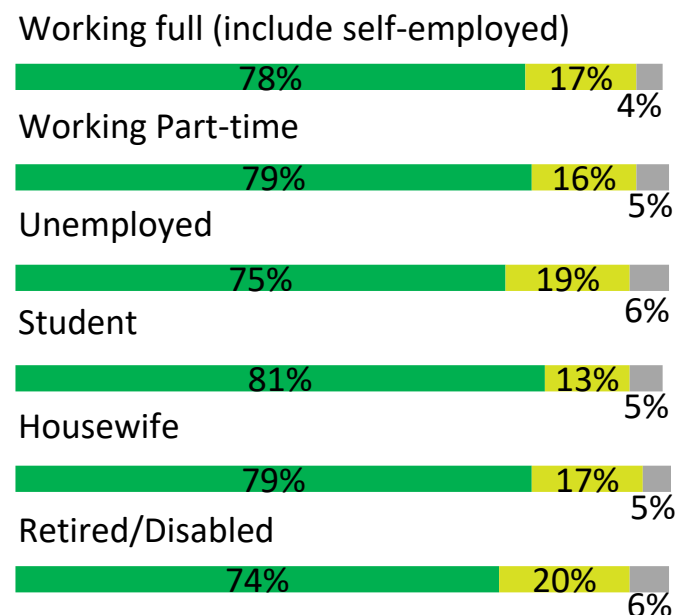
% within total population



By education level



By employment



TTB

Totally agree /
Somewhat agree

BTB

Somewhat disagree /
Totally disagree

Dk

Do not know

Source: WIN 2026. Base: 44.000. No data in Georgia

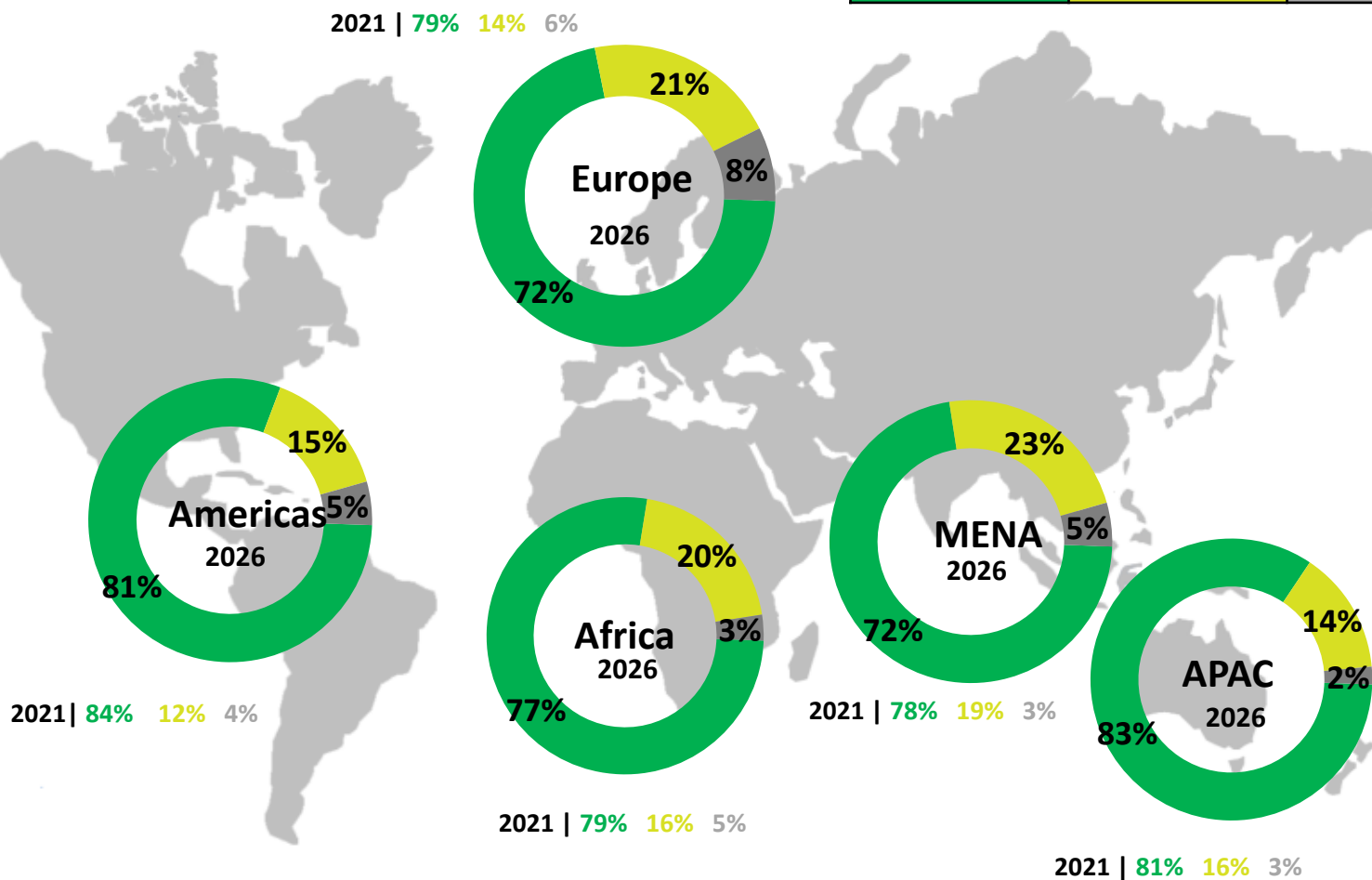
Natural disasters (forest fires, floods, hurricanes, typhoons, etc.) have increased because of global warming

% within total population

Totally agree +
Somewhat
agree

Somewhat
disagree +
Totally disagree

Do not know

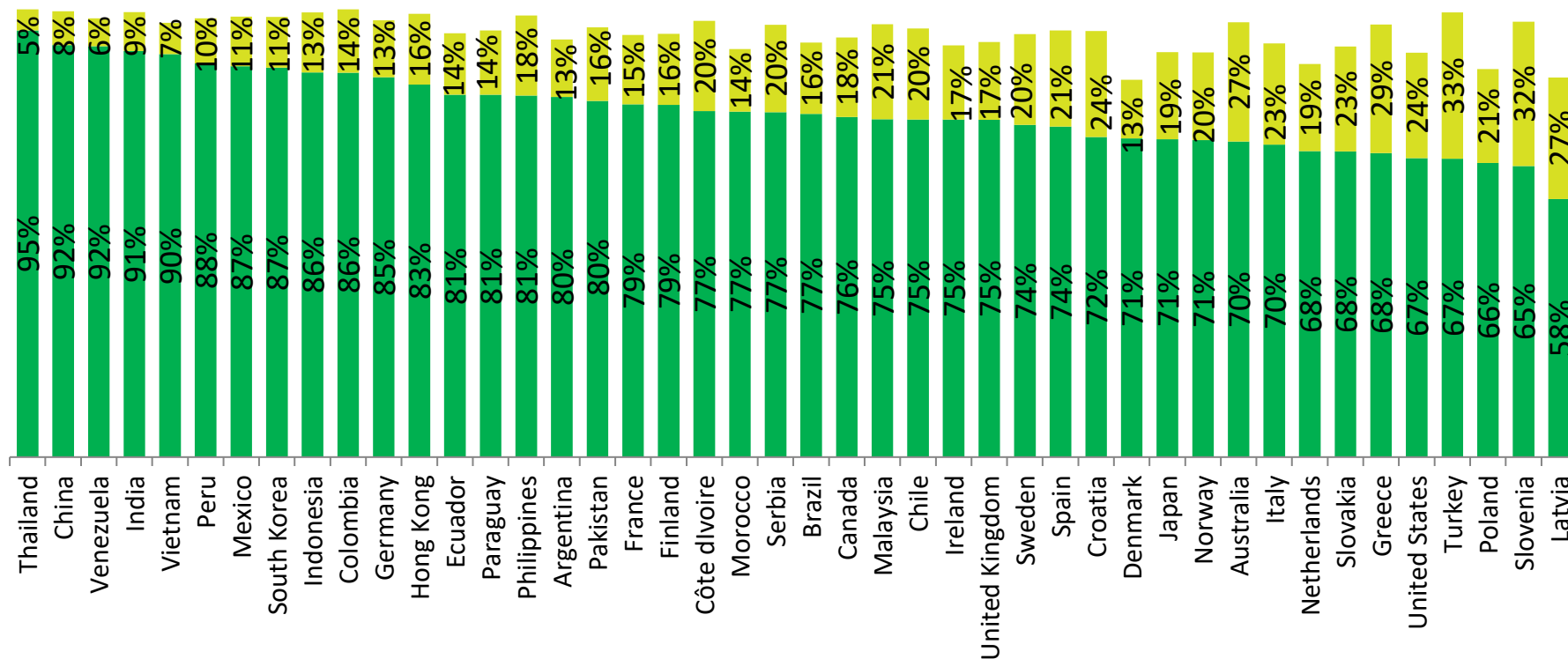


Source: WIN 2026. Base: 44.000. No data in Georgia

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

% within total population



TTB Totally agree /
Somewhat agree

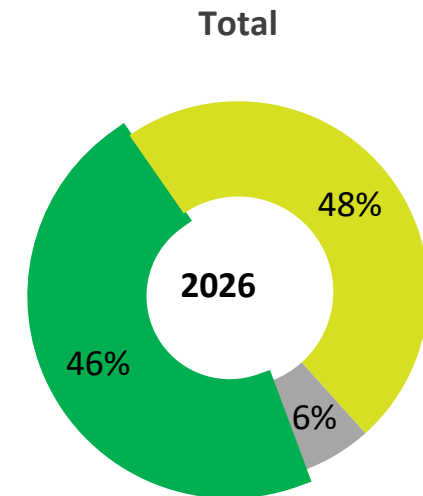
BTB Somewhat disagree /
Totally disagree

Source: WIN 2026. Base: 44.000. No data in Georgia. Dk percentages have not been plotted.

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
Dk Do not know



By gender

Women

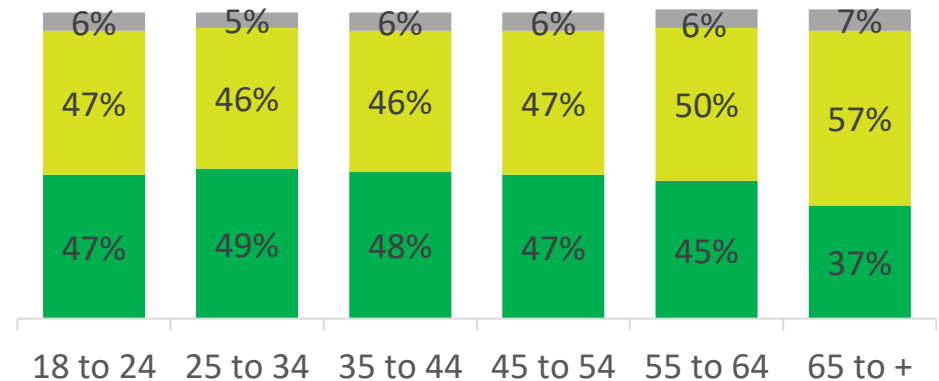
44%
49%
6%



Men

47%
47%
5%

By age group



2024/5	55%	45%	-
2023	44%	50%	6%
2022	40%	55%	6%
2021	44%	51%	5%

Source: WIN 2026. Base: 44,000. No data in Georgia.

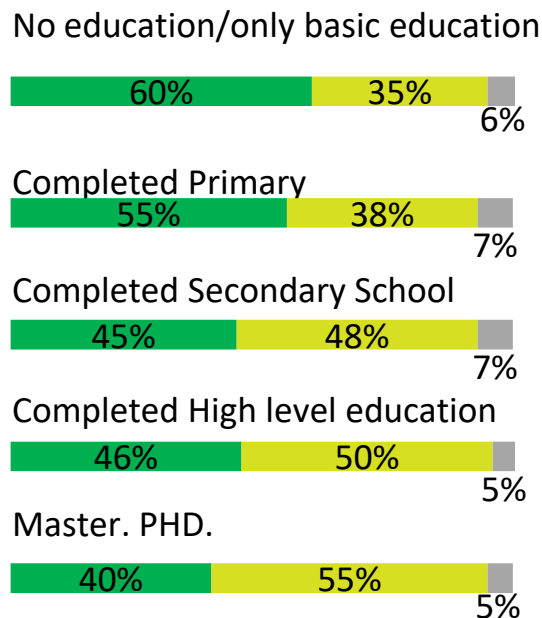
In 2024/5 Do not know was not included which hinders comparison.

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

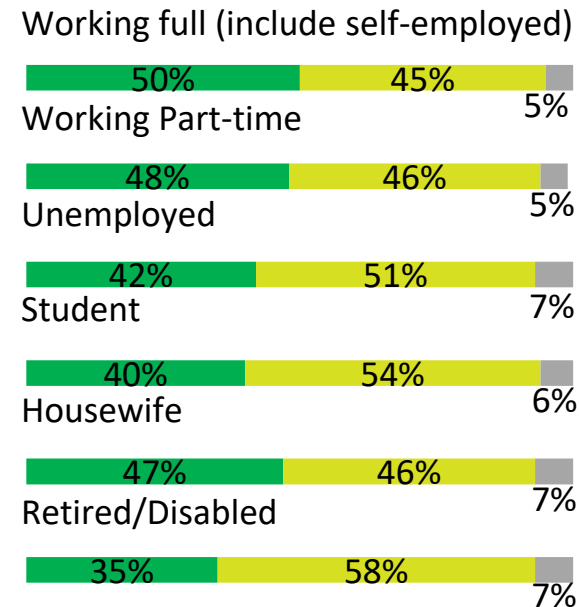
% within total population



By education level



By employment



TTB

Totally agree /
Somewhat agree

BTB

Somewhat disagree /
Totally disagree

Dk

Do not know

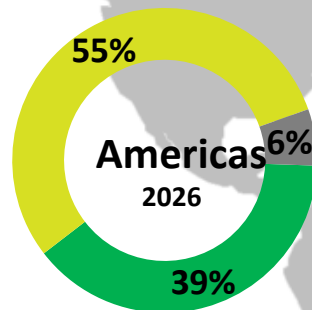
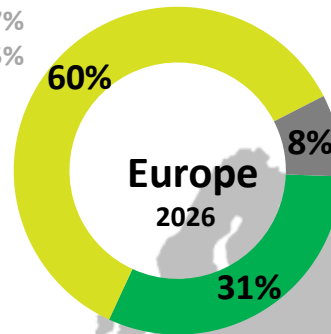
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Governments are taking the necessary actions to take care of the environment

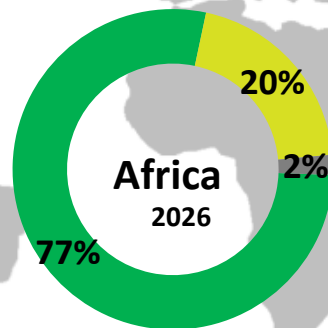
% within total population

Totally agree + Somewhat agree	Somewhat disagree + Totally disagree	Do not know
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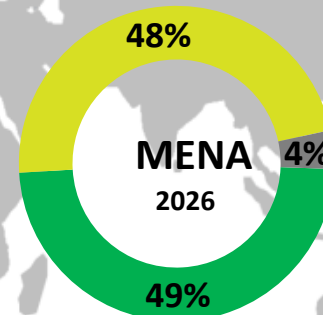
2024/5 | 41% 59% -
2023 | 33% 60% 7%
2022 | 30% 64% 7%
2021 | 30% 65% 5%



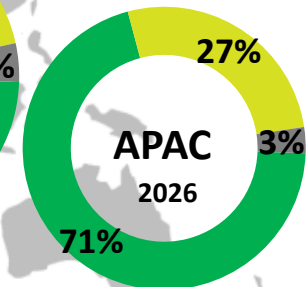
2024/5 | 46% 54% -
2023 | 32% 60% 8%
2022 | 32% 62% 7%
2021 | 33% 62% 5%



2024/5 | 86% 14% -
2023 | 70% 24% 6%
2022 | 31% 60% 8%
2021 | 61% 35% 4%



2024/5 | 51% 49% -
2023 | 40% 56% 3%
2022 | 31% 64% 4%
2021 | 41% 58% 2%



2024/5 | 76% 24% -
2023 | 65% 31% 4%
2022 | 62% 34% 4%
2021 | 66% 29% 5%

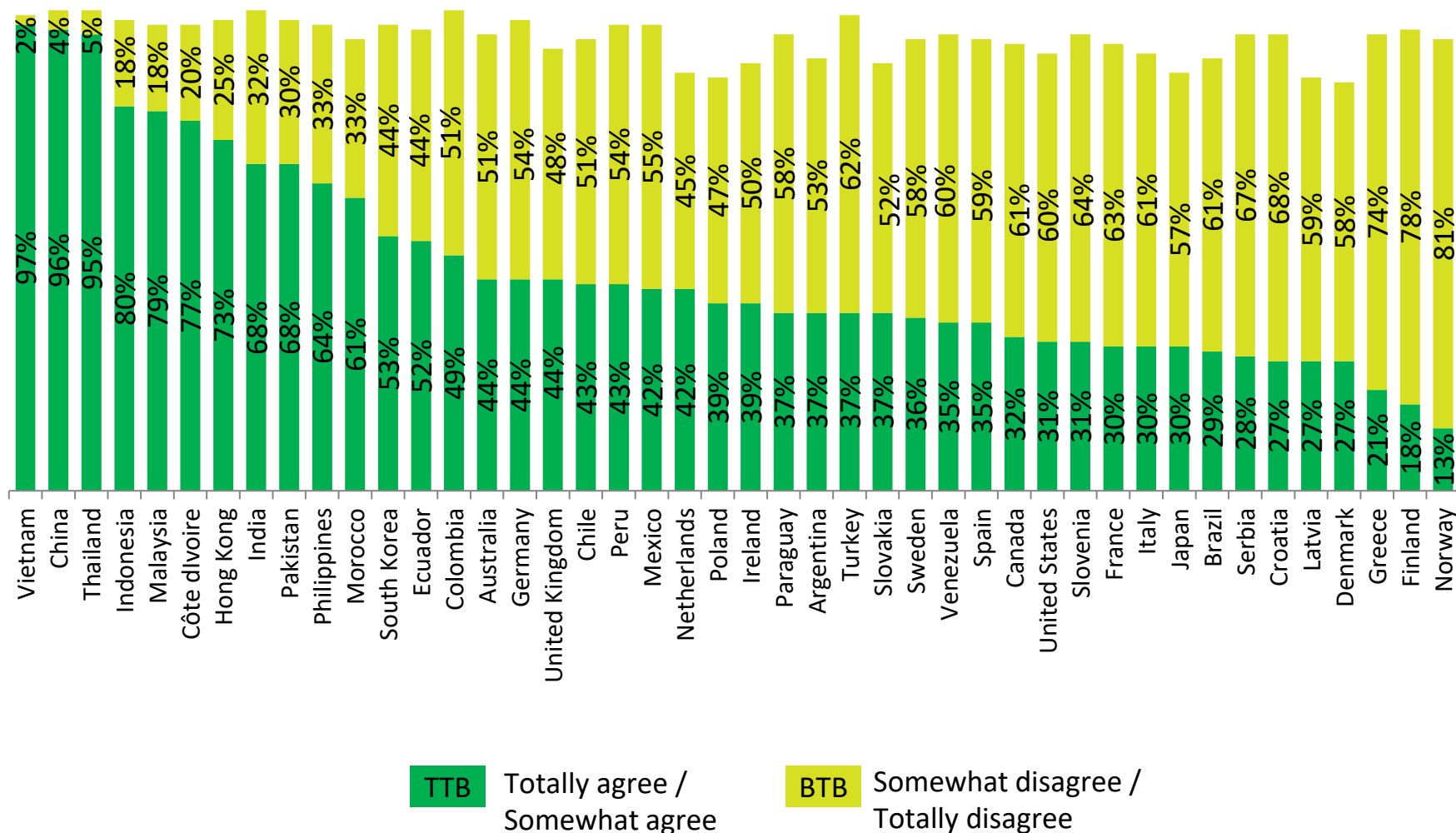
Source: WIN 2026. Base: 44.000. No data in Georgia.

In 2024/5 Do not know was not included which hinders comparison.

Note: MENA has only 2 countries. Africa has only 1 country.

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

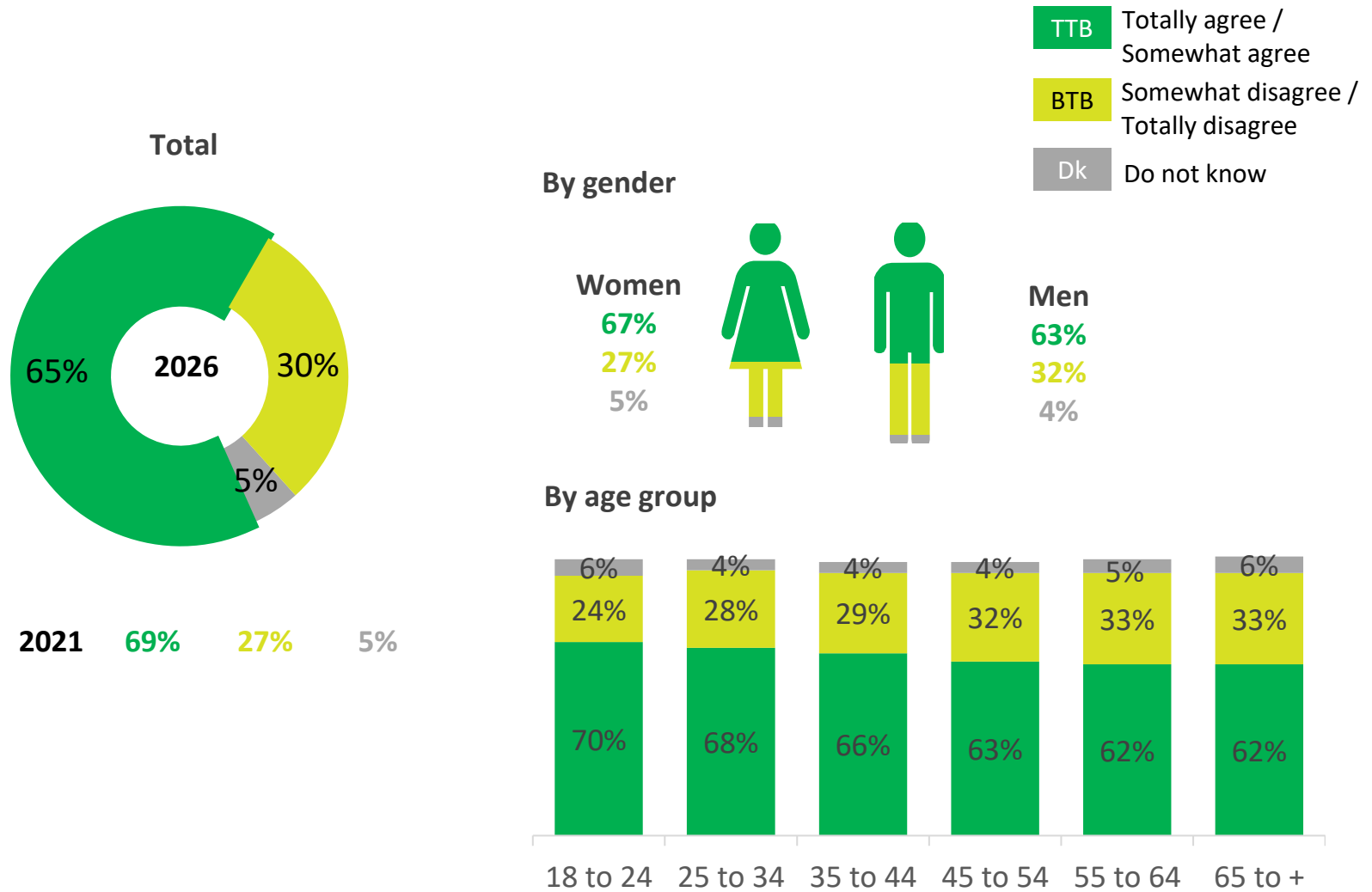
% within total population



Source: WIN 2026. Base: 44,000. No data in Georgia. Dk percentages have not been plotted.

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

% within total population



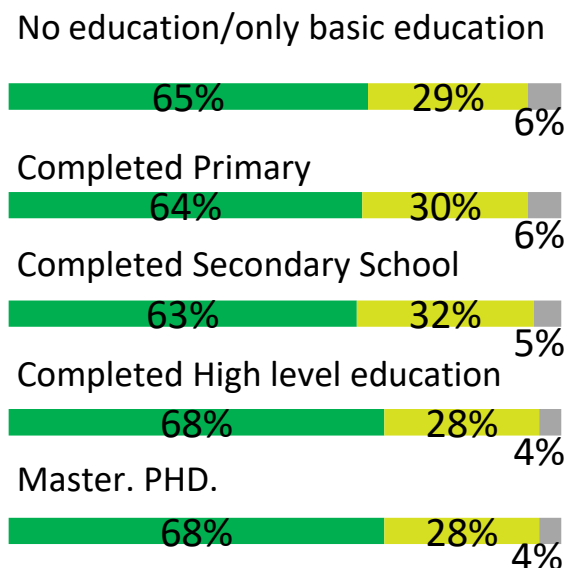
Source: WIN 2026. Base: 44.000. No data in Georgia

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

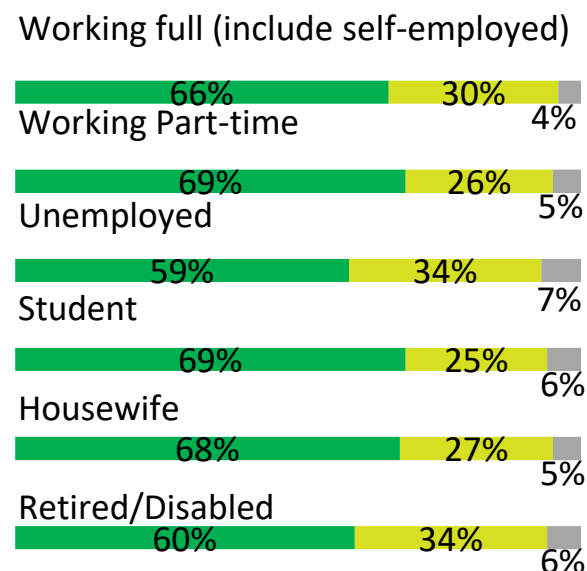
% within total population



By education level



By employment



TTB

Totally agree /
Somewhat agree

BTB

Somewhat disagree /
Totally disagree

Dk

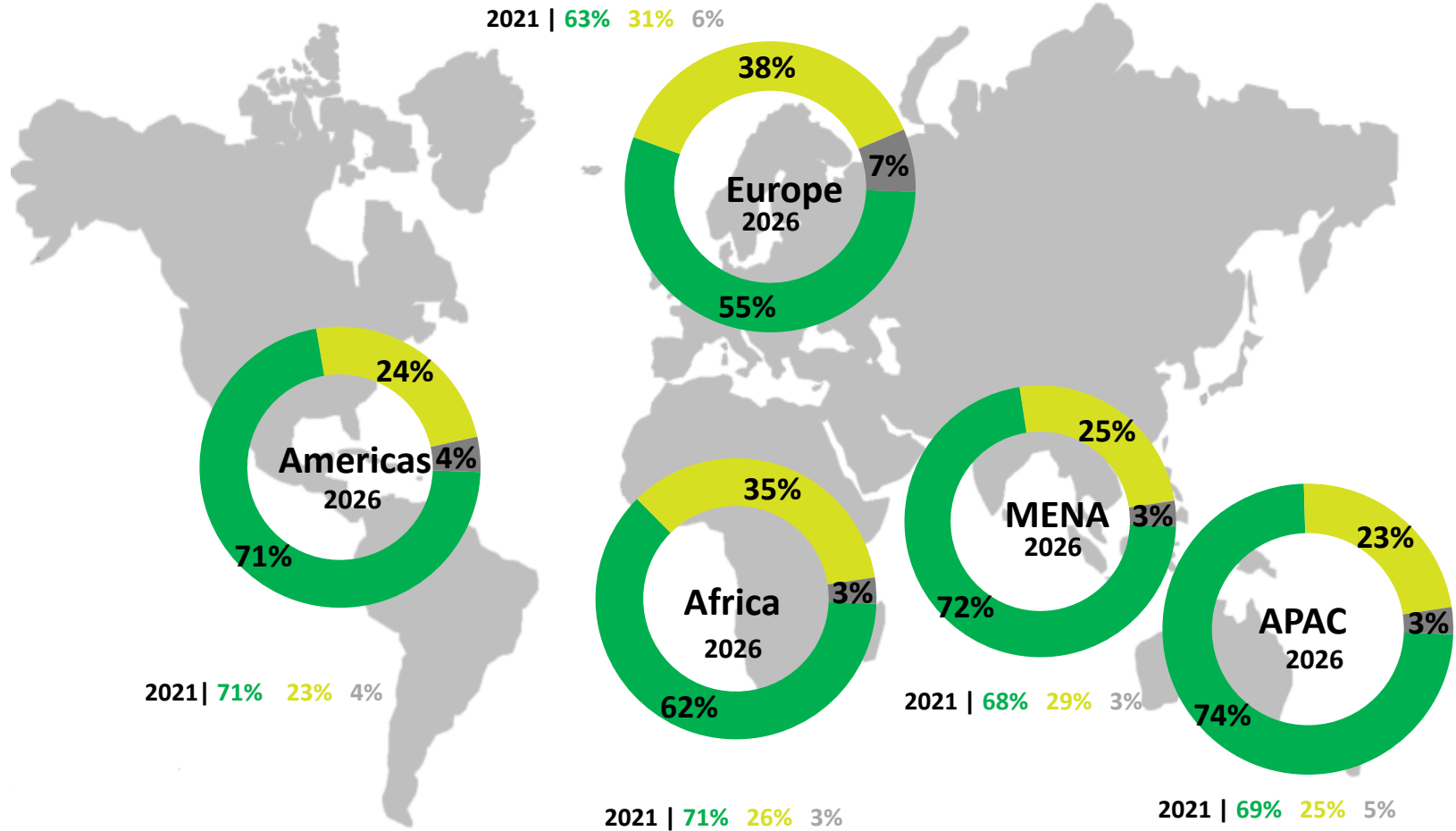
Do not know

Source: WIN 2026. Base: 44.000. No data in Georgia

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

% within total population

Totally agree + Somewhat agree	Somewhat disagree + Totally disagree	Do not know
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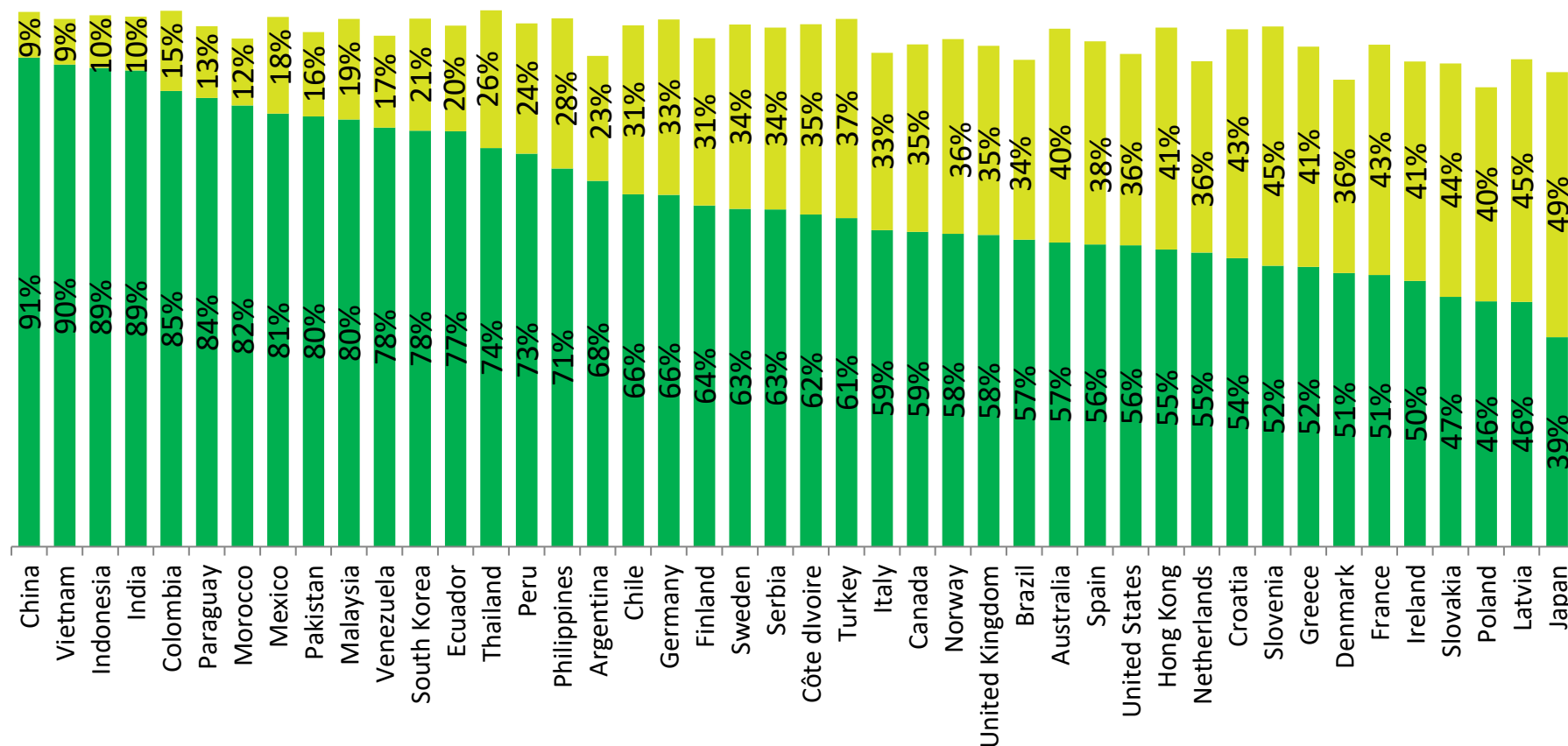


Source: WIN 2026. Base: 44,000. No data in Georgia

Note: MENA has only 2 countries. Africa has only 1 country.

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

% within total population



TTB Totally agree /
Somewhat agree

BTB Somewhat disagree /
Totally disagree

Source: WIN 2026. Base: 44.000. No data in Georgia. Dk percentages have not been plotted.



Relation between agreement/disagreement with statements

I would like to live more sustainably, but often find I don't make the necessary changes to my current behavior	TOTAL	Agreement/Disagreement: It is already too late to curtail climate change			Agreement/Disagreement: I believe my personal actions can improve the environment		
		Totally agree + Somewhat agree	Somewhat disagree + Totally disagree	Do not know	Totally agree + Somewhat agree	Somewhat disagree + Totally disagree	Do not know
Totally agree + Somewhat agree	62%	71%	57%	34%	68%	46%	28%
Somewhat disagree + Totally disagree	33%	26%	39%	31%	30%	49%	20%
Do not know	5%	3%	3%	36%	3%	5%	53%

Source: WIN 2026. Base: 44.000. No data in Georgia.

The real efforts on sustainability and environment need to be taken by business and government rather than individuals x It is already too late to curtail climate change	TOTAL	Agreement/Disagreement: It is already too late to curtail climate change		
		Totally agree + Somewhat agree	Somewhat disagree + Totally disagree	Do not know
Totally agree + Somewhat agree	68%	78%	64%	44%
Somewhat disagree + Totally disagree	27%	20%	33%	19%
Do not know	5%	3%	3%	36%

Source: WIN 2026. Base: 44.000. No data in Georgia.

I am willing to pay more for a product that takes care of the environment	TOTAL	Agreement/Disagreement: It is already too late to curtail climate change			Agreement/Disagreement: I believe my personal actions can improve the environment		
		Totally agree + Somewhat agree	Somewhat disagree + Totally disagree	Do not know	Totally agree + Somewhat agree	Somewhat disagree + Totally disagree	Do not know
Totally agree + Somewhat agree	65%	71%	65%	32%	74%	40%	25%
Somewhat disagree + Totally disagree	30%	26%	32%	37%	23%	57%	27%
Do not know	5%	3%	3%	31%	3%	3%	48%

Source: WIN 2026. Base: 44.000. No data in Georgia.

METHODOLOGY

Total of 45.000 surveys worldwide

Dates: 27th november 2025 to 13th February 2026

	Country	Company Name	Methodology	Sample	Coverage	Fieldwork Dates
1	Argentina	Voices Research & Consultancy	CAWI	1007	NATIONAL	2-15 January 2026
2	Australia	Luma Research	CAWI	549	NATIONAL	29-30 January 2026
3	Brazil	Market Analysis Brazil	CAWI	1000	INTERNET POP	9-16 January 2026
4	Canada	LEGER	CAWI	1000	NATIONAL	12-25 December 2025
5	Chile	Activa Research	CAWI	1095	NATIONAL	8-13 January 2026
6	China	WisdomAsia	Online Panel	1000	URBAN	14-19 January 2026
7	Colombia	Centro Nacional de Consultoría	CATI	500	NATIONAL	6-12 February 2026
8	Côte d'Ivoire	EMC	CATI	502	NATIONAL	24-30 January 2026
9	Croatia	Institute for market and media research, Mediana Fides	CAWI	591	NATIONAL	8-12 January 2026
10	Denmark	Opinion Denmark A/S	CAWI	1007	NATIONAL	13-21 January 2026
11	Ecuador	Centro de Estudios Y Datos - CEDATOS	CAPI	1104	NATIONAL	28-31 January 2026
12	Finland	Taloustutkimus Oy	Online Panel	1093	NATIONAL	31 Dec 2025 – 7 Jan 2026
13	France	OpinionWay	Online Panel	1007	NATIONAL	16-19 January 2026
14	Georgia	GORBI Eurasia LTD	F2F	2050	NATIONAL	31 Jan – 13 Feb 2026
15	Germany	Produkt+Markt	CAWI	1000	NATIONAL	19 Dec 2025 – 6 Jan 2026
16	Greece	Alternative Research Solutions	CAWI	502	NATIONAL	3 Dec 2025 – 12 Jan 2026
17	Hong Kong	Consumer Search Group (CSG)	Online Panel	500	TERRITORY WIDE	9-15 January 2026
18	India	DataPrompt International Pvt. Ltd.	Online	1000	NATIONAL	29 Dec 2025 - 21 Jan 2026
19	Indonesia	DEKA	Online	987	INTERNET POP	16-31 January 2026
20	Republic of Ireland	RED C Research & Marketing Ltd	CAWI	1013	NATIONAL	8-13 January 2026
21	Italy	SWG S.p.a	CAWI	1002	NATIONAL	7-12 January 2026
22	Japan	Nippon Research Center, LTD.	CAWI	1100	NATIONAL	22-27 January 2026
23	Latvia	Marketing and Public Opinion Research Centre SKDS	CAWI	1005	NATIONAL	17-19 January 2026

METHODOLOGY

Total of 45.000 surveys worldwide

Dates: 27th november 2025 to 13th February 2026

	Country	Company Name	Methodology	Sample	Coverage	Fieldwork Dates
24	Malaysia	Central Force International	CAWI	1001	INTERNET POP	27 Nov 2025 – 3 Dec 2025
25	Mexico	Brand Investigation S.A.de C.V	Online	1000	NATIONAL	7-12 January 2026
26	Morocco	Integrate Consulting	Online	500	NATIONAL	8-9 January 2026
27	The Netherlands	Motivaction International B.V.	CAWI	1005	NATIONAL	6-20 January 2026
28	Norway	Opinion AS	CAWI	1029	NATIONAL	13-19 January 2026
29	Pakistan	Gallup Pakistan	CATI	1000	NATIONAL	6 Dec 2025 -14 Jan 2026
30	Paraguay	ICA Consultoría Estratégica	CATI	501	NATIONAL	2 Dec 2025- 29 Jan 2026
31	Peru	Datum Internacional	P2P	1202	NATIONAL	16-10 January 2026
32	Philippines	The Philippine Survey and Research Center (PSRC)	PAPI	1000	NATIONAL	9-26 January 2026
33	Poland	Mareco Polska	CAWI	530	NATIONAL	8-14 December 2025
34	Serbia	Institute for market and media research, Mediana Adria	CAWI	522	NATIONAL	8-15 January 2026
35	Slovak Republic	Go4insight	CAWI	1000	NATIONAL	16-26 January 2026
36	Slovenia	Institute for market and media research, Mediana	CAWI	1018	NATIONAL	8-9 January 2026
37	South Korea	Gallup Korea	CAWI	1200	NATIONAL	21-28 January 2026
38	Spain	Instituto DYM	CAWI	1000	NATIONAL	15-18 January 2026
39	Sweden	Demoskop AB	CAWI	1012	NATIONAL/ INTERNET POP	19 Dec 2025 – 23 Jan 2026
40	Thailand	INFOSEARCH LIMITED	F2F	500	NATIONAL	16 Dec 2025 – 15 Jan 2026
41	Turkey	BAREM Research	CATI	725	TR Urban	30 Jan – 4 Feb 2026
42	United Kingdom	ORB International	Online	1194	NATIONAL	12-22 Dec 2025
43	USA	LEGER	CAWI	1000	NATIONAL	12-25 December 2025
44	Venezuela	Centro Nacional de Consultoría	CATI	302	NATIONAL	1-5 February 2026
45	Vietnam	DXL Research & Consulting	F2F	900	URBAN	12-28 Dec 2025