

Climate change







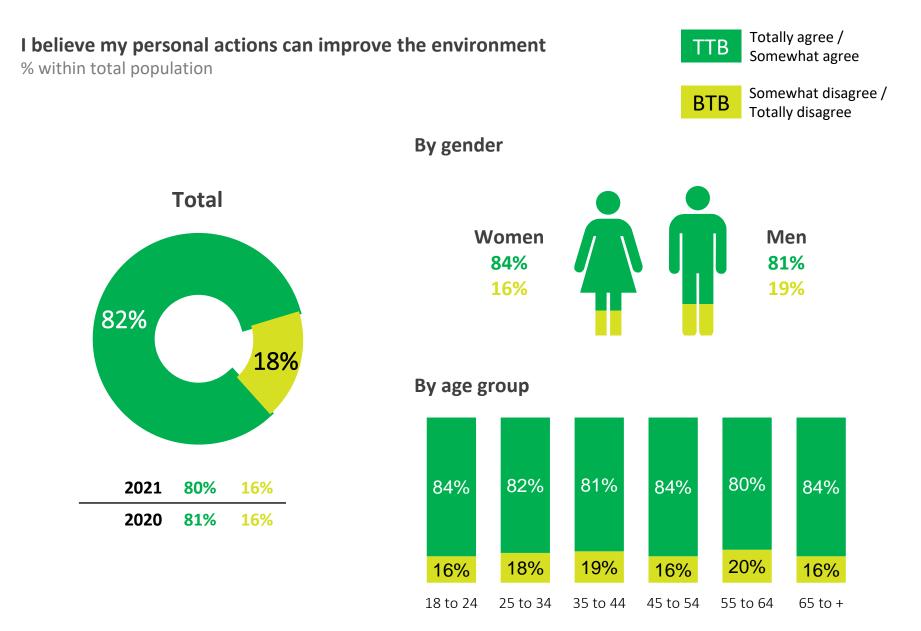
Worldwide Independent Network Of Market Research



PERSONAL ACTIONS CAN IMPROVE THE ENVIRONMENT







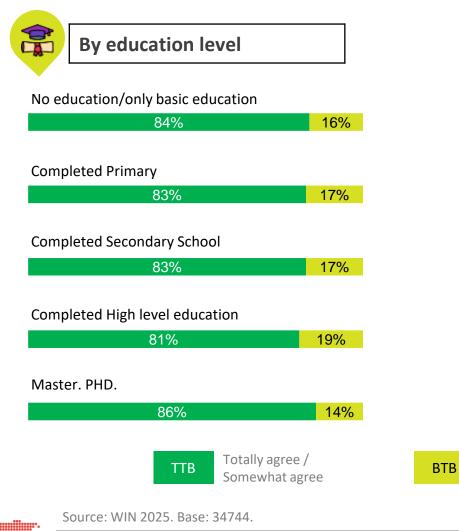
Source: WIN 2025. Base: 34744. In the previous edition (2021 and 2020) DK/NR was included, which hinders comparison.

Independent Network Of Market Research Q12_01 - 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



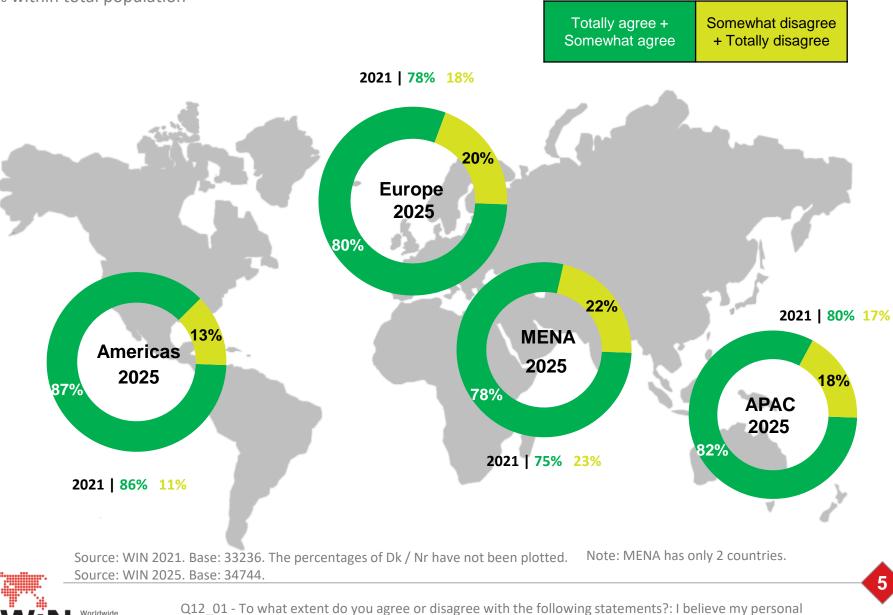
By employment	
Working full (include self-employed)	
81%	19%
Working Part-time	
85%	15%
Unemployed	
83%	17%
Student	
82%	18%
Housewife	
88%	12%
Retired/Disabled	
81%	19%
Somewhat disagree / Totally disagree	



Q12_01 - 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



of Market Research actions can improve the environment

I believe my personal actions can improve the environment

% within total population

5% 5%	6% 6	6% 7%	<mark>2%</mark>	<mark>8%</mark>	<mark>%6</mark>	<mark>8%</mark>	10%	11%	11%	12%	12%	13%	13%	14%	16%	16%	17%	17%	18%	18%	18%	19%	19%	20%	20%	21%	22%	23%	28%	29%	29%	32%	36%	
99% 95% 95%	95% 94%	94% 03%	93%	92%	91%	91%	%06	89%	89%	88%	88%	87%	87%	86%	84%	84%	83%	83%	82%	82%	82%	81%	81%	80%	80%	%62	78%	77%	72%	71%	71%	68%	64%	12% 88%
Vietnam Philippines India	Mexico	Paraguay	Pakistan	Serbia	Greece	Malaysia	Ecuador	Peru	Morocco	Croatia	Spain	Argentina	Italy	Canada	Chile	Slovakia	Hong Kong	Finland	South Korea	United States	United Kingdom	Ireland	Slovenia	Australia	Brazil	Norway	Netherlands	France	Germany	Turkey	Poland	Japan	Sweden	China
	Source	e: WII	N 202	25. B	ase:		TTB 744.				agr vhat		ee					BT	В			wha y di		-	ee /	/								6



Q12_01 - To what extent do you agree or disagree with the following statements?: I believe my personal actions can improve the environment



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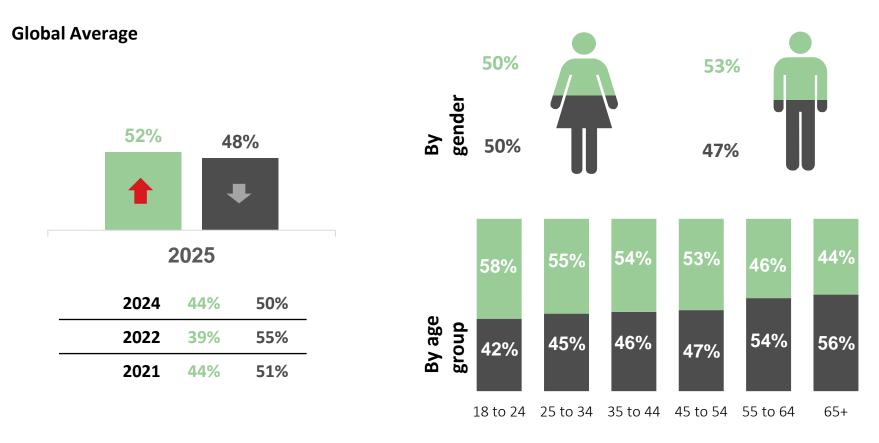


GOVERNMENTS TAKING CARE





% Within total population



ттв	ВТВ
Totally agree + Somewhat agree	Totally disagree + Somewhat agree

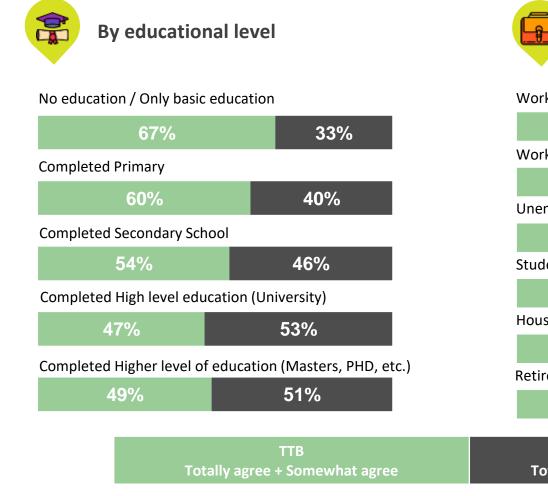
Source: WIN 2025. Base: 34647. In the previous edition (2021, 2022, 2023 and 2024) DK/NR was included, which hinders comparison.



Q12_02 - To what extent do you agree or disagree with the following statements?: Governments are taking the necessary actions to take care of the environment



% Within total population





By employment

Working full (include self-employed)

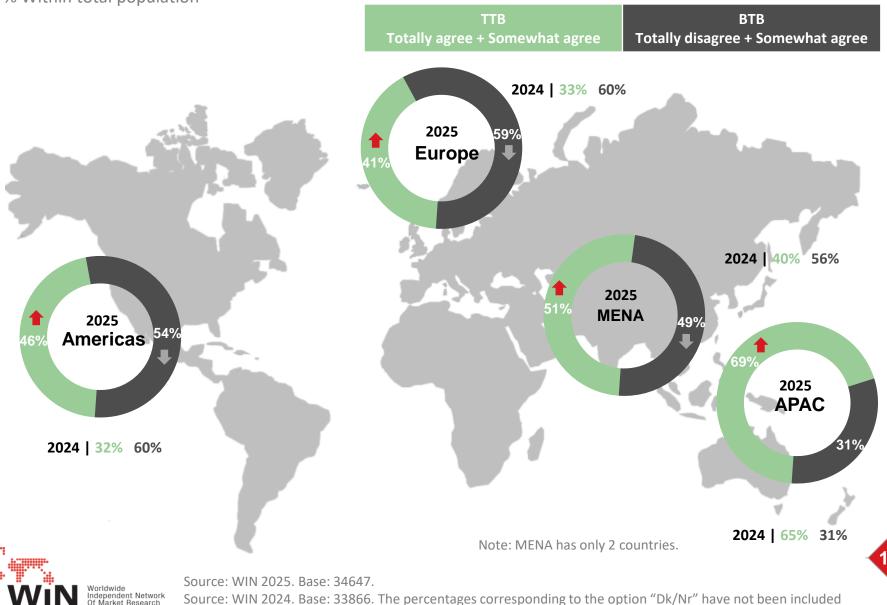
52%	48%									
Working Part-time										
56%	44%									
Unemployed										
52%	48%									
Student										
51%	49%									
Housewife										
62%	38%									
Retired/Disabled										
40%	60%									
BTB Totally disagree + Somewhat agree										

9



Q12_02 - To what extent do you agree or disagree with the following statements?: Governments are taking the necessary actions to take care of the environment

% Within total population



% Within total population

2%	3%	6%	14%	17%	18%	23%	32%	36%	40%	43%	44%	45%	45%	48%	50%	20%	51%	51%	53%	54%	55%	57%	58%	58%	58%	59%	59%	60%	60%	62%	66%	68%	20%	74%	74%	75%	75%	93%
%86	67%	94%	86%	83%	82%	41%	68%	64%	60%	57%	56%	55%	55%	52%	50%	50%	49%	49%	47%	46%	45%	43%	42%	42%	42%	41%	41%	41%	40%	38%	34%	32%	30%	26%	26%	25%	25%	2%
Thailand	Vietnam	Indonesia	Philippines	Hong Kong	India	Malaysia	Morocco	Pakistan	Ecuador	United Kingdom	Australia	Chile	Mexico	Slovakia	Argentina	Netherlands	Ireland	Poland	Spain	South Korea	Canada	Sweden	Slovenia	Peru	Japan	Italy	Brazil	Germany	Turkey	United States	Finland	Greece	France	Paraguay	Croatia	Serbia	Norway	China 7

TTB

Totally agree + Somewhat agree

BTB Totally disagree + Somewhat agree

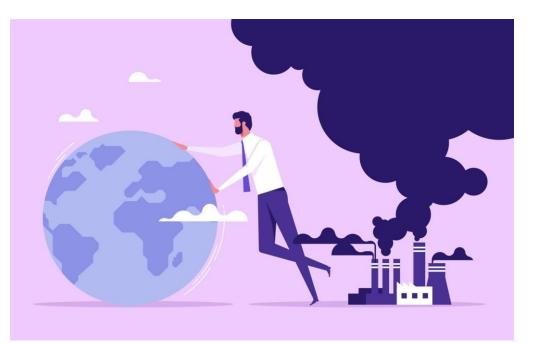


Source: WIN 2025. Base: 34647.





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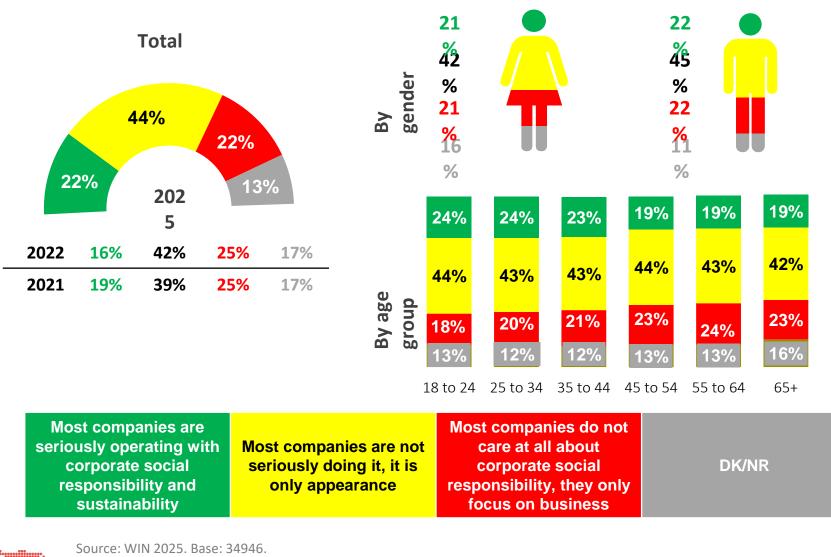
COMPANIES AND CORPORATE SOCIAL RESPONSIBILITY





Efforts to embrace and promote CSR

% within total population





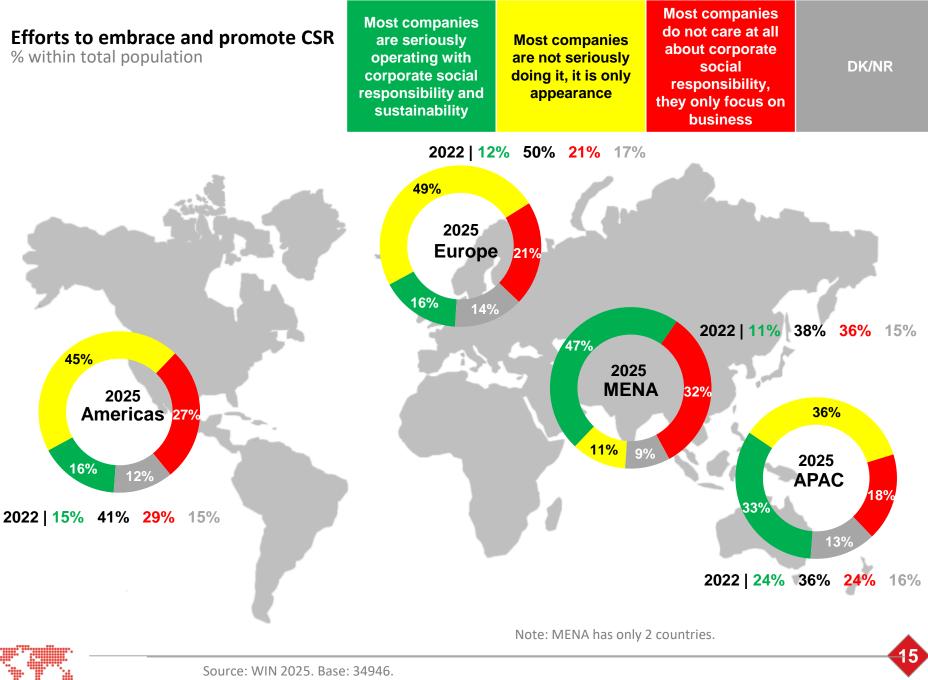
Q13 - Which of the 3 following statements best describes what you think about Companies and Corporate Social Responsibility (CSR)?

13

Efforts to embrace and promote CSR % within total population

o education /	Only basic edu	cation		Working full (i	nclude self-employe	ed)	
26%	28%	18%	28%	23%	47%	21%	9%
ompleted Pri				Working Part-	time		
22%	36%	26%	470/	22%	<mark>42%</mark>	22%	14%
22%	30%	207	<mark>/ 17%</mark>	Unemployed			
ompleted Sec	condary School			17%	39%	26%	18%
21%	41%	22	<mark>%</mark> 16%	Student			
ompleted Uni	iversity			20%	<mark>48%</mark>	18%	13%
22%	48%		21% 9%	Housewife			
ompleted Hig	her level of edu	_	asters, PHD, etc.)	23%	34%	23%	21%
23%	51%		20% 7%	Retired/Disab			
23 /0	J 1 /0		20/6 / /6	18%	42%	24%	16%
seriously o corpor respons	mpanies are operating with rate social sibility and ainability	serio	companies are no ously doing it, it is nly appearance	Most companie care at all a corporate s responsibility, focus on bu	about social they only	DK/NR	

Q13 - Which of the 3 following statements best describes what you think about Companies and Corporate Social Responsibility (CSR) ?



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Q13 - Which of the 3 following statements best describes what you think about Companies and Corporate Social Responsibility (CSR) ?

Efforts to embrace and promote CSR % within total population	Most companies are seriously operating with corporate social responsibility and sustainability	Most companies are not seriously doing it, it is only appearance	Most companies do not care at all about corporate social responsibility, they only focus on business	DK/NR
30% 30% 17% 5% 16% 8% 8% 8% 16% 15% 39% 15% 15% 15% 14% 15% 26% 26% 26% 26%	% 19% 22% 3% 20% 9% 25% 10% 24% 9%	33% 0% 16%	% 20% % 17% % 17% % 17% % 3% 18% 6% 87% 6% 8% 18% 8% 18% 8% 11% 8% 8% 11% 8% 11%	

61% 30%	30%	33% 16%	47%	30% 20%	51%	23% 29% 1	51% 15	<mark>16% 15%</mark> 39%	43% 15% 1	44% 14%	54% 16%	38% 15% 26%	44% 17% 19	43% 18% 19	56% 22%	51% 20%	48% 25%	32% 30% 21	51% 24%	46% 33%	50% 20%	<mark>39% 26% 1</mark> 9	63%	50% 13% 22	63%	50% 16% 20	<mark>46% 23%</mark> 1	49% 21% 1	51% 18% 18	46% 37%	<mark>49% 16%</mark> 24 ⁶	50% 28%	54% 26%	46% 37%	45% 45%	.0	<mark>%</mark> 39%	<mark>%</mark> 42%
	49%	42%	36%	36%	32%	32%	30%	29%	27%	27%	22%	21%	21%			19%	17%	17%	16%	16%		,	16%	15%	14%	14%	14%	14%	12%	12%	11%	11%	11%	10%	9%	7%	<mark>6% 46%</mark>	<mark>3%</mark> 43%
China	India	Vietnam	Malaysia	Indonesia	Hong Kong	Philippines	Mexico	Pakistan	Sweden	United Kingdom	Spain	Japan	Netherlands	Australia	Thailand	Finland	Morocco	Brazil	Chile	Ecuador	Germany	United States	South Korea	Norway	Greece	Ireland	Argentina	Canada	France	Peru	Poland	Italy	Slovakia	Slovenia	Paraguay	Turkey	Serbia	Croatia



Source: WIN 2025. Base: 34946.

Q13 - Which of the 3 following statements best describes what you think about Companies and Corporate Social Responsibility (CSR) ?

-16

Total of 34.946 surveys worldwide

Dates: Dec. 2nd 2024 to Feb. 7th 2025

METHODOLOGY

	Country	Company Name	Methodology	Sample	Coverage	2023-2024 Fieldwork Dates
1	Argentina	Voices Research & Consultancy	CAWI	1027	NATIONAL	30 Dec 2024 – 9 Jan 2025
2	Australia	Luma Research	Online Panel	500	NATIONAL	20-24 January 2025
3	Brazil	Market Analysis Brazil	CAWI	1032	NATIONAL	16-23 January 2025
4	Canada	LEGER	CAWI	1000	NATIONAL	9-19 January 2025
5	Chile	Activa Research	CAWI	1095	NATIONAL	10-27 January 2025
6	China	WisdomAsia	CAWI	1000	URBAN	Week 1-2 January 2025
7	Croatia	Institute for market and media research, Mediana Fides	CAWI	531	NATIONAL	17-23 January 2025
8	Ecuador	Centro de Estudios Y Datos - CEDATOS	CAPI	708	NATIONAL	1-3 February 2025
9	Finland	Taloustutkimus Oy	Online Panel	1112	NATIONAL	16-24 January 2023
10	France	BVA Xsight	CAWI / Online Panel	1001	NATIONAL	6-7 February 2025
11	Germany	Produkt+Markt	CAWI	1000	NATIONAL	20 Dec 2024 – 6 Jan 2025
12	Greece	Alternative Research Solutions	CAWI	500	NATIONAL	5-20 December 2024
13	Hong Kong	Consumer Search Group (CSG)	Online Panel	516	TERRITORY WIDE	31 Dec 2024 -10 Jan 2025
14	India	DataPrompt International Pvt. Ltd.	CAWI	1000	NATIONAL	19 Dec 2024 - 20 Jan 2025
15	Indonesia	DEKA	Face to Face	1000	NATIONAL	12-25 December 2024
16	Republic of Ireland	RED C Research & Marketing Ltd	CAWI	1013	NATIONAL	9-15 January 2025
17	Italy	BVA Doxa	CAWI	1000	NATIONAL	13-16 December 2024
18	Japan	Nippon Research Center, LTD.	CAWI	1131	NATIONAL	22-27 January 2025
19	Malaysia	Central Force International	Online Panel	1008	NATIONAL	2-9 December 2024
20	Mexico	Brand Investigation S.A.de C.V	Online	800	NATIONAL	9-18 January 2025



Total of 34.946 surveys worldwide

Dates: Dec. 2nd 2024 to Feb. 7th 2025

18

METHODOLOGY

	Country	Company Name	Methodology	Sample	Coverage	2023-2024 Fieldwork Dates
21	Morocco	Integrate Consulting SARL	Online	509	NATIONAL	21-24 January 2025
22	Norway	Opinion AS	CAWI	1031	NATIONAL	13-21 January 2025
23	Pakistan	Gallup Pakistan	CATI	1000	NATIONAL	3 Dec 2024 -2 Jan 2025
24	Paraguay	ICA Consultoría Estratégica	CATI	500	NATIONAL	8-31 January 2025
25	Peru	Datum Internacional	F2F	1204	NATIONAL	31 Jan – 7 Feb 2025
26	Philippines	Philippine Survey and Research Center, Inc. (PSRC)	CAPI	1000	NATIONAL	14-31 January 2025
27	Poland	Mareco Polska	CAWI	1080	NATIONAL	18-22 December 2024
28	Serbia	Institute for market and media research, Mediana Adria	CAWI	536	NATIONAL	17-23 January 2025
29	Slovakia	Go4insight	CAWI	500	NATIONAL	17-22 January 2025
30	Slovenia	Institute for market and media research, Mediana	CAWI	700	NATIONAL	17-21 January 2025
31	South Korea	Gallup Korea	CAWI	1085	NATIONAL	16-24 January 2025
32	Spain	Instituto DYM	CAWI	1014	NATIONAL	16-20 January 2025
33	Sweden	DEMOSKOP AB	CAWI	1004	NATIONAL	21 Dec 2024 – 23 Jan 2025
34	Thailand	INFOSEARCH LIMITED	F2F	500	NATIONAL	22 Dec 2024 – 18 Jan 2025
35	The Netherlands	Motivaction International B.V.	CAWI	1023	NATIONAL	6-18 December 2024
36	Turkey	Barem	CATI	775	NATIONAL	24-28 January 2025
37	United Kingdom	ORB International	CAWI	1000	NATIONAL	19-23 Dec 2024
38	USA	LEGER	CAWI	1000	NATIONAL	9-19 January 2025
39	Vietnam	Indochina Research (Vietnam) Ltd	CAPI	900	Hanoi, Ho Chi Minh city, Da Nang, Can Tho - Urban population	18 Dec 2024 – 10 Jan 2025

