

Protecting the Environment and Fight Climate Change: Individuals' Responsibility and the Role of Companies and Governments

WIN International, the world's leading association in market research and polling has published the Annual WIN World Survey (WWS - 2020) exploring the views and beliefs of 29,252 individuals among citizens from 34 countries across the globe. The survey analyzes views and opinions related to the perception of climate change in 2020 and the importance of sustainable development worldwide.

Climate change and sustainability

Climate change has already been a reality for several years, and one of its main consequences is global warming, which is **perceived as a threat to humanity by 85% of the global population** surveyed (in APAC and Americas the share is even higher, with 87% of the population believing global warming is a threat).

Vietnam (97%), South Korea (94%), Chile (93%), Indonesia (92%), India, Ecuador, and China (91%) are at the top of the world ranking when it comes to perceived threat of global warming.

Interestingly, around **8 out of 10 people are convinced that their personal everyday actions could help improving the environment**, a belief that seems more common among females (83%) than males (79%). On a global level, people in American region are even more strongly convinced about that (86%), followed by Europe (80%). In addition, **54% of the global population does not believe that it is too late to stop climate change**, and the share has increased by 6% compared to 2019 (48%), meaning that more people are convinced there is still time to act against climate change. Among the most optimistic world regions, we find once again America (61%) and Europe (58%), where the vast majority of people believes that improvements are still possible for the benefit of our environment. People in APAC and MENA region seem to be less optimistic (47% each).

Lately, sustainability has become a widely discussed topic since it involves many difference sectors and activities and it is meant to improve the environment and the society we're living in. When it comes to climate change, many discuss whether the sustainable actions should be taken by people or by governments and companies instead: **67% of the world's population believes the real efforts in terms of sustainability need to be undertaken by companies and by governments rather than individuals only**, with India (86%), South Korea (86%) and France (83%) being the countries where people agree the most to this view.

In line with the belief that personal actions can have an impact and that it is not too late to stop climate change, **66% of the global population affirms that they would like to live more sustainably, even if they find that often they don't make the necessary changes in their own behaviors:** people who are more keen in admitting that are mostly in the APAC region and America, indeed Paraguay (90%), South Korea (81%), the Philippines (77%), India (77%) and Chile (76%) are at the top of the ranking.

Vilma Scarpino, President of WIN International Association, said:

“The WIN Worldwide Survey still shows that the majority of the world population considers climate change as a serious threat to humankind, and 54% think that is not too late to curtail climate change. Citizens around the world are aware of their responsibility when it comes to apply sustainable behaviors in their everyday life but, at the same time, they expect businesses and governments to also do their part. Considering that many want to live more sustainably, governments and companies' efforts towards sustainability could also be a driver to individuals' behavioral change.”

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NOTES FOR EDITORS

Methodology:

The survey was conducted in 32 countries using CAWI / online survey methods.

Sample Size and Mode of Field Work:

A total of 26,759 people were interviewed. See below for sample details. The fieldwork was conducted during October 21st and December 15th, 2020. 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.

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	2020 Field Dates
1	ARGENTINA	Voices!	CAWI	1016	Nationwide	Nov. 5-19
2	BRAZIL	Market Analysis Brasil	CAWI	1120	Nationwide	Nov. 13-20
3	CANADA	Legér 360	ONLINE	1000	Nationwide	Nov. 4-14
4	CHILE	ACTIVIA RESEARCH	CAWI PANEL	1000	Nationwide	Nov.6-11
5	CHINA	WisdomAsia Marketing & Research COUNSULTING	ONLINE	1000	Nationwide	Nov. 10-16
6	CROAZIA	MEDIANA FIDES	CAWI	520	Nationwide	Nov. 11-12
7	DENMARK	DMA Research A/S	ONLINE	500	Nationwide	Nov. 1-15
8	ECUADOR	CEDATOS	CATI	700	Quito-Guayaquil	Nov. 1-15
9	FINLAND	TALOUSTUTKIMUS Oy	CAWI	651	Nationwide	Nov. 18-20
10	FRANCE	BVA	CAWI	1000	Nationwide	Dec. 8-12
11	GERMANY	Produkt + Markt	ONLINE	1000	Nationwide	Oct. 21-28
12	HONG KONG	CSG	CAWI ONLINE	509	Nationwide	Nov. 18-23
13	INDIA	DataPrompt International Pvt. Ltd.	CAWI	500	Nationwide	Nov. 30 - Dec. 4
14	INDONESIA	DEKA Insight Indonesia	ONLINE	1000	Nationwide	Nov. 14-25
15	Republic of IRELAND	REDC	ONLINE	1001	Nationwide	Nov. 5-10
16	ITALY	BVA Doxa	CAWI	1000	Nationwide	Oct. 26-29
17	JAPAN	NIPPON RESEARCH CENTER, LTD.	CAWI	1137	Nationwide	Nov. 6-9
18	LEBANON	REACH SAL	CATI	500	Nationwide	Nov. 5-19
19	MALAYSIA	Compass Insights Sdn. Bhd.	CAWI	500	Nationwide	Nov. 1-16
20	MEXICO	BRAIN RESEARCH	ONLINE	500	Nationwide	Nov. 13-23

21	NIGERIA	Market Trends International	F2F	1000	Nationwide	Nov. 16-30
22	PAKISTAN	Gallup Pakistan	CATI	1103	Nationwide	Nov. 5-15
23	PALESTINIAN TERRITORIES	PCPO Palestinian Centre for Public Opinion	F2F	1498	WestBank Incl. Jerusalem-Gaza Strip	Dec. 02-23
24	PARAGUAY	ICA Consultoria Estratègica	CATI	500	Nationwide	Dec. 2-15
25	PERU	Datum Internacional	CAWI panel	1210	Nationwide	Nov. 2-5
26	PHILIPPINES	PSRC (Philippines Survey & Research Center inc.)	CAWI and CATI	1000	Nationwide	Dec 5-15
27	POLAND	Mareco Polska	CAWI	587	Nationwide	Oct. 28-31
28	Republic of KOREA	Gallup Korea	F2F	1500	Nationwide	Nov. 7-29
29	SERBIA	MEDIANA ADRIA	CAWI	500	Nationwide	Nov. 12-16
30	SLOVENIA	MEDIANA	CAWI	798	Nationwide	Nov. 11-12
31	SPAIN	Instituto DYM	CAWI	1006	Nationwide	Oct. 22-23
32	UK	ORB INTERNATIONAL	ONLINE	1000	Nationwide	Dec. 11-13
33	USA	SSRS	WEB	800	Nationwide	Nov. 11-18
34	VIETNAM	Indocina Research Vietnam	TAPI	600	Ha Noi and Ho Chi Minh City	Oct. 31- Nov. 12