

기후 변화 관련 인식

WWS(WIN World Survey) 다국가 비교 조사

세계 조사 개요

2019년 10~12월 40개국 성인 총 29,368명 면접/전화/온라인조사(주제별 참여국 상이)

한국 조사 개요

- 조사기간: 2019년 11월 8~28일
- 표본추출: 2단계 층화 집락 무작위 추출-지점 내 성·연령별 할당
- 응답방식: 개별 면접조사
- 조사대상: 전국(제주 제외) 만 19세 이상 1,500명
- 응답률: 32%(총 접촉 4,661명 중 1,500명 응답 완료)
- 표본오차: $\pm 2.5\%$ 포인트(95% 신뢰수준)
- 의뢰처: 한국갤럽 자체 조사

갤럽리포트 G20200305

◎ 기후 변화 관련 인식 요약 - 응답자 특성별 39개국 평균 vs 한국, 주변국

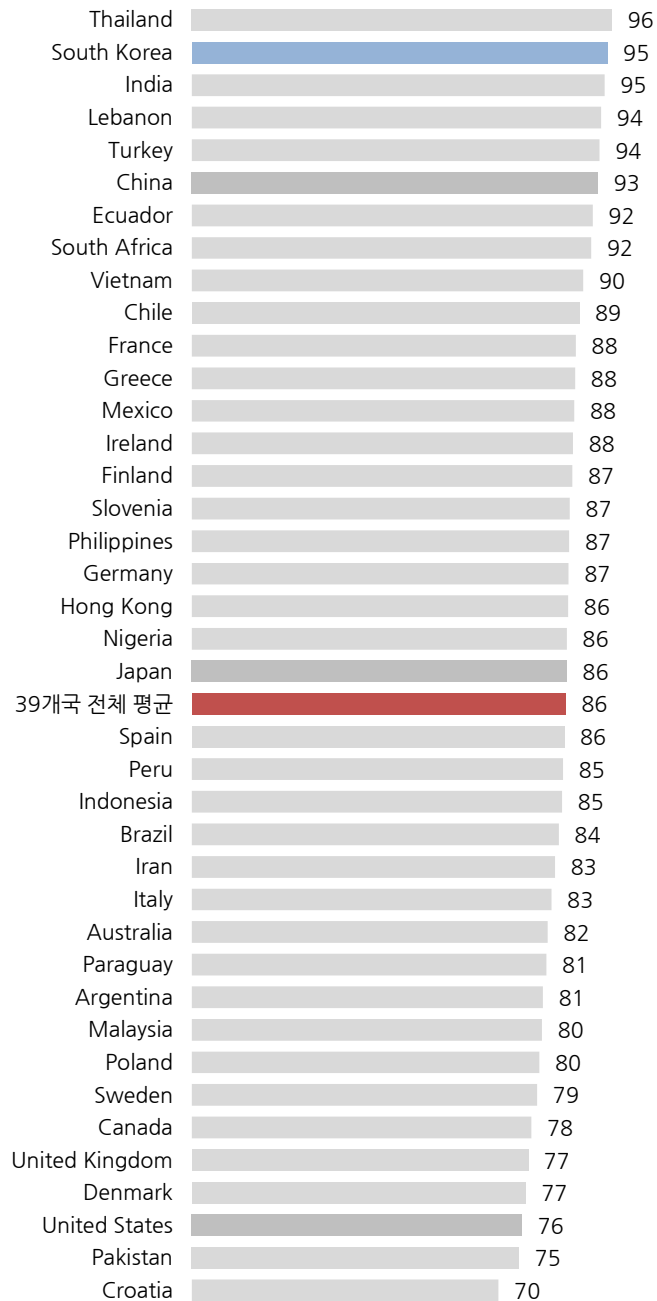
		항목별 동의율			
		지구 온난화로 이어지는 기후 변화가 있다	지구 온난화는 인간 활동의 결과다	지구 온난화는 인류에게 심각한 위협이다	기후 변화를 막기에는 이미 너무 늦었다
39개국 전체 평균		86%	84%	84%	46%
성별	남성	85%	83%	83%	46%
	여성	87%	86%	86%	46%
연령별	18~24세	85%	85%	85%	47%
	25~34세	85%	84%	84%	47%
	35~44세	86%	84%	83%	45%
	45~54세	86%	84%	84%	45%
	55~64세	87%	86%	87%	46%
	65세 이상	86%	83%	86%	44%
한국 조사 결과 - 전체		95%	93%	93%	66%
성별	남성	95%	91%	93%	65%
	여성	96%	94%	94%	66%
연령별	19~24세	96%	96%	94%	69%
	25~34세	93%	91%	95%	62%
	35~44세	96%	93%	93%	63%
	45~54세	97%	91%	93%	69%
	55~64세	95%	93%	93%	66%
	65세 이상	95%	93%	92%	66%
주변국	일본	86%	81%	85%	48%
	중국	93%	85%	57%	40%
	미국	76%	72%	76%	29%

* 동의율은 4점 척도에서 ‘(전적으로+어느 정도) 동의한다’ 응답 비율

* 2019년 10~12월 39개국 28,454명 조사 . WIN World Survey

* 한국은 2019년 11월 8~28일 전국 성인 1,500명 면접조사. 갤럽리포트 www.gallup.co.kr

◎ '지구 온난화로 이어지는 기후 변화가 있다' - 국가별 동의율 (%)



질문) 다음 각 문장에 대한 귀하의 생각을 '전적으로 동의', '어느 정도 동의', '별로 동의하지 않음', '전혀 동의하지 않음' 중에서 답해 주십시오.

2019년 11월 8~28일 한국 조사		사례수 (명)	(1/4) 지구 온난화로 이어지는 기후 변화가 있다				
			동의한다 (계)	별로 동의하지 않는다		전혀 동의하지 않는다	모름/ 응답거절
				전적으로 동의	어느 정도 동의		
전체		1,500	95%	40.7%	54.7%	4%	0%
성별	남성	743	95%	39%	57%	4%	0%
	여성	757	96%	43%	53%	4%	0%
연령별	19~29세	259	95%	38%	57%	4%	0%
	30대	248	93%	39%	55%	6%	0%
	40대	292	97%	36%	61%	3%	0%
	50대	301	97%	45%	53%	3%	0%
	60대 이상	400	95%	44%	50%	4%	1%
성/ 연령별	남성 19~29세	136	96%	37%	59%	4%	
	남성 30대	128	92%	35%	57%	7%	1%
	남성 40대	148	95%	34%	60%	4%	1%
	남성 50대	152	99%	45%	54%	1%	
	남성 60대 이상	180	95%	41%	54%	4%	1%
	여성 19~29세	123	94%	40%	55%	4%	1%
	여성 30대	121	95%	43%	52%	5%	1%
	여성 40대	143	99%	37%	62%	1%	
직업별	여성 50대	150	96%	44%	51%	4%	1%
	여성 60대 이상	220	95%	47%	47%	4%	1%
	농/임/어업	25	-	-	-	-	-
	자영업	214	96%	42%	53%	4%	0%
	기능노무/서비스	531	96%	38%	57%	4%	0%
	사무/관리	295	96%	43%	53%	3%	1%
	전업주부	280	94%	39%	54%	5%	1%
	학생	72	97%	31%	65%	3%	
지역별	무직/은퇴/기타	83	97%	50%	47%	1%	1%
	서울	294	93%	30%	64%	6%	0%
	인천/경기	465	96%	48%	47%	4%	0%
	강원	46	-	-	-	-	-
	대전/세종/충청	160	96%	38%	59%	3%	1%
	광주/전라	150	97%	40%	57%	3%	1%
	대구/경북	151	99%	60%	39%	1%	0%
	부산/울산/경남	234	95%	29%	66%	4%	1%

*50사례 미만은 수치 제시하지 않음. 갤럽리포트 www.gallup.co.kr

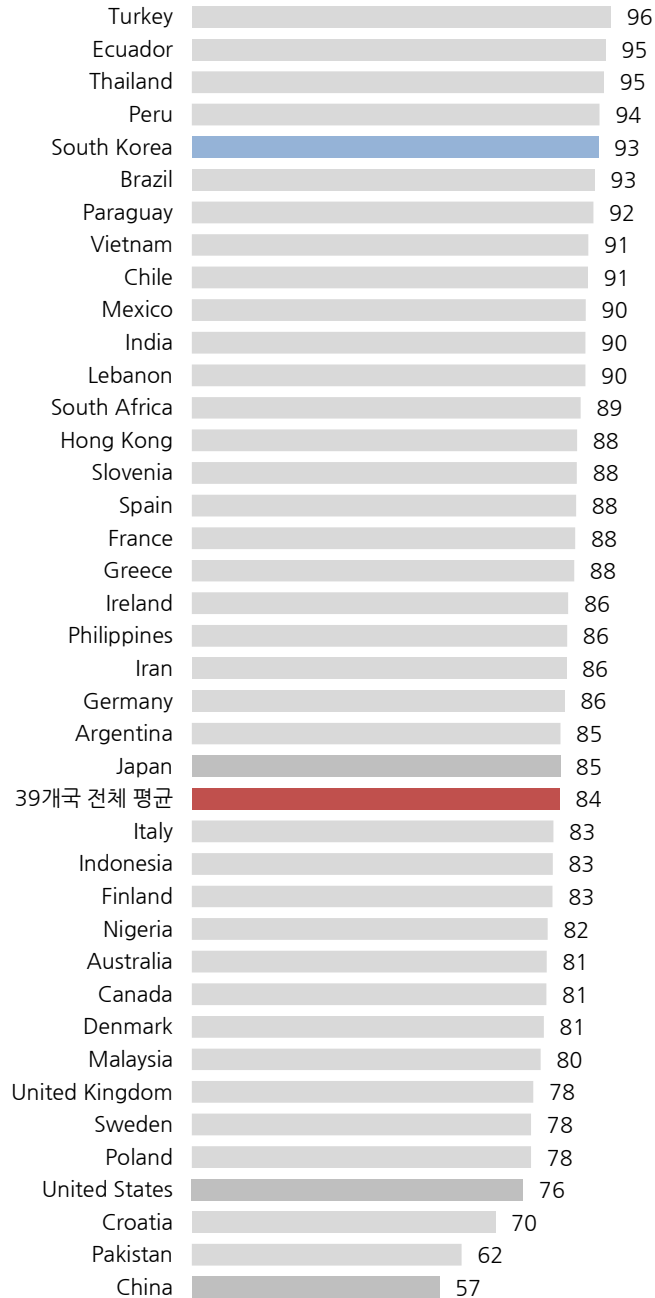
◎ '지구 온난화는 인간 활동의 결과다' - 국가별 동의율 (%)



2019년 11월 8~28일 한국 조사		사례수 (명)	(2/4) 지구 온난화는 인간 활동의 결과다				
			동의한다 (계)	별로		전혀 동의하지 않는다	모름/ 응답거절
				전적으로 동의	어느정도 동의		
전체		1,500	93%	46.3%	46.2%	6%	1%
성별	남성	743	91%	44.3%	46.5%	8%	1%
	여성	757	94%	48%	46%	4%	1%
연령별	19~29세	259	93%	46%	47%	6%	0%
	30대	248	92%	43%	49%	7%	1%
	40대	292	91%	48%	43%	8%	0%
	50대	301	93%	48%	45%	6%	0%
	60대 이상	400	94%	46%	47%	5%	1%
성/ 연령별	남성 19~29세	136	94%	44%	50%	5%	1%
	남성 30대	128	90%	41%	49%	9%	1%
	남성 40대	148	87%	45%	42%	11%	1%
	남성 50대	152	92%	49%	42%	8%	1%
	남성 60대 이상	180	91%	42%	49%	7%	2%
	여성 19~29세	123	92%	48%	44%	7%	1%
	여성 30대	121	93%	44%	49%	4%	0%
	여성 40대	143	96%	52%	44%	4%	1%
	여성 50대	150	94%	46%	47%	5%	1%
	여성 60대 이상	220	96%	50%	46%	3%	1%
직업별	농/임/어업	25	-	-	-	-	-
	자영업	214	93%	45%	48%	6%	0%
	기능노무/서비스	531	93%	47%	46%	6%	0%
	사무/관리	295	92%	48%	43%	7%	1%
	전업주부	280	92%	45%	47%	6%	1%
	학생	72	95%	48%	47%	5%	1%
	무직/은퇴/기타	83	93%	40%	53%	6%	1%
지역별	서울	294	88%	38%	50%	12%	1%
	인천/경기	465	96%	56%	40%	3%	0%
	강원	46	-	-	-	-	-
	대전/세종/충청	160	93%	43%	50%	6%	1%
	광주/전라	150	95%	43%	52%	4%	0%
	대구/경북	151	96%	50%	47%	1%	0%
	부산/울산/경남	234	88%	40%	48%	10%	2%

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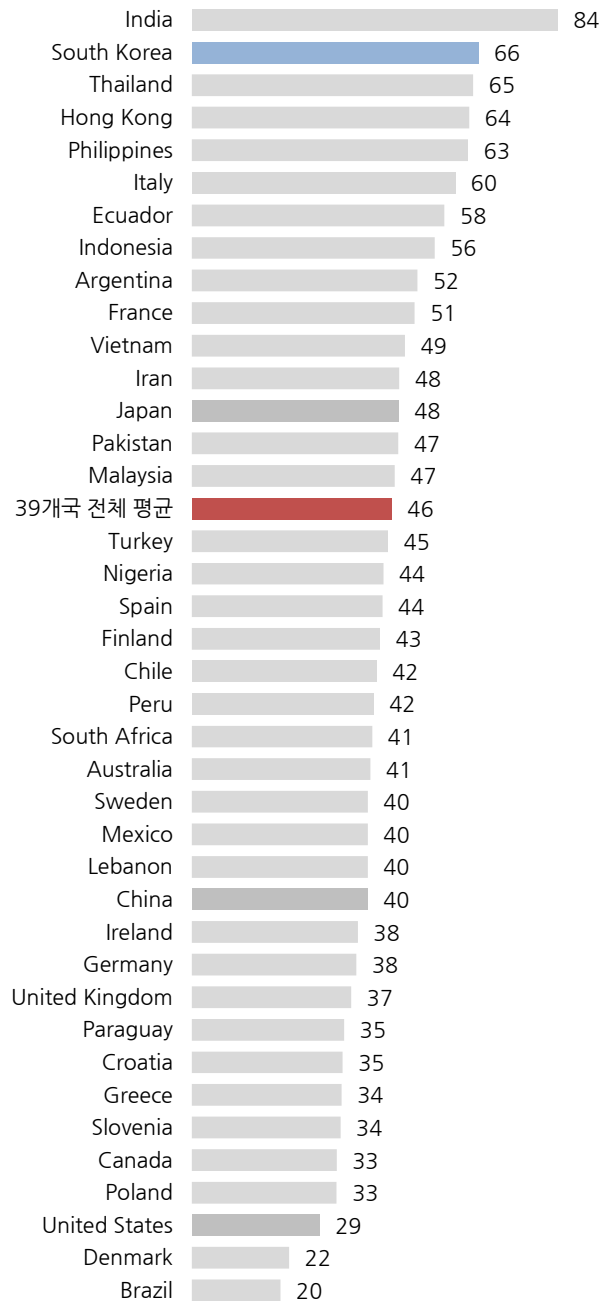
◎ '지구 온난화는 인류에게 심각한 위협이다' - 국가별 동의율 (%)



2019년 11월 8~28일 한국 조사		사례수 (명)	(3/4) 지구 온난화는 인류에게 심각한 위협이다					
			동의한다 (계)			별로 동의하지 않는다	전혀 동의하지 않는다	모름/ 응답거절
				전적으로 동의	어느정도 동의			
전체		1,500	93%	49%	44%	6%	0%	1%
성별	남성	743	93%	48%	45%	6%	0%	1%
	여성	757	94%	50%	44%	6%	0%	0%
연령별	19~29세	259	94%	48%	46%	5%		0%
	30대	248	93%	46%	47%	6%	0%	0%
	40대	292	94%	49%	45%	5%	0%	0%
	50대	301	93%	48%	45%	6%		1%
	60대 이상	400	93%	52%	41%	6%	1%	1%
성/ 연령별	남성 19~29세	136	92%	48%	44%	8%		
	남성 30대	128	91%	42%	49%	8%		1%
	남성 40대	148	94%	49%	44%	6%		1%
	남성 50대	152	95%	51%	44%	5%		
	남성 60대 이상	180	92%	49%	43%	5%	2%	2%
	여성 19~29세	123	97%	49%	48%	3%		1%
	여성 30대	121	95%	50%	45%	5%	1%	
	여성 40대	143	94%	49%	45%	5%	1%	
	여성 50대	150	91%	46%	46%	7%		1%
	여성 60대 이상	220	93%	54%	39%	7%		
직업별	농/임/어업	25	-	-	-	-	-	-
	자영업	214	94%	50%	45%	4%		2%
	기능노무/서비스	531	94%	47%	47%	6%	0%	0%
	사무/관리	295	95%	59%	37%	5%		
	전업주부	280	91%	46%	45%	9%	0%	0%
	학생	72	93%	42%	51%	7%		
	무직/은퇴/기타	83	93%	44%	48%	4%		3%
지역별	서울	294	92%	38%	54%	7%		1%
	인천/경기	465	96%	59%	37%	3%		0%
	강원	46	-	-	-	-	-	-
	대전/세종/충청	160	93%	42%	51%	6%		1%
	광주/전라	150	90%	56%	34%	10%		
	대구/경북	151	94%	56%	39%	2%	1%	3%
	부산/울산/경남	234	90%	37%	53%	10%	1%	

*50사례 미만은 수치 제시하지 않음. 갤럽리포트 www.gallup.co.kr

◎ '기후 변화를 막기에는 이미 너무 늦었다' - 국가별 동의율 (%)



2019년 11월 8~28일 한국 조사		사례수 (명)	(4/4) 기후 변화를 막기에는 이미 너무 늦었다				
			동의한다 (계)	어느정도		전혀 동의하지 않는다	모름/ 응답거절
				전적으로 동의	동의		
전체		1,500	66%	17%	49%	30%	2%
성별	남성	743	65%	16%	49%	30%	2%
	여성	757	66%	18%	48%	29%	1%
연령별	19~29세	259	67%	17%	49%	30%	1%
	30대	248	62%	16%	46%	34%	2%
	40대	292	68%	15%	53%	27%	1%
	50대	301	65%	16%	49%	30%	1%
	60대 이상	400	67%	20%	47%	28%	3%
성/ 연령별	남성 19~29세	136	68%	16%	52%	30%	2%
	남성 30대	128	57%	14%	44%	37%	2%
	남성 40대	148	68%	14%	54%	27%	1%
	남성 50대	152	67%	13%	54%	29%	1%
	남성 60대 이상	180	65%	21%	44%	28%	4%
	여성 19~29세	123	66%	19%	47%	29%	1%
	여성 30대	121	67%	19%	48%	30%	1%
	여성 40대	143	68%	15%	53%	28%	1%
	여성 50대	150	64%	19%	44%	31%	1%
	여성 60대 이상	220	68%	19%	49%	28%	2%
직업별	농/임/어업	25	-	-	-	-	-
	자영업	214	65%	14%	50%	29%	2%
	기능노무/서비스	531	64%	15%	49%	32%	1%
	사무/관리	295	70%	19%	50%	27%	1%
	전업주부	280	63%	18%	46%	32%	1%
	학생	72	65%	18%	47%	31%	4%
	무직/은퇴/기타	83	74%	21%	53%	19%	6%
지역별	서울	294	61%	12%	49%	36%	1%
	인천/경기	465	65%	19%	47%	30%	1%
	강원	46	-	-	-	-	-
	대전/세종/충청	160	72%	11%	61%	24%	3%
	광주/전라	150	66%	20%	45%	27%	8%
	대구/경북	151	82%	28%	54%	12%	5%
	부산/울산/경남	234	54%	10%	44%	41%	2%

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응답자 특성표

주요 분석 단위별 표본오차(95% 신뢰수준 기준)와 지역/성/지지정당/직업/생활수준과 연령 분포 구성입니다. 2019년 7월 행정안전부 주민등록인구 기준 8개 권역/성/연령별 셀 가중 결과

응답자 특성표 2019년 11월 8~28일 면접조사		조사완료		가중값 적용		가중값 배율 (B/A)	표본오차 95% 신뢰수준
		사례수 (명)(A)	비율	사례수 (명)(B)	비율		
전체		1,500	100%	1,500	100%	1.00	±2.5%P
성별	남성	748	50%	743	50%	0.99	±3.6%P
	여성	752	50%	757	50%	1.01	±3.6%P
연령별	19-29세	301	20%	259	17%	0.86	±5.6%P
	30대	300	20%	248	17%	0.83	±5.7%P
	40대	300	20%	292	19%	0.97	±5.7%P
	50대	301	20%	301	20%	1.00	±5.6%P
	60대 이상	298	20%	400	27%	1.34	±5.7%P
지역별	서울	300	20%	294	20%	0.98	±5.7%P
	인천/경기	450	30%	465	31%	1.03	±4.6%P
	강원	49	3%	46	3%	0.93	±14.0%P
	대전/세종/충청	150	10%	160	11%	1.07	±8.0%P
	광주/전라	160	11%	150	10%	0.94	±7.7%P
	대구/경북	150	10%	151	10%	1.01	±8.0%P
	부산/울산/경남	241	16%	234	16%	0.97	±6.3%P

*표본오차는 조사완료 사례수 기준. 갤럽리포트 www.gallup.co.kr

*가중값 적용 사례수는 2019년 7월 행안부 주민등록인구 기준 지역/성/연령 셀 가중 결과

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.

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:

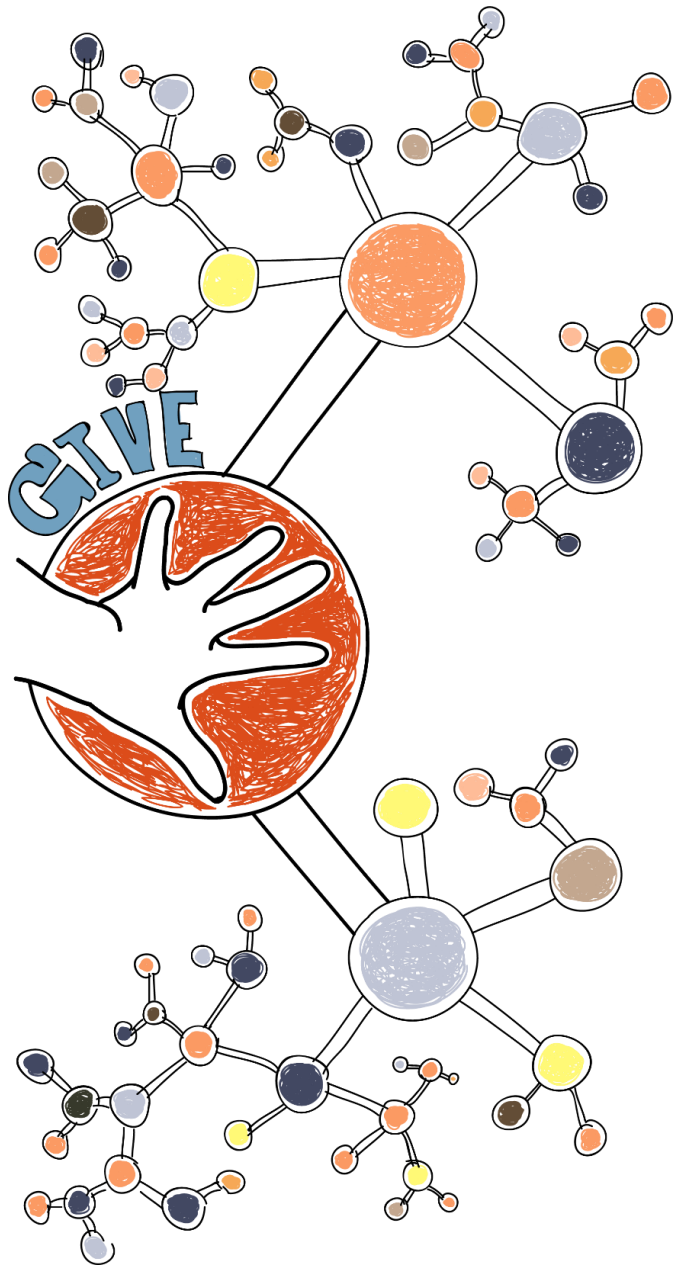
- Thought leadership: access to a group of the most prominent experts and business entrepreneurs in Market Research, Polling, and Consultancy
- Flexibility: tailor-made global and local solutions to meet clients' needs
- Innovation: access to the latest strategic consultancy, tool development and branded 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	PAKISTAN	Gallup Pakistan	CAPI FACE TO FACE	1000	NATIONAL	DEC 2019
27	PARAGUAY	ICA Consultoría Estratégica	CATI 25% 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



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CLIMATE CHANGE

WWS 2020



WIN

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FINDINGS

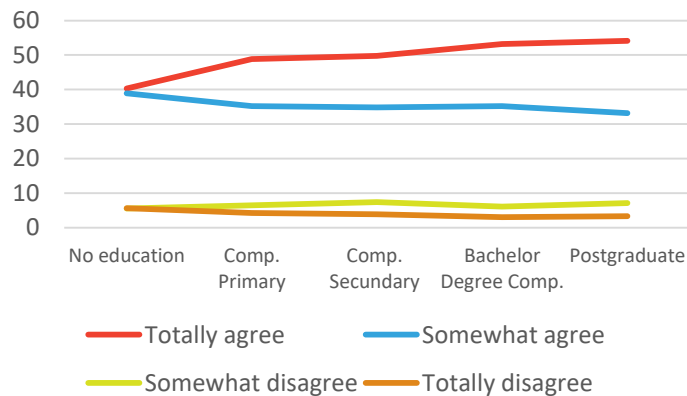


IS THERE A CLIMATE CHANGE THAT LEADS TO GLOBAL WARMING?

Global results

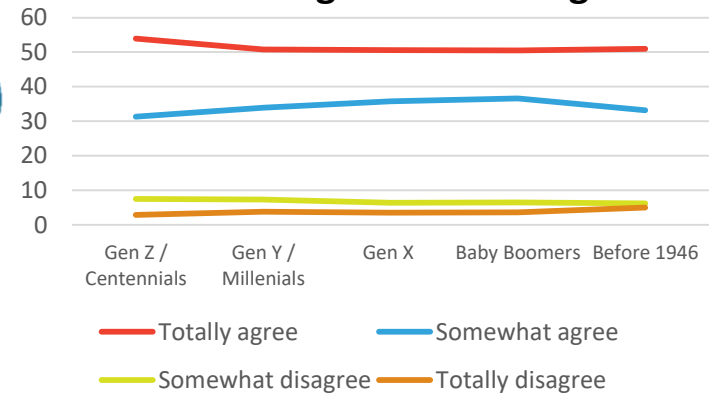
85.8% of the sample in participating countries **agree or somewhat agree** with the statement

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



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

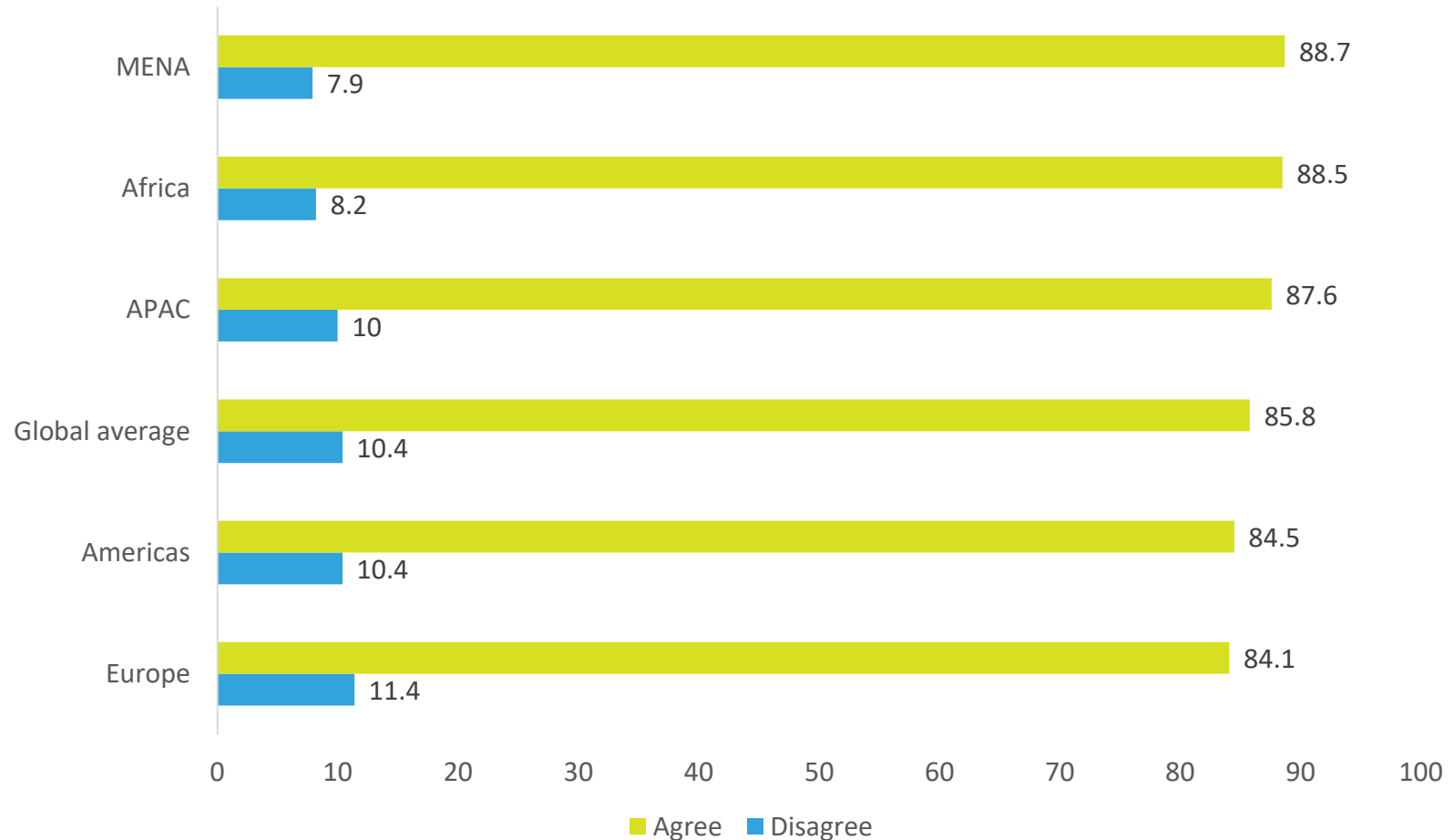
Z Generation or Centennials (1988-2009) are the most aware generation of the existence of climate change and its effect on global warming



Source WIN 2019. Base: 29,368

IS THERE A CLIMATE CHANGE THAT LEADS TO GLOBAL WARMING?

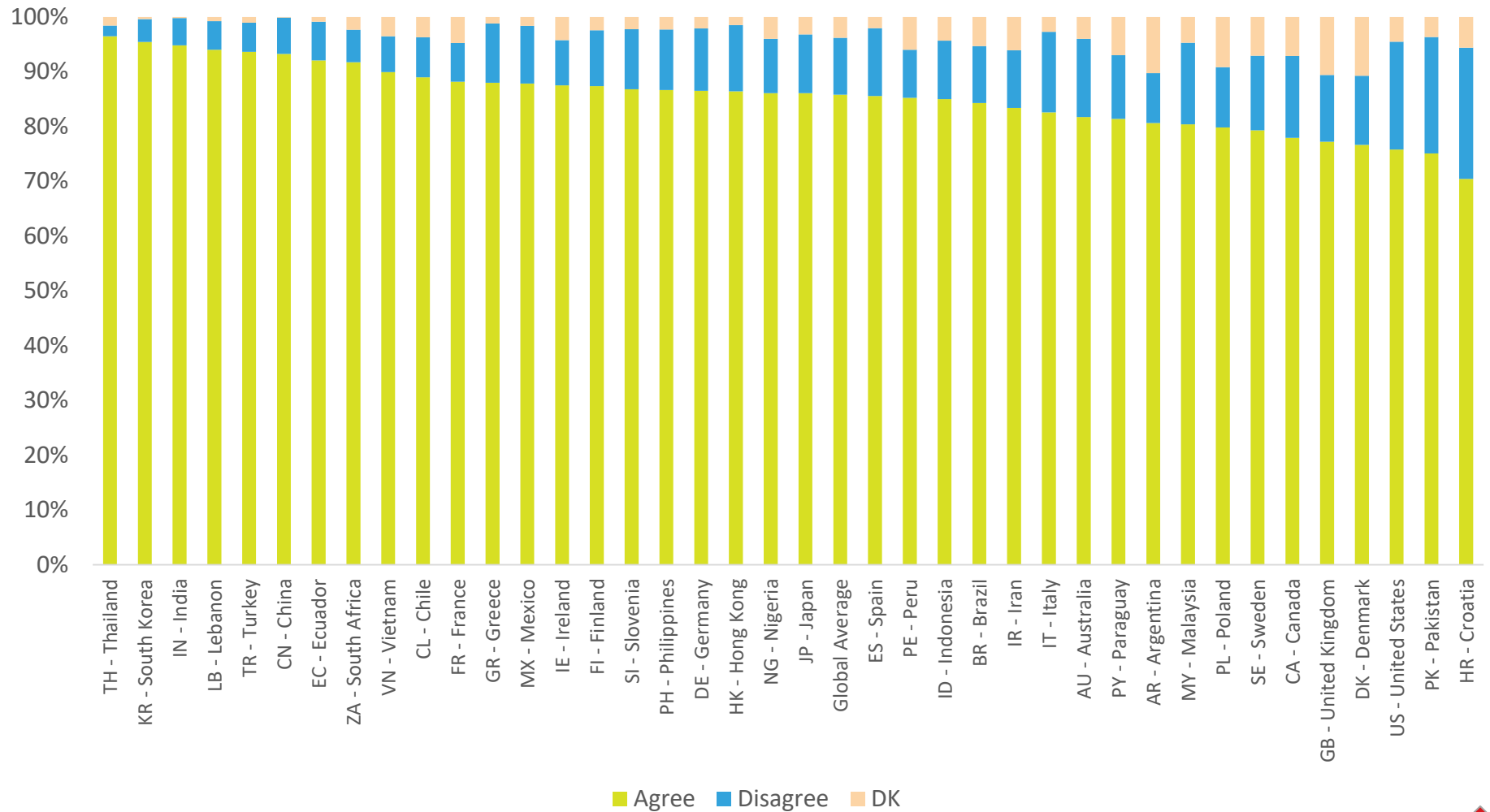
Regional results



Source WIN 2019. Base: 29,368

IS THERE A CLIMATE CHANGE THAT LEADS TO GLOBAL WARMING?

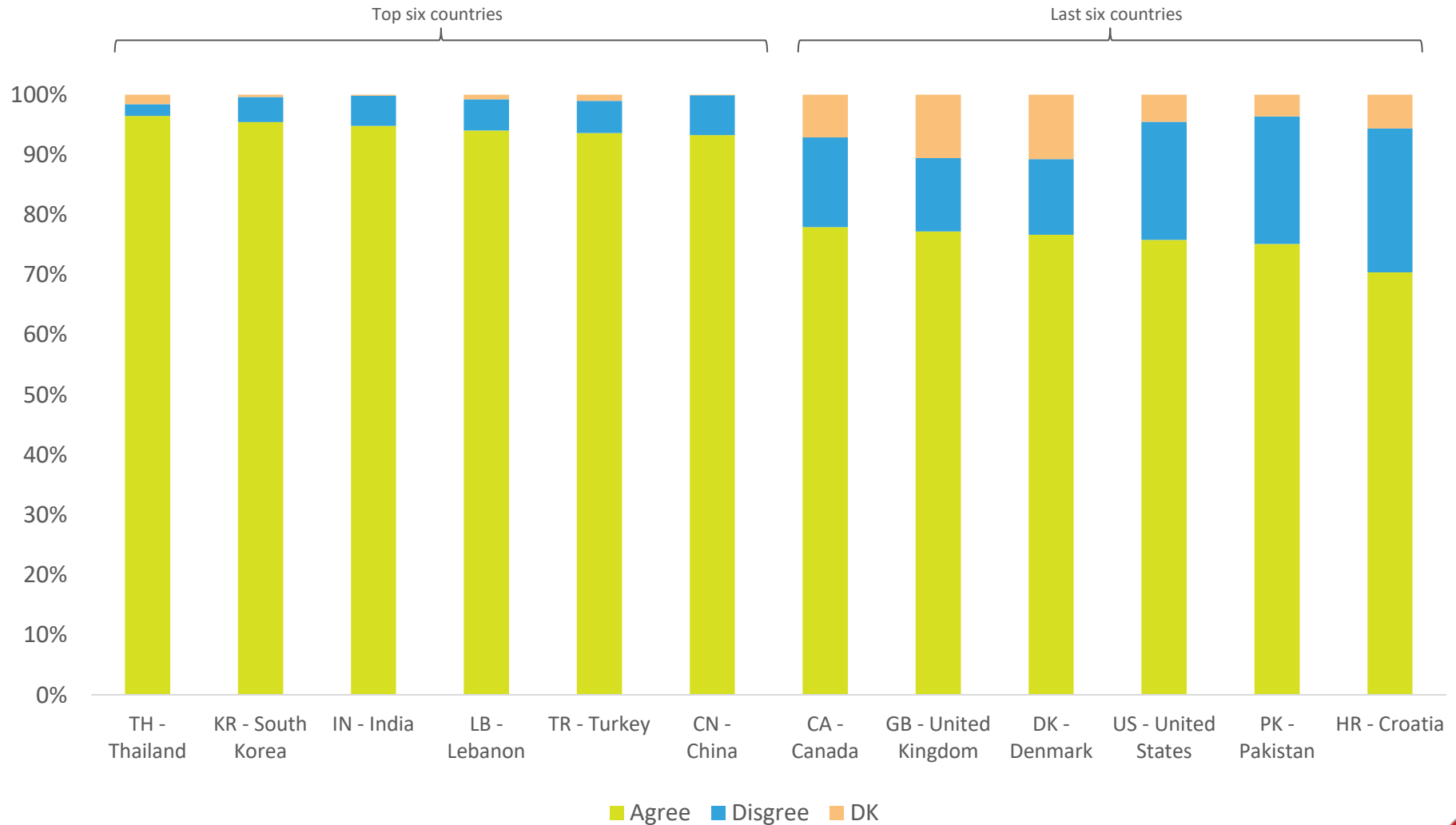
All participants countries



Source WIN 2019. Base: 29,368

IS THERE A CLIMATE CHANGE THAT LEADS TO GLOBAL WARMING?

Top six and last six countries



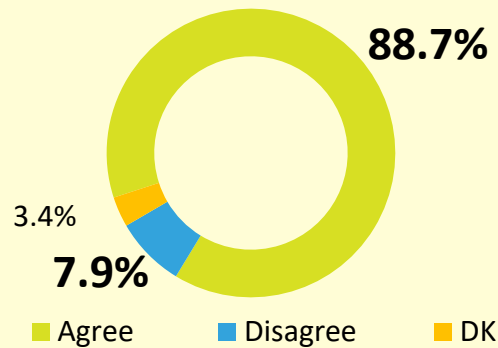
Source WIN 2019. Base: 29,368

IS THERE A CLIMATE CHANGE THAT LEADS TO GLOBAL WARMING?

Region with the highest agree rate - MENA

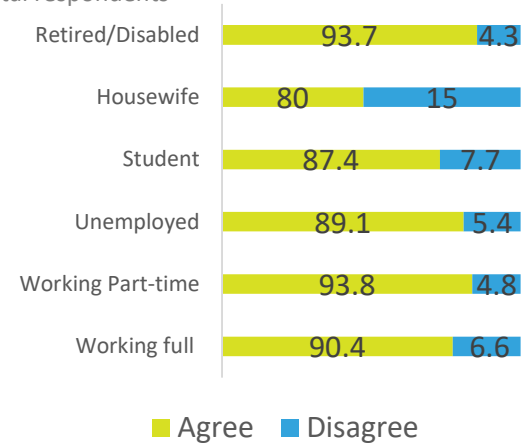
Total MENA

% within total respondents



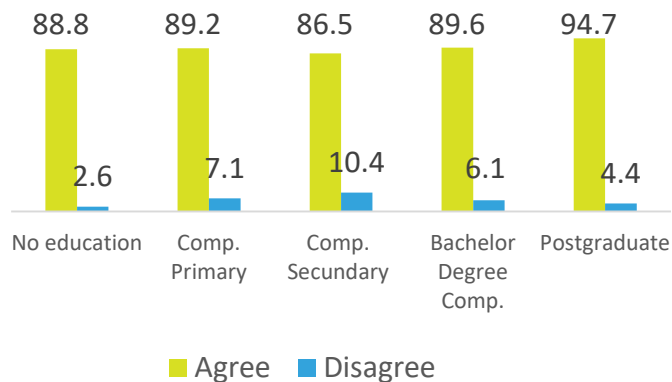
By employment

% within total respondents



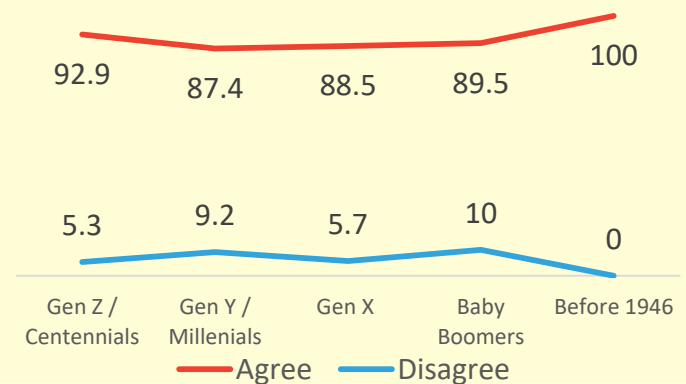
By education level

% within total respondents



By generations

% within total respondents



Source: WIN 2019. Base: 1,507

IS THERE A CLIMATE CHANGE THAT LEADS TO GLOBAL WARMING?

Region with the highest agree rate - MENA

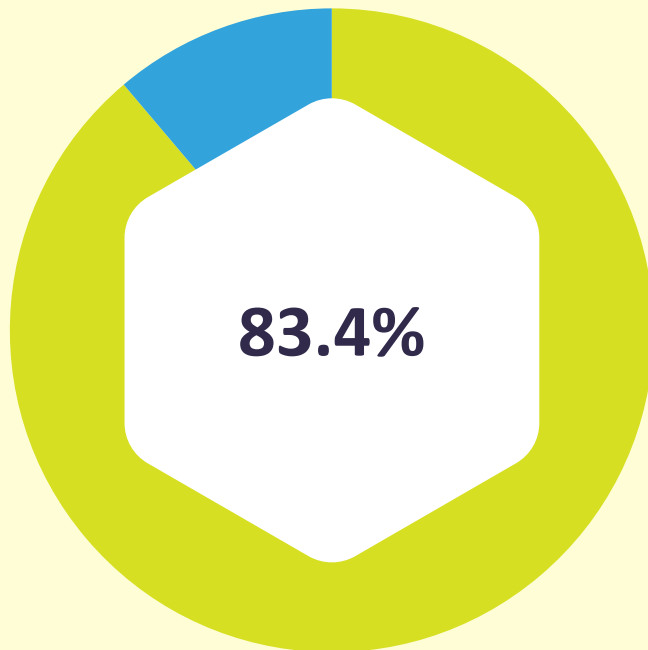
Agree



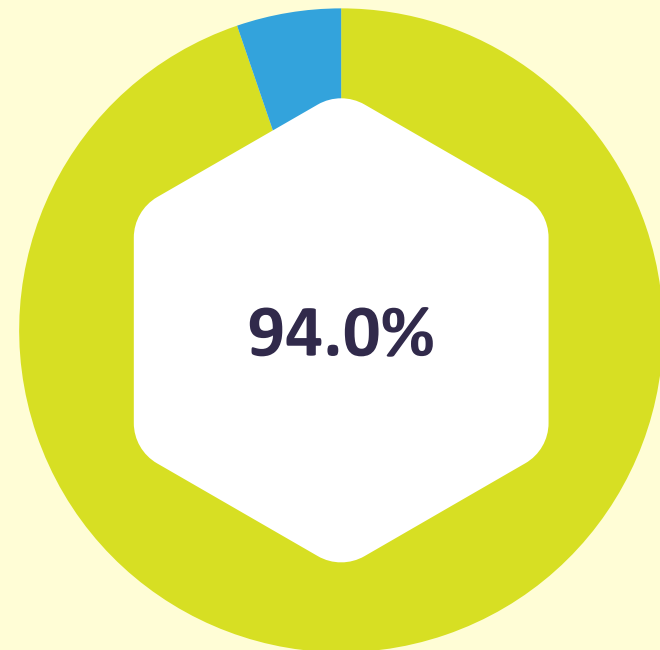
Disagree



IR – Iran



LB - Lebanon



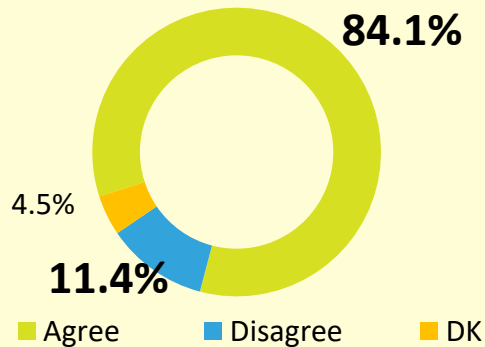
Source: WIN 2019. Base: 1,507

IS THERE A CLIMATE CHANGE THAT LEADS TO GLOBAL WARMING?

Region with the lowest agree rate - Europe

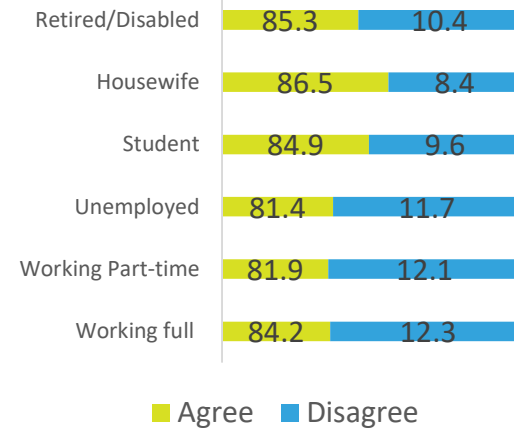
Total Europe

% within total respondents



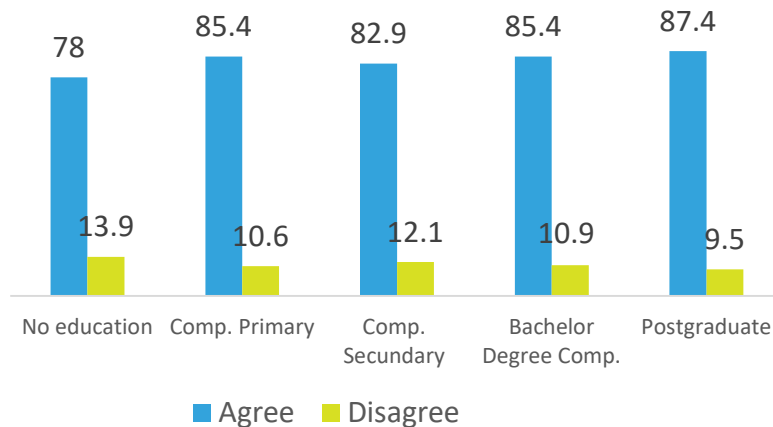
By employment

% within total respondents



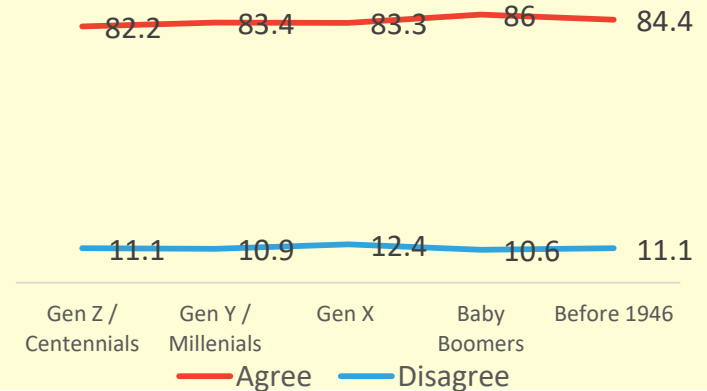
By education level

% within total respondents



By generations

% within total respondents



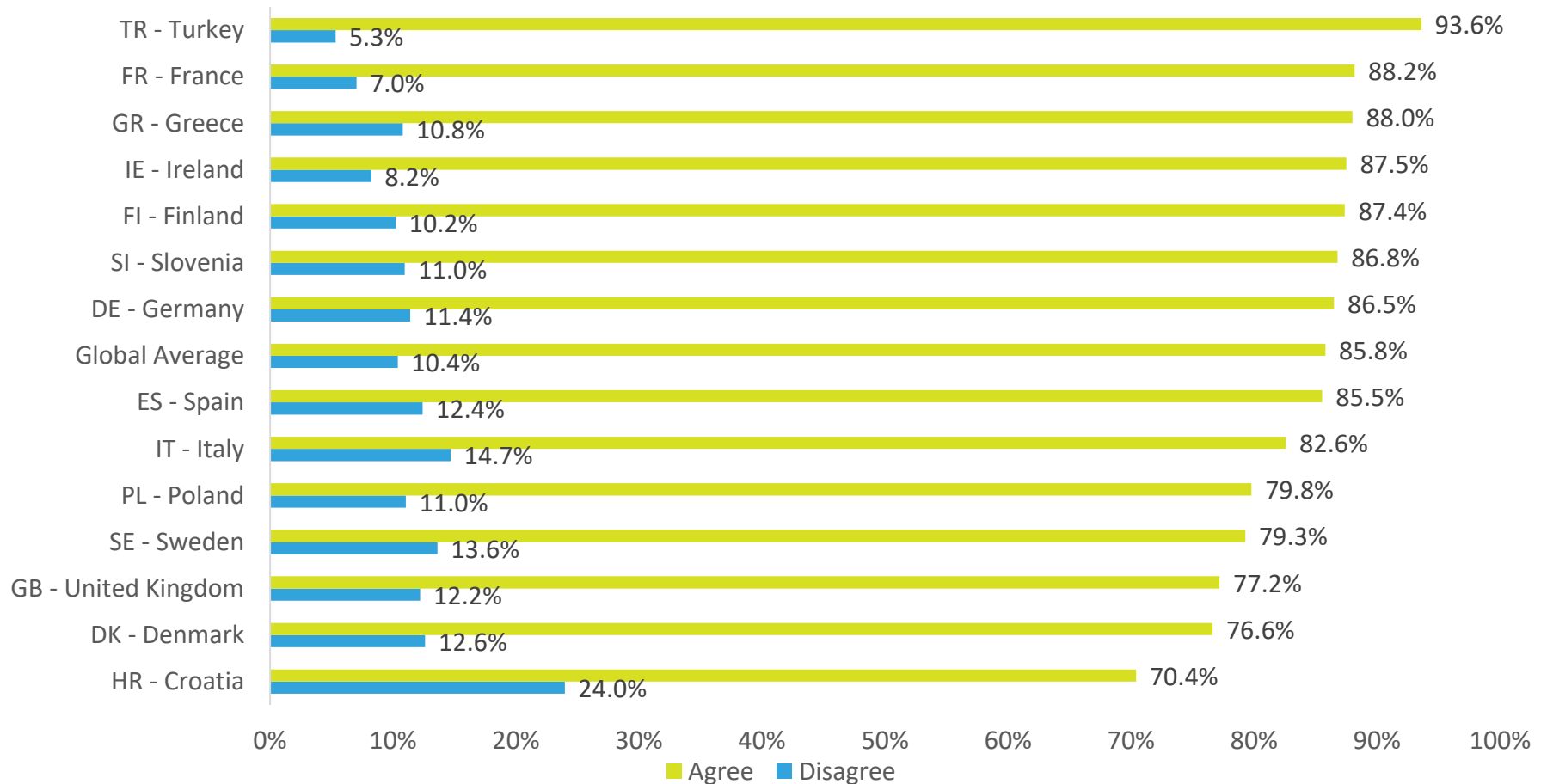
Source: WIN 2019. Base: 10,765

IS THERE A CLIMATE CHANGE THAT LEADS TO GLOBAL WARMING?

Region with the lowest agree rate - Europe

By countries

% within total respondents



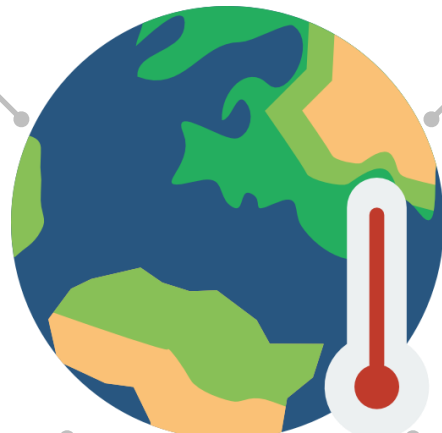
Source: WIN 2019. Base: 10,765

IS GLOBAL WARMING A RESULT OF HUMAN ACTIVITY?

Global results

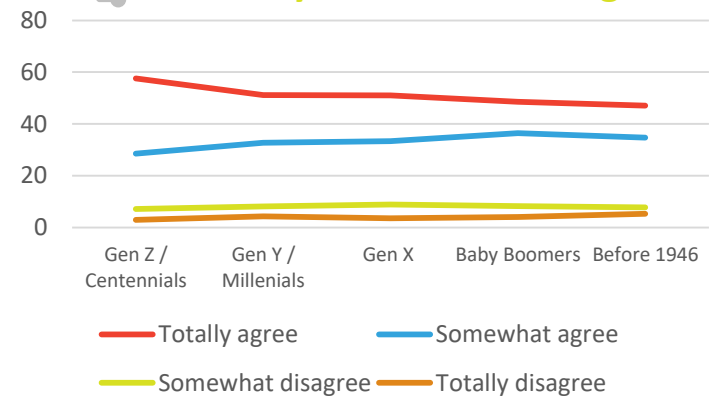
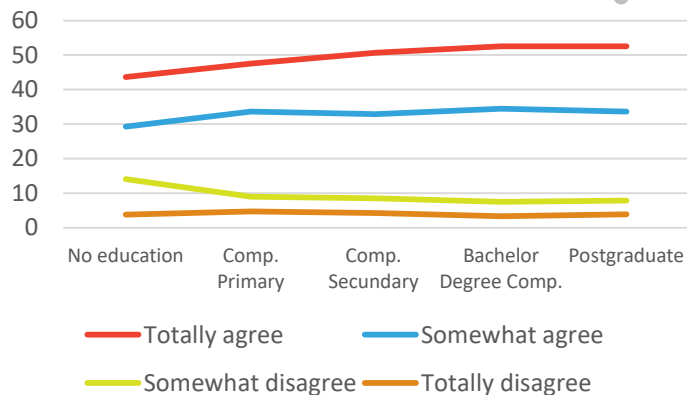
84.4% of respondents in participating countries **agree with the statement**

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**

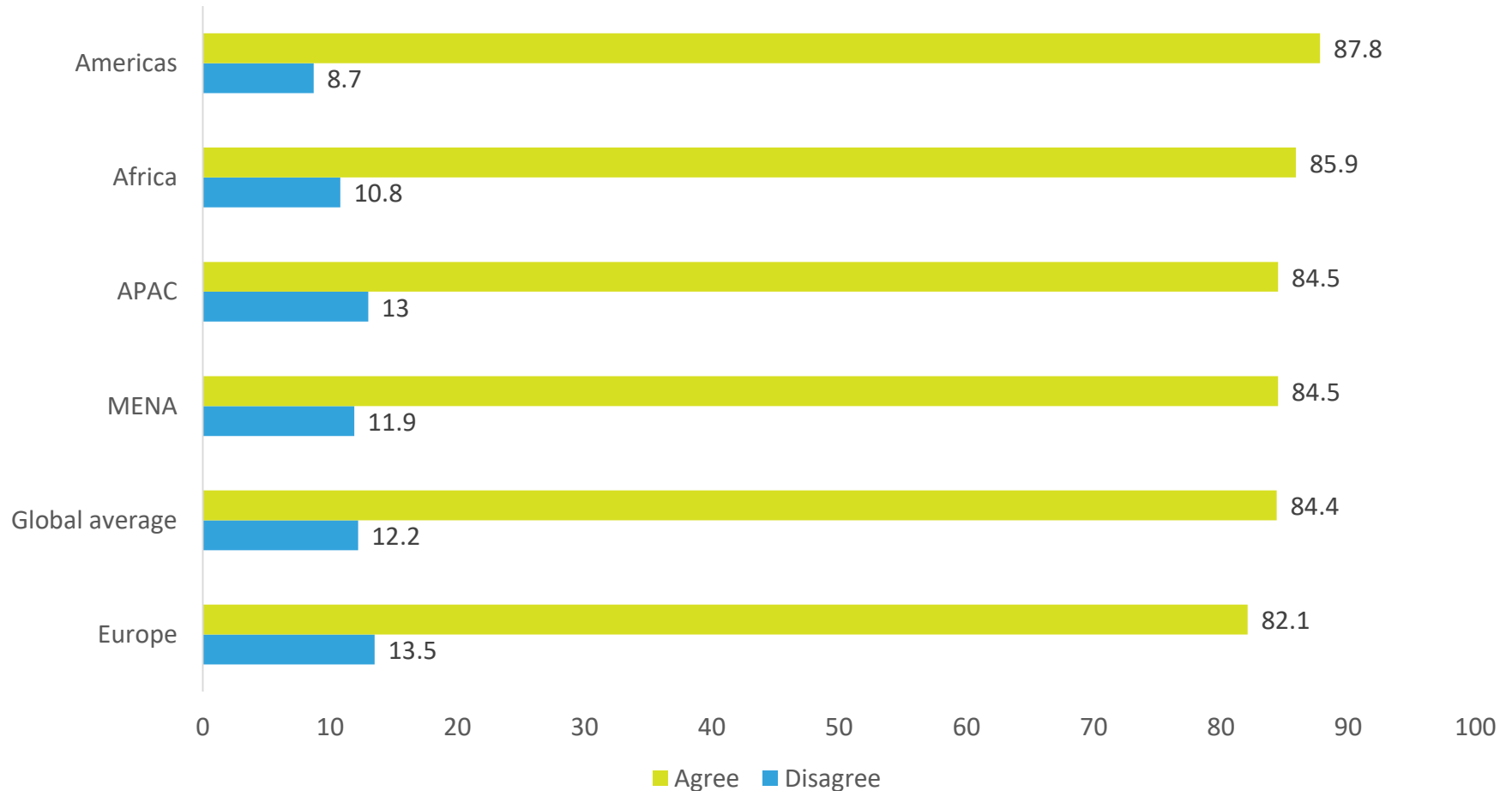
Z Generation or Centennials (1988-2009) are the generations most aware about the **effects of human activity on climate change.**



Source WIN 2019. Base: 29,368

IS GLOBAL WARMING A RESULT OF HUMAN ACTIVITY?

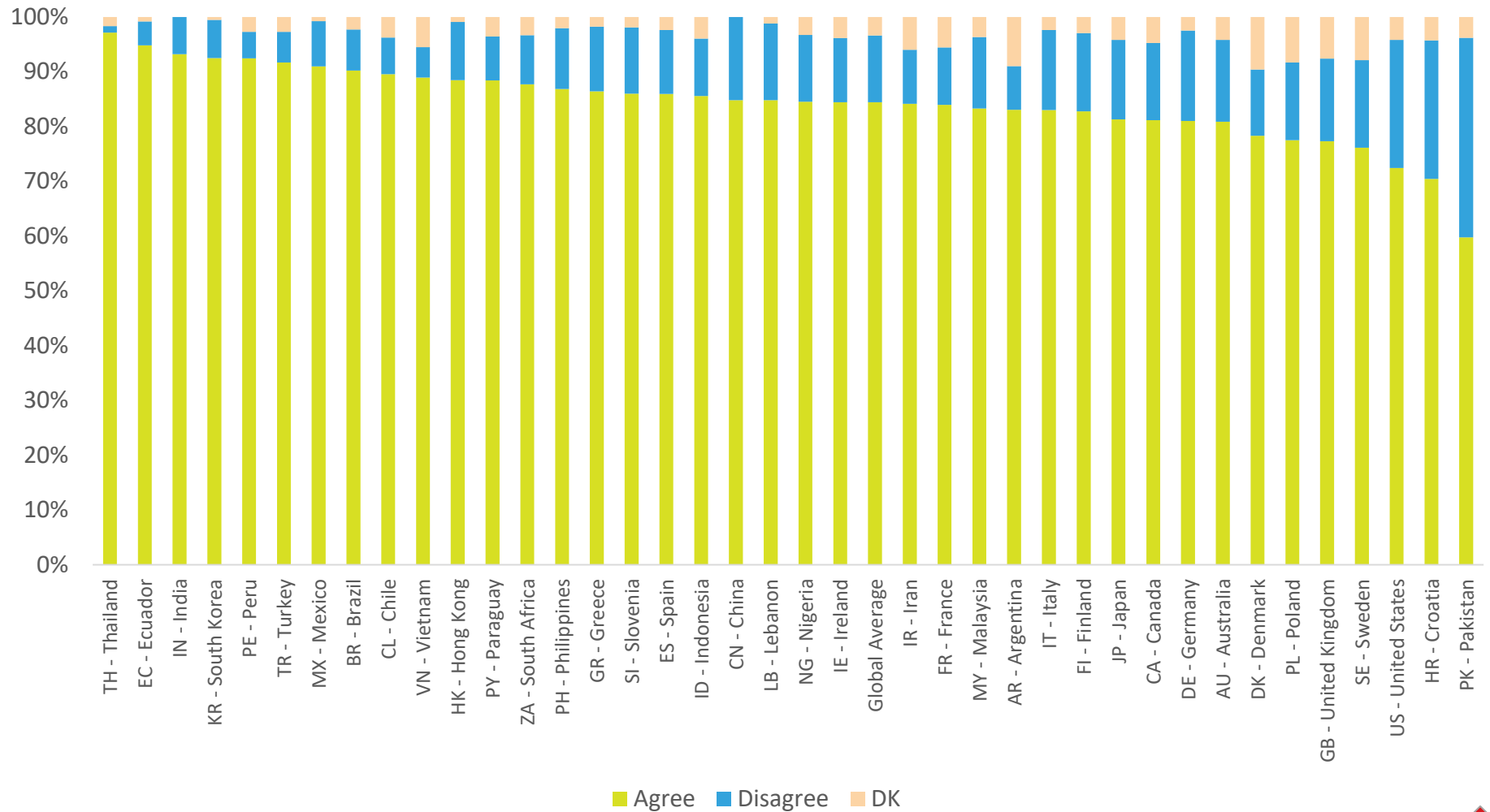
Regional results



Source WIN 2019. Base: 29,368

IS GLOBAL WARMING A RESULT OF HUMAN ACTIVITY?

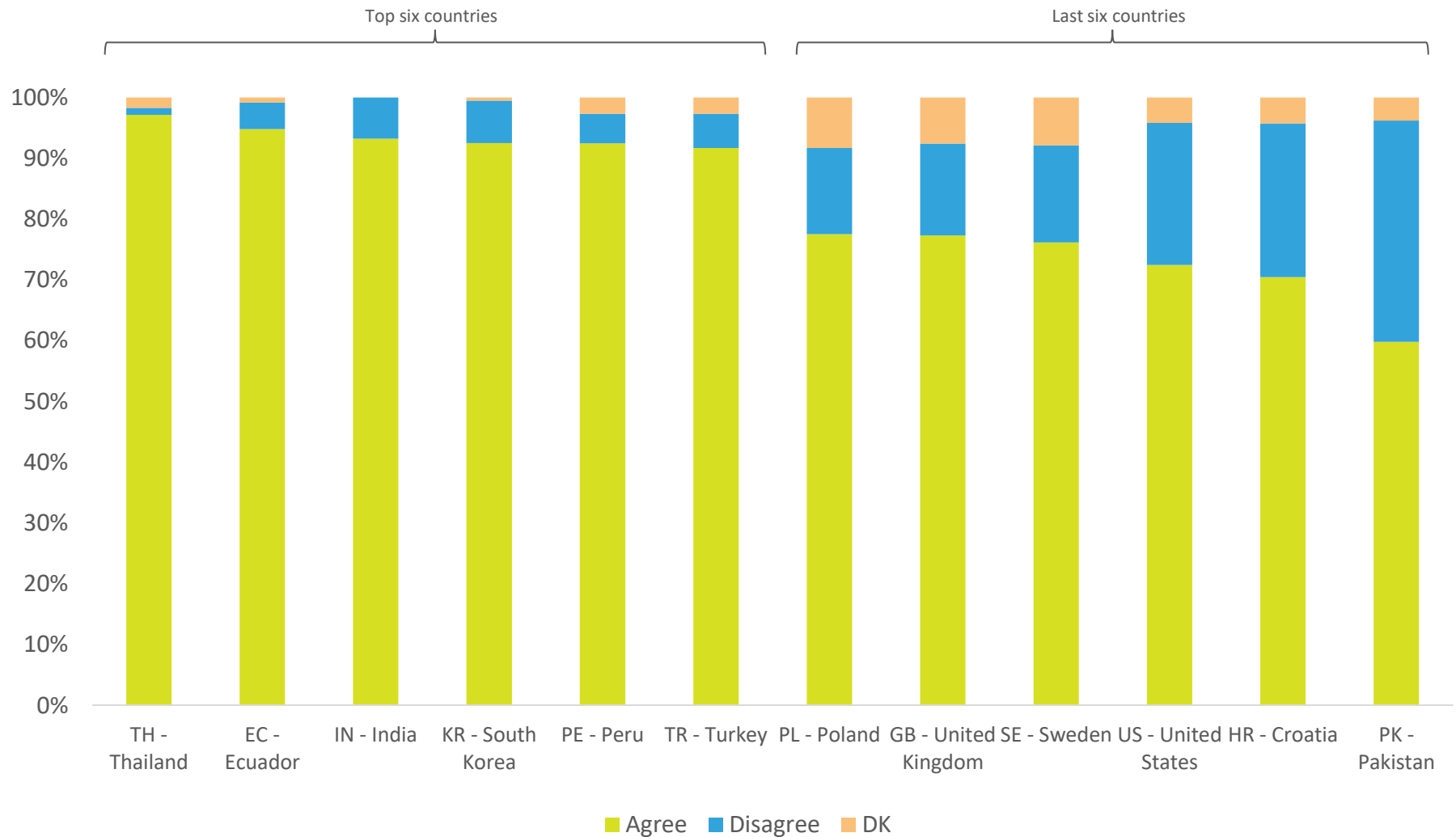
All participants countries



Source WIN 2019. Base: 29,368

IS GLOBAL WARMING A RESULT OF HUMAN ACTIVITY?

Top six and last six countries



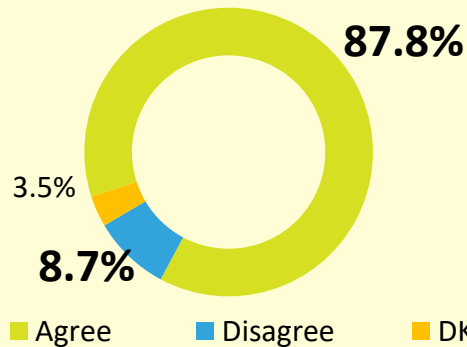
Source WIN 2019. Base: 29,368

IS GLOBAL WARMING A RESULT OF HUMAN ACTIVITY?

Region with the highest agree rate - Americas

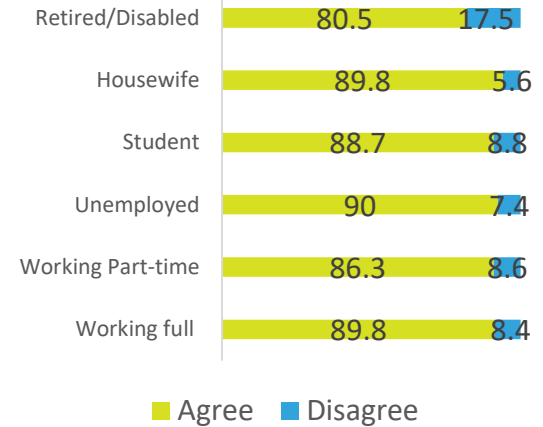
Total Americas

% within total respondents



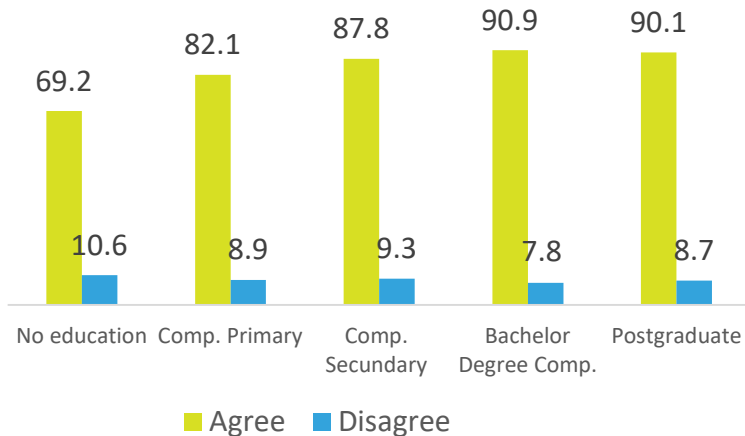
By employment

% within total respondents



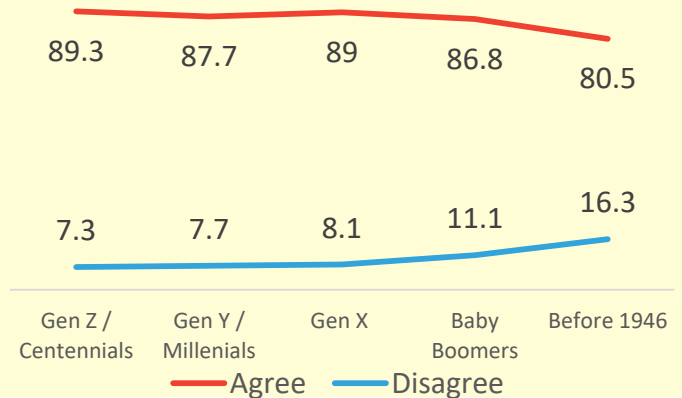
By education level

% within total respondents



By generations

% within total respondents



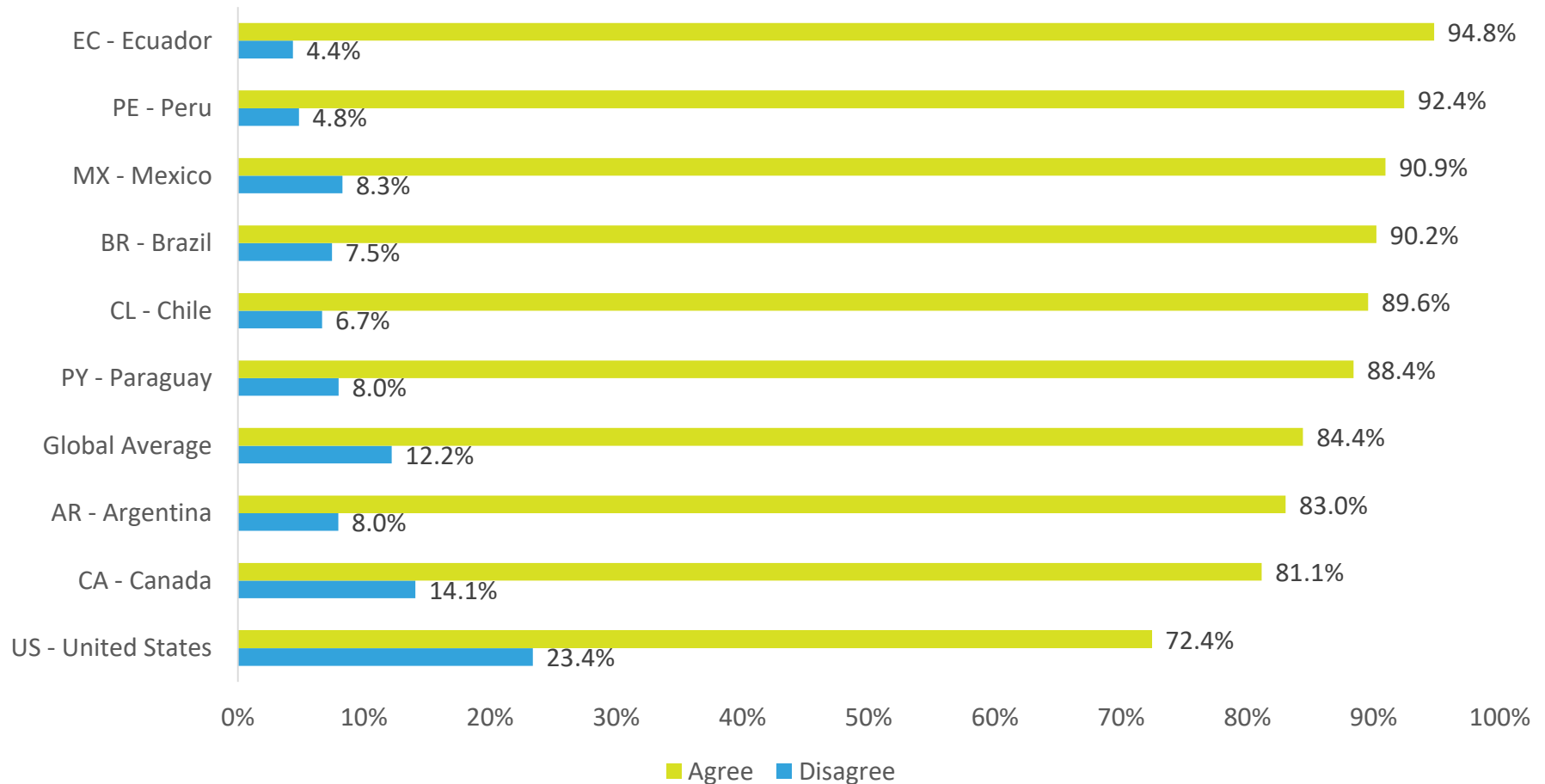
Source: WIN 2019. Base: 5,686

IS GLOBAL WARMING A RESULT OF HUMAN ACTIVITY?

Region with the highest agree rate - Americas

By countries

% within total respondents



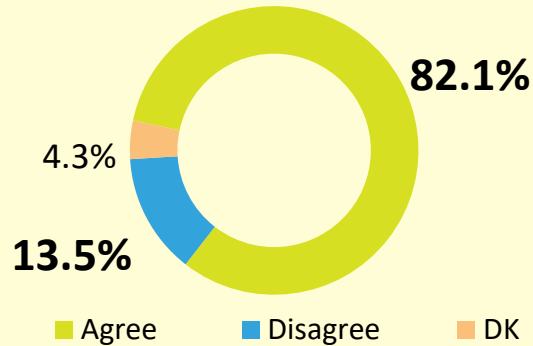
Source: WIN 2019. Base: 5,686

IS GLOBAL WARMING A RESULT OF HUMAN ACTIVITY?

Region with the lowest agree rate – Europe

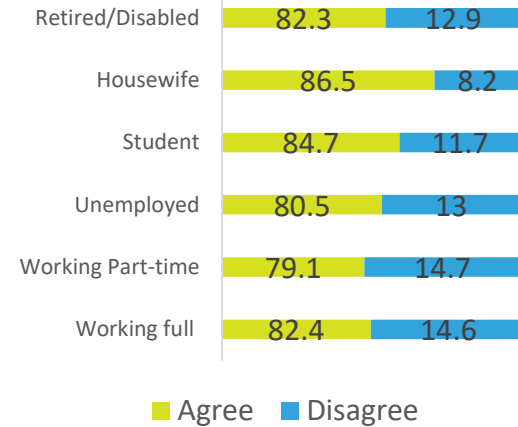
Total Europe

% within total respondents



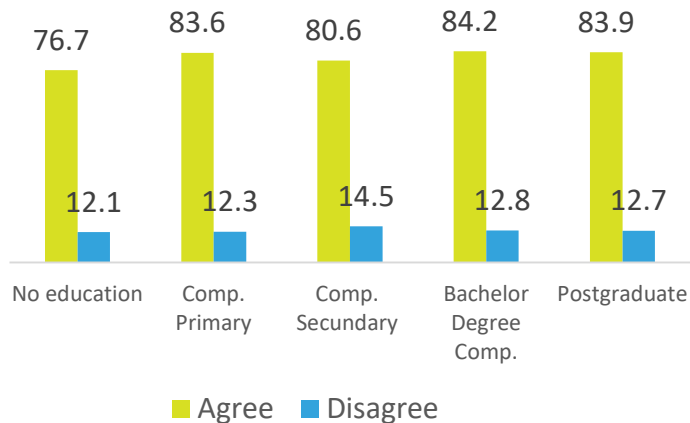
By employment

% within total respondents



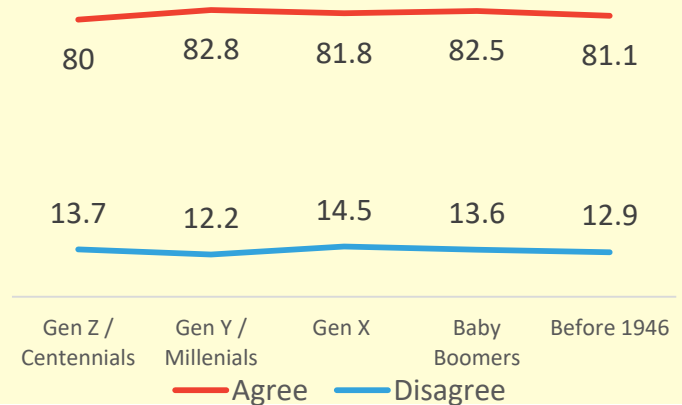
By education level

% within total respondents



By generations

% within total respondents



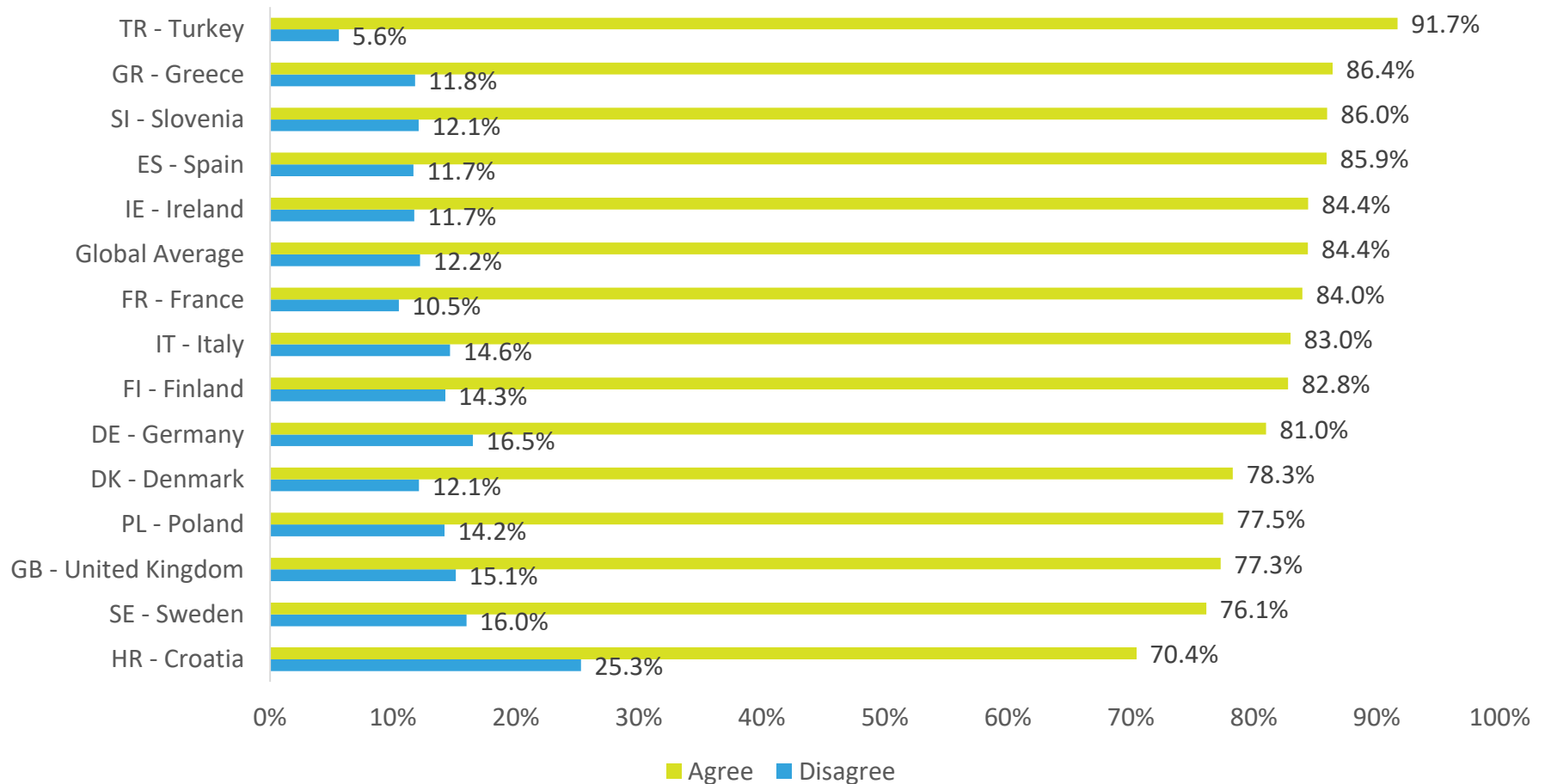
Source: WIN 2019. Base: 10,765

IS GLOBAL WARMING A RESULT OF HUMAN ACTIVITY?

Region with the lowest agree rate - Europe

By countries

% within total respondents



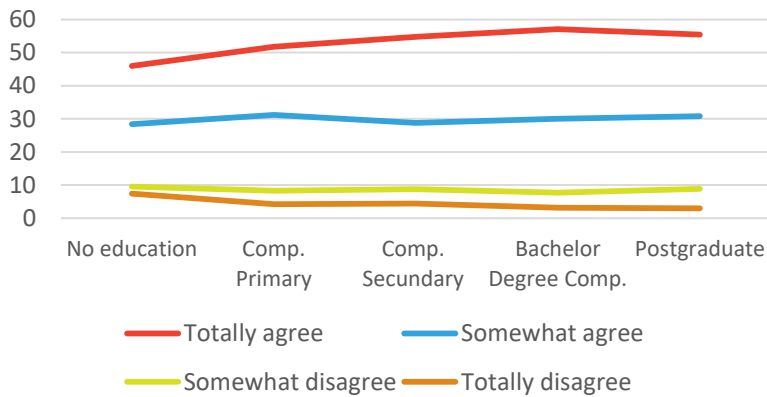
Source: WIN 2019. Base: 10,765

IS GLOBAL WARMING A SERIOUS THREAT FOR MANKIND?

Global results

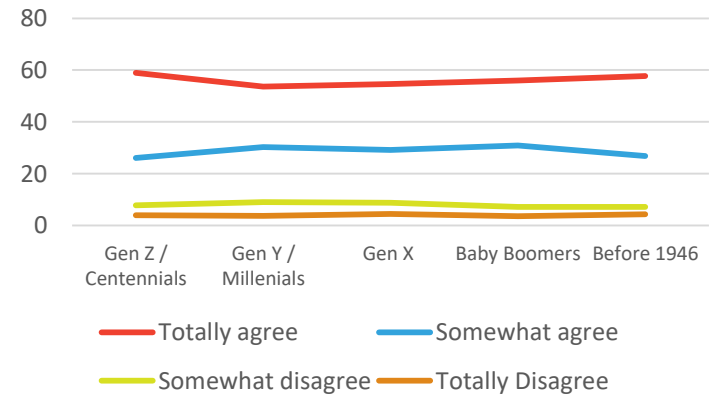
84.5% of the people in the world agree considering global warming a serious threat for mankind

People with higher level of education 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

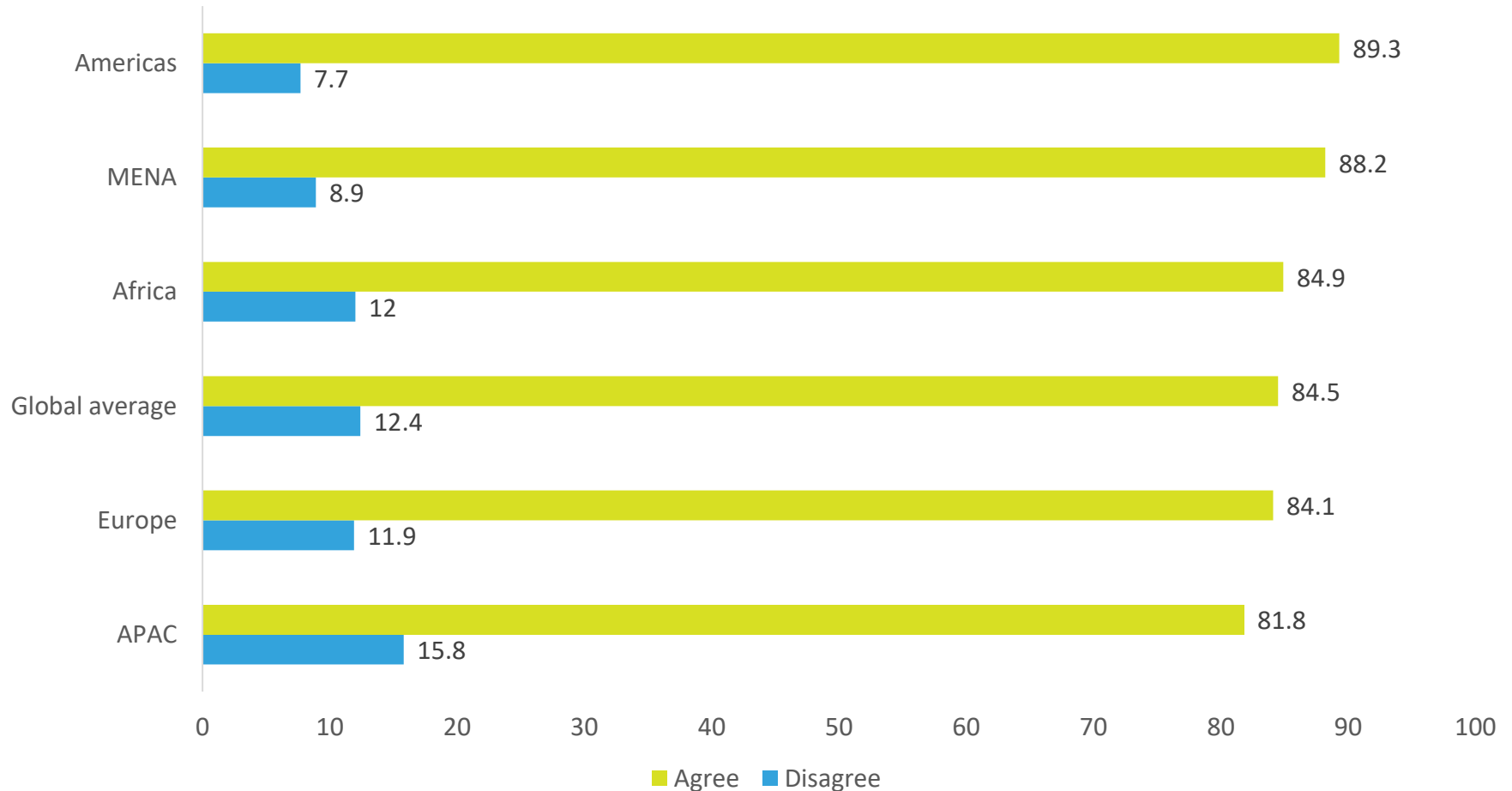
Older generations like Baby Boomers and people born before 1946 are the most aware generations about global warming threat



Source: WIN 2019. Base: 29,368

IS GLOBAL WARMING A SERIOUS THREAT FOR MANKIND?

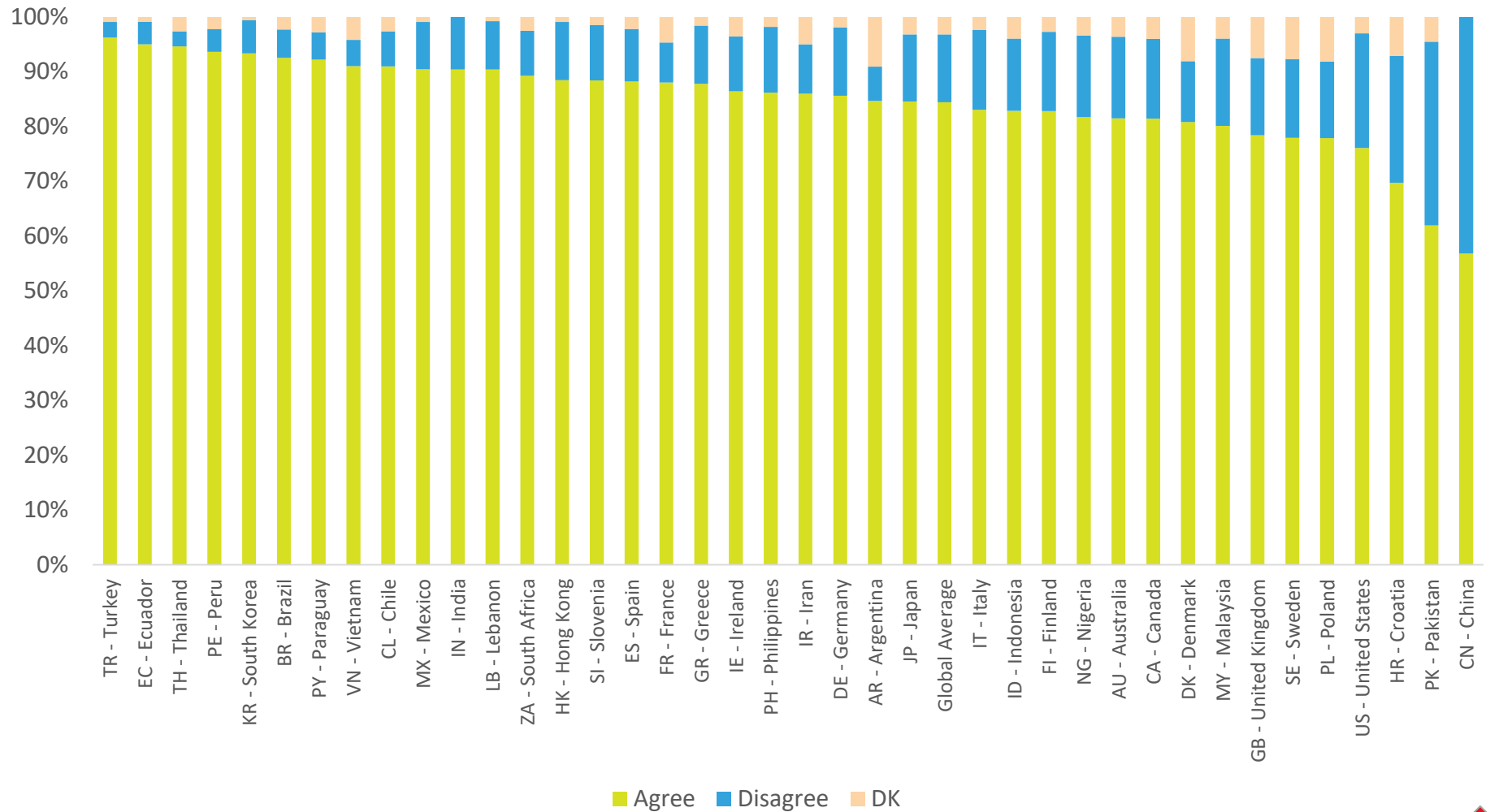
Regional results



Source: WIN 2019. Base: 29,368

IS GLOBAL WARMING A SERIOUS THREAT FOR MANKIND?

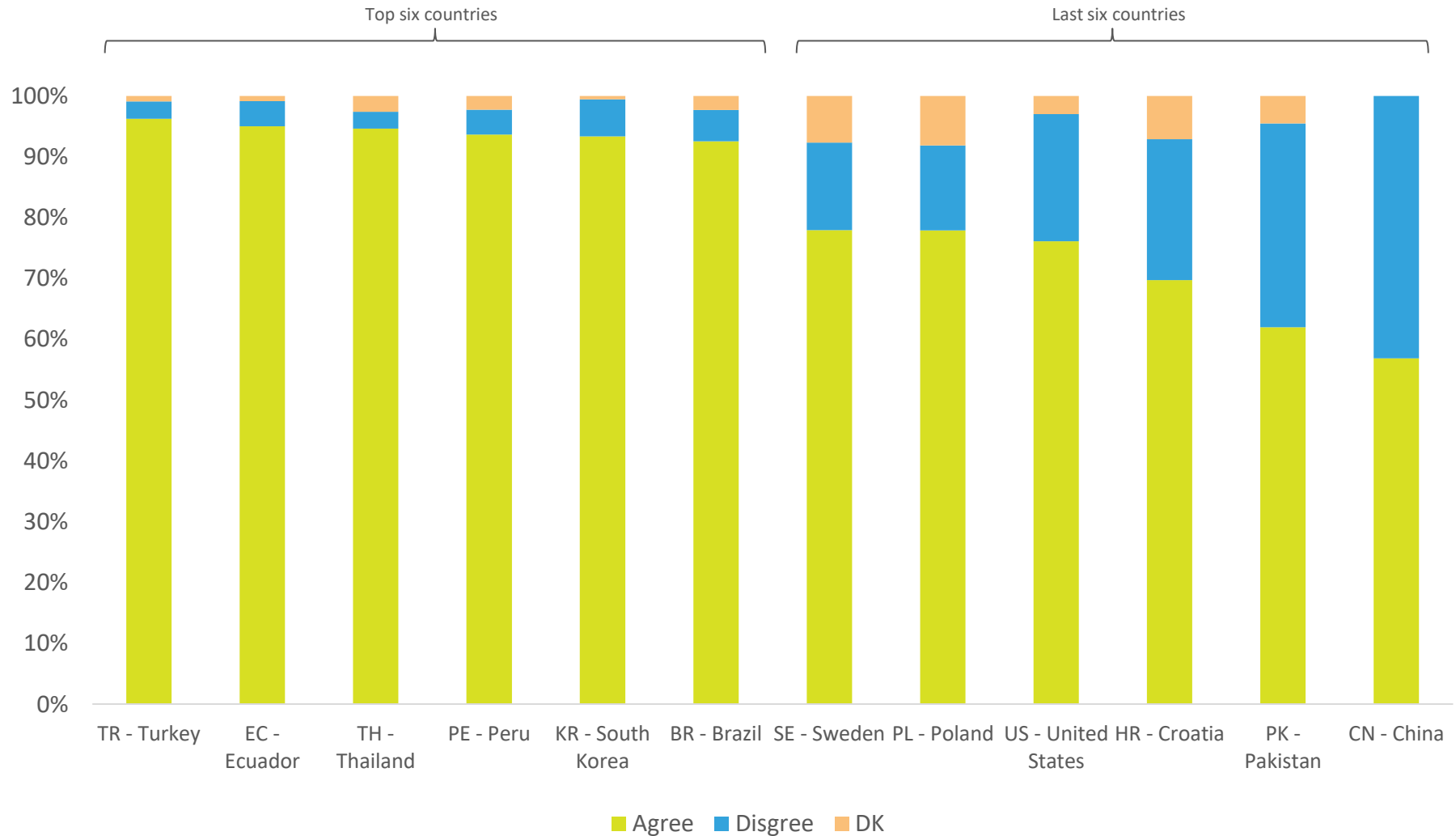
All participants countries



Source: WIN 2019. Base: 29,368

IS GLOBAL WARMING A SERIOUS THREAT FOR MANKIND?

Top six and last six countries



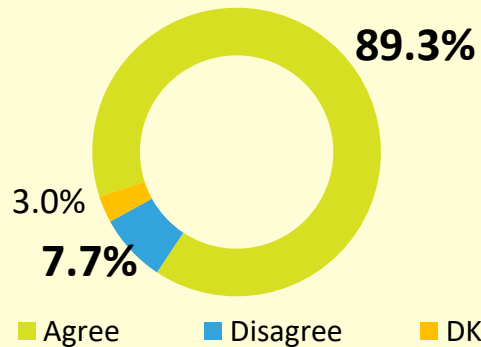
Source: WIN 2019. Base: 29,368

IS GLOBAL WARMING A SERIOUS THREAT FOR MANKIND?

Region with the highest agree rate – Americas

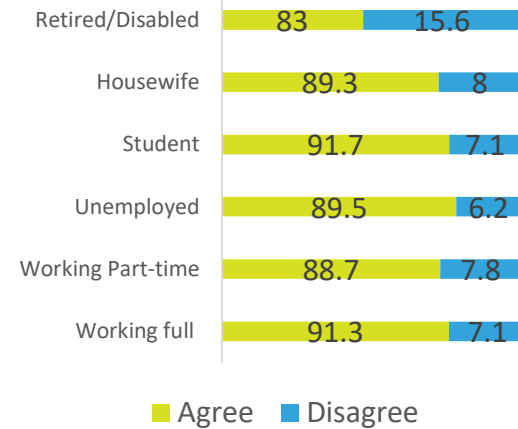
Total Americas

% within total respondents



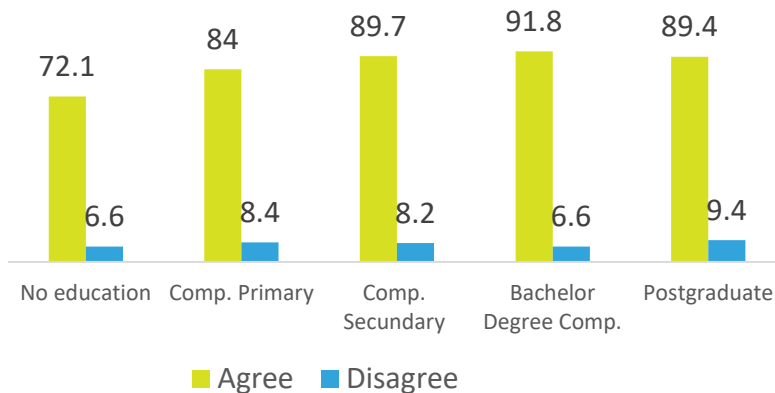
By employment

% within total respondents



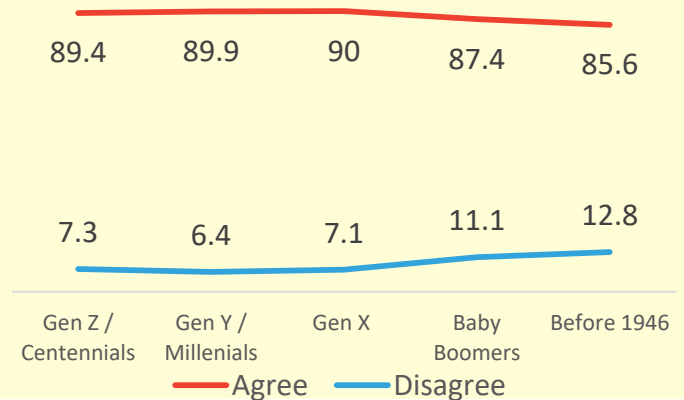
By education level

% within total respondents



By generations

% within total respondents



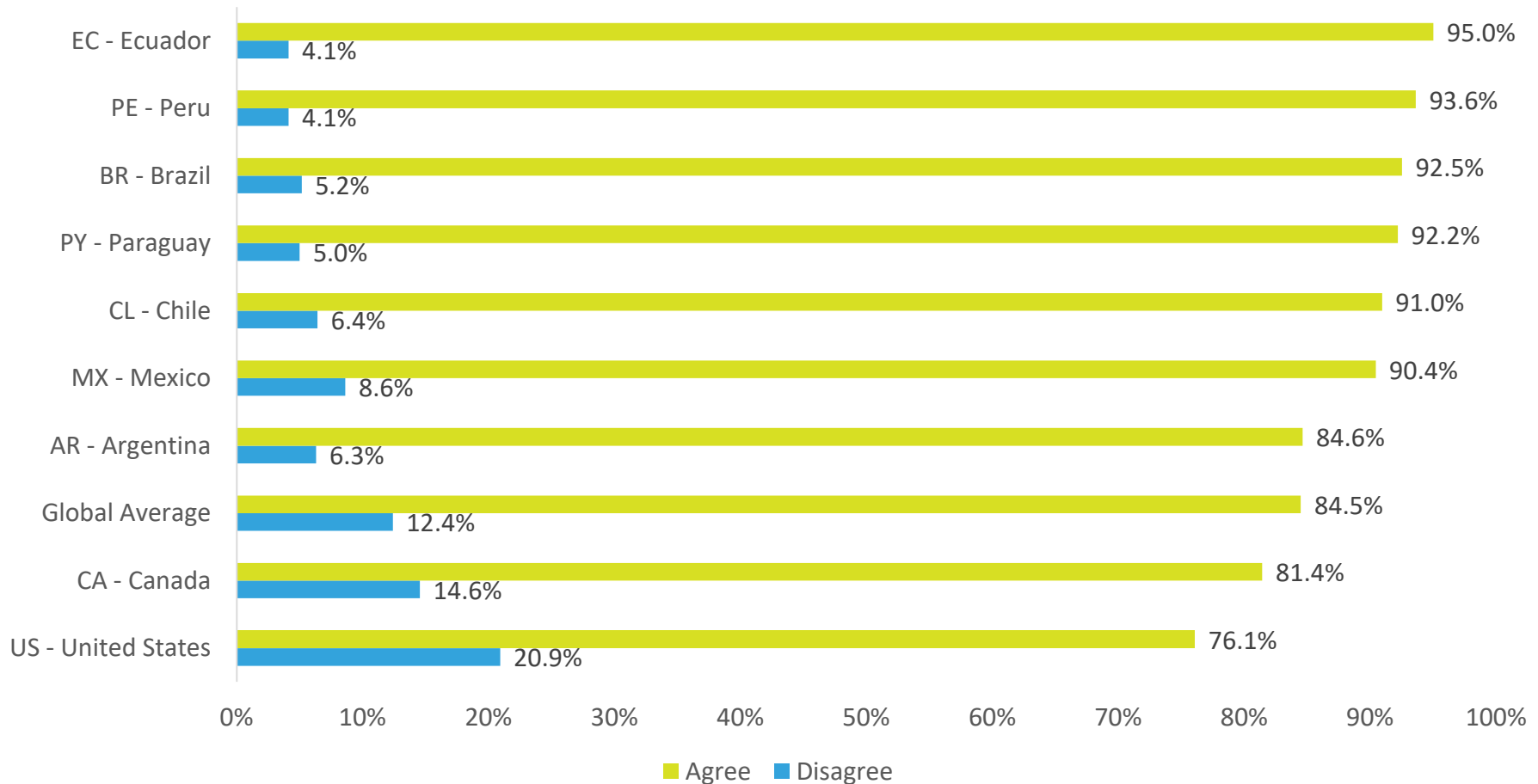
Source: WIN 2019. Base: 5,686

IS GLOBAL WARMING A SERIOUS THREAT FOR MANKIND?

Region with the highest agree rate – Americas

By countries

% within total respondents



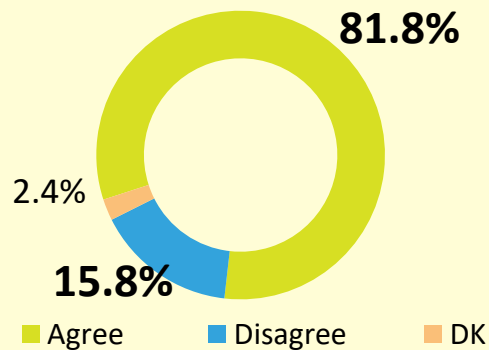
Source: WIN 2019. Base: 5,686

IS GLOBAL WARMING A SERIOUS THREAT FOR MANKIND?

Region with the lowest agree rate – APAC

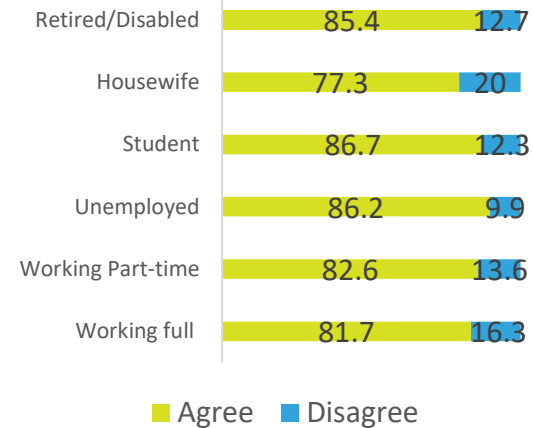
Total APAC

% within total respondents



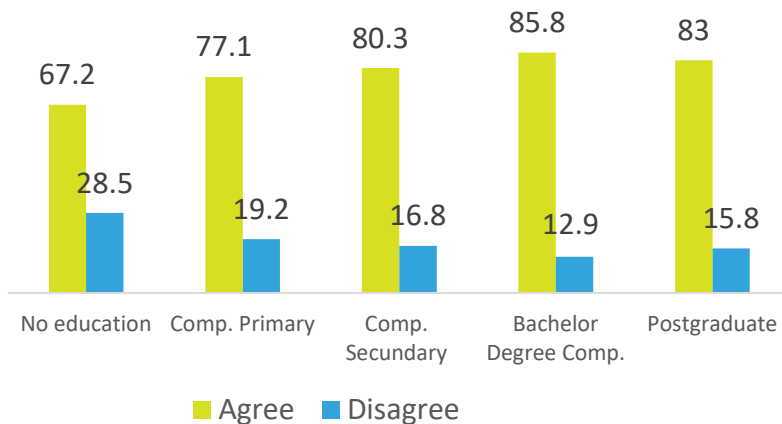
By employment

% within total respondents



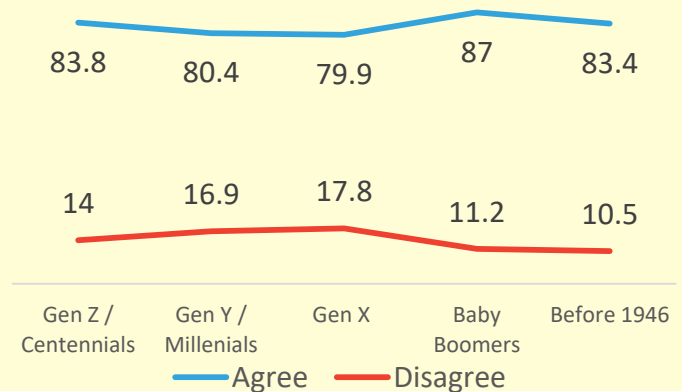
By education level

% within total respondents



By generations

% within total respondents



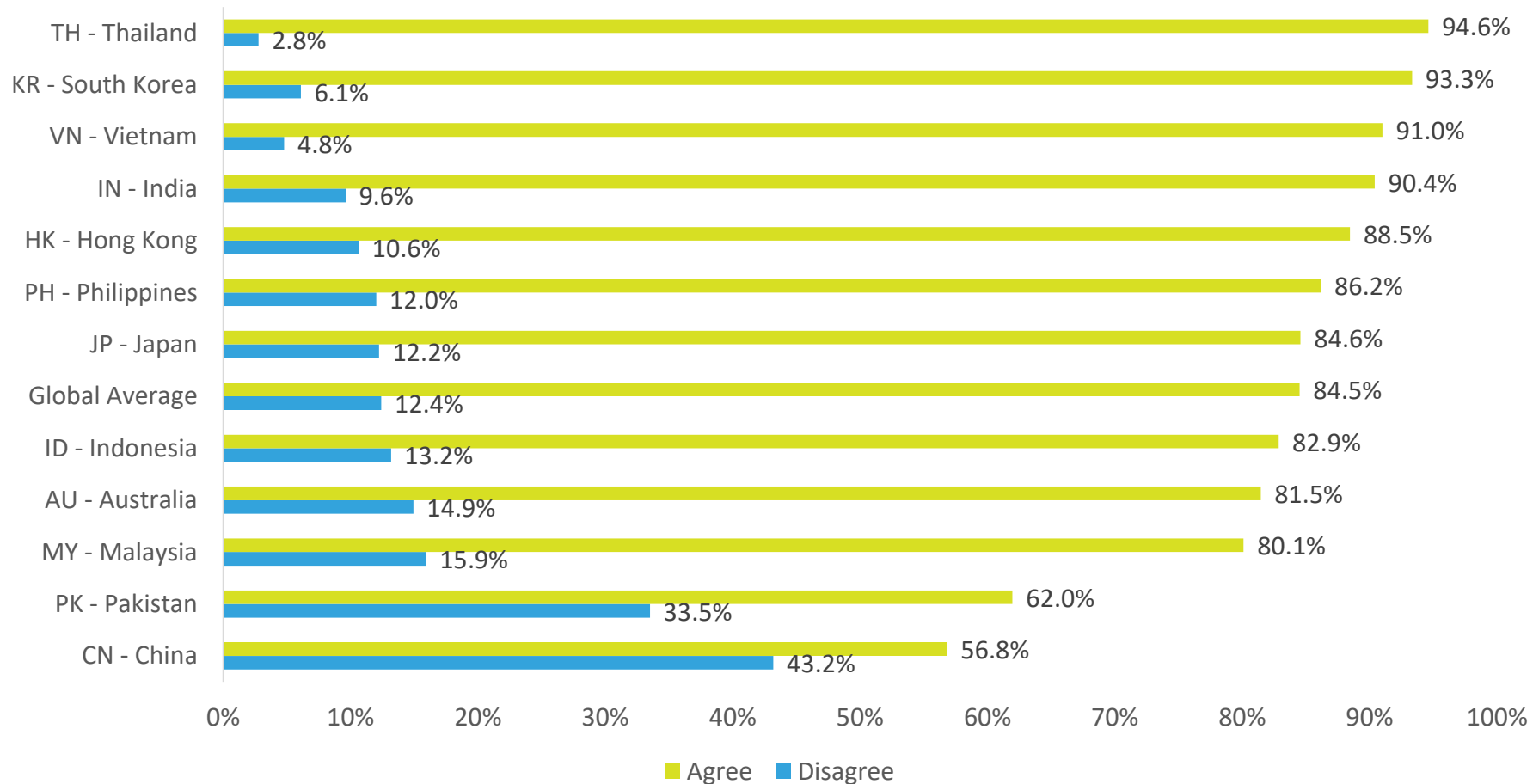
Source: WIN 2019. Base: 10,173

IS GLOBAL WARMING A SERIOUS THREAT FOR MANKIND?

Region with the lowest agree rate – APAC

By countries

% within total respondents



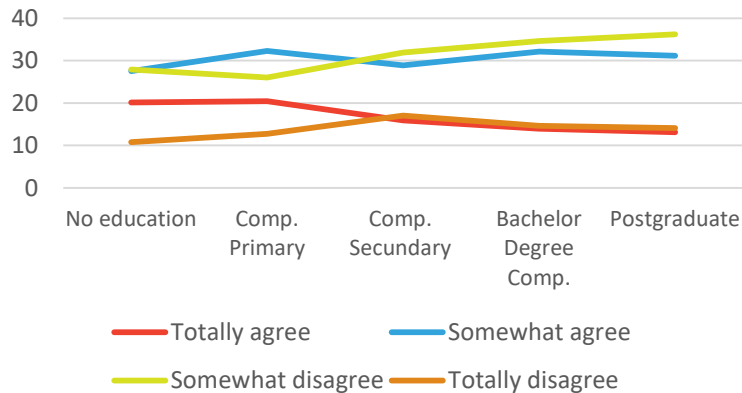
Source: WIN 2019. Base: 10,173

IS IT ALREADY TOO LATE TO CURTAIL CLIMATE CHANGE?

Global results

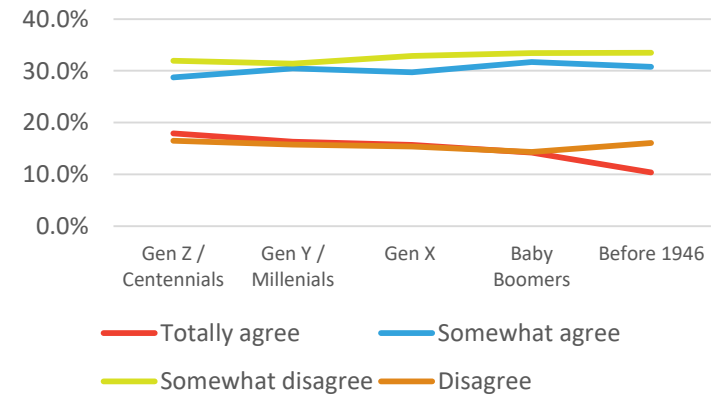
45.9% of respondents in participating countries **agree considering that it is too late to stop climate change**

People with **higher educational level don't think** that is already too late to curtail this problem



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

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

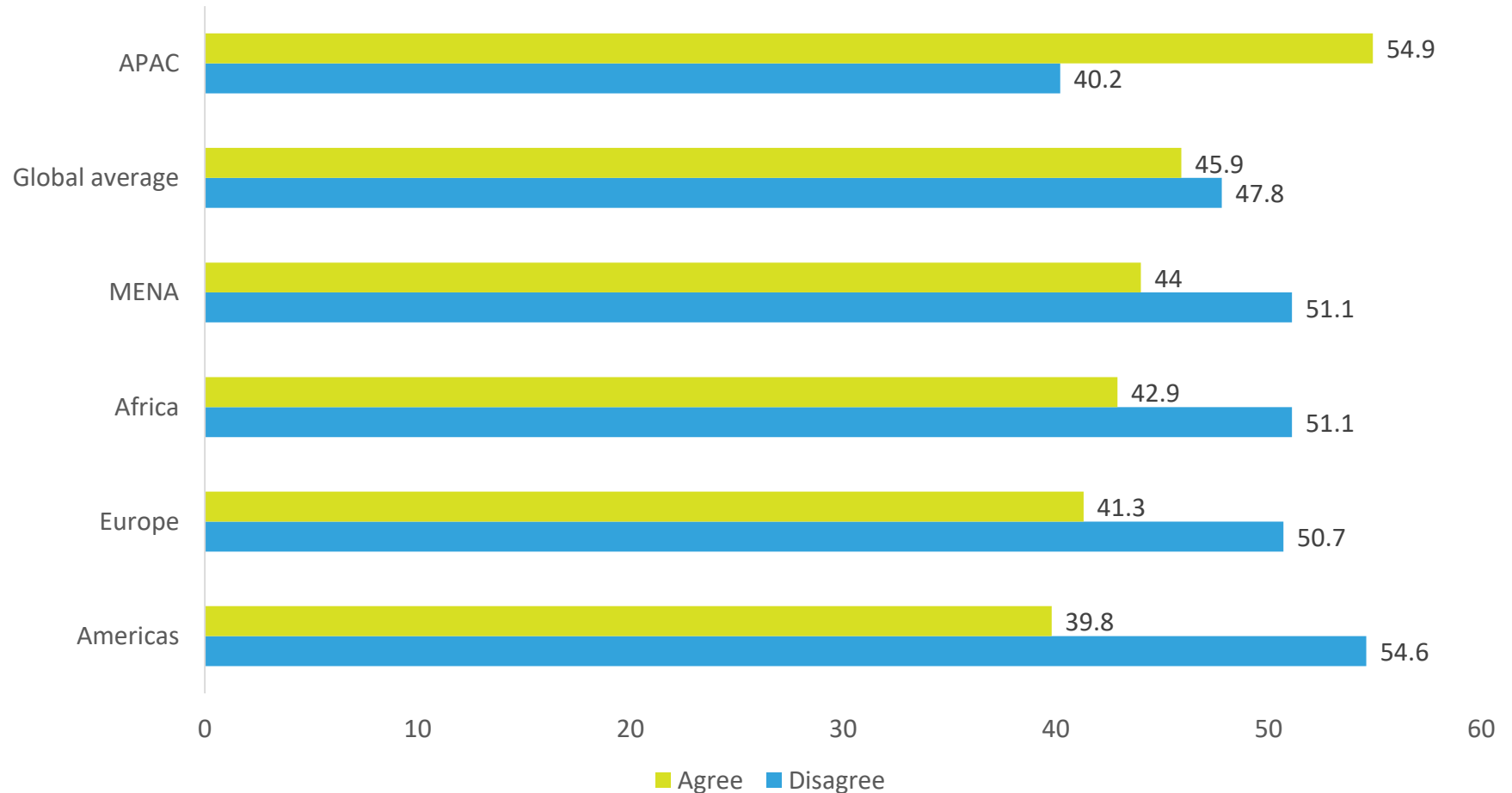


Source Win 2019. Base: 29,368

Source: WIN 2019. Base: 29,368

IS IT ALREADY TOO LATE TO CURTAIL CLIMATE CHANGE?

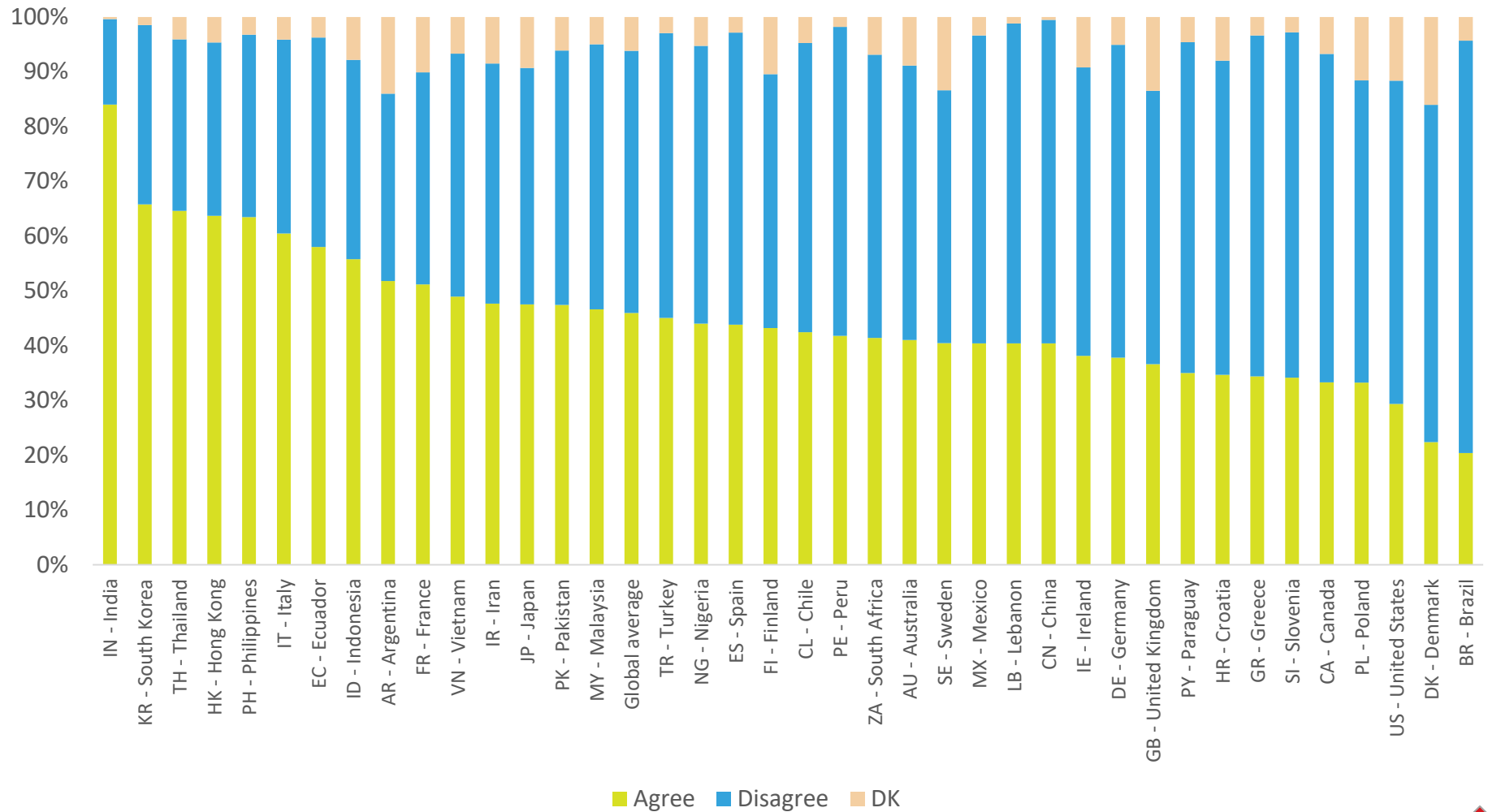
Regional results



Source: WIN 2019. Base: 29,368

IS IT ALREADY TOO LATE TO CURTAIL CLIMATE CHANGE?

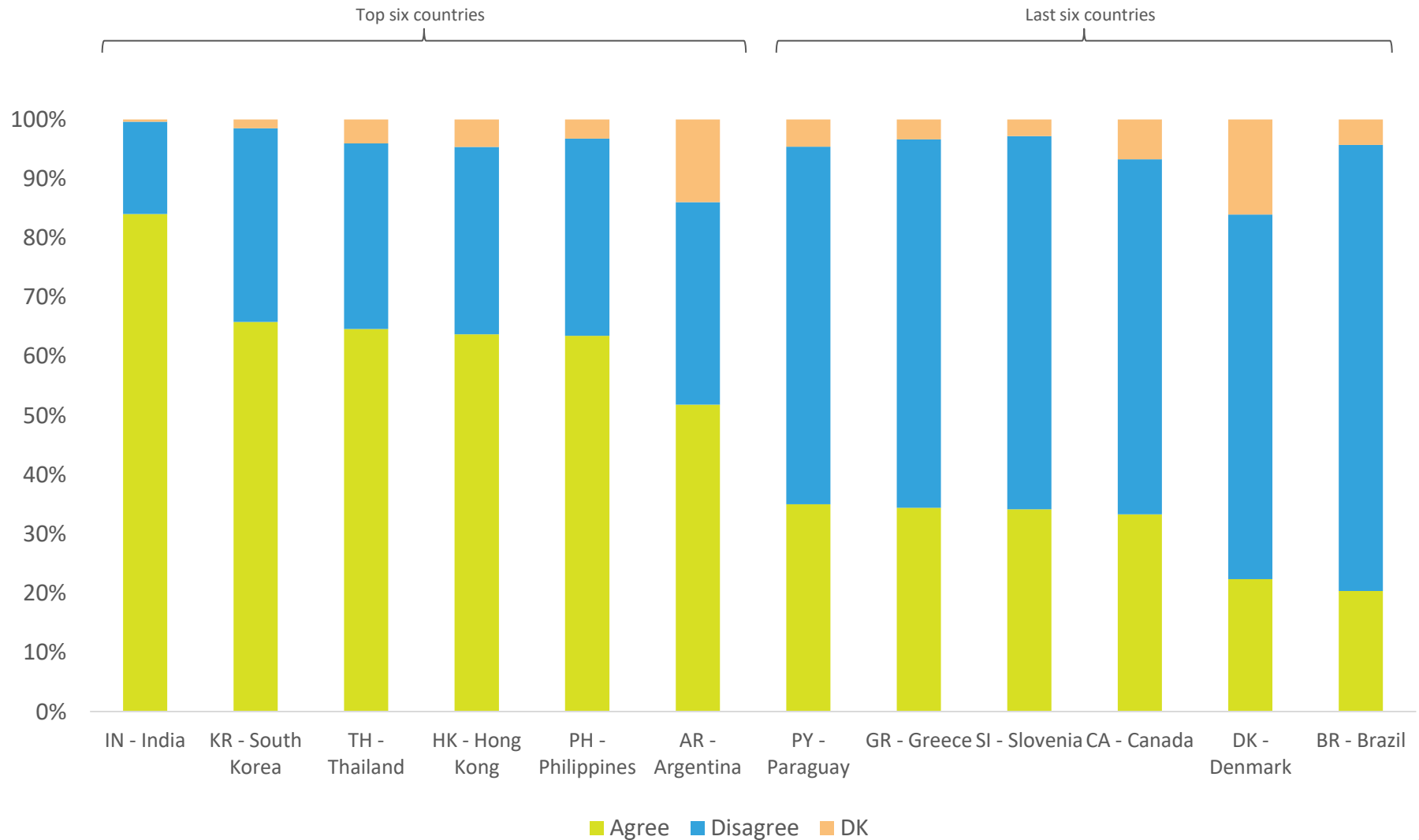
All participants countries



Source: WIN 2019. Base: 29,368

IS IT ALREADY TOO LATE TO CURTAIL CLIMATE CHANGE?

Top six and last six countries to agree



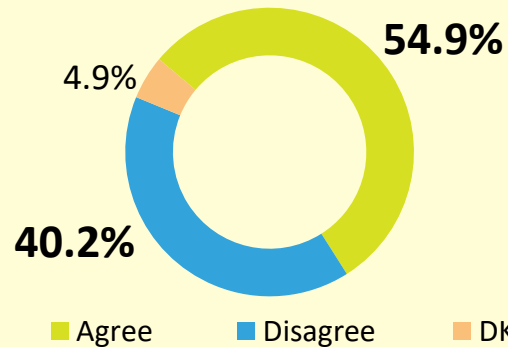
Source: WIN 2019. Base: 29,368

IS IT ALREADY TOO LATE TO CURTAIL CLIMATE CHANGE?

Region with the highest agree rate – APAC

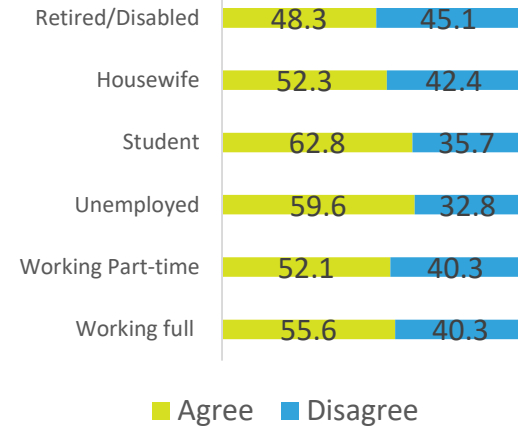
Total APAC

% within total respondents



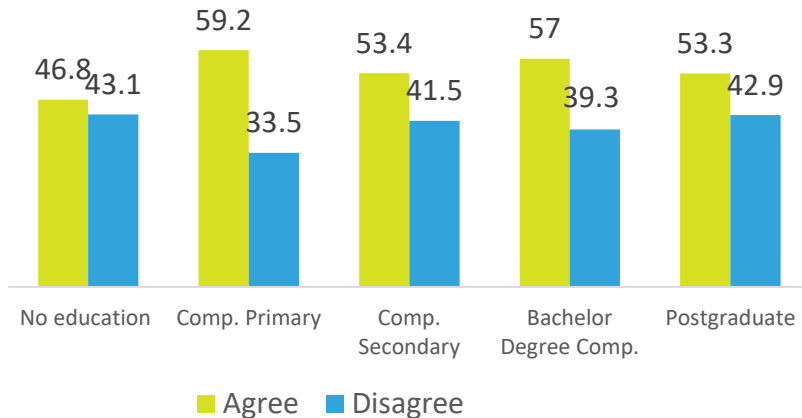
By employment

% within total respondents



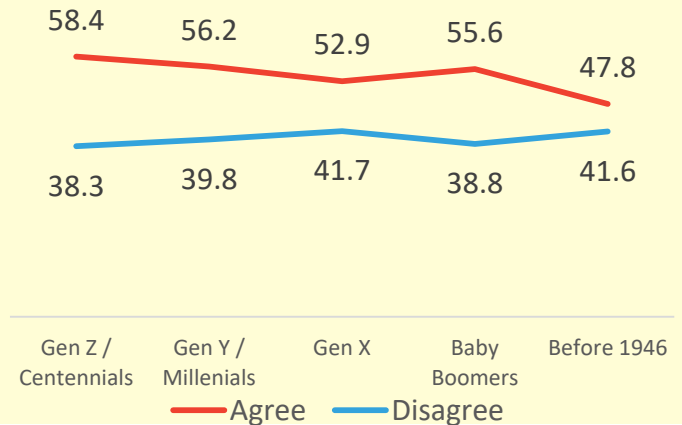
By education level

% within total respondents



By generations

% within total respondents



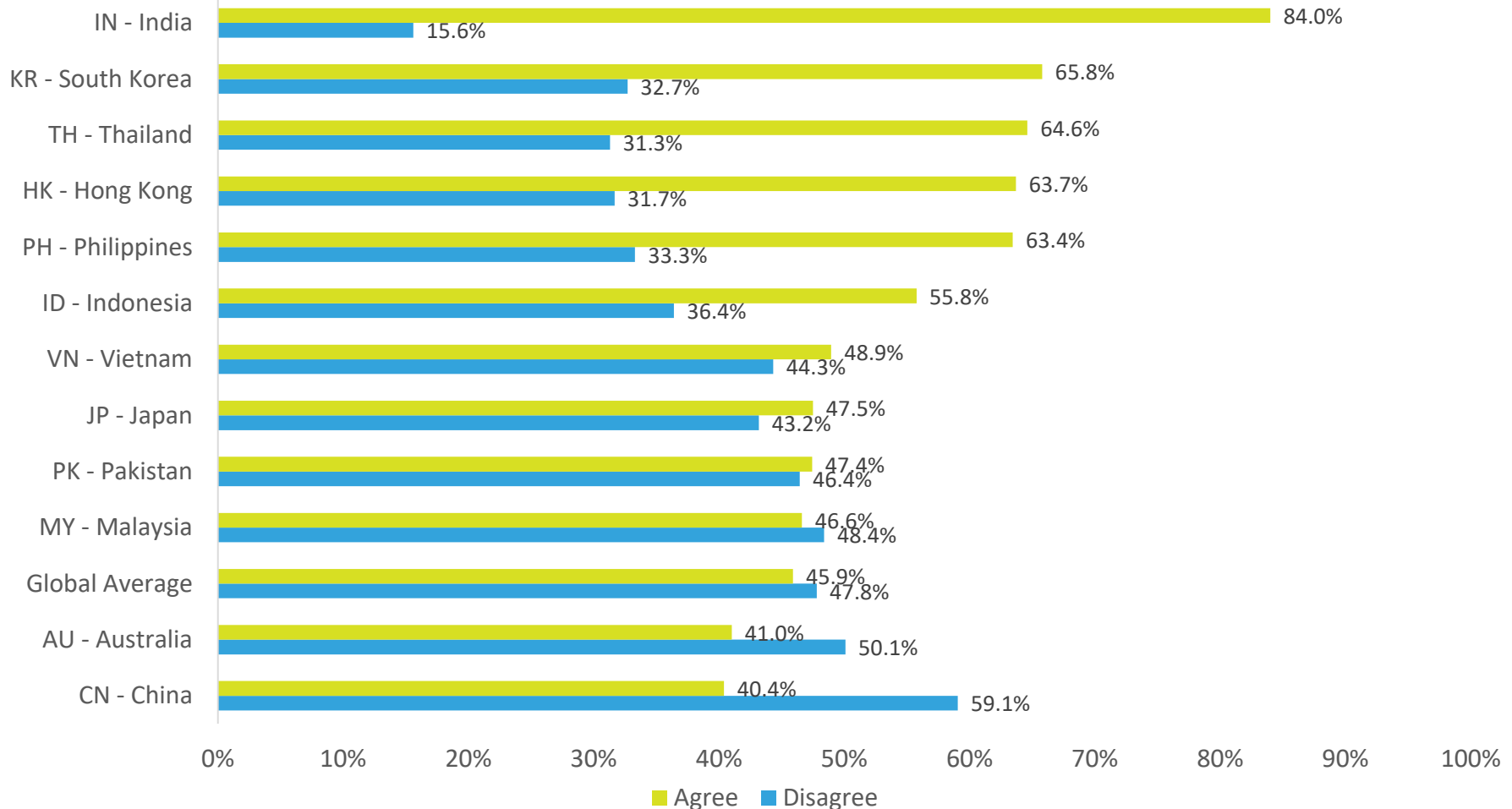
Source: WIN 2019. Base: 10,173

IS IT ALREADY TOO LATE TO CURTAIL CLIMATE CHANGE?

Region with the highest agree rate – APAC

By countries

% within total respondents



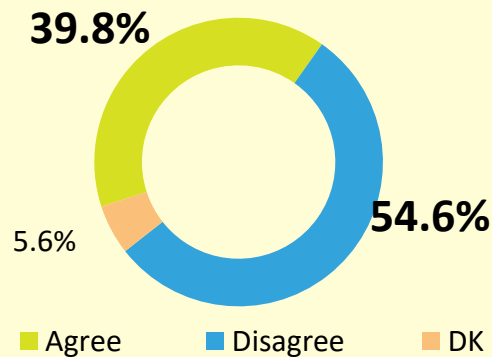
Source: WIN 2019. Base: 10,173

IS IT ALREADY TOO LATE TO CURTAIL CLIMATE CHANGE?

Region with the lowest agree rate – Americas

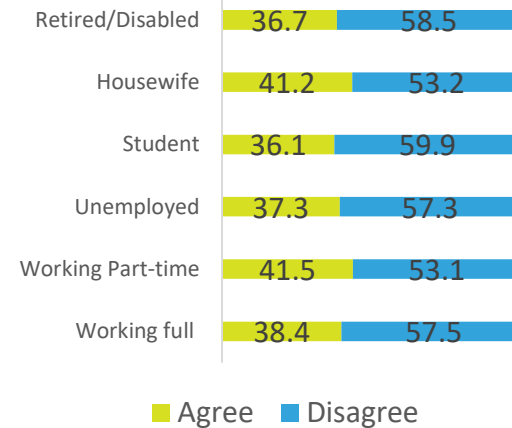
Total Americas

% within total respondents



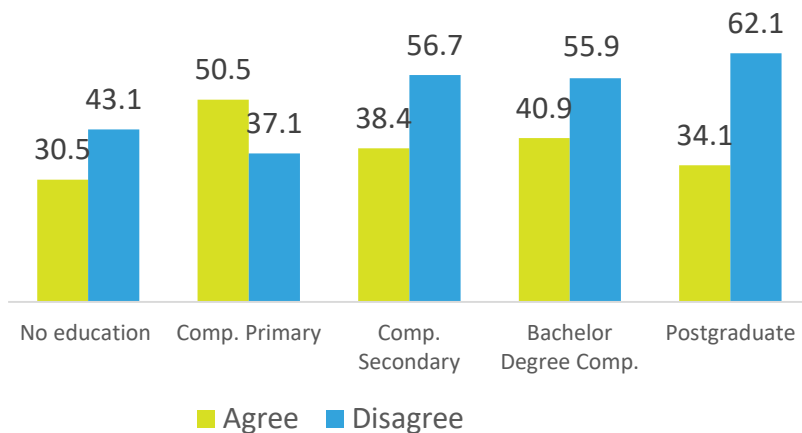
By employment

% within total respondents



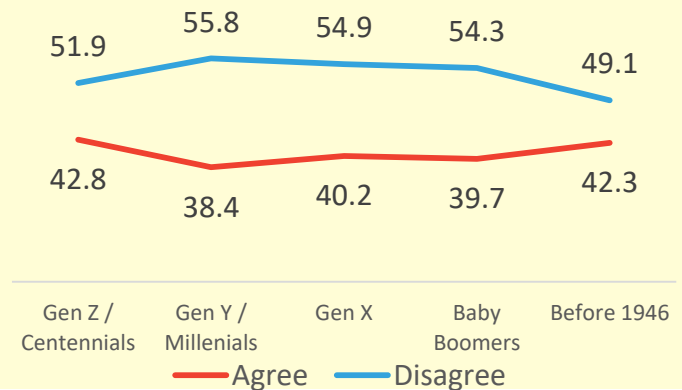
By education level

% within total respondents



By generations

% within total respondents



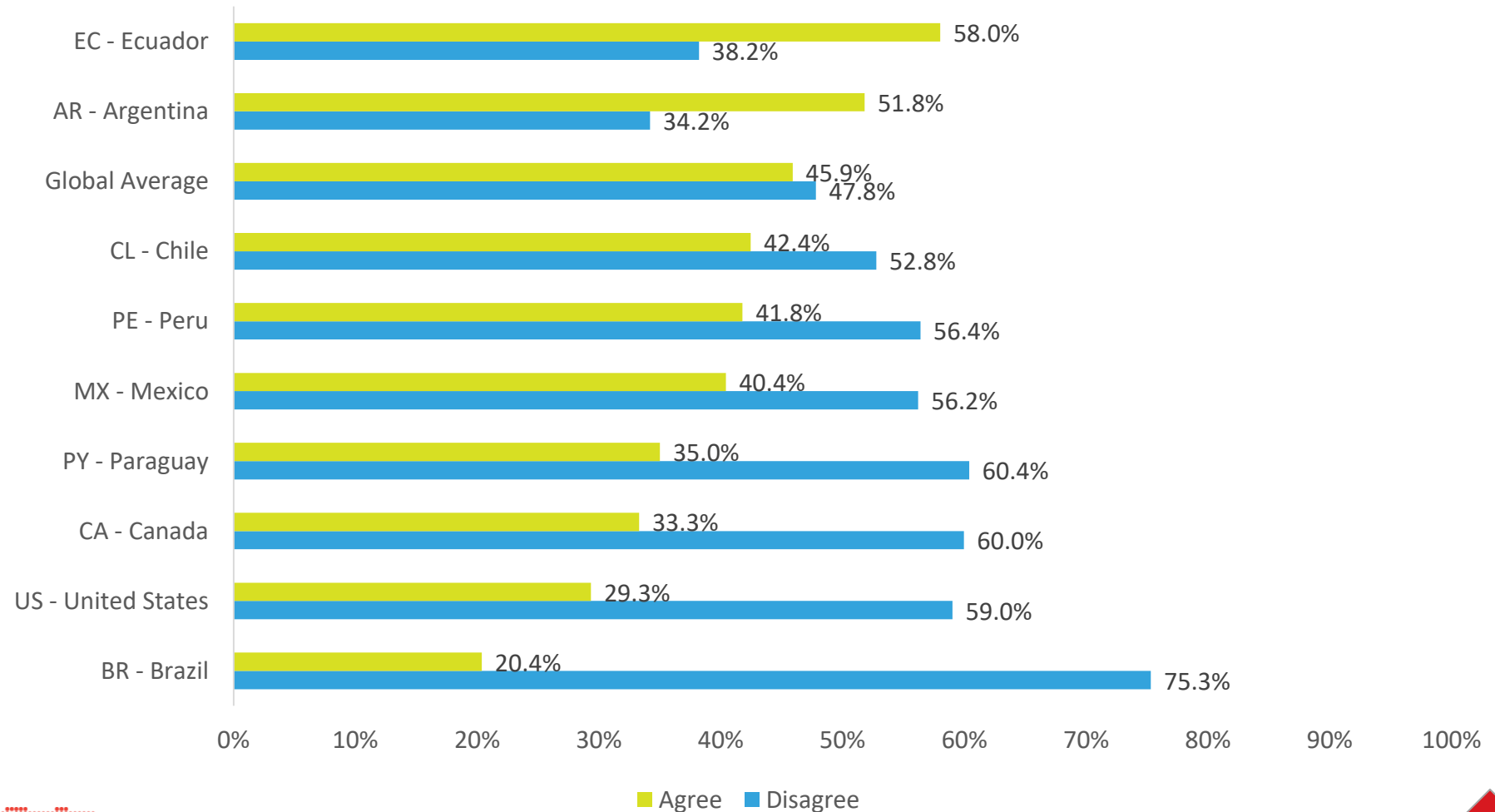
Source: WIN 2019. Base: 5,686

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

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

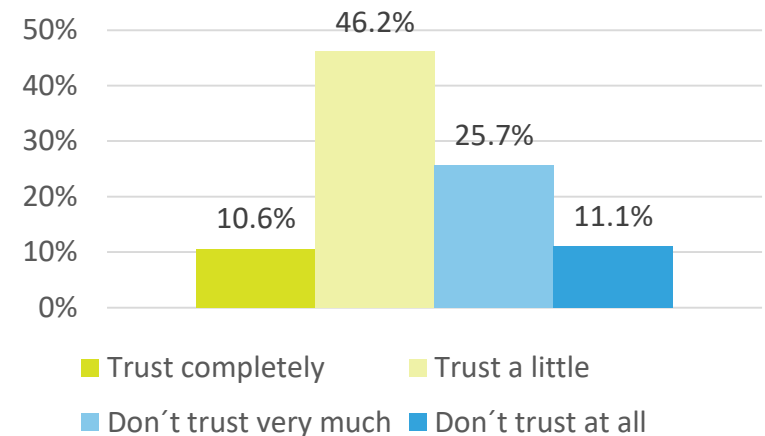
Trust in NGOs among the most aware group

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

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% 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
