



WIN

Worldwide
Independent Network
Of Market Research



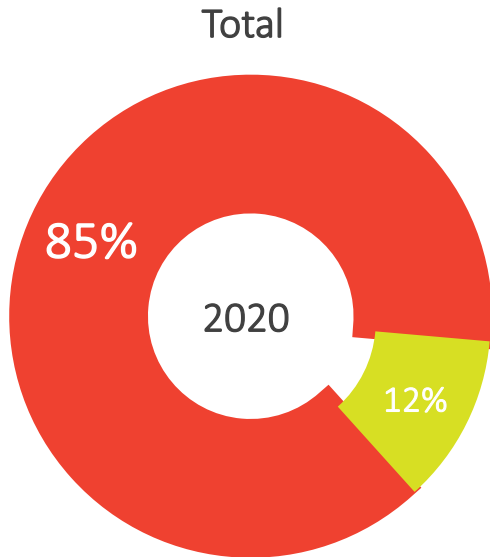
Climate change & sustainability

WWS 2020

Global warming is a serious threat for mankind

% within total population

2019



By gender

Women
87%
10%

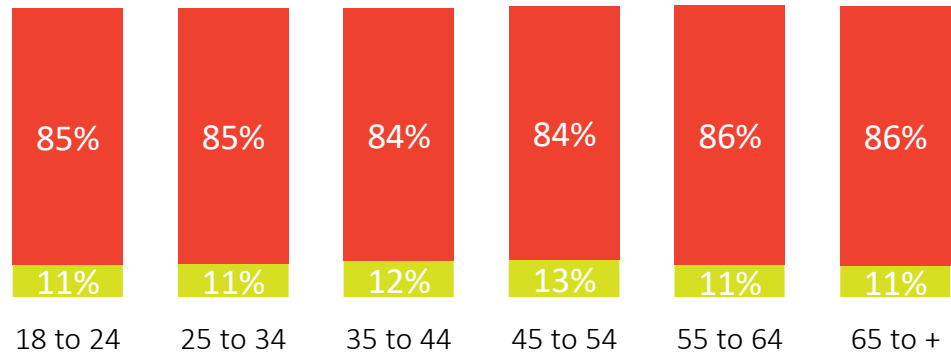


Men
83%
13%

	TTB	BTB
Total	85%	12%
Women	86%	11%
Men	83%	14%
18 to 24	85%	12%
25 to 34	84%	12%
35 to 44	83%	14%
45 to 54	84%	13%
55 to 64	87%	11%
65 to +	86%	11%

By age group

TTB Totally agree / Somewhat agree
BTB Somewhat disagree / Totally disagree



Source: WIN 2020. Base: 29252. The percentages of Dk / Nr have not been plotted.

P7. To what extent do you agree or disagree with the following statements? - Global warming is a serious threat for mankind

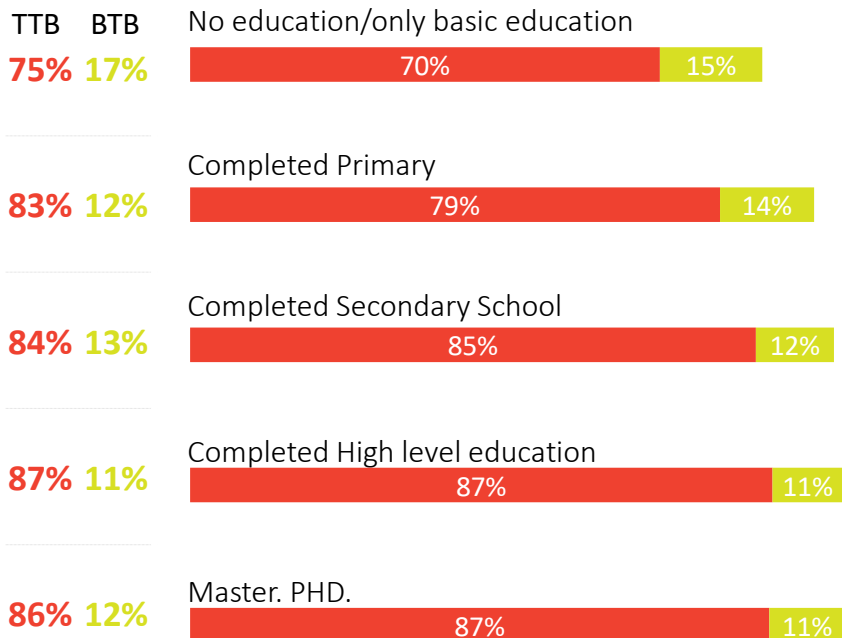
Global warming is a serious threat for mankind

% within total population



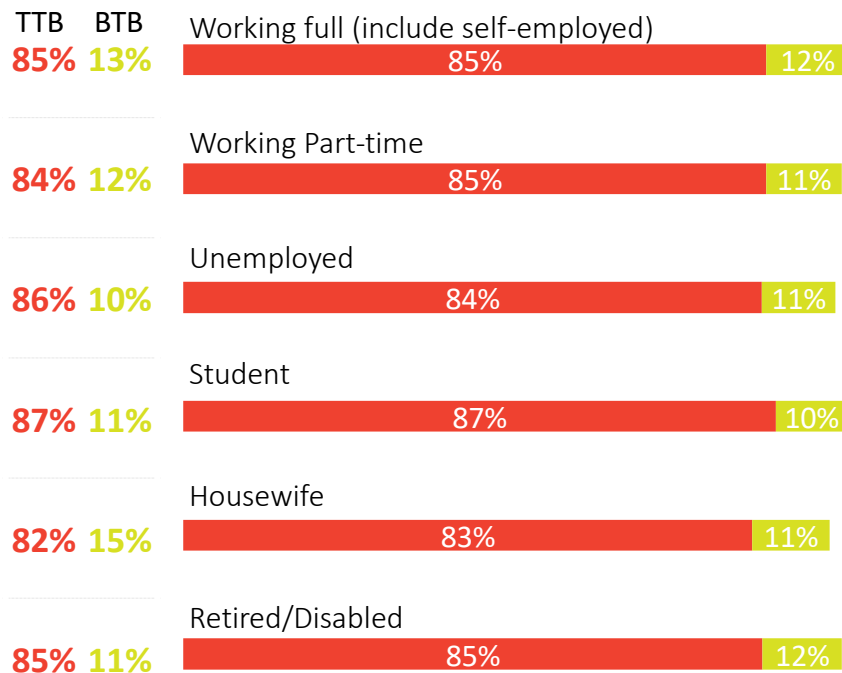
By education level

2019



By employment

2019



TTB

Totally agree /
Somewhat agree

BTB

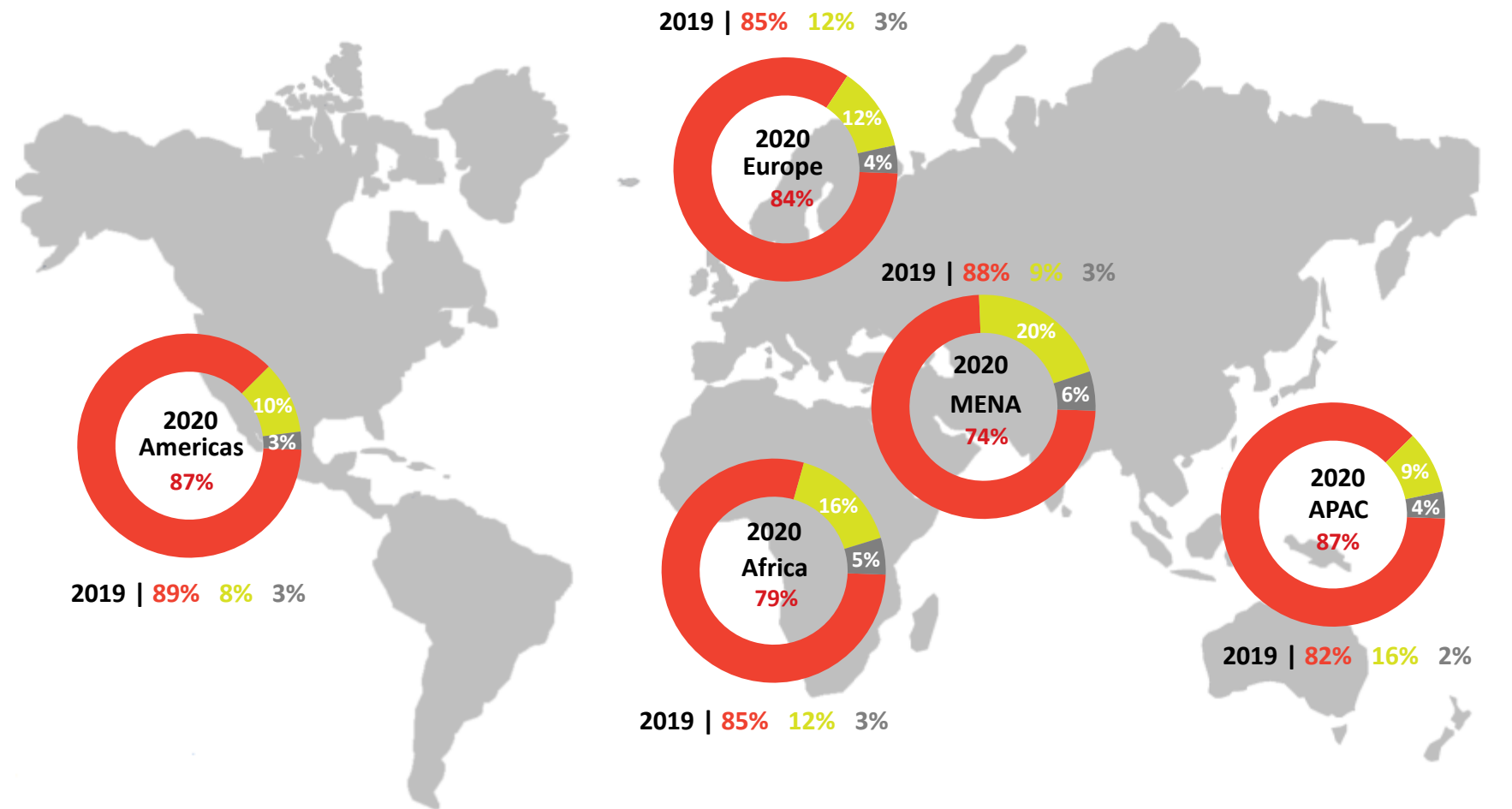
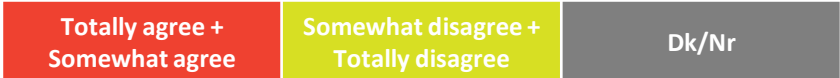
Somewhat disagree /
Totally disagree

Source: WIN 2020. Base: 29252. The percentages of Dk / Nr have not been plotted.

P7. To what extent do you agree or disagree with the following statements? - Global warming is a serious threat for mankind

Global warming is a serious threat for mankind

% within total population



Source: WIN 2020. Base: 29252.

Global warming is a serious threat for mankind

% within total population



Source: WIN 2020. Base: 29252. The percentages of Dk / Nr have not been plotted.

P7. To what extent do you agree or disagree with the following statements? - Global warming is a serious threat for mankind

Global warming is a serious threat for mankind (comparative annual TTB)

% within total population

	TTB 2019	TTB 2020	
GLOBAL AVERAGE	85%	85%	
VN - Vietnam	91%	97%	↑
KR - South Korea	93%	94%	↑
CL - Chile	91%	93%	↑
ID - Indonesia	83%	92%	↑
IN - India	90%	91%	↑
EC - Ecuador	95%	91%	↓
CN - China	57%	91%	↑
AR - Argentina	85%	90%	↑
LB - Lebanon	90%	90%	
FR - France	88%	90%	↑
PH - Philippines	86%	89%	↑
PY - Paraguay	92%	89%	↓
MY - Malaysia	80%	89%	↑
HR - Croatia	70%	89%	↑
PE - Peru	94%	89%	↓
IT - Italy	83%	89%	↑

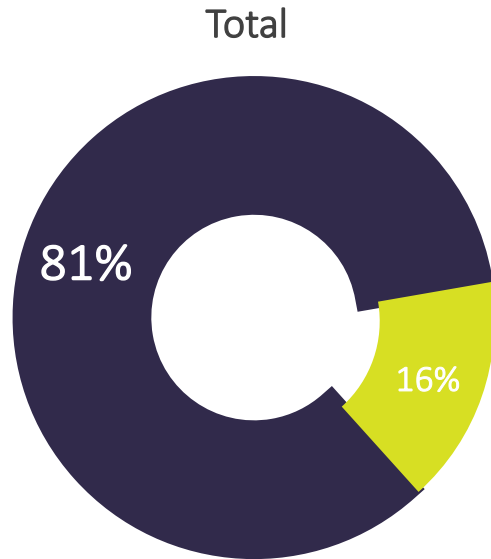
	TTB 2019	TTB 2020	
BR - Brazil	93%	88%	↓
IE - Ireland	86%	87%	↑
RS - Serbia	No data	87%	
MX - Mexico	90%	86%	↓
ES - Spain	88%	86%	↓
FI - Finland	83%	84%	↑
CA - Canada	81%	83%	↑
HK - Hong Kong	89%	82%	↓
DE - Germany	86%	82%	↓
GB - United Kingdom	78%	81%	↑
NG - Nigeria	82%	79%	↓
SI - Slovenia	88%	79%	↓
PL - Poland	78%	78%	
JP - Japan	85%	76%	↓
PK - Pakistan	62%	74%	↑
US - United States	76%	72%	↓
PS - Palestinian T.	No data	69%	
DK - Denmark	81%	67%	↓

Source: WIN 2020. Base: 29252.

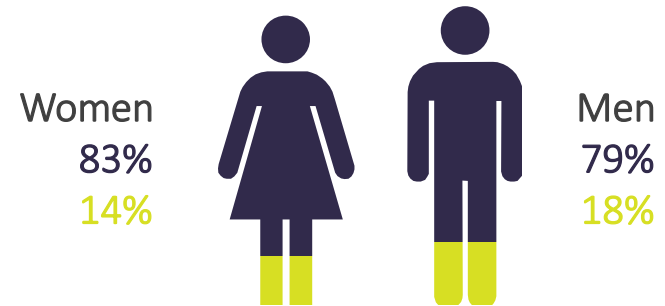
P7. To what extent do you agree or disagree with the following statements? - Global warming is a serious threat for mankind

I believe my personal actions can improve the environment

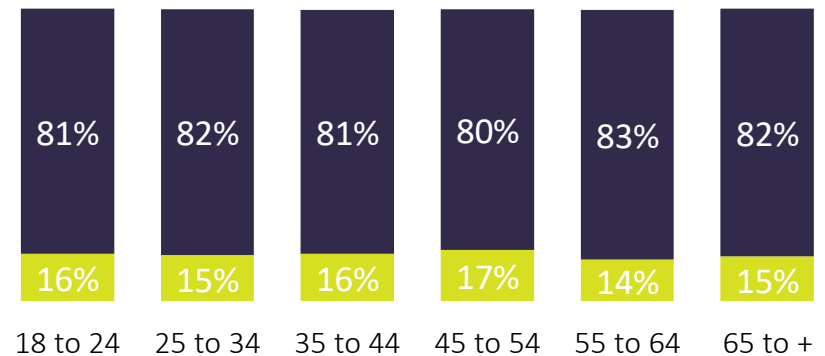
% within total population



By gender



By age group



TTB Totally agree / Somewhat agree

BTB Somewhat disagree / Totally disagree

Source: WIN 2020. Base: 29252. The percentages of Dk / Nr have not been plotted.

P7. To what extent do you agree or disagree with the following statements? - I believe my personal actions can improve the environment

I believe my personal actions can improve the environment

% 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

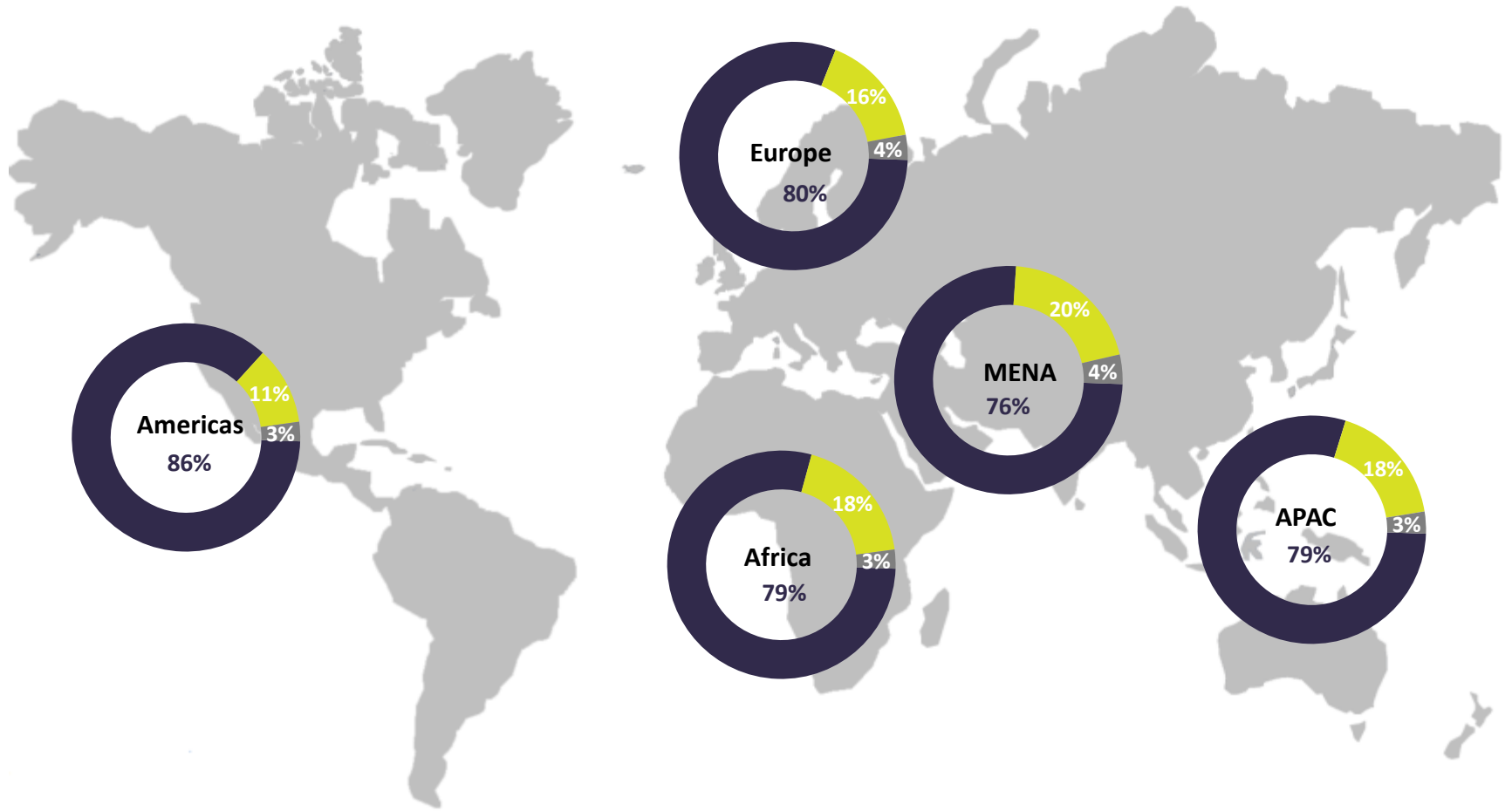
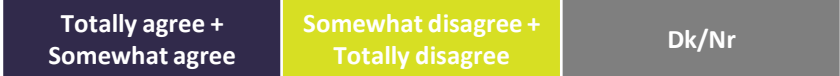
Somewhat disagree /
Totally disagree

Source: WIN 2020. Base: 29252. The percentages of Dk / Nr have not been plotted.

P7. To what extent do you agree or disagree with the following statements? - I believe my personal actions can improve the environment

I believe my personal actions can improve the environment

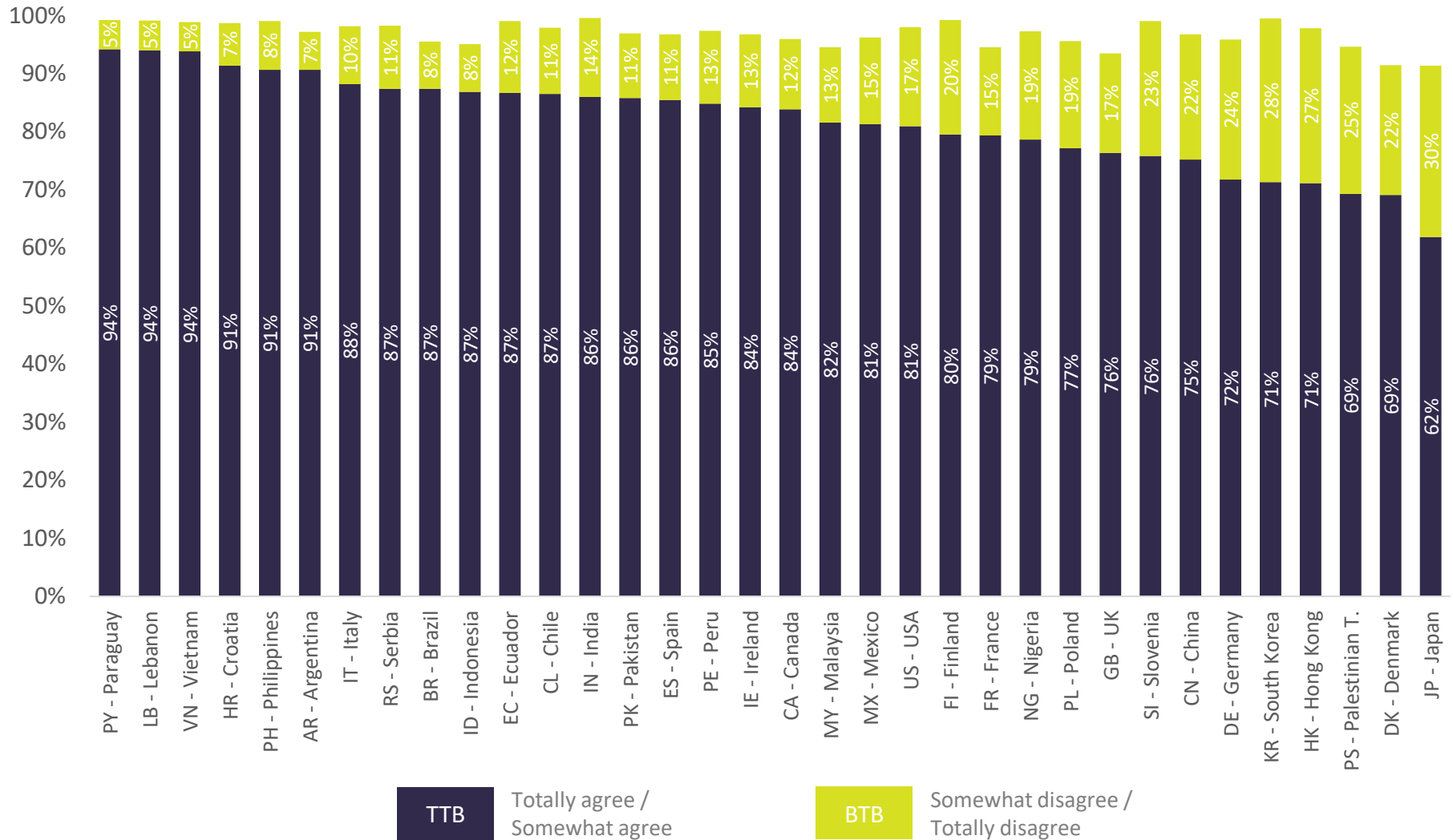
% within total population



Source: WIN 2020. Base: 29252.

I believe my personal actions can improve the environment

% within total population

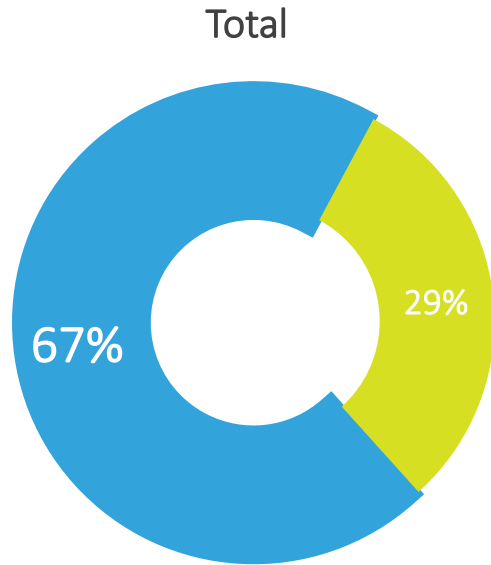


Source: WIN 2020. Base: 29252. The percentages of Dk / Nr have not been plotted.

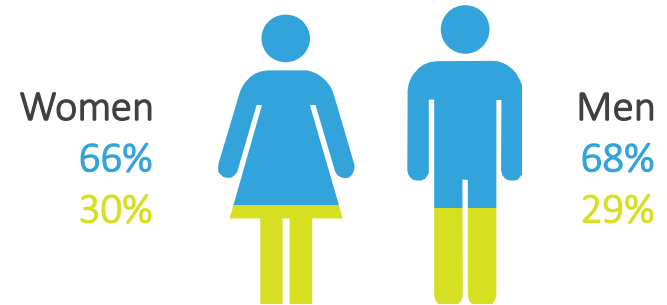
P7. To what extent do you agree or disagree with the following statements? - I believe my personal actions can improve the environment

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

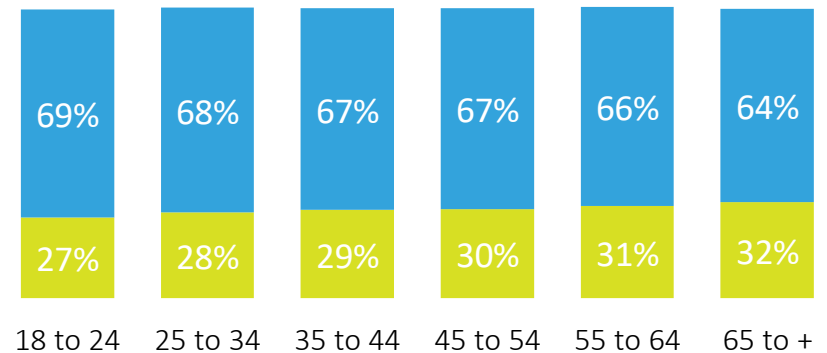
% within total population



By gender



By age group



TTB Totally agree / Somewhat agree

BTB Somewhat disagree / Totally disagree

Source: WIN 2020. Base: 29252. The percentages of Dk / Nr have not been plotted.

P7. To what extent do you agree or disagree with the following statements? - The real efforts on sustainability and environment need to be taken by business and government rather than individuals

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

% 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

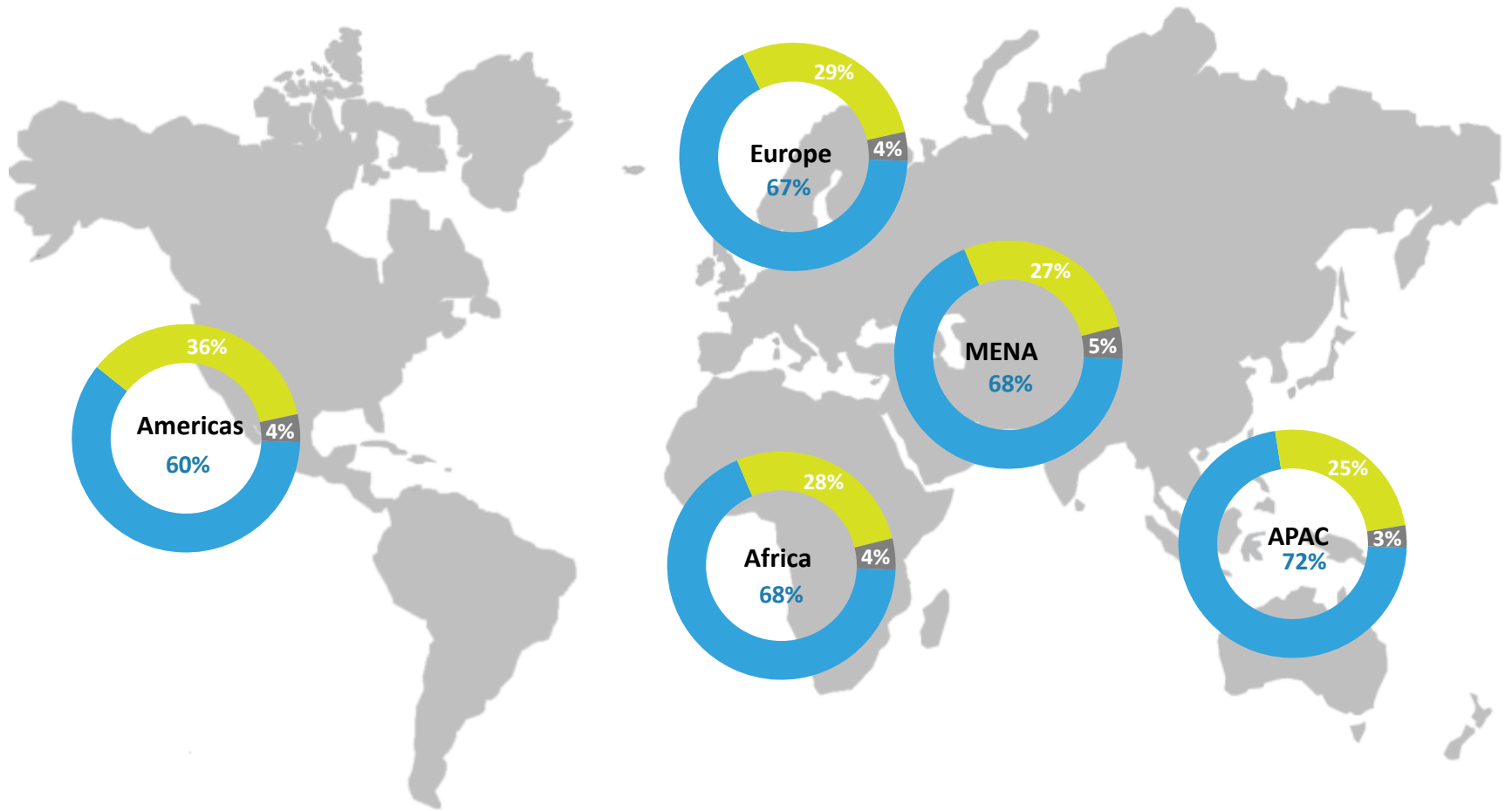
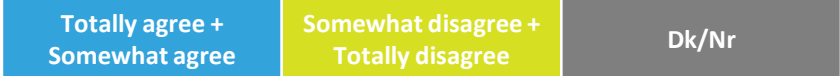
Somewhat disagree / Totally disagree

Source: WIN 2020. Base: 29252. The percentages of Dk / Nr have not been plotted.

P7. To what extent do you agree or disagree with the following statements? - The real efforts on sustainability and environment need to be taken by business and government rather than individuals

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

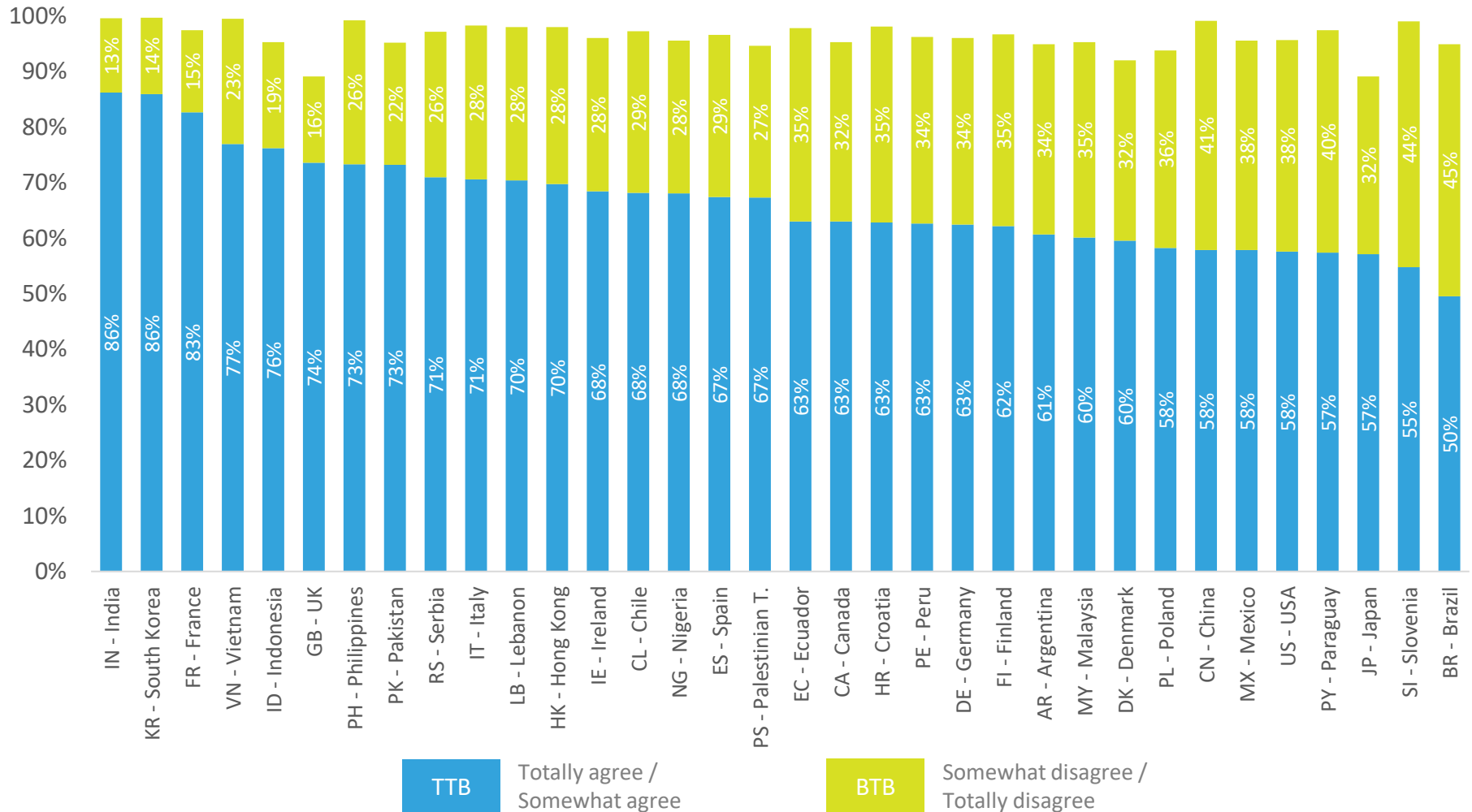
% within total population



Source: WIN 2020. Base: 29252.

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

% within total population

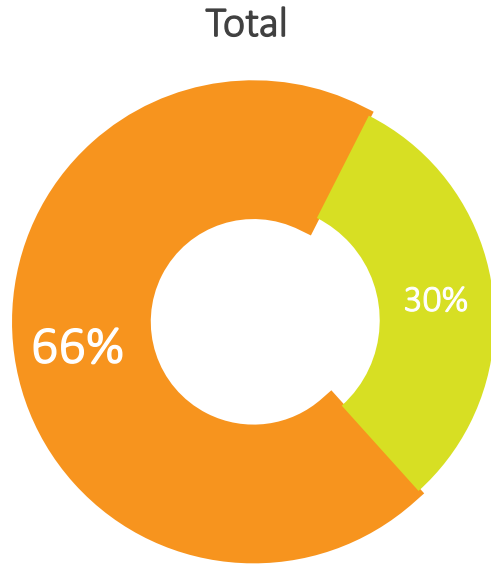


Source: WIN 2020. Base: 29252. The percentages of Dk / Nr have not been plotted.

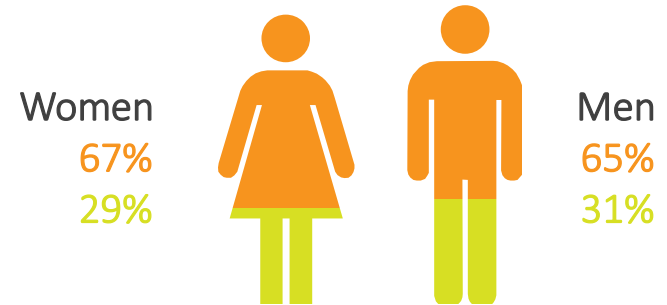
P7. To what extent do you agree or disagree with the following statements? - The real efforts on sustainability and environment need to be taken by business and government rather than individuals

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

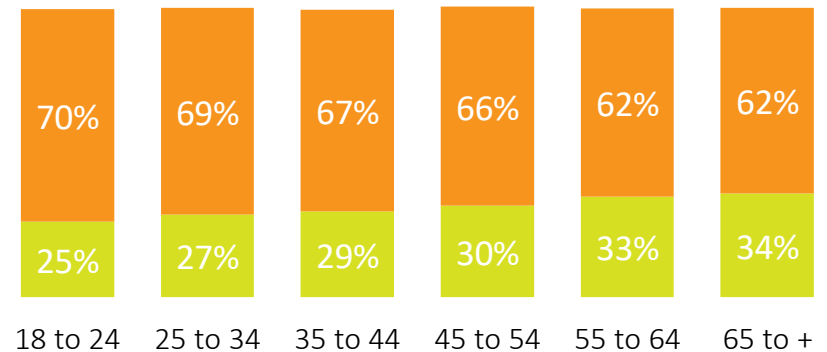
% within total population



By gender



By age group



TTB Totally agree / Somewhat agree

BTB Somewhat disagree / Totally disagree

Source: WIN 2020. Base: 29252. The percentages of Dk / Nr have not been plotted.

P7. To what extent do you agree or disagree with the following statements? - I would like to live more sustainably, but often find I don't make the necessary changes to my current behavior

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

% 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

Source: WIN 2020. Base: 29252. The percentages of Dk / Nr have not been plotted.

P7. To what extent do you agree or disagree with the following statements? - I would like to live more sustainably, but often find I don't make the necessary changes to my current behavior

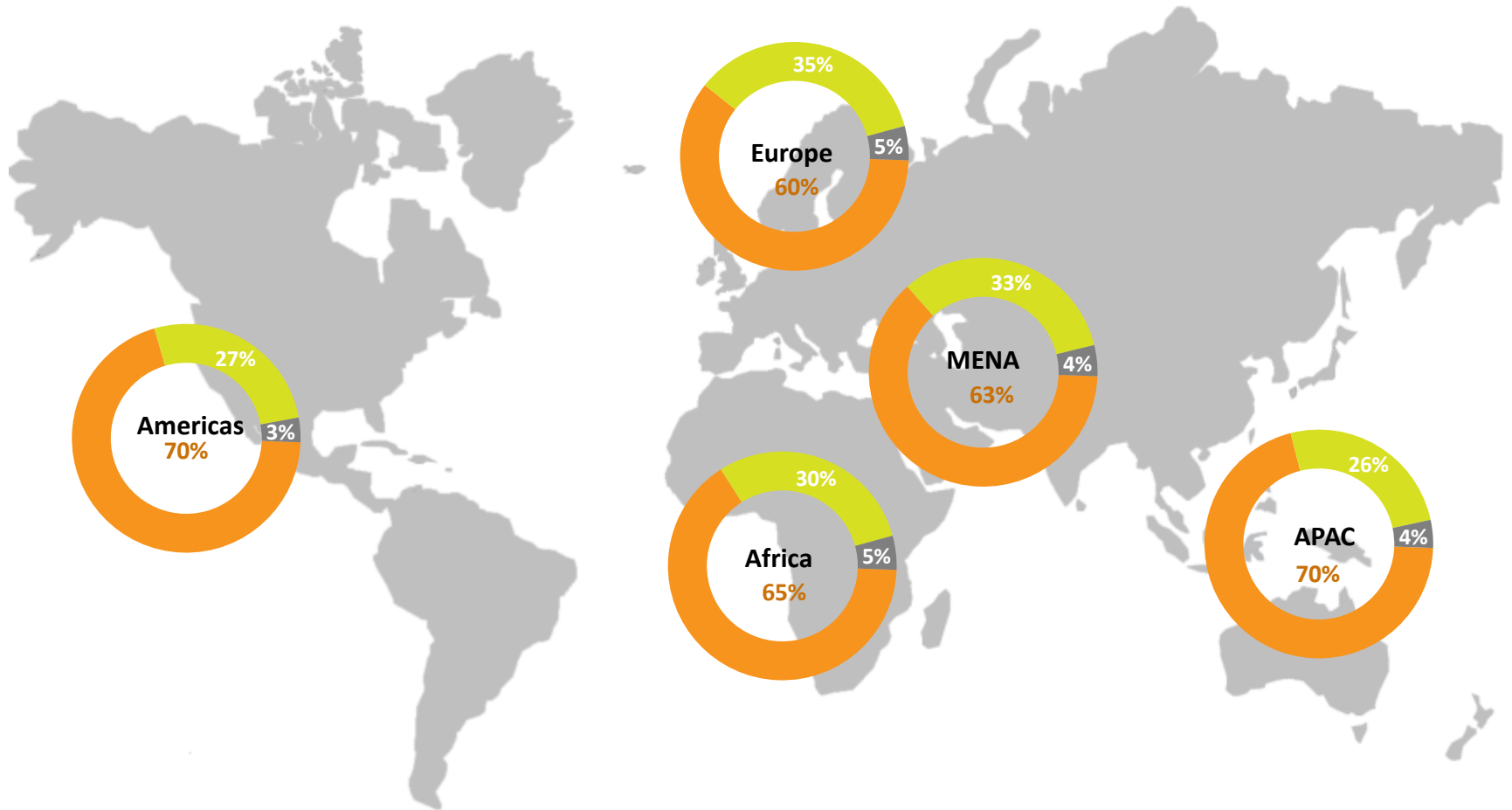
I would like to live more sustainably, but often find I don't make the necessary changes to my current behavior

% within total population

Totally agree +
Somewhat agree

Somewhat disagree +
Totally disagree

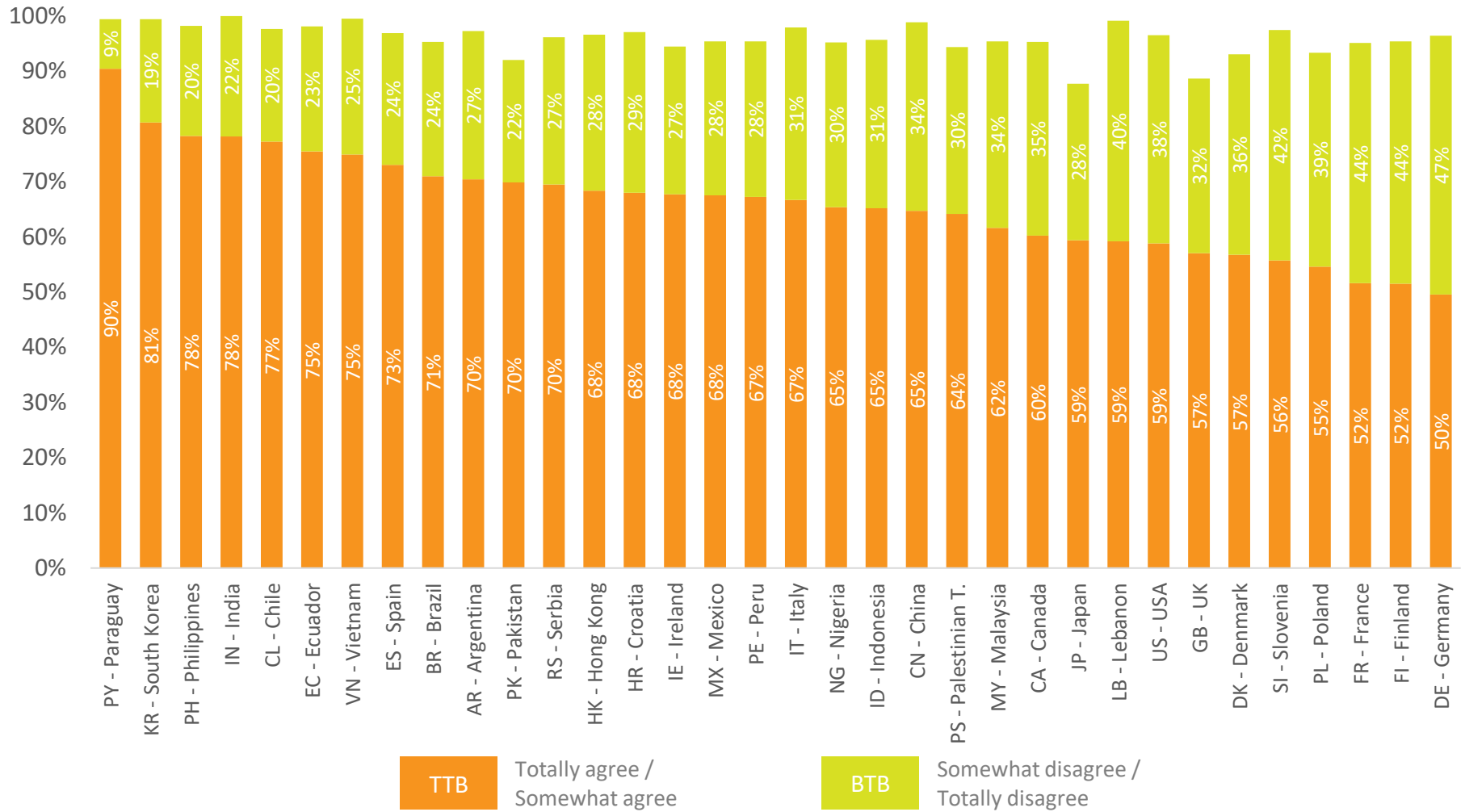
Dk/Nr



Source: WIN 2020. Base: 29252.

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

% within total population



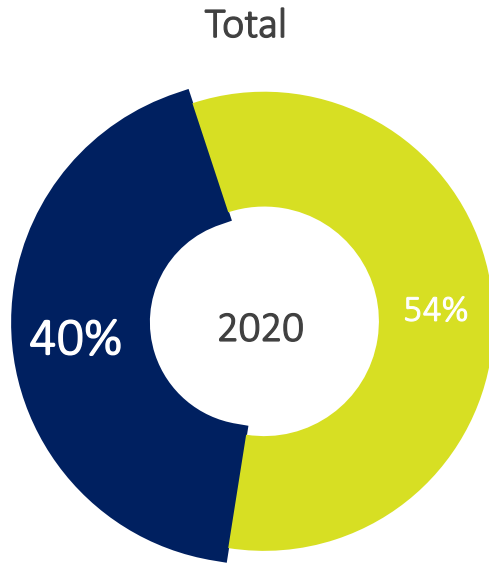
Source: WIN 2020. Base: 29252. The percentages of Dk / Nr have not been plotted.

P7. To what extent do you agree or disagree with the following statements? - I would like to live more sustainably, but often find I don't make the necessary changes to my current behavior

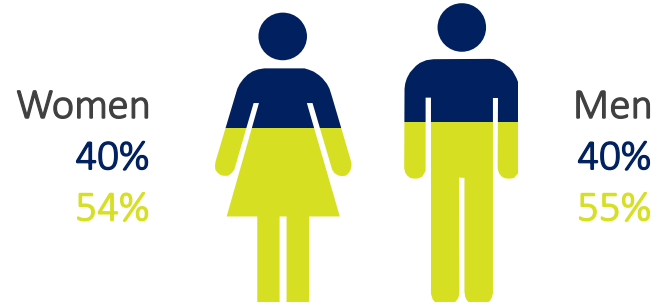
It is already too late to curtail climate change

% within total population

2019



By gender

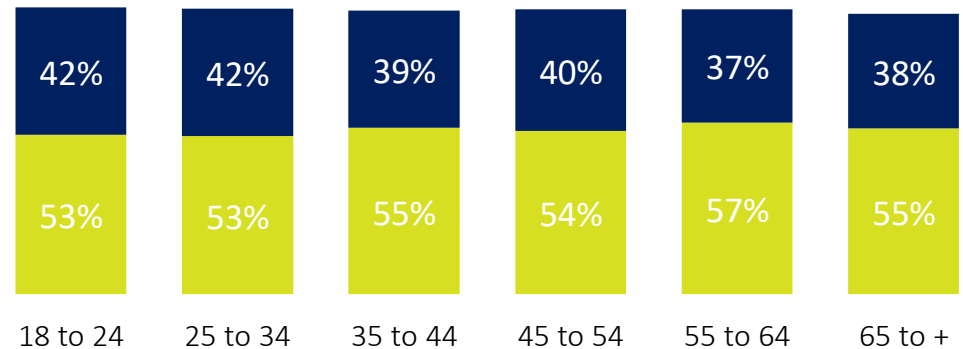


	TTB	BTB
Total	46%	48%
Women	46%	48%
Men	46%	48%
18 to 24	47%	48%
25 to 34	47%	46%
35 to 44	45%	49%
45 to 54	45%	49%
55 to 64	46%	47%
65 to +	44%	49%

By age group

TTB Totally agree / Somewhat agree

BTB Somewhat disagree / Totally disagree



Source: WIN 2020. Base: 29252. The percentages of Dk / Nr have not been plotted.

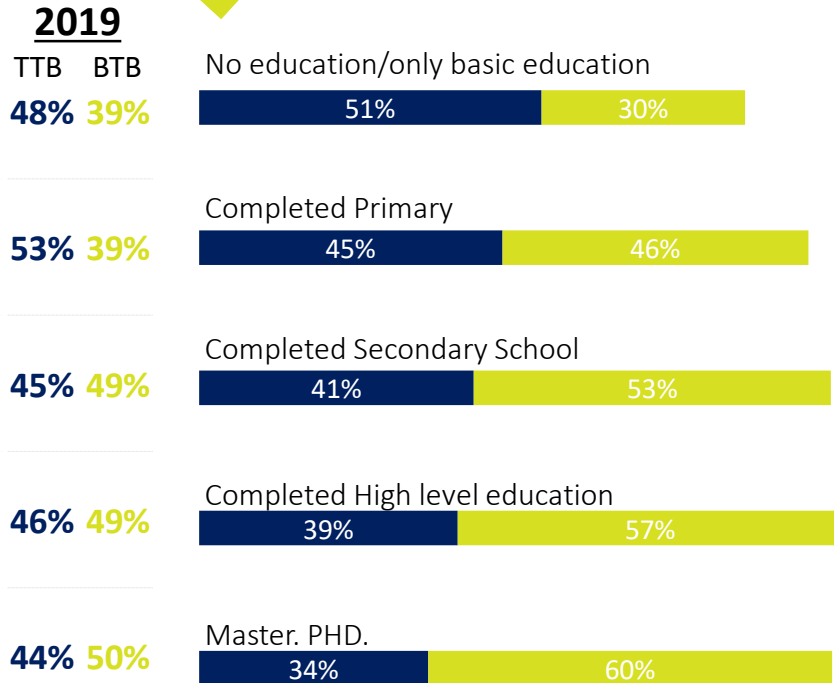
P7. To what extent do you agree or disagree with the following statements? - It is already too late to curtail climate change

It is already too late to curtail climate change

% within total population



By education level

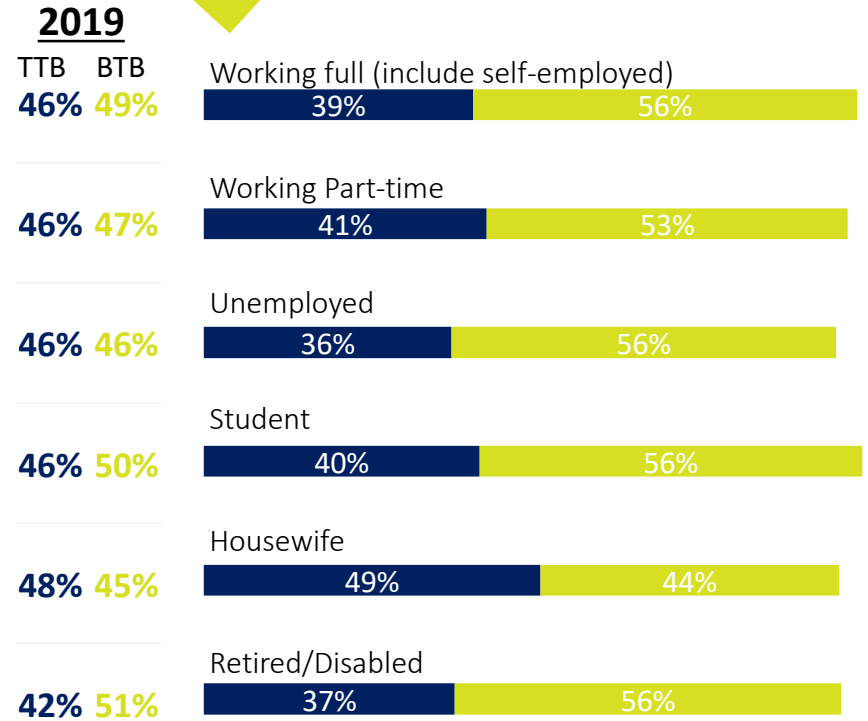


TTB Totally agree / Somewhat agree

BTB Somewhat disagree / Totally disagree



By employment

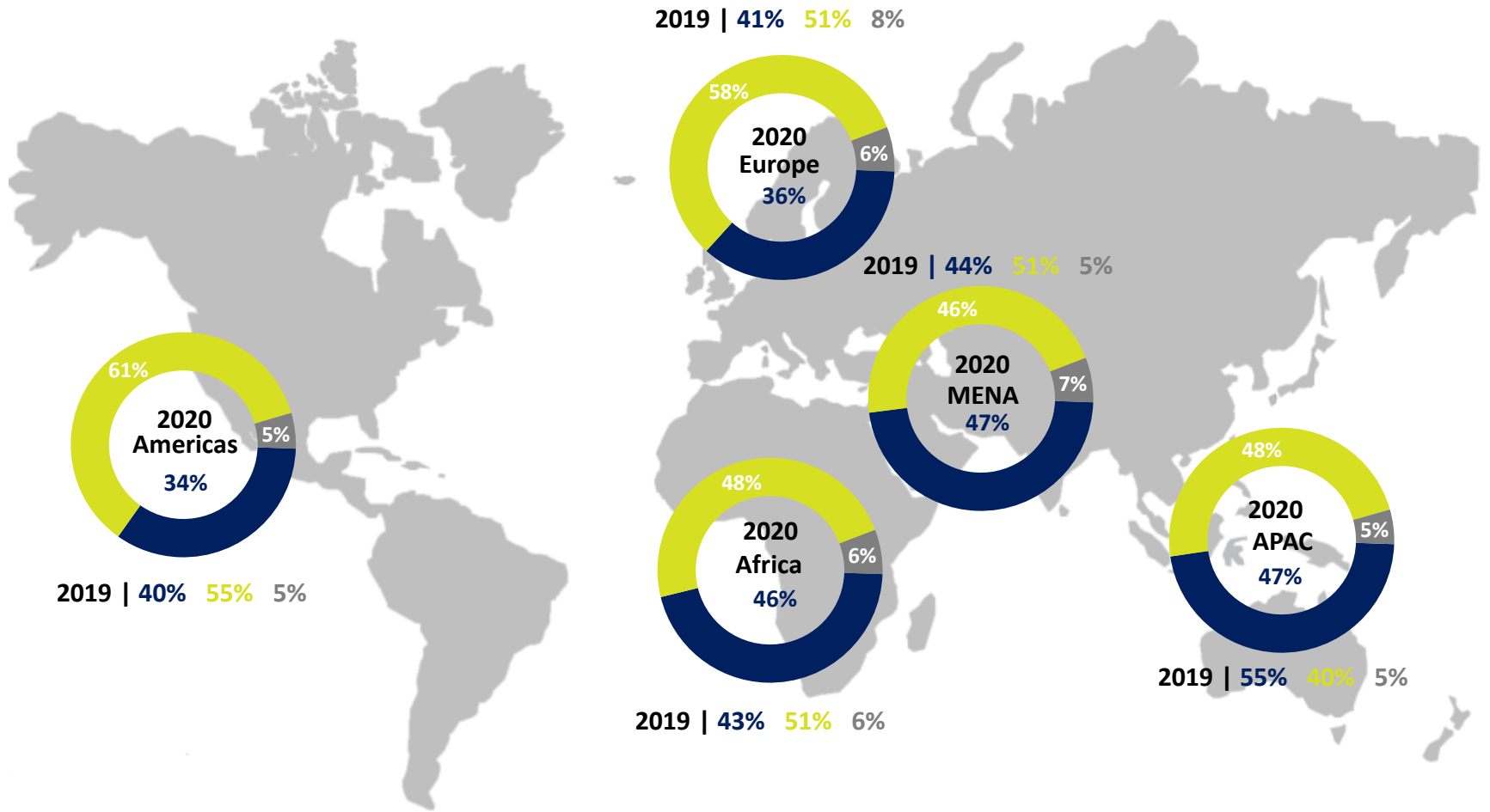
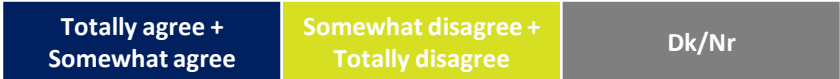


Source: WIN 2020. Base: 29252. The percentages of Dk / Nr have not been plotted.

P7. To what extent do you agree or disagree with the following statements? - It is already too late to curtail climate change

It is already too late to curtail climate change

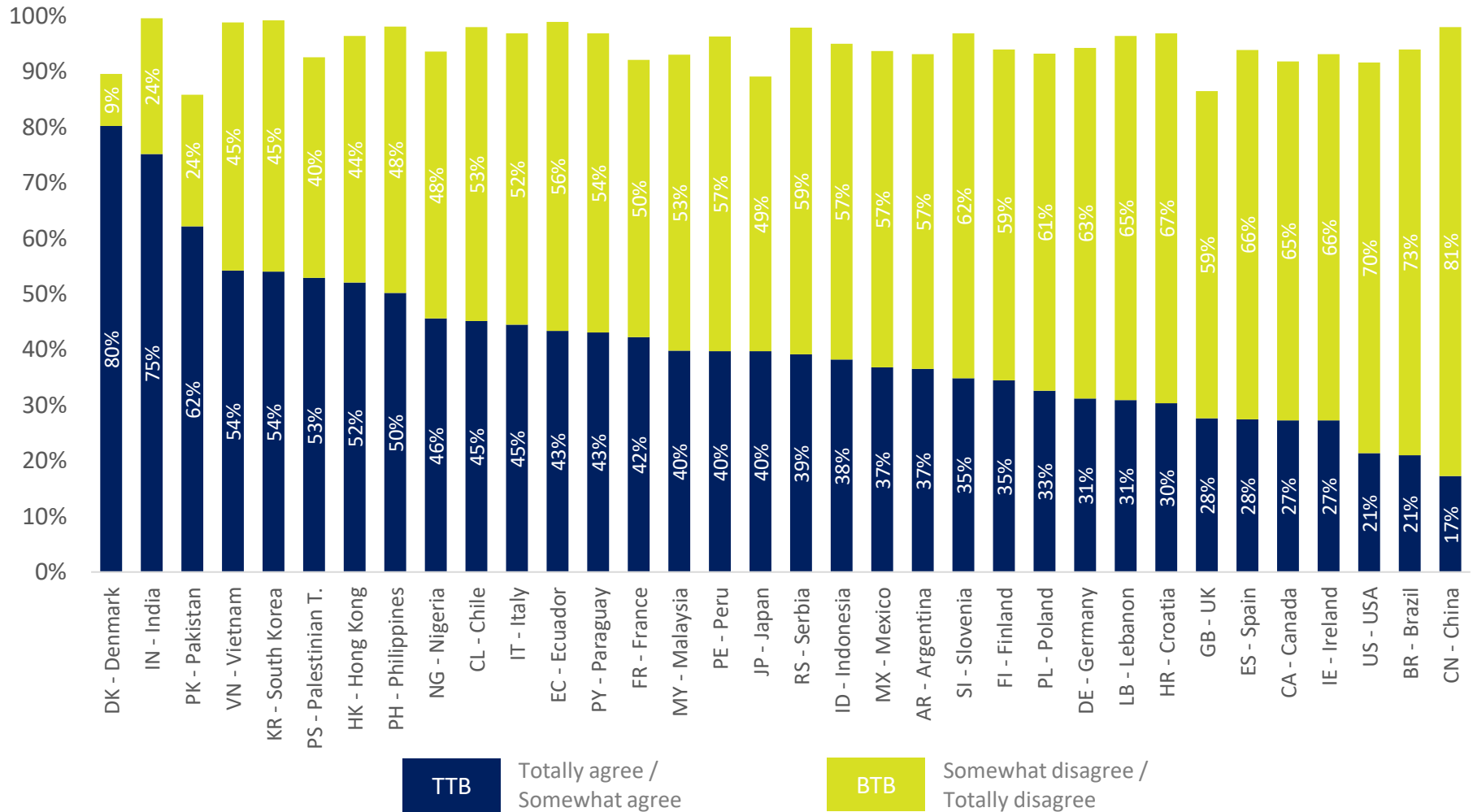
% within total population



Source: WIN 2020. Base: 29252.

It is already too late to curtail climate change

% within total population



Source: WIN 2020. Base: 29252. The percentages of Dk / Nr have not been plotted.

P7. To what extent do you agree or disagree with the following statements? - It is already too late to curtail climate change

It is already too late to curtail climate change (comparative annual TTB)

% within total population

	TTB 2019	TTB 2020
GLOBAL AVERAGE	46%	40%
DK - Denmark	22%	80% ↑
IN - India	84%	75% ↓
PK - Pakistan	47%	62% ↑
VN - Vietnam	49%	54% ↑
KR - South Korea	66%	54% ↓
PS – Palestinian T.	No data	53%
HK - Hong Kong	64%	52% ↓
PH - Philippines	63%	50% ↓
NG - Nigeria	44%	46% ↑
CL - Chile	42%	45% ↓
IT - Italy	60%	45% ↓
EC - Ecuador	58%	43% ↓
PY - Paraguay	35%	43% ↑
FR - France	51%	42% ↓
MY - Malaysia	47%	40% ↓
PE - Peru	42%	40% ↓

	TTB 2019	TTB 2020
JP - Japan	48%	40% ↓
RS - Serbia	No data	39%
ID - Indonesia	56%	38% ↓
MX - Mexico	40%	37% ↓
AR - Argentina	52%	37% ↓
SI - Slovenia	34%	35% ↑
FI - Finland	43%	35% ↓
PL - Poland	33%	33%
DE - Germany	38%	31% ↓
LB - Lebanon	40%	31% ↓
HR - Croatia	35%	30% ↓
GB - United Kingdom	37%	28% ↓
ES - Spain	44%	28% ↓
CA - Canada	33%	27% ↓
IE - Ireland	38%	27% ↓
US - United States	29%	21% ↓
BR - Brazil	20%	21% ↑
CN - China	40%	17% ↓

Source: WIN 2020. Base: 29252.

P7. To what extent do you agree or disagree with the following statements? - It is already too late to curtail climate change

Climate change & sustainability GLOBALLY

% within total population

TTB 2019 | **TTB 2020** Global warming is a serious threat for mankind

85%



I believe my personal actions can improve the environment

New



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

New



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

New



It is already too late to curtail climate change

46%



● Totally agree ● Somewhat agree ● Somewhat disagree ● Totally disagree ● Do not Know

Source: WIN 2020. Base: 29252.

P7. To what extent do you agree or disagree with the following statements?

Climate change & sustainability BY REGION

% within total population

AMERICA TTB 2020

Global warming is a serious threat for mankind



I believe my personal actions can improve the environment



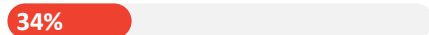
I would like to live more sustainably, but often find I don't make the necessary changes to my current behavior



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



It is already too late to curtail climate change



EUROPE TTB 2020

Global warming is a serious threat for mankind



I believe my personal actions can improve the environment



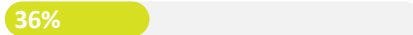
I would like to live more sustainably, but often find I don't make the necessary changes to my current behavior



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



It is already too late to curtail climate change



APAC TTB 2020

Global warming is a serious threat for mankind



I believe my personal actions can improve the environment



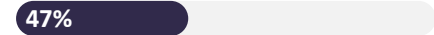
I would like to live more sustainably, but often find I don't make the necessary changes to my current behavior



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



It is already too late to curtail climate change



Source: WIN 2020. Base: 29252.

P7. To what extent do you agree or disagree with the following statements?

Climate change & sustainability BY REGION

% within total population

AFRICA TTB 2020

Global warming is a serious threat for mankind



I believe my personal actions can improve the environment



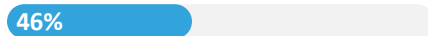
I would like to live more sustainably, but often find I don't make the necessary changes to my current behavior



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



It is already too late to curtail climate change



MENA TTB 2020

Global warming is a serious threat for mankind



I believe my personal actions can improve the environment



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



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



It is already too late to curtail climate change



Source: WIN 2020. Base: 29252.

P7. To what extent do you agree or disagree with the following statements?

METHODOLOGY

COUNTRY	COMPANY	SAMPLE SIZE	COVERAGE
ARGENTINA	Voices!	1016	Nationwide
BRAZIL	Market Analysis Brasil	1120	Nationwide
CANADA	Legér 360	1000	Nationwide
CHILE	ACTIVIA RESEARCH	1000	Nationwide
CHINA	WisdomAsia Marketing & Research Consulting	1000	Nationwide
CROATIA	MEDIANA FIDES	520	Nationwide
DENMARK	DMA Research A/S	500	Nationwide
ECUADOR	CEDATOS	700	Quito-Guayaquil
FINLAND	TALOUSTUTKIMUS Oy	651	Nationwide
FRANCE	BVA	1000	Nationwide
GERMANY	Produkt + Markt	1000	Nationwide
HONG KONG	CSG	509	Nationwide
INDIA	DataPrompt International Pvt. Ltd.	500	Nationwide
INDONESIA	DEKA Insight Indonesia	1000	Nationwide
IRELAND	REDC	1001	Nationwide
ITALY	BVA Doxa	1000	Nationwide
JAPAN	NIPPON RESEARCH CENTER, LTD.	1137	Nationwide
LEBANON	REACH SAL	500	Nationwide

METHODOLOGY

COUNTRY	COMPANY	SAMPLE SIZE	COVERAGE
MALAYSIA	Compass Insights Sdn. Bhd.	500	Nationwide
MEXICO	BRAIN RESEARCH	500	Nationwide
NIGERIA	Market Trends International	1000	Nationwide
PAKISTAN	Gallup Pakistan	1103	Nationwide
PALESTINIAN T.	PCPO Palestinian Centre for Public Opinion	1489	Nationwide
PARAGUAY	ICA Consultoria Estratègica	500	Nationwide
PERU	Datum Internacional	1210	Nationwide
PHILIPPINES	PSRC (Philippines Survey & Research Center Inc.)	1000	Nationwide
POLAND	Mareco Polska	587	Nationwide
SLOVENIA	MEDIANA	798	Nationwide
SOUTH KOREA	Gallup Korea	1500	Nationwide
SERBIA	MEDIANA ADRIA	500	Nationwide
SPAIN	Istituto DYM	1006	Nationwide
UK	ORB INTERNATIONAL	1000	Nationwide
USA	SSRS	800	Nationwide
VIETNAM	Indochina Research	600	Ha Noi and Ho Chi Minh City

Total of 29252 surveys online throughout the world

Field dates: From October 21 to December 15