



기후변화 관련 인식

WWS(WIN World Survey) 다국가 조사

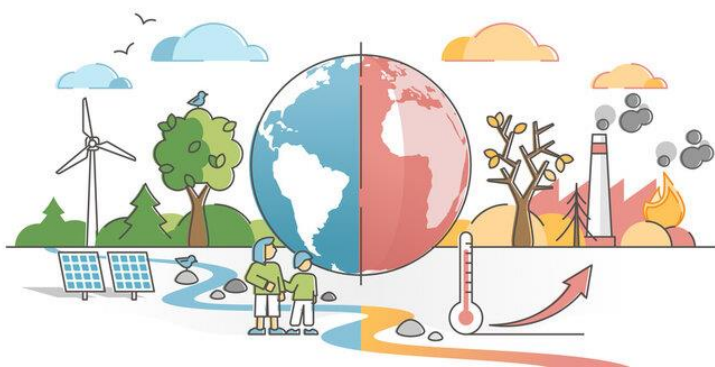
지구온난화 원인 | 기후변화 대응 실천 가능 행동 | 정부의 환경 보호 역할 평가

세계 조사 개요

2023년 12월~2024년 2월 39개국 성인 33,866명 전화/온라인/면접조사(주제별 참여국 상이)

한국 조사 개요

- 조사기간: 2024년 1월 24~30일
- 표본추출: **사회연구패널***에서 성·연령·지역별 층화 추출
(한국갤럽이 무선전화 RDD 방식으로 구축·운영하는 확률 기반 조사패널)
- 응답방식: 모바일조사(조사대상자에게 문자메시지 발송, 자기기입식 웹조사)
- 조사대상: 전국 만 19~79세 1,029명
- 표본오차: $\pm 3.1\%$ 포인트(95% 신뢰수준)
- 문자 발송 대비 응답 완료율: 33.4%(총 3,078명 중 1,029명)
- 의뢰처: 한국갤럽-WIN 자체 조사



갤럽리포트 → [G20240801](#)

한국 응답자 특성표

한국 응답자 특성표 2024년 1월 24~30일 사회연구패널 조사	조사완료		가중값 적용		가중값 배율 (B/A)	표본오차 95% 신뢰수준
	사례수 (명)(A)	비율	사례수 (명)(B)	비율		
전체	1,029	100%	1,029	100%	1.00	±3.1%P
성별						
남성	490	48%	518	50%	1.06	±4.4%P
여성	539	52%	511	50%	0.95	±4.2%P
연령별						
19~29세	156	15%	162	16%	1.04	±7.8%P
30대	143	14%	167	16%	1.17	±8.2%P
40대	185	18%	196	19%	1.06	±7.2%P
50대	211	21%	213	21%	1.01	±6.7%P
60~79세	334	32%	290	28%	0.87	±5.4%P
지역별						
서울	202	20%	194	19%	0.96	±6.9%P
인천/경기	313	30%	333	32%	1.06	±5.5%P
대전/세종/충청	121	12%	109	11%	0.90	±8.9%P
광주/전라	104	10%	98	9%	0.94	±9.6%P
대구/경북	96	9%	98	10%	1.02	±10.0%P
부산/울산/경남	150	15%	154	15%	1.02	±8.0%P
강원/제주	43	4%	44	4%	1.01	±14.9%P

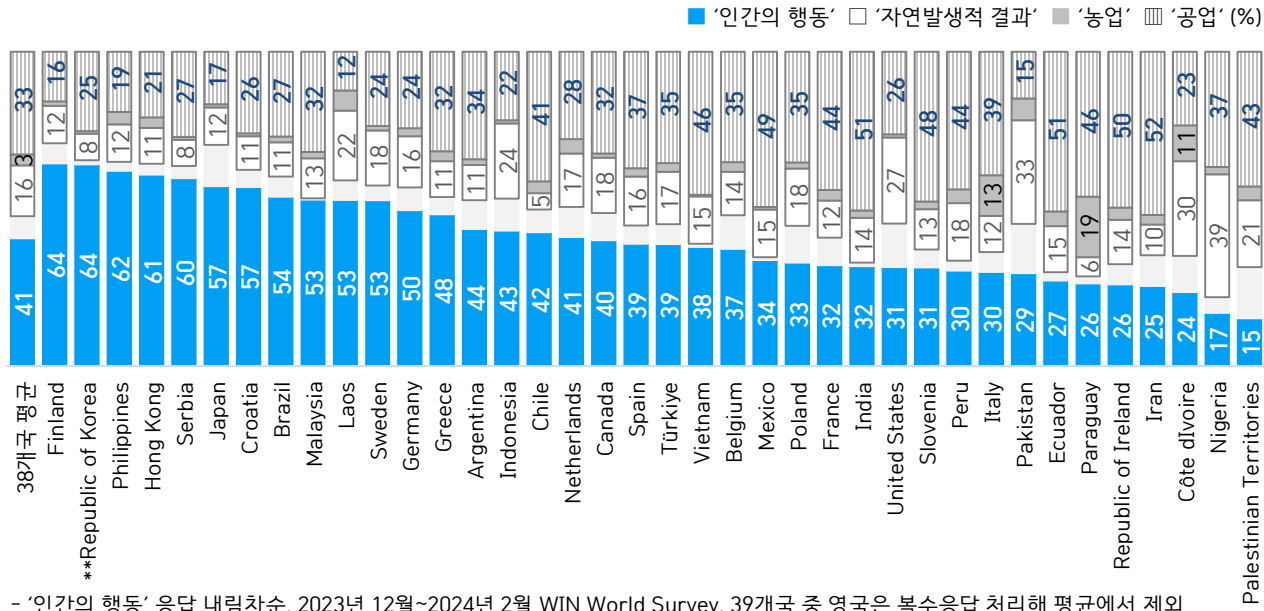
- 사회연구패널: 한국갤럽이 무선전화 RDD 방식으로 구축·운영하는 확률 기반 조사패널
- 패널참여성향가중x인구비례가중 적용(2023년 12월 행정안전부 주민등록인구 기준)
- 표본오차는 조사완료 사례수 기준. 한국갤럽 www.gallup.co.kr

한국 응답자 특성표 2024년 1월 24~30일 사회연구패널 조사	조사완료 사례수 (명)	주민등록인구 기준 가중값 적용 결과					
		가중적용 사례수	연령 분포				
			19~29세	30대	40대	50대	60~79세
전체	1,029	1,029	16%	16%	19%	21%	28%
성별							
남성	490	518	16%	17%	19%	21%	27%
여성	539	511	16%	15%	19%	21%	29%
지역별							
서울	202	194	18%	18%	18%	19%	26%
인천/경기	313	333	16%	17%	20%	21%	25%
대전/세종/충청	121	109	16%	16%	19%	21%	28%
광주/전라	104	98	16%	13%	18%	22%	32%
대구/경북	96	98	15%	14%	18%	22%	32%
부산/울산/경남	150	154	14%	14%	19%	21%	31%
강원/제주	43	44	-	-	-	-	-
직업별							
농/임/어업	28	35	-	-	-	-	-
자영업	116	115		12%	22%	26%	40%
기능노무/서비스	162	176	8%	10%	17%	33%	31%
사무/관리	370	362	18%	29%	28%	19%	6%
전업주부	147	136	1%	4%	17%	22%	55%
학생	62	65	91%	7%	1%		
무직/은퇴/기타	144	139	14%	13%	8%	10%	55%
주관적							
상/중상	209	195	19%	17%	21%	21%	22%
생활							
중	442	430	17%	18%	19%	17%	30%
수준별							
중하	312	325	13%	14%	20%	26%	27%
하	60	72	11%	19%	15%	18%	37%
교육							
고졸 이하	265	306	5%	6%	11%	25%	53%
수준별							
대재 이상	760	718	20%	21%	23%	19%	18%
성향별							
보수	316	320	10%	15%	15%	19%	41%
중도	400	415	18%	17%	21%	20%	24%
진보	299	272	17%	16%	21%	26%	20%
혼인							
미혼/비혼	289	315	48%	29%	14%	6%	2%
상태별							
기혼	642	610	1%	12%	23%	27%	36%
이혼/별거/사별	96	102	2%	4%	9%	24%	60%

- 50사례 미만은 수치 제시하지 않음. 한국갤럽 www.gallup.co.kr

지구온난화 원인

● 지구온난화 원인: 국가별



- '인간의 행위' 응답 내림차순. 2023년 12월~2024년 2월 WIN World Survey. 39개국 중 영구인 북수 응답 처리해 평균에서 제외

- 한국은 2024년 1월 24~30일 전국 만 19~79세 사회연구패널 모바일조사. 한국갤럽 www.gallup.co.kr

● 지구온난화 원인: 국가별

2023년 12월~2024년 2월 39개국 33,866명 조사	지구온난화 원인				
	인간의 행동	자연발생적 결과	농업	공업	모름/ 응답거절
전체 평균	41%	16%	3%	33%	7%
Argentina	44%	11%	2%	34%	9%
Belgium	37%	14%	3%	35%	11%
Brazil	54%	11%	2%	27%	7%
Canada	40%	18%	1%	32%	9%
Chile	42%	5%	4%	41%	7%
Côte d'Ivoire	24%	30%	11%	23%	12%
Croatia	57%	11%	1%	26%	6%
Ecuador	27%	15%	5%	51%	3%
Finland	64%	12%	1%	16%	7%
France	32%	12%	3%	44%	9%
Germany	50%	16%	3%	24%	7%
Greece	48%	11%	3%	32%	6%
Hong Kong	61%	11%	3%	21%	4%
India	32%	14%	2%	51%	1%
Indonesia	43%	24%	1%	22%	10%
Iran	25%	10%	3%	52%	10%
Italy	30%	12%	13%	39%	6%
Japan	57%	12%	1%	17%	13%
Laos	53%	22%	6%	12%	6%
Malaysia	53%	13%	2%	32%	1%
Mexico	34%	15%	1%	49%	1%
Netherlands	41%	17%	5%	28%	10%
Nigeria	17%	39%	2%	37%	5%
Pakistan	29%	33%	7%	15%	16%
Palestinian Territories	15%	21%	4%	43%	16%
Paraguay	26%	6%	19%	46%	2%
Peru	30%	18%	4%	44%	3%
Philippines	62%	12%	4%	19%	3%
Poland	33%	18%	2%	35%	12%
Republic of Ireland	26%	14%	4%	50%	7%
**Republic of Korea	64%	8%	1%	25%	1%
Serbia	60%	8%	1%	27%	4%
Slovenia	31%	13%	2%	48%	6%
Spain	39%	16%	3%	37%	6%
Sweden	53%	18%	1%	24%	5%
Türkiye	39%	17%	3%	35%	6%
United States	31%	27%	1%	26%	14%
Vietnam	38%	15%	0%	46%	1%
United Kingdom	51%	31%	19%	51%	9%

- 국가명 순. 4개 항목 중 택일(단수응답). 단, 영국은 복수응답 처리해 전체 평균에서 제외
- WIN World Survey 2024. 한국갤럽 www.gallup.co.kr

질문) 지구온난화의 가장 큰 원인이 무엇이라고 생각하십니까? (4개 항목 제시)

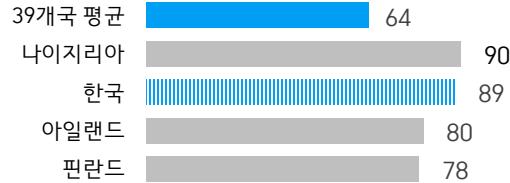
2024년 1월 24~30일 한국 만 19~79세 조사	사례수 (명)	지구온난화 원인				
		인간의 행동	자연발생 적 결과	농업	공업	모름/ 응답거절
전체	1,029	64%	8%	1%	25%	1%
성별						
남성	518	58%	9%	2%	29%	2%
여성	511	71%	7%		21%	1%
연령별						
19~29세	162	64%	12%	1%	20%	3%
30대	167	68%	8%	1%	21%	2%
40대	196	65%	7%	0%	28%	
50대	213	65%	4%		30%	1%
60~79세	290	61%	10%	2%	26%	1%
성/연령별						
남성 19~29세	83	55%	20%	1%	19%	4%
남성 30대	88	62%	10%	2%	21%	4%
남성 40대	100	56%	5%	1%	38%	
남성 50대	106	61%	5%		34%	1%
남성 60~79세	140	55%	9%	4%	31%	1%
여성 19~29세	79	73%	4%		20%	3%
여성 30대	78	75%	6%		19%	
여성 40대	97	74%	9%		18%	
여성 50대	107	69%	4%		26%	1%
여성 60~79세	150	66%	12%		21%	1%
직업별						
농/임/어업	35	-	-	-	-	-
자영업	115	70%	6%		23%	0%
기능노무/서비스	176	66%	4%		29%	0%
사무/관리	362	66%	9%	0%	24%	1%
전업주부	136	68%	11%		21%	
학생	65	60%	11%	2%	24%	4%
무직/은퇴/기타	139	56%	10%	2%	27%	5%
성향별						
보수	320	61%	10%	2%	26%	1%
중도	415	64%	10%		25%	2%
진보	272	67%	4%	1%	27%	1%
지역별						
서울	194	67%	8%		24%	1%
인천/경기	333	66%	8%	1%	24%	1%
대전/세종/충청	109	62%	11%	1%	22%	4%
광주/전라	98	54%	11%	2%	33%	1%
대구/경북	98	55%	9%		33%	3%
부산/울산/경남	154	68%	4%	1%	26%	
강원/제주	44	-	-	-	-	-

- 50사례 미만은 수치 제시하지 않음. 한국갤럽 www.gallup.co.kr

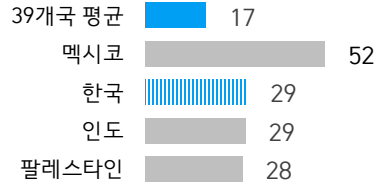
기후변화 대응 행동

● 기후변화 대응 실천 가능 행동: 39개국 평균, 항목별 최상위국 & 한국 (% , 6개 항목, 복수응답)

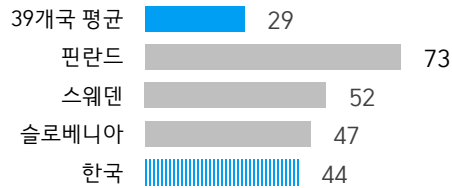
[재활용하기]



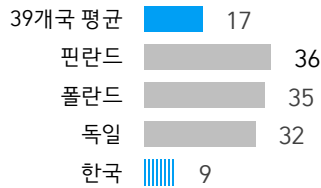
[승용차 이용하지 않기]



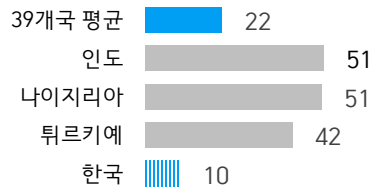
[패스트패션 제품 사지 않기]



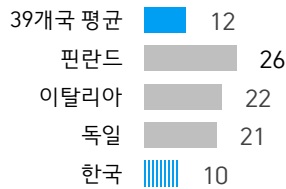
[비행기 타지 않기]



[유기농 제품만 구매]



[육식하지 않기]



- 2023년 12월~2024년 2월 39개국 성인 33,866명 WIN World Survey

- 한국은 2024년 1월 24~30일 전국 만 19~79세 사회연구패널 모바일조사. 한국갤럽 www.gallup.co.kr

● 기후변화 대응 실천 가능 행동: 국가별

2023년 12월~2024년 2월 39개국 33,866명 조사	기후변화를 막기 위해 할 수 있는 행동 (복수응답)						없음	모름 응답 거절
	비행기 타지않기	육식하지 않기	승용차 이용하지 않기	재활용 하기	패스트 패션제품 사지않기	유기농 제품만 구매		
전체 평균	17%	12%	17%	64%	29%	22%	12%	8%
Argentina	11%	9%	21%	62%	19%	29%	7%	15%
Belgium	27%	15%	24%	63%	24%	13%	0%	16%
Brazil	11%	9%	22%	70%	24%	33%	10%	6%
Canada	16%	17%	15%	71%	44%	13%	14%	7%
Chile	10%	13%	20%	69%	39%	9%	5%	9%
Côte d'Ivoire	4%	3%	6%	40%	6%	35%	0%	31%
Croatia	19%	10%	10%	75%	41%	16%	8%	4%
Ecuador	7%	9%	18%	62%	22%	29%	6%	4%
Finland	36%	26%	16%	78%	73%	18%	8%	4%
France	28%	20%	13%	74%	46%	13%	8%	6%
Germany	32%	21%	16%	65%	42%	19%	9%	4%
Greece	11%	15%	20%	75%	28%	14%	8%	5%
Hong Kong	7%	9%	16%	65%	27%	5%	14%	5%
India	16%	20%	29%	65%	24%	51%	5%	2%
Indonesia	5%	3%	6%	12%	4%	11%	53%	21%
Iran	7%	4%	14%	45%	12%	28%	26%	1%
Italy	18%	22%	24%	74%	31%	21%	0%	10%
Japan	11%	2%	12%	50%	7%	2%	33%	8%
Laos	21%	4%	10%	44%	18%	37%	31%	1%
Malaysia	13%	11%	18%	74%	26%	25%	9%	2%
Mexico	19%	15%	52%	76%	40%	32%	4%	2%
Netherlands	29%	18%	12%	69%	38%	17%	11%	8%
Nigeria	24%	0%	28%	90%	1%	51%	0%	6%
Pakistan	7%	7%	18%	19%	6%	7%	42%	15%
Palestinian Territories	6%	13%	28%	31%	16%	26%	0%	36%
Paraguay	7%	13%	16%	69%	22%	32%	3%	5%
Peru	7%	4%	15%	65%	11%	28%	7%	4%
Philippines	3%	4%	4%	68%	7%	29%	15%	0%
Poland	35%	17%	17%	65%	38%	14%	8%	11%
Republic of Ireland	17%	15%	16%	80%	47%	16%	9%	4%
**Republic of Korea	9%	9%	29%	89%	44%	10%	5%	2%
Serbia	17%	10%	13%	73%	34%	18%	7%	7%
Slovenia	25%	12%	11%	65%	47%	24%	12%	8%
Spain	26%	14%	27%	76%	34%	21%	9%	3%
Sweden	27%	19%	12%	74%	52%	28%	0%	15%
Türkiye	17%	10%	17%	60%	17%	42%	13%	2%
United Kingdom	26%	20%	21%	70%	39%	12%	8%	6%
United States	20%	15%	12%	62%	32%	18%	19%	9%
Vietnam	8%	6%	24%	53%	22%	27%	30%	1%

- 국가명 순. 6개 항목 제시. WIN World Survey 2024. 한국갤럽 www.gallup.co.kr

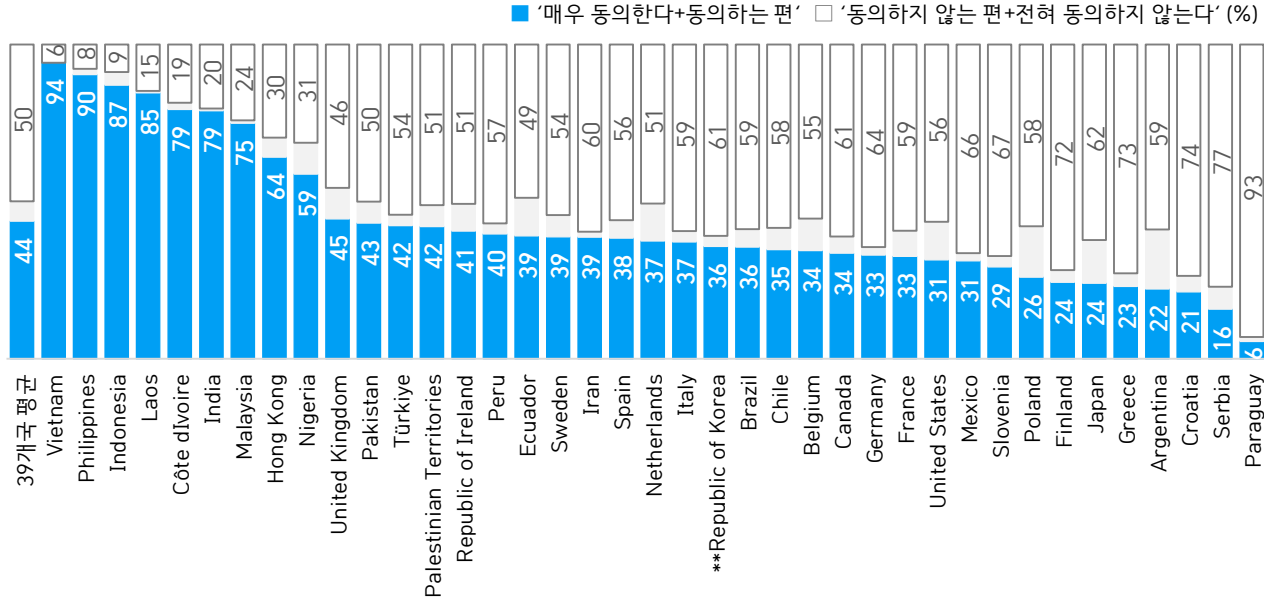
질문) 기후변화를 막기 위한 다음 행동 중 귀하가 할 수 있는 것을 모두 선택해 주십시오. (6개 항목 제시, 복수응답)

2024년 1월 24~30일 전국 만 19~79세 조사	사례수 (명)	기후변화 대응 실천 가능 행동						없음	모름 응답 거절
		비행기 타지않기	육식하지 않기	승용차 이용하지 않기	재활용 하기	패스트 패션제품 사지않기	유기농 제품만 구매		
전체	1,029	9%	9%	29%	89%	44%	10%	5%	2%
성별									
남성	518	10%	7%	23%	86%	35%	10%	8%	2%
여성	511	9%	12%	35%	91%	53%	11%	3%	1%
연령별									
19~29세	162	12%	5%	26%	82%	39%	12%	12%	2%
30대	167	15%	8%	25%	92%	53%	9%	5%	2%
40대	196	9%	9%	28%	92%	46%	11%	5%	0%
50대	213	9%	12%	29%	91%	43%	8%	2%	1%
60~79세	290	6%	11%	35%	87%	41%	12%	5%	2%
성/ 연령별									
남성 19~29세	83	10%	2%	17%	72%	31%	7%	19%	3%
남성 30대	88	18%	6%	16%	88%	43%	13%	6%	5%
남성 40대	100	8%	5%	19%	90%	34%	7%	7%	1%
남성 50대	106	10%	12%	25%	94%	34%	6%	2%	1%
남성 60~79세	140	5%	9%	34%	85%	35%	14%	6%	2%
여성 19~29세	79	13%	9%	36%	93%	47%	17%	4%	
여성 30대	78	10%	11%	35%	96%	65%	4%	4%	
여성 40대	97	9%	12%	36%	94%	58%	16%	2%	
여성 50대	107	7%	13%	33%	88%	51%	10%	3%	2%
여성 60~79세	150	7%	13%	36%	89%	46%	9%	3%	3%
직업별									
농/임/어업	35	-	-	-	-	-	-	-	-
자영업	115	8%	10%	27%	86%	40%	8%	8%	3%
기능노무/서비스	176	9%	9%	25%	93%	42%	5%	3%	1%
사무/관리	362	10%	8%	28%	90%	47%	11%	6%	1%
전업주부	136	8%	17%	42%	93%	47%	14%	1%	2%
학생	65	10%	7%	24%	81%	30%	10%	9%	4%
무직/은퇴/기타	139	13%	6%	34%	79%	50%	16%	9%	1%
성향별									
보수	320	7%	9%	29%	86%	37%	7%	6%	3%
중도	415	9%	9%	31%	91%	44%	13%	5%	1%
진보	272	13%	12%	26%	89%	54%	10%	5%	1%
지역별									
서울	194	6%	10%	33%	90%	48%	14%	5%	3%
인천/경기	333	14%	8%	31%	90%	47%	10%	5%	1%
대전/세종/충청	109	5%	15%	26%	84%	35%	8%	9%	2%
광주/전라	98	9%	4%	19%	83%	49%	10%	9%	1%
대구/경북	98	10%	5%	25%	91%	42%	8%	3%	1%
부산/울산/경남	154	9%	13%	36%	92%	40%	10%	2%	1%
강원/제주	44	-	-	-	-	-	-	-	-

- 50사례 미만은 수치 제시하지 않음. 한국갤럽 www.gallup.co.kr

정부 역할 평가

● '정부가 환경 보호에 필요한 조치를 하고 있다': 국가별



- 동의율 내림차순. 4점 척도. 2023년 12월~2024년 2월 39개국 성인 33,866명 WIN World Survey

- 한국갤럽 2024년 1월 24~30일 전국 만 19~79세 1,029명 사회연구패널 모바일조사. 한국갤럽 www.gallup.co.kr

● 정부의 환경 보호 역할 평가: 국가별

2023년 12월~2024년 2월 39개국 33,866명 조사	'정부가 환경 보호 필요 조치 하고 있다'					동의 (계①)	비동의 (계②)	Net Score (①-②)
	매우 동의 한다	동의 하는 편	동의 않는 편	전혀 동의 않음	모름 응답 거절			
전체 평균	13%	31%	27%	23%	6%	44%	50%	-6
Argentina	6%	16%	26%	33%	19%	22%	59%	-37
Belgium	6%	29%	37%	18%	10%	34%	55%	-21
Brazil	9%	26%	28%	31%	6%	36%	59%	-23
Canada	3%	30%	37%	24%	5%	34%	61%	-27
Chile	6%	29%	23%	35%	7%	35%	58%	-23
Côte d'Ivoire	45%	35%	12%	7%	2%	79%	19%	60
Croatia	2%	19%	30%	44%	5%	21%	74%	-53
Ecuador	11%	28%	25%	23%	12%	39%	49%	-10
Finland	3%	21%	43%	29%	4%	24%	72%	-48
France	5%	27%	38%	22%	8%	33%	59%	-26
Germany	6%	27%	41%	24%	3%	33%	64%	-31
Greece	2%	21%	43%	30%	4%	23%	73%	-50
Hong Kong	20%	44%	21%	8%	6%	64%	30%	34
India	30%	49%	13%	7%	1%	79%	20%	59
Indonesia	47%	40%	7%	2%	4%	87%	9%	78
Iran	13%	25%	16%	44%	2%	39%	60%	-21
Italy	5%	32%	31%	29%	3%	37%	59%	-22
Japan	1%	23%	38%	24%	14%	24%	62%	-38
Laos	29%	55%	12%	3%	1%	85%	15%	70
Malaysia	21%	54%	20%	5%	1%	75%	24%	51
Mexico	6%	25%	45%	21%	2%	31%	66%	-35
Netherlands	7%	31%	30%	20%	12%	37%	51%	-14
Nigeria	8%	51%	22%	9%	10%	59%	31%	28
Pakistan	20%	23%	17%	33%	7%	43%	50%	-7
Palestinian Territories	3%	39%	30%	21%	7%	42%	51%	-9
Paraguay	3%	3%	54%	39%	1%	6%	93%	-87
Peru	10%	30%	26%	31%	3%	40%	57%	-17
Philippines	45%	45%	6%	2%	2%	90%	8%	82
Poland	4%	22%	38%	20%	16%	26%	58%	-32
Republic of Ireland	3%	37%	29%	22%	9%	41%	51%	-10
**Republic of Korea	9%	27%	34%	26%	3%	36%	61%	-25
Serbia	4%	12%	37%	40%	7%	16%	77%	-61
Slovenia	3%	27%	32%	35%	3%	29%	67%	-38
Spain	9%	29%	32%	24%	6%	38%	56%	-18
Sweden	17%	22%	22%	32%	7%	39%	54%	-15
Türkiye	18%	24%	10%	44%	3%	42%	54%	-12
United Kingdom	7%	37%	28%	17%	10%	45%	46%	-1
United States	6%	25%	27%	29%	12%	31%	56%	-25
Vietnam	53%	41%	4%	1%	0%	94%	6%	88

- 국가명 순. Net Score: 동의-비동의 격차. WIN World Survey 2024. 한국갤럽 www.gallup.co.kr

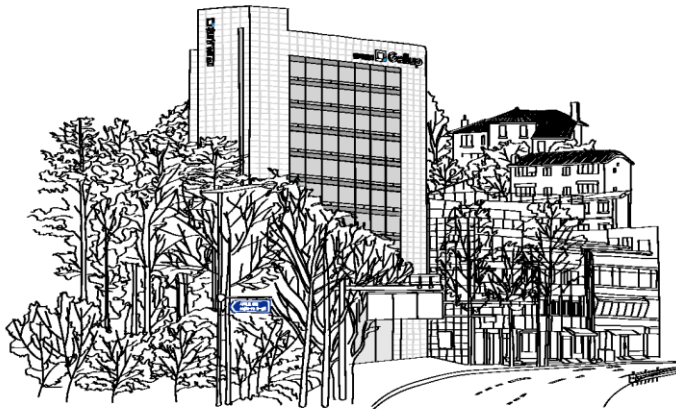
질문) '정부가 환경 보호에 필요한 조치를 하고 있다'는 주장에 대해 어떻게 생각하십니까? (4점 척도)

2024년 1월 24~30일 전국 만 19~79세 조사	사례수 (명)	'정부가 환경 보호에 필요한 조치를 하고 있다'					동의 (계)	비동의 (계)
		매우 동의한다	동의하는 편	동의하지 않는 편	전혀 동의하지 않는다	모름/ 응답거절		
전체	1,029	9%	27%	34%	26%	3%	36%	61%
성별								
남성	518	11%	29%	30%	28%	3%	39%	58%
여성	511	6%	26%	39%	25%	4%	32%	64%
연령별								
19~29세	162	5%	22%	39%	25%	8%	27%	65%
30대	167	6%	22%	41%	27%	5%	27%	68%
40대	196	7%	19%	34%	40%	3%	27%	73%
50대	213	8%	21%	33%	35%	3%	29%	68%
60~79세	290	14%	43%	29%	12%	3%	57%	41%
성/ 연령별								
남성 19~29세	83	9%	29%	40%	16%	6%	38%	56%
남성 30대	88	8%	27%	32%	29%	4%	35%	60%
남성 40대	100	9%	21%	26%	44%		30%	70%
남성 50대	106	9%	22%	26%	41%	2%	31%	67%
남성 60~79세	140	16%	41%	27%	15%	2%	56%	42%
여성 19~29세	79	2%	14%	39%	35%	10%	16%	74%
여성 30대	78	2%	16%	52%	24%	5%	18%	77%
여성 40대	97	5%	18%	42%	35%		23%	77%
여성 50대	107	7%	21%	40%	29%	3%	27%	69%
여성 60~79세	150	12%	45%	31%	9%	3%	57%	40%
직업별								
농/임/어업	35	-	-	-	-	-	-	-
자영업	115	7%	31%	32%	28%	2%	38%	60%
기능노무/서비스	176	11%	29%	30%	28%	2%	40%	58%
사무/관리	362	5%	22%	35%	33%	5%	27%	68%
전업주부	136	9%	33%	37%	16%	5%	42%	53%
학생	65	6%	30%	36%	22%	6%	36%	58%
무직/은퇴/기타	139	16%	27%	36%	21%		43%	57%
성향별								
보수	320	13%	42%	25%	14%	4%	56%	40%
중도	415	8%	27%	38%	24%	3%	35%	62%
진보	272	3%	11%	39%	44%	2%	15%	83%
지역별								
서울	194	4%	27%	39%	28%	1%	32%	67%
인천/경기	333	10%	26%	33%	29%	1%	36%	62%
대전/세종/충청	109	8%	27%	30%	25%	11%	35%	55%
광주/전라	98	5%	19%	42%	33%	1%	24%	75%
대구/경북	98	10%	36%	29%	16%	8%	47%	45%
부산/울산/경남	154	11%	29%	35%	21%	3%	40%	57%
강원/제주	44	-	-	-	-	-	-	-

- 50사례 미만은 수치 제시하지 않음. 한국갤럽 www.gallup.co.kr

“조사는 결코 화려하거나 스스로 빛나는
업(業)이 아니다. 사회의 명암, 좌우 대립,
빈부 문제, 정보 격차, 과거와 미래 등을
두루 살펴 매 순간 어느 한쪽으로 치우치지
않도록 스스로 경계하며 꾸준히 공부하고
탐구하는 일이다. 때로는 관행과 시류에
맞서야 하고, 때로는 비난과 질시를 묵묵히
견뎌야 한다. 어렵지만 누군가는 반드시
해야 할 일, 힘들지만 그만큼 보람된 일이다.”

조사인의 길, 박무익



한국갤럽조사연구소는 1974년 6월 박무익 회장이 설립한
한국 최초의 법인 형태 조사 전문 회사입니다.

1970년대부터 사회 주요 현안 자체 조사 결과를 발표해 왔으며,
우리 국민의 71%가 한국갤럽을 알고 있습니다.

—
한국갤럽 홈페이지 갤러리포스트 게시판을 통해 공개한 자료는
모두 한국갤럽의 자산이므로 상업적 용도의 재판매를 금지합니다.

·
기사, 논문, SNS 공유 등 재판매 이외 용도로는
누구나, 무료로, 자유롭게 인용하실 수 있습니다.

·
인용하실 때는 반드시 출처를 밝혀 주십시오.
가능하면 조사 기간, 방법, 표본크기 등 개요까지 함께 표시하실 것을 권장합니다.

·
저희는 소수점 아래 수치를 제시하지 않는 것을 원칙으로 하고 있으니,
인용하실 때도 그에 따라 주실 것을 당부합니다.

—
한국갤럽 조사에 관심 가져주셔서 고맙습니다.

- 매주 새로운 조사 결과를 전합니다: [이메일 뉴스레터 구독 신청](#) | [카카오톡채널 추가](#)
- 문의: 전화 02-3702-2100(대표)/2571/2621/2622 또는 [홈페이지 Q&A](#)
- 주소: (본관) 03167 서울시 종로구 사직로 70, (신관) 03042 서울시 종로구 자하문로 70

—
이 문서에는 네이버 나눔글꼴과 한글과컴퓨터 함초롬체를 썼습니다.

Varied Beliefs and Actions on Climate Change

(DATE PUBLISHED)

The Worldwide Independent Network of MR (WIN), the world's leading independent association in market research and polling, today reveals findings from the Annual WIN World Survey on global warming, climate change, and government efforts to track and understand any improvements worldwide in regard to the health of the planet.

The WIN annual survey explores the views and beliefs of 33,866 people in 39 countries across the globe.

People take accountability

41% of the global survey respondents believed that human behaviour was responsible for global warming, with women (44%) more likely than men (37%) to hold this belief.

Beliefs surrounding global warming are consistent across all age groups however globally those in MENA countries are far more likely to believe industries are behind climate change at 45%, whereas only 26% of people in APAC blame industries, identifying people's behaviours as the main cause (49%).

Natural phenomenon are widely dismissed across the majority of the world with the exception of countries within Africa where 37% of those surveyed reported believing that the planet was changing naturally.

Education is a factor in opinions about global warming, with those with no education being the most likely to report natural causes as the culprit for global warming (29%) and the least likely to believe that industries (17%) were responsible for the planet. They're also the least likely to report people's behaviours (31%) as responsible.

Taking action against climate change

Of those globally surveyed, when it came to opinions on what could be done to combat climate change gender played almost no role in swaying opinions with both showing an overwhelming preference for recycling (64%) with no longer buying fast fashion products being second at 29%. People ages 65+ tend to sway more towards no longer taking planes as a preventer of climate change at 24% as opposed to 18-24 (15%), 25-34(14%), 35-44 (15%), 45-54 (15%) and 55-64 at 19%.

Europe reports higher rates of being willing to recycle (72%), on the other hand only 46% in the MENA region share the same sentiment. The continent of Africa reports the lowest in the world of being prepared to give up fast fashion at only 4% whereas Europe reports a far higher 43%.

Government Improvements for climate change

People look to the government for guidance, globally the trust in respective government bodies taking necessary actions to care for the environment has risen from 39% in 2023 to 44% in 2024, with men (46%) being more trustworthy than women (41%).

There is a negative trend in government trust when it comes to education, those with no education report highest levels of believing that the government is taking necessary actions: those who completed primary school reported 50%, secondary school 46%, University degree at 40% and higher levels of education at 42%.

Trust in the government is highest in Africa at 70%, and APAC countries at 65% - it sits lowest in Europe and the Americas respectively at 33% and 32%. The country reporting the highest belief that the government are taking action for the environment is Vietnam at 94% with the Philippines (90%) and Indonesia(87%) closely following. The country who reports the least trust in the government is Paraguay at 6% having dropped from 15% in 2023.

Vilma Scarpino, President of WIN International Association, said: "Global perspectives on climate change reveal diverse beliefs and actions, with significant differences across regions, genders, and education levels, highlighting the complexity of addressing this critical issue."

-ENDS-

Media enquiries:

Elena Crosilla, WIN Coordinator

+39 335.62.07.347

E-mail: coordinator@winmr.com



WIN

Worldwide
Independent Network
Of Market Research



Climate change

WWS 2024



WIN

Worldwide
Independent Network
Of Market Research



WIN

Worldwide
Independent Network
Of Market Research



CAUSES OF GLOBAL WARMING



WIN

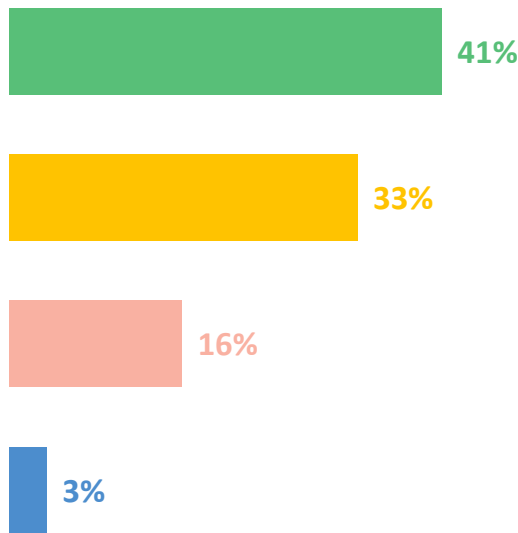
Worldwide
Independent Network
Of Market Research

What do you think global warming is most caused by?

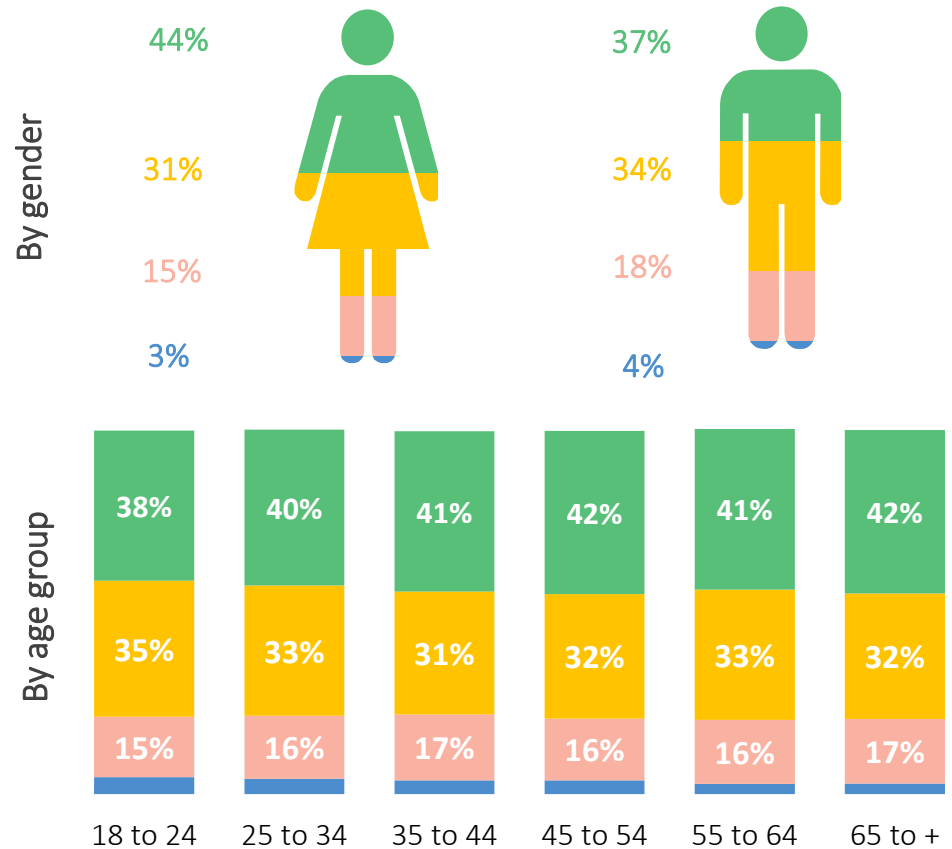
% Within total population



Global Average



Dk/Nr: 7%



Source: WIN 2024. Base: 32866. The percentages corresponding to the option "Dk/Nr" have not been included

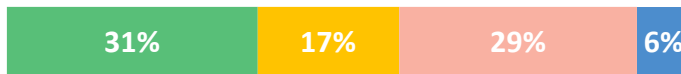
What do you think global warming is most caused by?

% Within total population



By educational level

No education / Only basic education



Completed Primary



Completed Secondary School



Completed High level education (University)



Completed Higher level of education (Masters, PHD, etc.)



By employment

Working full (include self-employed)



Working Part-time



Unemployed



Student



Housewife



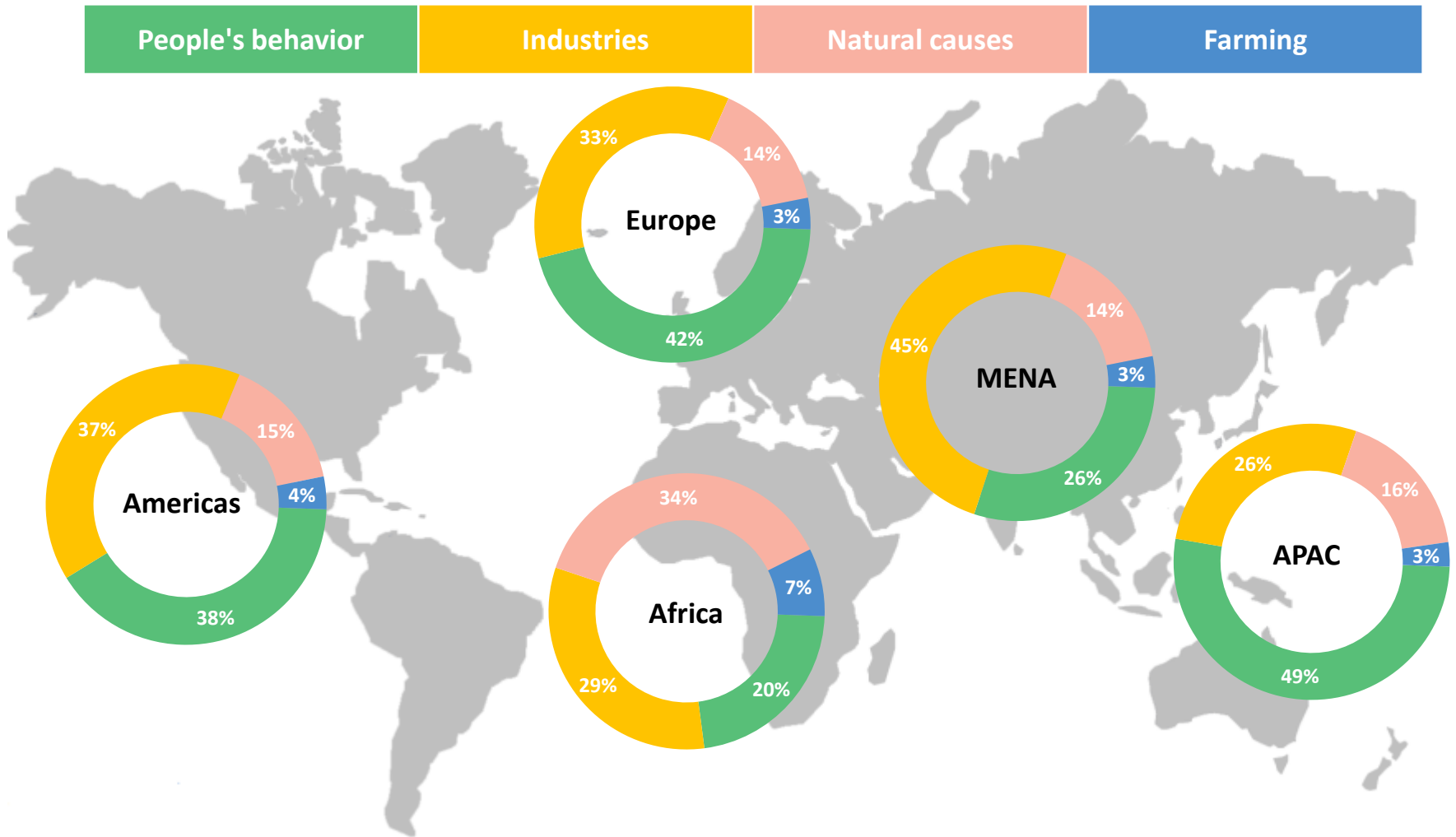
Retired/Disabled



Source: WIN 2024. Base: 32866. The percentages corresponding to the option "Dk/Nr" have not been included

What do you think global warming is most caused by?

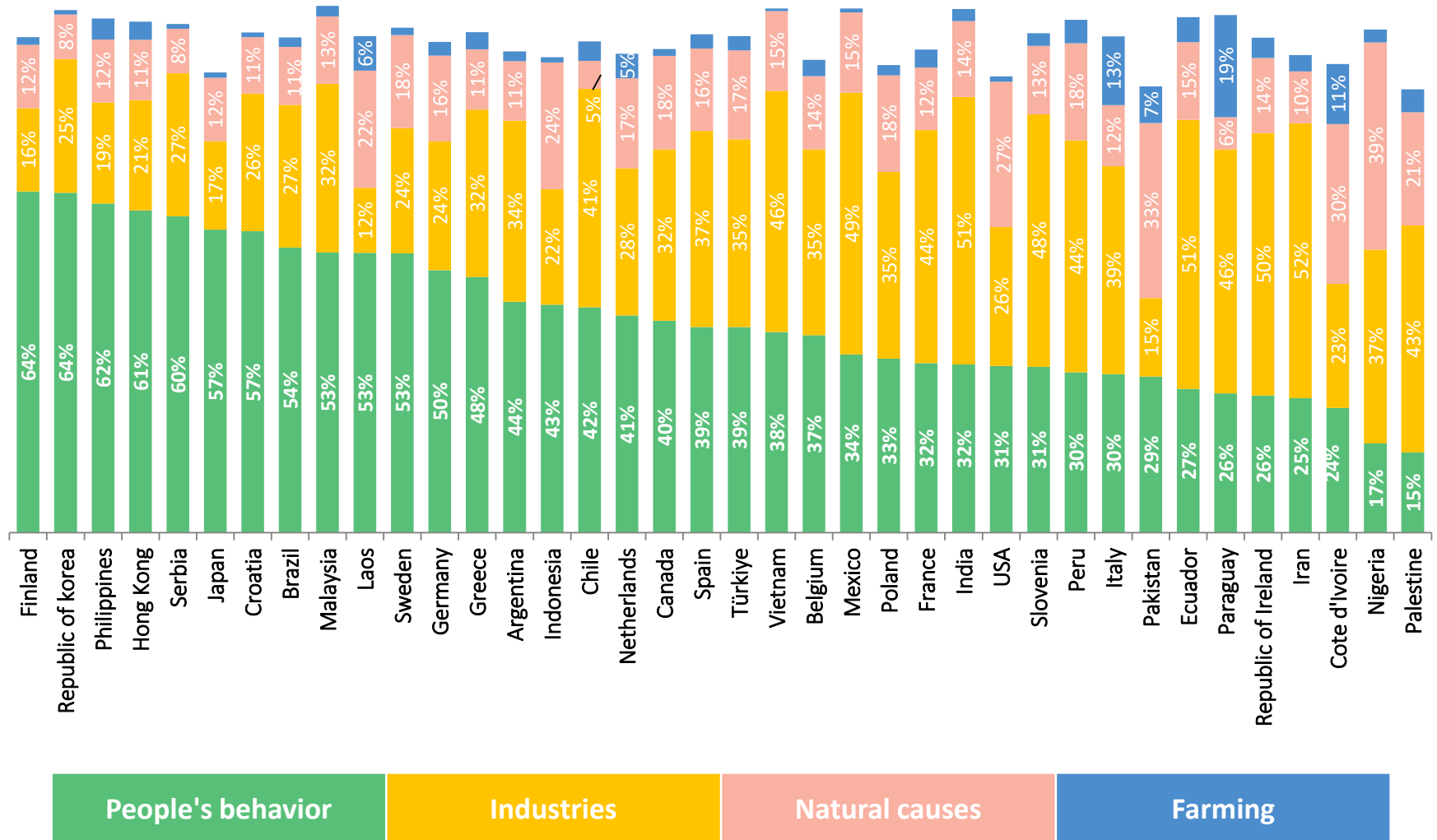
% Within total population



Source: WIN 2024. Base: 32866. The percentages corresponding to the option "Dk/Nr" have not been included

What do you think global warming is most caused by?

% Within total population





WIN

Worldwide
Independent Network
Of Market Research



ACTIONS TO PREVENT CLIMATE CHANGE



WIN

Worldwide
Independent Network
Of Market Research

Would you do any of the following to prevent climate change?

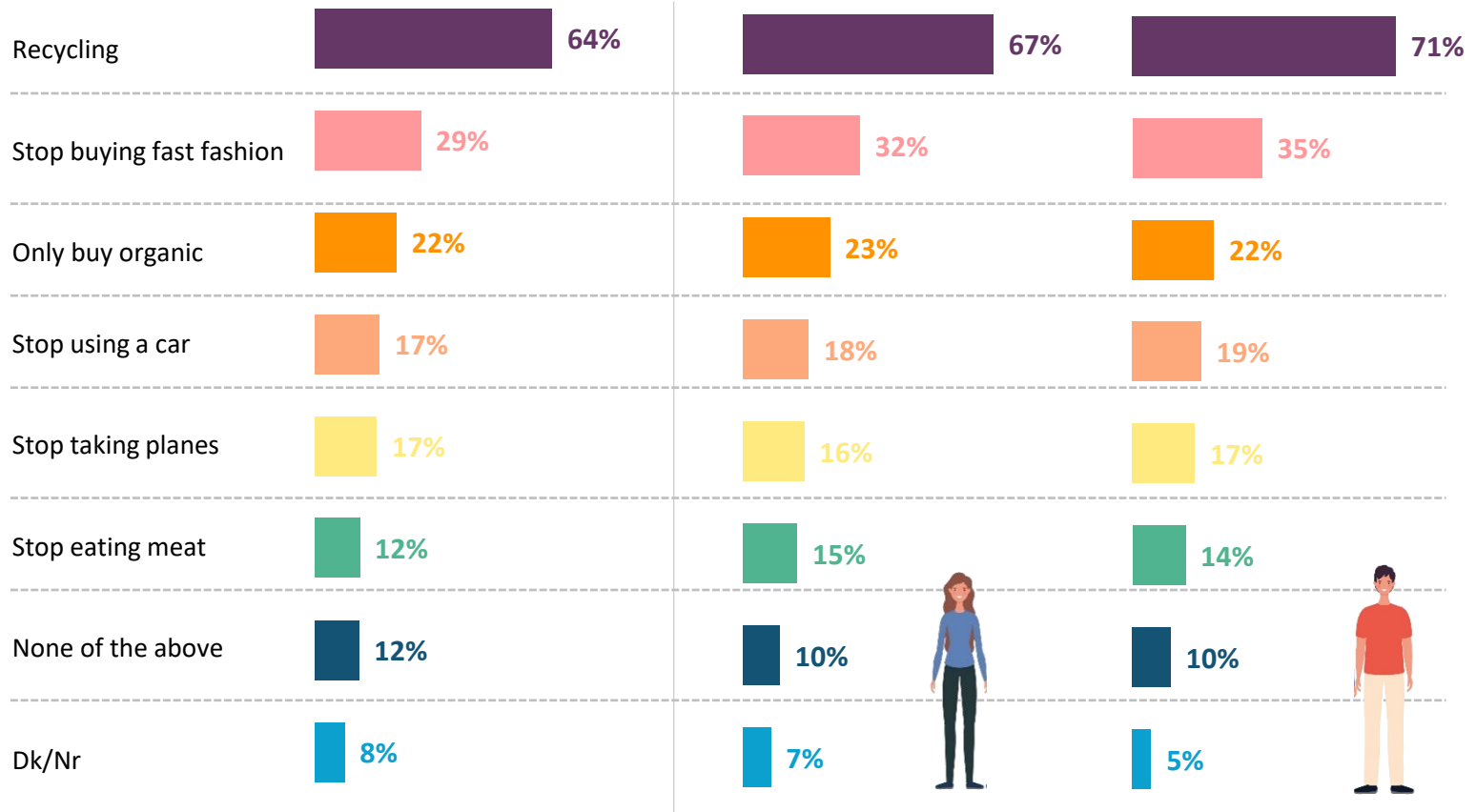
% Within total population

Global Average

By gender

Female

Male



Would you do any of the following to prevent climate change?

% Within total population

By age group



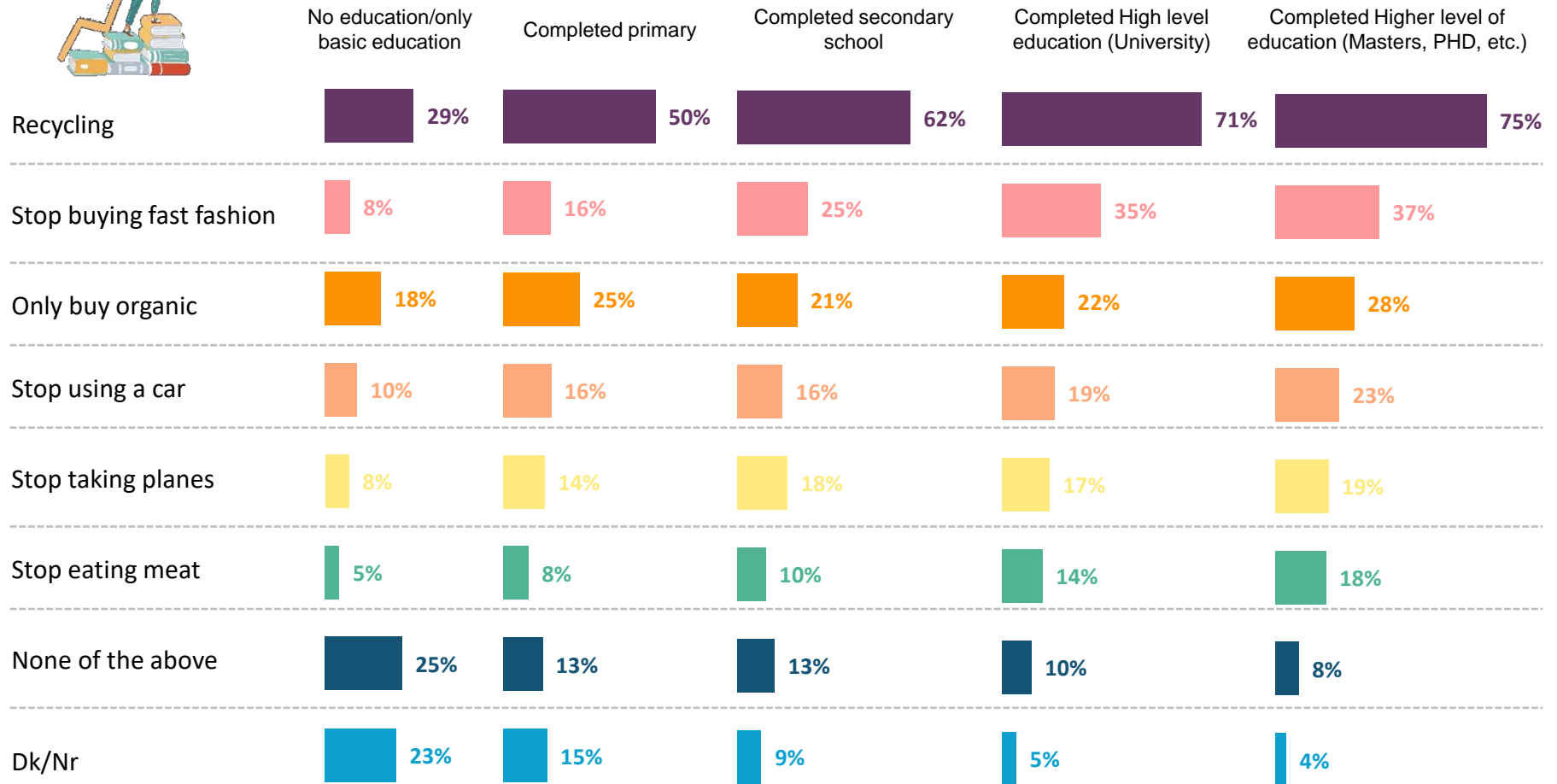
	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 +
Recycling	63%	62%	63%	63%	66%	68%
Stop buying fast fashion	25%	27%	26%	28%	32%	36%
Only buy organic	26%	24%	23%	21%	20%	16%
Stop using a car	21%	19%	17%	16%	16%	16%
Stop taking planes	15%	14%	15%	15%	19%	24%
Stop eating meat	13%	13%	11%	11%	12%	13%
None of the above	10%	12%	13%	13%	12%	11%
Dk/Nr	8%	8%	8%	8%	8%	9%

Source: WIN 2024. Base: 33862.

Would you do any of the following to prevent climate change?

% Within total population

By educational level



Source: WIN 2024. Base: 33862.

Would you do any of the following to prevent climate change?

% Within total population

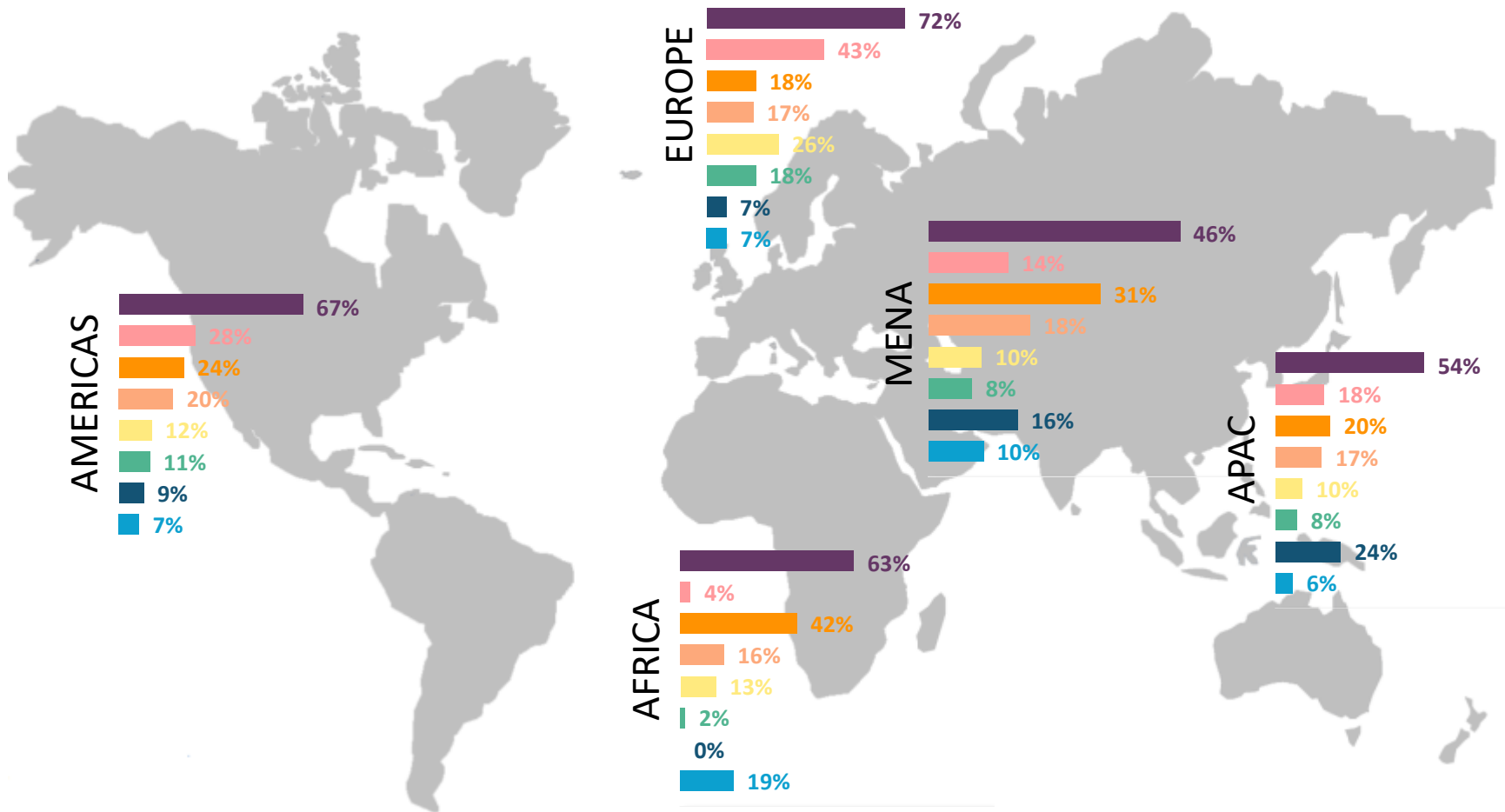
By employment

	Working full (include self- employed)	Working Part-time	Unemployed	Student	Housewife	Retired/ Disabled
Recycling	66%	62%	58%	70%	54%	66%
Stop buying fast fashion	29%	26%	20%	34%	17%	38%
Only buy organic	24%	24%	22%	29%	21%	15%
Stop using a car	18%	18%	18%	21%	15%	16%
Stop taking planes	15%	16%	15%	16%	12%	27%
Stop eating meat	12%	12%	10%	17%	8%	13%
None of the above	12%	12%	13%	7%	17%	12%
Dk/Nr	6%	8%	12%	6%	11%	9%

Source: WIN 2024. Base: 33862.

Would you do any of the following to prevent climate change?

% Within total population



Source: WIN 2024. Base: 33862.

Would you do any of the following to prevent climate change?

% Within total population

	Recycling	Stop buying fast fashion	Only buy organic	Stop using a car	Stop taking planes	Stop eating meat	None of the above	Dk/Nr
--	-----------	--------------------------	------------------	------------------	--------------------	------------------	-------------------	-------

Argentina	62%	19%	29%	21%	11%	9%	7%	15%
Belgium	63%	24%	13%	24%	27%	15%	0%	16%
Brazil	70%	24%	33%	22%	11%	9%	10%	6%
Canada	71%	44%	13%	15%	16%	17%	14%	7%
Chile	69%	39%	9%	20%	10%	13%	5%	9%
Germany	65%	42%	19%	16%	32%	21%	9%	4%
Ecuador	62%	22%	29%	18%	7%	9%	6%	4%
Spain	76%	34%	21%	27%	26%	14%	9%	3%
Finland	78%	73%	18%	16%	36%	26%	8%	4%
France	74%	46%	13%	13%	28%	20%	8%	6%
United Kingdom	70%	39%	12%	21%	26%	20%	8%	6%
Greece	75%	28%	14%	20%	11%	15%	8%	5%
Hong Kong	65%	27%	5%	16%	7%	9%	14%	5%
Croatia	75%	41%	16%	10%	19%	10%	8%	4%
Indonesia	12%	4%	11%	6%	5%	3%	53%	21%
Republic of Ireland	80%	47%	16%	16%	17%	15%	9%	4%
India	65%	24%	51%	29%	16%	20%	5%	2%
Iran	45%	12%	28%	14%	7%	4%	26%	1%
Italy	74%	31%	21%	24%	18%	22%	0%	10%
Cote d'Ivoire	40%	6%	35%	6%	4%	3%	0%	31%

Japan	50%	7%	2%	12%	11%	2%	33%	8%
Republic of Korea	89%	44%	10%	29%	9%	9%	5%	2%
Laos	44%	18%	37%	10%	21%	4%	31%	1%
Mexico	76%	40%	32%	52%	19%	15%	4%	2%
Malaysia	74%	26%	25%	18%	13%	11%	9%	2%
Nigeria	90%	1%	51%	28%	24%	0%	0%	6%
Netherlands	69%	38%	17%	12%	29%	18%	11%	8%
Peru	65%	11%	28%	15%	7%	4%	7%	4%
Philippines	68%	7%	29%	4%	3%	4%	15%	0%
Pakistan	19%	6%	7%	18%	7%	7%	42%	15%
Poland	65%	38%	14%	17%	35%	17%	8%	11%
Palestine	31%	16%	26%	28%	6%	13%	0%	36%
Paraguay	69%	22%	32%	16%	7%	13%	3%	5%
Serbia	73%	34%	18%	13%	17%	10%	7%	7%
Sweden	74%	52%	28%	12%	27%	19%	0%	15%
Slovenia	65%	47%	24%	11%	25%	12%	12%	8%
Türkiye	60%	17%	42%	17%	17%	10%	13%	2%
USA	62%	32%	18%	12%	20%	15%	19%	9%
Vietnam	53%	22%	27%	24%	8%	6%	30%	1%

Source: WIN 2024. Base: 33862.



WIN

Worldwide
Independent Network
Of Market Research



GOVERNMENTS TAKING CARE



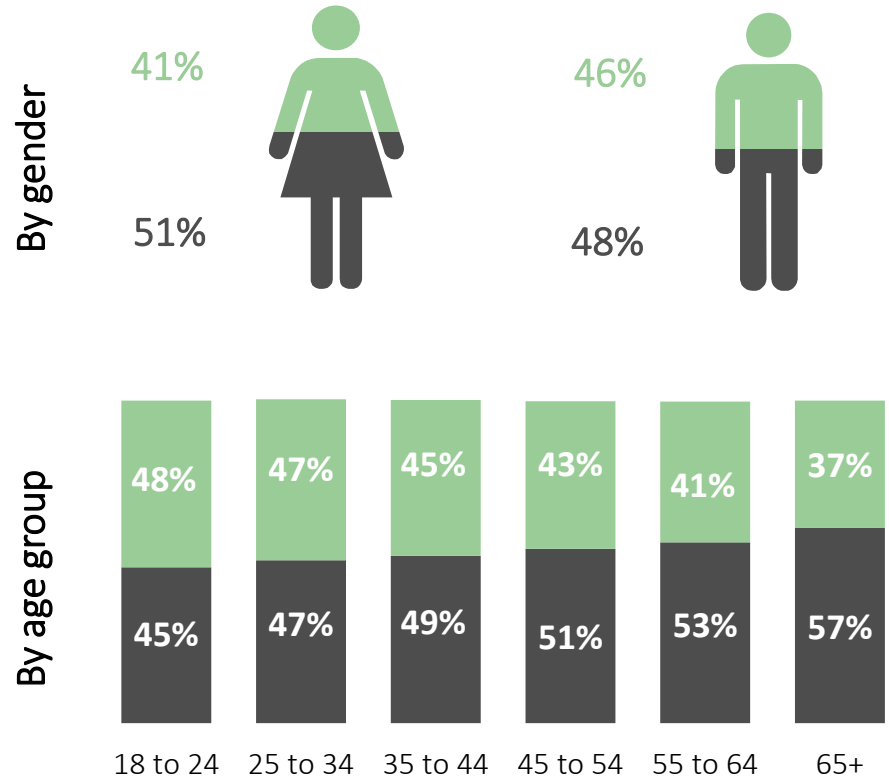
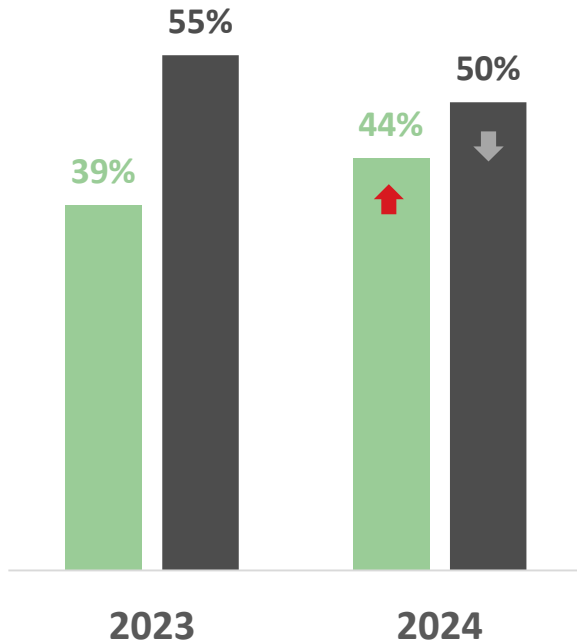
WIN

Worldwide
Independent Network
Of Market Research

To what extent do you agree or disagree with the following statement: Governments are taking the necessary actions to take care of the environment

% Within total population

Global Average



Source: WIN 2024. Base: 33866. The percentages corresponding to the option "Dk/Nr" have not been included

To what extent do you agree or disagree with the following statement: Governments are taking the necessary actions to take care of the environment

% Within total population



By educational level

No education / Only basic education



Completed Primary



Completed Secondary School



Completed High level education (University)



Completed Higher level of education (Masters, PHD, etc.)



By employment

Working full (include self-employed)



Working Part-time



Unemployed



Student



Housewife



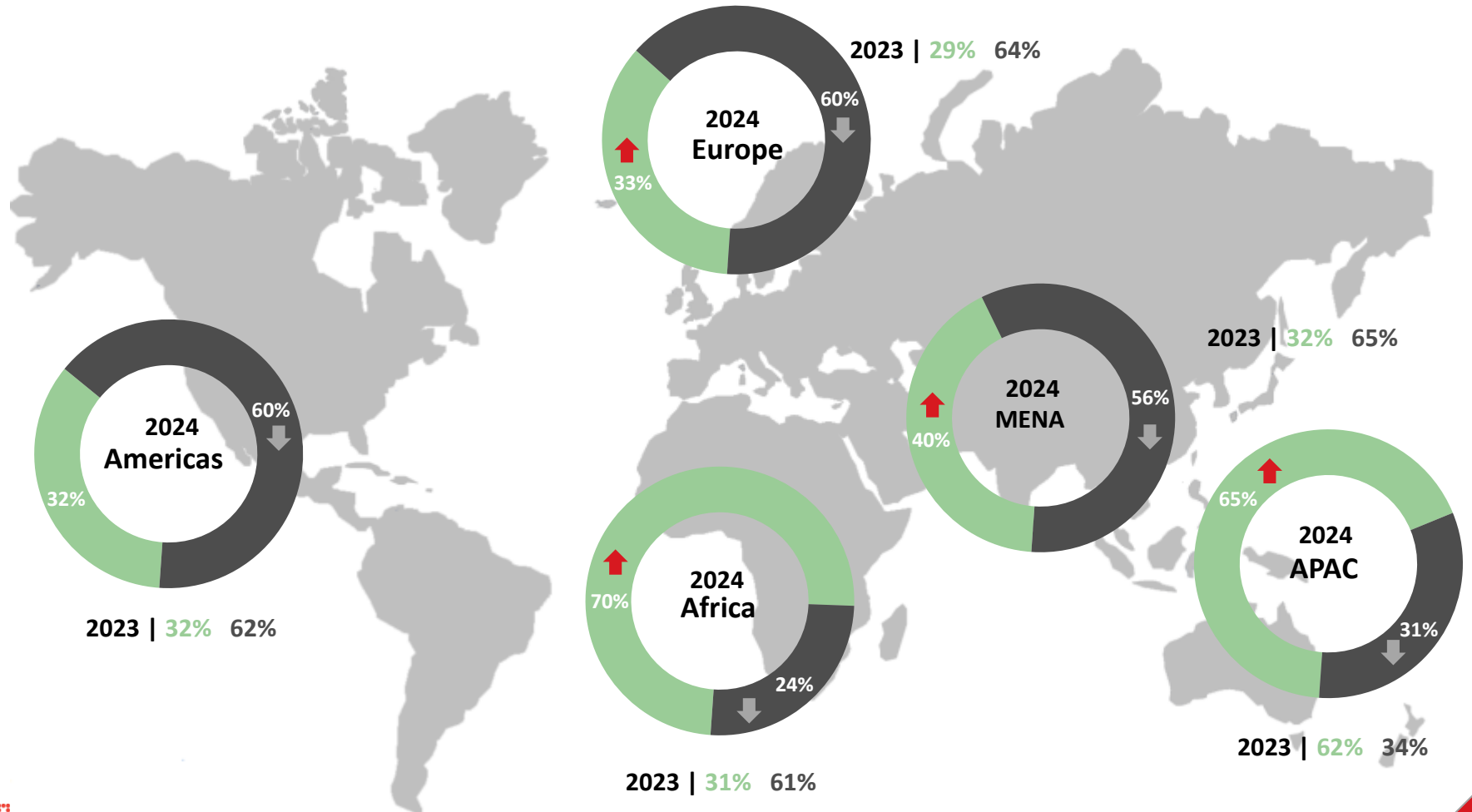
Retired/Disabled



Source: WIN 2024. Base: 33866. The percentages corresponding to the option "Dk/Nr" have not been included

To what extent do you agree or disagree with the following statement:
Governments are taking the necessary actions to take care of the environment

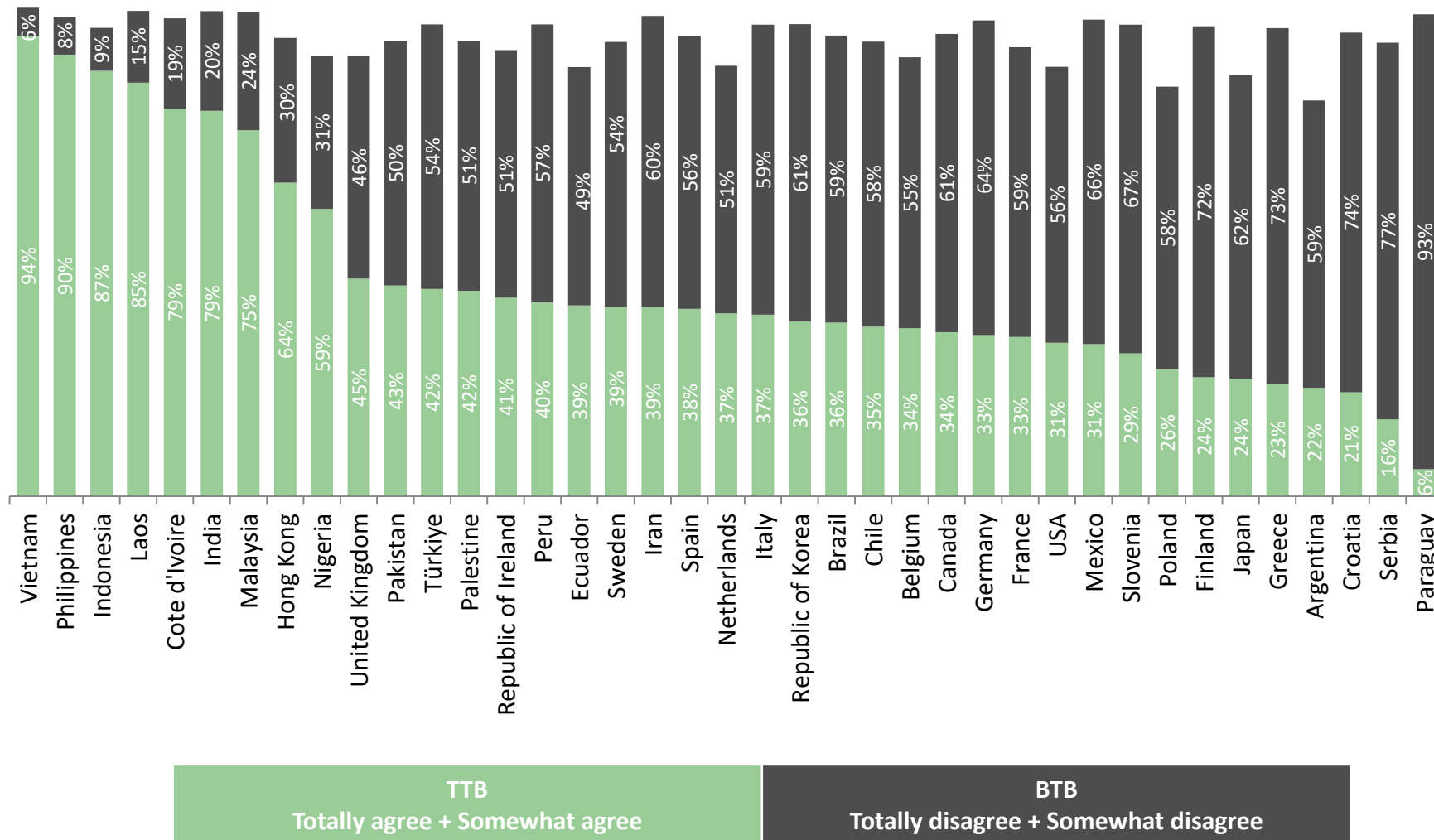
% Within total population



Source: WIN 2024. Base: 33866. The percentages corresponding to the option "Dk/Nr" have not been included

To what extent do you agree or disagree with the following statement: Governments are taking the necessary actions to take care of the environment

% Within total population



Governments are taking the necessary actions to take care of the environment

Annual comparisson TTB

% within total population

	TTB 2023	TTB 2024	
GLOBAL AVERAGE	39%	44%	↑
Vietnam	95%	94%	↓
Philippines	94%	90%	↓
Indonesia	No data	87%	
Laos	No data	85%	
Cote d'Ivoire	56%	79%	↑
India	77%	79%	↑
Malaysia	54%	75%	↑
Hong Kong	69%	64%	↓
Nigeria	35%	59%	↑
United Kingdom	31%	45%	↑
Pakistan	37%	43%	↑
Türkiye	38%	42%	↑
Palestine	No data	42%	
Republic of Ireland	36%	41%	↑
Peru	26%	40%	↑
Ecuador	33%	39%	↑
Sweden	No data	39%	
Iran	No data	39%	
Spain	33%	38%	↑
Netherlands	46%	37%	↓

	TTB 2023	TTB 2024	
Italy	35%	37%	↑
Republic of Korea	No data	36%	
Brazil	42%	36%	↓
Chile	34%	35%	↑
Belgium	No data	34%	
Canada	30%	34%	↑
Germany	31%	33%	↑
France	22%	33%	↑
USA	32%	31%	↓
Mexico	35%	31%	↓
Slovenia	26%	29%	↑
Poland	23%	26%	↑
Finland	20%	24%	↑
Japan	30%	24%	↓
Greece	27%	23%	↓
Argentina	33%	22%	↓
Croatia	17%	21%	↑
Serbia	18%	16%	↓
Paraguay	15%	6%	↓

Source: WIN 2024. Base: 33866. The percentages corresponding to the option "Dk/Nr" have not been included

METHODOLOGY

Total of 33 866 surveys worldwide

Dates: Dec. 1st 2023 to Feb. 4th 2024

	Country	Company Name	Methodology	Sample	Coverage	2023-2024 Fieldwork Dates
1	Argentina	Voices Research & Consultancy	CAWI	1035	NATIONAL	1-6 December 2023
2	Belgium	IRB Europe	CAWI	500	NATIONAL	26-31 January 2024
3	Brazil	Market Analysis Brazil	CAWI	1000	NATIONAL	9-24 January 2024
4	Canada	LEGER	CAWI	1000	NATIONAL	3-14 January 2024
5	Chile	Activa Research	CAWI	1094	NATIONAL	January 2024
6	Croatia	Institute for market and media research, Mediana Fides	CAWI	585	NATIONAL	23-29 January 2024
7	Ecuador	Centro de Estudios Y Datos - CEDATOS	CAPI	505	NATIONAL	28 Jan – 3 Feb 2024
8	Finland	Taloustutkimus Oy	Online Panel	1128	NATIONAL	13-18 December 2023
9	France	BVA	CAWI	1000	NATIONAL	17-19 January 2024
10	Germany	Produkt+Markt	CAWI	1000	NATIONAL	22 Dec 2023- 22 Jan 2024
11	Greece	Alternative Research Solutions	CAWI	500	NATIONAL	10-15 January 2024
12	Hong Kong	Consumer Search Group (CSG)	Online Panel	500	TERRITORY WIDE	1-6 December 2023
13	India	DataPrompt International Pvt. Ltd.	CAWI	1000	NATIONAL	19 Dec 2023 - 25 Jan 2024
14	Indonesia	DEKA	Face to Face	1000	NATIONAL	5-26 December 2023
15	Iran	EMRC	CATI	1000	URBAN	18-31 December 2023
16	Ireland	RED C Research & Marketing Ltd	CAWI	1002	NATIONAL	5-10 January 2024
17	Italy	BVA Doxa	CAWI	1000	NATIONAL	17-19 January 2024
18	Cote d'Ivoire	EMC	CAPI	1200	NATIONAL	9-28 January 2024
19	Laos	Indochina Research (LAOS) Ltd	CATI	500	4 KEY REGIONS	15 Dec 2023- 8 Jan 2024
20	Japan	Nippon Research Center, LTD.	CAWI	1118	NATIONAL	9-16 January 2024

METHODOLOGY

Total of 33 866 surveys worldwide

Dates: Dec. 1st 2023 to Feb. 4th 2024

	Country	Company Name	Methodology	Sample	Coverage	2023-2024 Fieldwork Dates
21	Malaysia	Central Force International	Online	1000	NATIONAL	7-13 December 2023
22	Mexico	Brand Investigation S.A.de C.V	Online	500	NATIONAL	11-20 December 2023
23	Nigeria	Market Trends International	CATI	1000	NATIONAL	15 Dec 2023- 24 Jan 2024
24	Pakistan	Gallup Pakistan	CATI	1000	NATIONAL	3-17 January 2024
25	Palestine	Palestinian Center for Public Opinion	TAPI	483	NATIONAL	26 Sep - 5 Oct 2023
26	Paraguay	ICA Consultoría Estratégica	CATI	480	NATIONAL	18 Dec 2023 – 11 Jan 2024
27	Peru	Datum Internacional	P2P	1210	NATIONAL	6-9 January 2024
28	Philippines	Philippine Survey and Research Center, Inc. (PSRC)	F2F CAPI	1000	NATIONAL	12-27 January 2024
29	Poland	Mareco Polska	CAWI	1080	NATIONAL	2-5 January 2024
30	Republic of Korea	Gallup Korea	CAWI	1029	NATIONAL	24-30 January 2024
31	Serbia	Institute for market and media research, Mediana Adria	CAWI	501	NATIONAL	23-29 January 2024
32	Slovenia	Institute for market and media research, Mediana	CAWI	700	NATIONAL	23-27 January 2024
33	Spain	Instituto DYM	CAWI	1011	NATIONAL	13-15 December 2023
34	Sweden	DEMOSKOP AB	CAWI	1068	NATIONAL	4 Dec 2023 – 31 Jan 2024
35	Netherlands	Motivaction International B.V.	CAWI	1005	NATIONAL	2-5 February 2024
36	Türkiye	Barem	CATI	523	NATIONAL	26-30 January 2024
37	United Kingdom	ORB International	CAWI	1000	NATIONAL	
38	USA	LEGER	CAWI	1007	NATIONAL	3-14 January 2024
39	Vietnam	Indochina Research (Vietnam) Ltd	CAPI	600	Hanoi, Ho Chi Minh city, Danang urban population	29 Dec 2023 – 18 Jan 2024