

# Svjetski Dan zaštite okoliša

2025



**WIN**

Worldwide  
Independent Network  
Of Market Research



OSOBNÍ POSTUPCI  
MOGU POBOLJŠATI  
OKOLIŠ



**WIN**

Worldwide  
Independent Network  
Of Market Research

# Vjerujem da moji osobni postupci mogu poboljšati okoliš

% unutar ukupne populacije

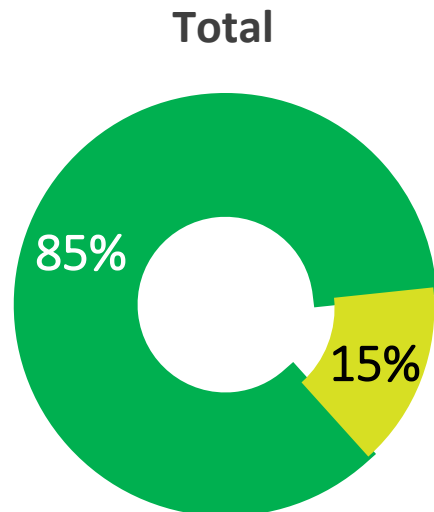
**TTB**

Slažem se/donekle se slažem

**BTB**

Ne slažem se/uopće se ne slažem

## Po spolu



Žene

86%

14%

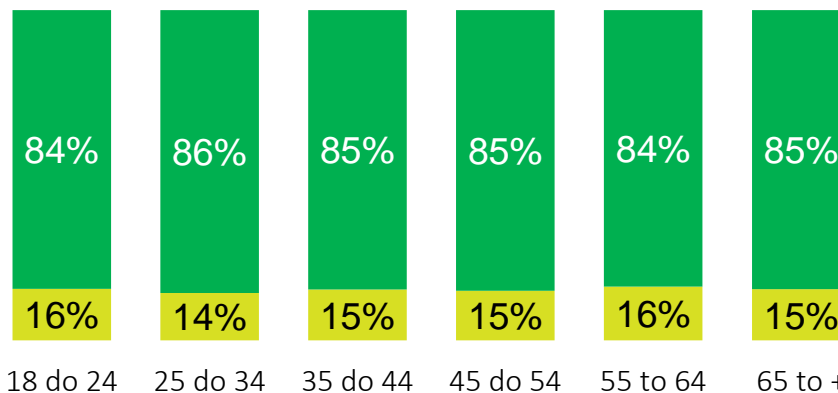


Muškarci

83%

17%

## Po dobnim skupinama



2021 80% 16%

2020 81% 16%

Izvor: WIN 2025. Baza: 35313. u prijašnjim verzijama (2021 and 2020) bio je uključen odgovor „ne znam” i „bez odgovora”

Q12\_01 - U kojoj se mjeri slažete ili ne slažete sa slijedećim tvrdnjama?: Vjerujem da moji osobni postupci mogu poboljšati okoliš.

# Vjerujem da moji osobni postupci mogu poboljšati okoliš

% unutar ukupne populacije



## Prema stupnju obrazovanja

No education/only basic education



Completed Primary



Completed Secondary School



Completed High level education



Master. PHD.



TTB

Slažem se/donekle se slažem

BTB

Ne slažem se/uopće se ne slažem



## Prema radnom statusu

Working full (include self-employed)



Working Part-time



Unemployed



Student



Housewife



Retired/Disabled



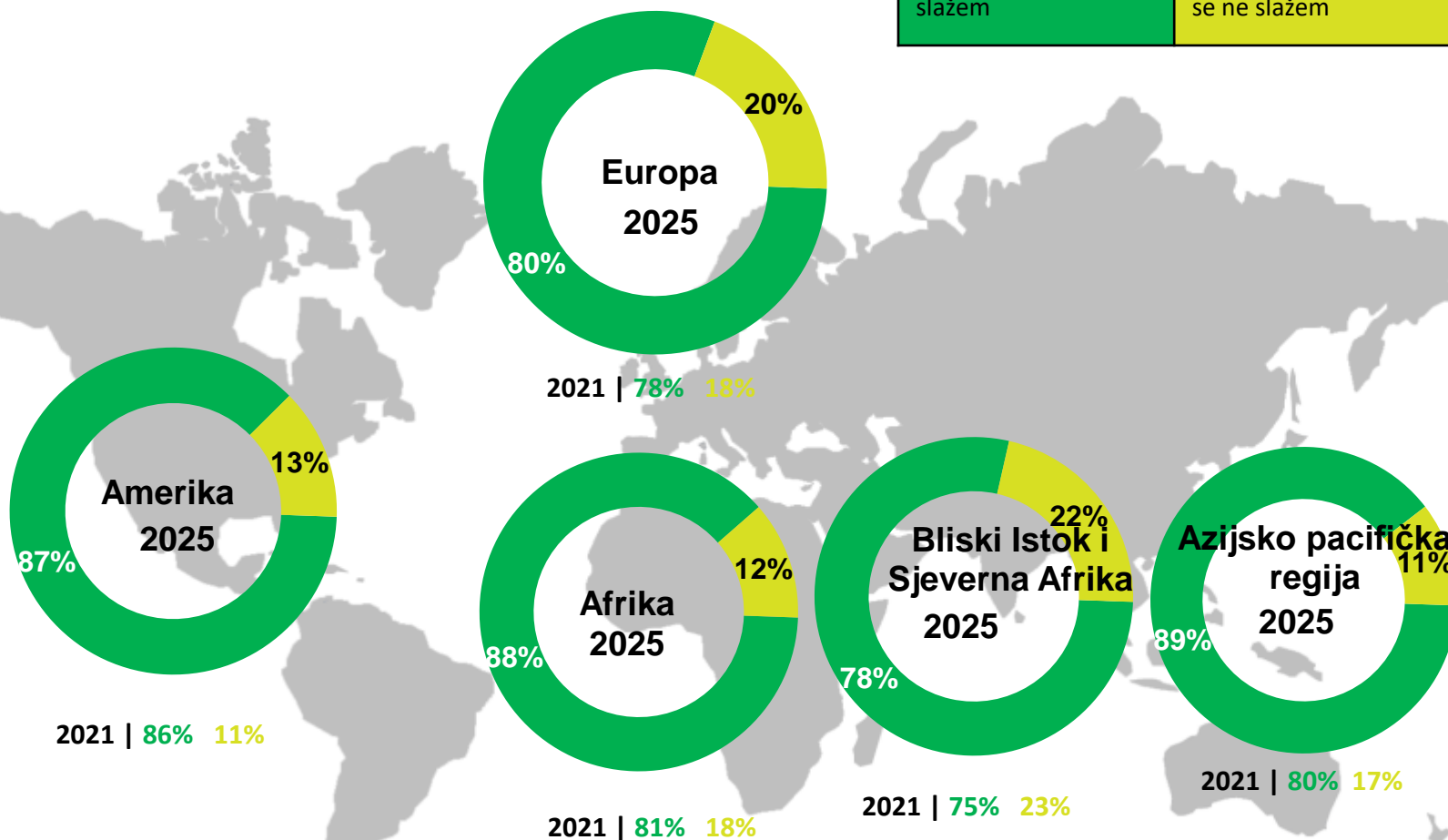
Izvor: WIN 2025. Baza: 35313

# Vjerujem da osobni postupci mogu poboljšati okoliš

% unutar ukupne populacije

Slazem se/donekle se  
slazem

Ne slazem se/uopce  
se ne slazem

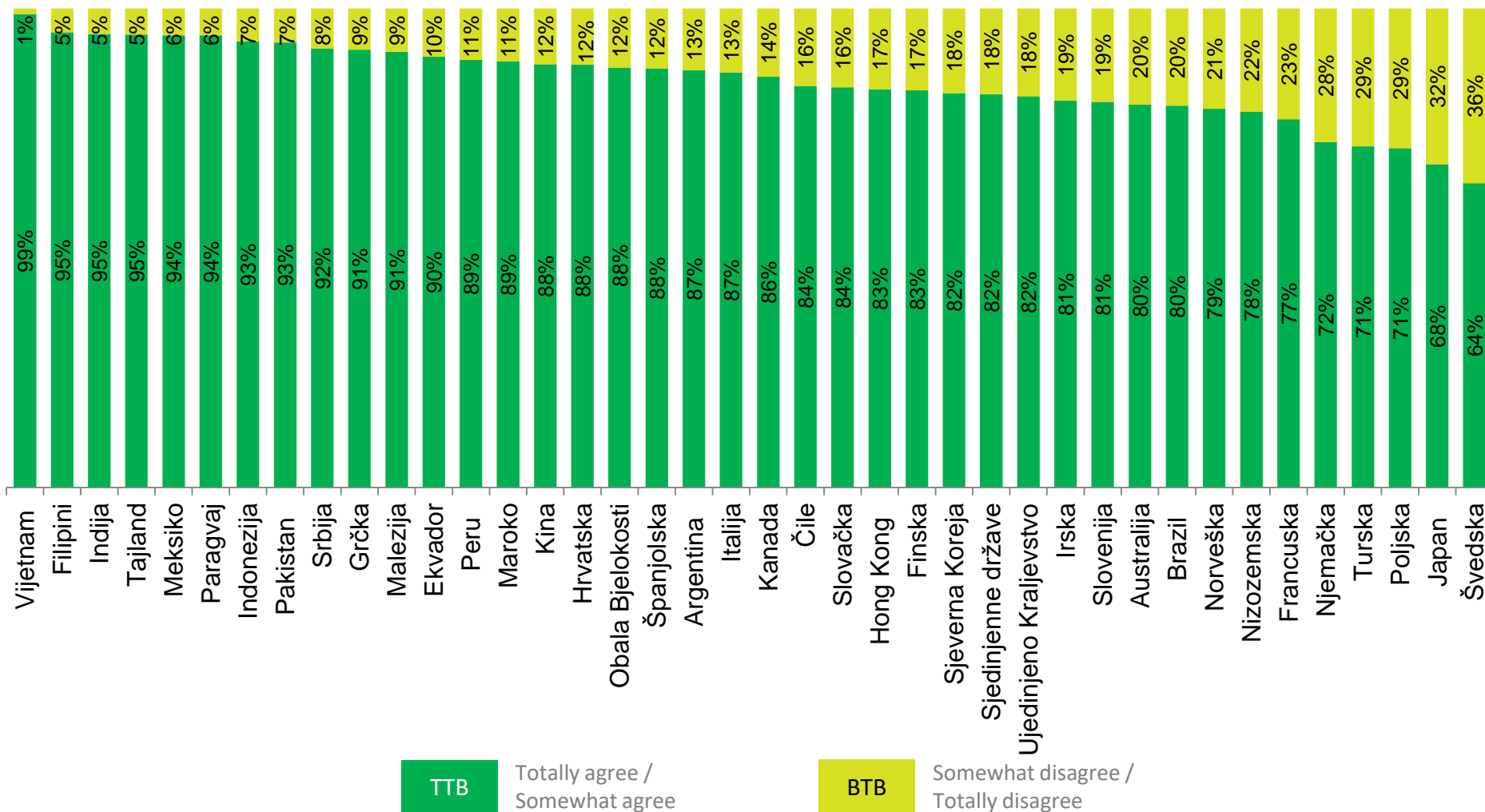


Izvor: WIN 2021. Baza: 33236..

Izvor: WIN 2025. Baza: 35313. Postoci NZ i BO nisu prikazani

# Vjerujem da moji osobni postupci mogu poboljšati okoliš

% unutar ukupne populacije



**TTB** Totally agree / Somewhat agree

**BTB** Somewhat disagree / Totally disagree

Izvor: WIN 2025. Baza: 35313

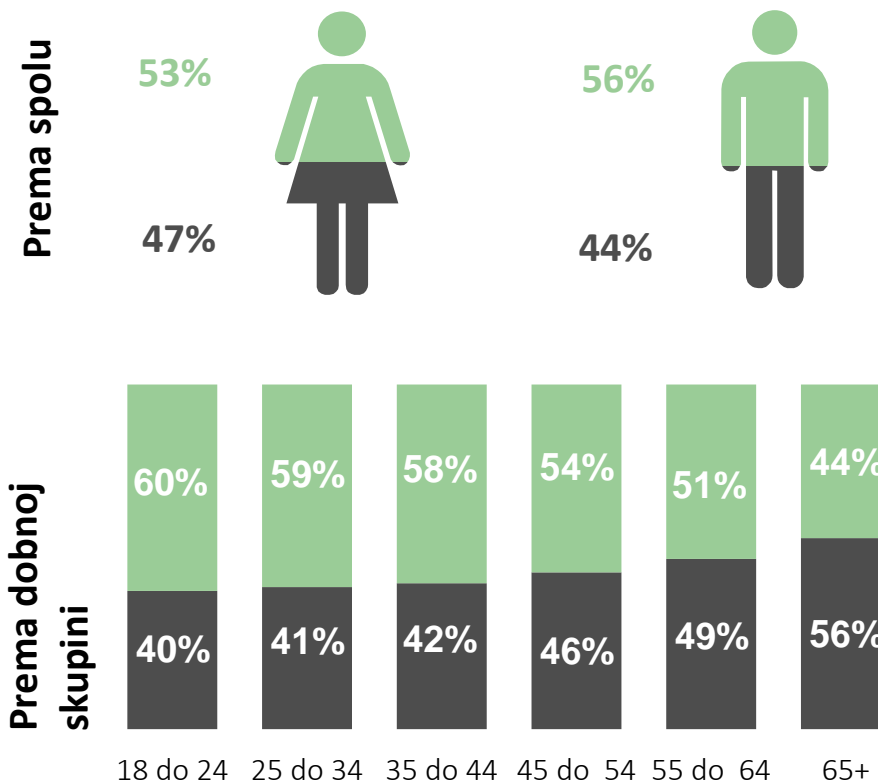
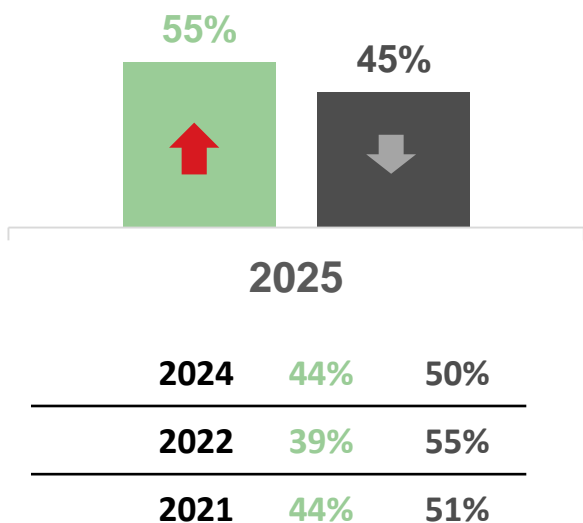


# BRIGA VLADE ZA OKOLIŠ

# U kojoj se mjeri slažete ili ne slažete sa slijedećom tvrdnjom: Vlada poduzima potrebne mjere za brigu o okolišu

% unutar ukupne populacije

## Globalni prosjek



Izvor: WIN 2025. Baza: 35313. u prijašnjim verzijama (2021 and 2020) bio je uključen odgovor „ne znam” i „bez odgovora”

# U kojoj se mjeri slažete ili ne slažete sa slijedećom tvrdnjom: Vlada poduzima potrebne mjere za brigu o okolišu

% unutar ukupne populacije



## Prema stupnju obrazovanja

No education / Only basic education



Completed Primary



Completed Secondary School



Completed High level education (University)



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



## Prema radnom statusu

Working full (include self-employed)



Working Part-time



Unemployed



Student



Housewife



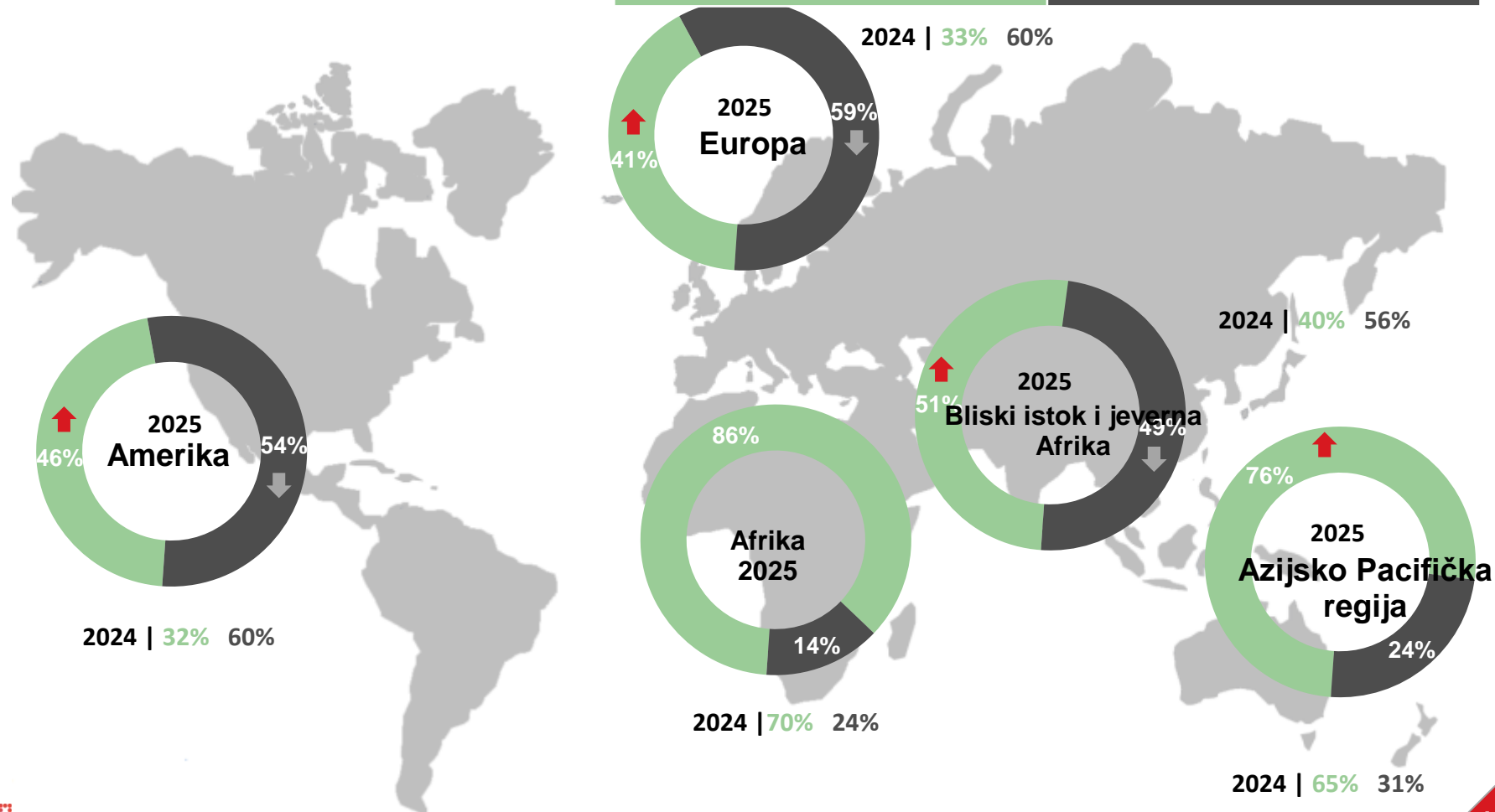
Retired/Disabled



Izvor: WIN 2025. Baza: 35313.

# U kojoj se mjeri slažete ili ne slažete sa slijedećom tvrdnjom: Vlada poduzima potrebne mjere za brigu o okolišu

% unutar ukupne populacije

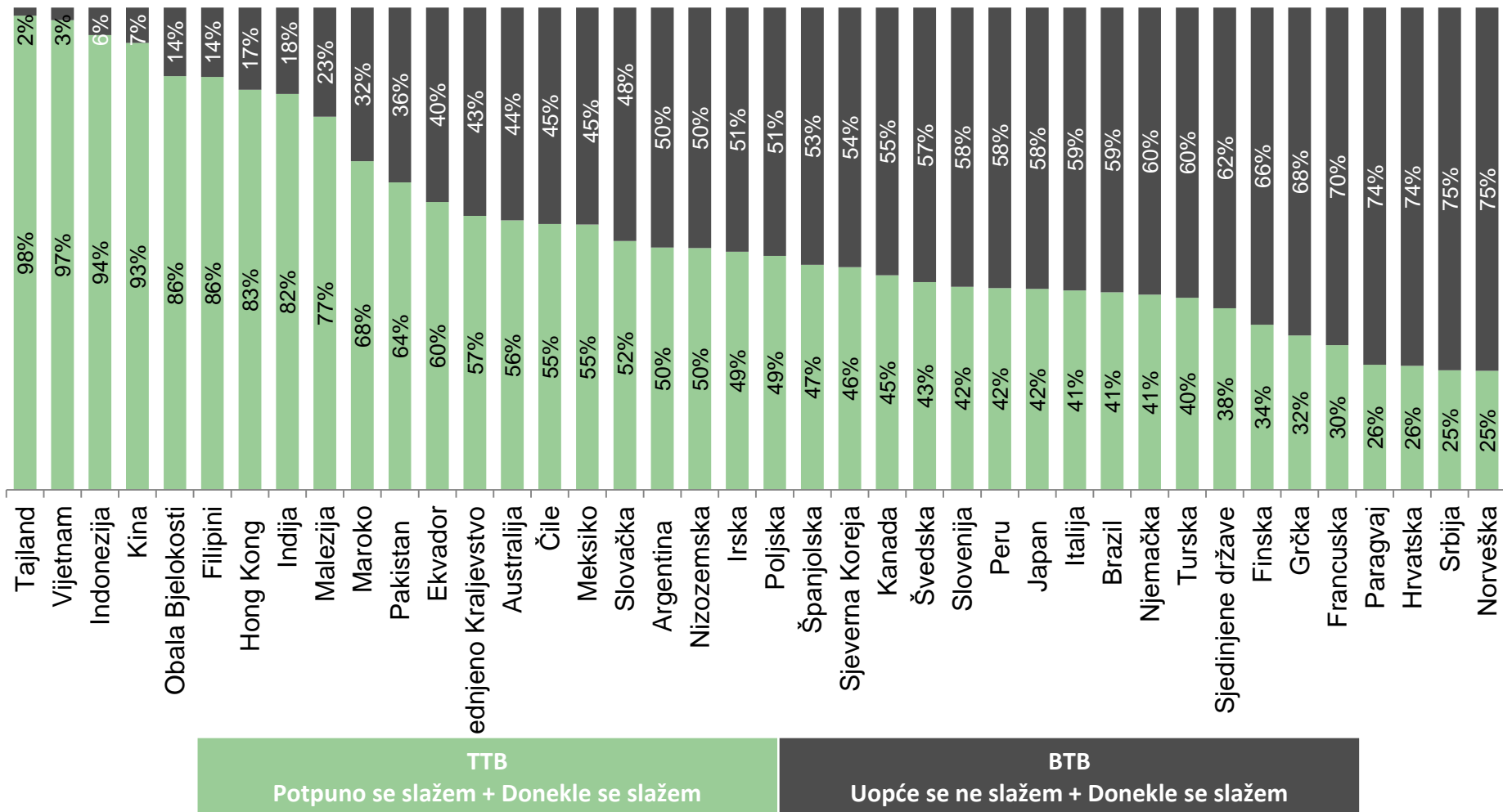


Izvor: WIN 2025. Baza: 35216.

Izvor: WIN 2024. Baze: 33866. Postoci NZ i BO nisu prikazani

# U kojoj se mjeri slažete ili ne slažete sa slijedećom tvrdnjom: Vlada poduzima potrebne mjere za brigu o okolišu

% unutar ukupne populacije

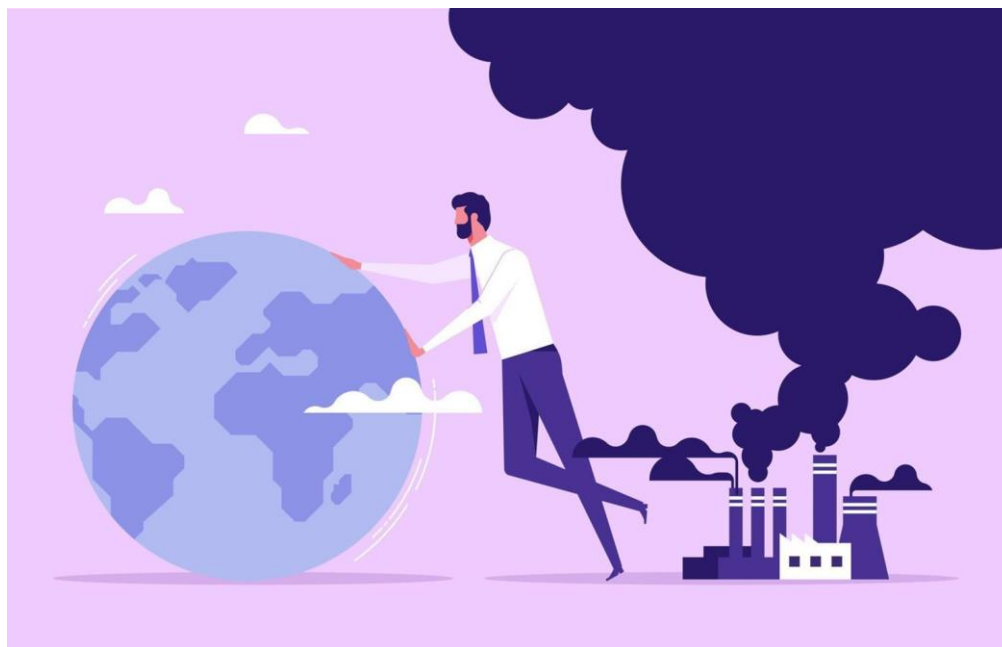


Izvor: WIN 2025. Baza: 35216



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# TVRTKE I DRUŠTVENA ODGOVORNOST POSLOVANJA

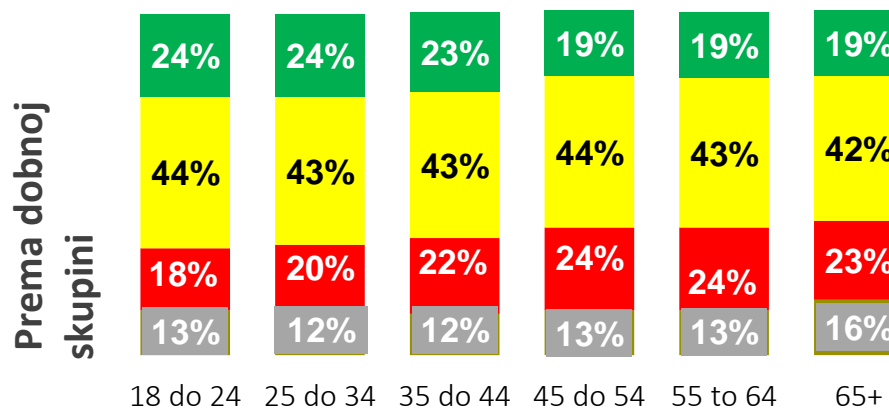
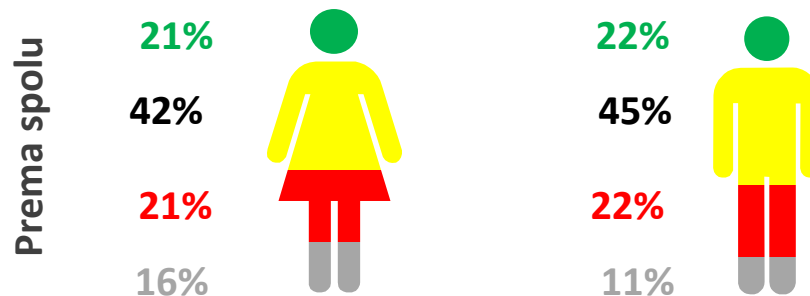
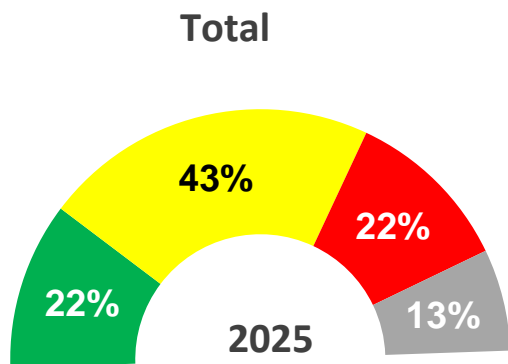


**WIN**

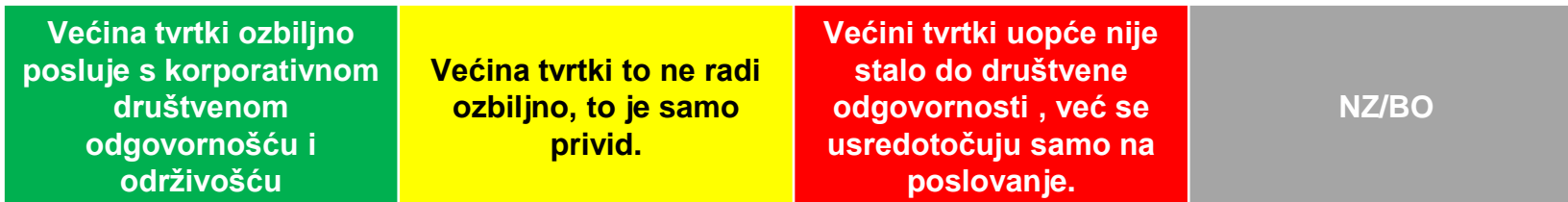
Worldwide  
Independent Network  
Of Market Research

# Prihvaćanje i promicanje društvene odgovornosti i održivosti

% unutar ukupne populacije



2022	16%	42%	25%	17%
2021	19%	39%	25%	17%



Izvor: WIN 2025. Baza: 35515.

Q13 - Koja od slijedeće 3 tvrdnje najbolje opisuje što mislite o tvrtkama i društvenoj odgovornosti ?

# Prihvatanje i promicanje društvene odgovornosti i održivosti

% unutar ukupne populacije



## Prema stupnju obrazovanja

No education / Only basic education



Completed Primary



Completed Secondary School



Completed University



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

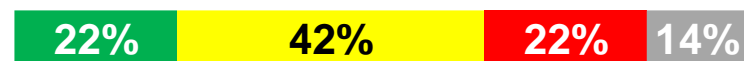


## Prema radnom statusu

Working full (include self-employed)



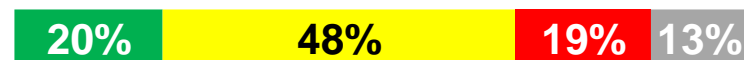
Working Part-time



Unemployed



Student



Housewife



Retired/Disabled



**Većina tvrtki ozbiljno posluje s korporativnom društvenom odgovornošću i održivošću.**

**Većina tvrtki to ne radi ozbiljno, to je samo privid.**

**Većini tvrtki uopće nije stalo do društvene odgovornosti, već se usredotočuju samo na poslovanje.**

NZ/BO

Izvor: WIN 2025. Baza: 35515.

Q13 - Koja od slijedeće 3 tvrdnje najbolje opisuje što mislite o tvrtkama i društvenoj odgovornosti ?

# Prihvatanje i promicanje društvene odgovornosti i održivosti

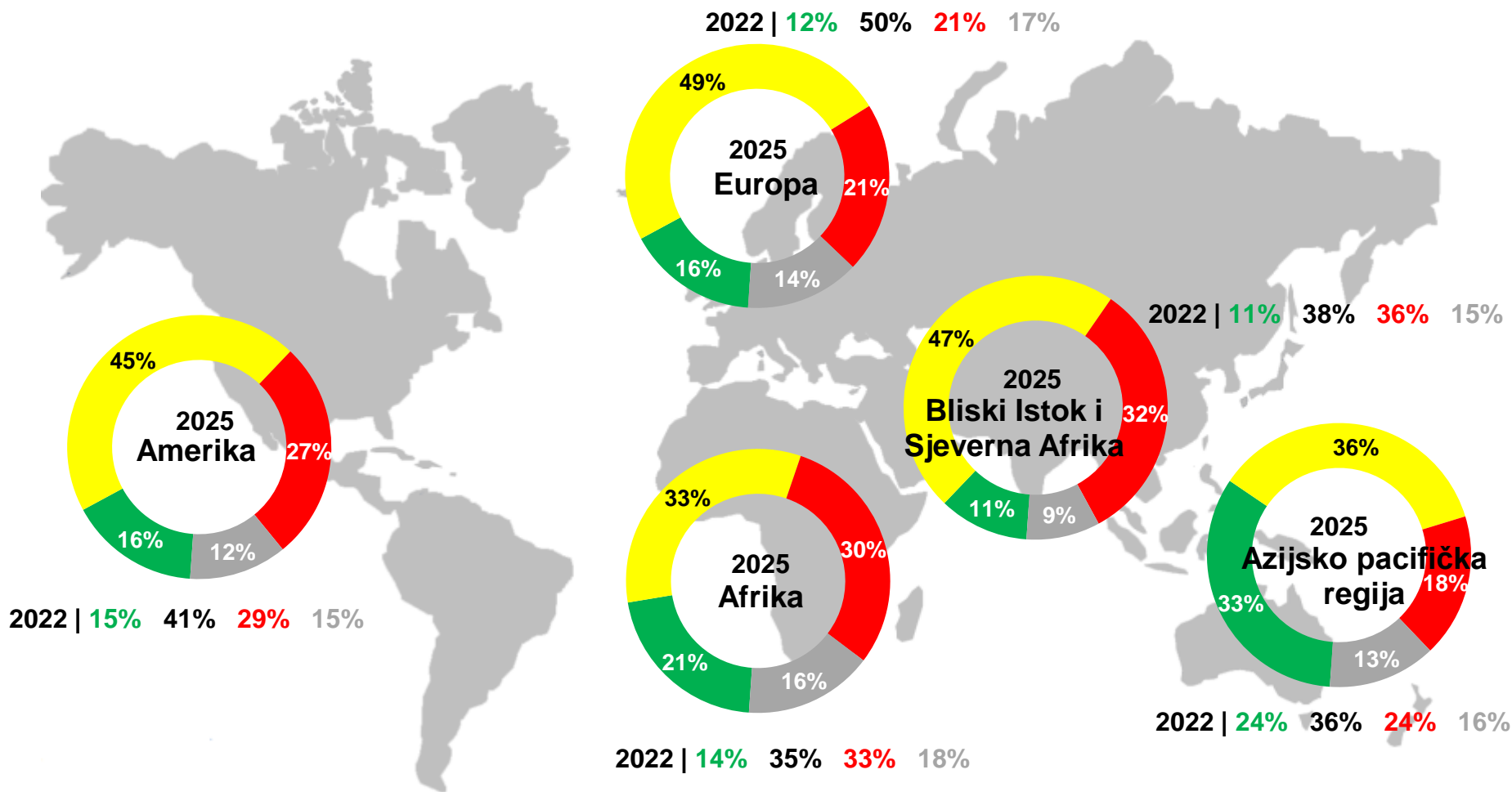
% unutar ukupne populacije

Većina tvrtki ozbiljno posluje s korporativnom društvenom odgovornošću i održivošću.

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NZ/BO



# Prihvaćanje i promicanje društvene odgovornosti i održivosti

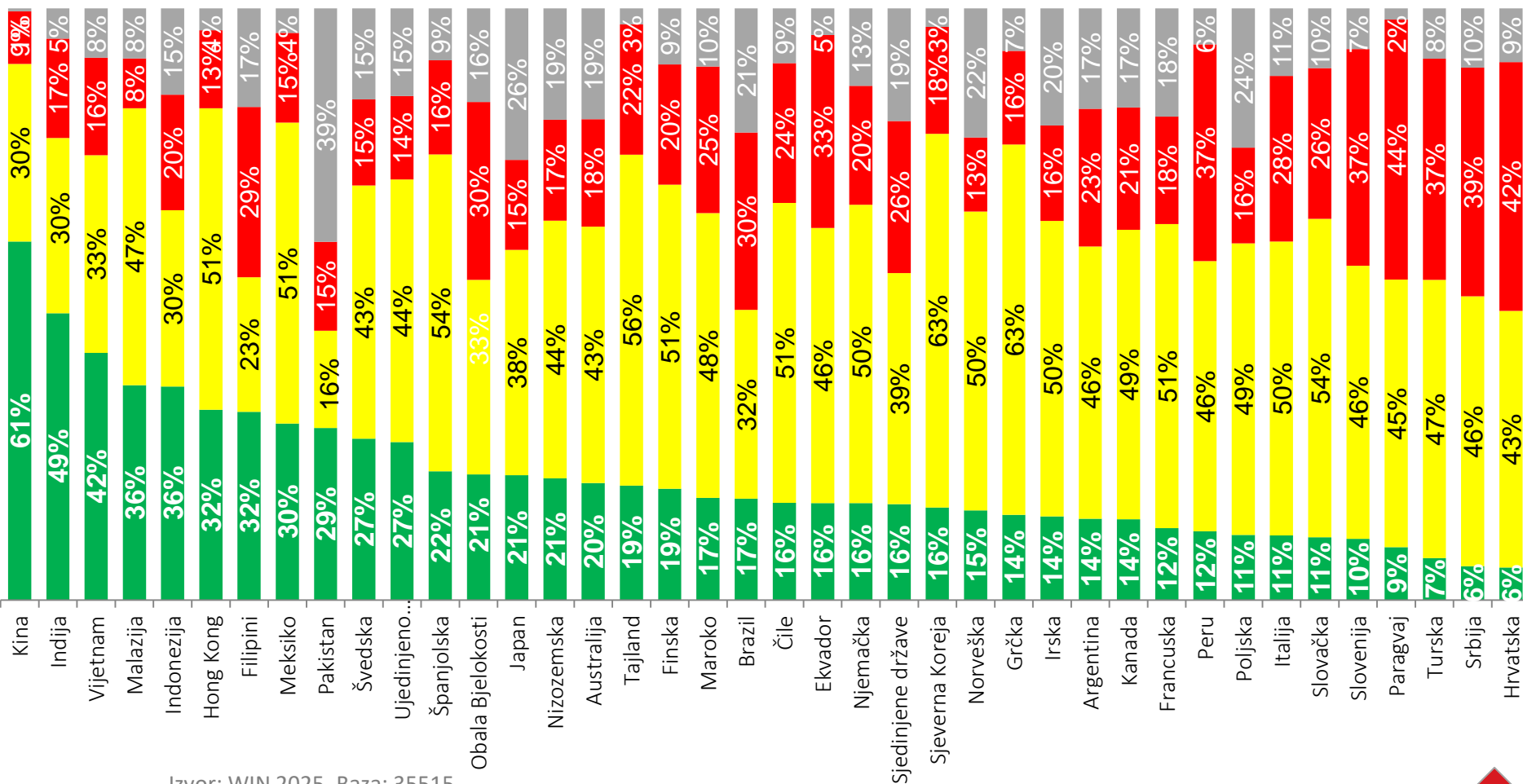
% unutar ukupne populacije

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NZ/BO



Izvor: WIN 2025. Baza: 35515.

# METODOLOGIJA

	Country	Company Name	Methodology	Sample	Coverage	2024-2025 Fieldwork Dates
1	Argentina	Voices Research & Consultancy	CAWI	1027	NATIONAL	30 Dec 2024 – 9 Jan 2025
2	Australija	Luma Research	Online Panel	500	NATIONAL	20-24 January 2025
3	Brazil	Market Analysis Brazil	CAWI	1032	NATIONAL	16-23 January 2025
4	Kanada	LEGER	CAWI	1000	NATIONAL	9-19 January 2025
5	Obala Bjelokosti	EMC	CAPI	569	NATIONAL	13-25 February 2025
6	Čile	Activa Research	CAWI	1095	NATIONAL	10-27 January 2025
7	Kina	WisdomAsia	CAWI	1000	URBAN	Week 1-2 January 2025
8	Hrvatska	Institute for market and media research, Mediana Fides	CAWI	531	NATIONAL	17-23 January 2025
9	Ekvador	Centro de Estudios Y Datos - CEDATOS	CAPI	708	NATIONAL	1-3 February 2025
10	Finska	Taloustutkimus Oy	Online Panel	1112	NATIONAL	16-24 January 2025
11	Francuska	BVA Xsight	CAWI / Online Panel	1001	NATIONAL	6-7 February 2025
12	Njemačka	Produkt+Markt	CAWI	1000	NATIONAL	20 Dec 2024 – 6 Jan 2025
13	Grčka	Alternative Research Solutions	CAWI	500	NATIONAL	5-20 December 2024
14	Hong Kong	Consumer Search Group (CSG)	Online Panel	516	TERRITORY WIDE	31 Dec 2024 -10 Jan 2025
15	Indija	DataPrompt International Pvt. Ltd.	CAWI	1000	NATIONAL	19 Dec 2024 - 20 Jan 2025
16	Indonezija	DEKA	Face to Face	1000	NATIONAL	12-25 December 2024
17	Irska	RED C Research & Marketing Ltd	CAWI	1013	NATIONAL	9-15 January 2025
18	Italija	BVA Doxa	CAWI	995	NATIONAL	13-16 December 2024
19	Japan	Nippon Research Center, LTD.	CAWI	1131	NATIONAL	22-27 January 2025
20	Malezija	Central Force International	Online Panel	1008	NATIONAL	2-9 December 2024
21	Meksiko	Brand Investigation S.A.de C.V	Online	800	NATIONAL	9-18 January 2025

# METODOLOGIJA

	Country	Company Name	Methodology	Sample	Coverage	2024-2025 Fieldwork Dates
22	Maroko	Integrate Consulting SARL	Online	509	NATIONAL	21-24 January 2025
23	Norveška	Opinion AS	CAWI	1031	NATIONAL	13-21 January 2025
24	Pakistan	Gallup Pakistan	CATI	1000	NATIONAL	3 Dec 2024 -2 Jan 2025
25	Paragvaj	ICA Consultoría Estratégica	CATI	500	NATIONAL	8-31 January 2025
26	Peru	Datum Internacional	F2F	1204	NATIONAL	31 Jan – 7 Feb 2025
27	Filipini	Philippine Survey and Research Center, Inc. (PSRC)	CAPI	1000	NATIONAL	14-31 January 2025
28	Poljska	Mareco Polska	CAWI	1080	NATIONAL	18-22 December 2024
29	Srbija	Institute for market and media research, Mediana Adria	CAWI	536	NATIONAL	17-23 January 2025
30	Slovačka	Go4insight	CAWI	500	NATIONAL	17-22 January 2025
31	Slovenija	Institute for market and media research, Mediana	CAWI	700	NATIONAL	17-21 January 2025
32	Sjeverna Koreja	Gallup Korea	CAWI	1085	NATIONAL	16-24 January 2025
33	Španjolska	Instituto DYM	CAWI	1014	NATIONAL	16-20 January 2025
34	Švedska	DEMOSKOP AB	CAWI	1004	NATIONAL	21 Dec 2024 – 23 Jan 2025
35	Tajland	INFOSEARCH LIMITED	F2F	500	NATIONAL	22 Dec 2024 – 18 Jan 2025
36	Nizozemska	Motivaction International B.V.	CAWI	1023	NATIONAL	6-18 December 2024
37	Turska	Barem	CATI	775	NATIONAL	24-28 January 2025
38	Ujedinjeno kraljevstvo	ORB International	CAWI	1000	NATIONAL	19-23 Dec 2024
39	USA	LEGER	CAWI	1000	NATIONAL	9-19 January 2025
40	Vijetnam	Indochina Research (Vietnam) Ltd	CAPI	900	Hanoi, Ho Chi Minh city, Da Nang, Can Tho - Urban population	18 Dec 2024 – 10 Jan 2025