



SINUS Study for the Friedrich-Ebert-Stiftung

Social-ecological transformation

Country report France

**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 policies. 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.

Table of contents

01 Method and sample

02 Problem awareness

- Importance of environmental, nature and climate protection
- Relevance of environmental policy fields of action
- Relevance of climate change as a topic
- Attitudes towards climate change
- Consequences of climate change - Anxiety scale

03 Climate and environmentally conscious behaviour

- Attitudes towards climate and environmentally conscious behaviour
- Barriers to climate and environmentally conscious behaviour
- Motivators of climate and environmentally conscious behaviour

04 Changing way of living and economies

- Assessment of the need for change
- Attribution of responsibility
- Attitudes towards policies
- Attitudes towards the energy and heat transition

05 Interest in information and level of knowledge

- Interest in information and level of knowledge: Climate
- Interest in information and level of knowledge: Policies

06 Appendix: Communication

- Topic interest in general
- Consumer interests
- Media use
- Communication expectations



1

Method and sample

Methodology and sample



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: 23 minutes

The data collection was carried out by Sociotrend GmbH.



Target group

Resident population aged from 18 to 69 years



Sample size

1,201 persons



Survey period

12.05. - 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
- Interest in information and level of knowledge: Climate change, ecological contexts and political measures

Methodology and sample

Evaluation of the survey results

- This report presents the **survey results for France**. 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: "Pas de certificat scolaire" or "École primaire et collège, p.ex. Brevet" or "BAA, EFAA"; medium: "Enseignement professionnel sans bac, p.ex. CAP, BEP, BM, MC, BPf/BP" or "Brevet d'enseignement agricole, commercial, industriel, social ou hôtelier" or "Bacclauréat (général, professionnel, technologique, de technicien)" or "Brevet (supérieur, de technicien)"; high: "Enseignement universitaire: Bac+1/2 (p.ex. DEUG, DUT, BTS, DMA, Diplôme professionnels d'études universitaires, écoles spécialisée, divers)" or "Enseignement universitaire: Bac+3 (p.ex. Licence, Diplôme)" or "Enseignement universitaire: Bac+4/5 (p.ex. Diplôme professionnels, Maîtrise, Master, Doctorat)"
 - **Net equivalent income*:** low: less than 60% of median income; medium: 60 to 140% of median income; high: more than 140% of the median income

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

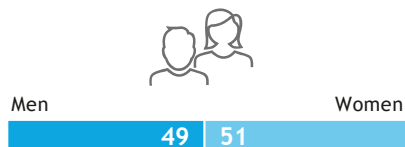
Methodology and sample

Evaluation of the survey results

- In addition to the differentiation according to socio-demographic characteristics, the data was analysed according to the milieu affiliation of the respondents. By evaluating the findings according to the Sinus-Meta-Milieus, the socio-demographic analysis is supplemented by way of living and value components.
 - The milieu perspective does not replace the study of socio-demographic characteristics but complements and refines them by taking into account basic values that determine way of living 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 can be shown to 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 43.8 years

18 to 29 years	22
30 to 39 years	19
40 to 49 years	20
50 to 59 years	20
60 to 69 years	19

Marital status

Single	31
In partnership, living separately	5
In partnership, living together	14
Married / registered partnership	41
Living in separation / divorced	7
Widowed	2

Persons in household

1 person	26
2 persons	34
3 persons	18
4 persons	14
5 persons	6
6 persons and more	2

Educational qualification

Low	19
Medium	44
High	37

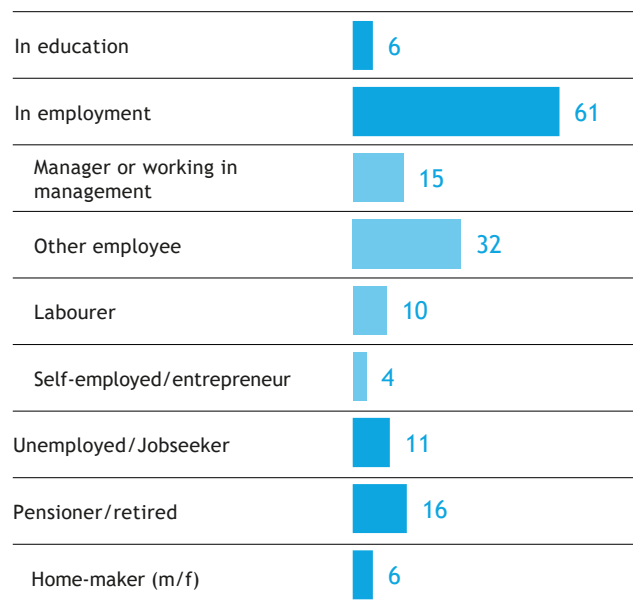
Children in household

YES	41
Yes, children aged 0-5 years	10
Yes, children aged 6-13	17
Yes, children aged 14-17	13
Yes, children aged 18 and over (adult children)	15
There are no children living in my household	59

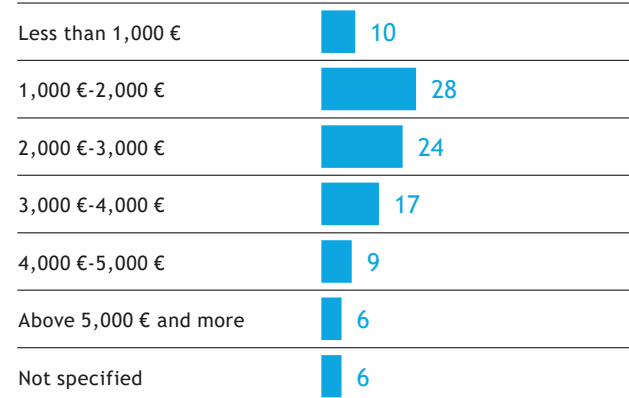
Basis: 1,201 cases, total sample; figures in %.

Demographic structure of the sample

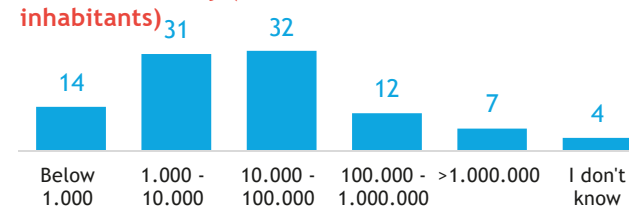
Occupational status



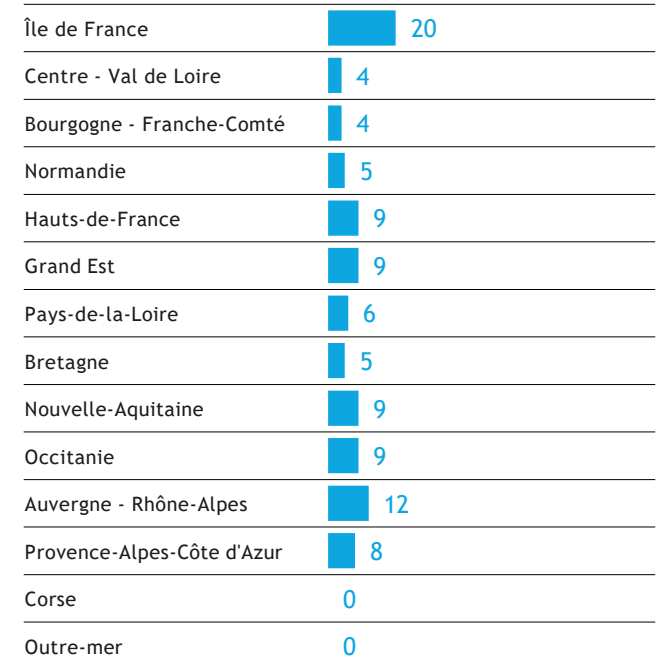
Net household income



Size of residency (number of inhabitants)



Region



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

The Sinus-Meta-Milieus® in France

18 - 69 year olds

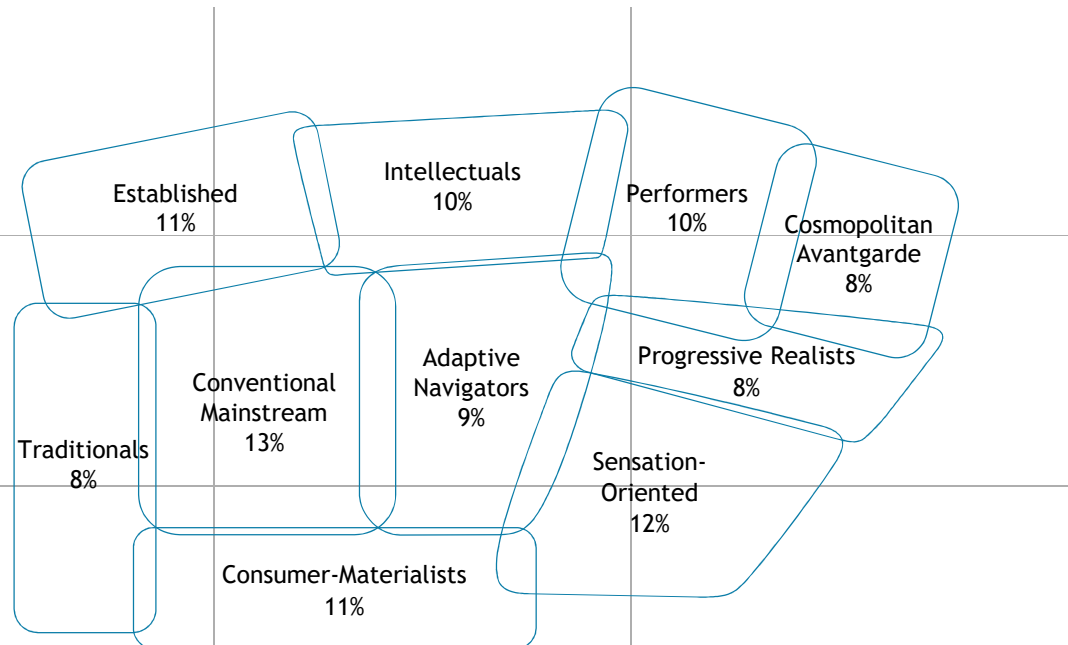
Social status ↓



Higher

Middle

Lower



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Basic Values →

Traditional
Sense of Duty
and Order

Modernisation
Individualisation,
Self-actualisation, Pleasure

Re-organisation
Multiple Options,
Experimentation, Paradoxes

The Sinus-Milieus®

Short summary

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



2

Problem awareness

Main findings

Problem awareness

Importance of environmental, nature and climate protection

- With 64% mentions, inflation/decreasing purchasing power is most frequently counted among the five most important political topics. Public health service and care ranks second with 56% mentions. The topics of environmental, nature and climate protection as well as criminality and security follow with 45% mentions each.

Relevance of environmental policy fields of action

- Among the top five challenges to preserving our livelihoods, respondents most frequently rank water pollution (59%), climate change (52%) and the state of the oceans (50%). Increasing traffic and noise are least frequently seen as a priority area for environmental policy action (12%).

Relevance of climate change as a topic

- A clear majority of the population considers climate change to be a (very) important topic for France: On a scale from 0 "completely irrelevant" to 10 "absolutely important", 58% of the respondents choose the scale points 8 to 10, another 24% choose the scale points 6 to 7. In contrast, it is only 3% of the respondents who choose the scale points 0 to 2. The scale average is 7.5.

Main findings

Problem awareness

Attitudes towards climate change

- 95% of respondents believe that the destruction of nature endangers people and their livelihoods (highest level of agreement "Fully agree": 61%). At the same time, 82% say they are afraid of the consequences of climate change (highest level of agreement: 34%), while 40% think that many things are very exaggerated when it comes to the consequences of climate change (highest level of agreement: 12%). When asked if there are more important problems in our country than climate change, 52% agree (highest level of agreement: 13%) and 48% disagree. The statement that we should rather focus on adapting to the consequences of climate change instead of putting climate protection in the foreground is agreed by 64% (highest level of agreement: 15%) and disagreed by 36%.

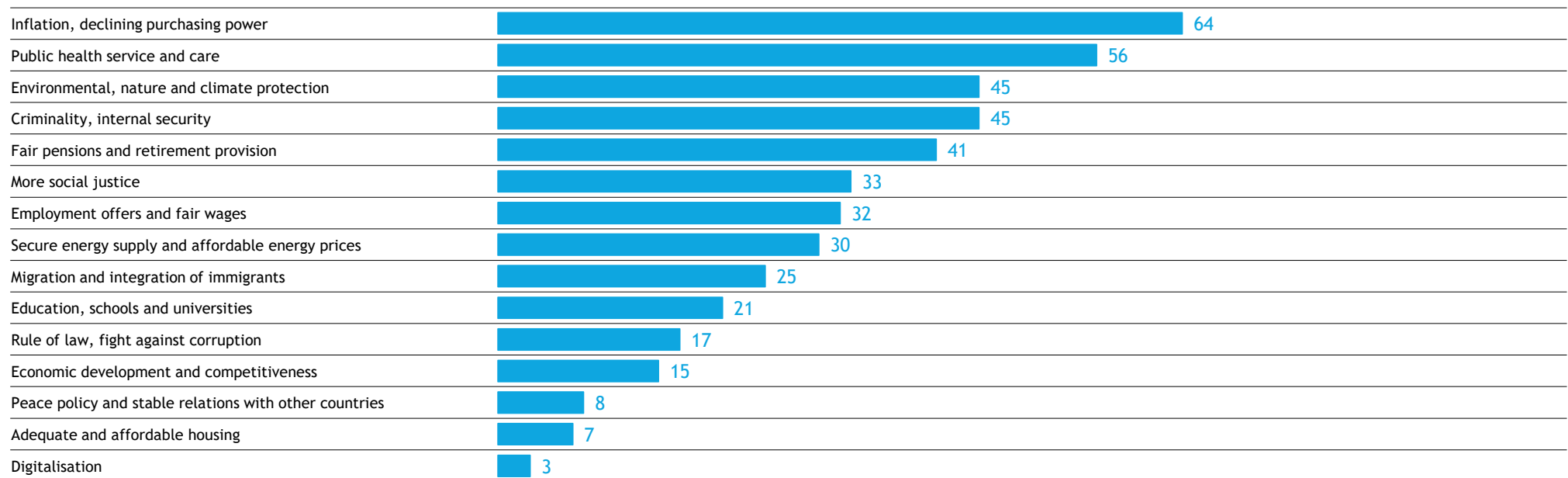
Consequences of climate change

- Lack of water in everyday life scares the population the most: 68% of respondents rank this possible consequence among the five impacts of climate change that scare them the most. With 64% of the mentions, the increase in extreme weather events is in second place. The extinction of species in the animal and plant world and forest fires or forest dieback rank third and fourth with 46% each. The fifth most frequently mentioned effect is the increase in humanitarian crises (40%). Significantly fewer respondents are afraid of falling yields in agriculture (19%).

Importance of environmental, nature and climate protection

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

Politically relevant topics



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

Importance of environmental, nature and climate protection

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Inflation, declining purchasing power	64	63	58	64	62	66	65	65	71	59	64
Public health service and care	56	56	56	53	48	54	63	54	56	51	62
Environmental, nature and climate protection	45	43	69	43	41	34	37	55	36	42	62
Criminality, internal security	45	52	38	41	41	48	55	45	54	38	33
Fair pensions and retirement provision	41	32	39	44	20	40	43	50	59	40	43
More social justice	33	23	43	34	37	30	30	29	40	30	32
Employment offers and fair wages	32	33	26	39	31	31	30	30	27	35	44
Secure energy supply and affordable energy prices	30	31	30	25	26	24	33	38	30	29	32
Migration and integration of immigrants	25	33	14	17	25	28	32	24	35	20	15
Education, schools and universities	21	27	26	30	22	17	17	21	11	20	26
Rule of law, fight against corruption	17	21	19	15	16	22	15	10	19	16	13
Economic development and competitiveness	15	19	14	17	19	18	14	14	5	18	13
Peace policy and stable relations with other countries	8	7	12	8	8	7	6	5	6	11	6
Adequate and affordable housing	7	6	8	7	12	7	4	5	7	8	7
Digitalisation	3	2	-	5	7	6	-	4	1	6	2

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

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

Importance of environmental, nature and climate protection

Which of the following topics do you think are the most important for politicians in France 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
Inflation, declining purchasing power	64	60	67	55	67	65	69	64
Public health service and care	56	50	61	48	54	55	59	63
Environmental, nature and climate protection	45	45	46	52	49	40	44	42
Criminality, internal security	45	46	45	41	39	48	43	57
Fair pensions and retirement provision	41	38	45	30	34	35	52	58
More social justice	33	33	32	33	28	38	35	28
Employment offers and fair wages	32	32	33	39	35	37	26	24
Secure energy supply and affordable energy prices	30	32	28	23	23	33	36	34
Migration and integration of immigrants	25	29	21	18	22	22	30	34
Education, schools and universities	21	22	20	31	25	18	14	18
Rule of law, fight against corruption	17	20	14	17	16	16	16	19
Economic development and competitiveness	15	20	10	17	18	12	15	13
Peace policy and stable relations with other countries	8	8	8	10	10	6	6	7
Adequate and affordable housing	7	7	7	12	8	7	5	3
Digitalisation	3	4	2	9	2	2	1	1

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Importance of environmental, nature and climate protection

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

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1.137 €)	Medium 60-140% (1.137-2.652 €)	High >140% (>2.652 €)
Inflation, declining purchasing power	64	70	65	60	68	64	48
Public health service and care	56	57	56	54	50	58	60
Environmental, nature and climate protection	45	40	42	52	44	45	48
Criminality, internal security	45	50	45	43	44	45	52
Fair pensions and retirement provision	41	56	47	28	44	41	34
More social justice	33	39	31	32	41	30	27
Employment offers and fair wages	32	28	36	31	39	30	24
Secure energy supply and affordable energy prices	30	28	34	26	27	30	37
Migration and integration of immigrants	25	27	26	22	21	26	34
Education, schools and universities	21	12	17	31	18	21	31
Rule of law, fight against corruption	17	15	17	18	15	17	20
Economic development and competitiveness	15	8	13	21	10	16	26
Peace policy and stable relations with other countries	8	6	6	11	8	6	12
Adequate and affordable housing	7	9	5	8	10	6	4
Digitalisation	3	2	1	6	4	2	4

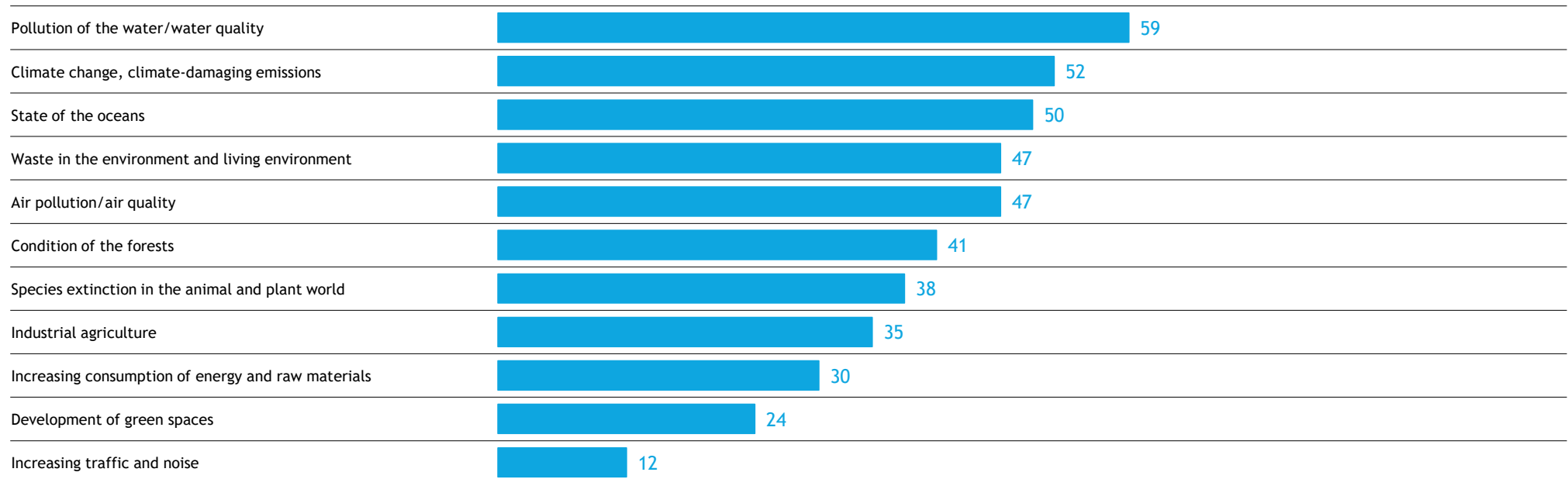
Basis: 1,201 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
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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: 1,201 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
Pollution of the water/water quality	59	62	57	57	61	51	52	64	64	62	69
Climate change, climate-damaging emissions	52	45	75	46	50	52	47	62	42	46	61
State of the oceans	50	45	58	46	40	50	49	53	58	45	56
Waste in the environment and living environment	47	44	51	45	51	47	48	59	41	44	48
Air pollution/air quality	47	51	43	47	52	42	42	46	47	48	59
Condition of the forests	41	47	44	27	34	46	45	40	50	37	40
Species extinction in the animal and plant world	38	36	37	38	35	32	41	37	44	30	48
Industrial agriculture	35	35	37	38	30	38	37	37	38	32	28
Increasing consumption of energy and raw materials	30	33	35	31	35	26	34	30	17	32	34
Development of green spaces	24	27	22	29	23	25	26	22	22	22	20
Increasing traffic and noise	12	14	8	15	13	8	16	9	10	18	4

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

EST = Established
 INT = Intellectuals
 PER = Performers
 COS = Cosmopolitan Avantgarde
 ADA = Adaptive Navigators
 CMS = Conventional Mainstream
 TRA = Traditionals
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 SEN = Sensation-Oriented
 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
Pollution of the water/water quality	59	59	60	59	59	55	57	68
Climate change, climate-damaging emissions	52	50	54	50	54	51	53	52
State of the oceans	50	50	50	46	45	46	59	55
Waste in the environment and living environment	47	46	49	45	50	48	47	46
Air pollution/air quality	47	48	46	57	48	38	43	48
Condition of the forests	41	40	43	35	37	44	43	48
Species extinction in the animal and plant world	38	34	41	33	43	38	38	37
Industrial agriculture	35	35	35	28	35	37	37	40
Increasing consumption of energy and raw materials	30	35	26	35	35	31	30	21
Development of green spaces	24	26	22	28	21	25	25	19
Increasing traffic and noise	12	13	11	16	12	12	10	9

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

■ strongly overrepresented ■ strongly underrepresented
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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.

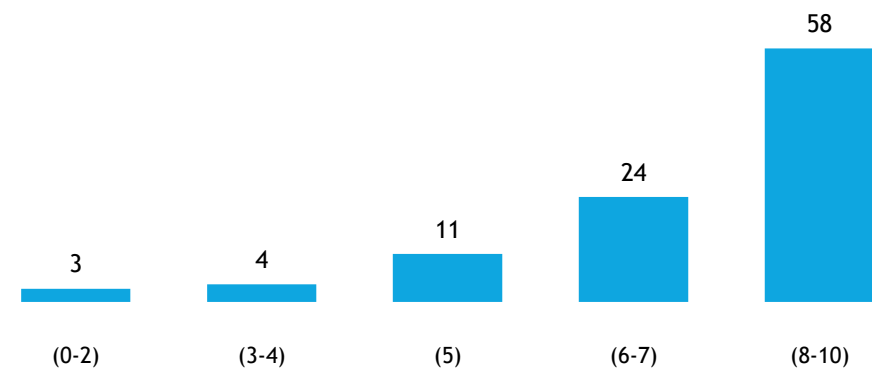
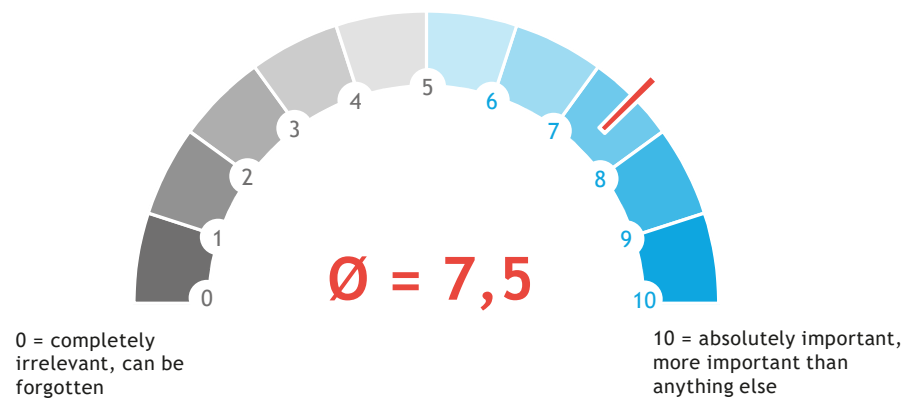
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		Low	Medium	High	Low <60% (<1.137 €)	Medium 60-140% (1.137-2.652 €)	High >140% (>2.652 €)
Pollution of the water/water quality	59	63	59	59	56	62	57
Climate change, climate-damaging emissions	52	44	49	59	48	51	63
State of the oceans	50	59	47	48	49	49	57
Waste in the environment and living environment	47	46	48	47	46	48	44
Air pollution/air quality	47	44	47	48	47	47	49
Condition of the forests	41	50	43	36	44	41	35
Species extinction in the animal and plant world	38	41	36	38	41	36	36
Industrial agriculture	35	36	36	34	34	35	38
Increasing consumption of energy and raw materials	30	21	28	39	29	30	39
Development of green spaces	24	22	24	25	20	28	14
Increasing traffic and noise	12	12	13	11	14	11	13

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Relevance of climate change as a topic

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



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

Relevance of climate change as a topic

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	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
10=Absolutely important, more important than anything else	20	20	34	14	21	9	12	24	20	24	27
9	14	21	16	15	13	12	12	15	9	8	20
8	24	23	28	25	27	34	17	29	17	18	23
7	14	16	16	20	14	15	14	13	14	11	10
6	10	9	3	9	8	10	13	8	10	15	10
5	11	8	2	12	10	11	18	7	19	14	4
4	2	2	1	4	2	2	2	1	4	2	3
3	2	-	-	2	1	3	4	3	2	2	-
2	1	1	-	-	2	3	-	1	-	3	1
1	1	-	-	-	1	1	2	-	-	3	-
0=Totally irrelevant, can be forgotten	1	1	-	-	-	2	4	-	4	-	1
Average	7,5	7,8	8,5	7,5	7,6	7,0	6,6	7,9	7,0	7,2	8,1

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

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		Gender		Age (years)				
	Total	Male	Female	18-29	30-39	40-49	50-59	60-69
10=Absolutely important, more important than anything else	20	19	21	19	21	19	19	23
9	14	13	14	15	12	14	14	12
8	24	24	22	22	26	25	22	22
7	14	14	15	19	15	14	12	12
6	10	10	10	9	11	10	10	10
5	11	12	11	9	11	10	13	13
4	2	3	2	3	2	2	2	2
3	2	2	2	2	0	1	3	3
2	1	1	1	1	1	2	1	-
1	1	1	1	0	0	1	1	1
0=Totally irrelevant, can be forgotten	1	1	2	1	-	2	3	1
Average	7,5	7,4	7,5	7,5	7,6	7,4	7,3	7,5

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

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Relevance of climate change as a topic

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

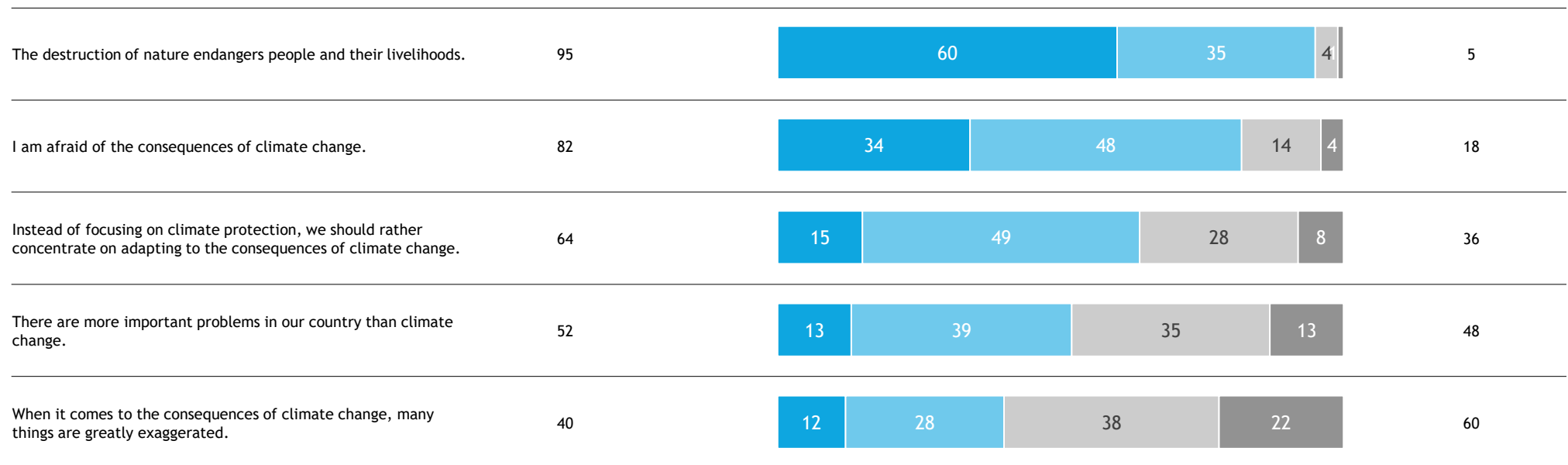
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1.137 €)	Medium 60-140% (1.137-2.652 €)	High >140% (>2.652 €)
10=Absolutely important, more important than anything else	20	24	19	20	23	19	18
9	14	10	12	18	10	14	21
8	24	17	27	23	23	24	26
7	14	14	14	15	11	16	12
6	10	13	9	10	12	8	12
5	11	15	12	8	12	11	7
4	2	2	2	3	2	3	-
3	2	0	2	2	2	1	2
2	1	1	1	1	2	1	-
1	1	1	1	0	1	1	-
0=Totally irrelevant, can be forgotten	1	2	1	1	2	1	3
Average	7,5	7,3	7,4	7,6	7,3	7,5	7,7

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attitudes towards climate change

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



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

 Fully agree
  Somewhat agree
  Somewhat disagree
  Completely disagree

Attitudes towards climate change

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

Response category: "Fully agree / Somewhat agree"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
The destruction of nature endangers people and their livelihoods.	95	98	100	96	93	93	97	98	95	90	98
I am afraid of the consequences of climate change.	82	88	92	86	80	77	71	85	72	79	93
Instead of focusing on climate protection, we should rather concentrate on adapting to the consequences of climate change.	64	74	38	66	63	77	71	55	66	74	52
There are more important problems in our country than climate change.	52	50	22	52	63	68	60	42	62	66	30
When it comes to the consequences of climate change, many things are greatly exaggerated.	40	41	14	39	50	53	45	30	39	58	25

Basis: 1,201 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 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.	95	95	96	95	98	96	94	96
I am afraid of the consequences of climate change.	82	80	84	87	87	82	77	75
Instead of focusing on climate protection, we should rather concentrate on adapting to the consequences of climate change.	64	65	64	59	58	67	67	72
There are more important problems in our country than climate change.	52	56	48	52	50	53	55	50
When it comes to the consequences of climate change, many things are greatly exaggerated.	40	44	37	41	40	39	42	39

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

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■ overrepresented ■ underrepresented

Attitudes towards climate change

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

Response category: "Fully agree / Somewhat agree"

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1.137 €)	Medium 60-140% (1.137-2.652 €)	High >140% (>2.652 €)
The destruction of nature endangers people and their livelihoods.	95	96	96	96	95	96	96
I am afraid of the consequences of climate change.	82	76	82	84	82	82	81
Instead of focusing on climate protection, we should rather concentrate on adapting to the consequences of climate change.	64	73	70	54	69	65	57
There are more important problems in our country than climate change.	52	61	54	46	54	53	46
When it comes to the consequences of climate change, many things are greatly exaggerated.	40	44	43	35	42	41	30

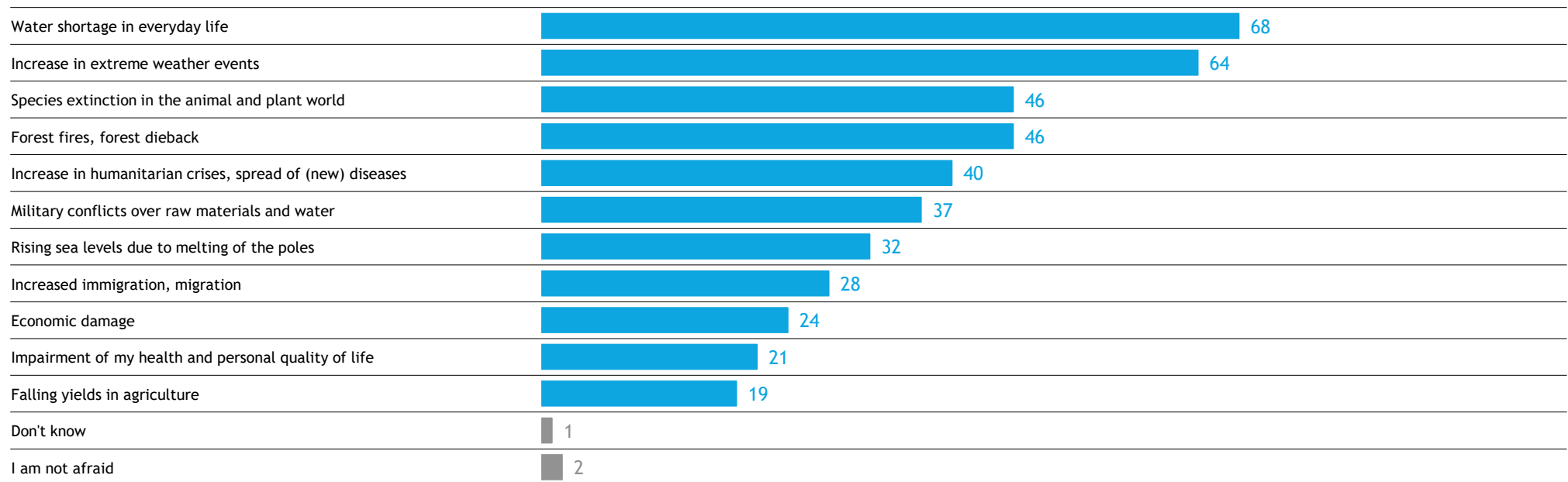
Basis: 1,201 cases, total sample; figures in %.

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■ overrepresented ■ underrepresented

Consequences of climate change - Anxiety scale

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

Consequences of climate change



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

Consequences of climate change - Anxiety scale

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Water shortage in everyday life	68	71	77	68	61	65	67	70	79	51	68
Increase in extreme weather events	64	56	85	66	63	54	60	72	54	60	76
Species extinction in the animal and plant world	46	36	60	45	44	43	45	46	52	33	61
Forest fires, forest dieback	46	51	53	48	34	43	41	54	53	38	46
Increase in humanitarian crises, spread of (new) diseases	40	33	52	37	45	28	41	37	35	37	53
Military conflicts over raw materials and water	37	47	35	33	39	42	37	25	30	39	42
Rising sea levels due to melting of the poles	32	35	35	35	28	35	26	38	29	33	30
Increased immigration, migration	28	34	13	24	24	32	44	32	36	23	13
Economic damage	24	26	14	24	30	31	19	23	27	25	22
Impairment of my health and personal quality of life	21	25	14	18	31	21	21	18	20	27	21
Falling yields in agriculture	19	26	17	22	12	21	20	23	17	15	19
Don't know	1	-	1	1	-	2	1	1	-	4	3
I am not afraid	2	1	1	-	1	1	6	3	3	3	-

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

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strongly overrepresented
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Consequences of climate change - Anxiety scale

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Water shortage in everyday life	68	65	70	63	60	66	72	79
Increase in extreme weather events	64	61	67	60	63	64	70	63
Species extinction in the animal and plant world	46	42	50	41	49	49	46	45
Forest fires, forest dieback	46	43	48	42	42	44	50	53
Increase in humanitarian crises, spread of (new) diseases	40	40	39	44	43	38	38	35
Military conflicts over raw materials and water	37	39	35	42	41	36	34	31
Rising sea levels due to melting of the poles	32	34	31	31	36	30	32	33
Increased immigration, migration	28	35	22	22	22	24	35	38
Economic damage	24	23	24	24	29	25	21	20
Impairment of my health and personal quality of life	21	22	21	24	24	23	18	17
Falling yields in agriculture	19	20	18	18	17	20	20	21
Don't know	1	1	2	2	1	1	1	2
I am not afraid	2	2	2	1	1	3	3	3

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Consequences of climate change - Anxiety scale

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

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1.137 €)	Medium 60-140% (1.137-2.652 €)	High >140% (>2.652 €)
Water shortage in everyday life	68	67	72	64	66	68	71
Increase in extreme weather events	64	59	64	66	60	65	66
Species extinction in the animal and plant world	46	49	44	46	47	46	47
Forest fires, forest dieback	46	54	47	40	45	47	44
Increase in humanitarian crises, spread of (new) diseases	40	36	36	46	34	41	46
Military conflicts over raw materials and water	37	31	36	41	36	37	39
Rising sea levels due to melting of the poles	32	34	31	33	31	32	38
Increased immigration, migration	28	29	29	28	25	28	43
Economic damage	24	24	24	24	26	24	20
Impairment of my health and personal quality of life	21	19	20	24	25	21	16
Falling yields in agriculture	19	21	21	17	19	21	12
Don't know	1	2	1	1	2	1	-
I am not afraid	2	4	2	2	3	2	1

Basis: 1,201 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

- 93% of respondents believe that we all have to become active ourselves and start changing the way we live in order to maintain a liveable environment for us and the generations that follow (highest level of agreement "Fully agree": 46%).
- Furthermore, 90% 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: 38%).
- Slightly fewer, but still two thirds of respondents (66%) claim to actively contribute to changing society (highest level of agreement: 17%).

Barriers to climate and environmentally conscious behaviour

- Around 90% of respondents believe that we should be willing to change our way of living for the benefit of the environment (highest level of agreement "Fully agree": 39%). However, 60% (also) say that they themselves are only willing to do something to protect the environment if this does not affect their own standard of living (highest level of agreement: 15%).

Main findings

Climate and environmentally conscious behaviour

- 79% fear that a fundamental change in our way of living and doing business is associated with high personal costs (highest approval rating: 23%). Furthermore, 71% consider corresponding measures for climate and environmental protection to be socially unjust, as they burden low-income earners in particular (highest approval rating: 24%). 60% say that they personally lack the financial means to do something for climate protection (highest level of agreement: 21%).
- 82% would be willing to do more to protect the environment if everyone acted in this way (highest level of agreement: 31%). However, 51% believe that others should first take the first step before contributing to climate protection themselves (highest level of agreement: 18%). Furthermore, 40% do not believe that their own behaviour can make a significant contribution to environmental protection (highest level of agreement: 11%).
- 70% say they are annoyed when others try to tell them how to live (highest level of agreement: 27%). In addition, 65% 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: 17%).
- 64% think that businesses know best how to implement the necessary change (highest level of agreement: 15%). Furthermore, 35% 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%).

Main findings

Climate and environmentally conscious behaviour

- 51% say that businesses that need a lot of energy for their production cannot implement strict climate protection requirements (highest level of agreement: 12%). Furthermore, 44% say that preserving jobs is more important than climate and environmental protection (highest level of agreement: 10%). 44% also think that combating climate change is detrimental to the economy (highest approval rating: 12%).
- Almost one in two (47%) find it difficult to shape their own lives in an environmentally and climate-friendly way (highest level of agreement: 10%). Furthermore, 68% say that the poor infrastructure makes it impossible to do without a car (highest level of agreement: 29%). A quarter of the respondents say they do not see the point of changing their own behaviour for something that may happen in the future (highest level of agreement: 8%).

Motivators of climate and environmentally conscious behaviour

- According to 92% of respondents, each individual has a responsibility to ensure that we leave a liveable environment for future generations (highest level of agreement "Fully agree": 49%). Furthermore, 92% also 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 is said by 90% (highest level of agreement: 42%). 77% feel personally responsible for the preservation of nature and the environment (highest approval rating: 22%).

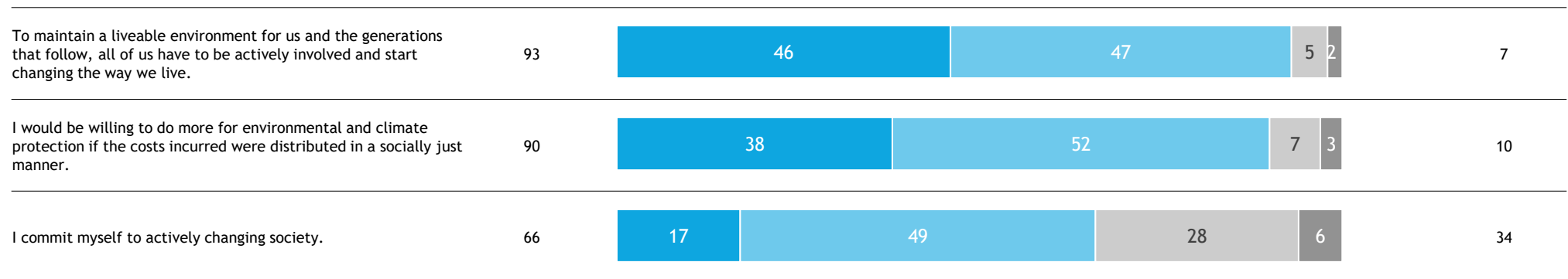
Main findings

Climate and environmentally conscious behaviour

- 87% believe that businesses must become more climate-friendly, as otherwise there is a risk of economic damage (highest approval rating: 33%). Furthermore, 82% believe that switching to environmentally and climate-friendly products and production processes offers great employment opportunities (highest approval rating: 22%). 80% believe that a consistent policy to protect the environment will have a positive impact on the competitiveness of businesses in the future (highest approval rating: 24%).
- 87% see the industrialised countries as having a special responsibility for climate protection, since they have played a significant role causing climate change (highest level of agreement: 41%). Furthermore, 81% say they feel better when they buy products that have less impact on the environment and climate (highest level of agreement: 30%).
- 83% of respondents feel a strong connection with nature (highest level of agreement: 32%). Furthermore, 90% feel that spending time in nature significantly enhances their quality of life (highest level of agreement: 39%).

Attitudes towards climate and environmentally conscious behaviour

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



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

 Fully agree  Somewhat disagree
 Somewhat agree  Completely disagree

Attitudes towards climate and environmentally conscious 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.	93	98	99	94	92	92	90	96	89	85	98
I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially just manner.	90	94	89	96	93	86	91	88	87	87	93
I commit myself to actively changing society.	66	82	79	63	72	66	47	75	49	70	74

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.	46	52	69	39	41	27	41	48	36	43	70
I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially just manner.	38	36	43	36	32	25	46	30	41	38	55
I commit myself to actively changing society.	17	23	21	16	25	13	12	14	10	20	22

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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.	93	90	96	94	95	91	91	94
I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially just manner.	90	90	91	92	92	88	89	90
I commit myself to actively changing society.	66	68	65	75	65	63	64	66

Response category: "Fully agree"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
To maintain a liveable environment for us and the generations that follow, all of us have to be actively involved and start changing the way we live.	46	44	48	50	51	42	43	44
I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially just manner.	38	39	38	42	36	35	37	42
I commit myself to actively changing society.	17	17	17	22	22	13	14	14

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attitudes towards climate and environmentally conscious behaviour

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

Response category: "Fully agree / Somewhat agree"

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1.137 €)	Medium 60-140% (1.137-2.652 €)	High >140% (>2.652 €)
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.	93	92	94	92	92	94	94
I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially just manner.	90	90	91	90	91	91	85
I commit myself to actively changing society.	66	62	67	69	68	67	67

Response category: "Fully agree"

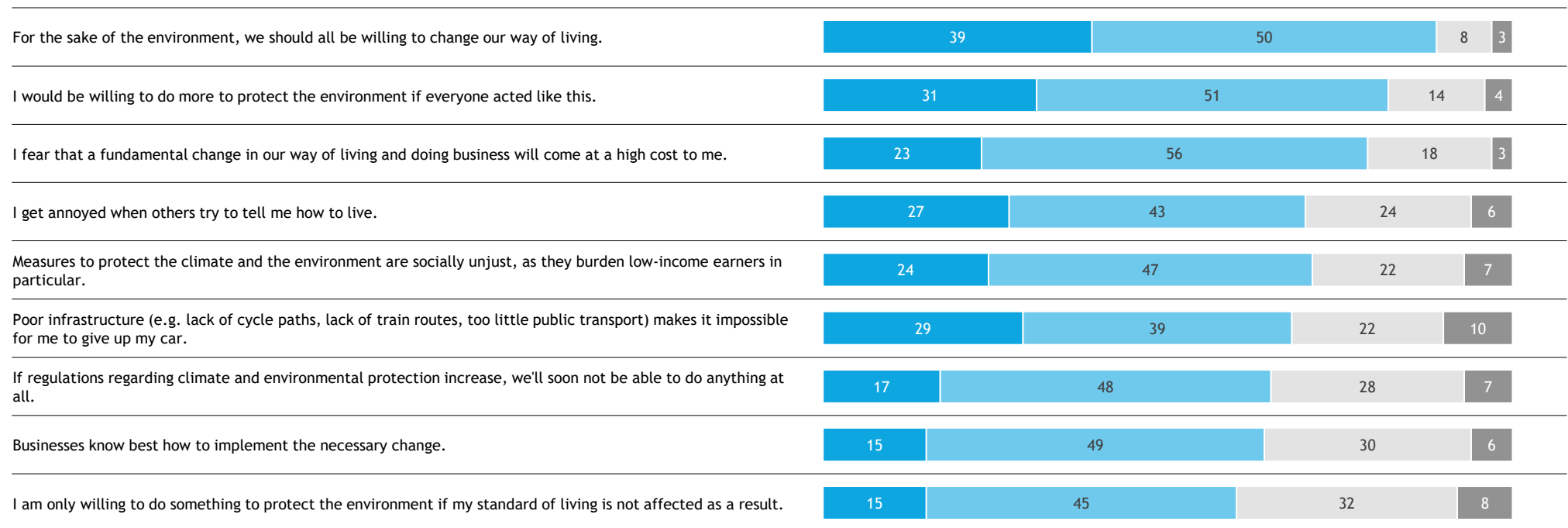
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1.137 €)	Medium 60-140% (1.137-2.652 €)	High >140% (>2.652 €)
To maintain a liveable environment for us and the generations that follow, all of us have to be actively involved and start changing the way we live.	46	42	47	47	46	46	49
I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially just manner.	38	44	40	34	43	38	30
I commit myself to actively changing society.	17	16	16	19	18	18	17

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

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■ 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?

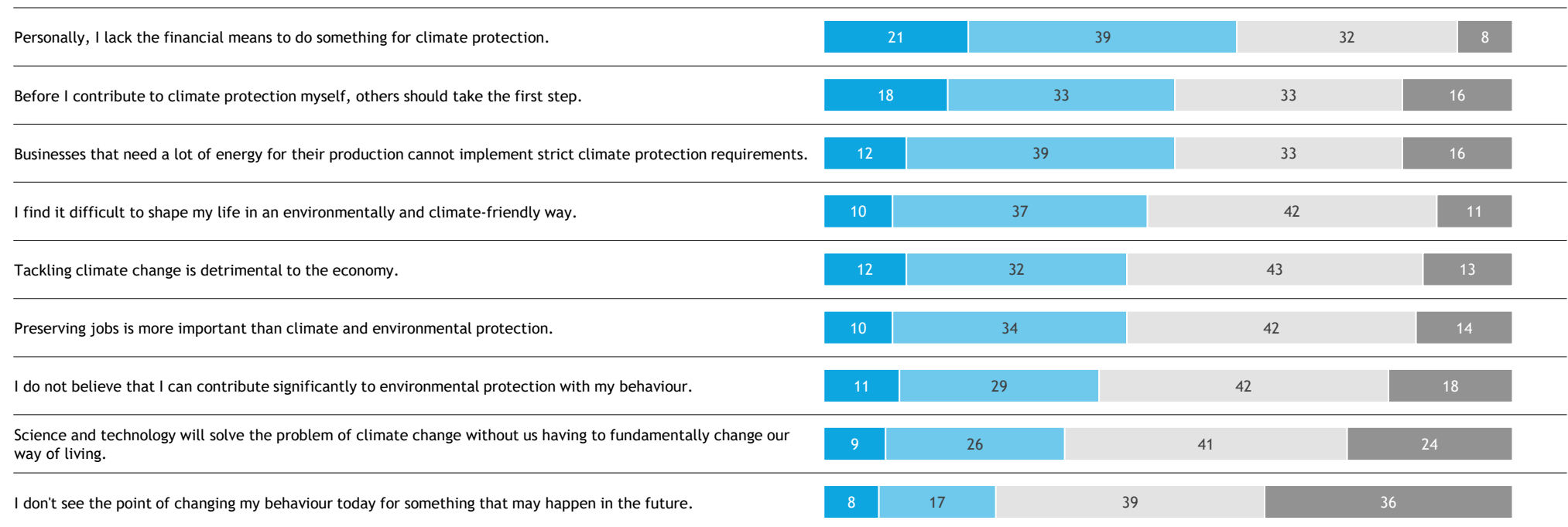


Basis: 1,201 cases, total sample; figures in %.

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

Barriers to climate and environmentally conscious behaviour (2)

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



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

 Fully agree
  Somewhat agree
  Somewhat disagree
  Completely disagree

Barriers to climate and environmentally conscious behaviour (1)

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

Response category: "Fully agree / Somewhat agree"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
For the sake of the environment, we should all be willing to change our way of living.	89	94	97	91	90	82	87	93	80	80	94
I would be willing to do more to protect the environment if everyone acted like this.	82	92	78	86	82	78	79	78	79	80	86
I fear that a fundamental change in our way of living and doing business will come at a high cost to me.	79	84	61	78	78	85	84	70	88	77	74
I get annoyed when others try to tell me how to live.	70	72	53	65	68	80	76	59	86	76	63
Measures to protect the climate and the environment are socially unjust, as they burden low-income earners in particular.	71	66	59	71	73	70	79	62	80	71	71
Poor infrastructure (e.g. lack of cycle paths, lack of train routes, too little public transport) makes it impossible for me to give up my car.	68	71	58	71	69	69	74	61	62	64	69
If regulations regarding climate and environmental protection increase, we'll soon not be able to do anything at all.	65	72	50	65	63	78	66	55	70	65	56
Businesses know best how to implement the necessary change.	64	72	54	66	62	72	60	70	56	63	70
I am only willing to do something to protect the environment if my standard of living is not affected as a result.	60	63	36	58	64	76	65	47	68	64	50

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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
Personally, I lack the financial means to do something for climate protection.	60	63	37	53	60	69	70	48	77	66	46
Before I contribute to climate protection myself, others should take the first step.	51	61	19	50	48	60	65	43	56	61	42
Businesses that need a lot of energy for their production cannot implement strict climate protection requirements.	51	67	26	52	52	65	52	42	49	56	38
I find it difficult to shape my life in an environmentally and climate-friendly way.	47	43	34	48	49	53	51	34	47	58	52
Tackling climate change is detrimental to the economy.	44	51	18	44	42	60	56	33	42	57	33
Preserving jobs is more important than climate and environmental protection.	44	50	19	50	54	60	46	33	43	54	26
I do not believe that I can contribute significantly to environmental protection with my behaviour.	40	47	17	35	43	51	49	30	47	50	25
Science and technology will solve the problem of climate change without us having to fundamentally change our way of living.	35	45	14	40	47	46	34	28	28	42	24
I don't see the point of changing my behaviour today for something that may happen in the future.	25	31	2	23	35	38	19	17	27	47	13

Basis: 1,201 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 way of living.	89	86	91	84	91	91	89	87
I would be willing to do more to protect the environment if everyone acted like this.	82	82	82	85	88	76	80	81
I fear that a fundamental change in our way of living and doing business will come at a high cost to me.	79	79	78	73	77	81	79	83
I get annoyed when others try to tell me how to live.	70	70	71	70	66	73	74	70
Measures to protect the climate and the environment are socially unjust, as they burden low-income earners in particular.	71	73	68	72	67	71	69	74
Poor infrastructure (e.g. lack of cycle paths, lack of train routes, too little public transport) makes it impossible for me to give up my car.	68	66	68	66	65	70	66	69
If regulations regarding climate and environmental protection increase, we'll soon not be able to do anything at all.	65	69	60	65	62	61	66	69
Businesses know best how to implement the necessary change.	64	63	65	68	64	66	56	67
I am only willing to do something to protect the environment if my standard of living is not affected as a result.	60	62	58	54	56	59	62	68

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

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

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

Response category: "Fully agree / Somewhat agree"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Personally, I lack the financial means to do something for climate protection.	60	61	59	54	60	60	64	62
Before I contribute to climate protection myself, others should take the first step.	51	54	49	51	55	48	52	52
Businesses that need a lot of energy for their production cannot implement strict climate protection requirements.	51	52	49	47	53	54	51	48
I find it difficult to shape my life in an environmentally and climate-friendly way.	47	50	45	52	47	52	43	41
Tackling climate change is detrimental to the economy.	44	49	40	43	43	45	44	48
Preserving jobs is more important than climate and environmental protection.	44	46	42	46	42	46	44	42
I do not believe that I can contribute significantly to environmental protection with my behaviour.	40	44	37	46	38	40	40	39
Science and technology will solve the problem of climate change without us having to fundamentally change our way of living.	35	41	29	42	37	36	28	30
I don't see the point of changing my behaviour today for something that may happen in the future.	25	29	22	29	26	29	19	24

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

■ strongly overrepresented ■ strongly underrepresented
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Barriers to climate and environmentally conscious behaviour (1)

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

Response category: "Fully agree / Somewhat agree"

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1.137 €)	Medium 60-140% (1.137-2.652 €)	High >140% (>2.652 €)
For the sake of the environment, we should all be willing to change our way of living.	89	87	90	88	88	88	93
I would be willing to do more to protect the environment if everyone acted like this.	82	80	82	83	81	83	78
I fear that a fundamental change in our way of living and doing business will come at a high cost to me.	79	87	80	72	84	78	68
I get annoyed when others try to tell me how to live.	70	78	73	64	74	70	64
Measures to protect the climate and the environment are socially unjust, as they burden low-income earners in particular.	71	78	71	66	76	70	59
Poor infrastructure (e.g. lack of cycle paths, lack of train routes, too little public transport) makes it impossible for me to give up my car.	68	67	70	64	66	67	69
If regulations regarding climate and environmental protection increase, we'll soon not be able to do anything at all.	65	70	68	57	69	64	61
Businesses know best how to implement the necessary change.	64	65	66	61	67	62	65
I am only willing to do something to protect the environment if my standard of living is not affected as a result.	60	65	63	53	65	60	47

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

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

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

Response category: "Fully agree / Somewhat agree"

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1.137 €)	Medium 60-140% (1.137-2.652 €)	High >140% (>2.652 €)
Personally, I lack the financial means to do something for climate protection.	60	73	66	46	70	60	30
Before I contribute to climate protection myself, others should take the first step.	51	60	56	43	59	51	36
Businesses that need a lot of energy for their production cannot implement strict climate protection requirements.	51	52	54	46	57	49	45
I find it difficult to shape my life in an environmentally and climate-friendly way.	47	48	48	46	53	45	39
Tackling climate change is detrimental to the economy.	44	50	46	40	50	43	42
Preserving jobs is more important than climate and environmental protection.	44	47	44	42	47	45	35
I do not believe that I can contribute significantly to environmental protection with my behaviour.	40	45	43	35	46	39	29
Science and technology will solve the problem of climate change without us having to fundamentally change our way of living.	35	33	34	37	37	34	37
I don't see the point of changing my behaviour today for something that may happen in the future.	25	29	27	21	29	25	19

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Barriers to climate and environmentally conscious behaviour (1)





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

Response category: "Fully agree"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
For the sake of the environment, we should all be willing to change our way of living.	39	44	64	33	37	21	29	44	29	38	54
I would be willing to do more to protect the environment if everyone acted like this.	31	33	41	28	24	21	28	22	27	35	52
Poor infrastructure (e.g. lack of cycle paths, lack of train routes, too little public transport) makes it impossible for me to give up my car.	29	30	29	24	18	17	42	24	31	31	34
I get annoyed when others try to tell me how to live.	27	24	12	26	17	30	41	15	35	34	21
Measures to protect the climate and the environment are socially unjust, as they burden low-income earners in particular.	24	16	15	14	18	18	37	18	36	30	26
I fear that a fundamental change in our way of living and doing business will come at a high cost to me.	23	22	10	19	18	21	29	17	42	24	20
Personally, I lack the financial means to do something for climate protection.	21	23	8	17	14	21	22	14	39	27	17
Before I contribute to climate protection myself, others should take the first step.	18	19	9	12	12	11	28	14	29	25	18
If regulations regarding climate and environmental protection increase, we'll soon not be able to do anything at all.	17	17	11	16	10	16	20	12	23	23	21

Basis: 1,201 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.	15	14	10	11	15	14	18	5	16	25	15
Businesses know best how to implement the necessary change.	15	20	9	18	16	13	15	13	12	17	17
Tackling climate change is detrimental to the economy.	12	15	1	12	11	8	18	6	17	17	12
Businesses that need a lot of energy for their production cannot implement strict climate protection requirements.	12	17	3	15	8	6	12	13	17	15	10
I do not believe that I can contribute significantly to environmental protection with my behaviour.	11	12	2	8	9	18	14	10	11	16	5
Preserving jobs is more important than climate and environmental protection.	10	9	2	11	18	10	15	5	10	16	3
I find it difficult to shape my life in an environmentally and climate-friendly way.	10	7	4	10	9	9	10	10	11	19	10
Science and technology will solve the problem of climate change without us having to fundamentally change our way of living.	9	17	4	8	13	12	8	3	7	12	8
I don't see the point of changing my behaviour today for something that may happen in the future.	8	11	-	11	7	12	6	7	10	12	4

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Barriers to climate and environmentally conscious behaviour (1)

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

Response category: "Fully agree"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
For the sake of the environment, we should all be willing to change our way of living.	39	38	39	42	41	42	36	32
I would be willing to do more to protect the environment if everyone acted like this.	31	32	30	38	34	27	27	28
Poor infrastructure (e.g. lack of cycle paths, lack of train routes, too little public transport) makes it impossible for me to give up my car.	29	30	27	26	28	30	31	29
I get annoyed when others try to tell me how to live.	27	29	25	26	23	30	28	26
Measures to protect the climate and the environment are socially unjust, as they burden low-income earners in particular.	24	26	21	23	20	26	25	24
I fear that a fundamental change in our way of living and doing business will come at a high cost to me.	23	23	23	22	23	26	23	20
Personally, I lack the financial means to do something for climate protection.	21	21	21	18	21	20	23	23
Before I contribute to climate protection myself, others should take the first step.	18	19	18	16	18	16	22	20
If regulations regarding climate and environmental protection increase, we'll soon not be able to do anything at all.	17	22	13	22	14	20	12	18

Basis: 1,201 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.	15	17	13	15	15	17	12	15
Businesses know best how to implement the necessary change.	15	16	15	18	14	17	14	12
Tackling climate change is detrimental to the economy.	12	14	11	14	10	14	12	12
Businesses that need a lot of energy for their production cannot implement strict climate protection requirements.	12	12	12	10	14	14	14	8
I do not believe that I can contribute significantly to environmental protection with my behaviour.	11	13	9	11	10	12	12	9
Preserving jobs is more important than climate and environmental protection.	10	11	10	13	9	9	9	10
I find it difficult to shape my life in an environmentally and climate-friendly way.	10	10	10	15	11	10	7	8
Science and technology will solve the problem of climate change without us having to fundamentally change our way of living.	9	11	7	14	9	9	7	6
I don't see the point of changing my behaviour today for something that may happen in the future.	8	10	6	12	6	11	6	4

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

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Barriers to climate and environmentally conscious behaviour (1)

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

Response category: "Fully agree"

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1.137 €)	Medium 60-140% (1.137-2.652 €)	High >140% (>2.652 €)
For the sake of the environment, we should all be willing to change our way of living.	39	36	40	39	40	39	36
I would be willing to do more to protect the environment if everyone acted like this.	31	30	32	31	31	31	31
Poor infrastructure (e.g. lack of cycle paths, lack of train routes, too little public transport) makes it impossible for me to give up my car.	29	31	29	27	27	29	36
I get annoyed when others try to tell me how to live.	27	33	30	20	29	27	23
Measures to protect the climate and the environment are socially unjust, as they burden low-income earners in particular.	24	27	25	20	26	23	18
I fear that a fundamental change in our way of living and doing business will come at a high cost to me.	23	31	23	18	30	20	18
Personally, I lack the financial means to do something for climate protection.	21	31	22	15	28	19	9
Before I contribute to climate protection myself, others should take the first step.	18	24	20	13	21	19	11
If regulations regarding climate and environmental protection increase, we'll soon not be able to do anything at all.	17	21	17	16	22	15	17

Basis: 1,201 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"

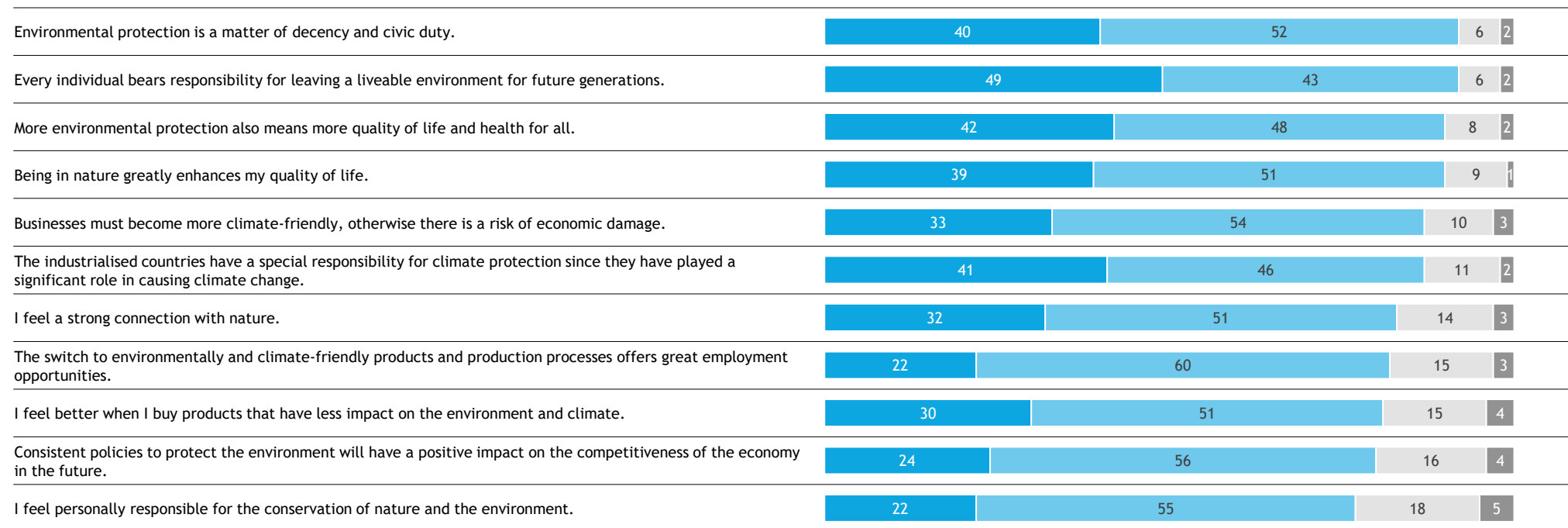
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1.137 €)	Medium 60-140% (1.137-2.652 €)	High >140% (>2.652 €)
I am only willing to do something to protect the environment if my standard of living is not affected as a result.	15	15	15	14	18	14	11
Businesses know best how to implement the necessary change.	15	17	16	13	18	14	13
Tackling climate change is detrimental to the economy.	12	12	13	11	15	10	13
Businesses that need a lot of energy for their production cannot implement strict climate protection requirements.	12	14	12	11	15	11	10
I do not believe that I can contribute significantly to environmental protection with my behaviour.	11	13	12	9	14	10	8
Preserving jobs is more important than climate and environmental protection.	10	12	10	10	13	10	8
I find it difficult to shape my life in an environmentally and climate-friendly way.	10	12	10	10	15	8	8
Science and technology will solve the problem of climate change without us having to fundamentally change our way of living.	9	6	10	10	11	8	10
I don't see the point of changing my behaviour today for something that may happen in the future.	8	10	8	7	10	7	7

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

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Motivators of climate and environmentally conscious behaviour

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



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

 Fully agree
  Somewhat disagree
 Somewhat agree
  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
Environmental protection is a matter of decency and civic duty.	92	94	98	94	91	89	93	92	89	88	97
Every individual bears responsibility for leaving a liveable environment for future generations.	92	95	97	95	87	92	92	97	89	89	91
More environmental protection also means more quality of life and health for all.	90	94	97	91	91	86	89	94	86	85	93
Being in nature greatly enhances my quality of life.	90	94	95	88	84	86	92	95	90	84	93
Businesses must become more climate-friendly, otherwise there is a risk of economic damage.	87	94	97	87	90	80	83	89	80	84	94
The industrialised countries have a special responsibility for climate protection since they have played a significant role in causing climate change.	87	88	94	80	85	84	86	83	85	86	94
I feel a strong connection with nature.	83	90	89	85	74	80	87	89	80	76	84
The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.	82	91	95	86	85	79	72	83	73	73	89
I feel better when I buy products that have less impact on the environment and climate.	81	93	94	82	81	78	73	86	64	76	91
Consistent policies to protect the environment will have a positive impact on the competitiveness of the economy in the future.	80	90	94	82	86	71	64	86	74	76	92
I feel personally responsible for the conservation of nature and the environment.	77	86	91	75	81	71	69	85	67	70	80

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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
Environmental protection is a matter of decency and civic duty.	92	90	94	90	91	92	94	94
Every individual bears responsibility for leaving a liveable environment for future generations.	92	91	94	89	93	92	93	95
More environmental protection also means more quality of life and health for all.	90	88	92	88	92	89	88	95
Being in nature greatly enhances my quality of life.	90	88	92	85	89	90	93	94
Businesses must become more climate-friendly, otherwise there is a risk of economic damage.	87	85	90	89	90	86	87	85
The industrialised countries have a special responsibility for climate protection since they have played a significant role in causing climate change.	87	85	88	85	85	89	87	87
I feel a strong connection with nature.	83	84	84	73	82	86	89	88
The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.	82	83	81	85	83	82	75	84
I feel better when I buy products that have less impact on the environment and climate.	81	78	84	85	78	82	78	81
Consistent policies to protect the environment will have a positive impact on the competitiveness of the economy in the future.	80	77	84	82	89	77	76	79
I feel personally responsible for the conservation of nature and the environment.	77	77	77	78	78	77	76	74

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

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Motivators of climate and environmentally conscious behaviour

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

Response category: "Fully agree / Somewhat agree"

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1.137 €)	Medium 60-140% (1.137-2.652 €)	High >140% (>2.652 €)
Environmental protection is a matter of decency and civic duty.	92	93	94	90	92	92	94
Every individual bears responsibility for leaving a liveable environment for future generations.	92	92	94	90	93	93	91
More environmental protection also means more quality of life and health for all.	90	88	92	90	89	91	92
Being in nature greatly enhances my quality of life.	90	91	92	88	89	90	93
Businesses must become more climate-friendly, otherwise there is a risk of economic damage.	87	87	88	88	89	87	84
The industrialised countries have a special responsibility for climate protection since they have played a significant role in causing climate change.	87	86	88	85	86	86	86
I feel a strong connection with nature.	83	86	84	82	82	85	83
The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.	82	81	79	86	81	82	86
I feel better when I buy products that have less impact on the environment and climate.	81	78	84	80	82	80	82
Consistent policies to protect the environment will have a positive impact on the competitiveness of the economy in the future.	80	79	80	82	81	80	81
I feel personally responsible for the conservation of nature and the environment.	77	73	78	78	79	76	84

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

■ strongly overrepresented ■ strongly underrepresented
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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.	49	50	79	49	38	27	44	55	52	39	59
More environmental protection also means more quality of life and health for all.	42	51	59	34	35	20	35	40	40	44	58
The industrialised countries have a special responsibility for climate protection since they have played a significant role in causing climate change.	41	43	44	32	35	30	40	33	52	38	62
Environmental protection is a matter of decency and civic duty.	40	45	62	33	35	26	36	37	41	36	55
Being in nature greatly enhances my quality of life.	39	46	46	34	30	26	40	40	45	33	47
Businesses must become more climate-friendly, otherwise there is a risk of economic damage.	33	38	49	26	28	16	23	33	32	34	53
I feel a strong connection with nature.	32	37	42	30	31	22	31	26	35	32	36
I feel better when I buy products that have less impact on the environment and climate.	30	32	48	29	24	12	26	30	22	35	50
Consistent policies to protect the environment will have a positive impact on the competitiveness of the economy in the future.	24	29	38	19	25	11	19	24	18	26	37
The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.	22	26	35	17	24	12	18	16	21	23	32
I feel personally responsible for the conservation of nature and the environment.	22	26	38	20	16	8	15	23	22	29	28

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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.	49	47	51	45	54	50	47	49
More environmental protection also means more quality of life and health for all.	42	40	43	42	45	41	39	41
The industrialised countries have a special responsibility for climate protection since they have played a significant role in causing climate change.	41	40	42	46	36	44	39	38
Environmental protection is a matter of decency and civic duty.	40	38	42	39	39	41	41	42
Being in nature greatly enhances my quality of life.	39	37	40	37	38	36	40	44
Businesses must become more climate-friendly, otherwise there is a risk of economic damage.	33	32	33	40	28	34	29	32
I feel a strong connection with nature.	32	31	34	27	34	31	34	37
I feel better when I buy products that have less impact on the environment and climate.	30	27	33	39	33	30	26	24
Consistent policies to protect the environment will have a positive impact on the competitiveness of the economy in the future.	24	26	23	26	30	25	21	18
The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.	22	23	22	26	21	22	20	21
I feel personally responsible for the conservation of nature and the environment.	22	23	22	27	24	23	20	18

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

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Motivators of climate and environmentally conscious behaviour

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

Response category: "Fully agree"

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1.137 €)	Medium 60-140% (1.137-2.652 €)	High >140% (>2.652 €)
Every individual bears responsibility for leaving a liveable environment for future generations.	49	46	49	50	46	50	54
More environmental protection also means more quality of life and health for all.	42	41	42	42	40	44	37
The industrialised countries have a special responsibility for climate protection since they have played a significant role in causing climate change.	41	44	40	40	46	39	34
Environmental protection is a matter of decency and civic duty.	40	39	42	40	41	39	48
Being in nature greatly enhances my quality of life.	39	45	39	36	40	40	37
Businesses must become more climate-friendly, otherwise there is a risk of economic damage.	33	33	30	36	34	32	34
I feel a strong connection with nature.	32	37	30	32	33	34	28
I feel better when I buy products that have less impact on the environment and climate.	30	29	29	32	34	29	34
Consistent policies to protect the environment will have a positive impact on the competitiveness of the economy in the future.	24	23	22	28	28	23	22
The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.	22	22	22	23	27	21	22
I feel personally responsible for the conservation of nature and the environment.	22	25	21	24	25	21	27

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

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■ overrepresented ■ underrepresented



4

Changing way of living and economies

Main findings

Changing way of living and economies

Assessment of the need for change

- When asked whether a fundamental change in our way of living and doing business is necessary in France, a good four-fifths of respondents answered "Yes, definitely" (38%) or "rather yes" (44%). This contrasts with 13% who (tend) not to think that fundamental change is necessary. A further 5% answered "I don't know,,."

Attribution of responsibility - Which actors do too little?

- In the opinion of the population, it is above all politicians, the government and businesses that should do more to tackle climate change: 75% of respondents say that Political Parties are (much) too little involved. In each case, 74% take the government and businesses more seriously.
- 66% want more responsibility from the European Union. 60% think local governments (e.g. municipality/city) should do more.
- That citizens in their area make (way) too little effort, say 65% of respondents. 61% think that the trade unions do (way) too little.
- The scientific community is somewhat less likely to be expected to increase its efforts (47%). Non-governmental organisations are seen as having the least responsibility (way too little/too little: 41%).

Main findings

Changing way of living and economies

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

- When it comes to addressing the climate and environmental crisis, citizens in their area are most frequently cited among the three most influential actors (39%). Government and non-governmental organisations are ranked second and third respectively (29% each). The scientific community ranks fourth (24%). Local governments are seen as having an influential role by 23%. They are followed by the European Union (19%), Politicians/Economies (18%), Political Parties (8%) and Trade Unions (5%).

Attitudes towards policies

- 90% are in favour of providing more financial support to people with low incomes if the costs of electricity and heating or mobility increase due to climate protection measures (highest level of agreement "Fully agree": 44%). 88% believe that politicians must work much harder to ensure that the restructuring of our economic system and way of life is socially just (highest level of agreement: 29%). At the same time, 77% feel uneasy about the idea of a fundamental change in our economic and way of living patterns, as they know from experience that many people will be worse off afterwards than before (highest level of agreement: 22%).
- 84% agree that low-income, ethnic or other minorities should not be more affected by environmental pollution than other population groups (highest level of agreement: 40%).

Main findings

Changing way of living and economies

- 88% are in favour of support programmes that help businesses to switch to climate-friendly production processes and products (highest approval rating: 33%). 87% think that businesses need clear guidelines from the state in order to become climate-neutral (highest approval rating: 32%). Politicians should exert much more pressure on businesses to achieve climate-friendly production methods, say 85% (highest approval rating: 35%). Furthermore, 70% believe that the Politicians follow the guidelines of industry and businesses too closely (highest approval rating: 26%).
- 82% support a more consistent switch to renewable energy (highest approval rating: 34%). 71% 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%).
- 82% 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: 29%). 72%, however, (also) say that there are already enough guidelines for a fundamental change in our economic and way of living patterns - if these were also implemented, we would be on the right track (highest approval rating: 15%).
- 60% believe that structural change measures should be enforced even if jobs are lost as a result (highest level of agreement: 14%). 81%, however, say that jobs affected by structural change should be maintained for as long as possible if there are no suitable alternatives (highest level of agreement: 22%).

Main findings

Changing way of living and economies

Assessment of measures in nature, environmental and climate protection

- **Mobility**: 92% of respondents are in favour of reducing local public transport fares (highest level of agreement "I fully support": 56%). 89% 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 77% (highest approval rating: 34%), the promotion of electric vehicles by 75% (highest approval rating: 32%), a climate tax on airline tickets by 63% (highest approval rating: 30%) and the introduction of a car toll (so that someone who drives a lot also has to pay more) by 44% (highest approval rating: 16%).
- **Energy**: 86% are in favour of mandatory solar for public buildings and new private buildings (highest level of support: 42%), 83% are in favour of membership in a cooperative or energy community (highest level of support: 28%), and 64% of respondents are in favour of building more wind turbines (highest level of support: 24%)
- **Technology/innovation/ businesses**: 92% of respondents are in favour of more support for the development of climate-friendly products and technologies (highest level of agreement: 42%). 92% are in favour of labelling climate-friendly products (highest approval rating: 43%). Reducing subsidies that are harmful to the climate is supported by 65% (highest approval rating: 24%) and making products that are harmful to the climate more expensive is supported by 43% (highest approval rating: 17%).

Main findings

Changing way of living and economies

- **Education**: 90% support an improvement of school education in the field of environmental and climate protection (highest approval rating: 41%). Also 90% support training or further training (or retraining) for employees working in jobs that will no longer be needed in the future (highest approval rating: 42%).
- **Housing**: 90% support state subsidies for the renovation of buildings for thermal insulation (highest approval level: 43%). The same number of respondents support legal regulations on the energy efficiency of electrical household appliances (highest approval rating: 34%). Financial support for cost-efficient heating systems (e.g. heat pumps) is supported by 89% (highest level of support: 40%), and state support for private households using renewable energy is supported by 86% (highest level of support: 34%).

Attitudes towards the energy and heat transition

- 94% of respondents agree that workers affected by the switch to renewable energy (e.g. job loss) should be helped to retrain for alternative jobs (highest level of agreement "Fully agree": 45%). Furthermore, 85% think that the affected employees should be supported financially (compensation payments, severance payments, etc.) (highest level of agreement: 33%).

Main findings

Changing way of living and economies

- 91% of respondents think that private households that want to use renewable energy (e.g. solar electricity, solar heating or heat pump) should be financially supported (highest level of agreement: 44%). In addition, 90% agree that the development of energy communities should be supported by the government (highest level of agreement: 33%).
- According to 82% 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 and oil regions) (highest level of agreement: 27%). Furthermore, 80% think that the affected regions and municipalities should receive financial support (highest level of agreement: 27%).
- 86% 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: 32%).
- 64% of respondents can imagine taking an active part in shaping their community's energy supply, with 17% saying they could "definitely" imagine doing so. Asked whether they could imagine generating their own energy, 5% say they already do, 36% say they could "definitely" imagine it and 33% say they could "rather" imagine it.

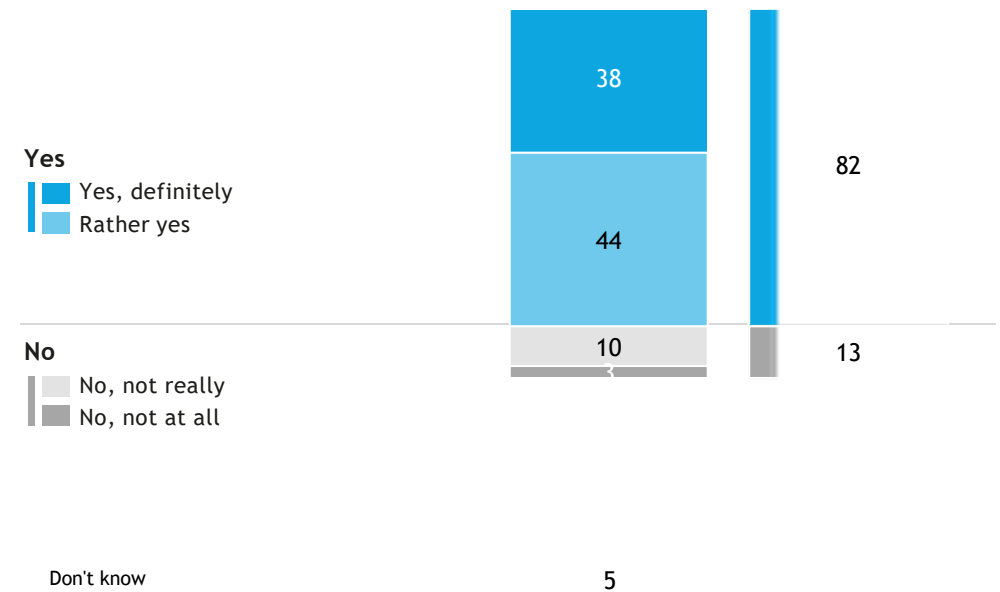
Main findings

Changing way of living and economies

- 51% would "approve" of the construction of a solar park in their community if the profits generated by it benefited the community. Another 42% would accept it, 7% would oppose it. Building a wind park in their community would be "fine" by 29% (if the profits it generates benefit the community). Another 38% would accept it, 33% would oppose it.
- To fight climate change, it is necessary to heat differently in the coming years. 58% of respondents think this should be done through more public subsidies for climate-neutral technologies and the replacement of heating. On the other hand, 14% argue for bans and 6% for higher prices for oil, gas and coal. The remaining 22% of respondents are not in favour of any of the options mentioned.
- When asked whether renewable energy have become more important since the outbreak of the Russia-Ukraine conflict, 24% answer "yes, renewable energy have become more important" Another 37% answered with "rather yes" In contrast, 22% answered with "rather no" and 17% with "no, renewable energy have not become more important"

Assessment of the need for change

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



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

Assessment of the need for change

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
YES	82	91	92	85	88	81	74	84	71	77	88
Yes, definitely	38	47	46	35	32	25	33	46	34	37	49
Rather yes	44	44	47	50	55	56	40	38	37	40	38
NO	13	8	5	12	8	15	20	9	21	18	4
No, not really	10	6	5	11	6	11	13	7	13	16	3
No, not at all	3	2	-	1	2	4	7	2	8	1	1
Don't know	5	2	3	3	4	4	6	7	8	5	8

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

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 PRO = Progressive Realists

strongly overrepresented
 overrepresented
 strongly underrepresented
 underrepresented

Assessment of the need for change

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

		Gender		Age (years)				
	Total	Male	Female	18-29	30-39	40-49	50-59	60-69
YES	82	78	86	84	88	84	80	76
Yes, definitely	38	35	41	38	43	42	34	34
Rather yes	44	43	45	46	45	42	46	42
NO	13	17	9	13	8	11	13	18
No, not really	10	12	7	12	6	8	9	13
No, not at all	3	4	2	2	2	3	4	5
Don't know	5	5	5	3	4	5	7	6

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

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■ overrepresented ■ underrepresented

Assessment of the need for change

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

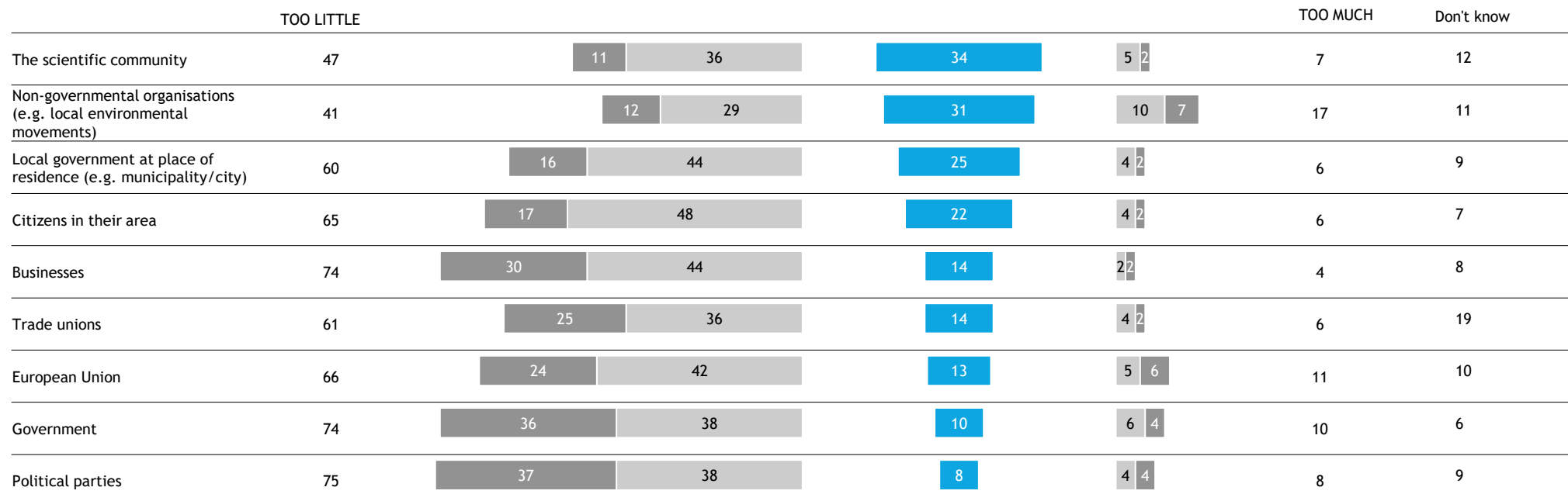
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1.137 €)	Medium 60-140% (1.137-2.652 €)	High >140% (>2.652 €)
YES	82	76	84	84	82	82	81
Yes, definitely	38	37	39	38	40	39	36
Rather yes	44	39	45	46	43	44	45
NO	13	16	11	13	10	13	17
No, not really	10	13	8	9	8	10	12
No, not at all	3	3	3	4	2	3	5
Don't know	5	8	5	3	7	4	2

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attribution of responsibility

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



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

Way too little
Too little

Just right

Way too much
Too much

Attribution of responsibility (1)

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Businesses											
Way too much/too much	4	2	-	4	13	2	6	3	3	9	1
Just right	14	18	5	13	16	17	12	12	13	24	2
Too little/way too little	74	75	93	76	65	71	71	76	71	59	91
Local government at place of residence (e.g. municipality/city)											
Way too much/too much	6	4	1	4	10	11	6	3	5	8	2
Just right	25	27	18	28	27	22	24	30	26	28	19
Too little/way too little	60	66	75	58	55	57	57	58	52	52	68
European Union											
Way too much/too much	11	6	3	8	12	13	18	13	15	11	2
Just right	13	12	11	18	19	11	8	15	8	19	12
Too little/way too little	66	74	77	64	61	68	63	59	64	57	76

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Attribution of responsibility (2)

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Government											
Way too much/too much	10	6	3	8	10	14	14	8	12	13	2
Just right	10	16	6	12	16	8	7	8	7	16	2
Too little/way too little	74	74	88	75	70	72	71	74	75	64	90
Citizens in their area											
Way too much/too much	6	7	2	7	13	4	7	2	5	9	2
Just right	22	22	9	22	21	30	25	17	22	27	15
Too little/way too little	65	68	86	64	62	56	60	71	56	55	75
Trade unions											
Way too much/too much	6	6	2	5	14	9	7	5	6	11	2
Just right	14	22	6	16	18	12	14	8	11	25	9
Too little/way too little	61	64	75	61	55	62	61	62	53	50	71

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Attribution of responsibility (3)

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Political parties											
Way too much/too much	8	5	2	8	12	11	14	8	10	12	1
Just right	8	9	2	8	17	9	4	4	3	17	-
Too little/way too little	75	80	90	76	67	73	70	73	73	60	89
Non-governmental organisations (e.g. local environmental movements)											
Way too much/too much	17	12	15	18	16	21	25	16	18	17	7
Just right	31	37	34	29	37	23	22	30	26	31	44
Too little/way too little	41	42	44	44	41	42	39	43	37	41	35
The scientific community											
Way too much/too much	7	5	2	6	15	4	4	4	10	17	2
Just right	34	41	30	35	32	32	32	33	30	34	36
Too little/way too little	47	47	54	45	44	52	50	49	36	38	49

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Attribution of responsibility (1)

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Businesses								
Way too much/too much	4	5	3	10	6	1	3	1
Just right	14	15	12	14	12	13	17	12
Too little/way too little	74	74	74	73	76	76	70	75
Local government at place of residence (e.g. municipality/city)								
Way too much/too much	6	6	5	8	6	3	7	2
Just right	25	27	23	29	20	24	22	30
Too little/way too little	60	59	60	56	65	59	62	56
European Union								
Way too much/too much	11	12	9	9	9	7	13	15
Just right	13	15	12	16	11	15	11	12
Too little/way too little	66	67	64	66	70	66	67	60

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attribution of responsibility (2)

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Government								
Way too much/too much	10	10	9	11	9	8	10	10
Just right	10	12	8	9	12	8	11	11
Too little/way too little	74	74	75	77	76	77	72	72
Citizens in their area								
Way too much/too much	6	7	5	13	5	5	3	2
Just right	22	22	21	20	21	21	21	25
Too little/way too little	65	65	65	63	68	64	67	63
Trade unions								
Way too much/too much	6	8	5	12	6	3	5	6
Just right	14	16	12	19	14	14	14	11
Too little/way too little	61	62	61	58	64	65	60	61

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

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■ overrepresented ■ underrepresented

Attribution of responsibility (3)

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Political parties								
Way too much/too much	8	10	7	10	8	5	9	12
Just right	8	9	6	12	7	8	6	4
Too little/way too little	75	76	73	72	77	76	74	74
Non-governmental organisations (e.g. local environmental movements)								
Way too much/too much	17	21	13	18	14	11	18	23
Just right	31	30	32	41	33	31	26	22
Too little/way too little	41	41	40	35	43	45	40	43
The scientific community								
Way too much/too much	7	8	6	14	6	4	6	5
Just right	34	40	28	39	34	34	29	31
Too little/way too little	47	42	50	39	48	50	50	46

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 overrepresented
 underrepresented

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

Attribution of responsibility (1)

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

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1.137 €)	Medium 60-140% (1.137-2.652 €)	High >140% (>2.652 €)
Businesses							
Way too much/too much	4	4	4	4	4	5	2
Just right	14	15	12	14	12	14	14
Too little/way too little	74	68	75	77	72	74	81
Local government at place of residence (e.g. municipality/city)							
Way too much/too much	6	4	4	7	5	6	5
Just right	25	26	24	26	23	25	27
Too little/way too little	60	55	61	60	58	60	64
European Union							
Way too much/too much	11	16	9	9	10	11	9
Just right	13	12	12	15	11	13	20
Too little/way too little	66	60	67	68	65	66	66

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

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■ overrepresented ■ underrepresented

Attribution of responsibility (2)

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

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1.137 €)	Medium 60-140% (1.137-2.652 €)	High >140% (>2.652 €)
Government							
Way too much/too much	10	12	9	8	9	10	8
Just right	10	8	9	12	7	12	11
Too little/way too little	74	72	75	76	76	73	80
Citizens in their area							
Way too much/too much	6	3	6	7	6	6	2
Just right	22	24	20	22	21	24	15
Too little/way too little	65	60	66	66	61	64	80
Trade unions							
Way too much/too much	6	8	6	6	7	7	4
Just right	14	10	13	18	12	15	15
Too little/way too little	61	58	63	61	62	61	66

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

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Attribution of responsibility (3)

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

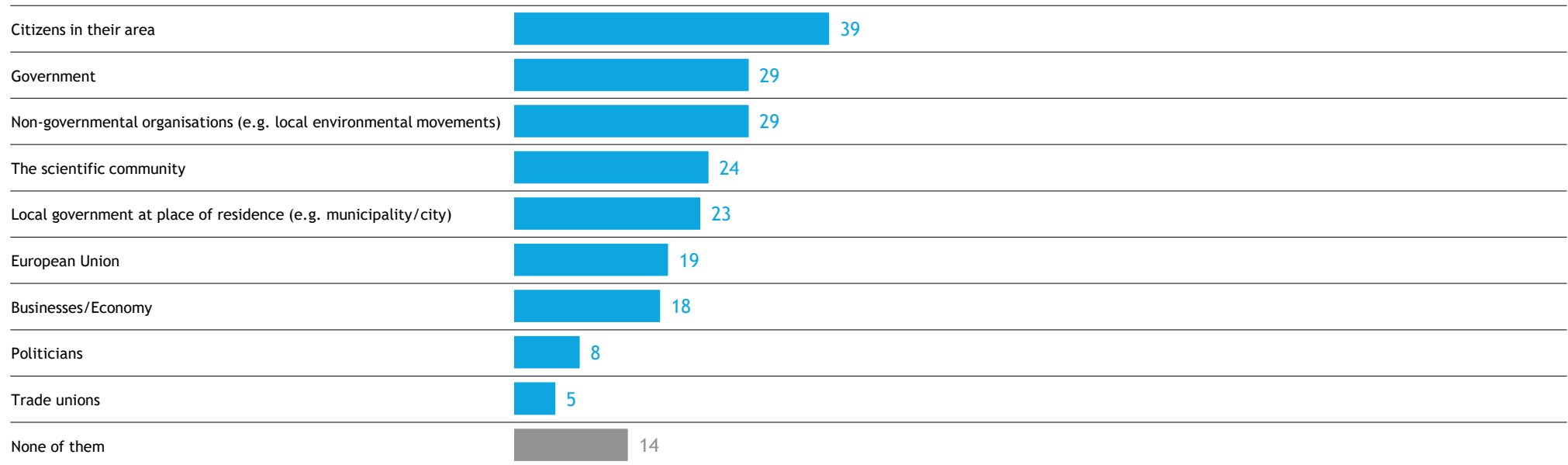
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1.137 €)	Medium 60-140% (1.137-2.652 €)	High >140% (>2.652 €)
Political parties							
Way too much/too much	8	10	8	8	6	10	7
Just right	8	6	7	10	9	7	9
Too little/way too little	75	72	74	76	74	74	78
Non-governmental organisations (e.g. local environmental movements)							
Way too much/too much	17	16	15	19	12	18	21
Just right	31	24	29	36	31	31	32
Too little/way too little	41	43	45	36	42	41	41
The scientific community							
Way too much/too much	7	8	7	6	7	7	3
Just right	34	28	30	41	30	35	38
Too little/way too little	47	45	49	44	48	46	50

Basis: 1,201 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 state up to three parties you regard as being most influential.



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

Attribution of responsibility

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Citizens in their area	39	39	51	38	37	39	42	30	39	32	46
Government	29	36	33	30	32	31	19	32	25	30	29
Non-governmental organisations (e.g. local environmental movements)	29	32	47	29	26	21	27	22	25	23	42
The scientific community	24	28	24	22	34	21	25	16	20	27	24
Local government at place of residence (e.g. municipality/city)	23	19	26	27	22	24	21	20	28	20	24
European Union	19	19	21	20	23	23	12	23	12	25	17
Businesses/Economy	18	23	18	16	18	20	16	19	17	16	19
Politicians	8	16	2	8	6	12	1	5	6	15	5
Trade unions	5	6	3	7	4	8	2	5	2	10	7
None of them	14	4	7	10	10	14	25	22	19	13	13

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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 state up to three parties you regard as being most influential.

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Citizens in their area	39	39	39	41	37	38	39	42
Government	29	31	28	24	29	29	36	28
Non-governmental organisations (e.g. local environmental movements)	29	29	30	38	28	32	24	23
The scientific community	24	29	20	32	29	22	17	20
Local government at place of residence (e.g. municipality/city)	23	22	24	21	20	23	23	29
European Union	19	20	19	23	17	18	21	17
Businesses/Economy	18	22	14	16	21	16	18	21
Politicians	8	8	7	9	9	8	7	4
Trade unions	5	5	6	10	7	3	4	2
None of them	14	11	17	6	15	15	16	20

Basis: 1,201 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 state up to three parties you regard as being most influential.

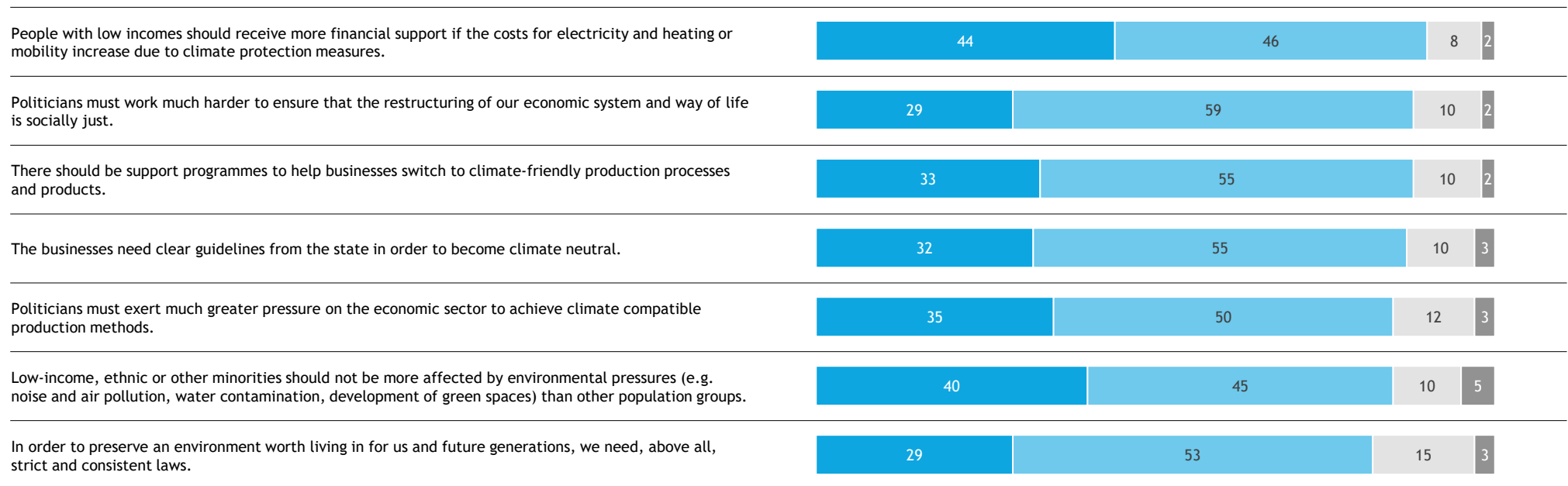
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1.137 €)	Medium 60-140% (1.137-2.652 €)	High >140% (>2.652 €)
Citizens in their area	39	40	38	41	40	38	40
Government	29	25	28	33	22	32	36
Non-governmental organisations (e.g. local environmental movements)	29	25	29	32	36	26	28
The scientific community	24	18	23	29	24	24	30
Local government at place of residence (e.g. municipality/city)	23	25	23	23	18	26	19
European Union	19	15	21	19	18	21	15
Businesses/Economy	18	17	18	20	14	20	27
Politicians	8	7	9	6	8	8	5
Trade unions	5	6	4	6	7	5	5
None of them	14	20	15	10	14	14	12

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attitudes towards policies (1)

To what extent do you agree with the following statements?

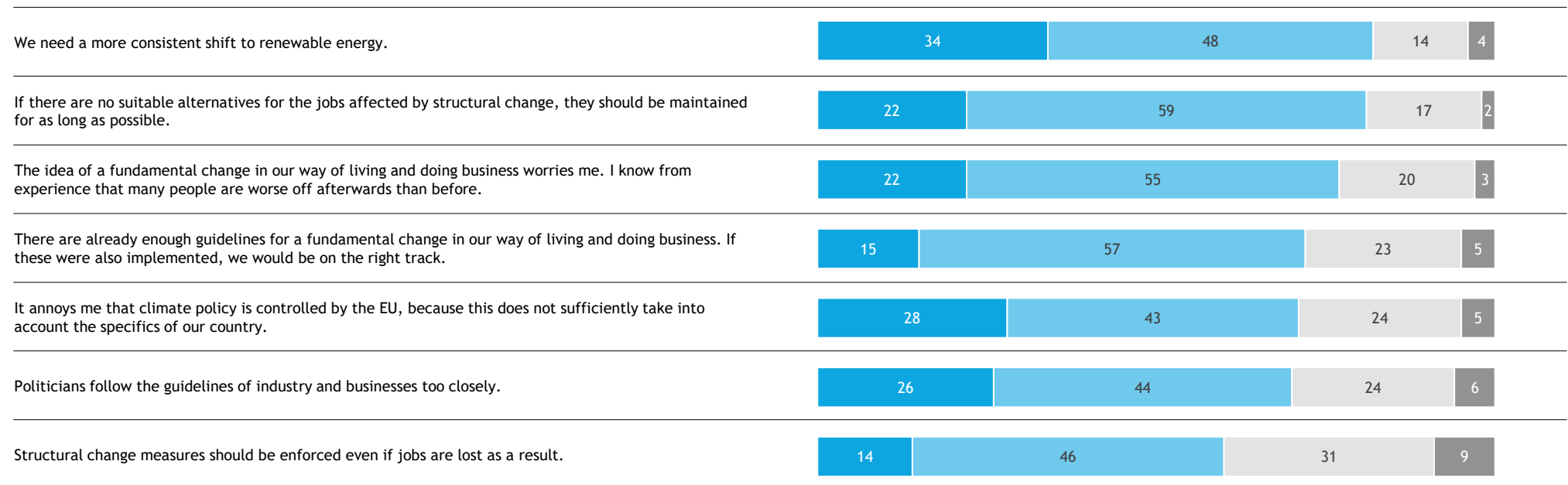


Basis: 1,201 cases, total sample; figures in %.

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

Attitudes towards policies (2)

To what extent do you agree with the following statements?



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

 Fully agree
  Somewhat agree
  Somewhat disagree
  Completely disagree

Attitudes towards policies (1)

To what extent do you agree with the following statements?

Response category: "Fully agree / Somewhat agree"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
People with low incomes should receive more financial support if the costs for electricity and heating or mobility increase due to climate protection measures.	90	86	94	89	87	92	85	88	94	87	96
Politicians must work much harder to ensure that the restructuring of our economic system and way of life is socially just.	88	94	94	89	78	91	83	89	86	83	90
There should be support programmes to help businesses switch to climate-friendly production processes and products.	88	93	96	88	87	82	84	91	83	85	94
The businesses need clear guidelines from the state in order to become climate neutral.	87	96	98	83	91	82	86	88	79	86	88
Politicians must exert much greater pressure on the economic sector to achieve climate compatible production methods.	85	89	96	86	84	84	78	88	84	78	87
Low-income, ethnic or other minorities should not be more affected by environmental pressures (e.g. noise and air pollution, water contamination, development of green spaces) than other population groups.	85	80	91	88	85	85	83	81	87	81	85
In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.	82	91	92	87	87	79	72	84	71	80	82

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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
We need a more consistent shift to renewable energy.	82	82	91	86	79	80	77	79	82	76	88
If there are no suitable alternatives for the jobs affected by structural change, they should be maintained for as long as possible.	81	92	67	85	76	86	79	80	90	82	72
The idea of a fundamental change in our way of living and doing business worries me. I know from experience that many people are worse off afterwards than before.	77	82	63	78	64	86	83	73	88	79	70
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.	72	74	57	73	70	77	74	77	72	76	62
It annoys me that climate policy is controlled by the EU, because this does not sufficiently take into account the specifics of our country.	71	78	46	64	61	82	75	74	87	71	68
Politicians follow the guidelines of industry and businesses too closely.	70	75	74	73	70	61	66	66	69	72	74
Structural change measures should be enforced even if jobs are lost as a result.	60	65	64	68	60	59	54	55	54	64	63

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

EST = Established
 INT = Intellectuals
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 TRA = Traditionals
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 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
People with low incomes should receive more financial support if the costs for electricity and heating or mobility increase due to climate protection measures.	90	87	92	87	89	89	90	93
Politicians must work much harder to ensure that the restructuring of our economic system and way of life is socially just.	88	86	89	84	87	89	88	91
There should be support programmes to help businesses switch to climate-friendly production processes and products.	88	85	91	86	91	90	86	88
The businesses need clear guidelines from the state in order to become climate neutral.	87	86	89	86	92	84	86	88
Politicians must exert much greater pressure on the economic sector to achieve climate compatible production methods.	85	84	86	81	88	85	85	87
Low-income, ethnic or other minorities should not be more affected by environmental pressures (e.g. noise and air pollution, water contamination, building on green spaces) than other population groups.	85	81	88	84	87	83	82	89
In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.	82	82	81	84	86	81	80	80

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

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

To what extent do you agree with the following statements?

Response category: "Fully agree / 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.	82	80	84	79	83	82	80	86
If there are no suitable alternatives for the jobs affected by structural change, they should be maintained for as long as possible.	81	80	83	77	78	78	85	89
The idea of a fundamental change in our way of living and doing business worries me. I know from experience that many people are worse off afterwards than before.	77	75	79	74	69	80	80	85
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.	72	71	72	65	65	70	75	84
It annoys me that climate policy is controlled by the EU, because this does not sufficiently take into account the specifics of our country.	71	72	70	67	65	77	71	76
Politicians follow the guidelines of industry and businesses too closely.	70	72	68	70	72	71	68	68
Structural change measures should be enforced even if jobs are lost as a result.	60	66	56	67	65	61	53	55

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

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Attitudes towards policies (1)

To what extent do you agree with the following statements?

Response category: "Fully agree / Somewhat agree"

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1.137 €)	Medium 60-140% (1.137-2.652 €)	High >140% (>2.652 €)
People with low incomes should receive more financial support if the costs for electricity and heating or mobility increase due to climate protection measures.	90	94	90	86	92	90	81
Politicians must work much harder to ensure that the restructuring of our economic system and way of life is socially just.	88	91	89	84	88	88	84
There should be support programmes to help businesses switch to climate-friendly production processes and products.	88	88	89	87	90	88	87
The businesses need clear guidelines from the state in order to become climate neutral.	87	84	90	86	87	88	87
Politicians must exert much greater pressure on the economic sector to achieve climate compatible production methods.	85	87	88	81	87	84	85
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.	85	83	86	84	86	84	85
In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.	82	75	84	83	79	83	83

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

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Attitudes towards policies (2)

To what extent do you agree with the following statements?

Response category: "Fully agree / Somewhat agree"

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1.137 €)	Medium 60-140% (1.137-2.652 €)	High >140% (>2.652 €)
We need a more consistent shift to renewable energy.	82	83	81	82	81	82	82
If there are no suitable alternatives for the jobs affected by structural change, they should be maintained for as long as possible.	81	88	86	73	83	82	72
The idea of a fundamental change in our way of living and doing business worries me. I know from experience that many people are worse off afterwards than before.	77	83	82	69	81	77	70
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.	72	77	75	64	70	73	70
It annoys me that climate policy is controlled by the EU, because this does not sufficiently take into account the specifics of our country.	71	81	75	61	78	70	58
Politicians follow the guidelines of industry and businesses too closely.	70	66	68	74	69	70	70
Structural change measures should be enforced even if jobs are lost as a result.	60	54	59	66	58	61	65

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

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Attitudes towards policies (1)

To what extent do you agree with the following statements?

Response category: "Fully agree"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
People with low incomes should receive more financial support if the costs for electricity and heating or mobility increase due to climate protection measures.	44	40	54	30	43	35	47	38	53	48	56
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.	40	38	63	41	42	24	32	37	41	40	51
Politicians must exert much greater pressure on the economic sector to achieve climate compatible production methods.	35	39	45	32	24	20	32	39	40	34	45
We need a more consistent shift to renewable energy.	34	38	52	31	30	19	32	24	32	29	50
There should be support programmes to help businesses switch to climate-friendly production processes and products.	33	35	40	25	26	21	29	34	37	37	46
The businesses need clear guidelines from the state in order to become climate neutral.	32	36	43	29	28	18	30	23	35	35	38
In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.	29	34	38	24	21	14	30	28	27	28	42

Basis: 1,201 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
Politicians must work much harder to ensure that the restructuring of our economic system and way of life is socially just.	29	30	41	24	22	21	26	20	32	32	37
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	30	9	23	24	24	43	23	43	26	26
Politicians follow the guidelines of industry and businesses too closely.	26	24	27	27	23	18	28	25	26	27	38
If there are no suitable alternatives for the jobs affected by structural change, they should be maintained for as long as possible.	22	22	15	24	17	13	23	13	34	27	21
The idea of a fundamental change in our way of living and doing business worries me. I know from experience that many people will be worse off than before.	22	24	12	18	14	17	28	19	32	29	15
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.	15	17	11	12	22	12	17	11	9	23	17
Structural change measures should be enforced even if jobs are lost as a result.	14	17	15	13	13	8	10	12	12	20	24

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Attitudes towards policies (1)

To what extent do you agree with the following statements?

Response category: "Fully agree"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
People with low incomes should receive more financial support if the costs for electricity and heating or mobility increase due to climate protection measures.	44	42	47	44	46	45	41	46
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.	40	38	43	48	50	34	35	35
Politicians must exert much greater pressure on the economic sector to achieve climate compatible production methods.	35	36	34	37	37	36	30	34
We need a more consistent shift to renewable energy.	34	37	31	33	40	33	29	34
There should be support programmes to help businesses switch to climate-friendly production processes and products.	33	30	35	41	31	36	29	27
The businesses need clear guidelines from the state in order to become climate neutral.	32	33	31	35	32	30	30	31
In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.	29	29	28	33	30	28	26	26

Basis: 1,201 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	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Politicians must work much harder to ensure that the restructuring of our economic system and way of life is socially just.	29	30	28	33	32	26	24	30
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	31	25	26	24	30	29	30
Politicians follow the guidelines of industry and businesses too closely.	26	28	24	28	30	26	26	21
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	21	21	24	23	19
The idea of a fundamental change in our way of living and doing business worries me. I know from experience that many people will be worse off than before.	22	22	22	23	18	23	21	23
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.	15	18	12	19	15	13	16	12
Structural change measures should be enforced even if jobs are lost as a result.	14	16	13	21	15	16	10	10

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

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Attitudes towards policies (1)

To what extent do you agree with the following statements?

Response category: "Fully agree"

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1.137 €)	Medium 60-140% (1.137-2.652 €)	High >140% (>2.652 €)
People with low incomes should receive more financial support if the costs for electricity and heating or mobility increase due to climate protection measures.	44	54	46	37	56	41	30
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.	40	38	40	42	40	40	41
Politicians must exert much greater pressure on the economic sector to achieve climate compatible production methods.	35	38	33	35	35	36	30
We need a more consistent shift to renewable energy.	34	33	32	36	32	35	32
There should be support programmes to help businesses switch to climate-friendly production processes and products.	33	38	34	29	40	31	29
The businesses need clear guidelines from the state in order to become climate neutral.	32	32	32	31	34	30	34
In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.	29	28	31	26	29	28	29

Basis: 1,201 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"

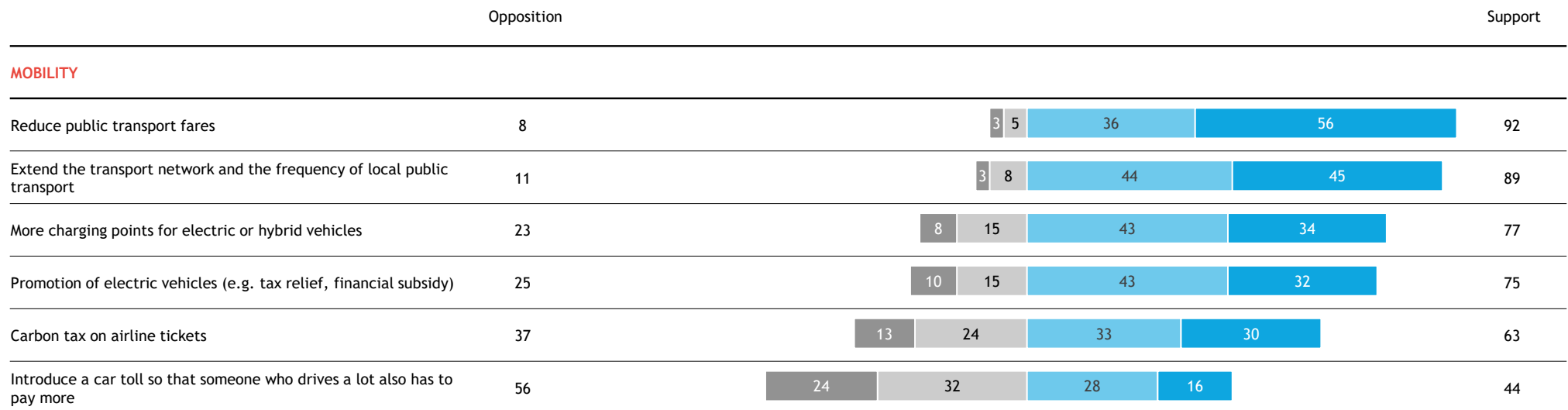
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1.137 €)	Medium 60-140% (1.137-2.652 €)	High >140% (>2.652 €)
Politicians must work much harder to ensure that the restructuring of our economic system and way of life is socially just.	29	31	28	30	35	27	28
It annoys me that climate policy is controlled by the EU, because this does not sufficiently take into account the specifics of our country.	28	36	28	24	34	26	28
Politicians follow the guidelines of industry and businesses too closely.	26	25	24	30	30	25	24
If there are no suitable alternatives for the jobs affected by structural change, they should be maintained for as long as possible.	22	27	23	17	26	19	21
The idea of a fundamental change in our way of living and doing business worries me. I know from experience that many people will be worse off than before.	22	24	24	18	29	19	12
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.	15	13	18	14	14	15	18
Structural change measures should be enforced even if jobs are lost as a result.	14	15	13	16	18	13	14

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

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

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



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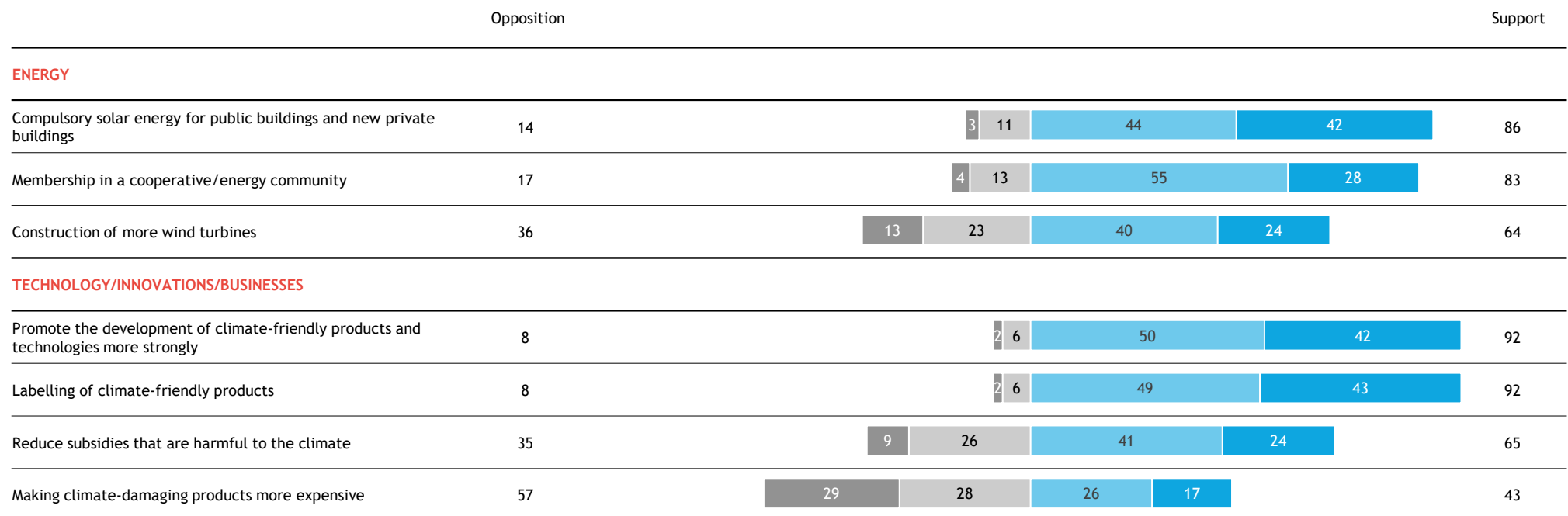
Basis: 1,201 cases, total sample; figures in %.

I completely reject it
 I would rather agree



I would rather reject it
 I completely agree



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

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



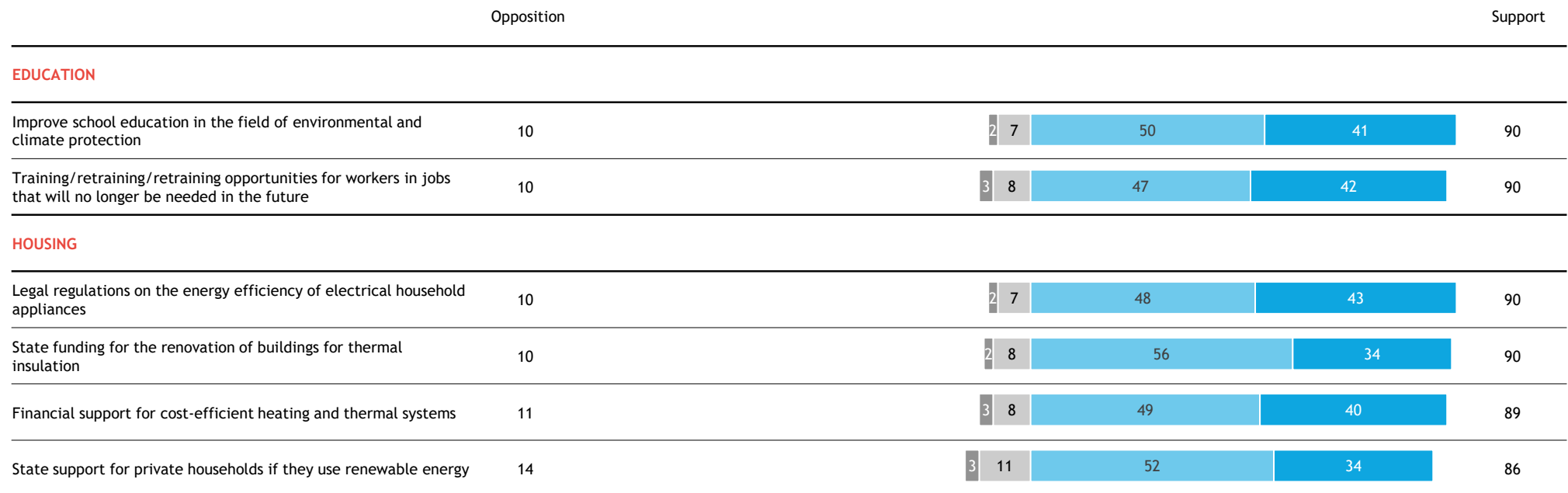
Basis: 1,201 cases, total sample; figures in %.

 I completely reject it
  I would rather agree



 I would rather reject it
  I completely agree



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

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



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

 I completely reject it
  I would rather agree

 I would rather reject it
  I completely agree

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





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

Response category: "I completely / would rather agree"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
MOBILITY											
Reduce public transport fares	92	97	97	95	82	86	90	94	92	88	94
Extend the transport network and the frequency of local public transport	89	92	98	90	91	87	86	85	87	83	92
More charging points for electric or hybrid vehicles	77	86	90	80	76	72	69	76	68	77	81
Promotion of electric vehicles (e.g. tax relief, financial subsidy)	75	80	83	74	85	72	66	75	64	77	85
Carbon tax on airline tickets	63	63	79	56	57	61	63	72	63	59	59
Introduce a car toll so that someone who drives a lot also has to pay more	44	47	46	45	50	51	27	50	27	53	44

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

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

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

Response category: "I completely / would rather agree"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
MOBILITY								
Reduce public transport fares	92	91	92	87	88	94	95	96
Extend the transport network and the frequency of local public transport	89	90	88	87	89	88	89	92
More charging points for electric or hybrid vehicles	77	77	77	79	77	77	76	78
Promotion of electric vehicles (e.g. tax relief, financial subsidy)	75	76	74	77	79	75	74	71
Carbon tax on airline tickets	63	65	61	60	62	62	62	71
Introduce a car toll so that someone who drives a lot also has to pay more	44	49	37	55	46	44	35	36

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

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

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

Response category: "I completely / would rather agree"

Response category: "I completely / would rather agree"		Education			Net equivalent income (HH/month)		
		Total	Low	Medium	High	Low <60% (<1.137 €)	Medium 60-140% (1.137-2.652 €)
MOBILITY							
Reduce public transport fares	92	91	94	90	90	92	92
Extend the transport network and the frequency of local public transport	89	86	90	89	87	89	92
More charging points for electric or hybrid vehicles	77	70	80	78	77	77	84
Promotion of electric vehicles (e.g. tax relief, financial subsidy)	75	68	76	78	74	76	78
Carbon tax on airline tickets	63	63	66	60	67	62	60
Introduce a car toll so that someone who drives a lot also has to pay more	44	36	42	48	46	43	44

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

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





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

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
MOBILITY											
Introduce a car toll so that someone who drives a lot also has to pay more	56	53	54	55	50	49	73	50	73	47	56
Carbon tax on airline tickets	37	37	21	44	43	39	37	28	37	41	41
Promotion of electric vehicles (e.g. tax relief, financial subsidy)	25	20	17	26	15	28	34	25	36	23	15
More charging points for electric or hybrid vehicles	23	14	10	20	24	28	31	24	32	23	19
Extend the transport network and the frequency of local public transport	11	8	2	10	9	13	14	15	13	17	8
Reduce public transport fares	8	3	3	5	18	14	10	6	8	12	6

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

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

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

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
MOBILITY								
Introduce a car toll so that someone who drives a lot also has to pay more	56	51	63	45	54	56	65	64
Carbon tax on airline tickets	37	35	39	40	38	38	38	29
Promotion of electric vehicles (e.g. tax relief, financial subsidy)	25	24	26	23	21	25	26	29
More charging points for electric or hybrid vehicles	23	23	23	21	23	23	24	22
Extend the transport network and the frequency of local public transport	11	10	12	13	11	12	11	8
Reduce public transport fares	8	9	8	13	12	6	5	4

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

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

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

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

Response category: "I completely / would rather reject it"		Education			Net equivalent income (HH/month)		
	Total	Low	Medium	High	Low <60% (<1.137 €)	Medium 60-140% (1.137-2.652 €)	High >140% (>2.652 €)
MOBILITY							
Introduce a car toll so that someone who drives a lot also has to pay more	56	64	58	52	54	57	56
Carbon tax on airline tickets	37	37	34	40	33	38	40
Promotion of electric vehicles (e.g. tax relief, financial subsidy)	25	32	24	22	26	24	22
More charging points for electric or hybrid vehicles	23	30	20	22	23	23	16
Extend the transport network and the frequency of local public transport	11	14	10	11	13	11	8
Reduce public transport fares	8	9	6	10	10	8	8

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

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

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

Response category: "I completely / would rather agree"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
ENERGY											
Compulsory solar energy for public buildings and new private buildings	86	89	96	84	85	84	84	86	86	82	90
Membership in a cooperative/energy community	83	91	91	86	84	77	78	82	76	78	93
Construction of more wind turbines	64	65	81	73	66	62	55	60	52	64	69
TECHNOLOGY/INNOVATIONS/THE BUSINESSES											
Promote the development of climate-friendly products and technologies more strongly	92	96	98	92	92	88	89	93	90	84	97
Labelling of climate-friendly products	92	94	99	92	88	90	90	95	86	84	99
Reduce subsidies that are harmful to the climate	65	66	68	68	68	65	54	62	56	68	76
Making climate-damaging products more expensive	43	46	40	53	46	43	32	48	33	50	36

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

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

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

Response category: "I completely / would rather agree"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
ENERGY								
Compulsory solar energy for public buildings and new private buildings	86	85	88	80	87	88	86	91
Membership in a cooperative/energy community	83	82	84	85	82	80	83	86
Construction of more wind turbines	64	65	63	70	68	65	58	60
TECHNOLOGY/INNOVATIONS/THE BUSINESSES								
Promote the development of climate-friendly products and technologies more strongly	92	91	93	92	90	90	92	94
Labelling of climate-friendly products	92	90	92	90	95	92	88	93
Reduce subsidies that are harmful to the climate	65	69	60	66	64	69	62	62
Making climate-damaging products more expensive	43	46	39	42	42	47	40	41

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

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

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

Response category: "I completely / would rather agree"

Response category: "I completely / would rather agree"		Education			Net equivalent income (HH/month)		
		Total	Low	Medium	High	Low <60% (<1.137 €)	Medium 60-140% (1.137-2.652 €)
ENERGY							
Compulsory solar energy for public buildings and new private buildings	86	88	86	86	88	86	88
Membership in a cooperative/energy community	83	81	83	84	83	82	88
Construction of more wind turbines	64	58	64	68	64	65	64
TECHNOLOGY/INNOVATIONS/THE BUSINESSES							
Promote the development of climate-friendly products and technologies more strongly	92	90	92	92	91	91	95
Labelling of climate-friendly products	92	90	92	92	90	92	91
Reduce subsidies that are harmful to the climate	65	63	64	66	68	62	68
Making climate-damaging products more expensive	43	39	43	44	44	41	48

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

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■ 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
ENERGY											
Construction of more wind turbines	36	35	19	27	34	38	45	40	48	36	31
Membership in a cooperative/energy community	17	9	9	14	16	23	22	18	24	22	7
Compulsory solar energy for public buildings and new private buildings	14	11	4	16	15	16	16	14	14	18	10
TECHNOLOGY/INNOVATIONS											
Making climate-damaging products more expensive	57	54	60	47	54	57	68	52	67	50	64
Reduce subsidies that are harmful to the climate	35	34	32	32	32	35	46	38	44	32	24
Labelling of climate-friendly products	8	6	1	8	12	10	10	5	14	16	1
Promote the development of climate-friendly products and technologies more strongly	8	4	2	8	8	12	11	7	10	16	3

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

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

 strongly overrepresented
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 strongly underrepresented
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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
ENERGY								
Construction of more wind turbines	36	35	37	30	32	35	42	40
Membership in a cooperative/energy community	17	18	16	15	18	20	17	14
Compulsory solar energy for public buildings and new private buildings	14	15	12	20	13	12	14	9
TECHNOLOGY/INNOVATIONS								
Making climate-damaging products more expensive	57	54	61	58	58	53	60	59
Reduce subsidies that are harmful to the climate	35	31	40	34	36	31	38	38
Labelling of climate-friendly products	8	10	8	10	5	8	12	7
Promote the development of climate-friendly products and technologies more strongly	8	9	7	8	10	10	8	6

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

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

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

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

Response category: "I completely / would rather reject it"	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1.137 €)	Medium 60-140% (1.137-2.652 €)	High >140% (>2.652 €)
ENERGY							
Construction of more wind turbines	36	42	36	32	36	35	36
Membership in a cooperative/energy community	17	19	17	16	17	18	12
Compulsory solar energy for public buildings and new private buildings	14	12	14	14	12	14	12
TECHNOLOGY/INNOVATIONS							
Making climate-damaging products more expensive	57	61	57	56	56	59	52
Reduce subsidies that are harmful to the climate	35	37	36	34	32	38	32
Labelling of climate-friendly products	8	10	8	8	10	8	9
Promote the development of climate-friendly products and technologies more strongly	8	10	8	8	9	9	5

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

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





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

Response category: "I completely / would rather agree"

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

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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	87	89	91	91	92
Training/retraining/retraining opportunities for workers in jobs that will no longer be needed in the future	91	90	90	86	89	91	92	93
HOUSING								
Legal regulations on the energy efficiency of electrical household appliances (e.g. energy class refrigerator)	90	89	92	86	87	92	92	94
State funding for the renovation of buildings for thermal insulation	91	90	91	87	90	89	92	94
Financial support for cost-efficient heating and thermal systems (e.g. heat pump)	89	87	91	84	90	90	91	91
State subsidies for private households if they use renewable energy (for heating, electricity generation)	86	84	88	86	85	86	86	86

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

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

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

Response category: "I completely / would rather agree"

Response category: "I completely / would rather agree"		Education			Net equivalent income (HH/month)		
	Total	Low	Medium	High	Low <60% (<1.137 €)	Medium 60-140% (1.137-2.652 €)	High >140% (>2.652 €)
EDUCATION							
Improve school education in the field of environmental and climate protection	89	89	90	89	87	90	93
Training/retraining/retraining opportunities for workers in jobs that will no longer be needed in the future	91	90	90	91	90	90	90
HOUSING							
Legal regulations on the energy efficiency of electrical household appliances (e.g. energy class refrigerator)	90	90	91	90	88	91	93
State funding for the renovation of buildings for thermal insulation	91	90	92	90	90	90	89
Financial support for cost-efficient heating and thermal systems (e.g. heat pump)	89	89	90	89	91	89	85
State subsidies for private households if they use renewable energy (for heating, electricity generation)	86	84	87	85	86	88	80

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

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

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

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
EDUCATION											
Improve school education in the field of environmental and climate protection	11	10	2	9	9	14	11	8	16	18	4
Training/retraining/retraining opportunities for workers in jobs that will no longer be needed in the future	9	8	4	8	13	18	9	6	10	16	3
HOUSING											
State subsidies for private households if they use renewable energy (for heating, electricity generation)	14	12	8	16	14	14	15	16	18	18	9
Financial support for cost-efficient heating and thermal systems (e.g. heat pump)	11	14	4	13	12	15	11	8	11	14	7
Legal regulations on the energy efficiency of electrical household appliances (e.g. Energy class refrigerator)	10	10	3	9	11	16	7	8	10	16	7
State funding for the renovation of buildings for thermal insulation	9	8	4	8	14	12	7	11	8	18	7

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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								
Improve school education in the field of environmental and climate protection	11	11	10	13	11	9	9	8
Training/retraining/retraining opportunities for workers in jobs that will no longer be needed in the future	9	10	10	14	11	9	8	7
HOUSING								
State subsidies for private households if they use renewable energy (for heating, electricity generation)	14	16	12	14	15	14	14	14
Financial support for cost-efficient heating and thermal systems (e.g. heat pump)	11	13	9	16	10	10	9	9
Legal regulations on the energy efficiency of electrical household appliances (e.g. Energy class refrigerator)	10	11	8	14	13	8	8	6
State funding for the renovation of buildings for thermal insulation	9	10	9	13	10	11	8	6

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

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■ overrepresented ■ underrepresented

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

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

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

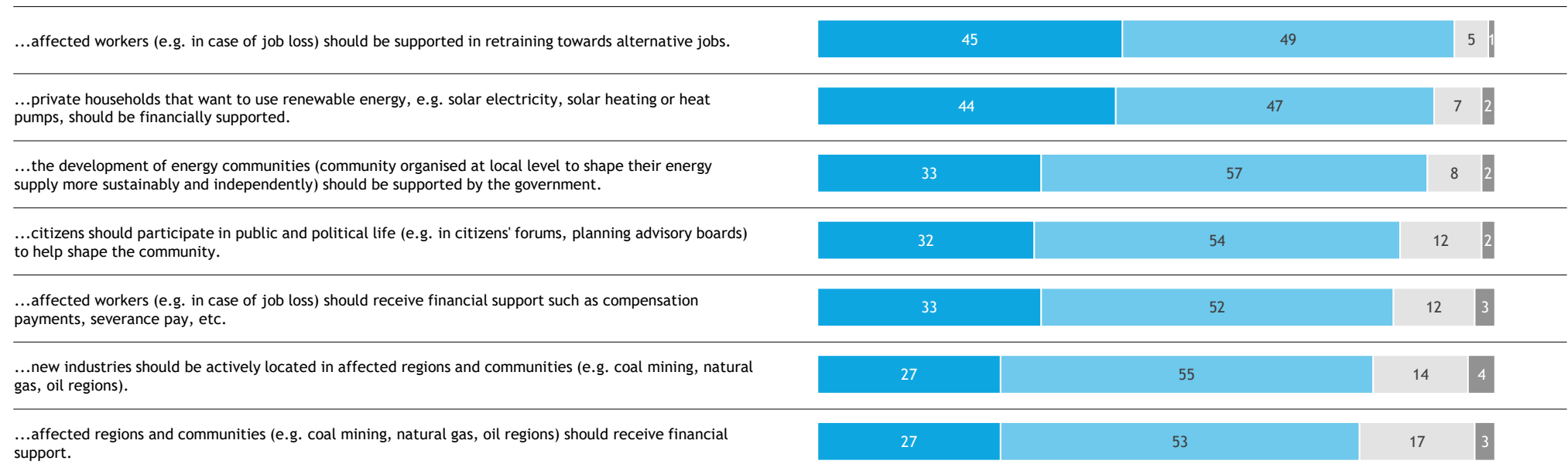
Response category: "I completely / would rather reject it"	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1.137 €)	Medium 60-140% (1.137-2.652 €)	High >140% (>2.652 €)
EDUCATION							
Improve school education in the field of environmental and climate protection	11	11	10	11	13	10	7
Training/retraining/retraining opportunities for workers in jobs that will no longer be needed in the future	9	10	10	9	10	10	10
HOUSING							
State subsidies for private households if they use renewable energy (for heating, electricity generation)	14	16	13	15	14	12	20
Financial support for cost-efficient heating and thermal systems (e.g. heat pump)	11	11	10	11	9	11	15
Legal regulations on the energy efficiency of electrical household appliances (e.g. Energy class refrigerator)	10	10	9	10	12	9	7
State funding for the renovation of buildings for thermal insulation	9	10	8	10	10	10	11

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attitudes towards the energy and heat transition

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



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

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

Attitudes towards the energy and heat transition





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

Response category: "Fully agree / Somewhat agree"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
...affected workers (e.g. in case of job loss) should be supported in retraining towards alternative jobs.	94	94	98	98	89	91	94	96	94	88	94
...private households that want to use renewable energy, e.g. solar electricity, solar heating or heat pumps, should be financially supported.	91	94	96	92	88	92	92	92	88	86	96
...the development of energy communities (community organised at local level to shape their energy supply more sustainably and independently) should be supported by the government.	90	97	94	96	88	90	88	90	85	85	93
...citizens should participate in public and political life (e.g. in citizens' forums, planning advisory boards) to help shape the community.	86	90	90	91	87	82	84	86	79	80	96
...affected workers (e.g. in case of job loss) should receive financial support such as compensation payments, severance pay, etc.	85	92	82	90	78	85	80	84	88	84	90
...new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).	82	93	83	85	79	80	82	79	70	88	81
...affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.	80	91	77	84	79	81	73	80	73	82	81

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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.	94	93	94	91	91	95	98	94
...private households that want to use renewable energy, e.g. solar electricity, solar heating or heat pumps, should be financially supported.	91	90	93	87	93	92	93	92
...the development of energy communities (community organised at local level to shape their energy supply more sustainably and independently) should be supported by the government.	90	90	91	89	91	88	92	92
...citizens should participate in public and political life (e.g. in citizens' forums, planning advisory boards) to help shape the community.	86	83	89	85	86	89	87	84
...affected workers (e.g. in case of job loss) should receive financial support such as compensation payments, severance pay, etc.	85	83	88	86	84	86	90	81
...new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).	82	83	81	85	84	82	80	81
...affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.	80	78	82	81	81	80	80	78

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attitudes towards the energy and heat transition

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

Response category: "Fully agree / Somewhat agree"

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1.137 €)	Medium 60-140% (1.137-2.652 €)	High >140% (>2.652 €)
...affected workers (e.g. in case of job loss) should be supported in retraining towards alternative jobs.	94	92	95	93	94	94	93
...private households that want to use renewable energy, e.g. solar electricity, solar heating or heat pumps, should be financially supported.	91	90	93	90	93	92	90
...the development of energy communities (community organised at local level to shape their energy supply more sustainably and independently) should be supported by the government.	90	87	93	90	90	91	92
...citizens should participate in public and political life (e.g. in citizens' forums, planning advisory boards) to help shape the community.	86	80	86	89	87	85	88
...affected workers (e.g. in case of job loss) should receive financial support such as compensation payments, severance pay, etc.	85	86	87	82	92	83	78
...new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).	82	79	82	84	80	83	83
...affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.	80	74	82	81	82	80	76

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attitudes towards the energy and heat transition

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

Response category: "Fully agree"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
...affected workers (e.g. in case of job loss) should be supported in retraining for alternative jobs.	45	48	61	42	40	25	47	44	44	38	59
...private households that want to use renewable energy, e.g. solar electricity, solar heating or heat pumps, should be financially supported.	44	45	56	42	34	22	52	41	55	36	56
...affected workers (e.g. in case of job loss) should receive financial support such as compensation payments, severance pay, etc.	33	37	35	29	31	20	28	27	36	35	51
...the development of energy communities (community organised at local level to shape their energy supply more sustainably and independently) should be supported by the government.	33	42	45	30	32	17	32	23	34	35	42
...citizens should participate in public and political life (e.g. in citizens' forums, planning advisory boards) to help shape the community.	32	42	34	26	30	16	34	23	32	33	50
...affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.	27	35	28	25	31	13	22	21	27	26	41
...new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).	27	41	38	25	27	17	24	18	17	28	32

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

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Attitudes towards the energy and heat transition

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

Response category: "Fully agree"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
...affected workers (e.g. in case of job loss) should be supported in retraining for alternative jobs.	45	45	45	49	46	43	42	43
...private households that want to use renewable energy, e.g. solar electricity, solar heating or heat pumps, should be financially supported.	44	42	47	42	44	46	45	45
...affected workers (e.g. in case of job loss) should receive financial support such as compensation payments, severance pay, etc.	33	32	33	40	34	35	29	25
...the development of energy communities (community organised at local level to shape their energy supply more sustainably and independently) should be supported by the government.	33	32	35	38	33	35	29	31
...citizens should participate in public and political life (e.g. in citizens' forums, planning advisory boards) to help shape the community.	32	33	31	38	32	33	31	27
...affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.	27	26	27	30	31	27	23	22
...new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).	27	26	27	29	31	24	26	23

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

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Attitudes towards the energy and heat transition

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

Response category: "Fully agree"

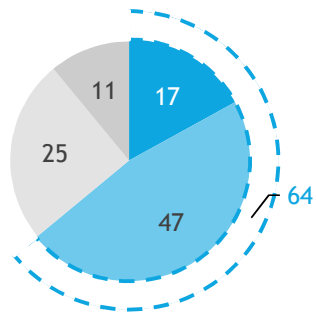
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1.137 €)	Medium 60-140% (1.137-2.652 €)	High >140% (>2.652 €)
...affected workers (e.g. in case of job loss) should be supported in retraining for alternative jobs.	45	47	44	45	44	45	44
...private households that want to use renewable energy, e.g. solar electricity, solar heating or heat pumps, should be financially supported.	44	52	46	38	50	44	39
...affected workers (e.g. in case of job loss) should receive financial support such as compensation payments, severance pay, etc.	33	41	32	29	42	29	28
...the development of energy communities (community organised at local level to shape their energy supply more sustainably and independently) should be supported by the government.	33	34	35	31	38	31	32
...citizens should participate in public and political life (e.g. in citizens' forums, planning advisory boards) to help shape the community.	32	33	32	31	36	32	28
...affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.	27	25	28	26	28	27	21
...new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).	27	23	27	28	30	26	28

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

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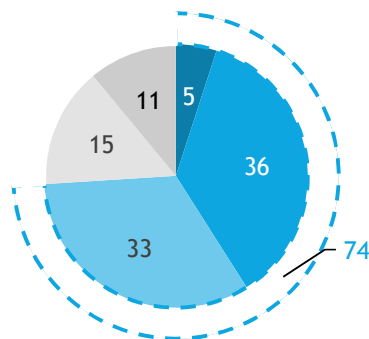
Attitudes towards the energy and heat transition

Could you imagine being actively involved in shaping the energy supply of your community?



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

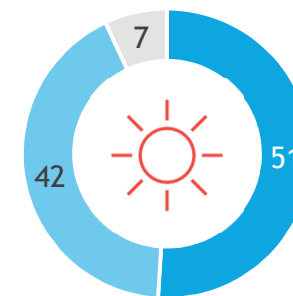
Could you imagine generating your own energy?



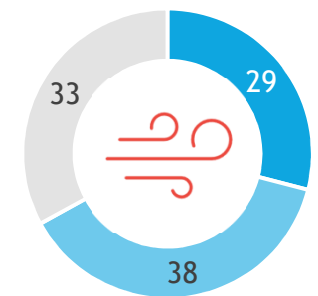
I already generate my own energy
Yes, definitely
Somewhat, yes
No, not really
No, not at all

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

Solar park



Wind park



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

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

Attitudes towards the energy and heat transition

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
YES	64	79	74	67	71	70	45	60	38	68	84
Yes, definitely	17	25	19	23	20	12	8	14	6	25	21
Somewhat, yes	47	55	55	44	50	58	36	46	32	43	62
NO	36	21	26	33	29	30	55	40	62	32	16
No, not really	25	19	22	27	25	24	31	27	38	22	11
No, not at all	11	2	4	7	4	6	24	13	24	10	6

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Attitudes towards the energy and heat transition

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

		Gender		Age (years)				
	Total	Male	Female	18-29	30-39	40-49	50-59	60-69
YES	64	69	60	74	72	64	58	54
Yes, definitely	17	22	13	29	21	16	11	7
Somewhat, yes	47	48	47	45	51	48	46	46
NO	36	31	40	26	28	36	42	46
No, not really	25	22	28	21	20	23	27	34
No, not at all	11	8	12	5	8	13	15	12

Basis: 1,201 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% (<1.137 €)	Medium 60-140% (1.137-2.652 €)	High >140% (>2.652 €)
YES	64	52	62	74	59	66	75
Yes, definitely	17	15	17	19	18	17	22
Somewhat, yes	47	38	45	55	41	49	53
NO	36	48	38	26	41	34	25
No, not really	25	32	27	19	25	25	20
No, not at all	11	15	11	8	16	8	5

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented





Attitudes towards the energy and heat transition

Could you imagine generating your own energy?

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
YES	68	73	80	72	75	71	56	68	56	67	74
Yes, definitely	36	37	44	40	45	32	29	33	23	42	38
Somewhat, yes	33	36	36	32	30	39	27	35	33	25	36
NO	26	18	16	24	19	27	36	28	42	26	21
No, not really	15	10	12	18	15	21	18	15	18	14	11
No, not at all	11	8	4	6	4	6	18	13	24	12	10
I already generate my own energy	5	9	4	5	6	2	8	4	2	6	4

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

EST = Established
 INT = Intellectuals
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 COS = Cosmopolitan Avantgarde
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 PRO = Progressive Realists

 strongly overrepresented
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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	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
YES	68	70	66	76	78	69	64	56
Yes, definitely	36	41	31	46	43	33	32	24
Somewhat, yes	33	29	36	30	34	36	31	32
NO	26	23	29	16	20	29	32	37
No, not really	15	12	19	11	13	16	18	19
No, not at all	11	12	10	6	6	12	14	18
I already generate my own energy	5	6	4	8	3	2	5	8

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attitudes towards the energy and heat transition

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

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1.137 €)	Medium 60-140% (1.137-2.652 €)	High >140% (>2.652 €)
YES	68	58	66	76	64	71	70
Yes, definitely	36	25	32	45	34	38	38
Somewhat, yes	33	33	34	31	30	33	32
NO	26	38	28	18	32	24	19
No, not really	15	17	17	12	18	14	13
No, not at all	11	20	11	7	14	10	6
I already generate my own energy	5	4	6	5	4	5	11

Basis: 1,201 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 or a wind park in your community if the profits it generates benefit the community?

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Solar											
I think that would be good	51	54	60	57	44	43	54	50	44	43	58
I would accept it	42	39	36	39	50	49	34	43	43	51	40
I would reject it	7	7	4	4	6	8	12	7	13	7	2
Wind											
I think that would be good	29	32	38	29	32	26	29	28	21	26	35
I would accept it	38	34	45	44	42	36	25	36	36	41	42
I would reject it	33	34	16	27	26	38	46	36	43	32	24

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

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Attitudes towards the energy and heat transition

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Solar								
I think that would be good	51	52	50	54	49	49	49	53
I would accept it	42	42	42	41	44	45	42	38
I would reject it	7	6	8	5	7	6	9	9
Wind								
I think that would be good	29	31	28	34	33	29	26	25
I would accept it	38	38	38	43	41	40	33	32
I would reject it	33	31	35	23	27	31	41	43

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

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

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

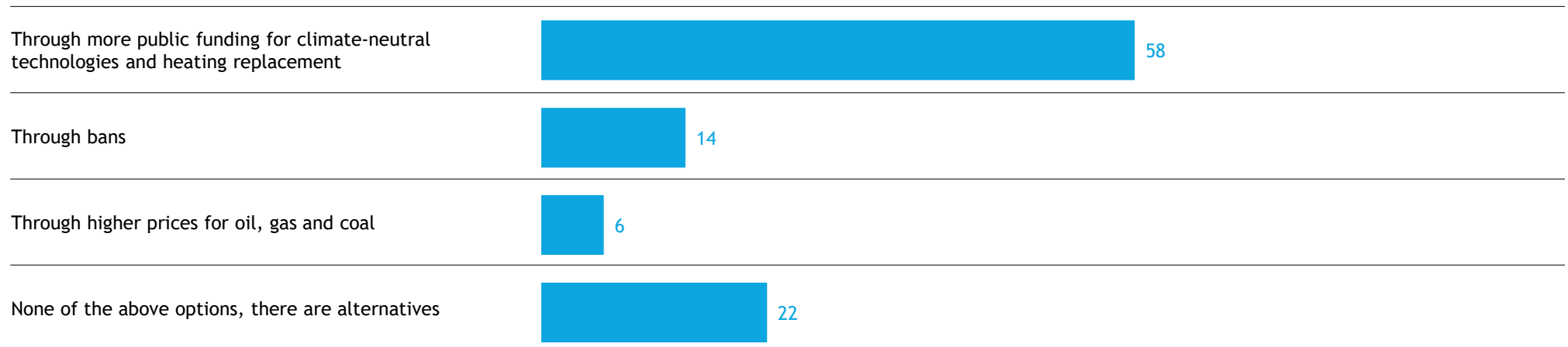
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1.137 €)	Medium 60-140% (1.137-2.652 €)	High >140% (>2.652 €)
Solar							
I think that would be good	51	48	48	55	50	51	50
I would accept it	42	43	45	37	45	41	41
I would reject it	7	8	6	8	6	8	8
Wind							
I think that would be good	29	28	27	32	29	29	28
I would accept it	38	38	38	37	40	38	37
I would reject it	33	34	35	30	31	33	34

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

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

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



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





Attitudes towards the energy and heat transition

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Through more public funding for climate-neutral technologies and heating replacement	58	60	71	58	60	62	51	54	60	45	55
Through bans	14	18	11	15	18	14	9	10	5	22	23
Through higher prices for oil, gas and coal	6	5	5	9	8	5	6	6	6	10	5
None of the above options, there are alternatives	22	17	12	19	14	20	35	30	30	23	16

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Attitudes towards the energy and heat transition

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Through more public funding for climate-neutral technologies and heating replacement	58	57	57	52	60	56	58	60
Through bans	14	16	12	25	16	13	11	5
Through higher prices for oil, gas and coal	6	9	4	8	10	7	3	5
None of the above options, there are alternatives	22	18	26	16	14	24	28	30

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

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

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

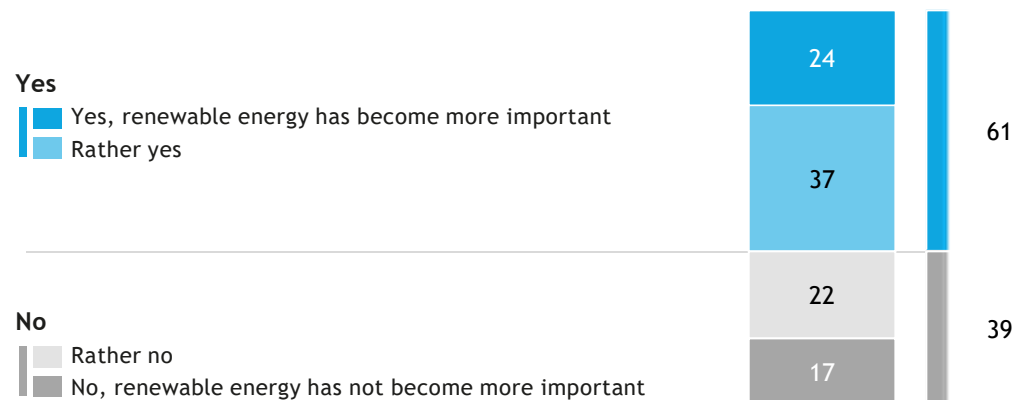
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1.137 €)	Medium 60-140% (1.137-2.652 €)	High >140% (>2.652 €)
Through more public funding for climate-neutral technologies and heating replacement	58	59	56	57	55	59	56
Through bans	14	9	14	18	15	14	11
Through higher prices for oil, gas and coal	6	6	6	8	5	6	12
None of the above options, there are alternatives	22	26	24	18	25	20	21

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

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

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



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

Attitudes towards the energy and heat transition

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
YES	61	76	68	68	67	58	50	55	44	68	65
Yes, renewable energy has become more important	24	32	26	23	28	18	21	24	18	29	26
Rather yes	37	45	41	45	39	40	28	31	25	39	39
NO	39	24	32	32	33	42	50	45	56	32	35
Rather no	22	16	17	21	22	27	25	30	23	19	23
No, renewable energy has not become more important	17	8	16	11	11	15	25	15	33	13	12

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Attitudes towards the energy and heat transition

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
YES	61	64	59	70	57	65	56	58
Yes, renewable energy has become more important	24	24	25	28	22	25	22	24
Rather yes	37	40	34	42	35	40	34	34
NO	39	36	41	30	43	35	44	42
Rather no	22	20	24	22	24	20	24	21
No, renewable energy has not become more important	17	16	17	8	19	15	20	21

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attitudes towards the energy and heat transition

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

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1.137 €)	Medium 60-140% (1.137-2.652 €)	High >140% (>2.652 €)
YES	61	54	62	65	60	62	69
Yes, renewable energy has become more important	24	25	24	25	27	23	31
Rather yes	37	30	38	40	33	39	38
NO	39	46	38	35	40	38	31
Rather no	22	24	22	21	24	21	20
No, renewable energy has not become more important	17	22	16	14	16	18	11

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

■ strongly overrepresented ■ strongly underrepresented
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5

Interest in information and level of
knowledge

Main findings

Interest in information and level of knowledge

Interest in information and level of knowledge: Climate

- 71% of respondents express a fundamental interest in climate change as a topic. Of these, 22% are "very" interested. Less interest was expressed by 23% and no interest at all by 6%.
- 47% 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 53%, with 5% saying they know very little.

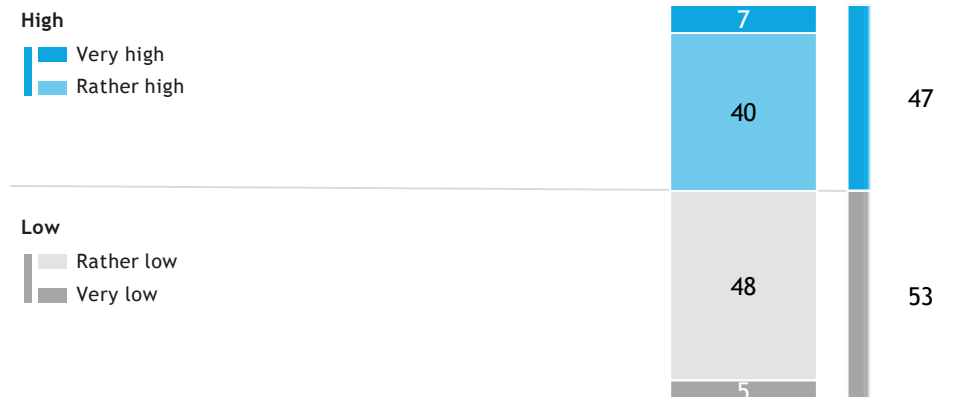
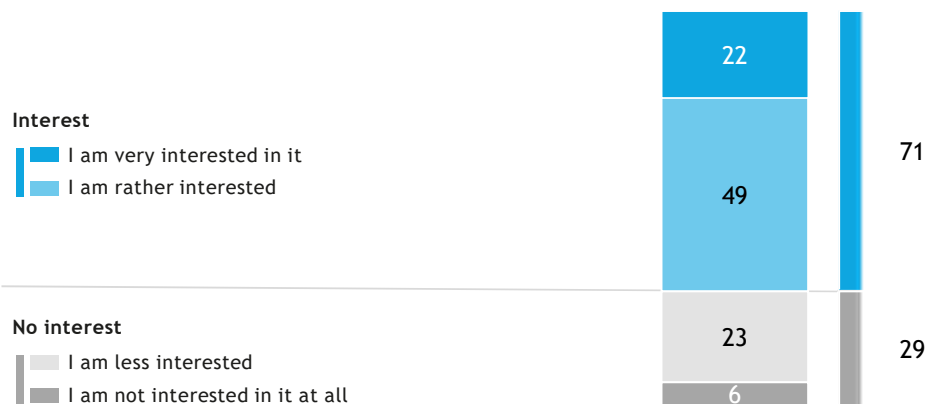
Interest in information and level of knowledge: Policies

- Only 6% of respondents feel "very well" informed about policies for a more climate and environmentally-friendly economy. 37% feel "rather well" informed. This compares to 51% who feel "rather not well" informed and 6% who feel "not at all well" informed.
- Around three-quarters of respondents (73%) think that policies for a more climate and environmentally-friendly economy are not sufficiently explained and clarified. Only 27% disagree (policies are sufficiently explained: yes: 4%, rather yes: 23%).

Interest in information and level of knowledge: Climate

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

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



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

Interest in information and level of knowledge: Climate

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
INTERESTED	71	77	90	70	75	70	54	74	52	76	82
I am very interested in it	22	27	30	25	24	13	14	20	8	28	30
I am rather interested	49	50	60	45	50	56	40	54	44	49	52
NOT INTERESTED	29	23	10	30	25	30	46	26	48	24	18
I am less interested	23	21	10	28	23	24	32	20	35	17	13
I am not interested in it at all	6	2	-	2	2	6	14	5	13	7	5

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Interest in information and level of knowledge: Climate

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

		Gender		Age (years)				
	Total	Male	Female	18-29	30-39	40-49	50-59	60-69
INTERESTED	71	72	70	75	76	73	66	66
I am very interested in it	22	23	21	27	21	24	20	17
I am rather interested	49	49	50	48	55	50	47	49
NOT INTERESTED	29	28	30	25	24	27	34	34
I am less interested	23	23	23	22	19	19	28	26
I am not interested in it at all	6	5	7	3	5	8	6	8

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Interest in information and level of knowledge: Climate

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

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1.137 €)	Medium 60-140% (1.137-2.652 €)	High >140% (>2.652 €)
INTERESTED	71	64	68	79	73	71	79
I am very interested in it	22	17	19	28	24	20	27
I am rather interested	49	47	49	51	49	50	52
NOT INTERESTED	29	36	32	21	27	29	21
I am less interested	23	28	26	17	20	24	18
I am not interested in it at all	6	8	6	4	8	6	3

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented





Interest in information and level of knowledge: Climate

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
HIGH	47	50	57	56	60	46	36	42	30	54	47
Very high	7	8	3	9	11	4	2	6	4	16	9
Rather high	40	42	54	48	48	42	34	36	26	37	38
LOW	53	50	43	44	40	54	64	58	70	46	53
Rather low	48	48	40	42	39	50	54	54	60	43	50
Very low	5	1	3	2	1	4	10	4	10	4	4

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Interest in information and level of knowledge: Climate

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
HIGH	47	51	43	60	49	45	43	37
Very high	7	9	6	13	10	6	4	2
Rather high	40	42	38	47	39	39	39	35
LOW	53	49	57	40	51	55	57	63
Rather low	48	44	52	38	43	50	54	56
Very low	5	4	5	2	8	5	3	7

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

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Interest in information and level of knowledge: Climate

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

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1.137 €)	Medium 60-140% (1.137-2.652 €)	High >140% (>2.652 €)
HIGH	47	36	42	59	45	47	58
Very high	7	7	5	10	7	7	5
Rather high	40	29	37	49	38	40	53
LOW	53	64	58	41	55	53	42
Rather low	48	56	53	38	48	49	40
Very low	5	8	4	3	7	4	2

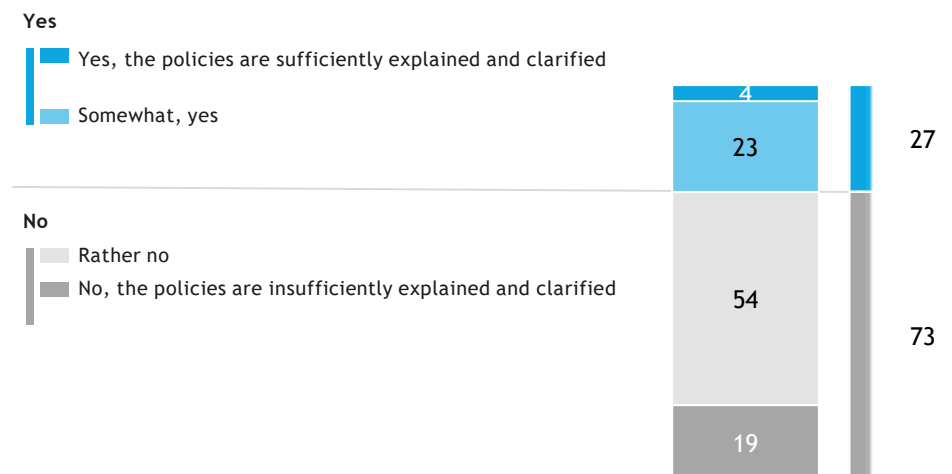
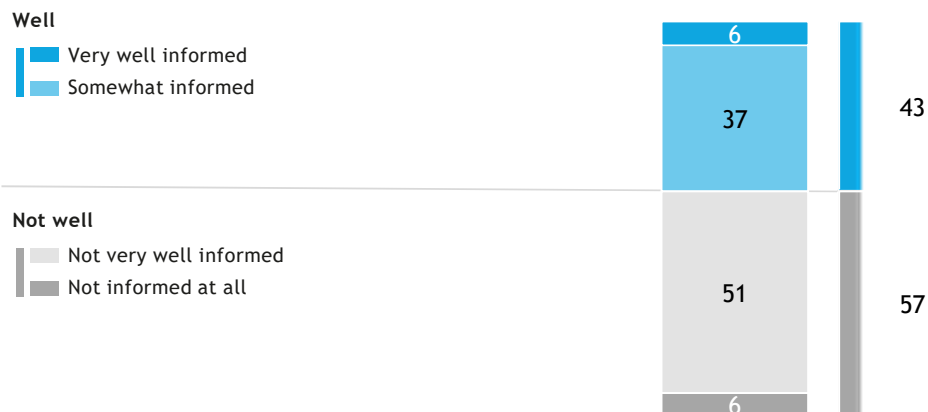
Basis: 1,201 cases, total sample; figures in %.

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Interest in information and level of knowledge: Policies

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

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



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





Interest in information and level of knowledge: Policies

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
INFORMED	43	59	40	48	60	46	34	28	24	52	45
Very well informed	6	7	2	9	11	3	2	4	2	11	7
Somewhat informed	37	52	38	38	49	43	32	24	22	41	38
NOT INFORMED	57	41	60	52	40	54	66	72	76	48	55
Not very well informed	51	40	57	48	38	49	59	63	66	42	49
Not at all informed	6	2	3	4	2	4	7	9	11	6	5

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Interest in information and level of knowledge: Policies

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

		Gender		Age (years)				
	Total	Male	Female	18-29	30-39	40-49	50-59	60-69
INFORMED	43	50	36	58	43	40	42	30
Very well informed	6	7	4	11	7	5	4	1
Somewhat informed	37	43	32	47	36	35	39	29
NOT INFORMED	57	50	64	42	57	60	58	70
Not very well informed	51	44	58	39	49	55	53	63
Not at all informed	6	5	6	3	8	5	5	7

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

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■ overrepresented ■ underrepresented

Interest in information and level of knowledge: Policies

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

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1.137 €)	Medium 60-140% (1.137-2.652 €)	High >140% (>2.652 €)
INFORMED	43	34	40	51	40	44	54
Very well informed	6	3	4	8	6	5	6
Somewhat informed	37	31	36	42	34	39	48
NOT INFORMED	57	66	60	49	60	56	46
Not very well informed	51	60	54	45	54	51	43
Not at all informed	6	6	6	5	6	5	3

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

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
Interest in information and level of knowledge: Policies

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
YES	27	30	11	40	43	40	19	20	12	40	17
Yes, the policies are sufficiently explained and clarified	4	5	-	7	10	4	1	3	2	9	1
Somewhat, yes	23	25	11	33	33	36	18	16	10	32	16
NO	73	70	89	60	57	60	81	80	88	60	83
No, not really	54	55	70	49	47	45	51	66	55	45	57
No, the policies are insufficiently explained and clarified	19	15	19	11	10	15	30	15	33	15	26

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Interest in information and level of knowledge: Policies

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

		Gender		Age (years)				
	Total	Male	Female	18-29	30-39	40-49	50-59	60-69
YES	27	32	22	35	27	26	27	19
Yes, the policies are sufficiently explained and clarified	4	5	4	8	5	2	4	1
Somewhat, yes	23	27	19	27	22	24	23	18
NO	73	68	78	65	73	74	73	81
No, not really	54	50	57	49	53	55	54	58
No, the policies are insufficiently explained and clarified	19	18	21	16	20	19	20	23

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

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Interest in information and level of knowledge: Policies

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

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1.137 €)	Medium 60-140% (1.137-2.652 €)	High >140% (>2.652 €)
YES	27	23	25	31	26	28	28
Yes, the policies are sufficiently explained and clarified	4	5	2	6	5	4	5
Somewhat, yes	23	18	23	25	20	24	23
NO	73	77	75	69	74	72	72
No, not really	54	54	54	53	52	53	60
No, the policies are insufficiently explained clarified	19	23	21	16	22	19	12

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

■ strongly overrepresented ■ strongly underrepresented
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6

Appendix: Communication

Topic interest in general

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

Nutrition	 54
Food and drink	 51
Holiday, Travel	 50
Environment and nature	 47
Health	 44
Garden and plants	 42
Music, Culture, Theatre, Art	 41
Wildlife, animals and pets	 41
Wellness	 40
Sport	 38
Current affairs	 37
Family, children and child education	 34
Photography, filming	 28
Sustainable consumption	 28

Science and technology	 27
Furniture, decoration	 26
Computers, computer games	 25
Information from the region, regional news	 24
Business, professions	 22
Fashion	 22
Cosmetics and Beauty	 20
Psychology, spirituality, well-being	 20
Consumer electronics, television	 18
Cars, motorbikes	 14
Investments, insurance, tax tips and finance	 13
Technology and gaming	 12
Celebrities	 11

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

Topic interest in general (1)

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Nutrition	54	62	53	52	45	59	52	57	58	44	58
Food and drink	51	56	57	52	50	42	51	56	47	46	55
Holiday, Travel	50	52	55	63	52	48	48	47	33	41	64
Environment and nature	47	53	59	43	34	41	42	54	52	39	60
Health	44	48	47	44	36	48	41	54	44	37	44
Garden and plants	42	52	43	42	30	37	48	48	47	31	32
Music, Culture, Theatre, Art	41	37	46	45	56	38	33	44	31	36	50
Wildlife, animals and pets	41	43	45	37	33	37	45	43	54	32	45
Wellness	40	48	45	40	45	34	34	45	33	34	42
Sport	38	53	36	44	52	34	31	26	22	45	40
Current affairs	37	38	46	36	41	36	35	34	29	37	43
Family, children and child education	34	44	32	34	34	31	33	39	33	31	27
Photography, filming	28	30	29	32	41	25	21	24	13	32	40
Sustainable consumption	28	40	46	23	30	19	16	36	23	22	37

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

EST = Established
 INT = Intellectuals
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 COS = Cosmopolitan Avantgarde
 ADA = Adaptive Navigators
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 TRA = Traditionals
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 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 in which you are personally interested.

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Science and technology	27	35	26	24	31	24	25	22	18	29	33
Furniture, decoration	26	28	37	29	27	25	24	23	23	23	25
Computers, computer games	25	38	25	16	42	23	14	14	21	27	33
Information from the region, regional news	24	28	30	23	18	22	25	24	22	28	23
Business, professions	22	30	23	22	29	19	17	14	16	28	30
Fashion	22	29	20	27	35	23	16	13	14	22	30
Cosmetics and Beauty	20	26	21	22	21	18	15	17	19	14	25
Psychology, spirituality, well-being	20	26	25	20	20	23	12	22	17	17	26
Consumer electronics, television	18	24	12	17	27	19	14	12	17	24	21
Cars, motorbikes	14	24	8	11	16	18	11	9	10	16	20
Investments, insurance, tax tips and finance	13	19	6	13	20	14	9	14	5	18	17
Technology and gaming	12	18	10	9	16	14	6	7	7	19	22
Celebrities	11	14	8	10	16	9	7	9	14	10	15

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

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strongly overrepresented
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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	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Nutrition	54	48	60	50	50	55	54	61
Food and drink	51	43	59	53	47	50	53	52
Holiday, Travel	50	48	51	50	50	46	51	50
Environment and nature	47	46	48	41	40	50	53	52
Health	44	36	52	38	41	44	45	52
Garden and plants	42	36	48	26	32	48	49	55
Music, Culture, Theatre, Art	41	40	42	45	46	38	38	36
Wildlife, animals and pets	41	36	47	37	36	47	44	43
Wellness	40	28	50	38	42	41	39	38
Sport	38	53	24	42	40	36	34	38
Current affairs	37	43	32	33	42	35	39	36
Family, children and child education	34	24	44	23	35	38	34	40
Photography, filming	28	28	28	37	32	29	22	20
Sustainable consumption	28	26	30	27	27	30	27	32

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Topic interest in general (2)

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Science and technology	27	37	17	30	26	28	26	23
Furniture, decoration	26	19	34	24	26	28	29	25
Computers, computer games	25	34	15	35	28	26	18	15
Information from the region, regional news	24	26	23	16	23	24	28	32
Business, professions	22	27	18	26	26	22	21	17
Fashion	22	13	32	33	25	22	17	14
Cosmetics and Beauty	20	6	33	24	26	20	14	13
Psychology, spirituality, well-being	20	14	26	26	24	21	18	10
Consumer electronics, television	18	26	11	16	18	23	19	15
Cars, motorbikes	14	22	6	18	14	14	10	14
Investments, insurance, tax tips and finance	13	19	8	15	13	14	14	10
Technology and gaming	12	19	6	23	15	13	6	4
Celebrities	11	6	16	18	15	10	6	6

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Topic interest in general (1)

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

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1.137 €)	Medium 60-140% (1.137-2.652 €)	High >140% (>2.652 €)
Nutrition	54	63	56	47	58	53	47
Food and drink	51	52	52	50	50	52	47
Holiday, Travel	50	34	50	57	40	50	73
Environment and nature	47	58	43	47	48	48	48
Health	44	45	48	40	45	44	45
Garden and plants	42	50	43	36	42	41	55
Music, Culture, Theatre, Art	41	34	40	45	41	39	44
Wildlife, animals and pets	41	51	43	35	44	40	38
Wellness	40	34	43	38	39	40	45
Sport	38	26	40	42	28	42	49
Current affairs	37	29	34	45	33	38	51
Family, children and child education	34	39	39	26	36	34	29
Photography, filming	28	19	26	34	30	27	24
Sustainable consumption	28	27	28	30	28	30	26

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Topic interest in general (2)

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














	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1.137 €)	Medium 60-140% (1.137-2.652 €)	High >140% (>2.652 €)
Science and technology	27	18	25	32	26	25	39
Furniture, decoration	26	23	26	29	28	26	28
Computers, computer games	25	22	23	28	28	24	20
Information from the region, regional news	24	27	25	23	24	24	31
Business, professions	22	13	24	26	22	22	27
Fashion	22	17	23	24	25	22	17
Cosmetics and Beauty	20	15	19	22	24	18	19
Psychology, spirituality, well-being	20	14	20	23	23	20	12
Consumer electronics, television	18	20	18	18	19	18	23
Cars, motorbikes	14	14	15	14	11	16	18
Investments, insurance, tax tips and finance	13	6	11	19	8	14	26
Technology and gaming	12	6	11	17	14	11	16
Celebrities	11	9	11	12	13	11	5













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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Consumer interests

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

Holidays and travel	 30
Eating out (restaurants)	 23
PC/Tablet/Smartphone	 22
Delicatessen - high quality food	 18
Clothing/Fashion	 16
Cars	 15
Coffee/tea	 14
Bicycle	 12
Cosmetics/Perfume	 11
Wine/Champagne	 10
Furniture	 10
High-end hi-fi equipment	 10
Do-it-yourself / garden tools	 10

Kitchen furniture and equipment	 9
High quality jewellery	 8
Beer	 8
(Wrist) Watches	 7
Handbags	 7
Donations for charitable purposes	 7
High quality spirits/whisky	 6
Costume jewellery	 4
Antiques	 4
Exclusive accessories	 4
Porcelain / Glasswork	 2
None of these products	 32

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

Consumer interests (1)

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Holidays and travel	30	38	32	41	32	30	24	24	16	29	39
Eating out (restaurants)	23	28	27	28	25	18	18	19	13	26	33
PC/Tablet/Smartphone	22	33	20	20	34	25	17	12	15	22	34
Delicatessen - high quality food	18	26	29	15	29	11	16	13	10	14	18
Clothing/Fashion	16	26	11	18	20	18	6	8	10	20	26
Cars	15	28	11	14	18	14	7	11	7	19	18
Coffee/tea	14	19	17	14	16	14	10	13	12	15	14
Bicycle	12	15	9	14	14	16	7	11	8	19	12
Cosmetics/Perfume	11	14	11	14	17	9	8	8	7	12	14
Wine/Champagne	10	11	11	11	14	4	13	10	4	10	15
Furniture	10	15	12	9	16	11	7	7	6	12	10
High-end hi-fi equipment	10	13	10	6	12	10	7	8	6	16	11
Do-it-yourself / garden tools	10	11	12	10	6	16	10	10	9	11	10

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

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strongly overrepresented
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 strongly underrepresented
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Consumer interests (2)

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Kitchen furniture and equipment	9	15	11	7	18	7	7	4	5	10	10
High quality jewellery	8	11	7	11	10	9	3	9	4	8	16
Beer	8	10	7	9	11	5	4	5	6	12	8
(Wrist)Watches	7	9	4	9	13	8	3	5	3	11	8
Handbags	7	10	4	12	14	7	2	5	3	8	6
Donations for charitable purposes	7	11	12	8	7	4	3	8	3	8	10
High quality spirits/whisky	6	8	6	5	15	4	5	2	2	7	13
Costume jewellery	4	2	2	6	9	5	1	1	2	8	1
Antiques	4	4	3	2	4	5	4	4	-	6	6
Exclusive accessories	4	5	2	4	6	3	1	5	2	6	6
Porcelain / Glasswork	2	5	3	3	1	2	1	1	-	5	1
None of these products	32	20	31	26	21	30	44	38	55	25	24

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

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Consumer interests (1)

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Holidays and travel	30	30	30	37	35	27	25	26
Eating out (restaurants)	23	23	24	30	29	22	17	17
PC/Tablet/Smartphone	22	28	18	36	30	21	14	10
Delicatessen - high quality food	18	18	18	23	19	19	14	15
Clothing/Fashion	16	14	17	27	20	15	10	6
Cars	15	18	12	21	18	15	10	9
Coffee/tea	14	16	13	15	18	14	12	11
Bicycle	12	17	8	12	12	17	11	10
Cosmetics/Perfume	11	6	16	16	15	9	9	8
Wine/Champagne	10	13	8	11	13	10	8	10
Furniture	10	10	11	16	13	7	10	4
High-end hi-fi equipment	10	12	8	11	12	13	7	5
Do-it-yourself / garden tools	10	13	8	9	11	12	9	13

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Consumer interests (2)

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Kitchen furniture and equipment	9	9	9	11	13	9	6	6
High quality jewellery	8	7	10	14	11	6	5	5
Beer	8	12	4	11	10	7	5	5
(Wrist)Watches	7	9	6	12	10	5	5	4
Handbags	7	3	10	12	12	4	4	3
Donations for charitable purposes	7	7	7	11	8	5	4	7
High quality spirits/whisky	6	9	4	9	7	6	5	5
Costume jewellery	4	3	4	7	3	3	2	3
Antiques	4	4	3	5	3	3	4	4
Exclusive accessories	4	3	5	7	6	2	3	1
Porcelain / Glasswork	2	3	2	4	2	2	1	1
None of these products	32	26	38	15	24	34	45	44

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Consumer interests (1)

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

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1.137 €)	Medium 60-140% (1.137-2.652 €)	High >140% (>2.652 €)
Holidays and travel	30	20	26	40	24	31	46
Eating out (restaurants)	23	14	22	29	19	23	35
PC/Tablet/Smartphone	22	16	21	28	24	22	17
Delicatessen - high quality food	18	16	15	22	16	18	24
Clothing/Fashion	16	13	17	15	16	16	15
Cars	15	7	16	18	12	15	18
Coffee/tea	14	13	13	17	13	14	20
Bicycle	12	13	12	13	9	14	12
Cosmetics/Perfume	11	8	11	14	12	10	13
Wine/Champagne	10	8	8	14	6	11	22
Furniture	10	8	10	12	10	10	13
High-end hi-fi equipment	10	6	10	12	9	9	15
Do-it-yourself / garden tools	10	13	9	11	9	10	17

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




■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Consumer interests (2)

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

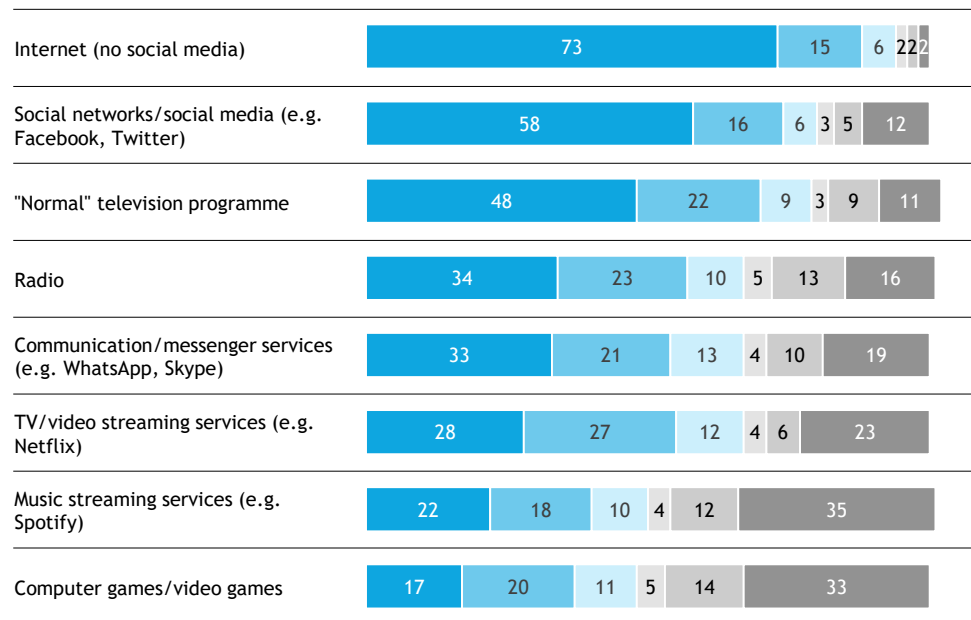
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1.137 €)	Medium 60-140% (1.137-2.652 €)	High >140% (>2.652 €)
Kitchen furniture and equipment	9	7	9	11	11	8	13
High quality jewellery	8	5	8	11	8	8	12
Beer	8	4	7	10	7	8	8
(Wrist)Watches	7	4	6	10	5	8	10
Handbags	7	3	7	9	7	7	8
Donations for charitable purposes	7	4	7	9	7	7	8
High quality spirits/whisky	6	2	6	8	3	6	14
Costume jewellery	4	4	4	3	4	3	4
Antiques	4	1	4	5	2	4	10
Exclusive accessories	4	3	3	5	3	5	4
Porcelain / Glasswork	2	1	2	2	3	2	4
None of these products	32	41	36	23	39	30	22

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

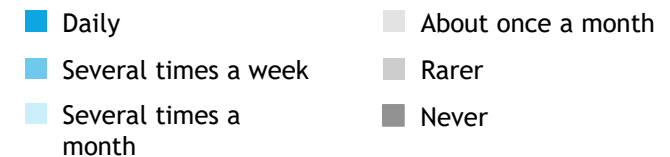
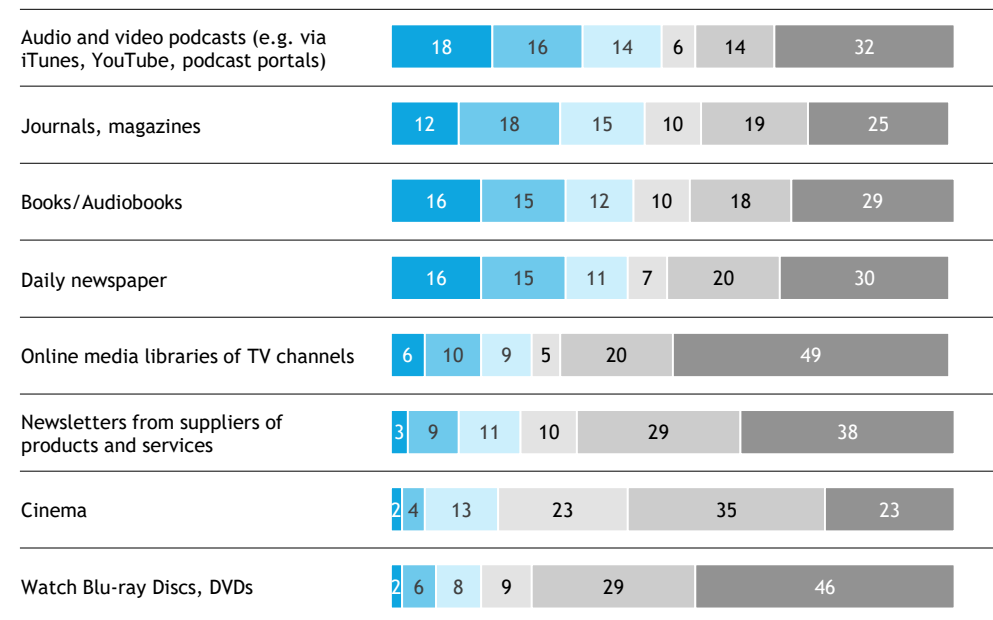
 strongly overrepresented
  strongly underrepresented
 overrepresented
  underrepresented

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: 1,201 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: "At least several times a month"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Internet (no social media)	94	95	98	92	97	95	92	90	98	86	98
Social networks/social media (e.g. Facebook, Twitter)	80	90	80	78	90	83	72	69	70	85	91
"Normal" television programme	78	80	75	77	79	83	79	69	82	78	71
Radio	67	77	71	69	70	71	68	56	54	65	63
Communication/messenger services (e.g. WhatsApp, Skype)	67	71	76	75	86	74	52	56	45	69	79
TV/video streaming services (e.g. Netflix)	66	75	67	73	82	70	48	57	50	72	82
Music streaming services (e.g. Spotify)	49	58	56	60	76	49	26	36	25	55	67
Computer games/video games	48	55	45	49	67	47	35	32	40	55	62
Audio and video podcasts (e.g. via iTunes, YouTube, podcast portals)	48	56	45	47	62	58	24	44	30	59	65
Journals, magazines	46	44	49	54	47	50	41	44	30	48	54
Books/Audiobooks	43	48	56	49	51	37	38	40	33	40	42
Daily newspaper	42	48	39	48	58	44	36	39	28	45	42
Online media libraries of TV channels	26	37	25	27	41	20	14	17	12	38	30
Newsletters from suppliers of products and services	23	28	20	25	34	29	13	17	8	30	28
Cinema	19	23	21	26	32	22	7	7	9	28	24
Watch Blu-ray Discs, DVDs	16	22	8	18	30	16	8	13	12	26	13

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

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strongly overrepresented
 overrepresented
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 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: "At least several times a month"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Internet (no social media)	94	93	94	92	97	95	96	89
Social networks/social media (e.g. Facebook, Twitter)	80	78	82	92	88	81	73	66
"Normal" television programme	78	79	76	66	73	81	85	86
Radio	67	69	64	50	71	73	70	70
Communication/messenger services (e.g. WhatsApp, Skype)	67	69	66	82	81	68	52	50
TV/video streaming services (e.g. Netflix)	66	70	63	89	81	65	54	40
Music streaming services (e.g. Spotify)	49	55	44	76	65	47	33	22
Computer games/video games	48	58	38	67	64	51	34	22
Audio and video podcasts (e.g. via iTunes, YouTube, podcast portals)	48	53	42	68	58	48	35	26
Journals, magazines	46	50	41	40	45	45	45	54
Books/Audiobooks	43	39	47	48	46	41	35	44
Daily newspaper	42	48	37	41	43	41	39	46
Online media libraries of TV channels	26	32	19	34	33	28	20	12
Newsletters from suppliers of products and services	23	29	16	26	30	24	19	13
Cinema	19	24	15	30	25	17	10	14
Watch Blu-ray Discs, DVDs	16	22	11	24	18	20	11	8

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

■ strongly overrepresented ■ strongly underrepresented
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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: "At least several times a month"

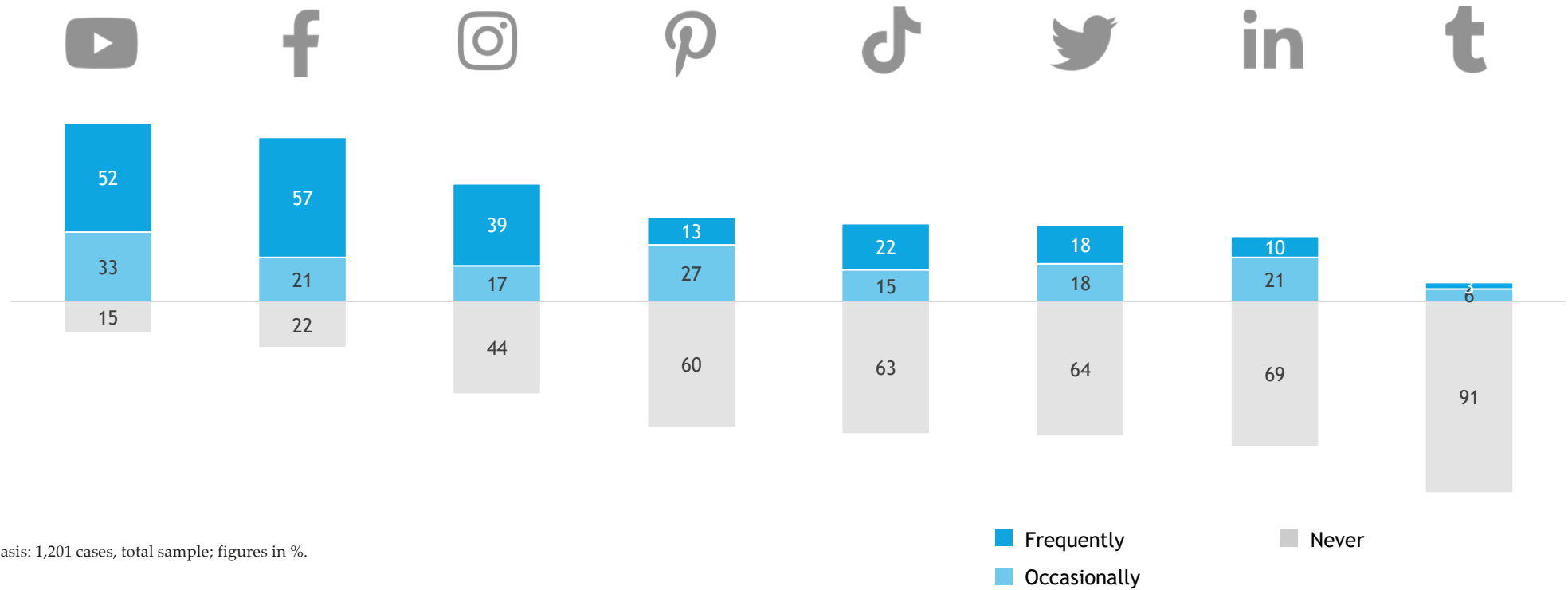
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1.137 €)	Medium 60-140% (1.137-2.652 €)	High >140% (>2.652 €)
Internet (no social media)	94	93	92	96	93	95	94
Social networks/social media (e.g. Facebook, Twitter)	80	78	78	85	81	82	74
"Normal" television programme	78	76	80	76	68	82	83
Radio	67	51	72	68	54	71	80
Communication/messenger services (e.g. WhatsApp, Skype)	67	53	58	86	61	68	81
TV/video streaming services (e.g. Netflix)	66	50	64	78	62	68	74
Music streaming services (e.g. Spotify)	49	33	44	64	46	50	56
Computer games/video games	48	38	43	59	50	48	46
Audio and video podcasts (e.g. via iTunes, YouTube, podcast portals)	48	38	42	59	51	46	48
Journals, magazines	46	38	44	52	39	48	63
Books/Audiobooks	43	29	39	56	38	43	56
Daily newspaper	42	33	41	48	38	42	57
Online media libraries of TV channels	26	19	23	32	28	24	30
Newsletters from suppliers of products and services	23	17	21	27	22	23	28
Cinema	19	8	18	26	22	18	23
Watch Blu-ray Discs, DVDs	16	11	15	21	18	16	20

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

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	57	68	48	50	63	65	52	53	55	59	59
YouTube	52	64	46	55	72	58	39	45	32	61	63
Instagram	39	48	37	41	57	38	24	29	21	50	58
TikTok	22	26	12	25	36	27	13	18	7	28	37
Twitter	18	27	16	19	32	11	10	10	10	22	27
Pinterest	13	16	6	15	21	16	8	8	9	18	17
LinkedIn	10	10	12	13	18	13	4	5	-	13	16
Tumblr	3	2	-	4	6	2	1	3	1	5	2

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

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

 strongly overrepresented
 overrepresented
 strongly underrepresented
 underrepresented

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	57	51	63	43	70	64	56	53
YouTube	52	59	46	79	66	53	38	24
Instagram	39	36	42	74	51	31	23	14
TikTok	22	22	22	50	26	12	11	8
Twitter	18	23	12	30	24	15	13	7
Pinterest	13	10	17	20	16	12	11	6
LinkedIn	10	13	7	15	17	11	5	1
Tumblr	3	3	2	5	4	2	1	1

Basis: 1,201 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% (<1.137 €)	Medium 60-140% (1.137-2.652 €)	High >140% (>2.652 €)
Facebook	57	65	58	52	58	62	45
YouTube	52	46	48	62	58	50	53
Instagram	39	26	33	54	39	40	36
TikTok	22	19	20	26	26	21	19
Twitter	18	11	14	25	18	17	21
Pinterest	13	11	12	15	13	13	10
LinkedIn	10	3	5	20	9	9	15
Tumblr	3	2	3	2	3	2	3

Basis: 1,201 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	85	90	85	86	96	90	70	82	78	89	95
Facebook	78	84	71	75	79	84	75	74	75	84	84
Instagram	56	66	54	61	76	65	34	43	36	71	69
Pinterest	40	51	34	45	58	45	26	28	32	48	40
TikTok	37	43	22	43	57	46	20	27	23	50	53
Twitter	36	46	36	40	54	35	20	21	24	47	45
LinkedIn	31	39	35	40	49	35	18	16	9	35	42
Tumblr	9	9	2	9	22	10	2	5	2	20	7

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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	85	88	83	97	94	89	80	65
Facebook	78	75	82	74	84	86	76	73
Instagram	56	53	59	89	66	52	44	28
Pinterest	40	31	49	58	46	38	34	22
TikTok	37	36	39	64	46	34	25	14
Twitter	36	45	28	56	42	33	28	20
LinkedIn	31	36	26	46	46	28	21	12
Tumblr	9	11	6	16	15	6	3	2

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

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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"

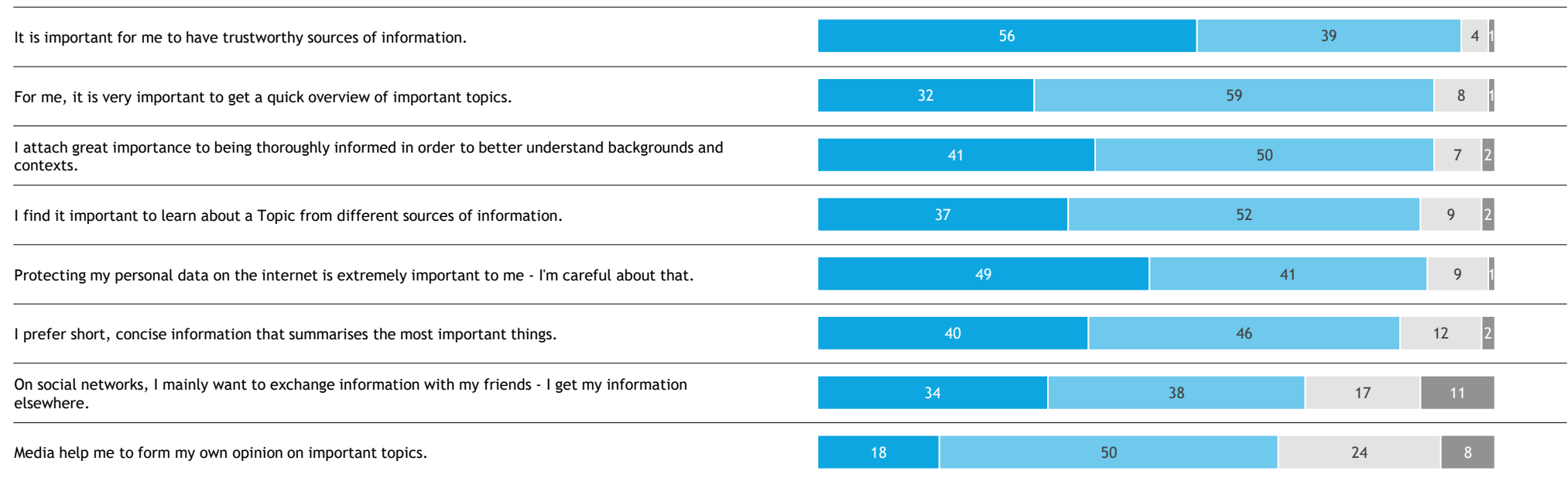
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1.137 €)	Medium 60-140% (1.137-2.652 €)	High >140% (>2.652 €)
YouTube	85	82	82	91	86	85	86
Facebook	78	82	77	78	82	80	69
Instagram	56	43	51	69	59	56	51
Pinterest	40	34	39	44	42	40	35
TikTok	37	35	33	43	44	36	28
Twitter	36	29	31	46	39	35	37
LinkedIn	31	12	22	51	27	31	38
Tumblr	9	5	7	12	11	8	8

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

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■ overrepresented ■ underrepresented

Communication expectations

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



Basis: 1,201 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.	95	95	100	99	90	93	96	96	97	91	97
For me, it is very important to get a quick overview of important topics.	91	92	96	92	90	88	87	90	92	87	93
I attach great importance to being thoroughly informed in order to better understand backgrounds and contexts.	91	94	96	94	87	93	88	89	89	85	94
I find it important to learn about a Topic from different sources of information.	89	92	94	91	90	90	86	84	84	86	91
Protecting my personal data on the internet is extremely important to me - I'm careful about that.	90	93	88	90	83	92	93	84	88	89	90
I prefer short, concise information that summarises the most important things.	86	87	77	89	82	90	88	87	88	85	90
On social networks, I mainly want to exchange information with my friends - I get my information elsewhere.	72	82	68	74	71	78	68	64	61	76	75
Media help me to form my own opinion on important topics.	68	79	73	74	76	73	56	56	53	64	72

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Communication expectations

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

Response category: „Applies completely / Somewhat applies“

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
It is important for me to have trustworthy sources of information.	95	96	95	94	93	96	96	97
For me, it is very important to get a quick overview of important topics.	91	91	90	90	90	91	90	92
I attach great importance to being thoroughly informed in order to better understand backgrounds and contexts.	91	92	90	89	89	92	94	89
I find it important to learn about a Topic from different sources of information.	89	90	87	87	86	89	90	90
Protecting my personal data on the internet is extremely important to me - I'm careful about that.	90	90	89	84	85	92	90	96
I prefer short, concise information that summarises the most important things.	86	84	88	86	85	84	85	91
On social networks, I mainly want to exchange information with my friends - I get my information elsewhere.	72	70	74	72	78	68	74	66
Media help me to form my own opinion on important topics.	68	68	66	73	65	69	69	58

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

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■ overrepresented ■ underrepresented

Communication expectations

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

Response category: „Applies completely / Somewhat applies“

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1.137 €)	Medium 60-140% (1.137-2.652 €)	High >140% (>2.652 €)
It is important for me to have trustworthy sources of information.	95	96	95	96	94	96	99
For me, it is very important to get a quick overview of important topics.	91	90	90	92	89	90	96
I attach great importance to being thoroughly informed in order to better understand backgrounds and contexts.	91	89	90	93	90	91	95
I find it important to learn about a Topic from different sources of information.	89	88	87	91	86	89	95
Protecting my personal data on the internet is extremely important to me - I'm careful about that.	90	88	92	87	89	90	88
I prefer short, concise information that summarises the most important things.	86	87	88	84	83	88	85
On social networks, I mainly want to exchange information with my friends - I get my information elsewhere.	72	70	73	71	70	72	73
Media help me to form my own opinion on important topics.	68	62	66	71	68	66	72

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

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■ overrepresented ■ underrepresented

Communication expectations

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

Response category: „Applies completely“

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
It is important for me to have trustworthy sources of information.	56	62	76	49	51	34	63	46	62	49	73
Protecting my personal data on the internet is extremely important to me - I'm careful about that.	49	57	51	42	37	33	60	41	55	52	46
I attach great importance to being thoroughly informed in order to better understand backgrounds and contexts.	41	49	47	36	40	31	41	35	32	47	57
I prefer short, concise information that summarises the most important things.	40	49	34	40	36	28	42	35	45	45	42
I find it important to learn about a Topic from different sources of information.	37	49	44	39	42	23	34	30	31	33	44
On social networks, I mainly want to exchange information with my friends - I get my information elsewhere.	34	40	47	32	24	25	39	30	28	34	31
For me, it is very important to get a quick overview of important topics.	32	47	32	29	33	22	30	22	22	40	39
Media help me to form my own opinion on important topics.	18	22	20	20	16	16	9	13	16	22	24

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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.	56	55	58	54	59	54	60	55
Protecting my personal data on the internet is extremely important to me - I'm careful about that.	49	45	52	42	44	52	52	54
I attach great importance to being thoroughly informed in order to better understand backgrounds and contexts.	41	41	42	46	43	45	39	33
I prefer short, concise information that summarises the most important things.	40	38	42	38	39	40	42	42
I find it important to learn about a Topic from different sources of information.	37	36	37	41	38	37	36	31
On social networks, I mainly want to exchange information with my friends - I get my information elsewhere.	34	31	36	31	34	33	37	33
For me, it is very important to get a quick overview of important topics.	32	30	33	38	30	35	30	24
Media help me to form my own opinion on important topics.	18	19	17	27	17	16	16	11

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

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Communication expectations

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

Response category: „Applies completely“

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1.137 €)	Medium 60-140% (1.137-2.652 €)	High >140% (>2.652 €)
It is important for me to have trustworthy sources of information.	56	55	56	58	53	57	66
Protecting my personal data on the internet is extremely important to me - I'm careful about that.	49	48	52	45	50	47	47
I attach great importance to being thoroughly informed in order to better understand backgrounds and contexts.	41	35	41	45	42	42	47
I prefer short, concise information that summarises the most important things.	40	44	42	35	39	41	40
I find it important to learn about a Topic from different sources of information.	37	32	34	42	38	35	43
On social networks, I mainly want to exchange information with my friends - I get my information elsewhere.	34	33	35	32	30	35	40
For me, it is very important to get a quick overview of important topics.	32	28	31	34	31	31	37
Media help me to form my own opinion on important topics.	18	19	16	19	20	16	21

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

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■ overrepresented ■ underrepresented



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Contact persons



Dr Christoph Schleer
Associate Director Research & Consulting
christoph.schleer@sinus-institut.de
+49 6221 8089-27



Naima Wisniewski
Research & Consulting
naima.wisniewski@sinus-institut.de
+49 6221 8089-54

sinus:

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