

## **STRICTLY EMBARGOED UNTIL 26<sup>th</sup> January 2022**

- 1. Nearly 9 in 10 people in Ireland continue to agree that global warming is a serious threat for humankind.**
- 2. Over 4 in 5 agree that Global Warming has contributed to more natural disasters.**
- 3. More than 1 in 3 think it is already too late to curtail climate change, with younger people being especially pessimistic.**
- 4. Over 3 in 4 people believe their personal actions can help to improve the environment, but only 1 in 4 totally agree.**
- 5. More than 3 in 5 are willing to pay more for a product that takes care of the environment.**
- 6. Nearly 3 in 4 agree that the real efforts on sustainability & environment need to be taken by business & government.**
- 7. Just less than 1 in 3 feel that governments are taking the necessary actions to take care of the environment.**

WIN International, the world's leading association in market research and polling, has published the Annual WIN World Survey (WWS - 2021) exploring the views and beliefs of 33,236 individuals among citizens from 39 countries across the globe about Climate Change & Sustainability. The survey analyzes views and opinions related to the perception of climate change in 2021 and the importance of sustainable development worldwide.

### **HEADLINES – IRELAND**

#### **Global warming – a serious threat to humankind?**

1. Over half (58%) in Ireland totally agree that global warming is a serious threat to mankind, with a further 28% saying they agree somewhat.
2. While the concern is overwhelming among all groups, those aged 55+ are slightly more worried (89%)
3. Globally, Ireland sits slightly higher (+1%) than the global average of 85%, with top carbon emitters China and the United States having lowest level of agreement. Southeast Asian countries Vietnam (96%) and Indonesia (96%) have strongest agreement.

## Too late to curtail the climate crisis?

1. Over 1 in 3 (35%) now believe that it is already too late to curtail climate change, with 6% of people in total agreement. This represents a significant increase (+8%) since 2020 and a return to 2019 levels of agreement. This suggests a sense of despondency with the end of the pandemic and a perceived return to 'business as usual'.
2. The proportion of people who believe it is too late to curtail climate change has increased significantly from last year across most groups. Those aged 18-34 (45%) are most pessimistic with an increase of +12% since last year.
3. Compared to the global average, the Irish are less pessimistic (-7%) about the prospects of solving the climate crisis in believing it is already too late to curtail climate change.

## Taking personal responsibility for the climate crisis

1. Over 3 in 4 people (77%) believe their personal actions can have influence in improving the environment, but only 26% are in total agreement.
2. This marks a significant decline (-7%) compared to last year, with this drop observed across all demographics. Younger people (70%) demonstrate lowest level of agreement in believing their personal actions can make an impact.
3. Globally, along with Ireland, France (71%), China (68%) & Japan (62%) also see significant declines versus 2020. Ireland is below the global average (-3%) of 80%.

## The responsibility of government and business

1. Although over 3 in 4 believe their personal actions can influence the environment, nearly the same proportion feel that the real efforts on sustainability and environment need to be taken by business and government rather than individuals.
2. This marks a significant increase (+6%) compared to 2020, with this driven by women, those aged 35+, and lower social grades.
3. Ireland sits above the global average in this regard, South Korea (83%), Thailand (82%), and Lebanon (82%) ranking in the top 3.

## Increase in natural disasters due to global warming

1. Overwhelming majority (82%) agree that natural disasters (forest fires, floods, hurricanes, typhoons, etc.) have increased because of global warming, with this demonstrating that the majority people are making the connection between human activity and the weather.
2. Ireland is at the global average on their view on natural disasters, with some warmer nations such as Vietnam (96%) and Mexico (92%) featuring more prominently on the list.

## Necessary action taken by government?

1. We see low level of agreement (38%) that governments are currently taking necessary actions to take care of the environment, with this agreement lowest in the Conn/Ulster region (31%).
2. Compared to other countries, the Irish are less likely (-6%) to feel that governments are taking necessary actions, with lowest level of agreement in European nations Croatia (15%), Greece (24%), and Finland (24%).

## Willingness to pay more for products that takes care of the environment

1. Over 2 in 3 are willing to spend more on products that are good for the environment, although only 1 in 10 totally agree with this. Those aged 55+ (71%) are the most willing group among all, with highest total agreement resting with 18-34-year-olds (18%).
2. Compared to the global average (68%), the Irish are less likely to be willing to pay more (-4%). Paraguayans (90%) and Indians (88%) are most likely to be in agreement with this.

**Sinead Mooney, Managing Director of RED C Research, said:**

*“While there is recognition of global warming and the impact it is having on our world, worryingly the level of personal responsibility and the actions individuals can take is in decline. However, there is an increasing proportion who are willing to pay more for products that are good for the environment. These shifts in attitude are more noticeable among the younger populations who previously were champions of the environmental cause. There appears to be an increasing responsibility being placed on governments and big business and low levels of agreement that sufficient actions are being taken here. Communication on actions that individuals can take to reverse the increasing fatalistic view is required to turn the tide on what looks like decreasing personal engagement in this important area.”*

## HEADLINES WORLD

### Climate change and sustainability

1. Climate change remains a major concern for the world, with majority (85%) acknowledging the fact that global warming is a threat to mankind. The perception is slightly weak among some Asian countries like China (70%), Pakistan (73%), Philippines (74%) and Japan (75%), while Vietnam & Indonesia (96%) are at the top of the world ranking when it comes to perceived threat of global warming.
2. The belief that it is too late to curtail the climate change has increased in most countries with overall agreement increasing by +6%.
3. There is a slight drop (-5%) in global average in believing that personal action can change the environment. The countries where this perception has fallen drastically are France (71%), China (68%) & Japan (62%).
4. Over 2 in 3 (68%) are willing to pay more for products that are eco-friendly. This is highest in Paraguay (90%), India (88%) & Indonesia (80%).
5. 70% now agree that the real efforts on sustainability and environment need to be taken by business and government rather than individuals, with this higher than last year's average by +3%.
6. While people expect government to act, they currently do not think enough is being done. Only 44% feel that the government is taking the necessary steps. People in countries like Vietnam (95%), Indonesia (89%) & Philippines (82%) are happy with the government actions taken in their countries.
7. Majority (81%) around the world agree that global warming is resulting in more occurrences of natural disasters in the recent times.

### Vilma Scarpino, President of WIN International Association, said:

*"The WIN Worldwide Survey evidences the increasing concern about climate change and an urgent call to action. People around the world believe that their actions can contribute but governments should take action. There is a strong perception that what is being done is not enough and it is not too late, although perceptions vary from country to country."*

-ENDS-

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## **NOTES FOR EDITORS**

### **Methodology:**

The survey was conducted in 39 countries using CAWI / online survey methods.

### **Sample Size and Mode of Field Work:**

A total of 33,236 people were interviewed. See below for sample details. The fieldwork was conducted during 15<sup>th</sup> October 2021 and 18<sup>th</sup> December 2021. The margin of error for the survey is between 4.4 and 2.5 at 95% confidence level.

The global average has been computed according to the covered adult population of the surveyed countries.

In Ireland, a representative sample of over 1020 adults were conducted online. Fieldwork was conducted in November 2021.

### **About WIN:**

The Worldwide Independent Network of Market Research (WIN) is a global network conducting market research and opinion polls in every continent.

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

In 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: among others, researched themes are gender equality and young people, communication and media research, and brand studies.

## Methodology Sheet

	Country	Company Name	Methodology	Sample	Coverage
1	ARGENTINA	Voices Research & Consultancy	CAWI	821	Nationwide
2	BRAZIL	Market Analysis Brasil	CAWI	1153	Nationwide
3	CANADA	Legér	CAWI	1001	Nationwide
4	CHILE	ACTIVIA RESEARCH	CAWI	1216	Nationwide - Urban
5	CHINA	WisdomAsia	ONLINE	1000	Nationwide Tier – 1 & Tier – 2 cities
6	CROATIA	MEDIANA FIDES	CAWI	516	Nationwide
7	COLOMBIA	Centro Nacional de Consultoría	CATI	775	Nationwide
8	DENMARK	Norstat Denmark	CAWI	510	Nationwide
9	ECUADOR	CEDATOS	FACE-TO-FACE	730	Nationwide
10	FINLAND	TALOUSTUTKIMUS Oy	CAWI	1042	Nationwide excluding Aland
11	FRANCE	BVA	CAWI	1001	Nationwide
12	GERMANY	Produkt + Markt	CAWI	1000	Nationwide
13	GREECE	Alternative Research Solutions	CAWI	505	Nationwide
14	HONG KONG	Consumer Search Group (CSG)	CAWI	524	Nationwide
15	INDIA	DataPrompt International Pvt. Ltd.	CAWI	1000	Nationwide
16	INDONESIA	DEKA Marketing Research	CAWI	689	Nationwide
17	IRELAND	RED C Research & Marketing Ltd	CAWI	1020	Nationwide
18	ITALY	BVA Doxa	CAWI	1000	Nationwide
19	JAPAN	NIPPON RESEARCH CENTER, LTD.	CAWI	1182	Nationwide
20	KENYA	MIND PULSE Ltd	F2F	1000	Nationwide -Urban
21	LEBANON	REACH SAL	CATI	500	Nationwide
22	MALAYSIA	Central Force International Sdn.Bhd	CATI	1007	Nationwide
23	MEXICO	Brand International S.A de C.V	ONLINE	501	Mexico City/ Guadalajara/Monterrey
24	NIGERIA	Market Trends International	CAPI offline F2F	1000	Nationwide

25	PAKISTAN	Gallup Pakistan	CATI	1000	Nationwide
26	PALESTINE	Palestinian Center of Public Opinion	TAPI	731	Nationwide
27	PARAGUAY	ICA Consultoría Estratégica	CATI	500	Nationwide
28	PERU	Datum Internacional	CAWI	1000	Nationwide
29	PHILIPPINES	Philipinne Survey and Research Center Inc (PSRC)	CAPI	1000	Nationwide
30	POLAND	Mareco Polska	CAWI	504	Nationwide
31	SOUTH KOREA	Gallup Korea	CAPI	1500	Nationwide
32	SERBIA	Mediana Fides	CAWI	529	Nationwide
33	SLOVENIA	Mediana	CAWI	515	Nationwide
34	SPAIN	Instituto DYM	CAWI	1000	Nationwide
35	THAILAND	Infosearch Limited	F2F	600	Nationwide
36	TURKEY	Barem	CATI	1003	Nationwide
37	UK	ORB International	CAWI	1051	Nationwide
38	USA	Legér	CAWI	1000	Nationwide
39	VIETNAM	Indochina Research	Tablet Assisted F2F	601	Ha Noi, Ho Chi Minh, Da Nang, Can Tho