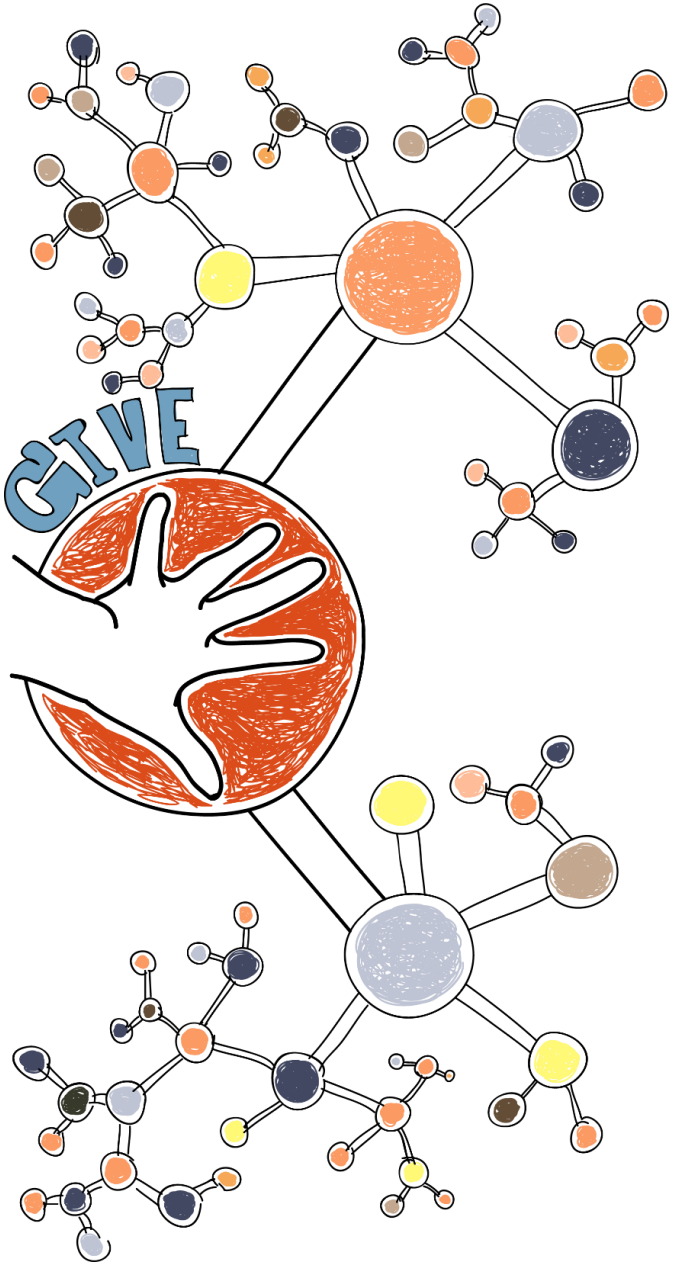


Worldwide
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Of Market Research

# CLIMATE CHANGE

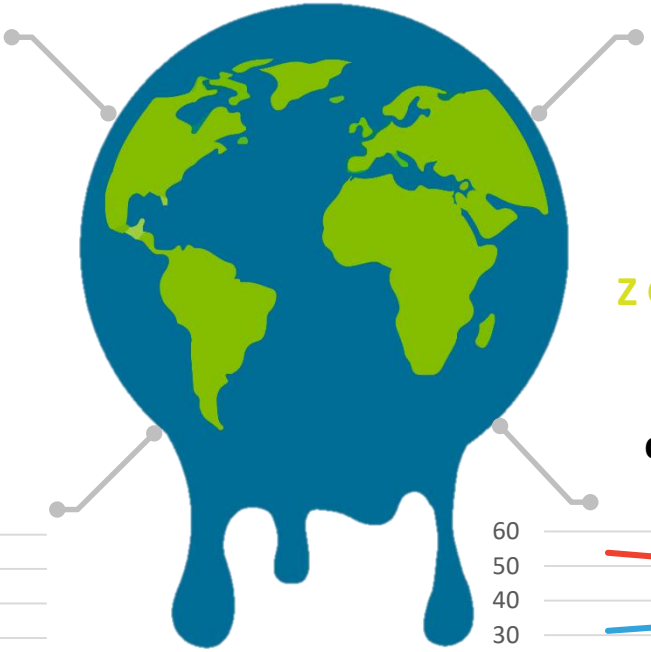
WWS 2020

# FINDINGS

# IS THERE A CLIMATE CHANGE THAT LEADS TO GLOBAL WARMING?

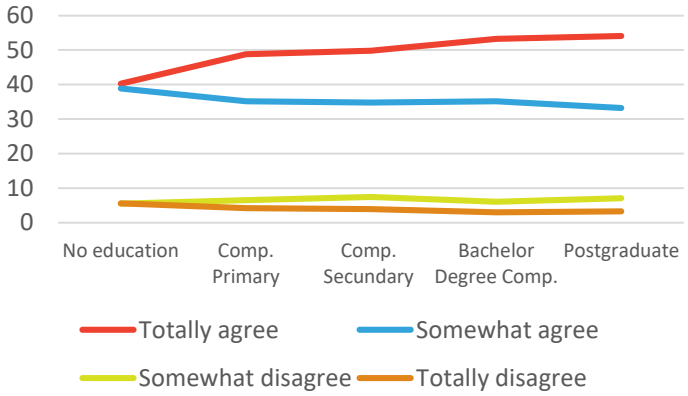
## Global results

**85.8%** of the sample in participating countries agree or somewhat agree with the statement

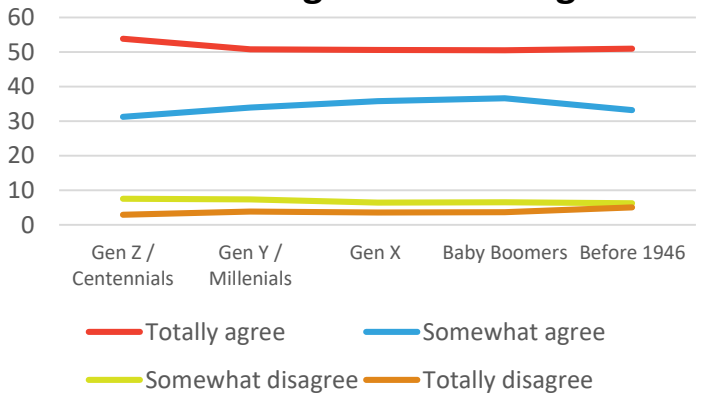


**87.5%** of the students agree with the statement, being the most aware group of this problem

**People with higher level of education believe that is a climate change that leads to global warming**




**Z Generation or Centennials (1988-2009) are the most aware generation of the existence of climate change and its effect on global warming**




Source WIN 2019. Base: 29,368

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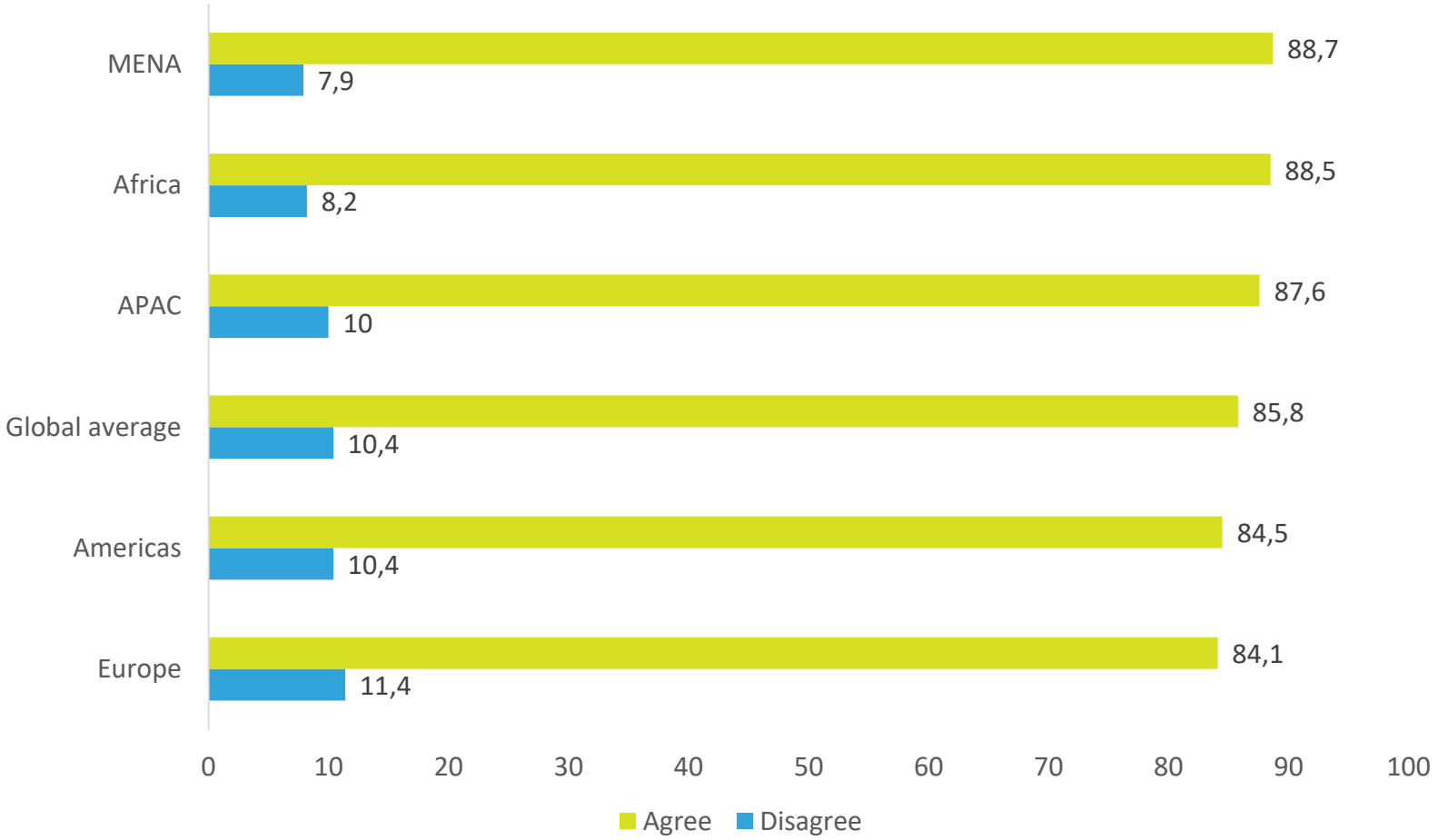
# IS THERE A CLIMATE CHANGE THAT LEADS TO GLOBAL WARMING?

## Regional results




Source WIN 2019. Base: 29,368

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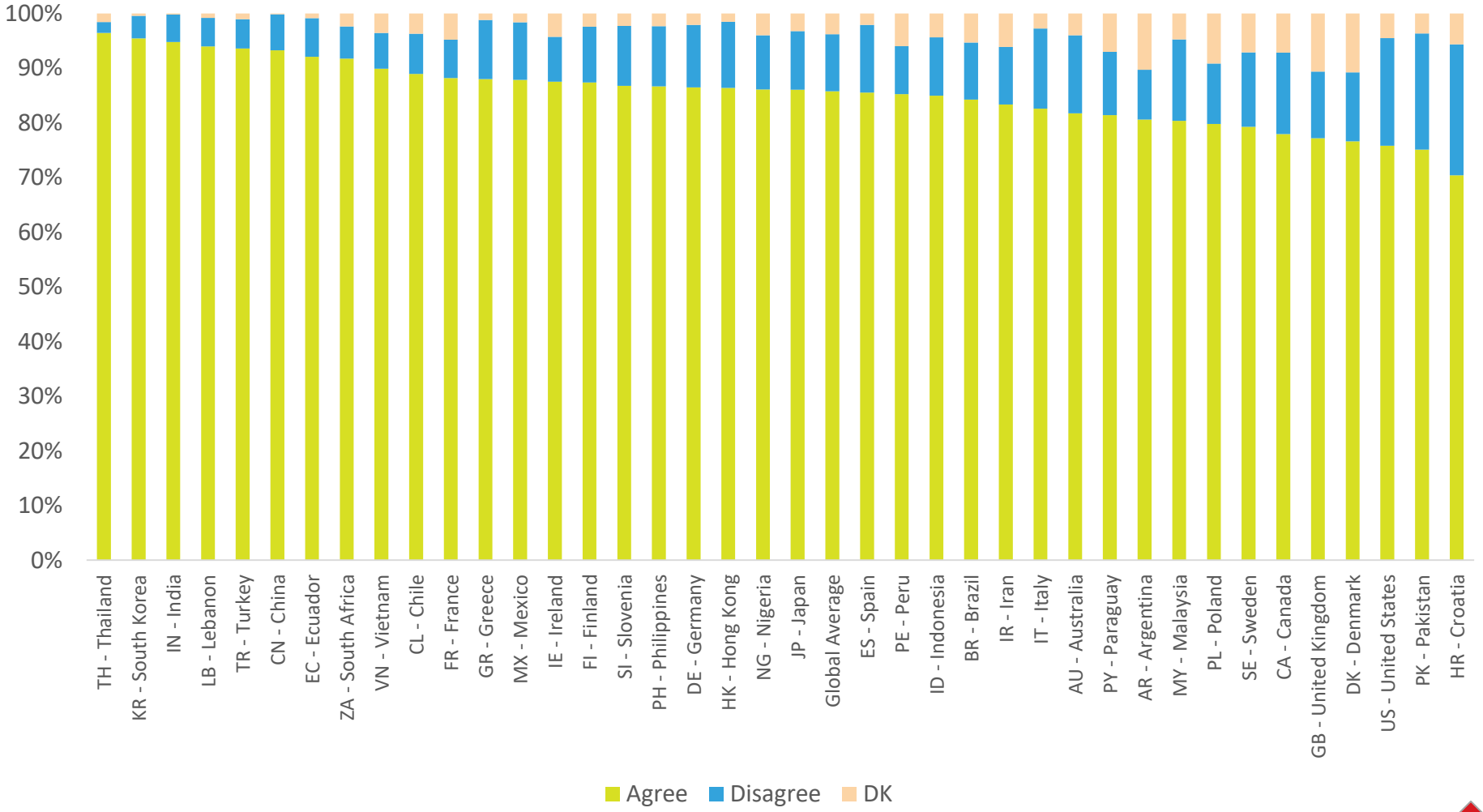
# IS THERE A CLIMATE CHANGE THAT LEADS TO GLOBAL WARMING?

## All participants countries



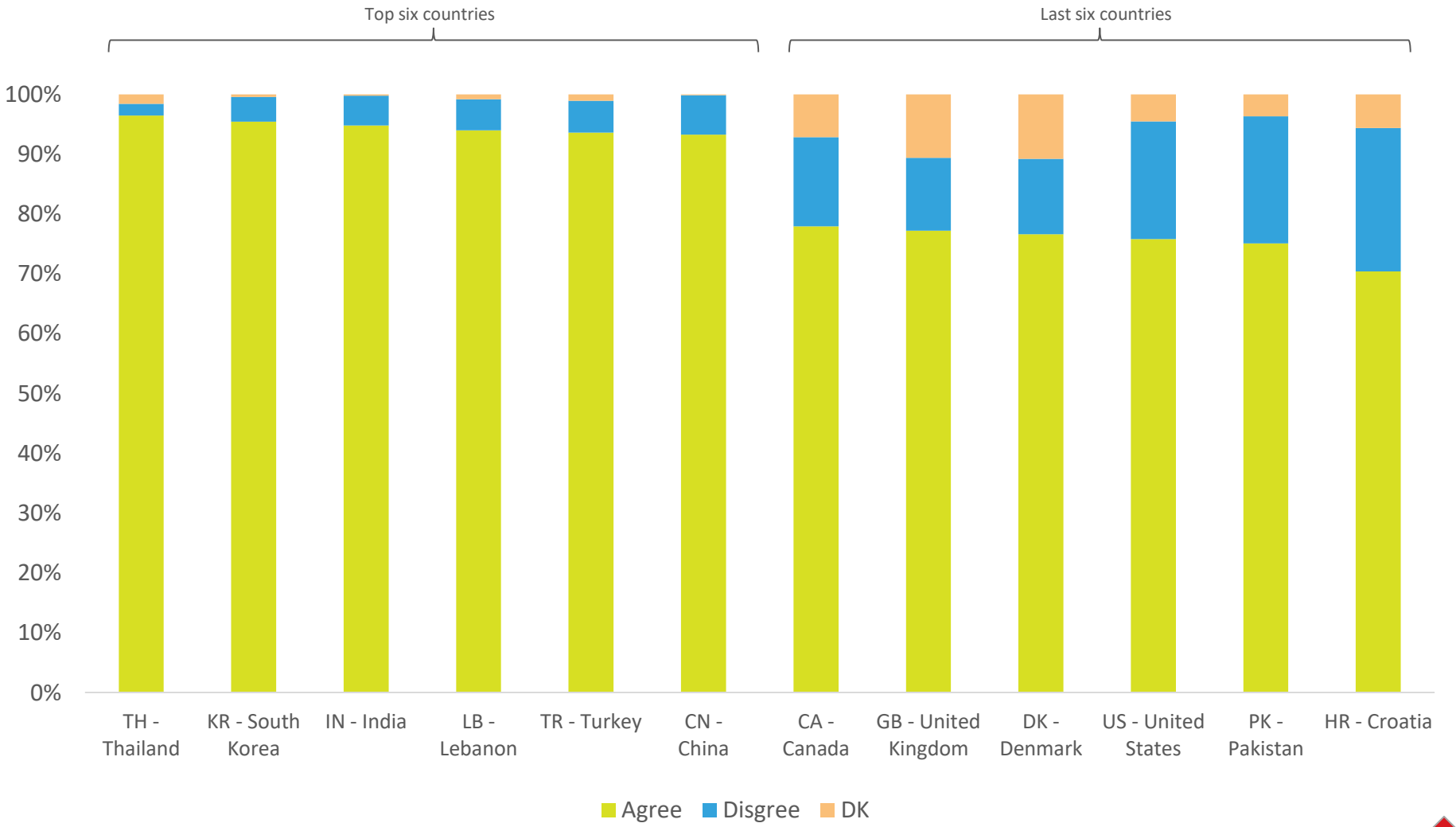

Source WIN 2019. Base: 29,368



WiN Worldwide Independent Network Of Market Research

# IS THERE A CLIMATE CHANGE THAT LEADS TO GLOBAL WARMING?

## Top six and last six countries




Source WIN 2019. Base: 29,368

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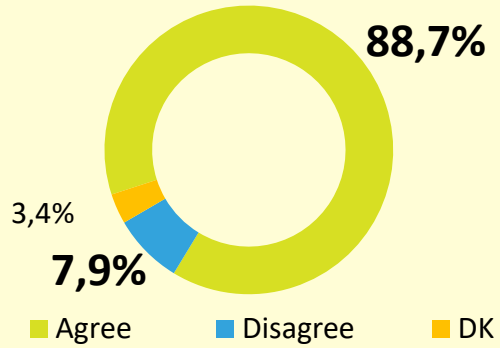
# IS THERE A CLIMATE CHANGE THAT LEADS TO GLOBAL WARMING?

## Region with the highest agree rate - MENA

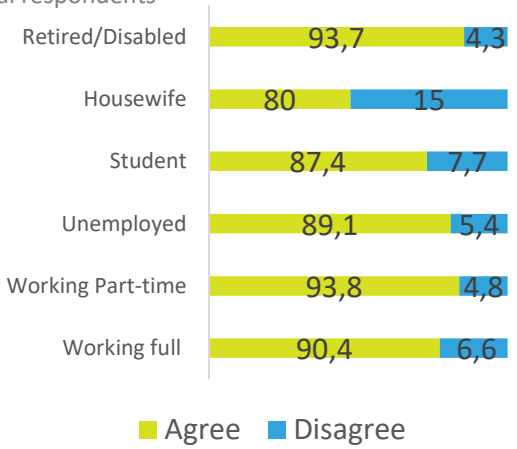
**Total MENA**

% within total respondents



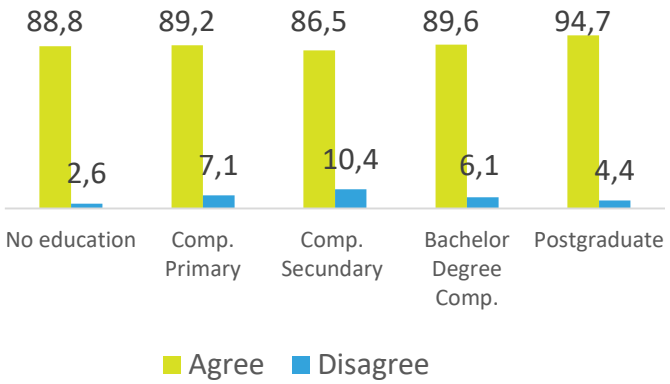

**By employment**

% within total respondents



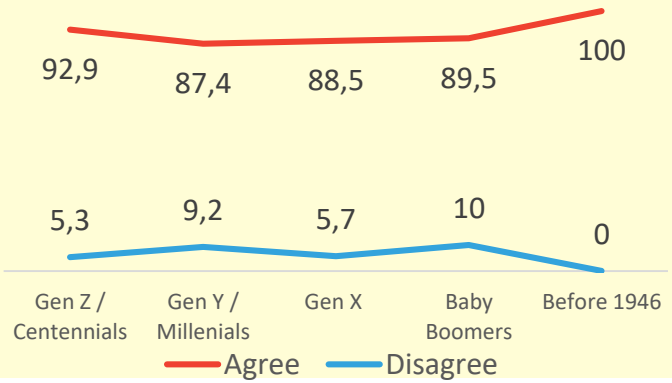

**By education level**

% within total respondents




**By generations**

% within total respondents




Source: WIN 2019. Base: 1,507

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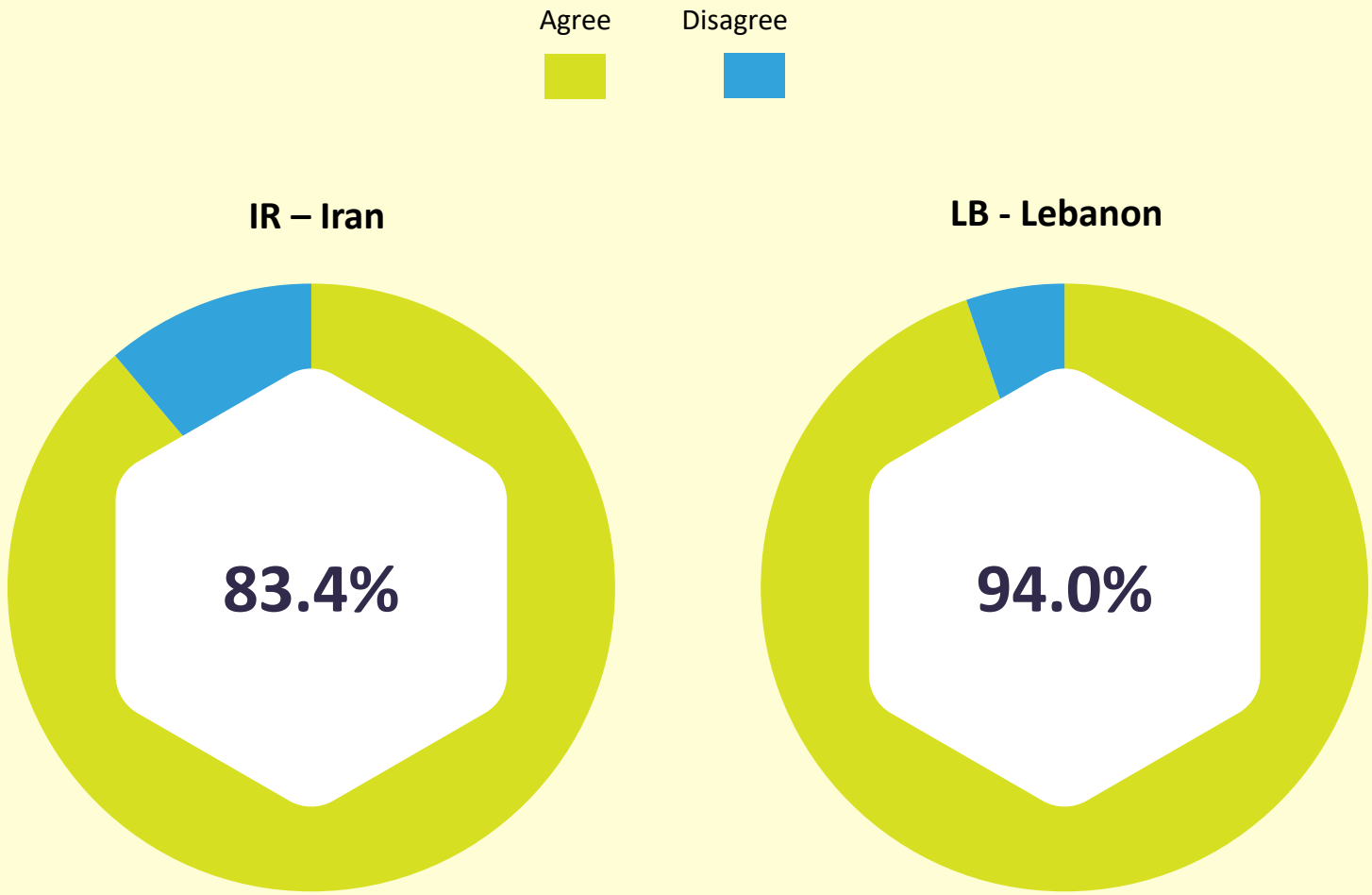
# IS THERE A CLIMATE CHANGE THAT LEADS TO GLOBAL WARMING?

## Region with the highest agree rate - MENA




Source: WIN 2019. Base: 1,507

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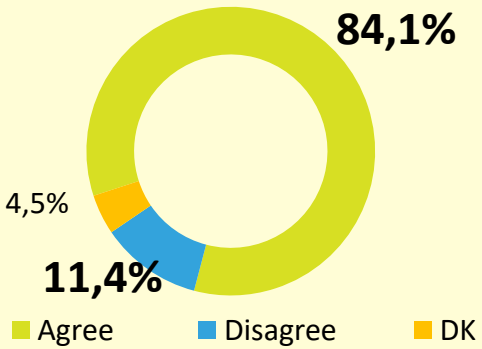
# IS THERE A CLIMATE CHANGE THAT LEADS TO GLOBAL WARMING?

## Region with the lowest agree rate - Europe

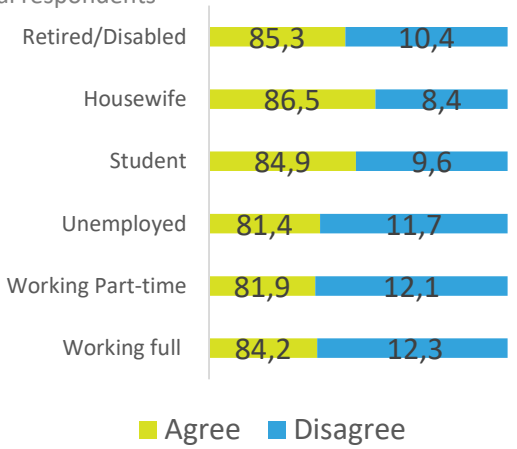
**Total Europe**

% within total respondents



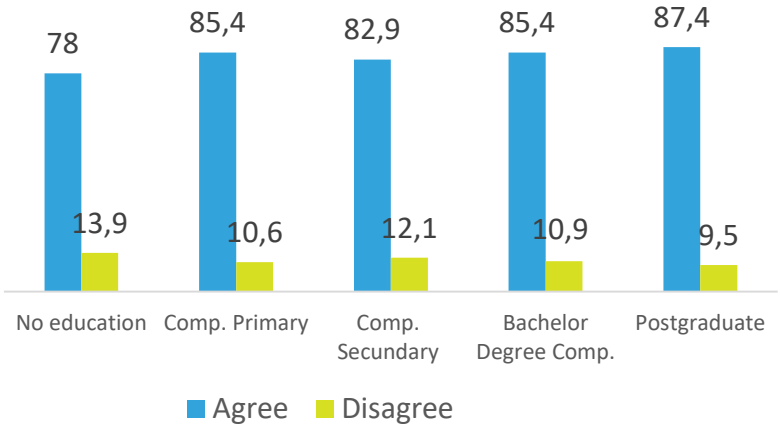

**By employment**

% within total respondents



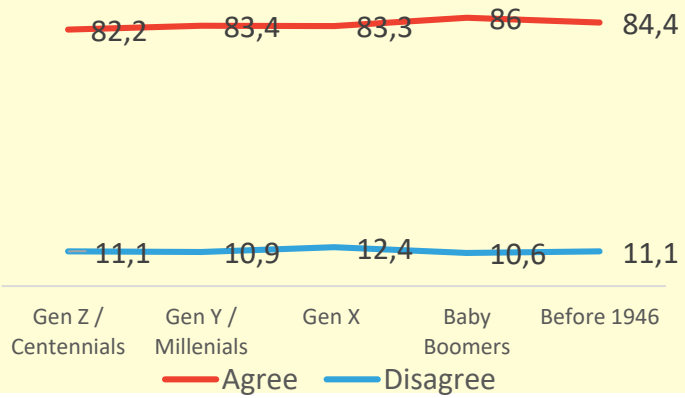

**By education level**

% within total respondents




**By generations**

% within total respondents




Source: WIN 2019. Base: 10,765

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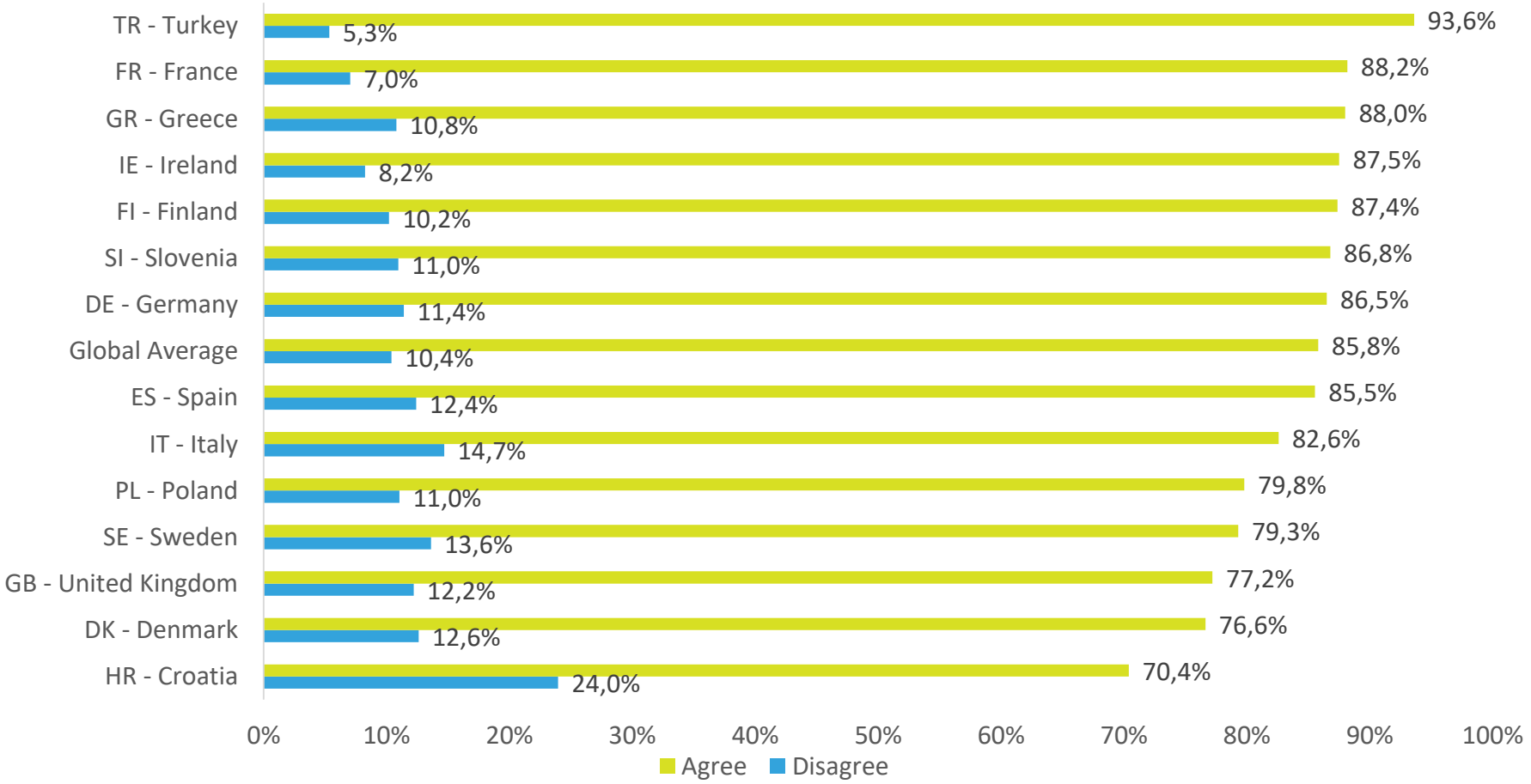
# IS THERE A CLIMATE CHANGE THAT LEADS TO GLOBAL WARMING?

## Region with the lowest agree rate - Europe

**By countries**

% within total respondents




Source: WIN 2019. Base: 10,765



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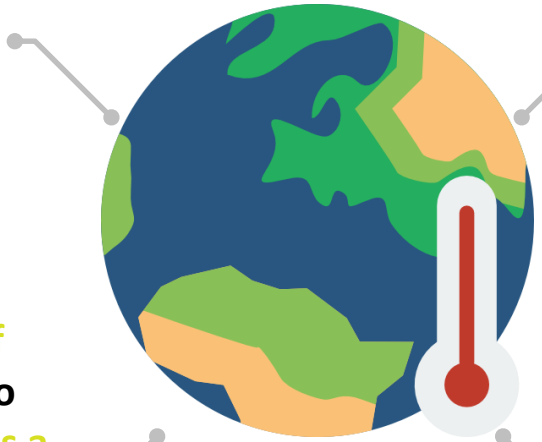
# IS GLOBAL WARMING A RESULT OF HUMAN ACTIVITY?

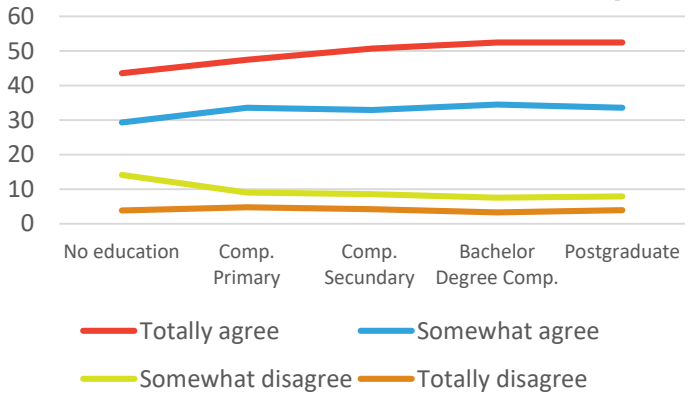
## Global results

**84.4%** of respondents in participating countries agree with the statement

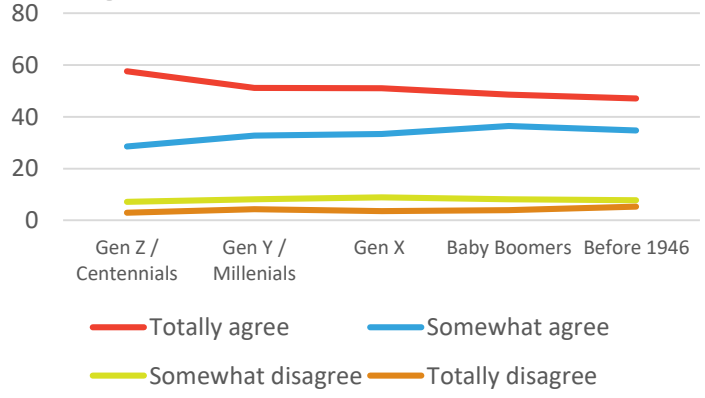


**88.3%** of the students agree with the statement, being the most aware group of this problem

People with higher level of education are more likely to believe that global warming is a result of human activity




Z Generation or Centennials (1988-2009) are the generations most aware about the effects of human activity.




Source WIN 2019. Base: 29,368



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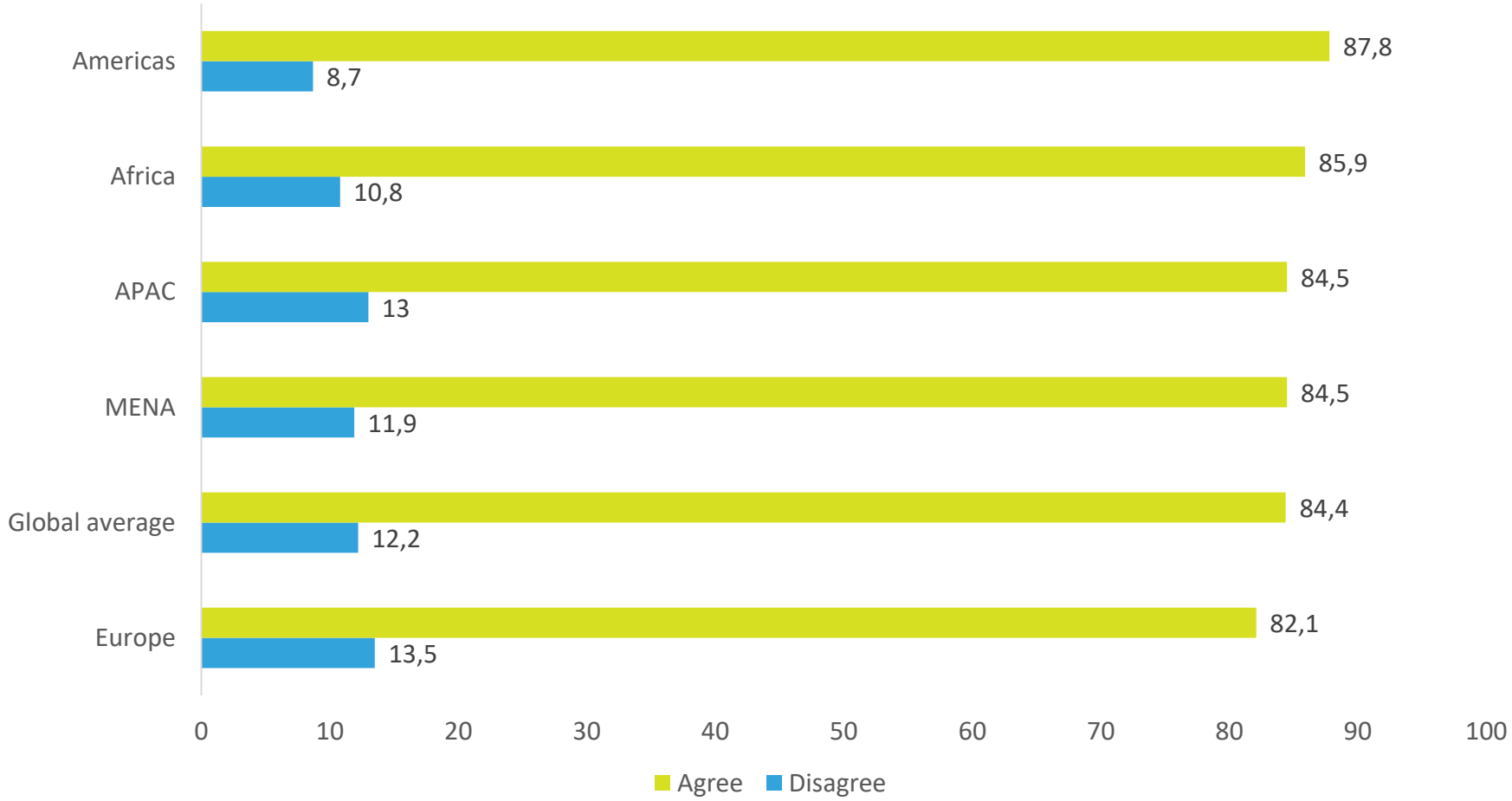
# IS GLOBAL WARMING A RESULT OF HUMAN ACTIVITY?

## Regional results




Source WIN 2019. Base: 29,368

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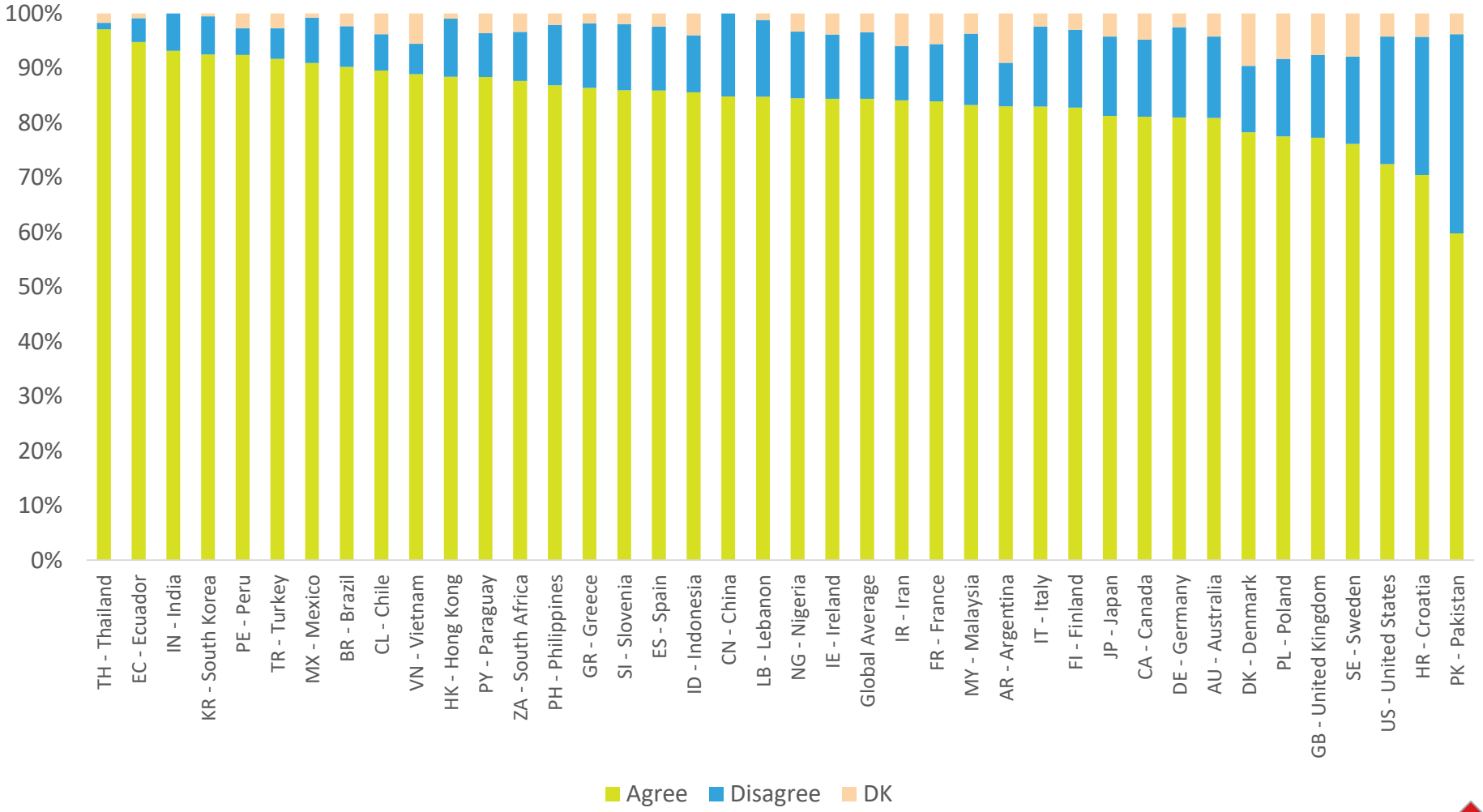
# IS GLOBAL WARMING A RESULT OF HUMAN ACTIVITY?

## All participants countries




Source WIN 2019. Base: 29,368

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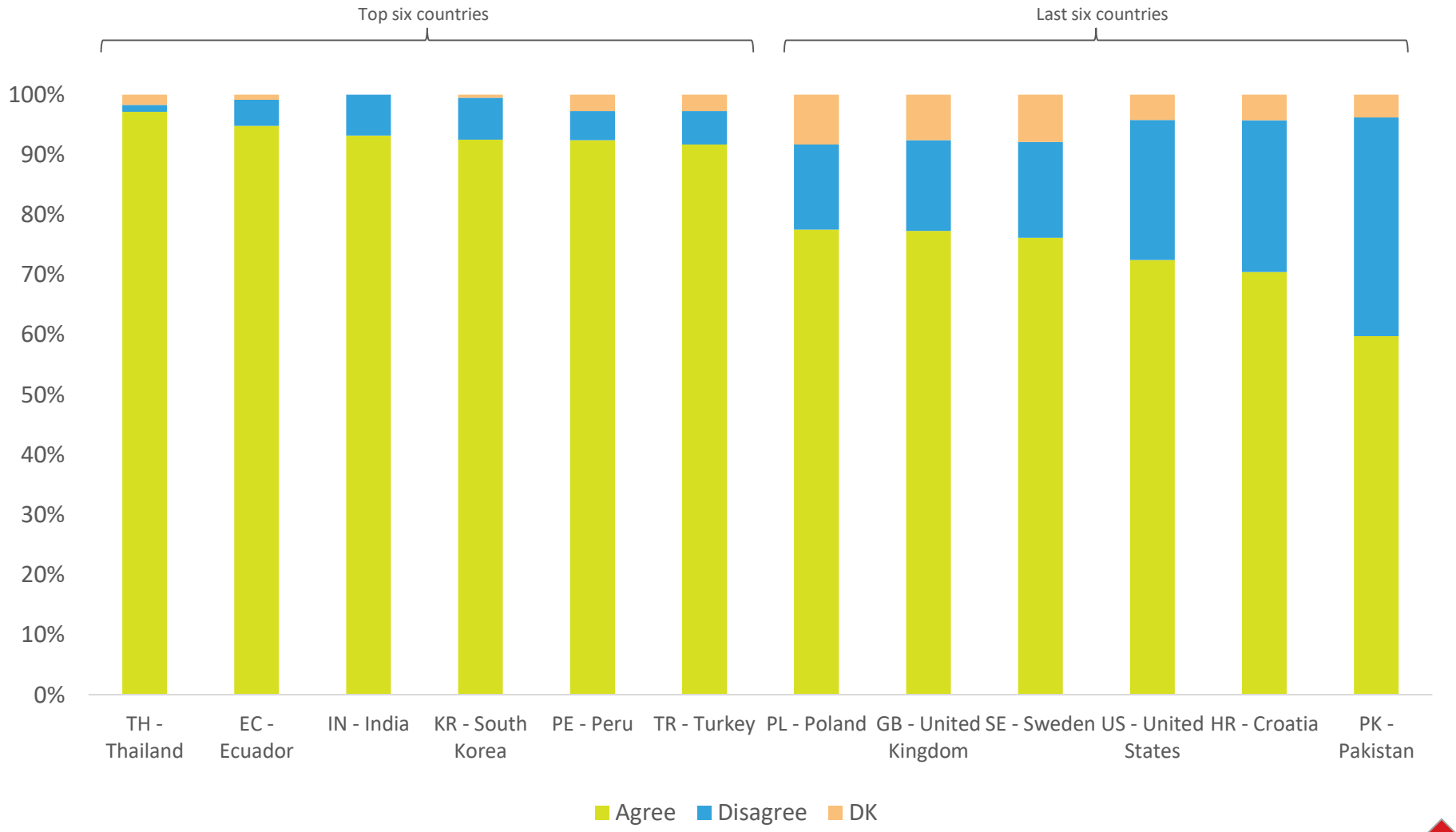
# IS GLOBAL WARMING A RESULT OF HUMAN ACTIVITY?

## Top six and last six countries




Source WIN 2019. Base: 29,368



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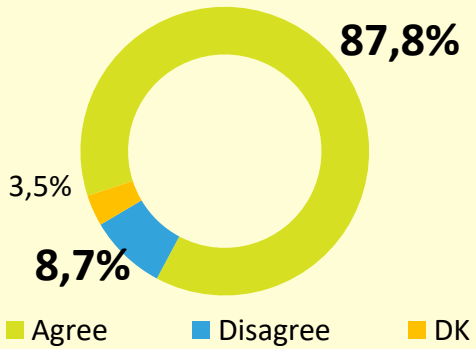
# IS GLOBAL WARMING A RESULT OF HUMAN ACTIVITY?

## Region with the highest agree rate - Americas

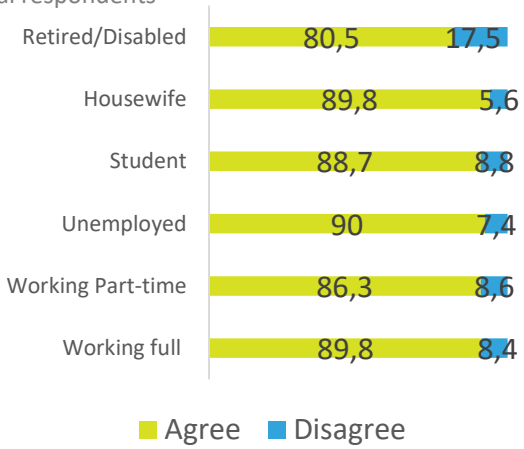
**Total Americas**

% within total respondents



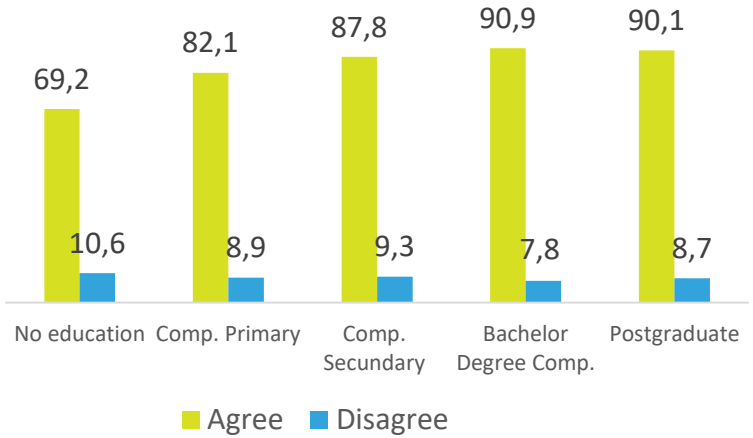

**By employment**

% within total respondents



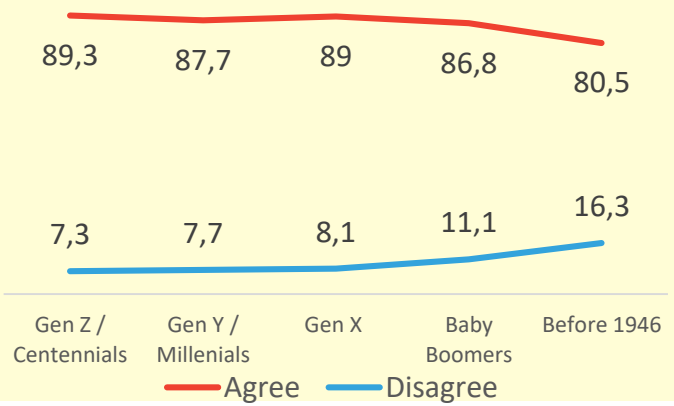

**By education level**

% within total respondents




**By generations**

% within total respondents




Source: WIN 2019. Base: 5,686



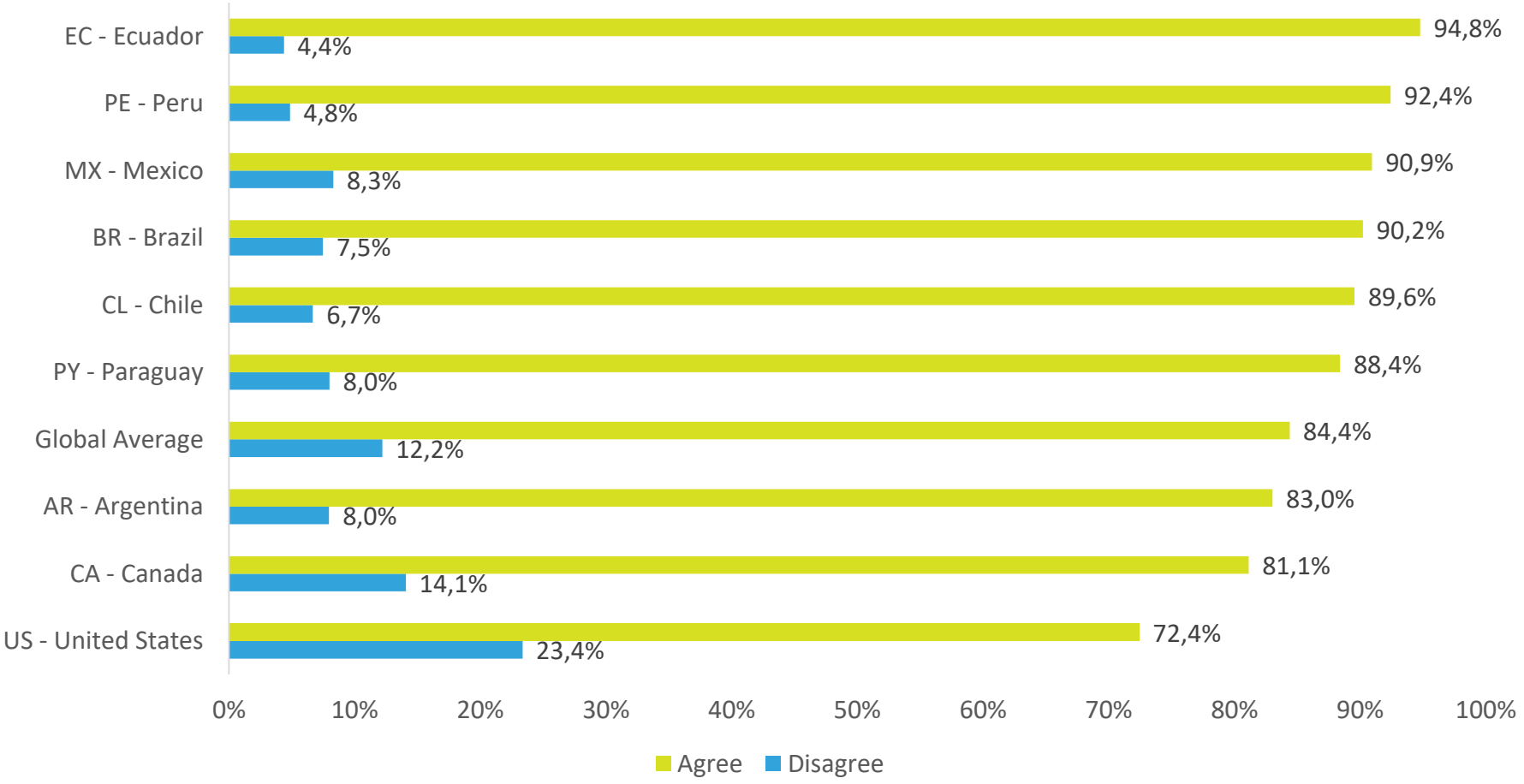
WiN Worldwide Independent Network Of Market Research

# IS GLOBAL WARMING A RESULT OF HUMAN ACTIVITY?

## Region with the highest agree rate - Americas

**By countries**

% within total respondents




Source: WIN 2019. Base: 5,686

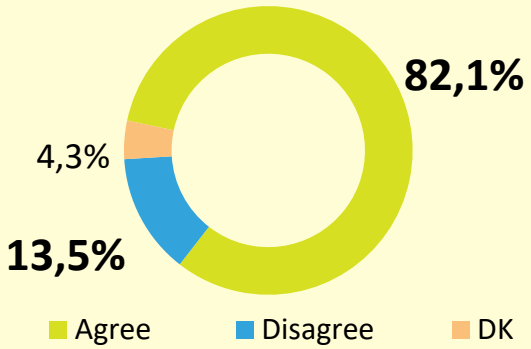
Worldwide Independent Network Of Market Research

# IS GLOBAL WARMING A RESULT OF HUMAN ACTIVITY?

## Region with the lowest agree rate – Europe

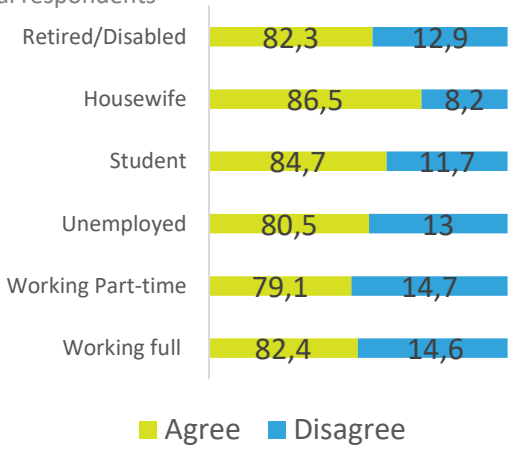
**Total Europe**

% within total respondents



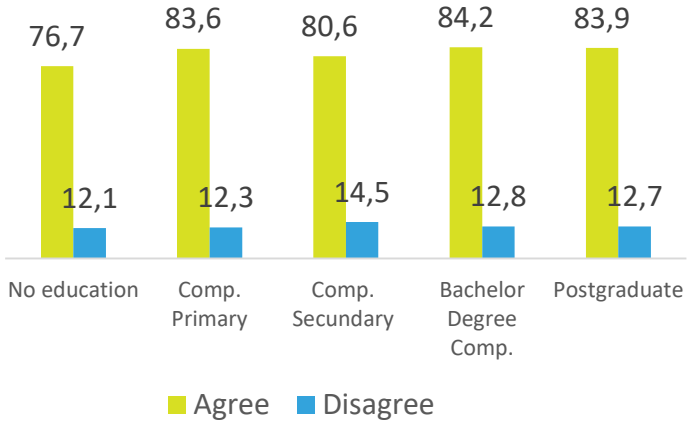

**By employment**

% within total respondents



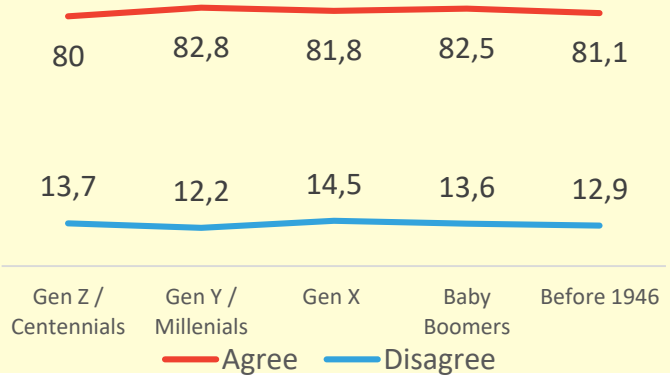

**By education level**

% within total respondents




**By generations**

% within total respondents




Source: WIN 2019. Base: 10,765

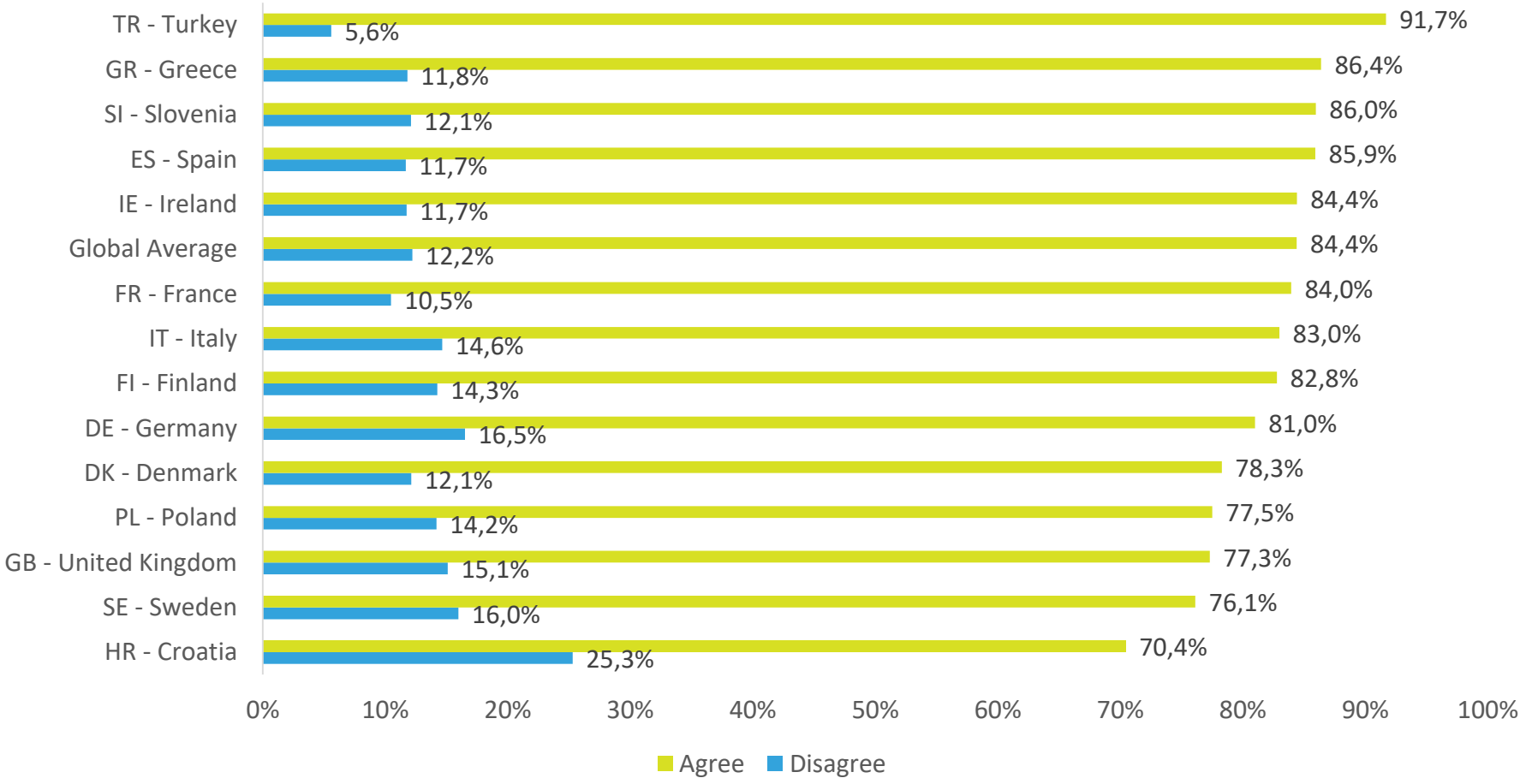
Worldwide Independent Network Of Market Research

# IS GLOBAL WARMING A RESULT OF HUMAN ACTIVITY?

## Region with the lowest agree rate - Europe

**By countries**

% within total respondents




Source: WIN 2019. Base: 10,765

Worldwide Independent Network Of Market Research

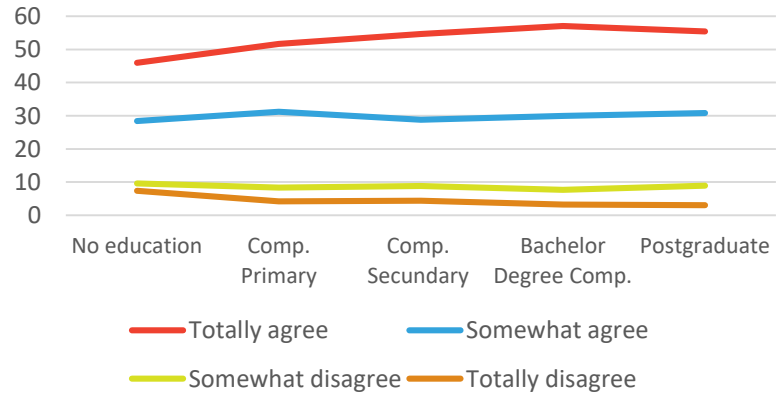
# IS GLOBAL WARMING A SERIOUS THREAT FOR MANKIND?

## Global results

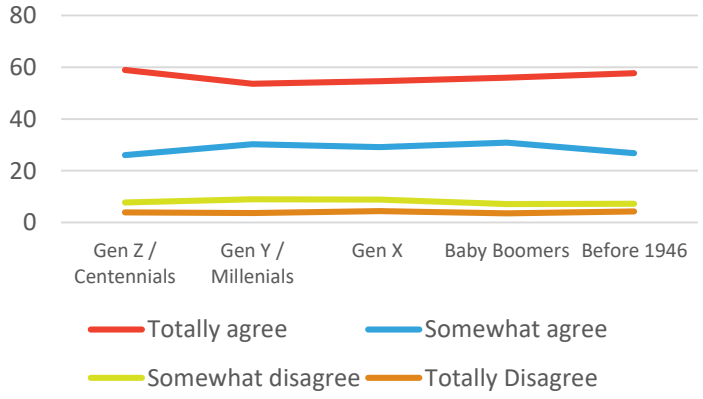
**84.5%** of the people in the world agree considering global warming a serious threat for mankind

**86.9%** of the students agree with the statement, being one of the most aware group of this problem

**People with higher level of education agree considering global warming a serious threat for mankind**




**Older generations like Baby Boomers and people born before 1946 are the most aware generations about global warming threat**




Source: WIN 2019. Base: 29,368

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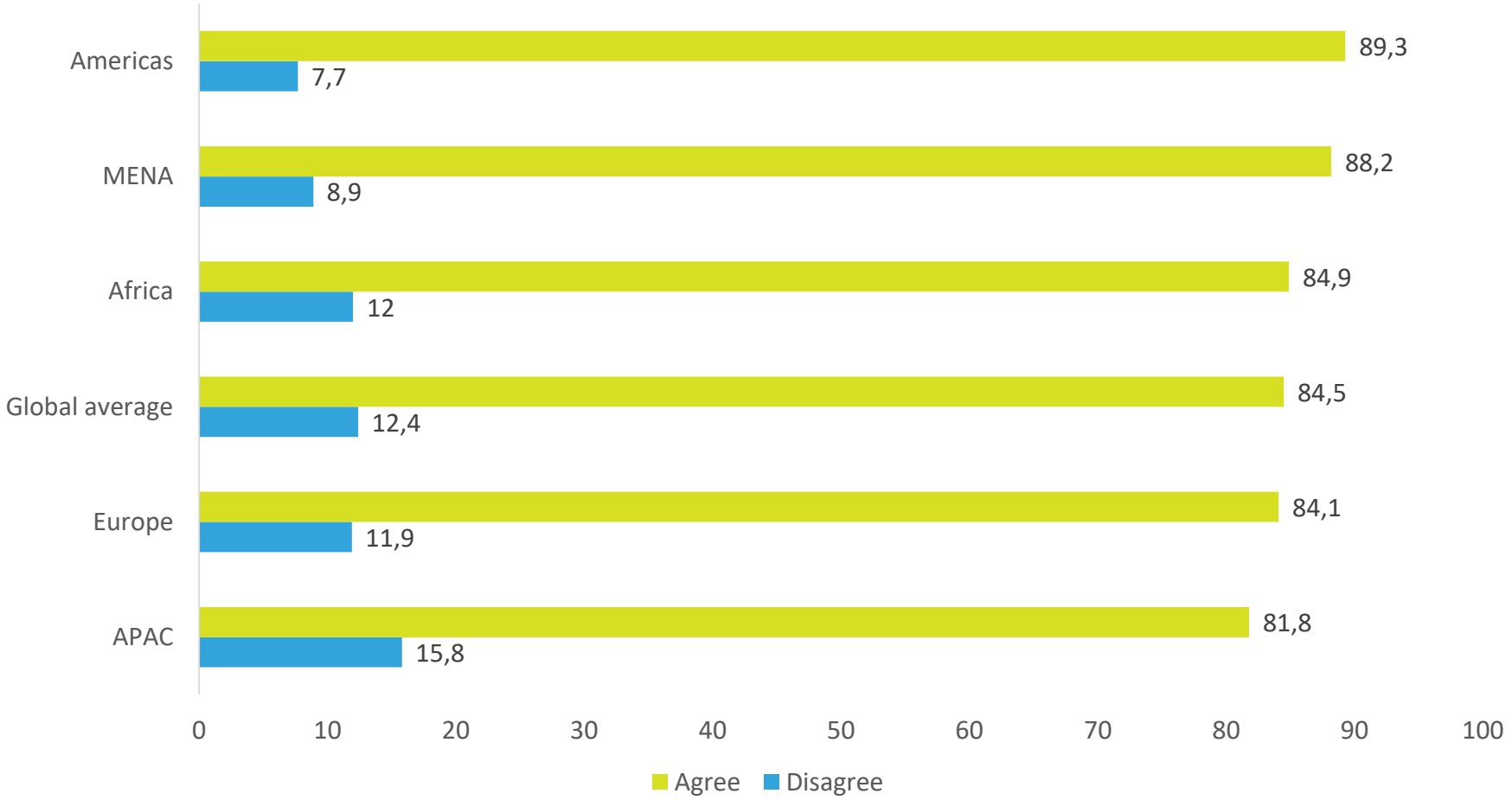
# IS GLOBAL WARMING A SERIOUS THREAT FOR MANKIND?

## Regional results



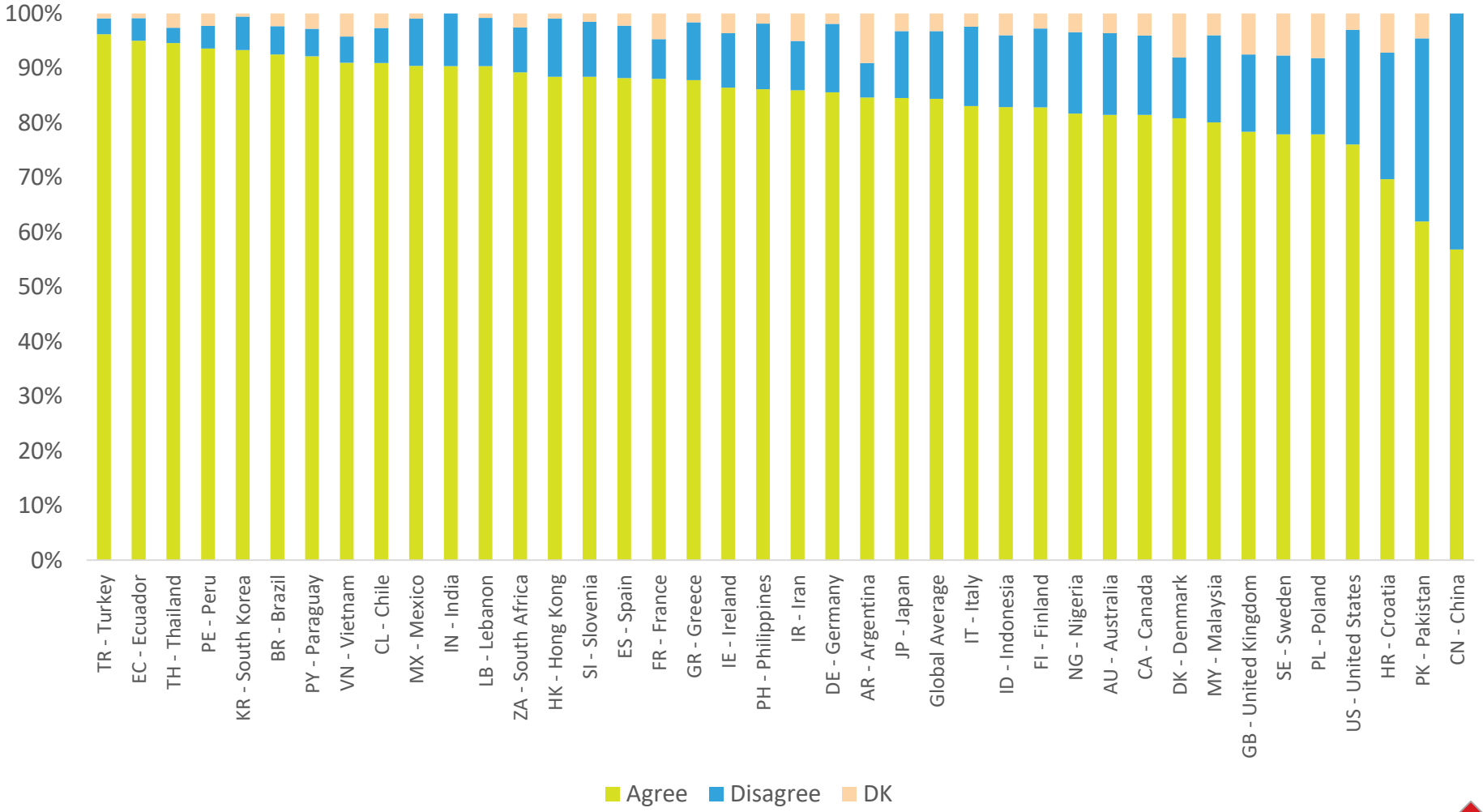

Source: WIN 2019. Base: 29,368



Worldwide Independent Network Of Market Research

# IS GLOBAL WARMING A SERIOUS THREAT FOR MANKIND?

## All participants countries

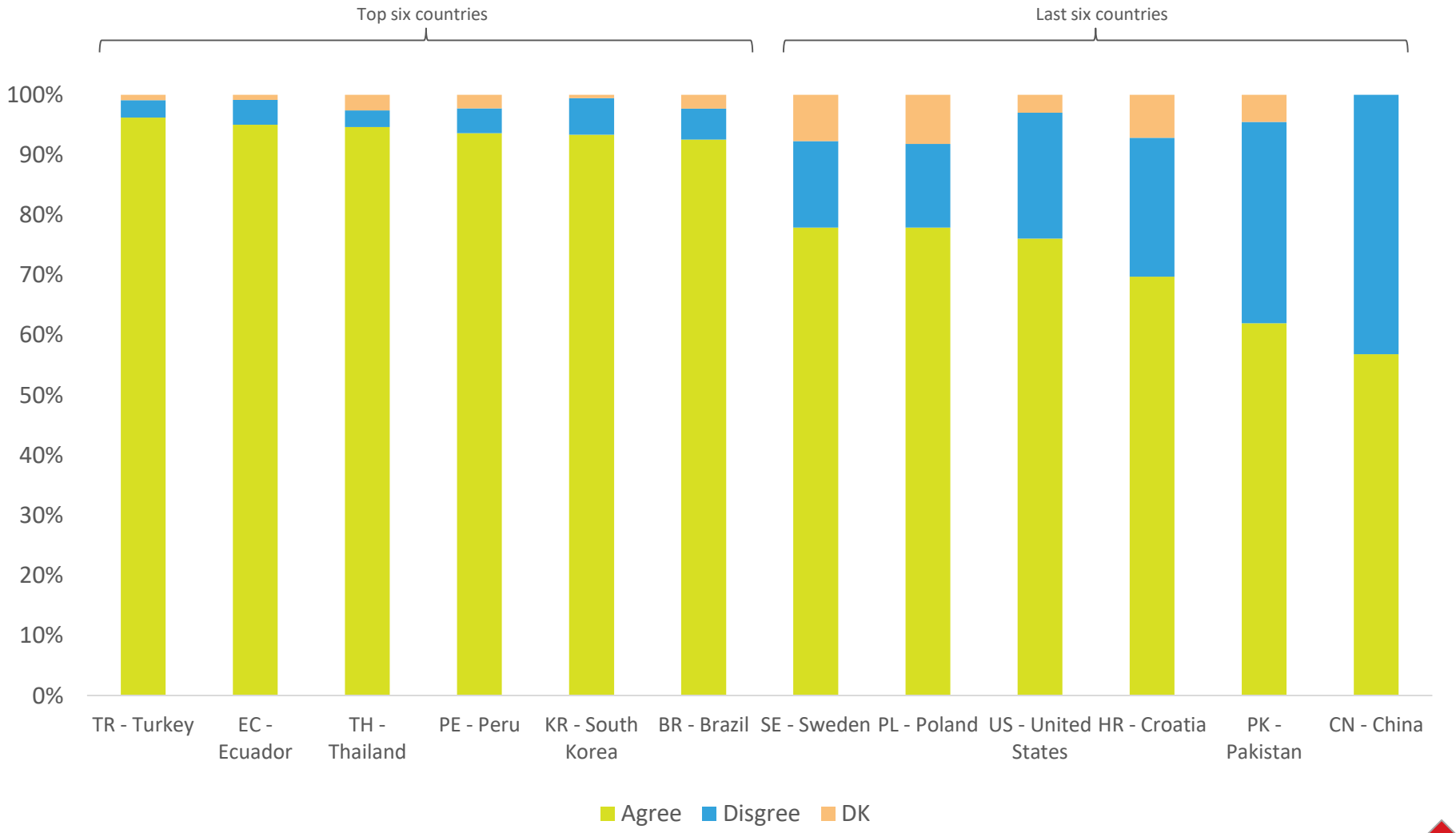



Source: WIN 2019. Base: 29,368

Worldwide Independent Network Of Market Research

# IS GLOBAL WARMING A SERIOUS THREAT FOR MANKIND?

## Top six and last six countries




Source: WIN 2019. Base: 29,368

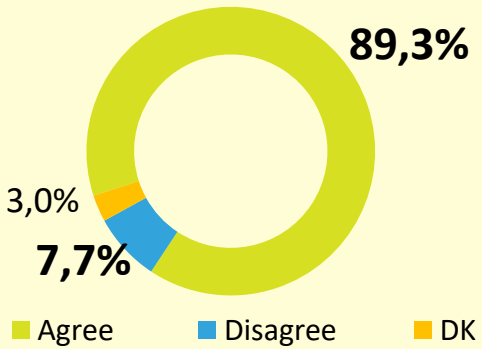
Worldwide Independent Network Of Market Research

# IS GLOBAL WARMING A SERIOUS THREAT FOR MANKIND?

## Region with the highest agree rate – Americas

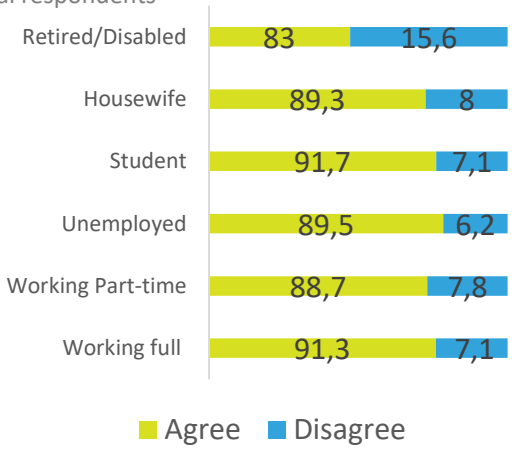
**Total Americas**

% within total respondents



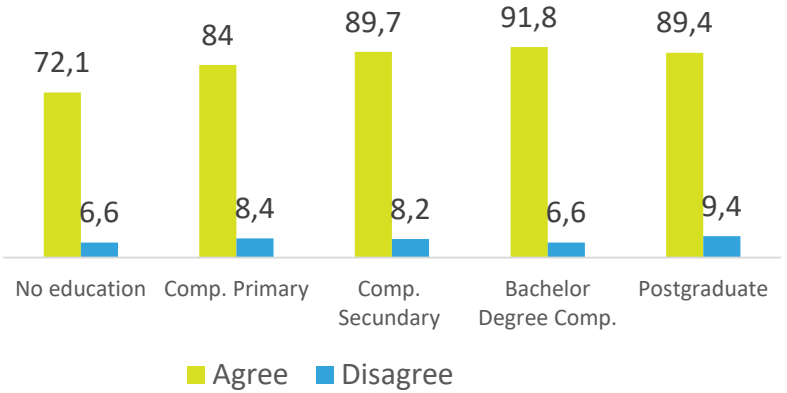

**By employment**

% within total respondents



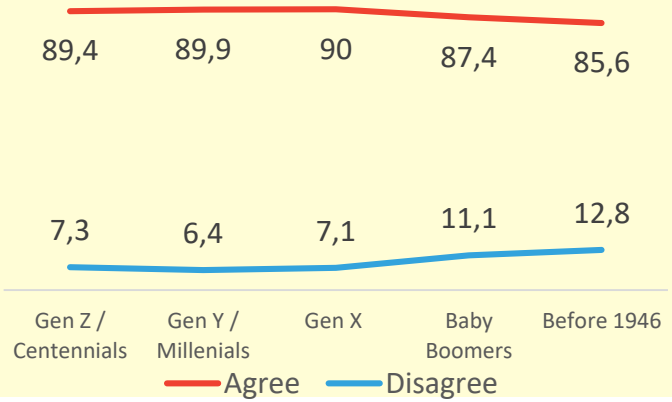

**By education level**

% within total respondents




**By generations**

% within total respondents




Source: WIN 2019. Base: 5,686

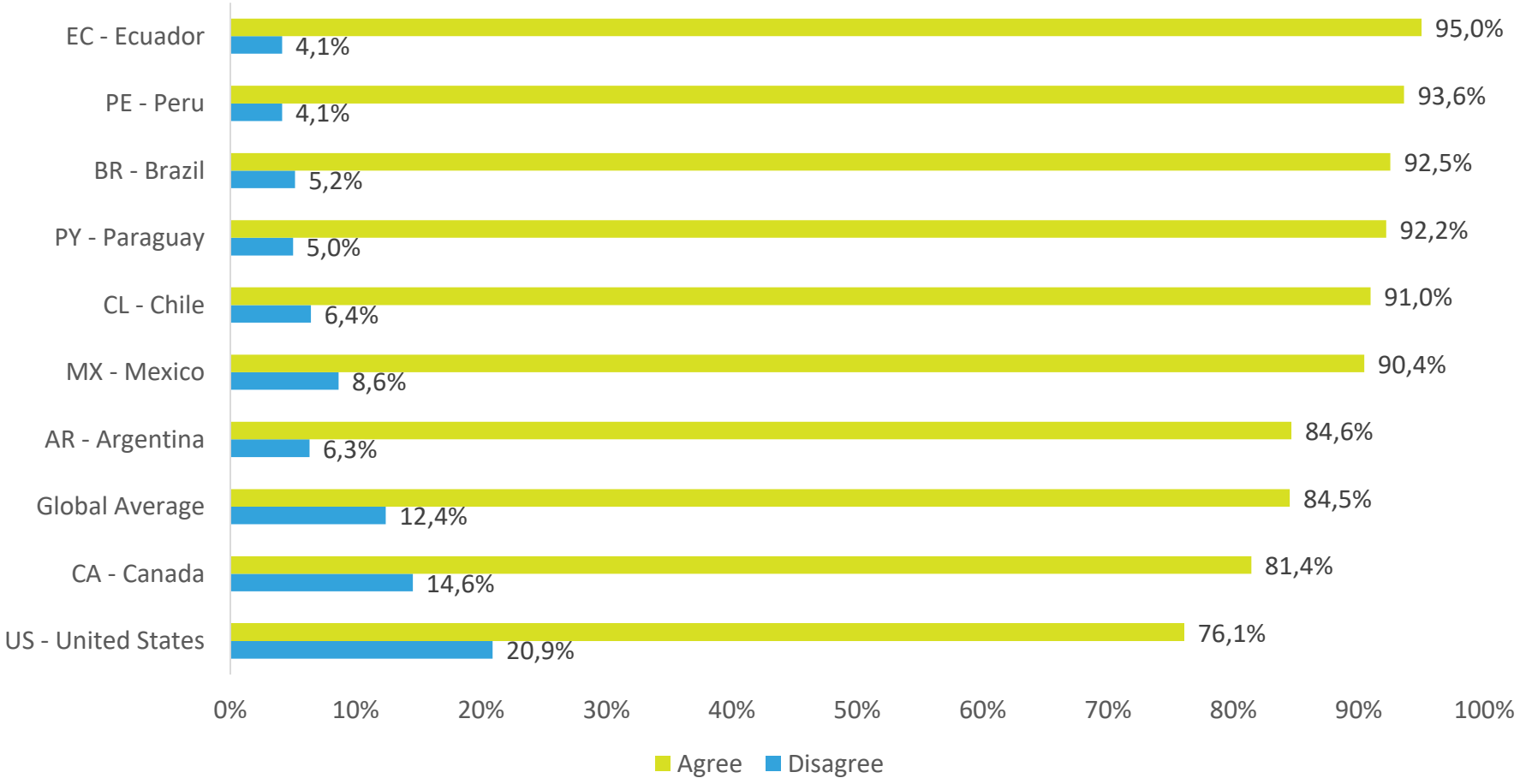
Worldwide Independent Network Of Market Research

# IS GLOBAL WARMING A SERIOUS THREAT FOR MANKIND?

## Region with the highest agree rate – Americas

**By countries**

% within total respondents




Source: WIN 2019. Base: 5,686

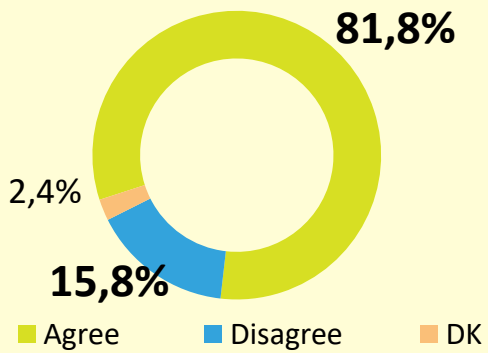
Worldwide Independent Network Of Market Research

# IS GLOBAL WARMING A SERIOUS THREAT FOR MANKIND?

## Region with the lowest agree rate – APAC

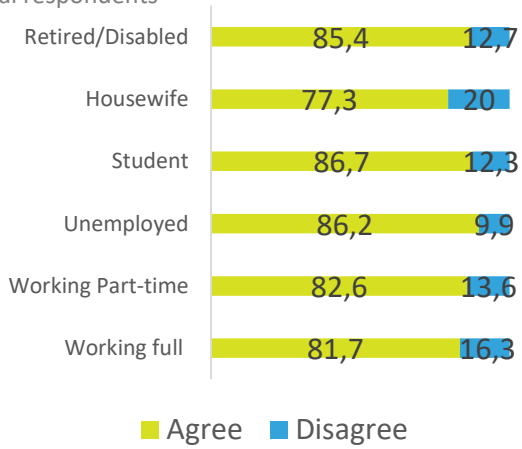
**Total APAC**

% within total respondents



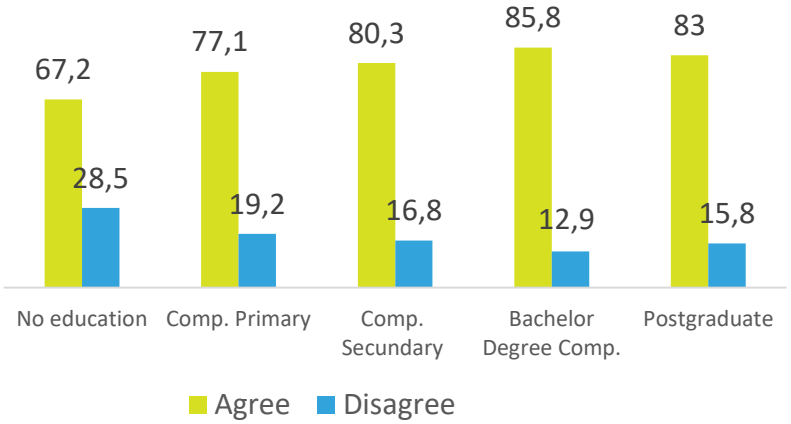

**By employment**

% within total respondents



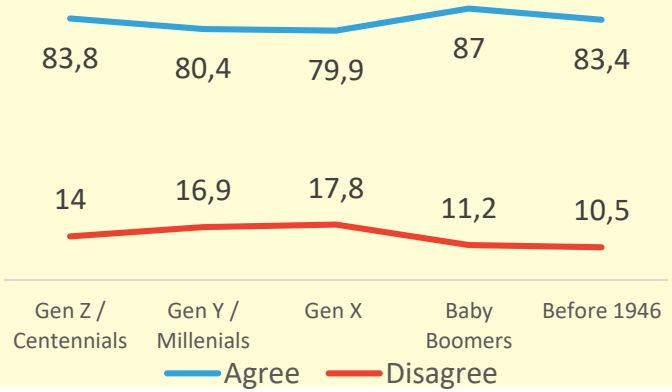

**By education level**

% within total respondents




**By generations**

% within total respondents




Source: WIN 2019. Base: 10,173



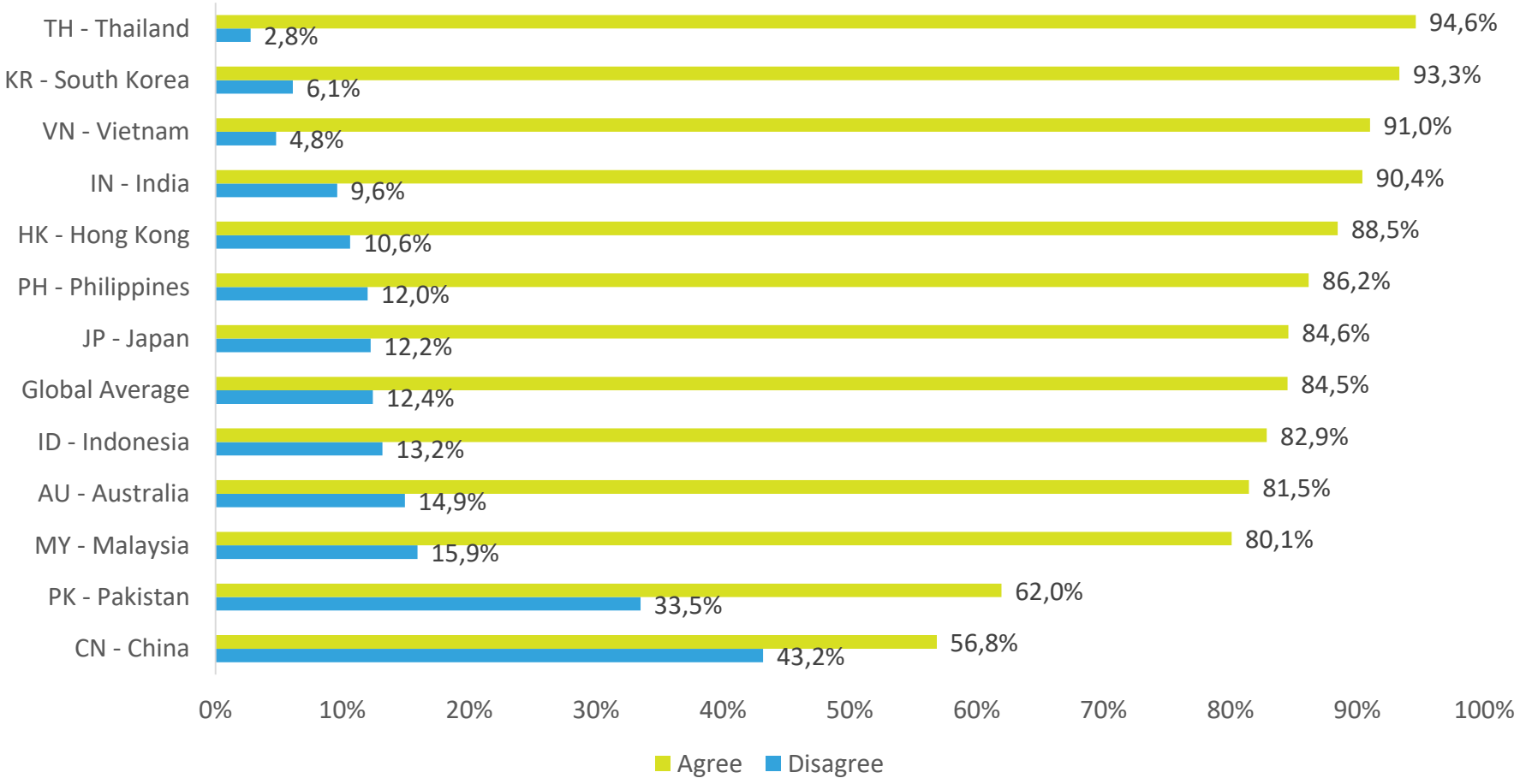
WiN Worldwide Independent Network Of Market Research

# IS GLOBAL WARMING A SERIOUS THREAT FOR MANKIND?

## Region with the lowest agree rate – APAC

**By countries**

% within total respondents




Source: WIN 2019. Base: 10,173

Worldwide Independent Network Of Market Research

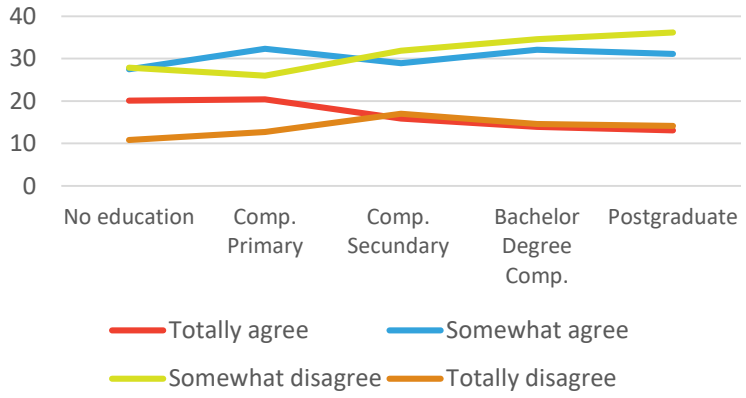
# IS IT ALREADY TOO LATE TO CURTAIL CLIMATE CHANGE?

## Global results

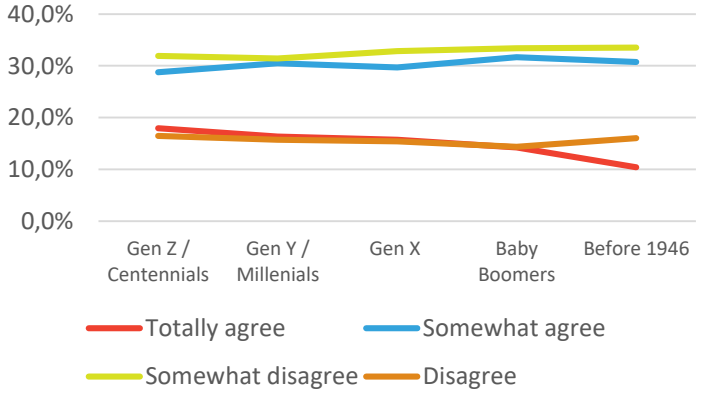
**45.9%** of respondents in participating countries agree considering that it is too late to stop climate change

**50.5%** of the retired and/or disabled people disagree with the statement, being the most confident group that there is still time to curtail climate change

People with higher educational level don´t think that is already too late to curtail this problem




Younger generations Gen Z and Gen Y are the most confident generations that is still time to curtail climate change




Source Win 2019. Base: 29,368

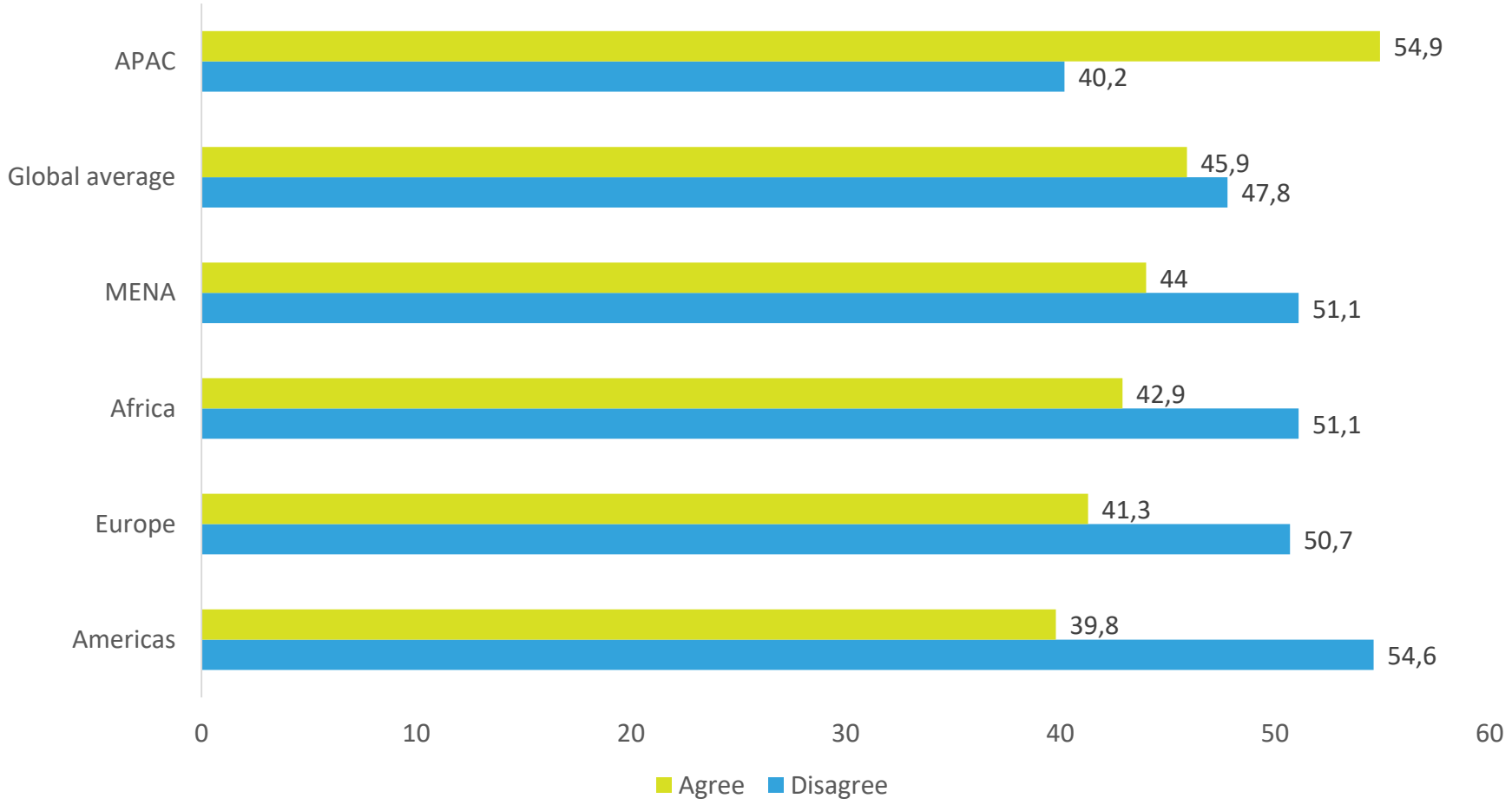
Source: WIN 2019. Base: 29,368



WiN Worldwide Independent Network Of Market Research

# IS IT ALREADY TOO LATE TO CURTAIL CLIMATE CHANGE?

## Regional results



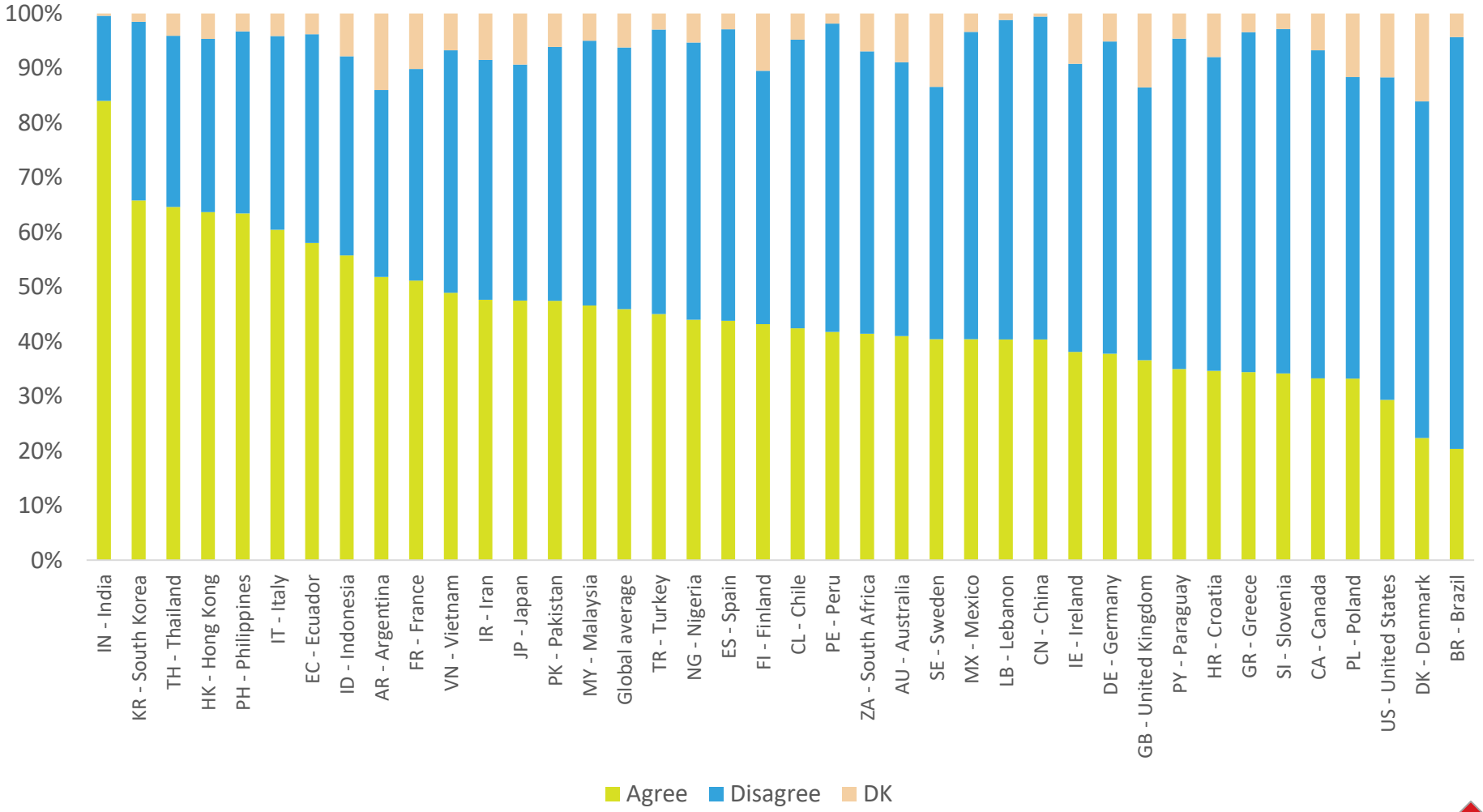

Source: WIN 2019. Base: 29,368



WiN Worldwide Independent Network Of Market Research

# IS IT ALREADY TOO LATE TO CURTAIL CLIMATE CHANGE?

## All participants countries

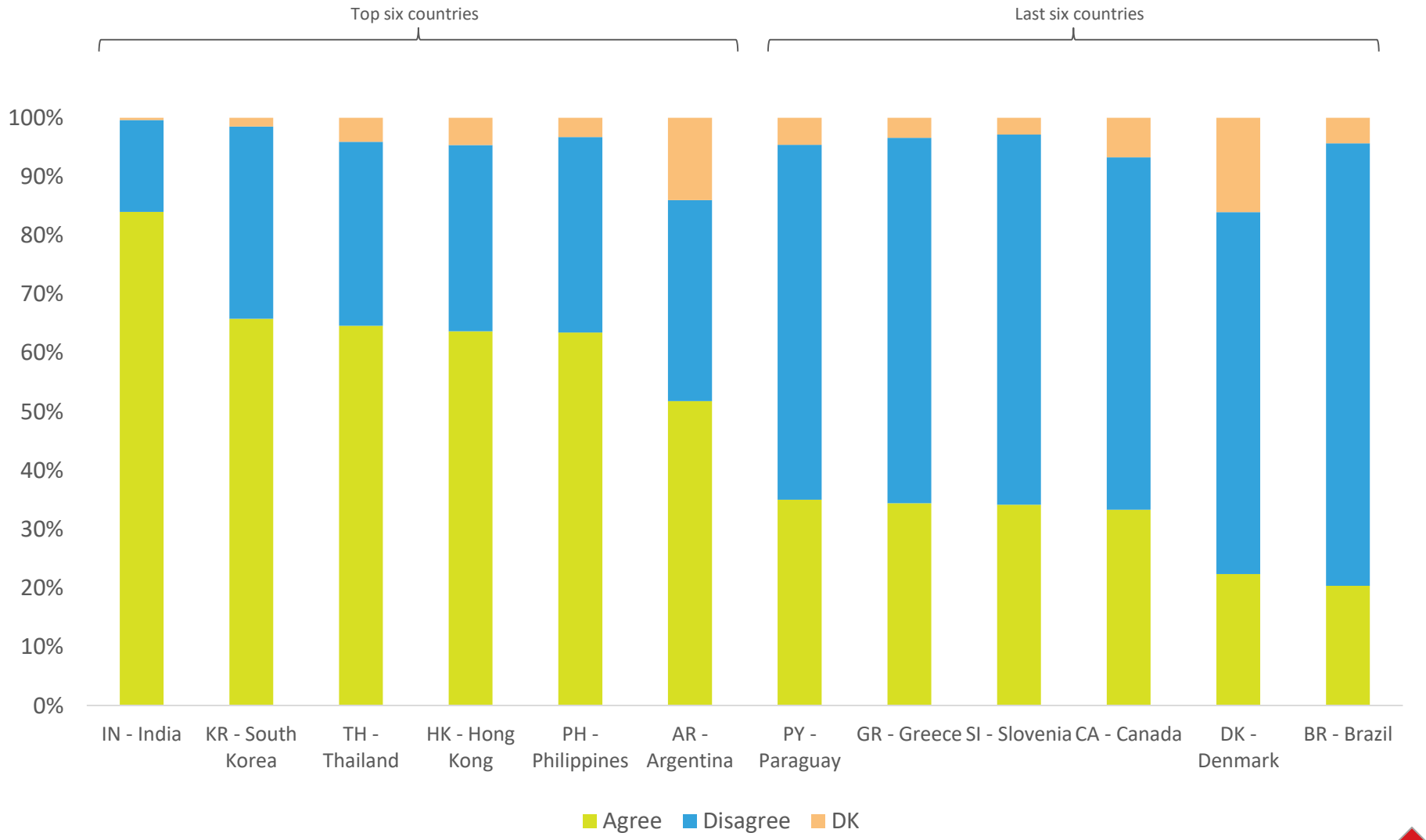



Source: WIN 2019. Base: 29,368

Worldwide Independent Network Of Market Research

# IS IT ALREADY TOO LATE TO CURTAIL CLIMATE CHANGE?

## Top six and last six countries to agree




Source: WIN 2019. Base: 29,368

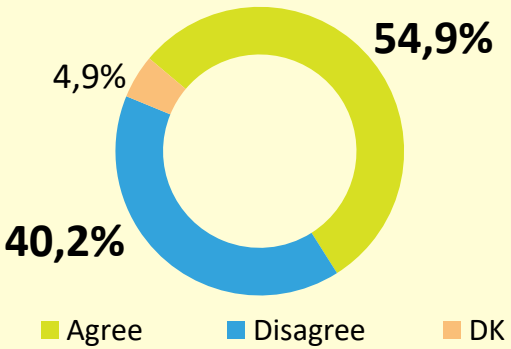
WiN Worldwide Independent Network Of Market Research

# IS IT ALREADY TOO LATE TO CURTAIL CLIMATE CHANGE?

## Region with the highest agree rate – APAC

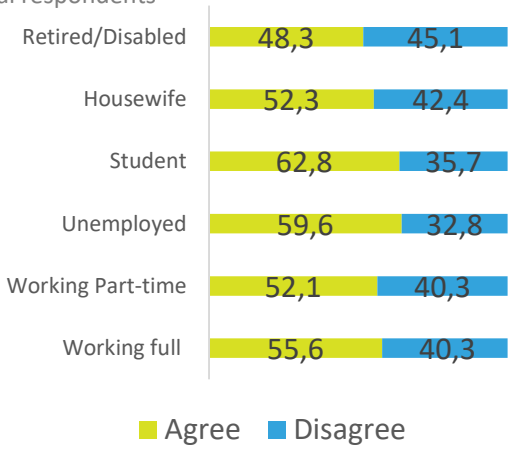
**Total APAC**

% within total respondents



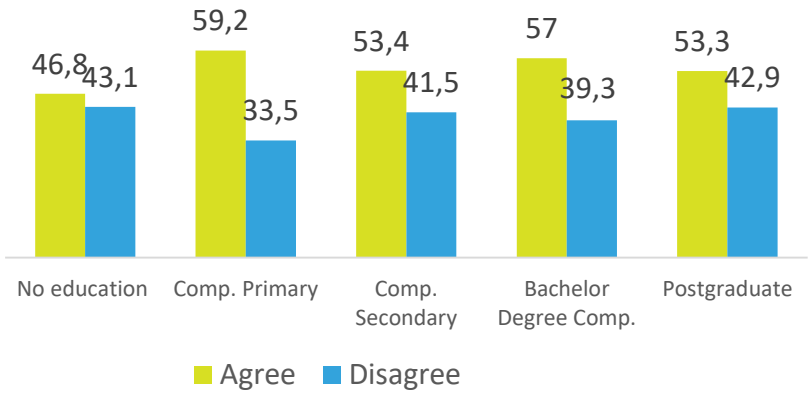

**By employment**

% within total respondents



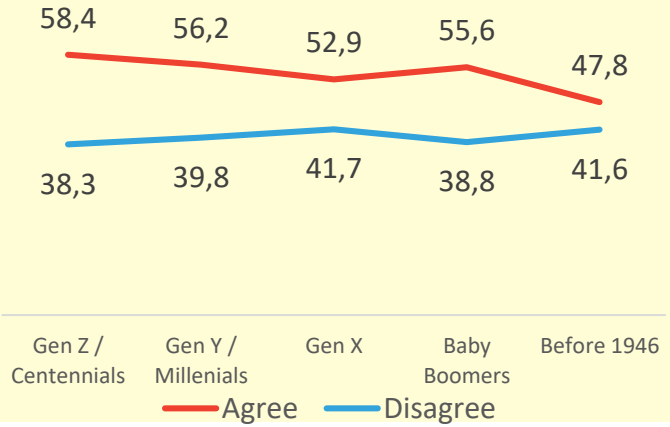

**By education level**

% within total respondents




**By generations**

% within total respondents



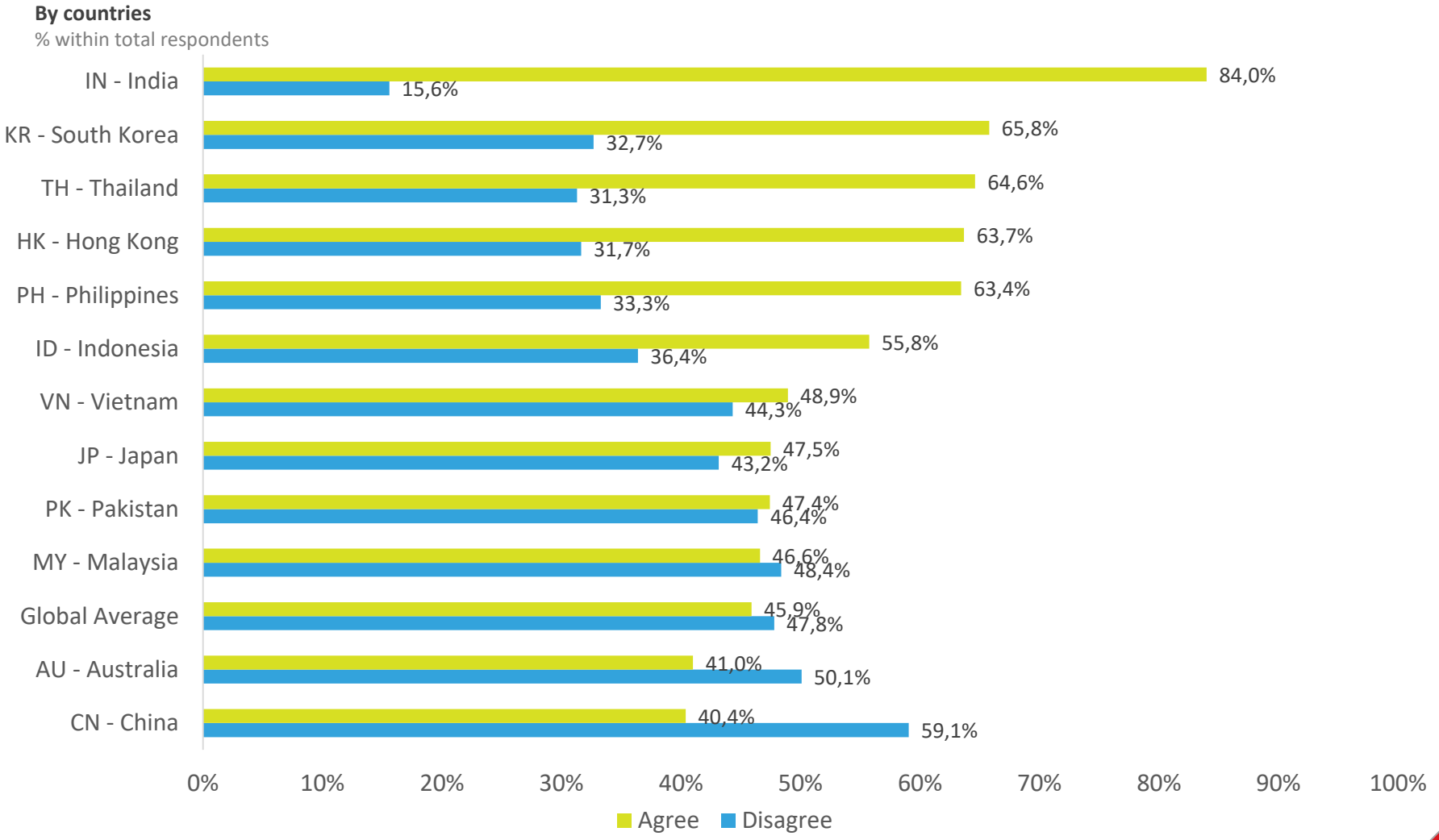

Source: WIN 2019. Base: 10,173



WiN Worldwide Independent Network Of Market Research

# IS IT ALREADY TOO LATE TO CURTAIL CLIMATE CHANGE?

## Region with the highest agree rate – APAC




Source: WIN 2019. Base: 10,173

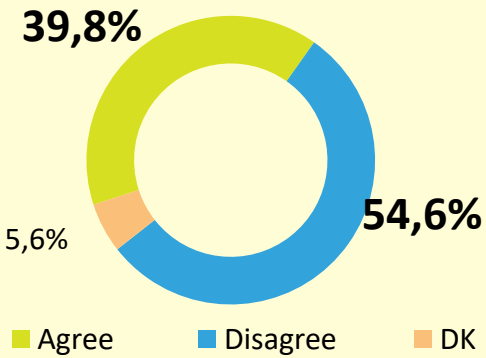
Worldwide Independent Network Of Market Research

# IS IT ALREADY TOO LATE TO CURTAIL CLIMATE CHANGE?

## Region with the lowest agree rate – Americas

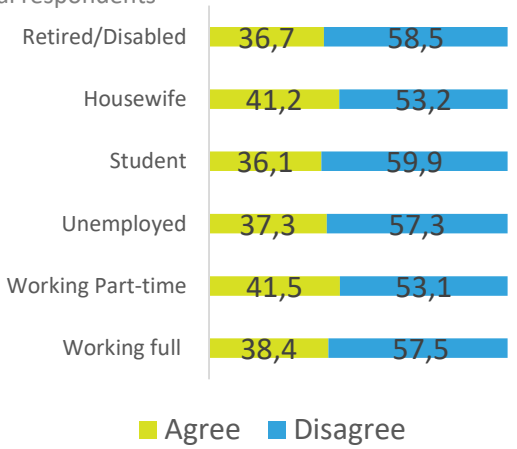
**Total Americas**

% within total respondents



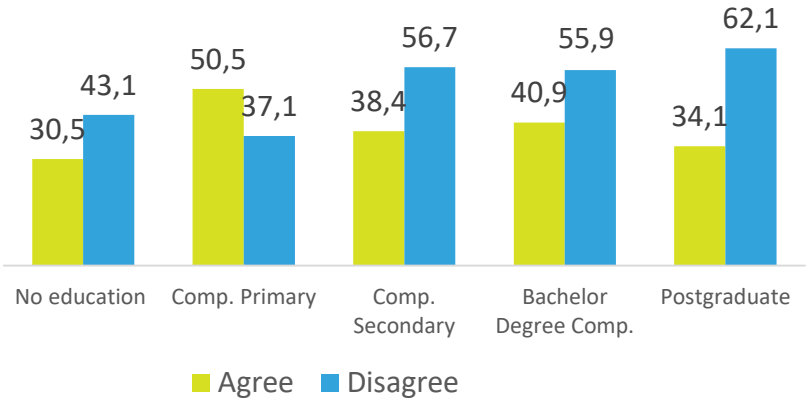

**By employment**

% within total respondents



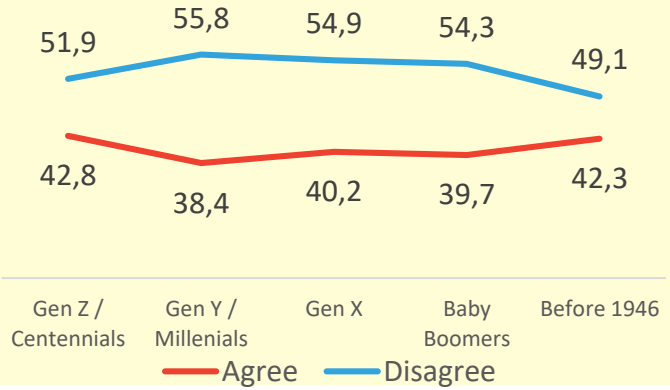

**By education level**

% within total respondents




**By generations**

% within total respondents




Source: WIN 2019. Base: 5,686



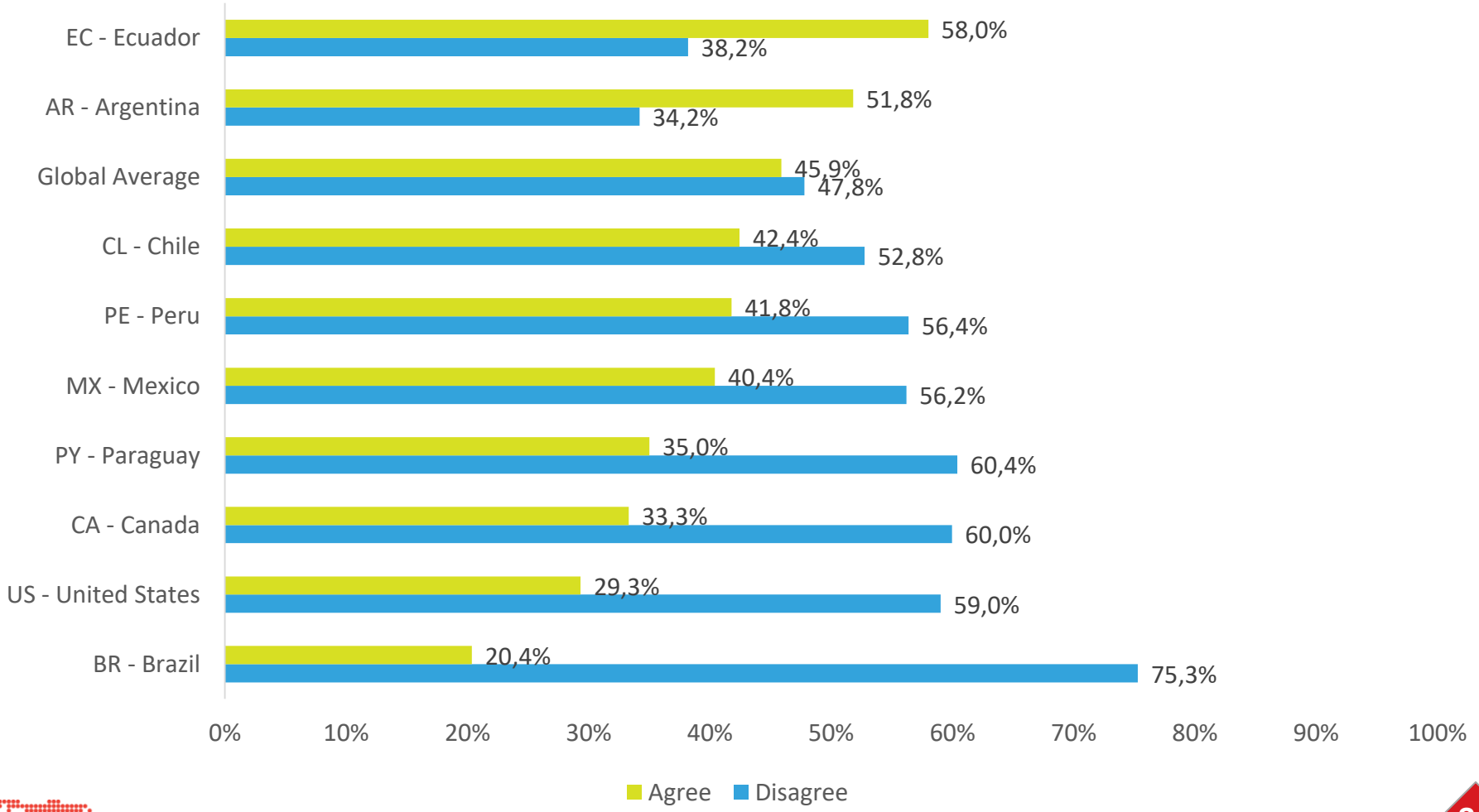
WiN Worldwide Independent Network Of Market Research

# IS IT ALREADY TOO LATE TO CURTAIL CLIMATE CHANGE?

## Region with the lowest agree rate – Americas

**By countries**

% within total respondents




Source: WIN 2019. Base: 5,686

Worldwide Independent Network Of Market Research

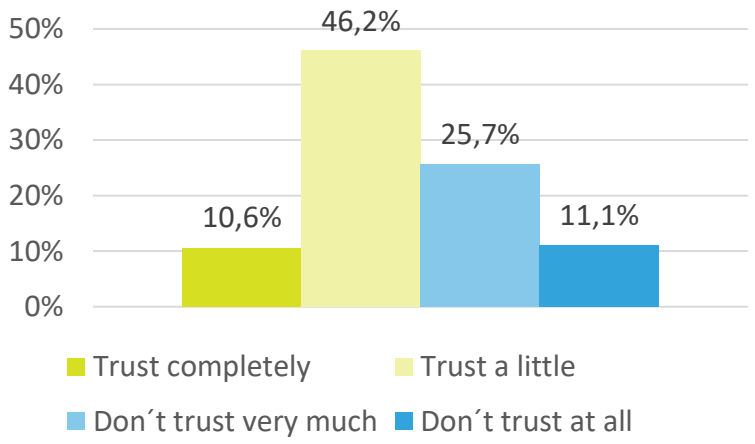
# WOULD YOU SAY YOU TRUST NON-PROFIT ORGANIZATION / NGOS (NON - GOVERNMENTAL ORGANIZATION)?

## Trust in NGOs among the most aware group

**38.7%** **of the citizens in participating countries** agree all the statements* about global warming and climate change, being able to consider them the most aware group and willing to do something for these issues

*Statement 1: There is a climate change that leads to global warming
Statement 2: Global warming is a result of human activity
Statement 3: Global warming is a serious threat for mankind
Statement 4: It is already too late to curtail climate change

**… and 56.8%** **of this group of aware people** trust in the work of Non- Profit Organizations / NGOs




Source: WIN 2019. Base: 11,379

Source: WIN 2019. Base: 29,368



Worldwide Independent Network Of Market Research

# METHODOLOGY

| | 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 Opinion | TAPI | 120 | NATIONAL | DEC 2019 |
| 26 | PAKISTAN | Gallup Pakistan | CAPI FACE TO FACE | 1000 | NATIONAL | DEC 2019 |
| 27 | PARAGUAY | ICA Consultoría Estratégica | CATI 25%<br>CAWI 75% | 500 | NATIONAL | DEC 2019 |
| 28 | PERU | DATUM Internacional | CAWI | 1000 | NATIONAL | DEC 2019 |
| 29 | PHILIPPINES | PSRC (Philippines Survey & Research Center Inc.) | PAPI | 1000 | NATIONAL | NOV 2019 |
| 30 | POLAND | MARECO POLSKA | CAWI | 500 | NATIONAL | OCT 2019 |
| 31 | SLOVENIA | Mediana | CAWI | 511 | NATIONAL | NOV 2019 |
| 32 | SOUTH AFRICA | Freshly Ground Insights (FGI) | CAPI/CAWI | 744 | NATIONAL | DEC 2019 |
| 33 | SOUTH KOREA | Gallup Korea | PAPI | 1500 | NATIONAL | NOV 2019 |
| 34 | SPAIN | Instituto DYM | CAWI | 1017 | NATIONAL | NOV 2019 |
| 35 | SWEDEN | Origo Group | CAWI | 500 | NATIONAL | DEC 2019 |
| 36 | THAILAND | Infosearch co.ltd | F2F | 600 | NATIONAL | OCT/NOV 2019 |
| 37 | TURKEY | Barem | CATI | 601 | NATIONAL | NOV/DEC 2019 |
| 38 | UK | ORB International (Opinion Research Business) | CAWI | 1000 | NATIONAL | DEC 2019 |
| 39 | USA | SSRS | CAWI | 509 | NATIONAL | NOV 2019 |
| 40 | VIETNAM | Indochina Research | F2F | 501 | TWO PROVINCES | 2019 |

## Total of 29.368 interviews worldwide

## Field dates: October - December 2019



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