



SINUS Study for the Friedrich-Ebert-Stiftung

# Social-ecological transformation

Country report Canada

**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, 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



## Method

Standardized online survey (CAWI)

Quota sample (gender, age, education and region)

The interviews were conducted in the local language.



## Data collection

Ø Interview duration: 25 minutes

The data collection was carried out by Sociotrend GmbH.



## Target group

Resident population aged from 18 to 69 years



## Sample size

1,201 persons



## Survey period

09.06. - 30.06.2023

## Survey content

- Awareness of environmental, nature and climate protection issues
- Climate and environmentally conscious behavior: Attitudes, barriers, and motivators
- Attitudes towards change in way of living and economies: Necessity of change, attribution of responsibility and policies
- Interest in information and level of knowledge: Climate change, ecological contexts and political measures

# Methodology and sample

## Evaluation of the survey results

- This report presents the **survey results for Canada**. The key findings are presented in graphs and charts. For better readability and comprehensibility, the percentages have been rounded to whole numbers.
- The data set was analysed for differences in the response behavior of different population groups and presented in tabular form. The **sociodemographic characteristics** of 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 too small 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
  - **Education groups:** low: "No school education or vocational training (yet)" or "lower secondary school with or without completed apprenticeship, or vocational training"; medium: "High school diploma or equivalent certificate (GED)" or "Certificate of Apprenticeship or Certificate of Qualification" or "Non-university certificate or diploma / other trades certificate or diploma with duration of less than 2 years"; high: "Non-university certificate or diploma / other trades certificate or diploma with duration of more than 2 years" or "University (e. g. Bachelor's degree, first professional degree, Master's degree, Earned doctorate)".g. Bachelor's degree, first professional degree, Master's degree, Earned doctorate)".
  - **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

\* Net equivalent income is net income weighted according to the number and age of persons living in the household. To calculate the net equivalized income, the net household income is divided by the number of persons weighted according to the OECD scale. This yields a needs-weighted per capita net income. The calculated equivalized income was divided into three groups (below 60%, 60-140%, above 140% of median income) using the median disposable income available from the OECD.

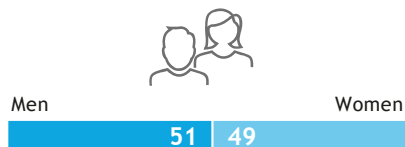
# Methodology and sample

## Evaluation of the survey results

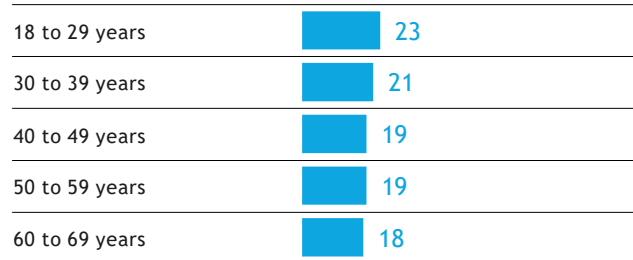
- In addition to differentiation according to sociodemographic characteristics, the data were analyzed according to the **milieu affiliation of the respondents**. By evaluating the findings according to the **Sinus meta-milieus**, the sociodemographic analysis is supplemented by way of living and value components.
  - The milieu perspective does not replace the study of socio-demographic characteristics, but complements and refines them by taking into account fundamental values that determine way of living and life goals, as well as everyday attitudes towards family, work, leisure and consumption, for example.
- Established test procedures of empirical social research were used to **examine the statistical significance of survey results**. Differences in the response behavior of the analyzed population groups were tested using 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 customary 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 size of the group. The larger the group (e.g., group of people with high educational qualifications), the more likely it is that even weak over- and underrepresentations will be shown to be significant. For this reason, it can happen in individual cases that identical numerical values are presented as having different degrees of over- or under-representation.

# Demographic structure of the sample

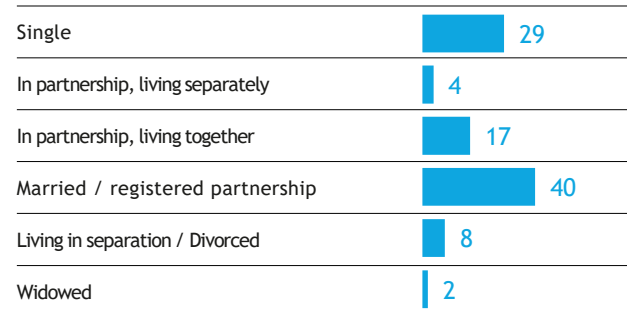
## Gender



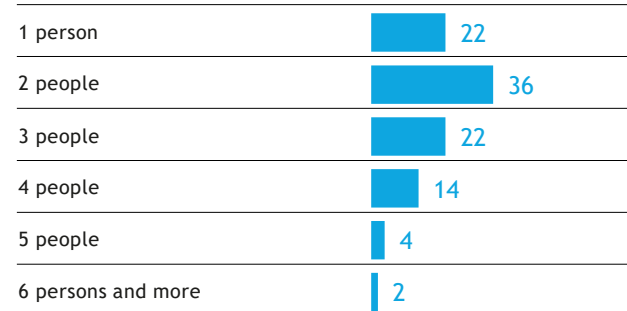
## Age ø 43.8 years



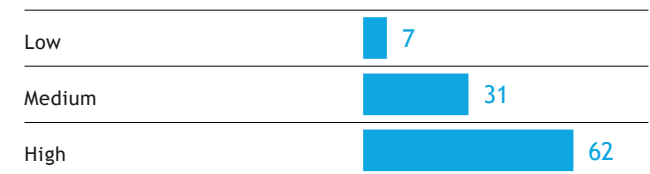
## Marital status



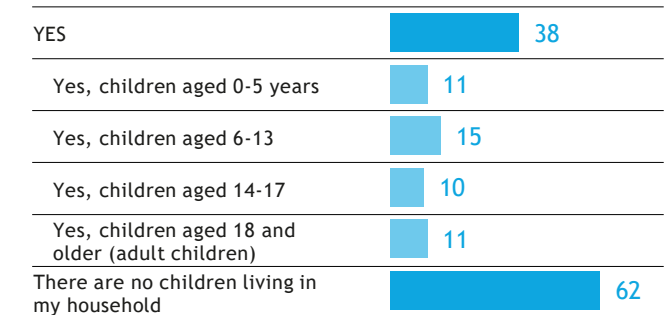
## Persons in household



## Education degree



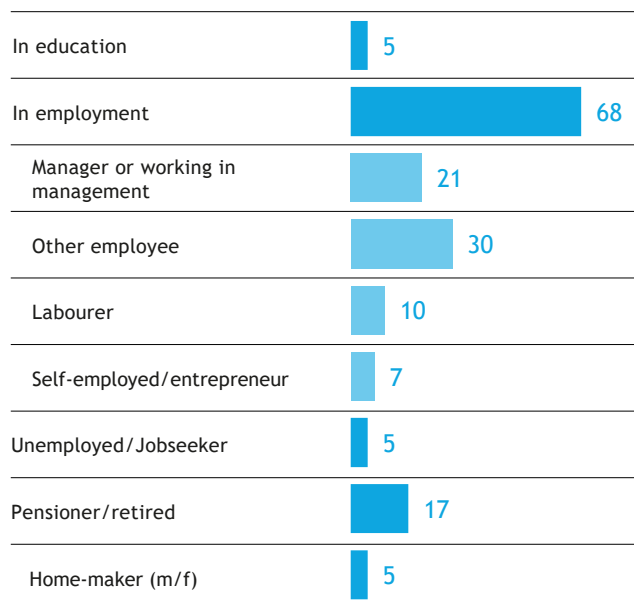
## Children in household



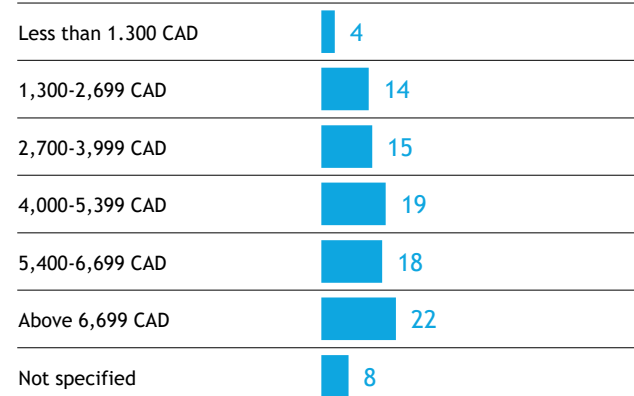
Basis: 1,201 cases, total sample; figures in %.

# Demographic structure of the sample

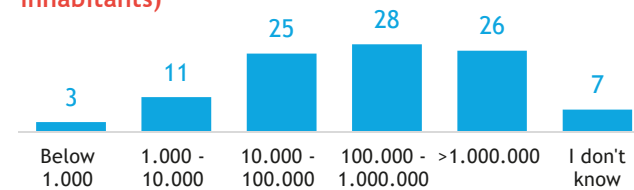
## Occupational status



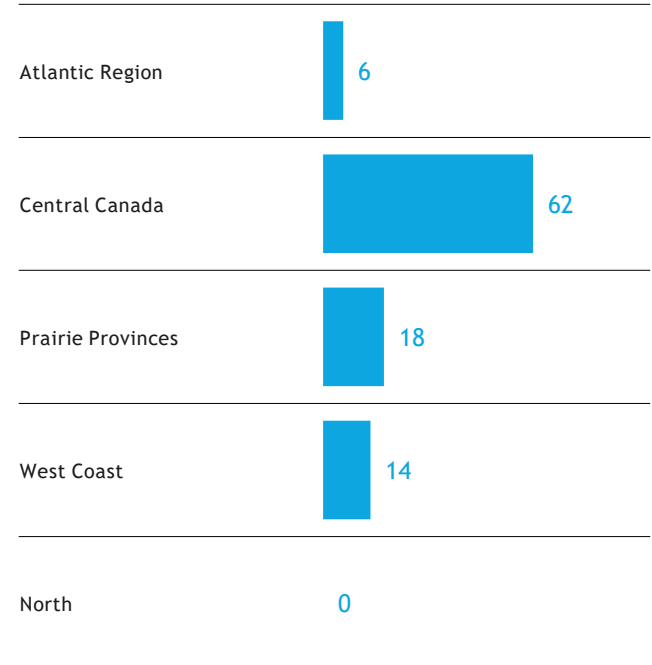
## Net household income



## Size of residency (number of inhabitants)



## Region

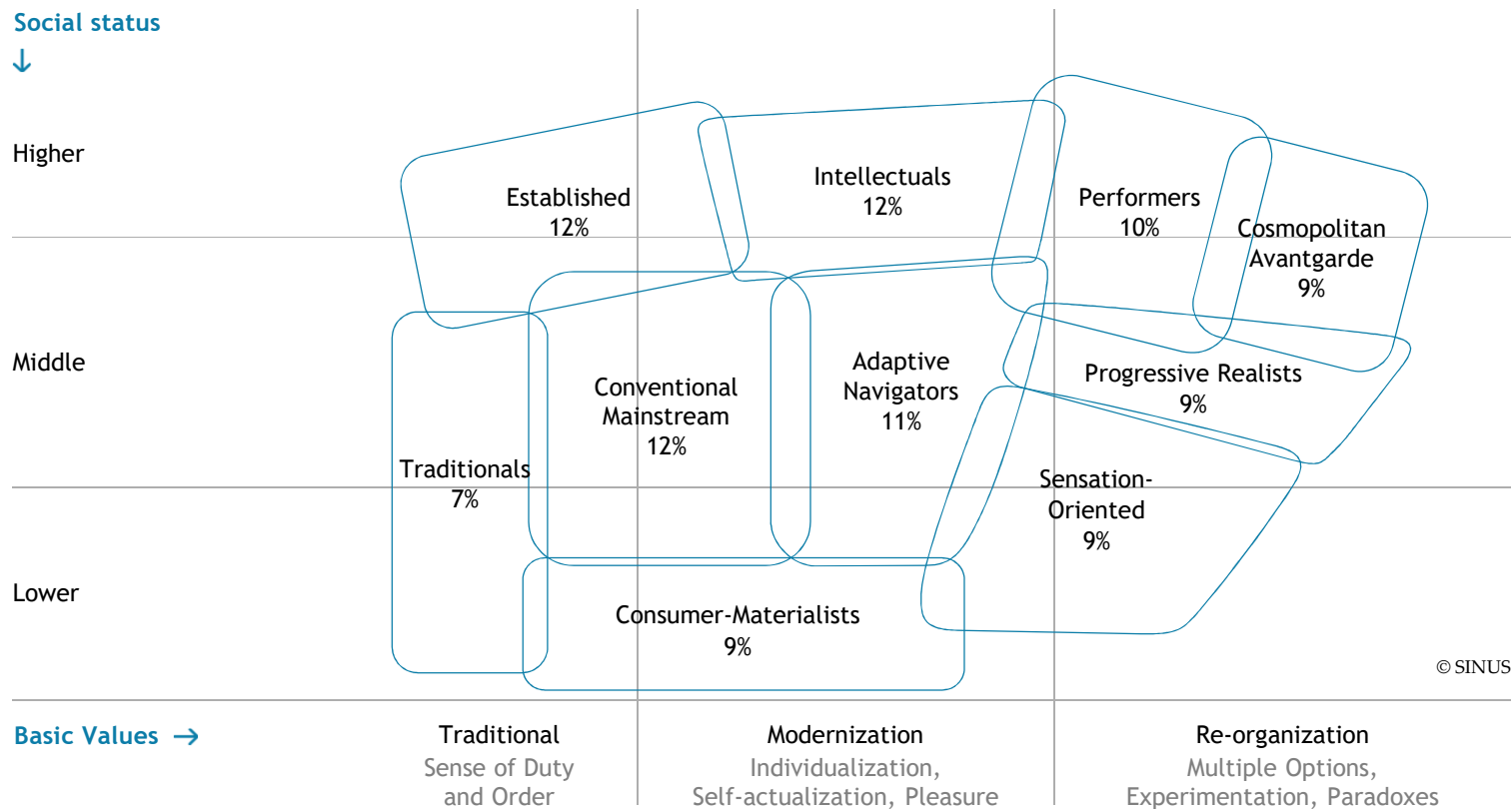


Basis: 1,201 cases, total sample; figures in %.

# The Sinus-Meta-Milieus<sup>®</sup> in Canada

18 to 69 year olds

Social status  
↓



# The Sinus-Meta-Milieus<sup>®</sup>

## Short summary

<b>Established</b>	<b>Status-driven conservative elite:</b> High self-confidence, traditional responsibility and performance ethics, exclusivity and status claims, acceptance of social order	<b>Adaptive Navigators</b>	<b>Modern mainstream:</b> 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
<b>Intellectuals</b>	<b>Academic elite with post-material beliefs:</b> 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	<b>Sensation-Oriented</b>	<b>Materialistic- and entertainment-focused lower middle-class:</b> 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
<b>Performers</b>	<b>Efficiency- and progress-oriented modern elite:</b> 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	<b>Conventional Mainstream</b>	<b>Harmony-seeking older middle-class:</b> 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
<b>Cosmopolitan Avantgarde</b>	<b>Ambitious and individualistic avant-garde:</b> 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	<b>Traditionals</b>	<b>Order-seeking older generation:</b> 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
<b>Progressive Realists</b>	<b>Drivers of social transformation:</b> 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	<b>Consumer-Materialists</b>	<b>Lower class striving for validation:</b> 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



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Problem awareness

# Main findings

## Problem awareness

### Importance of environmental, nature and climate protection

- Public health service or care is the most frequently cited of the top five political topics, with 67% mentions. Inflation/decreasing purchasing power ranks second with 58% of mentions. The third most frequently mentioned issue is environmental, nature and climate protection (50%).

### Relevance of environmental policy fields of action

- Among the top five challenges to sustaining our livelihoods, respondents most frequently cited climate change or climate-damaging emissions (60%), waste in the environment and living environment (59%), and air pollution or air quality (50%). Water pollution or water quality is cited fourth most often (46%), and the state of the oceans fifth most often (43%). Increasing traffic and noise are seen least frequently as priority areas for environmental policy action (17%).

### Relevance of climate change as a topic

- A clear majority of the population considers climate change to be a (very) important Topic for Canada: on a scale of 0 "completely irrelevant" to 10 "absolutely important", 62% of respondents select scale points 8 to 10, and another 23% select scale points 6 to 7. In contrast, only 4% of respondents select scale points 0 to 2. The scale average is 7.6.

# Main findings

## Problem awareness

### Attitudes towards climate change

- 93% of respondents believe that the destruction of nature endangers people and their livelihoods (highest level of agreement "Fully agree": 54%). At the same time, 81% say they are afraid of the consequences of climate change (highest level of agreement: 40%), while 38% think that many things are very exaggerated when it comes to the consequences of climate change (highest level of agreement: 13%). When asked whether there are more important problems in our country than climate change, 58% agree (highest level of agreement: 21%) and 42% disagree. The situation is similar with the statement that we should rather focus on adapting to the consequences of climate change instead of putting climate protection in the foreground: while 55% agree (highest level of agreement: 13%), 45% disagree.

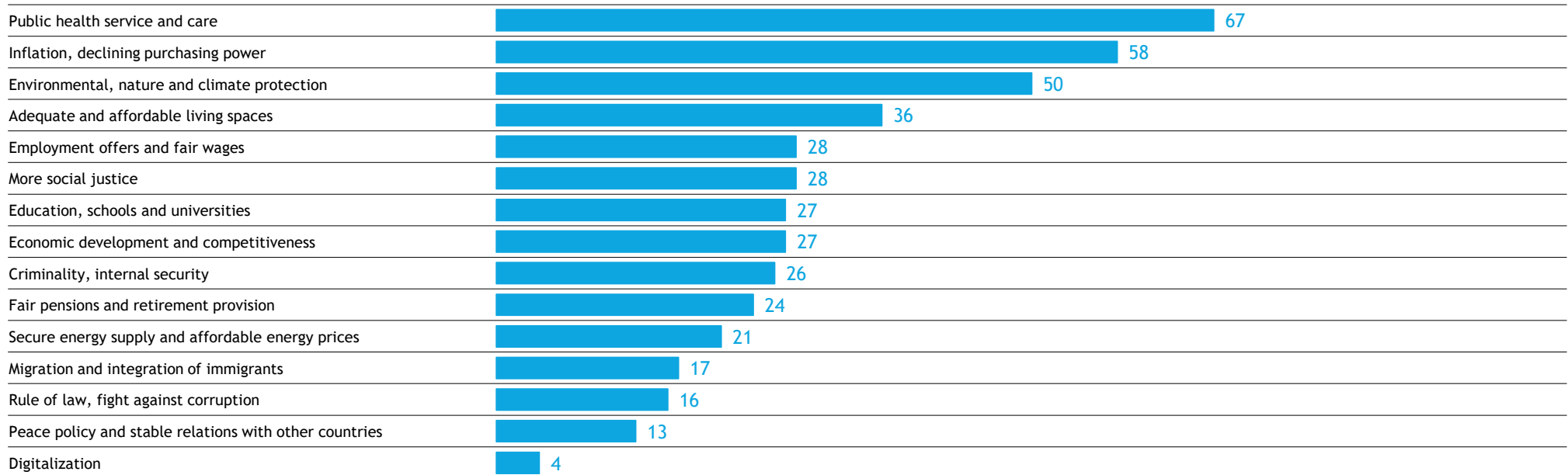
### Consequences of climate change

- The increase in extreme weather events is by far the most frightening for the population: 65% of respondents rank the increase in extreme weather events among the five consequences of climate change that frighten them the most. Forest fires and forest dieback are the second most cited, with 47% citing them. Respondents are third most afraid of an increase in humanitarian crises or a spread of (new) diseases (44%). Significantly fewer respondents are afraid of increased immigration and migration (16%).

# Importance of environmental, nature and climate protection

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

## Politically relevant topics



Basis: 1,201 cases, total sample; figures in %.

# Importance of environmental, nature and climate protection

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Public health service and care	67	71	88	55	57	62	74	76	69	45	68
Inflation, declining purchasing power	58	62	49	58	51	57	65	57	71	55	54
Environmental, nature and climate protection	50	61	78	44	51	49	40	49	30	30	60
Adequate and affordable living spaces	36	34	39	34	35	26	36	41	44	29	45
Employment offers and fair wages	28	30	14	36	35	31	28	26	29	23	29
More social justice	28	29	42	26	24	22	24	28	29	29	28
Education, schools and universities	27	26	34	34	31	22	28	24	16	24	34
Economic development and competitiveness	27	27	21	35	29	26	24	22	17	36	30
Criminality, internal security	26	26	24	31	27	16	32	36	26	25	20
Fair pensions and retirement provision	24	28	16	18	27	27	28	34	34	17	14
Secure energy supply and affordable energy prices	21	20	14	16	21	30	28	19	13	20	22
Migration and integration of immigrants	17	14	18	24	14	21	20	11	12	14	16
Rule of law, fight against corruption	16	15	7	13	11	11	22	16	25	23	15
Peace policy and stable relations with other countries	13	14	11	17	12	16	8	12	4	16	24
Digitalization	4	2	1	6	4	4	5	3	3	6	5

Basis: 1,201 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

# Importance of environmental, nature and climate protection

Which of the following topics do you think are the most important for politicians in Canada to 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
Public health service and care	67	60	74	53	56	68	81	81
Inflation, declining purchasing power	58	58	58	45	58	67	66	57
Environmental, nature and climate protection	50	49	50	54	46	42	52	55
Adequate and affordable living spaces	36	29	42	33	38	37	36	36
Employment offers and fair wages	28	27	29	39	33	29	22	14
More social justice	28	24	32	29	27	27	28	30
Education, schools and universities	27	25	30	33	32	27	24	19
Economic development and competitiveness	27	34	19	28	31	32	23	18
Criminality, internal security	26	26	26	23	24	29	27	29
Fair pensions and retirement provision	24	22	26	16	18	19	25	44
Secure energy supply and affordable energy prices	21	26	15	29	19	14	20	18
Migration and integration of immigrants	17	20	13	19	18	17	13	16
Rule of law, fight against corruption	16	19	13	16	14	17	17	15
Peace policy and stable relations with other countries	13	16	11	18	17	10	11	10
Digitalization	4	5	2	8	4	2	1	2

Basis: 1,201 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 for politicians in Canada to take care of? Please select up to 5 topics.

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<2,544 CAD)	Medium 60-140% (2,544-5,936 CAD)	High >140% (>5,936 CAD)
Public health service and care	67	60	70	66	68	65	63
Inflation, declining purchasing power	58	50	62	57	62	58	44
Environmental, nature and climate protection	50	43	44	53	49	51	52
Adequate and affordable living spaces	36	33	38	36	38	33	36
Employment offers and fair wages	28	31	31	26	32	26	20
More social justice	28	33	31	27	33	24	26
Education, schools and universities	27	16	25	30	28	27	24
Economic development and competitiveness	27	11	20	32	19	34	32
Criminality, internal security	26	27	26	26	24	28	24
Fair pensions and retirement provision	24	38	32	18	27	24	16
Secure energy supply and affordable energy prices	21	18	22	20	16	23	35
Migration and integration of immigrants	17	18	12	18	16	16	20
Rule of law, fight against corruption	16	16	18	14	16	16	15
Peace policy and stable relations with other countries	13	10	11	15	12	14	22
Digitalization	4	2	2	5	4	3	7

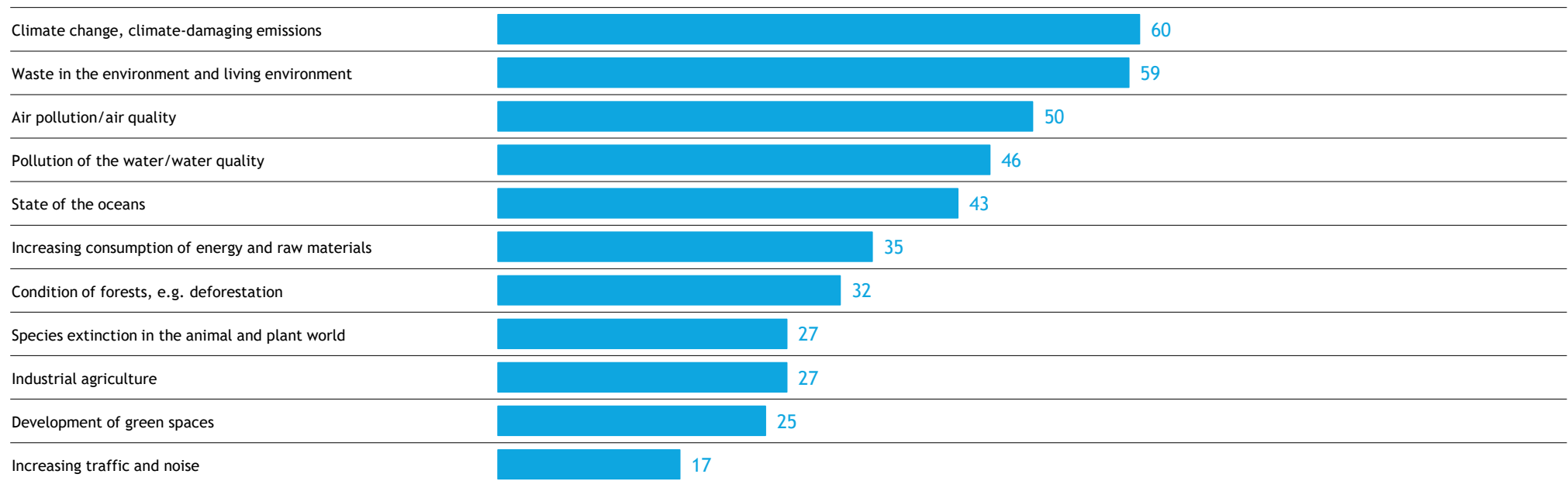
Basis: 1,201 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# 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: 1,201 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
Climate change, climate-damaging emissions	60	67	89	60	54	55	56	59	42	38	75
Waste in the environment and living environment	59	59	60	59	60	52	66	62	57	47	63
Air pollution/air quality	50	58	46	54	45	44	52	53	46	50	49
Pollution of the water/water quality	46	44	49	42	44	48	51	50	48	41	41
State of the oceans	43	47	48	36	34	34	49	48	42	33	55
Increasing consumption of energy and raw materials	35	34	30	45	40	37	38	22	23	37	40
Condition of forests, e.g. deforestation	32	25	36	28	31	27	36	40	40	28	35
Species extinction in the animal and plant world	27	28	35	25	31	19	26	27	29	24	29
Industrial agriculture	27	22	26	28	33	29	29	33	20	20	28
Development of green spaces	25	27	23	25	19	28	31	24	20	25	24
Increasing traffic and noise	17	22	9	23	17	13	16	13	14	30	13

Basis: 1,201 cases, total sample; figures in %.

EST = Established  
 INT = Intellectuals  
 PER = Performers  
 COS = Cosmopolitan Avantgarde  
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 SEN = Sensation-Oriented  
 PRO = Progressive Realists

strongly overrepresented  
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 strongly underrepresented  
 underrepresented

# 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
Climate change, climate-damaging emissions	60	57	63	61	59	55	63	64
Waste in the environment and living environment	59	59	58	61	56	59	56	60
Air pollution/air quality	50	52	48	49	51	48	51	50
Pollution of the water/water quality	46	45	47	40	46	47	49	50
State of the oceans	43	42	43	34	38	45	50	50
Increasing consumption of energy and raw materials	35	41	29	42	40	38	31	22
Condition of forests, e.g. deforestation	32	31	34	28	29	34	34	37
Species extinction in the animal and plant world	27	26	28	32	24	25	27	28
Industrial agriculture	27	25	29	25	29	21	25	33
Development of green spaces	25	23	27	28	26	21	22	27
Increasing traffic and noise	17	20	14	21	18	17	15	13

Basis: 1,201 cases, total sample; figures in %.

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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.

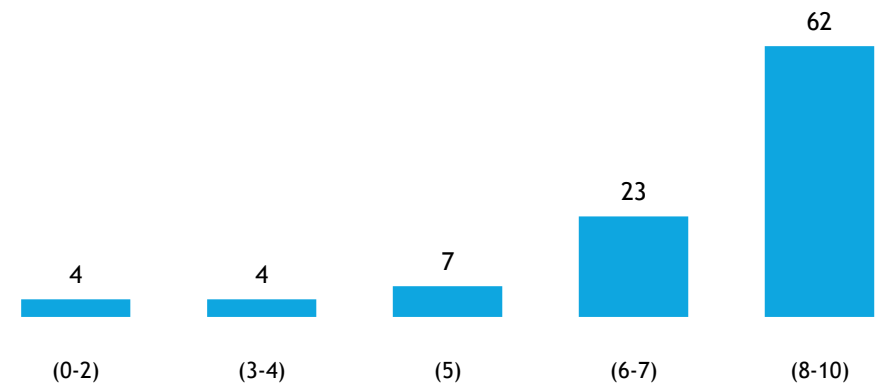
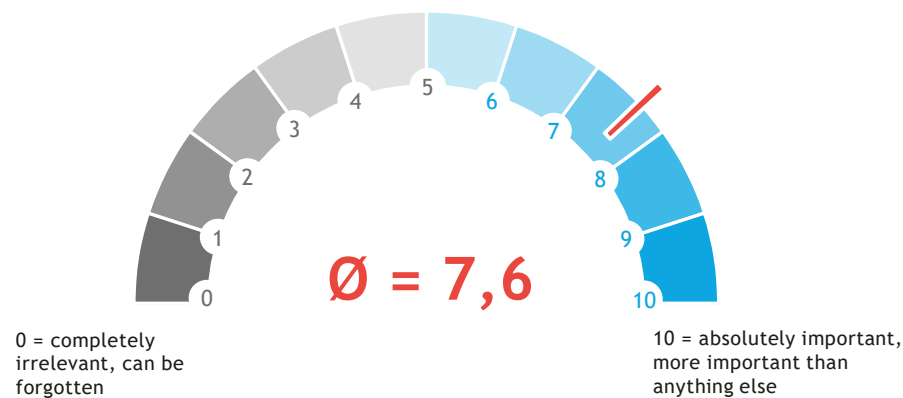
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		Low	Medium	High	Low <60% (<2,544 CAD)	Medium 60-140% (2,544-5,936 CAD)	High >140% (>5,936 CAD)
Climate change, climate-damaging emissions	60	54	49	66	60	59	63
Waste in the environment and living environment	59	56	53	62	57	58	63
Air pollution/air quality	50	56	56	46	47	52	48
Pollution of the water/water quality	46	54	51	43	47	46	41
State of the oceans	43	44	46	41	44	42	38
Increasing consumption of energy and raw materials	35	23	29	40	30	37	46
Condition of forests, e.g. deforestation	32	40	33	31	36	30	27
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Industrial agriculture	27	22	31	25	29	26	24
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Basis: 1,201 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 everyone's everyday life (e.g. energy prices). How important do you personally consider this topic for Canada?



Basis: 1,201 cases, total sample; figures in %.

# 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 everyone's everyday life (e.g. energy prices). How important do you personally consider this topic for Canada?

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
10=Absolutely important, more important than anything else	22	25	38	26	20	6	20	26	10	12	32
9	16	20	18	20	23	9	17	12	8	10	22
8	24	30	28	22	22	25	20	32	22	22	20
7	16	8	12	14	15	24	18	13	14	21	15
6	7	7	1	8	6	11	2	7	10	13	9
5	7	5	3	2	8	12	10	5	17	7	1
4	1	1	1	-	3	3	3	2	-	2	-
3	3	2	-	2	2	3	4	-	5	9	1
2	1	-	-	1	-	1	1	-	6	1	-
1	1	-	-	1	1	-	2	1	4	1	-
0=Totally irrelevant, can be forgotten	2	2	-	2	-	5	4	3	4	2	1
Average	7,6	8,1	8,7	8,0	7,8	6,7	7,3	7,8	6,3	6,9	8,0

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	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
10=Absolutely important, more important than anything else	22	18	24	23	22	19	19	25
9	16	14	18	15	21	15	13	16
8	24	25	23	27	20	22	29	23
7	16	17	14	18	15	18	14	12
6	7	7	7	7	10	6	6	6
5	7	8	6	4	6	8	9	9
4	1	2	1	2	2	2	1	1
3	3	4	2	1	3	4	4	3
2	1	1	0	0	0	2	1	1
1	1	1	1	1	-	1	1	1
0=Totally irrelevant, can be forgotten	2	3	2	2	2	2	3	2
Average	7,6	7,3	7,8	7,8	7,8	7,3	7,4	7,6

Basis: 1,201 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# 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 everyone's everyday life (e.g. energy prices). How important do you personally consider this topic for Canada?

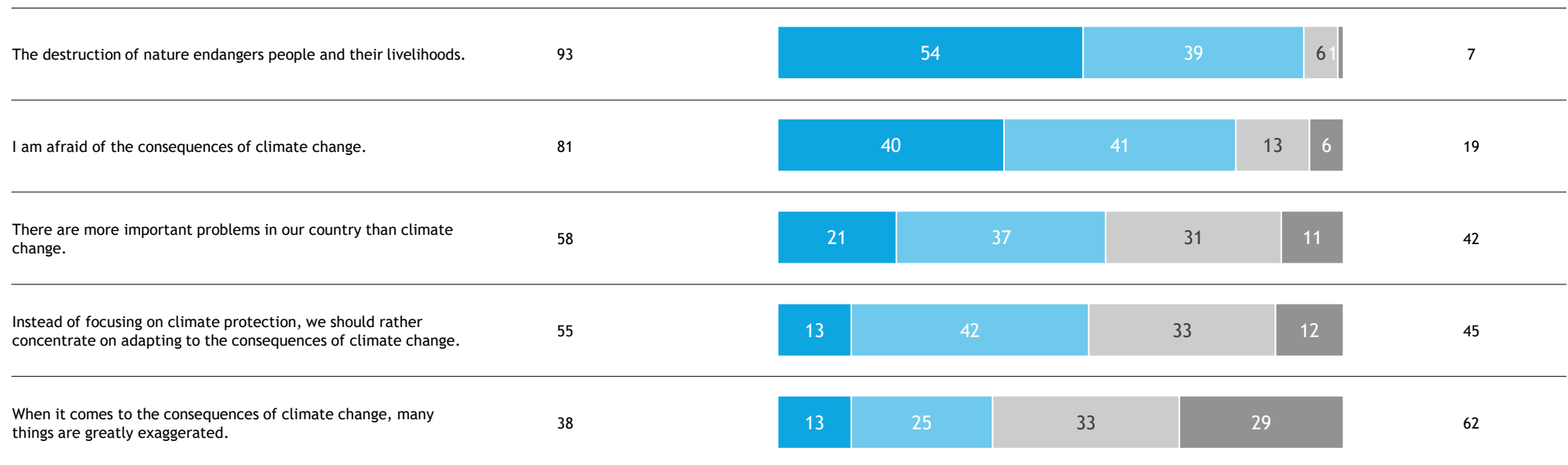
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<2,544 CAD)	Medium 60-140% (2,544-5,936 CAD)	High >140% (>5,936 CAD)
10=Absolutely important, more important than anything else	22	30	21	21	22	20	23
9	16	10	13	18	17	18	10
8	24	22	21	26	23	23	28
7	16	8	15	16	15	16	17
6	7	7	9	6	6	9	8
5	7	13	8	6	8	6	5
4	1	-	3	1	2	2	1
3	3	1	4	3	2	3	4
2	1	1	2	0	1	1	0
1	1	4	1	0	1	1	1
0=Totally irrelevant, can be forgotten	2	3	4	2	2	2	2
Average	7,6	7,4	7,2	7,8	7,6	7,6	7,6

Basis: 1,201 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Attitudes towards climate change

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



Basis: 1,201 cases, total sample; figures in %.

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

# Attitudes towards climate change

If you now think about the topic environment and climate. 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
The destruction of nature endangers people and their livelihoods.	93	98	98	92	94	88	91	96	89	81	97
I am afraid of the consequences of climate change.	81	90	93	84	83	75	74	87	59	74	92
There are more important problems in our country than climate change.	58	53	24	67	64	72	66	48	70	71	48
Instead of focusing on climate protection, we should rather concentrate on adapting to the consequences of climate change.	55	50	25	56	56	60	65	54	61	67	58
When it comes to the consequences of climate change, many things are greatly exaggerated.	38	31	6	42	38	50	46	34	45	61	33

Basis: 1,201 cases, total sample; figures in %.

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strongly overrepresented  
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 strongly underrepresented  
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# Attitudes towards climate change

If you now think about the topic environment and climate. 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
The destruction of nature endangers people and their livelihoods.	93	89	95	93	92	90	92	94
I am afraid of the consequences of climate change.	81	78	84	89	84	74	76	79
There are more important problems in our country than climate change.	58	63	54	64	62	61	54	46
Instead of focusing on climate protection, we should rather concentrate on adapting to the consequences of climate change.	55	59	51	58	61	55	47	51
When it comes to the consequences of climate change, many things are greatly exaggerated.	38	46	31	44	48	40	31	26

Basis: 1,201 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Attitudes towards climate change

If you now think about the topic environment and climate. 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% (<2,544 CAD)	Medium 60-140% (2,544-5,936 CAD)	High >140% (>5,936 CAD)
The destruction of nature endangers people and their livelihoods.	93	93	92	93	93	92	93
I am afraid of the consequences of climate change.	81	70	76	85	81	81	81
There are more important problems in our country than climate change.	58	57	62	56	55	61	62
Instead of focusing on climate protection, we should rather concentrate on adapting to the consequences of climate change.	55	63	61	51	56	55	61
When it comes to the consequences of climate change, many things are greatly exaggerated.	38	40	43	36	34	41	45

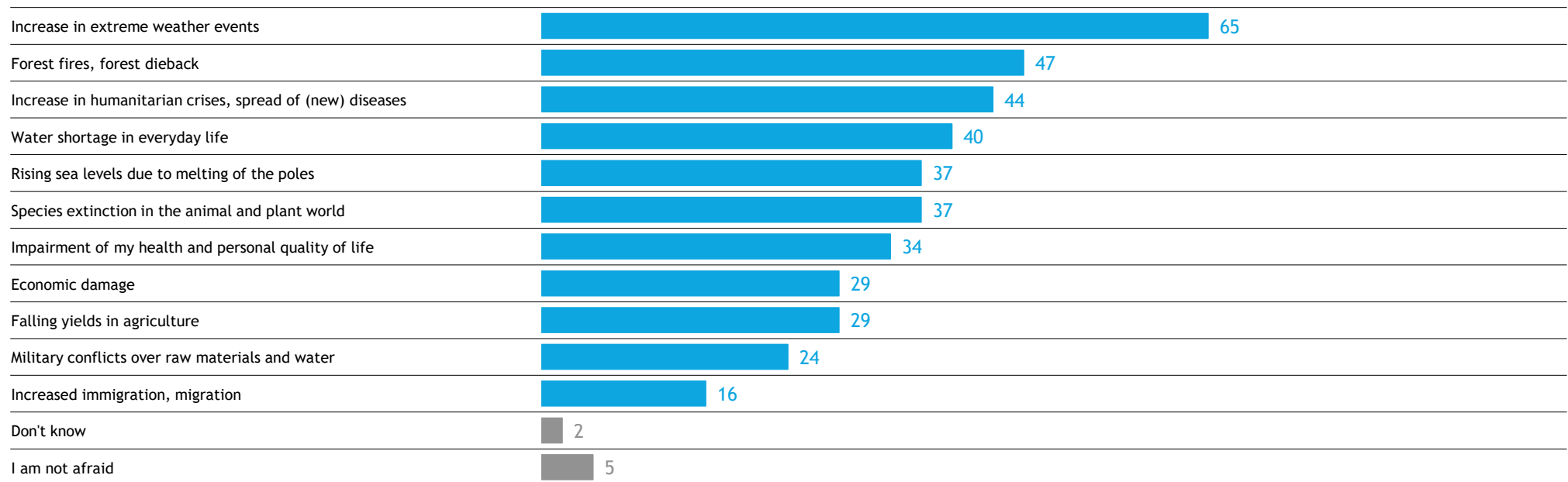
Basis: 1,201 cases, total sample; figures in %.

■ 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.

## Consequences of climate change



Basis: 1,201 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	65	70	86	61	62	52	66	73	54	52	76
Forest fires, forest dieback	47	59	53	54	40	38	44	54	40	36	51
Increase in humanitarian crises, spread of (new) diseases	44	51	58	43	39	38	45	46	36	32	50
Water shortage in everyday life	40	44	49	37	29	32	42	50	40	30	51
Rising sea levels due to melting of the poles	37	44	43	41	39	36	36	30	22	26	46
Species extinction in the animal and plant world	37	39	49	36	42	30	36	34	32	26	46
Impairment of my health and personal quality of life	34	44	31	34	38	30	34	31	22	32	42
Economic damage	29	35	16	36	27	27	31	26	23	38	34
Declining yields in agriculture	29	23	28	25	30	32	27	41	33	28	28
Military conflicts over raw materials and water	24	20	28	29	27	21	24	22	25	19	24
Increased immigration, migration	16	10	11	15	17	13	19	18	20	23	12
Don't know	2	1	1	1	1	1	2	2	6	1	-
I am not afraid	5	-	-	4	3	10	9	3	11	7	1

Basis: 1,201 cases, total sample; figures in %.

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strongly overrepresented  
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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	65	60	70	62	64	61	71	70
Forest fires, forest dieback	47	41	53	41	46	47	50	53
Increase in humanitarian crises, spread of (new) diseases	44	42	46	42	45	42	44	49
Water shortage in everyday life	40	35	46	42	37	37	40	44
Rising sea levels due to melting of the poles	37	38	36	40	36	33	35	38
Species extinction in the animal and plant world	37	33	41	41	37	33	37	36
Impairment of my health and personal quality of life	34	31	37	44	37	33	23	30
Economic damage	29	34	24	34	31	28	30	21
Declining yields in agriculture	29	31	26	29	27	28	28	34
Military conflicts over raw materials and water	24	27	21	31	25	20	22	20
Increased immigration, migration	16	20	11	17	18	13	13	15
Don't know	2	2	1	-	1	2	2	2
I am not afraid	5	6	4	3	4	6	6	5

Basis: 1,201 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% (<2,544 CAD)	Medium 60-140% (2,544-5,936 CAD)	High >140% (>5,936 CAD)
Increase in extreme weather events	65	60	57	70	64	66	65
Forest fires, forest dieback	47	45	47	47	47	46	46
Increase in humanitarian crises, spread of (new) diseases	44	32	40	47	41	46	46
Water shortage in everyday life	40	47	42	39	42	38	40
Rising sea levels due to melting of the poles	37	29	34	39	35	38	39
Species extinction in the animal and plant world	37	39	35	38	39	36	33
Impairment of my health and personal quality of life	34	34	31	35	32	34	37
Economic damage	29	22	25	32	26	32	32
Declining yields in agriculture	29	36	31	27	30	30	26
Military conflicts over raw materials and water	24	21	21	26	22	27	23
Increased immigration, migration	16	17	14	16	17	17	10
Don't know	2	2	2	1	2	0	1
I am not afraid	5	7	8	3	5	4	5

Basis: 1,201 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented



3

## Climate and environmentally conscious behavior

# Main findings

## Climate and environmentally conscious behavior

### Attitudes towards climate and environmentally conscious behavior

- 91% of respondents believe that we all have to be actively involved and start changing the way we live in order to maintain a liveable environment for us and the generations that follow (highest level of agreement "Fully agree": 51%).
- In addition, 86% 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: 36%).
- Slightly fewer, but still around three quarters (73%), commit themselves to actively contribute to changing society (highest level of agreement: 24%).

### Barriers to climate and environmentally conscious behavior

- 87% believe that we should be prepared to change our way of living for the benefit of the environment (highest level of agreement "Fully agree": 41%). However, 48% say they are (also) only prepared to do something to protect the environment themselves if this does not affect their own standard of living (highest level of agreement: 13%).

# Main findings

## Climate and environmentally conscious behavior

- 75% would be willing to do more to protect the environment if everyone acted in this way (highest level of agreement: 27%). However, 40% do not believe that they can make a significant contribution to environmental protection with their own behavior (highest level of agreement: 11%). That others should first take the first step before one contributes to climate protection oneself is said by 38% (highest level of agreement: 11%).
- 71% fear that a fundamental change in our way of living and doing business will be associated with high personal costs (highest approval rating: 24%). Furthermore, around half (55%) consider measures to protect the climate and the environment to be socially unjust, as they place a burden on low-income earners in particular (highest level of agreement: 17%). Fifty percent (50%) say that they personally lack the financial means to do something for climate protection (highest level of agreement: 18%).
- 62% say they are annoyed when others try to tell them how to live (highest level of agreement: 24%). In addition, 51% complain that they will soon be unable to do anything at all if there are even more regulations on climate and environmental protection (highest level of agreement: 18%).
- 59% believe that businesses know best how to implement the necessary change (highest level of agreement: 16%). In addition, 36% think that science and technology will solve the problem of climate change without us having to fundamentally change our way of living (highest level of agreement: 11%).

# Main findings

## Climate and environmentally conscious behavior

- 45% state that businesses that require a lot of energy for their production cannot implement strict climate protection requirements (highest level of agreement: 13%). Furthermore, 43% say that preserving jobs is more important than climate and environmental protection (highest level of agreement: 14%). 43% also believe that combating climate change is detrimental to The economy (highest level of agreement: 14%).
- 42% of respondents find it difficult to shape their own lives in an environmentally and climate-friendly way (highest level of agreement: 12%). In addition, 65% say the poor infrastructure makes it impossible to give up the car (highest level of agreement: 26%). 28% say they cannot see changing their own behavior for something that may happen in the future (highest level of agreement: 10%).

## Motivators of climate and environmentally conscious behavior

- In the opinion of 93% of respondents, each individual bears responsibility for ensuring that we leave a livable environment for future generations (highest level of agreement "Fully agree": 52%). In addition, 90% believe that environmental protection is a matter of decency and civic duty (highest level of agreement: 44%). That more environmental protection also means better quality of life and health for all, say 87% (highest level of agreement: 43%). 86% feel personally responsible for the preservation of nature and the environment (highest approval rating: 36%).
- 89% think it significantly enhances their quality of life to spend time in nature (highest level of agreement: 46%). In addition, 84% of respondents feel a strong connection with nature (highest level of agreement: 39%).

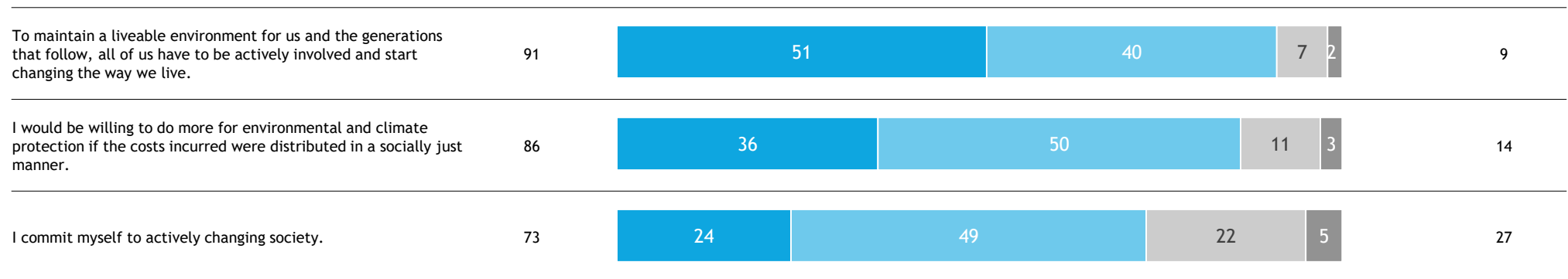
# Main findings

## Climate and environmentally conscious behavior

- 84% believe that the economy must become more climate-friendly, as otherwise there is a threat of economic damage (highest level of agreement: 37%). Furthermore, 80% believe that switching to environmentally and climate-friendly products and production processes offers great employment opportunities (highest level of agreement: 27%). 85% believe that a consistent policy of environmental protection will have a positive impact on the competitiveness of businesses in the future (highest approval rating: 34%).
- 82% see the industrialized countries as having a special responsibility for climate protection, as they have played a significant role causing climate change (highest level of agreement: 38%). In addition, 82% also say they feel better if they buy products that have less impact on the environment and climate (highest level of agreement: 34%).

# Attitudes towards climate and environmentally conscious behavior

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



Basis: 1,201 cases, total sample; figures in %.

 Fully agree       Somewhat disagree  
 Somewhat agree       Completely disagree

# Attitudes towards climate and environmentally conscious behavior

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
To maintain a liveable environment for us and the generations that follow, all of us have to be actively involved and start changing the way we live.	91	97	99	95	93	87	87	94	75	80	98
I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially just manner.	86	92	91	82	95	81	89	95	69	78	90
I commit myself to actively changing society.	73	85	72	90	81	72	66	76	40	65	88

Response category: "Fully agree".

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
To maintain a liveable environment for us and the generations that follow, all of us have to be actively involved and start changing the way we live.	51	63	72	56	54	29	42	65	28	35	65
I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially just manner.	36	42	38	44	53	22	36	37	22	27	41
I commit myself to actively changing society.	24	30	20	48	25	17	12	24	7	18	46

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 strongly overrepresented  
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# Attitudes towards climate and environmentally conscious behavior

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
To maintain a liveable environment for us and the generations that follow, all of us have to be actively involved and start changing the way we live.	91	89	92	91	92	87	90	92
I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially just manner.	86	86	86	90	83	85	87	85
I commit myself to actively changing society.	73	72	74	86	77	70	66	66

Response category: "Fully agree".

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
To maintain a liveable environment for us and the generations that follow, all of us have to be actively involved and start changing the way we live.	51	47	54	57	54	45	43	52
I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially just manner.	36	36	36	49	34	32	28	34
I commit myself to actively changing society.	24	25	24	40	28	19	17	15

Basis: 1,201 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Attitudes towards climate and environmentally conscious behavior

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% (<2,544 CAD)	Medium 60-140% (2,544-5,936 CAD)	High >140% (>5,936 CAD)
To maintain a liveable environment for us and the generations that follow, all of us have to be actively involved and start changing the way we live.	91	86	87	92	90	91	90
I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially just manner.	86	82	82	89	85	88	84
I commit myself to actively changing society.	73	73	68	77	74	72	77

Response category: "Fully agree".

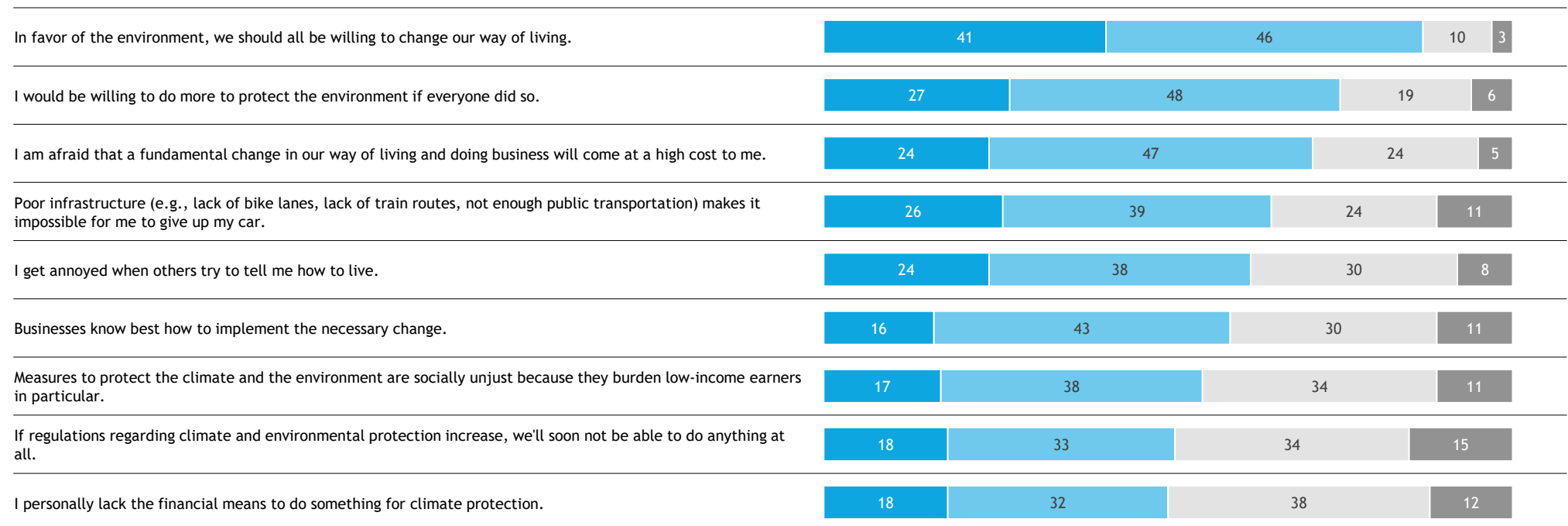
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<2,544 CAD)	Medium 60-140% (2,544-5,936 CAD)	High >140% (>5,936 CAD)
To maintain a liveable environment for us and the generations that follow, all of us have to be actively involved and start changing the way we live.	51	46	45	54	53	48	49
I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially just manner.	36	41	32	38	36	37	37
I commit myself to actively changing society.	24	23	19	27	25	22	30

Basis: 1,201 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Barriers to climate and environmentally conscious behavior (1)

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

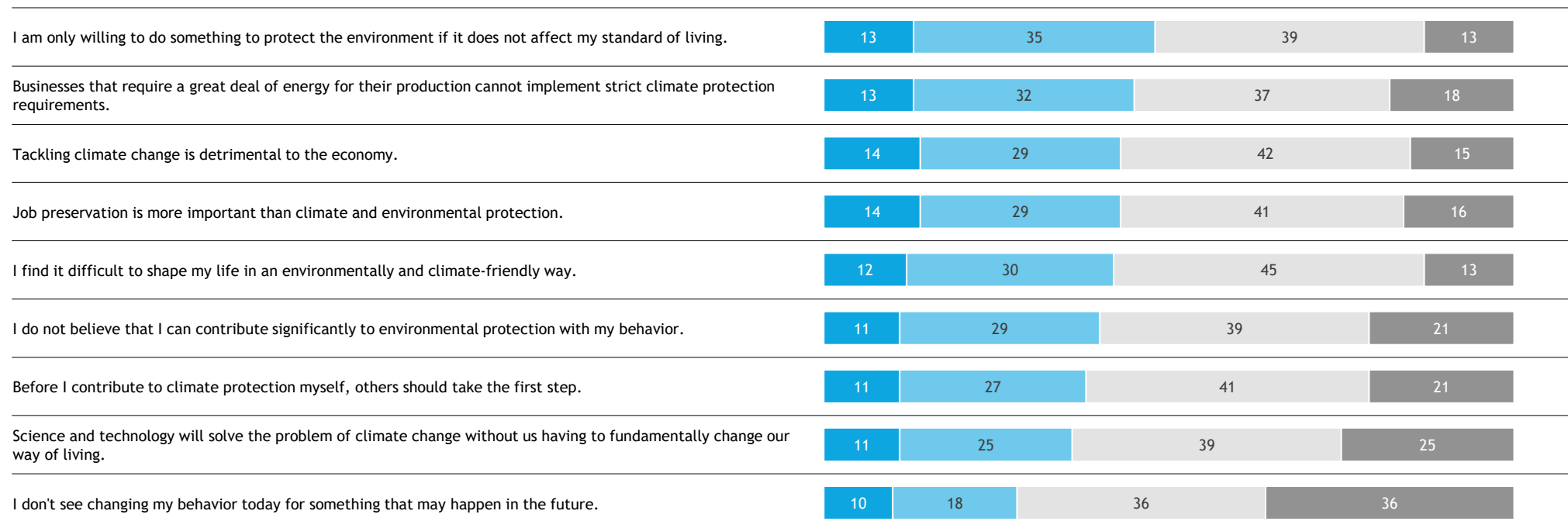


Basis: 1,201 cases, total sample; figures in %.

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

## Barriers of climate and environmentally conscious behavior (2)

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



Basis: 1,201 cases, total sample; figures in %.

 Fully agree
  Somewhat agree
  Somewhat disagree
  Completely disagree

# Barriers of climate and environmentally conscious behavior (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
In favor of the environment, we should all be willing to change our way of living.	87	93	99	91	91	83	81	92	71	77	93
I would be willing to do more to protect the environment if everyone did so.	75	83	74	83	82	74	72	82	60	66	81
I fear that a fundamental change in our way of living and doing business will come at a high cost.	71	67	51	74	66	79	82	73	78	75	67
Poor infrastructure (e.g., lack of bike lanes, lack of train routes, not enough public transportation) makes it impossible for me to give up my car.	65	64	61	68	66	66	62	61	64	67	70
I get annoyed when others try to tell me how to live.	62	53	36	68	62	68	72	61	73	69	64
Businesses know best how to implement the necessary change.	59	66	46	71	65	64	58	51	48	56	62
Measures to protect the climate and the environment are socially unjust because they burden low-income earners in particular.	55	46	28	65	62	63	63	53	65	65	40
If regulations regarding climate and environmental protection increase, we'll soon not be able to do anything at all.	51	44	28	54	48	66	61	47	49	62	45
I personally lack the financial means to do something for climate protection.	50	45	19	56	52	61	62	42	65	65	39

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## Barriers of climate and environmentally conscious behavior (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
I am only willing to do something to protect the environment if it does not affect my standard of living.	48	40	13	54	59	59	58	43	53	69	34
Businesses that require a great deal of energy for their production cannot implement strict climate protection requirements.	45	45	12	69	52	54	41	33	33	67	45
Tackling climate change is detrimental to the economy.	43	30	17	49	42	60	54	40	51	54	37
Job preservation is more important than climate and environmental protection.	43	40	10	49	44	61	47	38	50	62	30
I find it difficult to shape my life in an environmentally and climate-friendly way.	42	35	23	52	43	56	43	36	30	63	41
I do not believe that I can contribute significantly to environmental protection with my behavior.	40	27	17	41	43	52	48	27	47	62	40
Before I contribute to climate protection myself, others should take the first step.	38	31	8	49	45	53	38	32	33	63	36
Science and technology will solve the problem of climate change without us having to fundamentally change our way of living.	36	27	10	49	42	51	32	26	26	58	38
I don't see changing my behavior today for something that may happen in the future.	28	15	1	34	30	42	28	14	29	52	28

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# Barriers of climate and environmentally conscious behavior (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
In favor of the environment, we should all be willing to change our way of living.	87	85	89	88	88	83	88	88
I would be willing to do more to protect the environment if everyone did so.	75	76	76	79	78	71	77	73
I fear that a fundamental change in our way of living and doing business would come at a high cost to me.	71	72	70	74	73	70	70	68
Poor infrastructure (e.g., lack of bike lanes, lack of train routes, not enough public transportation) makes it impossible for me to give up my car.	65	65	64	69	66	66	60	62
I get annoyed when others try to tell me how to live.	62	67	57	65	64	65	61	55
Businesses know best how to implement the necessary change.	59	61	57	67	63	50	53	61
Measures to protect the climate and the environment are socially unjust because they burden low-income earners in particular.	55	57	53	65	65	51	47	43
If regulations regarding climate and environmental protection increase, we'll soon not be able to do anything at all.	51	54	48	52	56	55	42	48
I personally lack the financial means to do something for climate protection.	50	53	48	59	57	52	46	36

Basis: 1,201 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

## Barriers of climate and environmentally conscious behavior (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
I am only willing to do something to protect the environment if it does not affect my standard of living.	48	54	42	56	56	50	43	31
Businesses that require a great deal of energy for their production cannot implement strict climate protection requirements.	45	52	38	59	56	46	30	29
Tackling climate change is detrimental to the economy.	43	50	37	49	50	48	34	35
Job preservation is more important than climate and environmental protection.	43	49	37	49	48	48	39	29
I find it difficult to shape my life in an environmentally and climate-friendly way.	42	47	37	54	50	48	33	22
I do not believe that I can contribute significantly to environmental protection with my behavior.	40	45	36	50	49	42	28	28
Before I contribute to climate protection myself, others should take the first step.	38	45	32	53	47	35	32	20
Science and technology will solve the problem of climate change without us having to fundamentally change our way of living.	36	46	26	48	48	34	26	19
I don't see changing my behavior today for something that may happen in the future.	28	36	19	41	37	24	17	13

Basis: 1,201 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Barriers of climate and environmentally conscious behavior (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% (<2,544 CAD)	Medium 60-140% (2,544-5,936 CAD)	High >140% (>5,936 CAD)
In favor of the environment, we should all be willing to change our way of living.	87	83	83	90	86	87	87
I would be willing to do more to protect the environment if everyone did so.	75	72	73	78	74	80	71
I fear that a fundamental change in our way of living and doing business would come at a high cost to me.	71	68	79	68	72	70	67
Poor infrastructure (e.g., lack of bike lanes, lack of train routes, not enough public transportation) makes it impossible for me to give up my car.	65	57	65	66	60	68	70
I get annoyed when others try to tell me how to live.	62	69	67	59	60	62	65
Businesses know best how to implement the necessary change.	59	61	61	58	56	62	64
Measures to protect the climate and the environment are socially unjust because they burden low-income earners in particular.	55	53	58	53	55	56	52
If regulations regarding climate and environmental protection increase, we'll soon not be able to do anything at all.	51	60	57	46	50	51	58
I personally lack the financial means to do something for climate protection.	50	47	56	48	56	47	48

Basis: 1,201 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

## Barriers of climate and environmentally conscious behavior (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% (<2,544 CAD)	Medium 60-140% (2,544-5,936 CAD)	High >140% (>5,936 CAD)
I am only willing to do something to protect the environment if it does not affect my standard of living.	48	54	51	46	45	52	50
Businesses that require a great deal of energy for their production cannot implement strict climate protection requirements.	45	40	43	46	40	47	55
Tackling climate change is detrimental to the economy.	43	45	46	42	42	44	52
Job preservation is more important than climate and environmental protection.	43	42	48	41	40	46	47
I find it difficult to shape my life in an environmentally and climate-friendly way.	42	36	39	44	37	47	47
I do not believe that I can contribute significantly to environmental protection with my behavior.	40	35	45	38	38	42	43
Before I contribute to climate protection myself, others should take the first step.	38	37	41	37	37	40	42
Science and technology will solve the problem of climate change without us having to fundamentally change our way of living.	36	26	38	36	31	40	48
I don't see changing my behavior today for something that may happen in the future.	28	27	32	25	24	30	32

Basis: 1,201 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Barriers of climate and environmentally conscious behavior (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
In favor of the environment, we should all be willing to change our way of living.	41	52	70	49	40	25	27	45	25	24	52
I would be willing to do more to protect the environment if everyone did so.	27	36	35	33	33	16	15	34	15	18	36
Poor infrastructure (e.g., lack of bike lanes, lack of train routes, not enough public transportation) makes it impossible for me to give up my car.	26	22	25	28	25	21	32	27	24	30	24
I fear that a fundamental change in our way of living and doing business will come at a high cost.	24	19	11	28	16	22	37	29	35	29	21
I get annoyed when others try to tell me how to live.	24	13	5	26	25	28	30	26	38	31	28
I personally lack the financial means to do something for climate protection.	18	16	4	22	22	18	28	14	26	20	9
If regulations regarding climate and environmental protection increase, we'll soon not be able to do anything at all.	18	11	12	25	11	27	20	17	16	24	17
Measures to protect the climate and the environment are socially unjust because they burden low-income earners in particular.	17	7	3	27	20	13	24	19	22	19	18
Businesses know best how to implement the necessary change.	16	18	14	24	23	15	13	11	8	17	21

Basis: 1,201 cases, total sample; figures in %.

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## Barriers of climate and environmentally conscious behavior (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
Tackling climate change is detrimental to the economy.	14	7	6	13	18	15	19	17	15	16	17
Job preservation is more important than climate and environmental protection.	14	7	4	11	18	22	16	10	11	26	14
I am only willing to do something to protect the environment if it does not affect my standard of living.	13	11	4	18	19	15	12	10	10	18	12
Businesses that require a great deal of energy for their production cannot implement strict climate protection requirements.	13	11	2	35	17	8	12	12	10	15	11
I find it difficult to shape my life in an environmentally and climate-friendly way.	12	7	1	22	14	15	10	8	8	28	13
Before I contribute to climate protection myself, others should take the first step.	11	6	5	19	16	13	9	10	12	15	11
I do not believe that I can contribute significantly to environmental protection with my behavior.	11	4	5	8	16	11	15	6	15	19	16
I don't see changing my behavior today for something that may happen in the future.	10	7	-	18	14	13	9	3	4	13	15
Science and technology will solve the problem of climate change without us having to fundamentally change our way of living.	11	6	1	17	13	13	11	8	3	19	15

Basis: 1,201 cases, total sample; figures in %.

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# Barriers of climate and environmentally conscious behavior (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
In favor of the environment, we should all be willing to change our way of living.	41	37	45	44	41	39	37	43
I would be willing to do more to protect the environment if everyone did so.	27	25	29	37	27	21	21	26
Poor infrastructure (e.g., lack of bike lanes, lack of train routes, not enough public transportation) makes it impossible for me to give up my car.	26	25	27	29	26	26	27	22
I fear that a fundamental change in our way of living and doing business will come at a high cost.	24	26	23	27	29	22	22	22
I get annoyed when others try to tell me how to live.	24	29	20	30	25	28	20	17
I personally lack the financial means to do something for climate protection.	18	20	16	23	21	21	14	9
If regulations regarding climate and environmental protection increase, we'll soon not be able to do anything at all.	18	20	16	22	22	19	13	14
Measures to protect the climate and the environment are socially unjust because they burden low-income earners in particular.	17	18	15	21	19	17	13	12
Businesses know best how to implement the necessary change.	16	18	15	24	23	10	12	10

Basis: 1,201 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

## Barriers of climate and environmentally conscious behavior (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
Tackling climate change is detrimental to the economy.	14	17	11	18	14	14	10	12
Job preservation is more important than climate and environmental protection.	14	16	12	18	20	14	8	8
I am only willing to do something to protect the environment if it does not affect my standard of living.	13	14	12	18	18	12	8	5
Businesses that require a great deal of energy for their production cannot implement strict climate protection requirements.	13	17	9	19	18	12	7	7
I find it difficult to shape my life in an environmentally and climate-friendly way.	12	13	11	22	16	12	6	3
Before I contribute to climate protection myself, others should take the first step.	11	15	8	15	14	10	11	6
I do not believe that I can contribute significantly to environmental protection with my behavior.	11	14	8	16	14	11	7	7
I don't see changing my behavior today for something that may happen in the future.	10	13	6	17	14	6	5	3
Science and technology will solve the problem of climate change without requiring us to fundamentally change our way of living.	11	14	7	20	15	7	4	3

Basis: 1,201 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Barriers of climate and environmentally conscious behavior (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% (<2,544 CAD)	Medium 60-140% (2,544-5,936 CAD)	High >140% (>5,936 CAD)
In favor of the environment, we should all be willing to change our way of living.	41	47	36	42	41	40	38
I would be willing to do more to protect the environment if everyone did so.	27	32	24	28	28	27	28
Poor infrastructure (e.g., lack of bike lanes, lack of train routes, not enough public transportation) makes it impossible for me to give up my car.	26	24	27	26	24	28	22
I fear that a fundamental change in our way of living and doing business will come at a high cost.	24	29	29	22	26	24	22
I get annoyed when others try to tell me how to live.	24	29	28	22	24	26	24
I personally lack the financial means to do something for climate protection.	18	18	23	16	21	17	13
If regulations regarding climate and environmental protection increase, we'll soon not be able to do anything at all.	18	21	22	16	16	19	22
Measures to protect the climate and the environment are socially unjust because they burden low-income earners in particular.	17	24	22	13	18	16	15
Businesses know best how to implement the necessary change.	16	17	15	17	14	19	17

Basis: 1,201 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

## Barriers of climate and environmentally conscious behavior (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".

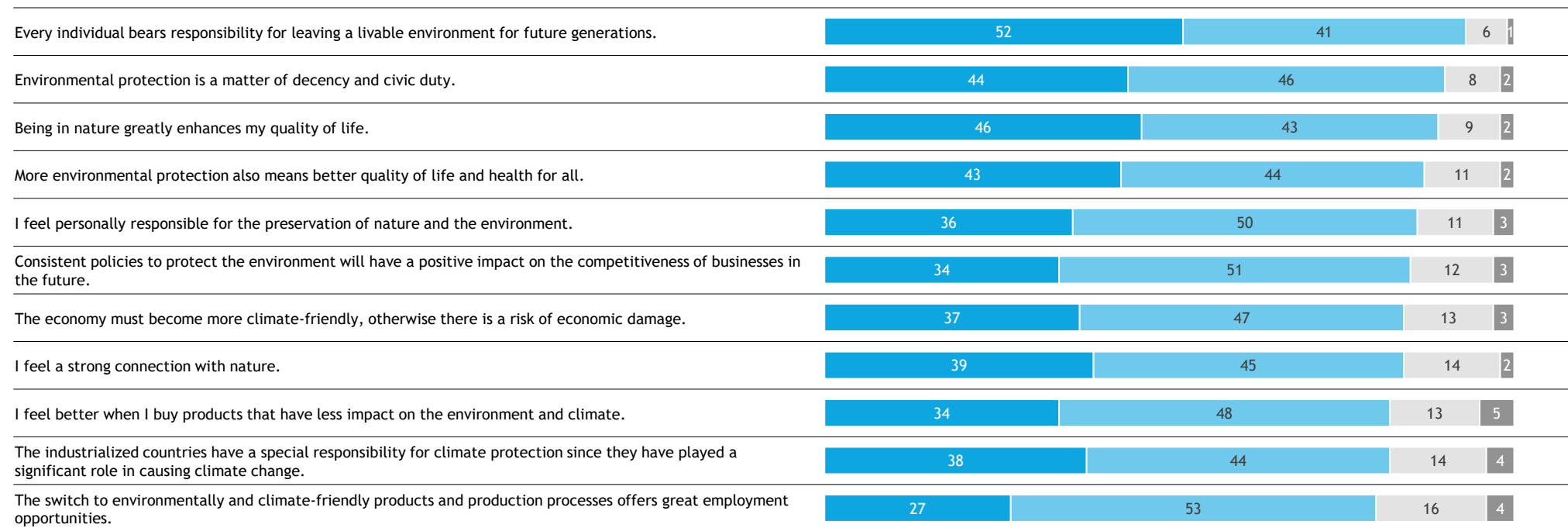
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<2,544 CAD)	Medium 60-140% (2,544-5,936 CAD)	High >140% (>5,936 CAD)
Tackling climate change is detrimental to the economy.	14	20	16	12	12	13	23
Job preservation is more important than climate and environmental protection.	14	17	16	12	12	14	19
I am only willing to do something to protect the environment if it does not affect my standard of living.	13	16	14	12	13	13	11
Businesses that require a great deal of energy for their production cannot implement strict climate protection requirements.	13	14	10	14	12	14	14
I find it difficult to shape my life in an environmentally and climate-friendly way.	12	13	12	12	10	14	13
Before I contribute to climate protection myself, others should take the first step.	11	13	13	10	10	12	11
I do not believe that I can contribute significantly to environmental protection with my behavior.	11	14	13	10	11	11	15
I don't see changing my behavior today for something that may happen in the future.	10	9	11	9	8	12	8
Science and technology will solve the problem of climate change without us having to fundamentally change our way of living.	11	7	12	10	10	10	16

Basis: 1,201 cases, total sample; figures in %.


■ strongly overrepresented    ■ strongly underrepresented  
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# Motivators of climate and environmentally conscious behavior

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



Basis: 1,201 cases, total sample; figures in %.

 Fully agree
  Somewhat agree
  Somewhat disagree
  Completely disagree

# Motivators of climate and environmentally conscious behavior




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
Every individual bears responsibility for leaving a livable environment for future generations.	93	96	99	98	92	86	91	96	88	83	97
Environmental protection is a matter of decency and civic duty.	90	96	99	92	90	85	86	92	87	78	96
Being in nature greatly enhances my quality of life.	89	94	92	92	94	79	90	97	83	78	93
More environmental protection also means better quality of life and health for all.	87	94	98	88	89	82	80	90	76	74	96
I feel personally responsible for the preservation of nature and the environment.	86	94	96	93	89	74	80	96	70	70	92
Consistent policies to protect the environment will have a positive impact on the competitiveness of businesses in the future.	85	92	92	92	87	84	78	82	70	74	87
The economy must become more climate-friendly, otherwise there is a risk of economic damage.	84	90	98	91	86	77	77	88	68	75	90
I feel a strong connection with nature.	84	92	86	92	90	75	80	88	69	72	92
I feel better when I buy products that have less impact on the environment and climate.	82	93	93	88	86	78	74	92	61	65	89
The industrialized countries have a special responsibility for climate protection since they have played a significant role in causing climate change.	82	83	93	90	86	78	77	82	74	70	89
The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.	80	91	93	92	82	75	69	74	66	71	92

Basis: 1,201 cases, total sample; figures in %.

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 strongly overrepresented   
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# Motivators of climate and environmentally conscious behavior

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
Every individual bears responsibility for leaving a livable environment for future generations.	93	91	94	91	93	89	94	96
Environmental protection is a matter of decency and civic duty.	90	89	91	88	87	88	94	95
Being in nature greatly enhances my quality of life.	89	86	92	88	89	85	88	95
More environmental protection also means better quality of life and health for all.	87	83	90	85	87	84	89	88
I feel personally responsible for the preservation of nature and the environment.	85	84	87	88	83	84	87	86
Consistent policies to protect the environment will have a positive impact on the competitiveness of businesses in the future.	85	82	86	87	83	81	84	84
The economy must become more climate-friendly, otherwise there is a risk of economic damage.	84	82	86	87	83	77	84	88
I feel a strong connection with nature.	84	82	85	85	81	81	79	93
I feel better when I buy products that have less impact on the environment and climate.	82	78	85	87	82	74	83	82
The industrialized countries have a special responsibility for climate protection since they have played a significant role in causing climate change.	82	80	85	84	84	80	82	83
The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.	80	78	83	82	83	75	80	83

Basis: 1,201 cases, total sample; figures in %.

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# Motivators of climate and environmentally conscious behavior

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% (<2,544 CAD)	Medium 60-140% (2,544-5,936 CAD)	High >140% (>5,936 CAD)
Every individual bears responsibility for leaving a livable environment for future generations.	93	93	91	93	93	92	90
Environmental protection is a matter of decency and civic duty.	90	97	86	91	89	92	91
Being in nature greatly enhances my quality of life.	89	91	89	89	89	88	91
More environmental protection also means better quality of life and health for all.	87	87	85	87	85	87	87
I feel personally responsible for the preservation of nature and the environment.	85	84	83	87	85	86	84
Consistent policies to protect the environment will have a positive impact on the competitiveness of businesses in the future.	85	77	81	87	83	85	85
The economy must become more climate-friendly, otherwise there is a risk of economic damage.	84	76	81	86	84	84	83
I feel a strong connection with nature.	84	84	85	83	86	81	87
I feel better when I buy products that have less impact on the environment and climate.	82	84	76	84	82	82	81
The industrialized countries have a special responsibility for climate protection since they have played a significant role in causing climate change.	82	74	82	83	84	81	81
The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.	80	75	77	83	80	81	81

Basis: 1,201 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Motivators of climate and environmentally conscious behavior

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
Every individual bears responsibility for leaving a livable environment for future generations.	52	61	76	70	54	22	42	55	40	25	67
Being in nature greatly enhances my quality of life.	46	56	57	58	46	26	39	55	33	30	62
Environmental protection is a matter of decency and civic duty.	44	54	69	51	40	25	32	48	32	26	60
More environmental protection also means better quality of life and health for all.	43	53	66	50	45	24	29	47	29	28	59
I feel a strong connection with nature.	39	49	44	53	47	23	30	48	29	22	48
The industrialized countries have a special responsibility for climate protection since they have played a significant role in causing climate change.	38	37	65	49	39	19	31	34	31	24	52
The economy must become more climate-friendly, otherwise there is a risk of economic damage.	37	42	62	48	30	17	29	41	20	25	49
I feel personally responsible for the preservation of nature and the environment.	36	49	48	50	38	16	24	54	17	21	47
Consistent policies to protect the environment will have a positive impact on the competitiveness of businesses in the future.	34	35	57	46	38	17	24	34	20	22	48
I feel better when I buy products that have less impact on the environment and climate.	34	37	50	51	36	21	22	38	17	20	49
The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.	27	26	52	39	34	15	10	32	12	17	41

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# Motivators of climate and environmentally conscious behavior.

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
Every individual bears responsibility for leaving a livable environment for future generations.	52	48	54	52	51	45	52	56
Being in nature greatly enhances my quality of life.	46	41	50	48	49	42	43	46
Environmental protection is a matter of decency and civic duty.	44	42	45	46	47	39	45	41
More environmental protection also means better quality of life and health for all.	43	37	48	47	47	39	40	40
I feel a strong connection with nature.	39	35	42	44	40	35	33	40
The industrialized countries have a special responsibility for climate protection since they have played a significant role in causing climate change.	38	37	40	45	39	35	35	35
The economy must become more climate-friendly, otherwise there is a risk of economic damage.	37	35	38	42	40	32	31	35
I feel personally responsible for the preservation of nature and the environment.	36	34	38	41	38	32	33	34
Consistent policies to protect the environment will have a positive impact on the competitiveness of businesses in the future.	34	30	38	40	40	29	30	29
I feel better when I buy products that have less impact on the environment and climate.	34	29	38	43	39	26	27	32
The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.	27	28	26	35	29	24	19	28

Basis: 1,201 cases, total sample; figures in %.

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# Motivators of climate and environmentally conscious behavior.

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% (<2,544 CAD)	Medium 60-140% (2,544-5,936 CAD)	High >140% (>5,936 CAD)
Every individual bears responsibility for leaving a livable environment for future generations.	52	56	48	52	54	48	46
Being in nature greatly enhances my quality of life.	46	48	43	47	50	40	46
Environmental protection is a matter of decency and civic duty.	44	44	40	46	45	41	46
More environmental protection also means better quality of life and health for all.	43	45	36	46	43	41	42
I feel a strong connection with nature.	39	48	39	38	43	34	38
The industrialized countries have a special responsibility for climate protection since they have played a significant role in causing climate change.	38	28	36	40	39	35	45
The economy must become more climate-friendly, otherwise there is a risk of economic damage.	37	36	29	40	40	34	35
I feel personally responsible for the preservation of nature and the environment.	36	34	35	37	40	34	26
Consistent policies to protect the environment will have a positive impact on the competitiveness of businesses in the future.	34	25	27	38	34	35	29
I feel better when I buy products that have less impact on the environment and climate.	34	39	32	34	36	31	36
The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.	27	24	22	30	29	27	27

Basis: 1,201 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented



4

Changing way of living and economies

# Main findings

## Changing way of living and economies

### Assessment of the need for change

- When asked whether fundamental change is needed in the economy and way of living in Canada, four-fifths of respondents answered "Yes, definitely" (37%) or "rather yes" (43%). This contrasts with 16% who (tend) not to think fundamental change is necessary. A further 4% answered "I don't know".

### Attribution of responsibility - Which actors are doing too little?

- In the opinion of the population, it is primarily businesses that should be more committed to tackling climate change: 69% of respondents say businesses are (way) too little committed.
- 63% think politicians are doing (way) too little to address climate change. 61% see more responsibility on the part of the government, and 57% would like to see more responsibility on the part of local governments (e.g. municipality/city).
- That citizens in their area are making (way) too little effort, say 60% of respondents. 55% think that the unions do (way) too little.
- Non-governmental organizations and the scientific community are less likely to be expected to increase efforts (Way too little/way too little: 35% and 34%, respectively).

# Main findings

## Changing way of living and economies

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

- When it comes to addressing the climate and environmental crisis, the government is most frequently ranked among the three most influential actors (53%). Businesses are ranked second (41%). Local citizens are seen as having an influential role by 35%. They are followed by local governments (32%), the scientific community (32%), political parties (22%), NGOs (19%) and trade unions (7%).

### Attitudes towards policies

- 88% believe that politicians should be much more concerned with a socially just shaping of the change in our way of living (highest level of agreement "Fully agree": 38%). 79% are in favor of providing more financial support to people on low incomes if the costs of electricity and heating or mobility increase due to climate protection measures (highest level of agreement: 37%). At the same time, 69% feel uneasy at the idea of a fundamental change in our economic and way of living patterns, as they know from experience that many people will be worse off afterwards than before (highest level of agreement: 22%).
- 73% agree that low-income, indigenous, racialised or other minorities should not be more affected by environmental impacts than other populations (highest level of agreement: 34%).

# Main findings

## Changing way of living and economies

- 82% are in favor of support programs that help businesses switch to climate-friendly production processes and products (highest approval rating: 33%). 87% believe that businesses need clear guidelines from the state in order to become climate-neutral (highest approval rating: 41%). 85% think that politicians should exert much more pressure on businesses to achieve climate-friendly production methods (highest approval rating: 41%). In addition, 68% believe that the policies follow the guidelines from industry and businesses too closely (highest level of agreement: 26%).
- 88% support a more consistent switch to renewable energy (highest approval rating: 42%). At the same time, 84% believe that strict and consistent laws are needed above all to preserve an environment worth living in for us and future generations (highest approval rating: 36%). However, 70% (also) say that there are already enough guidelines for a fundamental change in our economic and way of living patterns - if these were also implemented, we would be on the right track (highest approval rating: 17%).
- 79% believe that structural change measures should be enforced even if jobs are lost as a result (highest level of agreement: 24%). Meanwhile, 68% say that jobs affected by structural change should be preserved for as long as possible if there are no suitable alternatives (highest level of approval: 17%).

# Main findings

## Changing way of living and economies

### Assessment of measures in nature, environmental and climate protection

- **Mobility**: 89% are in favor of expanding the transport network and the frequency of local public transport (highest level of support "I fully support": 40%). 88% of respondents are in favor of reducing the price of local public transport (highest approval rating: 46%). The promotion of electric vehicles is supported by 81% (highest approval rating: 40%), more charging stations for electric or hybrid vehicles by 86% (highest approval rating: 44%), a climate tax on airline tickets by 58% (highest approval rating: 22%), and the introduction of a car toll (so that someone who drives a lot also has to pay more) by 52% (highest approval rating: 20%).
- **Energy**: 88% of respondents support the construction of more wind turbines (highest approval rating: 44%). 83% are in favor of membership in a cooperative (highest approval rating: 29%) and also 83% are in favor of mandatory solar energy for public buildings and new private buildings (highest approval rating: 36%).
- **Technology/Innovations/Businesses**: 92% of respondents are in favor of more support for the development of climate-friendly products and technologies (highest level of agreement: 46%). 88% are in favor of labeling climate-friendly products (highest approval rating: 43%). Reducing subsidies that are harmful to the climate is supported by 82% (highest approval rating: 40%) and making products that are harmful to the climate more expensive by 57% (highest approval rating: 23%).

# Main findings

## Changing way of living and economies

- **Education**: 89% support improving school education in the area of environmental and climate protection (highest approval rating: 43%). 86% support training or further training (or retraining) for employees who work in jobs that will no longer be needed in the future (highest approval rating: 40%).
- **Housing**: 91% approve of financial support for cost-efficient heating and thermal systems (e.g. heat pump) (highest approval rating: 44%). 87% support government funding for the renovation of buildings for thermal insulation (highest approval rating: 35%). 88% support government subsidies for private households if they use renewable energy (highest level of approval: 38%). 86% approve of statutory regulations on the energy efficiency of electrical household appliances (highest approval rating: 37%).

## Attitudes towards the energy and heat transition

- 92% of the respondents share the opinion that employees affected by the conversion of electricity and heat supply to renewable energy (e.g. job loss) should be supported in retraining to alternative jobs (highest level of agreement "Fully agree": 45%). Furthermore, 85% think that the affected employees should be supported financially (compensation payments, severance payments, etc.) (highest level of agreement: 36%).

# Main findings

## Changing way of living and economies

- 91% of respondents believe that private households that want to use renewable energy (e.g. solar power, solar heating or heat pump) should be financially supported (highest level of agreement: 44%). In addition, 87% agree that the development of energy communities should be supported by the government (highest level of agreement: 35%).
- According to 86% of respondents, new industries should be actively located in regions and municipalities affected by the conversion of electricity and heat supply to renewable energy (e.g. coal mining, natural gas, oil regions) (highest level of agreement: 36%). In addition, 78% say the affected regions and municipalities should receive financial support (highest level of agreement: 28%).
- 90% of respondents believe that citizens should participate in public and political life (e.g., citizens' forums, planning advisory boards) to help shape the community (highest level of agreement: 39%).
- 63% of respondents can imagine taking an active part in shaping their community's energy supply, with 19% saying they could "definitely" imagine doing so. Asked whether they could imagine generating their own energy, 6% say they would already do so, 37% think they could "definitely" imagine that and 30% that they could "rather" imagine that.

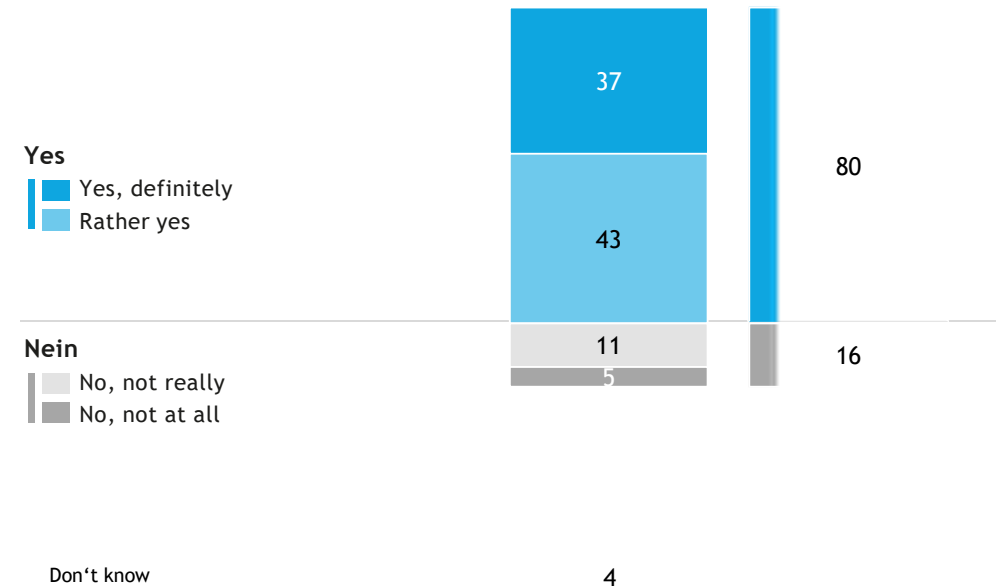
# Main findings

## Changing way of living and economies

- 55% would "approve" of the construction of a solar park in their community if the profits it generates benefit the community. Another 40% would accept it, while 5% would oppose it. Building a wind farm in their community would be "fine" by 46% (if the profits it generates benefit the community). Another 42% would accept it, 12% oppose it.
- For the fight against climate change, it is necessary to heat differently in the coming years. 64% of respondents believe this should be done via more public subsidies for climate-neutral technologies and heating replacement. In contrast, 8% support bans and 12% support higher prices for oil, gas and coal. The remaining 16% of respondents, do not favor any of the options mentioned.
- When asked whether renewable energy have become more important since the outbreak of the Russia-Ukraine conflict, 30% answer "yes, renewable energy have become more important". A further 29% answered "rather yes". In contrast, 27% answered with "rather no" and 14% with "no, renewable energy have not become more important".

# Assessment of the need for change

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



Basis: 1.201 Fälle, Gesamtstichprobe; Angaben in %





# Assessment of the need for change

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
YES	80	91	93	81	85	76	75	76	59	68	90
Yes, definitely	37	46	47	51	38	24	28	42	22	21	51
Rather yes	43	45	46	30	47	53	47	33	37	48	40
NO	16	6	5	16	11	20	21	17	28	26	8
No, not really	11	6	4	11	8	12	17	10	16	20	7
No, not at all	5	1	2	4	3	8	4	7	12	6	1
Don't know	4	2	2	3	4	4	4	8	13	6	2

Basis: 1,201 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

# Assessment of the need for change

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
<b>YES</b>	<b>80</b>	77	83	88	81	74	76	80
Yes, definitely	37	32	41	46	39	30	31	35
Rather yes	43	45	42	42	41	44	45	45
<b>NO</b>	<b>16</b>	20	12	9	16	20	18	16
No, not really	11	13	8	6	12	15	11	12
No, not at all	5	6	3	3	4	5	7	4
Don't know	4	4	6	3	4	6	6	3

Basis: 1,201 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Assessment of the need for change

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

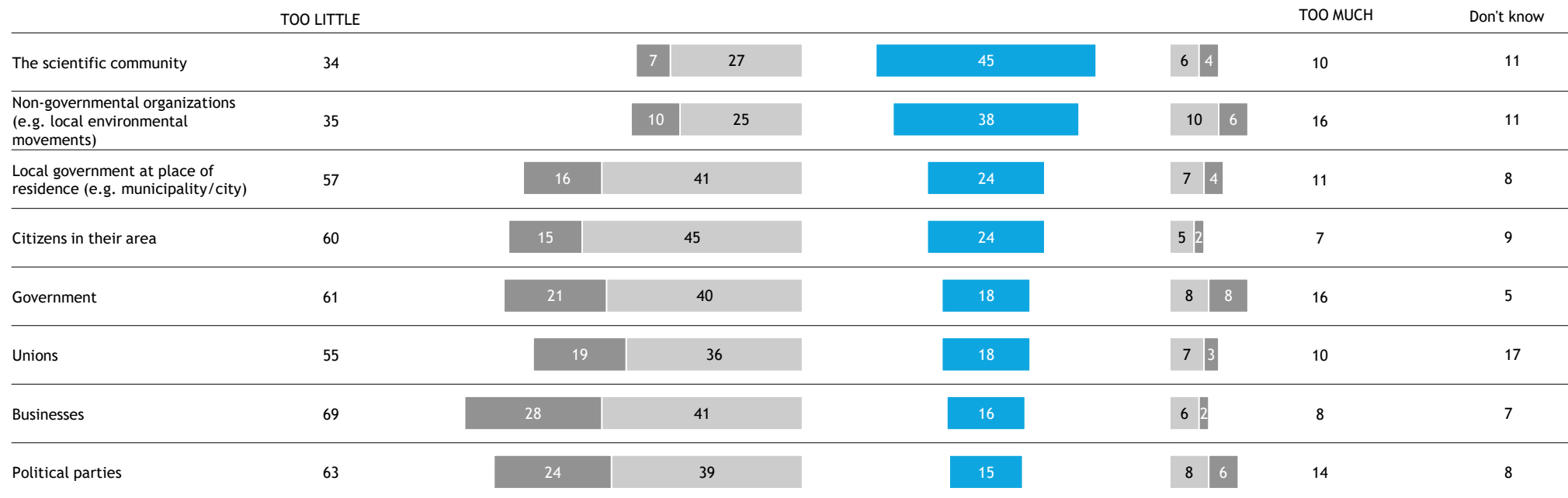
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<2,544 CAD)	Medium 60-140% (2,544-5,936 CAD)	High >140% (>5,936 CAD)
<b>YES</b>	<b>80</b>	71	76	83	80	80	83
Yes, definitely	37	36	35	38	41	34	32
Rather yes	43	35	41	45	39	46	51
<b>NO</b>	<b>16</b>	19	20	13	14	18	16
No, not really	11	11	14	10	9	12	12
No, not at all	5	8	6	4	4	5	3
Don't know	4	10	4	4	6	3	1

Basis: 1,201 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: 1,201 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
<b>Businesses</b>											
Way too much/too much	8	5	-	11	9	7	9	11	4	19	9
Just right	16	15	3	16	19	20	17	12	17	30	9
Too little/way too little	69	72	93	69	67	67	65	69	64	41	81
<b>Local government at place of residence (e.g. municipality/city)</b>											
Way too much/too much	11	7	1	15	9	15	11	10	14	18	12
Just right	24	27	13	30	29	22	23	21	22	35	21
Too little/way too little	57	58	83	52	54	58	54	57	41	37	64
<b>Government</b>											
Way too much/too much	16	10	2	20	10	14	25	20	22	21	10
Just right	18	20	10	19	24	20	16	17	12	25	18
Too little/way too little	61	63	84	57	61	62	52	58	50	45	71

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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
<b>Citizens in their area</b>											
Way too much/too much	7	5	-	9	10	6	10	7	4	22	8
Just right	24	17	13	26	18	29	25	22	36	34	23
Too little/way too little	60	70	83	61	66	58	54	60	46	33	66
<b>Unions</b>											
Way too much/too much	10	6	1	13	3	13	11	18	9	20	8
Just right	18	20	8	23	26	19	15	7	14	29	19
Too little/way too little	55	56	75	54	60	55	52	51	44	34	63
<b>Political parties</b>											
Way too much/too much	14	11	1	21	10	14	20	16	19	20	5
Just right	15	18	6	14	21	16	12	14	11	25	15
Too little/way too little	63	63	88	59	64	62	58	60	54	45	78

Basis: 1,201 cases, total sample; figures in %.

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 PRO = Progressive Realists

strongly overrepresented  
 overrepresented  
 strongly underrepresented  
 underrepresented





# 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
<b>Non-governmental organizations (e.g. local environmental movements)</b>											
Way too much/too much	16	12	4	24	14	14	22	14	17	24	10
Just right	38	41	51	36	37	34	32	34	37	35	41
Too little/way too little	35	38	34	32	38	43	30	37	23	30	41
<b>The scientific community</b>											
Way too much/too much	10	6	2	14	11	7	11	16	13	19	10
Just right	45	46	57	50	47	45	38	32	32	45	58
Too little/way too little	34	39	33	31	36	38	38	38	31	26	27

Basis: 1,201 cases, total sample; figures in %.

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 strongly overrepresented  
 overrepresented  
 strongly underrepresented  
 underrepresented

# 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
<b>Businesses</b>								
Way too much/too much	8	11	5	13	13	8	3	2
Just right	16	19	12	17	18	13	16	14
Too little/way too little	69	67	71	68	63	66	73	76
<b>Local government at place of residence (e.g. municipality/city)</b>								
Way too much/too much	11	16	6	15	14	10	7	8
Just right	24	28	21	26	30	24	20	20
Too little/way too little	57	52	61	55	49	55	62	63
<b>Government</b>								
Way too much/too much	16	19	11	15	20	17	11	11
Just right	18	21	15	24	19	13	19	13
Too little/way too little	61	56	64	58	56	60	63	67

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

Basis: 1,201 cases, total sample; figures in %.

## 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
<b>Citizens in their area</b>								
Way too much/too much	7	11	5	11	13	7	4	2
Just right	24	27	21	22	26	25	24	24
Too little/way too little	60	58	63	63	55	57	63	64
<b>Unions</b>								
Way too much/too much	10	14	6	12	15	9	4	8
Just right	18	21	15	20	24	20	16	10
Too little/way too little	55	55	54	58	47	53	59	58
<b>Political parties</b>								
Way too much/too much	14	18	10	15	18	17	8	10
Just right	15	19	11	18	19	11	16	10
Too little/way too little	63	59	67	63	57	61	67	71

Basis: 1,201 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
Non-governmental organizations (e.g. local environmental movements)								
Way too much/too much	16	21	10	17	16	18	13	13
Just right	38	37	39	39	38	36	41	35
Too little/way too little	35	35	35	37	36	32	32	36
The scientific community								
Way too much/too much	10	12	9	14	14	6	9	8
Just right	45	50	41	48	46	50	43	40
Too little/way too little	34	33	34	33	31	30	35	40

Basis: 1,201 cases, total sample; figures in %.

strongly overrepresented
  strongly underrepresented  
 overrepresented
  underrepresented

# 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% (<2,544 CAD)	Medium 60-140% (2,544-5,936 CAD)	High >140% (>5,936 CAD)
<b>Businesses</b>							
Way too much/too much	8	7	11	7	7	11	6
Just right	16	21	15	15	15	18	19
Too little/way too little	69	53	65	73	69	69	72
<b>Local government at place of residence (e.g. municipality/city)</b>							
Way too much/too much	11	14	15	9	10	13	13
Just right	24	14	25	25	24	27	19
Too little/way too little	57	52	51	60	56	55	64
<b>Government</b>							
Way too much/too much	16	22	17	13	15	17	13
Just right	18	8	20	18	17	22	14
Too little/way too little	61	57	56	63	61	59	68

Basis: 1,201 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% (<2,544 CAD)	Medium 60-140% (2,544-5,936 CAD)	High >140% (>5,936 CAD)
<b>Citizens in their area</b>							
Way too much/too much	7	11	9	7	6	11	6
Just right	24	26	29	21	26	25	20
Too little/way too little	60	48	52	66	59	60	68
<b>Unions</b>							
Way too much/too much	10	18	12	8	10	12	8
Just right	18	11	20	18	17	20	19
Too little/way too little	55	48	48	59	56	53	61
<b>Political parties</b>							
Way too much/too much	14	20	16	12	14	15	12
Just right	15	11	16	15	14	17	16
Too little/way too little	63	55	58	68	63	62	68

Basis: 1,201 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?

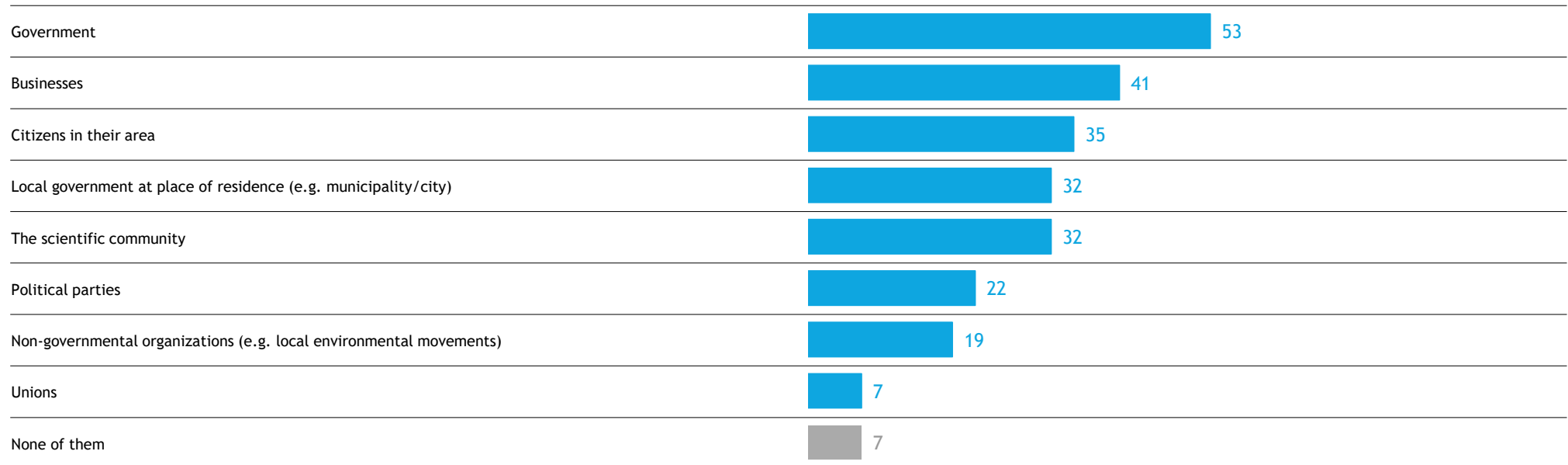
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<2,544 CAD)	Medium 60-140% (2,544-5,936 CAD)	High >140% (>5,936 CAD)
<b>Non-governmental organizations (e.g. local environmental movements)</b>							
Way too much/too much	16	20	17	14	15	17	16
Just right	38	22	36	40	38	41	32
Too little/way too little	35	40	33	35	33	34	44
<b>The scientific community</b>							
Way too much/too much	10	16	13	9	10	13	7
Just right	45	27	42	49	46	48	42
Too little/way too little	34	36	33	34	33	31	45

Basis: 1,201 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Attribution of responsibility

And when it comes to addressing the climate and environmental crisis, which of the following actors do you think can contribute most to addressing the crisis? Please state up to three parties you regard as being most influential.



Basis: 1,201 cases, total sample; figures in %.





# Attribution of responsibility

And when it comes to addressing the climate and environmental crisis, which of the following actors do you think can contribute most to addressing the crisis? Please state up to three parties you regard as being most influential.

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Government	53	66	65	52	49	50	49	58	41	37	62
Businesses	41	45	46	36	43	35	42	33	35	33	58
Citizens in their area	35	40	42	35	35	30	32	40	34	26	38
Local government at place of residence (e.g. municipality/city)	32	34	28	38	30	25	33	30	27	37	36
The scientific community	32	25	41	34	34	28	33	33	28	32	28
Political parties	22	24	14	32	17	29	21	21	9	19	37
Non-governmental organizations (e.g. local environmental movements)	19	20	22	16	20	17	20	27	16	21	11
Unions	7	5	5	10	11	6	5	6	4	15	10
None of them	7	5	4	6	7	11	6	5	20	8	1

Basis: 1,201 cases, total sample; figures in %.

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 strongly overrepresented  
 overrepresented  
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# Attribution of responsibility

And when it comes to addressing the climate and environmental crisis, which of the following actors do you think can contribute most to addressing the crisis? Please state up to three parties you regard as being most influential.

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Government	53	50	55	51	51	53	60	52
Businesses	41	42	40	42	42	42	43	34
Citizens in their area	35	35	36	32	38	36	34	36
Local government at place of residence (e.g. municipality/city)	32	29	34	40	35	27	29	26
The scientific community	32	36	28	30	31	33	31	33
Political parties	22	25	19	32	26	16	18	17
Non-governmental organizations (e.g. local environmental movements)	19	18	20	20	17	15	15	28
Unions	7	10	5	13	11	3	3	5
None of them	7	7	8	3	5	11	9	9

Basis: 1,201 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Attribution of responsibility

And when it comes to addressing the climate and environmental crisis, which of the following actors do you think can contribute most to addressing the crisis? Please state up to three parties you regard as being most influential.

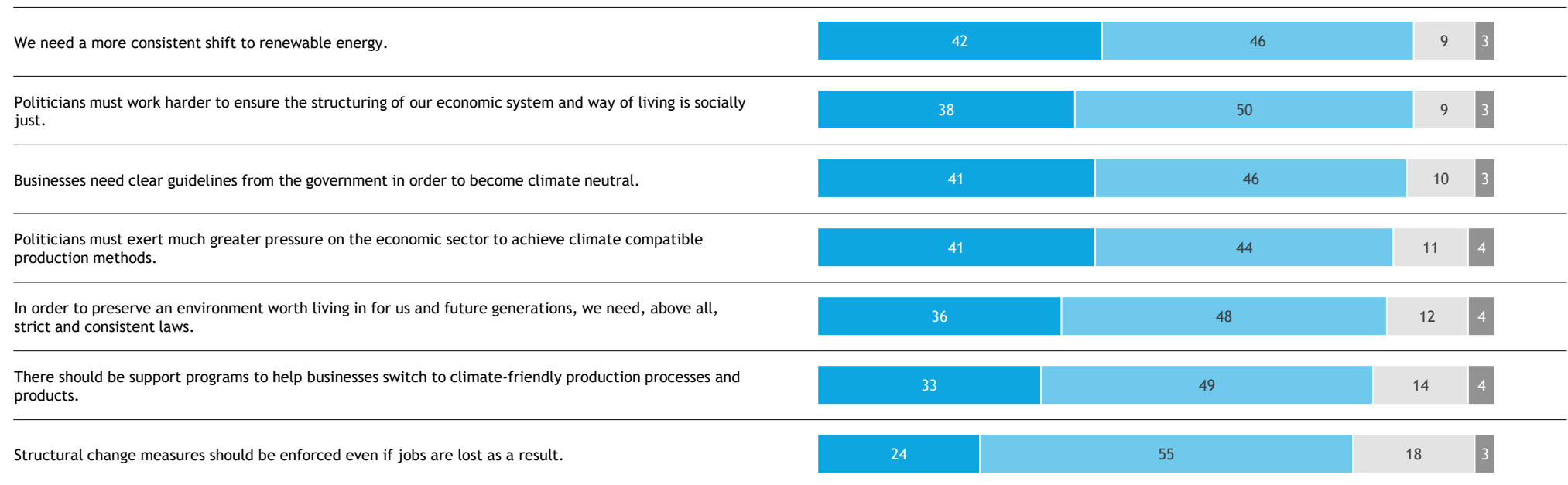
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<2,544 CAD)	Medium 60-140% (2,544-5,936 CAD)	High >140% (>5,936 CAD)
Government	53	47	48	56	50	55	51
Businesses	41	29	37	44	41	41	40
Citizens in their area	35	39	34	35	40	34	30
Local government at place of residence (e.g. municipality/city)	32	27	29	34	30	33	36
The scientific community	32	26	30	33	30	32	38
Political parties	22	27	20	23	19	24	30
Non-governmental organizations (e.g. local environmental movements)	19	25	21	18	19	19	20
Unions	7	6	7	8	7	8	8
None of them	7	11	10	5	8	6	4

Basis: 1,201 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?

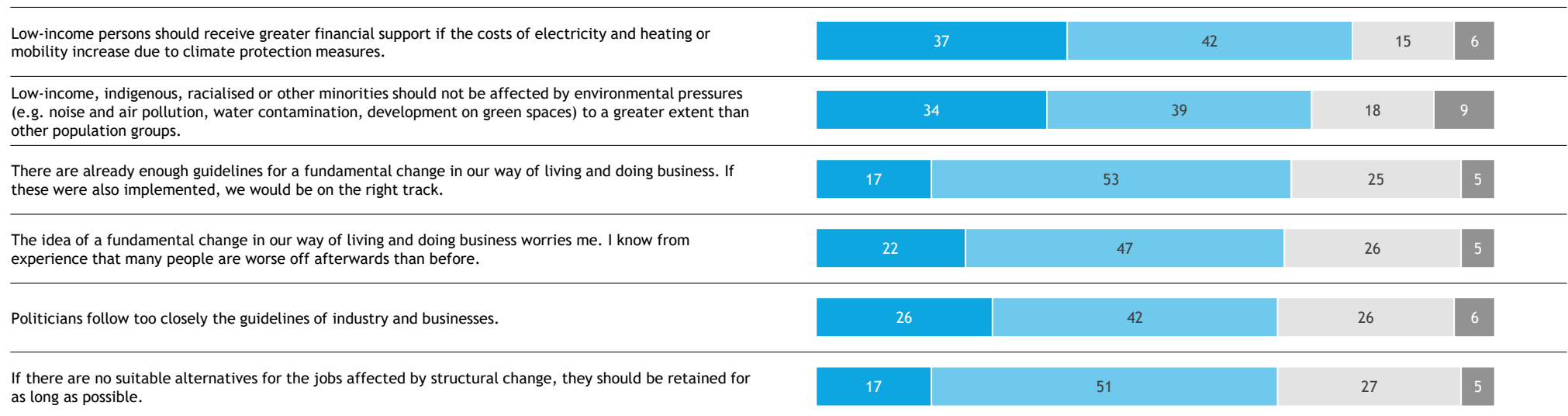


Basis: 1,201 cases, total sample; figures in %.

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

## Attitudes towards policies (2)

To what extent do you agree with the following statements?



Basis: 1,201 cases, total sample; figures in %.

■ Fully agree      ■ Somewhat disagree  
■ Somewhat agree      ■ 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
We need a more consistent shift to renewable energy.	88	96	96	91	93	81	85	91	75	77	96
Politicians must work harder to ensure the structuring of our economic system and way of living is socially just.	88	94	96	88	94	81	87	92	82	75	91
Businesses need clear guidelines from the government in order to become climate neutral.	87	94	98	90	93	81	85	88	76	75	93
Politicians must exert much greater pressure on the economic sector to achieve climate compatible production methods.	85	89	99	91	82	76	84	89	70	76	93
In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.	84	90	94	90	85	82	82	87	64	73	94
There should be support programs to help businesses switch to climate-friendly production processes and products.	82	87	85	87	87	80	78	87	69	74	86
Structural change measures should be enforced even if jobs are lost as a result.	79	82	81	80	85	75	79	69	67	81	87

Basis: 1,201 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  
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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
Low-income persons should receive greater financial support if the costs of electricity and heating or mobility increase due to climate protection measures.	79	76	88	77	80	81	79	76	80	73	81
Low-income, indigenous, racialised or other minorities should not be affected by environmental pressures (e.g. noise and air pollution, water contamination, development on green spaces) to a greater extent than other population groups.	73	74	84	74	81	67	66	65	65	79	71
There are already enough guidelines for a fundamental change in our way of living and doing business. If these were also implemented, we would be on the right track.	70	82	58	75	71	74	64	77	58	69	70
The idea of a fundamental change in our way of living and doing business worries me. I know from experience that many people are worse off afterwards than before.	69	59	44	74	70	75	82	79	79	74	61
Politicians follow too closely the guidelines of industry and businesses.	68	64	77	73	70	61	70	70	63	56	77
If there are no suitable alternatives for the jobs affected by structural change, they should be retained for as long as possible.	68	69	42	82	72	69	72	76	72	74	63

Basis: 1,201 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 / Somewhat agree."

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
We need a more consistent shift to renewable energy.	88	87	90	89	90	86	87	90
Politicians must work harder to ensure the structuring of our economic system and way of living is socially just.	88	84	93	88	84	89	90	91
Businesses need clear guidelines from the government in order to become climate neutral.	87	86	88	87	86	86	89	90
Politicians must exert much greater pressure on the economic sector to achieve climate compatible production methods.	85	84	86	86	85	80	84	90
In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.	84	83	85	88	86	80	83	83
There should be support programs to help businesses switch to climate-friendly production processes and products.	82	80	84	87	84	81	75	81
Structural change measures should be enforced even if jobs are lost as a result.	79	80	78	80	82	83	76	72

Basis: 1,201 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
Low-income persons should receive greater financial support if the costs of electricity and heating or mobility increase due to climate protection measures.	79	77	81	78	79	77	76	86
Low-income, indigenous, racialised or other minorities should not be affected by environmental pressures (e.g. noise and air pollution, water contamination, development on green spaces) to a greater extent than other population groups.	73	72	73	77	74	71	64	77
There are already enough guidelines for a fundamental change in our way of living and doing business. If these were also implemented, we would be on the right track.	70	68	72	76	72	62	69	68
The idea of a fundamental change in our way of living and doing business worries me. I know from experience that many people are worse off afterwards than before.	69	70	68	72	70	73	61	69
Politicians follow too closely the guidelines of industry and businesses.	68	70	66	68	68	71	66	69
If there are no suitable alternatives for the jobs affected by structural change, they should be retained for as long as possible.	68	70	68	75	65	70	63	69

Basis: 1,201 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?

Response category: "Fully agree / Somewhat agree."

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<2,544 CAD)	Medium 60-140% (2,544-5,936 CAD)	High >140% (>5,936 CAD)
We need a more consistent shift to renewable energy.	88	84	83	92	87	90	86
Politicians must work harder to ensure the structuring of our economic system and way of living is socially just.	88	84	87	89	88	90	81
Businesses need clear guidelines from the government in order to become climate neutral.	87	76	87	89	87	89	83
Politicians must exert much greater pressure on the economic sector to achieve climate compatible production methods.	85	79	84	86	85	86	82
In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.	84	80	82	86	84	85	85
There should be support programs to help businesses switch to climate-friendly production processes and products.	82	81	80	83	81	85	73
Structural change measures should be enforced even if jobs are lost as a result.	79	71	77	81	77	80	82

Basis: 1,201 cases, total sample; figures in %.

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■ overrepresented    ■ underrepresented

# 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% (<2,544 CAD)	Medium 60-140% (2,544-5,936 CAD)	High >140% (>5,936 CAD)
Low-income persons should receive greater financial support if the costs of electricity and heating or mobility increase due to climate protection measures.	79	83	82	77	81	78	75
Low-income, indigenous, racialised or other minorities should not be affected by environmental pressures (e.g. noise and air pollution, water contamination, development on green spaces) to a greater extent than other population groups.	73	70	72	74	71	76	68
There are already enough guidelines for a fundamental change in our way of living and doing business. If these were also implemented, we would be on the right track.	70	68	70	70	65	72	73
The idea of a fundamental change in our way of living and doing business worries me. I know from experience that many people are worse off afterwards than before.	69	80	76	64	70	70	62
Politicians follow too closely the guidelines of industry and businesses.	68	72	66	69	66	70	70
If there are no suitable alternatives for the jobs affected by structural change, they should be retained for as long as possible.	68	76	72	66	67	72	64

Basis: 1,201 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?

Response category: "Fully agree".

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
We need a more consistent shift to renewable energy.	42	47	62	48	47	23	35	54	29	26	52
Politicians would have to exert much stronger pressure on businesses to achieve climate-compatible production methods.	41	40	66	49	40	20	33	55	25	27	54
The businesses need clear guidelines from the government in order to become climate neutral.	41	50	60	55	44	16	34	42	28	25	52
Politicians must work harder to ensure the structuring of our economic system and way of living is socially just.	38	41	52	43	41	22	31	44	30	28	51
Low-income persons should receive greater financial support if the costs of electricity and heating or mobility increase due to climate protection measures.	37	36	52	45	40	22	39	40	38	20	39
In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.	36	43	49	46	33	26	25	38	25	30	46
Low-income, indigenous, racialised or other minorities should not be affected by environmental pressures (e.g. noise and air pollution, water contamination, development on green spaces) to a greater extent than other population groups.	34	31	54	37	39	26	28	34	27	28	39

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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
There should be support programs to help businesses switch to climate-friendly production processes and products.	33	34	42	48	35	23	23	38	23	20	48
Politicians follow too closely the guidelines of industry and businesses.	26	20	30	31	32	15	32	21	30	18	30
Structural change measures should be enforced even if jobs are lost as a result.	24	22	23	32	31	15	23	22	18	29	29
The idea of a fundamental change in the economy and ways of life worries me. I know from experience that many people will be worse off than before.	22	15	9	29	22	21	29	29	30	25	15
If there are no suitable alternatives for the jobs affected by structural change, they should be retained for as long as possible.	17	13	9	25	22	19	14	18	16	21	18
There are already enough guidelines for a fundamental change in our way of living and doing business. If these were also implemented, we would be on the right track.	17	20	14	32	21	12	10	22	8	15	15

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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
We need a more consistent shift to renewable energy.	42	39	44	46	44	41	38	41
Politicians would have to exert much stronger pressure on businesses to achieve climate-compatible production methods.	41	36	44	46	47	31	40	37
The businesses need clear guidelines from the government in order to become climate neutral.	41	37	44	44	45	40	36	38
Politicians must work harder to ensure the structuring of our economic system and way of living is socially just.	38	32	43	45	39	32	38	34
Low-income persons should receive greater financial support if the costs of electricity and heating or mobility increase due to climate protection measures.	37	30	44	37	40	33	37	38
In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.	36	36	36	44	39	33	29	33
Low-income, indigenous, racialised or other minorities should not be affected by environmental pressures (e.g. noise and air pollution, water contamination, development on green spaces) to a greater extent than other population groups.	34	31	37	36	37	34	29	34

Basis: 1,201 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
There should be support programs to help businesses switch to climate-friendly production processes and products.	33	33	34	43	37	32	27	24
Politicians follow too closely the guidelines of industry and businesses.	26	26	25	29	27	25	25	23
Structural change measures should be enforced even if jobs are lost as a result.	24	25	23	33	29	22	15	20
The idea of a fundamental change in the economy and ways of life worries me. I know from experience that many people will be worse off than before.	22	22	22	27	24	24	17	18
If there are no suitable alternatives for the jobs affected by structural change, they should be retained for as long as possible.	17	20	15	22	21	16	11	14
There are already enough guidelines for a fundamental change in our way of living and doing business. If these were also implemented, we would be on the right track.	17	17	16	24	20	13	11	12

Basis: 1,201 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?

Response category: "Fully agree".

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<2,544 CAD)	Medium 60-140% (2,544-5,936 CAD)	High >140% (>5,936 CAD)
We need a more consistent shift to renewable energy.	42	33	34	47	42	44	36
Politicians would have to exert much stronger pressure on businesses to achieve climate-compatible production methods.	41	42	39	41	42	38	40
The businesses need clear guidelines from the government in order to become climate neutral.	41	37	35	44	43	38	37
Politicians must work harder to ensure the structuring of our economic system and way of living is socially just.	38	40	35	39	42	34	30
Low-income persons should receive greater financial support if the costs of electricity and heating or mobility increase due to climate protection measures.	37	48	35	37	41	34	25
In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.	36	37	32	38	39	34	33
Low-income, indigenous, racialised or other minorities should not be affected by environmental pressures (e.g. noise and air pollution, water contamination, development on green spaces) to a greater extent than other population groups.	34	37	32	35	38	33	24

Basis: 1,201 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".

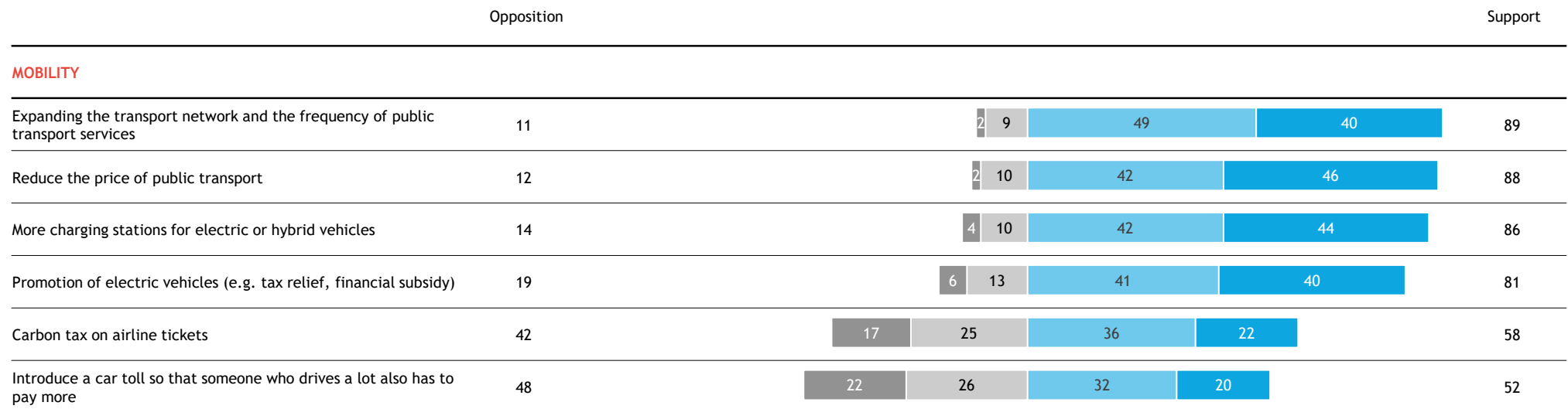
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<2,544 CAD)	Medium 60-140% (2,544-5,936 CAD)	High >140% (>5,936 CAD)
There should be support programs to help businesses switch to climate-friendly production processes and products.	33	38	28	35	35	34	27
Politicians follow too closely the guidelines of industry and businesses.	26	29	27	25	28	26	24
Structural change measures should be enforced even if jobs are lost as a result.	24	23	22	25	22	24	29
The idea of a fundamental change in the economy and ways of life worries me. I know from experience that many people will be worse off than before.	22	30	27	19	26	20	17
If there are no suitable alternatives for the jobs affected by structural change, they should be retained for as long as possible.	17	19	20	16	18	17	17
There are already enough guidelines for a fundamental change in our way of living and doing business. If these were also implemented, we would be on the right track.	17	24	15	17	19	16	17

Basis: 1,201 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?

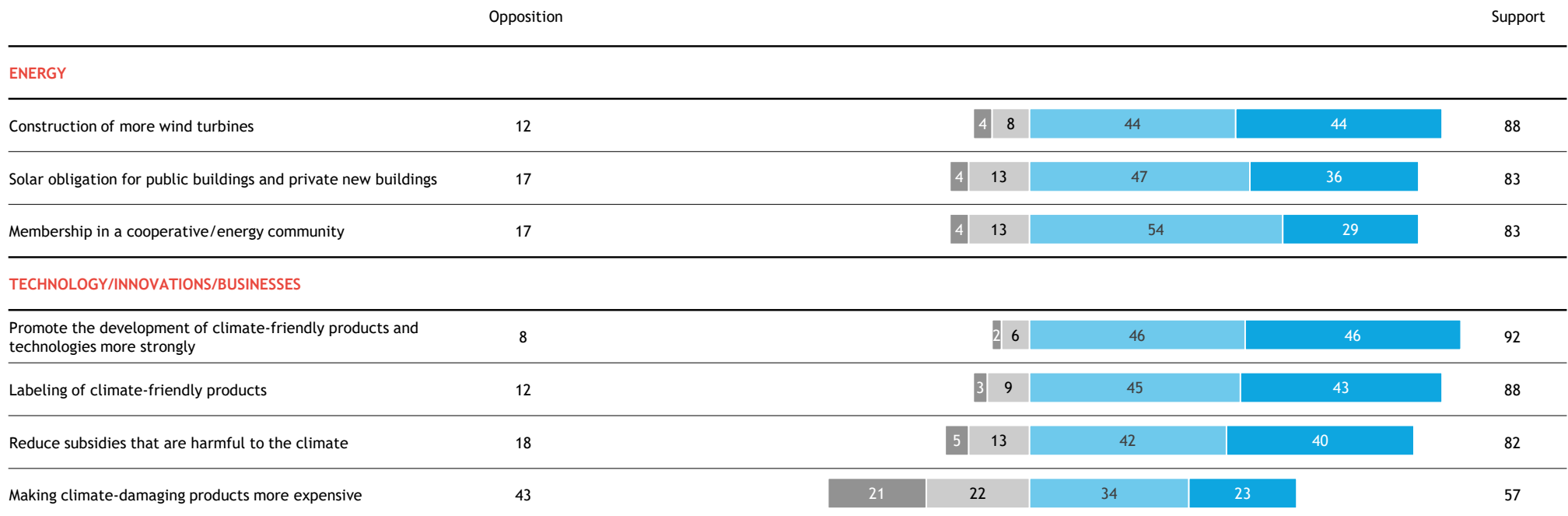


Basis: 1,201 cases, total sample; figures in %.



 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?



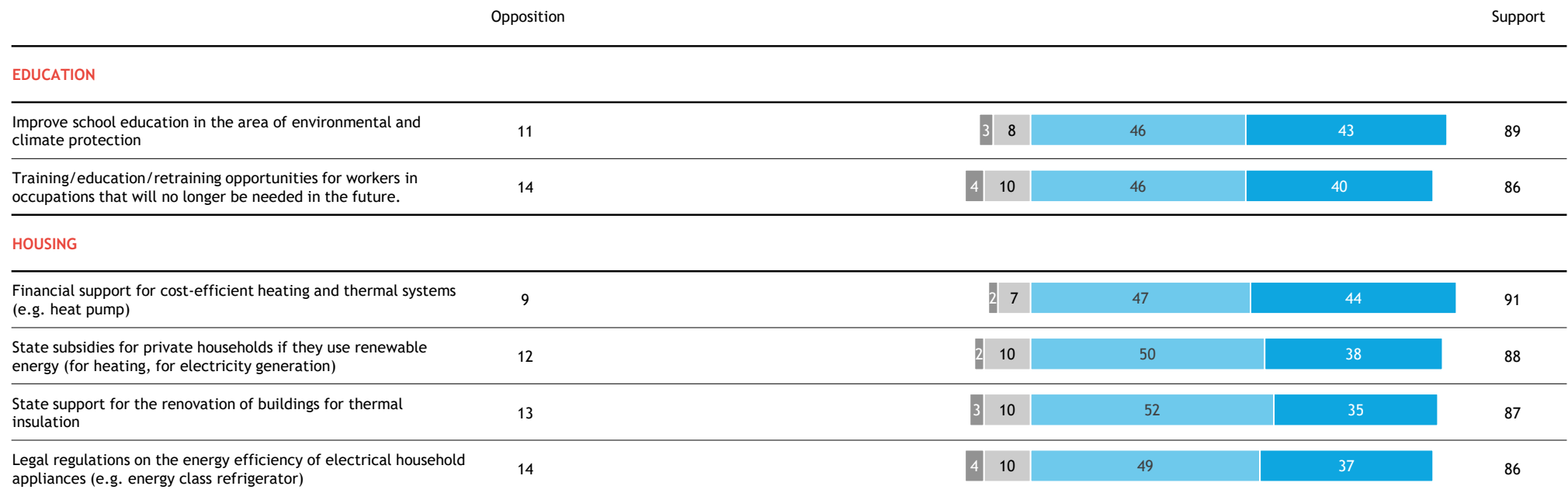
Basis: 1,201 cases, total sample; figures in %.

 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: 1,201 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
<b>MOBILITY</b>											
Expanding the transport network and the frequency of public transport services	89	90	99	90	88	88	86	86	82	80	97
Reduce the price of public transport	88	93	96	86	84	87	86	90	88	73	93
More charging stations for electric or hybrid vehicles	86	91	92	90	90	87	84	85	70	75	94
Promotion of electric vehicles (e.g. tax relief, financial subsidy)	81	88	92	86	84	85	71	76	60	73	90
Carbon tax on airline tickets	58	53	72	69	62	54	49	62	40	54	68
Introduce a car toll so that someone who drives a lot also has to pay more	52	48	62	64	66	53	39	39	32	54	64

Basis: 1,201 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								
Expanding the transport network and the frequency of public transport services	89	89	89	90	86	91	90	88
Reduce the price of public transport	88	86	89	91	83	86	88	90
More charging stations for electric or hybrid vehicles	86	87	85	90	85	86	86	83
Promotion of electric vehicles (e.g. tax relief, financial subsidy)	81	81	80	88	82	78	80	75
Carbon tax on airline tickets	58	59	57	62	60	48	58	61
Introduce a car toll so that someone who drives a lot also has to pay more	52	55	49	60	59	48	46	45

Basis: 1,201 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# 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	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<2,544 CAD)	Medium 60-140% (2,544-5,936 CAD)	High >140% (>5,936 CAD)
MOBILITY							
Expanding the transport network and the frequency of public transport services	89	81	86	91	88	89	91
Reduce the price of public transport	88	86	86	88	88	88	84
More charging stations for electric or hybrid vehicles	86	76	81	90	84	89	84
Promotion of electric vehicles (e.g. tax relief, financial subsidy)	81	72	74	85	79	84	78
Carbon tax on airline tickets	58	59	59	57	61	58	58
Introduce a car toll so that someone who drives a lot also has to pay more	52	47	46	56	50	54	66

Basis: 1,201 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# 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 reject it".

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
<b>MOBILITY</b>											
Introduce a car toll so that someone who drives a lot also has to pay more	48	52	38	36	34	47	61	61	68	46	36
Carbon tax on airline tickets	42	47	28	31	38	46	51	38	60	46	32
Promotion of electric vehicles (e.g. tax relief, financial subsidy)	19	12	8	14	16	15	29	24	40	27	10
More charging stations for electric or hybrid vehicles	14	9	8	10	10	13	16	15	30	25	6
Reduce the price of public transport	12	7	4	14	16	13	14	10	12	27	7
Expanding the transport network and the frequency of public transport services	11	10	1	10	12	12	14	14	18	20	3

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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 reject it".

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
<b>MOBILITY</b>								
Introduce a car toll so that someone who drives a lot also has to pay more	48	45	51	40	41	52	54	55
Carbon tax on airline tickets	42	41	43	38	40	52	42	39
Promotion of electric vehicles (e.g. tax relief, financial subsidy)	19	19	20	12	18	22	20	25
More charging stations for electric or hybrid vehicles	14	13	15	10	15	14	14	17
Reduce the price of public transport	12	14	11	9	17	14	12	10
Expanding the transport network and the frequency of public transport services	11	11	11	10	14	9	10	12

Basis: 1,201 cases, total sample; figures in %.

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■ overrepresented    ■ underrepresented

# 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 reject it".

Response category: I completely / would rather reject it .

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<2,544 CAD)	Medium 60-140% (2,544-5,936 CAD)	High >140% (>5,936 CAD)
MOBILITY							
Introduce a car toll so that someone who drives a lot also has to pay more	48	53	54	44	50	46	34
Carbon tax on airline tickets	42	41	41	43	39	42	42
Promotion of electric vehicles (e.g. tax relief, financial subsidy)	19	28	26	15	21	16	22
More charging stations for electric or hybrid vehicles	14	24	19	10	16	11	16
Reduce the price of public transport	12	14	14	12	12	12	16
Expanding the transport network and the frequency of public transport services	11	19	14	9	12	11	9

Basis: 1,201 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
<b>ENERGY</b>											
Construction of more wind turbines	88	94	95	85	95	86	84	89	72	83	92
Mandatory solar for public buildings and new private buildings	83	90	94	88	86	78	82	82	70	71	90
Membership in a cooperative/energy community	83	93	88	87	91	78	81	85	61	70	88
<b>TECHNOLOGY/INNOVATIONS/BUSINESSES</b>											
Promote the development of climate-friendly products and technologies more strongly	92	97	99	93	95	88	93	91	87	83	96
Labeling of climate-friendly products	88	96	95	92	86	83	87	87	83	75	95
Reduce subsidies that are harmful to the climate	82	87	94	89	87	73	73	80	70	71	93
Making climate-damaging products more expensive	57	59	57	72	68	57	39	57	32	60	77

Basis: 1,201 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	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
<b>ENERGY</b>								
Construction of more wind turbines	88	87	88	91	91	84	87	84
Mandatory solar for public buildings and new private buildings	83	82	85	90	83	79	82	82
Membership in a cooperative/energy community	83	81	84	87	83	80	78	84
<b>TECHNOLOGY/INNOVATIONS/BUSINESSES</b>								
Promote the development of climate-friendly products and technologies more strongly	92	91	94	90	92	91	95	94
Labeling of climate-friendly products	88	85	91	89	89	82	90	90
Reduce subsidies that are harmful to the climate	82	82	82	83	84	76	84	81
Making climate-damaging products more expensive	57	58	56	72	68	48	49	45

Basis: 1,201 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".

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<2,544 CAD)	Medium 60-140% (2,544-5,936 CAD)	High >140% (>5,936 CAD)
ENERGY							
Construction of more wind turbines	88	83	86	89	88	87	86
Mandatory solar for public buildings and new private buildings	83	76	81	85	82	84	88
Membership in a cooperative/energy community	83	73	81	85	81	86	78
TECHNOLOGY/INNOVATIONS/BUSINESSES							
Promote the development of climate-friendly products and technologies more strongly	92	85	89	95	92	93	91
Labeling of climate-friendly products	88	84	84	90	88	89	85
Reduce subsidies that are harmful to the climate	82	72	77	85	80	83	84
Making climate-damaging products more expensive	57	61	48	62	56	59	64

Basis: 1,201 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".

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
<b>ENERGY</b>											
Mandatory solar for public buildings and new private buildings	17	10	6	12	14	22	18	18	30	29	10
Membership in a cooperative/energy community	17	7	12	13	9	22	19	15	39	30	12
Construction of more wind turbines	12	6	5	15	5	14	16	11	28	17	8
<b>TECHNOLOGY/INNOVATIONS/BUSINESSES</b>											
Making climate-damaging products more expensive	43	41	43	28	32	43	61	43	68	40	23
Reduce subsidies that are harmful to the climate	18	13	6	11	13	27	27	20	30	29	7
Labeling of climate-friendly products	12	4	5	8	14	17	13	13	17	25	5
Promote the development of climate-friendly products and technologies more strongly	8	3	1	7	5	12	7	9	13	17	4

Basis: 1,201 cases, total sample; figures in %.

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 strongly overrepresented  
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 strongly underrepresented  
 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".								
	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
ENERGY								
Mandatory solar for public buildings and new private buildings	17	18	15	10	17	21	18	18
Membership in a cooperative/energy community	17	19	16	13	17	20	22	16
Construction of more wind turbines	12	13	12	9	9	16	13	16
TECHNOLOGY/INNOVATIONS/BUSINESSES								
Making climate-damaging products more expensive	43	42	44	28	32	52	51	55
Reduce subsidies that are harmful to the climate	18	18	18	17	16	24	16	19
Labeling of climate-friendly products	12	15	9	11	11	18	10	10
Promote the development of climate-friendly products and technologies more strongly	8	9	6	10	8	9	5	6

Basis: 1,201 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".	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<2,544 CAD)	Medium 60-140% (2,544-5,936 CAD)	High >140% (>5,936 CAD)
ENERGY							
Mandatory solar for public buildings and new private buildings	17	24	19	15	18	16	12
Membership in a cooperative/energy community	17	27	19	15	19	14	22
Construction of more wind turbines	12	17	14	11	12	13	14
TECHNOLOGY/INNOVATIONS/BUSINESSES							
Making climate-damaging products more expensive	43	39	52	38	44	41	36
Reduce subsidies that are harmful to the climate	18	28	23	15	20	17	16
Labeling of climate-friendly products	12	16	16	10	12	11	15
Promote the development of climate-friendly products and technologies more strongly	8	15	11	5	8	7	9

Basis: 1,201 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
<b>EDUCATION</b>											
Improve school education in the area of environmental and climate protection	89	96	99	89	94	80	89	89	80	72	97
Training/education/retraining opportunities for workers in occupations that will no longer be needed in the future.	86	89	94	86	88	86	89	85	83	74	88
<b>HOUSING</b>											
Financial support for cost-efficient heating and thermal systems (e.g. heat pump)	91	92	98	93	91	88	96	96	85	76	95
State subsidies for private households if they use renewable energy (for heating, for electricity generation)	88	95	91	91	87	84	90	88	78	76	93
State support for the renovation of buildings for thermal insulation	87	89	93	91	88	89	91	91	77	73	91
Legal regulations on the energy efficiency of electrical household appliances (e.g. Energy class refrigerator)	86	92	94	90	94	80	81	80	76	78	92

Basis: 1,201 cases, total sample; figures in %.

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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".

Response category: "I completely / would rather agree".		Gender		Age (years)				
	Total	Male	Female	18-29	30-39	40-49	50-59	60-69
EDUCATION								
Improve school education in the area of environmental and climate protection	89	87	90	87	87	88	89	92
Training/education/retraining opportunities for workers in occupations that will no longer be needed in the future	86	87	86	82	84	87	88	93
HOUSING								
Financial support for cost-efficient heating and thermal systems (e.g. heat pump)	91	91	91	89	91	93	90	92
State subsidies for private households if they use renewable energy (for heating, for electricity generation)	88	86	89	88	89	86	85	90
State support for the renovation of buildings for thermal insulation	87	86	89	88	87	87	87	89
Legal regulations on the energy efficiency of electrical household appliances	86	86	86	83	86	85	88	88

Basis: 1,201 cases, total sample; figures in %.

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■ 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% (<2,544 CAD)	Medium 60-140% (2,544-5,936 CAD)	High >140% (>5,936 CAD)
EDUCATION							
Improve school education in the area of environmental and climate protection	89	80	87	90	88	89	89
Training/education/retraining opportunities for workers in occupations that will no longer be needed in the future	86	74	87	87	86	87	86
HOUSING							
Financial support for cost-efficient heating and thermal systems (e.g. heat pump)	91	82	92	91	91	92	89
State subsidies for private households if they use renewable energy (for heating, for electricity generation)	88	86	86	89	89	87	87
State support for the renovation of buildings for thermal insulation	87	81	84	90	89	88	86
Legal regulations on the energy efficiency of electrical household appliances	86	77	83	88	86	87	86

Basis: 1,201 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
<b>EDUCATION</b>											
Training/education/retraining opportunities for workers in occupations that will no longer be needed in the future	14	11	6	14	12	14	11	15	17	26	12
Improve school education in the area of environmental and climate protection	11	4	1	11	6	20	11	11	20	28	3
<b>HOUSING</b>											
Legal regulations on the energy efficiency of electrical household appliances	14	8	6	10	6	20	19	20	24	22	8
State subsidies for private households if they use renewable energy (for heating, for electricity generation)	12	5	9	9	13	16	10	12	22	24	7
State support for the renovation of buildings for thermal insulation	13	11	7	9	12	11	9	9	23	27	9
Financial support for cost-efficient heating and warming systems (e.g. heat pump)	9	8	2	7	9	12	4	4	15	24	5

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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
<b>EDUCATION</b>								
Training/education/retraining opportunities for workers in occupations that will no longer be needed in the future	14	13	14	18	16	13	12	7
Improve school education in the area of environmental and climate protection	11	13	10	13	13	12	11	8
<b>HOUSING</b>								
Legal regulations on the energy efficiency of electrical household appliances	14	14	14	17	14	15	12	12
State subsidies for private households if they use renewable energy (for heating, for electricity generation)	12	14	11	12	11	14	15	10
State support for the renovation of buildings for thermal insulation	13	14	11	12	13	13	13	11
Financial support for cost-efficient heating and thermal systems (e.g. heat pump)	9	9	9	11	9	7	10	8

Basis: 1,201 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".

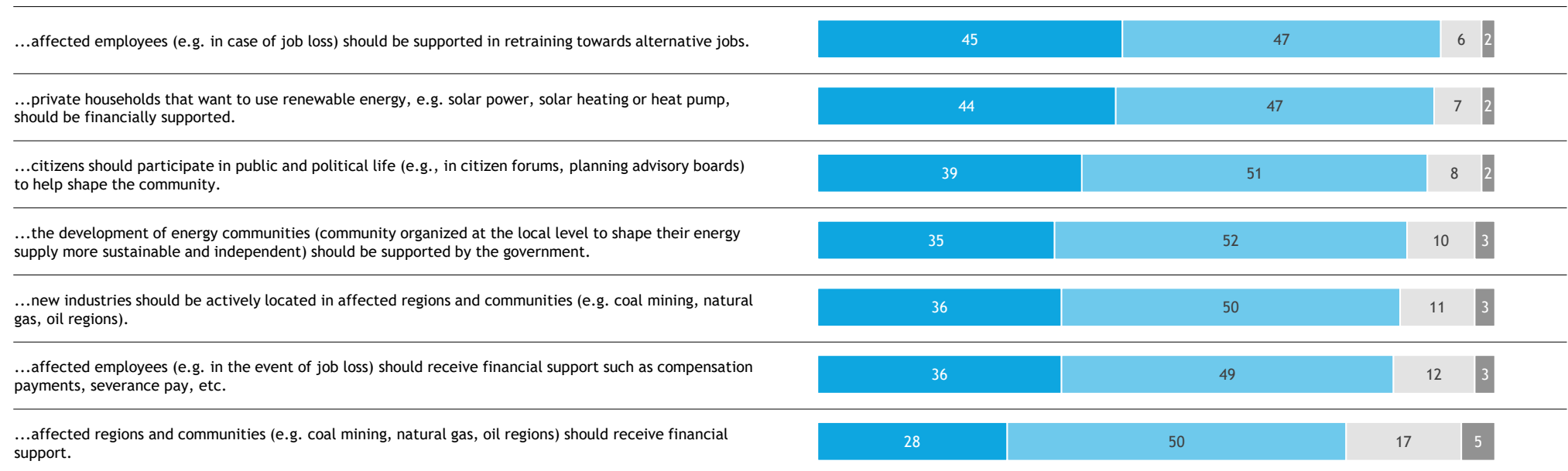
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<2,544 CAD)	Medium 60-140% (2,544-5,936 CAD)	High >140% (>5,936 CAD)
EDUCATION							
Training/education/retraining opportunities for workers in occupations that will no longer be needed in the future	14	26	13	13	14	13	14
Improve school education in the area of environmental and climate protection	11	20	13	10	12	11	11
HOUSING							
Legal regulations on the energy efficiency of electrical household appliances	14	23	17	12	14	13	14
State subsidies for private households if they use renewable energy (for heating, for electricity generation)	12	14	14	11	11	13	13
State support for the renovation of buildings for thermal insulation	13	19	16	10	11	12	14
Financial support for cost-efficient heating and warming systems (e.g. heat pump)	9	18	8	9	9	8	11

Basis: 1,201 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: 1,201 cases, total sample; figures in %.

■ Fully agree      ■ Somewhat disagree  
■ Somewhat agree      ■ 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 employees (e.g. in case of job loss) should be supported in retraining towards alternative jobs.	92	96	94	94	96	92	90	94	92	85	95
...private households that want to use renewable energy, e.g. solar power, solar heating or heat pump, should be financially supported.	91	96	95	92	96	90	92	89	81	77	94
...citizens should participate in public and political life (e.g., in citizen forums, planning advisory boards) to help shape the community.	90	92	94	95	91	94	88	92	85	80	96
...the development of energy communities (community organized at the local level to shape their energy supply more sustainable and independent) should be supported by the government.	87	94	92	88	97	84	87	87	74	73	90
...new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).	86	89	87	89	91	84	86	85	73	80	92
...affected employees (e.g. in the event of job loss) should receive financial support such as compensation payments, severance pay, etc.	85	90	78	91	90	85	83	84	79	87	88
...affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.	78	87	71	86	78	78	79	76	62	80	79

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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 employees (e.g. in case of job loss) should be supported in retraining towards alternative jobs.	92	91	94	93	91	92	92	96
...private households that want to use renewable energy, e.g. solar power, solar heating or heat pump, should be financially supported.	91	88	93	93	92	89	87	91
...citizens should participate in public and political life (e.g., in citizen forums, planning advisory boards) to help shape the community.	90	92	89	91	92	91	89	91
...the development of energy communities (community organized at the local level to shape their energy supply more sustainable and independent) should be supported by the government.	87	85	89	89	86	85	85	90
...new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).	86	86	86	91	87	86	85	79
...affected employees (e.g. in the event of job loss) should receive financial support such as compensation payments, severance pay, etc.	85	83	88	90	87	87	83	78
...affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.	78	77	79	85	82	78	73	70

Basis: 1,201 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% (<2,544 CAD)	Medium 60-140% (2,544-5,936 CAD)	High >140% (>5,936 CAD)
...affected employees (e.g. in case of job loss) should be supported in retraining towards alternative jobs.	92	91	91	94	93	93	90
...private households that want to use renewable energy, e.g. solar power, solar heating or heat pump, should be financially supported.	91	88	90	91	92	91	86
...citizens should participate in public and political life (e.g., in citizen forums, planning advisory boards) to help shape the community.	90	88	89	92	90	92	86
...the development of energy communities (community organized at the local level to shape their energy supply more sustainable and independent) should be supported by the government.	87	80	86	88	87	87	85
...new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).	86	68	84	89	84	87	89
...affected employees (e.g. in the event of job loss) should receive financial support such as compensation payments, severance pay, etc.	85	88	85	85	88	86	77
...affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.	78	63	78	80	76	80	73

Basis: 1,201 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 employees (e.g. in case of job loss) should be supported in retraining towards alternative jobs.	45	48	58	55	53	29	43	48	32	30	56
...private households that want to use renewable energy, e.g. solar power, solar heating or heat pump, should be financially supported.	44	49	55	54	47	30	42	49	34	28	45
...citizens should participate in public and political life (e.g., in citizen forums, planning advisory boards) to help shape the community.	39	44	43	52	44	33	36	38	24	27	51
...affected employees (e.g. in the event of job loss) should receive financial support such as compensation payments, severance pay, etc.	36	43	35	49	40	27	33	31	28	34	34
...new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).	36	41	42	47	40	26	33	35	23	24	42
...the development of energy communities (community organized at the local level to shape their energy supply more sustainable and independent) should be supported by the government.	35	40	40	51	41	22	36	36	20	23	43
...affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.	28	32	28	54	30	19	26	28	20	18	26

Basis: 1,201 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	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
...affected employees (e.g. in case of job loss) should be supported in retraining towards alternative jobs.	45	43	48	50	48	42	41	43
...private households that want to use renewable energy, e.g. solar power, solar heating or heat pump, should be financially supported.	44	41	46	47	50	40	38	43
...citizens should participate in public and political life (e.g., in citizen forums, planning advisory boards) to help shape the community.	39	40	39	48	44	37	32	33
...affected employees (e.g. in the event of job loss) should receive financial support such as compensation payments, severance pay, etc.	36	33	38	43	42	35	32	23
...new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).	36	34	36	42	41	34	30	28
...the development of energy communities (community organized at the local level to shape their energy supply more sustainable and independent) should be supported by the government.	35	32	38	48	39	28	28	30
...affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.	28	27	29	36	30	28	25	19

Basis: 1,201 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".

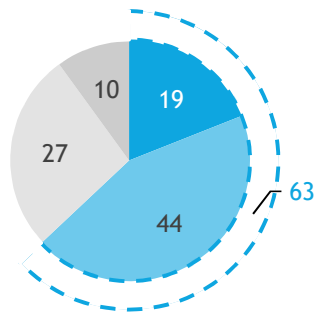
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<2,544 CAD)	Medium 60-140% (2,544-5,936 CAD)	High >140% (>5,936 CAD)
...affected employees (e.g. in case of job loss) should be supported in retraining towards alternative jobs.	45	44	43	47	46	45	40
...private households that want to use renewable energy, e.g. solar power, solar heating or heat pump, should be financially supported.	44	51	43	43	48	40	41
...citizens should participate in public and political life (e.g., in citizen forums, planning advisory boards) to help shape the community.	39	41	37	40	40	39	40
...affected employees (e.g. in the event of job loss) should receive financial support such as compensation payments, severance pay, etc.	36	40	32	37	38	33	28
...new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).	36	33	30	38	33	39	30
...the development of energy communities (community organized at the local level to shape their energy supply more sustainable and independent) should be supported by the government.	35	38	30	38	36	35	33
...affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.	28	34	25	29	28	28	24

Basis: 1,201 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

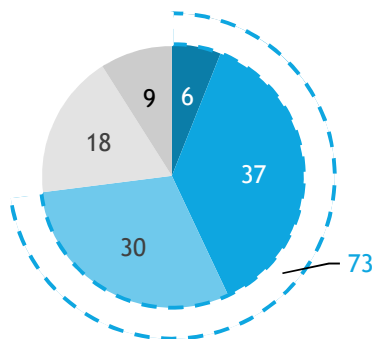
# Attitudes towards the energy and heat transition

Could you imagine being actively involved in shaping your community's energy supply?



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

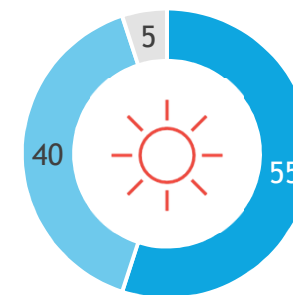
Could you imagine generating your own energy?



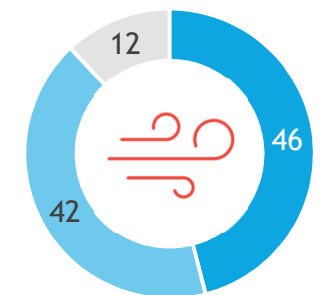
I already generate my own energy  
Yes, definitely  
Somewhat, yes  
No, not really  
No, not at all

How would you evaluate the construction of a solar park or 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: 1,201 cases, total sample; figures in %.

# Attitudes towards the energy and heat transition

Could you imagine being actively involved in shaping your community's energy supply (e.g. by joining/membership of an energy cooperative, financial participation or through a project in your community)?

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
YES	63	71	65	77	79	71	52	59	22	54	80
Yes, definitely	19	19	19	41	22	13	15	20	3	21	23
Somewhat, yes	44	52	46	36	57	58	37	39	20	33	57
NO	37	29	35	23	21	29	48	41	78	46	20
No, not really	27	24	28	17	15	22	40	33	41	30	16
No, not at all	10	4	7	6	6	7	8	8	37	16	4

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# Attitudes towards the energy and heat transition

Could you imagine being actively involved in shaping your community's energy supply (e.g. by joining/membership of an energy cooperative, financial participation or through a project in your community)?

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
<b>YES</b>	<b>63</b>	66	60	80	70	57	54	51
Yes, definitely	19	23	15	34	27	11	12	9
Somewhat, yes	44	43	44	46	44	46	43	41
<b>NO</b>	<b>37</b>	34	40	20	30	43	46	49
No, not really	27	24	30	16	23	30	32	35
No, not at all	10	10	10	4	6	13	13	14

Basis: 1,201 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Attitudes towards the energy and heat transition

Could you imagine being actively involved in shaping your community's energy supply (e.g. by joining/membership of an energy cooperative, financial participation or through a project in your community)?

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<2,544 CAD)	Medium 60-140% (2,544-5,936 CAD)	High >140% (>5,936 CAD)
<b>YES</b>	<b>63</b>	60	57	67	62	66	69
Yes, definitely	19	22	15	21	17	22	19
Somewhat, yes	44	38	42	46	45	44	50
<b>NO</b>	<b>37</b>	40	43	33	38	34	31
No, not really	27	23	29	26	26	26	23
No, not at all	10	17	14	7	12	7	8

Basis: 1,201 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 your roof or balcony)?

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
YES	67	72	80	68	74	66	66	67	40	56	79
Yes, definitely	37	39	46	49	49	38	24	39	17	24	51
Somewhat, yes	30	32	35	19	25	28	42	28	24	31	28
NO	27	26	18	19	14	27	29	32	60	33	15
No, not really	18	22	14	18	10	18	18	24	31	15	11
No, not at all	9	4	4	1	5	9	12	8	29	17	4
I already generate my own energy	6	2	2	14	12	7	5	1	-	12	6

Basis: 1,201 cases, total sample; figures in %.

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 strongly overrepresented  
 overrepresented  
 strongly underrepresented  
 underrepresented

# Attitudes towards the energy and heat transition

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

		Gender		Age (years)				
	Total	Male	Female	18-29	30-39	40-49	50-59	60-69
<b>YES</b>	<b>67</b>	66	68	72	72	67	66	57
Yes, definitely	37	38	37	51	40	36	33	25
Somewhat, yes	30	28	31	22	32	31	34	32
<b>NO</b>	<b>27</b>	25	29	14	19	30	32	42
No, not really	18	16	20	10	12	20	20	29
No, not at all	9	9	8	4	7	10	12	13
I already generate my own energy	6	9	3	13	9	3	2	1

Basis: 1,201 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 your roof or balcony)?

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<2,544 CAD)	Medium 60-140% (2,544-5,936 CAD)	High >140% (>5,936 CAD)
<b>YES</b>	<b>67</b>	59	63	70	66	70	68
Yes, definitely	37	35	31	41	36	40	40
Somewhat, yes	30	24	32	29	30	30	27
<b>NO</b>	<b>27</b>	33	33	23	30	22	23
No, not really	18	21	19	17	18	16	18
No, not at all	9	12	14	6	12	6	6
I already generate my own energy	6	8	4	7	4	8	9

Basis: 1,201 cases, total sample; figures in %.

■ strongly 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 wind park in your community if the profits it generates benefit the community?

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
<b>Solar</b>											
I think that would be good	55	60	70	64	62	44	45	62	45	36	61
I would accept it	40	38	28	33	37	51	46	31	42	54	35
I would reject it	5	2	1	3	1	6	8	6	13	10	4
<b>Wind</b>											
I think that would be good	46	50	56	53	54	36	36	47	34	37	56
I would accept it	43	42	35	40	42	51	49	38	40	52	33
I would reject it	12	8	10	7	4	13	14	16	26	10	10

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# Attitudes towards the energy and heat transition

How would you evaluate the construction of a solar park or 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
<b>Solar</b>								
I think that would be good	55	56	53	60	58	51	54	48
I would accept it	40	37	43	37	36	44	39	44
I would reject it	5	6	4	3	5	4	7	8
<b>Wind</b>								
I think that would be good	46	46	46	53	49	41	45	40
I would accept it	43	42	43	42	42	44	41	44
I would reject it	12	12	11	6	9	15	14	17

Basis: 1,201 cases, total sample; figures in %.

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# Attitudes towards the energy and heat transition

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

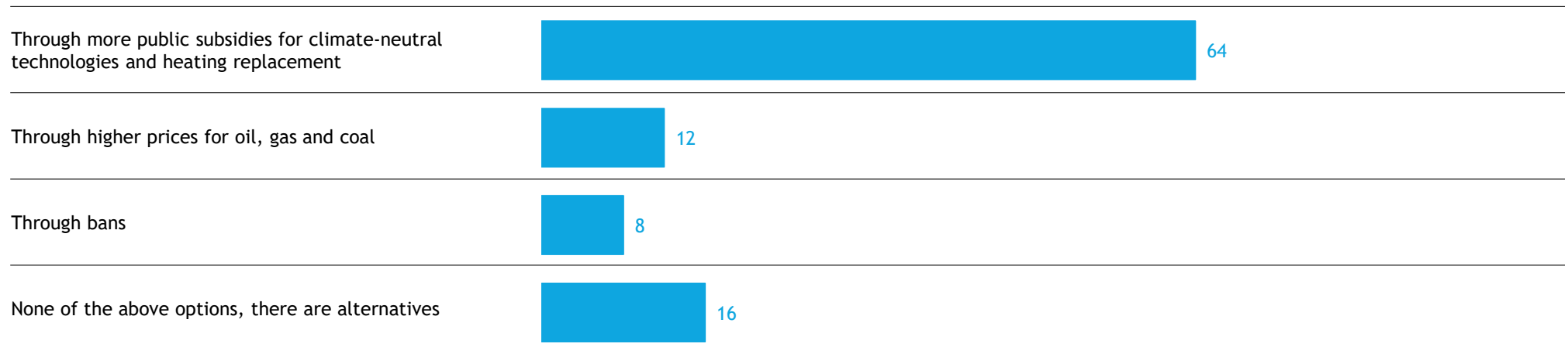
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<2,544 CAD)	Medium 60-140% (2,544-5,936 CAD)	High >140% (>5,936 CAD)
<b>Solar</b>							
I think that would be good	55	57	48	58	57	54	55
I would accept it	40	33	44	38	38	41	41
I would reject it	5	10	7	4	6	4	4
<b>Wind</b>							
I think that would be good	46	56	41	47	48	45	42
I would accept it	43	32	46	42	41	43	48
I would reject it	12	13	13	11	11	12	9

Basis: 1,201 cases, total sample; figures in %.

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■ 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: 1,201 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 subsidies for climate-neutral technologies and heating replacement	64	77	73	69	59	54	69	61	56	47	70
Through higher prices for oil, gas and coal	12	8	12	12	18	16	11	10	2	18	16
Through bans	8	5	10	5	12	10	2	5	5	13	10
None of the above options, there are alternatives	16	10	5	15	10	19	17	24	37	22	5

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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 subsidies for climate-neutral technologies and heating replacement	64	62	67	64	59	66	66	67
Through higher prices for oil, gas and coal	12	17	8	19	18	8	8	6
Through bans	8	8	8	8	11	7	8	5
None of the above options, there are alternatives	16	14	18	10	12	20	18	22

Basis: 1,201 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?

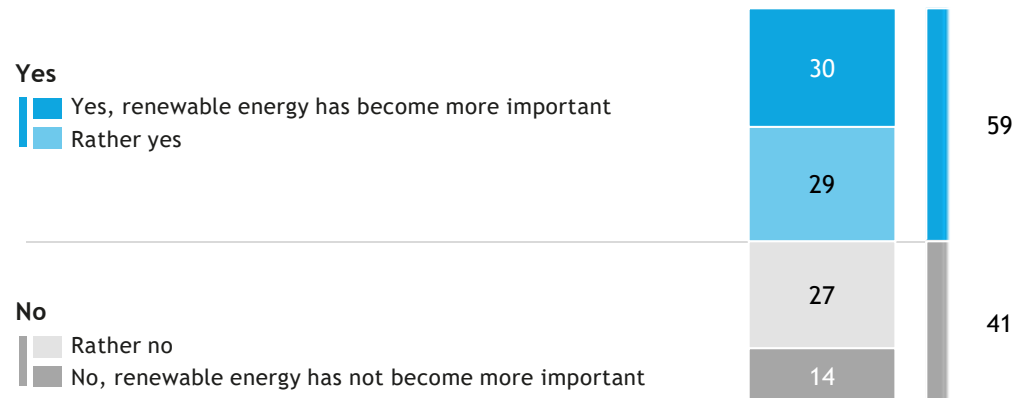
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<2,544 CAD)	Medium 60-140% (2,544-5,936 CAD)	High >140% (>5,936 CAD)
Through more public subsidies for climate-neutral technologies and heating replacement	64	55	61	67	65	64	59
Through higher prices for oil, gas and coal	12	9	11	13	8	16	21
Through bans	8	11	7	8	7	8	8
None of the above options, there are alternatives	16	25	21	12	20	12	12

Basis: 1,201 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 to you since the outbreak of the Russia-Ukraine conflict?



Basis: 1,201 cases, total sample; figures in %.

# Attitudes towards the energy and heat transition

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
<b>YES</b>	<b>59</b>	66	60	73	72	59	46	60	29	58	70
Yes, renewable energy has become more important	30	37	32	50	40	25	18	22	10	24	45
Rather yes	29	29	28	23	31	34	28	38	19	34	25
<b>NO</b>	<b>41</b>	34	40	27	28	41	54	40	71	42	30
Rather no	27	25	28	22	18	29	38	27	31	26	24
No, renewable energy has not become more important	14	9	12	5	10	12	16	14	40	16	6

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# Attitudes towards the energy and heat transition

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

		Gender		Age (years)				
	Total	Male	Female	18-29	30-39	40-49	50-59	60-69
<b>YES</b>	<b>59</b>	63	55	73	67	54	48	50
Yes, renewable energy has become more important	30	34	26	44	38	24	18	24
Rather yes	29	29	29	29	30	30	30	26
<b>NO</b>	<b>41</b>	37	45	27	33	46	52	50
Rather no	27	22	32	18	24	25	36	35
No, renewable energy has not become more important	14	14	13	10	8	20	16	16

Basis: 1,201 cases, total sample; figures in %.

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# Attitudes towards the energy and heat transition

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

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<2,544 CAD)	Medium 60-140% (2,544-5,936 CAD)	High >140% (>5,936 CAD)
<b>YES</b>	<b>59</b>	59	53	62	59	63	56
Yes, renewable energy has become more important	30	34	25	32	28	34	31
Rather yes	29	24	28	30	30	29	26
<b>NO</b>	<b>41</b>	41	47	38	41	37	44
Rather no	27	23	31	26	25	26	31
No, renewable energy has not become more important	14	18	16	12	16	11	13

Basis: 1,201 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented



5

Interest in information and level of  
knowledge

# Main findings

## Interest in information and level of knowledge

### Interest in information and level of knowledge: Climate

- Four-fifths of respondents (80%) expressed a fundamental interest in the Topic of climate change. Of these, 32% are "very" interested. Less interest was expressed by 15%, and no interest at all by 5%.
- 55% rate their level of knowledge about ecological interrelationships and environmental problems (e.g. forest dieback, biodiversity, etc.) as high. However, only 11% rate their level of knowledge as "very high". A low level of knowledge is attested by 45%, with 7% saying that they know very little.

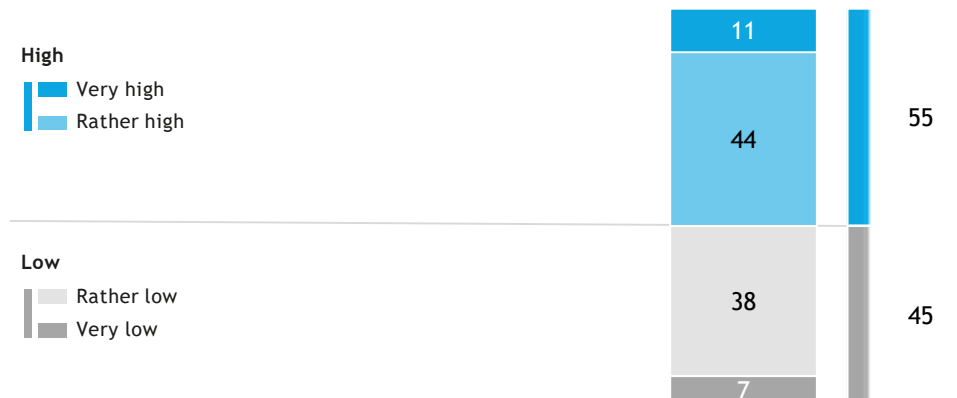
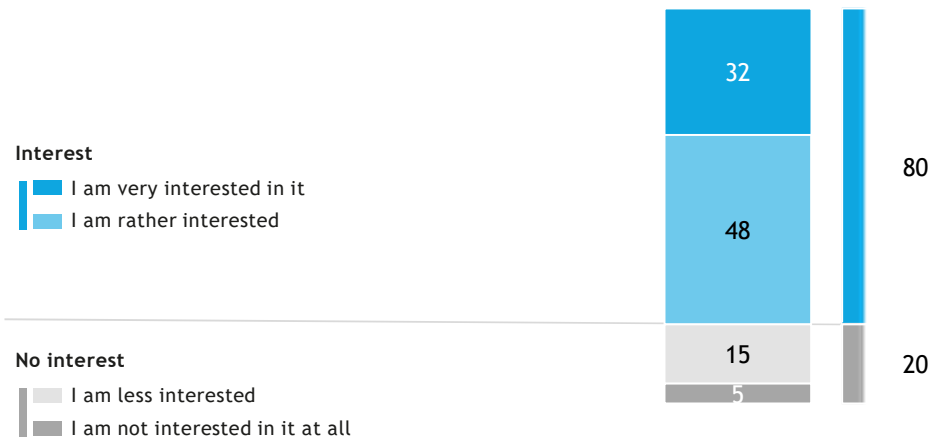
### Interest in information and level of knowledge: Policies

- Only 10% of respondents feel "very well" informed about policies for a change towards a more climate and environmentally friendly economy. 48% feel "rather well" informed. This contrasts with 36% who feel "rather not well" informed and 6% who feel "not at all well" informed.
- 55% think that policies for a change towards a more climate and environmentally friendly economy are not sufficiently explained and clarified. 45% disagree (Policies are sufficiently explained: yes: 10%, somewhat yes: 35%).

# Interest in information 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: 1,201 cases, total sample; figures in %.

# Interest in information 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	80	89	88	91	85	74	71	82	51	68	92
I am very interested in it	32	45	42	51	33	14	18	29	12	23	48
I am rather interested	48	44	46	40	52	59	53	53	39	45	44
NOT INTERESTED	21	11	12	9	15	26	29	18	49	32	8
I am less interested	15	9	10	7	12	17	22	12	32	22	8
I am not interested in it at all	5	2	1	2	3	9	7	7	18	10	-

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# Interest in information 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?

		Gender		Age (years)				
	Total	Male	Female	18-29	30-39	40-49	50-59	60-69
INTERESTED	80	80	78	88	83	74	76	73
I am very interested in it	32	32	31	41	39	25	25	25
I am rather interested	48	48	47	48	44	48	51	48
NOT INTERESTED	21	20	22	12	17	26	24	27
I am less interested	15	14	16	6	14	18	17	22
I am not interested in it at all	5	6	6	5	3	8	7	5

Basis: 1,201 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Interest in information 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% (<2,544 CAD)	Medium 60-140% (2,544-5,936 CAD)	High >140% (>5,936 CAD)
INTERESTED	80	74	71	84	79	79	81
I am very interested in it	32	30	28	33	34	32	27
I am rather interested	48	44	43	51	45	47	54
NOT INTERESTED	21	26	29	16	21	21	19
I am less interested	15	16	21	12	14	16	16
I am not interested in it at all	5	10	8	4	7	4	3

Basis: 1,201 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Interest in information 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	55	55	60	71	61	48	47	46	38	55	74
Very high	11	6	6	17	16	13	8	12	4	11	20
Rather high	44	48	53	54	46	36	39	34	34	44	54
LOW	45	45	40	29	39	52	53	54	62	45	26
Rather low	38	41	35	25	32	44	46	49	43	31	25
Very low	7	4	6	4	6	7	8	5	20	14	1

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# Interest in information 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	55	65	46	69	60	52	47	45
Very high	11	16	6	21	13	8	6	4
Rather high	44	49	40	48	47	44	41	41
LOW	45	35	54	31	40	48	53	55
Rather low	38	30	45	26	34	39	41	50
Very low	7	5	10	5	5	9	12	6

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# Interest in information 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% (<2,544 CAD)	Medium 60-140% (2,544-5,936 CAD)	High >140% (>5,936 CAD)
HIGH	55	50	49	59	54	58	64
Very high	11	11	11	11	10	13	14
Rather high	44	39	39	48	44	45	50
LOW	45	50	51	41	46	42	36
Rather low	38	38	41	35	38	36	30
Very low	7	11	10	6	8	6	5

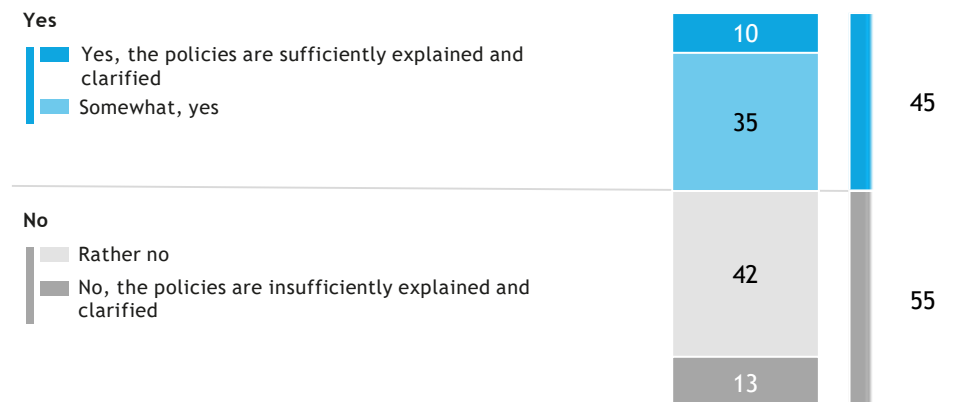
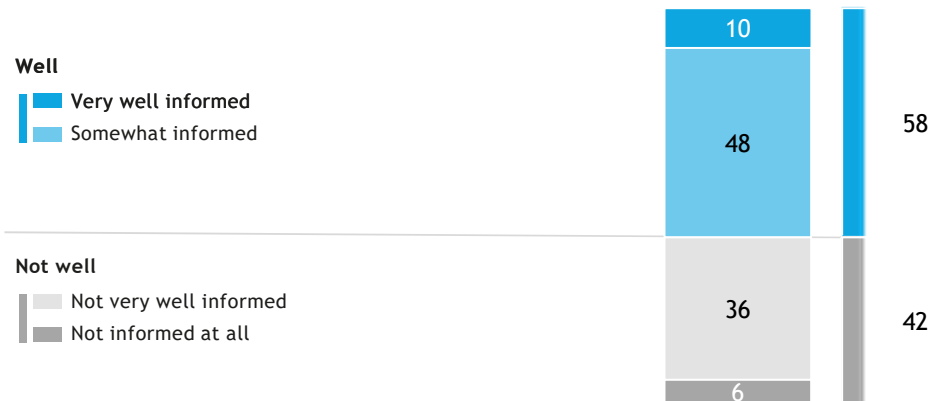
Basis: 1,201 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Interest in information and level of knowledge: Policies

How well informed do you feel about policies for a more climate and environmentally-friendly economy?

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



Basis: 1,201 cases, total sample; figures in %.

# Interest in information and level of knowledge: Policies

How well informed do you feel about policies for a more climate and environmentally-friendly economy?

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
INFORMED	58	63	55	76	67	60	50	54	32	59	72
Very well informed	10	8	6	17	20	11	9	7	4	14	12
Somewhat informed	48	55	49	58	47	50	41	47	28	45	60
NOT INFORMED	42	37	45	24	33	40	50	46	68	41	28
Not very well informed	36	36	38	24	30	35	46	41	48	30	26
Not at all informed	6	2	7	-	3	4	4	5	20	10	1

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# Interest in information and level of knowledge: Policies

How well informed do you feel about policies for a more climate and environmentally friendly economy?

		Gender		Age (years)				
	Total	Male	Female	18-29	30-39	40-49	50-59	60-69
INFORMED	58	70	47	70	64	55	50	52
Very well informed	10	15	6	20	10	9	7	4
Somewhat informed	48	55	41	50	53	46	43	47
NOT INFORMED	42	30	53	30	36	45	50	48
Not very well informed	36	27	45	25	34	36	42	45
Not at all informed	6	3	8	5	2	9	8	3

Basis: 1,201 cases, total sample; figures in %.

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■ overrepresented    ■ underrepresented

# Interest in information and level of knowledge: Policies

How well informed do you feel about policies for a more climate and environmentally friendly economy?

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<2,544 CAD)	Medium 60-140% (2,544-5,936 CAD)	High >140% (>5,936 CAD)
INFORMED	58	55	54	62	56	64	60
Very well informed	10	8	11	11	10	12	12
Somewhat informed	48	47	43	51	47	52	48
NOT INFORMED	42	45	46	38	44	36	40
Not very well informed	36	37	39	34	37	32	39
Not at all informed	6	8	7	4	7	4	1

Basis: 1,201 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Interest in information and level of knowledge: Policies

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
YES	45	46	30	62	55	51	37	35	24	54	53
Yes, the policies are sufficiently explained and clarified	10	6	3	23	20	8	6	9	1	16	14
Somewhat, yes	35	40	28	40	35	42	31	26	23	38	39
NO	55	54	70	38	45	49	63	65	76	46	47
No, not really	42	48	54	28	33	39	45	51	46	32	42
No, the policies are insufficiently explained and clarified	13	6	15	10	11	10	18	14	30	14	5

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 PRO = Progressive Realists

strongly overrepresented  
 overrepresented  
 strongly underrepresented  
 underrepresented

# Interest in information and level of knowledge: Policies

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
YES	45	54	35	66	52	38	35	26
Yes, the policies are sufficiently explained and clarified	10	14	6	24	13	6	4	1
Somewhat, yes	35	40	30	42	40	33	31	25
NO	55	46	65	34	48	62	65	74
No, not really	42	34	50	22	38	45	50	61
No, the policies are insufficiently explained and clarified	13	12	14	12	10	17	15	13

Basis: 1,201 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Interest in information and level of knowledge: Policies

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

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<2,544 CAD)	Medium 60-140% (2,544-5,936 CAD)	High >140% (>5,936 CAD)
YES	45	50	40	46	40	50	53
Yes, the policies are sufficiently explained and clarified	10	10	9	11	11	11	11
Somewhat, yes	35	40	31	36	29	40	42
NO	55	50	60	54	60	50	47
No, not really	42	34	46	41	44	38	39
No, the policies are insufficiently explained and clarified	13	16	14	13	16	12	8

Basis: 1,201 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented



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	56
Health	55
Vacation, Travel	47
Environment and nature	46
Animal world, animals and pets	44
Wellness	43
Current affairs	42
Nutrition	42
Music, culture, theater, art	39
Science and technology	38
Garden and plants	37
Information from the region, regional news	36
Business, professions	34
Sports	32

Investments, insurance, tax tips and finance	31
Sustainable consumption	31
Psychology, spirituality, well-being	29
Family, children and child education	29
Consumer electronics, TV	25
Photography, filming	25
Computer, computer games	23
Furniture, decoration	22
Fashion	22
Cosmetics and beauty	20
Technology and gaming	18
Cars, motorcycles	17
Stars, Celebrities	13

Basis: 1,201 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	56	62	64	60	55	46	63	66	45	32	62
Health	55	64	65	51	46	42	67	65	53	31	66
Vacation, Travel	47	58	64	45	45	47	49	35	33	28	53
Environment and nature	46	53	59	48	43	34	42	57	39	29	58
Animal world, animals and pets	44	48	54	45	40	29	50	58	46	23	46
Wellness	43	48	52	52	38	27	48	46	36	27	52
Current affairs	42	38	64	42	42	36	47	29	41	27	49
Nutrition	42	49	54	43	40	33	50	48	38	20	46
Music, culture, theater, art	39	40	57	40	40	26	54	34	31	22	39
Science and technology	38	33	49	42	48	32	40	22	26	30	51
Garden and plants	37	37	48	32	28	31	47	44	39	20	38
Information from the region, regional news	36	37	44	35	36	32	36	32	33	30	41
Business, professions	34	42	35	35	42	31	35	27	18	31	40
Sports	32	27	27	42	35	36	36	26	31	24	36

Basis: 1,201 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 (2)

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
Investments, insurance, tax tips and finance	31	34	34	37	42	29	26	26	19	14	45
Sustainable consumption	31	32	43	32	31	30	25	38	11	17	48
Psychology, spirituality, well-being	29	31	37	38	31	18	31	26	27	14	33
Family, children and child education	29	37	34	25	32	26	37	35	21	16	27
Consumer electronics, TV	25	23	22	20	28	22	31	26	23	30	31
Photography, filming	25	27	24	34	22	19	24	19	21	25	33
Computer, computer games	23	20	15	28	25	20	24	28	17	23	29
Furniture, decoration	22	29	26	30	24	17	20	13	14	16	25
Fashion	22	27	22	31	25	15	21	14	12	14	34
Cosmetics and beauty	20	24	17	31	25	15	18	7	15	19	21
Technology and gaming	18	18	8	30	26	21	16	9	10	16	26
Cars, motorcycles	17	17	13	20	21	18	17	17	12	21	19
Stars, Celebrities	13	12	9	16	15	12	15	9	11	17	15

Basis: 1,201 cases, total sample; figures in %.

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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	56	45	66	52	53	58	62	56
Health	55	44	66	46	50	54	62	68
Vacation, Travel	47	42	52	41	43	51	56	45
Environment and nature	46	44	48	47	40	41	46	57
Animal world, animals and pets	44	34	52	44	36	46	48	46
Wellness	43	34	52	38	39	47	49	42
Current affairs	42	46	38	30	36	46	49	53
Nutrition	42	31	54	38	36	39	50	50
Music, culture, theater, art	39	33	45	37	38	40	42	39
Science and technology	38	45	30	40	36	40	37	35
Garden and plants	37	27	46	28	30	35	41	52
Information from the region, regional news	36	37	35	26	35	36	43	42
Business, professions	34	39	28	33	33	38	34	33
Sports	32	44	21	32	29	37	36	26

Basis: 1,201 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
Investments, insurance, tax tips and finance	31	36	26	28	29	32	34	32
Sustainable consumption	31	30	32	37	29	27	27	32
Psychology, spirituality, well-being	29	18	39	34	27	28	29	24
Family, children and child education	29	22	36	25	32	31	26	33
Consumer electronics, TV	25	30	21	24	25	25	26	26
Photography, filming	25	23	26	31	26	22	26	18
Computer, computer games	23	30	15	25	27	24	19	17
Furniture, decoration	22	12	32	25	24	18	21	20
Fashion	22	13	30	37	24	19	15	9
Cosmetics and beauty	20	8	30	30	24	16	15	10
Technology and gaming	18	25	10	27	22	19	14	4
Cars, motorcycles	17	24	11	15	18	17	19	18
Stars, Celebrities	13	11	15	19	15	12	13	5

Basis: 1,201 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 you are personally interested in.

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<2,544 CAD)	Medium 60-140% (2,544-5,936 CAD)	High >140% (>5,936 CAD)
Food and drink	56	50	54	57	61	52	48
Health	55	59	58	54	58	52	55
Vacation, Travel	47	30	36	54	43	48	52
Environment and nature	46	51	48	45	52	42	39
Animal world, animals and pets	44	51	45	42	51	40	29
Wellness	43	26	41	46	45	40	41
Current affairs	42	25	37	47	43	44	38
Nutrition	42	39	41	44	47	37	40
Music, culture, theater, art	39	30	41	40	42	38	35
Science and technology	38	24	32	42	37	39	43
Garden and plants	37	41	42	34	40	35	30
Information from the region, regional news	36	27	34	38	36	39	29
Business, professions	34	22	29	38	30	38	35
Sports	32	27	31	33	32	32	32

Basis: 1,201 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% (<2,544 CAD)	Medium 60-140% (2,544-5,936 CAD)	High >140% (>5,936 CAD)
Investments, insurance, tax tips and finance	31	23	22	36	26	34	39
Sustainable consumption	31	26	29	32	32	30	32
Psychology, spirituality, well-being	29	19	26	31	36	22	25
Family, children and child education	29	25	32	29	33	28	21
Consumer electronics, TV	25	23	27	25	28	24	22
Photography, filming	25	25	24	26	25	26	18
Computer, computer games	23	17	24	22	26	21	20
Furniture, decoration	22	12	20	24	23	22	16
Fashion	22	18	17	24	22	20	24
Cosmetics and beauty	20	18	16	22	21	18	16
Technology and gaming	18	17	14	20	18	18	19
Cars, motorcycles	17	19	18	17	16	20	17
Stars, Celebrities	13	11	11	14	13	14	10













Basis: 1,201 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# 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.

Vacation and travel	 31
Delicatessen - high quality food	 28
Eating out (restaurants)	 25
PC/Tablet/Smartphone	 22
Coffee/tea	 20
Clothing/Fashion	 18
Cars	 18
Furniture	 16
Donations for charity	 15
Kitchen furniture and equipment	 14
Wine/Champagne	 13
High quality jewelry	 12
Bike	 12

High quality spirits/whisky	 12
Cosmetics/Perfume	 11
(Wrist) Watches	 10
High-end hi-fi equipment	 10
Beer	 10
DIY / garden tools	 8
Costume jewelry	 7
Antiques	 7
Handbags	 7
Exclusive accessories	 7
Porcelain / glass work	 3
None of these products	 26

Basis: 1,201 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
Vacation and travel	31	40	39	30	37	27	33	23	14	20	44
Delicatessen - high quality food	28	35	31	31	36	14	24	26	14	26	40
Eating out (restaurants)	25	30	30	27	22	18	20	19	18	24	36
PC/Tablet/Smartphone	22	27	16	26	27	18	19	18	15	24	29
Coffee/tea	20	18	22	17	24	15	14	19	16	23	32
Clothing/Fashion	18	23	9	36	26	16	11	12	5	15	24
Cars	18	21	11	27	22	22	16	13	9	20	17
Furniture	16	16	12	29	20	17	13	13	7	15	20
Donations for charity	15	21	16	20	24	9	6	22	6	13	19
Kitchen furniture and equipment	14	17	7	21	23	9	14	13	8	11	19
Wine/Champagne	13	15	12	22	14	9	10	9	8	10	23
High quality jewelry	12	13	10	23	13	12	9	6	4	10	16
Bike	12	11	9	19	16	6	11	7	5	14	16

Basis: 1,201 cases, total sample; figures in %.

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 COS = Cosmopolitan Avantgarde  
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 CMA = Consumer Materialists  
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 PRO = Progressive Realists

strongly overrepresented  
 overrepresented  
 strongly underrepresented  
 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	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
High quality spirits/whisky	12	6	11	18	8	7	16	7	7	14	20
Cosmetics/Perfume	11	11	10	24	14	8	7	9	6	14	11
(Wrist) Watches	10	6	1	20	10	11	9	5	5	12	18
High-end hi-fi equipment	10	9	8	14	15	13	9	8	4	10	10
Beer	10	9	7	13	7	10	11	10	9	10	18
DIY / garden tools	8	6	5	10	9	6	7	10	3	10	15
Costume jewelry	7	9	3	14	10	8	5	1	2	11	11
Antiques	7	7	5	10	7	12	6	3	2	6	12
Handbags	7	7	2	16	9	6	8	1	6	9	5
Exclusive accessories	7	8	3	13	9	12	3	2	4	11	9
Porcelain / glass work	3	1	2	4	7	3	5	2	2	5	1
None of these products	26	18	29	16	14	24	37	38	56	21	14

Basis: 1,201 cases, total sample; figures in %.

EST = Established  
 INT = Intellectuals  
 PER = Performers  
 COS = Cosmopolitan Avantgarde  
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strongly overrepresented  
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 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	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Vacation and travel	31	29	34	31	34	33	35	24
Delicatessen - high quality food	28	25	30	25	33	32	26	21
Eating out (restaurants)	25	22	27	27	28	27	23	18
PC/Tablet/Smartphone	22	25	18	26	26	24	18	14
Coffee/tea	20	16	22	18	28	21	17	13
Clothing/Fashion	18	15	20	27	25	17	12	5
Cars	18	23	13	24	22	17	11	14
Furniture	16	17	15	24	22	14	14	4
Donations for charity	15	18	12	23	17	9	9	15
Kitchen furniture and equipment	14	13	14	20	20	13	10	5
Wine/Champagne	13	15	11	14	17	15	9	10
High quality jewelry	12	12	11	25	11	10	8	2
Bike	12	16	7	12	18	9	8	11

Basis: 1,201 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
High quality spirits/whisky	12	14	9	14	15	14	10	5
Cosmetics/Perfume	11	6	16	18	17	8	7	4
(Wrist) Watches	10	14	6	15	14	10	5	3
High-end hi-fi equipment	10	15	5	13	15	8	6	7
Beer	10	16	4	9	17	13	6	6
DIY / garden tools	8	10	6	8	11	8	6	5
Costume jewelry	7	8	6	17	8	5	3	2
Antiques	7	7	7	14	8	6	5	3
Handbags	7	5	9	12	8	7	5	2
Exclusive accessories	7	8	6	15	8	4	6	1
Porcelain / glass work	3	5	2	5	5	2	1	2
None of these products	26	23	30	9	16	30	35	47

Basis: 1,201 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% (<2,544 CAD)	Medium 60-140% (2,544-5,936 CAD)	High >140% (>5,936 CAD)
Vacation and travel	31	24	20	38	27	35	35
Delicatessen - high quality food	28	24	22	31	28	26	37
Eating out (restaurants)	25	23	17	29	23	26	29
PC/Tablet/Smartphone	22	14	19	24	22	22	22
Coffee/tea	20	22	17	21	18	21	26
Clothing/Fashion	18	26	12	19	18	17	17
Cars	18	16	16	19	16	20	20
Furniture	16	16	14	17	15	17	18
Donations for charity	15	20	8	18	15	18	13
Kitchen furniture and equipment	14	11	11	16	15	14	14
Wine/Champagne	13	12	12	14	10	16	22
High quality jewelry	12	8	6	15	11	10	21
Bike	12	9	10	12	9	15	11

Basis: 1,201 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.

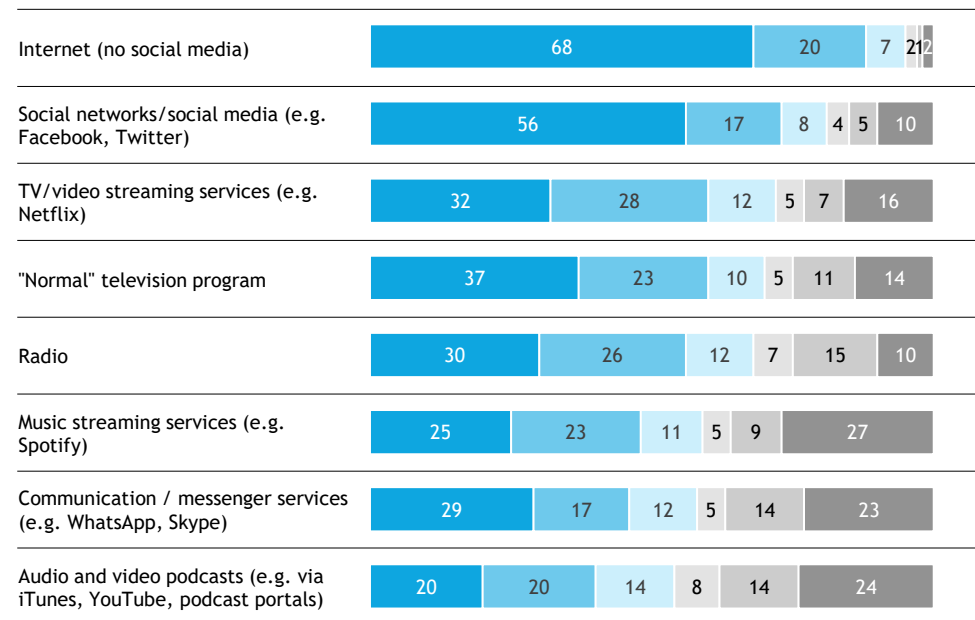
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<2,544 CAD)	Medium 60-140% (2,544-5,936 CAD)	High >140% (>5,936 CAD)
High quality spirits/whisky	12	5	11	13	9	13	21
Cosmetics/Perfume	11	6	9	13	12	10	10
(Wrist) Watches	10	5	6	12	7	12	15
High-end hi-fi equipment	10	5	8	12	11	10	10
Beer	10	10	9	11	8	13	14
DIY / garden tools	8	10	6	9	9	9	6
Costume jewelry	7	6	6	8	7	8	10
Antiques	7	11	5	8	6	9	8
Handbags	7	3	7	8	6	7	11
Exclusive accessories	7	7	5	8	7	8	7
Porcelain / glass work	3	-	4	3	3	4	4
None of these products	26	34	39	19	31	23	13

Basis: 1,201 cases, total sample; figures in %.

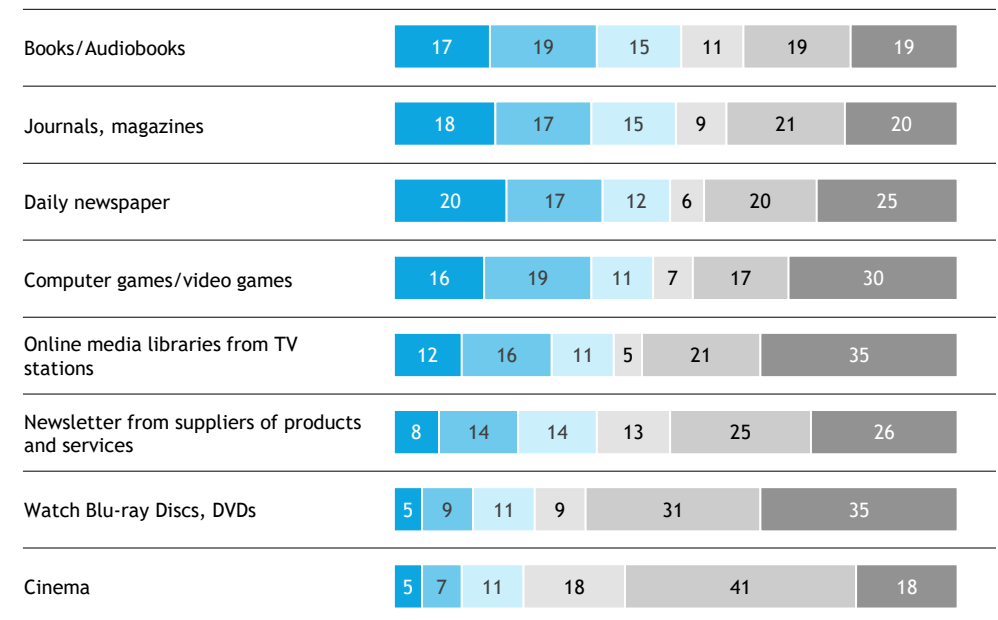
■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# 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 analog/offline or digital/online?



Basis: 1,201 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 analog/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	95	93	96	96	96	95	98	96	91	97
Social networks/social media (e.g. Facebook, Twitter)	81	89	74	87	86	89	79	72	67	83	87
TV/video streaming services (e.g. Netflix)	72	76	64	84	77	73	66	66	46	74	91
"Normal" television program	70	68	60	69	75	77	69	80	69	72	63
Radio	68	70	64	67	60	74	69	74	63	67	74
Music streaming services (e.g. Spotify)	59	58	46	86	74	64	56	45	25	61	76
Communication / messenger services (e.g. WhatsApp, Skype)	58	64	46	76	74	62	49	48	30	65	70
Audio and video podcasts (e.g. via iTunes, YouTube, podcast portals)	54	57	42	76	69	59	44	42	28	60	64
Books/Audiobooks	51	52	53	66	54	45	43	44	41	58	58
Journals, magazines	50	50	46	63	58	54	45	42	29	54	56
Daily newspaper	49	54	47	59	56	54	40	40	25	57	53
Computer games/video games	46	40	25	64	55	56	36	43	29	50	62
Online media libraries from TV stations	39	36	17	60	50	51	31	26	15	51	46
Newsletter from suppliers of products and services	36	35	20	55	46	41	23	26	16	50	49
Watch Blu-ray Discs, DVDs	24	17	11	39	30	31	18	19	14	40	28
Cinema	23	18	7	42	37	32	14	12	6	36	33

Basis: 1,201 cases, total sample; figures in %.

EST = Established  
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strongly overrepresented  
 overrepresented  
 strongly underrepresented  
 underrepresented

# Media usage

How often do you read, watch, listen to or use the following media/offers, regardless of whether you use them analog/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	95	96	95	95	98	95	92
Social networks/social media (e.g. Facebook, Twitter)	81	81	82	93	90	81	75	65
TV/video streaming services (e.g. Netflix)	72	74	69	88	84	74	61	46
"Normal" television program	70	75	65	64	58	68	79	82
Radio	68	71	66	59	68	68	76	72
Music streaming services (e.g. Spotify)	59	62	56	89	76	58	41	25
Communication / messenger services (e.g. WhatsApp, Skype)	58	61	56	81	80	59	39	25
Audio and video podcasts (e.g. via iTunes, YouTube, podcast portals)	54	58	50	77	69	57	36	26
Books/Audiobooks	51	48	54	64	56	43	43	46
Journals, magazines	50	54	45	55	54	45	47	47
Daily newspaper	49	55	43	55	50	46	43	48
Computer games/video games	46	54	37	66	58	44	27	26
Online media libraries from TV stations	39	46	31	57	48	35	25	20
Newsletter from suppliers of products and services	36	42	30	53	45	31	23	21
Watch Blu-ray Discs, DVDs	24	33	16	44	32	16	16	8
Cinema	23	30	17	47	34	14	8	7

Basis: 1,201 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 analog/offline or digital/online?

Response category: "At least several times a month"

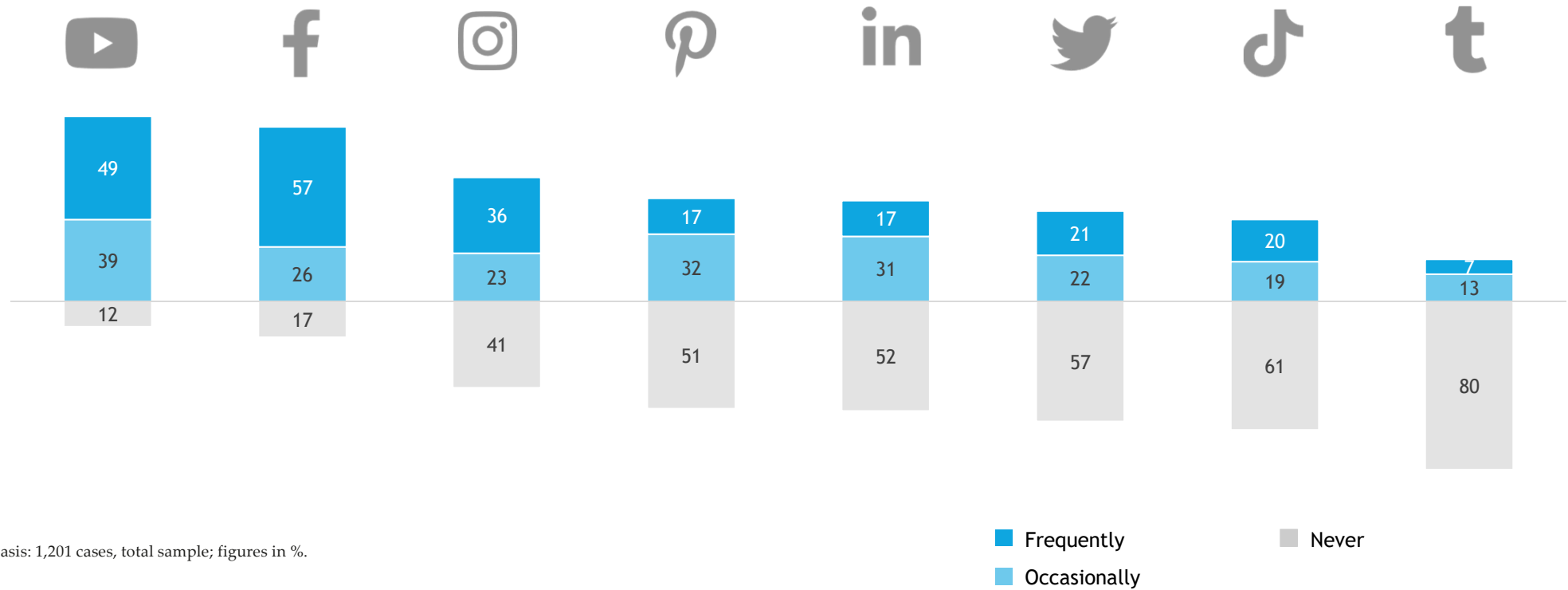
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<2,544 CAD)	Medium 60-140% (2,544-5,936 CAD)	High >140% (>5,936 CAD)
Internet (no social media)	95	91	94	96	94	96	96
Social networks/social media (e.g. Facebook, Twitter)	81	80	78	84	82	83	77
TV/video streaming services (e.g. Netflix)	72	61	67	75	69	76	75
"Normal" television program	70	73	74	67	67	72	72
Radio	68	69	70	67	61	76	74
Music streaming services (e.g. Spotify)	59	37	50	67	54	64	69
Communication / messenger services (e.g. WhatsApp, Skype)	58	49	43	67	53	66	61
Audio and video podcasts (e.g. via iTunes, YouTube, podcast portals)	54	47	45	60	51	58	59
Books/Audiobooks	51	40	44	56	43	57	59
Journals, magazines	50	40	40	56	43	57	54
Daily newspaper	49	42	41	53	43	56	54
Computer games/video games	46	42	44	47	45	49	44
Online media libraries from TV stations	39	36	32	41	34	44	43
Newsletter from suppliers of products and services	36	33	30	39	30	42	45
Watch Blu-ray Discs, DVDs	24	24	23	25	20	30	28
Cinema	23	23	19	26	20	29	27

Basis: 1,201 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: 1,201 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
Facebook	57	66	54	60	57	66	57	50	51	52	58
YouTube	49	62	34	64	56	52	46	33	29	54	55
Instagram	36	41	27	54	52	33	30	18	12	39	49
Twitter	21	18	6	38	31	29	18	15	6	23	26
TikTok	20	20	8	27	31	30	18	14	5	26	23
Pinterest	17	17	5	29	23	22	12	7	3	26	22
LinkedIn	17	21	8	24	24	16	13	9	5	22	27
Tumblr	7	6	2	12	11	10	4	4	2	10	11

Basis: 1,201 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: "Frequently"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Facebook	57	55	60	53	61	61	60	53
YouTube	49	54	43	62	64	51	40	22
Instagram	36	30	41	62	49	32	20	7
Twitter	21	28	14	36	29	16	12	6
TikTok	20	21	20	47	24	13	7	3
Pinterest	17	14	19	28	23	12	11	7
LinkedIn	17	21	13	30	25	13	10	4
Tumblr	7	10	4	20	8	2	2	-

Basis: 1,201 cases, total sample; figures in %.

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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	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<2,544 CAD)	Medium 60-140% (2,544-5,936 CAD)	High >140% (>5,936 CAD)
Facebook	57	67	60	55	60	58	50
YouTube	49	44	44	52	50	52	40
Instagram	36	18	27	42	35	36	36
Twitter	21	24	21	20	19	24	21
TikTok	20	14	18	22	19	20	25
Pinterest	17	22	16	16	16	17	22
LinkedIn	17	12	11	21	13	20	24
Tumblr	7	12	5	8	5	8	13

Basis: 1,201 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	88	88	82	92	95	90	84	85	82	92	92
Facebook	83	90	77	87	84	92	83	79	72	80	83
Instagram	59	65	46	78	70	64	51	47	24	66	77
Pinterest	49	51	25	65	64	56	40	48	29	55	64
LinkedIn	48	56	30	60	66	53	39	30	19	60	67
Twitter	43	47	22	63	51	52	34	23	22	54	58
TikTok	39	37	18	59	59	53	33	24	15	49	46
Tumblr	20	13	3	38	36	30	12	8	6	34	28

Basis: 1,201 cases, total sample; figures in %.

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 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	88	90	86	99	94	89	82	72
Facebook	83	82	85	91	86	82	79	75
Instagram	59	55	63	90	76	58	40	22
Pinterest	49	40	58	78	58	38	34	31
LinkedIn	48	54	42	71	61	46	35	21
Twitter	43	52	34	66	57	38	28	18
TikTok	39	41	37	75	50	31	23	8
Tumblr	20	27	12	50	27	11	7	1

Basis: 1,201 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"

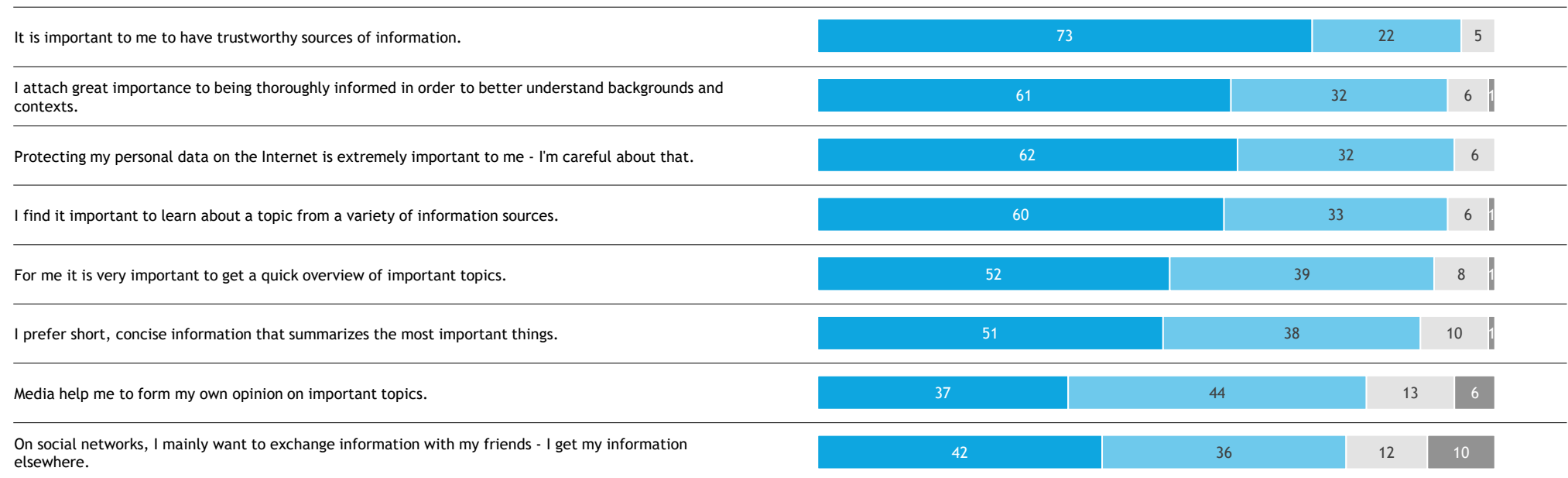
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<2,544 CAD)	Medium 60-140% (2,544-5,936 CAD)	High >140% (>5,936 CAD)
YouTube	88	86	83	91	89	89	86
Facebook	83	88	83	83	83	85	78
Instagram	59	42	50	66	57	61	60
Pinterest	49	52	48	49	48	51	47
LinkedIn	48	34	33	57	41	56	55
Twitter	43	39	39	45	40	47	43
TikTok	39	45	34	41	37	42	41
Tumblr	20	24	16	22	15	26	27

Basis: 1,201 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Communication expectations

When you think about what you use media for, e.g. newspapers, magazines, Internet, television, radio etc. and what you expect from it, which of the statements below apply to you?



Basis: 1,201 cases, total sample; figures in %.

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

# Communication expectations

When you think about what you use media for, e.g. newspapers, magazines, Internet, television, radio etc. and what you expect from it, 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 to me to have trustworthy sources of information.	95	97	99	96	94	92	97	96	97	84	95
I attach great importance to being thoroughly informed in order to better understand backgrounds and contexts.	93	99	96	96	94	88	95	95	86	86	96
Protecting my personal data on the Internet is extremely important to me - I'm careful about that.	94	95	95	95	91	93	94	99	92	84	95
I find it important to learn about a topic from a variety of information sources.	93	97	94	95	96	93	95	94	89	82	94
For me it is very important to get a quick overview of important topics.	91	98	89	95	95	86	93	92	87	82	90
I prefer short, concise information that summarizes the most important things.	89	91	79	89	85	91	93	97	93	85	87
Media help me to form my own opinion on important topics.	81	84	85	88	85	82	82	82	63	78	80
On social networks, I mainly want to exchange information with my friends - I get my information elsewhere.	78	76	73	89	88	76	79	79	67	72	79

Basis: 1,201 cases, total sample; figures in %.

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 strongly underrepresented  
 underrepresented

# Communication expectations

When you think about what you use media for, e.g. newspapers, magazines, Internet, television, radio etc. and what you expect from it, 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 to me to have trustworthy sources of information.	95	94	96	92	93	98	96	98
I attach great importance to being thoroughly informed in order to better understand backgrounds and contexts.	93	93	94	91	95	95	92	95
Protecting my personal data on the Internet is extremely important to me - I'm careful about that.	94	92	94	90	93	93	95	95
I find it important to learn about a topic from a variety of information sources.	93	94	92	92	92	96	94	93
For me it is very important to get a quick overview of important topics.	91	90	92	90	91	92	90	92
I prefer short, concise information that summarizes the most important things.	89	88	90	87	90	88	91	87
Media help me to form my own opinion on important topics.	81	82	80	88	79	79	81	78
On social networks, I mainly want to exchange information with my friends - I get my information elsewhere.	78	75	80	85	81	84	74	63

Basis: 1,201 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Communication expectations

When you think about what you use media for, e.g. newspapers, magazines, Internet, television, radio etc. and what you expect from it, 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% (<2,544 CAD)	Medium 60-140% (2,544-5,936 CAD)	High >140% (>5,936 CAD)
It is important to me to have trustworthy sources of information.	95	96	93	96	96	95	94
I attach great importance to being thoroughly informed in order to better understand backgrounds and contexts.	93	93	92	94	94	93	90
Protecting my personal data on the Internet is extremely important to me - I'm careful about that.	94	94	94	93	91	95	91
I find it important to learn about a topic from a variety of information sources.	93	91	92	94	92	94	92
For me it is very important to get a quick overview of important topics.	91	85	90	92	91	90	90
I prefer short, concise information that summarizes the most important things.	89	92	88	89	90	88	85
Media help me to form my own opinion on important topics.	81	75	78	84	79	84	82
On social networks, I mainly want to exchange information with my friends - I get my information elsewhere.	78	87	72	80	75	82	76

Basis: 1,201 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Communication expectations

When you think about what you use media for, e.g. newspapers, magazines, Internet, television, radio etc. and what you expect from it, 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 to me to have trustworthy sources of information.	73	84	89	80	62	52	78	78	77	50	80
Protecting my personal data on the Internet is extremely important to me - I'm careful about that.	62	70	60	72	54	43	59	76	69	45	71
I attach great importance to being thoroughly informed in order to better understand backgrounds and contexts.	61	70	70	74	54	46	61	64	46	48	75
I find it important to learn about a topic from a variety of information sources.	60	66	67	78	64	47	63	55	45	44	71
For me it is very important to get a quick overview of important topics.	52	62	53	64	49	39	60	58	36	41	56
I prefer short, concise information that summarizes the most important things.	51	60	39	64	51	38	56	67	44	43	50
On social networks, I mainly want to exchange information with my friends - I get my information elsewhere.	42	42	50	49	44	30	47	53	39	28	38
Media help me to form my own opinion on important topics.	37	44	35	52	38	29	38	36	14	33	46

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# Communication expectations

When you think about what you use media for, e.g. newspapers, magazines, Internet, television, radio etc. and what you expect from it, 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 to me to have trustworthy sources of information.	73	70	76	60	70	79	81	79
Protecting my personal data on the Internet is extremely important to me - I'm careful about that.	62	59	64	50	56	63	68	73
I attach great importance to being thoroughly informed in order to better understand backgrounds and contexts.	61	59	63	58	60	63	63	63
I find it important to learn about a topic from a variety of information sources.	60	58	62	57	62	66	63	53
For me it is very important to get a quick overview of important topics.	52	48	56	53	51	54	53	50
I prefer short, concise information that summarizes the most important things.	51	49	53	51	52	52	52	46
On social networks, I mainly want to exchange information with my friends - I get my information elsewhere.	42	39	44	38	41	42	45	43
Media help me to form my own opinion on important topics.	37	38	36	40	40	34	38	31

Basis: 1,201 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Communication expectations

When you think about what you use media for, e.g. newspapers, magazines, Internet, television, radio etc. and what you expect from it, which of the statements below apply to you?

Response category: “Applies completely“

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<2,544 CAD)	Medium 60-140% (2,544-5,936 CAD)	High >140% (>5,936 CAD)
It is important to me to have trustworthy sources of information.	73	70	70	75	74	71	72
Protecting my personal data on the Internet is extremely important to me - I'm careful about that.	62	75	61	60	63	59	56
I attach great importance to being thoroughly informed in order to better understand backgrounds and contexts.	61	62	55	64	61	59	63
I find it important to learn about a topic from a variety of information sources.	60	58	57	62	59	60	62
For me it is very important to get a quick overview of important topics.	52	52	49	54	54	51	48
I prefer short, concise information that summarizes the most important things.	51	54	50	51	52	51	40
On social networks, I mainly want to exchange information with my friends - I get my information elsewhere.	42	43	40	43	42	43	36
Media help me to form my own opinion on important topics.	37	38	36	37	38	38	30

Basis: 1,201 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented



Imprint

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