



SINUS Study for the Friedrich-Ebert-Stiftung

Social-ecological transformation

Country report Greece

**FRIEDRICH
EBERT
STIFTUNG**

sinus:

Heidelberg, September 2023

Teil der INTEGRAL-SINUS-OPINION Gruppe

Task and objectives

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

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

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Method and sample

Methodology and sample



Method

Standardised online survey (CAWI)

Quota sample (gender, age, education and region)

The interviews were conducted in the national language.



Data collection

Ø Interview duration: 25 minutes

The data collection was carried out by Sociotrend GmbH.



Target group

Resident population aged from 18 to 69 years



Sample size

1,200 persons



Survey period

22.05. - 20.06.2023

Survey contents

- Awareness of environmental, nature and climate protection issues
- 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 policies
- Interest in information and level of knowledge: Climate change, ecological contexts and political measures

Methodology and sample

Evaluation of the survey results

- This report presents the **survey results for Greece**. 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
 - **Education groups:** low: "Καμία σχολική εκπαίδευση ή επαγγελματική κατάρτιση (ακόμη)" or "Δημοτικό Σχολείο" or "Απολυτήριο γυμνασίου - Τριτάξιο Γυμνάσιο" or "Πιστοποιητικό επαγγελματικής κατάρτισης - ΙΕΚ, επιπέδου 1"; middle: "Ενιαίο Πολυκλαδικό Λύκειο - ΕΠΑ [έως 1997]" or "Τεχνικό Επαγγελματικό Εκπαιδευτήριο - ΤΕΕ - ΕΠΑΛ" or "Γενικό Λύκειο" or "Δίπλωμα επαγγελματικής κατάρτισης - ΙΕΚ, επιπέδου μετα-δευτοροβάθμιας επαγγελματικής κατάρτισης"; high: "Πτυχίο σχολής ανώτερης επαγγελματικής εκπαίδευσης" or "Πτυχίο Ανώτατης Σχολής Παιδαγωγικής και Τεχνολογικής Εκπαίδευσης - ΑΣΠΑΙΤΕ" or "Τεχνικές Σχολές." : KATE, KATEE, ATEI / TEI" or "ΑΕΙ / Πολυτεχνείου"
 - **Net equivalent income***: low: less than 60% of median income; medium: 60 to 140% of median income; high: more than 140% of the median income

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

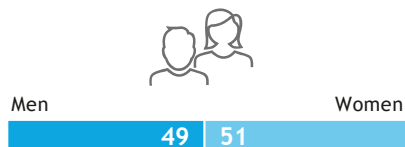
Methodology and sample

Evaluation of the survey results

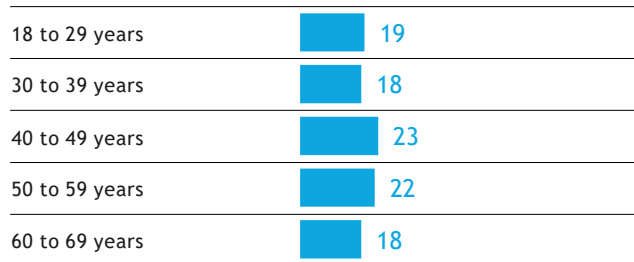
- In addition to the differentiation according to socio-demographic characteristics, the data was analysed according to the **milieu affiliation of the respondents**. By evaluating the findings according to the **Sinus-Meta-Milieus**, the socio-demographic analysis is supplemented by lifestyle and value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

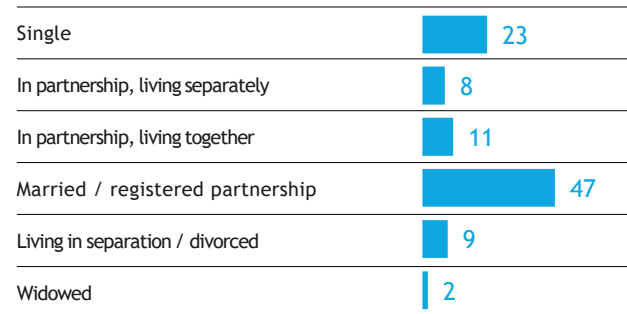
Gender



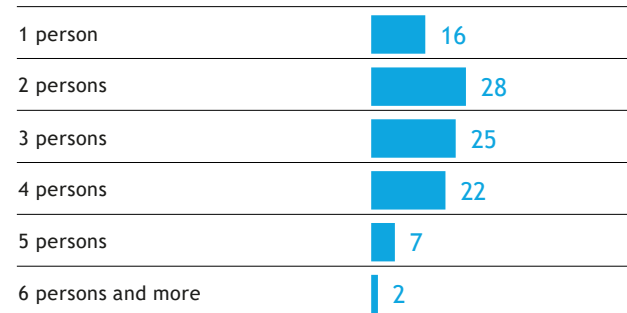
Age ø 41.1 years



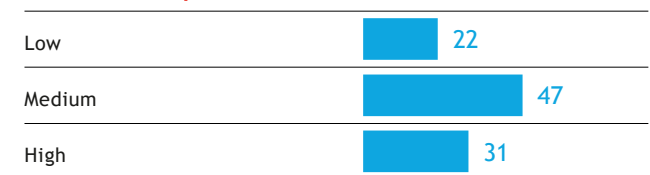
Marital status



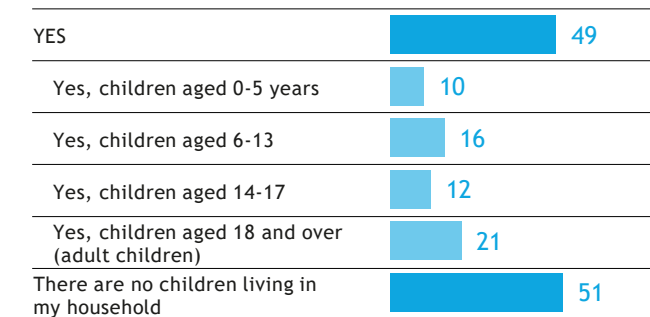
Persons in household



Educational qualification



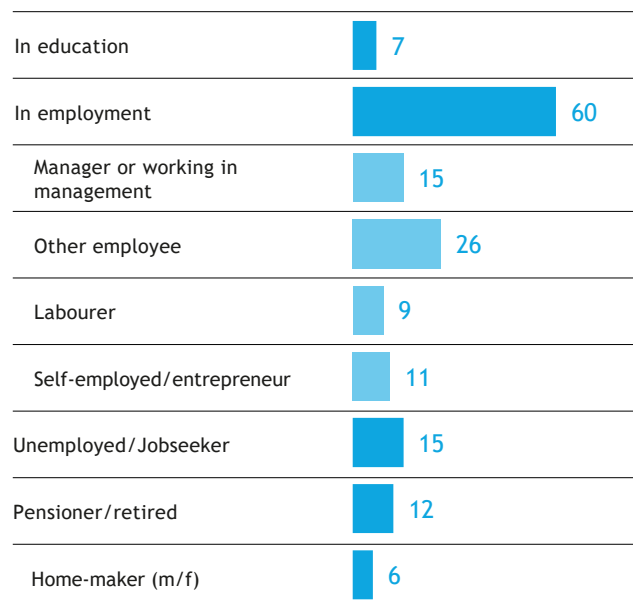
Children in the household



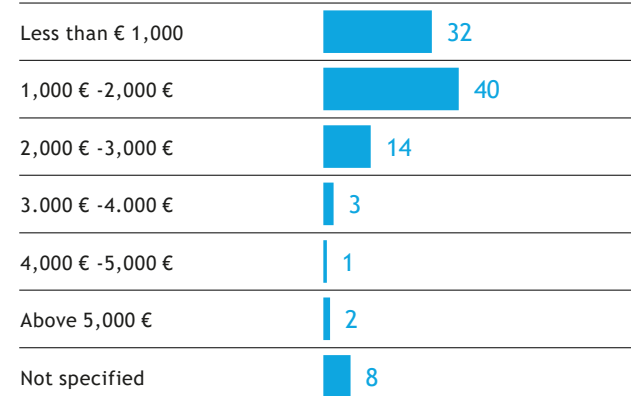
Basis: 1,200 cases, total sample; figures in %.

Demographic structure of the sample

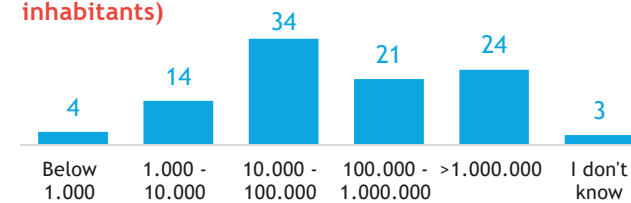
Occupational status



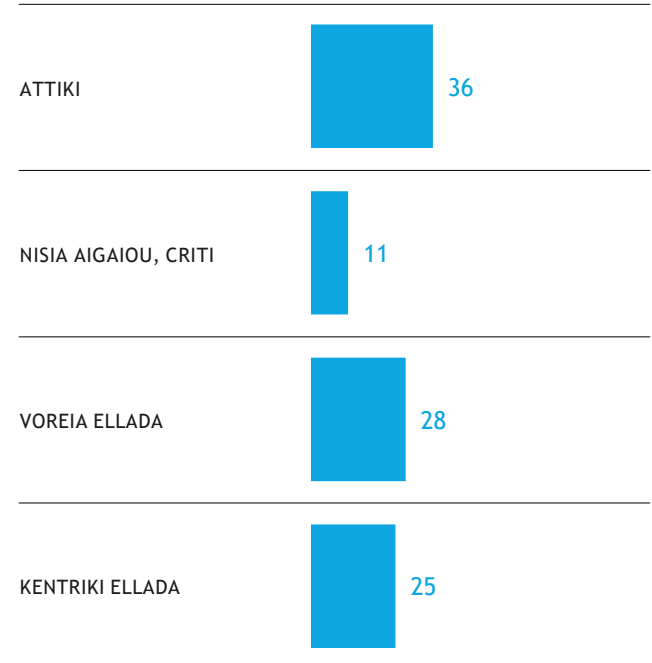
Net household income



Size of residency (number of inhabitants)



Region



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

The Sinus-Meta-Milieus[®] in Greece

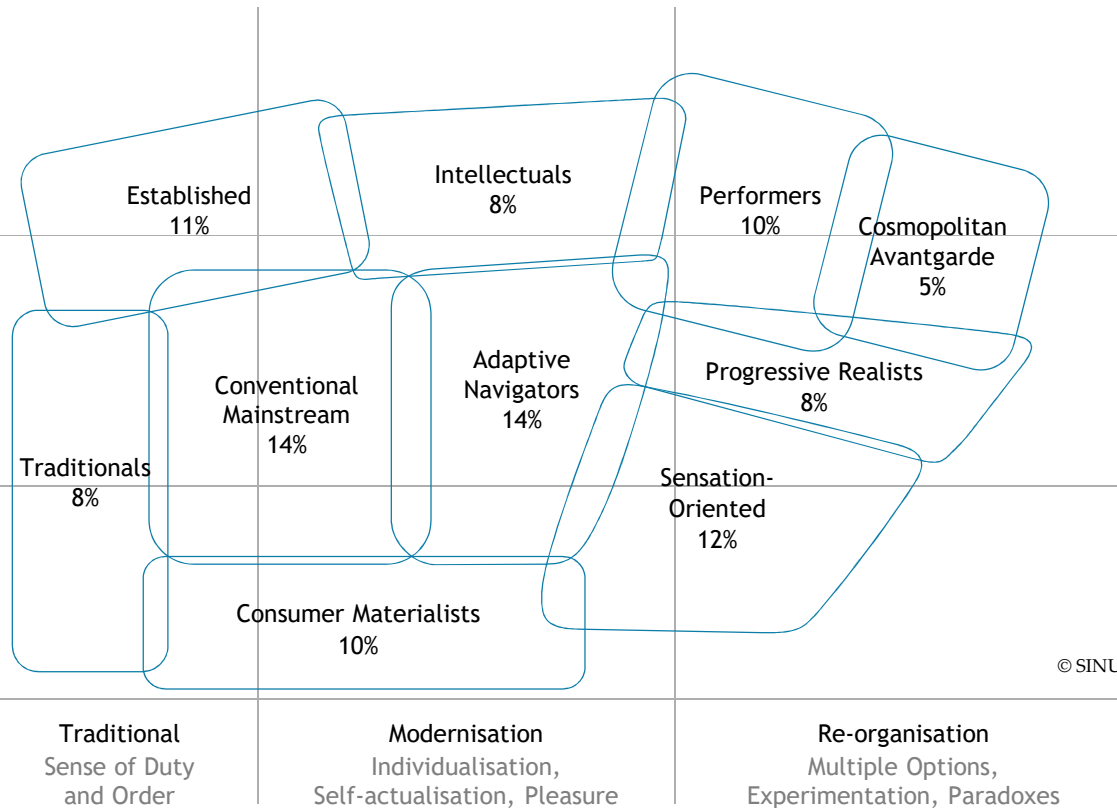
18 - 69 year olds

Social status ↓

Higher

Middle

Lower



The Sinus-Meta-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 lifestyle, 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 lifestyle, rejection of political correctness and conventions, looking for fun, action, entertainment, stimulation
Performers	Efficiency- and progress-oriented modern elite: Global economic and liberal thinking, affinity for higher consumption, modern design, early adopting, interest in technology and digital, competitive and career-oriented, networker, open to change	Conventional Mainstream	Harmony-seeking older middle-class: Desire for secure circumstances, fear of losing achievements, search for community, cohesion, social life, neighbourly support, distrust towards elites, feeling of being left out in favour of other groups, down to earth
Cosmopolitan Avantgarde	Ambitious and individualistic avant-garde: Cosmopolitan, urban, mobile and flexible, digital nomads, lifestyle vanguards, pronounced self-expression, postmodern lifestyle 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 lifestyle and digital culture, desire for simple, safe, down to earth
Progressive Realists	Drivers of social transformation: Sustainable lifestyle 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

The central findings

Problem awareness

Importance of environmental, nature and climate protection

- With 74% of mentions, public health service and care are the five most important topics. This is followed by the topics "Education, schools and universities" with 53% mentions and "Rule of law, fight against corruption" with 42% mentions. The area of the environment, nature and climate protection is counted much less frequently among the five most important topics (22%).

Relevance of environmental policy fields of action

- Among the top five challenges to sustaining our livelihoods, respondents most frequently rank water pollution or water quality (63%). Climate change comes second (51%). Almost as often, the state of the oceans (50%) and waste in the environment and living environment (50%) are mentioned. Increasing traffic and noise are seen least frequently as a priority field for environmental policy action (15%).

Relevance of climate change as a topic

- A clear majority of the population considers climate change to be a (very) important topic for Greece: On a scale from 0 "completely irrelevant" to 10 "absolutely important", 69% of the respondents choose the scale points 8 to 10, another 17% the scale points 6 to 7. In contrast, it is only 5% of the respondents who choose the scale points 0 to 2. The scale average is 7.8.

The main findings

Problem awareness

Attitudes towards climate change

- Almost all respondents (97%) believe that the destruction of nature endangers people and their livelihoods (highest level of agreement "Fully agree": 73%). At the same time, 78% say they are afraid of the consequences of climate change (highest level of agreement: 33%), while 44% think that many things are very exaggerated when it comes to the consequences of climate change (highest level of agreement: 15%). When asked if there are more important problems in our country than climate change, 67% agree (highest level of agreement: 23%). Furthermore, 51% believe that we should rather focus on adapting to the consequences of climate change instead of putting climate protection in the foreground (highest level of agreement: 16%).

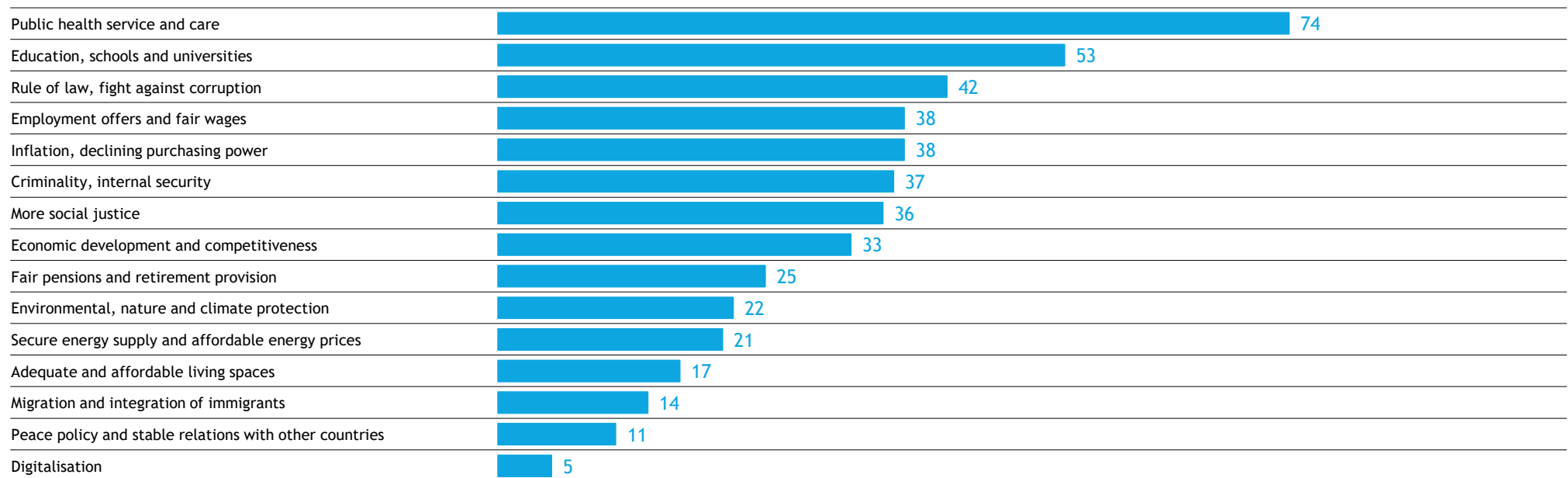
Consequences of climate change

- The increase in extreme weather events scares the population the most: 72% of respondents rank the increase in extreme weather events among the five consequences of climate change that scare them the most. With 56%, the lack of water in everyday life is named second most often, closely followed by forest fires or forest dieback as a result of climate change (55%). Respondents are least afraid of declining yields in agriculture (10%).

Importance of environmental, nature and climate protection

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

Politically relevant topics



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

Importance of environmental, nature and climate protection

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Public health service and care	74	73	82	75	71	70	76	68	83	67	72
Education, schools and universities	53	50	64	62	58	47	51	51	41	57	56
Rule of law, fight against corruption	42	37	52	40	41	39	49	37	43	45	34
Employment offers and fair wages	38	34	32	44	40	42	38	38	40	29	49
Inflation, declining purchasing power	38	41	37	32	42	41	45	39	37	33	38
Criminality, internal security	37	46	26	36	42	35	41	43	43	30	30
More social justice	36	27	45	42	36	29	42	19	43	35	40
Economic development and competitiveness	33	35	23	33	42	36	27	38	31	35	37
Fair pensions and retirement provision	25	30	19	23	17	26	23	30	22	25	26
Environmental, nature and climate protection	22	19	33	28	14	13	16	38	19	18	24
Secure energy supply and affordable energy prices	21	20	23	17	26	18	24	24	23	18	23
Adequate and affordable living spaces	17	16	17	17	15	16	14	14	26	15	22
Migration and integration of immigrants	14	21	7	8	14	14	17	18	16	12	9
Peace policy and stable relations with other countries	11	10	12	14	16	12	8	7	6	13	12
Digitalisation	5	6	10	3	9	7	5	1	4	4	7

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

EST = Established
 INT = Intellectuals
 PER = Performers
 COS = Cosmopolitan Avantgarde
 ADA = Adaptive Navigators
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 CMA = Consumer Materialists
 SEN = Sensation-Oriented
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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 Greece to take care of? Please select up to 5 topics.

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Public health service and care	74	72	75	67	74	76	75	76
Education, schools and universities	53	49	57	66	50	52	49	49
Rule of law, fight against corruption	42	46	38	37	37	47	40	49
Employment offers and fair wages	38	36	40	37	46	42	44	20
Inflation, declining purchasing power	38	44	34	28	40	37	43	45
Criminality, internal security	37	37	37	29	39	42	40	34
More social justice	36	35	36	35	37	40	35	29
Economic development and competitiveness	33	37	30	45	34	30	32	27
Fair pensions and retirement provision	25	22	27	15	18	20	31	40
Environmental, nature and climate protection	22	18	25	24	16	20	20	28
Secure energy supply and affordable energy prices	21	23	19	20	22	23	20	21
Adequate and affordable living spaces	17	16	18	22	20	15	13	16
Migration and integration of immigrants	14	16	12	12	14	11	17	16
Peace policy and stable relations with other countries	11	10	11	12	6	10	11	14
Digitalisation	5	7	4	7	5	7	3	4

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

■ strongly overrepresented ■ strongly underrepresented
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Importance of environmental, nature and climate protection

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

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<438 €)	Medium 60-140% (438-1.021 €)	High >140% (>1.021 €)
Public health service and care	74	72	75	72	76	73	74
Education, schools and universities	53	44	54	59	58	50	54
Rule of law, fight against corruption	42	30	45	46	33	42	47
Employment offers and fair wages	38	48	35	37	43	40	32
Inflation, declining purchasing power	38	34	36	45	30	39	47
Criminality, internal security	37	39	36	38	38	36	39
More social justice	36	40	36	32	42	36	32
Economic development and competitiveness	33	39	31	33	36	33	31
Fair pensions and retirement provision	25	26	26	22	27	24	24
Environmental, nature and climate protection	22	22	22	20	16	22	23
Secure energy supply and affordable energy prices	21	16	22	24	17	24	19
Adequate and affordable living spaces	17	20	16	17	22	15	14
Migration and integration of immigrants	14	11	16	14	8	15	15
Peace policy and stable relations with other countries	11	8	11	11	9	9	14
Digitalisation	5	3	6	6	7	5	5

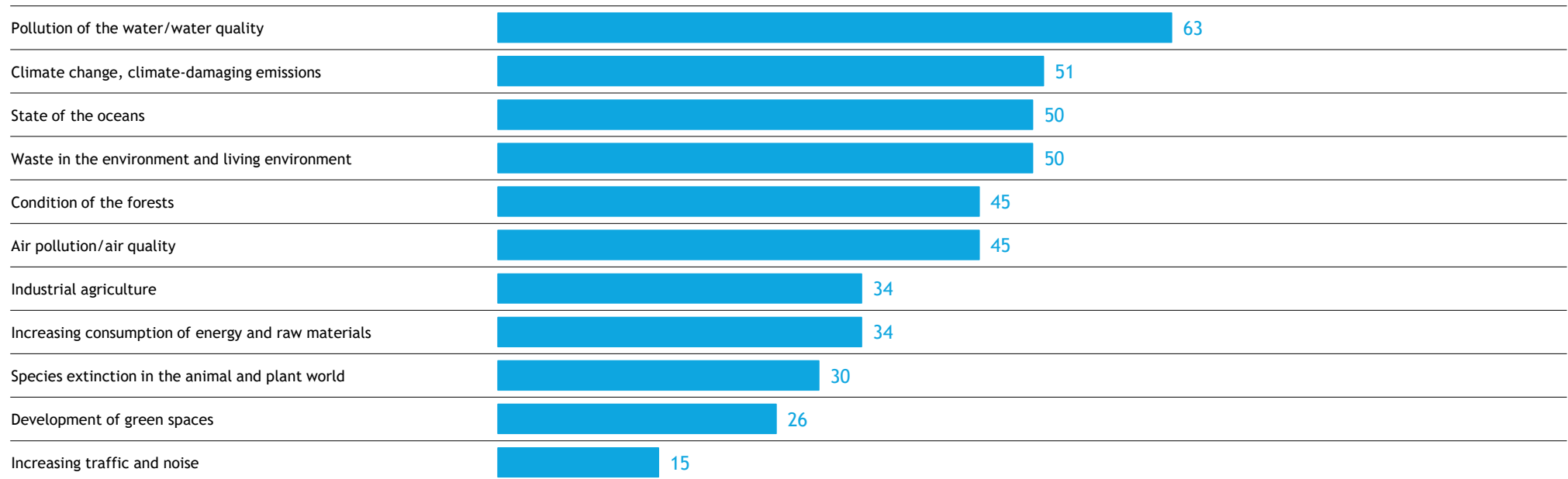
Basis: 1,200 cases, total sample; figures in %.

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Relevance of environmental policy fields of action

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

Environmental policy fields of action



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

Relevance of environmental policy fields of action

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Pollution of the water/water quality	63	58	66	55	68	66	62	68	67	56	67
Climate change, climate-damaging emissions	51	52	65	61	61	42	43	53	44	52	54
State of the oceans	50	50	64	51	52	42	54	43	58	36	53
Waste in the environment and living environment	50	50	60	51	34	50	53	46	51	45	49
Condition of the forests	45	41	48	42	51	44	46	42	47	41	49
Air pollution/air quality	45	52	38	39	50	44	44	51	44	42	49
Industrial agriculture	34	38	24	40	26	30	38	35	35	35	38
Increasing consumption of energy and raw materials	34	29	41	45	38	36	32	31	32	27	34
Species extinction in the animal and plant world	30	34	39	23	25	22	30	42	34	27	36
Development of green spaces	26	25	16	27	26	26	29	24	29	30	25
Increasing traffic and noise	15	22	6	12	21	16	12	11	15	21	17

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

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Relevance of environmental policy fields of action

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Pollution of the water/water quality	63	61	64	58	58	64	67	66
Climate change, climate-damaging emissions	51	48	55	58	51	50	47	51
State of the oceans	50	51	48	40	45	53	53	55
Waste in the environment and living environment	50	49	50	48	47	47	49	57
Condition of the forests	45	49	41	40	44	40	49	51
Air pollution/air quality	45	42	48	45	45	47	43	45
Industrial agriculture	34	35	34	27	32	36	37	39
Increasing consumption of energy and raw materials	34	34	33	40	31	35	35	29
Species extinction in the animal and plant world	30	31	30	31	26	29	34	32
Development of green spaces	26	24	28	27	26	26	27	24
Increasing traffic and noise	15	17	14	16	21	15	12	12

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Relevance of environmental policy fields of action

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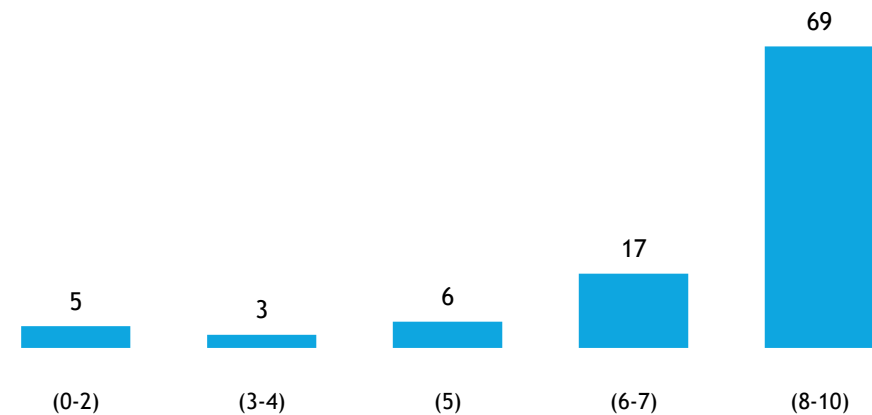
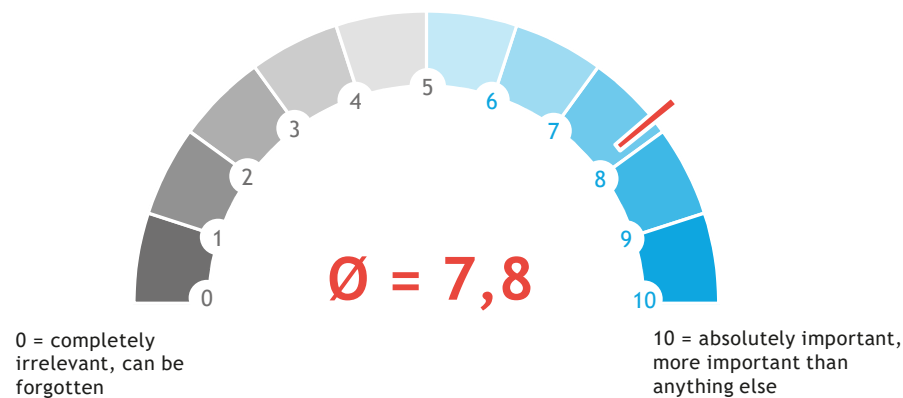
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Climate change, climate-damaging emissions	51	48	53	52	47	51	54
State of the oceans	50	44	50	52	48	49	53
Waste in the environment and living environment	50	45	50	52	51	48	49
Condition of the forests	45	38	45	48	40	45	47
Air pollution/air quality	45	46	44	45	47	44	44
Industrial agriculture	34	33	35	34	32	35	38
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Development of green spaces	26	28	26	26	25	28	22
Increasing traffic and noise	15	15	15	15	18	14	16

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

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Relevance of climate change as a topic

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



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

Relevance of climate change as a topic

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
10=Absolutely important, more important than anything else	23	23	26	30	25	13	20	21	18	25	38
9	24	29	31	24	15	18	21	25	23	22	33
8	22	22	24	23	33	29	18	25	22	17	14
7	12	8	10	6	20	16	17	8	15	11	4
6	5	4	2	6	1	9	5	8	5	5	4
5	6	7	5	3	1	6	5	9	5	12	5
4	1	2	-	3	2	1	1	-	2	2	-
3	2	3	1	2	-	2	2	1	2	2	2
2	1	1	1	1	2	1	2	1	1	-	-
1	1	-	-	1	-	1	2	1	1	1	-
0=Totally irrelevant, can be forgotten	3	-	-	2	-	5	7	2	5	2	-
Average	7,8	8,1	8,5	8,1	8,2	7,3	7,2	7,8	7,5	7,8	9,0

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	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
10=Absolutely important, more important than anything else	23	16	30	19	24	21	26	26
9	24	21	27	22	22	23	23	30
8	22	25	19	23	24	22	22	20
7	12	14	10	16	13	13	10	6
6	5	6	5	8	5	6	4	2
5	6	8	5	6	5	7	5	8
4	1	2	1	2	1	2	1	1
3	2	2	1	1	1	2	2	2
2	1	1	1	0	0	1	2	2
1	1	2	0	1	-	1	1	1
0=Totally irrelevant, can be forgotten	3	4	1	1	4	2	4	2
Average	7,8	7,3	8,3	7,8	7,9	7,7	7,8	8,0

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Relevance of climate change as a topic

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

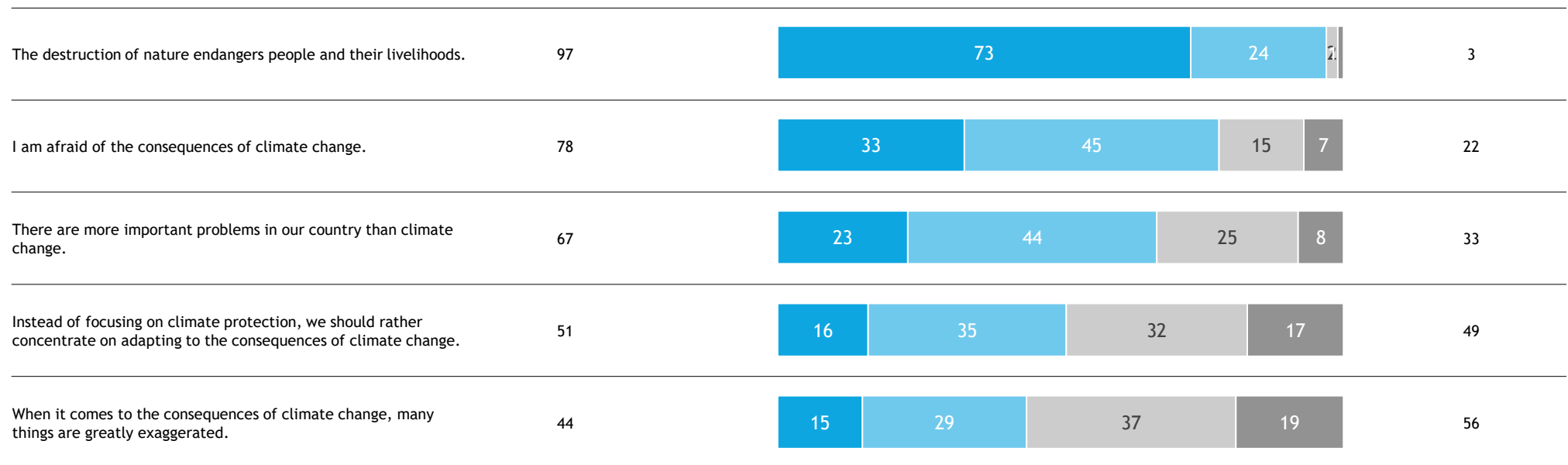
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<438 €)	Medium 60-140% (438-1.021 €)	High >140% (>1.021 €)
10=Absolutely important, more important than anything else	23	29	23	20	26	23	22
9	24	21	25	24	20	25	22
8	22	22	23	22	18	24	23
7	12	10	12	12	15	10	12
6	5	8	4	4	5	5	5
5	6	7	5	7	8	5	7
4	1	-	2	1	2	1	2
3	2	1	2	2	1	2	1
2	1	-	1	2	-	1	2
1	1	1	1	0	1	1	0
0=Totally irrelevant, can be forgotten	3	2	2	3	2	2	4
Average	7,8	8,0	7,8	7,6	7,8	7,9	7,7

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attitudes towards climate change

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



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

 Fully agree
 Somewhat agree
 Somewhat disagree
 Completely disagree

Attitudes towards climate change

If you now think about the topic 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.	97	99	99	100	98	94	98	99	98	97	100
I am afraid of the consequences of climate change.	78	82	93	74	78	71	73	79	66	82	89
There are more important problems in our country than climate change.	67	68	46	64	67	82	75	65	68	64	57
Instead of focusing on climate protection, we should rather concentrate on adapting to the consequences of climate change.	51	60	34	40	49	55	48	50	52	66	40
When it comes to the consequences of climate change, many things are greatly exaggerated.	44	45	15	39	36	55	53	38	48	54	30

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

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strongly overrepresented
 overrepresented
 strongly underrepresented
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Attitudes towards climate change

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

Response category: "Fully agree / Somewhat agree".

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
The destruction of nature endangers people and their livelihoods.	97	97	98	98	97	98	98	99
I am afraid of the consequences of climate change.	78	72	84	84	76	77	77	78
There are more important problems in our country than climate change.	67	73	61	72	68	70	63	62
Instead of focusing on climate protection, we should rather concentrate on adapting to the consequences of climate change.	51	50	51	53	55	50	46	50
When it comes to the consequences of climate change, many things are greatly exaggerated.	44	47	40	39	50	45	42	43

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attitudes towards climate change

If you now think about the topic 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% (<438 €)	Medium 60-140% (438-1.021 €)	High >140% (>1.021 €)
The destruction of nature endangers people and their livelihoods.	97	96	98	98	98	98	97
I am afraid of the consequences of climate change.	78	79	78	78	78	78	78
There are more important problems in our country than climate change.	67	68	66	68	72	68	64
Instead of focusing on climate protection, we should rather concentrate on adapting to the consequences of climate change.	51	58	51	45	62	47	48
When it comes to the consequences of climate change, many things are greatly exaggerated.	44	49	41	43	50	44	40

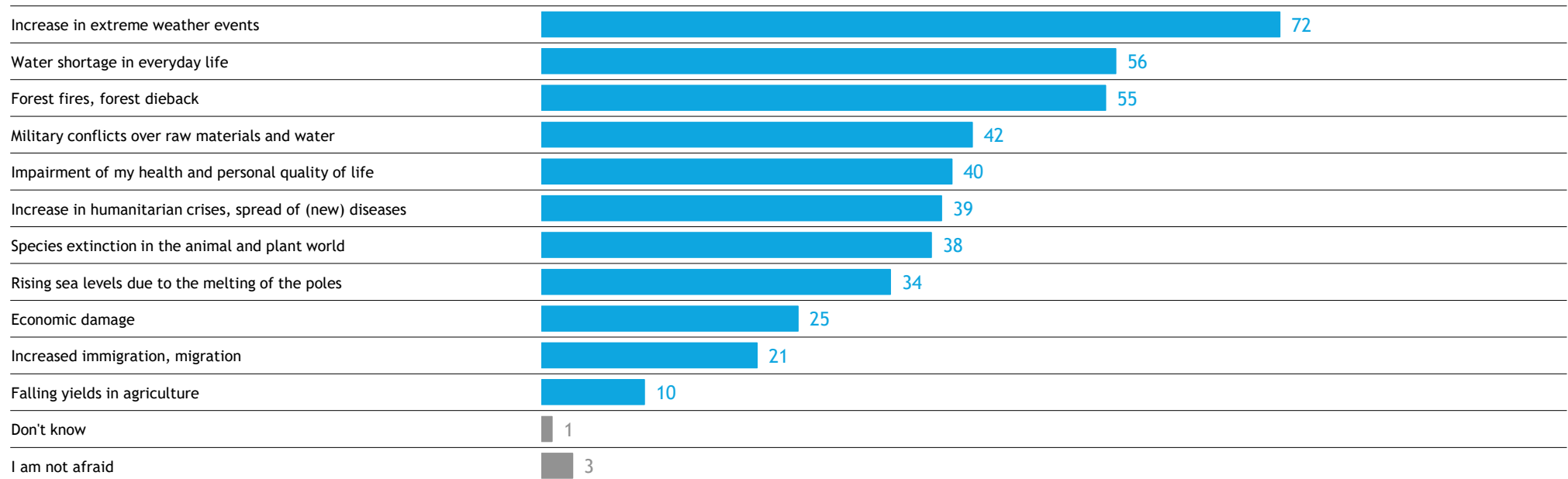
Basis: 1,200 cases, total sample; figures in %.

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■ overrepresented ■ underrepresented

Consequences of climate change - Anxiety scale

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

Consequences of climate change



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

Consequences of climate change - Anxiety scale

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Increase in extreme weather events	72	74	80	77	75	64	72	62	77	69	78
Water shortage in everyday life	56	63	72	50	52	42	60	60	55	50	61
Forest fires, forest dieback	55	56	59	57	57	46	54	60	53	58	60
Military conflicts over raw materials and water	42	42	41	42	52	36	42	37	49	43	48
Impairment of my health and personal quality of life	40	42	34	38	50	34	38	46	31	40	54
Increase in humanitarian crises, spread of (new) diseases	39	39	48	42	38	37	41	31	34	36	45
Species extinction in the animal and plant world	38	46	49	44	39	31	37	41	35	30	36
Rising sea levels due to melting of the poles	34	32	42	45	28	28	27	38	24	39	40
Economic damage	25	22	14	19	29	38	22	23	29	28	24
Increased immigration, migration	21	22	22	18	21	21	26	18	23	23	13
Falling yields in agriculture	10	13	10	12	10	12	11	8	4	11	6
Don't know	1	-	-	1	1	1	-	3	-	-	-
I am not afraid	3	2	-	1	-	4	5	4	7	3	-

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

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strongly overrepresented
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 strongly underrepresented
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Consequences of climate change - Anxiety scale

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Increase in extreme weather events	72	67	77	64	73	75	72	77
Water shortage in everyday life	56	55	57	54	55	56	58	56
Forest fires, forest dieback	55	53	58	59	54	52	57	56
Military conflicts over raw materials and water	42	42	42	42	41	40	41	50
Impairment of my health and personal quality of life	40	39	40	42	44	39	41	33
Increase in humanitarian crises, spread of (new) diseases	39	37	41	37	35	40	41	42
Species extinction in the animal and plant world	38	38	38	38	38	40	42	32
Rising sea levels due to melting of the poles	34	33	35	40	32	30	34	34
Economic damage	25	26	24	27	28	24	26	21
Increased immigration, migration	21	24	18	12	16	20	27	30
Falling yields in agriculture	10	9	10	10	12	10	8	9
Don't know	1	0	1	0	0	1	0	-
I am not afraid	3	4	2	2	4	3	2	3

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Consequences of climate change - Anxiety scale

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

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<438 €)	Medium 60-140% (438-1.021 €)	High >140% (>1.021 €)
Increase in extreme weather events	72	71	70	77	71	72	73
Water shortage in everyday life	56	51	57	57	56	54	56
Forest fires, forest dieback	55	60	57	50	50	58	56
Military conflicts over raw materials and water	42	38	41	47	45	41	47
Impairment of my health and personal quality of life	40	36	42	39	38	42	36
Increase in humanitarian crises, spread of (new) diseases	39	33	40	41	40	36	41
Species extinction in the animal and plant world	38	41	36	40	40	39	36
Rising sea levels due to melting of the poles	34	34	34	33	31	35	33
Economic damage	25	28	26	21	28	26	24
Increased immigration, migration	21	18	22	22	21	19	26
Falling yields in agriculture	10	8	11	10	11	9	12
Don't know	1	1	1	-	1	-	-
I am not afraid	3	3	2	3	2	3	2

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented



3

Climate and environmentally conscious behaviour

The central findings

Climate and environmentally conscious behaviour

Attitudes towards climate and environmentally conscious behaviour

- 95% of respondents believe that we all have to become actively involved and start changing the way we live in order to maintain a liveable environment for us and the generations that follow (highest level of agreement "Fully agree": 60%).
- Furthermore, 92% 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: 46%).
- In addition, 88% claim to actively contribute to changing society (highest level of agreement: 35%).

Barriers to climate and environmentally conscious behaviour

- Nine out of ten respondents (92%) believe that we should be willing to change our lifestyle for the benefit of the environment (highest level of agreement "Fully agree": 55%). However, 78% (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: 27%).

The central findings

Climate and environmentally conscious behaviour

- 67% fear that a fundamental change in our way of living and economy is associated with high personal costs (highest approval rating: 21%). Furthermore, around two thirds (63%) consider corresponding measures for climate and environmental protection to be socially unjust, as they burden low-income earners in particular (highest level of agreement: 23%). 59% say they lack the financial to do something for climate protection (highest level of agreement: 20%).
- 60% say they are annoyed when others try to tell them how to live (highest level of agreement: 25%). In addition, 42% complain that they will soon not be able to do anything at all if there are even more regulations for climate and environmental protection (highest approval rating: 14%).
- 72% would be willing to do more to protect the environment if everyone acted in this way (highest level of agreement: 27%). However, 29% do not believe that they can contribute significantly to environmental protection with their own behaviour (highest level of agreement: 6%). 34% say that others should take the first step before they themselves contribute to climate protection (highest level of agreement: 12%).
- 31% find it difficult to shape their own lives in an environmentally and climate-friendly way (highest level of agreement: 6%). In addition, 78% say the poor infrastructure makes it impossible to give up the car (highest level of agreement: 36%). 14% say they do not see the point of changing their own behaviour for something that may happen in the future (highest level of agreement: 4%).

The central findings

Climate and environmentally conscious behaviour

- 52% say that businesses that need a lot of energy for their production cannot implement strict climate protection requirements (highest level of agreement: 18%). Furthermore, 40% say that preserving jobs is more important than climate and environmental protection (highest level of agreement: 10%). 42% think that combating climate change is detrimental to our businesses (highest approval rating: 14%).
- 50% think that businesses know best how to implement the necessary change (highest level of agreement: 11%). Furthermore, 38% think that science and technology will solve the problem of climate change without us having to fundamentally change our way of life (highest level of agreement: 9%).

Motivators of climate and environmentally conscious behaviour

- 96% of respondents believe that more environmental protection also means better quality of life and health for everyone (highest level of agreement "fully agree": 67%). Furthermore, 96% believe that each individual has a responsibility to ensure that we leave a liveable environment for future generations (highest level of agreement: 68%). Furthermore, 94% believe that environmental protection is a matter of decency and civic duty (highest level of agreement: 59%). 88% feel personally responsible for the preservation of nature and the environment (highest approval rating: 40%).

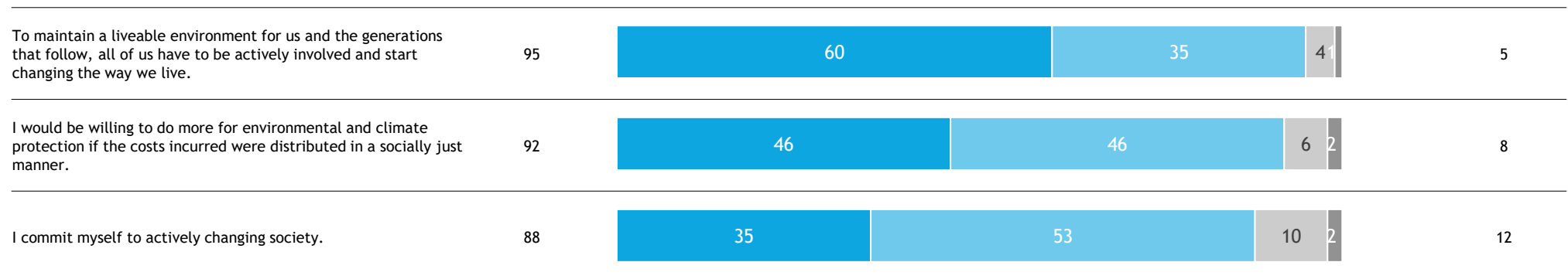
The central findings

Climate and environmentally conscious behaviour

- 97% say it significantly enhances their quality of life to spend time in nature (highest level of agreement: 69%). In addition, 83% of respondents feel a strong connection with nature (highest level of agreement: 34%).
- 93% see the industrialised countries as having a special responsibility for climate protection, as they have been the main cause of climate change (highest level of agreement: 53%). In addition, 88% say they feel better when they buy products that have less impact on the environment and climate (highest level of agreement: 44%).
- 91% believe that our businesses must become more climate-friendly, as otherwise there is a threat of economic damage (highest approval rating: 39%). 88% 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: 35%). Furthermore, 83% believe that switching to environmentally and climate-friendly products and production processes offers great employment opportunities (highest approval rating: 29%).

Attitudes towards climate and environmentally conscious behaviour

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



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

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

Attitudes towards climate and environmentally conscious behaviour

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

Response category: "Fully agree / Somewhat agree".

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
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.	95	98	99	96	98	88	95	97	91	94	100
I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially just manner.	92	94	88	92	93	83	97	91	92	91	96
I commit myself to actively changing society.	88	92	96	90	87	75	90	89	85	86	95

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.	60	67	79	66	64	34	51	62	50	64	88
I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially just manner.	46	48	46	43	40	28	49	31	58	49	70
I commit myself to actively changing society.	35	40	51	46	41	13	21	29	28	39	64

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strongly overrepresented
 overrepresented
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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.	95	94	96	96	94	97	94	93
I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially just manner.	92	92	91	91	91	92	90	95
I commit myself to actively changing society.	88	86	90	86	85	90	87	90

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.	60	53	67	64	58	59	59	62
I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially just manner.	46	45	46	44	47	46	41	52
I commit myself to actively changing society.	35	29	40	43	33	33	33	34

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attitudes towards climate and environmentally conscious behaviour

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

Response category: "Fully agree / Somewhat agree".

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<438 €)	Medium 60-140% (438-1.021 €)	High >140% (>1.021 €)
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.	95	95	96	94	95	96	94
I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially just manner.	92	87	92	94	92	92	91
I commit myself to actively changing society.	88	86	89	88	90	87	88

Response category: "Fully agree".

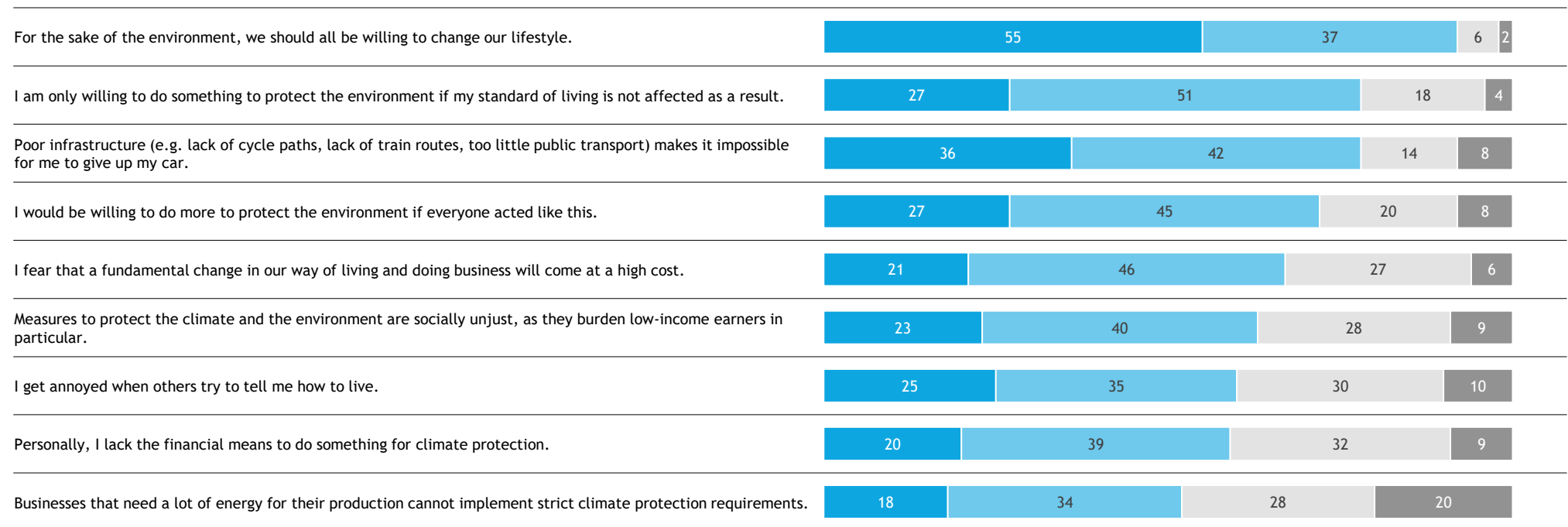
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<438 €)	Medium 60-140% (438-1.021 €)	High >140% (>1.021 €)
To maintain a liveable environment for us and the generations that follow, all of us have to be actively involved and start changing the way we live.	60	60	59	63	62	58	62
I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially just manner.	46	45	43	51	44	45	50
I commit myself to actively changing society.	35	32	34	38	38	33	36

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

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Barriers to climate and environmentally conscious behaviour (1)

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

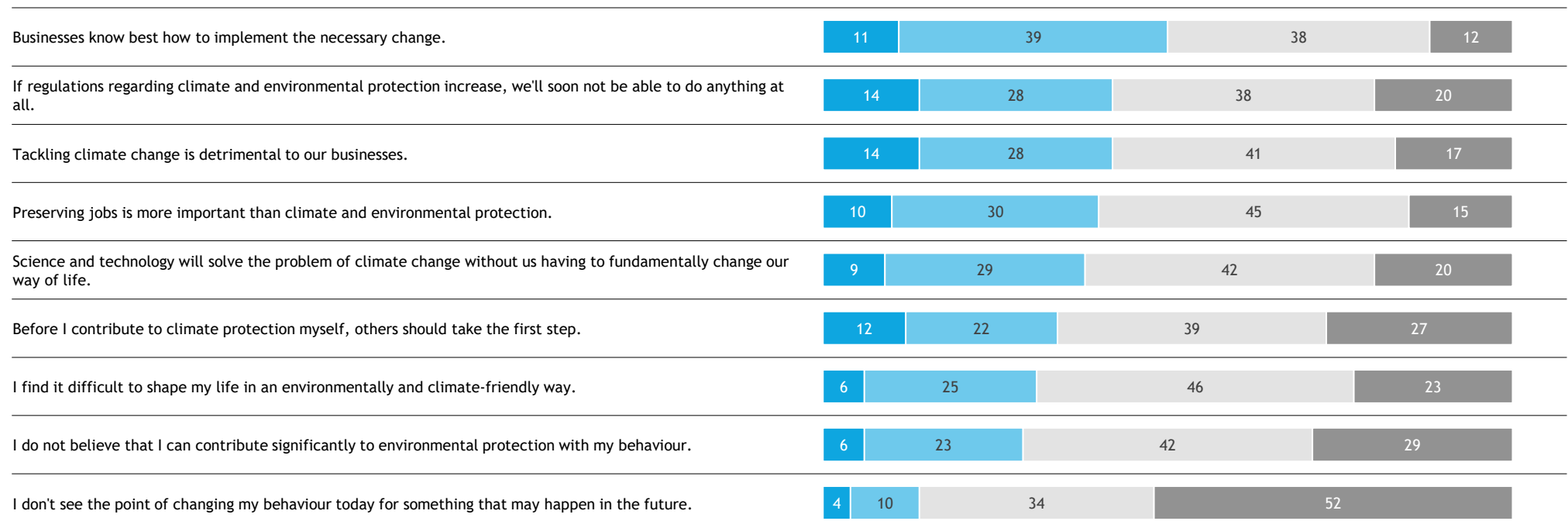


Basis: 1,200 cases, total sample; figures in %.

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

Barriers to climate and environmentally conscious behaviour (2)

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



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

■ Fully agree ■ Somewhat disagree
■ Somewhat agree ■ 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.	92	94	97	92	96	86	90	95	89	90	98
I am only willing to do something to protect the environment if my standard of living is not affected as a result.	78	83	64	72	81	83	79	80	82	81	77
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.	78	78	79	76	84	79	80	69	78	76	88
I would be willing to do more to protect the environment if everyone acted like this.	72	78	62	60	71	76	78	68	68	76	67
I fear that a fundamental change in our way of living and doing business will come at a high cost.	67	67	54	55	64	76	79	61	73	73	58
Measures to protect the climate and the environment are socially unjust, as they burden low-income earners in particular.	63	59	52	57	59	72	70	67	70	64	50
I get annoyed when others try to tell me how to live.	60	61	30	61	60	66	67	60	71	69	45
Personally, I lack the financial means to do something for climate protection.	59	56	36	35	59	68	69	60	73	72	40
Businesses that need a lot of energy for their production cannot implement strict climate protection requirements.	52	53	29	41	42	61	51	59	61	64	40

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

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Barriers to climate and environmentally conscious behaviour (2)

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

Response category: "Fully agree / Somewhat agree".

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Businesses know best how to implement the necessary change.	50	55	39	46	59	54	46	41	49	62	49
If regulations regarding climate and environmental protection increase, we'll soon not be able to do anything at all.	42	48	13	36	27	53	46	40	49	54	32
Tackling climate change is detrimental to our businesses.	42	39	32	32	35	48	43	43	56	51	26
Preserving jobs is more important than climate and environmental protection.	40	40	16	37	47	57	39	25	46	51	26
Science and technology will solve the problem of climate change without us having to fundamentally change our way of life.	38	42	24	33	47	53	31	29	29	45	33
Before I contribute to climate protection myself, others should take the first step.	34	34	14	28	22	45	35	26	35	50	23
I find it difficult to shape my life in an environmentally and climate-friendly way.	31	25	24	26	40	41	34	25	34	40	10
I do not believe that I can contribute significantly to environmental protection with my behaviour.	29	28	18	24	23	40	35	20	35	38	12
I don't see the point of changing my behaviour today for something that may happen in the future.	14	10	4	13	10	24	13	6	16	28	3

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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.	92	90	93	92	88	95	92	92
I am only willing to do something to protect the environment if my standard of living is not affected as a result.	78	77	80	78	82	81	76	75
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.	78	77	79	80	79	76	78	78
I would be willing to do more to protect the environment if everyone acted like this.	72	75	68	79	71	68	70	69
I fear that a fundamental change in our way of living and doing business will come at a high cost.	67	69	66	70	70	67	69	61
Measures to protect the climate and the environment are socially unjust, as they burden low-income earners in particular.	63	67	60	64	74	58	61	60
I get annoyed when others try to tell me how to live.	60	65	57	60	63	67	56	56
Personally, I lack the financial means to do something for climate protection.	59	64	54	55	62	61	54	60
Businesses that need a lot of energy for their production cannot implement strict climate protection requirements.	52	54	49	50	46	50	55	57

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Barriers to climate and environmentally conscious behaviour (2)

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

Response category: "Fully agree / Somewhat agree".

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Businesses know best how to implement the necessary change.	50	44	56	49	51	52	50	48
If regulations regarding climate and environmental protection increase, we'll soon not be able to do anything at all.	42	49	35	45	44	42	43	36
Tackling climate change is detrimental to our businesses.	42	47	37	37	45	42	44	41
Preserving jobs is more important than climate and environmental protection.	40	45	35	46	40	37	41	37
Science and technology will solve the problem of climate change without us having to fundamentally change our way of living.	38	40	35	40	42	37	35	34
Before I contribute to climate protection myself, others should take the first step.	34	36	31	38	35	32	36	26
I find it difficult to shape my life in an environmentally and climate-friendly way.	31	35	27	35	34	31	26	28
I do not believe that I can contribute significantly to environmental protection with my behaviour.	29	34	24	37	30	27	27	24
I don't see the point of changing my behaviour today for something that may happen in the future.	14	16	12	19	17	12	14	8

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Barriers to climate and environmentally conscious behaviour (1)

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

Response category: "Fully agree / Somewhat agree".

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<438 €)	Medium 60-140% (438-1.021 €)	High >140% (>1.021 €)
For the sake of the environment, we should all be willing to change our way of living.	92	92	92	92	93	92	91
I am only willing to do something to protect the environment if my standard of living is not affected as a result.	78	80	78	78	84	78	77
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.	78	74	79	80	81	77	80
I would be willing to do more to protect the environment if everyone acted like this.	72	73	69	74	73	71	69
I fear that a fundamental change in our way of living and doing business will come at a high cost.	67	69	70	62	74	67	66
Measures to protect the climate and the environment are socially unjust, as they burden low-income earners in particular.	63	65	65	59	67	64	60
I get annoyed when others try to tell me how to live.	60	71	60	55	73	58	57
Personally, I lack the financial means to do something for climate protection.	59	66	58	54	67	60	53
Businesses that need a lot of energy for their production cannot implement strict climate protection requirements.	52	64	48	48	56	50	50

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Barriers to climate and environmentally conscious behaviour (2)

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

Response category: "Fully agree / Somewhat agree".

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<438 €)	Medium 60-140% (438-1.021 €)	High >140% (>1.021 €)
Businesses know best how to implement the necessary change.	50	54	52	46	60	50	47
If regulations regarding climate and environmental protection increase, we'll soon not be able to do anything at all.	42	52	40	39	49	41	40
Tackling climate change is detrimental to our businesses.	42	48	40	39	49	39	41
Preserving jobs is more important than climate and environmental protection.	40	42	38	41	46	39	39
Science and technology will solve the problem of climate change without us having to fundamentally change our way of living.	38	38	35	41	44	36	38
Before I contribute to climate protection myself, others should take the first step.	34	42	32	30	46	31	29
I find it difficult to shape my life in an environmentally and climate-friendly way.	31	37	31	26	34	30	31
I do not believe that I can contribute significantly to environmental protection with my behaviour.	29	34	29	26	36	28	27
I don't see the point of changing my behaviour today for something that may happen in the future.	14	24	12	10	22	12	14

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Barriers to climate and environmentally conscious behaviour (1)

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

Response category: "Fully agree".

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
For the sake of the environment, we should all be willing to change our way of living.	55	60	73	65	55	34	42	51	51	56	76
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.	36	32	37	43	36	30	42	26	31	37	52
I would be willing to do more to protect the environment if everyone acted like this.	27	38	19	24	27	18	29	23	28	35	30
I am only willing to do something to protect the environment if my standard of living is not affected as a result.	27	26	21	30	32	21	28	22	22	39	31
I get annoyed when others try to tell me how to live.	25	20	12	25	17	19	28	26	37	37	21
Measures to protect the climate and the environment are socially unjust, as they burden low-income earners in particular.	23	21	18	26	5	12	32	22	33	30	19
I fear that a fundamental change in our way of living and doing business will come at a high cost.	21	13	14	20	17	19	31	10	34	25	17
Personally, I lack the financial means to do something for climate protection.	20	20	7	14	11	22	22	21	28	28	14
Businesses that need a lot of energy for their production cannot implement strict climate protection requirements.	18	19	9	12	12	13	17	29	23	25	21

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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
If regulations regarding climate and environmental protection increase, we'll soon not be able to do anything at all.	14	11	5	11	4	9	18	19	25	20	12
Tackling climate change is detrimental to our businesses.	14	8	13	12	7	10	14	12	25	23	10
Before I contribute to climate protection myself, others should take the first step.	12	14	5	12	6	11	13	8	12	20	7
Businesses know best how to implement the necessary change.	11	11	7	17	9	7	9	3	14	22	10
Preserving jobs is more important than climate and environmental protection.	10	10	5	8	9	13	8	7	14	17	4
Science and technology will solve the problem of climate change without us having to fundamentally change our way of living.	9	5	7	8	11	15	4	5	11	10	11
I do not believe that I can contribute significantly to environmental protection with my behaviour.	6	4	2	6	4	5	10	-	10	13	2
I find it difficult to shape my life in an environmentally and climate-friendly way.	6	4	4	2	9	6	6	3	6	14	-
I don't see the point of changing my behaviour today for something that may happen in the future.	4	2	1	6	-	4	4	-	1	12	2

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Barriers to climate and environmentally conscious behaviour (1)

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

Response category: "Fully agree".

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
For the sake of the environment, we should all be willing to change our lifestyle.	55	47	62	58	55	53	49	58
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.	36	37	36	32	43	36	36	34
I would be willing to do more to protect the environment if everyone acted like this.	27	28	26	33	30	26	26	22
I am only willing to do something to protect the environment if my standard of living is not affected as a result.	27	27	27	28	34	27	25	22
I get annoyed when others try to tell me how to live.	25	28	22	25	30	24	22	24
Measures to protect the climate and the environment are socially unjust, as they burden low-income earners in particular.	23	26	20	23	27	22	25	18
I fear that a fundamental change in our way of living and doing business will come at a high cost.	21	22	19	22	24	23	16	20
Personally, I lack the financial means to do something for climate protection.	20	22	18	22	24	17	18	20
Businesses that need a lot of energy for their production cannot implement strict climate protection requirements.	18	19	17	21	16	13	20	21

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Barriers to climate and environmentally conscious behaviour (2)

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

Response category: "Fully agree".

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
If regulations regarding climate and environmental protection increase, we'll soon not be able to do anything at all.	14	17	11	14	12	13	16	14
Tackling climate change is detrimental to our businesses.	14	16	12	9	17	14	11	19
Before I contribute to climate protection myself, others should take the first step.	12	12	12	11	14	10	12	12
Businesses know best how to implement the necessary change.	11	9	13	13	14	9	6	14
Preserving jobs is more important than climate and environmental protection.	10	11	9	11	12	7	10	11
Science and technology will solve the problem of climate change without us having to fundamentally change our way of living.	9	10	8	12	12	8	5	7
I do not believe that I can contribute significantly to environmental protection with my behaviour.	6	7	5	8	9	3	6	6
I find it difficult to shape my life in an environmentally and climate-friendly way.	6	6	5	8	8	3	4	4
I don't see the point of changing my behaviour today for something that may happen in the future.	4	5	3	7	4	3	2	2

Basis: 1,200 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?

Response category: "Fully agree".

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<438 €)	Medium 60-140% (438-1.021 €)	High >140% (>1.021 €)
For the sake of the environment, we should all be willing to change our way of living.	55	58	53	54	57	50	58
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.	36	33	36	39	40	37	36
I would be willing to do more to protect the environment if everyone acted like this.	27	30	24	31	26	28	26
I am only willing to do something to protect the environment if my standard of living is not affected as a result.	27	26	26	29	30	27	25
I get annoyed when others try to tell me how to live.	25	30	23	25	34	23	21
Measures to protect the climate and the environment are socially unjust, as they burden low-income earners in particular.	23	27	23	20	29	22	21
I fear that a fundamental change in our way of living and doing business will come at a high cost.	21	21	20	21	26	19	22
Personally, I lack the financial means to do something for climate protection.	20	24	19	18	28	19	16
Businesses that need a lot of energy for their production cannot implement strict climate protection requirements.	18	26	17	14	23	16	18

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Barriers to climate and environmentally conscious behaviour (2)

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

Response category: "Fully agree".

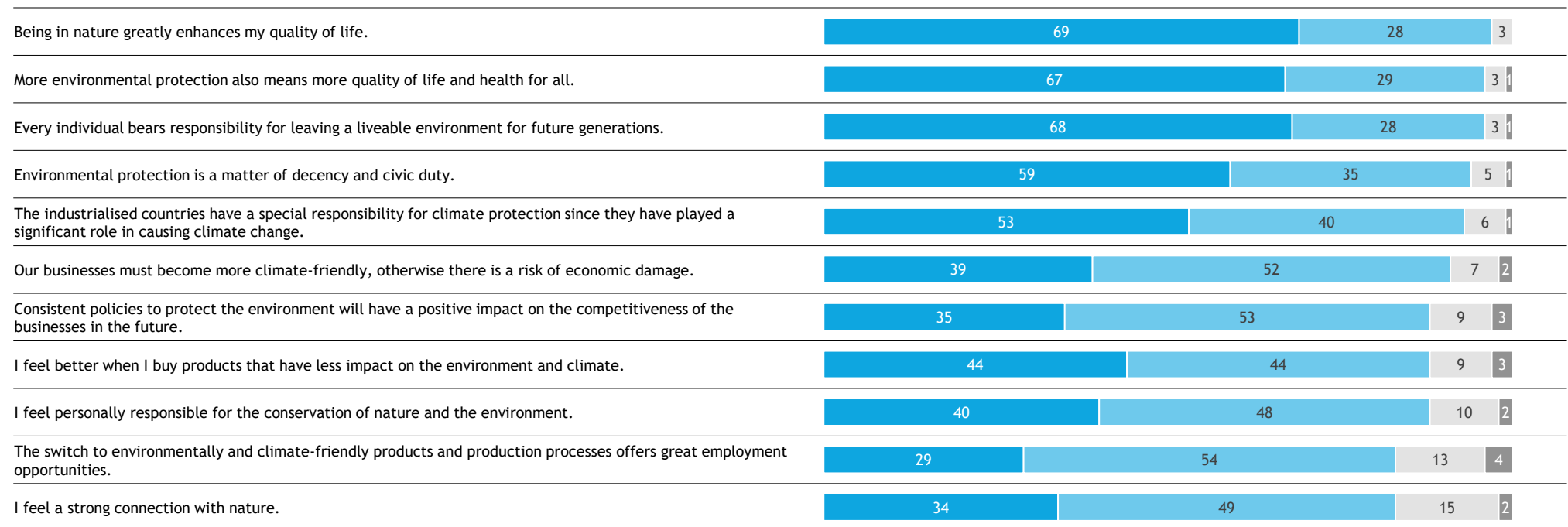
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<438 €)	Medium 60-140% (438-1.021 €)	High >140% (>1.021 €)
If regulations regarding climate and environmental protection increase, we'll soon not be able to do anything at all.	14	19	12	13	20	14	12
Tackling climate change is detrimental to our businesses.	14	16	13	13	15	12	14
Before I contribute to climate protection myself, others should take the first step.	12	13	10	13	18	10	11
Businesses know best how to implement the necessary change.	11	15	10	10	17	9	10
Preserving jobs is more important than climate and environmental protection.	10	12	9	10	14	8	11
Science and technology will solve the problem of climate change without us having to fundamentally change our way of living.	9	9	7	11	12	8	9
I do not believe that I can contribute significantly to environmental protection with my behaviour.	6	5	6	7	8	5	7
I find it difficult to shape my life in an environmentally and climate-friendly way.	6	9	5	5	10	4	6
I don't see the point of changing my behaviour today for something that may happen in the future.	4	6	3	4	6	2	5

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Motivators of climate and environmentally conscious behaviour

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



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

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

Motivators of climate and environmentally conscious behaviour

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

Response category: "Fully agree / Somewhat agree".

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Being in nature greatly enhances my quality of life.	97	96	94	94	95	94	97	98	100	97	99
More environmental protection also means more quality of life and health for all.	96	98	100	93	97	92	96	99	99	95	97
Every individual bears responsibility for leaving a liveable environment for future generations.	96	97	98	98	99	89	94	96	94	98	98
Environmental protection is a matter of decency and civic duty.	94	99	98	96	97	84	92	95	91	95	97
The industrialised countries have a special responsibility for climate protection since they have played a significant role in causing climate change.	93	94	98	92	93	89	94	90	93	92	95
Our businesses must become more climate-friendly, otherwise there is a risk of economic damage.	91	92	96	93	94	88	87	86	84	90	99
Consistent policies to protect the environment will have a positive impact on the competitiveness of the businesses in the future.	88	97	92	89	93	80	87	87	77	88	97
I feel better when I buy products that have less impact on the environment and climate.	88	88	92	90	93	82	84	87	90	84	95
I feel personally responsible for the conservation of nature and the environment.	88	93	99	90	93	80	87	86	76	82	92
The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.	83	89	94	84	90	80	75	83	72	82	97
I feel a strong connection with nature.	83	92	84	84	78	74	80	89	78	89	88

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

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Motivators of climate and environmentally conscious behaviour

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

Response category: "Fully agree / Somewhat agree".

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Being in nature greatly enhances my quality of life.	97	96	97	94	97	97	96	99
More environmental protection also means more quality of life and health for all.	96	96	97	95	95	97	95	99
Every individual bears responsibility for leaving a liveable environment for future generations.	96	93	98	97	93	98	95	96
Environmental protection is a matter of decency and civic duty.	93	92	95	92	91	97	94	96
The industrialised countries have a special responsibility for climate protection since they have played a significant role in causing climate change.	93	91	94	90	90	91	95	98
Our businesses must become more climate-friendly, otherwise there is a risk of economic damage.	91	87	93	92	89	90	90	91
Consistent policies to protect the environment will have a positive impact on the competitiveness of the businesses in the future.	88	85	91	87	85	89	89	90
I feel better when I buy products that have less impact on the environment and climate.	88	81	94	82	88	89	87	91
I feel personally responsible for the conservation of nature and the environment.	88	85	90	86	85	85	91	89
The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.	83	79	88	85	82	84	85	82
I feel a strong connection with nature.	83	83	84	78	85	82	84	87

Basis: 1,200 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 / Somewhat agree".

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<438 €)	Medium 60-140% (438-1.021 €)	High >140% (>1.021 €)
Being in nature greatly enhances my quality of life.	97	97	96	97	98	96	96
More environmental protection also means more quality of life and health for all.	96	95	98	96	97	98	95
Every individual bears responsibility for leaving a liveable environment for future generations.	96	97	96	95	96	96	96
Environmental protection is a matter of decency and civic duty.	93	93	94	93	95	93	93
The industrialised countries have a special responsibility for climate protection since they have played a significant role in causing climate change.	93	90	94	93	92	93	94
Our businesses must become more climate-friendly, otherwise there is a risk of economic damage.	91	89	91	90	92	90	91
Consistent policies to protect the environment will have a positive impact on the competitiveness of the businesses in the future.	88	87	88	90	88	89	88
I feel better when I buy products that have less impact on the environment and climate.	88	89	88	86	89	87	87
I feel personally responsible for the conservation of nature and the environment.	88	81	89	88	84	87	91
The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.	83	82	84	84	86	82	85
I feel a strong connection with nature.	83	85	81	86	85	84	82

Basis: 1,200 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
Being in nature greatly enhances my quality of life.	69	76	74	75	67	39	69	73	74	70	82
Every individual bears responsibility for leaving a liveable environment for future generations.	68	74	84	78	60	47	58	63	74	72	85
More environmental protection also means more quality of life and health for all.	67	73	90	69	74	47	62	59	68	66	87
Environmental protection is a matter of decency and civic duty.	59	65	79	65	58	32	52	59	52	61	81
The industrialised countries have a special responsibility for climate protection since they have played a significant role in causing climate change.	53	54	58	55	40	39	59	53	57	52	64
I feel better when I buy products that have less impact on the environment and climate.	44	52	57	52	46	24	32	31	44	45	68
I feel personally responsible for the conservation of nature and the environment.	40	42	55	54	37	20	35	35	34	36	62
Our businesses must become more climate-friendly, otherwise there is a risk of economic damage.	39	44	56	50	47	21	32	30	24	43	53
Consistent policies to protect the environment will have a positive impact on the competitiveness of the businesses in the future.	35	39	48	39	35	18	28	27	29	42	56
I feel a strong connection with nature.	34	44	40	37	33	16	31	35	33	34	50
The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.	29	40	40	35	26	13	18	23	29	32	47

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Motivators of climate and environmentally conscious behaviour

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

Response category: "Fully agree".

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Being in nature greatly enhances my quality of life.	69	62	75	64	69	69	66	75
Every individual bears responsibility for leaving a liveable environment for future generations.	68	64	72	70	58	70	67	76
More environmental protection also means more quality of life and health for all.	67	60	74	64	69	69	63	74
Environmental protection is a matter of decency and civic duty.	59	53	64	59	53	58	53	69
The industrialised countries have a special responsibility for climate protection since they have played a significant role in causing climate change.	53	56	50	49	52	49	57	60
I feel better when I buy products that have less impact on the environment and climate.	44	35	52	43	39	42	45	49
I feel personally responsible for the conservation of nature and the environment.	40	36	43	41	38	42	40	37
Our businesses must become more climate-friendly, otherwise there is a risk of economic damage.	39	34	43	44	39	36	38	37
Consistent policies to protect the environment will have a positive impact on the competitiveness of the businesses in the future.	35	33	37	40	35	33	31	36
I feel a strong connection with nature.	34	30	38	31	31	33	35	42
The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.	29	24	34	32	27	27	32	29

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

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Motivators of climate and environmentally conscious behaviour

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

Response category: "Fully agree".

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<438 €)	Medium 60-140% (438-1.021 €)	High >140% (>1.021 €)
Being in nature greatly enhances my quality of life.	69	69	69	68	73	67	69
Every individual bears responsibility for leaving a liveable environment for future generations.	68	67	69	67	65	67	73
More environmental protection also means more quality of life and health for all.	67	63	70	67	66	66	69
Environmental protection is a matter of decency and civic duty.	59	56	58	60	57	56	61
The industrialised countries have a special responsibility for climate protection since they have played a significant role in causing climate change.	53	51	53	56	53	54	55
I feel better when I buy products that have less impact on the environment and climate.	44	42	45	42	48	40	44
I feel personally responsible for the conservation of nature and the environment.	40	40	40	39	38	40	44
Our businesses must become more climate-friendly, otherwise there is a risk of economic damage.	39	37	38	42	44	35	41
Consistent policies to protect the environment will have a positive impact on the competitiveness of the businesses in the future.	35	36	34	37	37	32	37
I feel a strong connection with nature.	34	35	34	34	44	31	32
The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.	29	34	29	26	32	29	30

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

■ strongly overrepresented ■ strongly underrepresented
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4

Changing way of living and economies

The central findings

Changing way of living and economies

Assessment of the need for change

- When asked whether a fundamental change in our businesses and lifestyles is necessary in Greece, 88% of respondents answered "Yes, definitely" (40%) or "rather yes" (48%). This contrasts with 9% who (rather) do not think fundamental change is necessary. A further 3% answered "I don't know".

Attribution of responsibility - Which actors are doing too little?

- In the opinion of the population, it is primarily political parties that should be more committed to tackling climate change: 83% of respondents say political parties are (much) too little committed.
- 77% think the government is doing (way) too little to tackle climate change. 76% see more responsibility on the part of businesses, 72% want more responsibility on the part of local governments (e.g. municipality/city), and 71% think trade unions should do more.
- That citizens in their area are making (way) too little effort, say 64% of respondents. 55% think that the European Union does (way) too little.
- Non-governmental organisations are less likely to be expected to increase efforts (42%). The scientific community is seen as having the least responsibility (Way too little/too little: 33%).

The central findings

Changing way of living and economies

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

- When it comes to addressing the climate and environmental crisis, the government is by far the most frequently ranked among the three most influential actors (59%). The European Union comes in second (45%), closely followed by the scientific community (44%). Local citizens are considered influential by 34%, businesses by 33% and local governments by 29%. They are followed by NGOs (14%), political parties (11%) and trade unions (3%).

Attitudes towards policies

- 95% are of the opinion that the politicians should pay much more attention to a socially just design of the change in our economic and life styles (highest level of agreement "fully agree": 58%). 95% are in favour of giving more financial support to people with low incomes if the costs for electricity and heating or mobility increase due to climate protection measures (highest level of agreement: 63%). At the same time, 71% feel uneasy about the idea of a fundamental change in our economic and lifestyle patterns, as they know from experience that many people will be worse off afterwards than before (highest level of agreement: 22%).
- 78% agree that low-income, ethnic or other minorities should not be more affected by environmental pollution than other population groups (highest level of agreement: 35%).

The central findings

Changing way of living and economies

- 94% are in favour of subsidy programmes that support businesses in switching to climate-friendly production processes and products (highest approval rating: 49%). 87% think that businesses need clear guidelines from the state in order to become climate-neutral (highest approval rating: 30%). 84% say that politicians should exert much more pressure on businesses to achieve climate-friendly production (highest approval rating: 40%). Furthermore, 77% are of the opinion that politicians follow the guidelines of industry and businesses too closely (highest approval rating: 37%).
- 91% support a more consistent switch to renewable energy (highest approval rating: 43%). 82% 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: 39%).
- 85% 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: 40%). However, 76% (also) say that there are already enough guidelines for a fundamental change in our businesses and lifestyles - if these were also implemented, we would be on the right track (highest approval rating: 23%).
- 45% believe that structural change measures should be enforced even if jobs are lost as a result (highest level of agreement: 10%). 85%, 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: 30%).

The central findings

Changing way of living and economies

Assessment of measures in nature, environmental and climate protection

- **Mobility**: 98% are in favour of expanding the transport network and the frequency of local public transport (highest level of agreement "I fully support": 64%). 97% of respondents are in favour of reducing the prices for local public transport (highest approval rating: 70%). More charging stations for electric or hybrid vehicles are supported by 88% (highest approval rating: 48%), the promotion of electric vehicles by 85% (highest approval rating: 46%), a climate tax on airline tickets by 57% (highest approval rating: 17%), and the introduction of a car toll (so that someone who drives a lot also has to pay more) by 35% (highest approval rating: 12%).
- **Energy**: 91% of respondents support cooperative membership (highest level of support: 37%). 88% are in favour of mandatory solar for public buildings and new private buildings (highest approval rating: 52%) and 79% are in favour of building more wind turbines (highest approval rating: 41%).
- **Technology/innovations/ businesses**: 95% of respondents are in favour of more support for the development of climate-friendly products and technologies (highest level of agreement: 57%). Likewise, 95% are in favour of labelling climate-friendly products (highest approval rating: 57%). Reducing subsidies that are harmful to the climate is supported by 76% (highest approval rating: 35%) and making products that are harmful to the climate more expensive by 70% (highest approval rating: 29%).

The central findings

Changing way of living and economies

- **Education**: 96% support an improvement of school education in the field of environmental and climate protection (highest approval rating: 73%). 92% support training or further training (or retraining) for employees who work in jobs that will no longer be needed in the future (highest approval rating: 55%).
- **Housing**: 96% support state subsidies for private households if they use renewable energy (highest approval rating: 65%). Just as many respondents support state support for the renovation of buildings for thermal insulation (highest approval rating: 62%). Financial support for cost-efficient heating systems (e.g. heat pumps) is approved by 95% (highest approval rating: 62%), and legal regulations on the energy efficiency of electrical household appliances are approved by 92% (highest approval rating: 49%).

Attitudes towards the energy/heat transition

- 96% of respondents agree that workers affected by the switch to renewable energy (e.g. job loss) should be supported in retraining for alternative jobs (highest level of agreement "Fully agree": 65%). Furthermore, 95% think that the affected employees should be financially supported (compensation payments, severance payments, etc.) (highest level of agreement: 63%).

The central findings

Changing way of living and economies

- 96% of respondents think that private households that want to use renewable energy (e.g. solar power, solar heating or heat pump) should be financially supported (highest level of agreement: 70%). Furthermore, 95% agree that the development of energy communities should be supported by the government (highest level of agreement: 55%).
- 91% 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: 43%).
- According to 91% of the respondents, regions and municipalities affected by the conversion of electricity and heat supply to renewable energy (e.g. coal mining, natural gas, oil regions) should receive financial support (highest level of agreement: 51%). Furthermore, 87% think that new industries should be actively established in the affected regions and municipalities (highest level of agreement: 43%).
- 79% of respondents can imagine taking an active part in shaping their community's energy supply, with 23% saying they could "definitely" imagine doing so. Asked whether they could imagine generating their own energy, 4% say they would already do so, 64% say they could "definitely" imagine this and 22% say they could "rather" imagine this.

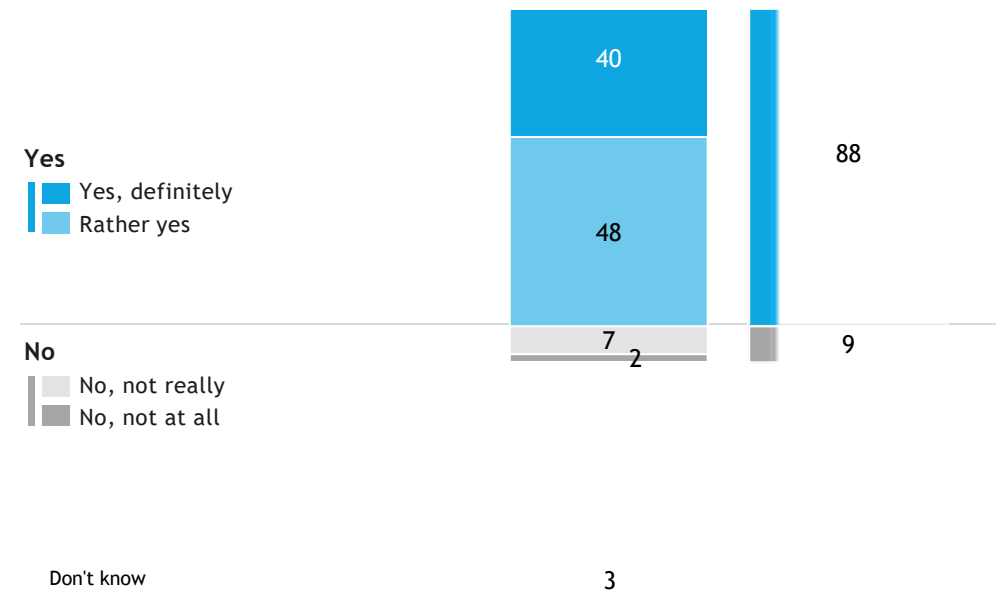
The central findings

Changing way of living and economies

- 70% would "approve" of the construction of a solar park in their community if the profits it generates benefit the community. Another 25% would accept it, only 5% would oppose it. The construction of a wind park in their community would be "fine" by 49% (if the profits it generates benefit the community). Another 31% would accept it, 20% would oppose it.
- In order to fight climate change, it is necessary to heat differently in the coming years. 84% of respondents think this should be done via more public subsidies for climate-neutral technologies and the replacement of heating. On the other hand, 4% are in favour of bans and 2% of higher prices for oil, gas and coal. The remaining 10% 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, 33% answer "yes, renewable energy have become more important". Another 37% answered with "rather yes". In contrast, 14% answered with "rather no" and 16% 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 Greece?



Basis: 1,200 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 Greece?

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
YES	88	89	97	86	87	79	85	86	89	87	95
Yes, definitely	40	33	43	46	41	25	38	34	46	42	60
Rather yes	48	56	54	40	46	54	48	52	43	45	36
NO	9	8	-	9	12	19	11	9	9	9	5
No, not really	7	8	-	8	11	15	7	7	6	5	5
No, not at all	2	1	-	1	1	4	4	2	3	4	-
Don't know	3	3	3	5	2	2	4	4	2	4	-

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

EST = Established
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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 Greece?

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
YES	88	87	88	91	89	90	84	85
Yes, definitely	40	35	44	47	43	40	36	34
Rather yes	48	52	44	44	46	50	48	51
NO	9	11	8	8	8	8	13	11
No, not really	7	8	6	6	6	7	10	8
No, not at all	2	2	2	2	2	1	3	3
Don't know	3	2	4	1	3	2	4	4

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Assessment of the need for change

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

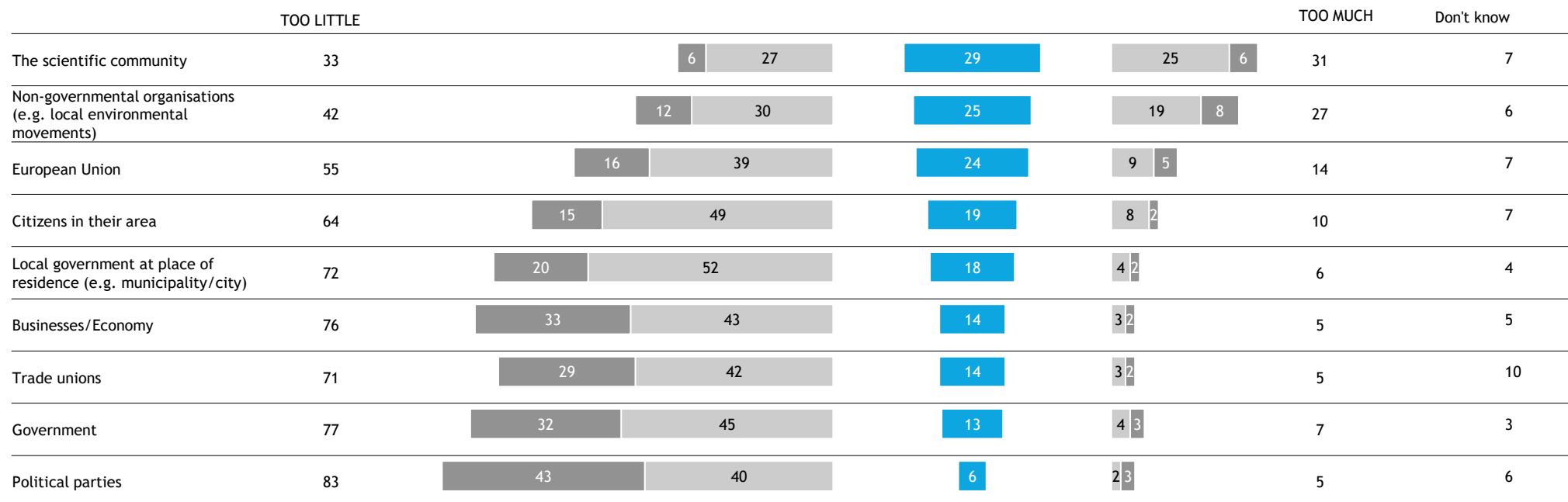
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<438 €)	Medium 60-140% (438-1.021 €)	High >140% (>1.021 €)
YES	88	91	87	85	89	87	85
Yes, definitely	40	49	38	35	42	39	38
Rather yes	48	42	49	50	47	48	46
NO	9	6	9	12	6	10	13
No, not really	7	5	8	9	4	9	10
No, not at all	2	2	2	4	2	2	3
Don't know	3	3	4	2	5	2	2

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attribution of responsibility

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



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

Way too little
Too little

Just right

Way too much
Too much

Attribution of responsibility (1)

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Businesses											
Way too much/too much	5	6	1	3	13	6	5	2	4	8	6
Just right	14	10	10	17	12	20	11	11	12	16	18
Too little/way too little	76	78	83	77	75	66	80	76	78	72	76
Local government at place of residence (e.g. municipality/city)											
Way too much/too much	6	8	2	5	16	5	6	8	2	4	2
Just right	18	21	15	22	13	18	14	14	16	27	20
Too little/way too little	72	67	79	72	70	69	76	68	79	66	74
European Union											
Way too much/too much	14	13	13	16	18	16	14	12	10	14	12
Just right	24	20	24	27	28	29	13	19	21	27	30
Too little/way too little	55	61	58	50	50	46	65	55	61	53	55

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 strongly underrepresented
 underrepresented

Attribution of responsibility (2)

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Government											
Way too much/too much	7	7	4	4	10	9	6	5	8	9	4
Just right	13	13	11	16	21	17	8	9	12	10	13
Too little/way too little	77	76	77	78	69	67	81	78	80	78	82
Citizens in their area											
Way too much/too much	10	10	5	14	13	8	10	9	10	12	9
Just right	19	17	16	12	22	26	19	11	20	26	17
Too little/way too little	64	68	72	68	63	56	66	70	62	58	69
Trade unions											
Way too much/too much	5	3	4	6	6	7	4	5	7	2	2
Just right	14	15	16	15	18	8	12	10	10	21	12
Too little/way too little	71	74	66	69	64	68	76	69	76	65	72

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 strongly underrepresented
 underrepresented

Attribution of responsibility (3)

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Political parties											
Way too much/too much	5	4	2	5	8	6	6	5	5	4	3
Just right	6	5	5	7	9	10	4	2	6	10	7
Too little/way too little	83	84	87	86	84	76	86	81	85	80	87
Non-governmental organisations (e.g. local environmental movements)											
Way too much/too much	27	26	27	35	41	20	22	22	23	27	32
Just right	25	23	29	28	24	26	21	25	18	26	34
Too little/way too little	42	42	37	32	31	44	50	41	56	41	31
The scientific community											
Way too much/too much	31	28	34	35	40	31	29	22	28	27	35
Just right	29	29	30	24	40	30	25	24	25	39	29
Too little/way too little	33	36	28	34	16	28	38	37	43	30	33

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 strongly underrepresented
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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
Political parties								
Way too much/too much	5	6	4	10	6	4	4	2
Just right	14	14	14	14	17	15	13	10
Too little/way too little	76	76	76	72	71	76	77	81
Local government at place of residence (e.g. municipality/city)								
Way too much/too much	6	6	5	8	5	4	4	5
Just right	18	19	18	27	17	17	17	15
Too little/way too little	72	72	72	60	72	74	74	78
European Union								
Way too much/too much	14	16	11	18	15	11	14	12
Just right	24	23	24	31	24	23	20	20
Too little/way too little	55	56	55	44	52	60	60	60

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attribution of responsibility (2)

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Government								
Way too much/too much	7	7	7	8	6	6	8	6
Just right	13	15	10	10	11	13	14	15
Too little/way too little	77	75	78	79	78	78	74	76
Citizens in their area								
Way too much/too much	10	9	10	10	9	10	9	12
Just right	19	21	17	21	20	18	22	15
Too little/way too little	64	64	65	63	62	66	64	67
Trade unions								
Way too much/too much	5	6	3	7	7	3	5	2
Just right	14	12	14	20	12	8	12	17
Too little/way too little	71	74	67	54	69	77	76	75

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

strongly overrepresented
 strongly underrepresented
 overrepresented
 underrepresented

Attribution of responsibility (3)

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Political parties								
Way too much/too much	5	5	4	7	4	5	5	2
Just right	6	7	6	8	6	6	8	4
Too little/way too little	83	84	83	80	83	84	81	88
Non-governmental organisations (e.g. local environmental movements)								
Way too much/too much	27	26	26	42	28	21	24	17
Just right	25	22	28	26	27	28	20	24
Too little/way too little	42	45	38	26	38	42	49	53
The scientific community								
Way too much/too much	31	32	28	32	32	29	29	30
Just right	29	30	29	30	28	31	26	32
Too little/way too little	33	32	34	30	31	32	37	34

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attribution of responsibility (1)

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

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<438 €)	Medium 60-140% (438-1.021 €)	High >140% (>1.021 €)
Businesses/Economy							
Way too much/too much	5	4	6	4	6	5	6
Just right	14	15	13	15	16	15	12
Too little/way too little	76	73	76	78	72	77	79
Local government at place of residence (e.g. municipality/city)							
Way too much/too much	6	4	6	5	8	4	4
Just right	18	19	18	18	19	18	18
Too little/way too little	72	72	70	74	67	74	76
European Union							
Way too much/too much	14	11	13	18	15	14	14
Just right	24	22	23	25	23	25	24
Too little/way too little	55	58	55	54	51	56	57

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attribution of responsibility (2)

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

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<438 €)	Medium 60-140% (438-1.021 €)	High >140% (>1.021 €)
Government							
Way too much/too much	7	5	7	8	6	7	7
Just right	13	16	12	11	9	14	14
Too little/way too little	77	73	77	79	80	77	77
Citizens in their area							
Way too much/too much	10	8	11	10	10	9	10
Just right	19	23	18	18	22	20	19
Too little/way too little	64	60	64	68	57	66	69
Trade unions							
Way too much/too much	5	4	5	5	3	5	5
Just right	14	14	14	12	16	13	12
Too little/way too little	71	67	69	75	65	72	77

Basis: 1,200 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?

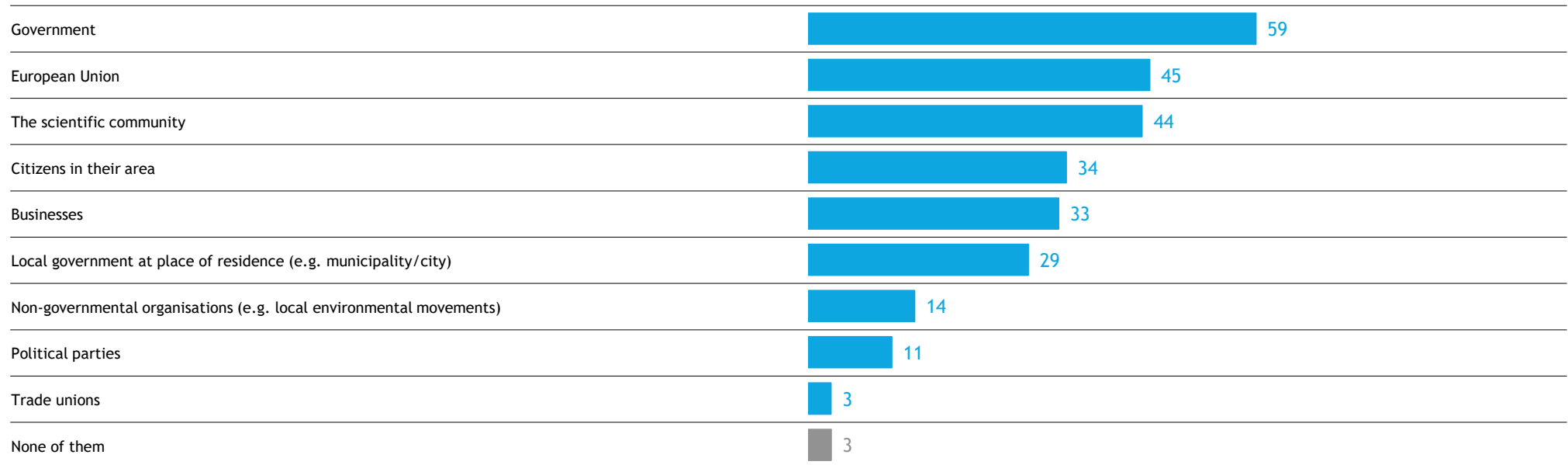
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<438 €)	Medium 60-140% (438-1.021 €)	High >140% (>1.021 €)
Political parties							
Way too much/too much	5	3	5	5	6	4	5
Just right	6	8	7	4	8	7	6
Too little/way too little	83	81	83	86	78	86	86
Non-governmental organisations (e.g. local environmental movements)							
Way too much/too much	27	23	25	31	23	27	27
Just right	25	23	26	26	25	24	25
Too little/way too little	42	45	41	40	41	44	43
The scientific community							
Way too much/too much	31	21	29	38	26	30	36
Just right	29	26	31	30	29	32	26
Too little/way too little	33	41	32	29	34	33	32

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attribution of responsibility

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



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

Attribution of responsibility

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Government	59	63	62	70	58	49	61	61	56	56	61
European Union	45	48	50	48	46	42	43	46	39	47	48
The scientific community	44	40	42	42	40	43	44	52	45	46	52
Citizens in their area	34	34	40	31	46	27	26	38	40	32	36
Businesses	33	33	35	36	28	33	36	29	34	24	36
Local government at place of residence (e.g. municipality/city)	29	32	38	28	33	21	33	32	28	24	26
Non-governmental organisations (e.g. local environmental movements)	14	11	12	13	18	18	10	12	13	18	20
Political parties	11	17	5	14	14	13	14	5	11	11	7
Trade unions	3	3	2	5	1	5	4	4	6	2	-
None of them	3	1	-	1	1	5	3	6	4	3	1

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strongly overrepresented
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 strongly underrepresented
 underrepresented

Attribution of responsibility

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Government	59	55	64	56	63	61	57	62
European Union	45	47	44	47	44	44	45	48
The scientific community	44	49	40	44	36	45	48	48
Citizens in their area	34	30	37	31	34	37	30	36
Businesses	33	33	33	28	32	26	42	36
Local government at place of residence (e.g. municipality/city)	29	26	32	20	27	34	28	36
Non-governmental organisations (e.g. local environmental movements)	14	13	15	21	12	12	17	8
Political parties	11	11	12	12	15	11	11	8
Trade unions	3	4	3	4	5	3	2	3
None of them	3	3	2	2	3	3	4	2

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attribution of responsibility

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

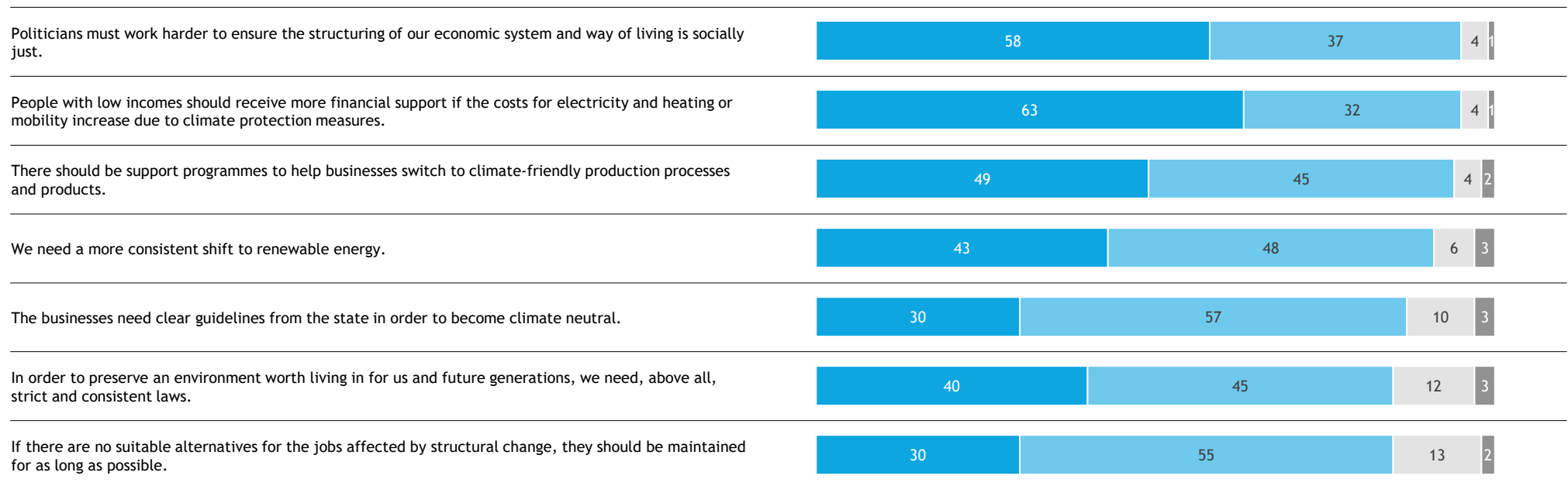
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<438 €)	Medium 60-140% (438-1.021 €)	High >140% (>1.021 €)
Government	59	56	62	58	63	57	59
European Union	45	40	46	49	43	44	51
The scientific community	44	38	48	44	42	46	45
Citizens in their area	34	37	31	35	32	35	33
Businesses	33	26	35	34	26	35	34
Local government at place of residence (e.g. municipality/city)	29	26	29	31	30	29	29
Non-governmental organisations (e.g. local environmental movements)	14	19	13	13	16	15	11
Political parties	11	16	10	10	14	8	15
Trade unions	3	5	3	2	3	4	1
None of them	3	4	2	4	3	2	2

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

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■ overrepresented ■ underrepresented

Attitudes towards policies (1)

To what extent do you agree with the following statements?

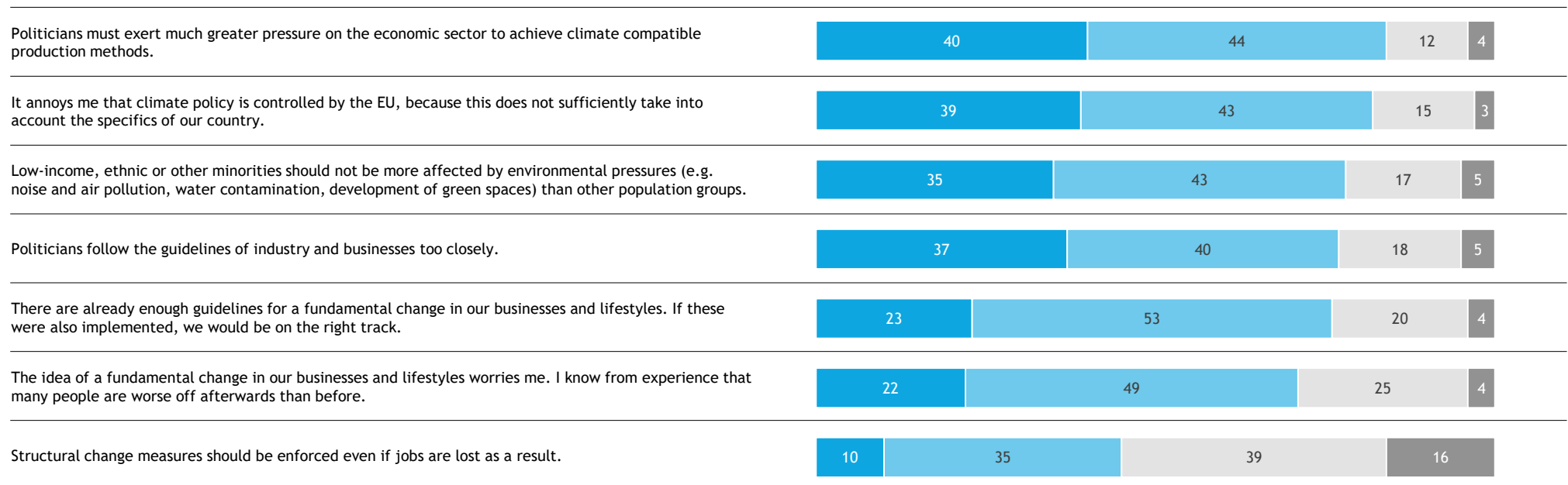


Basis: 1,200 cases, total sample; figures in %.

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

Attitudes towards policies(2)

To what extent do you agree with the following statements?



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

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

Attitudes towards policies(1)





To what extent do you agree with the following statements?

Response category: "Fully agree / Somewhat agree".

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Politicians must work harder to ensure the structuring of our economic system and way of living is socially just.	95	98	98	98	93	90	97	97	94	95	100
People with low incomes should receive more financial support if the costs for electricity and heating or mobility increase due to climate protection measures.	95	97	97	95	93	91	97	89	99	94	99
There should be support programmes to help businesses switch to climate-friendly production processes and products.	94	97	96	95	96	90	94	92	87	93	100
We need a more consistent shift to renewable energy.	91	93	99	92	98	83	86	89	90	89	99
The businesses need clear guidelines from the state in order to become climate neutral.	87	85	92	89	94	84	82	84	81	86	96
In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.	85	92	87	86	92	80	81	89	81	84	89
If there are no suitable alternatives for the jobs affected by structural change, they should be maintained for as long as possible.	85	86	75	82	82	88	92	86	89	83	86

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Attitudes towards policies(2)

To what extent do you agree with the following statements?

Response category: "Fully agree / Somewhat agree".

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Politicians must exert much greater pressure on the economic sector to achieve climate compatible production methods.	84	87	90	85	84	79	84	85	74	86	93
It annoys me that climate policy is controlled by the EU, because this does not sufficiently take into account the specifics of our country.	82	90	73	72	73	78	90	83	82	84	89
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.	78	85	79	70	79	76	78	73	78	83	76
Politicians follow the guidelines of industry and businesses too closely.	77	77	80	80	68	79	83	75	73	77	76
There are already enough guidelines for a fundamental change in our businesses and lifestyles. If these were also implemented, we would be on the right track.	76	85	70	73	89	78	76	72	69	76	79
The idea of a fundamental change in our businesses and lifestyles worries me. I know from experience that many people are worse off afterwards than before.	71	76	53	65	66	80	76	64	77	83	60
Structural change measures should be enforced even if jobs are lost as a result.	45	49	52	44	43	44	37	49	42	46	51

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

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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
Politicians must work harder to ensure the structuring of our economic system and way of living is socially just.	95	95	97	94	93	96	97	98
People with low incomes should receive more financial support if the costs for electricity and heating or mobility increase due to climate protection measures.	95	94	96	93	95	94	96	97
There should be support programmes to help businesses switch to climate-friendly production processes and products.	94	93	95	94	92	95	91	98
We need a more consistent shift to renewable energy.	91	90	92	94	89	88	88	94
The businesses need clear guidelines from the state in order to become climate neutral.	87	84	88	88	85	85	86	90
In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.	85	84	87	84	84	88	83	87
If there are no suitable alternatives for the jobs affected by structural change, they should be maintained for as long as possible.	85	86	84	82	83	86	86	90

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attitudes towards policies(2)

To what extent do you agree with the following statements?

Response category: "Fully agree / Somewhat agree".

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Politicians must exert much greater pressure on the economic sector to achieve climate compatible production methods.	84	86	82	82	82	85	83	89
It annoys me that climate policy is controlled by the EU, because this does not sufficiently take into account the specifics of our country.	82	82	82	78	81	84	84	83
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.	78	77	79	77	77	76	79	80
Politicians follow the guidelines of industry and businesses too closely.	77	79	75	72	76	82	77	79
There are already enough guidelines for a fundamental change in our businesses and lifestyles. If these were also implemented, we would be on the right track.	76	74	78	80	72	77	75	78
The idea of a fundamental change in our businesses and lifestyles worries me. I know from experience that many people are worse off afterwards than before.	71	74	70	71	71	74	70	73
Structural change measures should be enforced even if jobs are lost as a result.	45	47	43	53	52	45	38	38

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

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■ overrepresented ■ underrepresented

Attitudes towards policies(1)

To what extent do you agree with the following statements?

Response category: "Fully agree / Somewhat agree".

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<438 €)	Medium 60-140% (438-1.021 €)	High >140% (>1.021 €)
Politicians must work harder to ensure the structuring of our economic system and way of living is socially just.	95	95	96	96	94	96	96
People with low incomes should receive more financial support if the costs for electricity and heating or mobility increase due to climate protection measures.	95	93	96	95	95	96	94
There should be support programmes to help businesses switch to climate-friendly production processes and products.	94	92	95	94	94	94	94
We need a more consistent shift to renewable energy.	91	90	91	91	92	89	92
The businesses need clear guidelines from the state in order to become climate neutral.	87	85	87	87	84	88	87
In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.	85	86	86	84	84	86	85
If there are no suitable alternatives for the jobs affected by structural change, they should be maintained for as long as possible.	85	89	84	84	86	86	84

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

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Attitudes towards policies(2)

To what extent do you agree with the following statements?

Response category: "Fully agree / Somewhat agree".

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<438 €)	Medium 60-140% (438-1.021 €)	High >140% (>1.021 €)
Politicians must exert much greater pressure on the economic sector to achieve climate compatible production methods.	84	82	85	85	84	84	87
It annoys me that climate policy is controlled by the EU, because this does not sufficiently take into account the specifics of our country.	82	83	83	80	86	82	78
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.	78	78	78	79	80	78	77
Politicians follow the guidelines of industry and businesses too closely.	77	78	79	75	80	79	75
There are already enough guidelines for a fundamental change in our businesses and lifestyles. If these were also implemented, we would be on the right track.	76	75	79	74	80	77	74
The idea of a fundamental change in our businesses and lifestyles worries me. I know from experience that many people are worse off afterwards than before.	71	75	72	69	75	71	71
Structural change measures should be enforced even if jobs are lost as a result.	45	46	44	46	49	43	48

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attitudes towards policies(1)

To what extent do you agree with the following statements?

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.	63	65	68	57	50	39	70	59	81	64	75
Politicians must work harder to ensure the structuring of our economic system and way of living is socially just.	59	58	67	57	51	41	62	56	60	61	82
There should be support programmes to help businesses switch to climate-friendly production processes and products.	49	50	65	53	58	24	48	40	49	51	73
We need a more consistent shift to renewable energy.	43	41	56	51	41	24	36	35	49	49	62
In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.	40	47	52	37	38	20	35	39	39	42	61
Politicians must exert much greater pressure on the economic sector to achieve climate compatible production methods.	40	47	57	45	36	23	37	31	36	46	53
It annoys me that climate policy is controlled by the EU, because this does not take the the particularities of our country are not sufficiently taken into account.	39	46	30	29	29	27	48	38	49	44	44

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

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Attitudes towards policies(2)

To what extent do you agree with the following statements?

Response category: "Fully agree".

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Politicians follow the guidelines of industry and businesses too closely.	37	32	48	34	24	26	48	31	44	37	39
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.	35	41	44	30	38	22	41	28	38	35	41
The businesses need clear guidelines from the state in order to become climate neutral.	30	30	31	32	36	15	24	25	29	36	52
If there are no suitable alternatives for the jobs affected by structural change, they should be maintained for as long as possible.	30	28	22	25	32	22	34	24	33	38	39
There are already enough guidelines for a fundamental change in our businesses and lifestyles. If these were also implemented, we would be on the right track.	23	26	24	30	28	12	18	22	16	36	29
The idea of a fundamental change in our businesses and lifestyles worries me. I know from experience that many people will be worse off than before.	22	14	11	19	12	22	27	18	35	32	26
Structural change measures should be enforced even if jobs are lost as a result.	10	10	12	15	11	6	7	8	9	14	13

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

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Attitudes towards policies(1)

To what extent do you agree with the following statements?

Response category: "Fully agree".

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
People with low incomes should receive more financial support if the costs for electricity and heating or mobility increase due to climate protection measures.	63	59	66	54	67	62	62	68
Politicians must work harder to ensure the structuring of our economic system and way of living is socially just.	59	55	62	56	57	57	58	68
There should be support programmes to help businesses switch to climate-friendly production processes and products.	49	43	54	53	51	48	45	49
We need a more consistent shift to renewable energy.	43	42	44	48	44	42	43	40
In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.	40	37	43	36	42	38	38	46
Politicians must exert much greater pressure on the economic sector to achieve climate compatible production methods.	40	39	41	44	38	38	38	45
It annoys me that climate policy is controlled by the EU, because this does not take the the particularities of our country are not sufficiently taken into account.	39	38	40	37	40	39	39	39

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attitudes towards policies(2)

To what extent do you agree with the following statements?

Response category: "Fully agree".

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Politicians follow the guidelines of industry and businesses too closely.	37	40	34	36	34	36	38	41
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.	35	34	36	30	34	30	34	50
The businesses need clear guidelines from the state in order to become climate neutral.	30	31	28	36	33	25	22	35
If there are no suitable alternatives for the jobs affected by structural change, they should be maintained for as long as possible.	30	30	29	25	30	29	30	35
There are already enough guidelines for a fundamental change in our businesses and lifestyles. If these were also implemented, we would be on the right track.	23	21	26	30	23	23	19	23
The idea of a fundamental change in our businesses and lifestyles worries me. I know from experience that many people will be worse off than before.	22	24	21	22	21	23	19	27
Structural change measures should be enforced even if jobs are lost as a result.	10	11	10	17	9	10	7	8

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

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

To what extent do you agree with the following statements?

Response category: "Fully agree".

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<438 €)	Medium 60-140% (438-1.021 €)	High >140% (>1.021 €)
People with low incomes should receive more financial support if the costs for electricity and heating or mobility increase due to climate protection measures.	63	63	64	60	72	62	57
Politicians must work harder to ensure the structuring of our economic system and way of living is socially just.	59	55	62	58	58	59	60
There should be support programmes to help businesses switch to climate-friendly production processes and products.	49	49	50	48	57	44	51
We need a more consistent shift to renewable energy.	43	46	42	44	46	40	49
In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.	40	40	40	39	38	37	45
Politicians must exert much greater pressure on the economic sector to achieve climate compatible production methods.	40	37	43	39	42	39	42
It annoys me that climate policy is controlled by the EU, because this does not take the This does not sufficiently take into account the special features of our country.	39	40	39	38	50	37	35

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

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

To what extent do you agree with the following statements?

Response category: "Fully agree".

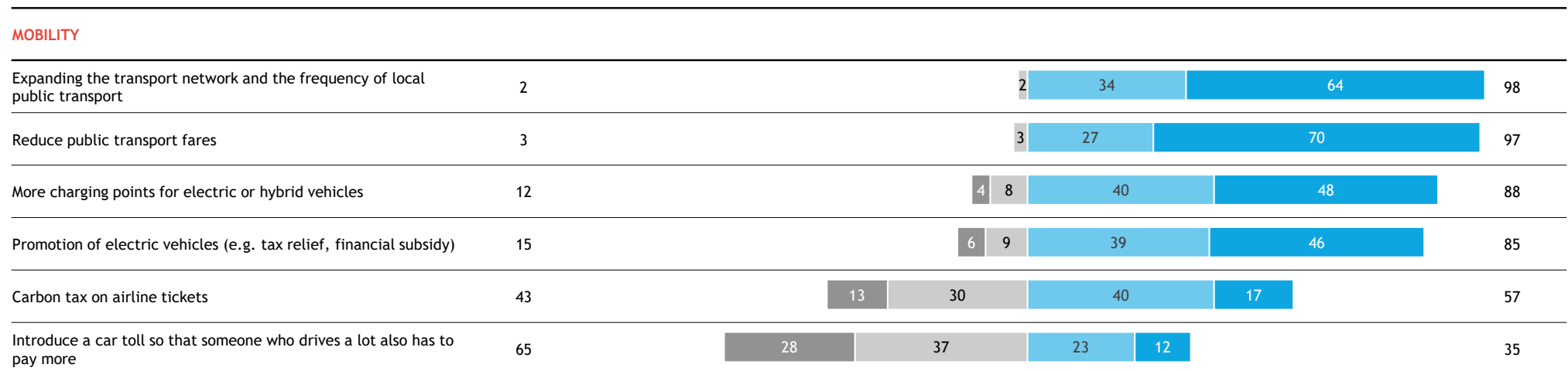
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<438 €)	Medium 60-140% (438-1.021 €)	High >140% (>1.021 €)
Politicians follow the guidelines of industry and businesses too closely.	37	37	36	39	40	37	37
Low-income, ethnic or other minorities must not be more affected by environmental pressures (e.g. noise and air pollution, water contamination, building on green spaces) than other population groups.	35	31	36	38	36	34	39
The businesses need clear guidelines from the state in order to become climate neutral.	30	27	29	33	30	28	34
If there are no suitable alternatives for the jobs affected by structural change, they should be maintained for as long as possible.	30	28	30	30	32	27	33
There are already enough guidelines for a fundamental change in our businesses and lifestyles. If these were also implemented, we would be on the right track.	23	26	23	23	24	21	27
The idea of a fundamental change in our businesses and lifestyles worries me. I know from experience that many people will be worse off than before.	22	24	23	21	26	22	24
Structural change measures should be enforced even if jobs are lost as a result.	10	13	11	8	15	7	13

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

■ strongly overrepresented ■ strongly underrepresented
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Assessment of measures in nature, environmental and climate protection (1)

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

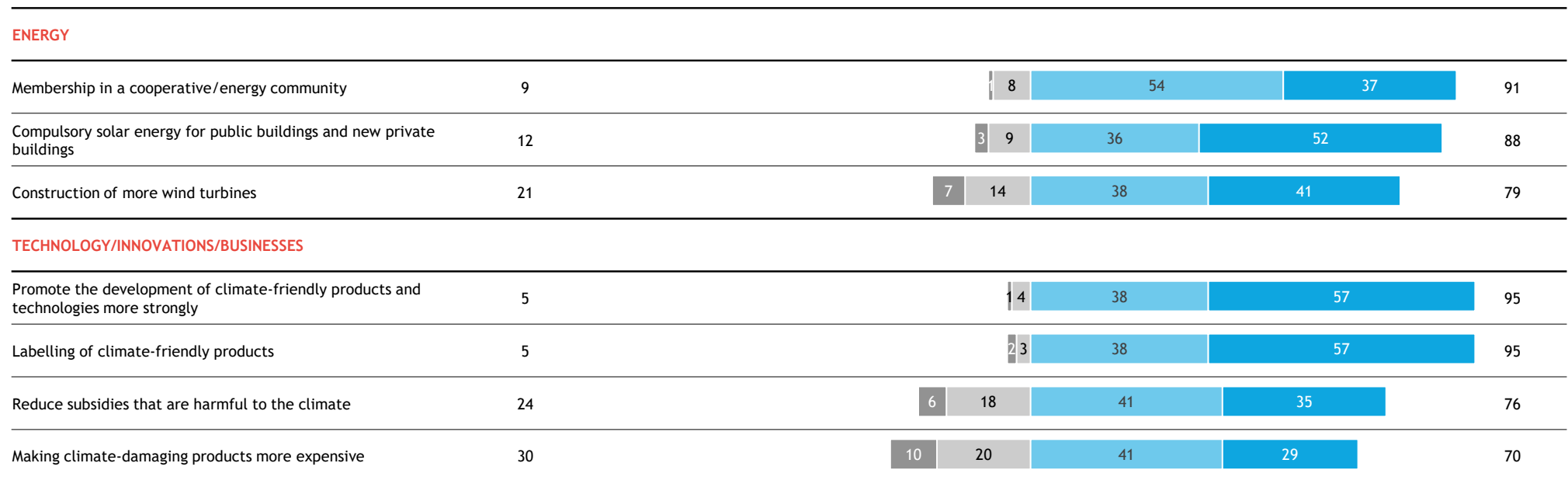


Basis: 1,200 cases, total sample; figures in %.

■ I completely reject it ■ I would rather agree
 ■ I would rather reject it ■ I completely agree

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

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



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

■ I completely reject it ■ I would rather agree
 ■ I would rather reject it ■ I completely agree

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

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



EDUCATION



Improve school education in the field of environmental and climate protection	4	13	23	73	96
Training/retraining/retraining opportunities for workers in jobs that will no longer be needed in the future	8	26	37	55	92

HOUSING

State subsidies for private households if they use renewable energy (for heating, electricity generation)	4	3	31	65	96	
State funding for the renovation of buildings for thermal insulation	4	3	34	62	96	
Financial support for cost-efficient heating and thermal systems (e.g. heat pump)	5	4	33	62	95	
Legal regulations on the energy efficiency of electrical household appliances (e.g. energy class refrigerator)	8	2	6	43	49	92

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

 I completely reject it
  I would rather agree

 I would rather reject it
  I completely agree

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





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

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
MOBILITY											
Expanding the transport network and the frequency of local public transport	98	98	96	97	99	98	97	97	97	97	100
Reduce public transport fares	97	99	97	95	94	94	95	95	97	98	100
More charging points for electric or hybrid vehicles	88	90	95	89	90	86	87	83	88	86	92
Promotion of electric vehicles (e.g. tax relief, financial subsidy)	85	91	87	91	90	82	78	79	81	87	91
Carbon tax on airline tickets	57	60	60	55	57	49	54	64	54	61	65
Introduce a car toll so that someone who drives a lot also has to pay more	35	40	42	41	25	31	24	32	37	42	36

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

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

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

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

Response category: "I completely / would rather agree".		Gender		Age (years)				
	Total	Male	Female	18-29	30-39	40-49	50-59	60-69
MOBILITY								
Expanding the transport network and the frequency of public transport services	98	96	99	95	97	97	99	100
Reduce public transport fares	97	95	97	93	97	97	96	98
More charging points for electric or hybrid vehicles	88	86	90	85	87	90	88	92
Promotion of electric vehicles (e.g. tax relief, financial subsidy)	85	80	90	87	82	87	80	89
Carbon tax on airline tickets	57	58	57	65	56	56	58	52
Introduce a car toll so that someone who drives a lot also has to pay more	35	38	32	40	30	36	36	33

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

■ strongly overrepresented ■ strongly underrepresented
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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".	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<438 €)	Medium 60-140% (438-1.021 €)	High >140% (>1.021 €)
MOBILITY							
Expanding the transport network and the frequency of public transport services	98	98	98	97	97	97	99
Reduce public transport fares	97	94	96	98	97	96	97
More charging points for electric or hybrid vehicles	88	87	89	88	87	89	90
Promotion of electric vehicles (e.g. tax relief, financial subsidy)	85	83	87	83	87	85	84
Carbon tax on airline tickets	57	65	56	54	62	57	58
Introduce a car toll so that someone who drives a lot also has to pay more	35	40	32	36	38	33	38

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

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■ overrepresented ■ underrepresented

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




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

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

	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	65	60	58	59	75	69	76	68	63	58	64
Carbon tax on airline tickets	43	40	40	45	43	51	46	36	46	39	35
Promotion of electric vehicles (e.g. tax relief, financial subsidy)	15	9	13	9	10	18	22	21	19	13	9
More charging points for electric or hybrid vehicles	12	10	5	11	10	14	13	17	12	14	8
Reduce public transport fares	3	1	3	5	6	6	5	5	3	2	-
Expanding the transport network and the frequency of public transport services	2	2	4	3	1	2	3	3	3	3	-

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

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

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

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

Response category: "I completely / would rather reject it".		Gender		Age (years)				
		Total	Male	Female	18-29	30-39	40-49	50-59
MOBILITY								
Introduce a car toll so that someone who drives a lot also has to pay more	65	62	68	60	70	64	64	67
Carbon tax on airline tickets	43	42	43	35	44	44	42	48
Promotion of electric vehicles (e.g. tax relief, financial subsidy)	15	20	10	13	18	13	20	11
More charging points for electric or hybrid vehicles	12	14	10	15	13	10	12	8
Reduce public transport fares	3	5	3	7	3	3	4	2
Expanding the transport network and the frequency of public transport services	2	4	1	5	3	3	1	0

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

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

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

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

Response category: "I completely / would rather reject it".		Education			Net equivalent income (HH/month)		
	Total	Low	Medium	High	Low <60% (<438 €)	Medium 60-140% (438-1.021 €)	High >140% (>1.021 €)
MOBILITY							
Introduce a car toll so that someone who drives a lot also has to pay more	65	60	68	64	62	67	62
Carbon tax on airline tickets	43	35	44	46	38	43	42
Promotion of electric vehicles (e.g. tax relief, financial subsidy)	15	17	13	17	13	15	16
More charging points for electric or hybrid vehicles	12	13	11	12	13	11	10
Reduce public transport fares	3	6	4	2	3	4	3
Expanding the transport network and the frequency of public transport services	2	2	2	3	3	3	1

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

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

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

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
ENERGY											
Membership in a cooperative/energy community (community that has organised itself at local level to shape its energy supply in a more sustainable and independent way)	91	92	93	91	94	86	88	86	89	94	97
Compulsory solar energy for public buildings and new private buildings	88	93	88	90	91	88	84	84	81	92	95
Construction of more wind turbines	79	83	84	81	93	79	69	74	60	84	86
TECHNOLOGY/INNOVATIONS/BUSINESSES											
Promote the development of climate-friendly products and technologies more strongly	95	96	96	97	96	92	94	95	87	97	100
Labelling of climate-friendly products	95	98	97	97	94	91	94	95	92	97	97
Reduce subsidies that are harmful to the climate	76	80	81	76	87	70	70	74	75	77	83
Making climate-damaging products more expensive	70	77	87	67	67	57	62	71	70	70	84

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

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

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

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
ENERGY								
Membership in a cooperative/energy community (community that has organised itself at local level to shape its energy supply in a more sustainable and independent way)	91	90	91	91	89	90	89	94
Compulsory solar energy for public buildings and new private buildings	88	89	88	90	83	89	87	92
Construction of more wind turbines	79	76	80	84	73	78	74	83
TECHNOLOGY/INNOVATIONS/BUSINESSES								
Promote the development of climate-friendly products and technologies more strongly	95	94	96	93	91	96	96	98
Labelling of climate-friendly products	95	93	97	96	93	95	95	97
Reduce subsidies that are harmful to the climate	76	72	80	69	77	77	81	77
Making climate-damaging products more expensive	70	68	72	66	69	70	68	78

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

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

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

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

Response category: "I completely / would rather agree".		Education			Net equivalent income (HH/month)		
		Total	Low	Medium	High	Low <60% (<438 €)	Medium 60-140% (438-1.021 €)
ENERGY							
Membership in a cooperative/energy community (community that has organised itself at local level to shape its energy supply in a more sustainable and independent way)	91	90	91	90	88	92	90
Compulsory solar energy for public buildings and new private buildings	88	88	88	89	87	87	91
Construction of more wind turbines	79	81	79	76	77	80	77
TECHNOLOGY/INNOVATIONS/BUSINESSES							
Promote the development of climate-friendly products and technologies more strongly	95	92	95	96	93	96	96
Labelling of climate-friendly products	95	93	96	95	95	95	96
Reduce subsidies that are harmful to the climate	76	78	76	75	78	75	77
Making climate-damaging products more expensive	70	72	72	66	70	69	71

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

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

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

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
ENERGY											
Construction of more wind turbines	21	17	16	19	7	21	31	26	40	16	14
Compulsory solar energy for public buildings and new private buildings	12	7	12	10	9	12	16	16	19	8	5
Membership in a cooperative/energy community (community that has organised itself at local level to shape its energy supply in a more sustainable and independent way)	9	8	7	9	6	14	12	14	11	6	3
TECHNOLOGY/INNOVATIONS/BUSINESSES											
Making climate-damaging products more expensive	30	23	13	33	33	43	38	29	30	30	16
Reduce subsidies that are harmful to the climate	24	20	19	24	13	30	30	26	25	23	17
Promote the development of climate-friendly products and technologies more strongly	5	4	4	3	4	8	6	5	13	3	-
Labelling of climate-friendly products	5	2	3	3	6	9	6	5	8	3	3

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

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

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

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

Response category: "I completely / would rather reject it".		Gender		Age (years)				
	Total	Male	Female	18-29	30-39	40-49	50-59	60-69
ENERGY								
Construction of more wind turbines	21	24	20	16	27	22	26	17
Compulsory solar energy for public buildings and new private buildings	12	11	12	10	17	11	13	8
Membership in a cooperative/energy community (community that has organised itself at local level to shape its energy supply in a more sustainable and independent way)	9	10	9	9	11	10	11	6
TECHNOLOGY/INNOVATIONS/BUSINESSES								
Making climate-damaging products more expensive	30	32	28	34	31	30	32	22
Reduce subsidies that are harmful to the climate	24	28	20	31	23	23	19	23
Promote the development of climate-friendly products and technologies more strongly	5	6	4	7	9	4	4	2
Labelling of climate-friendly products	5	7	3	4	7	5	5	3

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

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

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

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

Response category: "I completely / would rather reject it".							
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<438 €)	Medium 60-140% (438-1.021 €)	High >140% (>1.021 €)
ENERGY							
Construction of more wind turbines	21	19	21	24	23	20	23
Compulsory solar energy for public buildings and new private buildings	12	12	12	11	13	13	9
Membership in a cooperative/energy community (community that has organised itself at local level to shape its energy supply in a more sustainable and independent way)	9	10	9	10	12	8	10
TECHNOLOGY/INNOVATIONS/BUSINESSES							
Making climate-damaging products more expensive	30	28	28	34	30	31	29
Reduce subsidies that are harmful to the climate	24	22	24	25	22	25	23
Promote the development of climate-friendly products and technologies more strongly	5	8	5	4	7	4	4
Labelling of climate-friendly products	5	7	4	5	5	5	4

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

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

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

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
EDUCATION											
Improve school education in the field of environmental and climate protection	96	98	98	98	96	94	94	98	92	98	100
Training/retraining/retraining opportunities for workers in jobs that will no longer be needed in the future	92	94	92	97	93	91	93	91	89	90	94
HOUSING											
State subsidies for private households if they use renewable energy (for heating, electricity generation)	96	97	98	95	97	95	96	95	96	95	99
State funding for the renovation of buildings for thermal insulation	96	98	95	99	95	96	96	92	97	96	100
Financial support for cost-efficient heating and thermal systems (e.g. heat pump)	95	97	97	93	96	88	97	98	97	96	96
Legal regulations on the energy efficiency of electrical household appliances (e.g. energy class refrigerator)	92	97	94	97	97	89	89	89	84	93	98

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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	96	95	98	96	93	97	97	98
Training/retraining/retraining opportunities for workers in jobs that will no longer be needed in the future	92	92	92	88	89	95	94	94
HOUSING								
State subsidies for private households if they use renewable energy (for heating, electricity generation)	96	95	97	93	96	98	98	97
State funding for the renovation of buildings for thermal insulation	96	96	97	94	94	97	99	98
Financial support for cost-efficient heating and thermal systems (e.g. heat pump)	95	94	96	93	94	97	96	96
Legal regulations on the energy efficiency of electrical household appliances (e.g. energy class refrigerator)	92	92	93	92	90	92	93	94

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

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

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

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

Response category: "I completely / would rather agree".	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<438 €)	Medium 60-140% (438-1.021 €)	High >140% (>1.021 €)
EDUCATION							
Improve school education in the field of environmental and climate protection	96	95	97	96	95	97	97
Training/retraining/retraining opportunities for workers in jobs that will no longer be needed in the future	92	93	91	94	91	93	93
HOUSING							
State subsidies for private households if they use renewable energy (for heating, electricity generation)	96	96	96	97	96	97	94
State funding for the renovation of buildings for thermal insulation	96	97	95	98	97	96	97
Financial support for cost-efficient heating and thermal systems (e.g. heat pump)	95	94	95	96	95	97	94
Legal regulations on the energy efficiency of electrical household appliances (e.g. energy class refrigerator)	92	92	92	94	90	93	93

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

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

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

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
EDUCATION											
Training/retraining/retraining opportunities for workers in jobs that will no longer be needed in the future	8	6	8	3	7	9	7	9	11	10	6
Improve school education in the field of environmental and climate protection	4	2	2	2	4	6	6	2	8	2	-
HOUSING											
Legal regulations on the energy efficiency of electrical household appliances (e.g. energy class refrigerator)	8	3	6	3	3	11	11	11	16	7	2
Financial support for cost-efficient heating and thermal systems (e.g. heat pump)	5	3	3	7	4	12	3	2	3	4	4
State subsidies for private households if they use renewable energy (for heating, electricity generation)	4	3	2	5	3	5	4	5	4	5	1
State funding for the renovation of buildings for thermal insulation	4	2	5	1	5	4	4	8	3	4	-

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

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

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
EDUCATION								
Training/retraining/retraining opportunities for workers in jobs that will no longer be needed in the future	8	8	8	12	11	5	6	6
Improve school education in the field of environmental and climate protection	4	5	2	4	7	3	3	2
HOUSING								
Legal regulations on the energy efficiency of electrical household appliances (e.g. energy class refrigerator)	8	8	7	8	10	8	7	6
Financial support for cost-efficient heating and thermal systems (e.g. heat pump)	5	6	4	7	6	3	4	4
State subsidies for private households if they use renewable energy (for heating, electricity generation)	4	5	3	7	4	2	2	3
State funding for the renovation of buildings for thermal insulation	4	4	3	6	6	3	1	2

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

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

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

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

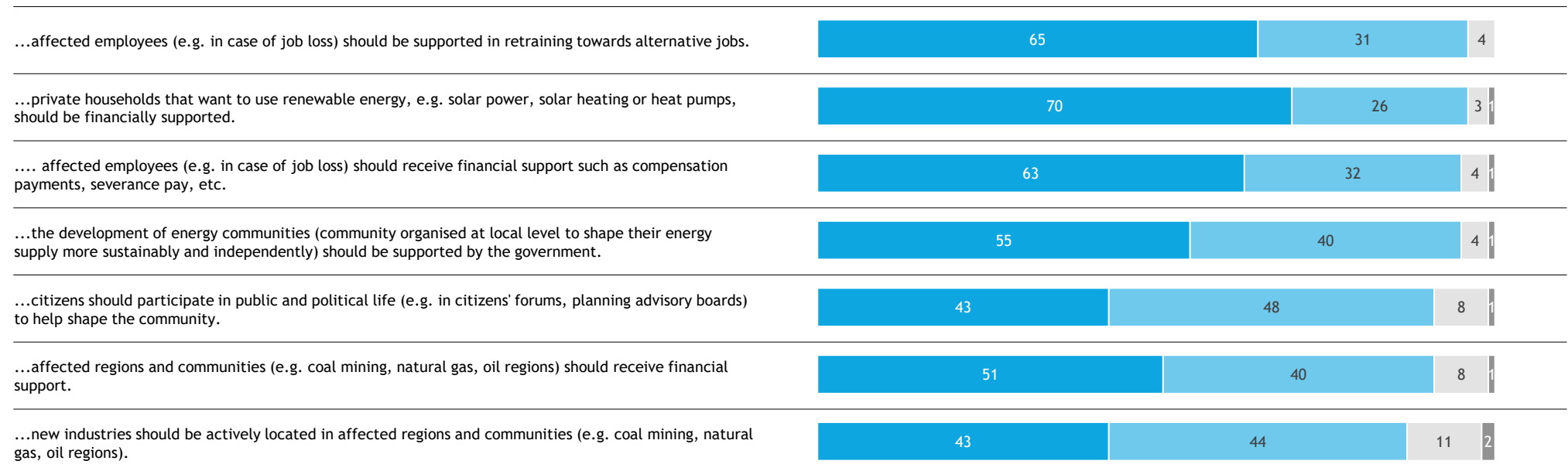
Response category: "I completely / would rather reject it".		Education			Net equivalent income (HH/month)			
		Total	Low	Medium	High	Low <60% (<438 €)	Medium 60-140% (438-1.021 €)	High >140% (>1.021 €)
EDUCATION								
Training/retraining/retraining opportunities for workers in jobs that will no longer be needed in the future	8	7	9	6	9	7	7	
Improve school education in the field of environmental and climate protection	4	5	3	4	5	3	3	
HOUSING								
Legal regulations on the energy efficiency of electrical household appliances (e.g. energy class refrigerator)	8	8	8	6	10	7	7	
Financial support for cost-efficient heating and thermal systems (e.g. heat pump)	5	6	5	4	5	3	6	
State subsidies for private households if they use renewable energy (for heating, electricity generation)	4	4	4	3	4	3	6	
State funding for the renovation of buildings for thermal insulation	4	3	5	2	3	4	3	

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

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Attitudes towards the energy/heat transition

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



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

 Fully agree
  Somewhat agree
  Somewhat disagree
  Completely disagree

Attitudes towards the energy/heat transition

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

Response category: "Fully agree / Somewhat agree".

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
...affected employees (e.g. in case of job loss) should be supported in retraining towards alternative jobs.	96	98	99	98	95	87	98	98	98	95	96
...private households that want to use renewable energy, e.g. solar power, solar heating or heat pumps, should be financially supported.	96	98	98	96	96	93	94	96	90	94	98
.... affected employees (e.g. in case of job loss) should receive financial support such as compensation payments, severance pay, etc.	95	98	95	95	97	88	98	96	96	96	97
...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.	95	98	96	97	99	91	94	92	91	95	99
...citizens should participate in public and political life (e.g. in citizens' forums, planning advisory boards) to help shape the community.	91	95	89	93	93	83	88	91	94	92	96
...affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.	91	94	92	93	82	86	88	89	92	90	94
...new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).	87	88	92	87	87	88	87	76	90	86	92

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

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Attitudes towards the energy/heat transition

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

Response category: "Fully agree / Somewhat agree".

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
...affected employees (e.g. in case of job loss) should be supported in retraining towards alternative jobs.	96	95	96	92	95	99	96	99
...private households that want to use renewable energy, e.g. solar power, solar heating or heat pumps, should be financially supported.	96	94	97	93	93	96	97	97
... affected employees (e.g. in case of job loss) should receive financial support such as compensation payments, severance pay, etc.	95	95	96	95	92	98	96	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.	95	94	96	94	94	97	95	94
...citizens should participate in public and political life (e.g. in citizens' forums, planning advisory boards) to help shape the community.	91	91	91	90	90	93	90	92
...affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.	91	89	91	87	89	89	94	92
...new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).	87	87	88	81	87	90	88	91

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

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Attitudes towards the energy/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% (<438 €)	Medium 60-140% (438-1.021 €)	High >140% (>1.021 €)
...affected employees (e.g. in case of job loss) should be supported in retraining towards alternative jobs.	96	93	97	96	95	96	96
...private households that want to use renewable energy, e.g. solar power, solar heating or heat pumps, should be financially supported.	96	94	95	96	93	98	94
... affected employees (e.g. in case of job loss) should receive financial support such as compensation payments, severance pay, etc.	95	94	96	95	98	95	94
...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.	95	94	96	93	96	96	93
...citizens should participate in public and political life (e.g. in citizens' forums, planning advisory boards) to help shape the community.	91	90	91	92	93	91	90
...affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.	91	88	90	92	91	90	89
...new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).	87	89	87	87	83	90	89

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

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Attitudes towards the energy/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
... financial support should be given to private households that want to use renewable energy, e.g. solar power, solar heating or heat pumps.	70	69	74	72	68	56	68	60	73	73	87
... affected employees (e.g. in case of job loss) should be supported in retraining towards alternative jobs.	65	65	68	71	58	45	60	57	79	69	83
... affected employees (e.g. in case of job loss) should receive financial support such as compensation payments, severance pay etc.	63	66	69	61	60	43	67	58	73	68	80
... 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.	55	51	71	53	59	37	54	41	58	65	75
... affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.	51	53	46	52	38	34	47	42	54	65	69
... new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).	43	41	45	42	43	30	38	34	51	51	60
... citizens should participate in public and political life (e.g. in citizens' forums, planning advisory boards) in order to help shape the community.	43	38	47	44	44	26	34	38	50	58	68

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Attitudes towards the energy/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
... financial support should be given to private households that want to use renewable energy, e.g. solar power, solar heating or heat pumps.	70	67	72	61	64	67	75	80
... affected employees (e.g. in case of job loss) should be supported in retraining towards alternative jobs.	65	60	70	56	60	66	67	75
... affected employees (e.g. in case of job loss) should receive financial support such as compensation payments, severance pay etc.	63	62	66	58	62	63	67	70
... 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.	55	51	58	54	54	50	56	62
... affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.	51	49	51	47	52	40	56	55
... new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).	43	42	44	39	44	41	40	52
... citizens should participate in public and political life (e.g. in citizens' forums, planning advisory boards) in order to help shape the community.	43	43	43	52	42	43	37	44

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

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Attitudes towards the energy/heat transition

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

Response category: "Fully agree".

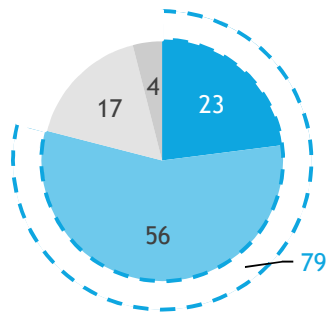
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<438 €)	Medium 60-140% (438-1.021 €)	High >140% (>1.021 €)
... financial support should be given to private households that want to use renewable energy, e.g. solar power, solar heating or heat pumps.	70	64	69	74	68	71	72
... affected employees (e.g. in case of job loss) should be supported in retraining towards alternative jobs.	65	64	62	69	68	62	68
... affected employees (e.g. in case of job loss) should receive financial support such as compensation payments, severance pay etc.	63	63	62	66	69	62	64
... 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.	55	50	56	58	58	54	56
... affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.	51	49	48	54	50	48	56
... new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).	43	43	41	46	43	42	48
... citizens should participate in public and political life (e.g. in citizens' forums, planning advisory boards) in order to help shape the community.	43	44	42	44	45	42	47

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

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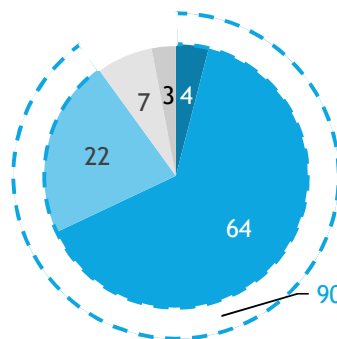
Attitudes towards the energy/heat transition

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



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

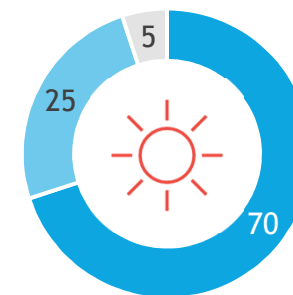
Could you imagine generating your own energy?



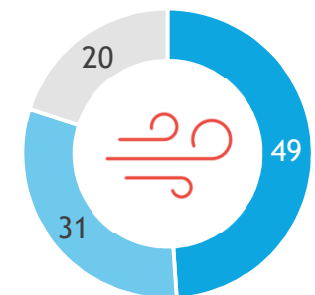
I already generate my own energy
Yes, definitely
Somewhat, yes
No, not really
No, not at all

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

Solar park



Wind park



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

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

Attitudes towards the energy/heat transition

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
YES	80	88	85	90	91	76	74	72	61	76	94
Yes, definitely	23	28	27	35	26	12	12	18	14	32	38
Somewhat, yes	56	60	58	54	64	64	62	54	46	44	56
NO	20	12	15	10	9	24	26	28	39	24	6
No, not really	17	11	15	9	9	19	20	24	30	20	6
No, not at all	4	1	-	1	-	5	6	4	10	4	-

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Attitudes towards the energy/heat transition

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
YES	80	78	81	83	80	80	78	78
Yes, definitely	23	22	25	34	26	22	19	17
Somewhat, yes	56	56	57	50	54	58	59	61
NO	20	22	19	17	20	20	22	22
No, not really	17	17	16	14	17	16	17	20
No, not at all	4	5	2	3	3	4	6	2

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

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Attitudes towards the energy/heat transition

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

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<438 €)	Medium 60-140% (438-1.021 €)	High >140% (>1.021 €)
YES	80	75	80	81	78	82	77
Yes, definitely	23	25	24	22	27	24	23
Somewhat, yes	56	50	57	60	52	58	54
NO	20	25	20	19	22	18	23
No, not really	17	19	17	15	18	15	19
No, not at all	4	6	2	4	3	3	4

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented





Attitudes towards the energy/heat transition

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
YES	86	90	88	82	88	88	86	87	80	84	94
Yes, definitely	64	68	68	66	66	62	64	60	55	59	79
Somewhat, yes	22	22	20	15	22	26	22	27	25	24	15
NO	10	7	8	9	9	10	12	10	18	8	2
No, not really	7	3	7	8	9	8	11	5	12	6	2
No, not at all	3	4	1	1	-	2	1	5	7	2	1
I already generate my own energy	4	3	4	10	3	2	2	3	2	8	4

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

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 strongly overrepresented
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Attitudes towards the energy/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	86	86	87	84	84	87	86	91
Yes, definitely	64	68	61	62	68	68	64	58
Somewhat, yes	22	18	26	22	16	19	22	33
NO	10	10	10	7	11	11	12	8
No, not really	7	8	7	6	8	8	8	5
No, not at all	3	2	3	1	3	3	3	2
I already generate my own energy	4	5	3	9	5	2	2	2

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attitudes towards the energy/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% (<438 €)	Medium 60-140% (438-1.021 €)	High >140% (>1.021 €)
YES	86	84	87	88	84	88	87
Yes, definitely	64	60	63	70	63	68	62
Somewhat, yes	22	23	24	18	21	20	25
NO	10	12	10	8	11	9	9
No, not really	7	8	8	6	7	7	7
No, not at all	3	5	2	2	4	2	2
I already generate my own energy	4	4	4	4	5	3	4

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented





Attitudes towards the energy/heat transition

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Solar											
I think that would be good	70	74	77	74	79	63	69	63	66	66	79
I would accept it	25	21	22	24	18	31	26	28	26	28	18
I would reject it	5	4	1	2	3	6	5	9	7	5	3
Wind											
I think that would be good	49	54	49	53	61	48	43	43	32	52	60
I would accept it	31	29	30	36	32	38	24	24	37	35	21
I would reject it	20	17	21	11	7	14	33	33	31	13	19

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Attitudes towards the energy/heat transition

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Solar								
I think that would be good	70	73	68	76	70	68	68	69
I would accept it	25	23	27	21	24	26	26	28
I would reject it	5	4	5	3	6	5	6	3
Wind								
I think that would be good	49	50	47	54	50	43	47	51
I would accept it	31	29	33	32	26	36	29	32
I would reject it	20	20	20	14	25	20	24	18

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

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

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

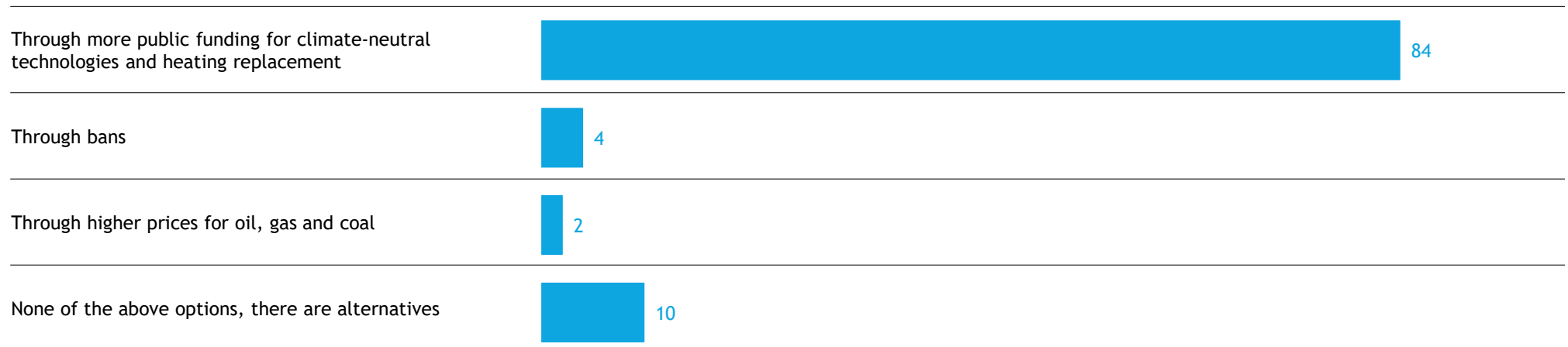
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<438 €)	Medium 60-140% (438-1.021 €)	High >140% (>1.021 €)
Solar							
I think that would be good	70	67	72	70	69	72	70
I would accept it	25	27	24	26	26	24	24
I would reject it	5	6	4	4	4	4	6
Wind							
I think that would be good	49	44	51	49	43	51	52
I would accept it	31	36	30	30	37	29	29
I would reject it	20	21	20	21	21	20	20

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attitudes towards the energy/heat transition

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



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





Attitudes towards the energy/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	84	82	90	83	92	80	86	76	80	84	89
Through bans	4	5	5	7	5	8	2	2	1	5	3
Through higher prices for oil, gas and coal	2	3	2	1	2	3	1	3	-	4	-
None of the above options, there are alternatives	10	10	3	8	-	9	10	20	19	7	8

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Attitudes towards the energy/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	84	81	87	82	82	84	83	88
Through bans	4	5	4	8	7	4	2	1
Through higher prices for oil, gas and coal	2	3	1	4	3	1	1	0
None of the above options, there are alternatives	10	11	9	7	8	11	13	10

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attitudes towards the energy/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% (<438 €)	Medium 60-140% (438-1.021 €)	High >140% (>1.021 €)
Through more public funding for climate-neutral technologies and heating replacement	84	80	85	86	80	87	82
Through bans	4	7	5	3	5	4	5
Through higher prices for oil, gas and coal	2	3	1	1	3	2	2
None of the above options, there are alternatives	10	10	9	10	13	7	11

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

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Attitudes towards the energy/heat transition

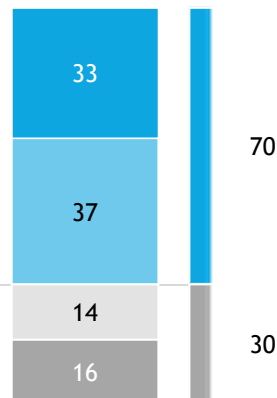
Has renewable energy (solar, wind, etc.) become more important for you since the outbreak of the Russia-Ukraine conflict?

Yes

- Yes, renewable energy has become more important
- Rather yes

No

- Rather no
- No, renewable energy has not become more important



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





Attitudes towards the energy/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	70	75	76	72	86	68	56	64	59	73	80
Yes, renewable energy has become more important	33	33	43	42	53	26	21	20	19	43	51
Rather yes	36	42	33	29	32	42	35	45	39	31	30
NO	30	25	24	28	14	32	44	36	41	27	20
Rather no	14	11	9	17	10	15	19	19	16	11	9
No, renewable energy has not become more important	16	14	15	12	4	17	25	16	26	15	11

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Attitudes towards the energy/heat transition

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

		Gender		Age (years)				
	Total	Male	Female	18-29	30-39	40-49	50-59	60-69
YES	70	67	72	76	70	63	70	69
Yes, renewable energy has become more important	33	32	34	41	30	27	36	34
Rather yes	36	34	38	35	40	36	34	35
NO	30	33	28	24	30	37	30	31
Rather no	14	14	14	12	16	16	13	13
No, renewable energy has not become more important	16	19	14	12	14	21	17	17

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attitudes towards the energy/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% (<438 €)	Medium 60-140% (438-1.021 €)	High >140% (>1.021 €)
YES	70	70	69	70	71	69	71
Yes, renewable energy has become more important	33	37	31	35	33	33	36
Rather yes	36	32	38	35	38	35	34
NO	30	30	31	30	29	31	29
Rather no	14	12	16	13	12	16	11
No, renewable energy has not become more important	16	19	15	18	17	15	19

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

■ strongly overrepresented ■ strongly underrepresented
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5

Interest in information and level of
knowledge

The central findings

Interest in information and level of knowledge

Interest in information and level of knowledge: Climate

- 85% of respondents express a fundamental interest in the topic of climate change. Of these, 47% are "very" interested. Less interest was expressed by 11% and no interest at all by 4%.
- 65% rate their level of knowledge about ecological interrelationships and environmental problems (e.g. forest dieback, biodiversity, etc.) as (rather) high. However, only 12% rate their level of knowledge as "very high". A (rather) low level of knowledge is attested by 35%, with 2% saying they know very little.

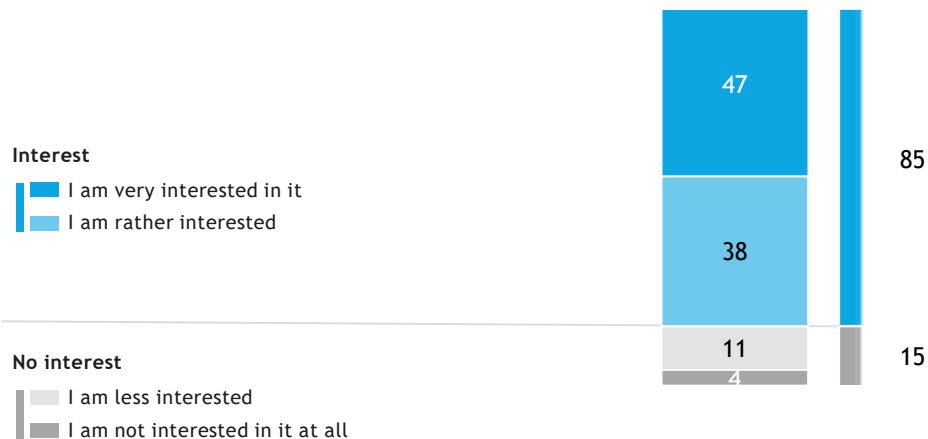
Interest in information and level of knowledge: Policies

- Only 8% of respondents feel "very well" informed about policies for a change towards a more climate and environmentally friendly economy. 44% feel "rather well" informed. This compares to 44% who feel "rather not well" informed and 4% who feel "not at all well" informed.
- Around three quarters of respondents (76%) think that policies for a change towards a more climate and environmentally friendly economy are not sufficiently explained and clarified. Only 24% disagree (policies are sufficiently explained: yes: 3%, rather yes: 21%).

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: 1,200 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	85	90	94	88	86	80	77	90	79	84	97
I am very interested in it	47	58	70	58	40	27	39	44	35	44	70
I am rather interested	38	32	24	30	46	52	38	46	44	40	27
NOT INTERESTED	15	10	6	12	14	20	23	10	21	16	3
I am less interested	11	9	6	10	13	15	15	6	13	14	3
I am not interested in it at all	4	1	-	2	2	6	8	4	8	3	-

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

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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?

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
INTERESTED	85	81	90	85	86	84	85	88
I am very interested in it	47	42	52	45	47	46	48	49
I am rather interested	38	38	38	39	38	38	37	40
NOT INTERESTED	15	19	10	15	14	16	15	12
I am less interested	11	13	8	15	11	12	10	8
I am not interested in it at all	4	6	2	1	4	4	5	4

Basis: 1,200 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% (<438 €)	Medium 60-140% (438-1.021 €)	High >140% (>1.021 €)
INTERESTED	85	84	86	86	83	87	85
I am very interested in it	47	45	47	49	42	47	51
I am rather interested	38	39	39	37	42	40	34
NOT INTERESTED	15	16	14	14	17	13	15
I am less interested	11	13	11	9	14	10	11
I am not interested in it at all	4	4	3	4	3	4	4

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

■ strongly overrepresented ■ strongly underrepresented
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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	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
HIGH	65	74	67	78	69	62	57	60	58	61	66
Very high	12	14	16	23	12	9	6	7	4	16	13
Rather high	53	60	51	55	57	52	51	53	54	45	53
LOW	35	26	33	22	31	38	43	40	42	39	34
Rather low	33	24	29	22	28	33	39	39	42	38	32
Very low	2	2	4	1	3	6	4	1	-	0	2

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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	65	67	62	67	67	64	64	60
Very high	12	14	9	15	13	11	13	7
Rather high	53	53	53	52	54	54	51	53
LOW	35	33	38	33	33	36	36	40
Rather low	33	30	36	32	29	34	33	38
Very low	2	2	2	1	4	2	3	2

Basis: 1,200 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% (<438 €)	Medium 60-140% (438-1.021 €)	High >140% (>1.021 €)
HIGH	65	61	62	70	60	66	66
Very high	12	8	11	16	11	12	13
Rather high	53	53	52	54	48	54	53
LOW	35	39	38	30	40	34	34
Rather low	33	36	35	28	36	32	33
Very low	2	3	3	1	4	2	1

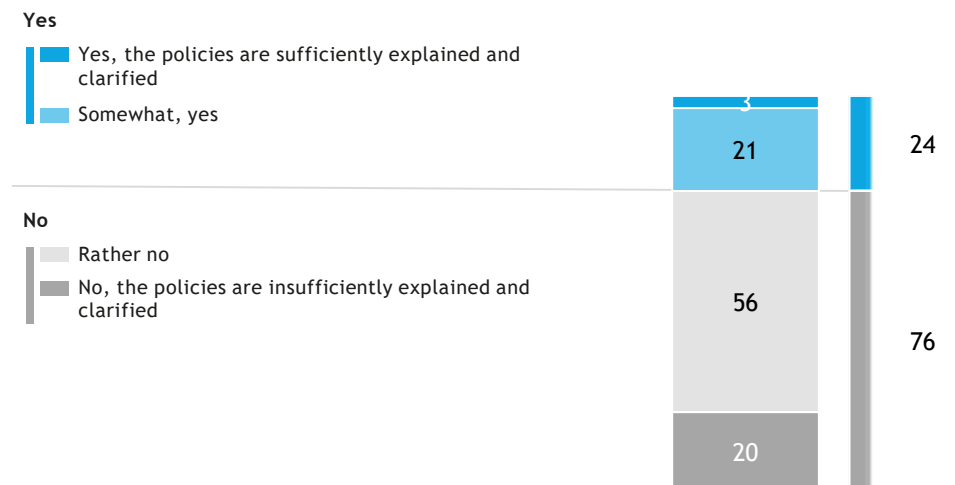
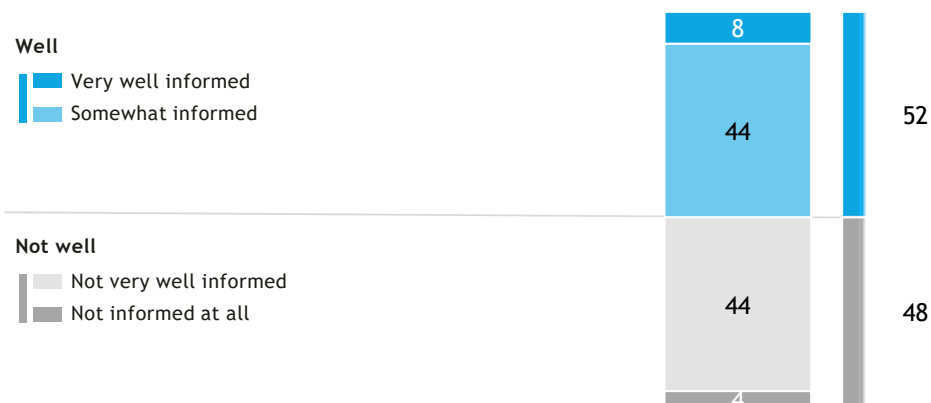
Basis: 1,200 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
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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: 1,200 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	52	61	46	65	69	47	38	46	42	62	52
Very well informed	8	8	7	17	6	9	6	2	3	12	7
Somewhat informed	44	52	39	49	62	39	32	45	39	50	44
NOT INFORMED	48	39	54	35	31	53	62	54	58	38	48
Not very well informed	44	38	49	35	30	46	54	45	54	38	47
Not at all informed	4	2	5	-	2	6	8	8	5	1	1

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Interest in information and level of knowledge: Policies

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
INFORMED	52	56	47	53	53	49	55	50
Very well informed	8	11	5	8	10	8	10	4
Somewhat informed	44	45	42	44	43	41	44	46
NOT INFORMED	48	44	53	47	47	51	45	50
Not very well informed	44	40	48	44	42	47	41	47
Not at all informed	4	4	4	3	5	4	4	2

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Interest in information and level of knowledge: Policies

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

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<438 €)	Medium 60-140% (438-1.021 €)	High >140% (>1.021 €)
INFORMED	52	48	47	63	46	51	60
Very well informed	8	6	7	11	6	9	9
Somewhat informed	44	41	40	51	39	42	51
NOT INFORMED	48	52	53	37	54	49	40
Not very well informed	44	48	48	35	47	46	38
Not at all informed	4	4	5	2	8	3	2

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Interest in information and level of knowledge: Policies

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
YES	24	26	11	23	44	26	13	16	17	40	31
Yes, the policies are sufficiently explained and clarified	3	3	2	5	1	3	2	1	2	3	4
Somewhat, yes	21	23	9	18	42	23	11	16	14	36	27
NO	76	74	89	77	56	74	87	84	83	60	69
No, not really	56	62	72	58	48	54	55	64	52	44	54
No, the policies are insufficiently explained and clarified	20	12	17	19	9	20	31	20	32	17	15

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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	24	25	23	38	26	18	23	15
Yes, the policies are sufficiently explained and clarified	3	2	3	4	5	2	3	-
Somewhat, yes	21	22	20	33	22	17	20	15
NO	76	75	77	62	74	82	77	85
No, not really	56	55	57	47	53	60	54	66
No, the policies are insufficiently explained and clarified	20	20	20	15	20	22	22	19

Basis: 1,200 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% (<438 €)	Medium 60-140% (438-1.021 €)	High >140% (>1.021 €)
YES	24	31	22	21	29	23	22
Yes, the policies are sufficiently explained and clarified	3	5	2	3	4	3	3
Somewhat, yes	21	26	21	18	25	20	19
NO	76	69	78	79	71	77	78
No, not really	56	51	58	57	53	58	57
No, the policies are insufficiently explained and clarified	20	18	19	22	18	20	21

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

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6

Appendix: Communication

Topic interest in general

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

Health	68
Holiday, Travel	65
Environment and nature	59
Food and drink (e.g. cooking, baking, grilling)	58
Nutrition	56
Music, Culture, Theatre, Art	54
Science and technology	48
Wildlife, animals and pets	48
Family, children and child rearing	48
Current affairs (e.g. politics, society, environment)	47
Psychology, spirituality, well-being	43
Sport	42
Garden and plants	41
Wellness	40

Consumer electronics, television	37
Computers, computer games	37
Photography, filming	37
Business, professions	36
Information from the region, regional news	33
Sustainable consumption (e.g. zero waste, fair trade)	32
Fashion (e.g. clothes, shoes, jewellery)	26
Cosmetics and beauty (e.g. body care, make-up, hair styling)	25
Cars, motorbikes	25
Technology and gaming (e.g. e-sports, car, software)	25
Furniture, decoration	24
Investments, insurance, tax tips and finance	17
Stars, Celebrities	10

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

Topic interest in general (1)

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Health	68	77	70	67	66	58	70	75	66	68	70
Holiday, travel	65	72	67	64	86	56	63	59	57	63	74
Environment and nature	59	68	73	61	54	41	54	62	55	56	73
Food and drink (e.g. cooking, baking, grilling)	58	67	59	52	76	48	54	50	53	68	60
Nutrition	56	68	62	51	60	44	58	47	59	53	63
Music, Culture, Theatre, Art	54	47	65	62	68	42	52	39	51	54	75
Science and technology	48	53	59	50	63	41	44	37	27	58	58
Wildlife, animals and pets	48	47	58	49	42	33	49	59	58	46	48
Family, children and child rearing	48	65	41	46	50	36	46	57	49	52	45
Current affairs (e.g. politics, society, environment)	47	53	59	47	51	33	53	39	42	44	56
Psychology, spirituality, well-being	43	47	49	47	44	29	40	36	40	44	66
Sport	42	42	37	50	54	42	42	38	27	42	47
Garden and plants	41	39	46	41	37	31	41	54	48	37	47
Wellness	40	45	48	45	46	26	36	34	43	40	50

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

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

strongly overrepresented
 overrepresented
 strongly underrepresented
 underrepresented

Topic interest in general (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
Consumer electronics, television	37	41	30	32	54	32	43	25	25	48	41
Computers, computer games	37	39	33	39	43	37	39	26	23	44	47
Photography, filming	37	33	43	43	40	32	40	31	33	34	46
Business, professions	36	49	36	42	51	28	31	22	36	34	40
Information from the region, regional news	33	38	36	36	32	30	37	27	28	31	32
Sustainable consumption (e.g. zero waste, fair trade)	32	44	42	38	34	13	26	34	30	29	42
Fashion (e.g. clothes, shoes, jewellery)	26	33	33	23	40	19	20	19	16	30	38
Cosmetics and beauty (e.g. body care, make-up, hair styling)	25	29	31	23	35	16	20	20	19	27	44
Cars, motorbikes	25	31	15	27	33	28	27	17	20	27	27
Technology and gaming (e.g. e-sports, car, software)	25	26	18	28	41	29	23	8	10	36	32
Furniture, decoration	24	32	33	17	39	16	22	17	24	17	33
Investments, insurance, tax tips and finance	17	25	11	22	32	16	13	9	10	21	20
Stars, Celebrities	10	9	13	10	22	12	10	5	4	9	16
Wellness	14	19	10	14	17	19	10	10	13	10	18

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

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strongly overrepresented
 overrepresented
 strongly underrepresented
 underrepresented

Topic interest in general (1)

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Health	68	62	75	61	65	65	74	78
Holiday, Travel	65	58	72	67	61	62	65	69
Environment and nature	59	53	64	50	54	58	62	70
Food and drink (e.g. cooking, baking, grilling)	58	54	61	60	59	58	52	60
Nutrition	56	48	64	50	52	60	56	61
Music, Culture, Theatre, Art	54	50	58	54	54	53	52	56
Science and technology	48	57	39	52	48	47	46	48
Wildlife, animals and pets	48	45	52	42	46	47	51	55
Family, children and child rearing	48	41	56	36	51	50	53	51
Current affairs (e.g. Politics, Society, Environment)	47	47	47	38	42	46	48	61
Psychology, spirituality, well-being	43	32	54	50	48	43	40	35
Sport	42	56	28	48	45	40	43	33
Garden and plants	41	37	46	28	38	42	50	49
Wellness	40	31	50	36	38	38	46	43

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Topic interest in general (2)

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Consumer electronics, television	37	43	31	40	34	37	35	38
Computers, computer games	37	48	27	39	37	36	36	38
Photography, filming	37	35	39	38	38	35	35	39
Business, professions	36	39	34	39	37	43	37	23
Information from the region, regional news	33	32	34	22	25	35	39	42
Sustainable consumption (e.g. zero waste, fair trade)	32	28	35	25	29	30	34	40
Fashion (e.g. clothes, shoes, jewellery)	26	12	40	36	26	26	21	24
Cosmetics and beauty (e.g. body care, make-up, hair styling)	25	5	44	29	26	27	22	20
Cars, motorbikes	25	38	13	36	32	23	24	13
Technology and gaming (e.g. e-sports, car, software)	25	35	15	43	31	24	15	14
Furniture, decoration	24	14	33	18	28	24	26	23
Investments, insurance, tax tips and finance	17	18	16	20	19	18	15	15
Stars, Celebrities	10	7	14	16	15	12	8	2

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Topic interest in general (1)

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

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<438 €)	Medium 60-140% (438-1.021 €)	High >140% (>1.021 €)
Health	68	62	69	71	62	69	72
Holiday, Travel	65	54	65	72	58	62	75
Environment and nature	59	52	60	61	54	60	60
Food and drink (e.g. cooking, baking, grilling)	58	51	59	60	58	55	62
Nutrition	56	51	54	63	52	55	62
Music, Culture, Theatre, Art	54	47	52	61	47	52	62
Science and technology	48	37	45	60	44	47	54
Wildlife, animals and pets	48	48	49	47	49	49	45
Family, children and child rearing	48	44	50	48	53	46	48
Current affairs (e.g. Politics, Society, Environment)	47	33	48	56	40	48	51
Psychology, spirituality, well-being	43	44	43	43	47	42	42
Sport	42	37	41	46	42	39	45
Garden and plants	41	44	43	37	45	42	38
Wellness	40	39	37	46	32	41	46

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Topic interest in general (2)

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

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<438 €)	Medium 60-140% (438-1.021 €)	High >140% (>1.021 €)
Consumer electronics, television	37	32	38	38	37	38	37
Computers, computer games	37	32	39	38	33	39	40
Photography, filming	37	34	36	40	39	35	38
Business, professions	36	31	35	41	41	34	39
Information from the region, regional news	33	29	33	36	31	32	37
Sustainable consumption (e.g. zero waste, fair trade)	32	27	32	34	33	32	32
Fashion (e.g. clothes, shoes, jewellery)	26	14	27	33	24	22	33
Cosmetics and beauty (e.g. body care, make-up, hair styling)	25	19	26	28	24	23	25
Cars, motorbikes	25	23	25	27	31	22	29
Technology and gaming (e.g. e-sports, car, software)	25	21	26	26	26	23	28
Furniture, decoration	24	19	25	25	22	24	26
Investments, insurance, tax tips and finance	17	16	15	22	14	18	23
Stars, Celebrities	10	12	9	12	11	10	9

Basis: 1,200 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	48
PC/Tablet/Smartphone	33
Eating out (restaurants)	26
Coffee/tea	23
Clothing/Fashion	22
Cars	20
Cosmetics/Perfume	15
Kitchen furniture and equipment	15
Furniture	14
Donations for charitable purposes	12
Do-it-yourself / garden tools	11
Bicycle	10
Beer	10

(Wrist) Watches	9
Delicatessen - high quality food	9
Wine/Champagne	7
High-end hi-fi equipment	7
Handbags	7
High quality jewellery	6
High quality spirits/whisky	6
Exclusive accessories (e.g. belts, leather bags etc.)	5
Antiques	4
Costume jewellery	3
Porcelain / Glasswork	2
None of these products	24

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

Consumer interests (1)

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Holidays and travel	48	47	46	63	67	42	40	40	45	44	59
PC/Tablet/Smartphone	33	31	35	35	46	33	29	22	25	37	40
Eating out (restaurants)	26	26	27	34	36	22	24	12	24	23	33
Coffee/tea	23	22	23	24	37	24	17	11	27	22	35
Clothing/Fashion	22	32	19	23	38	21	15	9	16	23	29
Cars	20	28	18	17	29	20	15	16	14	23	23
Cosmetics/Perfume	15	18	14	20	25	15	9	7	12	16	23
Kitchen furniture and equipment	15	13	22	17	18	11	9	10	21	14	21
Furniture	14	14	15	14	15	14	10	8	18	12	26
Donations for charitable purposes	12	15	10	20	11	5	7	12	10	14	21
Do-it-yourself / garden tools	11	10	13	15	6	7	10	14	12	10	12
Bicycle	10	13	8	17	16	11	3	6	8	9	20
Beer	10	8	16	11	12	12	12	4	5	10	12

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

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





Consumer interests (2)

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
(Wrist) Watches	9	8	10	12	12	12	7	4	5	9	13
Delicatessen - high quality food	9	7	16	8	14	10	11	2	9	8	6
Wine/Champagne	7	7	14	6	19	6	7	2	2	6	13
High-end hi-fi equipment	7	6	4	6	14	10	6	-	1	13	10
Handbags	7	10	8	8	13	6	5	3	4	7	11
High quality jewellery	6	7	8	6	12	6	3	1	1	7	9
High quality spirits/whisky	6	4	9	5	10	7	9	6	3	7	5
Exclusive accessories (e.g. belts, leather bags etc.)	5	6	6	6	8	7	5	2	3	4	5
Antiques	4	8	9	3	6	2	5	-	2	4	1
Costume jewellery	3	5	5	6	5	2	2	-	1	4	2
Porcelain/Glasswork	2	1	3	-	2	4	1	1	1	1	-
None of these products	24	23	26	16	7	29	32	37	26	21	16

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

EST = Established
 INT = Intellectuals
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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	48	46	50	56	52	50	43	38
PC/Tablet/Smartphone	33	40	25	45	40	36	25	18
Eating out (restaurants)	26	26	25	33	28	31	19	17
Coffee/tea	23	23	23	24	25	26	22	20
Clothing/Fashion	22	18	26	37	25	22	14	12
Cars	20	25	14	35	24	21	11	9
Cosmetics/Perfume	15	6	24	24	16	13	12	12
Kitchen furniture and equipment	15	11	18	16	20	18	9	12
Furniture	14	13	15	19	20	17	8	6
Donations for charitable purposes	12	11	14	13	10	13	12	14
Do-it-yourself / garden tools	11	14	8	4	12	11	10	17
Bicycle	10	12	9	9	17	10	9	8
Beer	10	14	7	15	11	8	9	10

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Consumer interests (2)

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
(Wrist) Watches	9	11	7	15	12	9	6	5
Delicatessen - high quality food	9	9	9	7	15	10	8	6
Wine/Champagne	7	8	7	12	8	6	7	6
High-end hi-fi equipment	7	9	5	6	8	8	6	8
Handbags	7	3	12	12	8	6	6	5
High quality jewellery	6	4	7	14	7	4	2	2
High quality spirits/whisky	6	8	5	7	7	6	6	5
Exclusive accessories (e.g. belts, leather bags etc.)	5	3	7	8	9	4	3	4
Antiques	4	4	4	4	4	3	3	5
Costume jewellery	3	1	5	4	4	2	3	4
Porcelain / Glasswork	2	1	2	2	3	1	1	1
None of these products	24	24	24	9	18	18	36	39

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Consumer interests (1)

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

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<438 €)	Medium 60-140% (438-1.021 €)	High >140% (>1.021 €)
Holidays and travel	48	46	44	55	41	48	53
PC/Tablet/Smartphone	33	31	34	32	31	31	37
Eating out (restaurants)	26	22	25	29	22	25	31
Coffee/tea	23	28	23	19	21	25	22
Clothing/Fashion	22	18	23	23	22	20	22
Cars	20	19	20	20	22	18	22
Cosmetics/Perfume	15	14	15	17	14	15	16
Kitchen furniture and equipment	15	17	15	14	16	15	15
Furniture	14	16	14	14	16	14	12
Donations for charitable purposes	12	14	13	10	12	14	12
Do-it-yourself / garden tools	11	13	11	9	8	11	14
Bicycle	10	10	8	14	12	10	12
Beer	10	8	12	10	11	9	14

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Consumer interests (2)

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

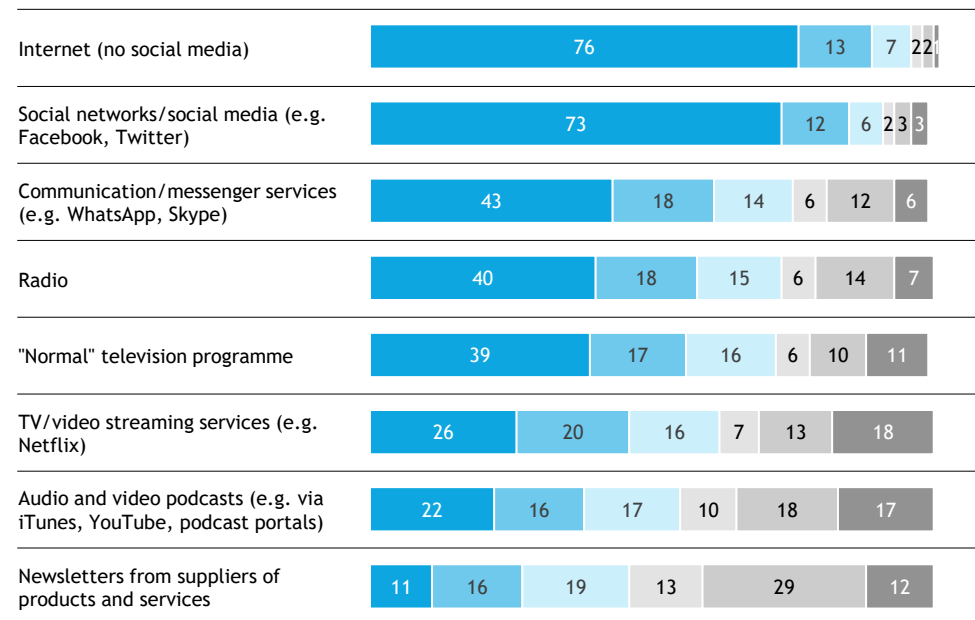
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<438 €)	Medium 60-140% (438-1.021 €)	High >140% (>1.021 €)
(Wrist) Watches	9	6	9	12	6	8	13
Delicatessen - high quality food	9	8	8	11	8	8	12
Wine/Champagne	7	4	7	11	3	6	12
High-end hi-fi equipment	7	4	6	10	4	9	7
Handbags	7	2	8	10	8	6	9
High quality jewellery	6	3	6	8	4	6	7
High quality spirits/whisky	6	2	8	8	4	7	9
Exclusive accessories (e.g. belts, leather bags etc.)	5	4	4	8	5	5	7
Antiques	4	1	4	6	2	5	5
Costume jewellery	3	4	3	2	2	3	4
Porcelain / Glasswork	2	2	1	2	2	2	2
None of these products	24	20	25	25	24	24	24

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

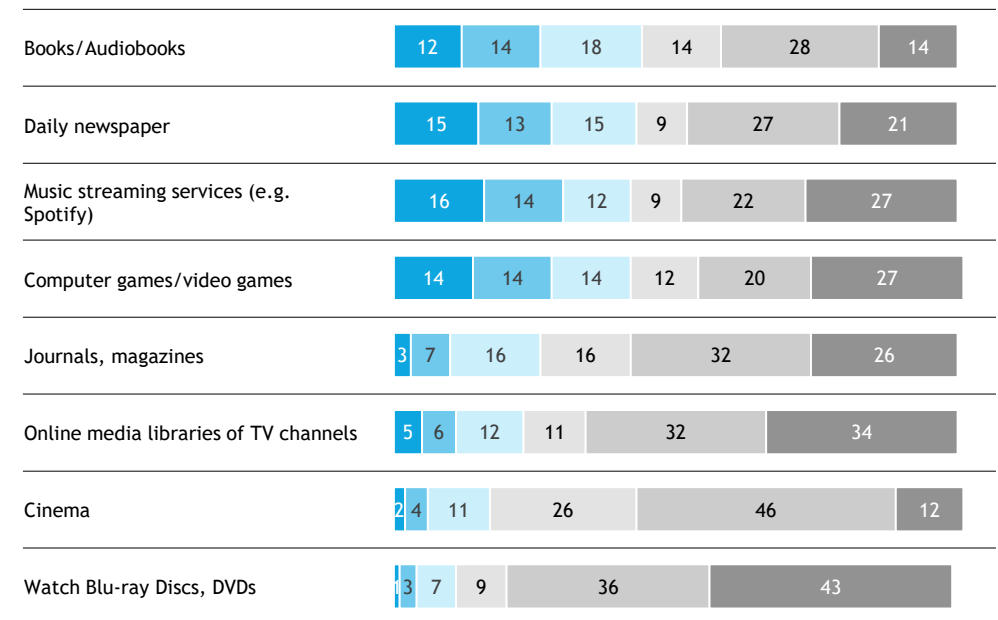
■ strongly overrepresented ■ strongly underrepresented
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Media usage

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



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



Media usage




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

Response category: "At least several times a month"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Internet (no social media)	96	100	98	96	98	94	97	91	93	98	95
Social networks/social media (e.g. Facebook, Twitter)	92	93	95	95	100	91	88	85	83	96	93
Communication/messenger services (e.g. WhatsApp, Skype)	76	83	79	78	89	68	71	69	68	78	82
Radio	74	81	66	74	68	71	75	74	78	74	67
"Normal" television programme (linear television with a fixed programme at a specific time)	73	82	72	69	79	68	70	74	69	76	74
TV/video streaming services (e.g. Netflix)	62	59	67	70	70	61	55	46	58	69	76
Audio and video podcasts (e.g. via iTunes, YouTube, podcast portals)	56	57	51	63	66	55	50	45	55	58	61
Newsletters from suppliers of products and services	46	68	42	44	49	43	42	30	41	50	51
Books/Audiobooks	44	49	55	53	57	37	39	27	43	36	55
Daily newspaper	43	50	47	48	49	43	45	37	34	42	36
Music streaming services (e.g. Spotify)	42	43	44	57	62	49	27	27	26	46	52
Computer games/video games	41	43	33	47	56	45	37	25	33	52	44
Journals, magazines	26	33	22	34	34	34	21	15	13	28	27
Online media libraries of TV channels	22	28	29	22	40	18	16	10	12	29	28
Cinema	16	18	16	21	25	16	16	10	13	17	17
Watch Blu-ray Discs, DVDs	11	15	9	10	20	13	5	9	4	19	10

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

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

Media usage

How often do you read, watch, listen to or use the following media/offers, regardless of whether you use them 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)	96	98	94	96	96	96	96	96
Social networks/social media (e.g. Facebook, Twitter)	92	91	92	98	94	90	91	85
Communication/messenger services (e.g. WhatsApp, Skype)	76	74	77	75	84	79	66	74
Radio	74	77	71	53	78	82	76	77
"Normal" television programme (linear television with a fixed programme at a specific time)	73	71	75	60	68	74	77	85
TV/video streaming services (e.g. Netflix)	62	63	62	79	68	64	56	47
Audio and video podcasts (e.g. via iTunes, YouTube, podcast portals)	56	58	53	74	57	56	46	45
Newsletters from suppliers of products and services	46	45	48	44	51	50	42	45
Books/Audiobooks	44	39	49	46	46	42	41	44
Daily newspaper	43	46	41	26	46	50	47	46
Music streaming services (e.g. Spotify)	42	45	39	74	48	37	31	22
Computer games/video games	41	49	34	51	48	41	34	35
Journals, magazines	26	26	26	24	29	29	25	23
Online media libraries of TV channels	22	22	23	26	26	24	17	19
Cinema	16	16	17	22	18	14	13	16
Watch Blu-ray Discs, DVDs	11	13	10	11	18	12	8	9

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Media usage

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

Response category: "At least several times a month"

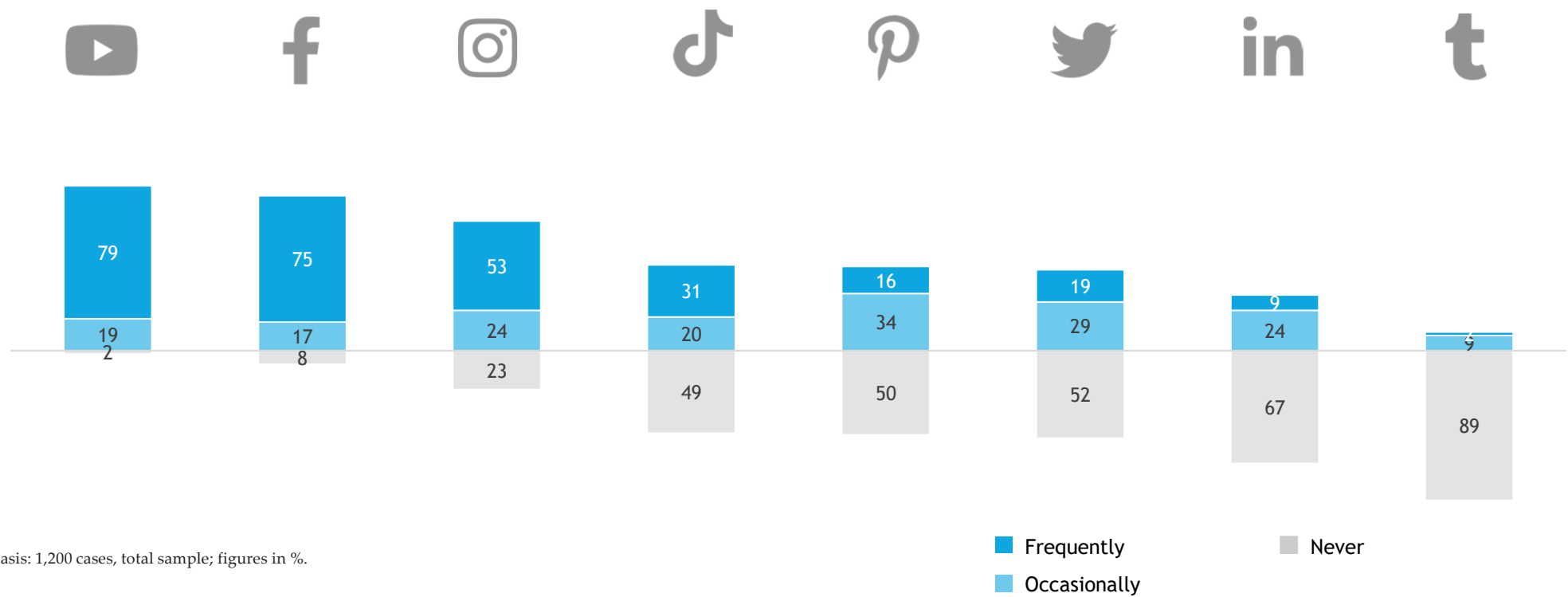
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<438 €)	Medium 60-140% (438-1.021 €)	High >140% (>1.021 €)
Internet (no social media)	96	95	95	97	94	96	99
Social networks/social media (e.g. Facebook, Twitter)	92	91	93	90	94	91	92
Communication/messenger services (e.g. WhatsApp, Skype)	76	74	73	80	73	73	82
Radio	74	74	69	81	62	75	81
"Normal" television programme (linear television with a fixed programme at a specific time)	73	70	73	75	69	75	74
TV/video streaming services (e.g. Netflix)	62	60	62	65	61	62	64
Audio and video podcasts (e.g. via iTunes, YouTube, podcast portals)	56	59	54	54	55	55	55
Newsletters from suppliers of products and services	46	44	45	49	50	44	50
Books/Audiobooks	44	36	42	52	41	44	46
Daily newspaper	43	38	41	51	42	43	47
Music streaming services (e.g. Spotify)	42	40	44	42	39	43	43
Computer games/video games	41	42	44	36	46	42	40
Journals, magazines	26	24	23	33	22	28	27
Online media libraries of TV channels	22	17	20	30	21	22	24
Cinema	16	15	15	20	17	15	20
Watch Blu-ray Discs, DVDs	11	10	9	16	14	11	11

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Media usage

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



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

Media usage

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

Response category: „Frequently“

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
YouTube	79	79	80	81	79	83	74	63	70	88	92
Facebook	75	86	68	77	76	79	75	65	67	79	75
Instagram	53	52	59	58	73	55	38	46	35	62	65
TikTok	31	30	29	31	50	32	24	24	19	43	40
Twitter	19	17	22	23	19	20	20	8	16	23	16
Pinterest	16	19	20	19	17	7	12	14	17	18	23
LinkedIn	9	6	9	14	14	11	9	9	2	7	11
Tumblr	2	-	1	6	1	-	2	1	1	5	2

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

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

 strongly overrepresented
 overrepresented
 strongly underrepresented
 underrepresented

Media usage

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

Response category: „Frequently“

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
YouTube	79	82	76	91	88	82	71	64
Facebook	75	72	79	66	81	78	77	74
Instagram	53	48	57	86	56	45	44	35
TikTok	31	30	33	57	29	29	26	18
Twitter	19	21	16	19	17	18	20	20
Pinterest	16	8	23	23	16	13	13	14
LinkedIn	9	9	8	8	11	7	11	7
Tumblr	2	2	2	5	2	0	2	1

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Media usage

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

Response category: „Frequently“

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<438 €)	Medium 60-140% (438-1.021 €)	High >140% (>1.021 €)
YouTube	79	82	77	79	84	77	79
Facebook	75	75	74	77	77	76	75
Instagram	53	53	54	52	58	49	53
TikTok	31	40	33	23	41	30	28
Twitter	19	15	19	21	14	20	22
Pinterest	16	19	15	16	19	14	16
LinkedIn	9	8	5	15	5	8	13
Tumblr	2	3	2	2	2	2	3

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Media usage

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

Response category: „At least occasionally“

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
YouTube	98	98	98	99	98	96	96	99	96	97	100
Facebook	92	96	90	94	94	91	92	91	92	94	90
Instagram	77	80	76	83	93	78	64	69	66	84	87
TikTok	51	55	45	53	66	56	46	45	36	58	56
Pinterest	50	57	60	55	52	44	43	50	41	49	60
Twitter	48	50	53	47	68	55	43	36	37	56	38
LinkedIn	33	40	37	36	43	42	28	30	17	29	31
Tumblr	11	12	11	14	17	12	5	9	6	14	11

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

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strongly overrepresented
 overrepresented
 strongly underrepresented
 underrepresented

Media usage

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

Response category: „At least occasionally“

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
YouTube	98	98	98	99	98	100	96	95
Facebook	92	92	92	92	93	94	91	91
Instagram	77	74	79	97	82	71	74	63
TikTok	51	50	52	73	53	48	46	37
Pinterest	50	35	65	59	57	47	47	41
Twitter	48	54	42	55	42	44	51	49
LinkedIn	33	37	30	34	34	34	34	31
Tumblr	11	11	11	19	12	6	12	6

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Media usage

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

Response category: „At least occasionally“

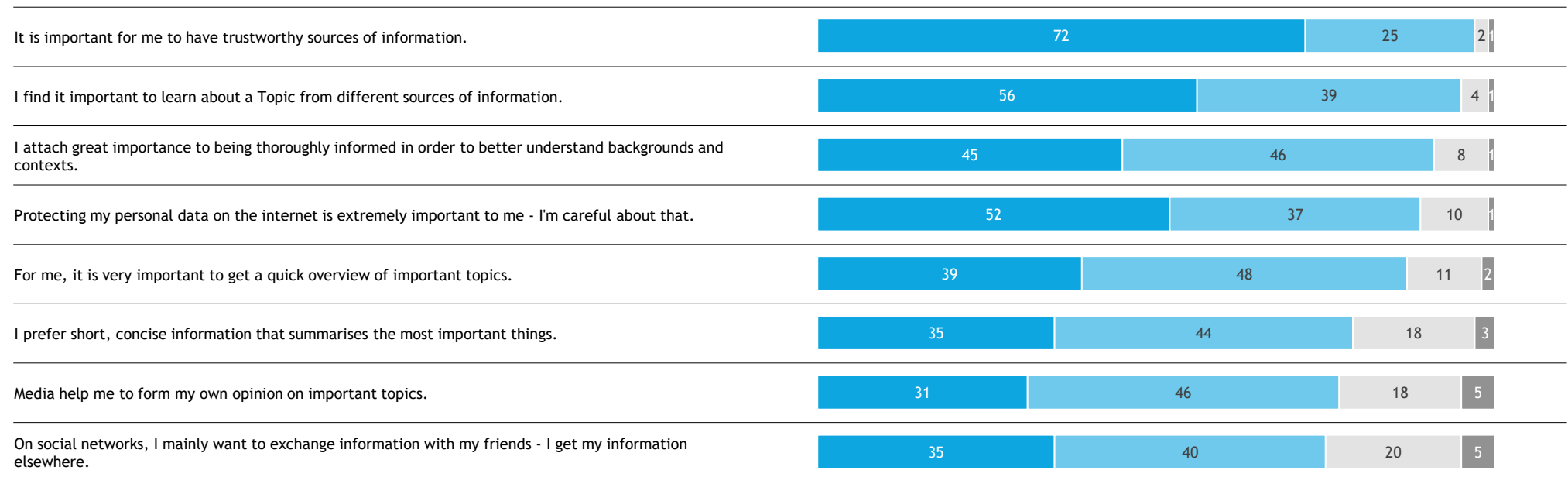
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<438 €)	Medium 60-140% (438-1.021 €)	High >140% (>1.021 €)
YouTube	98	100	97	96	100	98	97
Facebook	92	96	91	92	95	92	92
Instagram	77	76	79	75	84	74	77
TikTok	51	56	56	41	58	53	46
Pinterest	50	49	52	48	58	50	45
Twitter	48	46	48	50	48	51	48
LinkedIn	33	28	27	46	30	33	38
Tumblr	11	13	11	10	15	11	9

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Communication expectations

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



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

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

Communication expectations

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

Response category: „Applies completely / Somewhat applies“

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
It is important for me to have trustworthy sources of information.	97	98	98	99	98	94	98	98	97	97	100
I find it important to learn about a Topic from different sources of information.	95	97	100	96	92	94	98	84	92	98	96
I attach great importance to being thoroughly informed in order to better understand backgrounds and contexts.	91	96	90	94	89	86	90	86	89	94	93
Protecting my personal data on the internet is extremely important to me - I'm careful about that.	89	97	81	86	86	85	89	92	86	96	91
For me, it is very important to get a quick overview of important topics.	87	92	81	80	93	83	92	88	83	91	91
I prefer short, concise information that summarises the most important things.	79	81	76	68	82	78	84	79	81	83	75
Media help me to form my own opinion on important topics.	77	80	73	81	80	81	78	67	66	83	78
On social networks, I mainly want to exchange information with my friends - I get my information elsewhere.	75	80	77	77	79	70	69	73	66	86	73

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

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Communication expectations

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

Response category: „Applies completely / 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.	97	96	98	95	96	98	98	100
I find it important to learn about a topic from different sources of information.	95	96	94	96	91	93	97	98
I attach great importance to being thoroughly informed in order to better understand backgrounds and contexts.	91	92	90	88	89	92	89	95
Protecting my personal data on the internet is extremely important to me - I'm careful about that.	89	88	90	86	88	90	92	88
For me, it is very important to get a quick overview of important topics.	87	87	88	87	88	89	84	89
I prefer short, concise information that summarises the most important things.	79	77	81	77	77	79	78	85
Media help me to form my own opinion on important topics.	77	76	78	75	74	75	79	82
On social networks, I mainly want to exchange information with my friends - I get my information elsewhere.	75	75	74	80	77	70	72	78

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

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■ overrepresented ■ underrepresented

Communication expectations

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

Response category: „Applies completely / Somewhat applies“

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<438 €)	Medium 60-140% (438-1.021 €)	High >140% (>1.021 €)
It is important for me to have trustworthy sources of information.	97	97	97	98	96	98	98
I find it important to learn about a topic from different sources of information.	95	90	96	98	92	96	97
I attach great importance to being thoroughly informed in order to better understand backgrounds and contexts.	91	90	90	92	94	89	92
Protecting my personal data on the internet is extremely important to me - I'm careful about that.	89	92	88	88	92	88	87
For me, it is very important to get a quick overview of important topics.	87	89	85	90	88	87	89
I prefer short, concise information that summarises the most important things.	79	83	76	80	82	78	80
Media help me to form my own opinion on important topics.	77	78	76	79	76	78	78
On social networks, I mainly want to exchange information with my friends - I get my information elsewhere.	75	76	74	76	77	74	77

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

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■ overrepresented ■ underrepresented

Communication expectations





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

Response category: "Applies completely"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
It is important for me to have trustworthy sources of information.	72	75	82	79	74	52	71	67	75	72	92
I find it important to learn about a topic from different sources of information.	56	52	67	67	59	35	52	40	59	64	69
Protecting my personal data on the internet is extremely important to me - I'm careful about that.	52	60	51	51	46	31	55	54	48	63	64
I attach great importance to being thoroughly informed in order to better understand backgrounds and contexts.	45	42	57	51	52	32	39	34	44	48	67
For me, it is very important to get a quick overview of important topics.	39	45	34	35	48	28	37	34	32	48	60
I prefer short, concise information that summarises the most important things.	35	36	34	34	43	18	38	32	35	45	41
In social networks, I mainly want to exchange information with my friends - I get information elsewhere. I get my information elsewhere.	35	37	36	42	35	23	33	29	30	44	39
Media help me to form my own opinion on important topics.	31	35	25	35	38	20	25	18	22	46	50

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Communication expectations

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

Response category: "Applies completely"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
It is important for me to have trustworthy sources of information.	72	73	72	70	68	70	73	82
I find it important to learn about a topic from different sources of information.	56	58	53	55	52	57	53	60
Protecting my personal data on the internet is extremely important to me - I'm careful about that.	52	48	56	50	53	52	52	53
I attach great importance to being thoroughly informed in order to better understand backgrounds and contexts.	45	44	46	43	43	43	41	56
For me, it is very important to get a quick overview of important topics.	39	36	42	44	36	40	35	41
I prefer short, concise information that summarises the most important things.	35	32	38	34	34	35	35	35
In social networks, I mainly want to exchange information with my friends - I get information elsewhere.	35	30	39	41	34	28	33	39
Media help me to form my own opinion on important topics.	31	31	31	30	28	29	28	39

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

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Communication expectations

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

Response category: "Applies completely"

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<438 €)	Medium 60-140% (438-1.021 €)	High >140% (>1.021 €)
It is important for me to have trustworthy sources of information.	72	69	72	76	70	72	76
I find it important to learn about a topic from different sources of information.	56	51	54	62	56	54	60
Protecting my personal data on the internet is extremely important to me - I'm careful about that.	52	53	51	53	56	49	53
I attach great importance to being thoroughly informed in order to better understand backgrounds and contexts.	45	41	43	51	44	45	48
For me, it is very important to get a quick overview of important topics.	39	38	38	42	36	38	45
I prefer short, concise information that summarises the most important things.	35	38	32	36	37	32	39
In social networks, I mainly want to exchange information with my friends - I get information elsewhere.	35	38	33	34	37	34	35
Media help me to form my own opinion on important topics.	31	30	30	32	31	31	34

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

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