



SINUS Study for the Friedrich-Ebert-Stiftung

# Social-ecological transformation

Country report Denmark

**FRIEDRICH  
EBERT  
STIFTUNG**

**sinus:**

Heidelberg, September 2023

Teil der INTEGRAL-SINUS-OPINION Gruppe

# Task and objectives

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

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

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## Method and sample

# Methodology and sample

## The study programme at a glance



### Method

Standardised online survey (CAWI)

Quota sample (gender, age, education and region)

The interviews were conducted in the national language.



### Data collection

Ø Interview duration: 25 minutes

The data collection was carried out by Sociotrend GmbH.



### Target group

Resident population aged from 18 to 69 years



### Sample size

1,202 persons



### Survey period

19.05. - 08.06.2023

### Survey contents

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

# Methodology and sample

## Evaluation of the survey results

- This report presents the **survey results for Denmark**. 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 examined for differences in the response behaviour of different population groups and presented in tabular form. The **socio-demographic characteristics** gender, age, education and net equivalent income were taken into account.
  - **Gender:** female, male  
(The answer category „non-binary“ was taken into account in the survey, but not evaluated due to too small a number of cases).
  - **Age groups:** 18- to 29-year-olds, 30- to 39-year-olds, 40- to 49-year-olds, 50- to 59-year-olds, 60- to 69-year-olds
  - **Educational groups:** low: "Ingen skoleuddannelse eller erhvervsuddannelse (endnu)" or "Børnehaveklasse. 1.-5. klasse" or "Folkeskole 6.-10. klasse"; medium: "Kort erhvervsuddannelse under 1-2 års varighed, F.eks. AMU Arbejdsmarkedsuddannelser, Basisår på Erhvervsfaglige uddannelse" or "Gymnasielle uddannelser, studentereksamen, HF, HHX, HTX" or "Faglig uddannelse (håndværk, handel, landbrug mv.), F.eks. Faglærte, Social- og sundhedsassistent-uddannelsen og tilsvarende"; up: "Kort videregående uddannelse af op til 2-3 års varighed, F.eks. Erhvervsakademiuddannelser f.eks. datamatiker, tandplejer, byggetekniker, installatør, HD" or "Videregående uddannelse, Universitet".
  - **Net equivalent income\***: low: less than 60% of median income; medium: 60 to 140% of median income; high: more than 140% of the median income

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

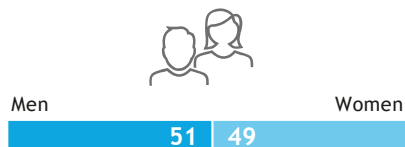
# Methodology and sample

## Evaluation of the survey results

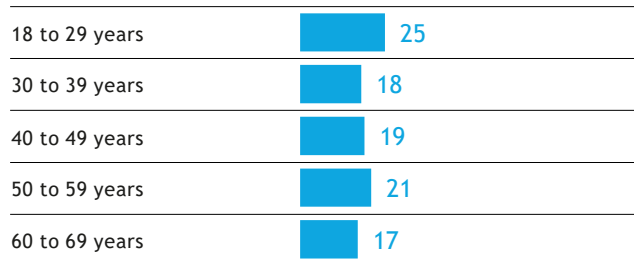
- In addition to the differentiation according to socio-demographic characteristics, the data was analysed according to the **milieu affiliation of the respondents**. By evaluating the findings according to the **Sinus-Meta-Milieus**, the socio-demographic analysis is supplemented by lifestyle and value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

# Demographic structure of the sample

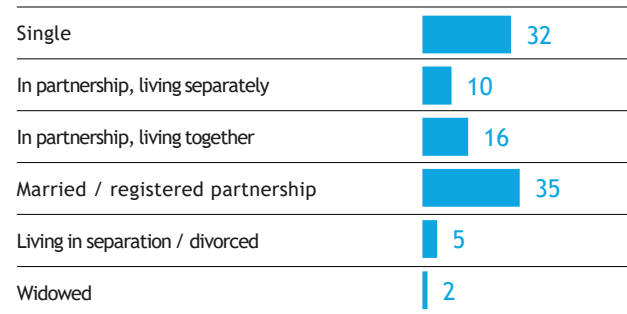
## Gender



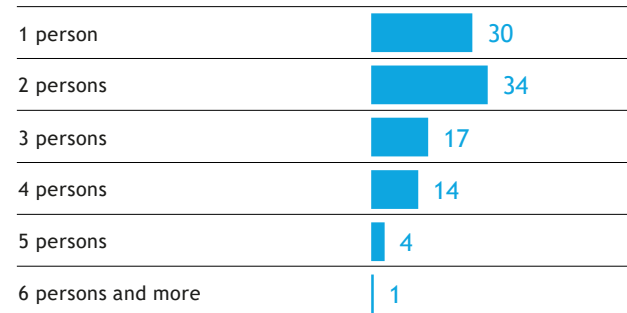
## Age ø 43.5 years



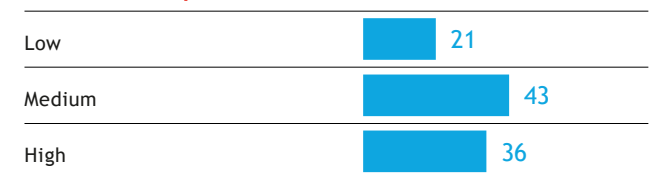
## Marital status



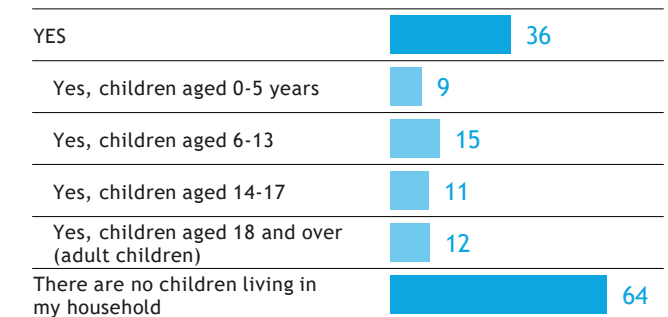
## Persons in household



## Educational qualification



## Children in household

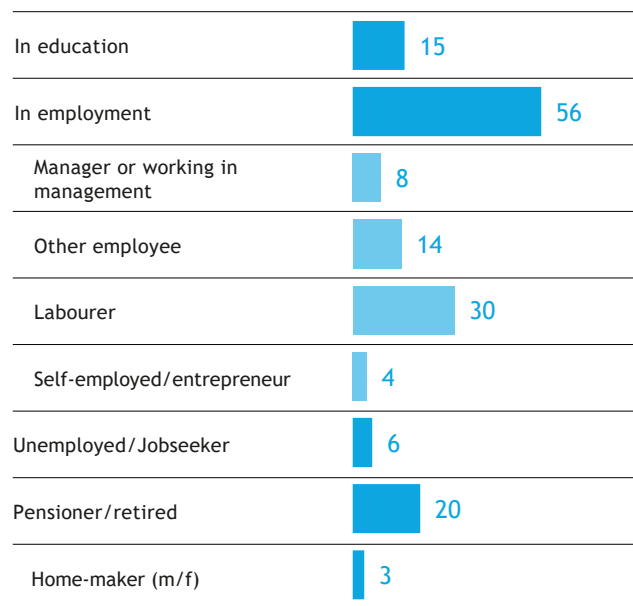


Basis: 1,202 cases, total sample; figures in %.

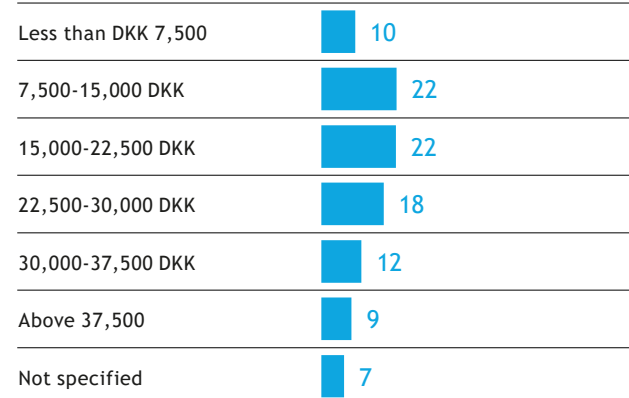


# Demographic structure of the sample

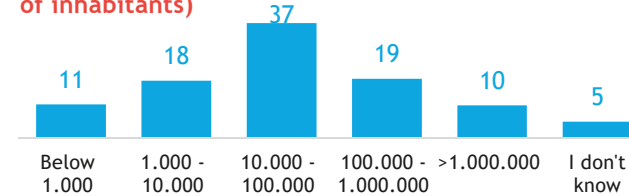
## Occupational status



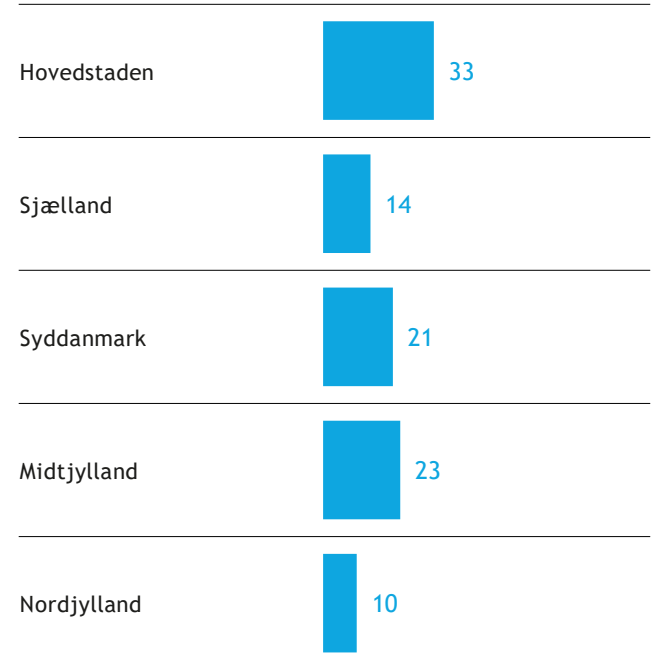
## Net household income



## Size of place of residence (number of inhabitants)

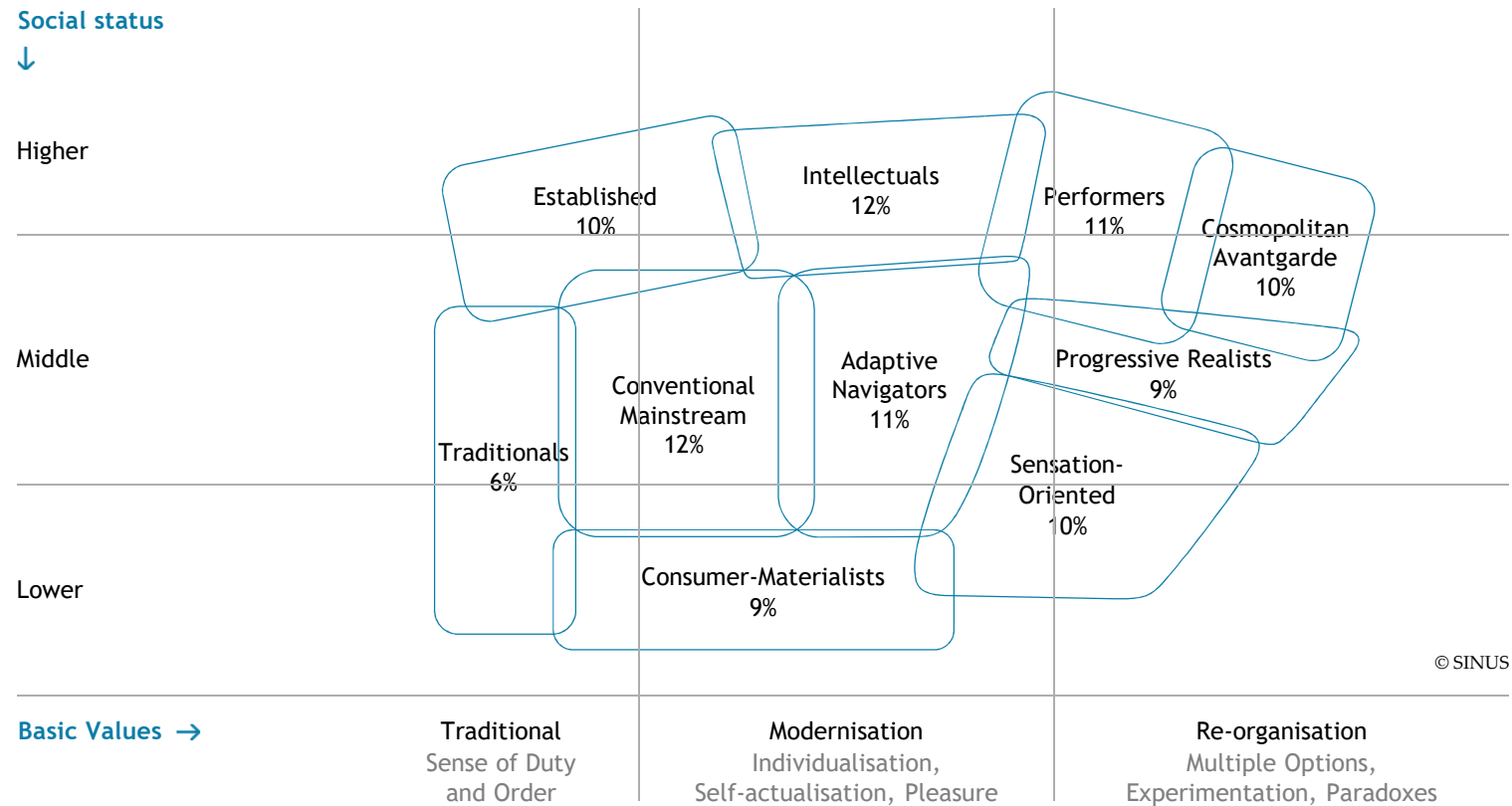


## Region



Basis: 1,202 cases, total sample; figures in %.

# Die Sinus-Meta-Milieus® in Denmark



# The Sinus-Meta-Milieus®

## 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 lifestyle, 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 lifestyle, 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, lifestyle vanguards, pronounced self-expression, postmodern lifestyle 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 lifestyle and digital culture, desire for simple, safe, down to earth
<b>Progressive Realists</b>	<b>Drivers of social transformation:</b> Sustainable lifestyle 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

- With 69% mentions, the area of health care/care is most frequently counted among the five most important political topics. The protection of the environment, nature and the climate ranks second with 49% of mentions, some distance behind. This is followed by the topics of "education, schools and universities" (41%) and "fair pensions and old-age provision" (37%).

### Relevance of environmental policy fields of action

- Among the top five challenges for the preservation of our livelihoods, respondents most frequently rank climate change or climate-damaging emissions (60%), waste in the environment and living environment (54%), water pollution or water quality (53%) and the state of the oceans (51%). Increasing traffic and noise are seen least often as a priority area for environmental policy action (16%).

### Relevance of climate change as a topic

- A clear majority of the population considers climate change to be a (very) important issue for Denmark: On a scale from 0 "completely irrelevant" to 10 "absolutely important", 57% of the respondents choose scale points 8 to 10, another 26% scale points 6 to 7. In contrast, it is only 4% of the respondents who choose scale points 0 to 2. The average is 7.4.

# Main findings

## Problem awareness

### Attitudes to climate change

- 85% of the respondents believe that the destruction of nature endangers people and their livelihoods (highest level of agreement "fully agree": 39%). At the same time, 74% say they are afraid of the consequences of climate change (highest level of agreement: 29%), while 41% think that many things are very exaggerated when it comes to the consequences of climate change (highest level of agreement: 14%). When asked if there are more important problems in our country than climate change, 54% agree (highest level of agreement: 17%) and 46% disagree. Similarly, when it comes to the statement that we should rather focus on adapting to the consequences of climate change instead of putting climate protection in the foreground: while 50% agree (highest level of agreement: 11%), 50% disagree.

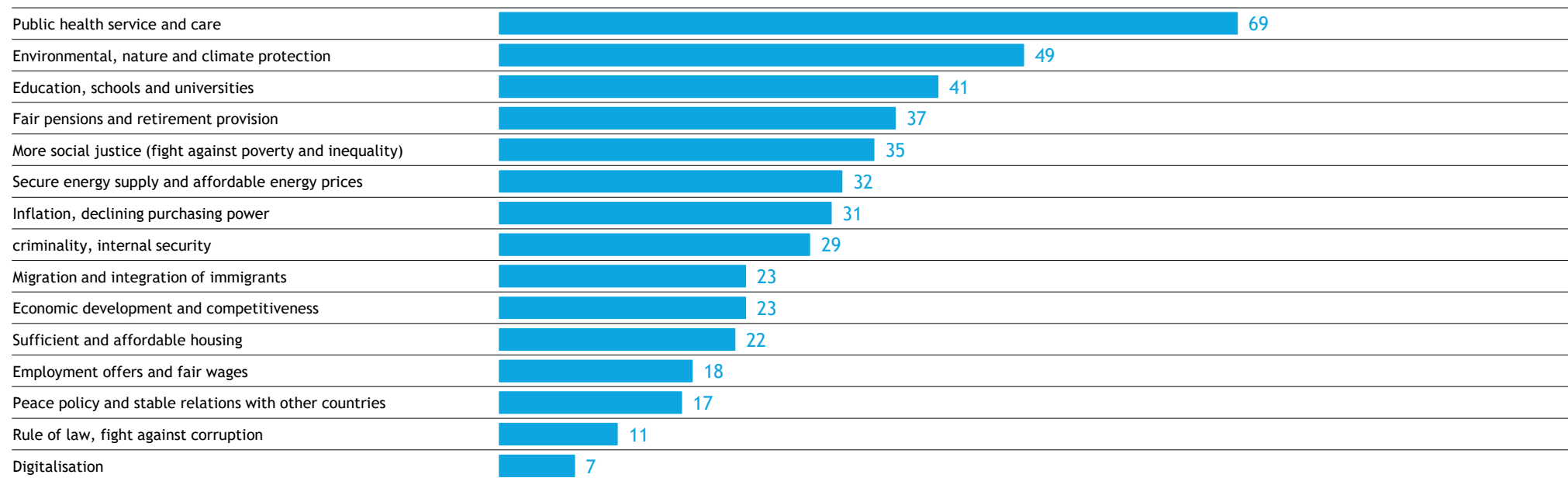
### Consequences of climate change

- The increase in extreme weather events scares the population the most: 63% of respondents rank the increase in extreme weather events among the five consequences of climate change that scare them the most. The increase in humanitarian crises or the spread of (new) diseases and the extinction of species in the animal and plant world come second with 49% of mentions, followed by the rise in sea levels due to the melting of the poles (45%). The fourth most frequently mentioned threat is war over raw materials and water (42%). Significantly fewer respondents are afraid of declining yields in agriculture (13%).

# Importance of environmental, nature and climate protection

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

## Politically relevant topics



Basis: 1,202 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 Denmark 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	69	72	76	63	65	62	76	72	68	58	78
Environmental, nature and climate protection	49	52	72	53	51	38	45	49	32	35	60
Education, schools and universities	41	34	49	45	50	44	35	38	28	39	49
Fair pensions and retirement provision	37	32	34	31	24	43	49	34	52	32	37
More social justice (fight against poverty and inequality)	35	37	50	35	32	22	37	42	38	23	29
Secure energy supply and affordable energy prices	32	35	31	31	23	31	35	33	41	28	30
Inflation, declining purchasing power	31	32	23	24	29	41	25	27	39	36	36
criminality, internal security	29	26	20	29	14	35	40	34	29	34	30
Migration and integration of immigrants	23	25	19	23	19	23	26	29	26	24	18
Economic development and competitiveness	23	22	22	33	36	21	9	15	9	37	20
Sufficient and affordable housing	22	23	17	16	23	26	26	21	28	16	25
Employment offers and fair wages	18	19	13	19	23	22	18	15	15	21	16
Peace policy and stable relations with other countries	17	17	20	16	20	22	13	20	10	10	16
Rule of law, fight against corruption	11	8	10	12	13	9	12	14	15	16	4
Digitalisation	7	10	7	7	12	12	4	1	6	8	4

Basis: 1,202 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 Denmark 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	69	62	76	60	67	72	71	78
Environmental, nature and climate protection	49	47	51	55	47	46	41	56
Education, schools and universities	41	41	41	57	40	43	32	30
Fair pensions and retirement provision	37	34	40	22	33	37	44	54
More social justice (fight against poverty and inequality)	35	30	39	35	27	36	39	35
Secure energy supply and affordable energy prices	32	33	30	22	30	33	36	41
Inflation, declining purchasing power	31	33	29	30	41	31	34	17
criminality, internal security	29	30	28	24	25	33	33	33
Migration and integration of immigrants	23	25	21	20	22	20	29	23
Economic development and competitiveness	23	29	17	27	24	23	21	16
Sufficient and affordable housing	22	22	22	24	22	19	21	25
Employment offers and fair wages	18	17	19	26	27	14	13	8
Peace policy and stable relations with other countries	17	17	16	16	14	16	16	22
Rule of law, fight against corruption	11	14	8	10	10	10	12	14
Digitalisation	7	8	6	11	8	6	5	6

Basis: 1,202 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 Denmark to take care of? Please select up to 5 topics.

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<11,959 DKK)	Medium 60-140% (11,959-27,905 DK)	High >140% (>27,905 DKK)
Public health service and care	69	70	70	67	71	70	67
Environmental, nature and climate protection	49	42	46	56	51	48	48
Education, schools and universities	41	38	39	46	40	42	40
Fair pensions and retirement provision	37	43	40	30	34	39	35
More social justice (fight against poverty and inequality)	35	33	36	34	45	33	28
Secure energy supply and affordable energy prices	32	31	32	32	33	32	30
Inflation, declining purchasing power	31	27	31	32	33	31	30
criminality, internal security	29	32	34	22	27	28	30
Migration and integration of immigrants	23	20	24	24	21	25	23
Economic development and competitiveness	23	13	22	29	15	24	33
Sufficient and affordable housing	22	27	25	16	28	21	19
Employment offers and fair wages	18	20	21	14	21	17	14
Peace policy and stable relations with other countries	17	15	16	19	15	15	20
Rule of law, fight against corruption	11	12	10	12	12	11	11
Digitalisation	7	5	7	9	5	9	6

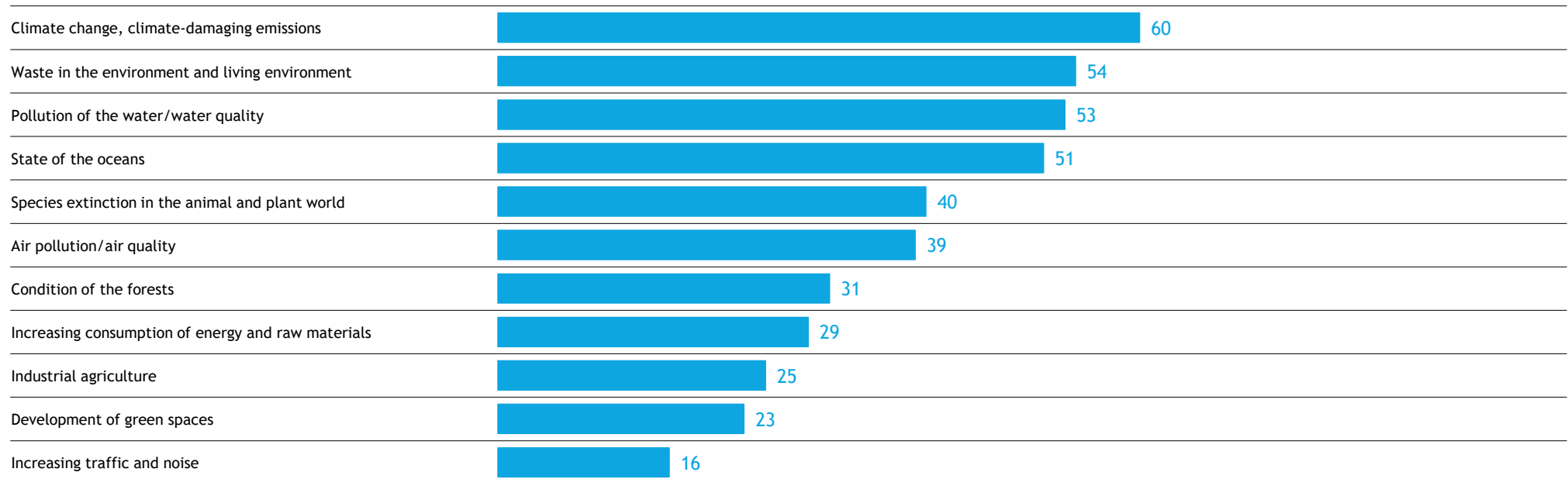
Basis: 1,202 cases, total sample; figures in %.

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# Relevance of environmental policy fields of action

In your opinion, which of the following topics are among the greatest challenges to sustaining our livelihoods? Please select up to 5 from the list below.

## Environmental policy fields of action



Basis: 1,202 cases, total sample; figures in %.





# Relevance of environmental policy fields of action

In your opinion, which of the following topics 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	56	84	64	63	50	62	52	41	45	74
Waste in the environment and living environment	54	59	51	50	52	58	50	57	54	50	62
Pollution of the water/water quality	53	57	62	55	39	53	56	62	50	50	46
State of the oceans	51	48	57	51	48	51	61	54	29	48	53
Species extinction in the animal and plant world	40	40	42	35	39	44	47	29	40	31	47
Air pollution/air quality	39	51	39	39	37	46	39	44	39	24	33
Condition of the forests	31	30	25	30	31	31	29	39	49	24	32
Increasing consumption of energy and raw materials	29	30	39	34	34	25	23	30	24	24	29
Industrial agriculture	25	24	33	26	27	22	36	24	15	20	20
Development of green spaces	23	20	14	23	24	24	23	24	28	24	31
Increasing traffic and noise	16	16	14	14	14	16	21	13	22	21	9

Basis: 1,202 cases, total sample; figures in %.

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 INT = Intellectuals  
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 PRO = Progressive Realists

 strongly overrepresented  
 overrepresented  
 strongly underrepresented  
 underrepresented

# Relevance of environmental policy fields of action

In your opinion, which of the following topics 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	58	62	70	51	57	55	65
Waste in the environment and living environment	54	53	54	54	46	56	53	61
Pollution of the water/water quality	53	54	52	44	42	57	61	64
State of the oceans	51	50	51	48	42	53	52	59
Species extinction in the animal and plant world	40	40	40	42	43	41	37	36
Air pollution/air quality	39	38	40	41	37	37	38	43
Condition of the forests	31	32	30	33	32	35	26	30
Increasing consumption of energy and raw materials	29	33	25	31	31	27	28	28
Industrial agriculture	25	24	26	22	26	23	31	24
Development of green spaces	23	19	27	33	23	21	22	14
Increasing traffic and noise	16	14	18	15	14	16	17	18

Basis: 1,202 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Relevance of environmental policy fields of action

In your opinion, which of the following topics are among the greatest challenges to sustaining our livelihoods? Please select up to 5 from the list below.

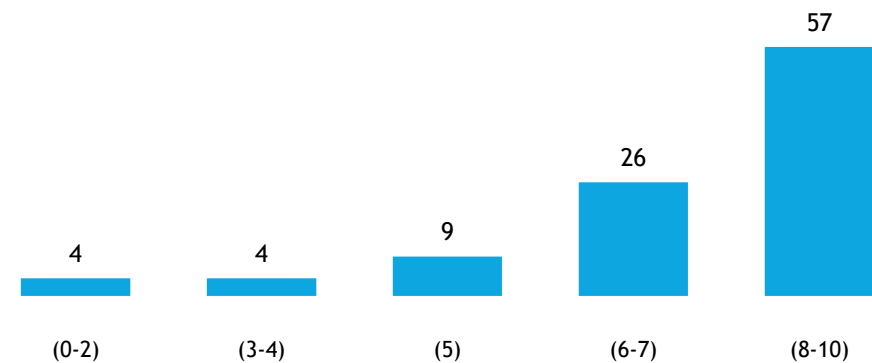
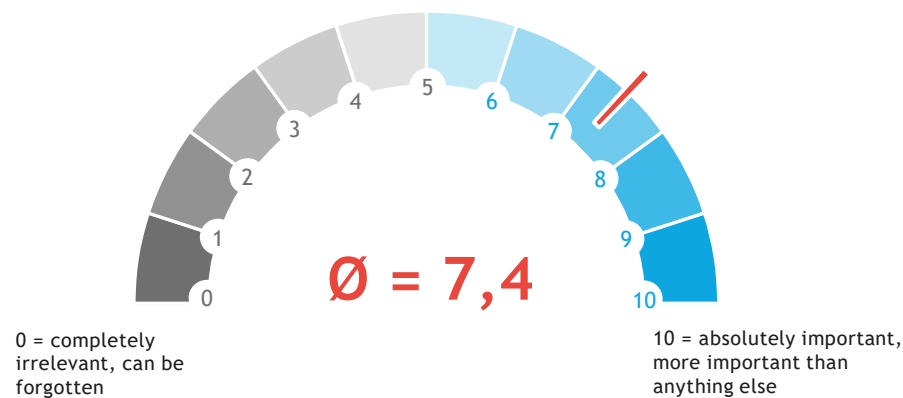
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<11,959 DKK)	Medium 60-140% (11,959-27,905 DKK)	High >140% (>27,905 DKK)
Climate change, climate-damaging emissions	60	53	59	65	58	58	65
Waste in the environment and living environment	54	55	56	51	56	54	44
Pollution of the water/water quality	53	50	54	54	51	54	54
State of the oceans	51	44	51	54	50	53	52
Species extinction in the animal and plant world	40	45	42	34	43	39	38
Air pollution/air quality	39	42	40	36	36	40	40
Condition of the forests	31	42	31	25	35	32	28
Increasing consumption of energy and raw materials	29	22	27	36	25	30	35
Industrial agriculture	25	24	23	28	24	26	23
Development of green spaces	23	23	26	20	24	25	19
Increasing traffic and noise	16	15	18	15	16	18	10

Basis: 1,202 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 issue for Denmark?



Basis: 1,202 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 think this issue is for Denmark?

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
10=Absolutely important, more important than anything else	15	18	22	17	9	12	17	20	11	4	17
9	18	18	33	22	21	14	12	16	8	11	21
8	24	21	28	23	26	28	31	20	20	18	25
7	17	18	7	16	16	20	18	21	16	17	24
6	9	9	5	10	13	8	9	8	6	12	7
5	9	11	4	3	7	12	8	7	17	17	3
4	2	2	1	3	2	2	2	3	5	5	1
3	2	1	-	2	2	4	1	4	8	3	1
2	1	1	-	2	4	1	1	-	4	3	-
1	1	2	-	1	-	-	-	-	2	1	-
0=Totally irrelevant, can be forgotten	2	-	-	1	1	-	2	1	4	9	1
Average	7,4	7,6	8,4	7,7	7,3	7,3	7,5	7,6	6,3	5,9	7,9

Basis: 1,202 cases, total sample; figures in %.

EST = Established  
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 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 think this issue is for Denmark?

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
10=Absolutely important, more important than anything else	15	12	18	15	15	12	16	16
9	18	19	17	18	16	18	19	18
8	24	26	23	26	19	26	22	29
7	17	15	19	18	22	18	12	15
6	9	9	9	11	7	8	8	8
5	9	9	9	7	11	9	11	7
4	2	4	2	2	3	3	3	2
3	2	3	2	1	3	4	2	4
2	1	2	1	1	1	2	3	1
1	1	0	0	0	1	1	0	-
0=Totally irrelevant, can be forgotten	2	2	1	1	3	1	3	1
Average	7,4	7,2	7,5	7,6	7,1	7,3	7,2	7,6

Basis: 1,202 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 issue for Denmark?

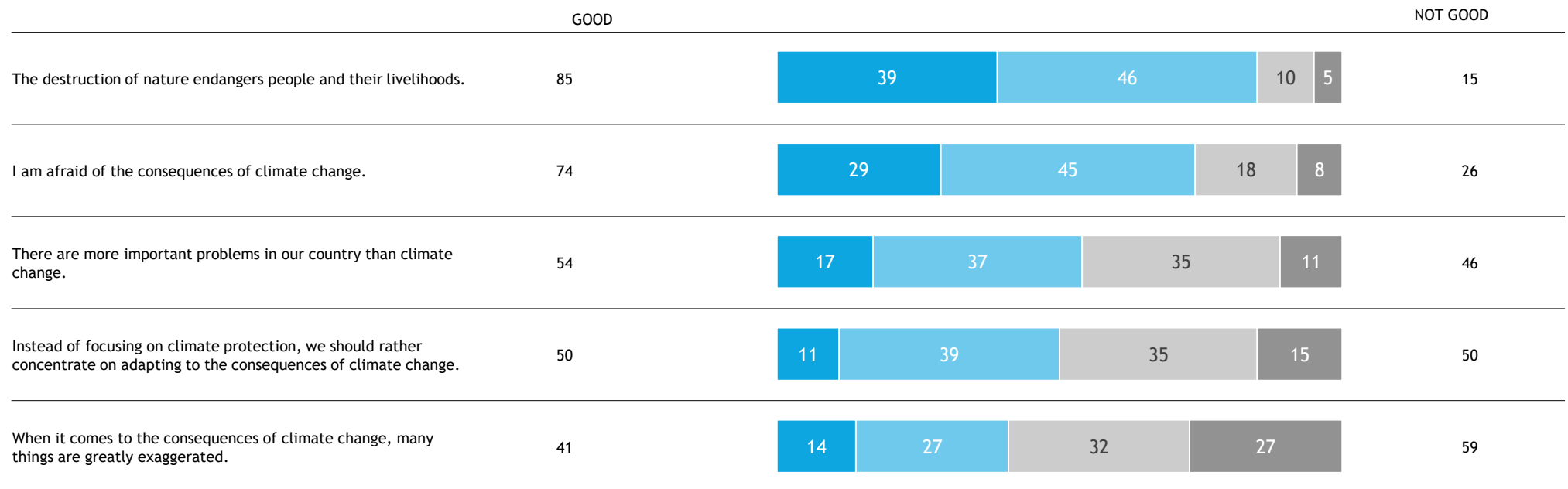
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<11,959 DKK)	Medium 60-140% (11,959-27,905 DKK)	High >140% (>27,905 DKK)
10=Absolutely important, more important than anything else	15	15	13	17	18	13	12
9	18	17	15	21	13	19	21
8	24	22	27	22	27	24	26
7	17	18	17	16	14	19	15
6	9	8	8	9	9	9	6
5	9	10	10	7	9	9	7
4	2	3	2	3	3	3	2
3	2	3	3	1	3	2	5
2	1	2	1	2	2	1	2
1	1	1	0	0	1	0	2
0=Totally irrelevant, can be forgotten	2	2	2	1	2	2	2
Average	7,4	7,3	7,2	7,6	7,3	7,4	7,2

Basis: 1,202 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Attitudes towards climate change

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



Basis: 1,202 cases, total sample; figures in %.

 Fully agree
  Somewhat agree
  Somewhat disagree
  Completely disagree

# Attitudes towards climate change

If you now think about the topic of environment and climate. 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.	85	86	92	81	84	88	92	88	81	64	93
I am afraid of the consequences of climate change.	74	74	88	69	79	74	78	74	58	47	93
There are more important problems in our country than climate change.	54	49	30	55	51	68	54	58	68	71	38
Instead of focusing on climate protection, we should rather concentrate on adapting to the consequences of climate change.	50	46	36	56	44	64	47	53	57	66	34
When it comes to the consequences of climate change, many things are greatly exaggerated.	41	41	16	44	36	61	36	46	55	65	22

Basis: 1,202 cases, total sample; figures in %.

EST = Established  
 INT = Intellectuals  
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 PRO = Progressive Realists

strongly overrepresented  
 overrepresented  
 strongly underrepresented  
 underrepresented

# Attitudes towards climate change

If you now think about the topic of 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.	85	84	86	86	83	86	84	87
I am afraid of the consequences of climate change.	74	69	78	82	76	66	70	72
There are more important problems in our country than climate change.	54	56	52	53	60	57	54	45
Instead of focusing on climate protection, we should rather concentrate on adapting to the consequences of climate change.	50	50	50	49	54	52	50	47
When it comes to the consequences of climate change, many things are greatly exaggerated.	41	47	37	42	48	40	44	34

Basis: 1,202 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Attitudes towards climate change

If you now think about the topic of environment and climate. 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% (<11,959 DKK)	Medium 60-140% (11,959-27,905 DKK)	High >140% (>27,905 DKK)
The destruction of nature endangers people and their livelihoods.	85	85	84	86	84	85	84
I am afraid of the consequences of climate change.	74	66	76	76	71	75	71
There are more important problems in our country than climate change.	54	58	58	47	53	56	51
Instead of focusing on climate protection, we should rather concentrate on adapting to the consequences of climate change.	50	54	52	46	45	54	46
When it comes to the consequences of climate change, many things are greatly exaggerated.	41	47	44	36	36	44	41

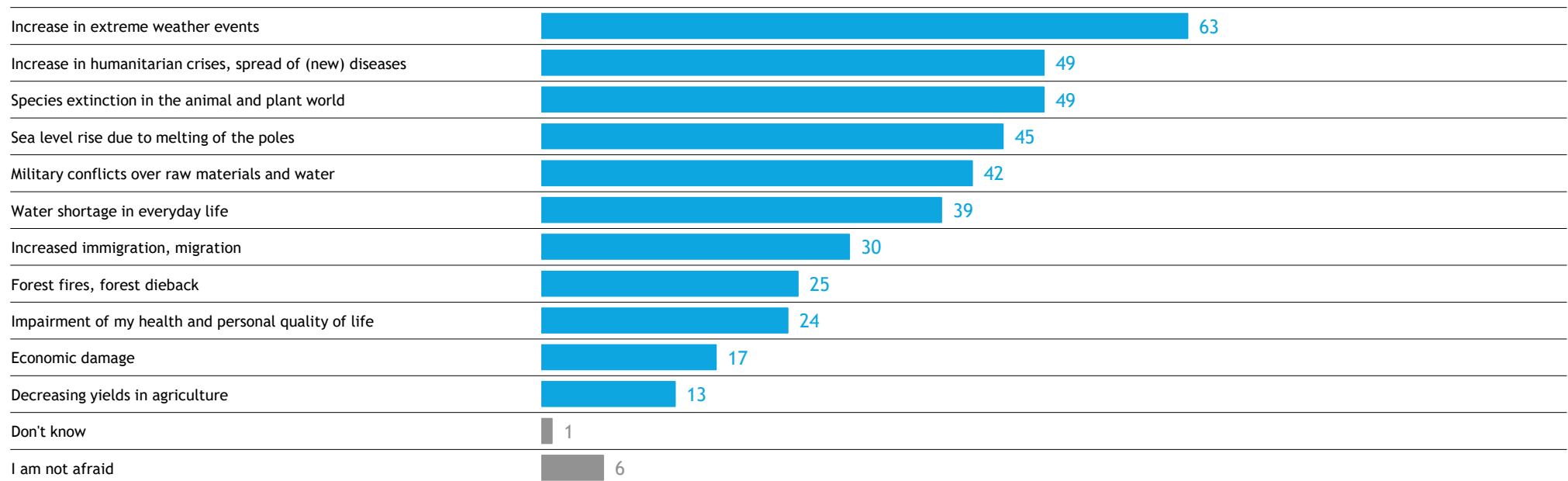
Basis: 1,202 cases, total sample; figures in %.

■ 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: 1,202 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	63	64	84	58	65	52	70	65	54	36	75
Increase in humanitarian crises, spread of (new) diseases	49	47	64	47	55	45	54	48	37	31	58
Species extinction in the animal and plant world	49	50	56	53	52	38	52	46	48	30	57
Sea level rise due to melting of the poles	45	56	56	49	40	42	49	46	30	29	54
Military conflicts over raw materials and water	42	46	51	38	47	42	42	36	43	33	34
Water shortage in everyday life	39	44	51	37	24	37	51	43	31	29	37
Increased immigration, migration	30	24	24	32	22	33	36	35	40	35	17
Forest fires, forest dieback	25	29	27	24	26	24	19	28	23	18	33
Impairment of my health and personal quality of life	24	27	19	24	18	33	26	23	20	25	28
Economic damage	17	11	6	14	18	28	15	19	19	26	18
Decreasing yields in agriculture	13	11	10	12	14	20	9	17	13	14	11
Don't know	1	1	1	-	1	2	1	-	5	2	2
I am not afraid	6	5	1	6	5	5	3	7	7	20	1

Basis: 1,202 cases, total sample; figures in %.

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 strongly overrepresented  
 overrepresented  
 strongly underrepresented  
 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	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Increase in extreme weather events	63	56	69	57	60	65	62	70
Increase in humanitarian crises, spread of (new) diseases	49	44	54	48	46	51	50	51
Species extinction in the animal and plant world	49	48	49	49	49	50	49	45
Sea level rise due to melting of the poles	45	42	48	49	38	44	44	52
Military conflicts over raw materials and water	42	46	38	48	42	37	40	39
Water shortage in everyday life	39	36	42	28	38	42	42	47
Increased immigration, migration	30	36	24	18	25	36	35	37
Forest fires, forest dieback	25	26	24	32	24	17	21	30
Impairment of my health and personal quality of life	24	22	27	28	23	23	26	22
Economic damage	17	19	16	27	22	10	14	11
Decreasing yields in agriculture	13	14	12	19	16	11	9	9
Don't know	1	1	2	1	2	3	-	1
I am not afraid	6	6	5	3	6	7	8	4

Basis: 1,202 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% (<11,959 DKK)	Medium 60-140% (11,959-27,905 DKK)	High >140% (>27,905 DKK)
Increase in extreme weather events	63	58	61	67	61	63	68
Increase in humanitarian crises, spread of (new) diseases	49	46	47	53	43	54	50
Species extinction in the animal and plant world	49	49	46	50	48	47	48
Sea level rise due to melting of the poles	45	40	46	48	45	45	48
Military conflicts over raw materials and water	42	40	41	43	44	40	42
Water shortage in everyday life	39	36	39	40	36	39	44
Increased immigration, migration	30	26	29	33	25	31	31
Forest fires, forest dieback	25	29	26	22	26	24	23
Impairment of my health and personal quality of life	24	21	27	24	25	26	19
Economic damage	17	22	18	13	17	18	13
Decreasing yields in agriculture	13	12	14	12	14	13	14
Don't know	1	3	1	1	3	-	-
I am not afraid	6	8	6	5	8	5	7

Basis: 1,202 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented



3

## Climate and environmentally conscious behaviour

# Main findings

## Climate and environmentally conscious behaviour

### Attitudes towards climate and environmentally conscious behaviour

- 89% of respondents believe that we all need to take action ourselves and start changing our way of living in order to preserve a liveable environment for ourselves and future generations (highest level of agreement "strongly agree": 42%).
- Furthermore, 82% 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: 33%).
- Slightly less, but still significantly more than half (62%) claim to actively contribute to changing society (highest level of agreement: 16%).

### Barriers to climate and environmentally conscious behaviour

- More than four-fifths of respondents (85%) believe that we should be willing to change our lifestyle for the benefit of the environment (highest level of agreement "strongly agree": 42%). However, 39% (also) say they are only willing to do something to protect the environment if it does not affect their own standard of living (highest level of agreement: 12%).

# Main findings

## Climate and environmentally conscious behaviour

- 78% say they are annoyed when others try to tell them how to live (highest level of agreement: 39%). In addition, 38% complain that they will soon not be able to do anything at all if there are even more regulations for climate and environmental protection (highest approval rating: 14%).
- 70% fear that a fundamental change in our way of living and doing business is associated with high personal costs (highest level of agreement: 24%). Furthermore, 61% consider corresponding measures for climate and environmental protection to be socially unjust, as they burden low-income earners in particular (highest approval rating: 21%). 56% say that they personally lack the financial means to do something for climate protection (highest level of agreement: 20%).
- 70% would be willing to do more to protect the environment if everyone acted in this way (highest level of agreement: 23%). However, 43% do not believe that they can contribute significantly to environmental protection with their own behaviour (highest level of agreement: 12%). 28% say that others should take the first step before they themselves contribute to climate protection (highest level of agreement: 8%).
- Almost two-thirds (65%) find it difficult to shape their own lives in an environmentally and climate-friendly way (highest level of agreement: 18%). Furthermore, around half (53%) say that the lack of infrastructure makes it impossible to give up the car (highest level of agreement: 28%). 29% say they do not see the point of changing their own behaviour for something that may happen in the future (highest level of agreement: 7%).

# Main findings

## Climate and environmentally conscious behaviour

- 46% say that businesses that require a lot of energy for their production cannot implement strict climate protection requirements (highest level of agreement: 11%). Furthermore, 41% say that preserving jobs is more important than climate and environmental protection (highest level of agreement: 11%). 43% think that combating climate change is detrimental to our economy (highest level of agreement: 11%).
- 47% believe that businesses know best how to implement the necessary change (highest level of agreement: 12%). Furthermore, 39% 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: 9%).

## Motivators of climate and environmentally conscious behaviour

- According to 93% of respondents, each individual has a responsibility to ensure that we leave a liveable environment for future generations (highest level of agreement "fully agree": 59%). In addition, 86% believe that environmental protection is a matter of decency and civic duty (highest level of agreement: 40%). That more environmental protection also means better quality of life and health for all, say 83% (highest level of agreement: 34%). 82% feel personally responsible for the preservation of nature and the environment (highest approval rating: 35%).

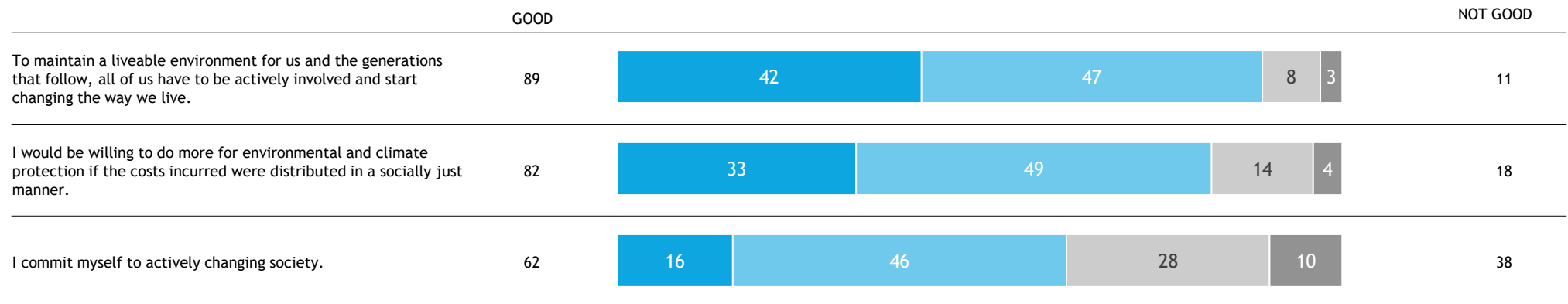
# Main findings

## Climate and environmentally conscious behaviour

- 85% see the industrialised countries as having a special responsibility for climate protection, as they have played a significant role in causing climate change (highest level of agreement: 42%). In addition, 74% say they feel better when they buy products that have less impact on the environment and climate (highest level of agreement: 31%).
- 84% believe that our economy must become more climate-friendly, as otherwise there is a risk of economic damage (highest level of agreement: 32%). Furthermore, 82% believe that switching to environmentally and climate-friendly products and production processes offers great employment opportunities (highest approval rating: 27%). 79% believe that a consistent policy to protect the environment will have a positive impact on the competitiveness of the economy in the future (highest approval rating: 25%).
- 73% of respondents feel a strong connection with nature (highest level of agreement: 26%). Furthermore, 84% feel that spending time in nature significantly enhances their quality of life (highest level of agreement: 37%).

# Attitudes towards climate and environmentally conscious behaviour

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



Basis: 1,202 cases, total sample; figures in %.

 Fully agree       Somewhat disagree  
 Somewhat agree       Completely disagree



# Attitudes towards climate and environmentally conscious behaviour

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

Response category: "Fully agree / Somewhat agree".





	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
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.	89	91	99	90	94	92	93	91	75	66	99
I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially just manner.	82	85	83	81	79	89	88	83	80	64	87
I commit myself to actively changing society.	62	71	72	62	62	61	55	66	36	46	84

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.	42	51	66	46	48	30	45	40	26	15	47
I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially just manner.	33	39	38	38	33	26	39	28	36	19	37
I commit myself to actively changing society.	16	20	26	18	19	15	8	14	9	9	18

Basis: 1,202 cases, total sample; figures in %.

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 strongly overrepresented  
 overrepresented  
 strongly underrepresented  
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# Attitudes towards climate and environmentally conscious behaviour

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

Response category: "Fully agree / Somewhat agree".

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
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.	89	86	93	90	88	90	89	90
I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially just manner.	82	80	84	86	83	76	80	84
I commit myself to actively changing society.	62	60	62	72	62	58	53	60

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.	42	37	48	43	37	42	41	47
I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially just manner.	33	32	34	36	35	30	31	35
I commit myself to actively changing society.	16	13	18	19	15	13	12	17

Basis: 1,202 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Attitudes towards climate and environmentally conscious behaviour

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

Response category: "Fully agree / Somewhat agree".

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<11,959 DKK)	Medium 60-140% (11,959-27,905 DKK)	High >140% (>27,905 DKK)
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.	89	86	89	92	88	90	89
I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially just manner.	82	86	84	77	86	84	71
I commit myself to actively changing society.	62	59	61	63	63	60	59

Response category: „Fully agree“.

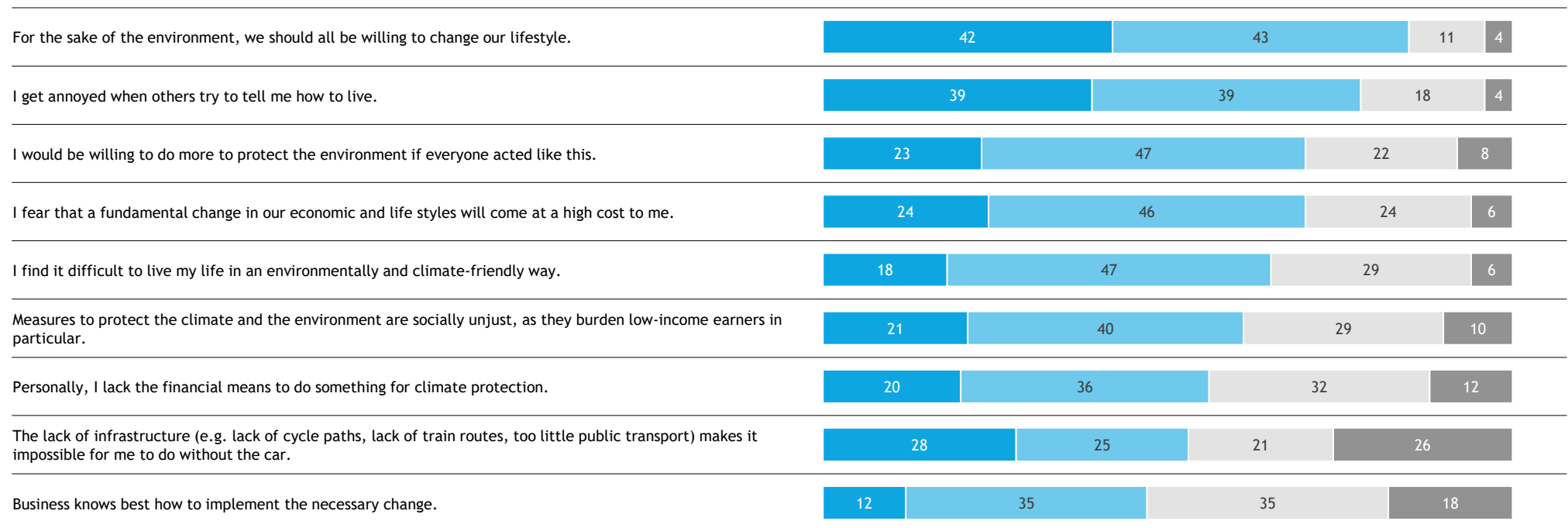
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<11,959 DKK)	Medium 60-140% (11,959-27,905 DKK)	High >140% (>27,905 DKK)
To maintain a liveable environment for us and the generations that follow, all of us have to be actively involved and start changing the way we live.	42	38	41	46	43	42	39
I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially just manner.	33	36	36	29	43	33	24
I commit myself to actively changing society.	16	15	14	18	18	16	12

Basis: 1,202 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Barriers to climate and environmentally conscious behaviour (1)

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

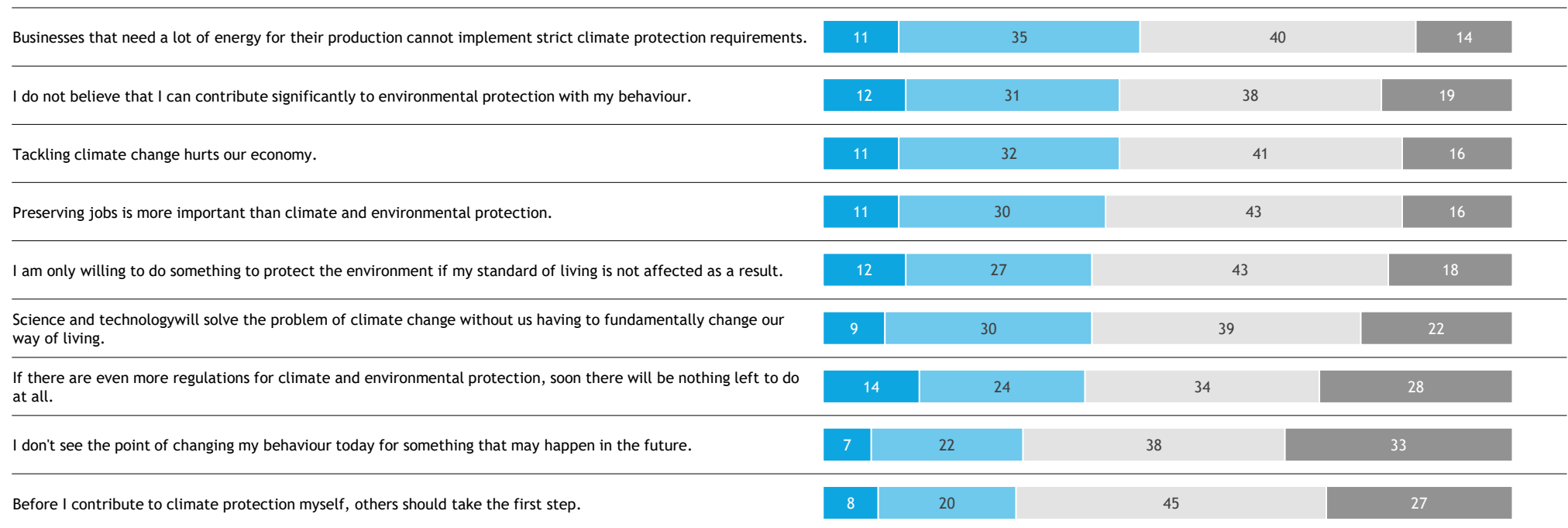


Basis: 1,202 cases, total sample; figures in %.


 Fully agree
  Somewhat agree
  Somewhat disagree
  Completely disagree

## Barriers to climate and environmentally conscious behaviour (2)

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



Basis: 1,202 cases, total sample; figures in %.

 Fully agree
  Somewhat agree
  Somewhat disagree
  Completely disagree

# Barriers to climate and environmentally conscious behaviour (1)

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

Response category: "Fully agree / Somewhat agree".

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
For the sake of the environment, we should all be willing to change our lifestyle.	85	89	97	82	91	86	92	88	65	56	97
I get annoyed when others try to tell me how to live.	78	80	63	77	76	92	78	78	88	79	69
I would be willing to do more to protect the environment if everyone acted like this.	70	80	69	65	74	80	72	74	54	55	75
I fear that a fundamental change in our economic and life styles will come at a high cost to me.	70	73	55	65	62	81	73	73	82	74	66
I find it difficult to live my life in an environmentally and climate-friendly way.	65	65	57	70	62	67	67	68	79	65	55
Measures to protect the climate and the environment are socially unjust, as they burden low-income earners in particular.	61	60	54	60	53	67	63	61	82	61	50
Personally, I lack the financial means to do something for climate protection.	56	52	34	48	49	70	62	67	70	66	48
The lack of infrastructure (e.g. lack of cycle paths, lack of train routes, too little public transport) makes it impossible for me to do without the car.	53	56	46	54	43	63	54	58	53	59	47
Business knows best how to implement the necessary change.	47	52	25	41	47	58	47	46	52	62	39

Basis: 1,202 cases, total sample; figures in %.

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




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

Response category: "Fully agree / Somewhat agree".

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Businesses that need a lot of energy for their production cannot implement strict climate protection requirements.	46	52	24	50	46	58	43	42	54	61	33
I do not believe that I can contribute significantly to environmental protection with my behaviour.	43	37	22	41	42	56	46	45	57	58	38
Tackling climate change hurts our economy.	43	46	21	40	44	52	40	35	59	61	28
Preserving jobs is more important than climate and environmental protection.	41	38	16	47	38	63	37	30	49	62	26
I am only willing to do something to protect the environment if my standard of living is not affected as a result.	39	36	16	43	41	52	30	44	51	67	22
Science and technology will solve the problem of climate change without us having to fundamentally change our way of living.	39	40	26	45	42	52	24	42	38	62	22
If there are even more regulations for climate and environmental protection, soon there will be nothing left to do at all.	38	38	12	37	31	58	41	34	57	59	15
I don't see the point of changing my behaviour today for something that may happen in the future.	29	22	4	37	18	43	27	30	44	56	10
Before I contribute to climate protection myself, others should take the first step.	28	23	6	32	26	42	22	32	33	46	17

Basis: 1,202 cases, total sample; figures in %.

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# Barriers to climate and environmentally conscious behaviour (1)

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

Response category: "Fully agree / Somewhat agree".

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
For the sake of the environment, we should all be willing to change our lifestyle.	85	81	88	85	81	84	84	89
I get annoyed when others try to tell me how to live.	78	80	76	78	76	81	79	73
I would be willing to do more to protect the environment if everyone acted like this.	70	71	69	80	74	62	62	70
I fear that a fundamental change in our economic and life styles will come at a high cost to me.	70	69	71	75	75	72	71	55
I find it difficult to live my life in an environmentally and climate-friendly way.	65	66	64	76	64	67	58	59
Measures to protect the climate and the environment are socially unjust, as they burden low-income earners in particular.	61	63	58	64	61	58	64	56
Personally, I lack the financial means to do something for climate protection.	56	57	55	66	58	53	50	51
The lack of infrastructure (e.g. lack of cycle paths, lack of train routes, too little public transport) makes it impossible for me to do without the car.	53	57	50	51	52	52	56	56
Business knows best how to implement the necessary change.	47	47	46	52	49	44	44	42

Basis: 1,202 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented



## Barriers to climate and environmentally conscious behaviour (2)

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

Response category: "Fully agree / Somewhat agree".

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Businesses that need a lot of energy for their production cannot implement strict climate protection requirements.	46	50	42	51	53	44	44	38
I do not believe that I can contribute significantly to environmental protection with my behaviour.	43	50	38	46	50	43	42	38
Tackling climate change hurts our economy.	43	46	39	48	47	48	38	30
Preserving jobs is more important than climate and environmental protection.	41	43	39	40	46	41	42	34
I am only willing to do something to protect the environment if my standard of living is not affected as a result.	39	44	35	46	44	35	41	28
Science and technology will solve the problem of climate change without us having to fundamentally change our way of living.	39	48	30	42	44	39	36	33
If there are even more regulations for climate and environmental protection, soon there will be nothing left to do at all.	38	44	34	38	44	36	40	33
I don't see the point of changing my behaviour today for something that may happen in the future.	29	34	24	32	33	23	29	27
Before I contribute to climate protection myself, others should take the first step.	28	32	23	38	32	25	22	18

Basis: 1,202 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Barriers to climate and environmentally conscious behaviour (1)

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

Response category: "Fully agree / Somewhat agree".

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<11,959 DKK)	Medium 60-140% (11,959-27,905 DKK)	High >140% (>27,905 DKK)
For the sake of the environment, we should all be willing to change our lifestyle.	85	78	85	89	79	87	84
I get annoyed when others try to tell me how to live.	78	80	79	74	77	78	78
I would be willing to do more to protect the environment if everyone acted like this.	70	73	72	66	70	70	68
I fear that a fundamental change in our economic and life styles will come at a high cost to me.	70	76	73	64	71	71	66
I find it difficult to live my life in an environmentally and climate-friendly way.	65	73	67	58	68	68	58
Measures to protect the climate and the environment are socially unjust, as they burden low-income earners in particular.	61	67	65	52	68	59	58
Personally, I lack the financial means to do something for climate protection.	56	68	60	44	71	57	34
The lack of infrastructure (e.g. lack of cycle paths, lack of train routes, too little public transport) makes it impossible for me to do without the car.	53	54	56	50	44	57	54
Business knows best how to implement the necessary change.	47	50	48	42	51	46	46

Basis: 1,202 cases, total sample; figures in %.

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■ overrepresented    ■ underrepresented

## Barriers to climate and environmentally conscious behaviour (2)

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

Response category: "Fully agree / Somewhat agree".

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<11,959 DKK)	Medium 60-140% (11,959-27,905 DKK)	High >140% (>27,905 DKK)
Businesses that need a lot of energy for their production cannot implement strict climate protection requirements.	46	49	49	41	44	48	46
I do not believe that I can contribute significantly to environmental protection with my behaviour.	43	52	45	38	46	47	40
Tackling climate change hurts our economy.	43	50	45	36	46	42	41
Preserving jobs is more important than climate and environmental protection.	41	44	44	35	36	44	39
I am only willing to do something to protect the environment if my standard of living is not affected as a result.	39	48	40	34	41	40	39
Science and technology will solve the problem of climate change without us having to fundamentally change our way of living.	39	40	40	37	37	42	40
If there are even more regulations for climate and environmental protection, soon there will be nothing left to do at all.	38	40	46	29	38	41	36
I don't see the point of changing my behaviour today for something that may happen in the future.	29	37	29	23	30	30	29
Before I contribute to climate protection myself, others should take the first step.	28	34	29	22	26	30	25

Basis: 1,202 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Barriers to climate and environmentally conscious behaviour (1)





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

Response category: "Fully agree".

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
For the sake of the environment, we should all be willing to change our lifestyle.	42	50	63	43	37	30	47	47	26	14	57
I get annoyed when others try to tell me how to live.	39	44	20	43	34	48	38	28	66	42	26
The lack of infrastructure (e.g. lack of cycle paths, lack of train routes, too little public transport) makes it impossible for me to do without the car.	28	31	26	28	27	36	33	26	34	24	18
I fear that a fundamental change in our economic and life styles will come at a high cost to me.	24	20	9	21	19	29	23	24	51	31	20
I would be willing to do more to protect the environment if everyone acted like this.	23	26	24	22	22	26	23	29	16	11	32
Measures to protect the climate and the environment are socially unjust, as they burden low-income earners in particular.	21	18	13	21	15	25	22	18	42	22	14
Personally, I lack the financial means to do something for climate protection.	20	12	3	20	14	27	20	27	44	25	17
I find it difficult to live my life in an environmentally and climate-friendly way.	18	12	14	20	21	18	16	14	32	18	14
If there are even more regulations for climate and environmental protection, soon there will be nothing left to do at all.	14	8	1	13	9	26	15	4	32	26	4

Basis: 1,202 cases, total sample; figures in %.

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## Barriers to climate and environmentally conscious behaviour (2)





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

Response category: "Fully agree".

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
I am only willing to do something to protect the environment if my standard of living is not affected as a result.	12	8	3	19	12	14	6	12	18	25	5
I do not believe that I can contribute significantly to environmental protection with my behaviour.	12	6	3	16	12	19	9	14	24	20	4
Business knows best how to implement the necessary change.	12	14	3	10	11	17	12	16	16	18	5
Tackling climate change hurts our economy.	11	12	3	9	8	13	8	8	22	24	4
Preserving jobs is more important than climate and environmental protection.	11	9	3	16	10	12	8	8	17	22	4
Businesses that need a lot of energy for their production cannot implement strict climate protection requirements.	11	6	5	18	13	15	8	10	12	14	8
Science and technology will solve the problem of climate change without us having to fundamentally change our way of living.	9	10	4	18	8	12	4	11	6	14	4
Before I contribute to climate protection myself, others should take the first step.	8	5	1	14	6	12	4	15	11	10	2
I don't see the point of changing my behaviour today for something that may happen in the future.	7	2	-	10	5	10	6	8	12	17	1

Basis: 1,202 cases, total sample; figures in %.

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# Barriers to climate and environmentally conscious behaviour (1)

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

Response category: "Fully agree".

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
For the sake of the environment, we should all be willing to change our lifestyle.	42	36	48	40	42	42	42	45
I get annoyed when others try to tell me how to live.	39	40	38	28	36	42	47	41
The lack of infrastructure (e.g. lack of cycle paths, lack of train routes, too little public transport) makes it impossible for me to do without the car.	28	30	27	24	25	30	33	32
I fear that a fundamental change in our economic and life styles will come at a high cost to me.	24	25	23	29	25	20	29	16
I would be willing to do more to protect the environment if everyone acted like this.	23	24	22	31	20	18	20	22
Measures to protect the climate and the environment are socially unjust, as they burden low-income earners in particular.	21	22	19	16	24	20	26	19
Personally, I lack the financial means to do something for climate protection.	20	22	18	21	25	19	25	10
I find it difficult to live my life in an environmentally and climate-friendly way.	18	20	16	27	19	16	14	11
If there are even more regulations for climate and environmental protection, soon there will be nothing left to do at all.	14	18	10	13	16	13	17	11

Basis: 1,202 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

## Barriers to climate and environmentally conscious behaviour (2)

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

Response category: "Fully agree".

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
I am only willing to do something to protect the environment if my standard of living is not affected as a result.	12	16	9	18	13	9	12	7
I do not believe that I can contribute significantly to environmental protection with my behaviour.	12	15	10	14	16	9	14	8
Business knows best how to implement the necessary change.	12	13	11	15	14	9	13	8
Tackling climate change hurts our economy.	11	14	8	14	14	9	12	4
Preserving jobs is more important than climate and environmental protection.	11	12	10	12	14	10	10	10
Businesses that need a lot of energy for their production cannot implement strict climate protection requirements.	11	14	8	12	14	7	11	9
Science and technology will solve the problem of climate change without us having to fundamentally change our way of living.	9	12	6	13	11	8	9	3
Before I contribute to climate protection myself, others should take the first step.	8	9	6	12	8	5	6	4
I don't see the point of changing my behaviour today for something that may happen in the future.	7	9	5	7	9	6	8	5

Basis: 1,202 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Barriers to climate and environmentally conscious behaviour (1)

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

Response category: "Fully agree".

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<11,959 DKK)	Medium 60-140% (11,959-27,905 DKK)	High >140% (>27,905 DKK)
For the sake of the environment, we should all be willing to change our lifestyle.	42	38	42	44	39	41	44
I get annoyed when others try to tell me how to live.	39	45	40	33	40	37	41
The lack of infrastructure (e.g. lack of cycle paths, lack of train routes, too little public transport) makes it impossible for me to do without the car.	28	31	30	25	23	30	29
I fear that a fundamental change in our economic and life styles will come at a high cost to me.	24	34	26	16	28	24	20
I would be willing to do more to protect the environment if everyone acted like this.	23	28	23	20	27	21	19
Measures to protect the climate and the environment are socially unjust, as they burden low-income earners in particular.	21	25	23	15	21	22	21
Personally, I lack the financial means to do something for climate protection.	20	30	23	12	31	20	9
I find it difficult to live my life in an environmentally and climate-friendly way.	18	24	20	12	20	18	17
If there are even more regulations for climate and environmental protection, soon there will be nothing left to do at all.	14	15	17	10	16	13	15

Basis: 1,202 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented



## Barriers to climate and environmentally conscious behaviour (2)

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

Response category: "Fully agree".

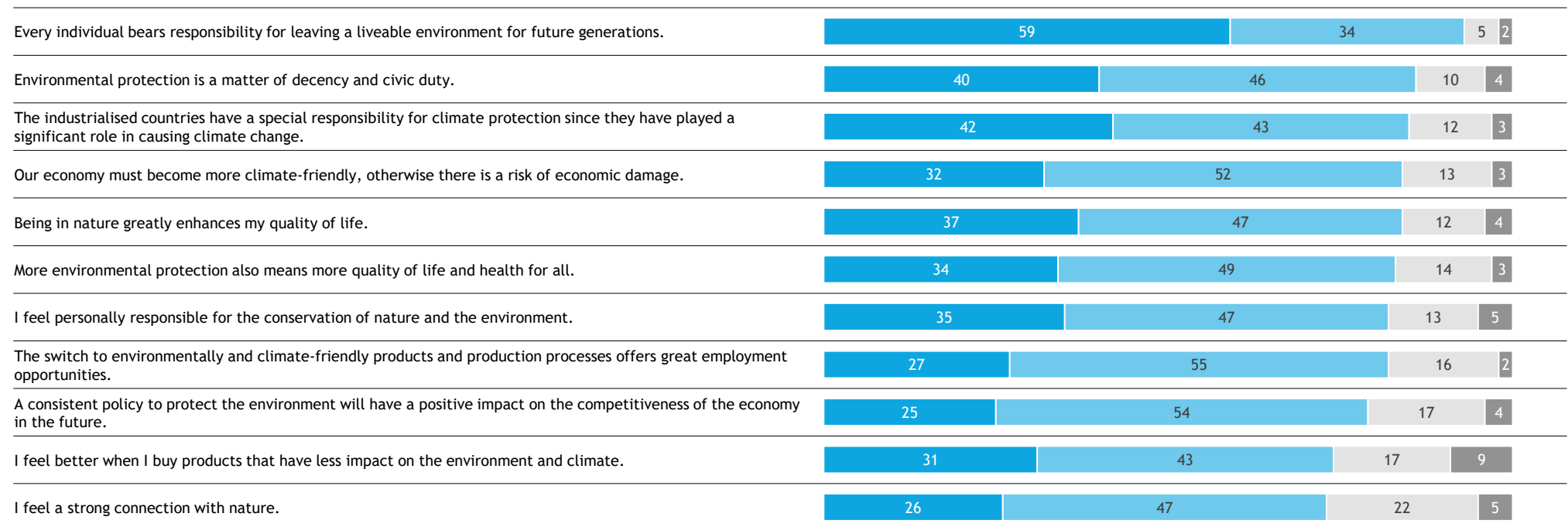
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<11,959 DKK)	Medium 60-140% (11,959-27,905 DKK)	High >140% (>27,905 DKK)
I am only willing to do something to protect the environment if my standard of living is not affected as a result.	12	17	12	10	14	12	11
I do not believe that I can contribute significantly to environmental protection with my behaviour.	12	16	13	10	15	12	12
Business knows best how to implement the necessary change.	12	15	13	9	15	10	16
Tackling climate change hurts our economy.	11	13	12	8	12	10	10
Preserving jobs is more important than climate and environmental protection.	11	16	12	8	10	11	12
Businesses that need a lot of energy for their production cannot implement strict climate protection requirements.	11	10	12	10	12	10	12
Science and technology will solve the problem of climate change without us having to fundamentally change our way of living.	9	7	10	9	8	9	11
Before I contribute to climate protection myself, others should take the first step.	8	11	8	5	7	8	7
I don't see the point of changing my behaviour today for something that may happen in the future.	7	11	7	5	6	6	10

Basis: 1,202 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Motivators of climate and environmentally conscious behaviour

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



Basis: 1,202 cases, total sample; figures in %.

 Fully agree
  Somewhat agree
  Somewhat disagree
  Completely disagree

# Motivators of climate and environmentally conscious behaviour





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

Response category: "Fully agree / Somewhat agree".

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Every individual bears responsibility for leaving a liveable environment for future generations.	93	98	100	91	96	96	98	91	85	72	97
Environmental protection is a matter of decency and civic duty.	86	91	95	93	88	88	90	82	73	61	91
The industrialised countries have a special responsibility for climate protection since they have played a significant role in causing climate change.	85	86	91	88	90	86	87	96	77	63	89
Our economy must become more climate-friendly, otherwise there is a risk of economic damage.	84	86	93	83	92	78	85	90	72	62	95
Being in nature greatly enhances my quality of life.	84	91	94	80	83	82	85	86	81	66	88
More environmental protection also means more quality of life and health for all.	83	89	92	87	88	80	84	86	68	62	92
I feel personally responsible for the conservation of nature and the environment.	82	88	97	82	80	80	87	90	60	62	93
The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.	82	85	91	83	88	80	82	86	61	63	93
A consistent policy to protect the environment will have a positive impact on the competitiveness of the economy in the future.	79	77	94	80	79	73	79	83	61	64	95
I feel better when I buy products that have less impact on the environment and climate.	74	77	93	78	80	71	78	69	53	50	85
I feel a strong connection with nature.	73	86	79	74	68	76	75	76	62	52	76

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# Motivators of climate and environmentally conscious behaviour

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

Response category: "Fully agree / Somewhat agree".

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Every individual bears responsibility for leaving a liveable environment for future generations.	93	90	95	91	90	93	95	96
Environmental protection is a matter of decency and civic duty.	86	84	88	83	80	89	88	91
The industrialised countries have a special responsibility for climate protection since they have played a significant role in causing climate change.	85	83	87	86	84	84	85	89
Our economy must become more climate-friendly, otherwise there is a risk of economic damage.	84	81	86	85	82	84	81	84
Being in nature greatly enhances my quality of life.	84	80	88	78	88	81	87	87
More environmental protection also means more quality of life and health for all.	83	80	86	86	81	80	80	88
I feel personally responsible for the conservation of nature and the environment.	82	78	86	81	81	78	85	85
The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.	82	81	80	79	82	78	79	87
A consistent policy to protect the environment will have a positive impact on the competitiveness of the economy in the future.	79	78	79	84	79	72	74	83
I feel better when I buy products that have less impact on the environment and climate.	74	72	77	75	75	74	73	75
I feel a strong connection with nature.	73	68	78	64	73	67	78	84

Basis: 1,202 cases, total sample; figures in %.

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# Motivators of climate and environmentally conscious behaviour

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

Response category: "Fully agree / Somewhat agree".

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<11,959 DKK)	Medium 60-140% (11,959-27,905 DKK)	High >140% (>27,905 DKK)
Every individual bears responsibility for leaving a liveable environment for future generations.	93	90	92	95	92	93	94
Environmental protection is a matter of decency and civic duty.	86	84	86	88	80	89	87
The industrialised countries have a special responsibility for climate protection since they have played a significant role in causing climate change.	85	89	85	84	88	84	84
Our economy must become more climate-friendly, otherwise there is a risk of economic damage.	84	84	82	85	83	84	82
Being in nature greatly enhances my quality of life.	84	82	83	87	80	85	82
More environmental protection also means more quality of life and health for all.	83	80	84	84	82	85	78
I feel personally responsible for the conservation of nature and the environment.	82	78	81	86	80	82	81
The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.	82	76	81	84	79	81	84
A consistent policy to protect the environment will have a positive impact on the competitiveness of the economy in the future.	79	77	77	81	74	80	82
I feel better when I buy products that have less impact on the environment and climate.	74	69	72	80	69	77	72
I feel a strong connection with nature.	73	67	73	76	71	73	73

Basis: 1,202 cases, total sample; figures in %.

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# Motivators of climate and environmentally conscious behaviour





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

Response category: "Fully agree".

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Every individual bears responsibility for leaving a liveable environment for future generations.	59	65	87	57	56	51	62	58	39	28	75
The industrialised countries have a special responsibility for climate protection since they have played a significant role in causing climate change.	42	41	58	47	50	34	41	45	39	17	47
Environmental protection is a matter of decency and civic duty.	40	50	60	44	35	36	41	39	29	16	44
Being in nature greatly enhances my quality of life.	37	55	52	38	30	31	40	50	26	15	38
I feel personally responsible for the conservation of nature and the environment.	35	51	57	40	26	20	37	34	18	20	39
More environmental protection also means more quality of life and health for all.	34	43	58	33	37	23	33	26	28	16	39
Our economy must become more climate-friendly, otherwise there is a risk of economic damage.	32	36	53	31	39	24	34	29	21	14	39
I feel better when I buy products that have less impact on the environment and climate.	31	34	49	34	28	25	34	35	11	15	41
The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.	27	34	44	30	30	23	22	23	19	10	34
I feel a strong connection with nature.	26	35	33	22	20	28	28	28	20	14	25
A consistent policy to protect the environment will have a positive impact on the competitiveness of the economy in the future.	25	18	40	28	25	19	22	26	18	13	36

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# Motivators of climate and environmentally conscious behaviour

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

Response category: "Fully agree".

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Every individual bears responsibility for leaving a liveable environment for future generations.	59	54	64	56	52	62	61	62
The industrialised countries have a special responsibility for climate protection since they have played a significant role in causing climate change.	42	43	41	46	36	37	43	48
Environmental protection is a matter of decency and civic duty.	40	37	43	38	36	36	43	46
Being in nature greatly enhances my quality of life.	37	31	44	30	37	39	43	40
I feel personally responsible for the conservation of nature and the environment.	35	31	38	35	32	33	38	35
More environmental protection also means more quality of life and health for all.	34	32	36	38	30	29	34	40
Our economy must become more climate-friendly, otherwise there is a risk of economic damage.	32	33	32	34	34	26	35	33
I feel better when I buy products that have less impact on the environment and climate.	31	27	34	34	31	29	30	31
The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.	27	32	22	25	26	25	30	30
I feel a strong connection with nature.	26	23	29	20	24	22	30	34
A consistent policy to protect the environment will have a positive impact on the competitiveness of the economy in the future.	25	26	23	30	24	20	20	28

Basis: 1,202 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Motivators of climate and environmentally conscious behaviour

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

Response category: "Fully agree".

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<11,959 DKK)	Medium 60-140% (11,959-27,905 DKK)	High >140% (>27,905 DKK)
Every individual bears responsibility for leaving a liveable environment for future generations.	59	56	56	63	53	58	62
The industrialised countries have a special responsibility for climate protection since they have played a significant role in causing climate change.	42	43	38	46	45	40	48
Environmental protection is a matter of decency and civic duty.	40	38	40	41	38	40	40
Being in nature greatly enhances my quality of life.	37	34	39	38	37	38	35
I feel personally responsible for the conservation of nature and the environment.	35	32	36	35	37	36	31
More environmental protection also means more quality of life and health for all.	34	34	32	37	33	33	37
Our economy must become more climate-friendly, otherwise there is a risk of economic damage.	32	32	30	36	32	31	37
I feel better when I buy products that have less impact on the environment and climate.	31	26	31	34	33	32	26
The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.	27	25	25	31	25	27	32
I feel a strong connection with nature.	26	23	26	26	29	25	22
A consistent policy to protect the environment will have a positive impact on the competitiveness of the economy in the future.	25	22	23	28	26	27	21

Basis: 1,202 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented





4

Changing our way of living and  
economies

# Main findings

## Changing our way of living and economies

### Assessment of the need for change

- When asked whether a fundamental change in our way of living and doing business is necessary in Denmark, 70% of the respondents answered "yes, definitely" (19%) or "rather yes" (51%). This contrasts with 21% who (rather) do not think a fundamental change is necessary. A further 9% answered "I don't know".

### Attribution of responsibility - Which actors do too little?

- In the opinion of the population, it is above all businesses that should be more committed to tackling climate change: 65% of respondents say that businesses are not committed enough.
- 63% think that political parties do (much) too little to tackle climate change. Also 63% see more responsibility on the government, 54% each want more responsibility from local governments (e.g. municipalities/city/community) and from the European Union.
- That local citizens make (much) too little effort, say 57% of respondents. 48% think that the trade unions do (much) too little.
- The scientific community is less likely to be expected to increase efforts (31%). Non-governmental organisations are seen as having the least obligation (far too little/too little: 27%).

# Main findings

## Changing our 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 by far the most frequently counted among the three most influential actors (58%). In second place are businesses or the economy (44%), closely followed by the scientific community with 42%. The European Union is attributed an influential role by 39%. This is followed by local citizens (24%), political parties (18%), local governments in the place of residence (15%), NGOs (12%) and trade unions (4%).

### Attitudes towards policies

- 86% believe that politicians should pay much more attention to a socially just shaping of the change in our way of living and doing business (highest level of agreement "fully agree": 43%). Furthermore, 77% are in favour of giving more financial support to people with low incomes if the costs for electricity and heating or mobility increase due to climate protection measures (highest level of agreement: 35%). At the same time, 57% feel uneasy about the idea of a fundamental change in our way of living and doing business, as they know from experience that many people will be worse off afterwards than before (highest level of agreement: 16%).
- 83% agree that low-income, ethnic or other minorities should not be more affected by environmental pollution than other population groups (highest level of agreement: 48%).

# Main findings

## Changing our way of living and economies

- 84% think that politics should exert much more pressure on the economy to achieve climate-friendly production methods (highest approval rating: 40%). 83% think that the economy needs clear guidelines from the state in order to become climate-neutral (highest approval rating: 38%). Just as many respondents are in favour of subsidy programmes that support businesses in switching to climate-friendly production processes and products (highest approval rating: 31%). Furthermore, 70% are of the opinion that politics follows the guidelines of industry and business too closely (highest approval rating: 23%).
- 86% support a more consistent switch to renewable energy (highest level of agreement: 43%). 63% agree with the statement "It annoys me that climate policy is controlled by the EU, because this does not sufficiently take into account the special features of our country" (highest level of agreement: 28%).
- 73% think that, above all, strict and consistent laws are needed to preserve an environment worth living in for us and future generations (highest level of agreement: 26%). 68%, however, (also) say that 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 (highest approval rating: 16%).
- 62% believe that structural change measures should be enforced even if jobs are lost as a result (highest level of agreement: 16%). 70%, meanwhile, say that jobs affected by structural change should be preserved as long as possible if there are no suitable alternatives (highest level of agreement: 22%).

# Main findings

## Changing our way of living and economies

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

- **Mobility**: 91% of respondents are in favour of reducing the price of local public transport (highest level of agreement "I fully support": 63%). 88% are in favour of expanding the transport network and the frequency of local public transport (highest approval rating: 45%). More charging stations for electric or hybrid vehicles are supported by 84% (highest approval rating: 44%), the promotion of electric vehicles by 71% (highest approval rating: 32%), a Carbon tax on airline tickets by 67% (highest approval rating: 33%) and the introduction of a car toll (so that someone who drives a lot also has to pay more) by 49% (highest approval rating: 21%).
- **Energy**: 89% of respondents are in favour of building more wind turbines (highest approval rating: 55%). 84% are in favour of mandatory solar for public buildings and new private buildings (highest approval rating: 46%) and 81% are in favour of cooperative membership (highest approval rating: 28%).
- **Technology/innovation/economy**: 92% of respondents are in favour of more support for the development of climate-friendly products and technologies (highest level of agreement: 49%). 89% are in favour of labelling climate-friendly products (highest approval rating: 51%). Reducing subsidies that are harmful to the climate is supported by 79% (highest approval rating: 38%) and making products that are harmful to the climate more expensive is supported by 70% (highest approval rating: 29%).

# Main findings

## Changing our way of living and economies

- **Education**: 89% are in favour of improving school education in the field of environmental and climate protection (highest level of agreement: 47%). 85% are in favour of training or further education (or retraining opportunities) for employees working in jobs that will no longer be needed in the future (highest level of agreement: 42%).
- **Housing**: 85% approve of state subsidies for the renovation of buildings for thermal insulation (highest approval level: 35%). Financial support for cost-efficient heating systems (e.g. heat pumps) is also supported by 85% (highest approval rating: 37%), and legal regulations on the energy efficiency of electrical household appliances are supported by 83% (highest approval rating: 40%). 76% support state subsidies for private households when they use renewable energy (highest approval rating: 30%).

## Attitudes towards the energy and heat transition

- 88% of respondents agree that workers affected by the switch of electricity and heat supply to renewable energy (e.g. job loss) should be supported in retraining for alternative jobs (highest level of agreement "strongly agree": 41%). Furthermore, 68% think that the affected employees should be financially supported (compensation payments, severance payments, etc.) (highest level of agreement: 20%).

# Main findings

## Changing our way of living and economies

- 83% of respondents believe that the development of energy communities should be supported by the government (highest level of agreement: 30%). Furthermore, 80% are in favour of financial support for private households that want to use renewable energy (e.g. solar power, solar heating or heat pump) (highest level of agreement: 33%).
- According to 79% of the 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: 26%). Furthermore, 68% of the respondents think that the affected regions and municipalities should receive financial support (highest level of agreement: 20%).
- 80% of respondents believe that citizens should participate in public and political life (e.g. citizens' forums, planning advisory boards) in order to help shape the community (highest level of agreement: 26%).
- 48% of respondents can imagine taking an active part in shaping their community's energy supply, with 12% saying they could "definitely" imagine doing so. Asked whether they could imagine generating their own energy, 8% say they already do, just under half say they could "definitely" imagine it and 26% say they could "rather" imagine it.

# Main findings

## Changing our way of living and economies

- 68% would "approve" of the construction of a solar park in their community if the profits generated by it benefited the community. Another 27% would accept it, 5% would reject it. The construction of a wind farm in their community would be "approved" by 59% (if the profits from it benefit the community). A further 32% would accept it, 9% would reject it.
- To fight climate change, it is necessary to heat differently in the coming years. 62% of respondents think this should be done through more public subsidies for climate-neutral technologies and the replacement of heating. On the other hand, 7% are in favour of bans and 10% of higher prices for oil, gas and coal. The remaining 21% of respondents are not in favour of any of the options mentioned.
- When asked whether renewable energy has become more important since the outbreak of the Russia-Ukraine conflict, 53% answer "yes, renewable energy has become more important". Another 30% answer with "rather yes". In contrast, 7% answered with "rather no" and 10% with "no, renewable energy has not become more important".



# Assessment of the need for change

In your opinion, is there a need for a fundamental change in our economic and life styles in Denmark?



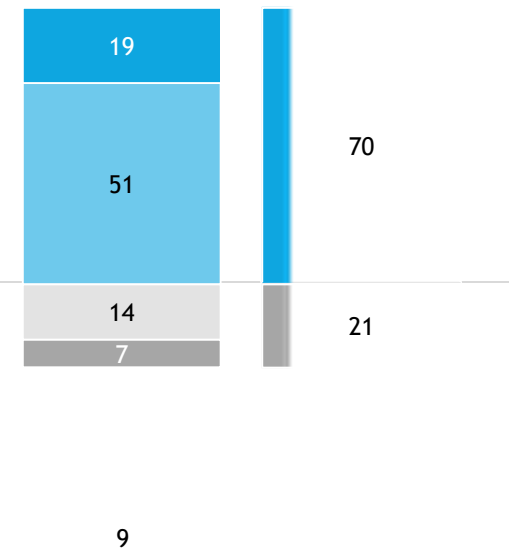
Yes

Yes, definitely  
Rather yes

No

Not really  
No, not at all

Don't know



Basis: 1,202 cases, total sample; figures in %.





# Assessment of the need for change

In your opinion, is there a need for a fundamental change in our economic and life styles in Denmark?

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
<b>YES</b>	<b>70</b>	74	79	66	72	72	72	69	57	50	85
Yes, definitely	19	20	28	20	19	18	17	12	24	10	15
Rather yes	51	54	50	46	53	54	55	57	33	40	70
<b>NO</b>	<b>21</b>	20	13	30	19	16	15	21	31	38	9
Not really	14	11	10	22	13	12	12	14	14	23	6
No, not at all	7	9	3	8	6	4	3	7	17	15	3
Don't know	10	7	8	4	9	12	13	10	13	12	6

Basis: 1,202 cases, total sample; figures in %.

EST = Established  
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 SEN = Sensation-Oriented  
 PRO = Progressive Realists

 strongly overrepresented  strongly underrepresented  
 overrepresented  underrepresented

# Assessment of the need for change

In your opinion, is there a need for a fundamental change in our economic and life styles in Denmark?

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
<b>YES</b>	<b>70</b>	68	71	77	72	65	67	65
Yes, definitely	19	18	19	25	19	15	19	13
Rather yes	51	50	52	52	54	50	48	52
<b>NO</b>	<b>21</b>	26	16	15	18	24	24	23
Not really	14	16	12	12	10	15	17	14
No, not at all	7	10	4	4	8	9	8	8
Don't know	10	6	13	8	9	10	9	12

Basis: 1,202 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 a fundamental change in our economic and life styles in Denmark?

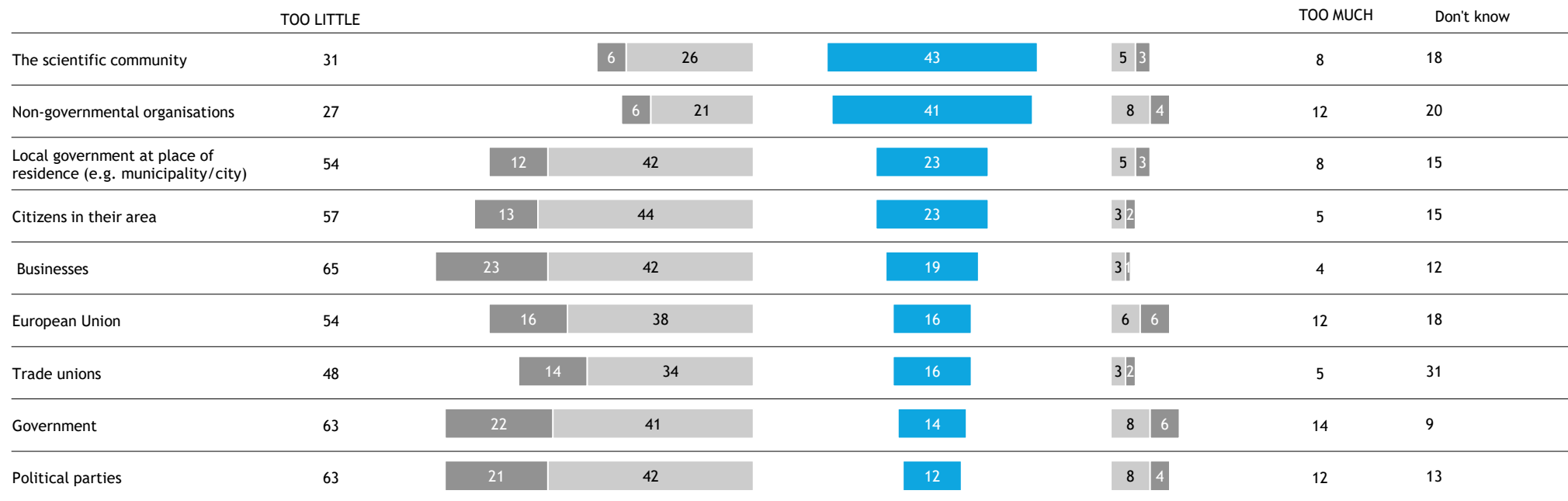
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<11,959 DKK)	Medium 60-140% (11,959-27,905 DKK)	High >140% (>27,905 DKK)
<b>YES</b>	<b>70</b>	66	69	73	70	72	70
Yes, definitely	19	18	17	21	20	19	18
Rather yes	51	48	52	52	50	52	52
<b>NO</b>	<b>21</b>	22	21	20	19	20	25
Not really	14	15	13	13	12	14	14
No, not at all	7	7	8	6	7	6	11
Don't know	10	12	10	8	11	8	5

Basis: 1,202 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: 1,202 cases, total sample; figures in %.

Way too little  
Too little

Exactly the right amount

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>											
Far too much/too much	4	4	-	12	2	5	2	2	7	7	1
Just right	19	25	7	20	18	24	12	17	11	39	16
Too little/much too little	65	60	85	62	68	58	68	73	62	38	78
<b>Local government at place of residence (e.g. municipality/city)</b>											
Far too much/too much	8	8	1	13	4	7	5	4	9	22	2
Just right	23	27	17	33	22	32	16	19	15	26	17
Too little/much too little	54	55	72	44	59	45	56	63	54	34	66
<b>European Union</b>											
Far too much/too much	12	16	2	15	9	14	11	6	17	21	6
Just right	16	21	13	22	22	22	6	10	6	23	12
Too little/much too little	54	52	72	54	47	42	60	69	50	36	62

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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>Government</b>											
Far too much/too much	14	14	1	17	12	16	12	5	21	28	8
Just right	14	18	12	19	14	22	9	12	5	18	8
Too little/much too little	63	62	81	59	63	51	66	75	55	41	76
<b>Citizens in their area</b>											
Far too much/too much	5	5	1	12	3	4	1	2	6	12	2
Just right	23	26	17	25	26	35	12	24	23	29	16
Too little/much too little	57	59	75	50	55	49	65	64	45	42	72
<b>Trade unions</b>											
Far too much/too much	5	6	-	11	6	6	3	2	5	9	2
Just right	16	22	12	18	14	23	11	15	10	24	15
Too little/much too little	48	46	65	43	48	47	49	47	45	33	52

Basis: 1,202 cases, total sample; figures in %.

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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>Political parties</b>											
Far too much/too much	12	15	3	13	9	13	12	5	16	28	7
Just right	12	13	7	18	11	22	6	12	6	18	9
Too little/much too little	63	62	80	64	67	51	65	73	56	43	76
<b>Non-governmental organisations</b>											
Far too much/too much	12	9	5	18	13	9	11	12	15	20	10
Just right	41	52	57	46	51	40	35	30	23	29	43
Too little/much too little	27	24	23	25	19	30	29	40	28	24	28
<b>The scientific community</b>											
Far too much/too much	8	11	-	11	5	12	4	3	11	17	5
Just right	43	46	57	52	54	35	39	32	22	38	48
Too little/much too little	31	28	27	27	26	36	35	50	36	26	30

Basis: 1,202 cases, total sample; figures in %.

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 PRO = Progressive Realists

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>								
Far too much/too much	4	6	3	8	6	3	2	2
Just right	19	21	17	18	17	19	22	17
Too little/much too little	65	66	64	66	60	65	64	71
<b>Local government at place of residence (e.g. municipality/city)</b>								
Far too much/too much	8	10	5	8	10	5	8	6
Just right	23	24	21	24	20	23	24	22
Too little/much too little	54	55	54	55	50	56	52	62
<b>European Union</b>								
Far too much/too much	12	14	9	11	14	10	14	10
Just right	16	19	14	20	14	16	13	17
Too little/much too little	54	56	52	52	47	56	55	62

Basis: 1,202 cases, total sample; figures in %.

strongly overrepresented
  strongly underrepresented  
 overrepresented
  underrepresented

# Attribution of responsibility (2)

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
<b>Government</b>								
Far too much/too much	14	16	11	11	16	12	18	12
Just right	14	15	13	12	12	12	14	20
Too little/much too little	63	62	62	67	58	67	59	62
<b>Citizens in their area</b>								
Far too much/too much	5	7	2	6	8	4	3	2
Just right	23	26	20	23	18	21	31	22
Too little/much too little	57	56	59	59	55	59	53	62
<b>Trade unions</b>								
Far too much/too much	5	7	3	6	6	4	5	3
Just right	16	20	12	23	13	10	15	18
Too little/much too little	48	50	45	46	43	51	49	48

Basis: 1,202 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
<b>Political parties</b>								
Far too much/too much	12	15	9	10	11	11	16	12
Just right	12	13	12	11	12	12	11	16
Too little/much too little	63	65	62	68	62	65	59	61
<b>Non-governmental organisations</b>								
Far too much/too much	12	17	7	14	12	9	11	13
Just right	41	38	44	44	36	39	39	48
Too little/much too little	27	30	23	28	27	30	28	20
<b>The scientific community</b>								
Far too much/too much	8	9	6	9	10	6	7	6
Just right	43	46	40	43	42	40	45	46
Too little/much too little	31	34	29	34	29	33	29	32

Basis: 1,202 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% (<11,959 DKK)	Medium 60-140% (11,959-27,905 DKK)	High >140% (>27,905 DKK)
<b>Businesses</b>							
Far too much/too much	4	2	5	4	5	5	4
Just right	19	22	21	14	14	20	21
Too little/much too little	65	63	60	72	66	65	68
<b>Local government at place of residence (e.g. municipality/city)</b>							
Far too much/too much	8	5	8	9	6	8	11
Just right	23	22	24	21	20	24	24
Too little/much too little	54	54	51	59	56	54	55
<b>European Union</b>							
Far too much/too much	12	10	15	8	10	13	16
Just right	16	13	18	16	14	17	17
Too little/much too little	54	53	49	62	56	54	52

Basis: 1,202 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% (<11,959 DKK)	Medium 60-140% (11,959-27,905 DKK)	High >140% (>27,905 DKK)
<b>Government</b>							
Far too much/too much	14	14	15	12	11	14	18
Just right	14	12	16	12	10	16	14
Too little/much too little	63	60	58	69	67	62	58
<b>Citizens in their area</b>							
Far too much/too much	5	2	6	5	5	6	5
Just right	23	24	24	21	23	23	28
Too little/much too little	57	58	55	61	56	60	55
<b>Trade unions</b>							
Far too much/too much	5	2	7	5	4	5	8
Just right	16	16	18	14	14	18	16
Too little/much too little	48	46	43	54	49	48	49

Basis: 1,202 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?

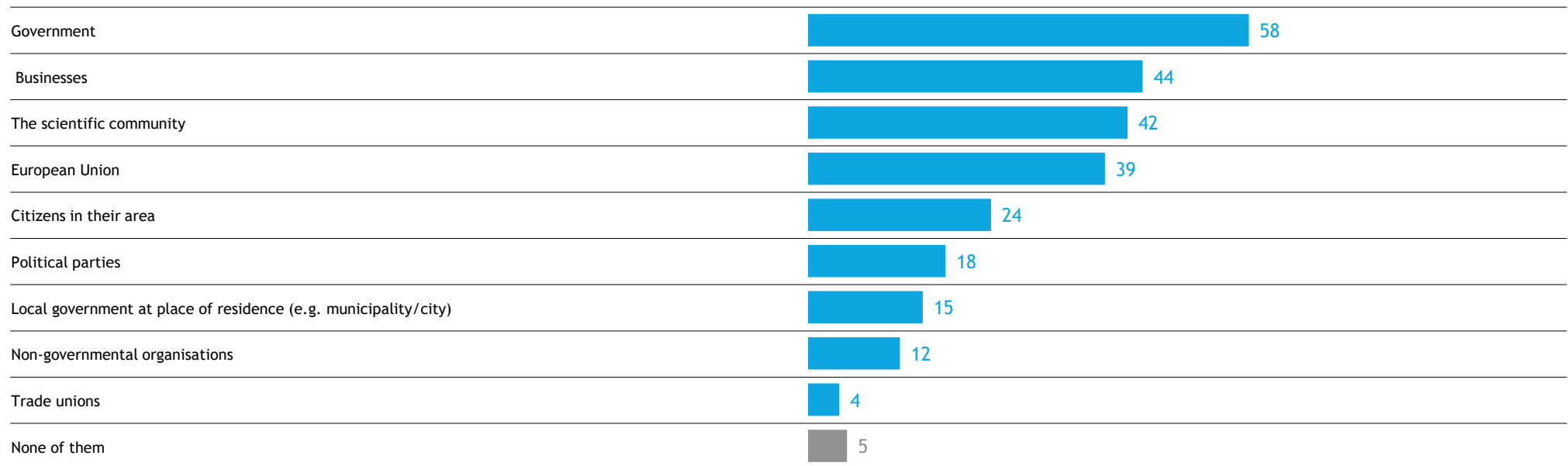
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<11,959 DKK)	Medium 60-140% (11,959-27,905 DKK)	High >140% (>27,905 DKK)
<b>Political parties</b>							
Far too much/too much	12	12	14	10	11	12	14
Just right	12	11	14	11	10	14	13
Too little/much too little	63	62	59	69	66	63	61
<b>Non-governmental organisations</b>							
Far too much/too much	12	8	13	13	11	13	14
Just right	41	41	40	44	39	45	43
Too little/much too little	27	26	25	28	28	26	24
<b>The scientific community</b>							
Far too much/too much	8	5	10	6	8	9	7
Just right	43	32	43	50	35	45	53
Too little/much too little	31	38	30	29	38	29	27

Basis: 1,202 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Attribution of responsibility

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



Basis: 1,202 cases, total sample; figures in %.





# Attribution of responsibility

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Government	58	63	64	62	65	50	64	62	42	41	68
Businesses	44	50	51	40	47	40	46	36	45	30	53
The scientific community	42	34	43	40	46	41	44	38	33	47	47
European Union	39	38	52	44	41	37	36	49	27	28	37
Citizens in their area	24	25	24	23	18	32	22	21	22	22	31
Political parties	18	18	21	24	16	17	14	24	14	21	17
Local government at place of residence (e.g. municipality/city)	15	19	11	17	14	20	16	12	18	10	13
Non-governmental organisations	12	14	13	12	8	11	12	11	15	6	12
Trade unions	4	2	2	5	1	11	1	5	-	8	2
None of them	5	3	2	2	3	5	5	6	13	11	2

Basis: 1,202 cases, total sample; figures in %.

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 strongly overrepresented  strongly underrepresented  
 overrepresented  underrepresented



# Attribution of responsibility

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Government	58	58	58	60	57	59	58	57
Businesses	44	44	44	34	45	47	52	44
The scientific community	42	47	36	37	43	38	42	49
European Union	39	41	36	42	38	41	34	38
Citizens in their area	24	22	27	26	22	23	26	23
Political parties	18	20	18	22	18	17	15	20
Local government at place of residence (e.g. municipality/city)	15	12	18	15	13	12	17	18
Non-governmental organisations	12	10	13	14	7	13	10	14
Trade unions	4	5	2	9	2	1	2	3
None of them	5	4	6	4	7	4	6	5

Basis: 1,202 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Attribution of responsibility

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

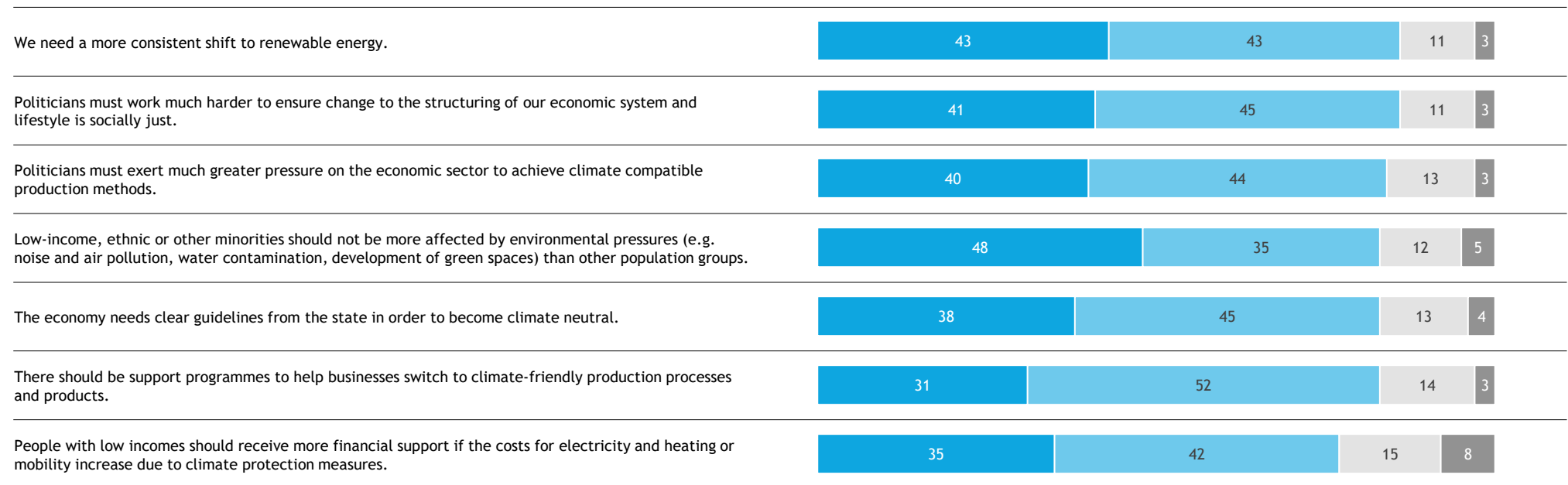
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<11,959 DKK)	Medium 60-140% (11,959-27,905 DKK)	High >140% (>27,905 DKK)
Government	58	55	58	60	59	60	59
Businesses	44	42	46	43	46	43	49
The scientific community	42	40	41	43	38	39	51
European Union	39	37	36	43	38	40	40
Citizens in their area	24	25	25	23	24	25	20
Political parties	18	18	17	20	17	20	15
Local government at place of residence (e.g. municipality/city)	15	14	16	14	14	16	15
Non-governmental organisations	12	14	12	10	14	11	11
Trade unions	4	4	4	3	3	5	2
None of them	5	7	6	3	7	4	2

Basis: 1,202 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?

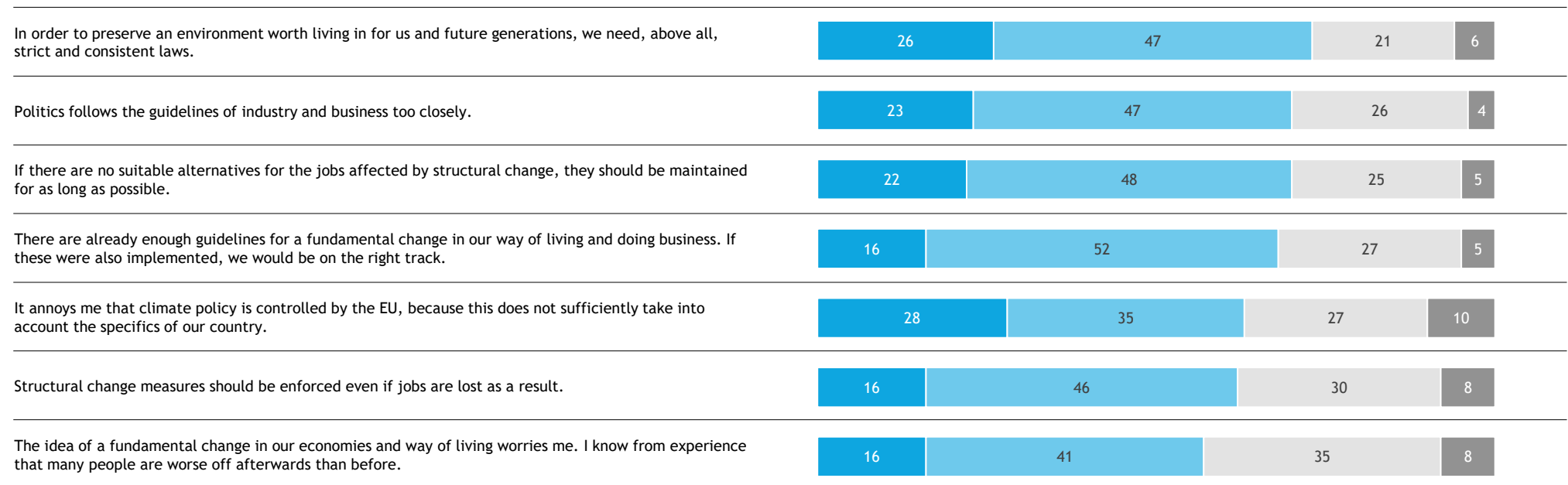


Basis: 1,202 cases, total sample; figures in %.

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

# Attitudes towards policies (2)

To what extent do you agree with the following statements?



Basis: 1,202 cases, total sample; figures in %.

 Fully agree
  Somewhat agree
  Somewhat disagree
  Completely disagree

# Attitudes towards policies (1)

To what extent do you agree with the following statements?

Response category: "Fully agree / Somewhat agree".

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
We need a more consistent shift to renewable energy.	86	92	94	87	91	86	86	84	77	59	98
Politicians must work much harder to ensure change to the structuring of our economic system and lifestyle is socially just.	86	89	90	82	84	89	92	88	86	68	94
Politicians must exert much greater pressure on the economic sector to achieve climate compatible production methods.	84	87	94	86	86	82	90	92	70	64	98
Low-income, ethnic or other minorities should not be more affected by environmental pressures (e.g. noise and air pollution, water contamination, development of green spaces) than other population groups.	83	83	85	86	77	88	89	82	88	69	88
The economy needs clear guidelines from the state in order to become climate neutral.	83	86	93	86	83	82	86	86	71	60	93
There should be support programmes to help businesses switch to climate-friendly production processes and products.	83	91	89	83	86	87	86	83	69	68	88
People with low incomes should receive more financial support if the costs for electricity and heating or mobility increase due to climate protection measures.	77	79	80	75	78	76	77	84	84	62	79

Basis: 1,202 cases, total sample; figures in %.

EST = Established  
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 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
In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.	73	76	84	71	72	70	76	79	64	52	86
Politics follows the guidelines of industry and business too closely.	70	74	72	64	68	78	81	73	65	46	78
If there are no suitable alternatives for the jobs affected by structural change, they should be maintained for as long as possible.	70	80	50	72	66	88	68	78	73	73	59
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.	68	82	55	67	66	76	73	66	67	66	65
It annoys me that climate policy is controlled by the EU, because this does not sufficiently take into account the specifics of our country.	63	74	47	52	53	74	71	75	79	56	52
Structural change measures should be enforced even if jobs are lost as a result.	62	66	79	66	66	58	59	60	41	46	77
The idea of a fundamental change in our economies and way of living worries me. I know from experience that many people are worse off afterwards than before.	57	62	33	54	51	67	60	66	73	58	47

Basis: 1,202 cases, total sample; figures in %.

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 CMA = Consumer Materialists  
 SEN = Sensation-Oriented  
 PRO = Progressive Realists

strongly overrepresented  
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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.	86	84	87	86	87	83	83	90
Politicians must work much harder to ensure change to the structuring of our economic system and lifestyle is socially just.	86	85	88	88	85	80	86	92
Politicians must exert much greater pressure on the economic sector to achieve climate compatible production methods.	84	83	87	84	84	81	85	92
Low-income, ethnic or other minorities should not be more affected by environmental pressures (e.g. noise and air pollution, water contamination, development of green spaces) than other population groups.	83	81	87	80	81	88	82	89
The economy needs clear guidelines from the state in order to become climate neutral.	83	82	84	82	82	83	80	87
There should be support programmes to help businesses switch to climate-friendly production processes and products.	83	81	85	86	84	81	80	84
People with low incomes should receive more financial support if the costs for electricity and heating or mobility increase due to climate protection measures.	77	77	77	81	76	67	77	83

Basis: 1,202 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
In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.	73	73	73	74	76	70	72	74
Politics follows the guidelines of industry and business too closely.	70	67	74	71	70	66	73	71
If there are no suitable alternatives for the jobs affected by structural change, they should be maintained for as long as possible.	70	70	71	70	73	70	75	63
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.	68	68	69	72	72	70	62	66
It annoys me that climate policy is controlled by the EU, because this does not sufficiently take into account the specifics of our country.	63	59	67	60	63	61	69	61
Structural change measures should be enforced even if jobs are lost as a result.	62	63	61	67	62	65	60	56
The idea of a fundamental change in our economies and way of living worries me. I know from experience that many people are worse off afterwards than before.	57	56	57	63	57	58	53	50

Basis: 1,202 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% (<11,959 DKK)	Medium 60-140% (11,959-27,905 DKK)	High >140% (>27,905 DKK)
We need a more consistent shift to renewable energy.	86	82	86	88	87	84	90
Politicians must work much harder to ensure change to the structuring of our economic system and lifestyle is socially just.	86	90	88	81	90	85	82
Politicians must exert much greater pressure on the economic sector to achieve climate compatible production methods.	84	84	84	86	83	86	83
Low-income, ethnic or other minorities should not be more affected by environmental pressures (e.g. noise and air pollution, water contamination, development of green spaces) than other population groups.	83	87	84	82	87	86	77
The economy needs clear guidelines from the state in order to become climate neutral.	83	82	83	82	84	84	79
There should be support programmes to help businesses switch to climate-friendly production processes and products.	83	82	85	82	83	85	81
People with low incomes should receive more financial support if the costs for electricity and heating or mobility increase due to climate protection measures.	77	83	79	71	85	78	65

Basis: 1,202 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	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<11,959 DKK)	Medium 60-140% (11,959-27,905 DKK)	High >140% (>27,905 DKK)
In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.	73	74	72	75	75	72	73
Politics follows the guidelines of industry and business too closely.	70	70	74	66	70	71	67
If there are no suitable alternatives for the jobs affected by structural change, they should be maintained for as long as possible.	70	78	72	64	71	73	65
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.	68	70	72	63	68	71	67
It annoys me that climate policy is controlled by the EU, because this does not sufficiently take into account the specifics of our country.	63	70	69	52	70	64	53
Structural change measures should be enforced even if jobs are lost as a result.	62	55	60	70	62	60	66
The idea of a fundamental change in our economies and way of living worries me. I know from experience that many people are worse off afterwards than before.	57	65	61	46	61	57	50

Basis: 1,202 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
Low-income, ethnic or other minorities must not be affected by environmental pressures (e.g. noise and air pollution, water contamination, development of green spaces) should not be affected more than other population groups.	48	47	61	52	48	47	53	43	55	24	48
We need a more consistent shift to renewable energy.	43	44	68	47	43	32	42	43	34	18	54
Politicians must work much harder to ensure change to the structuring of our economic system and lifestyle is socially just.	41	47	46	41	33	31	50	44	59	22	38
Politicians must exert much greater pressure on the economic sector to achieve climate compatible production methods.	40	37	55	41	46	33	48	41	38	17	44
The economy needs clear guidelines from the state in order to become climate neutral.	38	41	53	40	43	25	41	37	39	19	35
People with low incomes should be given greater financial support if the costs for electricity and heating or mobility increase due to climate protection measures.	35	27	35	31	27	40	39	43	57	21	33
There should be subsidy programmes to support businesses in switching to climate-friendly production processes and products.	31	31	40	34	42	28	30	29	29	16	32

Basis: 1,202 cases, total sample; figures in %.

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# Attitudes towards policies (2)

To what extent do you agree with the following statements?

Response category: "Fully agree".

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
It annoys me that climate policy is controlled by the EU, because this does not sufficiently take into account the specifics of our country.	28	34	16	25	22	36	39	22	48	22	10
In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.	26	36	34	33	24	16	32	30	24	8	25
Politics follows the guidelines of industry and business too closely.	23	25	27	24	19	23	27	20	28	12	20
If there are no suitable alternatives for the jobs affected by structural change, they should be maintained for as long as possible.	22	22	12	30	24	23	22	16	27	23	15
Structural change measures should be enforced even if jobs are lost as a result.	16	12	26	21	19	13	14	7	13	9	23
The idea of a fundamental change in our economies and way of living worries me. I know from experience that many people will be worse off than before.	16	15	6	21	14	21	13	13	34	16	9
There are already enough guidelines for a fundamental change in our economic and life styles. enough guidelines. If these were also implemented, we would be on the right track.	16	18	8	18	17	23	16	12	16	19	16

Basis: 1,202 cases, total sample; figures in %.

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# Attitudes towards policies (1)

To what extent do you agree with the following statements?

Response category: "Fully agree".

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Low-income, ethnic or other minorities must not be affected by environmental pressures (e.g. noise and air pollution, water contamination, development of green spaces) should not be affected more than other population groups.	48	42	55	41	48	54	51	52
We need a more consistent shift to renewable energy.	43	43	43	39	47	38	46	47
Politicians must work much harder to ensure change to the structuring of our economic system and lifestyle is socially just.	41	38	44	35	39	39	45	49
Politicians must exert much greater pressure on the economic sector to achieve climate compatible production methods.	40	37	43	38	34	37	45	49
The economy needs clear guidelines from the state in order to become climate neutral.	38	38	37	35	39	35	38	41
People with low incomes should be given greater financial support if the costs for electricity and heating or mobility increase due to climate protection measures.	35	34	36	33	34	34	41	32
There should be subsidy programmes to support businesses in switching to climate-friendly production processes and products.	31	29	33	34	30	33	28	30

Basis: 1,202 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
It annoys me that climate policy is controlled by the EU, because this does not sufficiently take into account the specifics of our country.	28	29	27	20	27	27	40	26
In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.	26	28	25	22	26	23	31	30
Politics follows the guidelines of industry and business too closely.	23	22	23	21	23	20	26	24
If there are no suitable alternatives for the jobs affected by structural change, they should be maintained for as long as possible.	22	22	21	24	26	17	24	16
Structural change measures should be enforced even if jobs are lost as a result.	16	18	14	18	18	13	18	12
The idea of a fundamental change in our economies and way of living worries me. I know from experience that many people will be worse off than before.	16	16	16	17	17	17	18	10
There are already enough guidelines for a fundamental change in our economic and life styles. enough guidelines. If these were also implemented, we would be on the right track.	16	19	14	20	14	11	18	15

Basis: 1,202 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% (<11,959 DKK)	Medium 60-140% (11,959-27,905 DKK)	High >140% (>27,905 DKK)
Low-income, ethnic or other minorities must not be affected by environmental pressures (e.g. noise and air pollution, water contamination, development of green spaces) should not be affected more than other population groups.	48	57	50	41	58	47	37
We need a more consistent shift to renewable energy.	42	44	38	45	41	42	44
Politicians must work much harder to ensure change to the structuring of our economic system and lifestyle is socially just.	39	42	37	38	45	36	35
Politicians must exert much greater pressure on the economic sector to achieve climate compatible production methods.	36	30	32	43	33	37	44
The economy needs clear guidelines from the state in order to become climate neutral.	35	32	30	40	34	33	38
People with low incomes should be given greater financial support if the costs for electricity and heating or mobility increase due to climate protection measures.	32	33	27	35	34	30	35
There should be subsidy programmes to support businesses in switching to climate-friendly production processes and products.	32	30	30	34	34	31	32

Basis: 1,202 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% (<11,959 DKK)	Medium 60-140% (11,959-27,905 DKK)	High >140% (>27,905 DKK)
It annoys me that climate policy is controlled by the EU, because this does not sufficiently take into account the specifics of our country.	28	32	32	20	31	28	24
In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.	26	23	26	28	25	27	28
Politics follows the guidelines of industry and business too closely.	23	26	23	21	29	22	19
If there are no suitable alternatives for the jobs affected by structural change, they should be maintained for as long as possible.	22	26	24	16	21	21	22
Structural change measures should be enforced even if jobs are lost as a result.	16	14	15	19	17	16	17
The idea of a fundamental change in our economies and way of living worries me. I know from experience that many people will be worse off than before.	16	21	16	13	18	18	12
There are already enough guidelines for a fundamental change in our economic and life styles. enough guidelines. If these were also implemented, we would be on the right track.	16	16	18	13	17	16	16

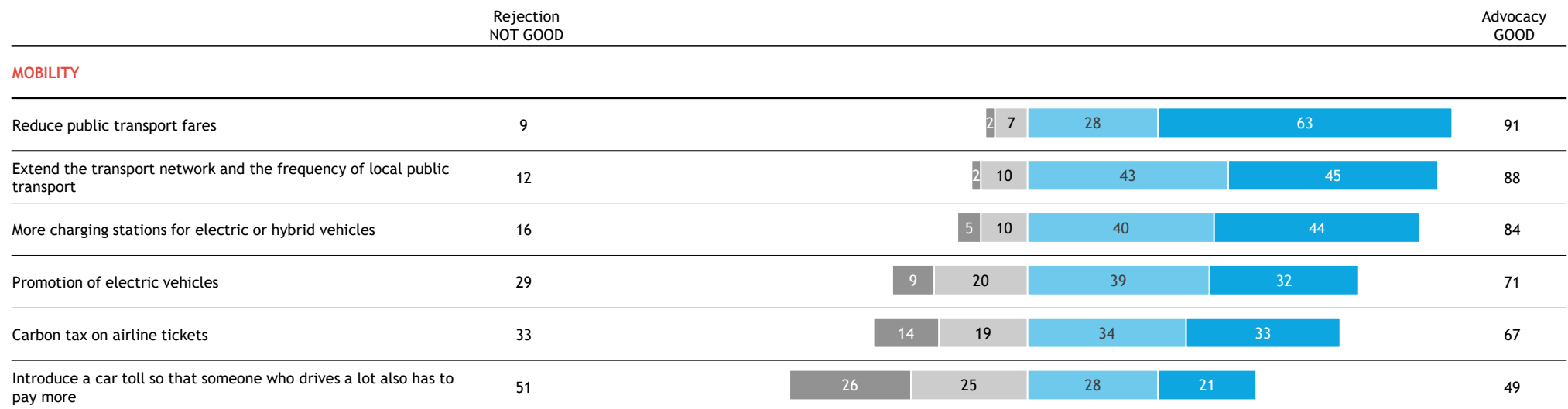
Basis: 1,202 cases, total sample; figures in %.

■ 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?



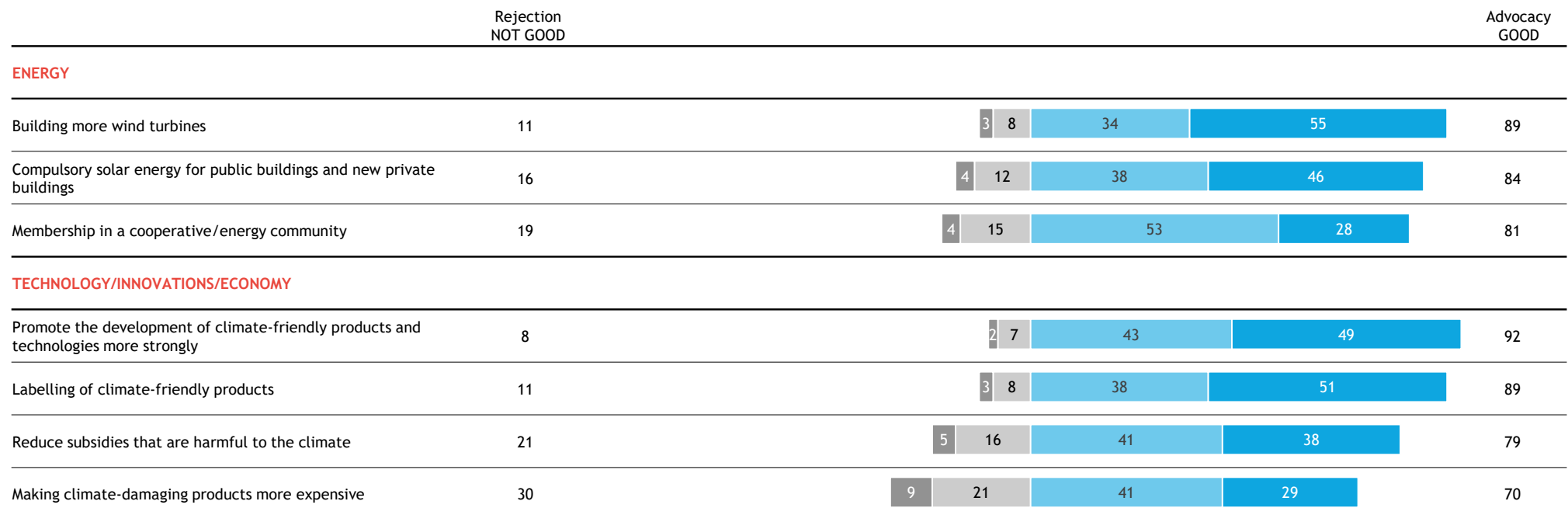
Basis: 1,202 cases, total sample; figures in %.

 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?

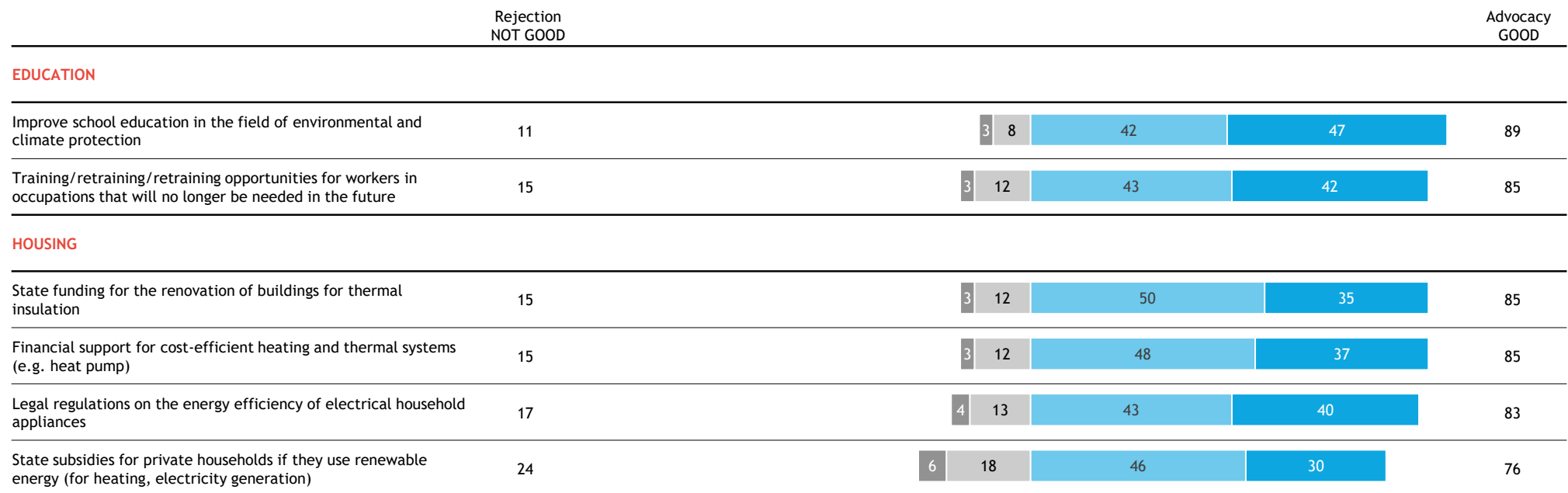


Basis: 1,202 cases, total sample; figures in %.



■ 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: 1,202 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>											
Reduce public transport fares	91	92	96	92	91	88	92	92	90	79	93
Extend the transport network and the frequency of local public transport	88	89	97	88	90	87	86	92	81	74	93
More charging stations for electric or hybrid vehicles	84	88	96	89	92	83	83	80	69	68	92
Promotion of electric vehicles	71	77	81	72	77	74	67	69	53	57	82
Carbon tax on airline tickets	67	66	87	66	63	60	70	74	66	42	77
Introduce a car toll so that someone who drives a lot also has to pay more	49	47	65	54	47	52	46	47	36	31	59

Basis: 1,202 cases, total sample; figures in %.

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

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

Response category: "I completely / would rather agree".

Response category: "I completely / would rather agree".		Gender		Age (years)				
	Total	Male	Female	18-29	30-39	40-49	50-59	60-69
MOBILITY								
Reduce public transport fares	91	89	92	90	89	91	89	94
Extend the transport network and the frequency of local public transport	88	88	88	86	87	90	88	88
More charging stations for electric or hybrid vehicles	84	84	85	85	85	83	84	86
Promotion of electric vehicles	71	70	72	80	71	67	66	70
Carbon tax on airline tickets	67	64	70	63	64	67	71	74
Introduce a car toll so that someone who drives a lot also has to pay more	49	49	49	46	52	47	50	50

Basis: 1,202 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".

Response category: "I completely / would rather agree".		Education			Net equivalent income (HH/month)		
	Total	Low	Medium	High	Low <60% (<11,959 DKK)	Medium 60-140% (11,959-27,905 DKK)	High >140% (>27,905 DKK)
MOBILITY							
Reduce public transport fares	91	90	90	91	91	92	89
Extend the transport network and the frequency of local public transport	88	88	86	90	86	89	90
More charging stations for electric or hybrid vehicles	84	80	84	88	82	85	88
Promotion of electric vehicles	71	66	74	71	71	70	78
Carbon tax on airline tickets	67	66	65	71	66	71	62
Introduce a car toll so that someone who drives a lot also has to pay more	49	42	47	55	48	49	54

Basis: 1,202 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	51	53	35	46	53	48	54	53	64	69	41
Carbon tax on airline tickets	33	34	13	34	37	40	30	26	34	58	23
Promotion of electric vehicles	29	23	19	28	23	26	33	31	47	43	18
More charging stations for electric or hybrid vehicles	16	12	4	11	8	17	17	20	31	32	8
Extend the transport network and the frequency of local public transport	12	11	3	12	10	13	14	8	19	26	7
Reduce public transport fares	9	8	4	8	9	12	8	8	10	21	7

Basis: 1,202 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 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	51	51	51	54	48	53	50	50
Carbon tax on airline tickets	33	36	30	37	36	33	29	26
Promotion of electric vehicles	29	30	28	20	29	33	34	30
More charging stations for electric or hybrid vehicles	16	16	15	15	15	17	16	14
Extend the transport network and the frequency of local public transport	12	12	12	14	13	10	12	12
Reduce public transport fares	9	11	8	10	11	9	11	6

Basis: 1,202 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".

Response category: "I completely / would rather reject it".		Education			Net equivalent income (HH/month)		
	Total	Low	Medium	High	Low <60% (<11,959 DKK)	Medium 60-140% (11,959-27,905 DKK)	High >140% (>27,905 DKK)
MOBILITY							
Introduce a car toll so that someone who drives a lot also has to pay more	51	58	53	45	52	51	46
Carbon tax on airline tickets	33	34	35	29	34	29	38
Promotion of electric vehicles	29	34	26	29	29	30	22
More charging stations for electric or hybrid vehicles	16	20	16	12	18	15	12
Extend the transport network and the frequency of local public transport	12	12	14	10	14	11	10
Reduce public transport fares	9	10	10	9	9	8	11

Basis: 1,202 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 agree".

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
<b>ENERGY</b>											
Building more wind turbines	89	91	96	89	92	89	92	89	77	77	97
Compulsory solar energy for public buildings and new private buildings	84	82	90	88	83	82	93	85	77	65	91
Membership in a cooperative/energy community	81	86	92	77	81	80	81	87	74	63	88
<b>TECHNOLOGY/INNOVATIONS/ECONOMY</b>											
Promote the development of climate-friendly products and technologies more strongly	92	92	99	93	94	91	96	95	83	75	96
Labelling of climate-friendly products	89	90	98	86	91	86	92	93	80	71	95
Reduce subsidies that are harmful to the climate	79	85	95	81	74	75	80	83	68	61	88
Making climate-damaging products more expensive	70	72	87	74	63	66	72	79	51	50	87

Basis: 1,202 cases, total sample; figures in %.

EST = Established  
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 PER = Performers  
 COS = Cosmopolitan Avantgarde  
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 strongly overrepresented  
 overrepresented  
 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 agree".

Response category: "I completely / would rather agree".								
	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
ENERGY								
Building more wind turbines	89	87	91	92	85	90	87	91
Compulsory solar energy for public buildings and new private buildings	84	83	84	82	84	84	86	84
Membership in a cooperative/energy community	81	80	82	83	77	80	79	84
TECHNOLOGY/INNOVATIONS/ECONOMY								
Promote the development of climate-friendly products and technologies more strongly	92	91	92	90	92	90	93	94
Labelling of climate-friendly products	89	85	92	89	87	86	88	92
Reduce subsidies that are harmful to the climate	79	78	80	81	76	79	80	79
Making climate-damaging products more expensive	70	68	72	70	66	70	70	76

Basis: 1,202 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 agree".

Response category: "I completely / would rather agree".		Education			Net equivalent income (HH/month)		
	Total	Low	Medium	High	Low <60% (<11,959 DKK)	Medium 60-140% (11,959-27,905 DKK)	High >140% (>27,905 DKK)
ENERGY							
Building more wind turbines	89	88	89	90	89	89	88
Compulsory solar energy for public buildings and new private buildings	84	80	84	86	82	84	87
Membership in a cooperative/energy community	81	80	79	83	80	81	80
TECHNOLOGY/INNOVATIONS/ECONOMY							
Promote the development of climate-friendly products and technologies more strongly	92	88	91	94	92	92	90
Labelling of climate-friendly products	89	86	89	89	88	90	86
Reduce subsidies that are harmful to the climate	79	74	78	84	78	80	79
Making climate-damaging products more expensive	70	64	67	78	68	70	72

Basis: 1,202 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>											
Membership in a cooperative/energy community	19	14	8	23	19	20	19	13	26	37	12
Compulsory solar energy for public buildings and new private buildings	16	18	10	12	17	18	7	15	23	35	9
Building more wind turbines	11	9	4	11	8	11	8	11	23	23	3
<b>TECHNOLOGY/INNOVATIONS/ECONOMY</b>											
Making climate-damaging products more expensive	30	28	13	26	37	34	28	21	49	50	13
Reduce subsidies that are harmful to the climate	21	15	5	19	26	25	20	17	32	39	12
Labelling of climate-friendly products	11	10	2	14	9	14	8	7	20	29	5
Promote the development of climate-friendly products and technologies more strongly	8	8	1	7	6	9	4	5	17	25	4

Basis: 1,202 cases, total sample; figures in %.

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

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

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
<b>ENERGY</b>								
Membership in a cooperative/energy community	19	20	18	17	23	20	21	16
Compulsory solar energy for public buildings and new private buildings	16	17	16	18	16	16	14	16
Building more wind turbines	11	13	9	8	15	10	13	9
<b>TECHNOLOGY/INNOVATIONS/ECONOMY</b>								
Making climate-damaging products more expensive	30	32	28	30	34	30	30	24
Reduce subsidies that are harmful to the climate	21	22	20	19	24	21	20	21
Labelling of climate-friendly products	11	15	8	11	13	14	12	8
Promote the development of climate-friendly products and technologies more strongly	8	9	8	10	8	10	7	6

Basis: 1,202 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

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

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

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

Response category: "I completely / would rather reject it".		Education			Net equivalent income (HH/month)		
	Total	Low	Medium	High	Low <60% (<11,959 DKK)	Medium 60-140% (11,959-27,905 DKK)	High >140% (>27,905 DKK)
ENERGY							
Membership in a cooperative/energy community	19	20	21	17	20	19	20
Compulsory solar energy for public buildings and new private buildings	16	20	16	14	18	16	13
Building more wind turbines	11	12	11	10	11	11	12
TECHNOLOGY/INNOVATIONS/ECONOMY							
Making climate-damaging products more expensive	30	36	33	22	32	30	28
Reduce subsidies that are harmful to the climate	21	26	22	16	22	20	21
Labelling of climate-friendly products	11	14	11	11	12	10	14
Promote the development of climate-friendly products and technologies more strongly	8	12	9	6	8	8	10

Basis: 1,202 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 field of environmental and climate protection	89	89	99	90	89	90	95	90	82	69	99
Training/retraining/retraining opportunities for workers in occupations that will no longer be needed in the future	85	78	93	83	89	85	90	90	82	71	86
<b>HOUSING</b>											
State funding for the renovation of buildings for thermal insulation	85	89	93	83	84	86	89	83	76	72	91
Financial support for cost-efficient heating and thermal systems (e.g. heat pump)	85	89	90	84	84	83	86	85	81	70	92
Legal regulations on the energy efficiency of electrical household appliances (e.g. Energy class refrigerator)	83	91	92	84	85	81	90	84	75	60	84
State subsidies for private households if they use renewable energy (for heating, electricity generation)	76	78	76	70	78	80	76	83	71	64	80

Basis: 1,202 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 field of environmental and climate protection	89	89	90	88	87	89	91	92
Training/retraining/retraining opportunities for workers in occupations that will no longer be needed in the future	85	86	84	77	86	88	88	88
HOUSING								
State funding for the renovation of buildings for thermal insulation	85	84	86	83	82	90	83	87
Financial support for cost-efficient heating and thermal systems (e.g. heat pump)	85	84	85	83	85	87	82	86
Legal regulations on the energy efficiency of electrical household appliances (e.g. Energy class refrigerator)	83	82	84	78	80	84	85	88
State subsidies for private households if they use renewable energy (for heating, electricity generation)	76	76	75	78	77	73	73	75

Basis: 1,202 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

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

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

Response category: "I completely / would rather agree".

Response category: "I completely / would rather agree".		Education			Net equivalent income (HH/month)		
	Total	Low	Medium	High	Low <60% (<11,959 DKK)	Medium 60-140% (11,959-27,905 DKK)	High >140% (>27,905 DKK)
EDUCATION							
Improve school education in the field of environmental and climate protection	89	86	91	90	88	90	89
Training/retraining/retraining opportunities for workers in occupations that will no longer be needed in the future	85	83	84	87	83	87	87
HOUSING							
State funding for the renovation of buildings for thermal insulation	85	80	86	86	87	85	86
Financial support for cost-efficient heating and thermal systems (e.g. heat pump)	85	78	85	88	86	86	81
Legal regulations on the energy efficiency of electrical household appliances (e.g. Energy class refrigerator)	83	81	80	87	80	83	84
State subsidies for private households if they use renewable energy (for heating, electricity generation)	76	76	76	73	80	78	68

Basis: 1,202 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/retraining/retraining opportunities for workers in occupations that will no longer be needed in the future	15	22	7	17	11	15	10	10	18	29	14
Improve school education in the field of environmental and climate protection	11	11	1	10	11	10	5	10	18	31	1
<b>HOUSING</b>											
State subsidies for private households if they use renewable energy (for heating, electricity generation)	24	22	24	30	22	20	24	17	29	36	20
Legal regulations on the energy efficiency of electrical household appliances	17	9	8	16	15	19	10	16	25	40	16
Financial support for cost-efficient heating and thermal systems (e.g. heat pump)	15	11	10	16	16	17	14	15	19	30	8
State funding for the renovation of buildings for thermal insulation	15	11	7	17	16	14	11	17	24	28	9

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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".

Response category: "I completely / would rather reject it".		Gender		Age (years)				
	Total	Male	Female	18-29	30-39	40-49	50-59	60-69
EDUCATION								
Training/retraining/retraining opportunities for workers in occupations that will no longer be needed in the future	15	14	16	23	14	12	12	12
Improve school education in the field of environmental and climate protection	11	11	10	12	13	11	9	8
HOUSING								
State subsidies for private households if they use renewable energy (for heating, electricity generation)	24	24	25	22	23	27	27	25
Legal regulations on the energy efficiency of electrical household appliances	17	18	16	22	20	16	15	12
Financial support for cost-efficient heating and thermal systems (e.g. heat pump)	15	16	15	17	15	13	18	14
State funding for the renovation of buildings for thermal insulation	15	16	14	17	18	10	17	13

Basis: 1,202 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

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

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

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

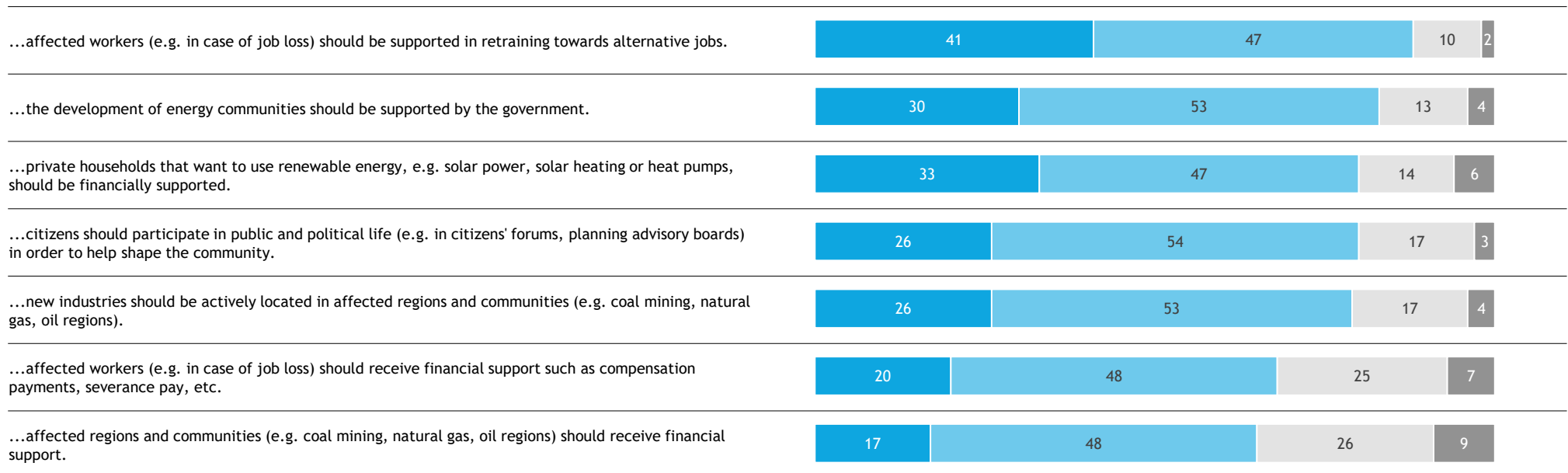
Response category: "I completely / would rather reject it".	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<11,959 DKK)	Medium 60-140% (11,959-27,905 DKK)	High >140% (>27,905 DKK)
EDUCATION							
Training/retraining/retraining opportunities for workers in occupations that will no longer be needed in the future	15	17	16	13	17	13	13
Improve school education in the field of environmental and climate protection	11	14	9	10	12	10	11
HOUSING							
State subsidies for private households if they use renewable energy (for heating, electricity generation)	24	24	24	27	20	22	32
Legal regulations on the energy efficiency of electrical household appliances	17	19	20	13	20	17	16
Financial support for cost-efficient heating and thermal systems (e.g. heat pump)	15	22	15	12	14	14	19
State funding for the renovation of buildings for thermal insulation	15	20	14	14	13	15	14

Basis: 1,202 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... ..



Basis: 1,202 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 workers (e.g. in case of job loss) should be supported in retraining towards alternative jobs.	88	91	93	87	86	90	89	93	84	73	92
...the development of energy communities should be supported by the government.	83	86	93	80	85	84	90	90	75	63	90
...private households that want to use renewable energy, e.g. solar electricity, solar heating or heat pumps, should be financially supported.	80	81	81	78	79	83	79	85	77	71	89
...citizens should participate in public and political life (e.g. in citizens' forums, planning advisory boards) in order to help shape the community.	80	87	88	73	85	80	81	82	67	65	88
...new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).	79	84	86	73	86	78	76	78	76	64	88
...affected workers (e.g. in case of job loss) should receive financial support such as compensation payments, severance pay, etc.	68	73	63	71	70	79	65	74	74	58	63
...affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.	65	71	65	66	61	74	61	66	63	58	65

Basis: 1,202 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 / Somewhat agree".

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
...affected workers (e.g. in case of job loss) should be supported in retraining towards alternative jobs.	88	86	90	85	87	89	90	90
...the development of energy communities should be supported by the government.	83	81	86	84	81	81	82	90
...private households that want to use renewable energy, e.g. solar electricity, solar heating or heat pumps, should be financially supported.	80	79	81	82	80	80	79	79
...citizens should participate in public and political life (e.g. in citizens' forums, planning advisory boards) in order to help shape the community.	80	78	81	77	81	79	82	82
...new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).	79	78	80	78	82	77	80	78
...affected workers (e.g. in case of job loss) should receive financial support such as compensation payments, severance pay, etc.	68	68	69	76	69	65	66	65
...affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.	65	64	66	64	69	65	63	64

Basis: 1,202 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% (<11,959 DKK)	Medium 60-140% (11,959-27,905 DKK)	High >140% (>27,905 DKK)
...affected workers (e.g. in case of job loss) should be supported in retraining towards alternative jobs.	88	89	89	87	88	90	86
...the development of energy communities should be supported by the government.	83	82	85	82	86	84	78
...private households that want to use renewable energy, e.g. solar electricity, solar heating or heat pumps, should be financially supported.	80	78	81	80	84	83	74
...citizens should participate in public and political life (e.g. in citizens' forums, planning advisory boards) in order to help shape the community.	80	77	79	83	76	82	83
...new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).	79	79	79	79	80	79	77
...affected workers (e.g. in case of job loss) should receive financial support such as compensation payments, severance pay, etc.	68	74	71	63	70	73	58
...affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.	65	62	67	65	66	69	55

Basis: 1,202 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Attitudes towards the energy and heat transition





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

Response category: "Fully agree".

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
...affected workers (e.g. in the case of job loss) should be supported in retraining for alternative jobs.	41	48	53	38	39	39	45	47	36	18	45
...financial support should be given to private households that want to use renewable energy, e.g. solar electricity, solar heating or heat pumps.	33	41	34	26	32	36	38	39	36	15	36
... the development of energy communities should be supported by the government.	30	29	40	30	30	26	36	36	29	7	31
...new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).	26	31	34	30	32	23	21	19	29	12	28
...citizens should participate in public and political life (e.g. in citizens' forums, planning advisory boards) in order to help shape the community.	26	32	38	26	29	26	23	24	23	10	25
...affected workers (e.g. in case of job loss) should receive financial support such as compensation payments, severance pay, etc.	20	27	19	29	20	22	20	22	20	11	12
...affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.	17	23	13	21	15	24	17	24	17	8	14

Basis: 1,202 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 workers (e.g. in the case of job loss) should be supported in retraining for alternative jobs.	41	39	43	34	37	40	47	48
...financial support should be given to private households that want to use renewable energy, e.g. solar electricity, solar heating or heat pumps.	33	31	36	29	30	36	36	36
... the development of energy communities should be supported by the government.	30	28	30	31	24	27	32	34
...new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).	26	26	26	29	22	21	28	28
...citizens should participate in public and political life (e.g. in citizens' forums, planning advisory boards) in order to help shape the community.	26	27	25	29	22	23	27	27
...affected workers (e.g. in case of job loss) should receive financial support such as compensation payments, severance pay, etc.	20	19	22	24	22	20	19	16
...affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.	17	15	20	20	18	15	18	16

Basis: 1,202 cases, total sample; figures in %.

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

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

Response category: "Fully agree".

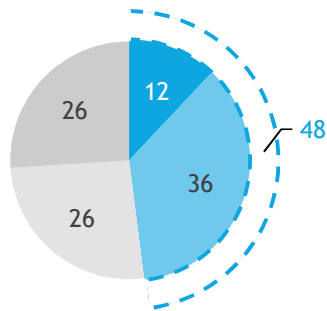
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<11,959 DKK)	Medium 60-140% (11,959-27,905 DKK)	High >140% (>27,905 DKK)
...affected workers (e.g. in the case of job loss) should be supported in retraining for alternative jobs.	41	44	41	39	44	43	38
...financial support should be given to private households that want to use renewable energy, e.g. solar electricity, solar heating or heat pumps.	33	37	34	31	36	35	32
... the development of energy communities should be supported by the government.	30	35	28	28	33	30	24
...new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).	26	30	25	25	28	26	28
...citizens should participate in public and political life (e.g. in citizens' forums, planning advisory boards) in order to help shape the community.	26	27	24	28	25	25	28
...affected workers (e.g. in case of job loss) should receive financial support such as compensation payments, severance pay, etc.	20	25	21	17	24	20	19
...affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.	17	21	19	14	21	16	17

Basis: 1,202 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

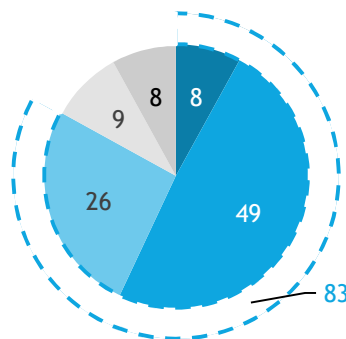
# Attitudes towards the energy and heat transition

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



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

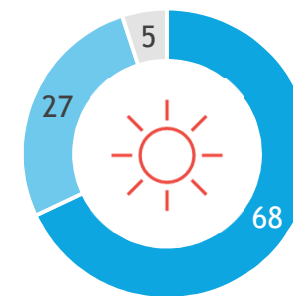
Could you imagine generating your own energy?



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

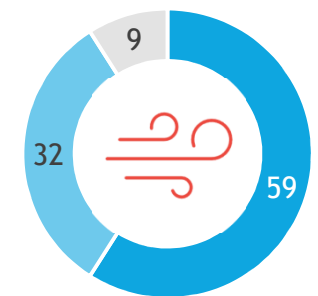
How would you evaluate the construction of a solar or a wind park in your municipality if the profits it generates benefit the community?

Solar park



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

Wind parks



Basis: 1,202 cases, total sample; figures in %.





# Attitudes towards the energy and heat transition

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
<b>YES</b>	<b>48</b>	47	61	54	51	54	37	44	27	43	52
Yes, definitely	12	14	16	16	13	13	11	9	6	8	13
Somewhat, yes	36	33	45	38	38	41	26	36	21	35	39
<b>NO</b>	<b>52</b>	53	39	46	49	46	63	56	73	57	48
No, not really	26	30	26	21	32	17	34	23	23	21	34
No, not at all	26	23	12	24	16	29	29	32	50	36	15

Basis: 1,202 cases, total sample; figures in %.

EST = Established  
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 PRO = Progressive Realists

 strongly overrepresented  
 overrepresented  
 strongly underrepresented  
 underrepresented

# Attitudes towards the energy and heat transition

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
<b>YES</b>	<b>48</b>	54	41	52	55	44	44	41
Yes, definitely	12	17	8	16	14	12	10	8
Somewhat, yes	36	37	33	37	41	31	34	33
<b>NO</b>	<b>52</b>	46	59	48	45	56	56	59
No, not really	26	24	28	27	20	32	23	28
No, not at all	26	22	30	20	25	24	32	31

Basis: 1,202 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Attitudes towards the energy and heat transition

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

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<11,959 DKK)	Medium 60-140% (11,959-27,905 DKK)	High >140% (>27,905 DKK)
<b>YES</b>	<b>48</b>	40	45	55	48	50	48
Yes, definitely	12	8	10	16	10	14	14
Somewhat, yes	36	32	34	39	38	36	34
<b>NO</b>	<b>52</b>	60	55	45	52	50	52
No, not really	26	24	28	25	24	26	27
No, not at all	26	35	27	20	29	24	25

Basis: 1,202 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented







# Attitudes towards the energy and heat transition

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
YES	75	75	87	69	84	77	74	67	63	67	87
Yes, definitely	49	52	59	44	49	52	49	49	38	38	67
Somewhat, yes	26	23	28	24	34	25	25	18	25	29	20
NO	17	15	6	15	13	15	20	30	31	26	8
No, not really	9	8	3	9	9	9	10	17	8	13	4
No, not at all	8	7	3	6	4	6	10	13	23	13	4
I already generate my own energy	8	10	7	16	3	8	6	3	6	7	5

Basis: 1,202 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 the roof or balcony)?

		Gender		Age (years)				
	Total	Male	Female	18-29	30-39	40-49	50-59	60-69
<b>YES</b>	<b>75</b>	78	72	80	81	77	76	61
Yes, definitely	49	56	44	54	54	53	50	37
Somewhat, yes	26	23	28	26	28	24	26	24
<b>NO</b>	<b>17</b>	13	21	13	14	15	17	30
No, not really	9	5	12	8	6	8	6	16
No, not at all	8	8	9	5	8	6	10	14
I already generate my own energy	8	8	7	7	5	8	8	10

Basis: 1,202 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Attitudes towards the energy and heat transition

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

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<11,959 DKK)	Medium 60-140% (11,959-27,905 DKK)	High >140% (>27,905 DKK)
<b>YES</b>	<b>75</b>	73	76	76	75	74	79
Yes, definitely	49	50	50	49	51	48	55
Somewhat, yes	26	23	25	27	24	26	23
<b>NO</b>	<b>17</b>	21	18	14	22	16	10
No, not really	9	8	9	9	12	9	6
No, not at all	8	14	9	5	10	7	4
I already generate my own energy	8	6	6	10	3	10	11

Basis: 1,202 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented





# Attitudes towards the energy and heat transition

How would you evaluate the construction of a solar park or a wind farm in your municipality 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	68	71	81	76	80	62	68	65	48	52	74
I would accept it	27	28	18	22	17	32	26	30	40	38	24
I would reject it	5	2	2	2	2	6	6	5	12	11	2
<b>Wind</b>											
I think that would be good	59	58	72	61	64	59	61	63	37	45	62
I would accept it	32	38	23	28	33	30	30	33	38	42	32
I would reject it	9	4	4	11	2	12	10	4	24	13	7

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 underrepresented

# Attitudes towards the energy and heat transition

How would you evaluate the construction of a solar park or a wind farm in your municipality 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	68	69	67	73	70	63	68	66
I would accept it	27	25	29	24	26	31	25	31
I would reject it	5	6	4	3	5	6	7	3
<b>Wind</b>								
I think that would be good	59	60	57	59	62	50	62	60
I would accept it	32	31	34	35	30	38	26	32
I would reject it	9	9	9	6	8	13	12	8

Basis: 1,202 cases, total sample; figures in %.

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■ overrepresented    ■ underrepresented

# Attitudes towards the energy and heat transition

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

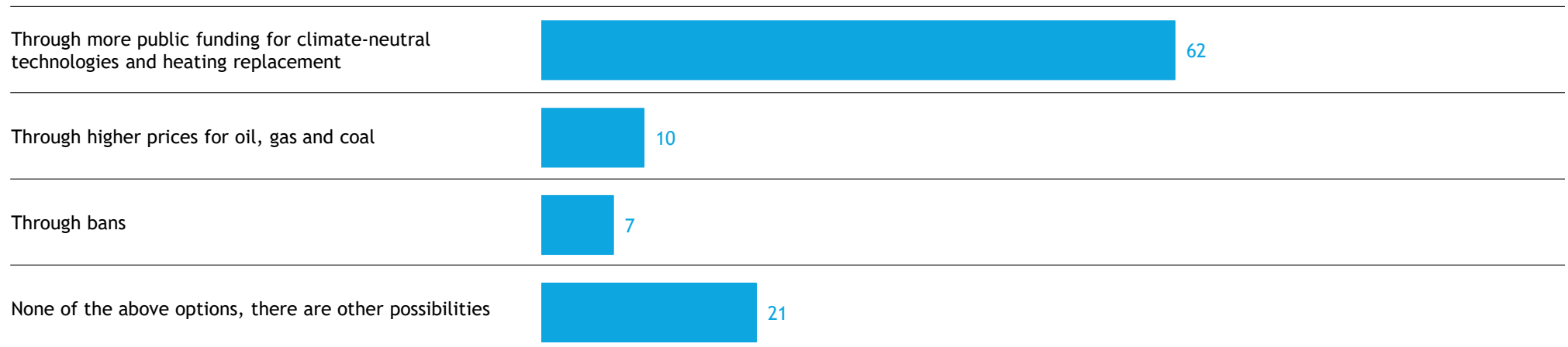
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<11,959 DKK)	Medium 60-140% (11,959-27,905 DKK)	High >140% (>27,905 DKK)
<b>Solar</b>							
I think that would be good	68	63	70	69	72	68	69
I would accept it	27	32	25	26	25	28	25
I would reject it	5	4	5	5	3	4	6
<b>Wind</b>							
I think that would be good	59	55	58	61	64	56	65
I would accept it	32	35	32	30	29	35	26
I would reject it	9	10	10	8	8	9	9

Basis: 1,202 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Attitudes towards the energy and heat transition

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



Basis: 1,202 cases, total sample; figures in %.





# Attitudes towards the energy and heat transition

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Through more public funding for climate-neutral technologies and heating replacement	62	70	70	57	66	59	64	70	52	42	73
Through higher prices for oil, gas and coal	10	8	10	20	9	10	8	5	7	5	13
Through bans	7	3	6	8	8	10	4	6	5	14	5
None of the above options, there are other possibilities	21	18	14	15	17	22	24	19	36	38	8

Basis: 1,202 cases, total sample; figures in %.

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 strongly overrepresented  
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 strongly underrepresented  
 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?

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Through more public funding for climate-neutral technologies and heating replacement	62	57	67	62	59	66	57	67
Through higher prices for oil, gas and coal	10	12	7	13	15	7	8	5
Through bans	7	9	5	13	8	4	5	4
None of the above options, there are other possibilities	21	22	21	12	18	24	30	24

Basis: 1,202 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Attitudes towards the energy and heat transition

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

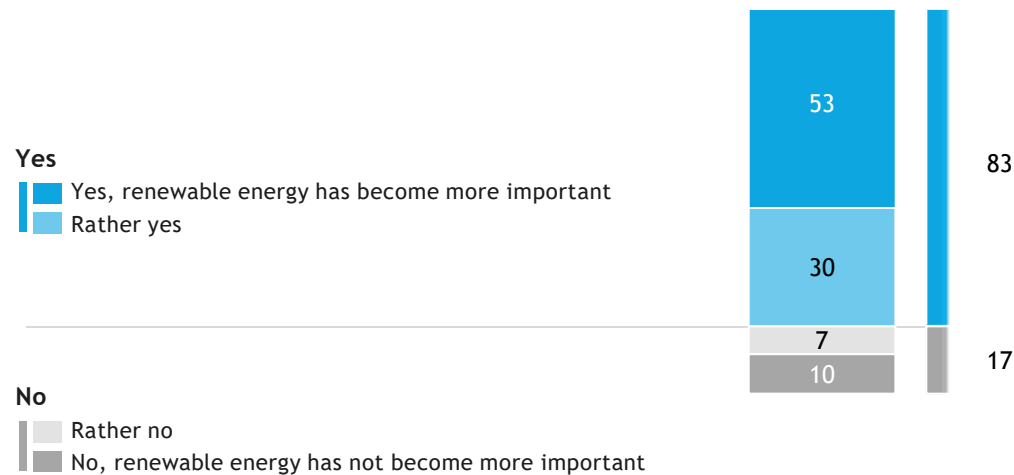
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<11,959 DKK)	Medium 60-140% (11,959-27,905 DKK)	High >140% (>27,905 DKK)
Through more public funding for climate-neutral technologies and heating replacement	62	62	64	60	63	62	61
Through higher prices for oil, gas and coal	10	8	8	13	7	12	11
Through bans	7	6	7	8	8	7	6
None of the above options, there are other possibilities	21	24	22	19	22	19	22

Basis: 1,202 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Attitudes towards the energy and heat transition

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



Basis: 1,202 cases, total sample; figures in %.





# Attitudes towards the energy and heat transition

Have 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>83</b>	90	92	86	79	84	79	83	73	69	93
Yes, renewable energy has become more important	53	65	70	54	48	54	51	53	48	28	57
Rather yes	30	25	22	32	32	30	28	30	25	41	36
<b>NO</b>	<b>17</b>	10	8	14	21	16	21	17	27	31	7
Rather no	7	5	4	6	8	6	7	12	10	12	6
No, renewable energy has not become more important	10	5	4	9	13	10	14	5	16	19	2

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 strongly overrepresented  
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 underrepresented

# Attitudes towards the energy and heat transition

Have 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>83</b>	80	86	83	84	82	82	83
Yes, renewable energy has become more important	53	52	55	49	47	56	56	59
Rather yes	30	28	31	34	38	26	27	24
<b>NO</b>	<b>17</b>	20	14	17	16	18	18	17
Rather no	7	9	6	9	7	9	4	8
No, renewable energy has not become more important	10	12	8	8	9	10	13	9

Basis: 1,202 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Attitudes towards the energy and heat transition

Have 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% (<11,959 DKK)	Medium 60-140% (11,959-27,905 DKK)	High >140% (>27,905 DKK)
<b>YES</b>	<b>83</b>	82	82	84	80	86	77
Yes, renewable energy has become more important	53	51	52	55	50	56	55
Rather yes	30	32	30	29	31	30	22
<b>NO</b>	<b>17</b>	18	18	16	20	14	23
Rather no	7	8	7	8	7	6	12
No, renewable energy has not become more important	10	10	11	9	12	8	12

Basis: 1,202 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented



5

Information interest and level of  
knowledge

# Main findings

## Information interest and level of knowledge

### Information interest and level of knowledge: Climate

- Two thirds of the respondents express a fundamental interest in climate change as a topic. Of these, 19% are "very" interested. Less interest was expressed by 27% and no interest at all by 7%.
- 45% rate their level of knowledge about ecological interrelationships and environmental problems (e.g. forest dieback, biodiversity, etc.) as (rather) high. However, only 7% rate their level of knowledge as "very high". A (rather) low level of knowledge is attested by 47%, with 8% saying they know very little.

### Information interest and level of knowledge: Policies

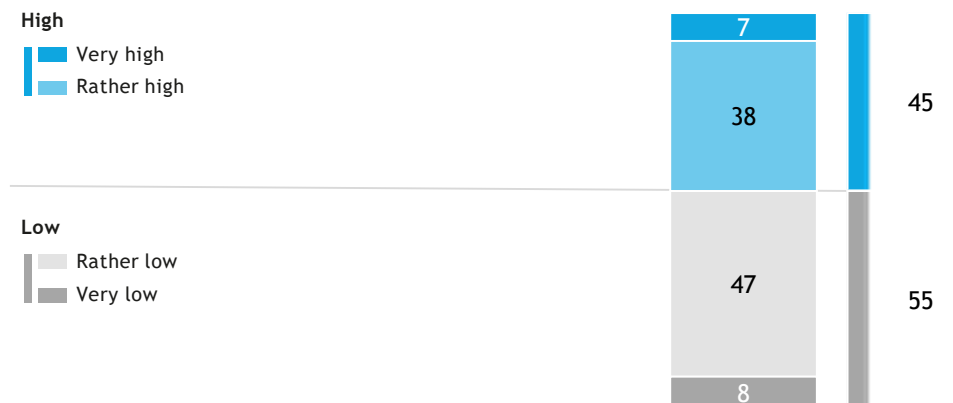
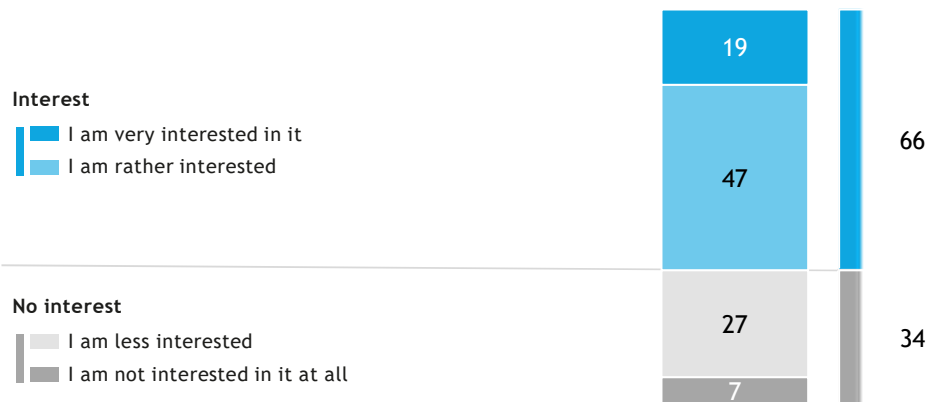
- Only 5% of respondents feel "very well" informed about policies for a shift towards a more climate and environmentally friendly economy. 34% feel "rather well" informed. This compares to 53% who feel "rather not well" informed and 8% who feel "not at all well" informed.
- 60% of respondents think that policies for a change towards a more climate and environmentally friendly economy are not sufficiently explained and explained. 40% disagree (policies are sufficiently explained: yes: 7%, rather yes: 33%).



# Information interest and level of knowledge: Climate

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

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



Basis: 1,202 cases, total sample; figures in %.





# Information interest and level of knowledge: Climate

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
INTERESTED	66	74	88	69	72	59	62	66	41	47	78
I am very interested in it	19	22	28	23	21	16	15	15	9	8	27
I am rather interested	47	52	59	46	51	43	47	51	32	39	52
NOT INTERESTED	34	26	12	31	28	41	38	34	59	53	22
I am less interested	27	22	12	26	25	34	33	27	38	36	21
I am not interested in it at all	7	4	-	6	3	7	5	8	21	17	1

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 strongly overrepresented  
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 underrepresented

# Information interest and level of knowledge: Climate

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

		Gender		Age (years)				
	Total	Male	Female	18-29	30-39	40-49	50-59	60-69
INTERESTED	66	67	65	67	62	63	67	70
I am very interested in it	19	21	16	24	18	17	16	17
I am rather interested	47	46	48	43	44	46	51	54
NOT INTERESTED	34	33	35	33	38	37	33	30
I am less interested	27	25	30	28	29	29	26	25
I am not interested in it at all	7	8	6	5	9	8	7	4

Basis: 1,202 cases, total sample; figures in %.

 strongly overrepresented     strongly underrepresented  
 overrepresented     underrepresented

# Information interest and level of knowledge: Climate

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

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<11,959 DKK)	Medium 60-140% (11,959-27,905 DKK)	High >140% (>27,905 DKK)
INTERESTED	66	59	62	75	64	66	66
I am very interested in it	19	12	17	24	20	21	16
I am rather interested	47	47	45	50	44	45	51
NOT INTERESTED	34	41	38	25	36	34	34
I am less interested	27	28	32	21	26	30	24
I am not interested in it at all	7	12	6	5	10	5	9

Basis: 1,202 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented




# Information interest and level of knowledge: Climate

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
HIGH	45	55	54	55	54	44	36	33	27	39	47
Very high	7	8	10	16	10	7	2	3	2	6	2
Rather high	38	47	44	39	45	37	34	30	24	34	44
LOW	55	45	46	45	46	56	64	67	73	61	53
Rather low	47	43	42	38	41	47	58	50	55	46	46
Very low	8	2	3	7	5	9	6	17	18	15	7

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# Information interest and level of knowledge: Climate

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
HIGH	45	53	37	50	47	38	43	48
Very high	7	9	5	13	9	4	4	5
Rather high	38	44	32	37	38	34	39	43
LOW	55	47	63	50	53	62	57	52
Rather low	47	40	53	42	43	51	51	47
Very low	8	7	10	8	10	12	7	5

Basis: 1,202 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Information interest and level of knowledge: Climate

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

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<11,959 DKK)	Medium 60-140% (11,959-27,905 DKK)	High >140% (>27,905 DKK)
HIGH	45	34	43	54	45	44	50
Very high	7	4	6	10	6	8	6
Rather high	38	31	36	44	39	36	44
LOW	55	66	57	46	55	56	50
Rather low	47	50	49	43	44	49	44
Very low	8	16	9	4	12	7	6

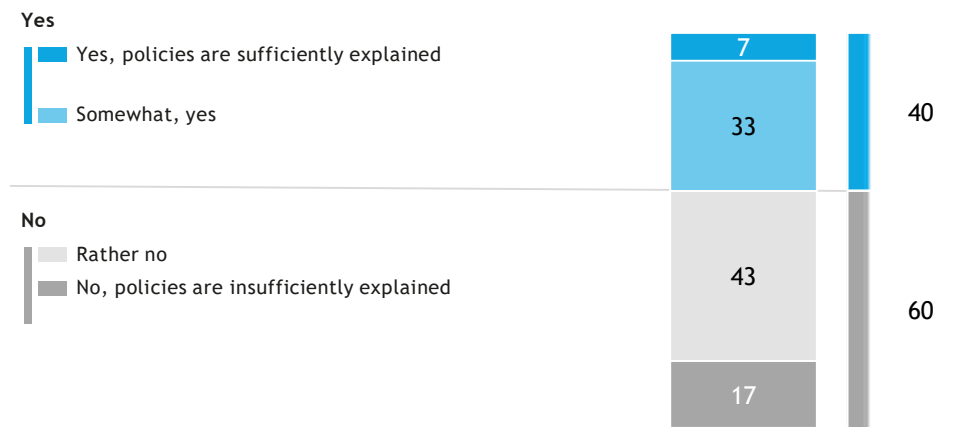
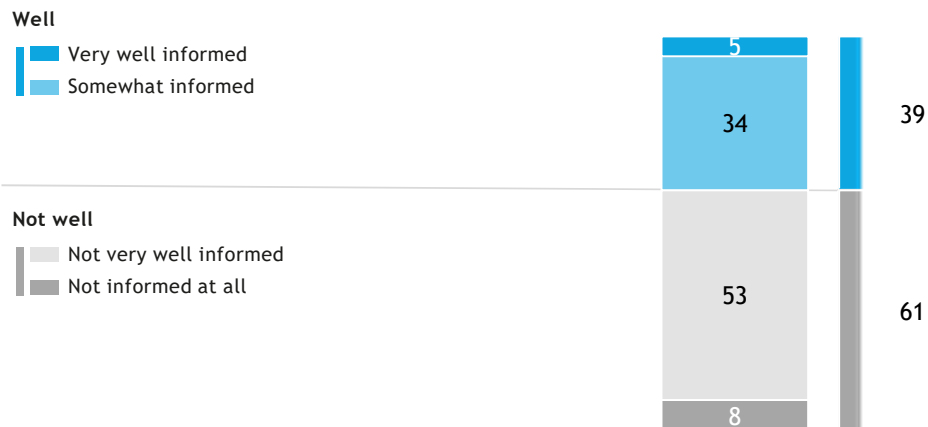
Basis: 1,202 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Information interest 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: 1,202 cases, total sample; figures in %.







# Information interest 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	39	49	46	57	47	38	27	28	19	39	32
Very well informed	5	9	5	12	7	6	1	4	1	5	3
Somewhat informed	34	40	42	44	40	33	26	24	18	34	29
NOT INFORMED	61	51	54	43	53	62	73	72	81	61	68
Not very well informed	53	46	51	40	49	54	62	59	61	50	60
Not at all informed	8	5	3	3	4	8	11	14	20	11	8

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 strongly overrepresented  strongly underrepresented  
 overrepresented  underrepresented

# Information interest 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	39	50	28	39	39	32	38	48
Very well informed	5	8	2	9	6	3	4	5
Somewhat informed	34	41	26	30	33	30	34	43
NOT INFORMED	61	50	72	61	61	68	62	52
Not very well informed	53	44	62	54	50	59	54	48
Not at all informed	8	6	10	8	12	9	8	4

Basis: 1,202 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Information interest 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% (<11,959 DKK)	Medium 60-140% (11,959-27,905 DKK)	High >140% (>27,905 DKK)
INFORMED	39	27	37	48	34	39	49
Very well informed	5	2	5	8	6	6	5
Somewhat informed	34	25	32	40	28	33	44
NOT INFORMED	61	73	63	52	66	61	51
Not very well informed	53	60	54	47	56	54	46
Not at all informed	8	13	9	5	10	7	5

Basis: 1,202 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Information interest and level of knowledge: Policies

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
YES	40	50	40	63	41	44	32	37	14	38	32
Yes, the policies are sufficiently explained and clarified	7	8	4	18	9	8	2	4	2	5	5
Somewhat, yes	33	42	36	46	32	36	30	33	12	33	28
NO	60	50	60	37	59	56	68	63	86	62	68
No, not really	43	39	49	29	40	38	46	36	50	48	54
No, the policies are insufficiently explained and clarified	17	11	11	8	19	18	22	27	36	14	14

Basis: 1,202 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

# Information interest and level of knowledge: Policies

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

		Gender		Age (years)				
	Total	Male	Female	18-29	30-39	40-49	50-59	60-69
YES	40	43	36	43	41	34	39	41
Yes, the policies are sufficiently explained and clarified	7	9	4	11	8	3	4	6
Somewhat, yes	33	34	32	32	34	32	34	34
NO	60	57	64	57	59	66	61	59
No, not really	43	40	46	45	39	49	38	44
No, the policies are insufficiently explained and clarified	17	16	18	12	19	16	24	15

Basis: 1,202 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Information interest and level of knowledge: Policies

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

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<11,959 DKK)	Medium 60-140% (11,959-27,905 DKK)	High >140% (>27,905 DKK)
YES	40	33	40	44	35	39	50
Yes, the policies are sufficiently explained and clarified	7	3	7	8	7	7	8
Somewhat, yes	33	30	32	36	29	32	41
NO	60	67	60	56	65	61	50
No, not really	43	42	43	44	46	44	37
No, the policies are insufficiently explained and clarified	17	25	18	12	18	17	14

Basis: 1,202 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 in which you are personally interested.

Food and drink	54
Health	52
Holiday, Travel	51
Music, Culture, Theatre, Art	46
Environment and nature	42
Current affairs	41
Wildlife, animals and pets	38
Garden and plants	36
Science and technology	35
Sport	35
Family, children and child education	33
Information from the region, regional news	28
Nutrition	28
Psychology, spirituality, well-being	28

Economy, professions	26
Furniture, decoration	25
Fashion	25
Computers, computer games	25
Photography, filming	22
Consumer electronics, television	21
Investments, insurance, tax tips and finance	21
Wellness	20
Sustainable consumption	20
Cosmetics and Beauty	18
Technology and gaming	17
Cars, motorbikes	16
Celebrities	12

Basis: 1,202 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	54	60	56	57	51	53	56	58	42	50	58
Health	52	64	60	44	52	53	55	58	35	44	50
Holiday, Travel	51	62	54	54	57	52	49	47	25	56	54
Music, Culture, Theatre, Art	46	56	50	49	54	43	44	53	24	37	54
Environment and nature	42	48	60	34	39	37	53	47	28	24	51
Current affairs	41	45	54	39	54	32	38	41	26	38	43
Wildlife, animals and pets	38	43	40	28	36	32	47	37	35	29	51
Garden and plants	36	50	47	27	25	33	40	52	23	31	36
Science and technology	35	35	40	34	46	30	30	35	27	33	40
Sport	35	42	30	40	41	38	28	34	23	43	34
Family, children and child education	33	39	33	29	25	41	35	40	21	31	37
Information from the region, regional news	28	38	29	19	28	22	34	44	28	21	28
Nutrition	28	32	41	28	26	24	23	26	18	24	32
Psychology, spirituality, well-being	28	34	33	28	38	20	24	31	18	23	40

Basis: 1,202 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
Economy, professions	26	28	26	24	41	26	16	24	16	34	28
Furniture, decoration	25	32	24	19	28	28	26	28	15	19	34
Fashion	25	34	20	24	30	32	19	25	8	22	39
Computers, computer games	25	16	26	22	32	26	20	19	28	31	29
Photography, filming	22	17	24	21	22	28	16	27	11	26	33
Consumer electronics, television	21	19	21	19	29	20	24	21	18	20	21
Investments, insurance, tax tips and finance	21	18	24	23	24	22	19	17	16	27	21
Wellness	20	27	20	21	28	24	12	21	7	22	21
Sustainable consumption	20	24	32	20	16	9	20	20	12	12	34
Cosmetics and Beauty	18	23	14	18	21	26	12	23	6	15	28
Technology and gaming	17	10	15	22	25	21	14	8	10	20	16
Cars, motorbikes	16	13	8	18	16	20	17	16	15	25	17
Celebrities	12	12	6	11	15	16	9	13	10	10	19

Basis: 1,202 cases, total sample; figures in %.

EST = Established  
 INT = Intellectuals  
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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	54	48	60	55	51	57	57	49
Health	52	40	64	48	47	50	56	59
Holiday, Travel	51	49	54	49	49	47	56	56
Music, Culture, Theatre, Art	46	44	49	47	44	43	47	50
Environment and nature	42	40	45	36	36	41	50	52
Current affairs	41	44	38	28	33	43	50	54
Wildlife, animals and pets	38	29	46	38	41	36	44	30
Garden and plants	36	27	45	24	32	35	45	48
Science and technology	35	47	22	30	39	41	35	30
Sport	35	50	21	41	30	34	32	36
Family, children and child education	33	26	41	32	37	37	31	30
Information from the region, regional news	28	26	31	13	18	26	44	46
Nutrition	28	19	36	24	28	30	29	28
Psychology, spirituality, well-being	28	17	40	35	29	30	27	19

Basis: 1,202 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
Economy, professions	26	34	18	25	21	26	30	29
Furniture, decoration	25	12	38	30	25	18	30	20
Fashion	25	11	40	43	23	21	20	13
Computers, computer games	25	39	10	30	30	28	19	14
Photography, filming	22	23	21	28	21	22	22	15
Consumer electronics, television	21	30	12	16	21	24	26	19
Investments, insurance, tax tips and finance	21	28	14	19	25	20	21	23
Wellness	20	13	28	28	22	21	18	11
Sustainable consumption	20	14	26	23	18	18	23	16
Cosmetics and Beauty	18	4	32	27	22	16	15	9
Technology and gaming	17	29	4	20	23	20	12	7
Cars, motorbikes	16	26	6	16	13	17	22	14
Celebrities	12	8	16	18	14	11	10	5

Basis: 1,202 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Topic interest in general (1)

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

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<11,959 DKK)	Medium 60-140% (11,959-27,905 DKK)	High >140% (>27,905 DKK)
Food and drink	54	54	56	52	54	56	56
Health	52	47	51	56	48	49	59
Holiday, Travel	51	44	53	54	41	53	62
Music, Culture, Theatre, Art	46	44	47	47	54	42	49
Environment and nature	42	39	40	47	45	41	43
Current affairs	41	33	36	52	40	42	47
Wildlife, animals and pets	38	42	39	34	46	35	35
Garden and plants	36	36	37	35	36	36	37
Science and technology	35	32	30	42	36	34	37
Sport	35	31	37	36	28	37	39
Family, children and child education	33	29	33	35	30	35	36
Information from the region, regional news	28	28	31	26	26	31	26
Nutrition	28	18	28	33	26	28	30
Psychology, spirituality, well-being	28	27	27	31	38	26	25

Basis: 1,202 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 in which you are personally interested.














	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<11,959 DKK)	Medium 60-140% (11,959-27,905 DKK)	High >140% (>27,905 DKK)
Economy, professions	26	20	25	31	18	26	39
Furniture, decoration	25	24	23	27	31	22	26
Fashion	25	26	26	23	28	24	22
Computers, computer games	25	28	24	23	33	23	26
Photography, filming	22	23	22	22	25	19	23
Consumer electronics, television	21	24	22	19	23	20	27
Investments, insurance, tax tips and finance	21	14	18	29	14	23	30
Wellness	20	16	21	22	19	20	20
Sustainable consumption	20	17	18	23	24	19	18
Cosmetics and Beauty	18	20	18	17	22	17	16
Technology and gaming	17	14	17	18	18	16	19
Cars, motorbikes	16	22	16	13	14	17	18
Celebrities	12	15	13	8	16	11	8













Basis: 1,202 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.

Holidays and travel	 37
Eating out (restaurants)	 29
PC/Tablet/Smartphone	 26
Delicatessen - high quality food	 23
Coffee/tea	 22
Clothing/Fashion	 20
Bicycle	 17
Furniture	 17
Kitchen furniture and equipment	 17
Cars	 16
Wine/Champagne	 15
Beer	 14
Cosmetics/Perfume	 13

High quality spirits/whisky	 12
Do-it-yourself / garden tools	 12
High quality jewellery	 10
(Wrist)Watches	 10
High-end hi-fi equipment	 10
Handbags	 9
Donations for charitable purposes	 9
Costume jewellery	 8
Porcelain / Glasswork	 8
Exclusive accessories etc.)	 8
Antiques	 7
None of these products	 21

Basis: 1,202 cases, total sample; figures in %.

# Consumer interests (1)

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Holidays and travel	37	43	39	40	42	43	30	31	10	40	46
Eating out (restaurants)	29	30	28	36	40	30	22	20	14	25	41
PC/Tablet/Smartphone	26	28	26	30	32	28	17	21	22	19	40
Delicatessen - high quality food	23	29	27	27	32	21	19	15	12	18	30
Coffee/tea	22	22	32	24	24	21	20	20	12	22	21
Clothing/Fashion	20	25	15	25	25	26	10	11	5	24	32
Bicycle	17	19	21	15	18	20	12	18	7	16	22
Furniture	17	22	15	22	17	17	17	15	4	19	24
Kitchen furniture and equipment	17	12	19	17	20	18	15	19	5	17	26
Cars	16	20	11	16	18	22	9	12	12	23	21
Wine/Champagne	15	12	15	20	22	18	10	9	6	21	13
Beer	14	12	16	18	21	15	9	7	3	15	19
Cosmetics/Perfume	13	15	10	12	18	18	7	16	5	16	16

Basis: 1,202 cases, total sample; figures in %.

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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	15	18	17	12	10	9	8	16	13
Do-it-yourself / garden tools	12	17	14	8	12	18	12	10	10	8	10
High quality jewellery	10	8	8	15	13	11	6	6	5	10	16
(Wrist) Watches	10	9	5	12	11	13	4	17	6	10	17
High-end hi-fi equipment	10	2	9	15	16	11	9	9	7	14	11
Handbags	9	13	3	11	10	12	4	12	1	8	16
Donations for charitable purposes	9	13	15	13	9	5	6	8	2	5	11
Costume jewellery	8	8	5	9	10	15	4	8	-	8	10
Porcelain/Glasswork	8	10	5	9	9	10	7	7	3	8	8
Exclusive accessories etc.)	8	8	6	12	12	10	4	6	2	8	14
Antiques	7	9	8	10	11	7	2	6	6	3	5
None of these products	21	15	14	13	15	19	30	25	44	24	11

Basis: 1,202 cases, total sample; figures in %.

EST = Established  
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PER = Performers  
COS = Cosmopolitan Avantgarde  
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CMS = Conventional Mainstream  
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PRO = Progressive Realists

 strongly overrepresented  
 overrepresented  
 strongly underrepresented  
 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
Holidays and travel	37	37	37	43	39	31	35	36
Eating out (restaurants)	29	28	30	34	35	27	24	22
PC/Tablet/Smartphone	26	31	22	34	30	30	19	16
Delicatessen - high quality food	23	22	25	21	22	22	28	23
Coffee/tea	22	20	24	20	19	22	28	23
Clothing/Fashion	20	18	22	36	21	15	14	10
Bicycle	17	18	15	18	15	17	18	14
Furniture	17	14	20	19	17	16	20	13
Kitchen furniture and equipment	17	16	18	18	20	15	19	11
Cars	16	20	12	25	13	14	16	11
Wine/Champagne	15	19	11	15	13	12	20	14
Beer	14	21	6	14	14	16	14	10
Cosmetics/Perfume	13	6	21	22	15	12	9	6

Basis: 1,202 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	19	6	13	10	12	16	9
Do-it-yourself / garden tools	12	16	8	9	13	10	16	12
High quality jewellery	10	7	13	17	10	7	8	6
(Wrist)Watches	10	12	7	12	13	7	11	4
High-end hi-fi equipment	10	17	4	11	14	8	11	7
Handbags	9	3	14	15	10	9	4	3
Donations for charitable purposes	9	8	10	11	9	6	9	9
Costume jewellery	8	5	11	15	10	5	4	3
Porcelain / Glasswork	8	5	10	12	8	6	7	5
Exclusive accessories etc.)	8	6	11	12	13	5	8	3
Antiques	7	8	5	10	4	9	6	4
None of these products	21	18	23	8	18	25	25	31

Basis: 1,202 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% (<11,959 DKK)	Medium 60-140% (11,959-27,905 DKK)	High >140% (>27,905 DKK)
Holidays and travel	37	30	38	39	28	38	45
Eating out (restaurants)	29	25	28	32	21	32	37
PC/Tablet/Smartphone	26	28	25	27	29	26	31
Delicatessen - high quality food	23	19	22	27	20	23	35
Coffee/tea	22	16	21	27	21	22	27
Clothing/Fashion	20	23	20	19	16	20	25
Bicycle	17	11	17	20	14	17	23
Furniture	17	15	17	19	13	17	21
Kitchen furniture and equipment	17	12	18	18	13	17	22
Cars	16	15	16	17	12	17	20
Wine/Champagne	15	10	14	20	9	15	27
Beer	14	11	13	16	11	14	20
Cosmetics/Perfume	13	14	13	13	13	12	16

Basis: 1,202 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.

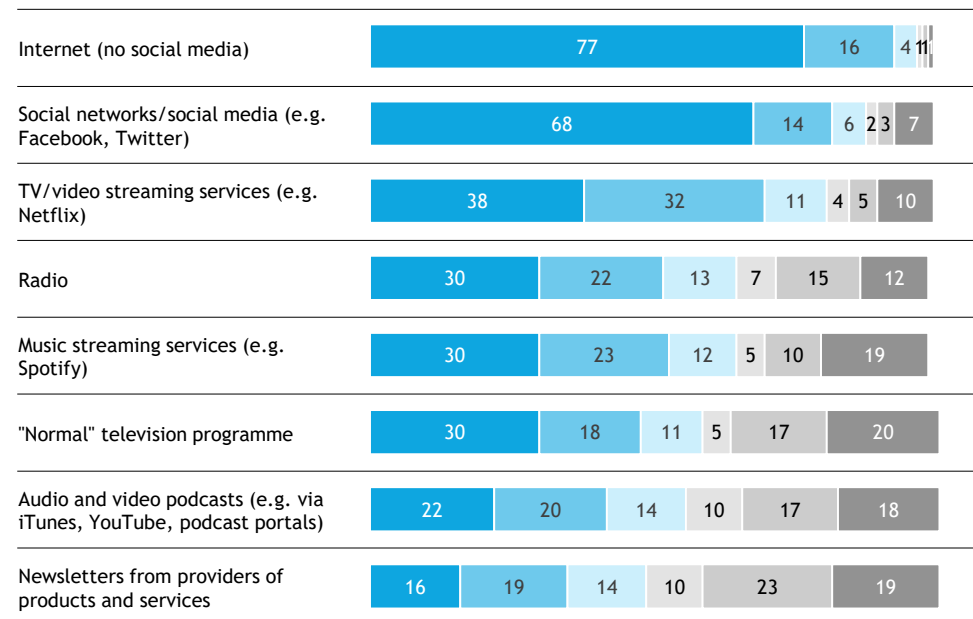
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<11,959 DKK)	Medium 60-140% (11,959-27,905 DKK)	High >140% (>27,905 DKK)
High quality spirits/whisky	12	11	11	15	11	11	18
Do-it-yourself / garden tools	12	10	13	12	10	12	14
High quality jewellery	10	9	9	11	9	9	11
(Wrist) Watches	10	11	10	8	8	9	15
High-end hi-fi equipment	10	8	10	12	11	9	17
Handbags	9	7	9	10	10	8	10
Donations for charitable purposes	9	8	8	10	10	8	10
Costume jewellery	8	8	8	8	6	8	8
Porcelain/Glasswork	8	5	8	8	4	7	11
Exclusive accessories etc.)	8	4	10	9	8	6	14
Antiques	7	6	5	8	6	6	10
None of these products	21	25	23	16	33	16	13

Basis: 1,202 cases, total sample; figures in %.

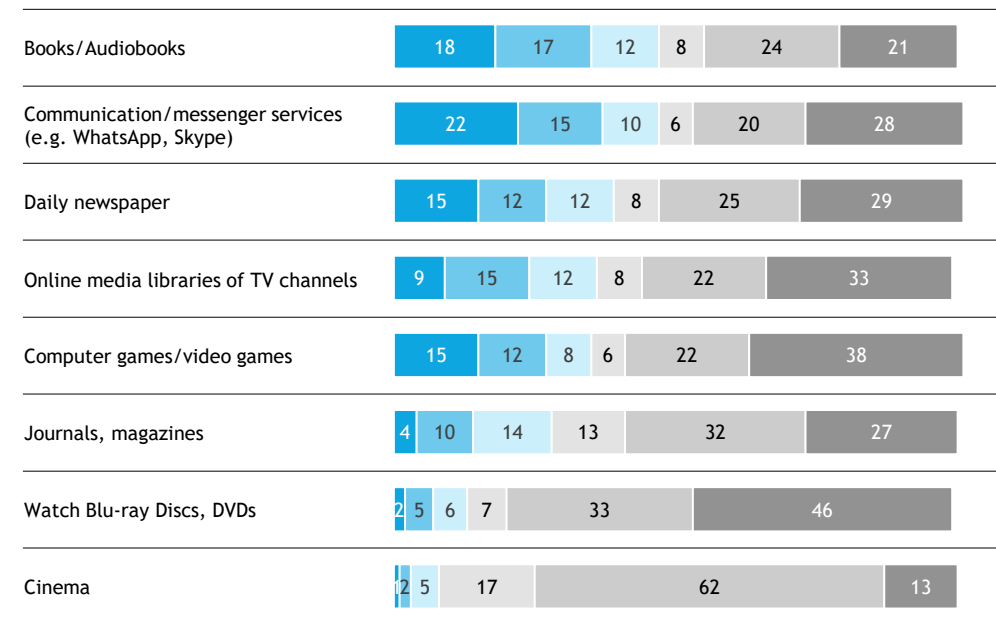
 strongly overrepresented   
  strongly underrepresented  
 overrepresented   
  underrepresented

# Media use

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



Basis: 1,202 cases, total sample; figures in %.



# Media use





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

Response category: "Daily / several times a week / several times a month"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Internet (no social media)	97	95	100	98	96	98	98	95	95	91	98
Social networks/social media (e.g. Facebook, Twitter)	88	88	89	90	93	90	84	87	77	88	91
TV/video streaming services (e.g. Netflix)	81	79	79	90	86	87	81	72	65	76	88
Radio	65	72	73	67	55	71	68	73	60	53	58
Music streaming services (e.g. Spotify)	65	60	64	77	79	69	54	55	50	66	74
"Normal" television programme	58	60	54	64	43	69	60	72	58	56	47
Audio and video podcasts (e.g. via iTunes, YouTube, podcast portals)	56	53	58	60	72	60	49	45	41	54	63
Newsletters from suppliers of products and services	48	54	54	49	46	54	44	49	37	50	42
Books/Audiobooks	47	51	59	54	48	44	48	41	32	43	42
Communication/messenger services (e.g. WhatsApp, Skype)	47	46	50	56	62	44	37	37	30	53	48
Daily newspaper	38	45	39	52	37	34	35	50	28	34	27
Online media libraries of TV channels	37	43	43	43	41	37	30	32	23	34	39
Computer games/video games	34	26	27	41	45	40	31	26	30	41	29
Journals, magazines	28	32	23	42	25	34	21	36	18	30	19
Watch Blu-ray Discs, DVDs	14	18	7	23	12	20	10	21	7	13	6
Cinema	8	9	2	21	8	14	1	6	-	12	6

Basis: 1,202 cases, total sample; figures in %.

EST = Established  
 INT = Intellectuals  
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 PRO = Progressive Realists

 strongly overrepresented  
 overrepresented  
 strongly underrepresented  
 underrepresented

# Media use

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

Response category: "Daily / several times a week / several times a month"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Internet (no social media)	97	96	97	95	97	99	98	94
Social networks/social media (e.g. Facebook, Twitter)	88	85	91	94	94	90	80	78
TV/video streaming services (e.g. Netflix)	81	81	81	94	89	85	74	58
Radio	65	68	63	48	58	72	74	79
Music streaming services (e.g. Spotify)	65	66	64	95	72	66	51	32
"Normal" television programme	58	61	55	42	40	54	75	85
Audio and video podcasts (e.g. via iTunes, YouTube, podcast portals)	56	59	53	72	66	52	48	35
Newsletters from suppliers of products and services	48	46	50	39	38	56	51	59
Books/Audiobooks	47	41	52	46	50	48	42	49
Communication/messenger services (e.g. WhatsApp, Skype)	47	51	43	64	56	46	39	23
Daily newspaper	38	44	32	26	30	38	44	56
Online media libraries of TV channels	37	43	31	35	44	40	34	31
Computer games/video games	34	47	21	50	43	35	18	20
Journals, magazines	28	33	23	26	23	24	29	39
Watch Blu-ray Discs, DVDs	14	19	8	18	14	13	10	13
Cinema	8	11	5	14	12	5	4	4

Basis: 1,202 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented



# Media use

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

Response category: "Daily / several times a week / several times a month"

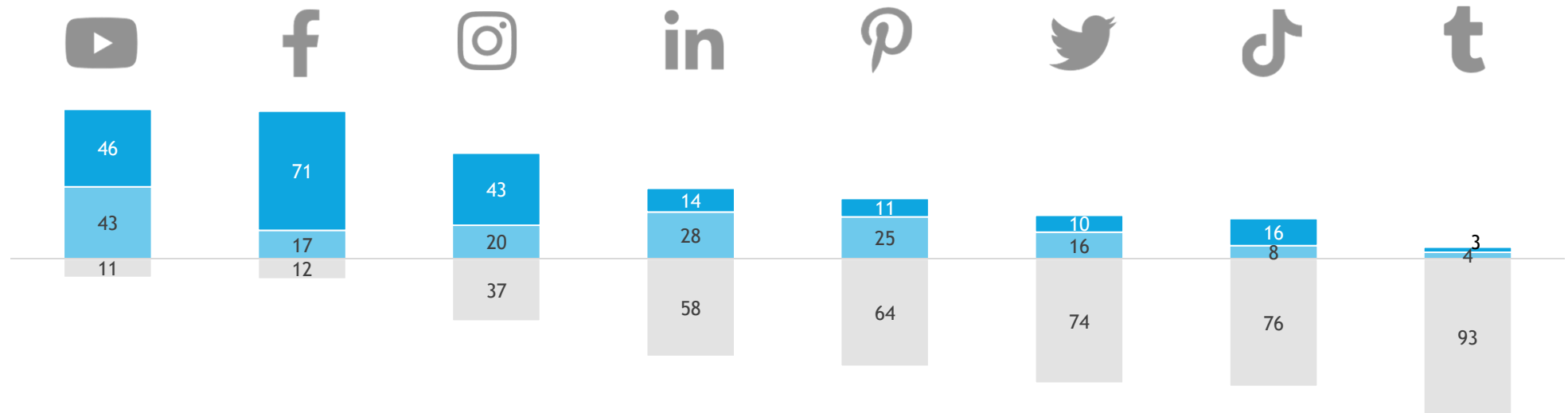
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<11,959 DKK)	Medium 60-140% (11,959-27,905 DKK)	High >140% (>27,905 DKK)
Internet (no social media)	97	96	96	98	96	97	98
Social networks/social media (e.g. Facebook, Twitter)	88	85	91	86	91	88	86
TV/video streaming services (e.g. Netflix)	81	76	84	80	77	84	81
Radio	65	56	67	69	49	71	72
Music streaming services (e.g. Spotify)	65	62	66	66	59	66	69
"Normal" television programme	58	60	57	58	49	59	65
Audio and video podcasts (e.g. via iTunes, YouTube, podcast portals)	56	50	54	61	54	58	54
Newsletters from providers of products and services	48	47	45	52	42	51	55
Books/Audiobooks	47	34	43	58	40	50	49
Communication/messenger services (e.g. WhatsApp, Skype)	47	40	44	53	44	48	46
Daily newspaper	38	31	34	46	33	38	50
Online media libraries of TV channels	37	30	35	42	31	39	42
Computer games/video games	34	36	34	32	40	35	28
Journals, magazines	28	25	27	31	21	31	29
Watch Blu-ray Discs, DVDs	14	16	12	14	14	16	11
Cinema	8	6	8	9	8	9	7

Basis: 1,202 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

## Media use

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



Basis: 1,202 cases, total sample; figures in %.

■ Frequently  
■ Occasionally  
■ Never

# Media use

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	71	71	70	75	75	75	66	71	67	65	70
YouTube	46	40	33	52	60	47	41	40	48	54	52
Instagram	43	48	39	48	54	48	36	32	23	42	64
TikTok	16	16	5	19	28	21	9	11	8	25	24
LinkedIn	14	15	16	20	23	20	9	8	4	13	12
Pinterest	11	10	5	13	18	12	14	15	6	10	12
Twitter	10	5	9	17	13	13	4	3	7	11	11
Tumblr	3	2	1	8	1	5	2	5	-	2	2

Basis: 1,202 cases, total sample; figures in %.

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 underrepresented

# Media use

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	71	66	76	72	75	75	65	66
YouTube	46	58	35	67	55	44	37	25
Instagram	43	34	53	74	54	34	27	22
TikTok	16	16	17	48	15	4	6	2
LinkedIn	14	17	12	12	18	16	16	11
Pinterest	11	6	17	20	12	5	6	12
Twitter	10	12	6	15	12	8	6	6
Tumblr	3	3	3	7	5	-	1	-

Basis: 1,202 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Media use

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% (<11,959 DKK)	Medium 60-140% (11,959-27,905 DKK)	High >140% (>27,905 DKK)
Facebook	71	66	73	70	73	72	67
YouTube	46	56	46	42	52	46	39
Instagram	43	39	46	44	42	44	42
TikTok	16	22	19	10	15	16	13
LinkedIn	14	8	12	21	8	14	25
Pinterest	11	13	11	10	9	13	9
Twitter	10	9	9	10	10	10	9
Tumblr	3	3	3	3	4	3	2

Basis: 1,202 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Media use





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	89	89	85	92	98	93	84	80	86	88	94
Facebook	88	90	87	93	91	92	84	81	76	89	90
Instagram	63	64	61	70	71	74	52	51	43	65	80
LinkedIn	42	46	50	55	54	50	28	24	18	51	36
Pinterest	36	38	37	37	44	44	30	37	26	30	47
Twitter	26	25	23	39	34	31	12	14	19	36	20
TikTok	24	24	12	31	35	32	13	17	15	37	32
Tumblr	7	6	5	18	6	11	5	8	-	6	7

Basis: 1,202 cases, total sample; figures in %.

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 strongly overrepresented  
 overrepresented  
 strongly underrepresented  
 underrepresented

# Media use

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	89	91	87	97	93	89	87	77
Facebook	88	85	90	95	91	89	81	80
Instagram	63	55	72	88	70	63	48	40
LinkedIn	42	48	37	36	56	44	44	32
Pinterest	36	23	51	52	41	33	26	28
Twitter	26	34	16	36	33	22	18	15
TikTok	24	24	26	63	25	11	11	4
Tumblr	7	7	7	15	11	4	4	0

Basis: 1,202 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Media use

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% (<11,959 DKK)	Medium 60-140% (11,959-27,905 DKK)	High >140% (>27,905 DKK)
YouTube	89	92	89	89	89	89	90
Facebook	88	82	90	88	90	88	86
Instagram	63	56	68	62	68	62	59
LinkedIn	42	15	40	61	31	43	59
Pinterest	36	34	36	39	38	37	34
Twitter	26	23	26	27	28	27	24
TikTok	24	30	28	18	27	25	18
Tumblr	7	7	7	7	11	8	4

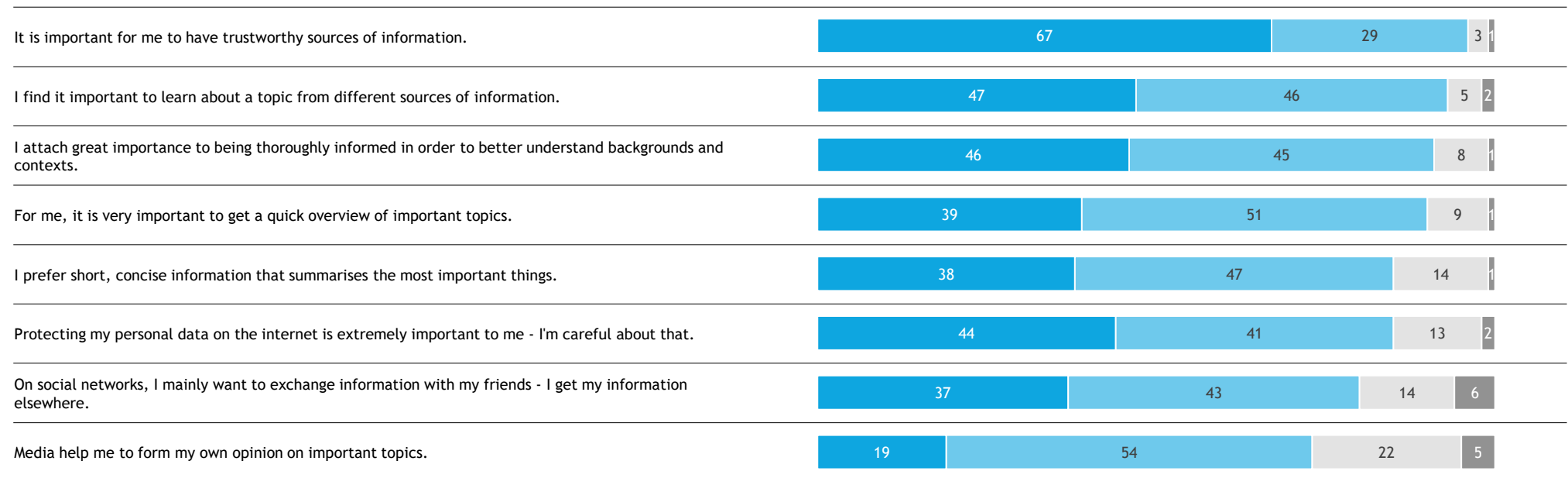
Basis: 1,202 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented



# Communication expectations

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



Basis: 1,202 cases, total sample; figures in %.

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

# Communication expectations




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

Response category: "Applies completely / Somewhat applies".

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
It is important for me to have trustworthy sources of information.	96	97	100	96	96	97	98	99	95	86	98
I find it important to learn about a topic from different sources of information.	93	96	97	93	96	97	95	93	92	78	93
I attach great importance to being thoroughly informed in order to better understand backgrounds and contexts.	91	90	95	92	96	92	89	96	83	87	92
I prefer short, concise information that summarises the most important things.	90	91	90	90	91	94	87	92	83	83	96
For me, it is very important to get a quick overview of important topics.	85	86	82	81	76	94	87	84	87	81	89
On social networks, I mainly want to exchange information with my friends - I get my information elsewhere.	85	91	85	83	84	91	86	87	85	73	80
Protecting my personal data on the internet is extremely important to me - I'm careful about that.	80	80	85	87	81	86	78	78	72	71	78
Media help me to form my own opinion on important topics.	73	80	80	84	78	76	70	70	48	59	78

Basis: 1,202 cases, total sample; figures in %.

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 underrepresented

# Communication expectations

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

Response category: "Applies completely / Somewhat applies".

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
It is important for me to have trustworthy sources of information.	96	96	97	94	95	98	98	98
I find it important to learn about a topic from different sources of information.	93	93	93	90	93	94	95	95
I attach great importance to being thoroughly informed in order to better understand backgrounds and contexts.	91	92	90	88	90	94	91	94
I prefer short, concise information that summarises the most important things.	90	90	90	92	88	91	86	91
For me, it is very important to get a quick overview of important topics.	85	82	88	89	86	84	82	82
On social networks, I mainly want to exchange information with my friends - I get my information elsewhere.	85	84	85	78	79	85	92	90
Protecting my personal data on the internet is extremely important to me - I'm careful about that.	80	82	78	86	81	77	80	73
Media help me to form my own opinion on important topics.	73	72	74	75	72	74	69	73

Basis: 1,202 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Communication expectations

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

Response category: "Applies completely / Somewhat applies".

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<11,959 DKK)	Medium 60-140% (11,959-27,905 DKK)	High >140% (>27,905 DKK)
It is important for me to have trustworthy sources of information.	96	94	96	98	95	96	97
I find it important to learn about a topic from different sources of information.	93	90	94	94	92	94	95
I attach great importance to being thoroughly informed in order to better understand backgrounds and contexts.	91	86	91	94	88	92	94
I prefer short, concise information that summarises the most important things.	90	89	90	89	89	89	90
For me, it is very important to get a quick overview of important topics.	85	86	88	81	84	85	83
On social networks, I mainly want to exchange information with my friends - I get my information elsewhere.	85	84	83	87	82	84	83
Protecting my personal data on the internet is extremely important to me - I'm careful about that.	80	78	79	82	82	77	83
Media help me to form my own opinion on important topics.	73	69	73	74	72	74	74

Basis: 1,202 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Communication expectations





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

Response category: "Applies completely".

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
It is important for me to have trustworthy sources of information.	67	68	85	63	75	61	73	62	55	49	70
I find it important to learn about a topic from different sources of information.	47	52	58	49	56	44	50	45	43	30	48
I attach great importance to being thoroughly informed in order to better understand backgrounds and contexts.	46	52	56	49	55	44	40	45	38	35	50
Protecting my personal data on the internet is extremely important to me - I'm careful about that.	44	54	42	41	38	50	49	47	49	26	41
For me, it is very important to get a quick overview of important topics.	39	44	37	39	44	48	34	38	32	27	43
I prefer short, concise information that summarises the most important things.	38	47	35	34	33	46	39	46	33	27	37
In social networks, I mainly want to exchange information with my friends - I get information elsewhere.	37	37	44	48	35	40	33	41	38	21	34
Media help me to form my own opinion on important topics.	19	24	19	26	25	25	10	19	7	14	19

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# Communication expectations

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

Response category: "Applies completely".

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
It is important for me to have trustworthy sources of information.	67	67	67	59	65	70	69	73
I find it important to learn about a topic from different sources of information.	47	51	44	44	44	51	50	51
I attach great importance to being thoroughly informed in order to better understand backgrounds and contexts.	46	48	44	45	48	45	47	48
Protecting my personal data on the internet is extremely important to me - I'm careful about that.	44	40	47	34	38	42	56	50
For me, it is very important to get a quick overview of important topics.	39	37	40	41	40	40	37	35
I prefer short, concise information that summarises the most important things.	38	33	42	47	42	33	34	30
In social networks, I mainly want to exchange information with my friends - I get information elsewhere.	37	39	36	38	39	32	41	36
Media help me to form my own opinion on important topics.	19	21	17	24	14	18	18	18

Basis: 1,202 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Communication expectations

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

Response category: "Applies completely".

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<11,959 DKK)	Medium 60-140% (11,959-27,905 DKK)	High >140% (>27,905 DKK)
It is important for me to have trustworthy sources of information.	67	61	64	73	65	65	73
I find it important to learn about a topic from different sources of information.	47	48	44	52	46	49	50
I attach great importance to being thoroughly informed in order to better understand backgrounds and contexts.	46	49	42	50	47	45	46
Protecting my personal data on the internet is extremely important to me - I'm careful about that.	44	44	44	43	41	42	43
For me, it is very important to get a quick overview of important topics.	39	44	38	37	38	38	37
I prefer short, concise information that summarises the most important things.	38	40	40	33	36	37	34
In social networks, I mainly want to exchange information with my friends - I get information elsewhere.	37	40	32	41	40	34	40
Media help me to form my own opinion on important topics.	19	18	20	18	20	17	20

Basis: 1,202 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented



Imprint



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