

# Annual world survey shows high levels of concern in climate change

WIN International, the world's leading association in market research and polling, has published the 2019 WIN World Survey (WWS) exploring the views and beliefs of 29368 people from 40 countries across the globe about climate change and global warming.

## HEADLINES

There is a huge majority of people that agree (totally agree plus somewhat agree) in their concern about global warming and climate change. Results show some kind of consensus in the following facts: there is a climate change that leads to global warming (85.8%), global warming is a result of human activity (84.4%) and global warming is a serious threat for mankind (84.5%). But opinions are divided when asking if there is time for a change. 45.9% consider that it is already too late to curtail climate change (45.9%).

Results are consistent and very similar across all regions surveyed. Although all regions show the same level of awareness and concern among their citizens, APAC shows the most negative (54.9%) view about the future, in contrast with people from the Americas that are more positive (54.6%) and think there is still time to do something to reduce this environmental problem.

Students and people with higher educational levels are the ones that showed higher levels of concern but are the most optimistic and willing to change behaviors to contribute.

Although the high level of concern worldwide about climate change, there are some differences between countries when asking if it is a result of human activity. While agreement to this statement reaches 97.1% in Thailand, 94.8% in Ecuador and 93.2% in India, this differs from other countries like Pakistan (59.8%), whose citizens feel less responsible. It is also interesting to note that the US ranks low (among the last

three countries): only 72.4% of its citizens consider that human activity affects the environment, differing from the population of other countries.

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

“Population in all countries are aware of climate change and worried about global warming but they are negative about the possibilities of curtailing this problem. Citizens might need guidance and information on how they can contribute.”

-ENDS-

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**NOTES FOR EDITORS****Methodology:**

The WWS (WIN Worldwide Survey) is a study conducted every year with the purpose to measure people's thoughts, expectations, worries, and perceptions related to relevant topics for society and business.

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

A total of 29,368 people were interviewed globally. See below for sample details. The fieldwork was conducted during October 2019 – December 2019. The margin of error for the survey is between 2.4 and 4.4 at 95% confidence level.

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

**About the WIN survey:**

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: the 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	Field Dates
1	ARGENTINA	Voices! Research & Consultancy	CATI	519	8 MAIN CITIES	DEC 2019
2	AUSTRALIA	Bastion Latitude	CAWI	1000	NATIONAL	NOV 2019
3	BRAZIL	Market Analysis	CAWI	560	NATIONAL	NOV 2019
4	CANADA	Leger 360	ON LINE	500	NATIONAL	NOV 2019
5	CHILE	Activa Research	CAWI	1000	NATIONAL	DEC 2019
6	CHINA	Wisdom Asia	CAWI	1000	URBAN	NOV 2019
7	CROATIA	Mediana	CAWI	501	NATIONAL	NOV 2019
8	DENMARK	DMA Research A/S	CAWI	500	NATIONAL	NOV 2019
9	ECUADOR	CETADOS	CAPI	600	National TWO CITIES	DEC 2019
10	FINLAND	Taloustutkimus Oy	CAWI	1000	National Except Aland Islands	DEC 2019
11	FRANCE	BVA	CAWI	1000	NATIONAL	NOV 2019
12	GERMANY	Produkt + Markt	CAWI	1000	NATIONAL	OCT/NOV 2019
13	GREECE	Alternative Research Solutions	CAWI	500	NATIONAL	OCT 2019
14	HONG KONG	CSG (Consumer Search Group)	CAWI	537	NATIONAL	NOV 2019
15	INDIA	DataPrompt International	CAWI	500	NATIONAL	NOV 2019
16	INDONESIA	Deka International	CAPI	1032	5 MAIN CITIES	NOV/DIC 2019
17	IRAN	EMRC	CATI	700	URBAN	NOV/DIC 2019
18	IRELAND	RED C Research and Marketing Ltd	CAWI	1011	NATIONAL	OCT/NOV 2019
19	ITALY	BVA DOXA	CAPI	1000	NATIONAL	OCT 2019
20	JAPAN	NRC (Nippon Research Center)	CAWI	1000	NATIONAL	NOV 2019
21	LEBANON	REACH SAL	CATI	500	National	OCT/NOV 2019
22	MALAYSIA	Compass Insights	CAWI	502	URBAN PENINSULAR	OCT/NOV 2019
23	MEXICO	Brand Investigation S.A de C.V (Brain)	CAWI ON LINE	500	URBAN	NOV/DIC 2019
24	NIGERIA	MARKET TRENDS GROUP	CAWI	1000	NATIONAL	NOV 2019
25	PALESTINE	PCPO Palestinian Centre for Public	TAPI	120	NATIONAL	DEC 2019

		Opinion				
26	<b>PAKISTAN</b>	Gallup Pakistan	CAPI FACE TO FACE	1000	NATIONAL	DEC 2019
27	<b>PARAGUAY</b>	ICA Consultoría Estratégica	CATI 25% CAWI 75%	500	NATIONAL	DEC 2019
28	<b>PERU</b>	DATUM Internacional	CAWI	1000	NATIONAL	DEC 2019
29	<b>PHILIPPINES</b>	PSRC (Philippines Survey & Research Center Inc.)	PAPI	1000	NATIONAL	NOV 2019
30	<b>POLAND</b>	MARECO POLSKA	CAWI	500	NATIONAL	OCT 2019
31	<b>SLOVENIA</b>	Mediana	CAWI	511	NATIONAL	NOV 2019
32	<b>SOUTH AFRICA</b>	Freshly Ground Insights (FGI)	CAPI/CAWI	744	NATIONAL	DEC 2019
33	<b>SOUTH KOREA</b>	Gallup Korea	PAPI	1500	NATIONAL	NOV 2019
34	<b>SPAIN</b>	Instituto DYM	CAWI	1017	NATIONAL	NOV 2019
35	<b>SWEDEN</b>	Origo Group	CAWI	500	NATIONAL	DEC 2019
36	<b>THAILAND</b>	Infosearch co.ltd	F2F	600	NATIONAL	OCT/NOV 2019
37	<b>TURKEY</b>	Barem	CATI	601	NATIONAL	NOV/DEC 2019
38	<b>UK</b>	ORB International (Opinion Research Business)	CAWI	1000	NATIONAL	DEC 2019
39	<b>USA</b>	SSRS	CAWI	509	NATIONAL	NOV 2019
40	<b>VIETNAM</b>	Indochina Research	F2F	501	TWO PROVINCES	2019