



SINUS Study for the Friedrich-Ebert-Stiftung

Social-ecological transformation

Country report Germany

**FRIEDRICH
EBERT
STIFTUNG**

sinus:

Heidelberg, September 2023

Teil der INTEGRAL-SINUS-OPINION Gruppe

Task and objectives

Empirical survey to identify opposing and advocating groups of the social-ecological transformation

- The world is undergoing far-reaching changes. There seems to be no end to reports of record heat, storms and forest fires. Climate policy has been dodged for a long time; progress must be made quickly in phasing out fossil fuels and building up an energy supply and industrial production based on renewable energy.
- At the same time, the pressure for change increasingly affects citizens directly. The path to a climate-neutral economy is associated with enormous technological, economic and social challenges: The accelerated expansion of renewable energy, the heat and transport transition, and the structural change of the economy - all of this will increasingly affect citizens.
- Against this background, the SINUS Institute conducted a large-scale population survey in Europe and North America on behalf of the Competence Centre for Climate and Social Justice of the Friedrich-Ebert-Stiftung: across 19 countries, the research delved into the perceptions, interests, and concerns that individuals associate with the social-ecological transformation. The survey's primary objective was twofold: first, to provide an encompassing overview of attitudes towards climate policy, and second, to explore the degree of receptivity among various social segments toward climate policy measures. To achieve the latter, the survey design incorporated the Sinus-Meta-Milieus target group model.
- The study results are intended to stimulate public discussions and provide an in-depth analysis of the conditions under which the climate-neutral transformation of national economies can succeed and be supported by broad public acceptance. Based on these analyses, developing country- and milieu-specific communication strategies that address the population's different interests and fears and appropriately address them through suitable forms of communication is essential.

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Method and sample

Methodology and sample

The study programme at a glance



Method

Standardised online survey (CAWI)

Quota sample (gender, age, education and region)

The interviews were conducted in the national language.



Data collection

Ø Interview duration: 20 minutes

The data collection was carried out by Sociotrend GmbH.



Target group

Resident population aged from 18 to 69 years



Sample size

1,200 people



Survey period

20.04. - 23.05.2023

Survey contents

- Awareness of environmental, nature and climate protection topics
- Climate and environmentally aware behaviour: Attitudes, barriers and motivators
- Attitudes towards the change in our way of living and doing business: Necessity of change, attribution of responsibility and political measures
- Information interest and level of knowledge: Climate change, ecological interrelationships and political measures

Methodology and sample

Evaluation of the survey results

- This report presents the survey results for Germany. The key findings are presented in graphs and diagrams. For better readability and comprehensibility, the percentages have been rounded to whole numbers.
- The data set was examined for differences in the response behaviour of different population groups and presented in tabular form. The socio-demographic characteristics gender, age, education and net equivalent income were taken into account.
 - Gender: female, male
(The answer category „non-binary" was taken into account in the survey, but not evaluated due to the small a number of cases).
 - Age groups: 18- to 29-year-olds, 30- to 39-year-olds, 40- to 49-year-olds, 50- to 59-year-olds, 60- to 69-year-olds
 - Educational groups: low: "(still) no school education or vocational training" or "lower secondary school with or without completed apprenticeship or vocational training"; medium: "mittlere Reife or Realschulabschluss" or "Fachschule, Handelsschule"; high: "Abitur" or "Fachhochschule" or "Hochschule, Universität" or "Promotion"
 - Net equivalent income*: low: less than 60% of median income; medium: 60 to 140% of median income; high: more than 140% of the median income

* The net equivalent income is a net income weighted according to the number and age of persons living in the household. To calculate the net equivalent income, the net household income is divided by the number of persons weighted according to the OECD scale. This results in a means-weighted per capita net income. The calculated equivalised income was divided into three groups (below 60 %, 60-140 %, above 140 % of the median income) using the median values available at Eurostat (2021).

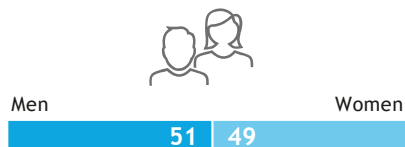
Methodology and sample

Evaluation of the survey results

- In addition to the differentiation according to socio-demographic characteristics, the data was analysed according to the milieu affiliation of the respondents. By evaluating the findings according to the **Sinus-Meta-Milieus**, the socio-demographic analysis is supplemented by way of living and value components.
 - The milieu perspective does not replace the study of socio-demographic characteristics but complements and refines them by taking into account basic values that determine lifestyles and life goals as well as everyday attitudes to family, work, leisure and consumption.
- Established test procedures of empirical social research were used to examine the statistical significance of survey results. The differences in the response behaviour of the analysed population groups were checked by means of a chi-square test (e.g. age group of 18 to 29 years compared to the average). This is based on a confidence interval of 95% or 99%, which is usual for social science purposes.
 - The examined characteristics are interpreted as overrepresented or underrepresented in the sample if the probability of this is at least 95%. Characteristics are considered to be strongly overrepresented or strongly underrepresented if a probability of 99% is applied.
 - The result of the significance test always depends on the group size. The larger the group (e.g. group of people with high educational qualifications), the more likely it is that even weak over- and under-representations will be significant. For this reason, it can happen in individual cases that identical numerical values are presented as differently over- or under-represented.

Demographic structure of the sample

Gender



Age ø 45.0 years

18 to 29 years	20
30 to 39 years	19
40 to 49 years	18
50 to 59 years	24
60 to 69 years	19

Marital status

Single	29
In partnership, living separately	5
In partnership, living together	16
Married / registered partnership	40
Living in separation / divorced	8
Widowed	2

Persons in the household

1 person	30
2 persons	37
3 persons	16
4 persons	13
5 persons	3
6 persons and more	1

Educational qualification

Low	27
Medium	33
High	40

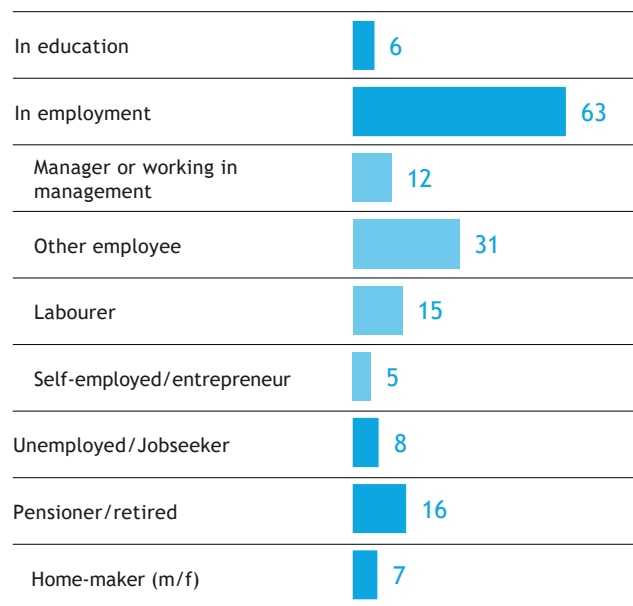
Children in the household

YES	32
Yes, children aged 0-5 years	8
Yes, children aged 6-13	13
Yes, children aged 14-17	9
Yes, children aged 18 and over (adult children)	10
There are no children living in my household	68

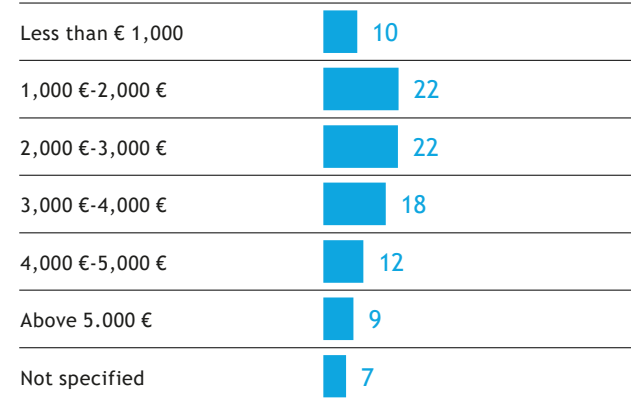
Basis: 1,200 cases, total sample; figures in %.

Demographic structure of the sample

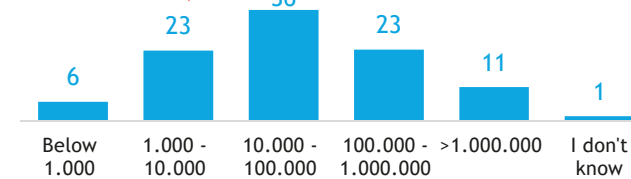
Occupational status



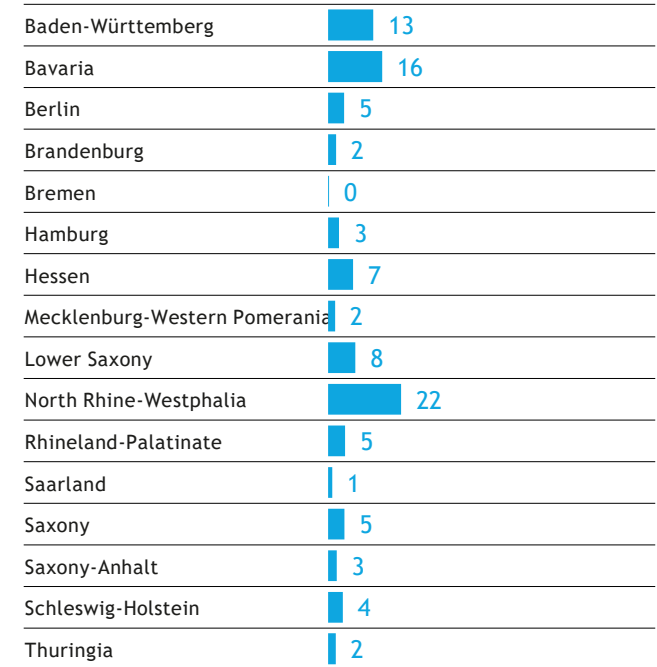
Net household income



Size of place of residence (number of inhabitants)



Region

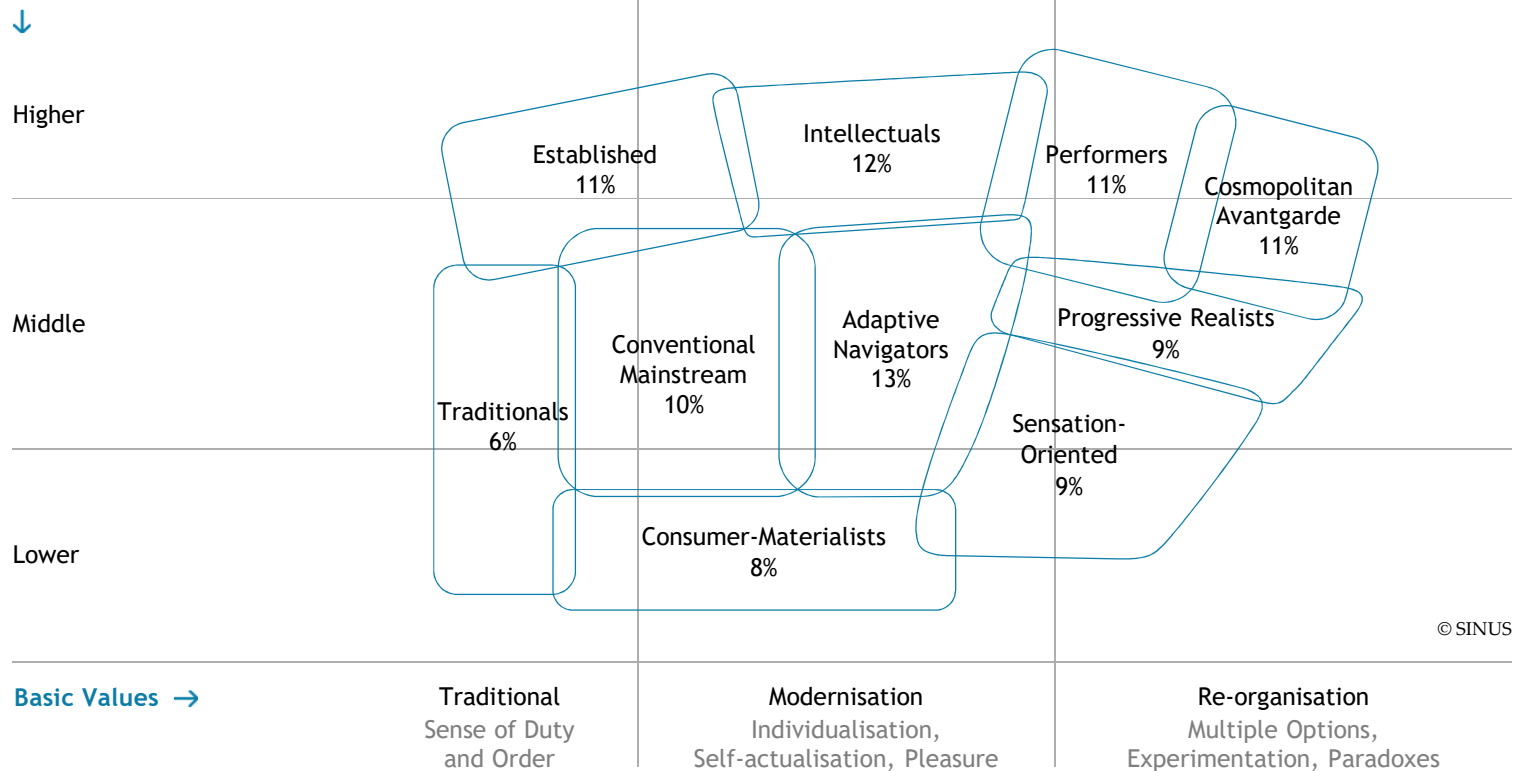


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The Sinus-Meta-Milieus[®] in Germany

18 - 69 year olds

Social status ↓



The Sinus-Milieus[®]

Short summary

Established	Status-driven conservative elite: High self-confidence, traditional responsibility and performance ethics, exclusivity and status claims, acceptance of social order	Adaptive Navigators	Modern mainstream: Flexible pragmatists, young modern middle class, high willingness to adapt and perform, modern way of living, digital affinity, reliable and loyal, open to new - but tested and verified - things
Intellectuals	Academic elite with post-material beliefs: High affinity for enjoyment, sensuality, art and culture, critical of globalisation, advocate for justice and public welfare, taking responsibility for oneself and others, affinity for education and high quality of life	Sensation-Oriented	Materialistic- and entertainment-focused lower middle-class: Hedonistic, with focus on today, conspicuous consumption, unconcerned, open to risks, anti-bourgeois yet materialistic way of living, rejection of political correctness and conventions, looking for fun, action, entertainment, stimulation
Performers	Efficiency- and progress-oriented modern elite: Global economic and liberal thinking, affinity for higher consumption, modern design, early adopting, interest in technology and digital, competitive and career-oriented, networker, open to change	Conventional Mainstream	Harmony-seeking older middle-class: Desire for secure circumstances, fear of losing achievements, search for community, cohesion, social life, neighbourly support, distrust towards elites, feeling of being left out in favour of other groups, down to earth
Cosmopolitan Avantgarde	Ambitious and individualistic avant-garde: Cosmopolitan, urban, mobile and flexible, digital nomads, way of living vanguards, pronounced self-expression, postmodern way of living elite, anti-mainstream, desire to stand out, joie de vivre, ambitious and success-oriented	Traditionals	Order-seeking older generation: Petty bourgeois world, traditional working-class culture, desire for social security, harmony, consistency, voluntarily disconnection from modern way of living and digital culture, desire for simple, safe, down to earth
Progressive Realists	Drivers of social transformation: Sustainable way of living but without renunciation, driving the global social transformation, progressive, optimistic, ease of dealing with contradictions, party and protest, seriousness and entertainment	Consumer-Materialists	Lower class striving for validation: Precarious living conditions, undemanding adaptation to necessities, desire for consumption standard of the middle class, defiant cohesion within their own community, fear of speed of change and being left behind



2

Problem awareness

Main findings

Problem awareness

Importance of environmental, nature and climate protection

- With 47% mentions, inflation/decreasing purchasing power is most frequently counted among the five most important political topics. The area of environmental, nature and climate protection ranks fourth with 40% mentions - after the topics "Secure energy supply and affordable energy prices" (46%) and "Fair pensions and old-age provision" (44%).

Relevance of environmental policy fields of action

- Among the top five challenges to preserving our livelihoods, respondents most frequently rank the state of the oceans (58%), climate change (55%) and waste in the environment and living environment (49%). Increasing traffic and noise are least frequently seen as a priority area for environmental policy action (15%).

Relevance of climate change as a topic

- A clear majority of the population considers climate change to be a (very) important topic for Germany: on a scale of 0 "completely irrelevant" to 10 "absolutely important", 59% of respondents choose scale points 8 to 10, and a further 19% choose scale points 6 to 7. In contrast, it is only 7% of respondents who choose scale points 0 to 2. The average is 7.3.

Main findings

Problem awareness

Attitudes towards climate change

- 92% of the respondents are of the opinion that mankind is endangering their livelihoods by destroying nature (highest level of agreement "fully agree": 57%). At the same time, 65% say they are afraid of the consequences of climate change (highest level of agreement: 25%), while 38% think that many things are very exaggerated when it comes to the consequences of climate change (highest level of agreement: 14%). On the question of whether there are more important problems in our country than climate change, 50% agree (highest level of agreement: 20%) and 50% disagree. Similarly, when it comes to the statement that we should rather focus on adapting to the consequences of climate change instead of putting climate protection in the foreground: while 48% agree (highest level of agreement: 13%), 52% disagree.

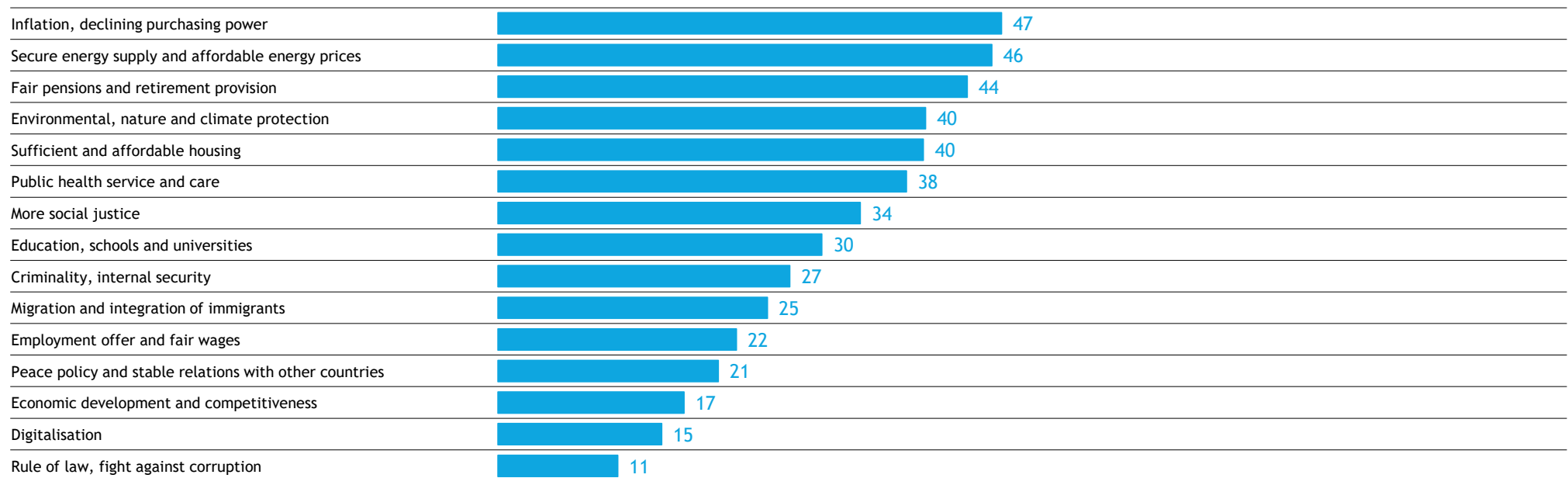
Consequences of climate change

- The increase in extreme weather events scares the population the most: 58% of respondents rank the increase in extreme weather events among the five consequences of climate change that scare them the most. Species extinction in the animal and plant world comes in second place with 45% of mentions. Water shortages in everyday life and armed conflicts over raw materials and water rank third and fourth with 41% each. The increase in humanitarian crises (37%) is named fifth most frequently. Significantly fewer respondents are afraid of falling yields in agriculture (21%).

Importance of environmental, nature and climate protection

Which of the following topics do you think are the most important that politicians in Germany should take care of? Please select up to 5 topics.

Politically relevant topics



Basis: 1,200 cases, total sample; figures in %.

Importance of environmental, nature and climate protection

Which of the following topics do you think are the most important that politicians in Germany should take care of? Please select up to 5 topics.

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Inflation, declining purchasing power	47	42	31	50	49	47	54	47	60	46	53
Secure energy supply and affordable energy prices	46	42	47	43	39	50	57	48	54	45	38
Fair pensions and retirement provision	44	44	30	45	28	50	57	56	59	43	37
Environmental, nature and climate protection	40	47	69	42	47	20	26	39	29	24	51
Sufficient and affordable housing	40	32	42	30	42	46	48	35	47	37	37
Public health service and care	38	35	45	41	40	34	44	31	33	36	37
More social justice	34	29	41	30	32	35	27	46	41	29	33
Education, schools and universities	30	27	45	36	34	20	32	23	21	30	27
Criminality, internal security	27	35	13	31	18	35	33	37	39	23	15
Migration and integration of immigrants	25	34	19	21	21	22	26	25	34	29	26
Employment offer and fair wages	22	22	18	22	27	26	17	21	15	26	28
Peace policy and stable relations with other countries	21	21	29	27	26	18	13	16	9	20	20
Economic development and competitiveness	17	17	10	19	20	19	14	16	13	29	19
Digitalisation	15	11	18	14	30	12	11	9	2	20	23
Rule of law, fight against corruption	11	15	6	14	12	10	8	14	17	9	12

Basis: 1,200 cases, total sample; figures in %.

EST = Established
 INT = Intellectuals
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strongly overrepresented
 overrepresented
 strongly underrepresented
 underrepresented

Importance of environmental, nature and climate protection

Which of the following topics do you think are the most important that politicians in Germany should take care of? Please select up to 5 topics.

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Inflation, declining purchasing power	47	49	45	46	44	51	53	41
Secure energy supply and affordable energy prices	46	44	49	39	37	45	53	56
Fair pensions and retirement provision	44	41	47	38	39	40	48	55
Environmental, nature and climate protection	40	42	38	42	42	35	36	46
Sufficient and affordable housing	40	38	41	36	41	37	42	42
Public health service and care	38	34	42	43	34	44	33	39
More social justice	34	30	38	34	31	30	34	40
Education, schools and universities	30	29	31	34	34	30	27	27
Criminality, internal security	27	28	27	26	21	29	30	31
Migration and integration of immigrants	25	27	23	20	23	31	27	26
Employment offer and fair wages	22	20	25	33	28	19	19	13
Peace policy and stable relations with other countries	21	20	21	24	18	16	21	23
Economic development and competitiveness	17	23	11	20	20	16	17	15
Digitalisation	15	20	10	22	18	14	15	7
Rule of law, fight against corruption	11	14	9	10	10	12	10	15

Basis: 1,200 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Importance of environmental, nature and climate protection

Which of the following topics do you think are the most important that politicians in Germany should take care of? Please select up to 5 topics.

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1.247 €)	Medium 60-140% (1.247-2.910 €)	High >140% (>2.910 €)
Inflation, declining purchasing power	47	48	50	44	52	49	41
Secure energy supply and affordable energy prices	46	50	48	42	48	45	45
Fair pensions and retirement provision	44	54	46	36	49	44	32
Environmental, nature and climate protection	40	39	33	46	34	41	48
Sufficient and affordable housing	40	48	41	34	43	39	35
Public health service and care	38	35	39	40	31	40	39
More social justice	34	42	32	30	43	32	27
Education, schools and universities	30	22	30	36	28	29	39
Criminality, internal security	27	32	27	25	30	25	27
Migration and integration of immigrants	25	24	23	27	22	25	33
Employment offer and fair wages	22	22	25	20	21	24	17
Peace policy and stable relations with other countries	21	16	21	24	13	23	23
Economic development and competitiveness	17	10	16	23	9	19	26
Digitalisation	15	10	13	21	11	16	23
Rule of law, fight against corruption	11	9	10	13	10	11	14

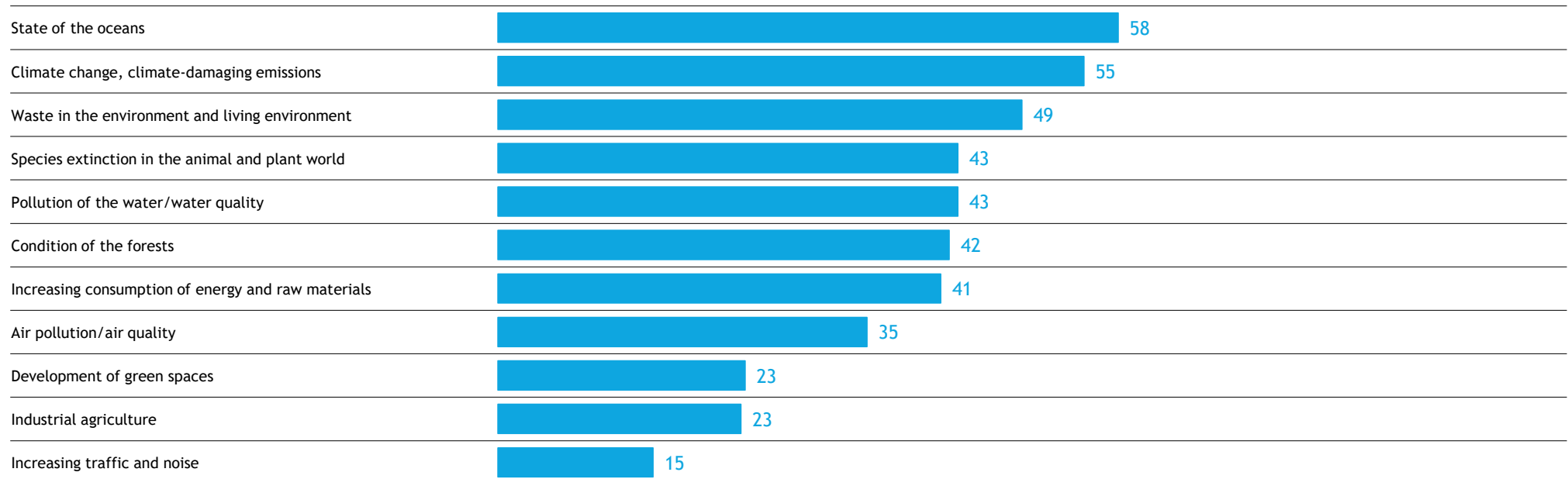
Basis: 1,200 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
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Relevance of environmental policy fields of action

Which of the following topics do you think are among the greatest challenges to sustaining our livelihoods? Please select up to 5 from the list below.

Environmental policy fields of action



Basis: 1,200 cases, total sample; figures in %.

Relevance of environmental policy fields of action

Which of the following topics do you think are among the greatest challenges to sustaining our livelihoods? Please select up to 5 from the list below.

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
State of the oceans	58	60	67	58	59	46	60	57	57	43	73
Climate change, climate-damaging emissions	55	54	83	54	68	37	46	42	41	45	67
Waste in the environment and living environment	49	55	42	56	55	51	47	39	53	41	47
Species extinction in the animal and plant world	43	36	53	40	46	37	43	45	46	44	41
Pollution of the water/water quality	43	50	40	45	45	45	41	37	41	38	43
Condition of the forests	42	43	43	38	37	38	51	56	44	33	45
Increasing consumption of energy and raw materials	41	38	49	42	43	38	38	43	37	42	44
Air pollution/air quality	35	36	31	36	46	35	30	45	27	32	30
Development of green spaces	23	22	20	28	19	27	32	23	28	19	12
Industrial agriculture	23	20	31	24	21	17	25	22	16	20	30
Increasing traffic and noise	15	16	86	18	11	18	16	13	12	22	10

Basis: 1,200 cases, total sample; figures in %.

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strongly overrepresented
 overrepresented
 strongly underrepresented
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Relevance of environmental policy fields of action

Which of the following topics do you think are among the greatest challenges to sustaining our livelihoods? Please select up to 5 from the list below.

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
State of the oceans	58	55	61	54	59	54	60	62
Climate change, climate-damaging emissions	55	57	52	59	52	52	56	54
Waste in the environment and living environment	49	47	51	49	48	47	50	50
Species extinction in the animal and plant world	43	38	48	40	36	47	48	44
Pollution of the water/water quality	43	48	39	41	37	44	45	47
Condition of the forests	42	43	42	40	46	44	41	41
Increasing consumption of energy and raw materials	41	42	40	42	38	41	42	43
Air pollution/air quality	35	35	34	42	35	35	31	30
Development of green spaces	23	22	24	22	27	22	22	23
Industrial agriculture	23	23	22	27	22	19	21	25
Increasing traffic and noise	15	16	13	13	15	17	16	11

Basis: 1,200 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
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Relevance of environmental policy fields of action

Which of the following topics do you think are among the greatest challenges to sustaining our livelihoods? Please select up to 5 from the list below.

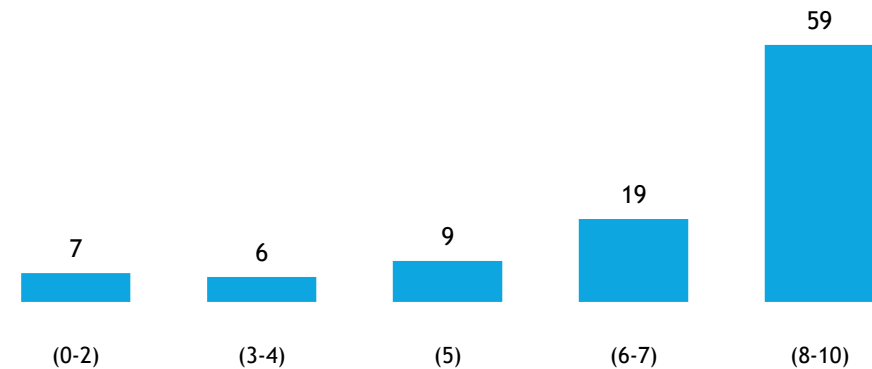
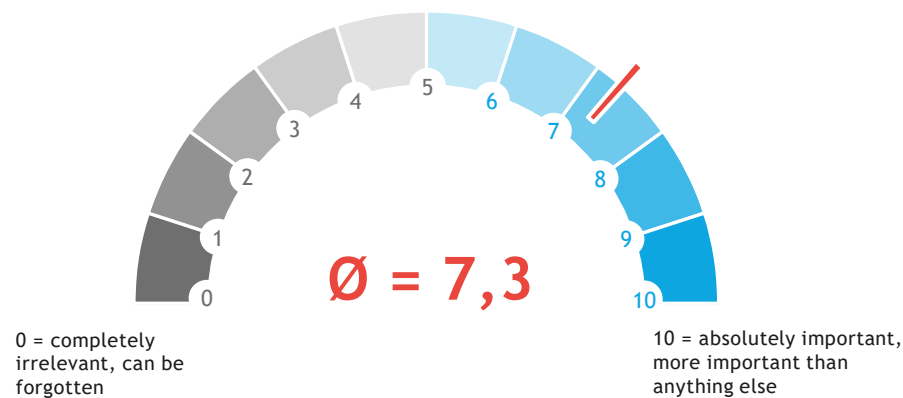
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1.247 €)	Medium 60-140% (1.247-2.910 €)	High >140% (>2.910 €)
State of the oceans	58	59	51	63	54	57	60
Climate change, climate-damaging emissions	55	49	51	62	48	56	60
Waste in the environment and living environment	49	48	51	48	49	48	50
Species extinction in the animal and plant world	43	48	44	39	46	42	39
Pollution of the water/water quality	43	41	42	46	39	45	44
Condition of the forests	42	41	43	43	39	44	46
Increasing consumption of energy and raw materials	41	38	41	44	38	43	39
Air pollution/air quality	35	34	34	35	35	35	34
Development of green spaces	23	23	27	20	23	25	17
Industrial agriculture	23	19	22	25	19	23	27
Increasing traffic and noise	15	14	15	14	15	15	12

Basis: 1,200 cases, total sample; figures in %.

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Relevance of climate change as a topic

There are always discussions about climate change, i.e. global warming, which leads to environmental changes and changes in the everyday life of every individual (e.g. energy prices). How important do you personally consider this topic for Germany?



Basis: 1,200 cases, total sample; figures in %.

Relevance of climate change as a topic

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	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
10=Absolutely important, more important than anything else	20	22	40	12	27	10	9	34	12	11	23
9	18	21	26	27	23	12	10	6	4	13	24
8	21	23	23	23	20	16	22	16	21	21	27
7	11	13	7	15	9	14	13	6	15	14	15
6	8	8	2	8	7	7	10	13	8	12	2
5	9	7	2	9	6	18	14	12	16	9	4
4	3	1	1	1	1	7	5	-	3	6	3
3	3	2	-	2	6	4	4	1	4	1	3
2	2	2	-	-	-	4	5	4	8	4	-
1	1	-	-	2	-	3	2	1	2	3	-
0=Totally irrelevant, can be forgotten	4	1	-	1	1	4	7	6	6	6	-
Average	7,3	7,8	8,8	7,6	7,9	6,2	6,1	7,2	6,0	6,5	8,1

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		Gender		Age (years)				
	Total	Male	Female	18-29	30-39	40-49	50-59	60-69
10=Absolutely important, more important than anything else	20	20	20	14	22	19	21	23
9	18	19	16	24	17	14	13	20
8	21	21	22	27	19	19	21	21
7	11	13	11	16	11	12	13	8
6	8	8	8	7	9	6	9	6
5	9	7	12	5	11	11	12	7
4	3	3	2	1	3	4	3	3
3	3	3	3	3	3	5	3	0
2	2	3	2	1	2	2	1	6
1	1	1	1	0	1	2	1	2
0=Totally irrelevant, can be forgotten	4	3	2	1	2	6	3	3
Average	7,3	7,3	7,3	7,7	7,4	6,8	7,2	7,3

Basis: 1,200 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
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Relevance of climate change as a topic

There are always discussions about climate change, i.e. global warming, which leads to environmental changes and changes in the everyday life of every individual (e.g. energy prices). How important do you personally consider this topic for Germany?

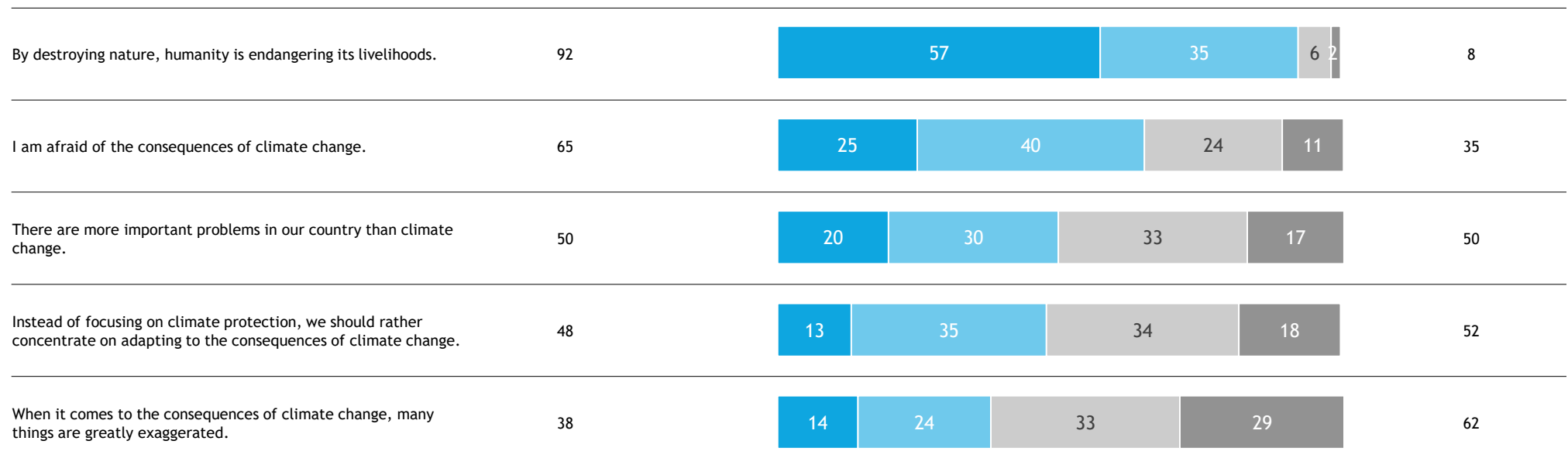
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		Low	Medium	High	Low <60% (<1.247 €)	Medium 60-140% (1.247-2.910 €)	High >140% (>2.910 €)
10=Absolutely important, more important than anything else	20	18	20	22	18	21	22
9	18	13	15	22	13	17	27
8	21	22	22	21	22	23	15
7	11	12	14	10	10	12	11
6	8	8	7	7	8	7	6
5	9	13	9	7	14	9	7
4	3	4	3	2	4	3	2
3	3	3	3	3	2	2	4
2	2	3	3	1	3	3	2
1	1	2	2	1	3	1	1
0=Totally irrelevant, can be forgotten	4	3	3	3	3	3	5
Average	7,3	7,0	7,2	7,6	7,0	7,4	7,5

Basis: 1,200 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attitudes towards climate change

If you now think about the topic of environment and climate change. To what extent do you agree with the following statements?



Basis: 1,200 cases, total sample; figures in %.

■ Fully agree
 ■ Somewhat agree
 ■ Somewhat disagree
 ■ Completely disagree

Attitudes towards climate change





If you now think about the topic of environment and climate change. To what extent do you agree with the following statements?

Response category: "Fully agree / Somewhat agree."

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
By destroying nature, humanity is endangering its livelihoods.	92	95	99	95	96	87	92	92	88	81	96
I am afraid of the consequences of climate change.	65	73	87	72	73	50	50	57	46	52	77
There are more important problems in our country than climate change.	50	47	15	47	38	74	64	54	75	58	33
Instead of focusing on climate protection, we should rather concentrate on adapting to the consequences of climate change.	48	48	18	52	33	70	51	48	64	59	39
When it comes to the consequences of climate change, many things are greatly exaggerated.	38	38	8	29	28	61	50	43	57	52	20

Basis: 1,200 cases, total sample; figures in %.

EST = Established
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Attitudes towards climate change

If you now think about the topic of environment and climate change. To what extent do you agree with the following statements?

Response category: "Fully agree / Somewhat agree."

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
By destroying nature, humanity is endangering its livelihoods.	92	91	94	92	93	91	93	93
I am afraid of the consequences of climate change.	65	62	68	73	66	59	63	62
There are more important problems in our country than climate change.	50	51	48	48	53	53	50	45
Instead of focusing on climate protection, we should rather concentrate on adapting to the consequences of climate change.	48	48	47	48	45	51	47	47
When it comes to the consequences of climate change, many things are greatly exaggerated.	38	39	37	37	40	42	34	36

Basis: 1,200 cases, total sample; figures in %.

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■ overrepresented ■ underrepresented

Attitudes towards climate change

If you now think about the topic of environment and climate change. To what extent do you agree with the following statements?

Response category: "Fully agree / Somewhat agree."

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1.247 €)	Medium 60-140% (1.247-2.910 €)	High >140% (>2.910 €)
By destroying nature, humanity is endangering its livelihoods.	92	92	90	95	93	92	93
I am afraid of the consequences of climate change.	65	56	62	72	62	66	67
There are more important problems in our country than climate change.	50	55	52	44	54	49	45
Instead of focusing on climate protection, we should rather concentrate on adapting to the consequences of climate change.	48	54	49	42	54	46	40
When it comes to the consequences of climate change, many things are greatly exaggerated.	38	43	42	30	42	38	32

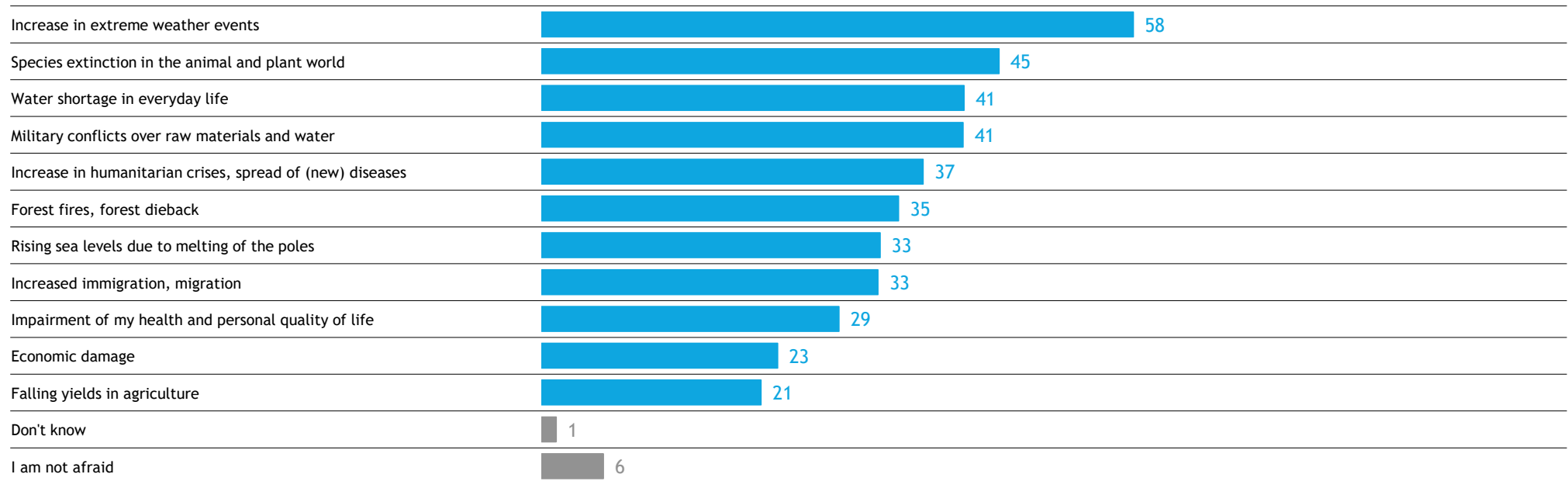
Basis: 1,200 cases, total sample; figures in %.

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■ overrepresented ■ underrepresented

Consequences of climate change - Anxiety scale

When you think about the consequences of climate change, what scares you the most? Please select up to 5 answer options from the following list.

Consequences of climate change



Basis: 1,200 cases, total sample; figures in %.





Consequences of climate change - Anxiety scale

When you think about the consequences of climate change, what scares you the most? Please select up to 5 answer options from the following list.

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Increase in extreme weather events	58	57	81	62	65	43	52	52	43	43	70
Species extinction in the animal and plant world	45	43	59	49	50	32	39	41	42	35	53
Water shortage in everyday life	41	47	47	49	46	31	43	37	35	32	41
Military conflicts over raw materials and water	41	39	47	38	49	42	46	33	37	30	42
Increase in humanitarian crises, spread of (new) diseases	37	32	47	34	44	29	41	35	31	21	55
Forest fires, forest dieback	35	41	38	40	37	28	35	31	35	23	38
Rising sea levels due to melting of the poles	33	32	53	31	41	19	21	37	22	26	44
Increased immigration, migration	33	34	21	28	25	47	43	31	49	30	20
Impairment of my health and personal quality of life	29	32	24	25	30	35	27	29	32	23	34
Economic damage	23	20	9	26	21	34	26	17	23	27	25
Falling yields in agriculture	21	22	19	25	24	26	19	15	18	22	18
Don't know	1	3	-	1	1	1	1	6	2	2	-
I am not afraid	6	1	3	5	2	7	6	10	12	18	2

Basis: 1,200 cases, total sample; figures in %.

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Consequences of climate change - Anxiety scale

When you think about the consequences of climate change, what scares you the most? Please select up to 5 answer options from the following list.

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Increase in extreme weather events	58	53	63	58	52	55	60	62
Species extinction in the animal and plant world	45	40	50	46	43	43	45	46
Water shortage in everyday life	41	40	43	43	38	39	43	43
Military conflicts over raw materials and water	41	40	42	42	38	42	42	42
Increase in humanitarian crises, spread of (new) diseases	37	37	37	43	36	36	35	35
Forest fires, forest dieback	35	33	37	41	35	31	34	32
Rising sea levels due to melting of the poles	33	34	32	35	30	33	35	30
Increased immigration, migration	33	37	29	25	28	43	33	36
Impairment of my health and personal quality of life	29	29	30	32	25	32	29	27
Economic damage	23	27	19	31	20	26	19	19
Falling yields in agriculture	21	22	21	18	28	22	18	22
Don't know	1	1	2	0	3	1	2	1
I am not afraid	6	7	5	2	5	7	8	7

Basis: 1,200 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Consequences of climate change - Anxiety scale

When you think about the consequences of climate change, what scares you the most? Please select up to 5 answer options from the following list.

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1.247 €)	Medium 60-140% (1.247-2.910 €)	High >140% (>2.910 €)
Increase in extreme weather events	58	55	54	63	50	58	60
Species extinction in the animal and plant world	45	44	41	48	41	44	47
Water shortage in everyday life	41	42	40	42	35	43	44
Military conflicts over raw materials and water	41	37	42	44	41	41	42
Increase in humanitarian crises, spread of (new) diseases	37	32	37	41	34	38	38
Forest fires, forest dieback	35	35	34	35	37	32	39
Rising sea levels due to melting of the poles	33	28	30	38	27	35	35
Increased immigration, migration	33	35	32	32	28	33	36
Impairment of my health and personal quality of life	29	30	29	28	29	28	34
Economic damage	23	21	22	25	20	25	22
Falling yields in agriculture	21	19	24	21	22	23	17
Don't know	1	2	3	-	3	1	1
I am not afraid	6	8	6	5	8	6	4

Basis: 1,200 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented



3

Climate and environmentally conscious behaviour

Main findings

Climate and environmentally conscious behaviour

Attitudes towards climate and environmentally conscious behaviour

- 86% of respondents believe that we all need to take action ourselves and start changing our way of living in order to preserve a liveable environment for ourselves and future generations (highest level of agreement "strongly agree": 42%).
- Furthermore, 84% of respondents would be willing to do more for environmental and climate protection if the resulting costs were distributed in a socially just manner (highest level of agreement: 30%).
- Slightly fewer, but still significantly more than half (61%) claim to actively contribute to changing society (highest level of agreement: 17%).

Barriers to climate and environmentally conscious behaviour

- More than three quarters of respondents (78%) believe that we should be willing to change our way of living for the benefit of the environment (highest level of agreement "strongly agree": 33%). However, 52% say that they themselves are only willing to do something to protect the environment if this does not affect their own standard of living (highest level of agreement: 16%).

Main findings

Climate and environmentally conscious behaviour

- 77% fear that a fundamental change in our way of living and doing business is associated with high personal costs (highest level of agreement: 30%). Furthermore, around two thirds (67%) consider corresponding measures for climate and environmental protection to be socially unjust, as they burden low-income earners in particular (highest level of agreement: 29%). 59% say that they personally lack the financial means to do something for climate protection (highest level of agreement: 23%).
- 70% say they are annoyed when others try to tell them how to live (highest level of agreement: 30%). In addition, 49% complain that they will soon not be able to do anything at all if there are even more regulations for climate and environmental protection (highest approval rating: 20%).
- 69% would be willing to do more to protect the environment if everyone acted in this way (highest level of agreement: 20%). However, 37% do not believe that they can contribute significantly to environmental protection with their own behaviour (highest level of agreement: 11%). 31% say that others should take the first step before they themselves contribute to climate protection (highest level of agreement: 9%).
- Almost one in two (47%) find it difficult to shape their own lives in an environmentally and climate-friendly way (highest level of agreement: 11%). Furthermore, 62% say that the lack of infrastructure makes it impossible to do without a car (highest level of agreement: 28%). Around a quarter (26%) say they do not see the point of changing their own behaviour for something that may happen in the future (highest level of agreement: 7%).

Main findings

Climate and environmentally conscious behaviour

- 58% say that businesses that require a lot of energy for their production cannot implement strict climate protection requirements (highest level of agreement: 17%). Furthermore, 46% say that preserving jobs is more important than protecting the climate and the environment (highest level of agreement: 15%). 38% think that combating climate change harms the economy (highest level of agreement: 12%).
- 44% believe that business knows best how to implement the necessary change (highest level of agreement: 10%). Furthermore, 33% think that Science and technology will solve the problem of climate change without us having to fundamentally change our way of living and doing business (highest level of agreement: 7%).

Motivators of climate and environmentally conscious behaviour

- 85% of respondents feel a strong connection with nature (highest level of agreement "strongly agree": 39%). Furthermore, 90% feel that spending time in nature significantly enhances their quality of life (highest level of agreement: 51%).
- According to 88% of respondents, each individual has a responsibility to ensure that we leave a liveable environment for future generations (highest level of agreement: 48%). Furthermore, 82% believe that environmental protection is a matter of decency and civic duty (highest level of agreement: 36%). That more environmental protection means better quality of life and health for all, say 80% (highest level of agreement: 36%). 74% feel personally responsible for the preservation of nature and the environment (highest approval rating: 24%).

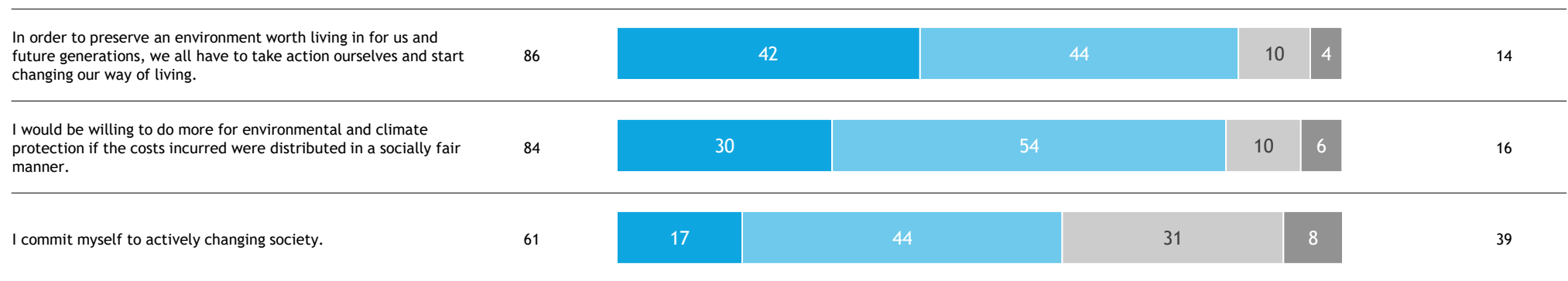
Main findings

Climate and environmentally conscious behaviour

- 81% see the industrialised countries as having a special responsibility for climate protection, as they have been the main cause of climate change (highest level of agreement: 35%). In addition, 73% say they feel better when they buy products that have less impact on the environment and climate (highest level of agreement: 28%).
- 78% believe that the economy must become more climate-friendly, as otherwise there is a threat of economic damage (highest level of agreement: 36%). Furthermore, 72% believe that switching to environmentally and climate-friendly products and production processes offers great employment opportunities (highest approval rating: 23%). 67% believe that a consistent policy to protect the environment will have a positive effect on the competitiveness of the economy in the future (highest approval rating: 21%).

Attitudes towards climate and environmentally conscious behaviour

Below you can see some statements. How much do you agree with the following statements?



Basis: 1,200 cases, total sample; figures in %.

 Fully agree  Somewhat disagree
 Somewhat disagree  Completely disagree

Attitudes towards climate and environmentally conscious behaviour

Below you can see some statements. How much do you agree with the following statements?

Response category: „Fully agree / Somewhat agree”





	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
In order to preserve an environment worth living in for us and future generations, we all have to take action ourselves and start changing our way of living.	86	92	99	90	89	74	80	88	76	69	97
I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially fair manner.	84	86	92	85	87	79	80	88	74	70	96
I commit myself to actively changing society.	61	75	79	60	70	57	36	69	40	42	80

Response category: „Fully agree”

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
In order to preserve an environment worth living in for us and future generations, we all have to take action ourselves and start changing our way of living.	42	55	74	35	51	15	25	49	31	24	58
I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially fair manner.	30	39	38	24	36	18	21	34	37	22	33
I commit myself to actively changing society.	17	25	28	14	25	10	3	27	8	15	19

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Attitudes towards climate and environmentally conscious behaviour

Below you can see some statements. How much do you agree with the following statements?

Response category: „Fully agree / Somewhat agree“

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
In order to preserve an environment worth living in for us and future generations, we all have to take action ourselves and start changing our way of living.	86	83	88	88	84	81	88	87
I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially just manner.	84	83	86	88	86	78	83	85
I commit myself to actively changing society.	61	57	66	68	65	63	57	53

Response category: „Fully agree“

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
In order to preserve an environment worth living in for us and future generations, we all have to take action ourselves and start changing our way of living.	42	38	46	44	43	42	39	42
I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially fair manner.	30	28	31	31	32	31	27	29
I commit myself to actively changing society.	17	17	17	23	20	20	14	11

Basis: 1,200 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attitudes towards climate and environmentally conscious behaviour

Below you can see some statements. How much do you agree with the following statements?

Response category: „Fully agree / Somewhat agree“

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1.247 €)	Medium 60-140% (1.247-2.910 €)	High >140% (>2.910 €)
In order to preserve an environment worth living in for us and future generations, we all have to take action ourselves and start changing our way of living.	86	85	83	88	82	87	87
I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially fair manner.	84	83	82	87	82	86	82
I commit myself to actively changing society.	61	57	58	67	62	60	64

Response category: „Fully agree“

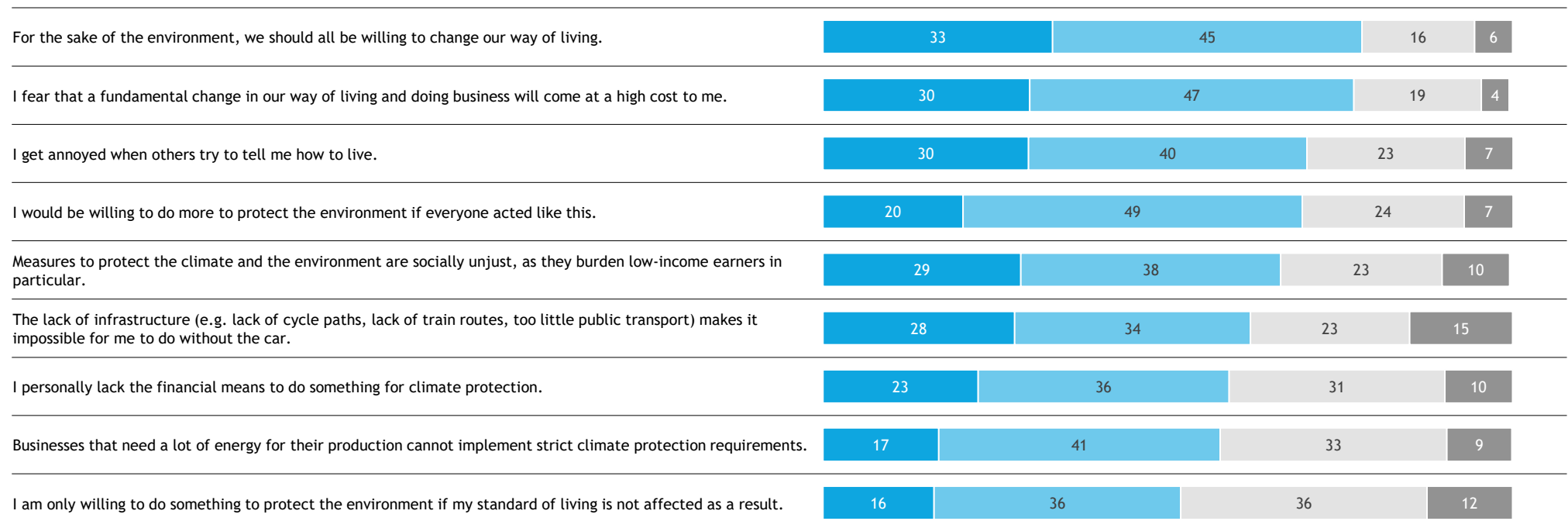
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1.247 €)	Medium 60-140% (1.247-2.910 €)	High >140% (>2.910 €)
In order to preserve an environment worth living in for us and future generations, we all have to take action ourselves and start changing our way of living.	42	38	41	45	42	41	46
I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially fair manner.	30	32	27	30	33	31	26
I commit myself to actively changing society.	17	13	16	21	17	17	22

Basis: 1,200 cases, total sample; figures in %.

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Barriers to climate and environmentally conscious behaviour (1)

Here are some statements on the topic of environmental and climate protection. To what extent do you agree with the following statements?

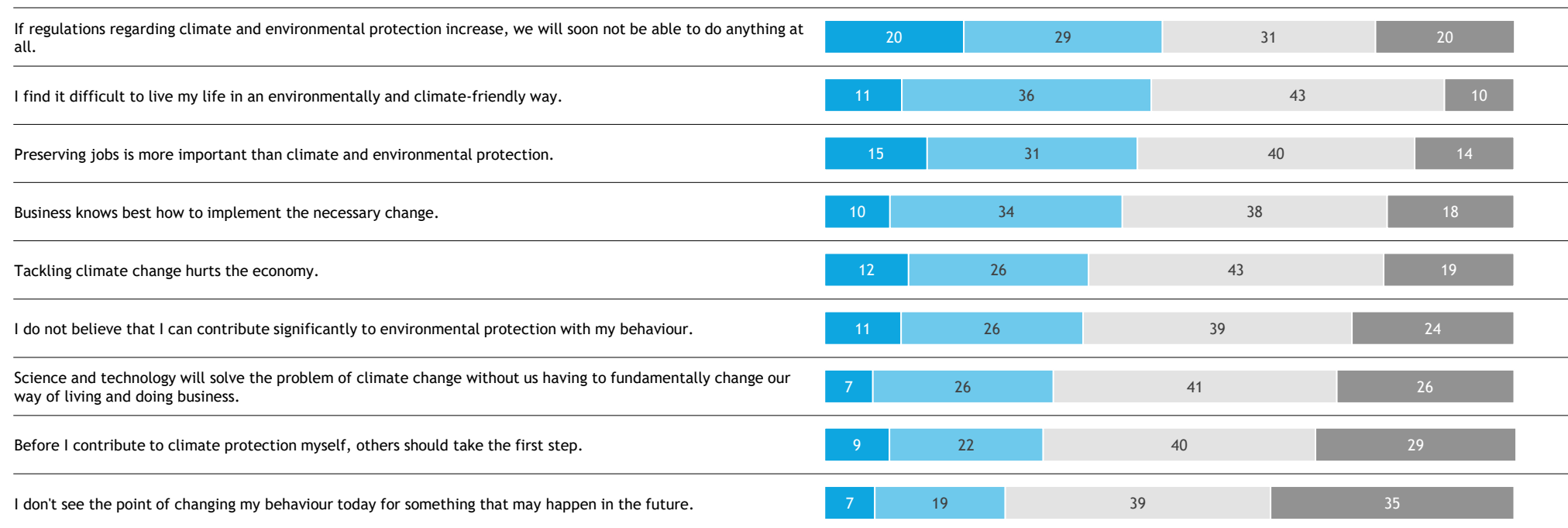


Basis: 1,200 cases, total sample; figures in %.


■ Fully agree ■ Somewhat disagree
■ Somewhat agree ■ Completely disagree

Barriers to climate and environmentally conscious behaviour (2)

Here are some statements on the topic of environmental and climate protection. To what extent do you agree with the following statements?



Basis: 1,200 cases, total sample; figures in %.

 Fully agree
  Somewhat agree
  Somewhat disagree
  Completely disagree

Barriers to climate and environmentally conscious behaviour (1)

Here are some statements on the topic of environmental and climate protection. To what extent do you agree with the following statements?

Response category: „Fully agree / Somewhat agree”

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
For the sake of the environment, we should all be willing to change our way of living.	78	85	97	83	80	63	70	85	62	65	90
I fear that a fundamental change in our way of living and doing business will come at a high cost to me.	77	79	66	79	73	82	91	70	90	76	69
I get annoyed when others try to tell me how to live.	70	70	48	78	63	83	82	56	90	72	58
I would be willing to do more to protect the environment if everyone acted like this.	69	79	69	76	77	65	68	63	59	58	75
Measures to protect the climate and the environment are socially unjust, as they burden low-income earners in particular.	67	62	52	61	53	75	80	74	87	65	64
The lack of infrastructure (e.g. lack of cycle paths, lack of train routes, too little public transport) makes it impossible for me to do without the car.	62	61	53	68	61	69	64	58	59	68	58
I personally lack the financial means to do something for climate protection.	59	56	38	55	52	77	72	57	84	56	46
Businesses that need a lot of energy for their production cannot implement strict climate protection requirements.	58	66	37	64	50	68	60	64	69	56	49
I am only willing to do something to protect the environment if my standard of living is not affected as a result.	52	48	25	57	48	76	53	41	62	61	49

Basis: 1,200 cases, total sample; figures in %.

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Barriers to climate and environmentally conscious behaviour (2)




Here are some statements on the topic of environmental and climate protection. To what extent do you agree with the following statements?

Response category: „Fully agree / Somewhat agree”

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
If regulations regarding climate and environmental protection increase, we will soon not be able to do anything at all.	49	50	16	46	35	71	66	42	78	63	29
I find it difficult to live my life in an environmentally and climate-friendly way.	47	42	27	53	48	58	55	44	68	54	32
Preserving jobs is more important than climate and environmental protection.	46	45	8	45	45	64	58	39	66	57	34
Business knows best how to implement the necessary change.	44	47	28	48	39	62	34	43	40	45	44
Tackling climate change hurts the economy.	38	35	10	40	33	56	50	33	60	52	19
I do not believe that I can contribute significantly to environmental protection with my behaviour.	37	31	10	34	35	55	51	36	55	51	25
Science and technology will solve the problem of climate change without us having to fundamentally change our way of living and doing business.	33	38	10	38	33	53	29	27	32	47	26
Before I contribute to climate protection myself, others should take the first step.	31	31	4	31	24	48	34	33	52	47	24
I don't see the point of changing my behaviour today for something that may happen in the future.	26	18	5	25	23	50	27	23	38	44	12

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Barriers to climate and environmentally conscious behaviour (1)

Here are some statements on the topic of environmental and climate protection. To what extent do you agree with the following statements?

Response category: „Fully agree / Somewhat agree”

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
For the sake of the environment, we should all be willing to change our way of living.	78	75	81	78	76	76	82	79
I fear that a fundamental change in our way of living and doing business will come at a high cost to me.	77	76	79	77	77	77	80	78
I get annoyed when others try to tell me how to live.	70	71	70	67	67	72	75	71
I would be willing to do more to protect the environment if everyone acted like this.	69	70	69	76	71	72	66	64
Measures to protect the climate and the environment are socially unjust, as they burden low-income earners in particular.	67	68	65	63	66	68	70	65
The lack of infrastructure (e.g. lack of cycle paths, lack of train routes, too little public transport) makes it impossible for me to do without the car.	62	61	63	65	63	63	64	55
I personally lack the financial means to do something for climate protection.	59	58	60	59	59	60	60	56
Businesses that need a lot of energy for their production cannot implement strict climate protection requirements.	58	58	58	63	62	61	54	49
I am only willing to do something to protect the environment if my standard of living is not affected as a result.	52	54	50	57	54	52	48	48

Basis: 1,200 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Barriers to climate and environmentally conscious behaviour (2)

Here are some statements on the topic of environmental and climate protection. To what extent do you agree with the following statements?

Response category: „Fully agree / Somewhat agree”

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
If regulations regarding climate and environmental protection increase, we will soon not be able to do anything at all.	49	52	46	46	47	52	53	47
I find it difficult to live my life in an environmentally and climate-friendly way.	47	48	47	50	52	50	43	43
Preserving jobs is more important than climate and environmental protection.	46	47	44	47	48	50	45	36
Business knows best how to implement the necessary change.	44	47	40	42	45	44	45	40
Tackling climate change hurts the economy.	38	42	35	43	42	40	38	29
I do not believe that I can contribute significantly to environmental protection with my behaviour.	37	43	32	39	44	40	32	33
Science and technology will solve the problem of climate change without us having to fundamentally change our way of living and doing business.	33	38	29	40	41	33	29	24
Before I contribute to climate protection myself, others should take the first step.	31	34	29	35	38	35	24	28
I don't see the point of changing my behaviour today for something that may happen in the future.	26	30	22	28	29	34	20	22

Basis: 1,200 cases, total sample; figures in %.

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Barriers to climate and environmentally conscious behaviour (1)

Here are some statements on the topic of environmental and climate protection. To what extent do you agree with the following statements?

Response category: „Fully agree / Somewhat agree”

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1.247 €)	Medium 60-140% (1.247-2.910 €)	High >140% (>2.910 €)
For the sake of the environment, we should all be willing to change our way of living.	78	77	74	83	78	78	80
I fear that a fundamental change in our way of living and doing business will come at a high cost to me.	77	78	81	75	81	76	76
I get annoyed when others try to tell me how to live.	70	73	71	67	72	71	63
I would be willing to do more to protect the environment if everyone acted like this.	69	66	68	73	66	72	67
Measures to protect the climate and the environment are socially unjust, as they burden low-income earners in particular.	67	74	69	59	74	68	52
The lack of infrastructure (e.g. lack of cycle paths, lack of train routes, too little public transport) makes it impossible for me to do without the car.	62	61	64	62	59	64	60
I personally lack the financial means to do something for climate protection.	59	68	61	51	72	59	37
Businesses that need a lot of energy for their production cannot implement strict climate protection requirements.	58	60	62	53	60	58	51
I am only willing to do something to protect the environment if my standard of living is not affected as a result.	52	55	51	50	54	53	44

Basis: 1,200 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
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Barriers to climate and environmentally conscious behaviour (2)

Here are some statements on the topic of environmental and climate protection. To what extent do you agree with the following statements?

Response category: „Fully agree / Somewhat agree”

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1.247 €)	Medium 60-140% (1.247-2.910 €)	High >140% (>2.910 €)
If regulations regarding climate and environmental protection increase, we will soon not be able to do anything at all.	49	57	52	42	55	49	39
I find it difficult to live my life in an environmentally and climate-friendly way.	47	50	47	46	53	47	37
Preserving jobs is more important than climate and environmental protection.	46	47	50	40	52	45	43
Business knows best how to implement the necessary change.	44	46	46	39	44	46	40
Tackling climate change hurts the economy.	38	38	38	38	40	37	39
I do not believe that I can contribute significantly to environmental protection with my behaviour.	37	40	40	34	41	38	30
Science and technology will solve the problem of climate change without us having to fundamentally change our way of living and doing business.	33	27	35	35	33	35	31
Before I contribute to climate protection myself, others should take the first step.	31	37	31	29	36	31	26
I don't see the point of changing my behaviour today for something that may happen in the future.	26	30	27	23	30	26	24

Basis: 1,200 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Barriers to climate and environmentally conscious behaviour (1)





Here are some statements on the topic of environmental and climate protection. To what extent do you agree with the following statements?

Response category: „Fully agree“

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
For the sake of the environment, we should all be willing to change our way of living.	33	42	66	27	39	9	16	39	23	20	50
I fear that a fundamental change in our way of living and doing business will come at a high cost to me.	30	35	19	18	26	32	45	33	54	29	18
I get annoyed when others try to tell me how to live.	30	27	11	28	26	37	41	29	56	35	16
Measures to protect the climate and the environment are socially unjust, as they burden low-income earners in particular.	29	25	17	20	18	32	39	42	63	24	23
The lack of infrastructure (e.g. lack of cycle paths, lack of train routes, too little public transport) makes it impossible for me to do without the car.	28	25	25	29	31	25	32	30	37	23	25
I personally lack the financial means to do something for climate protection.	23	15	12	16	15	31	30	33	49	23	12
I would be willing to do more to protect the environment if everyone acted like this.	20	27	23	16	26	7	17	24	17	18	34
If regulations regarding climate and environmental protection increase, we will soon not be able to do anything at all.	20	21	5	15	9	27	26	21	52	29	6
Businesses that need a lot of energy for their production cannot implement strict climate protection requirements.	17	24	12	16	8	17	18	28	25	15	12

Basis: 1,200 cases, total sample; figures in %.

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Barriers to climate and environmentally conscious behaviour (2)





Here are some statements on the topic of environmental and climate protection. To what extent do you agree with the following statements?

Response category: „Fully agree“

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
I am only willing to do something to protect the environment if my standard of living is not affected as a result.	16	19	6	12	18	18	13	14	29	20	18
Preserving jobs is more important than climate and environmental protection.	15	19	-	14	10	21	18	15	32	22	4
Tackling climate change hurts the economy.	12	14	1	8	8	17	17	14	24	18	6
I find it difficult to live my life in an environmentally and climate-friendly way.	11	8	5	14	9	13	9	11	23	19	6
I do not believe that I can contribute significantly to environmental protection with my behaviour.	11	9	1	11	6	14	14	17	28	15	4
Business knows best how to implement the necessary change.	10	12	7	12	7	10	5	14	11	11	8
Before I contribute to climate protection myself, others should take the first step.	9	8	1	11	8	12	8	14	20	14	6
I don't see the point of changing my behaviour today for something that may happen in the future.	7	8	1	5	7	11	6	6	14	15	2
Science and technology will solve the problem of climate change without us having to fundamentally change our way of living and doing business.	7	9	2	9	8	7	4	8	4	14	7

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Barriers to climate and environmentally conscious behaviour (1)

Here are some statements on the topic of environmental and climate protection. To what extent do you agree with the following statements?

Response category: „Fully agree“

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
For the sake of the environment, we should all be willing to change our way of living.	33	31	35	34	34	33	32	35
I fear that a fundamental change in our way of living and doing business will come at a high cost to me.	30	29	31	22	34	35	31	28
I get annoyed when others try to tell me how to live.	30	32	28	27	26	31	34	31
Measures to protect the climate and the environment are socially unjust, as they burden low-income earners in particular.	29	28	30	23	26	32	31	32
The lack of infrastructure (e.g. lack of cycle paths, lack of train routes, too little public transport) makes it impossible for me to do without the car.	28	28	28	25	28	34	31	21
I personally lack the financial means to do something for climate protection.	23	23	22	21	21	26	24	21
I would be willing to do more to protect the environment if everyone acted like this.	20	21	19	28	20	22	14	19
If regulations regarding climate and environmental protection increase, we will soon not be able to do anything at all.	20	22	18	15	20	21	21	24
Businesses that need a lot of energy for their production cannot implement strict climate protection requirements.	17	18	15	16	15	24	15	14

Basis: 1,200 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Barriers to climate and environmentally conscious behaviour (2)

Here are some statements on the topic of environmental and climate protection. To what extent do you agree with the following statements?

Response category: „Fully agree“

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
I am only willing to do something to protect the environment if my standard of living is not affected as a result.	16	18	14	19	17	20	14	12
Preserving jobs is more important than climate and environmental protection.	15	16	14	16	16	22	11	11
Tackling climate change hurts the economy.	12	14	10	12	13	17	12	8
I find it difficult to live my life in an environmentally and climate-friendly way.	11	13	10	13	14	14	9	7
I do not believe that I can contribute significantly to environmental protection with my behaviour.	11	13	9	12	13	11	10	10
Business knows best how to implement the necessary change.	10	10	9	11	10	11	9	8
Before I contribute to climate protection myself, others should take the first step.	9	11	8	11	11	11	5	11
I don't see the point of changing my behaviour today for something that may happen in the future.	7	10	5	9	9	9	4	7
Science and technology will solve the problem of climate change without us having to fundamentally change our way of living and doing business.	7	10	4	9	8	9	5	6

Basis: 1,200 cases, total sample; figures in %.

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Barriers to climate and environmentally conscious behaviour (1)

Here are some statements on the topic of environmental and climate protection. To what extent do you agree with the following statements?

Response category: „Fully agree“

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1.247 €)	Medium 60-140% (1.247-2.910 €)	High >140% (>2.910 €)
For the sake of the environment, we should all be willing to change our way of living.	33	30	29	39	32	32	41
I fear that a fundamental change in our way of living and doing business will come at a high cost to me.	30	33	32	26	32	29	31
I get annoyed when others try to tell me how to live.	30	36	30	26	33	29	26
Measures to protect the climate and the environment are socially unjust, as they burden low-income earners in particular.	29	38	31	21	35	29	20
The lack of infrastructure (e.g. lack of cycle paths, lack of train routes, too little public transport) makes it impossible for me to do without the car.	28	27	28	28	26	30	24
I personally lack the financial means to do something for climate protection.	23	31	23	16	33	21	13
I would be willing to do more to protect the environment if everyone acted like this.	20	18	19	23	21	21	19
If regulations regarding climate and environmental protection increase, we will soon not be able to do anything at all.	20	26	22	15	22	20	20
Businesses that need a lot of energy for their production cannot implement strict climate protection requirements.	17	20	15	16	17	17	15

Basis: 1,200 cases, total sample; figures in %.

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Barriers to climate and environmentally conscious behaviour (2)

Here are some statements on the topic of environmental and climate protection. To what extent do you agree with the following statements?

Response category: „Fully agree“

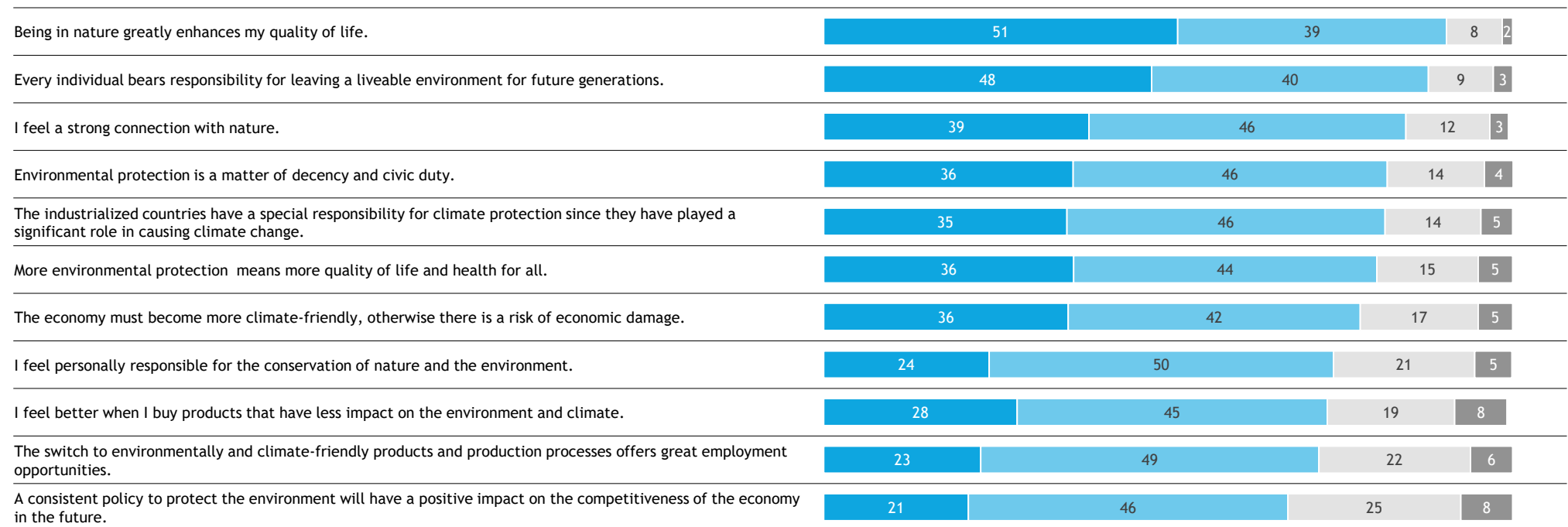
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1.247 €)	Medium 60-140% (1.247-2.910 €)	High >140% (>2.910 €)
I am only willing to do something to protect the environment if my standard of living is not affected as a result.	16	18	14	16	18	15	19
Preserving jobs is more important than climate and environmental protection.	15	16	15	14	17	14	16
Tackling climate change hurts the economy.	12	12	14	11	11	13	13
I find it difficult to live my life in an environmentally and climate-friendly way.	11	13	11	10	14	11	10
I do not believe that I can contribute significantly to environmental protection with my behaviour.	11	14	12	9	13	12	8
Business knows best how to implement the necessary change.	10	9	10	10	11	10	10
Before I contribute to climate protection myself, others should take the first step.	9	12	9	8	9	10	8
I don't see the point of changing my behaviour today for something that may happen in the future.	7	7	7	8	9	7	6
Science and technology will solve the problem of climate change without us having to fundamentally change our way of living and doing business.	7	4	8	8	5	9	5

Basis: 1,200 cases, total sample; figures in %.




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Motivators of climate and environmentally conscious behaviour

Here are some statements on the topic of environmental and climate protection. To what extent do you agree with the following statements?



Basis: 1,200 cases, total sample; figures in %.

 Fully agree
  Somewhat agree
  Somewhat disagree
  Completely disagree

Motivators of climate and environmentally conscious behaviour

Here are some statements on the topic of environmental and climate protection. To what extent do you agree with the following statements?

Response category: „Fully agree / Somewhat agree”

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Being in nature greatly enhances my quality of life.	90	95	97	91	93	82	89	97	86	76	96
Every individual bears responsibility for leaving a liveable environment for future generations.	88	93	99	92	89	81	84	91	79	72	95
I feel a strong connection with nature.	85	95	95	82	86	83	83	86	79	66	91
Environmental protection is a matter of decency and civic duty.	82	87	97	82	84	71	77	88	70	68	92
The industrialised countries have a special responsibility for climate protection because they have been the main cause of climate change.	81	82	96	82	85	72	83	84	78	64	89
More environmental protection means more quality of life and health for all.	80	85	97	80	88	70	71	88	62	64	96
The economy must become more climate-friendly, otherwise there is a risk of economic damage.	78	82	97	86	79	70	68	79	61	61	89
I feel personally responsible for the conservation of nature and the environment.	74	87	94	79	77	58	59	82	60	55	86
I feel better when I buy products that have less impact on the environment and climate.	73	83	97	75	83	61	63	77	54	52	86
The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.	72	83	94	76	83	58	52	64	48	61	90
A consistent policy to protect the environment will have a positive impact on the competitiveness of the economy in the future.	67	77	83	75	74	58	52	60	51	55	78

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Motivators of climate and environmentally conscious behaviour

Here are some statements on the topic of environmental and climate protection. To what extent do you agree with the following statements?

Response category: „Fully agree / Somewhat agree”

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Being in nature greatly enhances my quality of life.	90	89	92	91	92	91	88	91
Every individual bears responsibility for leaving a liveable environment for future generations.	88	85	91	87	85	85	91	90
I feel a strong connection with nature.	85	82	88	81	83	85	86	90
Environmental protection is a matter of decency and civic duty.	82	80	83	80	78	80	86	84
The industrialised countries have a special responsibility for climate protection because they have been the main cause of climate change.	81	80	83	79	79	77	86	85
More environmental protection means more quality of life and health for all.	80	78	83	80	82	78	80	82
The economy must become more climate-friendly, otherwise, there is a risk of economic damage.	78	77	79	82	74	74	79	80
I feel personally responsible for the conservation of nature and the environment.	74	70	79	74	74	74	74	75
I feel better when I buy products that have less impact on the environment and climate.	73	70	77	75	75	70	73	77
The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.	72	73	71	78	75	65	68	73
A consistent policy to protect the environment will have a positive impact on the competitiveness of the economy in the future.	67	68	67	71	71	63	67	65

Basis: 1,200 cases, total sample; figures in %.

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Motivators of climate and environmentally conscious behaviour

Here are some statements on the topic of environmental and climate protection. To what extent do you agree with the following statements?

Response category: „Fully agree / Somewhat agree”

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1.247 €)	Medium 60-140% (1.247-2.910 €)	High >140% (>2.910 €)
Being in nature greatly enhances my quality of life.	90	89	90	92	87	91	93
Every individual bears responsibility for leaving a liveable environment for future generations.	88	89	85	90	88	87	90
I feel a strong connection with nature.	85	83	83	88	82	86	90
Environmental protection is a matter of decency and civic duty.	82	81	78	85	81	82	84
The industrialised countries have a special responsibility for climate protection because they have been the main cause of climate change.	81	82	79	83	83	80	85
More environmental protection means more quality of life and health for all.	80	80	76	84	75	81	84
The economy must become more climate-friendly, otherwise there is a risk of economic damage.	78	76	74	82	76	78	78
I feel personally responsible for the conservation of nature and the environment.	74	68	74	78	71	75	75
I feel better when I buy products that have less impact on the environment and climate.	73	69	74	77	72	74	80
The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.	72	63	68	80	66	73	76
A consistent policy to protect the environment will have a positive impact on the competitiveness of the economy in the future.	67	62	66	72	63	69	69

Basis: 1,200 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Motivators of climate and environmentally conscious behaviour





Here are some statements on the topic of environmental and climate protection. To what extent do you agree with the following statements?

Response category: „Fully agree“

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Being in nature greatly enhances my quality of life.	51	64	73	46	56	25	50	58	49	34	60
Every individual bears responsibility for leaving a liveable environment for future generations.	48	57	80	43	51	19	37	60	39	24	67
I feel a strong connection with nature.	39	51	56	33	38	21	32	59	32	26	42
More environmental protection means more quality of life and health for all.	36	44	63	30	54	15	21	43	23	18	50
Environmental protection is a matter of decency and civic duty.	36	46	62	28	47	17	21	38	31	19	49
The economy must become more climate-friendly, otherwise there is a risk of economic damage.	36	41	66	31	41	13	24	44	27	28	41
The industrialised countries have a special responsibility for climate protection because they have been the main cause of climate change.	35	35	63	29	41	15	26	52	34	19	42
I feel better when I buy products that have less impact on the environment and climate.	28	37	57	23	36	10	14	28	16	16	38
I feel personally responsible for the conservation of nature and the environment.	24	31	50	19	28	5	12	35	19	16	26
The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.	23	23	45	22	37	5	7	28	14	16	31
A consistent policy to protect the environment will have a positive impact on the competitiveness of the economy in the future.	21	24	37	16	30	9	11	19	16	20	26

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Motivators of climate and environmentally conscious behaviour

Here are some statements on the topic of environmental and climate protection. To what extent do you agree with the following statements?

Response category: „Fully agree“

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Being in nature greatly enhances my quality of life.	51	48	55	49	57	52	49	50
Every individual bears responsibility for leaving a liveable environment for future generations.	48	43	52	43	48	49	48	51
I feel a strong connection with nature.	39	36	42	31	40	43	42	36
More environmental protection means more quality of life and health for all.	36	35	37	39	40	37	32	34
Environmental protection is a matter of decency and civic duty.	36	35	37	34	35	37	37	39
The economy must become more climate-friendly, otherwise there is a risk of economic damage.	36	36	35	37	39	35	30	38
The industrialised countries have a special responsibility for climate protection because they have been the main cause of climate change.	35	37	34	26	36	37	37	41
I feel better when I buy products that have less impact on the environment and climate.	28	25	32	30	36	25	26	25
I feel personally responsible for the conservation of nature and the environment.	24	23	25	21	24	26	26	22
The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.	23	25	21	23	28	19	22	22
A consistent policy to protect the environment will have a positive impact on the competitiveness of the economy in the future.	21	23	19	19	24	23	20	20

Basis: 1,200 cases, total sample; figures in %.

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Motivators of climate and environmentally conscious behaviour

Here are some statements on the topic of environmental and climate protection. To what extent do you agree with the following statements?

Response category: „Fully agree“

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1.247 €)	Medium 60-140% (1.247-2.910 €)	High >140% (>2.910 €)
Being in nature greatly enhances my quality of life.	51	47	51	55	46	52	58
Every individual bears responsibility for leaving a liveable environment for future generations.	48	44	47	50	46	46	53
I feel a strong connection with nature.	39	37	38	40	36	39	43
More environmental protection means more quality of life and health for all.	36	32	34	41	34	35	42
Environmental protection is a matter of decency and civic duty.	36	33	36	38	35	36	41
The economy must become more climate-friendly, otherwise there is a risk of economic damage.	36	32	30	42	37	33	43
The industrialised countries have a special responsibility for climate protection because they have been the main cause of climate change.	35	35	31	39	36	34	42
I feel better when I buy products that have less impact on the environment and climate.	28	22	27	33	27	27	36
I feel personally responsible for the conservation of nature and the environment.	24	22	20	28	21	23	32
The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.	23	15	20	30	17	23	36
A consistent policy to protect the environment will have a positive impact on the competitiveness of the economy in the future.	21	18	18	26	17	22	26

Basis: 1,200 cases, total sample; figures in %.

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4

Changing our way of living and doing
business

Main findings

Changing our way of living and doing business

Assessing the need for change

- When asked whether a fundamental change in our way of living and doing business is necessary in Germany, a good three-quarters of respondents answered "yes, definitely" (31%) or "rather yes" (45%). This contrasts with 18% who do not (tend to) consider fundamental change necessary. A further 6% answered "I don't know"

Attribution of responsibility - Which actors do too little?

- In the opinion of the population, it is above all businesses that should be more committed to tackling climate change: 65% of respondents say that businesses are (way) too little committed.
- 59% think that the German government is doing (way) too little to tackle climate change. 59% see more responsibility on the part of political parties, 55% would like to see more responsibility on the part of the European Union, and 52% think local governments (e.g. municipality/city) should do more.
- That local citizens make (much) too little effort, say 55% of respondents. 49% think that the trade unions do (much) too little.
- The scientific community is less likely to be expected to increase efforts (39%). Non-governmental organisations are seen as having the least obligation (far too little/too little: 26%).

Main findings

Changing our way of living and doing business

Attribution of responsibility - Which actors can contribute most to crisis management?

- When it comes to tackling the climate and environmental crisis, businesses and the government are by far the three most influential actors (52% and 50% respectively). In third place are local citizens (38%). The European Union is attributed an influential role by 30%. This is followed by scientists and the scientific community (27%), local governments in the place of residence (17%), political parties (16%), NGOs (6%) and trade unions (3%).

Attitudes towards policies

- 87% are in favour of providing more financial support to people with low incomes if the costs for electricity and heating or mobility increase due to climate protection measures (highest level of agreement "fully agree": 48%). Likewise, 87% are of the opinion that politics should be much more concerned with a socially just design of the change in our way of living and doing business (highest level of agreement: 39%). At the same time, 65% feel uneasy about the idea of a fundamental change in our economic and living conditions, as they know from experience that many people will be worse off afterwards than before (highest level of agreement: 22%).
- 84% agree that low-income, ethnic or other minorities should not be more affected by environmental pollution than other population groups (highest level of agreement: 42%).

Main findings

Changing our way of living and doing business

- 83% are in favour of support programmes that help businesses to switch to climate-friendly production processes and products (highest approval rating: 32%). 78% think that the economy needs clear guidelines from the state in order to become climate-neutral (highest approval rating: 35%). That politics should exert much more pressure on the economy to achieve climate-friendly production methods is said by 72% (highest approval rating: 32%). Furthermore, 70% are of the opinion that politics follows the guidelines of industry and business too closely (highest approval rating: 28%).
- 74% support a more consistent switch to renewable energy (highest level of agreement: 36%). 62% agree with the statement "It annoys me that climate policy is controlled by the EU, because this does not sufficiently take into account the special features of our country" (highest level of agreement: 25%).
- 71% think that, above all, strict and consistent laws are needed to preserve an environment worth living in for us and future generations (highest level of agreement: 27%). 68% however say that there are already enough guidelines for a fundamental change in our way of living and doing business - if these were implemented, we would be on the right track (highest approval rating: 17%).
- 53% believe that structural change measures should be enforced even if jobs are lost as a result (highest level of agreement: 14%). 74%, meanwhile, say that jobs affected by structural change should be preserved as long as possible if there are no suitable alternatives (highest level of agreement: 22%).

Main findings

Changing our way of living and doing business

Assessment of measures in nature, environmental and climate protection

- **Mobility**: 91% of respondents are in favour of reducing the price of local public transport (highest level of agreement "I fully support": 60%). 89% are in favour of expanding the transport network and the frequency of local public transport (highest approval rating: 50%). More charging stations for electric or hybrid vehicles are supported by 74% (highest approval rating: 34%), a Carbon tax on airline tickets by 65% (highest approval rating: 32%), the promotion of electric vehicles by 64% (highest approval rating: 26%) and the introduction of a car toll (so that someone who drives a lot has to pay more) by 44% (highest approval rating: 20%).
- **Energy**: 77% of respondents are in favour of building more wind turbines (highest level of approval: 37%). 72% are in favour of cooperative membership (highest approval rating: 23%) and 70% are in favour of mandatory solar for public buildings and new private buildings (highest approval rating: 36%).
- **Technology/innovation/economy**: 89% of respondents are in favour of more support for the development of climate-friendly products and technologies (highest level of agreement: 47%). 83% are in favour of labelling climate-friendly products (highest approval rating: 40%). 64% are in favour of reducing subsidies that are harmful to the climate (highest approval rating: 30%) and 63% are in favour of making products that are harmful to the climate more expensive (highest approval rating: 26%).

Main findings

Changing our way of living and doing business

- **Education**: 87% support training or further education (or retraining) for employees who work in jobs that will no longer be needed in the future (highest approval rating: 42%). An improvement of school education in the field of environmental and climate protection is supported by 85% (highest approval rating: 44%).
- **Housing**: 90% support state subsidies for the renovation of buildings for thermal insulation (highest approval rating: 46%). Likewise, 90% support state subsidies for private households if they use renewable energy (highest approval rating: 47%). Financial support for cost-efficient heating systems (e.g. heat pumps) is supported by 88% (highest approval rating: 44%), and legal regulations on the energy efficiency of electrical household appliances are supported by 73% (highest approval rating: 29%).

Attitudes towards the energy and heat transition

- 94% of respondents agree that workers affected by the switch of electricity and heat supply to renewable energy (e.g. job loss) should be supported in retraining for alternative jobs (highest level of agreement "strongly agree": 51%). Furthermore, 88% think that the affected employees should be financially supported (compensation payments, severance payments, etc.) (highest level of agreement: 39%).

Main findings

Changing our way of living and doing business

- 90% of respondents think that private households that want to use renewable energy (e.g. solar electricity, solar heating or heat pump) should be financially supported (highest level of agreement: 48%). In addition, 88% agree that the development of energy communities should be supported by the government (highest level of agreement: 36%).
- According to 85% of the respondents, regions and municipalities affected by the conversion of electricity and heat supply to renewable energy (e.g. coal mining, natural gas, oil regions) should receive financial support (highest level of agreement: 34%). Furthermore, 82% think that new industries should be actively established in the affected regions and municipalities (highest level of agreement: 31%).
- 83% of respondents believe that citizens should participate in public and political life (e.g. citizens' forums, planning advisory boards) in order to help shape the community (highest level of agreement: 29%).
- 55% of respondents can imagine taking an active part in shaping their community's energy supply, with 14% saying they could "definitely" imagine doing so. Asked whether they could imagine generating their own energy, 10% say they already do, 46% say they could "definitely" imagine it and 23% say they could "rather" imagine it.

Main findings

Changing our way of living and doing business

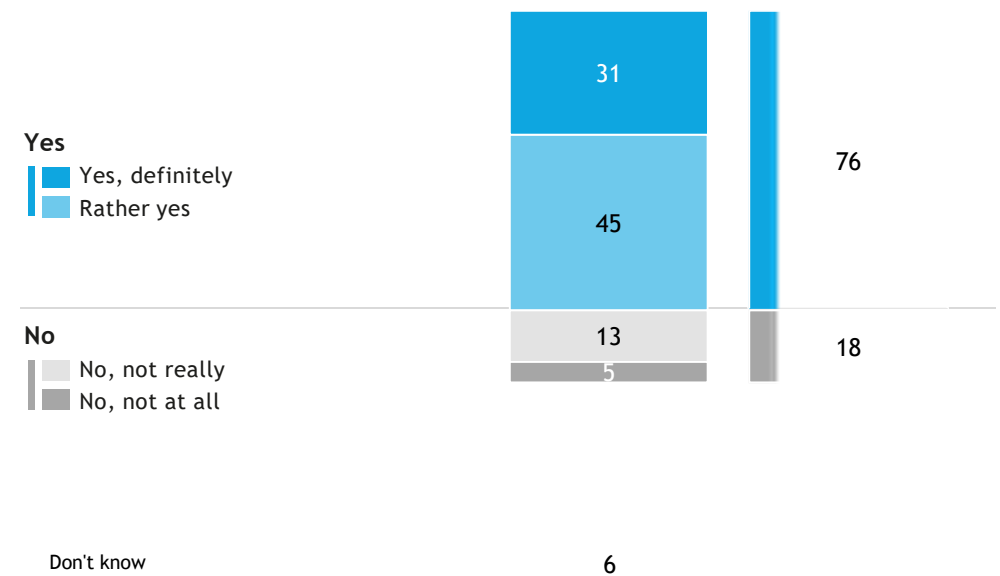
- 63% would "approve" of the construction of a solar park in their community if the profits it generates benefit the community. Another 30% would accept it, 7% would reject it. The construction of a wind park in their community would be "approved" by 48% (if the profits generated by it benefit the community). Another 36% would accept it, 16% would reject it.
- In order to fight climate change, it is necessary to heat differently in the coming years. Two-thirds of respondents think this should be done through more public subsidies for climate-neutral technologies and the replacement of heating. On the other hand, 6% favour bans and 7% higher prices for oil, gas and coal. The remaining 21% of respondents are not in favour of any of the options mentioned.
- When asked whether renewable energy has become more important since the outbreak of the Russia-Ukraine conflict, 36% answer "yes, renewable energy has become more important" Another 33% answered with "rather yes" In contrast, 16% answered with "rather no" and 15% with "no, renewable energy has not become more important"

Assessing the need for change

In your opinion, is a fundamental change in our way of living and doing business necessary in Germany?



Basis: 1,200 cases, total sample; figures in %.



Assessing the need for change

In your opinion, is there a need for fundamental change in our way of living and doing business in Germany?

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
YES	76	80	93	85	83	60	62	74	61	69	87
Yes, definitely	31	35	55	29	33	17	17	34	25	26	41
Rather yes	45	45	38	56	50	43	45	39	36	43	47
NO	18	13	3	9	16	31	28	19	28	29	11
No, not really	13	10	3	7	15	22	18	13	14	19	11
No, not at all	5	3	1	1	1	9	10	6	14	10	-
Don't know	6	7	4	6	2	8	10	7	12	3	2

Basis: 1,200 cases, total sample; figures in %.

EST = Established
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 COS = Cosmopolitan Avantgarde
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 PRO = Progressive Realists

strongly overrepresented
 overrepresented
 strongly underrepresented
 underrepresented

Assessing the need for change

In your opinion, is there a need for fundamental change in our way of living and doing business in Germany?

		Gender		Age (years)				
	Total	Male	Female	18-29	30-39	40-49	50-59	60-69
YES	76	74	77	81	75	73	75	75
Yes, definitely	31	32	31	30	31	35	32	28
Rather yes	45	43	46	51	43	38	43	47
NO	18	21	15	14	19	23	16	20
No, not really	13	14	12	11	14	15	11	14
No, not at all	5	7	3	3	5	8	5	6
Don't know	6	4	8	5	6	5	9	5

Basis: 1,200 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Assessing the need for change

In your opinion, is there a need for fundamental change in our way of living and doing business in Germany?

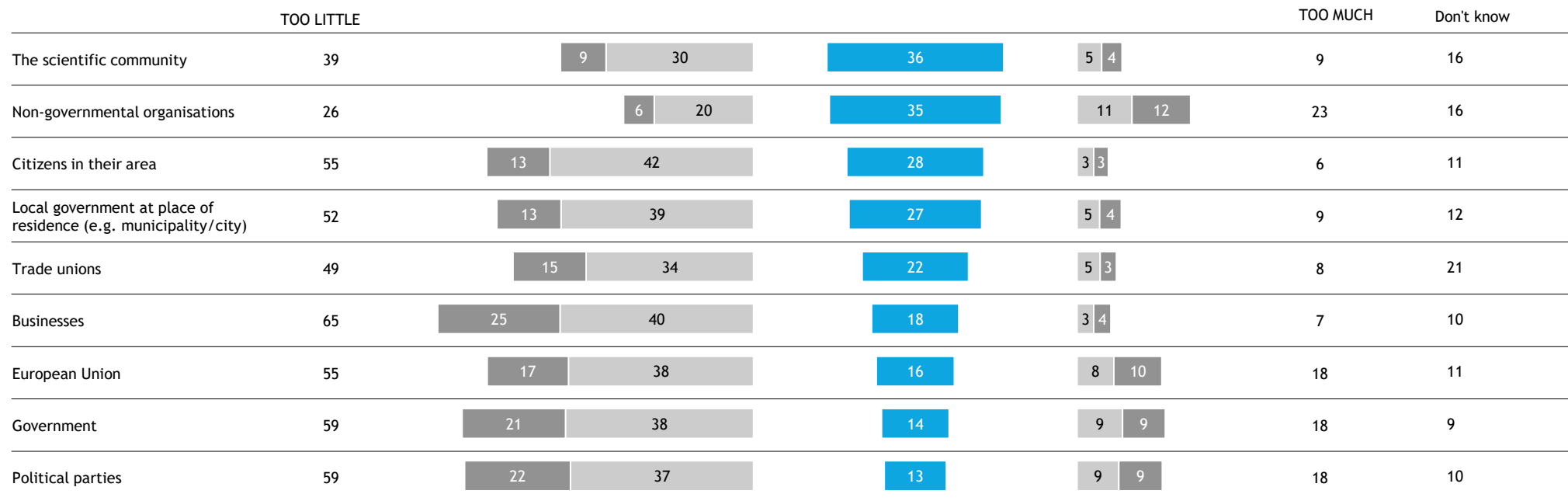
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1.247 €)	Medium 60-140% (1.247-2.910 €)	High >140% (>2.910 €)
YES	76	74	72	81	74	78	75
Yes, definitely	31	30	29	34	32	32	30
Rather yes	45	43	42	47	42	46	45
NO	18	19	20	17	18	18	22
No, not really	13	14	15	11	14	12	16
No, not at all	5	5	5	6	5	5	6
Don't know	6	8	9	3	8	5	4

Basis: 1,200 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attribution of responsibility

What do you think: Are the following actors doing too much or too little to address climate change?



Basis: 1,200 cases, total sample; figures in %.

Way too little
Too little

Just right

Way too much
Too much

Attribution of responsibility (1)

What do you think: Are the following actors doing too much or too little to address climate change?

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Businesses											
Way too much/too much	7	5	-	9	5	11	2	11	12	15	4
Just right	18	18	4	20	13	34	21	8	10	27	18
Too little/way too little	65	68	92	61	73	47	59	57	55	48	76
Local government at place of residence (e.g. municipality/city)											
Way too much/too much	9	11	2	7	4	13	11	15	15	14	3
Just right	27	25	17	30	26	43	29	18	22	30	27
Too little/way too little	52	56	72	53	61	37	39	45	40	47	67
European Union											
Way too much/too much	18	23	6	9	12	23	21	15	25	33	11
Just right	16	16	7	22	13	27	9	10	14	21	19
Too little/way too little	55	52	79	59	66	41	46	55	38	36	64

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strongly overrepresented
 overrepresented
 strongly underrepresented
 underrepresented

Attribution of responsibility (2)

What do you think: Are the following actors doing too much or too little to address climate change?

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Government											
Way too much/too much	18	20	7	15	16	23	21	21	25	25	13
Just right	14	15	6	19	9	20	10	9	9	24	17
Too little/way too little	59	57	85	58	68	49	54	56	48	43	67
Citizens in their area											
Way too much/too much	6	7	1	3	5	5	7	8	7	21	5
Just right	28	22	18	34	23	45	27	21	28	36	24
Too little/way too little	55	63	75	53	64	42	50	51	39	33	67
Trade unions											
Way too much/too much	8	10	-	9	8	12	7	9	10	12	5
Just right	22	24	11	23	21	35	18	18	14	32	19
Too little/way too little	49	50	68	50	56	34	41	44	42	37	63

Basis: 1,200 cases, total sample; figures in %.

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Attribution of responsibility (3)

What do you think: Are the following actors doing too much or too little to address climate change?

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Political parties											
Way too much/too much	18	16	6	12	15	24	22	21	24	32	9
Just right	13	18	4	19	13	19	6	7	5	17	19
Too little/way too little	59	55	84	59	65	48	53	55	52	41	69
Non-governmental organisations											
Way too much/too much	23	28	12	21	19	29	28	16	28	31	19
Just right	35	32	50	40	37	33	28	22	24	29	46
Too little/way too little	26	32	26	28	30	25	16	38	22	26	25
The scientific community											
Way too much/too much	9	7	2	8	7	15	11	9	9	22	5
Just right	36	43	36	40	38	40	31	25	23	32	44
Too little/way too little	39	39	48	38	44	34	30	40	43	36	44

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strongly overrepresented
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Attribution of responsibility (1)

What do you think: Are the following actors doing too much or too little to address climate change?

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Businesses								
Way too much/too much	7	9	5	13	7	8	4	4
Just right	18	20	16	18	19	14	20	17
Too little/way too little	65	64	64	60	63	67	64	68
Local government at place of residence (e.g. municipality/city)								
Way too much/too much	9	11	7	11	9	9	6	10
Just right	27	30	24	27	26	20	31	30
Too little/way too little	52	51	53	53	53	58	50	50
European Union								
Way too much/too much	18	21	13	14	17	16	17	22
Just right	16	18	14	19	14	14	17	15
Too little/way too little	55	53	55	58	55	57	51	52

Basis: 1,200 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attribution of responsibility (2)

What do you think: Are the following actors doing too much or too little to address climate change?

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Government								
Way too much/too much	18	22	14	16	19	19	16	21
Just right	14	16	11	16	11	10	16	15
Too little/way too little	59	57	62	62	62	61	57	57
Citizens in their area								
Way too much/too much	6	8	5	11	6	7	4	4
Just right	28	31	25	28	24	27	26	35
Too little/way too little	55	53	56	52	58	53	57	51
Trade unions								
Way too much/too much	8	10	6	12	7	9	5	9
Just right	22	24	19	19	26	17	22	24
Too little/way too little	49	50	48	54	44	55	47	47

Basis: 1,200 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attribution of responsibility (3)

What do you think: Are the following actors doing too much or too little to address climate change?

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Political parties								
Way too much/too much	18	20	15	18	19	18	13	19
Just right	13	16	10	15	11	10	14	13
Too little/way too little	59	57	61	60	58	60	60	57
Non-governmental organisations								
Way too much/too much	23	28	19	25	19	25	25	22
Just right	35	36	34	38	35	29	34	40
Too little/way too little	26	26	27	24	31	31	24	23
The scientific community								
Way too much/too much	9	12	7	17	9	10	7	5
Just right	36	41	31	36	34	29	39	42
Too little/way too little	39	37	41	36	38	48	38	38

strongly overrepresented
 strongly underrepresented
 overrepresented
 underrepresented

Basis: 1,200 cases, total sample; figures in %.

Attribution of responsibility (1)

What do you think: Are the following actors doing too much or too little to address climate change?

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1.247 €)	Medium 60-140% (1.247-2.910 €)	High >140% (>2.910 €)
Businesses							
Way too much/too much	7	6	8	6	7	7	8
Just right	18	16	21	17	19	19	17
Too little/way too little	65	62	59	71	61	65	68
Local government at place of residence (e.g. municipality/city)							
Way too much/too much	9	7	12	8	7	10	8
Just right	27	27	30	25	27	27	32
Too little/way too little	52	50	46	59	48	55	54
European Union							
Way too much/too much	18	16	20	16	16	19	17
Just right	16	15	16	17	19	16	16
Too little/way too little	55	53	50	59	49	55	59

Basis: 1,200 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attribution of responsibility (2)

What do you think: Are the following actors doing too much or too little to address climate change?

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1.247 €)	Medium 60-140% (1.247-2.910 €)	High >140% (>2.910 €)
Government							
Way too much/too much	18	15	23	16	15	20	18
Just right	14	13	12	15	15	14	14
Too little/way too little	59	59	55	63	58	60	62
Citizens in their area							
Way too much/too much	6	5	6	7	5	8	6
Just right	28	28	29	27	26	29	28
Too little/way too little	55	50	53	58	53	55	61
Trade unions							
Way too much/too much	8	5	11	7	7	9	8
Just right	22	22	22	22	23	22	24
Too little/way too little	49	47	43	55	45	50	

Basis: 1,200 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attribution of responsibility (3)

What do you think: Are the following actors doing too much or too little to address climate change?

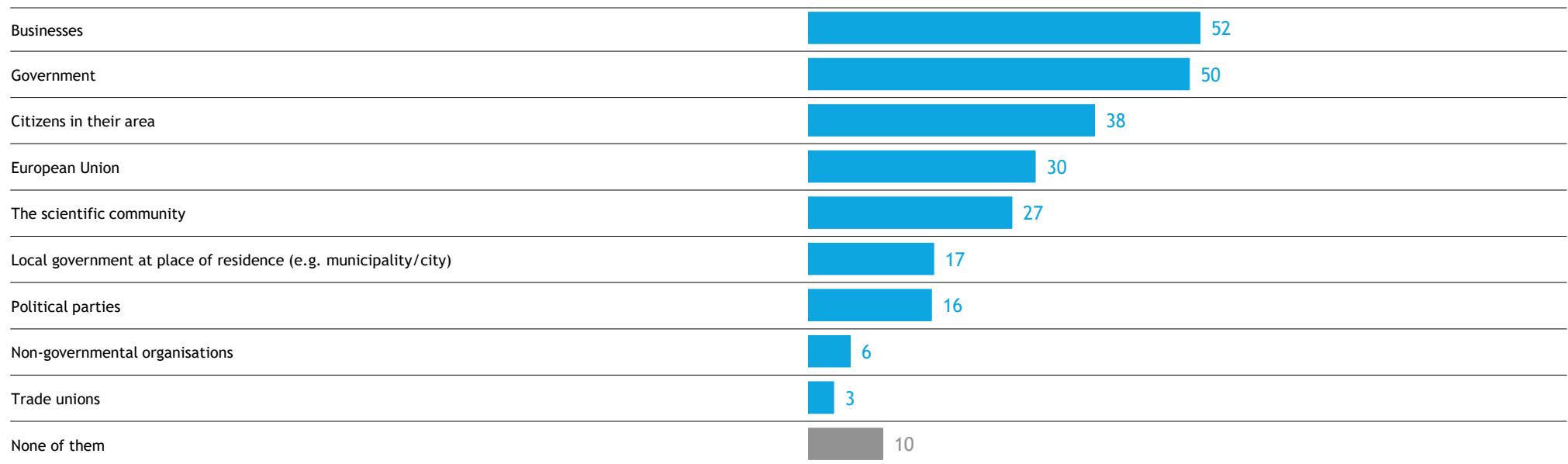
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1.247 €)	Medium 60-140% (1.247-2.910 €)	High >140% (>2.910 €)
Political parties							
Way too much/too much	18	17	21	15	16	19	15
Just right	13	11	12	15	11	14	15
Too little/way too little	59	58	54	64	58	59	63
Non-governmental organisations							
Way too much/too much	23	19	26	24	19	25	28
Just right	35	29	34	41	32	35	41
Too little/way too little	26	32	25	25	27	29	22
The scientific community							
Way too much/too much	9	5	12	10	8	11	7
Just right	36	29	36	40	29	38	43
Too little/way too little	39	47	33	40	43	38	39

Basis: 1,200 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attribution of responsibility

And when it comes to tackling the climate and environmental crisis, which of the following actors do you think can contribute most to tackling the crisis? Please name up to three of the most influential actors in your opinion.



Basis: 1,200 cases, total sample; figures in %.

Attribution of responsibility

And when it comes to tackling the climate and environmental crisis, which of the following actors do you think can contribute most to tackling the crisis? Please name up to three of the most influential actors in your opinion.

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Businesses	52	56	68	48	59	47	52	39	37	35	61
Government	50	49	62	54	54	46	43	42	41	45	58
Citizens in their area	38	43	51	37	38	31	37	29	41	30	33
European Union	30	30	31	33	38	28	25	34	21	25	33
The scientific community	27	27	26	36	29	27	28	21	22	24	24
Local government at place of residence (e.g. municipality/city)	17	17	12	23	19	12	18	18	16	9	23
Political parties	16	22	11	17	19	16	14	18	17	16	14
Non-governmental organisations	6	5	5	10	8	4	6	4	3	4	4
Trade unions	3	3	3	2	2	6	2	2	1	10	4
None of them	10	4	2	2	5	12	18	19	20	20	2

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strongly overrepresented
 overrepresented
 strongly underrepresented
 underrepresented

Attribution of responsibility

And when it comes to tackling the climate and environmental crisis, which of the following actors do you think can contribute most to tackling the crisis? Please name up to three of the most influential actors in your opinion.

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Businesses	52	52	51	46	52	43	55	61
Government	50	51	49	55	50	51	46	50
Citizens in their area	38	38	38	29	35	38	43	44
European Union	30	31	28	41	30	30	26	24
The scientific community	27	32	22	31	25	26	24	28
Local government at place of residence (e.g. municipality/city)	17	16	17	17	10	18	17	20
Political parties	16	16	16	20	19	18	15	10
Non-governmental organisations	6	5	6	8	8	3	5	4
Trade unions	3	3	4	9	3	3	1	0
None of them	10	8	12	4	10	13	12	10

Basis: 1,200 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attribution of responsibility

And when it comes to tackling the climate and environmental crisis, which of the following actors do you think can contribute most to tackling the crisis? Please name up to three of the most influential actors in your opinion.

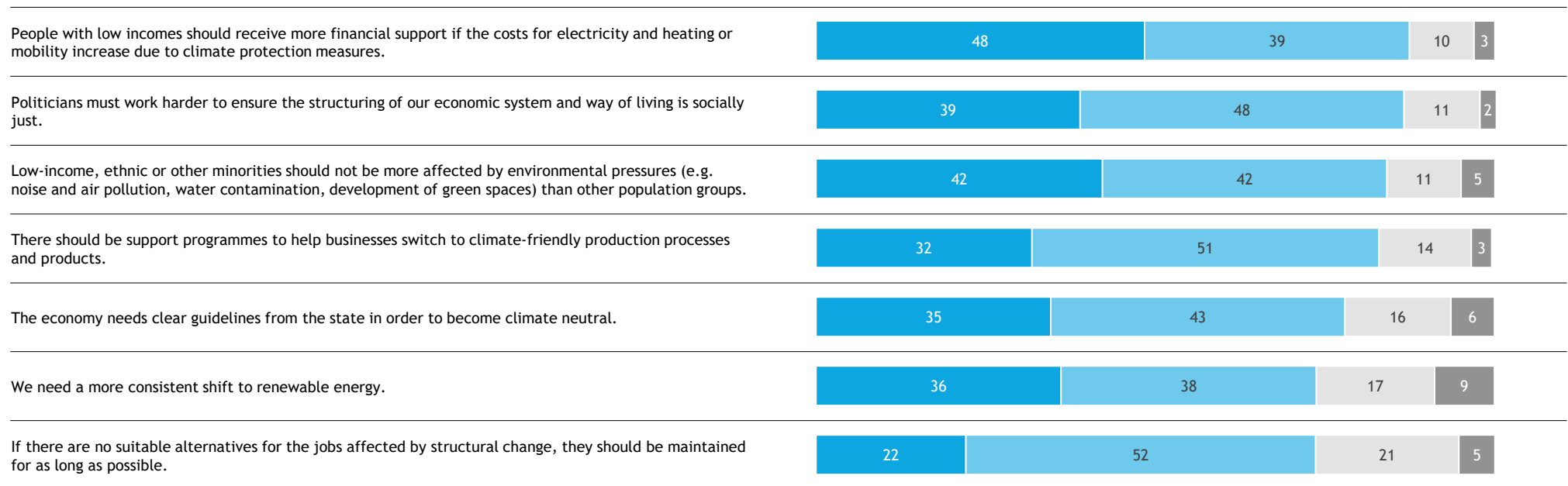
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1.247 €)	Medium 60-140% (1.247-2.910 €)	High >140% (>2.910 €)
Businesses	52	44	52	56	44	53	56
Government	50	48	48	54	48	50	54
Citizens in their area	38	36	39	38	37	38	37
European Union	30	28	26	34	26	30	36
The scientific community	27	26	22	32	24	28	25
Local government at place of residence (e.g. municipality/city)	17	19	15	16	14	17	20
Political parties	16	18	17	15	20	15	12
Non-governmental organisations	6	5	5	6	5	6	3
Trade unions	3	2	4	4	3	3	3
None of them	10	14	12	5	13	9	6

Basis: 1,200 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attitudes towards policies (1)

To what extent do you agree with the following statements?

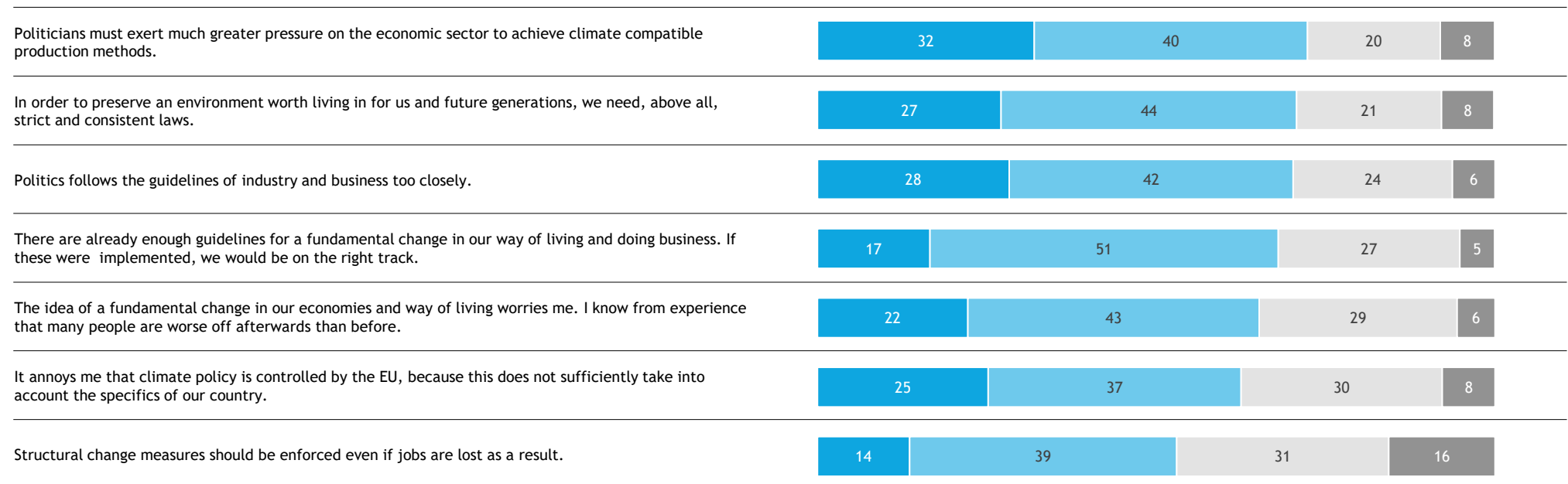


Basis: 1,200 cases, total sample; figures in %.

■ Fully agree
 ■ Somewhat agree
 ■ Somewhat disagree
 ■ Completely disagree

Attitudes towards policies (2)

To what extent do you agree with the following statements?



Basis: 1,200 cases, total sample; figures in %.

■ Fully agree ■ Somewhat agree ■ Somewhat disagree ■ Completely disagree

Attitudes towards policies (1)





To what extent do you agree with the following statements?

Response category: „Fully agree / Somewhat agree”

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
People with low incomes should receive more financial support if the costs for electricity and heating or mobility increase due to climate protection measures.	87	87	94	86	85	91	89	84	94	72	87
Politicians must work harder to ensure the structuring of our economic system and way of living is socially just.	87	87	90	91	83	82	87	81	89	76	93
Low-income, ethnic or other minorities should not be more affected by environmental pressures (e.g. noise and air pollution, water contamination, development of green spaces) than other population groups.	84	88	94	85	86	81	82	82	83	67	89
There should be support programmes to help businesses switch to climate-friendly production processes and products.	83	89	90	88	90	78	77	81	73	65	92
The economy needs clear guidelines from the state in order to become climate neutral.	78	83	94	87	81	67	74	69	64	67	83
We need a more consistent shift to renewable energy.	74	81	90	84	79	59	63	76	54	60	86
If there are no suitable alternatives for the jobs affected by structural change, they should be maintained for as long as possible.	74	82	50	67	71	87	83	70	80	76	72

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Attitudes towards policies (2)





To what extent do you agree with the following statements?

Response category: „Fully agree / Somewhat agree”

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Politicians must exert much greater pressure on the economic sector to achieve climate compatible production methods.	72	73	92	82	74	61	61	74	60	61	80
In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.	71	71	88	79	76	57	63	70	57	60	80
Politics follows the guidelines of industry and business too closely.	70	74	87	70	69	62	64	79	64	51	81
There are already enough guidelines for a fundamental change in our way of living and doing business.	68	69	48	73	58	83	71	71	72	71	69
The idea of a fundamental change in our economies and way of living worries me. I know from experience that many people are worse off afterwards than before.	65	70	40	64	54	80	82	71	80	67	51
It annoys me that climate policy is controlled by the EU, because this does not take the particularities of our country are not sufficiently taken into account.	62	70	37	52	46	78	75	68	80	69	60
Structural change measures should be enforced even if jobs are lost as a result.	53	53	75	58	62	45	37	42	32	53	60

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Attitudes towards policies (1)

To what extent do you agree with the following statements?

Response category: „Fully agree / Somewhat agree”

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
People with low incomes should receive more financial support if the costs for electricity and heating or mobility increase due to climate protection measures.	87	86	89	80	85	87	90	95
Politicians must work harder to ensure the structuring of our economic system and way of living is socially just.	87	85	88	80	84	85	91	91
Low-income, ethnic or other minorities should not be more affected by environmental pressures (e.g. noise and air pollution, water contamination, development of green spaces) than other population groups.	84	82	87	76	83	83	90	88
There should be support programmes to help businesses switch to climate-friendly production processes and products.	83	81	85	85	83	81	81	85
The economy needs clear guidelines from the state in order to become climate neutral.	78	75	81	79	76	72	80	82
We need a more consistent shift to renewable energy.	74	75	73	78	76	69	73	73
If there are no suitable alternatives for the jobs affected by structural change, they should be maintained for as long as possible.	74	69	79	73	74	74	75	72

Basis: 1,200 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attitudes towards policies (2)

To what extent do you agree with the following statements?

Response category: „Fully agree / Somewhat agree”

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Politicians must exert much greater pressure on the economic sector to achieve climate compatible production methods.	72	70	75	75	75	67	68	77
In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.	71	70	71	74	70	69	69	71
Politics follows the guidelines of industry and business too closely.	70	68	72	69	69	66	73	73
There are already enough guidelines for a fundamental change in our way of living and doing business. If these were implemented, we would be on the right track.	68	67	70	62	63	70	72	72
The idea of a fundamental change in our economies and way of living worries me. I know from experience that many people are worse off afterwards than before.	65	65	65	59	67	68	68	63
It annoys me that climate policy is controlled by the EU, because this does not sufficiently take into account the specifics of our country.	62	61	65	53	67	70	61	62
Structural change measures should be enforced even if jobs are lost as a result.	53	57	48	59	55	50	50	51

Basis: 1,200 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
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Attitudes towards policies (1)

To what extent do you agree with the following statements?

Response category: „Fully agree / Somewhat agree”

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1.247 €)	Medium 60-140% (1.247-2.910 €)	High >140% (>2.910 €)
People with low incomes should receive more financial support if the costs for electricity and heating or mobility increase due to climate protection measures.	87	92	88	84	91	89	77
Politicians must work harder to ensure the structuring of our economic system and way of living is socially just.	87	88	84	86	85	86	87
Low-income, ethnic or other minorities should not be more affected by environmental pressures (e.g. noise and air pollution, water contamination, development of green spaces) than other population groups.	84	85	81	86	84	84	85
There should be support programmes to help businesses switch to climate-friendly production processes and products.	83	82	82	84	85	82	85
The economy needs clear guidelines from the state in order to become climate neutral.	78	73	75	84	75	78	82
We need a more consistent shift to renewable energy.	74	69	70	79	71	76	74
If there are no suitable alternatives for the jobs affected by structural change, they should be maintained for as long as possible.	74	80	77	66	76	75	66

Basis: 1,200 cases, total sample; figures in %.

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Attitudes towards policies (2)

To what extent do you agree with the following statements?

Response category: „Fully agree / Somewhat agree”

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1.247 €)	Medium 60-140% (1.247-2.910 €)	High >140% (>2.910 €)
Politicians must exert much greater pressure on the economic sector to achieve climate compatible production methods.	72	74	68	75	74	71	74
In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.	71	67	68	75	68	71	73
Politics follows the guidelines of industry and business too closely.	70	73	68	70	71	71	69
There are already enough guidelines for a fundamental change in our way of living and doing business. If these were implemented, we would be on the right track.	68	76	66	65	70	68	65
The idea of a fundamental change in our economies and way of living worries me. I know from experience that many people are worse off afterwards than before.	65	71	68	59	69	67	55
It annoys me that climate policy is controlled by the EU, because this does not sufficiently take into account the specifics of our country.	62	69	66	55	68	63	51
Structural change measures should be enforced even if jobs are lost as a result.	53	44	48	63	48	55	56

Basis: 1,200 cases, total sample; figures in %.

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Attitudes towards policies (1)

To what extent do you agree with the following statements?

Response category: „Fully agree“

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
People with low incomes should receive more financial support if the costs for electricity and heating or mobility increase due to climate protection measures.	48	45	55	41	49	42	50	51	71	33	51
Low-income, ethnic or other minorities should not be more affected by environmental pressures (e.g. noise and air pollution, water contamination, development of green spaces) than other population groups.	42	44	70	39	49	19	25	54	49	26	52
Politicians must work harder to ensure the structuring of our economic system and way of living is socially just.	39	43	47	30	35	27	39	51	52	31	42
We need a more consistent shift to renewable energy.	36	37	67	34	47	10	22	41	24	26	51
The economy needs clear guidelines from the state in order to become climate neutral.	35	40	62	26	40	19	24	38	28	25	40
Politicians would have to exert much stronger pressure on the economy to achieve a climate-friendly mode of production.	32	36	59	23	44	10	21	42	28	19	38
There should be support programmes to help businesses switch to climate-friendly production processes and products.	32	35	45	28	37	18	29	38	29	15	46

Basis: 1,200 cases, total sample; figures in %.

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 PRO = Progressive Realists

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Attitudes towards policies (2)

To what extent do you agree with the following statements?

Response category: „Fully agree“

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Politics follows the guidelines of industry and business too closely.	28	26	51	21	30	15	23	44	30	15	31
In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.	27	31	48	22	32	11	16	35	23	23	31
It annoys me that climate policy is controlled by the EU, because this does not sufficiently take into account the specifics of our country.	25	31	11	17	21	30	30	39	50	19	17
The idea of a fundamental change in our economies and way of living worries me. I know from experience that many people are worse off afterwards than before.	22	23	10	17	17	23	29	35	49	22	12
If there are no suitable alternatives for the jobs affected by structural change, they should be maintained for as long as possible.	22	22	14	19	21	26	30	27	39	17	11
There are already enough guidelines for a fundamental change in our way of living and doing business. If these were implemented, we would be on the right track.	17	19	13	13	11	19	19	23	22	18	15
Structural change measures should be enforced even if jobs are lost as a result.	14	14	26	13	20	4	5	18	8	15	12

Basis: 1,200 cases, total sample; figures in %.

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Attitudes towards policies (1)

To what extent do you agree with the following statements?

Response category: „Fully agree“

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
People with low incomes should receive more financial support if the costs for electricity and heating or mobility increase due to climate protection measures.	48	45	52	44	42	50	52	54
Low-income, ethnic or other minorities should not be more affected by environmental pressures (e.g. noise and air pollution, water contamination, development of green spaces) than other population groups.	42	39	45	35	47	44	42	43
Politicians must work harder to ensure the structuring of our economic system and way of living is socially just.	39	36	42	28	38	42	44	41
We need a more consistent shift to renewable energy.	36	38	34	35	39	35	33	38
The economy needs clear guidelines from the state in order to become climate neutral.	35	34	35	32	31	37	33	41
Politicians must exert much greater pressure on the economic sector to achieve climate compatible production methods.	32	31	33	30	33	36	28	35
There should be support programmes to help businesses switch to climate-friendly production processes and products.	32	31	33	33	36	33	28	29

Basis: 1,200 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attitudes towards policies (2)

To what extent do you agree with the following statements?

Response category: „Fully agree“

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Politics follows the guidelines of industry and business too closely.	28	27	29	26	32	27	29	28
In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.	27	26	28	32	28	24	23	29
It annoys me that climate policy is controlled by the EU, because this does not sufficiently take into account the specifics of our country.	25	26	24	18	23	31	28	26
The idea of a fundamental change in our economies and way of living worries me. I know from experience that many people are worse off afterwards than before.	22	23	22	19	22	27	22	22
If there are no suitable alternatives for the jobs affected by structural change, they should be maintained for as long as possible.	22	19	25	19	20	26	26	20
There are already enough guidelines for a fundamental change in our way of living and doing business. If these were implemented, we would be on the right track.	17	16	17	12	12	19	22	16
Structural change measures should be enforced even if jobs are lost as a result.	14	16	11	17	16	15	12	8

Basis: 1,200 cases, total sample; figures in %.

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■ overrepresented ■ underrepresented

Attitudes towards policies (1)

To what extent do you agree with the following statements?

Response category: „Fully agree“

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1.247 €)	Medium 60-140% (1.247-2.910 €)	High >140% (>2.910 €)
People with low incomes should receive more financial support if the costs for electricity and heating or mobility increase due to climate protection measures.	48	57	50	41	58	47	37
Low-income, ethnic or other minorities should not be more affected by environmental pressures (e.g. noise and air pollution, water contamination, development of green spaces) than other population groups.	42	44	38	45	41	42	44
Politicians must work harder to ensure the structuring of our economic system and way of living is socially just.	39	42	37	38	45	36	35
We need a more consistent shift to renewable energy.	36	30	32	43	33	37	44
The economy needs clear guidelines from the state in order to become climate neutral.	35	32	30	40	34	33	38
Politicians must exert much greater pressure on the economic sector to achieve climate compatible production methods.	32	33	27	35	34	30	35
There should be support programmes to help businesses switch to climate-friendly production processes and products.	32	30	30	34	34	31	32

Basis: 1,200 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
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Attitudes towards policies (2)

To what extent do you agree with the following statements?

Response category: „Fully agree“

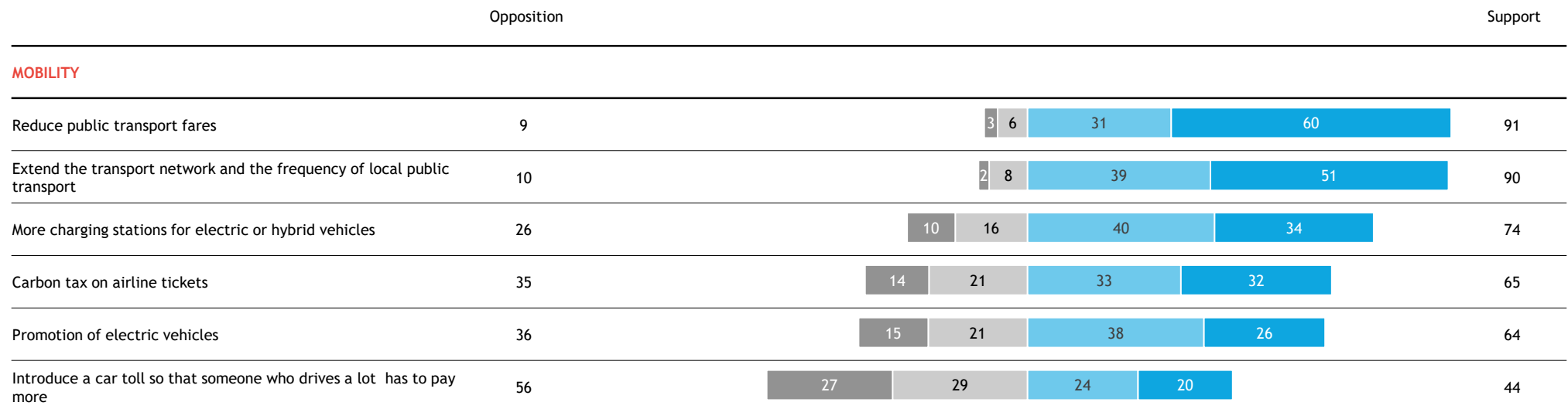
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1.247 €)	Medium 60-140% (1.247-2.910 €)	High >140% (>2.910 €)
Politics follows the guidelines of industry and business too closely.	28	28	27	29	30	27	30
In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.	27	27	24	30	23	28	34
It annoys me that climate policy is controlled by the EU, because this does not sufficiently take into account the specifics of our country.	25	30	27	21	29	25	21
The idea of a fundamental change in our economies and way of living worries me. I know from experience that many people are worse off afterwards than before.	22	28	21	20	28	21	18
If there are no suitable alternatives for the jobs affected by structural change, they should be maintained for as long as possible.	22	27	24	17	29	21	16
There are already enough guidelines for a fundamental change in our way of living and doing business. If these were implemented, we would be on the right track.	17	21	15	15	21	15	16
Structural change measures should be enforced even if jobs are lost as a result.	14	11	12	16	13	13	17

Basis: 1,200 cases, total sample; figures in %.



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Assessment of measures in nature, environmental and climate protection (1)

There are various proposals to advance climate and environmental protection. To what extent do you support the following measures?



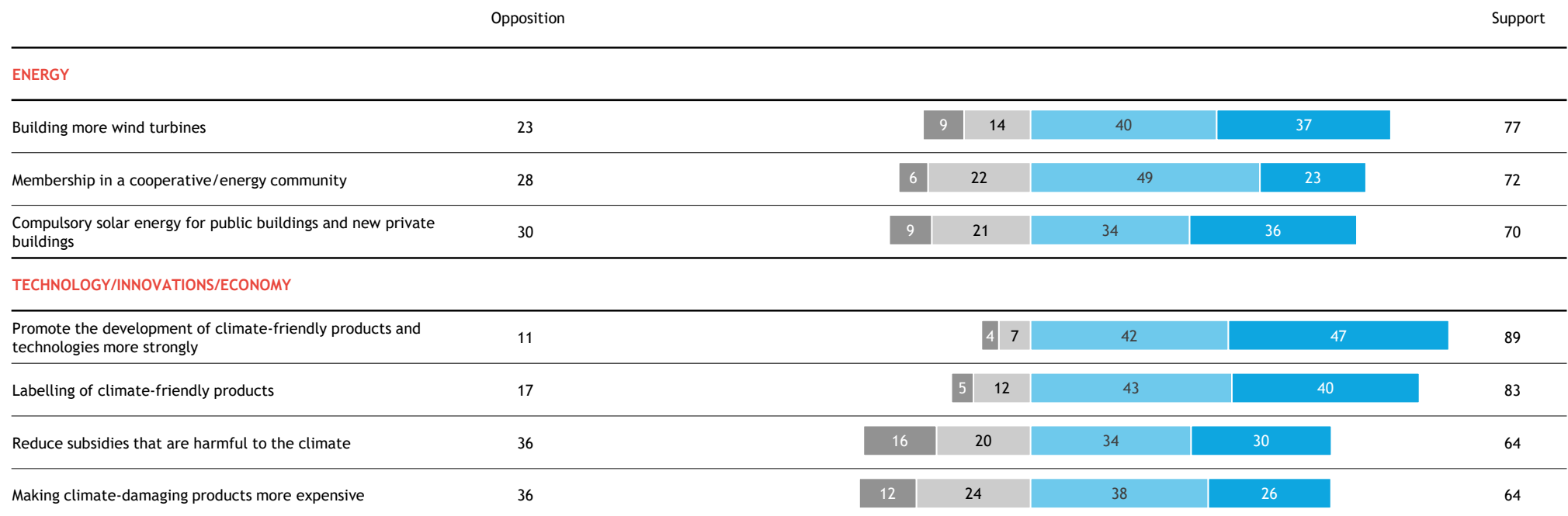
Basis: 1,200 cases, total sample; figures in %.

 I completely reject it
  I would rather agree



 I would rather reject it
  I completely agree



Assessment of measures in nature, environmental and climate protection (2)

There are various proposals to advance climate and environmental protection. To what extent do you support the following measures?



Basis: 1,200 cases, total sample; figures in %.

 I completely reject it
  I would rather agree



 I would rather reject it
  I completely agree



Assessment of measures in nature, environmental and climate protection (3)

There are various proposals to advance climate and environmental protection. To what extent do you support the following measures?



Basis: 1,200 cases, total sample; figures in %.

 I completely reject it
  I would rather agree

 I would rather reject it
  I completely agree

Assessment of measures in nature, environmental and climate protection (1)





There are various proposals to advance climate and environmental protection. To what extent do you support the following measures?

Response category: "I completely / would rather agree"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
MOBILITY											
Reduce public transport fares	91	93	95	94	86	91	96	88	90	79	94
Extend the transport network and the frequency of local public transport	90	91	99	94	90	88	91	86	83	73	93
More charging stations for electric or hybrid vehicles	74	74	83	84	82	70	64	73	59	61	86
Carbon tax on airline tickets	65	73	87	68	59	50	65	57	58	55	71
Promotion of electric vehicles	64	72	64	77	71	57	48	63	50	60	76
Introduce a car toll so that someone who drives a lot has to pay more	44	54	52	38	51	40	36	41	34	47	45

Basis: 1,200 cases, total sample; figures in %.

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 PRO = Progressive Realists

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Assessment of measures in nature, environmental and climate protection (1)

There are various proposals to advance climate and environmental protection. To what extent do you support the following measures?

Response category: "I completely / would rather agree"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
MOBILITY								
Reduce public transport fares	91	87	95	89	88	89	93	94
Extend the transport network and the frequency of local public transport	90	88	91	84	87	89	95	93
More charging stations for electric or hybrid vehicles	74	78	70	75	71	73	77	75
Carbon tax on airline tickets	65	65	66	54	69	63	66	75
Promotion of electric vehicles	64	67	60	72	62	61	64	60
Introduce a car toll so that someone who drives a lot has to pay more	44	48	40	37	49	44	44	48

Basis: 1,200 cases, total sample; figures in %.

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Assessment of measures in nature, environmental and climate protection (1)

There are various proposals to advance climate and environmental protection. To what extent do you support the following measures?

Response category: "I completely / would rather agree"

Response category: "I completely / would rather agree"		Education			Net equivalent income (HH/month)		
	Total	Low	Medium	High	Low <60% (<1.247 €)	Medium 60-140% (1.247-2.910 €)	High >140% (>2.910 €)
MOBILITY							
Reduce public transport fares	91	92	87	93	90	91	90
Extend the transport network and the frequency of local public transport	90	90	85	93	89	89	93
More charging stations for electric or hybrid vehicles	74	73	68	79	72	74	82
Carbon tax on airline tickets	65	68	64	64	66	66	64
Promotion of electric vehicles	64	62	60	68	61	64	70
Introduce a car toll so that someone who drives a lot has to pay more	44	42	43	47	48	44	44

Basis: 1,200 cases, total sample; figures in %.

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Assessment of measures in nature, environmental and climate protection (1)





There are various proposals to advance climate and environmental protection. To what extent do you support the following measures?

Response category: "I completely / would rather agree"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
MOBILITY											
Introduce a car toll so that someone who drives a lot has to pay more	56	46	48	62	49	61	64	59	66	53	55
Promotion of electric vehicles	36	28	36	23	29	44	52	37	50	40	24
Carbon tax on airline tickets	35	27	13	32	41	50	35	43	42	45	29
More charging stations for electric or hybrid vehicles	26	26	17	16	18	30	36	27	41	39	14
Extend the transport network and the frequency of local public transport	10	9	1	6	10	12	9	14	17	27	7
Reduce public transport fares	9	7	6	6	15	9	4	12	11	21	6

Basis: 1,200 cases, total sample; figures in %.

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Assessment of measures in nature, environmental and climate protection (1)

There are various proposals to advance climate and environmental protection. To what extent do you support the following measures?

Response category: "I completely / would rather agree"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
MOBILITY								
Introduce a car toll so that someone who drives a lot has to pay more	56	52	60	63	51	56	56	53
Promotion of electric vehicles	36	33	40	28	38	39	36	41
Carbon tax on airline tickets	35	36	34	46	31	37	35	25
More charging stations for electric or hybrid vehicles	26	22	30	26	29	27	23	25
Extend the transport network and the frequency of local public transport	10	12	9	16	13	12	5	7
Reduce public transport fares	9	13	5	11	12	11	7	6

Basis: 1,200 cases, total sample; figures in %.

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Assessment of measures in nature, environmental and climate protection (1)

There are various proposals to advance climate and environmental protection. To what extent do you support the following measures?

Response category: "I completely / would rather agree"

Response category: "I completely / would rather agree"		Education			Net equivalent income (HH/month)		
		Total	Low	Medium	High	Low <60% (<1.247 €)	Medium 60-140% (1.247-2.910 €)
MOBILITY							
Introduce a car toll so that someone who drives a lot has to pay more	56	58	58	53	52	56	56
Promotion of electric vehicles	36	38	40	32	39	37	30
Carbon tax on airline tickets	35	32	36	36	34	34	37
More charging stations for electric or hybrid vehicles	26	27	32	21	28	26	18
Extend the transport network and the frequency of local public transport	10	10	15	7	11	11	7
Reduce public transport fares	9	8	13	7	10	9	10

Basis: 1,200 cases, total sample; figures in %.

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Assessment of measures in nature, environmental and climate protection (2)




There are various proposals to advance climate and environmental protection. To what extent do you support the following measures?

Response category: "I completely / would rather agree"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
ENERGY											
Building more wind turbines	77	80	88	81	85	66	70	73	67	67	89
Membership in a cooperative/energy community	72	79	83	75	71	68	64	63	60	67	78
Compulsory solar energy for public buildings and new private buildings	70	75	89	77	76	54	60	65	60	53	83
TECHNOLOGY/INNOVATIONS/ECONOMY											
Promote the development of climate-friendly products and technologies more strongly	89	90	99	96	95	84	89	81	81	77	95
Labelling of climate-friendly products	83	90	94	86	86	81	75	81	74	64	93
Reduce subsidies that are harmful to the climate	64	67	78	71	70	61	55	52	47	58	72
Making climate-damaging products more expensive	64	71	91	64	75	46	52	59	47	49	70

Basis: 1,200 cases, total sample; figures in %.

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Assessment of measures in nature, environmental and climate protection (2)

There are various proposals to advance climate and environmental protection. To what extent do you support the following measures?

Response category: "I completely / would rather agree"

Response category: "I completely / would rather agree"		Gender		Age (years)				
	Total	Male	Female	18-29	30-39	40-49	50-59	60-69
ENERGY								
Building more wind turbines	77	77	77	80	80	71	78	76
Membership in a cooperative/energy community	72	74	70	73	66	70	73	76
Compulsory solar energy for public buildings and new private buildings	70	69	70	71	71	65	67	75
TECHNOLOGY/INNOVATIONS/ECONOMY								
Promote the development of climate-friendly products and technologies more strongly	89	88	91	89	87	87	92	92
Labelling of climate-friendly products	83	81	85	80	82	84	83	86
Reduce subsidies that are harmful to the climate	64	68	61	65	63	62	63	69
Making climate-damaging products more expensive	64	65	62	67	63	55	62	69

Basis: 1,200 cases, total sample; figures in %.

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Assessment of measures in nature, environmental and climate protection (2)

There are various proposals to advance climate and environmental protection. To what extent do you support the following measures?

Response category: "I completely / would rather reject it"

Response category: "I completely / would rather reject it"		Education			Net equivalent income (HH/month)		
		Total	Low	Medium	High	Low <60% (<1.247 €)	Medium 60-140% (1.247-2.910 €)
ENERGY							
Building more wind turbines	77	78	72	81	77	77	79
Membership in a cooperative/energy community	72	70	70	75	69	74	70
Compulsory solar energy for public buildings and new private buildings	70	70	65	73	68	71	75
TECHNOLOGY/INNOVATIONS/ECONOMY							
Promote the development of climate-friendly products and technologies more strongly	89	88	89	91	84	91	93
Labelling of climate-friendly products	83	83	80	86	83	83	85
Reduce subsidies that are harmful to the climate	64	59	64	69	66	63	66
Making climate-damaging products more expensive	64	57	57	73	55	64	75

Basis: 1,200 cases, total sample; figures in %.

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Assessment of measures in nature, environmental and climate protection (2)





There are various proposals to advance climate and environmental protection. To what extent do you support the following measures?

Response category: "I completely / would rather reject it"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
ENERGY											
Compulsory solar energy for public buildings and new private buildings	30	25	11	23	25	46	40	35	40	47	17
Membership in a cooperative/energy community	28	22	17	25	29	32	36	37	40	33	22
Building more wind turbines	23	20	12	19	15	34	31	27	33	33	11
TECHNOLOGY/INNOVATIONS/ECONOMY											
Making climate-damaging products more expensive	36	29	9	36	25	54	48	42	53	51	31
Reduce subsidies that are harmful to the climate	36	33	22	30	30	39	45	48	53	43	28
Labelling of climate-friendly products	17	10	6	14	14	19	25	19	26	36	7
Promote the development of climate-friendly products and technologies more strongly	11	10	1	4	5	16	11	19	19	23	5

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 underrepresented

Assessment of measures in nature, environmental and climate protection (2)

There are various proposals to advance climate and environmental protection. To what extent do you support the following measures?

Response category: "I completely / would rather reject it"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
ENERGY								
Compulsory solar energy for public buildings and new private buildings	30	31	30	29	29	35	33	25
Membership in a cooperative/energy community	28	26	31	27	34	30	28	24
Building more wind turbines	23	23	23	20	20	29	22	24
TECHNOLOGY/INNOVATIONS/ECONOMY								
Making climate-damaging products more expensive	36	35	38	33	37	45	38	31
Reduce subsidies that are harmful to the climate	36	32	39	35	37	38	37	31
Labelling of climate-friendly products	17	19	15	20	18	16	17	14
Promote the development of climate-friendly products and technologies more strongly	11	12	9	11	13	13	8	8

Basis: 1,200 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Assessment of measures in nature, environmental and climate protection (2)

There are various proposals to advance climate and environmental protection. To what extent do you support the following measures?

Response category: "I completely / would rather reject it"

Response category: "I completely / would rather reject it"		Education			Net equivalent income (HH/month)			
		Total	Low	Medium	High	Low <60% (<1.247 €)	Medium 60-140% (1.247-2.910 €)	High >140% (>2.910 €)
ENERGY								
Compulsory solar energy for public buildings and new private buildings	30	30	35	27	32	29	25	
Membership in a cooperative/energy community	28	30	30	26	31	26	30	
Building more wind turbines	23	23	28	19	24	23	21	
TECHNOLOGY/INNOVATIONS/ECONOMY								
Making climate-damaging products more expensive	36	43	43	27	45	36	25	
Reduce subsidies that are harmful to the climate	36	41	37	31	34	37	34	
Labelling of climate-friendly products	17	17	20	15	17	17	15	
Promote the development of climate-friendly products and technologies more strongly	11	12	11	9	16	9	7	

Basis: 1,200 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Assessment of measures in nature, environmental and climate protection (3)

There are various proposals to advance climate and environmental protection. To what extent do you support the following measures?

Response category: "I completely / would rather agree"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
EDUCATION											
Training/retraining/retraining opportunities for workers in occupations that will no longer be needed in the future	86	86	96	90	87	83	83	88	77	78	94
Improve school education in the field of environmental and climate protection	84	91	98	88	93	79	75	77	77	68	91
HOUSING											
State funding for the renovation of buildings for thermal insulation	89	92	96	92	89	85	91	84	89	77	97
State subsidies for private households if they use renewable energy (for heating, electricity generation)	89	92	96	92	88	88	86	85	89	71	98
Financial support for cost-efficient heating and thermal systems (e.g. heat pump)	88	89	96	91	93	86	86	82	81	74	94
Legal regulations on the energy efficiency of electrical household appliances (e.g. energy class refrigerator)	73	80	89	81	80	62	58	69	56	67	84

Basis: 1,200 cases, total sample; figures in %.

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strongly overrepresented
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Assessment of measures in nature, environmental and climate protection (3)

There are various proposals to advance climate and environmental protection. To what extent do you support the following measures?

Response category: "I completely / would rather agree"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
EDUCATION								
Training/retraining/retraining opportunities for workers in occupations that will no longer be needed in the future	86	87	87	82	87	85	88	90
Improve school education in the field of environmental and climate protection	84	82	87	79	84	82	88	89
HOUSING								
State funding for the renovation of buildings for thermal insulation	89	88	91	86	88	90	93	91
State subsidies for private households if they use renewable energy (for heating, electricity generation)	89	88	91	86	86	90	92	92
Financial support for cost-efficient heating and thermal systems (e.g. heat pump)	88	87	89	88	85	86	91	89
Legal regulations on the energy efficiency of electrical household appliances (e.g. energy class refrigerator)	73	74	73	77	73	68	74	75

Basis: 1,200 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Assessment of measures in nature, environmental and climate protection (3)

There are various proposals to advance climate and environmental protection. To what extent do you support the following measures?

Response category: "I completely / would rather agree"

Response category: "I completely / would rather agree"	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1.247 €)	Medium 60-140% (1.247-2.910 €)	High >140% (>2.910 €)
EDUCATION							
Training/retraining/retraining opportunities for workers in occupations that will no longer be needed in the future	86	84	85	90	84	87	92
Improve school education in the field of environmental and climate protection	84	87	80	86	82	85	86
HOUSING							
State funding for the renovation of buildings for thermal insulation	89	91	86	92	88	90	90
State subsidies for private households if they use renewable energy (for heating, electricity generation)	89	91	88	89	88	90	88
Financial support for cost-efficient heating and thermal systems (e.g. heat pump)	88	88	85	90	83	90	89
Legal regulations on the energy efficiency of electrical household appliances (e.g. energy class refrigerator)	73	70	72	77	70	73	77

Basis: 1,200 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Assessment of measures in nature, environmental and climate protection (3)





There are various proposals to advance climate and environmental protection. To what extent do you support the following measures?

Response category: "I completely / would rather reject it"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
EDUCATION											
Improve school education in the field of environmental and climate protection	16	9	2	12	7	22	25	23	23	32	9
Training/retraining/retraining opportunities for workers in occupations that will no longer be needed in the future	14	14	4	11	13	17	18	12	23	22	6
HOUSING											
Legal regulations on the energy efficiency of electrical household appliances (e.g. energy class refrigerator)	27	20	11	19	20	38	42	31	44	33	16
Financial support for cost-efficient heating and thermal systems (e.g. heat pump)	12	11	4	9	7	14	14	19	19	26	7
State subsidies for private households if they use renewable energy (for heating, electricity generation)	11	8	4	8	12	12	14	15	11	29	2
State funding for the renovation of buildings for thermal insulation	11	8	4	8	11	15	9	16	12	23	3

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Assessment of measures in nature, environmental and climate protection (3)

There are various proposals to advance climate and environmental protection. To what extent do you support the following measures?

Response category: "I completely / would rather reject it"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
EDUCATION								
Improve school education in the field of environmental and climate protection	16	18	13	21	16	18	12	11
Training/retraining/retraining opportunities for workers in occupations that will no longer be needed in the future	14	14	13	18	13	15	12	10
HOUSING								
Legal regulations on the energy efficiency of electrical household appliances (e.g. energy class refrigerator)	27	26	27	23	27	32	26	26
Financial support for cost-efficient heating and thermal systems (e.g. heat pump)	12	13	11	12	15	14	9	11
State subsidies for private households if they use renewable energy (for heating, electricity generation)	11	13	9	14	14	10	8	8
State funding for the renovation of buildings for thermal insulation	11	12	9	14	12	10	7	9

Basis: 1,200 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Assessment of measures in nature, environmental and climate protection (3)

There are various proposals to advance climate and environmental protection. To what extent do you support the following measures?

Response category: "I completely / would rather reject it"

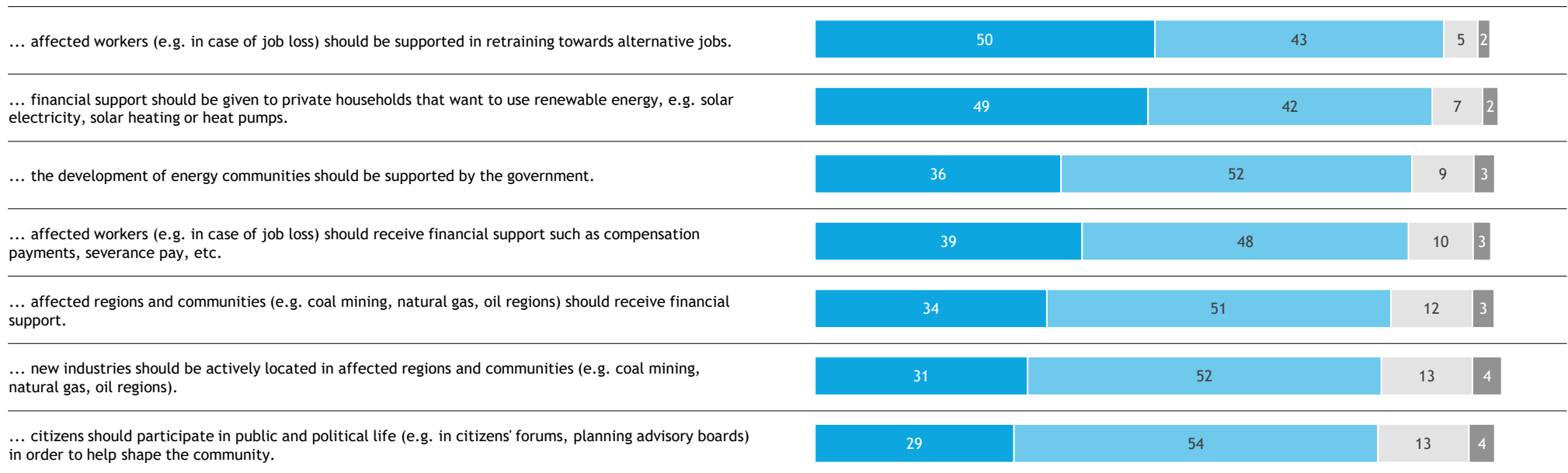
Response category: "I completely / would rather reject it"		Education			Net equivalent income (HH/month)		
	Total	Low	Medium	High	Low <60% (<1.247 €)	Medium 60-140% (1.247-2.910 €)	High >140% (>2.910 €)
EDUCATION							
Improve school education in the field of environmental and climate protection	16	13	20	14	18	15	14
Training/retraining/retraining opportunities for workers in occupations that will no longer be needed in the future	14	16	15	10	16	13	9
HOUSING							
Legal regulations on the energy efficiency of electrical household appliances (e.g. energy class refrigerator)	27	30	28	23	30	27	23
Financial support for cost-efficient heating and thermal systems (e.g. heat pump)	12	12	15	10	17	10	11
State subsidies for private households if they use renewable energy (for heating, electricity generation)	11	9	12	11	12	10	12
State funding for the renovation of buildings for thermal insulation	11	9	14	9	12	10	10

Basis: 1,200 cases, total sample; figures in %.

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■ overrepresented ■ underrepresented

Attitudes towards the energy and heat transition

In the conversion of the electricity and heat supply to renewable energy, such as solar, wind, etc.,



Basis: 1,200 cases, total sample; figures in %.

■ Fully agree
 ■ Somewhat agree
 ■ Somewhat disagree
 ■ Completely disagree

Attitudes towards the energy and heat transition





In the conversion of the electricity and heat supply to renewable energy, such as solar, wind, etc.,

Response category: „Fully agree / Somewhat agree”

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
... affected workers (e.g. in case of job loss) should be supported in retraining towards alternative jobs.	93	94	97	93	96	96	94	93	91	76	99
... financial support should be given to private households that want to use renewable energy, e.g. solar electricity, solar heating or heat pumps.	91	89	96	95	85	92	90	90	88	78	96
... the development of energy communities should be supported by the government.	88	88	95	92	90	85	86	89	78	78	95
... affected employees (e.g. in case of job loss) should receive financial support such as compensation payments, severance pay etc.	87	89	85	90	87	92	91	86	88	79	90
... affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.	85	90	87	85	88	88	84	84	72	74	89
... citizens should participate in public and political life (e.g. in citizens' forums, planning advisory boards) in order to help shape the community.	83	87	92	78	84	85	81	75	76	72	90
... new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).	83	88	89	86	86	81	76	78	76	72	85

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Attitudes towards the energy and heat transition

In the conversion of the electricity and heat supply to renewable energy, such as solar, wind, etc.,

Response category: „Fully agree / Somewhat agree”

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
... affected workers (e.g. in case of job loss) should be supported in retraining towards alternative jobs.	93	91	95	91	93	92	93	97
... financial support should be given to private households that want to use renewable energy, e.g. solar electricity, solar heating or heat pumps.	91	88	92	87	89	91	92	93
... the development of energy communities should be supported by the government.	88	86	90	87	86	88	91	88
... affected employees (e.g. in case of job loss) should receive financial support such as compensation payments, severance pay etc.	87	87	89	87	85	88	89	90
... affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.	85	85	85	79	82	85	90	86
... citizens should participate in public and political life (e.g. in citizens' forums, planning advisory boards) in order to help shape the community.	83	82	84	79	81	82	87	85
... new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).	83	84	81	78	81	79	86	87

Basis: 1,200 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attitudes towards the energy and heat transition

In the conversion of the electricity and heat supply to renewable energy, such as solar, wind, etc.,

Response category: „Fully agree / Somewhat agree”

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1.247 €)	Medium 60-140% (1.247-2.910 €)	High >140% (>2.910 €)
... affected workers (e.g. in case of job loss) should be supported in retraining towards alternative jobs.	93	94	93	93	94	94	90
... financial support should be given to private households that want to use renewable energy, e.g. solar electricity, solar heating or heat pumps.	91	94	88	90	92	90	91
... the development of energy communities should be supported by the government.	88	90	84	89	87	88	88
... affected employees (e.g. in case of job loss) should receive financial support such as compensation payments, severance pay etc.	87	90	88	87	88	89	82
... affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.	85	83	87	84	81	88	81
... citizens should participate in public and political life (e.g. in citizens' forums, planning advisory boards) in order to help shape the community.	83	83	81	85	83	83	85
... new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).	83	80	81	85	82	83	87

Basis: 1,200 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attitudes towards the energy and heat transition




In the conversion of the electricity and heat supply to renewable energy, such as solar, wind, etc.,

Response category: „Fully agree“

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
... affected workers (e.g. in case of job loss) should be supported in retraining towards alternative jobs.	50	54	56	42	55	43	47	63	58	36	61
... financial support should be given to private households that want to use renewable energy, e.g. solar electricity, solar heating or heat pumps.	49	57	52	45	52	34	47	57	60	32	55
... affected employees (e.g. in case of job loss) should receive financial support such as compensation payments, severance pay etc.	39	47	41	35	39	36	38	42	50	28	39
... the development of energy communities should be supported by the government.	36	44	48	34	44	25	27	41	36	23	39
... affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.	34	36	39	36	36	30	27	48	36	26	31
... new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).	31	37	34	31	39	26	21	40	31	28	30
... citizens should participate in public and political life (e.g. in citizens' forums, planning advisory boards) in order to help shape the community.	29	33	39	23	29	23	26	41	35	21	27

Basis: 1,200 cases, total sample; figures in %.

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 strongly overrepresented  strongly underrepresented
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Attitudes towards the energy and heat transition

In the conversion of the electricity and heat supply to renewable energy, such as solar, wind, etc.,

Response category: „Fully agree“

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
... affected workers (e.g. in case of job loss) should be supported in retraining towards alternative jobs.	50	49	52	49	45	55	56	48
... financial support should be given to private households that want to use renewable energy, e.g. solar electricity, solar heating or heat pumps.	49	45	51	47	45	51	51	48
... affected employees (e.g. in case of job loss) should receive financial support such as compensation payments, severance pay, etc.	39	36	43	38	32	46	40	42
... the development of energy communities should be supported by the government.	36	36	37	35	30	40	38	38
... affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.	34	34	35	33	30	39	34	34
... new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).	31	36	26	26	29	32	33	36
... citizens should participate in public and political life (e.g. in citizens' forums, planning advisory boards) in order to help shape the community.	29	29	29	23	29	32	33	29

Basis: 1,200 cases, total sample; figures in %.

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Attitudes towards the energy and heat transition

In the conversion of the electricity and heat supply to renewable energy, such as solar, wind, etc.,

Response category: „Fully agree“

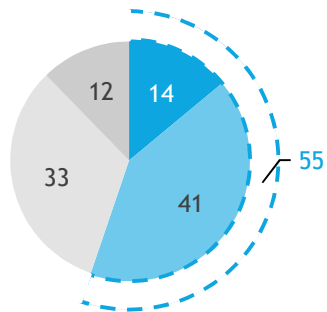
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1.247 €)	Medium 60-140% (1.247-2.910 €)	High >140% (>2.910 €)
... affected workers (e.g. in case of job loss) should be supported in retraining towards alternative jobs.	50	53	50	50	52	52	48
... financial support should be given to private households that want to use renewable energy, e.g. solar electricity, solar heating or heat pumps.	49	56	47	45	52	48	48
... affected employees (e.g. in case of job loss) should receive financial support such as compensation payments, severance pay etc.	39	44	41	35	41	40	34
... the development of energy communities should be supported by the government.	36	37	31	40	36	35	41
... affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.	34	38	32	33	36	36	29
... new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).	31	32	28	34	28	33	32
... citizens should participate in public and political life (e.g. in citizens' forums, planning advisory boards) in order to help shape the community.	29	31	25	31	30	29	30

Basis: 1,200 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

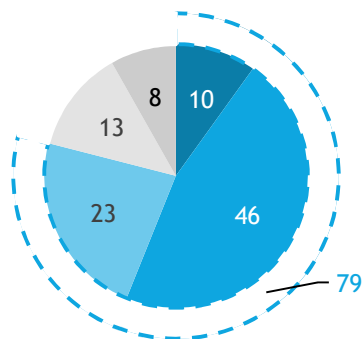
Attitudes towards the energy and heat transition

Could you imagine taking an active part in shaping the energy supply of your community?



Yes, definitely
Somewhat, yes
No, not really
No, not at all

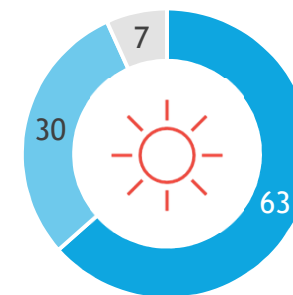
Could you imagine generating your own energy?



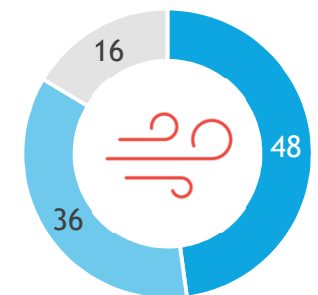
I already generate my own energy
Yes, definitely
Somewhat, yes
No, not really
No, not at all

How would you evaluate the construction of a solar park or a wind park in your community if the profits it generates benefit the community?

Solar park



Wind park



I think that would be good
I would accept it
I would reject it

Basis: 1,200 cases, total sample; figures in %.





Attitudes towards the energy and heat transition

Could you imagine taking an active part in shaping the energy supply of your community (e.g. by joining/membership of an energy cooperative, financial participation or via a project in your community)?

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
YES	55	75	68	58	72	45	35	48	30	49	61
Yes, definitely	14	19	17	18	24	8	5	13	9	10	16
Somewhat, yes	41	56	51	40	49	37	30	35	22	39	46
NO	45	25	32	42	28	55	65	52	70	51	39
No, not really	33	16	26	35	22	45	41	38	33	33	36
No, not at all	12	9	6	6	6	10	24	14	36	18	3

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Attitudes towards the energy and heat transition

Could you imagine taking an active part in shaping the energy supply of your community (e.g. by joining/membership of an energy cooperative, financial participation or via a project in your community)?

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
YES	55	64	47	66	61	54	50	46
Yes, definitely	14	18	10	20	11	16	12	10
Somewhat, yes	41	46	37	45	50	37	38	36
NO	45	36	53	34	39	46	50	54
No, not really	33	28	38	29	28	29	36	40
No, not at all	12	9	16	6	11	17	14	14

Basis: 1,200 cases, total sample; figures in %.

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Attitudes towards the energy and heat transition

Could you imagine taking an active part in shaping the energy supply of your community (e.g. by joining/membership of an energy cooperative, financial participation or via a project in your community)?

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1.247 €)	Medium 60-140% (1.247-2.910 €)	High >140% (>2.910 €)
YES	55	39	54	67	44	58	70
Yes, definitely	14	10	12	18	8	15	21
Somewhat, yes	41	29	41	49	35	43	49
NO	45	61	47	33	56	42	30
No, not really	33	42	34	25	38	32	24
No, not at all	12	19	12	8	19	10	6

Basis: 1,200 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attitudes towards the energy and heat transition

Could you imagine generating your own energy (e.g. by installing solar panels on the roof or balcony)?

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
YES	69	73	75	73	77	68	58	62	54	64	83
Yes, definitely	46	55	55	44	56	35	37	45	37	32	63
Somewhat, yes	23	18	19	29	20	32	20	17	16	31	20
NO	21	11	12	14	9	27	34	31	44	28	10
No, not really	13	8	8	12	5	20	19	17	21	12	10
No, not at all	8	3	4	2	4	7	15	14	23	16	1
I already generate my own energy	10	16	13	13	14	5	9	7	3	8	7

Basis: 1,200 cases, total sample; figures in %.

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 strongly underrepresented
 underrepresented

Attitudes towards the energy and heat transition

Could you imagine generating your own energy (e.g. by installing solar panels on the roof or balcony)?

		Gender		Age (years)				
	Total	Male	Female	18-29	30-39	40-49	50-59	60-69
YES	69	71	67	75	76	65	68	62
Yes, definitely	46	51	41	55	52	41	46	37
Somewhat, yes	23	20	26	20	25	23	22	26
NO	21	19	24	12	16	25	25	28
No, not really	13	12	14	9	8	14	16	17
No, not at all	8	7	10	3	8	11	9	10
I already generate my own energy	10	11	9	13	8	11	7	10

Basis: 1,200 cases, total sample; figures in %.

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■ overrepresented ■ underrepresented

Attitudes towards the energy and heat transition

Could you imagine generating your own energy (e.g. by installing solar panels on the roof or balcony)?

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1.247 €)	Medium 60-140% (1.247-2.910 €)	High >140% (>2.910 €)
YES	69	63	69	73	66	71	70
Yes, definitely	46	37	47	51	39	48	52
Somewhat, yes	23	26	22	22	27	23	18
NO	21	30	22	14	30	20	10
No, not really	13	18	13	9	17	13	6
No, not at all	8	12	9	5	12	7	3
I already generate my own energy	10	6	9	13	5	9	20

Basis: 1,200 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented





Attitudes towards the energy and heat transition

How would you evaluate the construction of a solar park or a wind park in your community if the profits it generates benefit the community?

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Solar											
I think that would be good	63	68	77	76	72	40	58	60	50	54	78
I would accept it	30	24	20	19	23	53	33	32	34	38	20
I would reject it	7	9	3	4	5	7	9	7	16	8	2
Wind											
I think that would be good	48	52	57	51	58	29	39	47	40	46	61
I would accept it	36	30	36	39	35	44	42	26	29	37	30
I would reject it	16	18	7	9	7	27	20	27	30	18	8

Basis: 1,200 cases, total sample; figures in %.

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 strongly overrepresented
 overrepresented
 strongly underrepresented
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Attitudes towards the energy and heat transition

How would you evaluate the construction of a solar park or a wind park in your community if the profits it generates benefit the community?

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Solar								
I think that would be good	63	68	59	66	62	62	64	64
I would accept it	30	26	34	29	31	29	30	30
I would reject it	7	6	7	6	7	9	6	6
Wind								
I think that would be good	48	51	45	48	47	48	45	52
I would accept it	36	33	38	44	37	26	38	33
I would reject it	16	16	17	9	16	26	17	16

strongly overrepresented
 strongly underrepresented
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Basis: 1,200 cases, total sample; figures in %.

Attitudes towards the energy and heat transition

How would you evaluate the construction of a solar park or a wind park in your community if the profits it generates benefit the community?

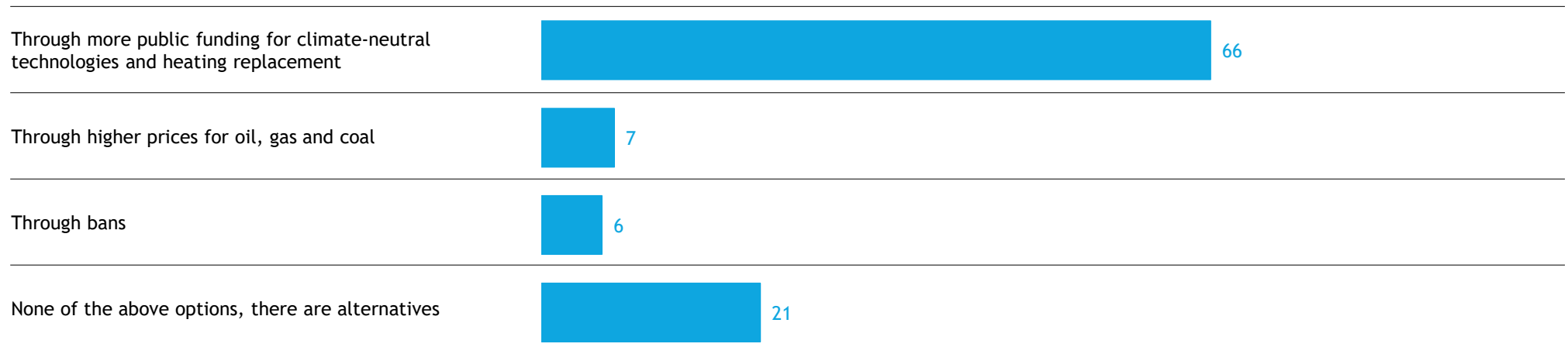
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1.247 €)	Medium 60-140% (1.247-2.910 €)	High >140% (>2.910 €)
Solar							
I think that would be good	63	60	61	68	57	65	72
I would accept it	30	34	30	26	36	28	21
I would reject it	7	6	9	5	7	6	7
Wind							
I think that would be good	48	48	42	53	44	49	52
I would accept it	36	32	41	34	37	36	32
I would reject it	16	20	17	14	19	15	16

Basis: 1,200 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attitudes towards the energy and heat transition

For the fight against climate change, it is necessary to heat differently in the coming years. How should this be done?



Basis: 1,200 cases, total sample; figures in %.





Attitudes towards the energy and heat transition

For the fight against climate change, it is necessary to heat differently in the coming years. How should this be done?

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Through more public funding for climate-neutral technologies and heating replacement	66	69	78	73	74	55	60	60	53	47	78
Through higher prices for oil, gas and coal	7	5	10	13	11	4	2	6	-	13	6
Through bans	6	6	4	4	3	9	3	4	5	14	7
None of the above options, there are alternatives	21	20	8	10	11	32	36	30	43	26	9

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Attitudes towards the energy and heat transition

For the fight against climate change, it is necessary to heat differently in the coming years. How should this be done?

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Through more public funding for climate-neutral technologies and heating replacement	66	65	66	67	64	60	69	67
Through higher prices for oil, gas and coal	7	11	4	13	8	7	4	3
Through bans	6	7	5	10	8	9	2	1
None of the above options, there are alternatives	21	18	25	9	21	25	24	29

Basis: 1,200 cases, total sample; figures in %.

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Attitudes towards the energy and heat transition

For the fight against climate change, it is necessary to heat differently in the coming years. How should this be done?

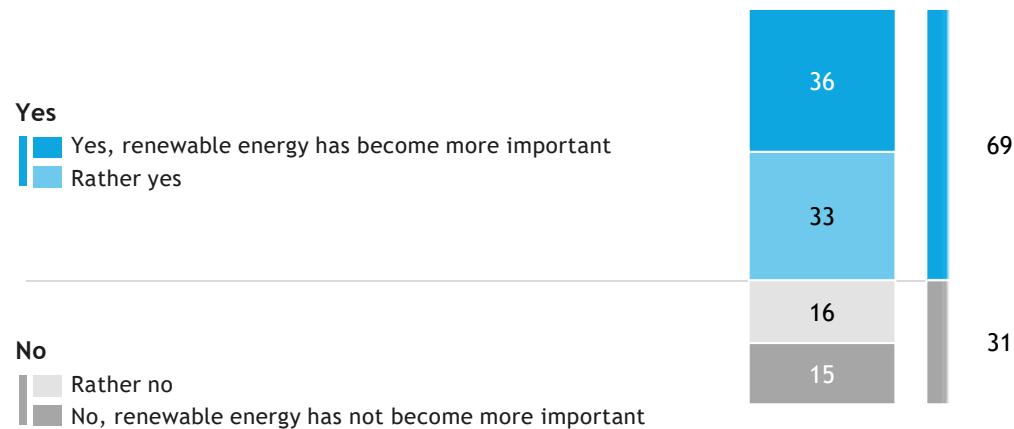
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1.247 €)	Medium 60-140% (1.247-2.910 €)	High >140% (>2.910 €)
Through more public funding for climate-neutral technologies and heating replacement	66	62	65	68	62	69	62
Through higher prices for oil, gas and coal	7	4	6	10	4	7	14
Through bans	6	5	6	7	7	5	7
None of the above options, there are alternatives	21	30	22	15	27	19	18

Basis: 1,200 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
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Attitudes towards the energy and heat transition

Has renewable energy (solar, wind, etc.) become more important for you since the outbreak of the Russia-Ukraine conflict?



Basis: 1,200 cases, total sample; figures in %.

Attitudes towards the energy and heat transition

Has renewable energy (solar, wind, etc.) become more important for you since the outbreak of the Russia-Ukraine conflict?

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
YES	69	81	80	77	81	59	56	54	53	55	79
Yes, renewable energy has become more important	36	40	52	41	52	22	20	27	27	20	54
Rather yes	33	41	28	36	29	37	36	27	27	36	25
NO	31	19	20	23	19	41	44	46	47	45	21
Rather no	16	11	12	11	12	24	19	20	20	20	14
No, renewable energy has not become more important	15	8	8	12	8	17	25	26	26	25	7

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Attitudes towards the energy and heat transition

Has renewable energy (solar, wind, etc.) become more important for you since the outbreak of the Russia-Ukraine conflict?

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
YES	69	69	68	72	69	66	70	66
Yes, renewable energy has become more important	36	39	34	41	31	35	37	37
Rather yes	33	31	35	32	38	32	32	29
NO	31	31	32	28	32	34	30	34
Rather no	16	16	16	17	18	14	15	16
No, renewable energy has not become more important	15	15	16	10	13	20	16	18

Basis: 1,200 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attitudes towards the energy and heat transition

Has renewable energy (solar, wind, etc.) become more important for you since the outbreak of the Russia-Ukraine conflict?

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1.247 €)	Medium 60-140% (1.247-2.910 €)	High >140% (>2.910 €)
YES	69	65	66	74	63	72	69
Yes, renewable energy has become more important	36	33	31	42	28	40	42
Rather yes	33	33	34	31	35	32	27
NO	31	35	35	26	37	28	31
Rather no	16	19	16	14	18	14	18
No, renewable energy has not become more important	15	16	19	13	19	14	13

Basis: 1,200 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
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5

Information interest and level of
knowledge

Main findings

Information interest and level of knowledge

Information interest and level of knowledge: Climate

- Around three quarters of respondents (73%) express a fundamental interest in the topic of climate change. Of these, 27% are "very" interested. Less interest was expressed by 20% and no interest at all by 7%.
- 59% rate their level of knowledge about ecological interrelationships and environmental problems (e.g. forest dieback, biodiversity, etc.) as (rather) high. However, only 10% rate their level of knowledge as "very high" A (rather) low level of knowledge is attested by 37%, with 5% saying they know very little.

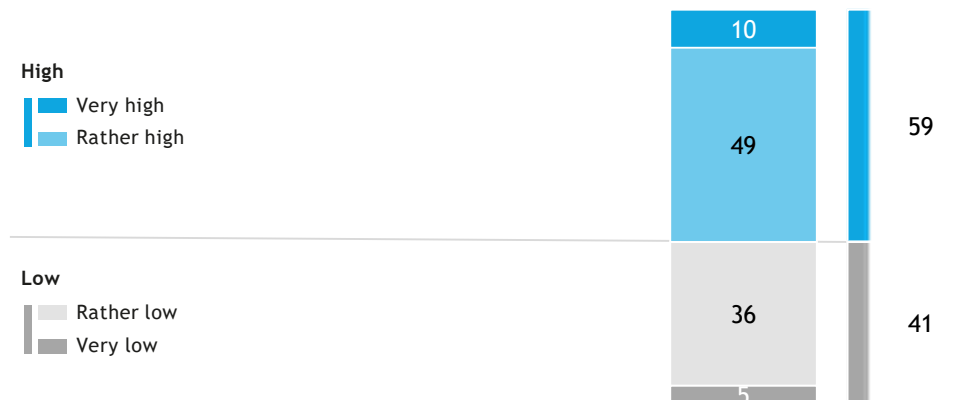
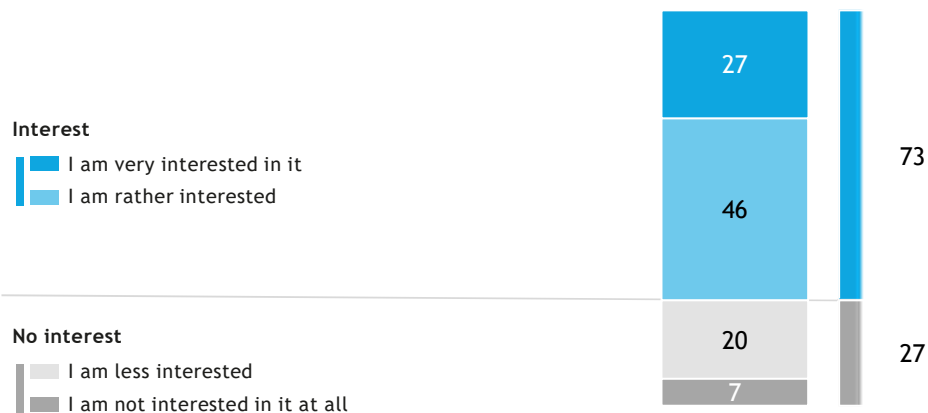
Information interest and level of knowledge: Policies

- Only 7% of respondents feel "very well" informed about policies for a change towards a more climate and environmentally friendly economy. 46% feel "rather well" informed. This compares to 40% who feel "rather not well" informed and 7% who feel "not at all well" informed.
- Around two thirds of the respondents (65%) think that policies for a change towards a more climate and environmentally friendly economy are not sufficiently explained and clarified. Only 35% disagree (policies are sufficiently explained: yes: 6%, rather yes: 29%).

Information interest and level of knowledge: Climate

There are always discussions about climate change, i.e. global warming, which will lead to environmental changes and changes in everyday life in the coming decades. How interested are you personally in this topic?

How high do you rate your level of knowledge about ecological interrelationships and environmental problems (forest dieback, species extinction, pollution of the oceans, extreme weather, etc.)?



Basis: 1,200 cases, total sample; figures in %.





Information interest and level of knowledge: Climate

There are always discussions about climate change, i.e. global warming, which will lead to environmental changes and changes in everyday life in the coming decades. How interested are you personally in this topic?

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
INTERESTED	73	79	93	77	90	63	56	61	50	62	90
I am very interested in it	27	33	53	24	37	15	10	27	14	15	39
I am rather interested	46	46	40	54	53	48	46	34	36	47	51
NOT INTERESTED	27	21	7	23	10	37	44	39	50	38	10
I am less interested	20	18	6	18	9	29	34	32	26	22	10
I am not interested in it at all	7	3	1	5	1	7	11	7	24	16	-

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Information interest and level of knowledge: Climate

There are always discussions about climate change, i.e. global warming, which will lead to environmental changes and changes in everyday life in the coming decades. How interested are you personally in this topic?

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
INTERESTED	73	76	70	80	71	71	72	73
I am very interested in it	27	31	23	28	27	30	27	25
I am rather interested	46	45	47	52	44	41	45	48
NOT INTERESTED	27	24	30	20	29	29	29	27
I am less interested	20	17	23	16	23	17	22	21
I am not interested in it at all	7	7	7	4	6	12	7	6

Basis: 1,200 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Information interest and level of knowledge: Climate

There are always discussions about climate change, i.e. global warming, which will lead to environmental changes and changes in everyday life in the coming decades. How interested are you personally in this topic?

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1.247 €)	Medium 60-140% (1.247-2.910 €)	High >140% (>2.910 €)
INTERESTED	73	65	73	79	65	77	80
I am very interested in it	27	19	24	35	19	29	38
I am rather interested	46	46	49	44	46	48	42
NOT INTERESTED	27	35	27	21	35	23	20
I am less interested	20	26	20	16	25	17	17
I am not interested in it at all	7	9	7	5	10	6	3

Basis: 1,200 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented





Information interest and level of knowledge: Climate

How high do you rate your level of knowledge about ecological interrelationships and environmental problems (forest dieback, species extinction, pollution of the oceans, extreme weather, etc.)?

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
HIGH	59	61	74	57	69	57	42	52	38	58	70
Very high	10	11	10	10	18	8	4	10	5	15	7
Rather high	49	50	65	48	51	49	38	42	33	43	64
LOW	41	39	26	43	31	43	58	48	62	42	30
Rather low	36	35	25	40	30	40	51	42	45	32	30
Very low	5	4	1	2	1	3	7	7	16	10	-

Basis: 1,200 cases, total sample; figures in %.

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Information interest and level of knowledge: Climate

How high do you rate your level of knowledge about ecological interrelationships and environmental problems (forest dieback, species extinction, pollution of the oceans, extreme weather, etc.)?

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
HIGH	59	67	50	67	62	57	54	55
Very high	10	12	7	15	8	10	10	4
Rather high	49	54	44	52	53	47	44	51
LOW	41	33	50	33	38	43	46	45
Rather low	36	30	44	31	33	37	39	43
Very low	5	3	6	2	5	6	7	2

Basis: 1,200 cases, total sample; figures in %.

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Information interest and level of knowledge: Climate

How high do you rate your level of knowledge about ecological interrelationships and environmental problems (forest dieback, species extinction, pollution of the oceans, extreme weather, etc.)?

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1.247 €)	Medium 60-140% (1.247-2.910 €)	High >140% (>2.910 €)
HIGH	59	45	56	70	54	59	74
Very high	10	5	7	14	8	8	19
Rather high	49	40	49	56	46	51	55
LOW	41	55	44	30	46	41	26
Rather low	36	45	41	28	37	38	25
Very low	5	10	3	2	9	4	0

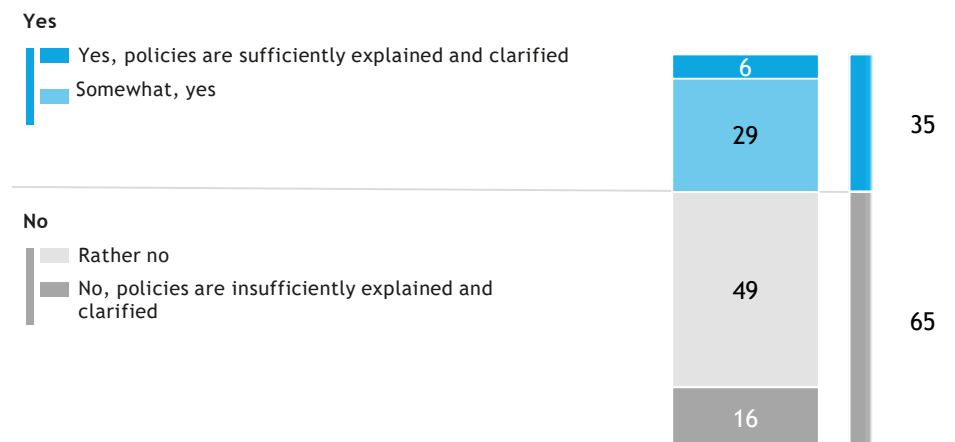
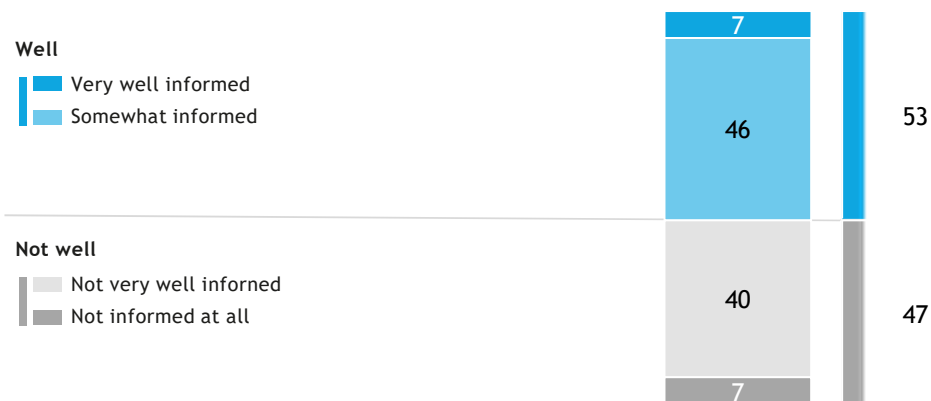
Basis: 1,200 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
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Information interest and level of knowledge: Policies

How well informed do you personally feel in general about policies for a shift towards a more climate and environmentally friendly economy?

In your opinion, are policies for a change towards a more climate and environmentally friendly economy sufficiently explained and clarified?



Basis: 1,200 cases, total sample; figures in %.

Information interest and level of knowledge: Policies

How well informed do you personally feel in general about policies for a shift towards a more climate and environmentally friendly economy?

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
INFORMED	53	60	58	65	55	59	33	52	29	55	55
Very well informed	7	6	4	8	16	7	2	6	2	9	7
Somewhat informed	46	54	54	57	39	53	30	46	27	46	48
NOT INFORMED	47	40	42	35	45	41	67	48	71	45	45
Not very well informed	40	35	38	33	40	35	57	35	46	36	44
Not at all informed	7	5	4	2	5	6	10	13	25	9	1

Basis: 1,200 cases, total sample; figures in %.

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Information interest and level of knowledge: Policies

How well informed do you personally feel in general about policies for a shift towards a more climate and environmentally friendly economy?

		Gender		Age (years)				
	Total	Male	Female	18-29	30-39	40-49	50-59	60-69
INFORMED	53	61	44	59	52	49	49	57
Very well informed	7	10	3	11	7	8	5	3
Somewhat informed	46	51	41	47	45	41	45	53
NOT INFORMED	47	39	56	42	48	51	51	43
Not very well informed	40	33	47	38	41	42	40	37
Not at all informed	7	6	9	4	7	9	11	6

Basis: 1,200 cases, total sample; figures in %.

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Information interest and level of knowledge: Policies

How well informed do you personally feel in general about policies for a shift towards a more climate and environmentally friendly economy?

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1.247 €)	Medium 60-140% (1.247-2.910 €)	High >140% (>2.910 €)
INFORMED	53	45	53	58	46	54	64
Very well informed	7	4	6	10	5	6	13
Somewhat informed	46	41	48	48	41	48	51
NOT INFORMED	47	55	47	42	54	46	36
Not very well informed	40	44	40	37	44	39	34
Not at all informed	7	12	7	5	10	7	3

Basis: 1,200 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Information interest and level of knowledge: Policies

In your opinion, are policies for a change towards a more climate and environmentally friendly economy sufficiently explained and clarified?

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
YES	35	44	26	50	37	38	23	25	14	45	39
Yes, the policies are sufficiently explained and clarified	6	8	4	8	10	6	3	6	5	7	5
Somewhat, yes	29	36	22	42	27	32	20	19	9	38	34
NO	65	56	74	50	63	62	77	75	86	55	61
No, not really	49	42	64	44	55	48	55	51	48	31	53
No, the policies are insufficiently explained and clarified	16	14	10	6	8	14	22	25	38	24	8

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Information interest and level of knowledge: Policies

In your opinion, are policies for a change towards a more climate and environmentally friendly economy sufficiently explained and clarified?

		Gender		Age (years)				
	Total	Male	Female	18-29	30-39	40-49	50-59	60-69
YES	35	38	31	43	32	31	34	33
Yes, the policies are sufficiently explained and clarified	6	9	4	9	4	8	4	7
Somewhat, yes	29	30	28	35	28	23	30	27
NO	65	62	69	57	68	69	66	67
No, not really	49	47	52	47	55	46	48	53
No, the policies are insufficiently explained and clarified	16	15	17	10	13	23	18	15

Basis: 1,200 cases, total sample; figures in %.

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Information interest and level of knowledge: Policies

In your opinion, are policies for a change towards a more climate and environmentally friendly economy sufficiently explained and clarified?

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1.247 €)	Medium 60-140% (1.247-2.910 €)	High >140% (>2.910 €)
YES	35	29	37	37	32	36	39
Yes, the policies are sufficiently explained and clarified	6	6	5	7	5	6	9
Somewhat, yes	29	23	31	30	27	30	30
NO	65	71	64	63	68	64	61
No, not really	49	50	49	50	47	50	48
No, the policies are insufficiently explained and clarified	16	22	14	13	21	14	13

Basis: 1,200 cases, total sample; figures in %.

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6

Appendix: Communication

Topic interest in general

Which of the following topics are you interested in? You can select all the topics you are personally interested in.

Food and drink	57
Environment and nature	53
Holiday, Travel	52
Health	49
Wildlife, animals and pets	49
Current affairs	48
Nutrition	46
Garden and plants	44
Sport	43
Music, Culture, Theatre, Art	40
Science and technology	36
Information from the region, regional news	35
Consumer electronics, television	33
Computers, computer games	31

Furniture, decoration	30
Psychology, spirituality, well-being	28
Fashion	27
Investments, insurance, tax tips and finance	24
Wellness	23
Economy, professions	23
Family, children and child rearing	22
Technology and gaming	22
Sustainable consumption	22
Cosmetics and Beauty	22
Photography, filming	21
Cars, motorbikes	20
Stars, Celebrities	14

Basis: 1,200 cases, total sample; figures in %.

Topic interest in general (1)

Which of the following topics are you interested in? You can select all the topics you are personally interested in.

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Food and drink	57	55	64	60	56	59	53	49	60	40	67
Environment and nature	53	58	75	49	61	46	45	59	39	33	60
Holiday, Travel	52	58	49	58	62	55	45	54	38	43	56
Health	49	58	54	48	56	50	40	60	35	32	51
Wildlife, animals and pets	49	45	57	45	53	45	55	56	47	32	50
Current affairs	48	43	66	42	56	45	48	43	41	30	60
Nutrition	46	60	53	53	55	45	31	53	31	28	48
Garden and plants	44	55	56	47	44	35	41	46	36	28	42
Sport	43	48	42	46	54	40	39	45	20	43	44
Music, Culture, Theatre, Art	40	34	50	42	51	37	31	31	31	34	52
Science and technology	36	43	41	38	46	32	29	39	14	31	44
Information from the region, regional news	35	33	39	39	36	37	35	39	30	21	38
Consumer electronics, television	33	33	29	29	39	42	30	24	36	26	37
Computers, computer games	31	26	27	30	46	37	32	27	31	27	30

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Topic interest in general (2)

Which of the following topics are you interested in? You can select all the topics in which you are personally interested.

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Furniture, decoration	30	42	29	27	35	27	28	29	21	20	42
Psychology, spirituality, well-being	28	34	29	29	32	25	27	28	20	19	35
Fashion	27	36	16	26	31	29	24	23	19	23	44
Investments, insurance, tax tips and finance	24	33	24	29	39	21	18	20	5	22	28
Wellness	23	32	16	24	31	26	14	26	11	15	34
Economy, professions	23	35	24	27	35	23	10	25	5	16	24
Family, children and child rearing	22	43	19	22	24	24	11	19	20	17	23
Technology and gaming	22	26	19	22	40	24	15	21	9	19	26
Sustainable consumption	22	29	42	21	29	12	10	17	8	7	38
Cosmetics and Beauty	22	29	9	26	27	25	16	24	17	16	32
Photography, filming	21	31	19	22	26	21	17	19	7	14	26
Cars, motorbikes	20	26	15	22	18	24	20	20	16	21	20
Stars, Celebrities	14	19	10	14	17	19	10	10	13	10	18

Basis: 1,200 cases, total sample; figures in %.

EST = Established
 INT = Intellectuals
 PER = Performers
 COS = Cosmopolitan Avantgarde
 ADA = Adaptive Navigators
 CMS = Conventional Mainstream
 TRA = Traditionals
 CMA = Consumer Materialists
 SEN = Sensation-Oriented
 PRO = Progressive Realists

 strongly overrepresented
 overrepresented
 strongly underrepresented
 underrepresented

Topic interest in general (1)

Which of the following topics are you interested in? You can select all the topics you are personally interested in.

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Food and drink	57	47	67	54	54	57	61	57
Environment and nature	53	52	54	50	47	53	56	58
Holiday, Travel	52	48	56	52	54	44	56	53
Health	49	40	58	46	46	46	50	55
Wildlife, animals and pets	49	37	60	46	45	51	49	51
Current affairs	48	51	46	32	43	46	58	60
Nutrition	46	39	54	45	49	50	45	44
Garden and plants	44	35	52	35	36	44	47	56
Sport	43	53	31	52	44	44	37	37
Music, Culture, Theatre, Art	40	36	44	43	44	41	37	37
Science and technology	36	49	23	37	35	36	36	36
Information from the region, regional news	35	35	35	22	27	30	45	48
Consumer electronics, television	33	39	27	26	38	39	34	28
Computers, computer games	31	44	19	38	35	34	28	22

Basis: 1,200 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Topic interest in general (2)

Which of the following topics are you interested in? You can select all the topics you are personally interested in.

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Furniture, decoration	30	16	44	26	30	34	32	28
Psychology, spirituality, well-being	28	21	35	36	30	30	24	22
Fashion	27	15	39	36	26	28	24	21
Investments, insurance, tax tips and finance	24	32	17	32	27	24	22	17
Wellness	23	17	29	28	25	24	22	16
Economy, professions	23	30	15	24	28	24	22	16
Family, children and child rearing	22	18	27	25	30	28	13	19
Technology and gaming	22	32	13	29	33	26	17	7
Sustainable consumption	22	20	24	24	23	22	21	21
Cosmetics and Beauty	22	9	35	26	26	23	18	17
Photography, filming	21	20	21	26	22	24	18	14
Cars, motorbikes	20	30	10	25	20	19	19	18
Stars, Celebrities	14	7	22	13	18	19	11	11

Basis: 1,200 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Topic interest in general (1)

Which of the following topics are you interested in? You can select all the topics in which you are personally interested.

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1.247 €)	Medium 60-140% (1.247-2.910 €)	High >140% (>2.910 €)
Food and drink (e.g. cooking, baking, grilling)	57	59	57	55	55	57	59
Environment and nature	53	49	54	55	46	53	63
Holiday, Travel	52	42	50	60	34	55	66
Health	49	51	49	47	44	49	50
Wildlife, animals and pets	49	52	51	44	49	48	45
Current affairs (e.g. politics, society, environment)	48	44	45	54	35	51	64
Nutrition	46	42	47	49	39	48	49
Garden and plants	44	43	44	43	36	45	49
Sport	43	33	43	48	31	44	54
Music, Culture, Theatre, Art	40	34	43	42	42	38	40
Science and technology	36	28	30	46	27	39	43
Information from the region, regional news	35	35	34	36	30	37	38
Consumer electronics, television	33	37	32	31	33	33	34
Computers, computer games	31	30	30	33	34	32	30

Basis: 1,200 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Topic interest in general (2)

Which of the following topics are you interested in? You can select all the topics you are personally interested in.














	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1.247 €)	Medium 60-140% (1.247-2.910 €)	High >140% (>2.910 €)
Furniture, decoration	30	31	33	28	30	30	32
Psychology, spirituality, well-being	28	25	28	30	29	27	30
Fashion (e.g. clothes, shoes, jewellery)	27	23	29	29	23	26	39
Investments, insurance, tax tips and finance	24	11	24	33	14	25	42
Wellness	23	18	26	24	18	23	36
Economy, professions	23	13	18	33	11	24	42
Family, children and child rearing	22	23	21	23	26	20	25
Technology and gaming (e.g. e-sports, car, software)	22	15	23	27	19	24	23
Sustainable consumption (e.g. zero waste, fair trade)	22	15	22	26	19	22	25
Cosmetics and beauty (e.g. body care, make-up, hair styling)	22	20	24	21	24	21	22
Photography, filming	21	14	21	24	20	22	21
Cars, motorbikes	20	19	21	20	14	23	22
Stars, Celebrities	14	17	14	13	16	14	14













Basis: 1,200 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
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Consumer interests

For which of the following products/items are you willing to spend more money than average? Whether you buy the products for yourself or for another person as a gift, e.g. as a reward or for a special occasion.

Holidays and travel	 31
PC/Tablet/Smartphone	 24
Eating out (restaurants)	 19
Delicatessen - high quality food	 15
Coffee/tea	 15
Clothing/Fashion	 15
Cars	 14
Furniture	 13
Bicycle	 12
Kitchen furniture and equipment	 11
Cosmetics/Perfume	 10
High quality jewellery	 9
Do-it-yourself / garden tools	 9

Donations for charitable purposes	 8
High-end hi-fi equipment	 8
Wine/Champagne	 7
High quality spirits/whisky	 7
Beer	 6
(Wrist) Watches	 6
Handbags	 6
Exclusive accessories (e.g. belts, leather bags etc.)	 5
Antiques	 4
Costume jewellery	 3
Porcelain / Glasswork	 3
None of these products	 39

Basis: 1,200 cases, total sample; figures in %.

Consumer interests (1)

For which of the following products/items are you willing to spend more money than average? Whether you buy the products for yourself or for another person as a gift, e.g. as a reward or for a special occasion.

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Holidays and travel	31	35	31	33	45	24	20	21	18	32	42
PC/Tablet/Smartphone	24	29	13	21	38	25	16	22	16	25	33
Eating out (restaurants)	19	25	20	25	26	15	8	12	8	13	30
Delicatessen - high quality food	15	20	21	15	19	10	11	7	8	12	22
Coffee/tea	15	20	14	10	20	15	10	15	17	11	16
Clothing/Fashion	15	21	14	15	13	15	8	11	14	10	23
Cars	14	19	7	12	22	16	8	8	11	20	13
Furniture	13	19	14	14	14	13	5	12	11	8	17
Bicycle	12	18	18	13	15	9	6	8	6	10	15
Kitchen furniture and equipment	11	14	11	15	10	8	3	10	10	9	17
Cosmetics/Perfume	10	13	2	17	16	13	6	5	7	8	11
High quality jewellery	9	14	4	13	17	7	5	10	3	7	10
Do-it-yourself / garden tools	9	10	10	7	7	11	4	13	8	8	10

Basis: 1,200 cases, total sample; figures in %.

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Consumer interests (2)

For which of the following products/items are you willing to spend more money than average? Whether you buy the products for yourself or for another person as a gift, e.g. as a reward or for a special occasion.

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Donations for charitable purposes	8	12	10	9	8	6	4	8	4	5	18
High-end hi-fi equipment	8	7	5	6	16	7	6	8	7	7	11
Wine/Champagne	7	8	5	6	11	12	2	6	-	5	16
High quality spirits/whisky	7	6	5	7	12	6	3	7	10	9	6
Beer	6	9	4	6	9	8	4	7	5	4	4
(Wrist)Watches	6	7	1	5	9	5	2	10	7	10	6
Handbags	6	7	1	7	7	9	2	6	3	6	7
Exclusive accessories (e.g. belts, leather bags etc.)	5	8	-	6	9	7	3	4	1	4	8
Antiques	4	5	1	7	6	6	4	6	2	4	5
Costume jewellery	3	6	2	3	5	4	2	2	1	2	6
Porcelain / Glasswork	3	3	-	6	2	4	1	3	2	2	4
None of these products	39	32	39	35	19	38	57	47	59	40	28

Basis: 1,200 cases, total sample; figures in %.

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Consumer interests (1)

For which of the following products/items are you willing to spend more money than average? Whether you buy the products for yourself or for another person as a gift, e.g. as a reward or for a special occasion.

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Holidays and travel	31	32	29	42	36	26	28	22
PC/Tablet/Smartphone	24	30	16	40	32	17	17	12
Eating out (restaurants)	19	19	18	28	21	16	17	11
Delicatessen - high quality food	15	15	15	18	19	15	13	11
Coffee/tea	15	16	13	15	21	10	17	10
Clothing/Fashion	15	15	15	23	18	15	9	9
Cars	14	17	11	22	19	12	9	8
Furniture	13	13	12	18	15	12	11	8
Bicycle	12	14	10	15	15	13	11	8
Kitchen furniture and equipment	11	10	12	17	12	8	8	7
Cosmetics/Perfume	10	8	12	16	14	7	9	5
High quality jewellery	9	8	10	16	14	6	6	4
Do-it-yourself / garden tools	9	10	8	8	10	9	10	8

Basis: 1,200 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Consumer interests (2)

For which of the following products/items are you willing to spend more money than average? Whether you buy the products for yourself or for another person as a gift, e.g. as a reward or for a special occasion.

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Donations for charitable purposes	8	7	9	13	9	9	6	6
High-end hi-fi equipment	8	10	5	7	11	10	8	3
Wine/Champagne	7	9	5	9	10	7	6	5
High quality spirits/whisky	7	10	3	8	10	7	5	5
Beer	6	10	1	8	9	3	5	5
(Wrist)Watches	6	7	4	7	9	6	4	2
Handbags	6	3	8	11	7	5	4	2
Exclusive accessories (e.g. belts, leather bags etc.)	5	5	6	8	7	3	5	1
Antiques	4	5	4	5	6	5	4	2
Costume jewellery	3	3	3	8	6	0	1	1
Porcelain/Glasswork	3	2	3	3	3	4	2	1
None of these products	39	32	45	18	26	46	48	55

Basis: 1,200 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Consumer interests (1)

For which of the following products/items are you willing to spend more money than average? Whether you buy the products for yourself or for another person as a gift, e.g. as a reward or for a special occasion.

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1.247 €)	Medium 60-140% (1.247-2.910 €)	High >140% (>2.910 €)
Holidays and travel	31	21	29	38	19	29	52
PC/Tablet/Smartphone	24	19	21	29	19	25	32
Eating out (restaurants)	19	13	18	23	11	16	34
Delicatessen - high quality food	15	10	14	19	12	14	24
Coffee/tea	15	16	13	16	13	14	22
Clothing/Fashion	15	13	14	16	11	15	19
Cars	14	10	14	17	11	12	25
Furniture	13	13	12	14	9	12	22
Bicycle	12	8	13	14	7	13	18
Kitchen furniture and equipment	11	8	8	14	5	10	19
Cosmetics/Perfume	10	8	9	12	7	10	13
High quality jewellery	9	6	10	11	6	10	12
Do-it-yourself / garden tools	9	9	11	7	7	9	13

Basis: 1,200 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Consumer interests (2)

For which of the following products/items are you willing to spend more money than average? Whether you buy the products for yourself or for another person as a gift, e.g. as a reward or for a special occasion.

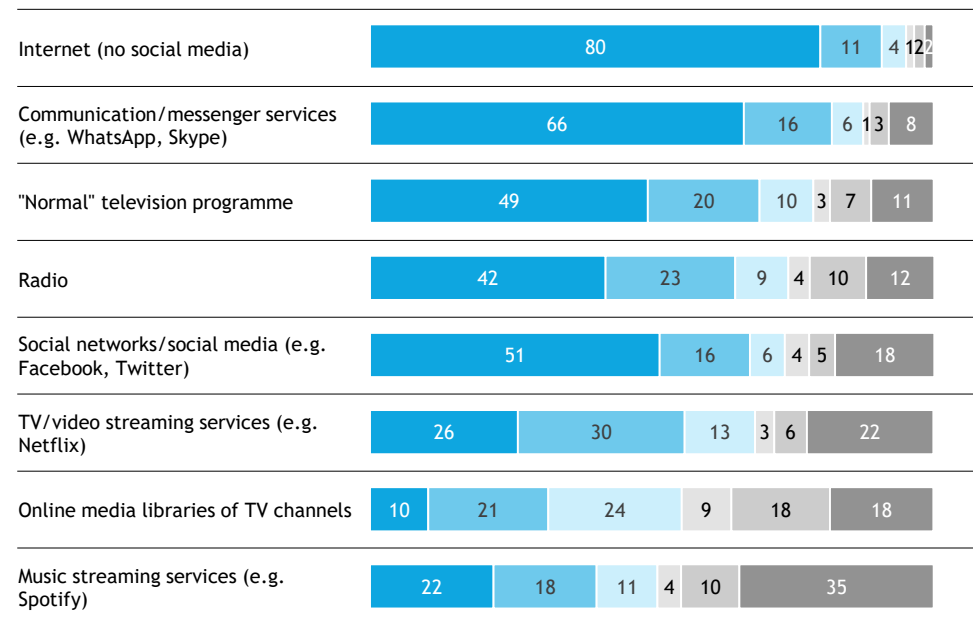
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1.247 €)	Medium 60-140% (1.247-2.910 €)	High >140% (>2.910 €)
Donations for charitable purposes	8	6	8	10	9	7	15
High-end hi-fi equipment	8	5	7	10	5	9	8
Wine/Champagne	7	4	6	11	2	7	17
High quality spirits/whisky	7	7	6	8	5	7	11
Beer	6	5	6	7	3	7	7
(Wrist) Watches	6	6	4	7	6	5	9
Handbags	6	5	6	6	4	6	9
Exclusive accessories (e.g. belts, leather bags etc.)	5	5	5	6	4	5	9
Antiques	4	2	4	6	4	4	7
Costume jewellery	3	3	3	4	3	3	4
Porcelain / Glasswork	3	2	3	3	0	3	4
None of these products	39	51	40	29	53	38	18

Basis: 1,200 cases, total sample; figures in %.

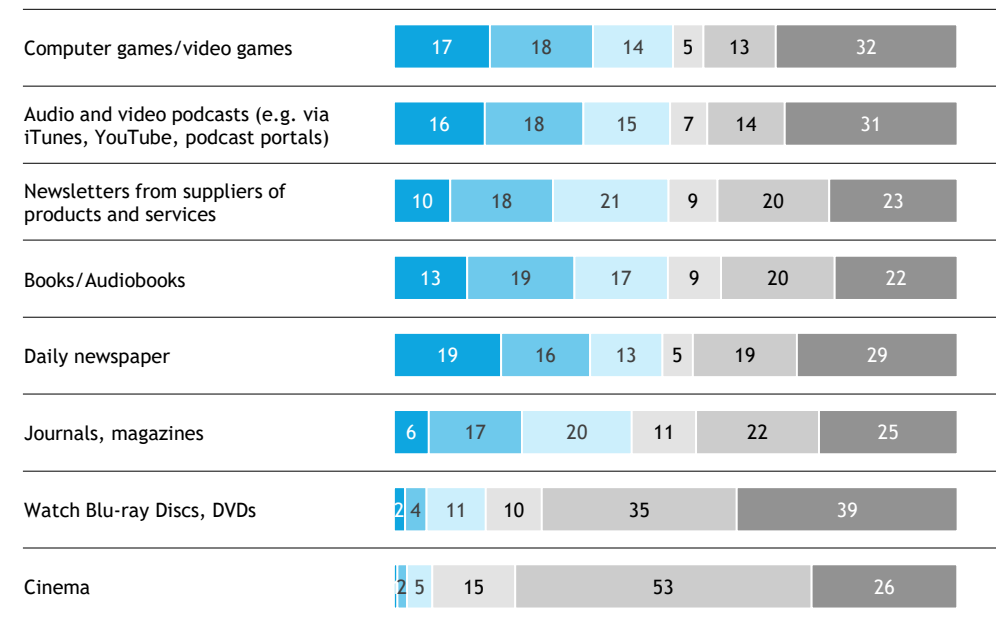
■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Media usage

Now we would like to know your habits and ways of using media. How often do you read, watch, listen to or use the following media/offers, regardless of whether you use them analogue/offline or digital/online?



Basis: 1,200 cases, total sample; figures in %.



Media usage

How often do you read, watch, listen to or use the following media/offers, regardless of whether you use them analogue/offline or digital/online.





Response category: "At least several times a month"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Internet (no social media)	95	99	97	97	98	98	94	90	86	89	97
Communication/messenger services (e.g. WhatsApp, Skype)	88	87	89	87	93	88	83	91	77	85	94
"Normal" television programme	79	82	79	77	70	82	81	83	82	77	74
Radio	74	82	72	77	75	80	71	78	67	71	66
Social networks/social media (e.g. Facebook, Twitter)	74	76	61	77	89	81	66	58	64	77	80
TV/video streaming services (e.g. Netflix)	68	70	66	71	83	69	58	55	52	70	82
Online media libraries of TV channels	55	63	55	52	63	62	44	51	34	59	62
Music streaming services (e.g. Spotify)	51	58	52	61	68	49	30	35	23	53	70
Computer games/video games	50	48	34	55	61	60	39	49	43	50	61
Audio and video podcasts (e.g. via iTunes, YouTube, podcast portals)	49	56	46	53	68	53	27	41	26	51	62
Newsletters from providers of products and services	49	57	51	47	55	56	47	51	38	29	48
Books/Audiobooks	49	55	62	51	60	36	40	49	28	43	58
Daily newspaper	48	59	50	46	56	51	33	48	30	45	52
Journals, magazines	42	57	41	47	43	45	26	43	32	46	41
Watch Blu-ray Discs, DVDs	16	18	10	17	23	26	11	20	12	15	8
Cinema	7	9	5	10	8	7	2	4	-	17	7

Basis: 1,200 cases, total sample; figures in %.

EST = Established
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 strongly overrepresented
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Media usage

How often do you read, watch, listen to or use the following media/offers, regardless of whether you use them analogue/offline or digital/online.

Response category: "At least several times a month"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Internet (no social media)	95	96	94	94	96	95	97	94
Communication/messenger services (e.g. WhatsApp, Skype)	88	86	89	94	93	89	82	81
"Normal" television programme	79	81	77	59	74	77	86	96
Radio	74	76	73	61	75	75	79	80
Social networks/social media (e.g. Facebook, Twitter)	74	72	75	91	84	75	64	56
TV/video streaming services (e.g. Netflix)	68	70	67	84	82	75	60	42
Online media libraries of TV channels	55	61	50	55	56	57	55	54
Music streaming services (e.g. Spotify)	51	51	51	83	63	52	37	22
Computer games/video games	50	57	42	64	63	49	42	31
Audio and video podcasts (e.g. via iTunes, YouTube, podcast portals)	49	55	43	71	61	51	38	26
Newsletters from suppliers of products and services	49	52	45	34	44	53	54	59
Books/Audiobooks	49	44	53	52	50	49	46	47
Daily newspaper	48	53	42	40	41	47	53	55
Journals, magazines	42	47	37	34	35	45	48	48
Watch Blu-ray Discs, DVDs	16	20	12	22	20	16	13	11
Cinema	7	8	6	17	7	7	3	1

Basis: 1,200 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Media usage

How often do you read, watch, listen to or use the following media/offers, regardless of whether you use them analogue/offline or digital/online.

Response category: "At least several times a month "

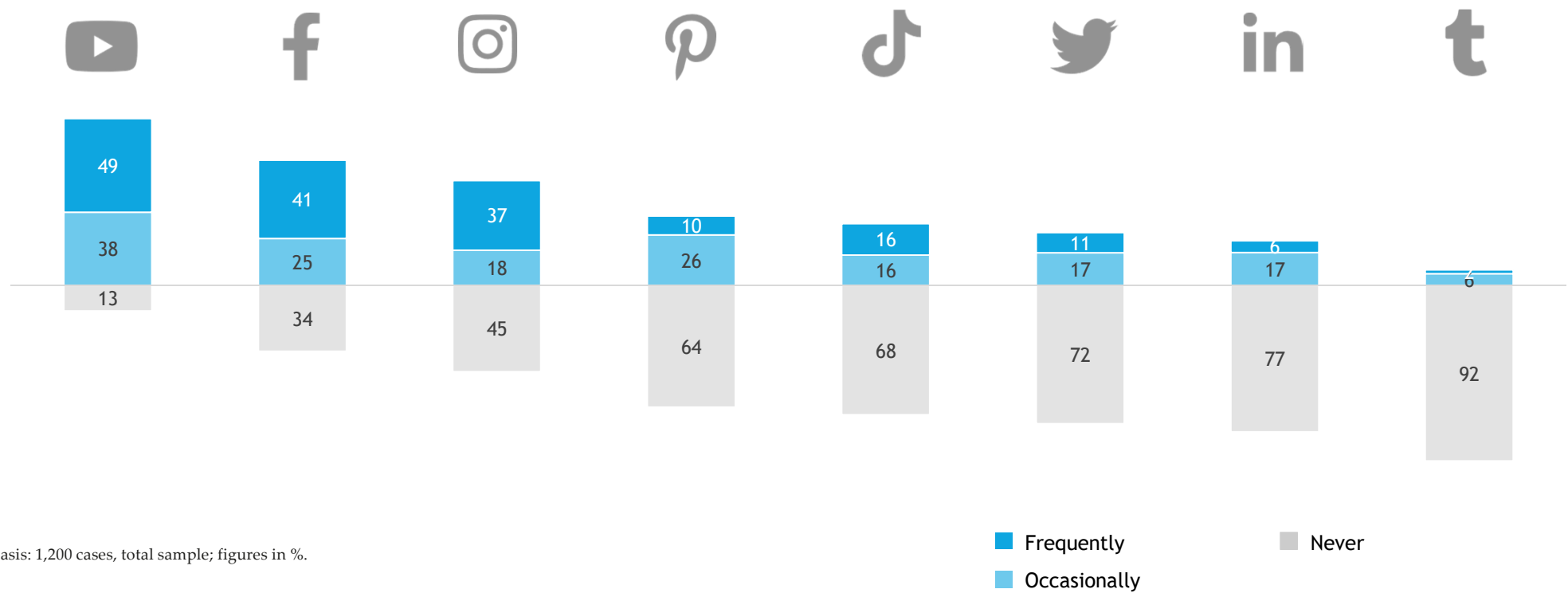
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1.247 €)	Medium 60-140% (1.247-2.910 €)	High >140% (>2.910 €)
Internet (no social media)	95	90	96	98	92	96	98
Communication/messenger services (e.g. WhatsApp, Skype)	88	84	85	92	80	89	94
"Normal" television programme	79	85	76	77	77	79	83
Radio	74	75	73	75	65	77	82
Social networks/social media (e.g. Facebook, Twitter)	74	68	74	77	74	73	80
TV/video streaming services (e.g. Netflix)	68	57	70	75	60	69	82
Online media libraries of TV channels	55	47	55	61	44	59	67
Music streaming services (e.g. Spotify)	51	32	54	61	42	51	62
Computer games/video games	50	44	51	52	52	50	47
Audio and video podcasts (e.g. via iTunes, YouTube, podcast portals)	49	36	47	59	43	49	62
Newsletters from suppliers of products and services	49	44	51	50	45	52	54
Books/Audiobooks	49	32	48	60	41	51	52
Daily newspaper	48	41	46	53	34	50	57
Journals, magazines	42	35	42	47	31	46	53
Watch Blu-ray Discs, DVDs	16	14	14	20	18	15	19
Cinema	7	4	7	8	5	7	7

Basis: 1,200 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Media usage

How often do you personally use the following platforms or social media (whether professionally or privately and regardless of the device)?



Basis: 1,200 cases, total sample; figures in %.

Media usage





How often do you personally use the following platforms or social media (whether professionally or privately and regardless of the device)?

Response category: "Frequently"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
YouTube	49	61	37	51	60	52	38	43	29	52	59
Facebook	41	43	28	40	46	54	41	33	47	41	36
Instagram	37	45	34	42	51	41	20	20	14	37	50
TikTok	16	17	13	20	17	23	10	9	10	19	24
Twitter	11	10	7	15	16	13	5	8	2	14	15
Pinterest	10	12	5	16	13	12	5	8	3	10	14
LinkedIn	6	12	3	9	11	8	-	2	-	7	6
Tumblr	2	1	1	5	2	2	-	1	-	7	2

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Media usage

How often do you personally use the following platforms or social media (whether professionally or privately and regardless of the device)?

Response category: "Frequently"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
YouTube	49	55	42	71	64	50	34	25
Facebook	41	40	42	32	52	40	40	41
Instagram	37	33	40	71	48	33	20	13
TikTok	16	16	17	39	19	10	10	5
Twitter	11	15	6	18	12	12	7	5
Pinterest	10	7	13	16	11	11	6	7
LinkedIn	6	7	5	7	8	9	5	1
Tumblr	2	2	2	5	3	1	1	0

Basis: 1,200 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Media usage

How often do you personally use the following platforms or social media (whether professionally or privately and regardless of the device)?

Response category: "Frequently"

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1.247 €)	Medium 60-140% (1.247-2.910 €)	High >140% (>2.910 €)
YouTube	49	37	51	54	51	49	45
Facebook	41	48	42	36	42	42	45
Instagram	37	22	37	46	33	37	40
TikTok	16	13	18	17	17	16	18
Twitter	11	7	11	12	8	11	15
Pinterest	10	8	12	10	10	10	10
LinkedIn	6	1	5	10	3	6	11
Tumblr	2	1	2	3	3	1	3

Basis: 1,200 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Media usage





How often do you personally use the following platforms or social media (whether professionally or privately and regardless of the device)?

Response category: "At least occasionally "

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
YouTube	87	87	81	85	93	92	83	80	78	91	94
Facebook	66	68	54	67	70	76	57	61	71	69	62
Instagram	55	59	48	62	75	63	35	40	28	56	72
Pinterest	36	43	37	41	44	40	26	37	18	27	43
TikTok	32	34	21	35	39	41	21	27	24	38	40
Twitter	28	28	21	36	39	29	14	23	12	35	39
LinkedIn	23	31	20	29	39	27	6	20	2	26	28
Tumblr	8	10	4	17	11	8	2	7	1	11	11

Basis: 1,200 cases, total sample; figures in %.

EST = Established
 INT = Intellectuals
 PER = Performers
 COS = Cosmopolitan Avantgarde
 ADA = Adaptive Navigators
 CMS = Conventional Mainstream
 TRA = Traditionals
 CMA = Consumer Materialists
 SEN = Sensation-Oriented
 PRO = Progressive Realists

 strongly overrepresented
 overrepresented
 strongly underrepresented
 underrepresented

Media usage

How often do you personally use the following platforms or social media (whether professionally or privately and regardless of the device)?

Response category: "At least occasionally "

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
YouTube	87	89	84	95	93	89	83	75
Facebook	66	66	65	65	73	68	63	60
Instagram	55	53	57	89	67	52	38	31
Pinterest	36	26	46	54	35	34	30	30
TikTok	32	33	32	59	36	32	22	14
Twitter	28	35	20	46	32	28	21	14
LinkedIn	23	26	21	33	31	28	16	11
Tumblr	8	10	7	17	10	9	4	2

Basis: 1,200 cases, total sample; figures in %.

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■ overrepresented ■ underrepresented

Media usage

How often do you personally use the following platforms or social media (whether professionally or privately and regardless of the device)?

Response category: "At least occasionally "

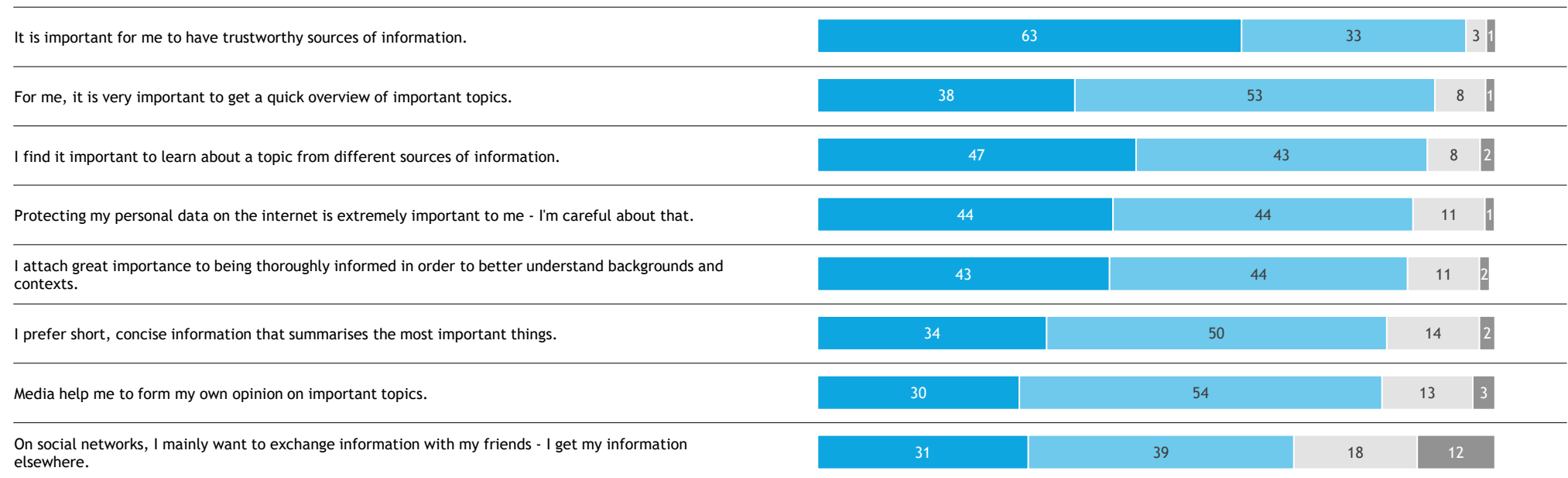
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1.247 €)	Medium 60-140% (1.247-2.910 €)	High >140% (>2.910 €)
YouTube	87	82	87	89	83	88	88
Facebook	66	70	68	61	69	67	66
Instagram	55	38	56	65	50	55	63
Pinterest	36	32	42	35	34	39	36
TikTok	32	28	36	32	33	34	29
Twitter	28	19	27	34	24	29	34
LinkedIn	23	9	19	37	15	25	36
Tumblr	8	5	10	9	10	8	8

Basis: 1,200 cases, total sample; figures in %.

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■ overrepresented ■ underrepresented

Communication expectations

If you think about what you use media such as newspapers, magazines, internet, TV, radio etc. for and what you expect from them, which of the statements below apply to you?



Basis: 1,200 cases, total sample; figures in %.

■ Applies completely
 ■ Somewhat applies
 ■ Mostly doesn't apply
 ■ Doesn't apply at all

Communication expectations

If you think about what you use media such as newspapers, magazines, internet, TV, radio etc. for and what you expect from them, which of the statements below apply to you?

Response category: "Applies completely/ Somewhat applies"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
It is important for me to have trustworthy sources of information.	96	98	99	94	95	96	96	96	94	89	98
For me, it is very important to get a quick overview of important topics.	91	95	91	94	92	93	92	84	86	85	94
I find it important to learn about a topic from different sources of information.	90	95	96	91	95	90	86	89	81	74	97
Protecting my personal data on the internet is extremely important to me - I'm careful about that.	88	93	91	89	86	91	89	84	93	78	82
I attach great importance to being thoroughly informed in order to better understand backgrounds and contexts.	87	92	96	86	92	88	82	88	84	72	93
I prefer short, concise information that summarises the most important things.	84	83	78	85	83	86	94	84	84	79	85
Media help me to form my own opinion on important topics.	83	87	86	88	91	86	74	77	72	72	90
On social networks, I mainly want to exchange information with my friends - I get my information elsewhere.	70	74	73	77	65	75	67	68	61	69	70

Basis: 1,200 cases, total sample; figures in %.

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Communication expectations

If you think about what you use media such as newspapers, magazines, internet, TV, radio etc. for and what you expect from them, which of the statements below apply to you?

Response category: "Applies completely/ Somewhat applies"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
It is important for me to have trustworthy sources of information.	96	95	96	92	95	95	99	98
For me, it is very important to get a quick overview of important topics.	91	89	93	89	89	89	93	95
I find it important to learn about a topic from different sources of information.	90	91	89	89	89	91	92	89
Protecting my personal data on the internet is extremely important to me - I'm careful about that.	88	87	89	76	86	89	93	95
I attach great importance to being thoroughly informed in order to better understand backgrounds and contexts.	87	89	86	83	89	89	90	89
I prefer short, concise information that summarises the most important things.	84	78	90	83	82	82	85	89
Media help me to form my own opinion on important topics.	83	84	83	86	81	79	85	84
On social networks, I mainly want to exchange information with my friends - I get my information elsewhere.	70	71	70	71	71	74	69	66

Basis: 1,200 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Communication expectations

If you think about what you use media such as newspapers, magazines, internet, TV, radio etc. for and what you expect from them, which of the statements below apply to you?

Response category: "Applies completely/ Somewhat applies"

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1.247 €)	Medium 60-140% (1.247-2.910 €)	High >140% (>2.910 €)
It is important for me to have trustworthy sources of information.	96	95	96	96	95	96	97
For me, it is very important to get a quick overview of important topics.	91	90	92	92	91	91	93
I find it important to learn about a topic from different sources of information.	90	85	88	95	86	90	96
Protecting my personal data on the internet is extremely important to me - I'm careful about that.	88	92	90	84	88	86	92
I attach great importance to being thoroughly informed in order to better understand backgrounds and contexts.	87	86	87	90	83	89	92
I prefer short, concise information that summarises the most important things.	84	87	85	82	84	83	83
Media help me to form my own opinion on important topics.	83	80	82	86	79	84	88
On social networks, I mainly want to exchange information with my friends - I get my information elsewhere.	70	67	71	72	72	69	76

Basis: 1,200 cases, total sample; figures in %.

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■ overrepresented ■ underrepresented

Communication expectations





If you think about what you use media such as newspapers, magazines, internet, TV, radio etc. for and what you expect from them, which of the statements below apply to you?

Response category: "Applies completely"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
It is important for me to have trustworthy sources of information.	63	70	90	57	66	46	55	70	64	36	69
I find it important to learn about a topic from different sources of information.	47	49	65	45	60	36	35	64	41	25	52
Protecting my personal data on the internet is extremely important to me - I'm careful about that.	44	54	47	36	42	33	43	64	69	23	38
I attach great importance to being thoroughly informed in order to better understand backgrounds and contexts.	43	48	61	38	52	34	32	60	41	24	44
For me, it is very important to get a quick overview of important topics.	38	40	45	39	41	30	35	38	46	27	41
I prefer short, concise information that summarises the most important things.	34	40	33	37	30	24	39	40	39	28	34
On social networks, I mainly want to exchange information with my friends - I get my information elsewhere.	31	35	34	31	32	27	29	33	34	21	36
Media help me to form my own opinion on important topics.	30	35	37	29	42	24	20	27	30	20	31

Basis: 1,200 cases, total sample; figures in %.

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Communication expectations

If you think about what you use media such as newspapers, magazines, internet, TV, radio etc. for and what you expect from them, which of the statements below apply to you?

Response category: "Applies completely"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
It is important for me to have trustworthy sources of information.	63	61	64	55	60	63	68	66
I find it important to learn about a topic from different sources of information.	47	49	45	45	47	50	50	44
Protecting my personal data on the internet is extremely important to me - I'm careful about that.	44	40	47	32	40	44	49	52
I attach great importance to being thoroughly informed in order to better understand backgrounds and contexts.	43	46	40	36	43	45	47	45
For me, it is very important to get a quick overview of important topics.	38	35	41	39	37	36	40	37
I prefer short, concise information that summarises the most important things.	34	30	38	38	34	29	36	31
On social networks, I mainly want to exchange information with my friends - I get my information elsewhere.	31	33	30	27	31	35	32	31
Media help me to form my own opinion on important topics.	30	31	28	24	30	33	35	25

Basis: 1,200 cases, total sample; figures in %.

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Communication expectations

If you think about what you use media such as newspapers, magazines, internet, TV, radio etc. for and what you expect from them, which of the statements below apply to you?

Response category: "Applies completely"

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1.247 €)	Medium 60-140% (1.247-2.910 €)	High >140% (>2.910 €)
It is important for me to have trustworthy sources of information.	63	60	60	66	57	64	70
I find it important to learn about a topic from different sources of information.	47	42	42	54	40	47	59
Protecting my personal data on the internet is extremely important to me - I'm careful about that.	44	55	41	39	48	42	42
I attach great importance to being thoroughly informed in order to better understand backgrounds and contexts.	43	40	41	47	39	43	51
For me, it is very important to get a quick overview of important topics.	38	39	39	36	37	37	43
I prefer short, concise information that summarises the most important things.	34	37	35	31	35	34	32
On social networks, I mainly want to exchange information with my friends - I get my information elsewhere.	31	33	29	31	33	30	36
Media help me to form my own opinion on important topics.	30	28	26	33	31	29	33

Basis: 1,200 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
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