

기후변화와 지속가능성 관련 인식

WWS(WIN World Survey) 다국가 비교 조사

세계 조사 개요

2020년 10~12월 34개국 성인 총 29,252명 전화/온라인/면접조사(주제별 참여국 상이)

한국 조사 개요

- 조사기간: 2020년 11월 5~29일
- 표본추출: 2단계 층화 집락 무작위 추출-지점 내 성·연령별 할당
- 응답방식: 면접조사원 인터뷰
- 조사대상: 전국(제주 제외) 만 19세 이상 1,500명
- 표본오차: $\pm 2.5\%$ 포인트(95% 신뢰수준)
- 응답률: 26%(총 접촉 5,856명 중 1,500명 응답 완료)
- 의뢰처: 한국갤럽-WIN 자체 조사

갤럽리포트 G20210614



응답자 특성표

주요 분석 단위별 표본오차(95% 신뢰수준 기준)와 성/연령/직업/지역과 연령 분포 구성입니다. 2020년 6월 행정안전부 주민등록인구 기준 7개 권역/성/연령별 셀 가중 결과

한국 응답자 특성표 2020년 11월 5~29일 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	750	50%	743	50%	0.99	±3.6%P
여성	750	50%	757	50%	1.01	±3.6%P
연령별 19~29세	300	20%	256	17%	0.85	±5.7%P
30대	301	20%	241	16%	0.80	±5.6%P
40대	300	20%	287	19%	0.96	±5.7%P
50대	300	20%	298	20%	0.99	±5.7%P
60대 이상	299	20%	418	28%	1.40	±5.7%P
지역별 서울	290	19%	293	20%	1.01	±5.8%P
인천/경기	470	31%	470	31%	1.00	±4.5%P
강원	50	3%	46	3%	0.91	±13.9%P
대전/세종/충청	150	10%	160	11%	1.07	±8.0%P
광주/전라	160	11%	150	10%	0.93	±7.7%P
대구/경북	150	10%	150	10%	1.00	±8.0%P
부산/울산/경남	230	15%	232	15%	1.01	±6.5%P

- 표본오차는 조사완료 사례수 기준. 한국갤럽 www.gallup.co.kr

- 가중값 적용 사례수는 2020년 6월 행안부 주민등록인구 기준 지역/성/연령 셀 가중 결과

응답자 특성표 2020년 11월 5~29일 면접조사	조사완료 사례수 (명)	주민등록인구 기준 가중값 적용 결과					
		가중적용 사례수	연령 분포				
			19~29세	30대	40대	50대	60대+
전체	1,500	1,500	17%	16%	19%	20%	28%
성별 남성	750	743	18%	17%	20%	20%	25%
여성	750	757	16%	15%	19%	20%	30%
지역별 서울	290	293	19%	18%	18%	18%	27%
인천/경기	470	470	18%	17%	21%	20%	24%
강원	50	46	-	-	-	-	-
대전/세종/충청	150	160	16%	16%	19%	20%	29%
광주/전라	160	150	16%	13%	18%	20%	33%
대구/경북	150	150	16%	14%	18%	21%	32%
부산/울산/경남	230	232	16%	15%	19%	21%	30%
직업별 농/임/어업	36	43	-	-	-	-	-
자영업	182	198	1%	11%	16%	26%	45%
기능노무/서비스	541	531	16%	18%	22%	25%	20%
사무/관리	327	287	23%	30%	28%	15%	5%
전업주부	249	282	1%	12%	17%	21%	48%
학생	98	83	99%	1%	-	-	-
무직/은퇴/기타	67	75	23%	3%	1%	8%	64%
교육 수준별 중졸 이하	148	208	-	-	1%	6%	92%
고졸	633	653	8%	10%	19%	33%	30%
대재 이상	719	640	32%	27%	26%	11%	5%
생활 수준별 상/중상	81	76	26%	18%	25%	17%	13%
중	708	686	20%	17%	20%	22%	21%
중하	617	629	15%	16%	19%	19%	31%
하	94	109	9%	8%	9%	13%	62%
종교별 불교	256	291	6%	5%	13%	26%	49%
개신교	247	247	15%	15%	24%	17%	29%
천주교	74	76	16%	13%	15%	21%	35%
종교 없음	921	883	21%	20%	20%	18%	20%

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

● 기후변화 관련 인식 - 34개국 평균

□ '동의한다' □ '동의하지 않는다' (%)

지구온난화는 인류에게 심각한 위협이다 **85** 11

기후변화를 막기에는 이미 너무 늦었다 **40** 54

나는 나 개인의 행동이 환경을 개선할 수 있다고 믿는다 **81** 16

좀 더 지속가능한 방식으로 살고자 하지만 행동 변화가 부족함을 종종 깨닫는다 **66** 30

지속가능성과 환경을 위한 실질적 노력은 개개인보다 기업과 정부가 기울여야 한다 **67** 29

● 기후변화 관련 인식 - 한국

■ '동의한다' □ '동의하지 않는다' (%)

지구온난화는 인류에게 심각한 위협이다 **94** 6

기후변화를 막기에는 이미 너무 늦었다 **54** 45

나는 나 개인의 행동이 환경을 개선할 수 있다고 믿는다 **71** 28

좀 더 지속가능한 방식으로 살고자 하지만 행동 변화가 부족함을 종종 깨닫는다 **81** 19

지속가능성과 환경을 위한 실질적 노력은 개개인보다 기업과 정부가 기울여야 한다 **86** 14

● 기후변화 관련 인식 - 34개국 응답자 특성별, 주요 국가별

	항목별 동의율				
	지구온난화는 인류에게 심각한 위협이다	기후변화를 막기에는 이미 너무 늦었다	나 개인의 행동이 환경을 개선할 수 있다고 믿는다	지속가능한 삶을 위한 행동 변화가 부족함을 종종 깨닫는다	환경 위한 실질적 노력은 개인보다 기업과 정부가 기울여야 한다
2019년 39개국 평균	84%	46%			
2020년 34개국 평균	85%	40%	81%	66%	67%
성별 남성	83%	40%	79%	65%	68%
여성	87%	40%	83%	67%	66%
연령별 18~24세	85%	42%	81%	70%	69%
25~34세	85%	42%	81%	69%	68%
35~44세	84%	39%	81%	67%	67%
45~54세	84%	40%	80%	66%	67%
55~64세	86%	37%	83%	62%	66%
65세 이상	86%	38%	82%	61%	64%
주요 국가별 한국	94%	54%	71%	81%	86%
일본	76%	40%	62%	59%	57%
중국	91%	17%	75%	65%	58%
미국	72%	21%	81%	59%	58%

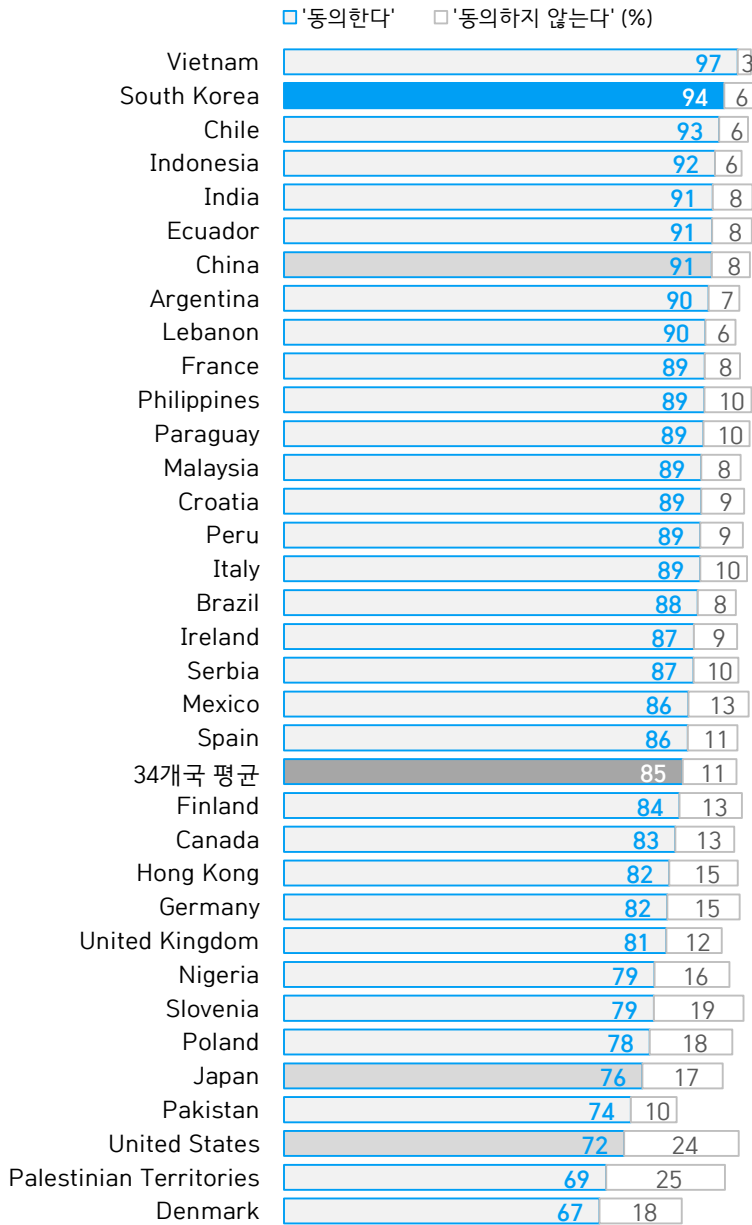
- 동의율은 4점 척도에서 '매우 동의한다+동의하는 편' 응답 비율

- 매년 10~12월 WIN World Survey. 한국은 11월 전국(제주 제외) 성인 1,500명 면접조사. www.gallup.co.kr

- 2020년 10~12월 WIN World Survey

- 한국은 2020년 11월 5~29일 조사. 한국갤럽 www.gallup.co.kr

● '지구온난화는 인류에게 심각한 위협이다' - 국가별



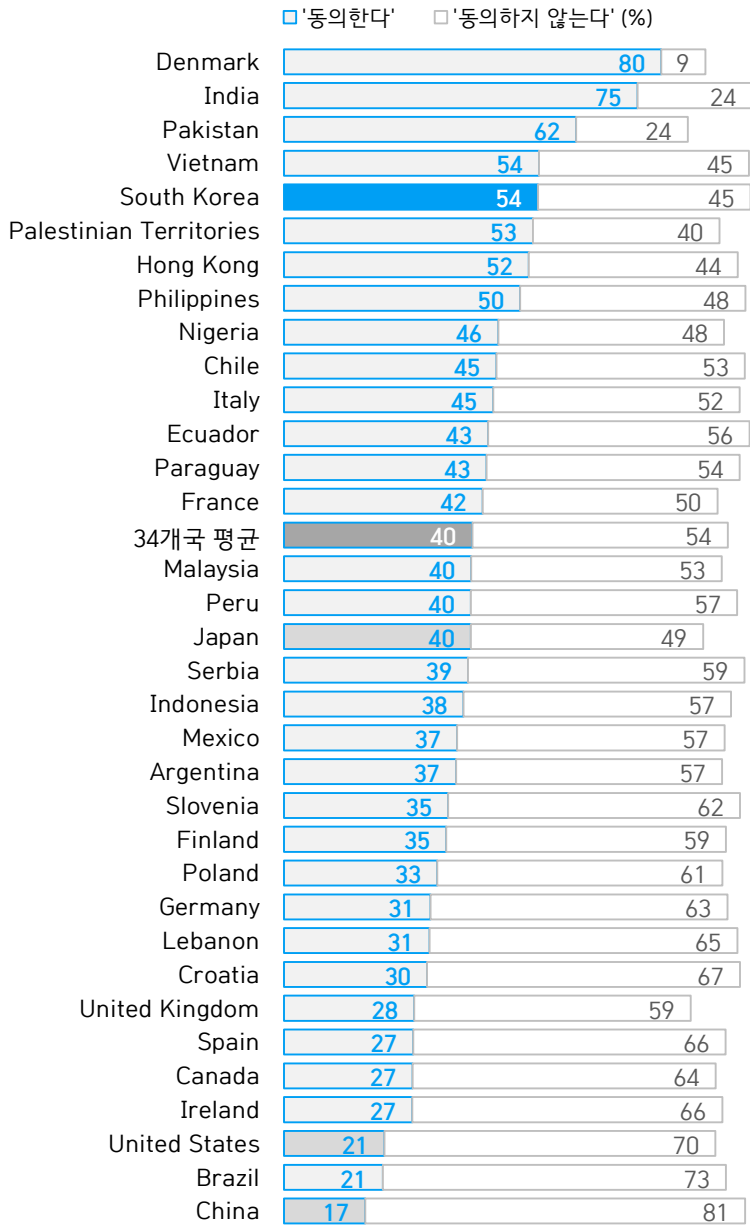
- 동의율 내림차순. 4점 척도. 2020년 10~12월 WIN World Survey
 - 한국은 2020년 11월 5~29일 조사. 한국갤럽 www.gallup.co.kr

질문) 다음은 기후 환경에 관한 여러 주장입니다. 각각에 대한 귀하의 생각을 답해 주십시오. (4점 척도)

한국 조사	사례수 (명)	(1/5) 지구온난화는 인류에게 심각한 위협이다					동의 (계)	비동의 (계)	
		매우 동의한다	동의하는 편	동의하지 않는 편	전혀 동의하지 않는다	모름 응답 거절			
2019년 11월 8~28일	1,500	49%	44%	6%	0%	1%	93%	6%	
2020년 11월 5~29일	1,500	41%	52%	6%	1%	0%	94%	6%	
성별	남성	743	41%	51%	7%	1%	0%	92%	7%
	여성	757	42%	53%	4%	0%	0%	95%	5%
연령별	19~29세	256	37%	56%	6%	1%	0%	93%	7%
	30대	241	41%	54%	4%	1%		95%	5%
	40대	287	49%	46%	4%	1%		95%	5%
	50대	298	41%	51%	7%	1%		92%	8%
	60대 이상	418	39%	54%	6%		1%	93%	6%
성/연령별	남성 19~29세	134	33%	60%	5%	1%	1%	93%	6%
	남성 30대	124	44%	49%	5%	1%		94%	6%
	남성 40대	146	49%	45%	5%	1%		94%	6%
	남성 50대	150	39%	49%	10%	1%		88%	12%
	남성 60대 이상	189	39%	54%	7%		1%	92%	7%
	여성 19~29세	121	42%	51%	6%	1%		93%	7%
	여성 30대	117	38%	60%	2%			98%	2%
	여성 40대	141	49%	48%	3%	1%		97%	3%
	여성 50대	148	43%	52%	5%			95%	5%
	여성 60대 이상	229	40%	54%	6%		1%	94%	6%
직업별	농/임/어업	43	-	-	-	-	-	-	-
	자영업	198	45%	45%	8%	2%		90%	10%
	기능노무/서비스	531	42%	52%	5%	0%		94%	6%
	사무/관리	287	41%	55%	4%	1%		96%	4%
	전업주부	282	38%	56%	6%		1%	94%	6%
	학생	83	39%	54%	6%	1%		93%	7%
	무직/은퇴/기타	75	39%	50%	8%		3%	89%	8%
지역별	서울	293	27%	69%	4%			96%	4%
	인천/경기	470	43%	54%	3%	0%		97%	3%
	강원	46	-	-	-	-	-	-	-
	대전/세종/충청	160	42%	43%	13%	1%	1%	85%	15%
	광주/전라	150	65%	32%	2%	1%		97%	3%
	대구/경북	150	51%	46%	1%		2%	97%	1%
	부산/울산/경남	232	35%	50%	13%	2%		85%	15%

- 소수점 아래 반올림 때문에 백분율 합계는 ±1 차이 발생 가능하며, 이는 오류가 아님
 - 50사례 미만은 수치 제시하지 않음. 한국갤럽 www.gallup.co.kr

● '기후변화를 막기에는 이미 너무 늦었다' - 국가별



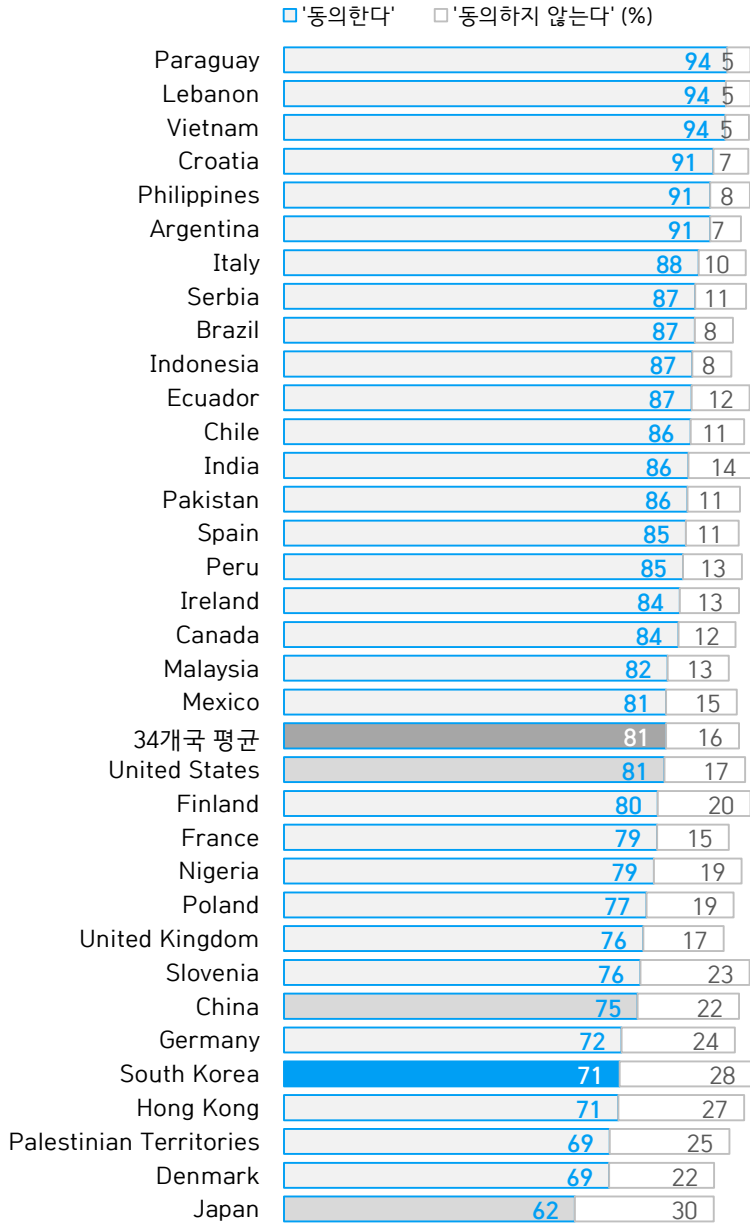
한국 조사	사례수 (명)	(2/5) 기후변화를 막기에는 이미 너무 늦었다					동의 (계)	비동의 (계)
		매우 동의한다	동의하는 편	동의하지 않는 편	전혀 동의하지 않는다	모름 응답 거절		
2019년 11월 8~28일	1,500	17%	49%	30%	3%	2%	66%	33%
2020년 11월 5~29일	1,500	13%	41%	38%	7%	1%	54%	45%
성별								
남성	743	14%	40%	38%	7%	0%	54%	46%
여성	757	13%	41%	38%	7%	1%	54%	45%
연령별								
19~29세	256	14%	36%	42%	8%	1%	50%	49%
30대	241	14%	40%	40%	6%	1%	54%	46%
40대	287	14%	42%	38%	7%		56%	44%
50대	298	13%	45%	37%	5%	1%	58%	42%
60대 이상	418	13%	40%	37%	9%	1%	53%	45%
성/연령별								
남성 19~29세	134	13%	33%	45%	9%	1%	46%	54%
남성 30대	124	15%	39%	38%	6%	1%	55%	45%
남성 40대	146	14%	42%	36%	8%		56%	44%
남성 50대	150	13%	44%	37%	7%		57%	43%
남성 60대 이상	189	14%	42%	36%	7%	1%	56%	44%
여성 19~29세	121	16%	39%	38%	6%	1%	54%	45%
여성 30대	117	13%	40%	42%	5%	1%	52%	47%
여성 40대	141	13%	42%	39%	6%		55%	45%
여성 50대	148	12%	46%	36%	4%	1%	59%	40%
여성 60대 이상	229	12%	39%	37%	10%	2%	51%	47%
직업별								
농/임/어업	43	-	-	-	-	-	-	-
자영업	198	16%	38%	36%	10%	0%	53%	46%
기능노무/서비스	531	14%	38%	41%	7%	0%	52%	48%
사무/관리	287	14%	42%	36%	7%	1%	56%	43%
전업주부	282	11%	44%	38%	5%	1%	56%	43%
학생	83	15%	40%	37%	8%		55%	45%
무직/은퇴/기타	75	8%	42%	37%	10%	4%	49%	47%
지역별								
서울	293	8%	44%	45%	3%	0%	52%	48%
인천/경기	470	20%	41%	34%	4%	0%	61%	38%
강원	46	-	-	-	-	-	-	-
대전/세종/충청	160	7%	55%	35%	3%	1%	62%	37%
광주/전라	150	7%	23%	44%	24%	1%	31%	68%
대구/경북	150	23%	35%	36%	3%	4%	57%	39%
부산/울산/경남	232	8%	37%	41%	14%		45%	55%

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

- 동의율 내림차순. 4점 척도. 2020년 10~12월 WIN World Survey

- 한국은 2020년 11월 5~29일 조사. 한국갤럽 www.gallup.co.kr

● '나는 나 개인의 행동이 환경을 개선할 수 있다고 믿는다' - 국가별



2020년 11월 5~29일 한국 조사	사례수 (명)	(3/5) 나는 나 개인의 행동이 환경을 개선할 수 있다고 믿는다					동의 (계)	비동의 (계)
		매우 동의한다	동의하는 편	동의하지 않는 편	전혀 동의하지 않는다	모름 응답 거절		
전체	1,500	15%	57%	26%	2%	1%	71%	28%
성별								
남성	743	14%	57%	26%	2%	0%	71%	29%
여성	757	15%	57%	25%	3%	1%	72%	27%
연령별								
19~29세	256	14%	56%	25%	3%	1%	71%	28%
30대	241	16%	58%	24%	2%		74%	26%
40대	287	17%	57%	23%	3%	0%	74%	26%
50대	298	16%	57%	24%	3%		74%	26%
60대 이상	418	11%	55%	31%	2%	1%	67%	32%
성/ 연령별								
남성 19~29세	134	14%	56%	25%	3%	2%	70%	28%
남성 30대	124	16%	56%	26%	2%		72%	28%
남성 40대	146	16%	59%	23%	2%		75%	25%
남성 50대	150	14%	62%	21%	3%		76%	24%
남성 60대 이상	189	13%	51%	35%	2%		63%	37%
여성 19~29세	121	15%	57%	25%	3%	1%	72%	27%
여성 30대	117	16%	60%	21%	2%		77%	23%
여성 40대	141	19%	54%	23%	4%	1%	73%	27%
여성 50대	148	19%	52%	26%	3%		71%	29%
여성 60대 이상	229	10%	59%	27%	2%	2%	69%	29%
직업별								
농/임/어업	43	-	-	-	-	-	-	-
자영업	198	15%	58%	25%	2%	0%	73%	27%
기능노무/서비스	531	16%	57%	24%	3%	0%	73%	27%
사무/관리	287	17%	57%	25%	2%		74%	26%
전업주부	282	13%	55%	29%	2%	1%	68%	31%
학생	83	13%	59%	23%	6%		71%	29%
무직/은퇴/기타	75	8%	55%	33%		3%	63%	33%
지역별								
서울	293	17%	56%	25%	2%	0%	73%	26%
인천/경기	470	20%	56%	22%	2%		76%	24%
강원	46	-	-	-	-	-	-	-
대전/세종/충청	160	8%	44%	47%	1%	1%	52%	47%
광주/전라	150	15%	63%	19%	3%		78%	22%
대구/경북	150	15%	55%	18%	9%	4%	70%	27%
부산/울산/경남	232	7%	62%	29%	2%		69%	31%

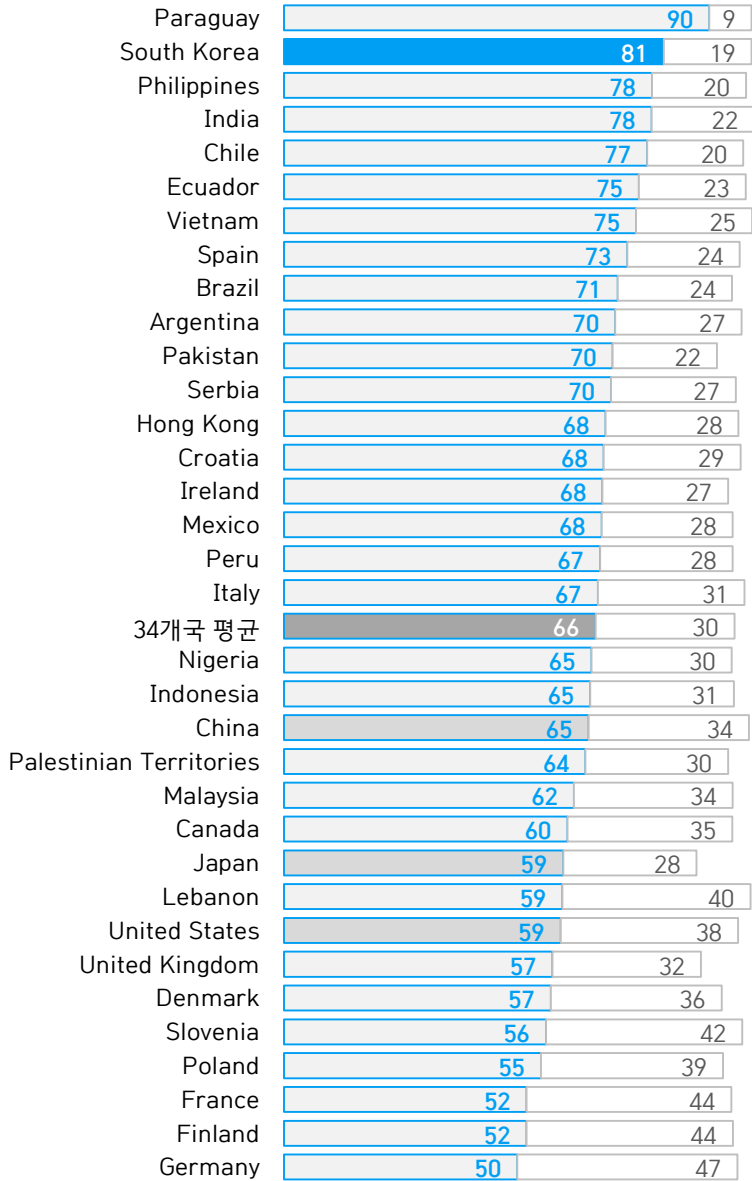
- 50사례 미만은 수치 제시하지 않음. 한국갤럽 www.gallup.co.kr

- 동의를 내림차순. 4점 척도. 2020년 10~12월 WIN World Survey

- 한국은 2020년 11월 5~29일 조사. 한국갤럽 www.gallup.co.kr

● '나는 환경을 위해 좀 더 지속가능한 방식으로 살고자 하지만, 현재의 행동에 필요한 변화는 잘 주지 않음을 종종 깨닫는다' - 국가별

□ '동의한다' □ '동의하지 않는다' (%)



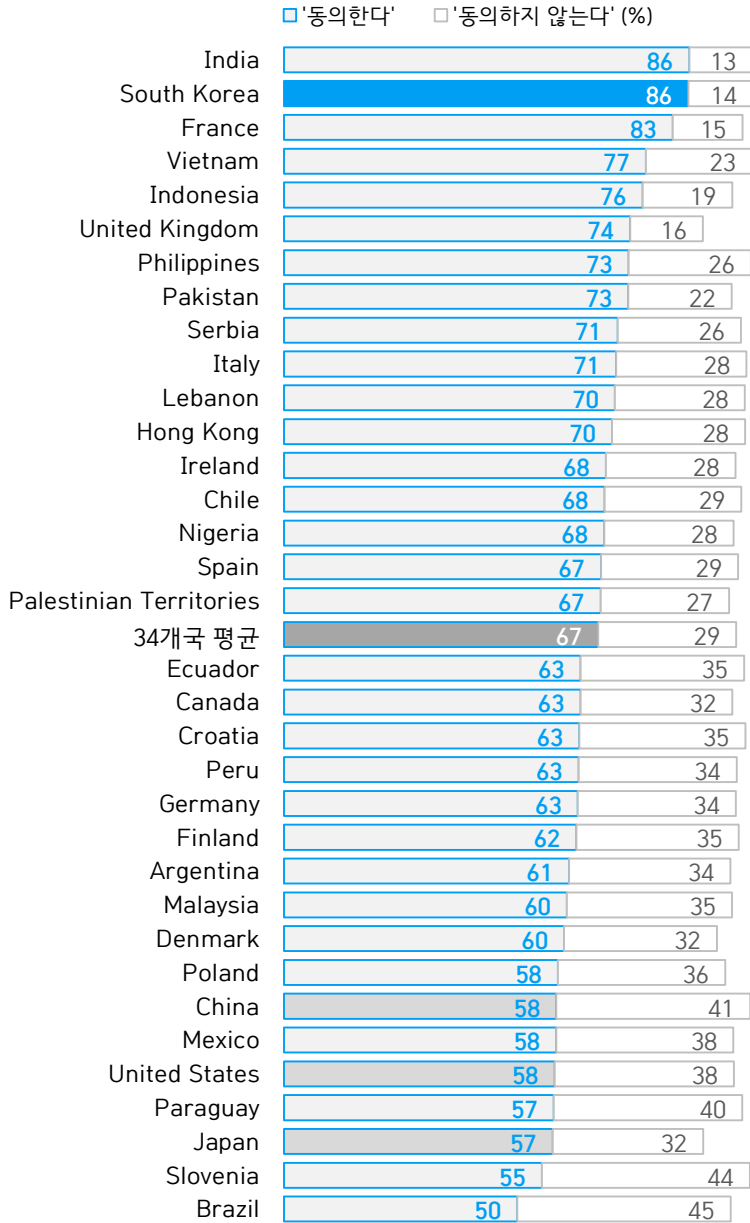
	2020년 11월 5~29일 한국 조사	사례수 (명)	(4/5) 나는 환경을 위해 좀 더 지속가능한 방식으로 살고자 하지만, 현재의 행동에 필요한 변화는 잘 주지 않음을 종종 깨닫는다					동의 (계)	비동의 (계)
			매우 동의한다	동의하는 편	동의하지 않는 편	전혀 동의하지 않는다	모름 응답 거절		
전체		1,500	16%	65%	18%	1%	1%	81%	19%
성별	남성	743	17%	63%	18%	2%	0%	80%	20%
	여성	757	15%	66%	17%	1%	1%	82%	18%
연령별	19~29세	256	14%	68%	17%	1%	1%	81%	17%
	30대	241	15%	68%	15%	1%	0%	84%	16%
	40대	287	21%	61%	16%	1%		82%	18%
	50대	298	18%	59%	21%	1%	0%	77%	23%
	60대 이상	418	14%	67%	18%	1%	1%	80%	19%
성/연령별	남성 19~29세	134	16%	67%	16%	1%	1%	83%	16%
	남성 30대	124	18%	65%	14%	2%	1%	83%	16%
	남성 40대	146	23%	53%	22%	2%		76%	24%
	남성 50대	150	19%	58%	21%	2%	1%	76%	23%
	남성 60대 이상	189	11%	71%	17%	1%		82%	18%
	여성 19~29세	121	11%	69%	19%	0%	1%	80%	19%
	여성 30대	117	12%	72%	15%	1%		84%	16%
	여성 40대	141	19%	70%	10%	1%		89%	11%
	여성 50대	148	17%	61%	21%	1%		78%	22%
	여성 60대 이상	229	16%	63%	19%	1%	1%	79%	20%
직업별	농/임/어업	43	-	-	-	-	-	-	-
	자영업	198	17%	61%	20%	1%		78%	22%
	기능노무/서비스	531	18%	64%	17%	1%	0%	81%	18%
	사무/관리	287	17%	64%	18%	1%	1%	80%	19%
	전업주부	282	13%	67%	18%	1%	1%	80%	18%
	학생	83	17%	65%	17%	1%		82%	18%
	무직/은퇴/기타	75	9%	73%	15%	2%	2%	82%	16%
	지역별	서울	293	19%	64%	16%	1%	0%	83%
인천/경기	470	23%	66%	11%	1%		89%	11%	
강원	46	-	-	-	-	-	-	-	
대전/세종/충청	160	15%	58%	25%	1%	1%	73%	27%	
광주/전라	150	9%	69%	21%	1%		77%	23%	
대구/경북	150	13%	68%	15%	1%	4%	81%	15%	
부산/울산/경남	232	8%	61%	28%	3%		69%	31%	

- 동의율 내림차순. 4점 척도. 2020년 10~12월 WIN World Survey

- 한국은 2020년 11월 5~29일 조사. 한국갤럽 www.gallup.co.kr

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

● '지속가능성과 환경에 대한 실질적 노력은
개개인보다 기업과 정부가 기울일 필요가 있다' - 국가별



2020년 11월 5~29일 한국 조사	사례수 (명)	(5/5) 지속가능성과 환경에 대한 실질적 노력은 개개인보다 기업과 정부가 기울일 필요가 있다					동의 (계)	비동의 (계)
		매우 동의한다	동의하는 편	동의하지 않는 편	전혀 동의하지 않는다	모름 응답 거절		
전체	1,500	28%	58%	13%	1%	0%	86%	14%
성별								
남성	743	29%	56%	13%	1%	0%	85%	15%
여성	757	26%	61%	12%	1%	0%	87%	13%
연령별								
19~29세	256	29%	57%	11%	2%	1%	86%	13%
30대	241	31%	57%	12%	0%		88%	12%
40대	287	27%	60%	11%	2%		88%	12%
50대	298	26%	59%	14%	1%		85%	15%
60대 이상	418	26%	58%	14%	0%	1%	85%	15%
성/ 연령별								
남성 19~29세	134	29%	58%	12%	1%	1%	86%	13%
남성 30대	124	32%	54%	13%	0%		86%	14%
남성 40대	146	31%	56%	11%	2%		87%	13%
남성 50대	150	26%	58%	14%	1%		85%	15%
남성 60대 이상	189	29%	54%	16%	1%	1%	82%	17%
여성 19~29세	121	30%	57%	10%	3%	0%	86%	13%
여성 30대	117	30%	59%	11%			89%	11%
여성 40대	141	23%	65%	11%	1%		88%	12%
여성 50대	148	25%	60%	14%	1%		85%	15%
여성 60대 이상	229	24%	62%	13%		1%	86%	13%
직업별								
농/임/어업	43	-	-	-	-	-	-	-
자영업	198	27%	58%	14%	0%		85%	15%
기능노무/서비스	531	28%	61%	10%	1%		89%	11%
사무/관리	287	30%	57%	12%	1%	0%	87%	13%
전업주부	282	23%	61%	14%	1%	1%	84%	15%
학생	83	27%	59%	14%	1%		86%	14%
무직/은퇴/기타	75	32%	45%	20%	1%	3%	77%	20%
지역별								
서울	293	29%	57%	13%	0%		87%	13%
인천/경기	470	32%	62%	5%	0%		94%	6%
강원	46	-	-	-	-	-	-	-
대전/세종/충청	160	27%	48%	25%		1%	75%	25%
광주/전라	150	34%	51%	12%	3%		85%	15%
대구/경북	150	31%	63%	4%		2%	94%	4%
부산/울산/경남	232	11%	61%	25%	3%		72%	28%

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

- 동의를 내림차순. 4점 척도. 2020년 10~12월 WIN World Survey

- 한국은 2020년 11월 5~29일 조사. 한국갤럽 www.gallup.co.kr

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.”

-ENDS-

Media enquiries:

Elena Crosilla, WIN Coordinator

+39 335.62.07.347

E-mail: coordinator@winmr.com

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



WIN

Worldwide
Independent Network
Of Market Research

Climate change & sustainability

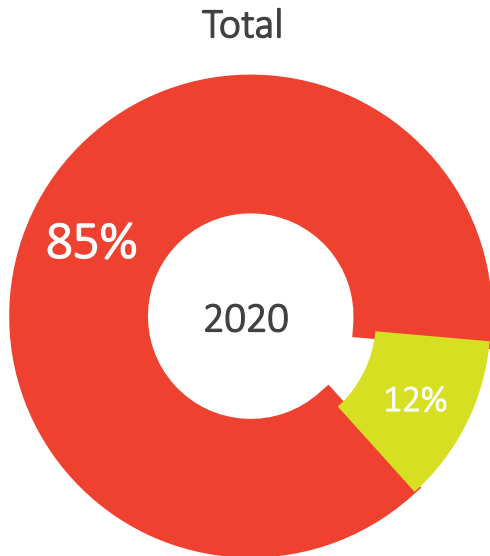
WWS 2020



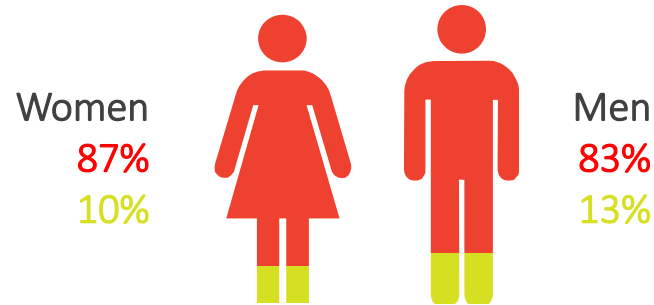
Global warming is a serious threat for mankind

% within total population

2019

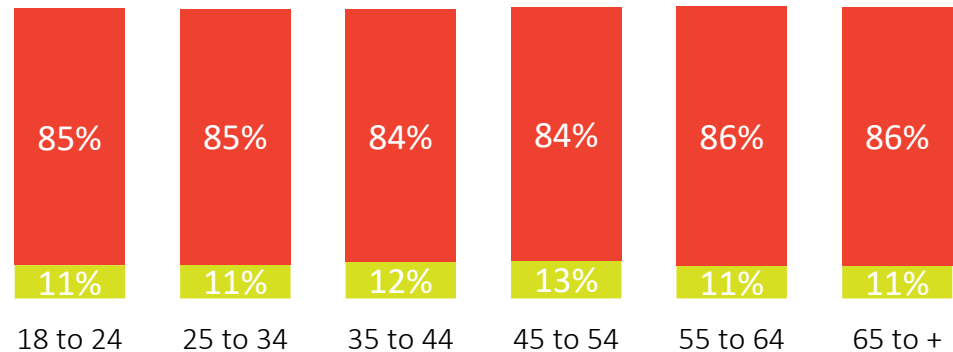


By gender



	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

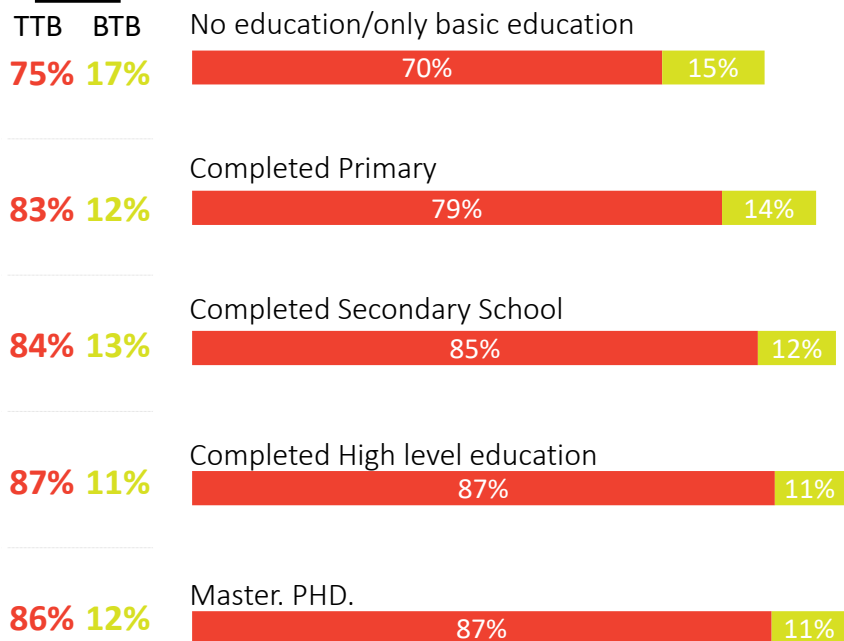
Global warming is a serious threat for mankind

% within total population



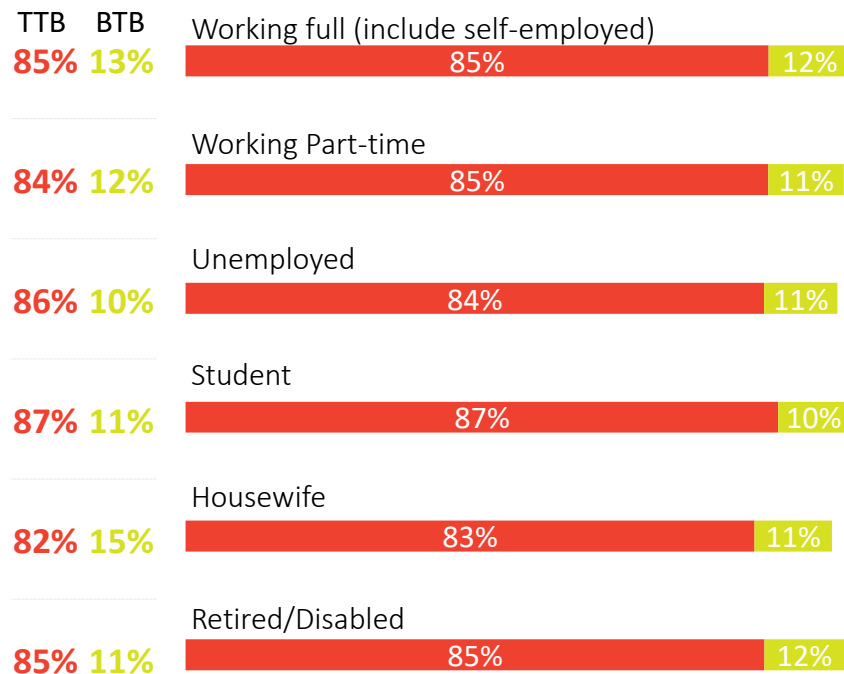
By education level

2019



By employment

2019



TTB

Totally agree /
Somewhat agree

BTB

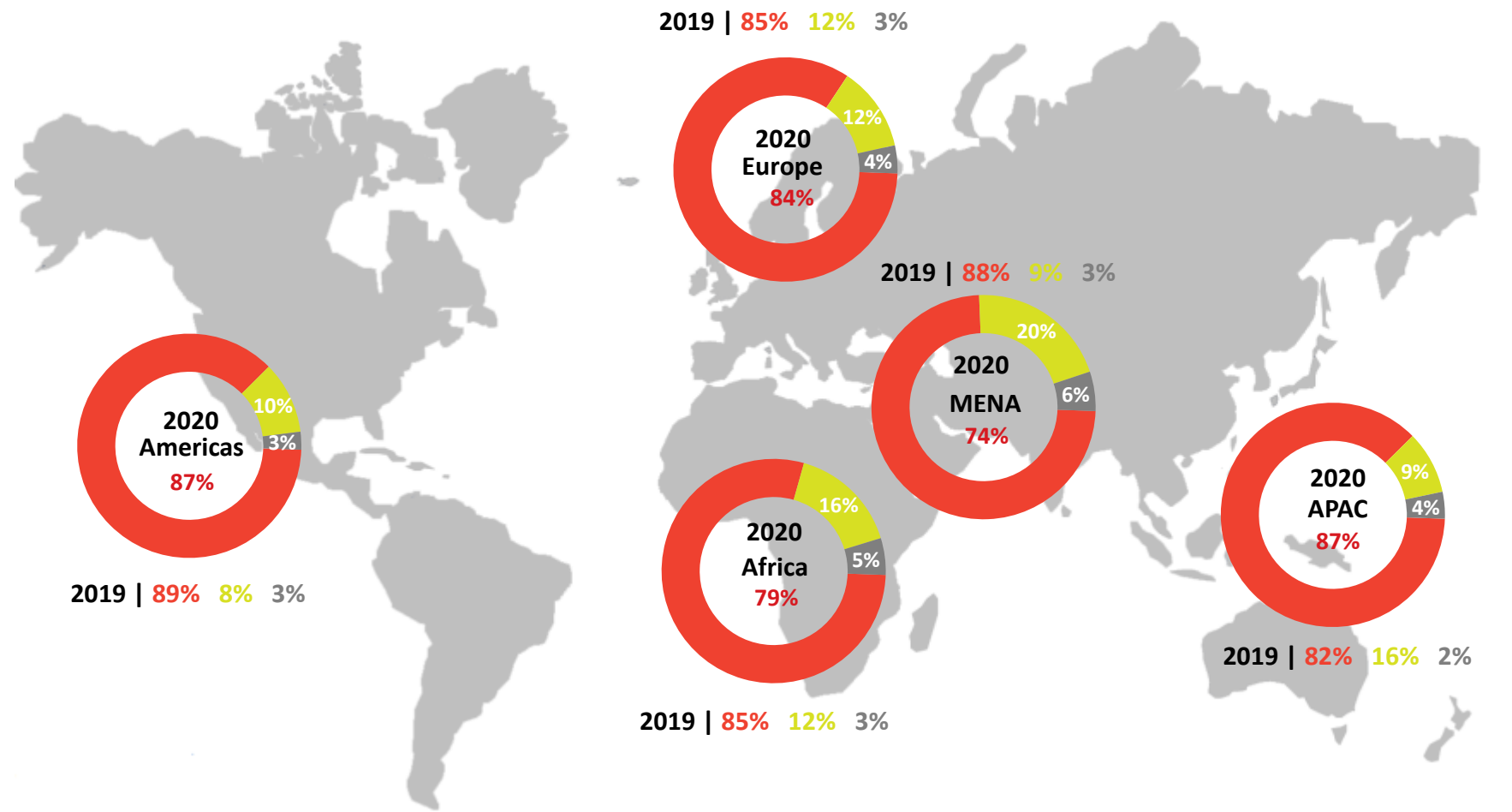
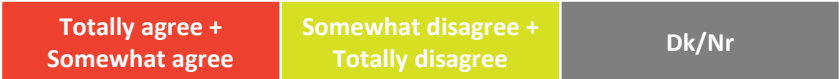
Somewhat disagree /
Totally disagree

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

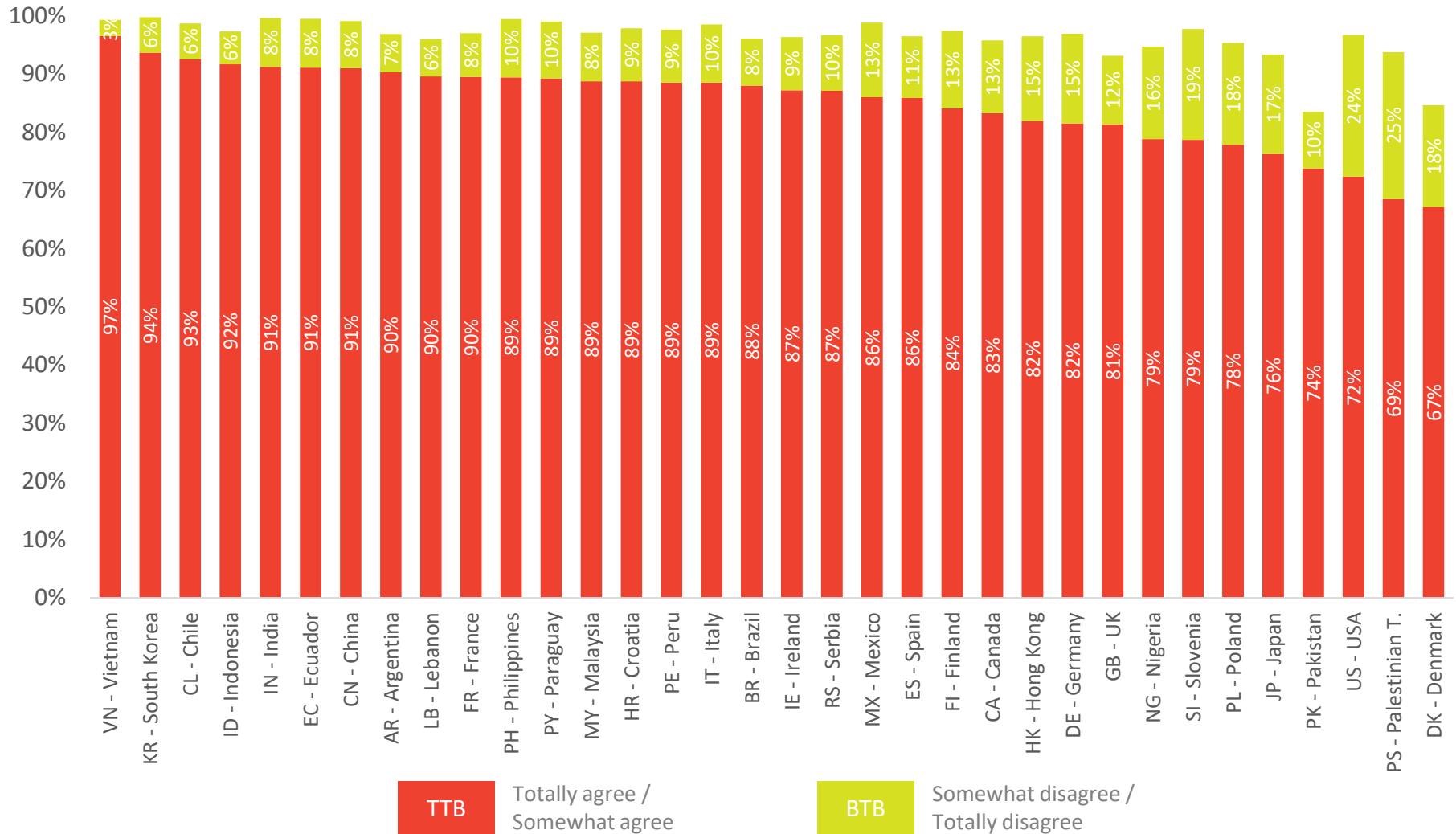


Source: WIN 2020. Base: 29252.

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. 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%	↑

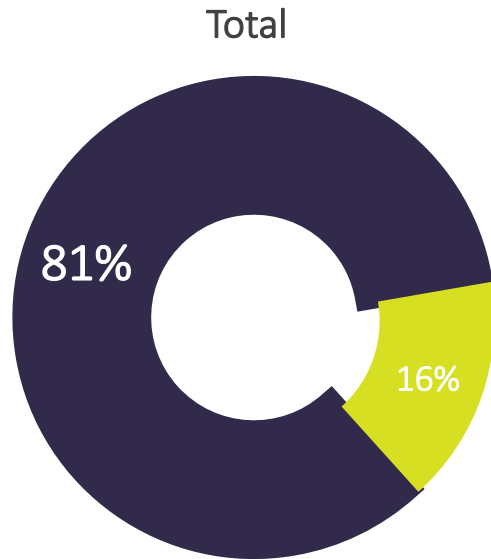
	TTB 2019	TTB 2020	
BR - Brazil	93%	88%	↓
IE - Ireland	86%	87%	↑
RS - Serbia	No data	87%	
MX - Mexico	90%	86%	↓
ES - Spain	88%	86%	↓
FI - Finland	83%	84%	↑
CA - Canada	81%	83%	↑
HK - Hong Kong	89%	82%	↓
DE - Germany	86%	82%	↓
GB - United Kingdom	78%	81%	↑
NG - Nigeria	82%	79%	↓
SI - Slovenia	88%	79%	↓
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.

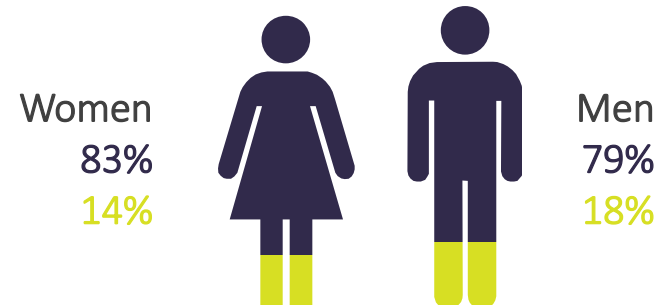
P7. To what extent do you agree or disagree with the following statements? - Global warming is a serious threat for mankind

I believe my personal actions can improve the environment

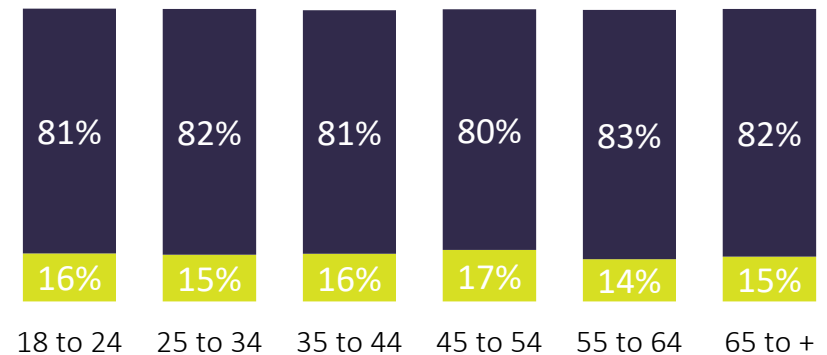
% within total population



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.



TTB

Totally agree /
Somewhat agree

BTB

Somewhat disagree /
Totally disagree



By employment

Working full (include self-employed)



Working Part-time



Unemployed



Student



Housewife



Retired/Disabled

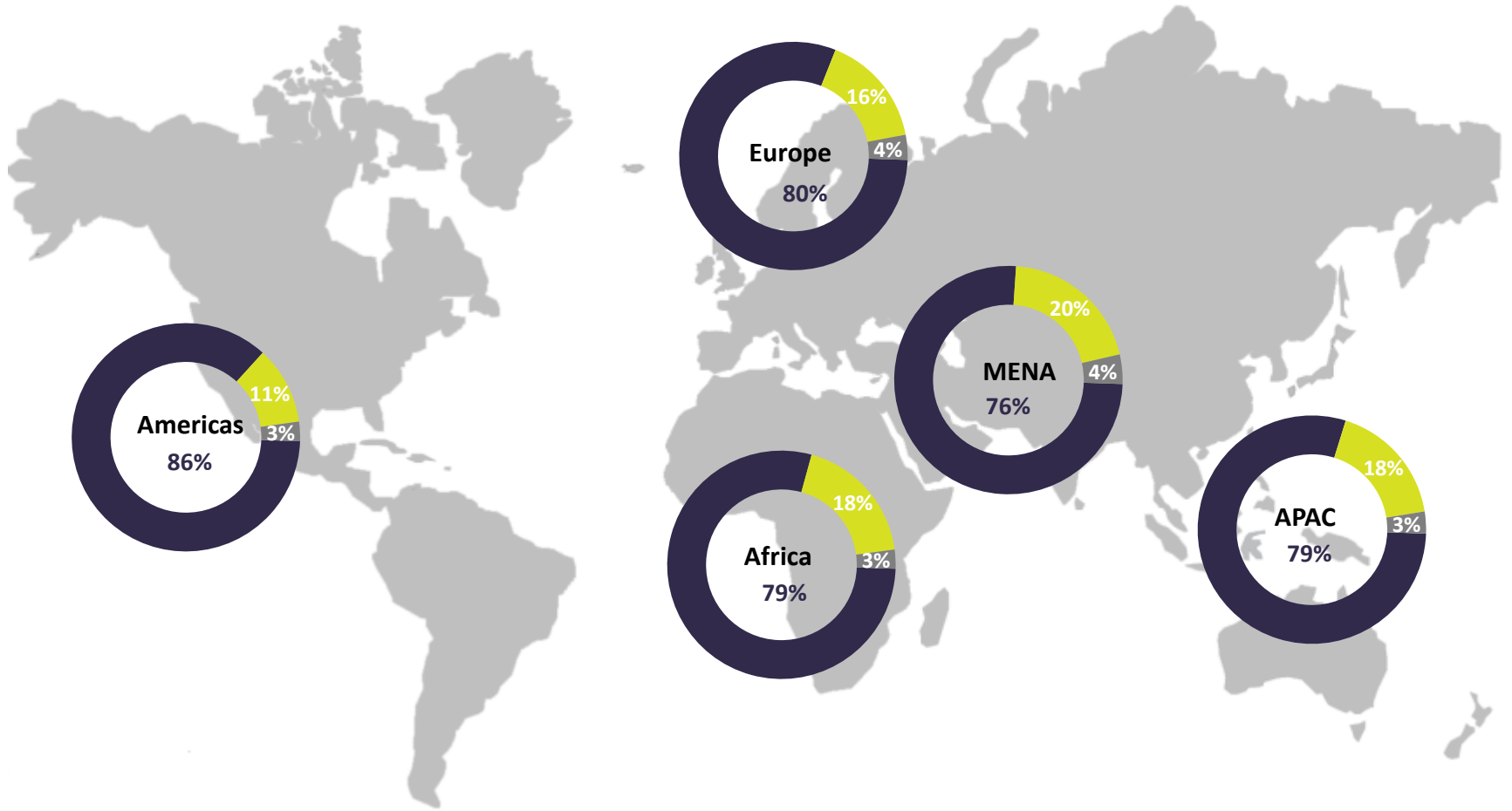
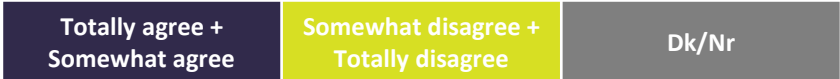


Source: WIN 2020. Base: 29252. The percentages of Dk / Nr have not been plotted.

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

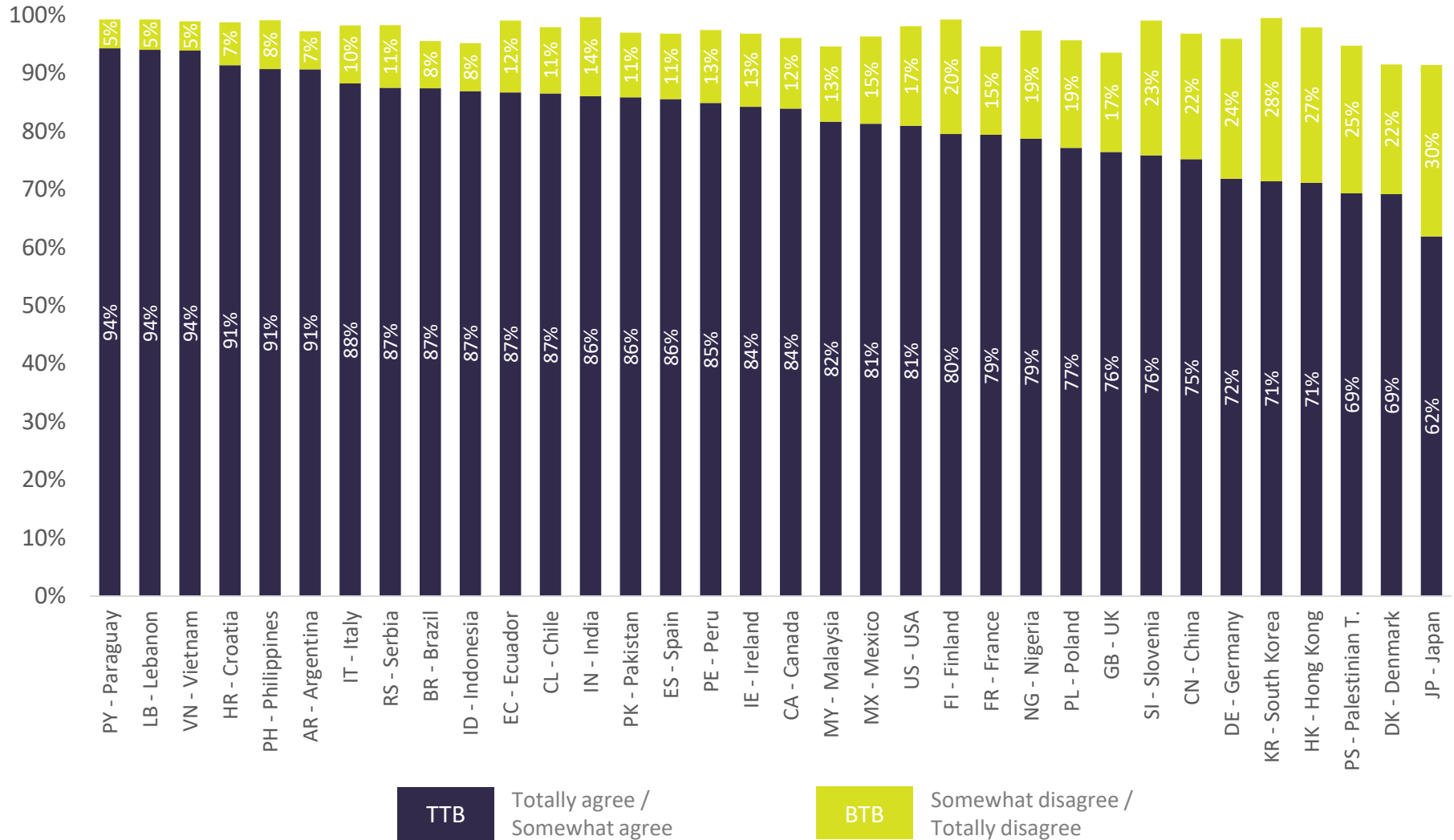
% within total population



Source: WIN 2020. Base: 29252.

I believe my personal actions can improve the environment

% within total population

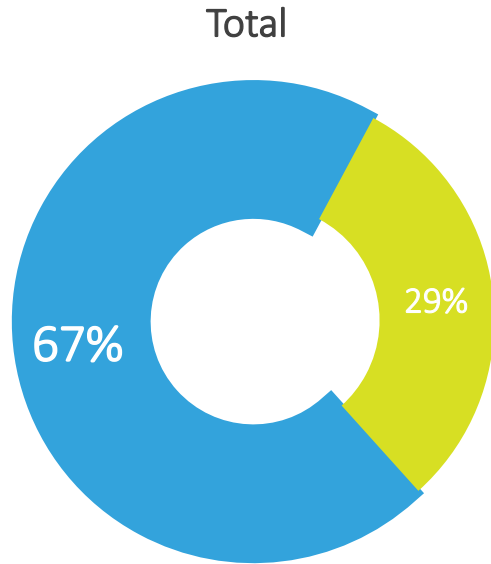


Source: WIN 2020. Base: 29252. The percentages of Dk / Nr have not been plotted.

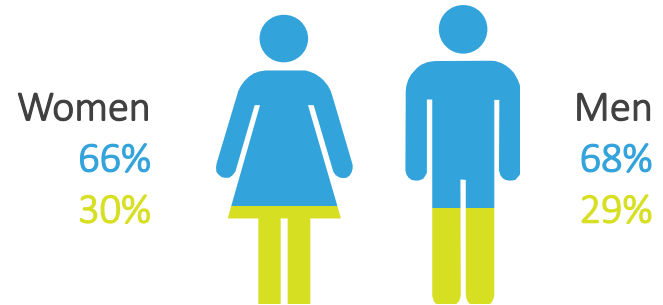
P7. To what extent do you agree or disagree with the following statements? - I believe my personal actions can improve the environment

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

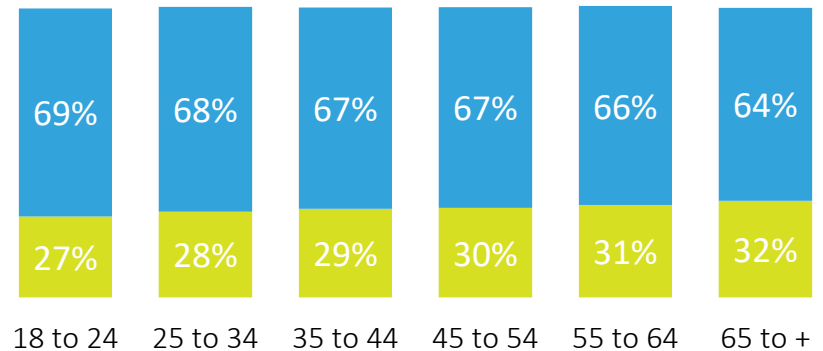
% within total population



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.



TTB

Totally agree /
Somewhat agree

BTB

Somewhat disagree /
Totally disagree



By employment

Working full (include self-employed)



Working Part-time



Unemployed



Student



Housewife



Retired/Disabled

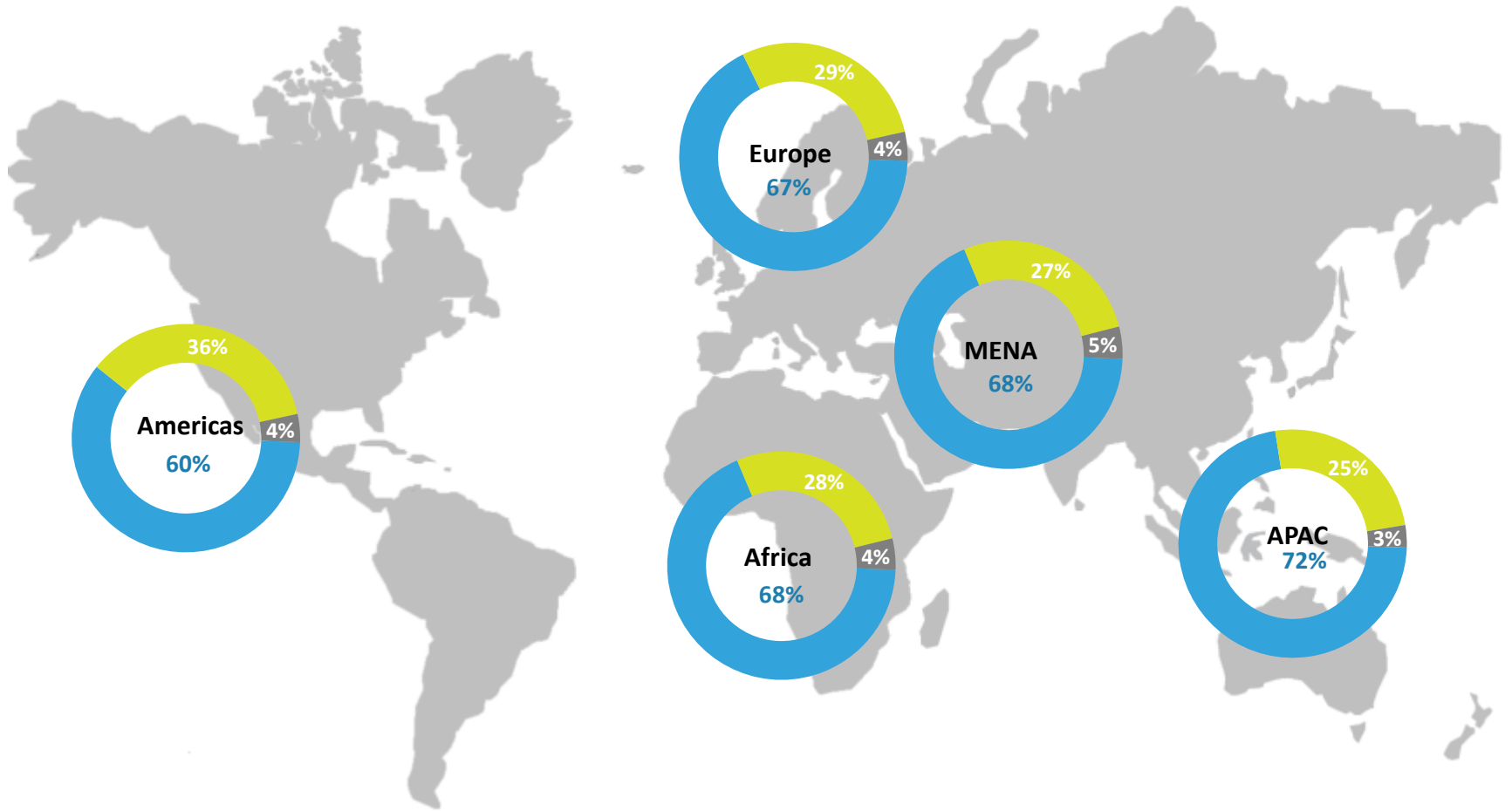
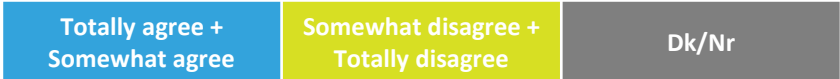


Source: WIN 2020. Base: 29252. The percentages of Dk / Nr have not been plotted.

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

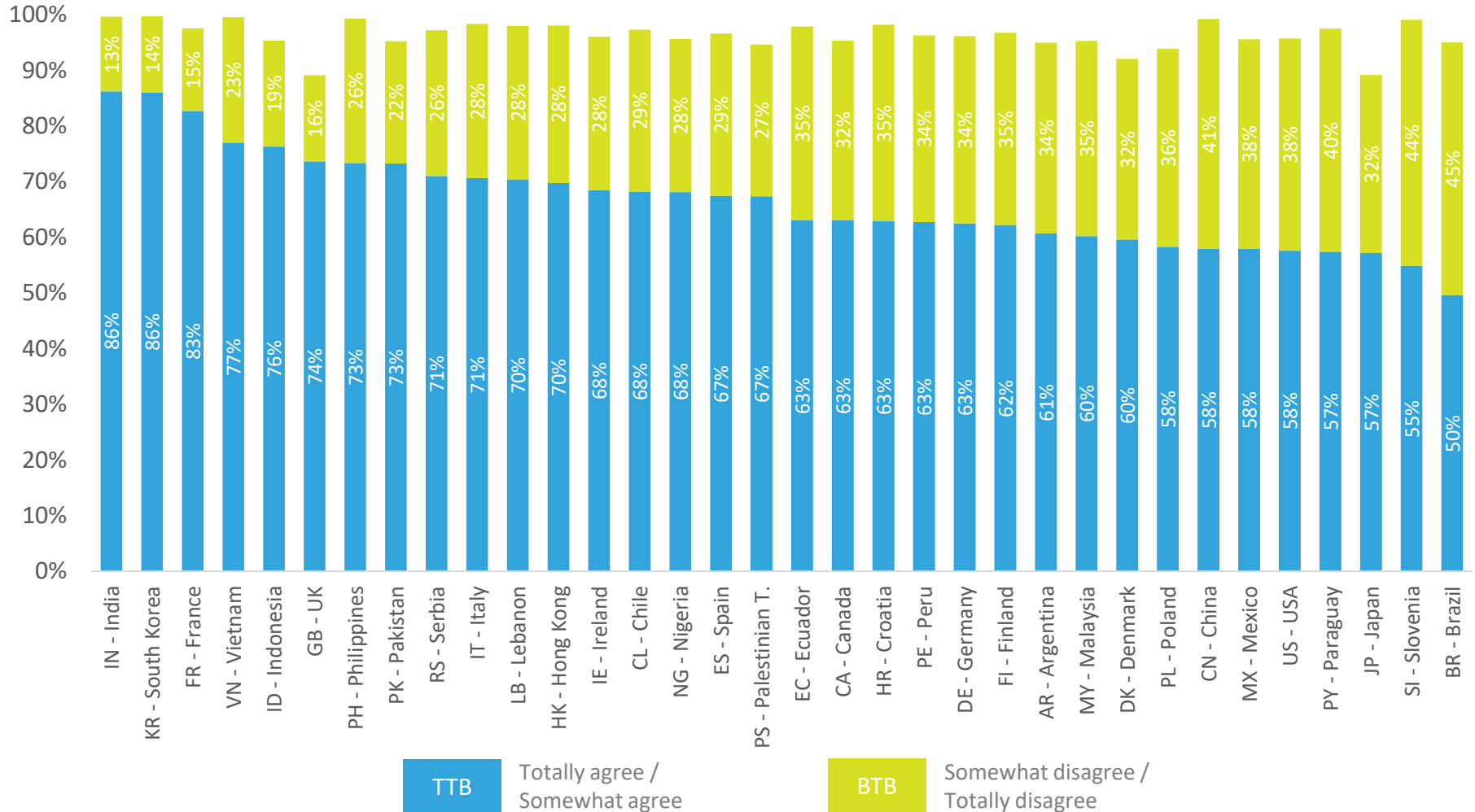
% within total population



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

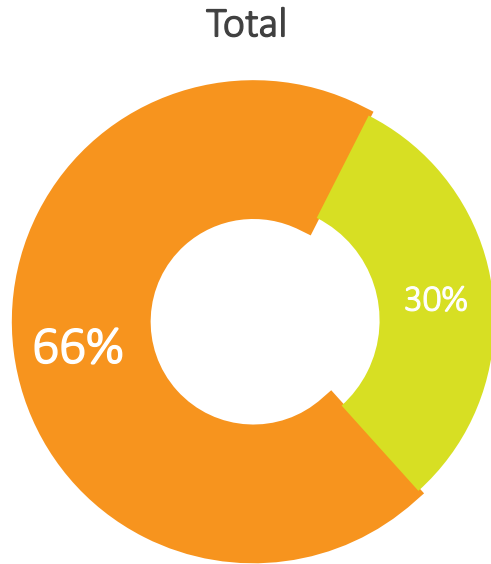


Source: WIN 2020. Base: 29252. The percentages of Dk / Nr have not been plotted.

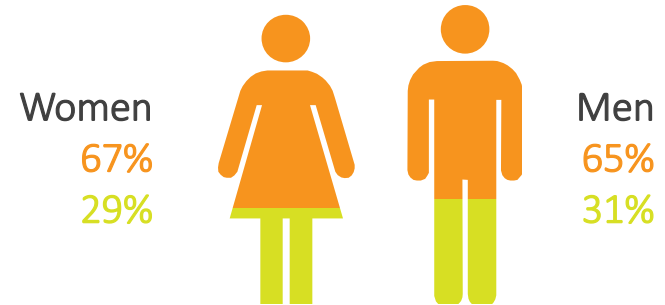
P7. To what extent do you agree or disagree with the following statements? - The real efforts on sustainability and environment need to be taken by business and government rather than individuals

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

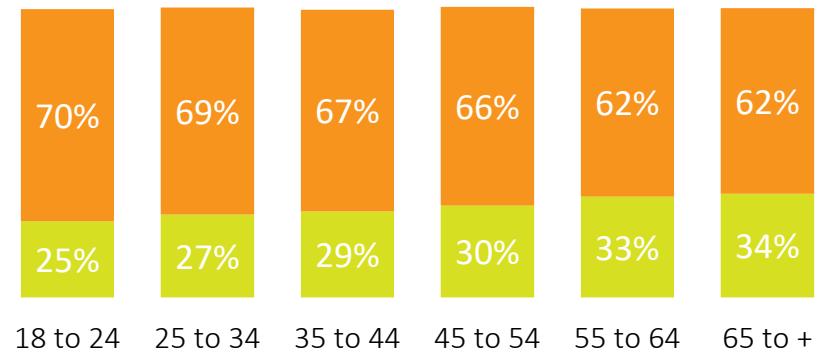
% within total population



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

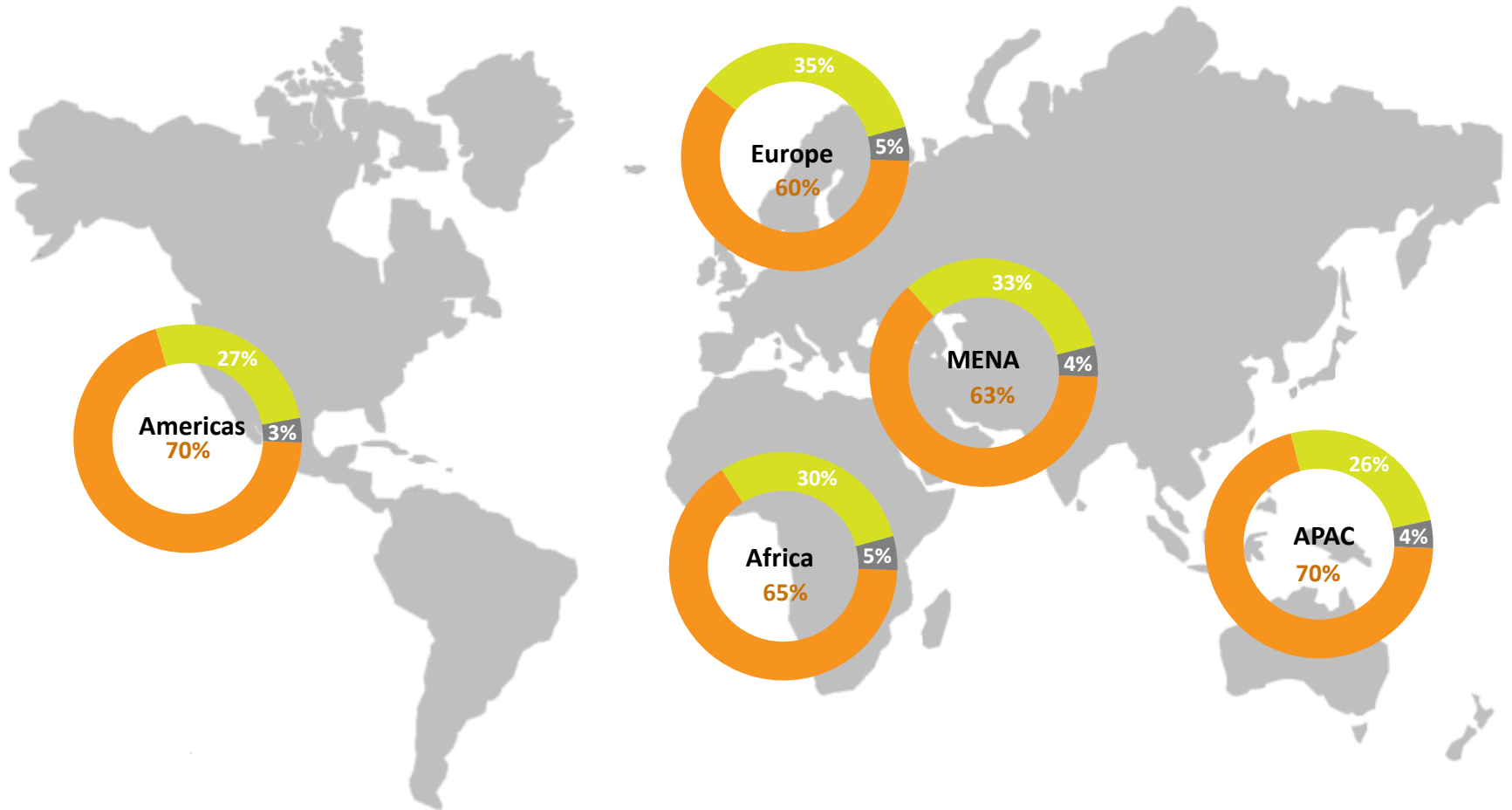
I would like to live more sustainably, but often find I don't make the necessary changes to my current behavior

% within total population

Totally agree +
Somewhat agree

Somewhat disagree +
Totally disagree

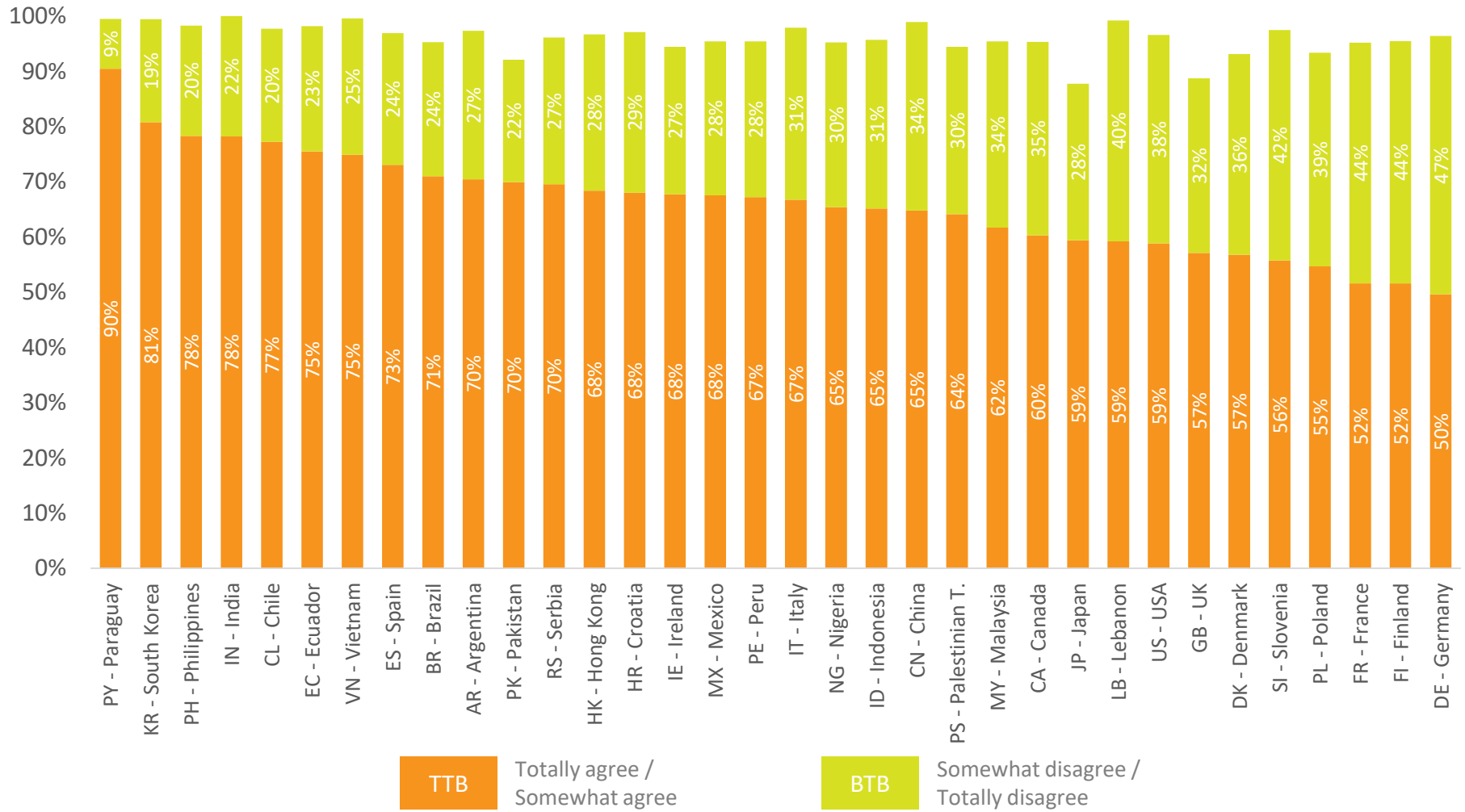
Dk/Nr



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



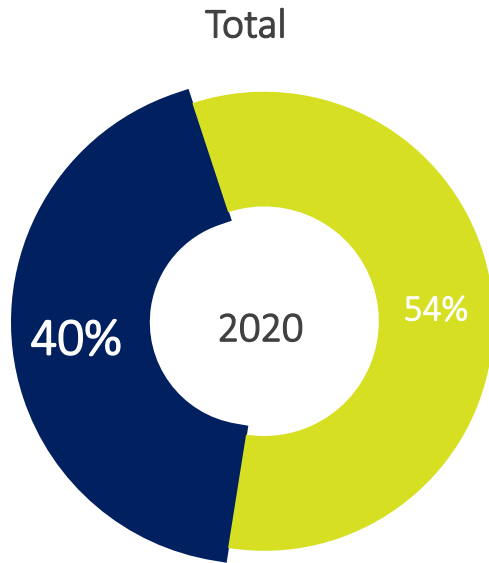
Source: WIN 2020. Base: 29252. The percentages of Dk / Nr have not been plotted.

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

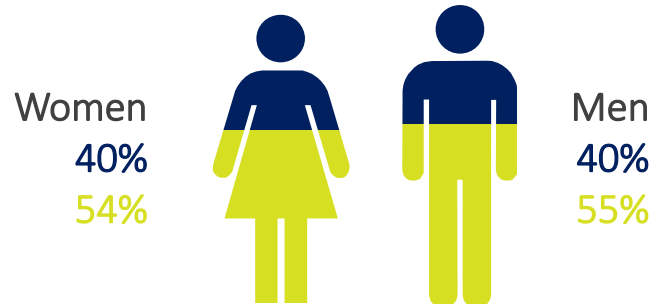
It is already too late to curtail climate change

% within total population

2019

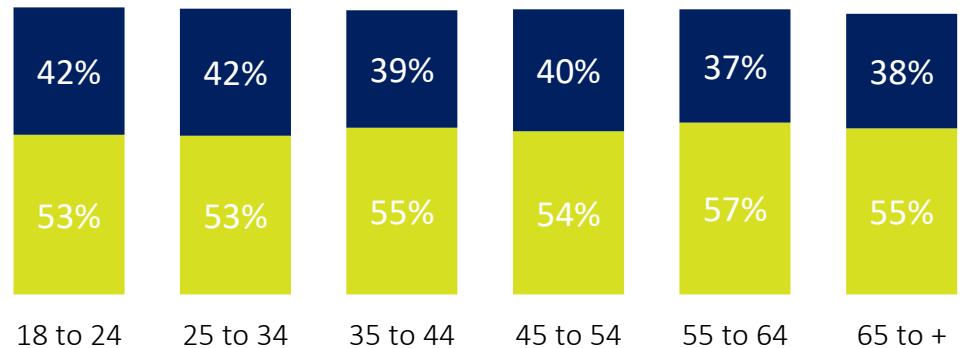


By gender



	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.

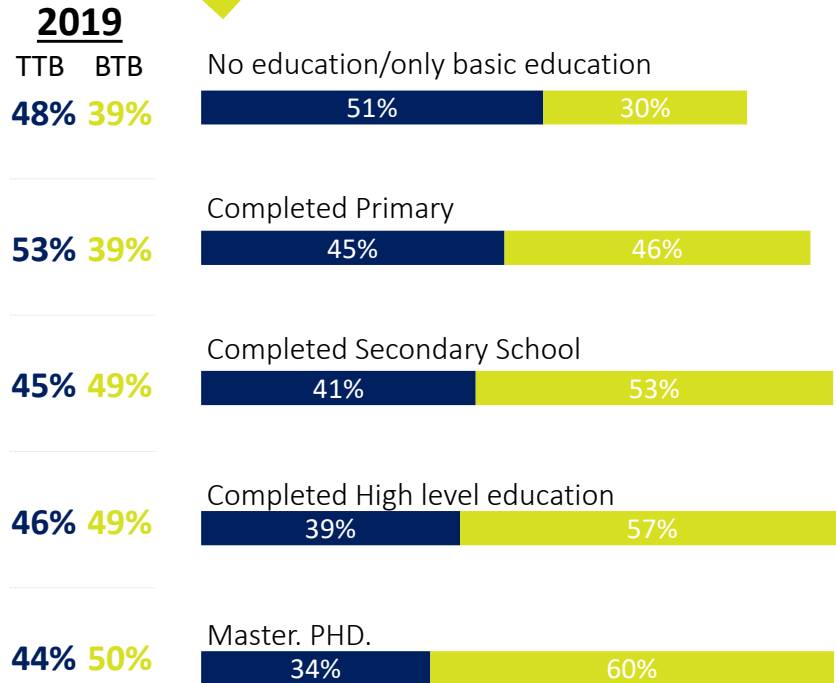
P7. To what extent do you agree or disagree with the following statements? - It is already too late to curtail climate change

It is already too late to curtail climate change

% within total population



By education level

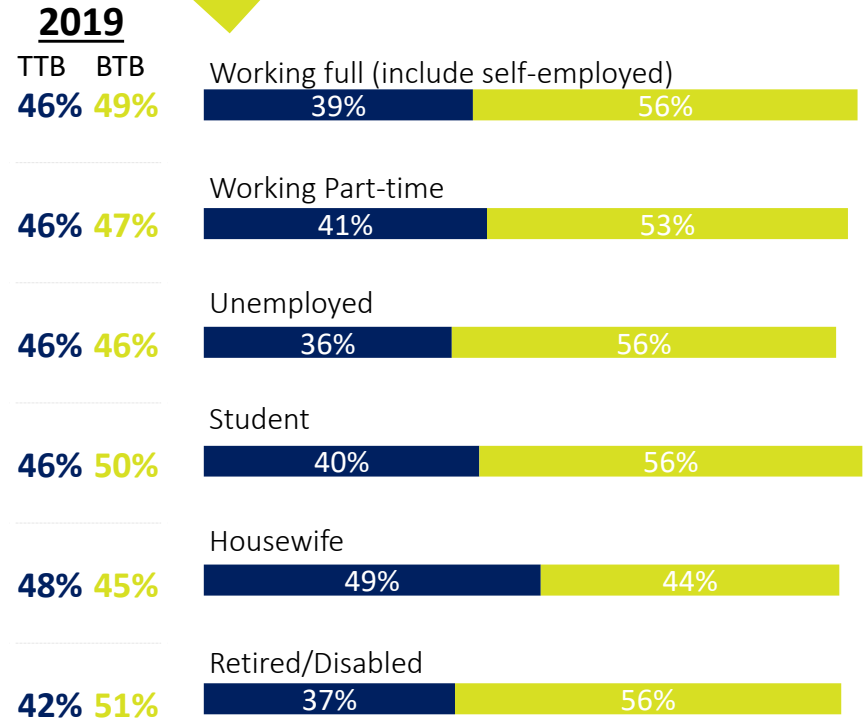


TTB Totally agree / Somewhat agree

BTB Somewhat disagree / Totally disagree



By employment

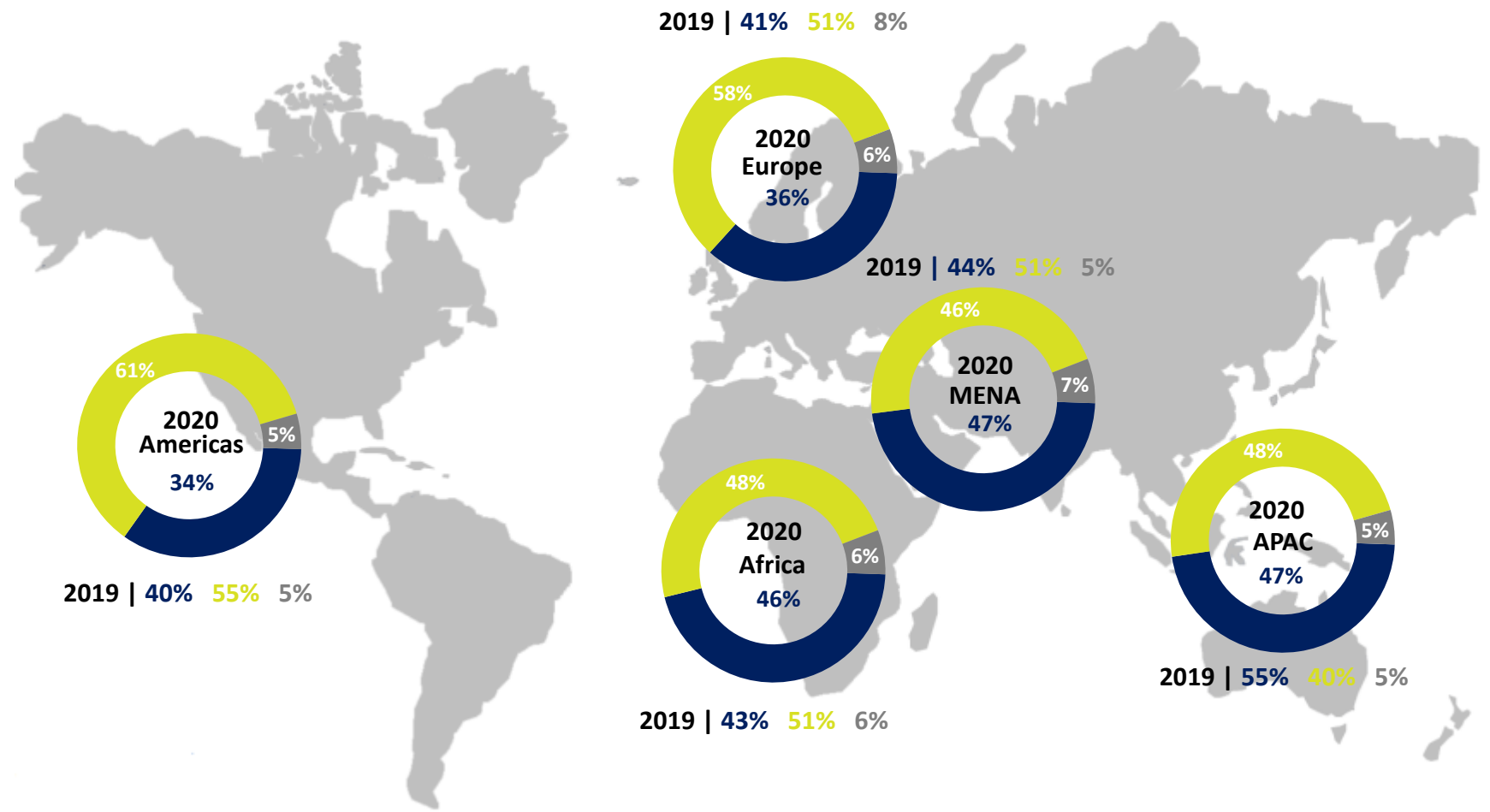
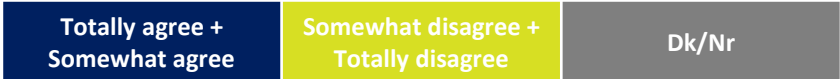


Source: WIN 2020. Base: 29252. The percentages of Dk / Nr have not been plotted.

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

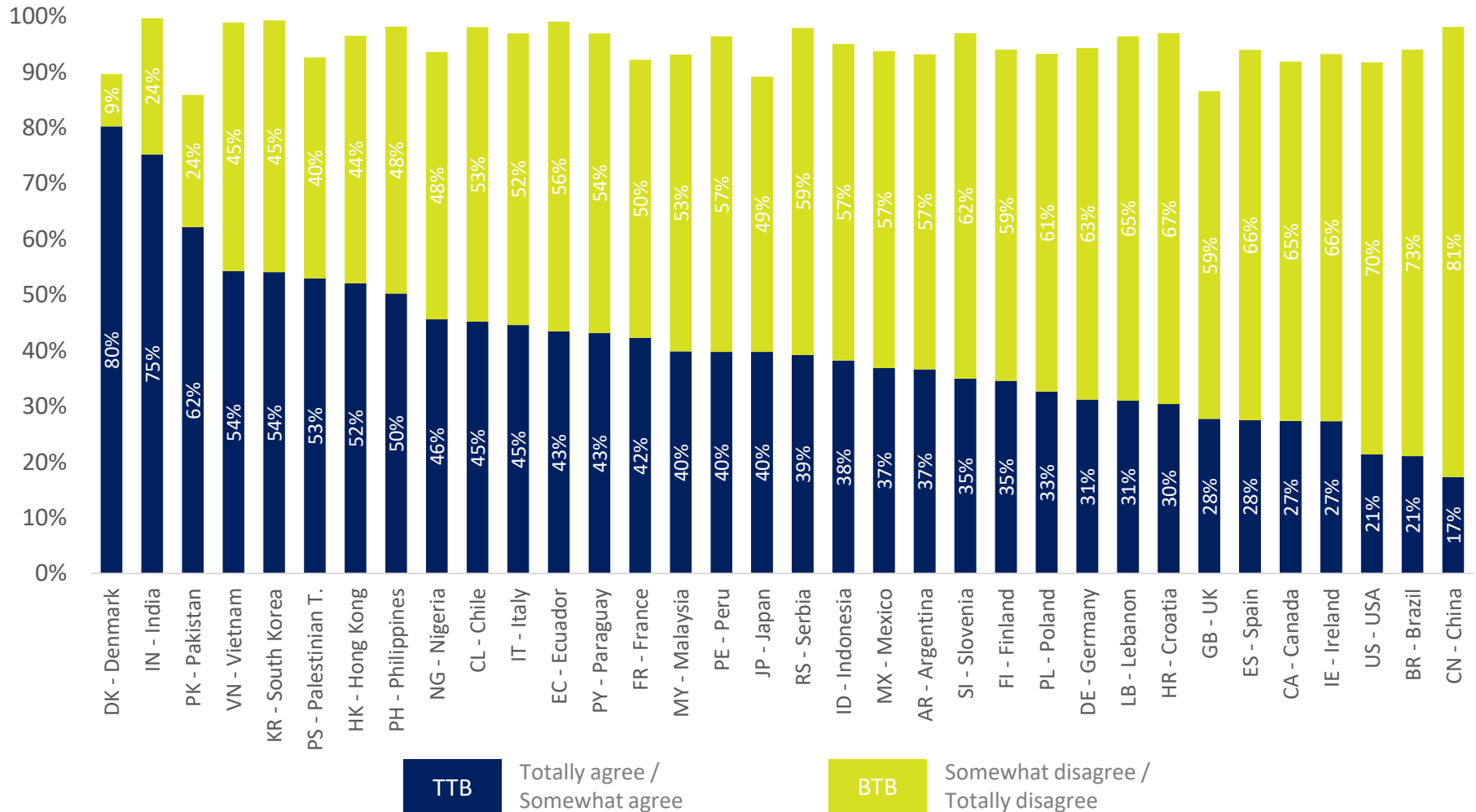


Source: WIN 2020. Base: 29252.

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. 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



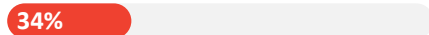
I would like to live more sustainably, but often find I don't make the necessary changes to my current behavior



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



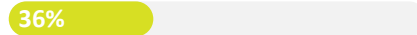
I would like to live more sustainably, but often find I don't make the necessary changes to my current behavior



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



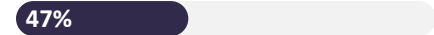
I would like to live more sustainably, but often find I don't make the necessary changes to my current behavior



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



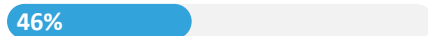
I would like to live more sustainably, but often find I don't make the necessary changes to my current behavior



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 Counseling	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