



SINUS Study for the Friedrich-Ebert-Stiftung

Social-ecological transformation

Country report Italy

**FRIEDRICH
EBERT
STIFTUNG**

sinus:

Heidelberg, September 2023

Teil der INTEGRAL-SINUS-OPINION Gruppe

Task and objectives

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

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

Table of contents

01 Method and sample

02 Problem awareness

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

03 Climate and environmentally conscious behaviour

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

04 Changing our way of living and economies

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

05 Interest in information and level of knowledge

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

06 Appendix: Communication

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



1

Method and sample

Methodology and sample



Method

Standardised online survey (CAWI)

Quota sample (gender, age, education and region)

The interviews were conducted in the national language.



Data collection

Ø Interview duration: 23 minutes

The data collection was carried out by Sociotrend GmbH.



Target group

Resident population aged from 18 to 69 years



Sample size

1,201 persons



Survey period

15.05. - 05.06.2023

Survey contents

- Awareness of environmental, nature and climate protection topics
- climate and environmentally conscious behaviour: Attitudes, barriers and motivators
- Attitudes towards our way of living and doing business :
Necessity of change, Attribution of responsibility and political measures
- Interest in information and level of knowledge: climate change, ecological contexts and political measures

Methodology and sample

Evaluation of the survey results

- This report presents the **survey results for Italy**. The key findings are presented in graphs and charts. For better readability and comprehensibility, the percentages have been rounded to whole numbers.
- The data set was examined for differences in the response behaviour of different population groups and presented in tabular form. The **socio-demographic characteristics** gender, age, education and net equivalent income were taken into account.
 - **Gender:** female, male
(The answer category „non-binary” was taken into account in the survey, but not evaluated due to too small a number of cases).
 - **Age groups:** 18- to 29-year-olds, 30- to 39-year-olds, 40- to 49-year-olds, 50- to 59-year-olds, 60- to 69-year-olds
 - **Educational groups:** low: "Nessun titolo di istruzione" or "Scuola elementare" or "Avviamento professionale" or "Licenza media, 3 anni" or "Qualifica professionale regionale post-obbligo"; medium: "Diploma di Qualifica di istituto professionale, 2 o 3 anni" or "Diploma di scuola media superiore, 4-5 anni" or "Specializzazione / Qualifica professionale post-diploma"; high: "Diploma di Tecnico Superiore - IST" or "Diploma di istruzione terziari: Conservatorio di musica, Accademia di Belle Arti e simili e simili" or "Università".
 - **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).

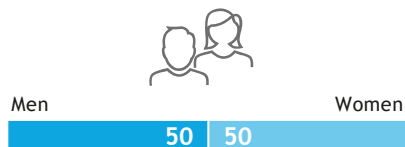
Methodology and sample

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 our way of living and life goals as well as everyday attitudes to family, work, leisure and consumption.
- Established test procedures of empirical social research were used to **examine the statistical significance of survey results**. The differences in the response behaviour of the analysed population groups were checked by means of a chi-square test (e.g. age group of 18 to 29 years compared to the average). This is based on a confidence interval of 95% or 99%, which is customary for social science purposes.
 - The examined characteristics are interpreted as **overrepresented or underrepresented** in the sample if the probability of this is at least 95%. Characteristics are considered to be **strongly overrepresented or strongly underrepresented** if a probability of 99% is applied.
 - The result of the significance test always depends on the group size. The larger the group (e.g. group of people with high educational qualifications), the more likely it is that even weak over- and under-representations can be shown to be significant. For this reason, it can happen in individual cases that identical numerical values are presented as differently over- or under-represented.

Demographic structure of the sample

Gender



Age ø 45.0 years

18 to 29 years	18
30 to 39 years	17
40 to 49 years	22
50 to 59 years	24
60 to 69 years	19

Marital status

Single	26
In partnership, living separately	10
In partnership, living together	15
Married / registered partnership	40
Living in separation / divorced	7
Widowed	2

Persons in household

1 person	13
2 persons	26
3 persons	30
4 persons	25
5 persons	5
6 persons and more	1

Educational qualification

Low	38
Medium	44
High	18

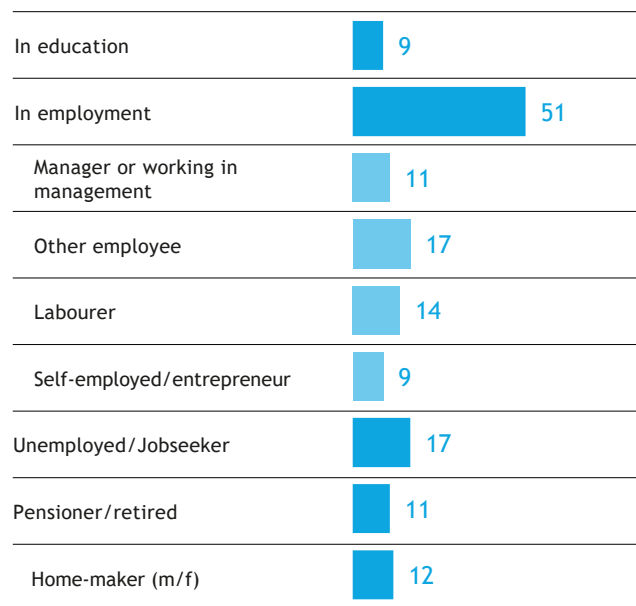
Children in household

YES	41
Yes, children aged 0-5 years	8
Yes, children aged 6-13	13
Yes, children aged 14-17	9
Yes, children aged 18 and over (adult children)	20
There are no children living in my household	59

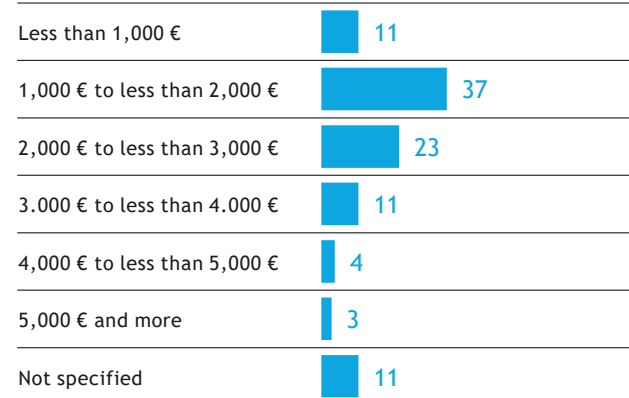
Basis: 1,201 cases, total sample; figures in %.

Demographic structure of the sample

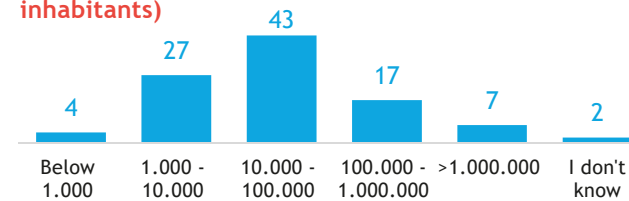
Occupational status



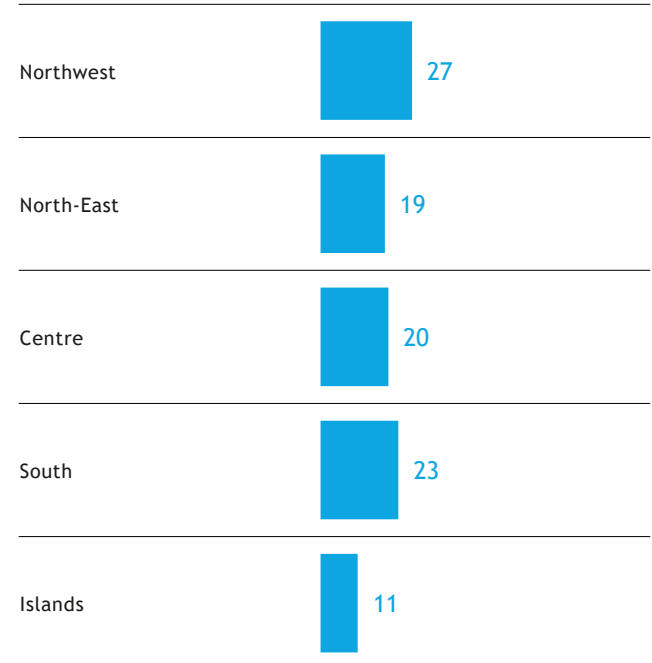
Net household income



Size of residency (number of inhabitants)



Region



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

The Sinus-Meta-Milieus[®] in Italy

18 - 69 year olds

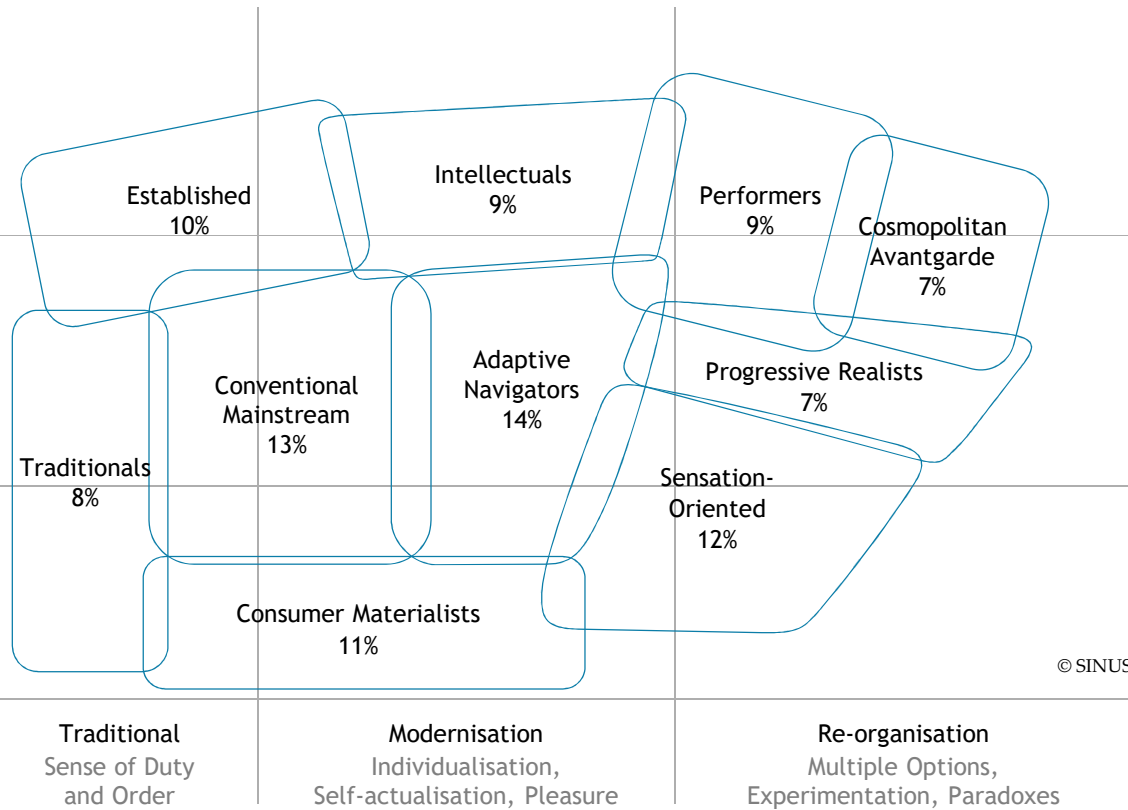
Social status ↓



Higher

Middle

Lower



Basic Values →

Traditional
Sense of Duty
and Order

Modernisation
Individualisation,
Self-actualisation, Pleasure

Re-organisation
Multiple Options,
Experimentation, Paradoxes

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 way of living, digital affinity, reliable and loyal, open to new - but tested and verified - things
Intellectuals	Academic elite with post-material beliefs: High affinity for enjoyment, sensuality, art and culture, critical of globalisation, advocate for justice and public welfare, taking responsibility for oneself and others, affinity for education and high quality of life	Sensation-Oriented	Materialistic- and entertainment-focused lower middle-class: Hedonistic, with focus on today, conspicuous consumption, unconcerned, open to risks, anti-bourgeois yet materialistic 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, 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 way of living but without renunciation, driving the global social transformation, progressive, optimistic, ease of dealing with contradictions, party and protest, seriousness and entertainment	Consumer-Materialists	Lower class striving for validation: Precarious living conditions, undemanding adaptation to necessities, desire for consumption standard of the middle class, defiant cohesion within their own community, fear of speed of change and being left behind



2

Problem awareness

Main findings

Problem awareness

Importance of environmental, nature and climate protection

- Public health service and care is the most frequently mentioned of the five most important political topics (61%). The topic "Employment offers and fair wages" is the second most frequently mentioned (50%). environmental, nature and climate protection ranked third with 43% mentions - closely followed by the topic of inflation or declining purchasing power (40%).

Relevance of environmental policy fields of action

- Among the five biggest challenges for the preservation of our livelihoods, respondents most frequently mention climate change or climate-damaging emissions (65%). Air pollution or air quality (54%) and waste in the environment and living environment (53%) are the second and third most frequently mentioned. Increasing traffic and noise are seen least often as a priority environmental policy field of action (11%).

Relevance of climate change as a topic

- A clear majority of the population considers climate change to be a (very) important topic for Italy: On a scale from 0 "completely irrelevant" to 10 "absolutely important", 74% of the respondents choose the scale points 8 to 10, another 15% the scale points 6 to 7. In contrast, it is only 3% of the respondents who choose the scale points 0 to 2. The scale average is 8.1.

Main findings

Problem awareness

Attitudes towards climate change

- 96% of respondents believe that the destruction of nature endangers people and their livelihoods (highest level of agreement "Fully agree": 67%). At the same time, 86% say they are afraid of the consequences of climate change (highest level of agreement: 42%), while 28% think that many things are very exaggerated when it comes to the consequences of climate change (highest level of agreement: 10%). When asked if there are more important problems than climate change in their country, 46% agree (highest level of agreement: 12%) and 54% disagree. Similarly, when asked whether we should focus on adapting to the consequences of climate change rather than on climate protection, 50% agree (highest level of agreement: 11%) and 50% disagree.

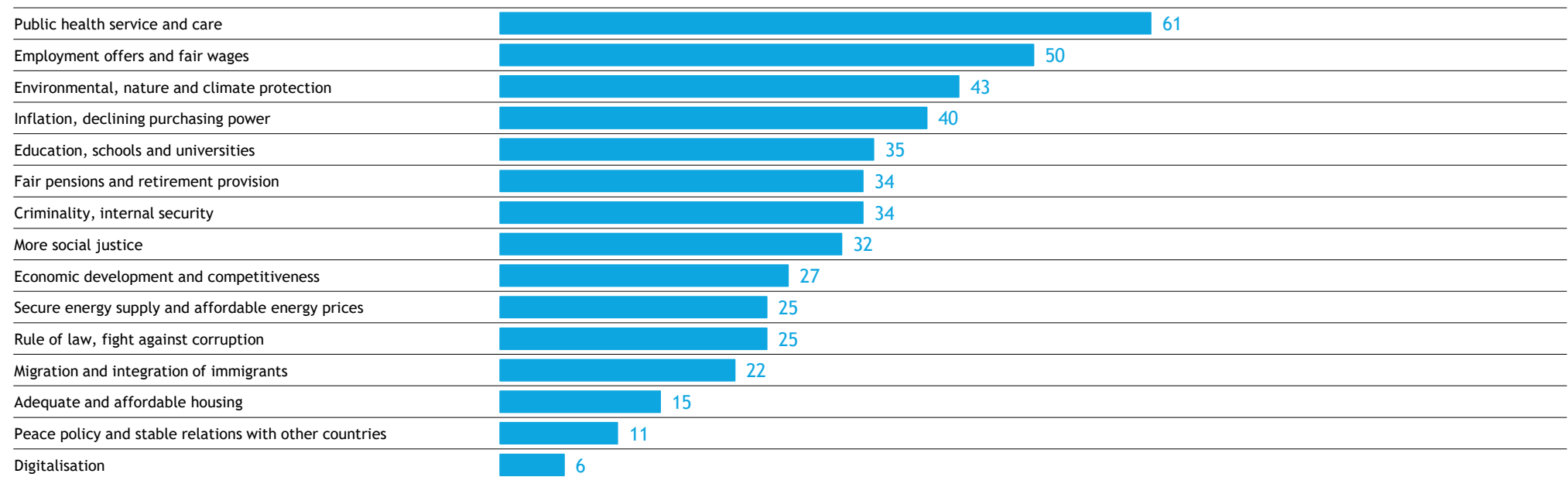
Consequences of climate change

- The increase in extreme weather events is by far the most frightening for the population: 74% of respondents rank the increase in extreme weather events among the five consequences of climate change that frighten them the most. With 57% mentioning it, the lack of water in everyday life is in second place. The increase in humanitarian crises is named third most often (42%), followed by the extinction of species of flora and fauna (38%), Rising sea levels due to the melting of the poles (35%), businesses (35%) and falling yields in agriculture (34%). Significantly fewer respondents are afraid of increased immigration and migration as a result of climate change (18%).

Importance of environmental, nature and climate protection

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

Politically relevant topics



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

Importance of environmental, nature and climate protection

Which of the following topics do you think are the most important for politicians in Italy 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	61	60	66	55	56	57	63	65	66	58	64
Employment offers and fair wages	50	45	48	48	54	50	44	50	63	49	52
Environmental, nature and climate protection	43	51	58	48	51	34	42	45	34	28	57
Inflation, declining purchasing power	40	44	38	36	44	49	44	32	38	42	27
Education, schools and universities	35	32	50	42	39	33	33	25	28	28	43
Fair pensions and retirement provision	34	38	29	24	32	33	36	35	46	35	22
Criminality, internal security	34	43	24	33	18	33	39	40	38	33	31
More social justice	32	20	41	34	28	27	32	34	30	35	44
Economic development and competitiveness	27	28	27	34	28	31	32	17	17	27	21
Secure energy supply and affordable energy prices	25	26	14	22	16	26	24	33	37	26	16
Rule of law, fight against corruption	25	20	36	28	26	20	33	14	16	27	30
Migration and integration of immigrants	22	31	15	26	19	19	20	26	23	17	25
Adequate and affordable housing	15	11	18	14	20	8	12	18	21	17	12
Peace policy and stable relations with other countries	11	11	7	17	15	12	6	13	7	9	13
Digitalisation	6	3	10	8	8	9	3	2	2	10	6

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

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

Importance of environmental, nature and climate protection

Which of the following topics do you think are the most important for politicians in Italy 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	61	58	64	50	63	59	62	71
Employment offers and fair wages	50	46	54	53	57	54	49	38
Environmental, nature and climate protection	43	43	43	51	41	40	37	49
Inflation, declining purchasing power	40	45	36	34	42	40	41	43
Education, schools and universities	35	33	37	47	33	39	29	28
Fair pensions and retirement provision	34	32	36	16	29	35	40	44
Criminality, internal security	34	35	33	32	33	33	37	33
More social justice	32	29	35	36	31	32	32	29
Economic development and competitiveness	27	32	21	30	31	26	24	23
Secure energy supply and affordable energy prices	25	23	26	17	25	22	32	26
Rule of law, fight against corruption	25	31	19	27	25	24	22	29
Migration and integration of immigrants	22	24	20	21	13	22	28	22
Adequate and affordable housing	15	11	19	20	13	14	15	12
Peace policy and stable relations with other countries	11	11	10	12	6	10	12	11
Digitalisation	6	9	3	9	8	6	4	3

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Importance of environmental, nature and climate protection

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

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<877 €)	Medium 60-140% (877-2.045 €)	High >140% (>2.045 €)
Public health service and care	61	62	60	59	58	61	62
Employment offers and fair wages	50	53	48	48	59	46	40
Environmental, nature and climate protection	43	38	47	44	41	46	37
Inflation, declining purchasing power	40	35	45	41	36	43	44
Education, schools and universities	35	26	39	43	33	36	30
Fair pensions and retirement provision	34	37	32	28	37	34	33
Criminality, internal security	34	36	33	31	33	34	28
More social justice	32	33	33	26	33	31	30
Economic development and competitiveness	27	22	27	37	22	30	36
Secure energy supply and affordable energy prices	25	31	22	17	23	25	26
Rule of law, fight against corruption	25	18	30	26	21	28	26
Migration and integration of immigrants	22	25	18	26	21	23	31
Adequate and affordable housing	15	18	12	15	19	14	8
Peace policy and stable relations with other countries	11	10	10	14	12	9	14
Digitalisation	6	4	6	9	6	5	9

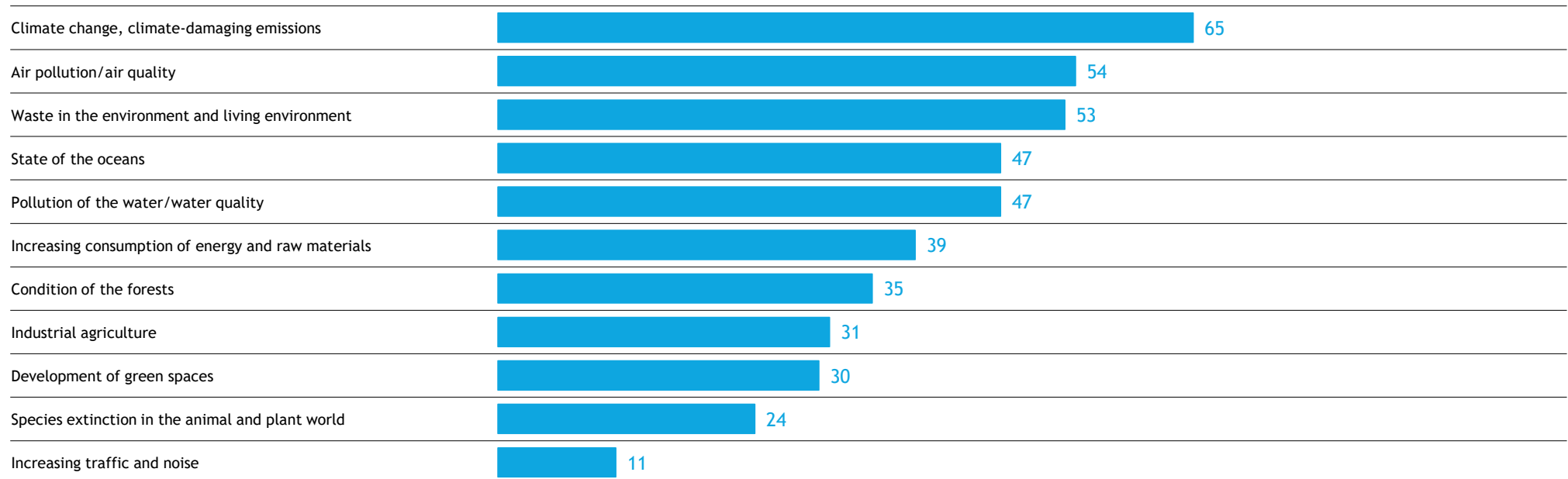
Basis: 1,201 cases, total sample; figures in %.

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

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

Environmental policy fields of action



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

Relevance of environmental policy fields of action

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Climate change, climate-damaging emissions	65	72	80	56	70	65	58	65	60	55	82
Air pollution/air quality	54	55	51	61	55	56	51	56	56	49	47
Waste in the environment and living environment	53	57	62	58	53	45	54	43	53	52	51
State of the oceans	47	48	61	43	48	43	49	46	47	36	49
Pollution of the water/water quality	47	52	49	52	48	47	45	43	43	49	40
Increasing consumption of energy and raw materials	39	43	33	45	38	44	44	27	34	37	39
Condition of the forests	35	30	42	42	24	38	36	36	37	28	40
Industrial agriculture	31	33	32	26	28	27	29	35	41	28	36
Development of green spaces	30	26	22	30	32	20	41	22	39	35	38
Species extinction in the animal and plant world	24	24	25	28	30	23	20	28	25	19	26
Increasing traffic and noise	11	13	6	7	9	9	15	18	10	14	6

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

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

strongly overrepresented
overrepresented
strongly underrepresented
underrepresented

Relevance of environmental policy fields of action

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Climate change, climate-damaging emissions	65	61	69	68	66	61	62	72
Air pollution/air quality	54	56	52	53	53	55	53	55
Waste in the environment and living environment	53	54	52	52	48	53	52	59
State of the oceans	47	45	48	48	46	42	51	45
Pollution of the water/water quality	47	51	42	48	43	43	50	50
Increasing consumption of energy and raw materials	39	40	38	35	43	42	34	41
Condition of the forests	35	37	34	36	39	31	36	35
Industrial agriculture	31	29	33	18	31	29	39	38
Development of green spaces	30	31	30	37	30	32	28	26
Species extinction in the animal and plant world	24	21	28	29	24	25	24	20
Increasing traffic and noise	11	11	11	10	9	13	13	9

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

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

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

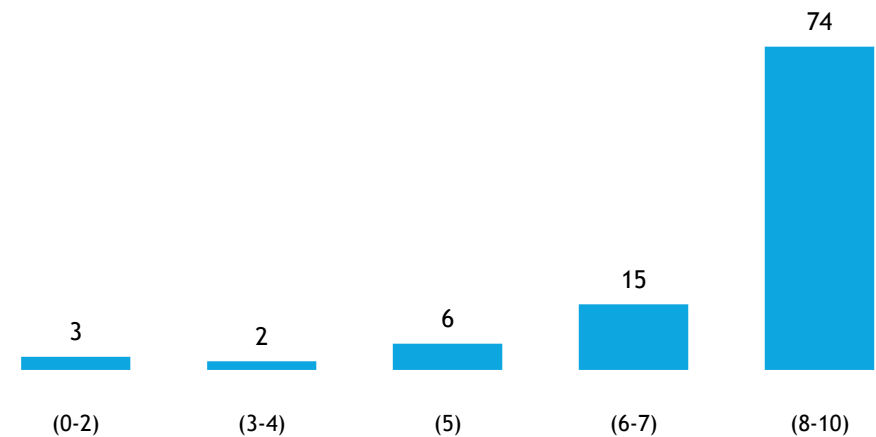
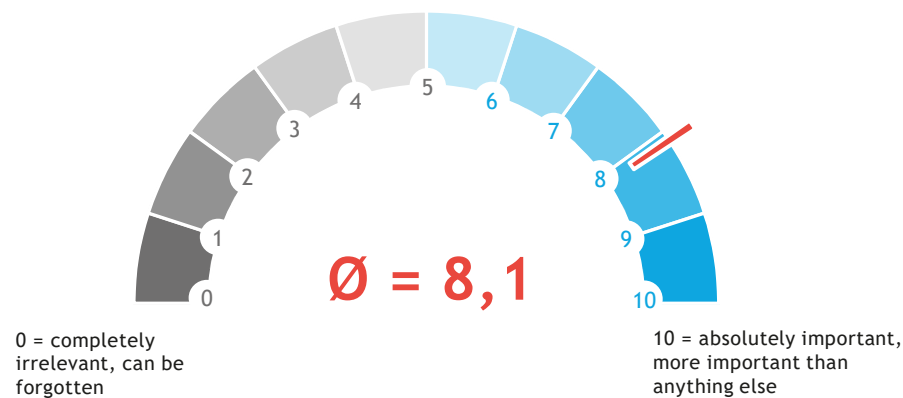
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<877 €)	Medium 60-140% (877-2.045 €)	High >140% (>2.045 €)
Climate change, climate-damaging emissions	65	64	67	64	65	65	66
Air pollution/air quality	54	54	53	54	54	54	61
Waste in the environment and living environment	53	51	52	57	56	51	47
State of the oceans	47	45	47	48	47	48	40
Pollution of the water/water quality	47	45	49	45	47	46	53
Increasing consumption of energy and raw materials	39	34	41	43	33	42	41
Condition of the forests	35	34	37	34	35	38	24
Industrial agriculture	31	36	28	29	33	32	30
Development of green spaces	30	29	31	33	31	30	28
Species extinction in the animal and plant world	24	26	23	24	24	25	26
Increasing traffic and noise	11	11	10	12	11	10	9

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Relevance of climate change as a topic

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



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

Relevance of climate change as a topic

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	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
10=Absolutely important, more important than anything else	29	40	38	26	28	17	24	28	32	23	44
9	23	19	34	24	24	23	23	25	16	18	25
8	22	21	17	23	30	24	23	24	15	24	23
7	10	12	7	8	7	15	9	10	15	11	8
6	5	4	2	6	2	7	7	4	4	7	-
5	6	4	2	5	5	5	9	6	9	9	-
4	1	1	-	3	2	1	1	-	2	2	-
3	1	-	-	1	1	1	1	-	1	1	-
2	1	-	1	2	-	3	2	-	2	-	-
1	0	-	-	-	-	1	1	-	2	1	-
0=Totally irrelevant, can be forgotten	2	-	-	3	1	2	1	3	2	5	-
Average	8,1	8,6	8,9	8,0	8,3	7,6	7,9	8,2	7,8	7,6	9,0

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

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		Gender		Age (years)				
	Total	Male	Female	18-29	30-39	40-49	50-59	60-69
10=Absolutely important, more important than anything else	29	28	30	26	23	26	30	38
9	23	20	25	25	20	25	18	26
8	22	23	22	22	29	21	22	18
7	10	11	10	14	13	10	10	5
6	5	6	4	6	5	6	4	2
5	6	6	5	4	4	3	9	7
4	1	2	1	1	1	1	1	2
3	1	1	0	-	1	2	1	-
2	1	1	1	2	0	1	2	0
1	0	1	0	0	1	1	0	-
0=Totally irrelevant, can be forgotten	2	2	2	0	1	3	2	1
Average	8,1	8,0	8,3	8,2	8,0	8,0	8,0	8,5

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

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

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

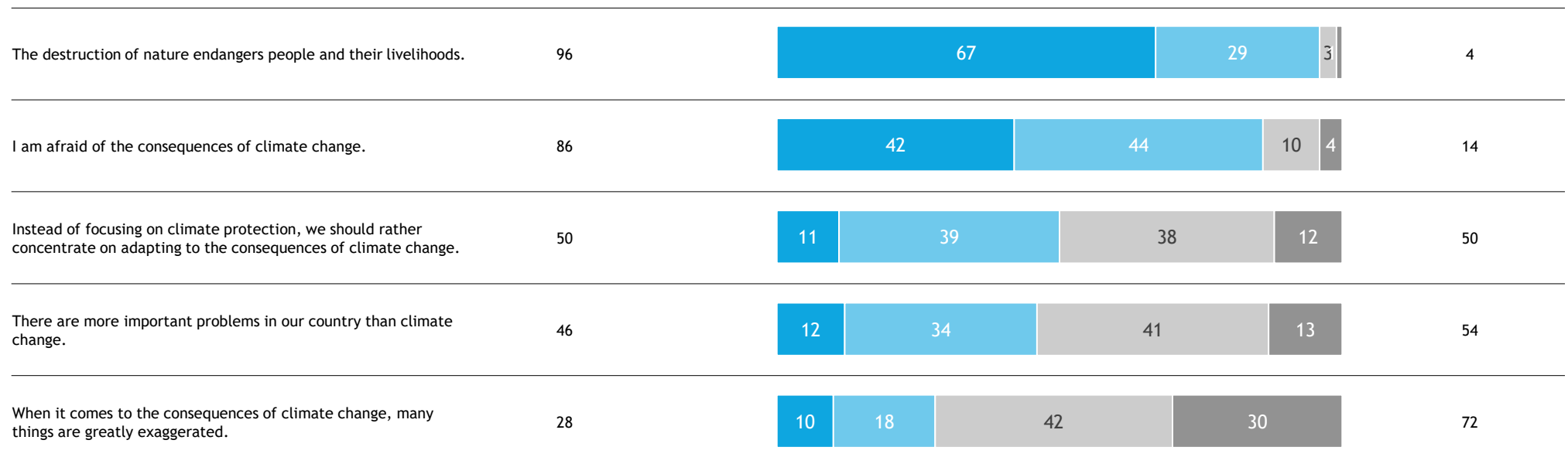
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<877 €)	Medium 60-140% (877-2.045 €)	High >140% (>2.045 €)
10=Absolutely important, more important than anything else	29	33	28	25	30	30	24
9	23	21	23	25	23	21	28
8	22	18	25	26	21	23	22
7	10	11	10	11	11	10	14
6	5	5	4	4	5	5	2
5	6	7	6	4	5	6	4
4	1	1	2	0	2	1	1
3	1	1	1	0	0	1	-
2	1	1	1	2	1	1	-
1	0	1	0	0	-	0	2
0=Totally irrelevant, can be forgotten	2	2	1	2	2	2	2
Average	8,1	8,1	8,2	8,1	8,2	8,1	8,1

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attitudes towards climate change

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



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

 Fully agree
  Somewhat agree
  Somewhat disagree
  Completely disagree

Attitudes towards climate change

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

Response category: "Fully agree / Somewhat agree".

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
The destruction of nature endangers people and their livelihoods.	96	97	99	97	99	94	96	97	94	88	100
I am afraid of the consequences of climate change.	86	92	96	83	89	84	82	84	82	77	97
Instead of focusing on climate protection, we should rather concentrate on adapting to the consequences of climate change.	50	48	26	48	47	41	54	59	64	72	32
There are more important problems in our country than climate change.	46	36	28	42	36	52	53	47	60	62	22
When it comes to the consequences of climate change, many things are greatly exaggerated.	28	22	8	30	22	30	35	27	32	44	15

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

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strongly overrepresented
 overrepresented
 strongly underrepresented
 underrepresented

Attitudes towards climate change

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

Response category: "Fully agree / Somewhat agree".

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
The destruction of nature endangers people and their livelihoods.	96	96	96	96	96	97	95	94
I am afraid of the consequences of climate change.	86	82	89	89	87	85	83	87
Instead of focusing on climate protection, we should rather concentrate on adapting to the consequences of climate change.	50	54	47	36	46	54	57	54
There are more important problems in our country than climate change.	46	48	44	42	49	50	51	36
When it comes to the consequences of climate change, many things are greatly exaggerated.	28	32	23	22	31	29	32	24

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attitudes towards climate change

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

Response category: "Fully agree / Somewhat agree".

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<877 €)	Medium 60-140% (877-2.045 €)	High >140% (>2.045 €)
The destruction of nature endangers people and their livelihoods.	96	95	96	95	96	96	96
I am afraid of the consequences of climate change.	86	84	87	87	86	85	87
Instead of focusing on climate protection, we should rather concentrate on adapting to the consequences of climate change.	50	57	48	41	51	49	52
There are more important problems in our country than climate change.	46	47	44	47	47	44	46
When it comes to the consequences of climate change, many things are greatly exaggerated.	28	30	26	28	27	28	30

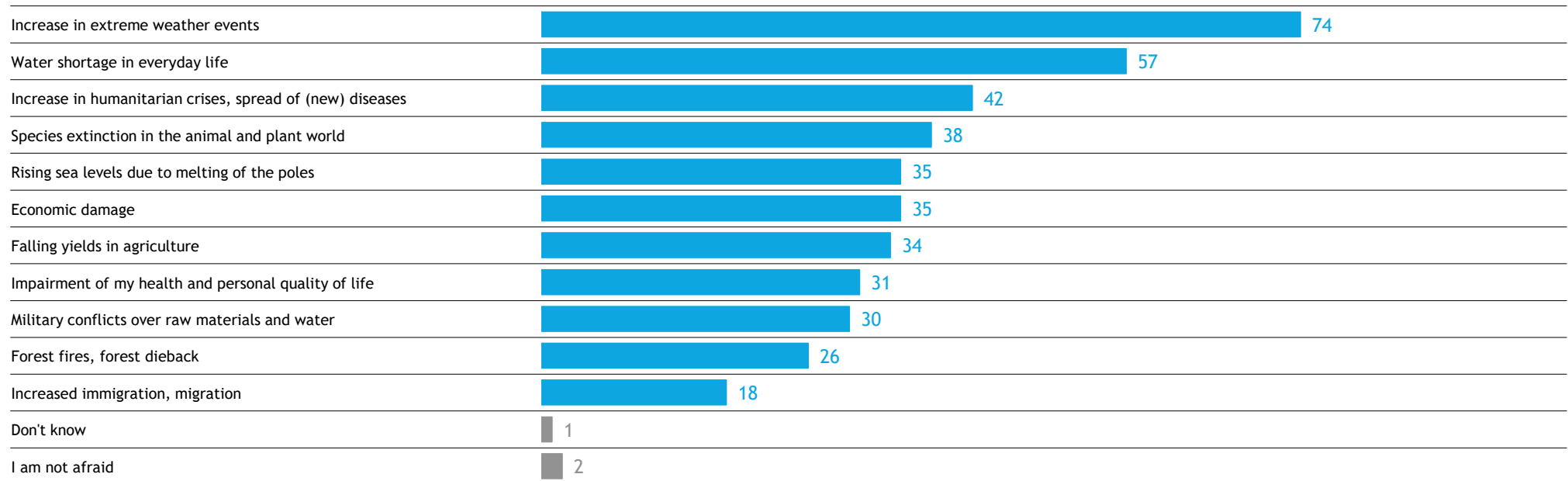
Basis: 1,201 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Consequences of climate change - Anxiety scale

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

Consequences of climate change



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

Consequences of climate change - Anxiety scale

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Increase in extreme weather events	74	76	88	75	71	69	78	74	80	60	78
Water shortage in everyday life	57	60	56	66	64	53	61	60	59	42	58
Increase in humanitarian crises, spread of (new) diseases	42	39	50	45	54	40	38	39	41	30	51
Species extinction in the animal and plant world	38	40	43	45	44	30	38	38	35	32	42
Rising sea levels due to melting of the poles	35	36	47	33	45	34	30	29	34	28	47
Economic damage	35	34	32	27	23	38	34	46	36	45	31
Falling yields in agriculture	34	33	36	34	30	28	36	37	37	32	36
Impairment of my health and personal quality of life	31	35	28	32	32	27	28	39	29	35	28
Military conflicts over raw materials and water	30	37	40	32	24	30	24	23	29	29	34
Forest fires, forest dieback	26	28	17	24	31	24	28	33	28	24	28
Increased immigration, migration	18	23	12	17	8	20	18	24	18	21	10
Don't know	1	-	-	-	-	1	2	-	2	3	-
I am not afraid	2	-	2	2	2	3	2	2	2	5	-

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

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strongly overrepresented
 overrepresented
 strongly underrepresented
 underrepresented

Consequences of climate change - Anxiety scale

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Increase in extreme weather events	74	71	77	76	70	73	76	76
Water shortage in everyday life	57	55	60	58	52	57	60	59
Increase in humanitarian crises, spread of (new) diseases	42	38	45	44	40	39	40	46
Species extinction in the animal and plant world	38	34	42	42	37	37	34	40
Rising sea levels due to melting of the poles	35	36	35	38	38	36	31	35
Economic damage	35	36	35	29	39	38	36	35
Falling yields in agriculture	34	35	33	30	30	32	34	42
Impairment of my health and personal quality of life	31	32	30	37	38	31	27	24
Military conflicts over raw materials and water	30	31	29	41	28	25	30	28
Forest fires, forest dieback	26	26	26	27	20	27	28	28
Increased immigration, migration	18	20	16	9	15	20	23	20
Don't know	1	1	1	0	1	-	2	1
I am not afraid	2	3	2	1	2	3	3	2

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Consequences of climate change - Anxiety scale

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

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<877 €)	Medium 60-140% (877-2.045 €)	High >140% (>2.045 €)
Increase in extreme weather events	74	75	74	74	70	79	68
Water shortage in everyday life	57	56	59	55	55	59	56
Increase in humanitarian crises, spread of (new) diseases	42	40	43	41	46	38	42
Species extinction in the animal and plant world	38	37	39	36	39	37	41
Rising sea levels due to melting of the poles	35	37	33	36	35	36	35
Economic damage	35	36	35	35	39	34	34
Falling yields in agriculture	34	33	35	33	35	33	30
Impairment of my health and personal quality of life	31	28	30	40	26	32	36
Military conflicts over raw materials and water	30	27	31	34	32	30	20
Forest fires, forest dieback	26	28	24	26	25	28	18
Increased immigration, migration	18	19	18	16	18	17	23
Don't know	1	2	1	0	1	1	1
I am not afraid	2	3	2	1	2	2	5

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented



3

Climate and environmentally conscious behaviour

Main findings

Climate and environmentally conscious behaviour

Attitudes towards climate and environmentally conscious behaviour

- Nine out of ten respondents believe that we all have to become active ourselves and start changing the way we live in order to maintain a liveable environment for us and the generations that follow (highest level of agreement "Fully agree": 49%).
- 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: 41%).
- Slightly fewer, but still more than three quarters of respondents (77%) say that they are committed to actively contribute to changing society (highest level of agreement: 22%).

Barriers to climate and environmentally conscious behaviour

- 90% of respondents believe that we should be willing to change our way of living for the benefit of the environment (highest level of agreement "Fully agree": 47%). However, 54% say that they themselves are only willing to do something to protect the environment if this does not affect their own standard of living (highest level of agreement: 16%).

Main findings

Climate and environmentally conscious behaviour

- 84% would be willing to do more to protect the environment if everyone acted in this way (highest level of agreement: 33%). However, 37% believe that others should first take the first step before contributing to climate protection themselves (highest level of agreement: 11%). In addition, one in four do not believe that they can make a significant contribution to environmental protection with their own behaviour (highest level of agreement: 6%).
- 73% say they are annoyed when others try to tell them how to live (highest level of agreement: 26%). In addition, 44% 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%).
- 25% find it difficult to shape their own lives in an environmentally and climate-friendly way (highest level of agreement: 5%). At the same time, 66% say that the Poor infrastructure makes it impossible to give up the car (highest level of agreement: 23%). 17% say they do not see the point in changing their own behaviour for something that may happen in the future (highest level of agreement: 4%).
- 57% fear that a fundamental change in our way of living and doing business is associated with high personal costs (highest level of agreement: 15%). 61% say that they personally lack the financial means to do something for climate protection (highest level of agreement: 21%). Furthermore, 51% consider measures to protect the climate and the environment to be socially unjust, as they burden low-income earners in particular (highest level of agreement: 16%).

Main findings

Climate and environmentally conscious behaviour

- 43% think that businesses know best how to implement the necessary change (highest level of agreement: 9%). Furthermore, 34% 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: 7%).
- 41% believe that preserving jobs is more important than climate and environmental protection (highest level of agreement: 9%). Furthermore, 36% say that businesses that need a lot of energy for their production cannot implement strict climate protection requirements (highest approval rating: 8%). 31% think that fighting climate change is detrimental to our businesses (highest approval rating: 10%).

Motivators of climate and environmentally conscious behaviour

- According to 95% of respondents, each individual has a responsibility to ensure that we leave a liveable environment for future generations (highest level of agreement "Fully agree": 66%). Just as many respondents believe that environmental protection is a matter of decency and civic duty (highest level of agreement: 57%). That more environmental protection means better quality of life and health for all, say 94% (highest level of agreement: 60%). 80% feel personally responsible for the preservation of nature and the environment (highest approval rating: 30%).
- 86% of respondents feel a strong connection with nature (highest level of agreement: 42%). Furthermore, 92% feel that spending time in nature significantly enhances their quality of life (highest level of agreement: 50%).

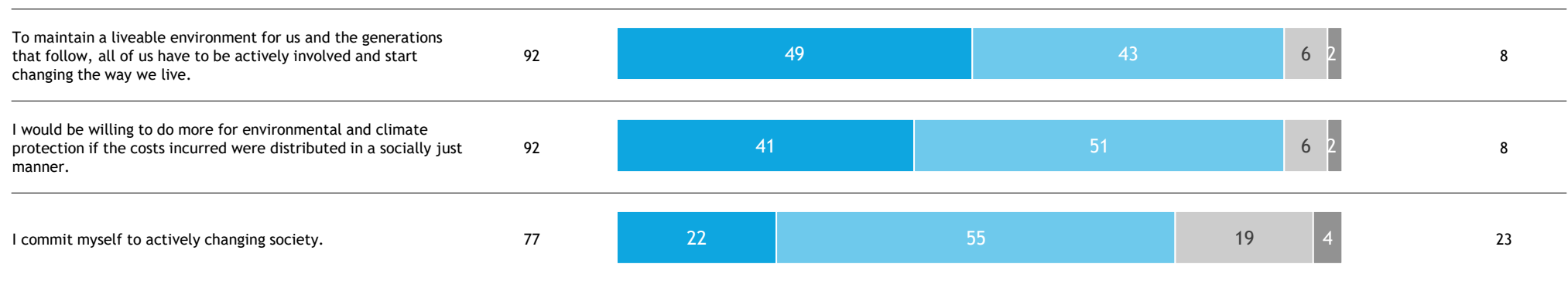
Main findings

Climate and environmentally conscious behaviour

- Nine out of ten respondents see the industrialised countries as having a special responsibility for climate protection, as they are the main cause of climate change (highest approval rating: 47%). Furthermore, 87% say they feel better when they buy products that have less impact on the environment and climate (highest level of agreement: 35%).
- 91% believe that our businesses must become more climate-friendly, as otherwise there is a threat of economic damage (highest approval rating: 47%). 87% 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, 82% believe that the switch to environmentally and climate-friendly products and production processes offers great employment opportunities (highest approval rating: 28%).

Attitudes towards climate and environmentally conscious behaviour

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



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

 Fully agree  Somewhat disagree
 Somewhat agree  Completely disagree

Attitudes towards climate and environmentally conscious behaviour

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

Response category: "Fully agree / Somewhat agree".





	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
To maintain a liveable environment for us and the generations that follow, all of us have to be actively involved and start changing the way we live.	92	97	99	93	97	90	89	96	87	84	98
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	95	89	93	93	93	88	94
I commit myself to actively changing society.	77	92	80	81	83	71	71	80	66	72	93

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.	49	57	71	54	60	30	33	54	46	43	72
I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially just manner.	41	46	42	39	46	25	39	42	48	37	54
I commit myself to actively changing society.	22	32	26	32	25	10	11	23	13	24	39

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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.	92	90	94	92	92	93	91	94
I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially just manner.	92	91	92	95	92	90	90	92
I commit myself to actively changing society.	77	77	78	73	73	78	81	82

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.	49	46	53	47	48	50	50	52
I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially just manner.	41	42	40	43	41	41	41	38
I commit myself to actively changing society.	22	22	22	22	19	21	27	21

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attitudes towards climate and environmentally conscious behaviour

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

Response category: "Fully agree / Somewhat agree".

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<877 €)	Medium 60-140% (877-2.045 €)	High >140% (>2.045 €)
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.	92	92	92	93	93	93	92
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	92	89	94	91	90
I commit myself to actively changing society.	77	77	78	79	78	78	80

Response category: "Fully agree".

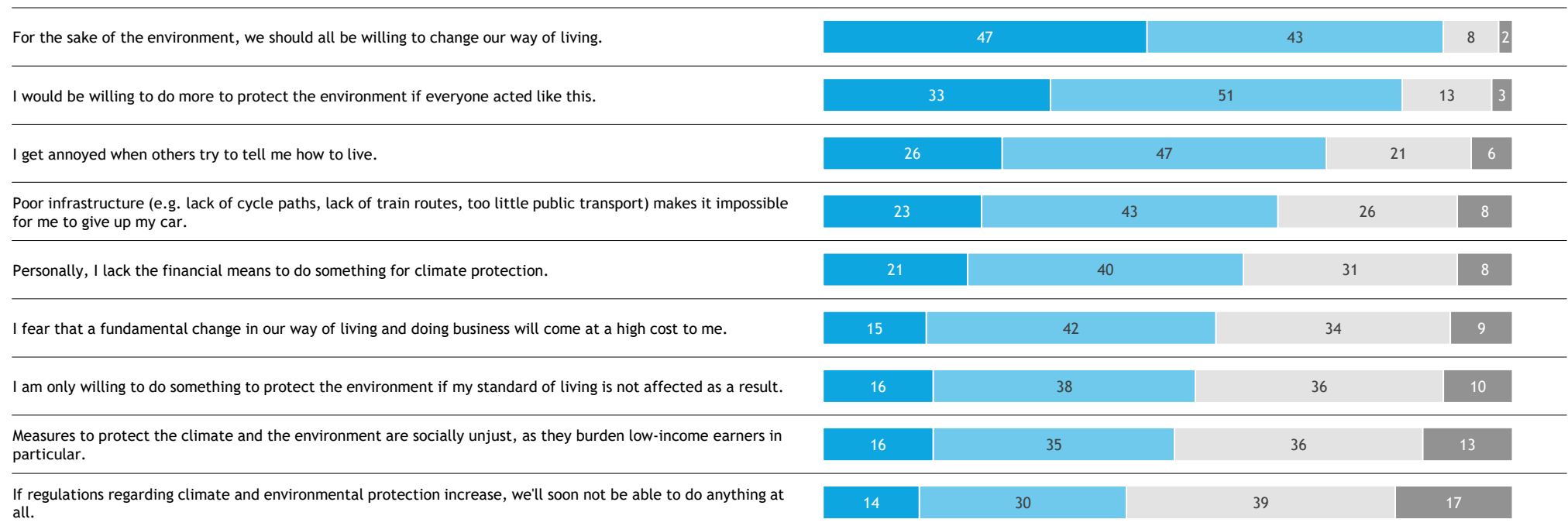
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<877 €)	Medium 60-140% (877-2.045 €)	High >140% (>2.045 €)
To maintain a liveable environment for us and the generations that follow, all of us have to be actively involved and start changing the way we live.	49	48	49	54	50	52	51
I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially just manner.	41	42	41	37	40	41	46
I commit myself to actively changing society.	22	21	21	26	22	22	27

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


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Barriers to climate and environmentally conscious behaviour (1)

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

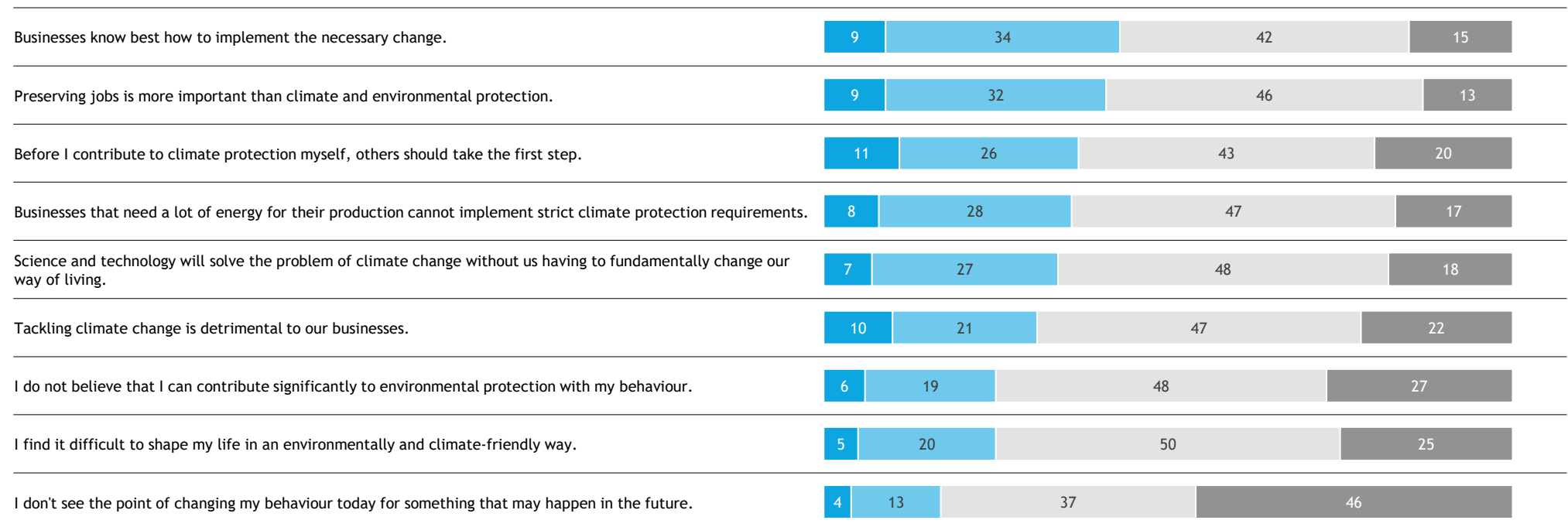


Basis: 1,201 cases, total sample; figures in %.

 Fully agree
  Somewhat agree
  Somewhat disagree
  Completely disagree

Barriers to climate and environmentally conscious behaviour (2)

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



Basis: 1,201 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.	90	96	97	93	94	84	88	93	87	78	94
I would be willing to do more to protect the environment if everyone acted like this.	84	90	78	80	85	81	86	83	90	82	84
I get annoyed when others try to tell me how to live.	73	70	57	71	69	77	80	69	79	79	68
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.	66	65	66	61	56	58	70	72	73	71	72
Personally, I lack the financial means to do something for climate protection.	61	52	40	48	56	62	72	68	81	68	48
I fear that a fundamental change in our way of living and doing business will come at a high cost to me.	57	57	39	42	43	65	72	54	69	65	47
I am only willing to do something to protect the environment if my standard of living is not affected as a result.	54	51	34	46	50	64	60	48	59	67	43
Measures to protect the climate and the environment are socially unjust, as they burden low-income earners in particular.	51	38	34	41	46	50	61	51	68	60	40
If regulations regarding climate and environmental protection increase, we'll soon not be able to do anything at all.	44	54	24	36	23	42	50	49	50	59	31

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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.	43	51	33	37	44	46	36	47	43	49	48
Preserving jobs is more important than climate and environmental protection.	41	36	24	40	38	58	44	38	48	55	18
Before I contribute to climate protection myself, others should take the first step.	37	36	17	23	24	40	45	39	51	50	24
Businesses that need a lot of energy for their production cannot implement strict climate protection requirements.	36	37	17	27	28	40	40	38	45	50	23
Science and technology will solve the problem of climate change without us having to fundamentally change our way of living.	34	45	15	41	33	43	31	28	26	49	24
Tackling climate change is detrimental to our businesses.	31	32	15	29	14	40	36	34	37	44	20
I do not believe that I can contribute significantly to environmental protection with my behaviour.	25	17	16	16	17	28	36	23	35	39	14
I find it difficult to shape my life in an environmentally and climate-friendly way.	25	24	17	20	16	31	27	19	30	38	16
I don't see the point of changing my behaviour today for something that may happen in the future.	17	12	4	12	10	21	22	19	15	36	9

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

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Barriers to climate and environmentally conscious behaviour (1)

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

Response category: "Fully agree / Somewhat agree".

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
For the sake of the environment, we should all be willing to change our way of living.	90	87	92	90	88	89	87	93
I would be willing to do more to protect the environment if everyone acted like this.	84	82	86	88	84	83	81	84
I get annoyed when others try to tell me how to live.	73	74	72	70	76	74	73	70
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.	66	67	66	64	68	65	70	63
Personally, I lack the financial means to do something for climate protection.	61	58	63	58	60	58	66	62
I fear that a fundamental change in our way of living and doing business will come at a high cost to me.	57	58	57	59	54	58	59	55
I am only willing to do something to protect the environment if my standard of living is not affected as a result.	54	58	50	51	59	58	56	45
Measures to protect the climate and the environment are socially unjust, as they burden low-income earners in particular.	51	52	49	47	52	53	52	48
If regulations regarding climate and environmental protection increase, we'll soon not be able to do anything at all.	44	45	42	30	46	46	48	45

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Barriers to climate and environmentally conscious behaviour (2)

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

Response category: "Fully agree / 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.	43	43	43	35	40	41	51	47
Preserving jobs is more important than climate and environmental protection.	41	41	42	34	47	45	46	36
Before I contribute to climate protection myself, others should take the first step.	37	39	34	34	33	38	41	34
Businesses that need a lot of energy for their production cannot implement strict climate protection requirements.	36	39	33	32	37	38	41	30
Science and technology will solve the problem of climate change without us having to fundamentally change our way of living.	34	41	28	34	37	36	36	28
Tackling climate change is detrimental to our businesses.	31	34	30	29	32	35	36	25
I do not believe that I can contribute significantly to environmental protection with my behaviour.	25	28	24	28	30	26	24	21
I find it difficult to shape my life in an environmentally and climate-friendly way.	25	26	24	27	26	27	27	18
I don't see the point of changing my behaviour today for something that may happen in the future.	17	22	12	21	17	17	18	12

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

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

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

Response category: "Fully agree / Somewhat agree".

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<877 €)	Medium 60-140% (877-2.045 €)	High >140% (>2.045 €)
For the sake of the environment, we should all be willing to change our way of living.	90	89	90	92	89	91	88
I would be willing to do more to protect the environment if everyone acted like this.	84	87	82	81	86	84	77
I get annoyed when others try to tell me how to live.	73	74	74	69	74	73	69
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.	66	68	67	61	66	67	64
Personally, I lack the financial means to do something for climate protection.	61	71	57	49	68	57	48
I fear that a fundamental change in our way of living and doing business will come at a high cost to me.	57	60	57	52	61	55	58
I am only willing to do something to protect the environment if my standard of living is not affected as a result.	54	55	53	54	60	50	57
Measures to protect the climate and the environment are socially unjust, as they burden low-income earners in particular.	51	56	50	41	56	46	49
If regulations regarding climate and environmental protection increase, we'll soon not be able to do anything at all.	44	47	42	39	46	42	46

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

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

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

Response category: "Fully agree / Somewhat agree".

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<877 €)	Medium 60-140% (877-2.045 €)	High >140% (>2.045 €)
Businesses know best how to implement the necessary change.	43	48	41	40	48	41	42
Preserving jobs is more important than climate and environmental protection.	41	43	40	42	44	39	49
Before I contribute to climate protection myself, others should take the first step.	37	41	36	29	39	34	42
Businesses that need a lot of energy for their production cannot implement strict climate protection requirements.	36	38	34	34	40	34	35
Science and technology will solve the problem of climate change without us having to fundamentally change our way of living.	34	32	37	33	34	34	41
Tackling climate change is detrimental to our businesses.	31	33	30	32	35	30	33
I do not believe that I can contribute significantly to environmental protection with my behaviour.	25	24	28	24	26	26	25
I find it difficult to shape my life in an environmentally and climate-friendly way.	25	24	27	24	28	23	24
I don't see the point of changing my behaviour today for something that may happen in the future.	17	16	18	15	17	16	20

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

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Barriers to climate and environmentally conscious behaviour (1)

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

Response category: "Fully agree".

	Total	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.	47	52	72	54	52	24	39	52	40	37	65
I would be willing to do more to protect the environment if everyone acted like this.	33	47	32	38	32	18	30	33	37	30	42
I get annoyed when others try to tell me how to live.	26	22	22	27	27	23	25	31	33	32	22
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.	23	21	28	23	12	12	23	25	36	24	28
Personally, I lack the financial means to do something for climate protection.	21	15	13	15	11	15	22	26	49	25	16
I am only willing to do something to protect the environment if my standard of living is not affected as a result.	16	18	15	16	13	11	13	15	18	24	12
Measures to protect the climate and the environment are socially unjust, as they burden low-income earners in particular.	16	15	8	9	11	13	18	12	32	20	11
I fear that a fundamental change in our way of living and doing business will come at a high cost to me.	15	11	10	12	7	15	14	17	26	19	12
If regulations regarding climate and environmental protection increase, we'll soon not be able to do anything at all.	14	12	8	11	9	12	12	20	16	22	12

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

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Barriers to climate and environmentally conscious behaviour (2)





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

Response category: "Fully agree".

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Before I contribute to climate protection myself, others should take the first step.	11	8	3	10	8	7	10	15	21	16	8
Tackling climate change is detrimental to our businesses.	10	8	3	11	3	12	12	16	13	15	6
Businesses know best how to implement the necessary change.	9	9	9	10	9	5	6	10	13	11	12
Preserving jobs is more important than climate and environmental protection.	9	8	1	10	5	13	9	10	12	18	2
Businesses that need a lot of energy for their production cannot implement strict climate protection requirements.	8	10	3	6	6	4	8	6	11	15	7
Science and technology will solve the problem of climate change without us having to fundamentally change our way of life.	7	13	3	9	9	8	7	6	5	10	6
I do not believe that I can contribute significantly to environmental protection with my behaviour.	6	2	3	8	4	7	8	9	9	10	1
I find it difficult to shape my life in an environmentally and climate-friendly way.	5	4	4	6	5	3	4	3	10	10	2
I don't see the point of changing my behaviour today for something that may happen in the future.	4	4	1	3	5	6	5	4	3	11	-

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Barriers to climate and environmentally conscious behaviour (1)

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

Response category: "Fully agree".

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
For the sake of the environment, we should all be willing to change our way of living.	47	43	49	41	46	49	44	51
I would be willing to do more to protect the environment if everyone acted like this.	33	33	33	32	33	33	33	34
I get annoyed when others try to tell me how to live.	26	29	24	22	29	31	27	21
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.	23	24	23	21	27	21	29	18
Personally, I lack the financial means to do something for climate protection.	21	20	22	18	19	22	27	19
I am only willing to do something to protect the environment if my standard of living is not affected as a result.	16	19	12	13	15	16	21	11
Measures to protect the climate and the environment are socially unjust, as they burden low-income earners in particular.	16	16	15	12	14	20	18	12
I fear that a fundamental change in our way of living and doing business will come at a high cost to me.	15	15	14	12	15	18	16	11
If regulations regarding climate and environmental protection increase, we'll soon not be able to do anything at all.	14	14	13	8	16	12	17	15

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Barriers to climate and environmentally conscious behaviour (2)

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

Response category: "Fully agree".

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Before I contribute to climate protection myself, others should take the first step.	11	12	10	7	10	11	15	9
Tackling climate change is detrimental to our businesses.	10	12	8	6	9	11	14	10
Businesses know best how to implement the necessary change.	9	9	9	8	8	9	11	11
Preserving jobs is more important than climate and environmental protection.	9	12	7	5	11	9	14	6
Businesses that need a lot of energy for their production cannot implement strict climate protection requirements.	8	9	7	6	7	10	12	4
Science and technology will solve the problem of climate change without us having to fundamentally change our way of life.	7	9	6	7	8	10	8	4
I do not believe that I can contribute significantly to environmental protection with my behaviour.	6	9	4	6	9	7	7	3
I find it difficult to shape my life in an environmentally and climate-friendly way.	5	5	6	4	6	5	7	4
I don't see the point of changing my behaviour today for something that may happen in the future.	4	7	2	3	6	5	5	2

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

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Barriers to climate and environmentally conscious behaviour (1)

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

Response category: "Fully agree".

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<877 €)	Medium 60-140% (877-2.045 €)	High >140% (>2.045 €)
For the sake of the environment, we should all be willing to change our way of living.	47	43	46	53	46	47	49
I would be willing to do more to protect the environment if everyone acted like this.	33	34	32	34	34	33	27
I get annoyed when others try to tell me how to live.	26	27	26	24	27	25	28
Poor infrastructure (e.g. lack of cycle paths, lack of train routes, too little public transport) makes it impossible for me to give up my car.	23	25	24	18	23	21	31
Personally, I lack the financial means to do something for climate protection.	21	30	18	10	28	18	10
I am only willing to do something to protect the environment if my standard of living is not affected as a result.	16	15	16	18	17	14	19
Measures to protect the climate and the environment are socially unjust, as they burden low-income earners in particular.	16	18	14	15	17	14	17
I fear that a fundamental change in our way of living and doing business will come at a high cost to me.	15	17	14	12	19	13	10
If regulations regarding climate and environmental protection increase, we'll soon not be able to do anything at all.	14	15	13	13	16	13	15

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

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Barriers to climate and environmentally conscious behaviour (2)

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

Response category: "Fully agree".

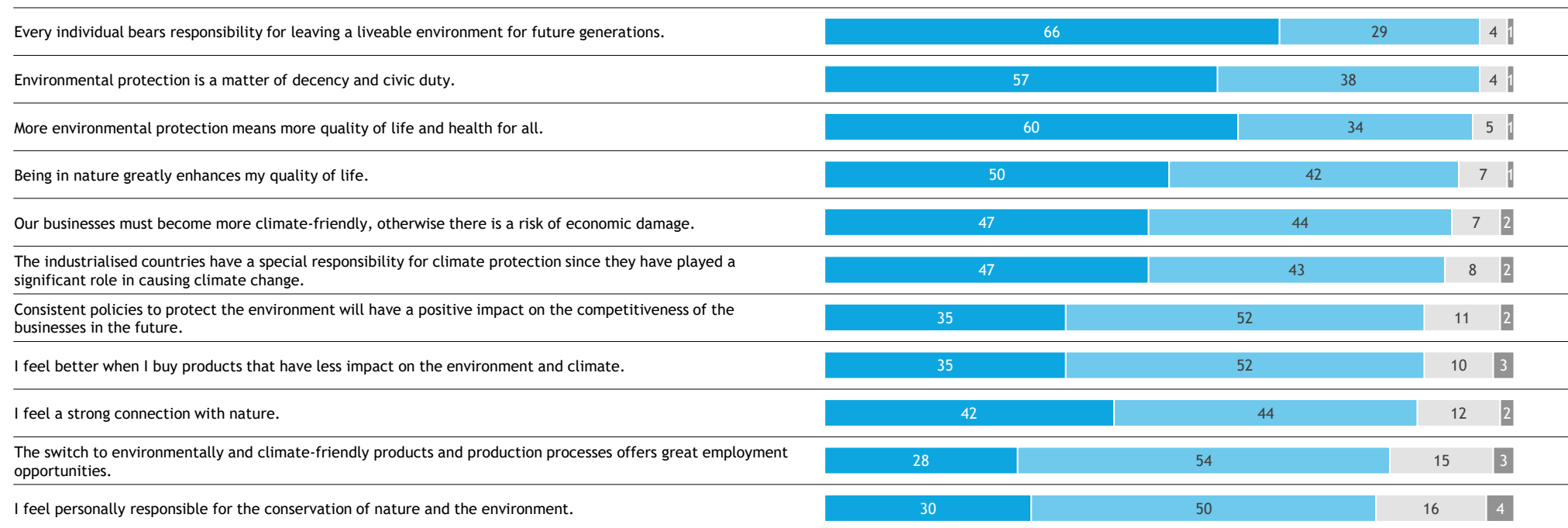
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<877 €)	Medium 60-140% (877-2.045 €)	High >140% (>2.045 €)
Before I contribute to climate protection myself, others should take the first step.	11	12	11	8	12	8	16
Tackling climate change is detrimental to our businesses.	10	12	9	10	11	10	12
Businesses know best how to implement the necessary change.	9	11	8	10	12	7	10
Preserving jobs is more important than climate and environmental protection.	9	10	8	11	10	9	14
Businesses that need a lot of energy for their production cannot implement strict climate protection requirements.	8	9	8	6	8	8	11
Science and technology will solve the problem of climate change without us having to fundamentally change our way of life.	7	6	9	7	8	6	14
I do not believe that I can contribute significantly to environmental protection with my behaviour.	6	6	7	6	6	7	5
I find it difficult to shape my life in an environmentally and climate-friendly way.	5	5	6	3	7	4	4
I don't see the point of changing my behaviour today for something that may happen in the future.	4	3	5	6	4	5	6

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

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Motivators of climate and environmentally conscious behaviour

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



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

 Fully agree
  Somewhat agree
  Somewhat disagree
  Completely disagree

Motivators of climate and environmentally conscious behaviour





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

Response category: "Fully agree / Somewhat agree".

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Every individual bears responsibility for leaving a liveable environment for future generations.	95	98	98	97	98	92	92	97	96	89	99
Environmental protection is a matter of decency and civic duty.	95	98	97	94	94	93	92	97	95	88	100
More environmental protection means more quality of life and health for all.	94	92	99	92	99	92	94	98	98	85	98
Being in nature greatly enhances my quality of life.	92	97	96	93	94	88	91	91	94	85	95
Our economy must become more climate-friendly, otherwise there is a risk of economic damage.	91	95	97	93	98	88	88	91	89	78	97
The industrialised countries have a special responsibility for climate protection since they have played a significant role in causing climate change.	90	90	98	89	95	86	83	91	91	84	94
Consistent policies to protect the environment will have a positive impact on the competitiveness of the businesses in the future.	87	91	94	88	90	83	83	86	84	80	95
I feel better when I buy products that have less impact on the environment and climate.	87	96	97	90	91	81	79	91	78	79	94
I feel a strong connection with nature.	86	94	89	94	86	78	85	90	82	82	95
The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.	82	88	93	83	88	82	78	82	68	75	94
I feel personally responsible for the conservation of nature and the environment.	80	86	90	89	89	69	71	83	68	73	90

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Motivators of climate and environmentally conscious behaviour

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

Response category: "Fully agree / Somewhat agree".

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Every individual bears responsibility for leaving a liveable environment for future generations.	95	94	96	94	92	95	96	97
Environmental protection is a matter of decency and civic duty.	95	95	94	94	95	94	94	96
More environmental protection means more quality of life and health for all.	94	92	96	90	92	95	95	97
Being in nature greatly enhances my quality of life.	92	91	93	88	91	93	94	94
Our economy must become more climate-friendly, otherwise there is a risk of economic damage.	91	89	92	93	87	90	89	94
The industrialised countries have a special responsibility for climate protection since they have played a significant role in causing climate change.	90	89	90	87	86	90	90	93
Consistent policies to protect the environment will have a positive impact on the competitiveness of the businesses in the future.	87	84	89	86	84	86	85	92
I feel better when I buy products that have less impact on the environment and climate.	87	83	90	87	84	83	87	91
I feel a strong connection with nature.	86	86	87	80	82	86	90	93
The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.	82	82	82	80	82	80	80	90
I feel personally responsible for the conservation of nature and the environment.	80	78	81	78	78	79	79	82

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

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Motivators of climate and environmentally conscious behaviour

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

Response category: "Fully agree / Somewhat agree".

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<877 €)	Medium 60-140% (877-2.045 €)	High >140% (>2.045 €)
Every individual bears responsibility for leaving a liveable environment for future generations.	95	97	94	95	96	94	96
Environmental protection is a matter of decency and civic duty.	95	96	93	96	94	96	88
More environmental protection means more quality of life and health for all.	94	96	93	93	94	95	94
Being in nature greatly enhances my quality of life.	92	94	90	93	92	92	91
Our economy must become more climate-friendly, otherwise there is a risk of economic damage.	91	90	92	89	90	90	92
The industrialised countries have a special responsibility for climate protection since they have played a significant role in causing climate change.	90	92	88	89	91	90	87
Consistent policies to protect the environment will have a positive impact on the competitiveness of the businesses in the future.	87	85	88	88	89	87	88
I feel better when I buy products that have less impact on the environment and climate.	87	88	85	87	88	86	85
I feel a strong connection with nature.	86	89	86	85	88	86	87
The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.	82	79	83	87	84	82	84
I feel personally responsible for the conservation of nature and the environment.	80	78	80	81	81	79	80

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

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Motivators of climate and environmentally conscious behaviour





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

Response category: "Fully agree".

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Every individual bears responsibility for leaving a liveable environment for future generations.	66	67	88	76	78	50	54	77	64	50	84
More environmental protection means more quality of life and health for all.	60	58	84	62	68	38	50	69	61	48	81
Environmental protection is a matter of decency and civic duty.	57	58	75	63	68	39	47	61	57	43	76
Being in nature greatly enhances my quality of life.	50	54	67	50	57	29	45	58	50	38	74
The industrialised countries have a special responsibility for climate protection since they have played a significant role in causing climate change.	47	50	68	45	52	32	39	48	46	43	58
Our businesses must become more climate-friendly, otherwise there is a risk of economic damage.	47	52	69	46	53	25	40	47	44	36	68
I feel a strong connection with nature.	42	51	50	45	48	24	35	52	38	39	62
Consistent policies to protect the environment will have a positive impact on the competitiveness of the businesses in the future.	35	38	57	34	39	21	22	37	33	32	61
I feel better when I buy products that have less impact on the environment and climate.	35	42	49	38	46	16	23	39	24	36	57
I feel personally responsible for the conservation of nature and the environment.	30	44	45	33	37	11	16	32	18	29	53
The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.	28	25	50	32	32	13	23	24	27	26	48

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Motivators of climate and environmentally conscious behaviour

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

Response category: "Fully agree".

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Every individual bears responsibility for leaving a liveable environment for future generations.	66	65	67	66	62	67	64	72
More environmental protection means more quality of life and health for all.	60	56	63	55	57	60	59	65
Environmental protection is a matter of decency and civic duty.	57	54	59	55	50	59	57	61
Being in nature greatly enhances my quality of life.	50	51	49	38	49	54	53	54
The industrialised countries have a special responsibility for climate protection since they have played a significant role in causing climate change.	47	51	42	43	37	50	49	52
Our businesses must become more climate-friendly, otherwise there is a risk of economic damage.	47	44	48	50	40	43	45	53
I feel a strong connection with nature.	42	43	42	29	37	42	50	51
Consistent policies to protect the environment will have a positive impact on the competitiveness of the businesses in the future.	35	37	34	30	35	32	36	45
I feel better when I buy products that have less impact on the environment and climate.	35	32	38	32	36	34	35	38
I feel personally responsible for the conservation of nature and the environment.	30	32	28	28	26	26	31	36
The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.	28	31	26	22	28	29	29	36

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

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Motivators of climate and environmentally conscious behaviour

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

Response category: "Fully agree".

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<877 €)	Medium 60-140% (877-2.045 €)	High >140% (>2.045 €)
Every individual bears responsibility for leaving a liveable environment for future generations.	66	68	64	69	64	66	74
More environmental protection means more quality of life and health for all.	60	61	58	60	59	59	61
Environmental protection is a matter of decency and civic duty.	57	58	55	58	57	55	61
Being in nature greatly enhances my quality of life.	50	52	49	48	51	50	57
The industrialised countries have a special responsibility for climate protection since they have played a significant role in causing climate change.	47	47	45	50	46	49	54
Our businesses must become more climate-friendly, otherwise there is a risk of economic damage.	47	44	46	51	48	45	50
I feel a strong connection with nature.	42	46	39	43	44	41	51
Consistent policies to protect the environment will have a positive impact on the competitiveness of the businesses in the future.	35	34	37	36	32	38	41
I feel better when I buy products that have less impact on the environment and climate.	35	34	35	38	35	35	40
I feel personally responsible for the conservation of nature and the environment.	30	28	30	33	28	31	36
The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.	28	27	29	30	27	30	36

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

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4

Changing our way of living and
economies

Main findings

Changing our way of living and economies

Assessing the need for change

- When asked whether a fundamental change in our way of living and doing business in Italy is necessary, 85% of respondents answered "Yes, definitely" (37%) or "rather yes" (48%). This contrasts with 13% who (rather) do not think fundamental change is necessary. A further 2% answered "I don't know".

Attribution of responsibility - Which actors do too little?

- In the opinion of the population, it is above all 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. 74% see more responsibility on the part of trade unions, 72% want more responsibility on the part of businesses, and 65% think local governments (e.g. municipality/city) should do more.
- That Citizens in their area are making (much) too little effort, say 65% of respondents. 58% think that the European Union does (way) too little.
- Non-governmental organisations are less likely to be expected to increase efforts (38%). the scientific community is seen as having the least responsibility (Way too little/too little: 29%).

Main findings

Changing our way of living and economies

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

- When it comes to addressing the climate and environmental crisis, the government is by far the most frequently cited of the three most influential actors (62%), followed by the European Union (46%). Citizens in their area and the scientific community are named third and fourth respectively (35% each). Businesses are seen as playing an influential role by 34%. These are followed by local governments (18%), political parties (15%), non-governmental organisations (12%) and trade unions (2%).

Attitudes towards policies

- 94% believe that politicians should pay much more attention to a socially just shaping of the change in our way of living and doing business (highest level of agreement "Fully agree": 45%). Almost as many respondents (92%) are in favour of more financial support for people with low incomes if the costs for electricity and heating or mobility increase due to climate protection measures (highest level of agreement: 49%). At the same time, two thirds of respondents (67%) feel uneasy at the idea of a fundamental change in our way of living and doing business , as they know from experience that many people will be worse off afterwards than before (highest level of agreement: 21%).
- 93% support a more consistent switch to renewable energy (highest approval rating: 48%). 66% agree with the statement "It annoys me that climate policy is controlled by the EU, because this does insufficiently take into account the special features of our country" (highest level of agreement: 25%).

Main findings

Changing our way of living and economies

- 91% are in favour of support programmes that help businesses to switch to climate-friendly production processes and products (highest approval rating: 42%). 89% think that businesses need clear guidelines from the state in order to become climate-neutral (highest approval rating: 34%). Politicians should exert much more pressure on businesses to achieve climate-friendly production methods, say 88% (highest approval rating: 37%). Furthermore, 77% believe that politicians follow the guidelines of industry and businesses too closely (highest approval rating: 29%).
- 84% 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: 31%). 70%, however, say that there are already enough guidelines for a fundamental change in our way of living and doing business - if these were implemented, we would be on the right track (highest approval rating: 17%).
- 83% believe that jobs affected by structural change should be preserved as long as possible if there are no suitable alternatives (highest level of agreement: 24%). Meanwhile, 67% say that structural change measures should be enforced even if jobs are lost as a result (highest level of agreement: 19%).
- 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: 33%).

Main findings

Changing our way of living and economies

Assessment of measures in nature, environmental and climate protection

- **Mobility**: 94% of respondents are in favour of reducing local public transport fares (highest level of agreement "I fully support": 56%). 94% are in favour of expanding the transport network and the frequency of local public transport (highest approval rating: 53%). More charging stations for electric or hybrid vehicles are supported by 86% (highest approval rating: 42%), the promotion of electric vehicles by 80% (highest approval rating: 41%), a climate tax on airline tickets by 55% (highest approval rating: 19%) and the introduction of a car toll (so that someone who drives a lot has to pay more) by 35% (highest approval rating: 12%).
- **Energy**: 89% are in favour of mandatory solar for public buildings and new private buildings (highest level of approval: 51%). 88% are in favour of cooperative membership (highest approval rating: 35%) and 87% of respondents are in favour of building more wind turbines (highest approval rating: 41%).
- **Technology/innovation/business**: 95% of respondents are in favour of promoting the development of climate-friendly products and technologies (highest approval rating: 54%). 90% are in favour of labelling climate-friendly products (highest approval rating: 42%). Reducing subsidies that are harmful to the climate is supported by 76% (highest approval rating: 31%) and making products that are harmful to the climate more expensive by 70% (highest approval rating: 29%).

Main findings

Changing our way of living and economies

- **Education**: 95% support an improvement of school education in the field of environmental and climate protection (highest level of agreement: 64%). 91% support training or further training (or retraining) for workers in jobs that will no longer be needed in the future (highest level of support: 50%).
- **Housing**: 94% approve of financial support for cost-efficient heating and thermal systems (e.g. heat pump) (highest approval level: 47%). 93% support state funding for the renovation of buildings for thermal insulation (highest approval rating: 52%). 91% support government subsidies for private households to use renewable energy (highest approval rating: 50%), and 87% approve of legal regulations on the energy efficiency of electrical household appliances (highest approval rating: 39%).

Attitudes towards the energy and heat transition

- 97% of respondents agree that workers affected by the switch to renewable energy (e.g. job loss) should be helped to retrain for alternative jobs (highest level of agreement "Fully agree": 57%). Furthermore, 94% think that the affected employees should be supported financially (compensation payments, severance payments, etc.) (highest level of agreement: 49%).

Main findings

Changing our way of living and economies

- 94% of respondents believe that private households that want to use renewable energy (e.g. solar electricity, solar heating or heat pump) should be financially supported (highest level of agreement: 53%). In addition, 94% agree that the development of energy communities should be supported by the government (highest level of agreement: 44%).
- 89% 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: 35%).
- According to 85% of the respondents, regions and municipalities affected by the conversion of electricity and heat supply to renewable energy (e.g. coal mining, natural gas, oil regions) should receive financial support (highest level of agreement: 33%). Furthermore, 68% think new industries should be actively located in the affected regions and municipalities (highest level of agreement: 24%).
- 57% of respondents can imagine taking an active part in shaping their community's energy supply, with 14% saying they could "definitely" imagine doing so. Asked whether they could imagine generating their own energy, 7% say they already do, 47% say they could "definitely" imagine it and 24% say they could "rather" imagine it.

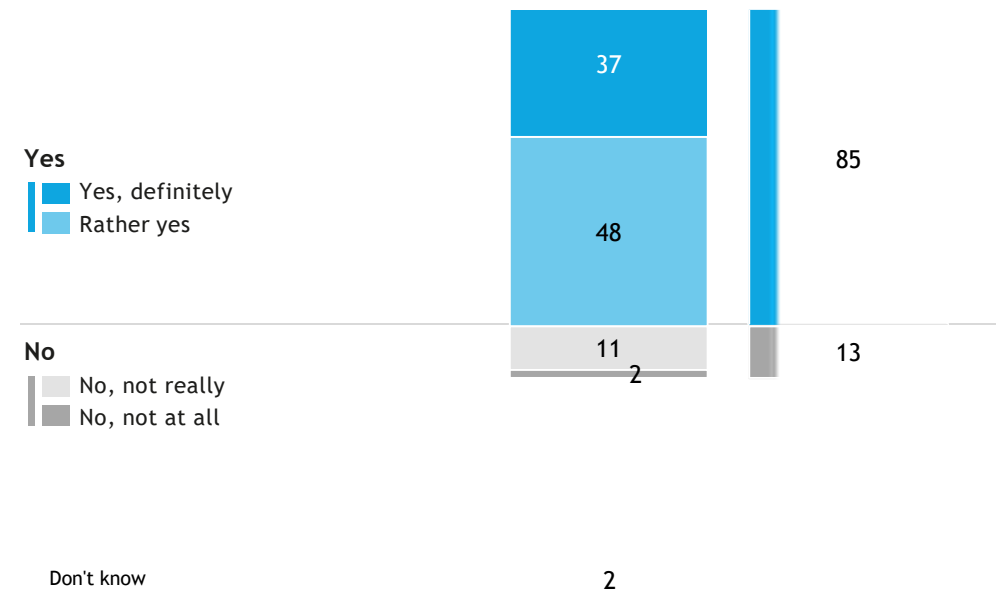
Main findings

Changing our way of living and economies

- 71% would "approve" of the construction of a solar park in their community if the profits generated by it benefited the community. Another 27% would accept it, only 2% would oppose it. The construction of a wind park in their community would be "fine" by 59% (if the profits generated by it benefit the community). Another 32% would accept it, 9% would oppose it.
- To fight climate change, it is necessary to heat differently in the coming years. Four out of five respondents (79%) think this should be done via more public subsidies for climate-neutral technologies and the replacement of heating. On the other hand, 5% support bans and 2% higher prices for oil, gas and coal. The remaining 14% of respondents are not in favour of any of the options mentioned.
- When asked whether renewable energy has become more important since the outbreak of the Russia-Ukraine conflict, 39% answer "yes, renewable energy has become more important". Another 31% answer with "rather yes". In contrast, 20% answered with "rather not" and 10% with "no, renewable energy has not become more important".

Assessment of the need for change

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



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

Assessment of the need for change

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
YES	85	89	97	85	94	79	84	81	76	82	96
Yes, definitely	37	34	53	37	41	20	35	35	32	38	56
Rather yes	48	56	44	48	53	59	49	46	43	44	40
NO	13	11	3	14	5	20	15	14	20	16	2
No, not really	11	9	3	14	5	18	12	12	19	10	2
No, not at all	2	2	-	-	-	2	3	3	2	6	-
Don't know	2	-	-	1	1	1	1	5	4	2	2

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

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

strongly overrepresented
 overrepresented
 strongly underrepresented
 underrepresented

Assessment of the need for change

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
YES	85	84	86	93	89	85	80	82
Yes, definitely	37	36	37	37	38	37	37	36
Rather yes	48	48	49	56	51	47	44	46
NO	13	15	11	7	10	14	17	15
No, not really	11	13	9	6	8	11	14	14
No, not at all	2	2	2	1	1	3	2	1
Don't know	2	1	3	-	2	1	3	3

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Assessment of the need for change

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

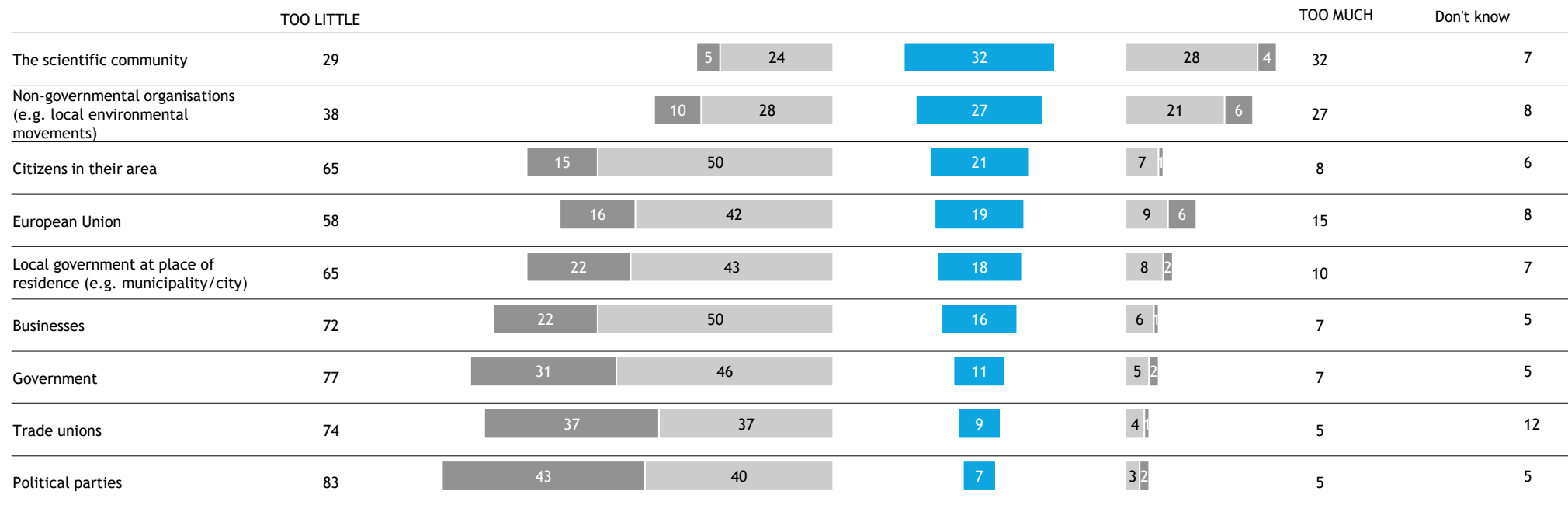
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<877 €)	Medium 60-140% (877-2.045 €)	High >140% (>2.045 €)
YES	85	79	89	90	87	86	84
Yes, definitely	37	34	38	39	37	38	40
Rather yes	48	45	51	50	50	48	44
NO	13	17	11	10	11	13	15
No, not really	11	16	8	7	9	12	11
No, not at all	2	1	2	3	2	2	4
Don't know	2	4	0	0	2	1	1

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attribution of responsibility

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



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

Way too little
Too little

Just right

Way too much
Too much





Attribution of responsibility (1)

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Businesses											
Way too much/too much	7	6	7	6	10	5	7	9	2	12	6
Just right	16	14	8	18	20	19	18	8	14	22	11
Too little/way too little	72	78	81	70	68	68	69	68	73	61	82
Local government at place of residence (e.g. municipality/city)											
Way too much/too much	10	11	7	14	12	6	5	10	8	14	9
Just right	18	19	17	24	18	26	13	19	12	18	17
Too little/way too little	65	66	72	58	62	58	76	55	73	63	73
European Union											
Way too much/too much	15	16	10	16	21	18	12	16	6	22	14
Just right	19	17	25	23	24	24	17	9	9	25	20
Too little/way too little	58	65	62	53	51	52	64	59	73	48	61

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 strongly overrepresented
 overrepresented
 strongly underrepresented
 underrepresented

Attribution of responsibility (2)

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Government											
Way too much/too much	7	10	2	12	5	7	7	10	2	12	1
Just right	11	11	10	14	9	18	9	11	7	13	4
Too little/way too little	77	77	88	70	81	69	78	65	84	69	93
Citizens in their area											
Way too much/too much	8	9	6	11	13	8	5	11	3	13	9
Just right	21	22	16	26	17	30	21	20	15	20	16
Too little/way too little	65	66	76	57	60	54	68	55	74	61	74
Trade unions											
Way too much/too much	5	5	2	7	6	6	3	11	-	11	3
Just right	9	10	10	12	14	10	5	4	4	12	12
Too little/way too little	74	79	78	69	69	70	83	66	80	67	80

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 overrepresented
 strongly underrepresented
 underrepresented

Attribution of responsibility (3)

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Political parties											
Way too much/too much	5	8	1	5	5	4	4	7	1	7	-
Just right	7	5	4	11	9	10	5	3	5	10	8
Too little/way too little	83	85	92	80	84	79	84	73	87	77	91
Non-governmental organisations (e.g. local environmental movements)											
Way too much/too much	27	26	41	36	35	25	18	26	14	25	33
Just right	27	20	32	27	36	29	25	22	23	27	36
Too little/way too little	38	50	24	28	25	38	48	36	48	41	28
The scientific community											
Way too much/too much	32	33	47	35	28	30	33	23	19	33	42
Just right	32	33	30	36	48	40	24	31	28	26	28
Too little/way too little	29	31	20	25	20	23	37	26	41	35	25

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Attribution of responsibility (1)

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Businesses								
Way too much/too much	7	6	8	9	10	6	7	2
Just right	16	19	12	17	17	16	13	15
Too little/way too little	72	72	71	69	67	71	74	75
Local government at place of residence (e.g. municipality/city)								
Way too much/too much	10	10	8	9	8	12	8	8
Just right	18	19	17	22	19	15	17	20
Too little/way too little	65	67	65	64	62	67	69	65
European Union								
Way too much/too much	15	19	11	19	18	16	12	12
Just right	19	21	18	28	22	17	17	14
Too little/way too little	58	57	61	48	52	60	65	65

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

Legend:

 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	9	6	8	7	9	5	6
Just right	11	14	8	10	8	10	11	15
Too little/way too little	77	75	79	78	77	76	79	73
Citizens in their area								
Way too much/too much	8	9	8	9	10	9	9	6
Just right	21	26	16	21	21	19	21	22
Too little/way too little	65	61	68	63	60	67	64	66
Trade unions								
Way too much/too much	5	6	5	6	7	6	6	3
Just right	9	10	7	13	10	9	7	7
Too little/way too little	74	76	72	70	70	73	77	80

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attribution of responsibility (3)

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Political parties								
Way too much/too much	5	5	4	4	6	6	3	3
Just right	7	7	7	10	6	5	7	7
Too little/way too little	83	84	81	84	80	82	85	83
Non-governmental organisations (e.g. local environmental movements)								
Way too much/too much	27	29	25	39	30	25	24	19
Just right	27	28	27	28	25	25	28	30
Too little/way too little	38	39	37	30	33	41	42	41
the scientific community								
Way too much/too much	32	34	30	42	37	31	27	27
Just right	32	36	28	34	31	26	36	32
Too little/way too little	29	26	32	20	23	35	33	32

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attribution of responsibility (1)

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

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<877 €)	Medium 60-140% (877-2.045 €)	High >140% (>2.045 €)
Businesses							
Way too much/too much	7	5	7	10	8	6	7
Just right	16	14	17	14	16	15	22
Too little/way too little	72	70	72	72	70	74	68
Local government at place of residence (e.g. municipality/city)							
Way too much/too much	10	9	9	12	10	9	14
Just right	18	18	18	21	17	19	24
Too little/way too little	65	64	69	61	67	67	56
European Union							
Way too much/too much	15	11	17	21	14	16	20
Just right	19	13	22	27	20	18	28
Too little/way too little	58	64	58	49	60	61	46

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attribution of responsibility (2)

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

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<877 €)	Medium 60-140% (877-2.045 €)	High >140% (>2.045 €)
Government							
Way too much/too much	7	5	6	13	7	8	9
Just right	11	10	12	10	12	10	13
Too little/way too little	77	76	79	74	76	78	74
Citizens in their area							
Way too much/too much	8	9	7	13	11	7	14
Just right	21	20	21	22	18	23	24
Too little/way too little	65	63	68	58	64	66	56
Trade unions							
Way too much/too much	5	6	4	8	6	5	10
Just right	9	7	10	11	8	9	9
Too little/way too little	74	73	77	69	72	77	73

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attribution of responsibility (3)

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

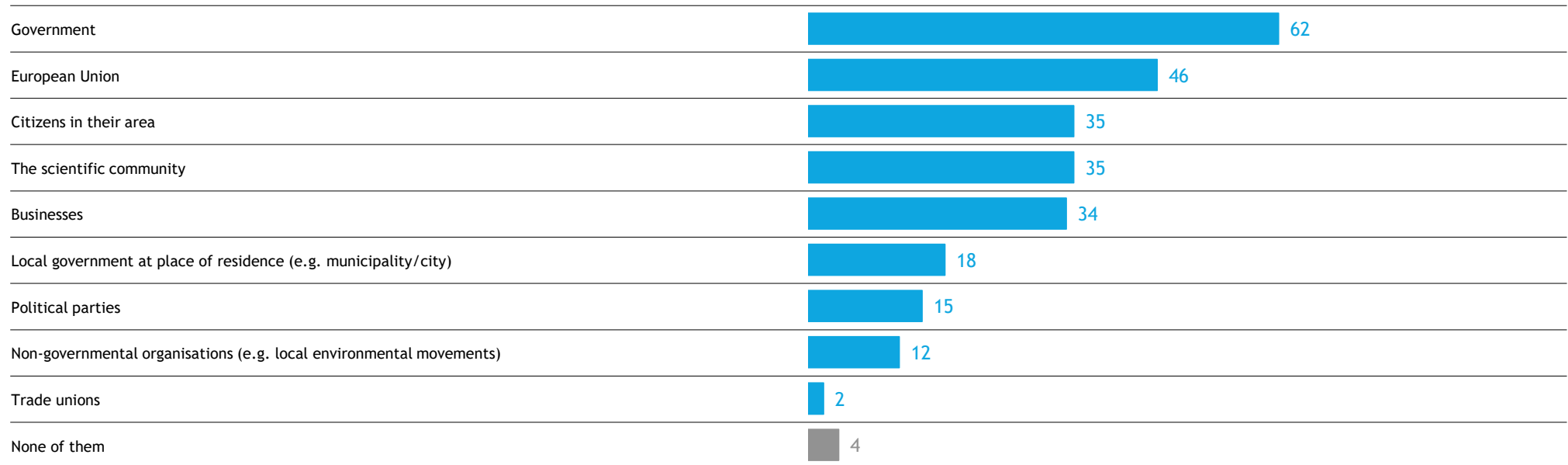
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<877 €)	Medium 60-140% (877-2.045 €)	High >140% (>2.045 €)
Political parties							
Way too much/too much	5	3	4	7	5	4	6
Just right	7	7	7	8	7	7	7
Too little/way too little	83	81	86	81	82	84	80
Non-governmental organisations (e.g. local environmental movements)							
Way too much/too much	27	24	27	35	28	26	32
Just right	27	25	28	30	27	28	31
Too little/way too little	38	39	40	30	38	39	32
The scientific community							
Way too much/too much	32	26	32	44	27	35	39
Just right	32	31	33	31	31	34	32
Too little/way too little	29	32	30	20	34	26	25

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attribution of responsibility

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



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





Attribution of responsibility

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Government	62	74	69	66	54	61	62	58	60	56	61
European Union	46	53	50	53	53	45	38	41	38	40	54
Citizens in their area	35	37	40	39	32	30	34	40	31	32	33
The scientific community	35	37	37	37	34	32	35	34	36	36	32
Businesses	34	33	44	37	37	28	31	32	39	26	40
Local government at place of residence (e.g. municipality/city)	18	19	14	19	19	18	21	15	24	15	16
Political parties	15	10	15	9	15	16	16	20	17	12	18
Non-governmental organisations (e.g. local environmental movements)	12	13	8	9	15	11	9	11	14	12	18
Trade unions	2	-	-	1	5	2	4	2	2	5	1
None of them	4	-	-	-	4	6	3	8	5	9	2

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Attribution of responsibility

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Government	62	64	60	62	64	55	64	68
European Union	46	46	45	57	43	46	39	45
Citizens in their area	35	35	35	30	32	37	32	41
The scientific community	35	39	31	36	38	36	33	32
Businesses	34	34	34	34	33	35	34	33
Local government at place of residence (e.g. municipality/city)	18	17	19	14	16	15	24	20
Political parties	15	15	15	15	12	16	16	13
Non-governmental organisations (e.g. local environmental movements)	12	8	15	13	9	12	11	13
Trade unions	2	2	2	2	3	3	2	1
None of them	4	3	5	2	5	5	4	4

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attribution of responsibility

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

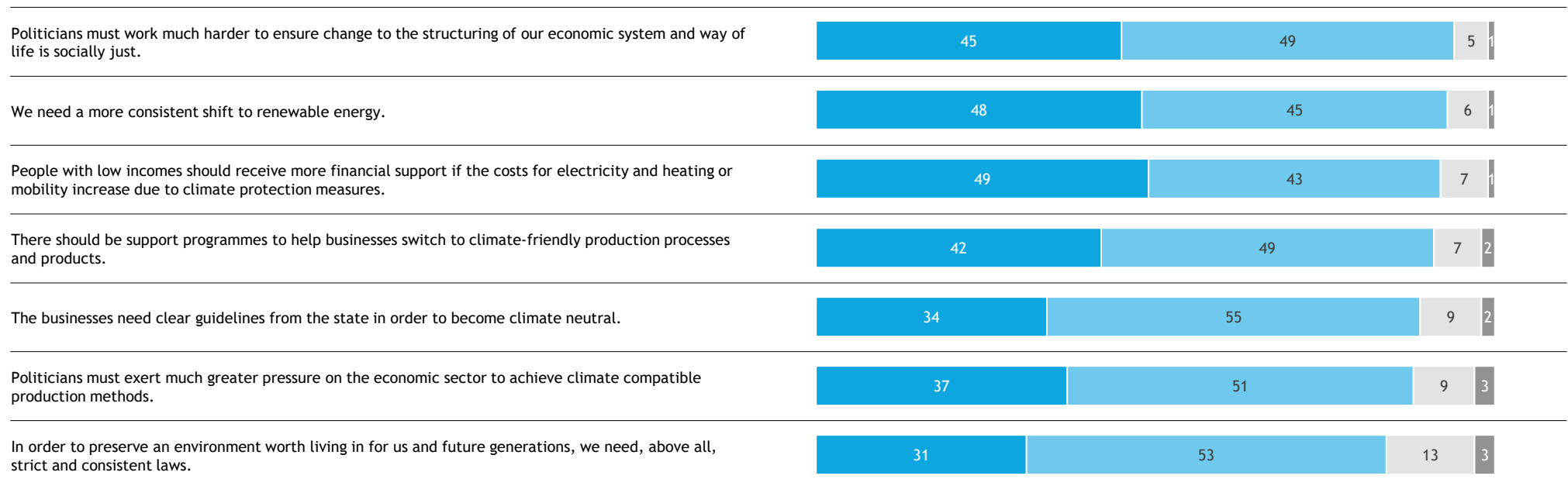
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<877 €)	Medium 60-140% (877-2.045 €)	High >140% (>2.045 €)
Government	62	58	65	65	60	62	61
European Union	46	39	49	50	47	44	46
Citizens in their area	35	34	34	37	34	38	28
The scientific community	35	34	36	33	34	36	29
Businesses	34	34	33	35	33	36	34
Local government at place of residence (e.g. municipality/city)	18	20	16	20	17	18	16
Political parties	15	16	15	12	15	14	16
Non-governmental organisations (e.g. local environmental movements)	12	16	10	8	14	11	14
Trade unions	2	2	2	3	3	2	3
None of them	4	6	3	1	4	3	5

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attitudes towards policies (1)

To what extent do you agree with the following statements?

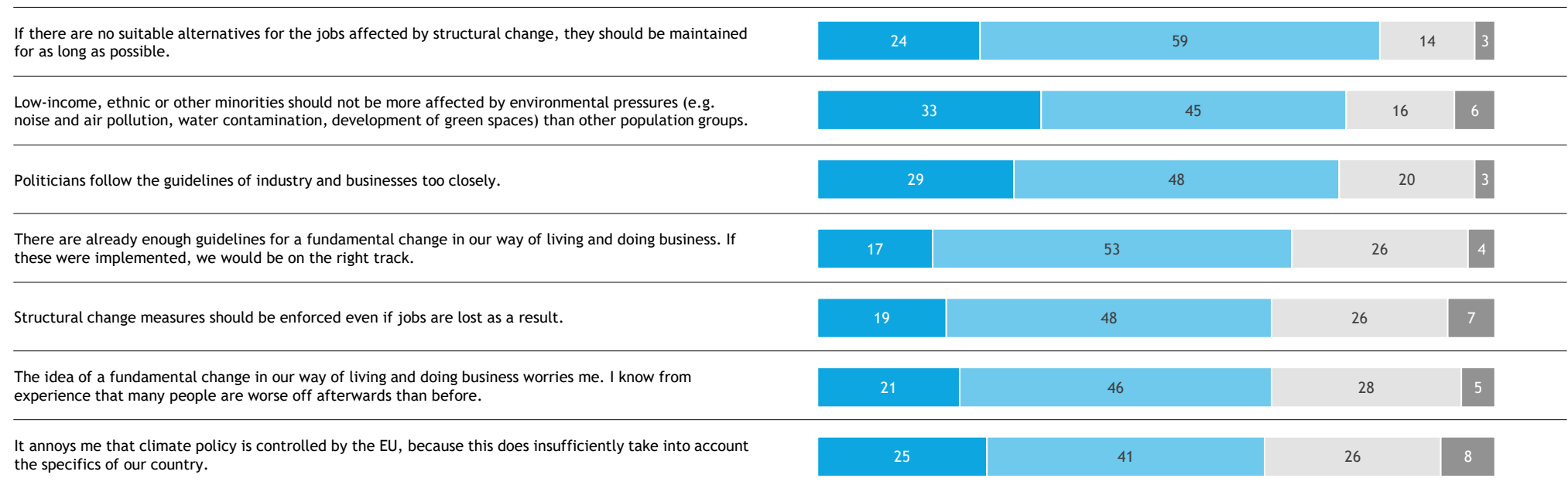


Basis: 1,201 cases, total sample; figures in %.

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

Attitudes towards policies (2)

To what extent do you agree with the following statements?



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

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

Attitudes towards policies (1)

To what extent do you agree with the following statements?

Response category: "Fully agree / Somewhat agree".

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Politicians must work much harder to ensure change to the structuring of our economic system and way of life is socially just.	94	94	95	93	95	91	94	96	98	87	97
We need a more consistent shift to renewable energy.	93	97	97	94	96	88	90	95	96	88	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.	92	89	96	92	95	88	93	94	96	90	89
There should be support programmes to help businesses switch to climate-friendly production processes and products.	91	95	91	88	89	88	91	96	95	86	97
The businesses need clear guidelines from the state in order to become climate neutral.	89	91	96	84	84	88	89	89	89	83	96
Politicians must exert much greater pressure on the economic sector to achieve climate compatible production methods.	88	92	96	88	95	85	85	89	88	77	91
In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.	84	97	93	85	91	79	83	80	79	74	91

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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
If there are no suitable alternatives for the jobs affected by structural change, they should be maintained for as long as possible.	83	84	74	80	82	83	85	92	91	84	79
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	76	81	75	81	80	80	81	75	78	73
Politicians follow the guidelines of industry and businesses too closely.	77	80	77	76	81	72	79	74	84	70	85
There are already enough guidelines for a fundamental change in our way of living and doing business. If these were implemented, we would be on the right track.	70	76	55	73	68	66	71	74	74	73	68
Structural change measures should be enforced even if jobs are lost as a result.	67	77	71	69	72	62	60	63	62	66	75
The idea of a fundamental change in our way of living and doing business worries me. I know from experience that many people are worse off afterwards than before.	67	64	41	57	62	75	76	76	77	74	53
It annoys me that climate policy is controlled by the EU, because this does insufficiently take into account the specifics of our country.	66	70	37	55	56	67	75	78	84	70	59

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

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 TRA = Traditionals
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 SEN = Sensation-Oriented
 PRO = Progressive Realists

strongly overrepresented
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Attitudes towards policies (1)

To what extent do you agree with the following statements?

Response category: "Fully agree / Somewhat agree".

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Politicians must work much harder to ensure change to the structuring of our economic system and way of life is socially just.	94	93	94	92	91	93	96	96
We need a more consistent shift to renewable energy.	93	92	95	94	90	93	93	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.	92	92	92	90	88	94	92	95
There should be support programmes to help businesses switch to climate-friendly production processes and products.	91	90	92	89	90	93	90	94
The businesses need clear guidelines from the state in order to become climate neutral.	89	88	89	86	87	90	90	90
Politicians must exert much greater pressure on the economic sector to achieve climate compatible production methods.	88	86	89	88	84	87	88	92
In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.	84	84	85	83	84	81	82	93

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attitudes towards policies (2)

To what extent do you agree with the following statements?

Response category: "Fully agree / Somewhat agree".

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
If there are no suitable alternatives for the jobs affected by structural change, they should be maintained for as long as possible.	83	83	84	77	78	88	88	85
Low-income, ethnic or other minorities should not be more affected by environmental pressures (e.g. noise and air pollution, water contamination, development of green spaces) than other population groups.	78	79	77	76	78	80	78	79
Politicians follow the guidelines of industry and businesses too closely.	77	78	76	72	76	78	79	81
There are already enough guidelines for a fundamental change in our way of living and doing business. If these were implemented, we would be on the right track.	70	67	72	59	65	67	74	82
Structural change measures should be enforced even if jobs are lost as a result.	67	69	65	74	70	66	65	60
The idea of a fundamental change in our way of living and doing business worries me. I know from experience that many people are worse off afterwards than before.	67	64	70	59	62	71	72	67
It annoys me that climate policy is controlled by the EU, because this does insufficiently take into account the specifics of our country.	66	64	69	48	64	70	75	69

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

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Attitudes towards policies (1)

To what extent do you agree with the following statements?

Response category: "Fully agree / Somewhat agree".

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<877 €)	Medium 60-140% (877-2.045 €)	High >140% (>2.045 €)
Politicians must work much harder to ensure change to the structuring of our economic system and way of life is socially just.	94	96	92	92	95	94	89
We need a more consistent shift to renewable energy.	93	95	92	94	92	94	93
People with low incomes should receive more financial support if the costs for electricity and heating or mobility increase due to climate protection measures.	92	95	90	93	94	92	89
There should be support programmes to help businesses switch to climate-friendly production processes and products.	91	94	90	90	90	93	90
The businesses need clear guidelines from the state in order to become climate neutral.	89	91	88	88	90	88	93
Politicians must exert much greater pressure on the economic sector to achieve climate compatible production methods.	88	89	88	87	87	88	91
In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.	84	84	85	84	84	85	84

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

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Attitudes towards policies (2)

To what extent do you agree with the following statements?

Response category: "Fully agree / Somewhat agree".

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<877 €)	Medium 60-140% (877-2.045 €)	High >140% (>2.045 €)
If there are no suitable alternatives for the jobs affected by structural change, they should be maintained for as long as possible.	83	89	81	80	86	82	83
Low-income, ethnic or other minorities should not be more affected by environmental pressures (e.g. noise and air pollution, water contamination, development of green spaces) than other population groups.	78	78	80	74	81	76	73
Politicians follow the guidelines of industry and businesses too closely.	77	78	77	75	74	79	78
There are already enough guidelines for a fundamental change in our way of living and doing business. If these were implemented, we would be on the right track.	70	75	66	68	71	69	70
Structural change measures should be enforced even if jobs are lost as a result.	67	63	71	67	67	67	66
The idea of a fundamental change in our way of living and doing business worries me. I know from experience that many people are worse off afterwards than before.	67	75	65	55	71	63	58
It annoys me that climate policy is controlled by the EU, because this does insufficiently take into account the specifics of our country.	66	76	63	52	66	67	61

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

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Attitudes towards policies (1)





To what extent do you agree with the following statements?

Response category: "Fully agree".

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
People with low incomes should receive more financial support if the costs for electricity and heating or mobility increase due to climate protection measures.	49	42	49	42	58	35	49	58	63	48	58
We need a more consistent shift to renewable energy.	48	50	64	51	57	36	40	44	47	40	69
Politicians must work much harder to ensure change to the structuring of our economic system and way of life is socially just.	45	38	57	41	53	31	44	43	53	40	64
There should be support programmes to help businesses switch to climate-friendly production processes and products.	42	44	50	43	42	27	36	50	46	41	50
Politicians must exert much greater pressure on the economic sector to achieve climate compatible production methods.	37	38	58	34	43	15	34	43	40	26	55
The businesses need clear guidelines from the state in order to become climate neutral.	34	40	46	32	42	16	28	33	38	33	52
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.	33	23	48	32	42	19	34	33	38	27	50

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

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Attitudes towards policies (2)





To what extent do you agree with the following statements?

Response category: "Fully agree".

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.	31	40	46	28	30	14	27	33	35	23	52
Politicians follow the guidelines of industry and businesses too closely.	29	27	39	27	34	11	29	27	32	30	45
It annoys me that climate policy is controlled by the EU, because this does not take the particularities of our country are insufficiently taken into account.	25	26	10	14	21	22	30	34	36	29	22
If there are no suitable alternatives for the jobs affected by structural change, they should be maintained for as long as possible.	24	25	13	25	23	15	23	28	34	29	31
The idea of a fundamental change in our businesses and ways of life worries me. I know from experience that many people will be worse off than before.	21	20	12	18	18	18	19	26	30	25	17
Structural change measures should be enforced even if jobs are lost as a result.	19	20	26	25	16	10	16	26	15	20	19
There are already enough guidelines for a fundamental change in our way of living and doing business. If these were implemented, we would be on the right track.	17	22	15	18	15	10	19	20	16	19	20

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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.	49	51	48	47	43	53	52	49
We need a more consistent shift to renewable energy.	48	50	47	49	45	50	46	51
Politicians must work much harder to ensure change to the structuring of our economic system and way of life is socially just.	45	45	45	39	44	43	51	46
There should be support programmes to help businesses switch to climate-friendly production processes and products.	42	40	44	36	43	49	40	42
Politicians must exert much greater pressure on the economic sector to achieve climate compatible production methods.	37	38	35	31	31	37	38	46
The businesses need clear guidelines from the state in order to become climate neutral.	34	33	35	30	34	36	36	35
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.	33	35	32	32	34	33	36	30

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attitudes towards policies (2)

To what extent do you agree with the following statements?

Response category: "Fully agree".

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.	31	32	30	21	30	31	36	37
Politicians follow the guidelines of industry and businesses too closely.	29	33	26	24	28	32	30	29
It annoys me that climate policy is controlled by the EU, because this does not take the particularities of our country are insufficiently taken into account.	25	24	25	11	24	30	29	27
If there are no suitable alternatives for the jobs affected by structural change, they should be maintained for as long as possible.	24	24	25	19	24	31	23	23
The idea of a fundamental change in our businesses and ways of life worries me. I know from experience that many people will be worse off than before.	21	18	23	16	16	24	25	19
Structural change measures should be enforced even if jobs are lost as a result.	19	20	17	18	21	19	20	15
There are already enough guidelines for a fundamental change in our way of living and doing business. If these were implemented, we would be on the right track.	17	18	17	14	12	18	20	22

Basis: 1,201 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% (<877 €)	Medium 60-140% (877-2.045 €)	High >140% (>2.045 €)
People with low incomes should receive more financial support if the costs for electricity and heating or mobility increase due to climate protection measures.	49	55	46	44	56	46	45
We need a more consistent shift to renewable energy.	48	47	48	50	49	48	56
Politicians must work much harder to ensure change to the structuring of our economic system and way of life is socially just.	45	48	44	43	45	46	48
There should be support programmes to help businesses switch to climate-friendly production processes and products.	42	41	42	43	43	42	43
Politicians must exert much greater pressure on the economic sector to achieve climate compatible production methods.	37	38	35	37	33	39	43
The businesses need clear guidelines from the state in order to become climate neutral.	34	33	34	36	36	34	43
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.	33	35	35	26	34	33	34

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

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

To what extent do you agree with the following statements?

Response category: "Fully agree".

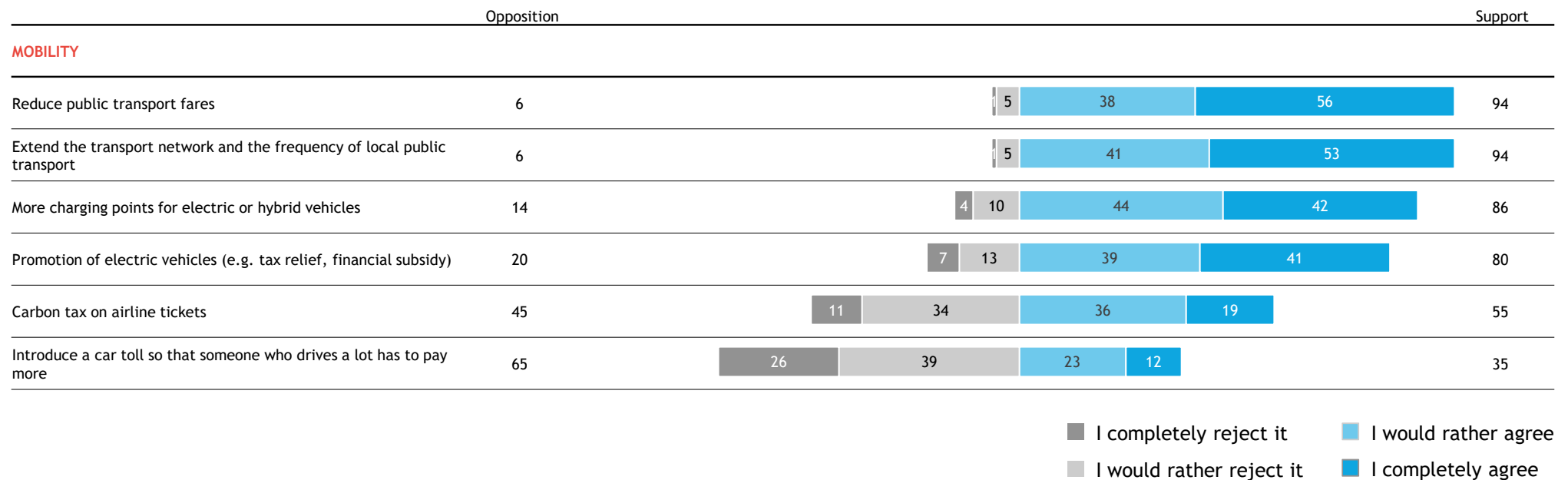
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<877 €)	Medium 60-140% (877-2.045 €)	High >140% (>2.045 €)
In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.	31	33	29	33	31	31	38
Politicians follow the guidelines of industry and businesses too closely.	29	30	30	24	27	31	29
It annoys me that climate policy is controlled by the EU, because this does not take the particularities of our country are insufficiently taken into account.	25	30	24	16	25	23	27
If there are no suitable alternatives for the jobs affected by structural change, they should be maintained for as long as possible.	24	27	24	17	27	22	25
The idea of a fundamental change in our businesses and ways of life worries me. I know from experience that many people will be worse off than before.	21	24	18	17	23	18	22
Structural change measures should be enforced even if jobs are lost as a result.	19	20	17	21	19	19	17
There are already enough guidelines for a fundamental change in our way of living and doing business. If these were implemented, we would be on the right track.	17	18	17	16	18	18	17

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

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

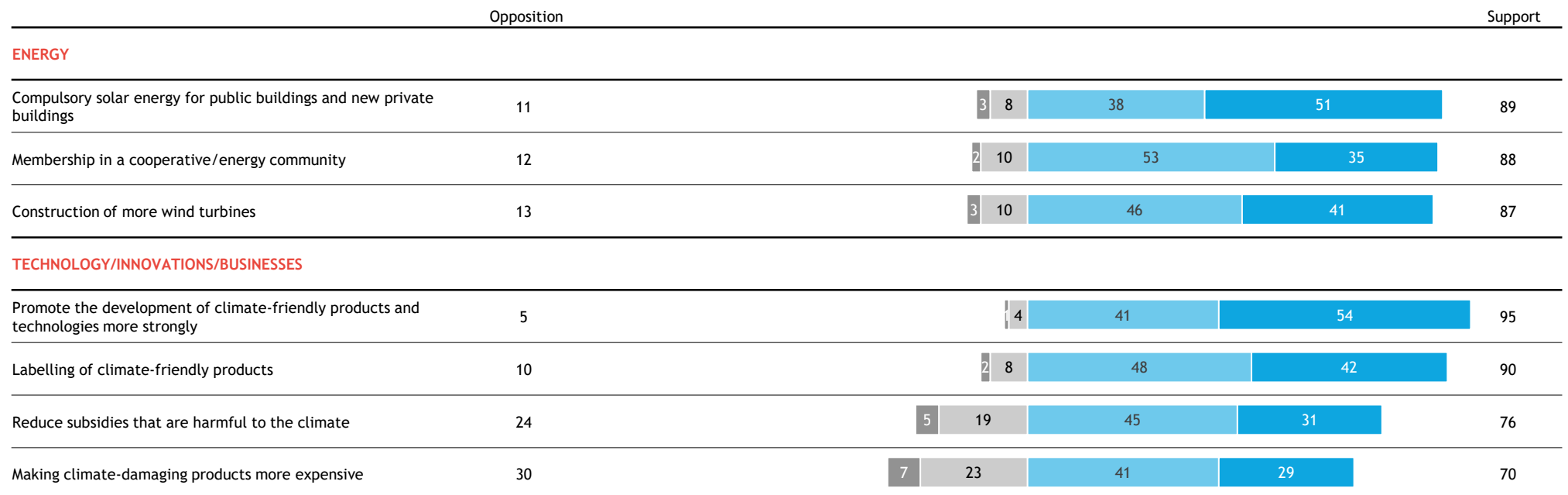
There are various proposals to advance climate and environmental protection. To what extent do you support the following measures?





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



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

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



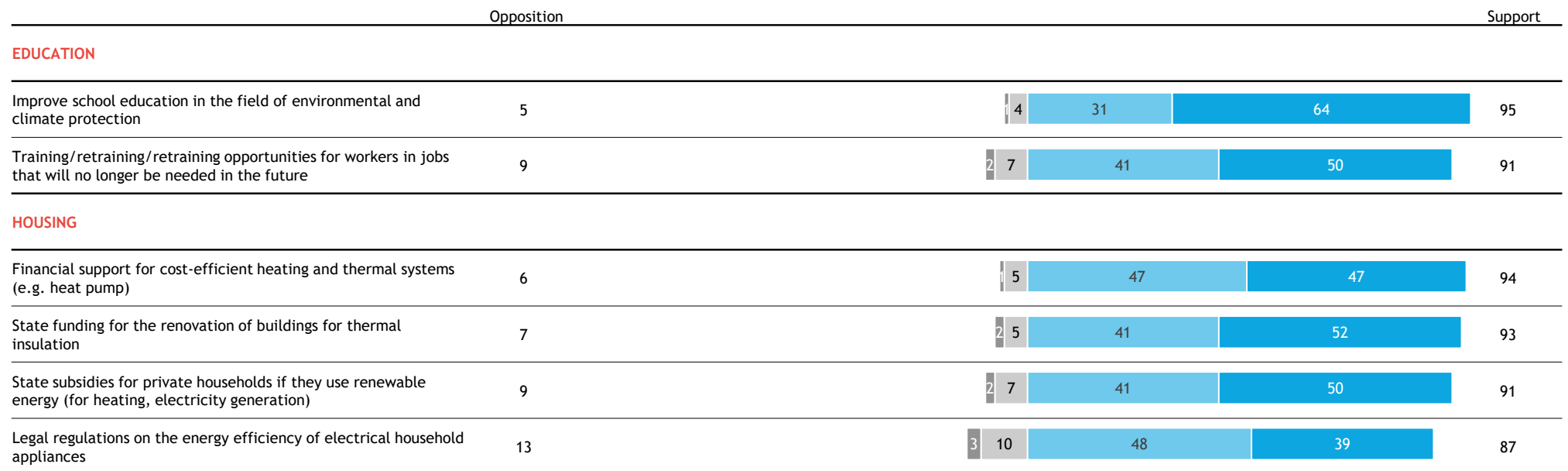
Basis: 1,201 cases, total sample; figures in %.

 I completely reject it
  I would rather agree

 I would rather reject it
  I completely agree

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

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



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

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

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





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

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
MOBILITY											
Reduce public transport fares	94	98	97	94	95	90	96	92	96	86	98
Extend the transport network and the frequency of local public transport	94	97	100	92	97	90	93	93	96	90	99
More charging points for electric or hybrid vehicles	86	90	95	89	95	86	77	85	79	83	94
Promotion of electric vehicles (e.g. tax relief, financial subsidy)	80	89	88	84	89	80	69	80	73	73	88
Carbon tax on airline tickets	55	66	62	48	59	46	49	60	52	50	66
Introduce a car toll so that someone who drives a lot has to pay more	35	47	42	38	43	28	28	34	25	40	34

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

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

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

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

Response category: "I completely / would rather agree".		Gender		Age (years)				
	Total	Male	Female	18-29	30-39	40-49	50-59	60-69
MOBILITY								
Reduce public transport fares	94	93	94	92	94	93	96	92
Extend the transport network and the frequency of local public transport	94	94	94	92	93	95	94	97
More charging points for electric or hybrid vehicles	86	85	88	90	88	87	82	86
Promotion of electric vehicles (e.g. tax relief, financial subsidy)	80	78	82	82	80	82	78	79
Carbon tax on airline tickets	55	56	53	49	48	50	58	68
Introduce a car toll so that someone who drives a lot has to pay more	35	38	32	35	33	32	35	41

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

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

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

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

Response category: "I completely / would rather agree".		Education			Net equivalent income (HH/month)		
	Total	Low	Medium	High	Low <60% (<877 €)	Medium 60-140% (877-2.045 €)	High >140% (>2.045 €)
MOBILITY							
Reduce public transport fares	94	95	94	93	94	94	91
Extend the transport network and the frequency of local public transport	94	95	94	94	96	94	94
More charging points for electric or hybrid vehicles	86	86	85	90	90	86	85
Promotion of electric vehicles (e.g. tax relief, financial subsidy)	80	80	79	83	85	79	75
Carbon tax on airline tickets	55	57	54	52	58	54	43
Introduce a car toll so that someone who drives a lot has to pay more	35	31	36	42	34	34	42

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

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





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

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
MOBILITY											
Introduce a car toll so that someone who drives a lot has to pay more	65	53	58	62	57	72	72	66	75	60	66
Carbon tax on airline tickets	45	34	38	52	41	54	51	40	48	50	34
Promotion of electric vehicles (e.g. tax relief, financial subsidy)	20	11	12	16	11	20	31	20	27	27	12
More charging points for electric or hybrid vehicles	14	10	5	11	5	14	23	15	21	17	6
Reduce public transport fares	6	2	3	6	5	10	4	8	4	14	2
Extend the transport network and the frequency of local public transport	6	3	-	8	3	10	7	7	4	10	1

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

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

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

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
MOBILITY								
Introduce a car toll so that someone who drives a lot has to pay more	65	62	68	65	67	68	65	59
Carbon tax on airline tickets	45	44	47	51	52	50	42	32
Promotion of electric vehicles (e.g. tax relief, financial subsidy)	20	22	18	18	20	18	22	21
More charging points for electric or hybrid vehicles	14	15	12	10	12	13	18	14
Reduce public transport fares	6	7	6	8	6	7	4	8
Extend the transport network and the frequency of local public transport	6	6	6	8	7	5	6	3

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

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

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

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

Response category: "I completely / would rather reject it".		Education			Net equivalent income (HH/month)		
	Total	Low	Medium	High	Low <60% (<877 €)	Medium 60-140% (877-2.045 €)	High >140% (>2.045 €)
MOBILITY							
Introduce a car toll so that someone who drives a lot has to pay more	65	69	64	58	66	66	58
Carbon tax on airline tickets	45	43	46	48	42	46	57
Promotion of electric vehicles (e.g. tax relief, financial subsidy)	20	20	21	17	15	21	25
More charging points for electric or hybrid vehicles	14	14	15	10	10	14	15
Reduce public transport fares	6	5	6	7	6	6	9
Extend the transport network and the frequency of local public transport	6	5	6	6	4	6	6

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

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





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

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
ENERGY											
Compulsory solar energy for public buildings and new private buildings	89	95	97	88	92	85	84	86	87	82	99
Membership in a cooperative/energy community	88	94	95	89	94	84	87	89	88	73	98
Construction of more wind turbines	87	93	93	80	91	83	89	86	87	80	92
TECHNOLOGY/INNOVATIONS/THE BUSINESSES											
Promote the development of climate-friendly products and technologies more strongly	95	96	100	97	99	92	97	94	93	87	98
Labelling of climate-friendly products	90	93	99	91	94	89	89	94	92	77	98
Reduce subsidies that are harmful to the climate	76	86	79	69	84	70	71	77	73	78	82
Making climate-damaging products more expensive	70	79	77	68	72	68	66	72	62	70	75

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

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

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
ENERGY								
Compulsory solar energy for public buildings and new private buildings	89	89	88	89	86	87	90	92
Membership in a cooperative/energy community	88	87	89	87	85	91	86	91
Construction of more wind turbines	87	86	88	87	86	87	89	86
TECHNOLOGY/INNOVATIONS/THE BUSINESSES								
Promote the development of climate-friendly products and technologies more strongly	95	95	95	94	94	94	96	96
Labelling of climate-friendly products	90	88	93	91	88	89	92	94
Reduce subsidies that are harmful to the climate	76	73	79	74	72	74	81	77
Making climate-damaging products more expensive	70	69	72	66	65	68	72	80

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

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

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

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

Response category: "I completely / would rather agree".	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<877 €)	Medium 60-140% (877-2.045 €)	High >140% (>2.045 €)
ENERGY							
Compulsory solar energy for public buildings and new private buildings	89	89	89	89	89	89	84
Membership in a cooperative/energy community	88	89	88	86	89	88	87
Construction of more wind turbines	87	87	87	87	86	87	89
TECHNOLOGY/INNOVATIONS/THE BUSINESSES							
Promote the development of climate-friendly products and technologies more strongly	95	95	95	95	94	95	96
Labelling of climate-friendly products	90	93	89	90	92	90	88
Reduce subsidies that are harmful to the climate	76	74	79	74	77	75	81
Making climate-damaging products more expensive	70	68	72	73	69	71	79

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

■ strongly overrepresented ■ strongly underrepresented
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Assessment of measures in nature, environmental and climate protection (2)





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

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
ENERGY											
Construction of more wind turbines	13	7	7	20	9	17	11	14	13	20	8
Membership in a cooperative/energy community	12	6	5	11	6	16	13	11	12	27	2
Compulsory solar energy for public buildings and new private buildings	11	5	3	12	8	15	16	14	13	18	1
TECHNOLOGY/INNOVATIONS/BUSINESSES											
Making climate-damaging products more expensive	30	21	23	32	28	32	34	28	38	30	25
Reduce subsidies that are harmful to the climate	24	14	21	31	16	30	29	23	27	22	18
Labelling of climate-friendly products	10	7	1	9	6	11	11	6	8	23	2
Promote the development of climate-friendly products and technologies more strongly	5	4	-	3	1	8	3	6	7	13	2

Basis: 1,201 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
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 PRO = Progressive Realists

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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	13	14	12	13	14	13	11	14
Membership in a cooperative/energy community	12	13	11	13	15	9	14	9
Compulsory solar energy for public buildings and new private buildings	11	11	12	11	14	13	10	8
TECHNOLOGY/INNOVATIONS/BUSINESSES								
Making climate-damaging products more expensive	30	31	28	34	35	32	28	20
Reduce subsidies that are harmful to the climate	24	27	21	26	28	26	19	23
Labelling of climate-friendly products	10	12	7	9	12	11	8	6
Promote the development of climate-friendly products and technologies more strongly	5	5	5	6	6	6	4	4

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

■ strongly overrepresented ■ strongly underrepresented
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Assessment of measures in nature, environmental and climate protection (2)

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

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

Response category: "I completely / would rather reject it".		Education			Net equivalent income (HH/month)		
	Total	Low	Medium	High	Low <60% (<877 €)	Medium 60-140% (877-2.045 €)	High >140% (>2.045 €)
ENERGY							
Construction of more wind turbines	13	13	13	13	14	13	11
Membership in a cooperative/energy community	12	11	12	14	11	12	13
Compulsory solar energy for public buildings and new private buildings	11	11	11	11	11	11	16
TECHNOLOGY/INNOVATIONS/BUSINESSES							
Making climate-damaging products more expensive	30	32	28	27	31	29	21
Reduce subsidies that are harmful to the climate	24	26	21	26	23	25	19
Labelling of climate-friendly products	10	7	11	10	8	10	12
Promote the development of climate-friendly products and technologies more strongly	5	5	5	5	6	5	4

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

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





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

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
EDUCATION											
Improve school education in the field of environmental and climate protection	95	98	100	95	100	92	97	99	96	88	97
Training/retraining/retraining opportunities for workers in jobs that will no longer be needed in the future	91	94	98	93	97	87	95	88	92	79	99
HOUSING											
Financial support for cost-efficient heating and thermal systems (e.g. heat pump)	94	97	99	96	97	94	94	94	95	84	99
State funding for the renovation of buildings for thermal insulation	93	97	95	92	97	94	90	95	96	82	99
State subsidies for private households if they use renewable energy (for heating, electricity generation)	91	96	96	94	92	90	89	95	87	84	95
Legal regulations on the energy efficiency of electrical household appliances (e.g. Energy class refrigerator)	87	89	90	86	94	88	85	86	86	78	92

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

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

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

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

Response category: "I completely / would rather agree".		Gender		Age (years)				
	Total	Male	Female	18-29	30-39	40-49	50-59	60-69
EDUCATION								
Improve school education in the field of environmental and climate protection	95	96	96	96	96	94	96	97
Training/retraining/retraining opportunities for workers in jobs that will no longer be needed in the future	91	91	92	91	93	92	89	94
HOUSING								
Financial support for cost-efficient heating and thermal systems (e.g. heat pump)	94	93	96	93	96	95	94	94
State funding for the renovation of buildings for thermal insulation	93	92	94	92	94	93	92	94
State subsidies for private households if they use renewable energy (for heating, electricity generation)	91	91	92	88	93	93	89	94
Legal regulations on the energy efficiency of electrical household appliances	87	86	88	86	88	83	87	91

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

■ strongly overrepresented ■ strongly underrepresented
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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% (<877 €)	Medium 60-140% (877-2.045 €)	High >140% (>2.045 €)
EDUCATION							
Improve school education in the field of environmental and climate protection	95	96	96	96	96	96	95
Training/retraining/retraining opportunities for workers in jobs that will no longer be needed in the future	91	90	92	92	91	92	94
HOUSING							
Financial support for cost-efficient heating and thermal systems (e.g. heat pump)	94	95	94	94	96	94	96
State funding for the renovation of buildings for thermal insulation	93	95	92	91	94	93	93
State subsidies for private households if they use renewable energy (for heating, electricity generation)	91	92	90	93	94	91	88
Legal regulations on the energy efficiency of electrical household appliances	87	88	86	86	86	87	91

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

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





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

Response category: "I completely / would rather 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	9	6	2	7	3	13	5	12	8	21	1
Improve school education in the field of environmental and climate protection	5	2	-	5	-	8	3	1	4	12	3
HOUSING											
Legal regulations on the energy efficiency of electrical household appliances	13	11	10	14	6	12	15	14	14	22	8
State subsidies for private households if they use renewable energy (for heating, electricity generation)	9	4	4	6	8	10	11	5	13	16	5
State funding for the renovation of buildings for thermal insulation	7	3	5	8	3	6	10	5	4	18	1
Financial support for cost-efficient heating and thermal systems (e.g. heat pump)	6	3	1	4	3	6	6	6	5	16	1

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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	9	9	8	9	7	8	11	6
Improve school education in the field of environmental and climate protection	5	4	4	4	4	6	4	3
HOUSING								
Legal regulations on the energy efficiency of electrical household appliances	13	14	12	14	12	17	13	9
State subsidies for private households if they use renewable energy (for heating, electricity generation)	9	9	8	12	7	7	11	6
State funding for the renovation of buildings for thermal insulation	7	8	6	8	6	7	8	6
Financial support for cost-efficient heating and thermal systems (e.g. heat pump)	6	7	4	7	4	5	6	6

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

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■ overrepresented ■ underrepresented

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

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

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

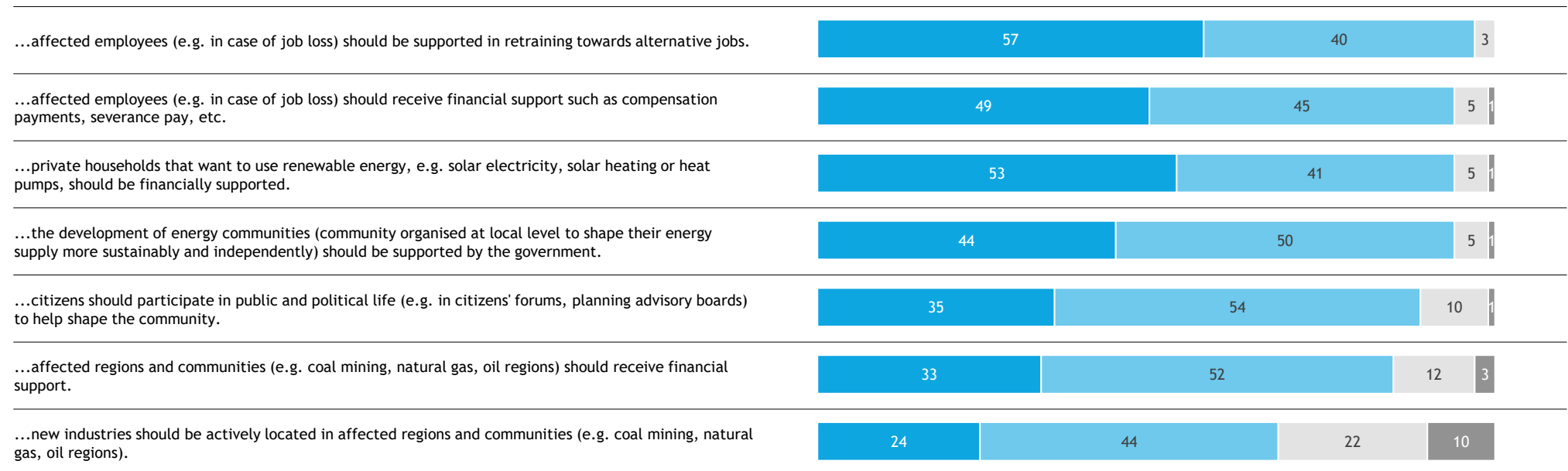
Response category: "I completely / would rather reject it".		Education			Net equivalent income (HH/month)		
	Total	Low	Medium	High	Low <60% (<877 €)	Medium 60-140% (877-2.045 €)	High >140% (>2.045 €)
EDUCATION							
Training/retraining/retraining opportunities for workers in jobs that will no longer be needed in the future	9	10	8	8	9	8	6
Improve school education in the field of environmental and climate protection	5	4	4	4	4	4	5
HOUSING							
Legal regulations on the energy efficiency of electrical household appliances	13	12	14	14	14	13	9
State subsidies for private households if they use renewable energy (for heating, electricity generation)	9	8	10	7	6	9	12
State funding for the renovation of buildings for thermal insulation	7	5	8	9	6	7	7
Financial support for cost-efficient heating and thermal systems (e.g. heat pump)	6	5	6	6	4	6	4

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attitudes towards the energy and heat transition

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



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

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

Attitudes towards the energy and heat transition





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

Response category: "Fully agree / Somewhat agree".

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
...affected employees (e.g. in case of job loss) should be supported in retraining towards alternative jobs.	97	97	100	96	98	94	97	99	100	92	98
...affected employees (e.g. in case of job loss) should receive financial support such as compensation payments, severance pay, etc.	94	97	94	92	92	90	95	98	97	89	94
...private households that want to use renewable energy, e.g. solar electricity, solar heating or heat pumps, should be financially supported.	94	96	94	93	92	89	96	98	96	90	95
...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.	94	94	97	92	95	91	95	98	94	85	98
...citizens should participate in public and political life (e.g. in citizens' forums, planning advisory boards) to help shape the community.	89	96	94	92	90	88	86	85	86	79	94
...affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.	85	90	78	90	87	80	88	86	81	87	84
...new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).	68	80	60	74	67	68	70	58	63	77	61

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

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Attitudes towards the energy and heat transition

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

Response category: "Fully agree / 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.	97	96	97	95	97	97	98	97
...affected employees (e.g. in case of job loss) should receive financial support such as compensation payments, severance pay, etc.	94	93	94	90	92	95	95	96
...private households that want to use renewable energy, e.g. solar electricity, solar heating or heat pumps, should be financially supported.	94	93	94	91	94	94	94	95
...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.	94	93	94	91	95	95	93	93
...citizens should participate in public and political life (e.g. in citizens' forums, planning advisory boards) to help shape the community.	89	88	89	90	85	87	89	91
...affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.	85	83	87	86	86	86	82	85
...new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).	68	67	70	72	69	69	66	66

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

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■ overrepresented ■ underrepresented

Attitudes towards the energy and heat transition

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

Response category: "Fully agree / Somewhat agree".

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<877 €)	Medium 60-140% (877-2.045 €)	High >140% (>2.045 €)
...affected employees (e.g. in case of job loss) should be supported in retraining towards alternative jobs.	97	99	96	96	97	97	94
...affected employees (e.g. in case of job loss) should receive financial support such as compensation payments, severance pay, etc.	94	97	92	91	94	94	89
...private households that want to use renewable energy, e.g. solar electricity, solar heating or heat pumps, should be financially supported.	94	95	92	94	95	94	91
...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.	94	95	93	90	94	93	92
...citizens should participate in public and political life (e.g. in citizens' forums, planning advisory boards) to help shape the community.	89	88	88	88	88	89	86
...affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.	85	85	84	87	86	84	82
...new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).	68	65	67	77	69	66	70

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

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Attitudes towards the energy and heat transition





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

Response category: "Fully agree".

	Total	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.	57	54	70	52	52	38	65	58	72	49	69
...private households that want to use renewable energy, e.g. solar electricity, solar heating or heat pumps, should be financially supported.	53	53	59	49	52	37	49	64	65	49	56
...affected employees (e.g. in case of job loss) should receive financial support such as compensation payments, severance pay, etc.	49	47	52	47	48	33	49	53	63	46	58
...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.	44	43	53	48	51	29	44	44	53	34	55
...citizens should participate in public and political life (e.g. in citizens' forums, planning advisory boards) to help shape the community.	34	40	46	42	41	19	28	33	35	30	44
...affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.	33	36	36	38	32	22	34	32	34	35	39
...new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).	24	32	23	30	21	15	28	16	19	22	31

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Attitudes towards the energy and heat transition

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

Response category: "Fully agree".

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
...affected employees (e.g. in case of job loss) should be supported in retraining towards alternative jobs.	57	57	58	48	52	59	62	62
...private households that want to use renewable energy, e.g. solar electricity, solar heating or heat pumps, should be financially supported.	53	54	51	40	49	51	60	59
...affected employees (e.g. in case of job loss) should receive financial support such as compensation payments, severance pay, etc.	49	49	49	44	47	52	55	45
...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.	44	45	43	40	40	45	47	47
...citizens should participate in public and political life (e.g. in citizens' forums, planning advisory boards) to help shape the community.	34	37	32	32	33	29	37	41
...affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.	33	32	34	36	37	34	33	27
...new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).	24	24	23	21	20	24	26	24

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

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Attitudes towards the energy and heat transition

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

Response category: "Fully agree".

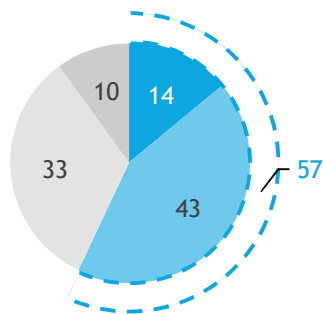
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<877 €)	Medium 60-140% (877-2.045 €)	High >140% (>2.045 €)
...affected employees (e.g. in case of job loss) should be supported in retraining towards alternative jobs.	57	63	53	54	59	55	61
...private households that want to use renewable energy, e.g. solar electricity, solar heating or heat pumps, should be financially supported.	53	59	49	48	56	52	52
...affected employees (e.g. in case of job loss) should receive financial support such as compensation payments, severance pay, etc.	49	52	46	50	53	47	48
...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.	44	46	42	47	45	44	48
...citizens should participate in public and political life (e.g. in citizens' forums, planning advisory boards) to help shape the community.	34	35	33	38	34	35	36
...affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.	33	31	34	38	35	32	36
...new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).	24	20	23	32	26	21	31

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

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■ overrepresented ■ underrepresented

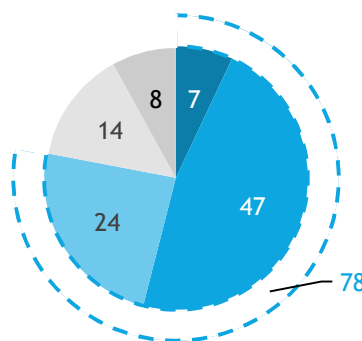
Attitudes towards the energy and heat transition

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



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

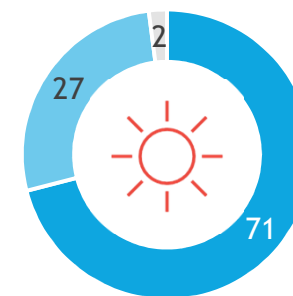
Could you imagine generating your own energy?



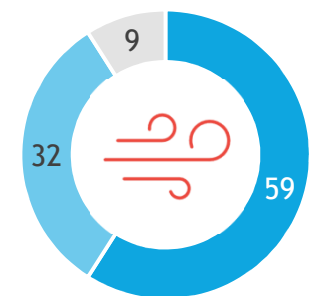
I already generate my own energy
Yes, definitely
Somewhat, yes
No, not really
No, not at all

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

Solar park



Wind park



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

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





Attitudes towards the energy and heat transition

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
YES	57	74	63	68	75	49	48	49	32	57	73
Yes, definitely	14	23	14	21	21	6	11	9	6	17	23
Somewhat, yes	43	51	48	47	54	44	37	40	26	40	50
NO	43	26	37	32	25	51	52	51	68	43	27
No, not really	33	24	32	26	23	38	42	39	46	27	22
No, not at all	10	3	6	6	2	13	9	12	22	16	5

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Attitudes towards the energy and heat transition

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
YES	57	67	48	64	59	55	55	55
Yes, definitely	14	17	11	16	15	13	11	16
Somewhat, yes	43	49	36	47	44	41	44	39
NO	43	33	52	36	41	45	45	45
No, not really	33	26	40	29	31	35	34	34
No, not at all	10	8	12	8	10	10	11	10

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attitudes towards the energy and heat transition

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

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<877 €)	Medium 60-140% (877-2.045 €)	High >140% (>2.045 €)
YES	57	47	62	66	53	60	71
Yes, definitely	14	11	14	22	14	14	24
Somewhat, yes	43	36	48	44	40	45	48
NO	43	53	38	34	47	40	29
No, not really	33	38	29	30	37	30	22
No, not at all	10	14	9	4	10	10	7

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented





Attitudes towards the energy and heat transition

Could you imagine generating your own energy?

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
YES	71	74	78	81	86	70	63	65	55	68	80
Yes, definitely	47	53	54	56	58	46	37	46	32	43	56
Somewhat, yes	24	21	24	24	28	24	26	18	23	25	23
NO	22	18	13	12	12	23	29	26	40	24	14
No, not really	14	12	9	9	11	14	18	15	24	16	8
No, not at all	8	6	5	3	1	8	11	12	17	8	6
I already generate my own energy	7	8	8	8	2	7	8	9	5	8	7

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

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 PRO = Progressive Realists

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Attitudes towards the energy and heat transition

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

		Gender		Age (years)				
	Total	Male	Female	18-29	30-39	40-49	50-59	60-69
YES	71	75	67	78	69	71	74	61
Yes, definitely	47	52	42	50	44	51	48	40
Somewhat, yes	24	23	25	28	25	20	26	21
NO	22	18	26	16	24	22	19	30
No, not really	14	11	17	12	17	13	11	18
No, not at all	8	7	9	4	7	9	8	12
I already generate my own energy	7	7	7	6	7	7	7	9

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attitudes towards the energy and heat transition

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

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<877 €)	Medium 60-140% (877-2.045 €)	High >140% (>2.045 €)
YES	71	68	72	72	70	73	68
Yes, definitely	47	44	49	49	43	51	46
Somewhat, yes	24	24	24	23	27	22	22
NO	22	28	20	16	26	20	15
No, not really	14	17	12	12	17	14	7
No, not at all	8	10	8	4	9	6	8
I already generate my own energy	7	4	8	11	4	7	17

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented





Attitudes towards the energy and heat transition

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Solar											
I think that would be good	71	75	84	79	83	64	62	60	65	66	81
I would accept it	27	22	16	17	17	33	36	38	29	31	19
I would reject it	2	3	-	4	-	2	2	2	5	3	-
Wind											
I think that would be good	59	64	72	67	61	52	56	50	54	60	63
I would accept it	32	28	24	21	34	38	40	43	31	31	30
I would reject it	8	8	3	12	5	10	4	8	16	10	8

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

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Attitudes towards the energy and heat transition

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Solar								
I think that would be good	71	74	67	74	73	71	69	69
I would accept it	27	23	31	25	25	26	29	28
I would reject it	2	2	2	1	2	4	2	3
Wind								
I think that would be good	59	62	57	62	63	61	57	55
I would accept it	32	30	35	32	32	29	35	33
I would reject it	8	9	8	7	5	10	8	12

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

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Attitudes towards the energy and heat transition

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

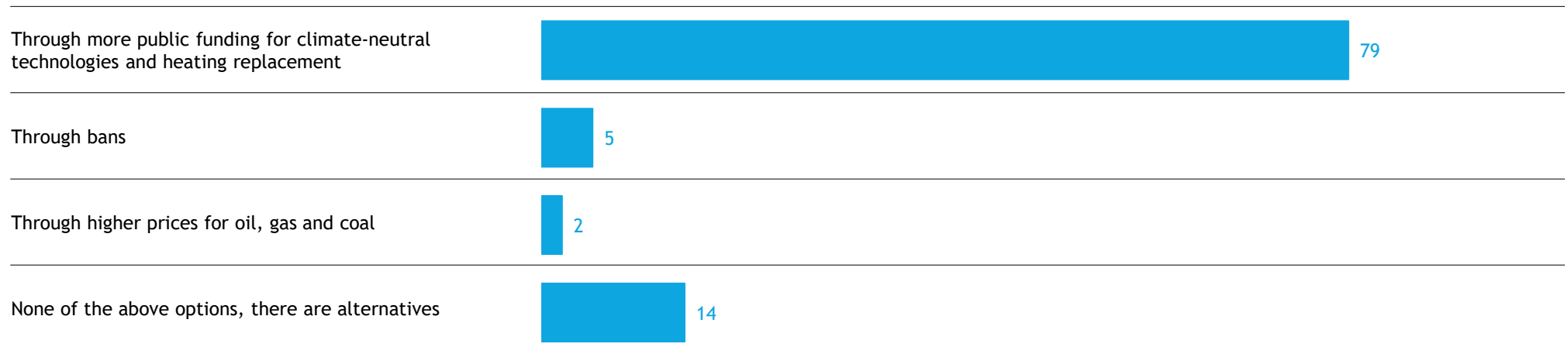
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<877 €)	Medium 60-140% (877-2.045 €)	High >140% (>2.045 €)
Solar							
I think that would be good	71	67	73	74	71	72	72
I would accept it	27	30	25	24	27	26	23
I would reject it	2	3	2	2	2	2	5
Wind							
I think that would be good	59	56	60	63	59	60	65
I would accept it	32	35	32	27	34	31	26
I would reject it	8	9	7	10	8	9	9

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

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

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



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





Attitudes towards the energy and heat transition

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Through more public funding for climate-neutral technologies and heating replacement	79	80	89	82	87	79	78	78	77	68	84
Through bans	5	8	3	2	2	5	7	3	3	10	4
Through higher prices for oil, gas and coal	2	4	1	2	2	3	1	3	-	2	-
None of the above options, there are alternatives	14	8	7	15	8	13	14	16	20	20	12

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

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Attitudes towards the energy and heat transition

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

	Total	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	79	78	80	84	77	78	75	84
Through bans	5	6	4	6	7	6	4	3
Through higher prices for oil, gas and coal	2	2	2	3	2	1	2	1
None of the above options, there are alternatives	14	13	14	7	14	15	19	12

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

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

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

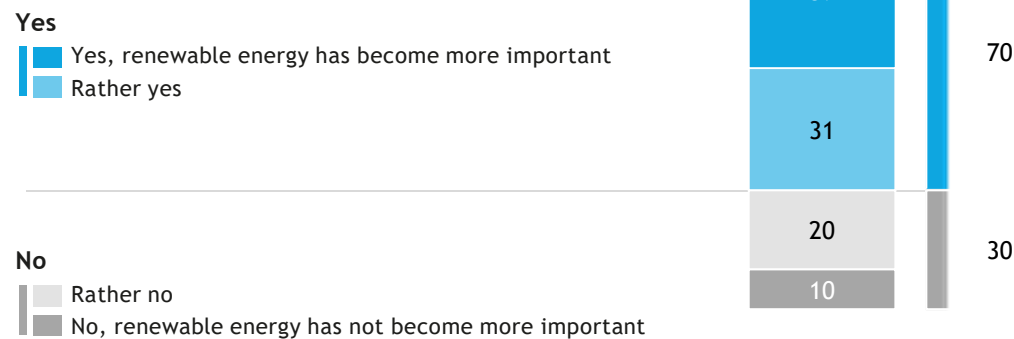
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<877 €)	Medium 60-140% (877-2.045 €)	High >140% (>2.045 €)
Through more public funding for climate-neutral technologies and heating replacement	79	76	81	82	79	81	84
Through bans	5	4	6	4	6	5	1
Through higher prices for oil, gas and coal	2	2	2	2	2	2	2
None of the above options, there are alternatives	14	18	11	12	13	12	13

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

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Attitudes towards the energy and heat transition

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



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





Attitudes towards the energy and heat transition

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
YES	70	79	70	66	72	68	62	73	63	72	85
Yes, renewable energy has become more important	39	54	46	37	42	27	31	39	35	41	53
Rather yes	31	26	24	28	29	40	31	34	28	30	31
NO	30	21	30	34	28	32	38	27	37	28	15
Rather no	20	14	19	28	21	22	24	18	22	17	10
No, renewable energy has not become more important	10	7	11	6	7	10	14	9	15	11	6

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Attitudes towards the energy and heat transition

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

		Gender		Age (years)				
	Total	Male	Female	18-29	30-39	40-49	50-59	60-69
YES	70	71	69	74	63	68	67	78
Yes, renewable energy has become more important	39	41	37	38	34	42	37	47
Rather yes	31	30	32	37	29	26	31	32
NO	30	29	31	26	37	32	33	22
Rather no	20	19	21	17	24	21	21	15
No, renewable energy has not become more important	10	10	10	8	13	11	12	7

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

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

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

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<877 €)	Medium 60-140% (877-2.045 €)	High >140% (>2.045 €)
YES	70	68	69	79	70	71	72
Yes, renewable energy has become more important	39	34	39	51	36	42	49
Rather yes	31	33	30	28	34	29	23
NO	30	32	31	21	30	29	28
Rather no	20	22	21	12	20	19	17
No, renewable energy has not become more important	10	11	10	9	9	10	11

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented



5

Interest in information and level of
knowledge

Main findings

Interest in information and level of knowledge

Interest in information and level of knowledge: Climate

- Nine out of ten respondents (90%) express a fundamental interest in the topic of climate change. Of these, 45% are "very" interested. Less interest was expressed by 8%, and no interest at all by 2%.
- 57% rate their level of knowledge about ecological interrelationships and environmental problems (e.g. forest dieback, biodiversity, etc.) as (rather) high. However, only 9% rate their level of knowledge as "very high". A (rather) low level of knowledge is attested by 43%, with 3% saying they know very little.

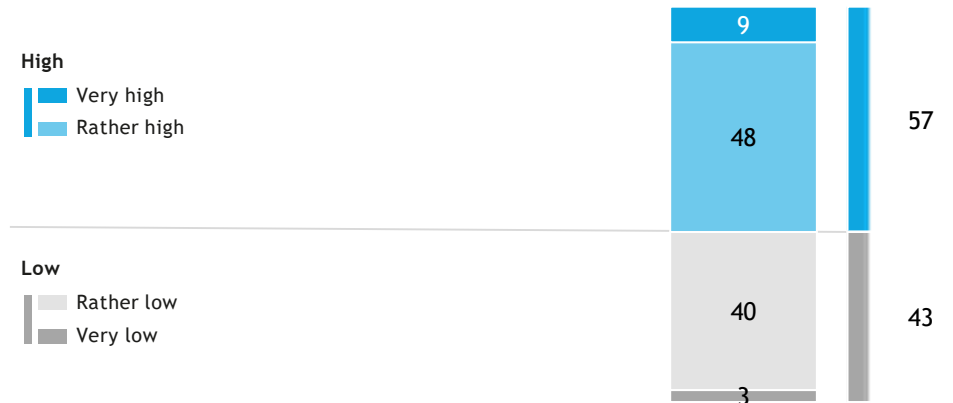
Interest in information and level of knowledge: Policies

- Only 8% of respondents feel "very well" informed about policies for a more climate and environmentally-friendly economy. 45% feel "rather well" informed. This compares to 43% who feel "rather not well" informed and 4% who feel "not at all well" informed.
- Around three quarters of respondents (73%) think that policies for a more climate and environmentally-friendly economy are insufficiently explained and clarified. Only 27% disagree (policies are sufficiently explained: yes: 4%, rather yes: 23%).

Interest in information and level of knowledge: Climate

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

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



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





Interest in information and level of knowledge: Climate

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
INTERESTED	90	97	98	93	96	88	84	91	82	82	97
I am very interested in it	45	59	59	47	50	32	36	44	28	40	73
I am rather interested	45	38	40	46	46	56	48	47	54	43	24
NOT INTERESTED	10	3	2	7	4	12	16	9	18	18	3
I am less interested	8	1	1	7	1	9	14	7	15	14	3
I am not interested in it at all	2	2	1	-	2	3	2	2	3	4	-

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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	90	88	92	95	90	89	87	91
I am very interested in it	45	47	43	45	44	41	48	46
I am rather interested	45	42	49	50	46	48	39	45
NOT INTERESTED	10	12	8	5	10	11	13	9
I am less interested	8	9	6	4	8	8	11	8
I am not interested in it at all	2	2	2	1	2	3	2	1

Basis: 1,201 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	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<877 €)	Medium 60-140% (877-2.045 €)	High >140% (>2.045 €)
INTERESTED	90	88	90	93	91	89	92
I am very interested in it	45	39	47	53	45	46	46
I am rather interested	45	49	44	40	47	43	46
NOT INTERESTED	10	12	10	7	9	11	8
I am less interested	8	10	8	4	7	9	4
I am not interested in it at all	2	2	2	3	2	2	4

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

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Interest in information and level of knowledge: Climate

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
HIGH	57	67	65	71	65	50	46	51	37	59	76
Very high	9	13	7	14	10	6	7	7	4	10	12
Rather high	48	54	58	57	55	44	39	44	33	48	65
LOW	43	33	35	29	35	50	54	49	63	41	24
Rather low	40	31	34	27	34	46	50	45	57	37	24
Very low	3	2	1	2	1	4	5	4	7	5	-

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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	57	65	49	59	60	59	56	53
Very high	9	11	6	14	11	10	5	6
Rather high	48	54	43	46	48	50	51	47
LOW	43	35	51	41	40	41	44	47
Rather low	40	32	47	38	35	38	41	45
Very low	3	3	4	3	5	3	4	2

Basis: 1,201 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	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<877 €)	Medium 60-140% (877-2.045 €)	High >140% (>2.045 €)
HIGH	57	46	62	69	57	58	65
Very high	9	4	10	18	7	9	18
Rather high	48	42	53	52	50	49	47
LOW	43	54	38	31	43	42	35
Rather low	40	50	34	29	39	39	32
Very low	3	4	3	2	4	3	3

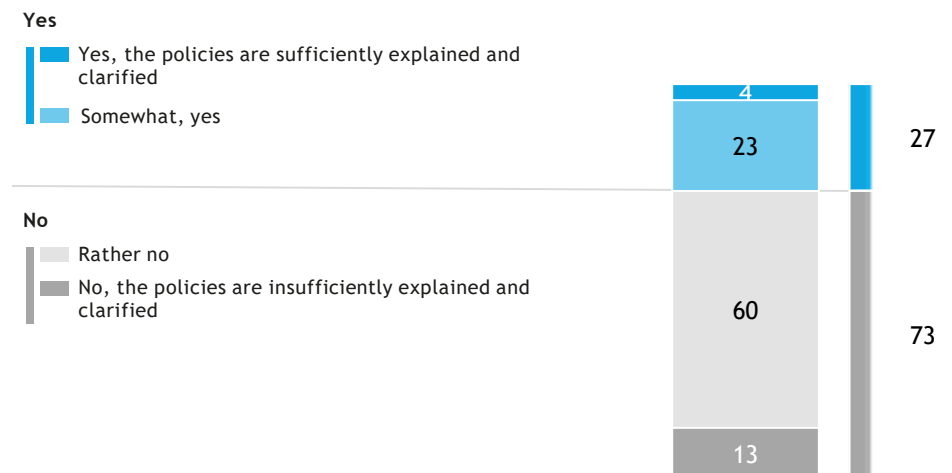
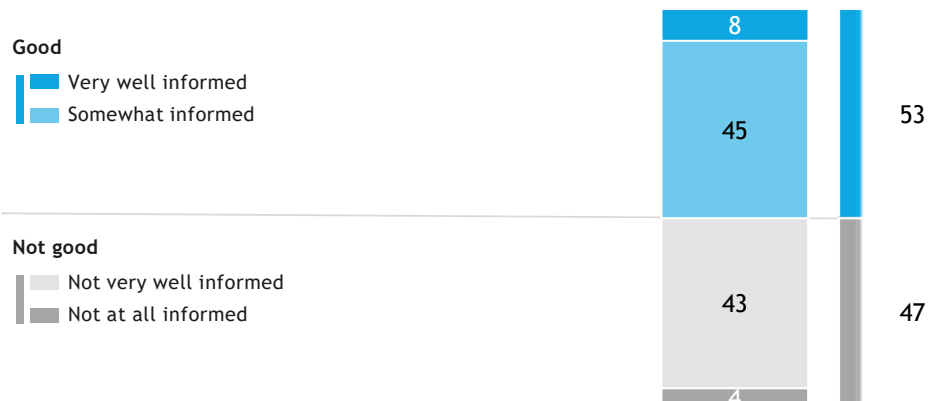
Basis: 1,201 cases, total sample; figures in %.

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Interest in information and level of knowledge: Policies

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

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



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





Interest in information and level of knowledge: Policies

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
INFORMED	52	68	54	67	61	44	47	47	29	55	66
Very well informed	8	11	7	15	8	4	4	7	2	10	12
Somewhat informed	45	57	47	52	53	40	44	40	27	45	55
NOT INFORMED	47	32	46	33	39	56	53	53	71	45	34
Not very well informed	43	30	45	30	36	50	48	49	62	39	34
Not at all informed	4	2	2	3	2	6	5	5	9	6	-

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

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Interest in information and level of knowledge: Policies

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
INFORMED	52	61	44	53	53	54	50	54
Very well informed	8	10	5	10	8	10	6	4
Somewhat informed	45	51	39	43	45	44	43	50
NOT INFORMED	47	39	56	47	47	46	50	46
Not very well informed	43	36	50	45	42	41	46	42
Not at all informed	4	3	6	2	5	5	4	4

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

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Interest in information and level of knowledge: Policies

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

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<877 €)	Medium 60-140% (877-2.045 €)	High >140% (>2.045 €)
INFORMED	52	42	56	66	52	53	67
Very well informed	8	4	7	16	7	8	15
Somewhat informed	45	38	49	50	45	45	52
NOT INFORMED	47	58	44	34	48	47	33
Not very well informed	43	52	41	32	43	43	30
Not at all informed	4	6	4	2	5	4	3

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

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
Interest in information and level of knowledge: Policies

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
YES	27	42	19	36	24	27	15	33	18	37	18
Yes, the policies are sufficiently explained and clarified	4	6	1	7	4	1	3	7	3	6	1
Rather yes	23	36	18	29	21	26	13	26	14	32	17
NO	73	58	81	64	76	73	85	67	82	63	82
Rather no	60	53	60	60	60	68	66	56	61	49	65
No, the policies are insufficiently explained and clarified	13	5	21	5	15	4	19	12	21	14	16

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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	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
YES	27	31	23	26	27	31	27	23
Yes, the policies are sufficiently explained and clarified	4	4	3	4	4	4	4	3
Rather yes	23	27	20	23	23	27	23	20
NO	73	69	77	74	73	69	73	77
Rather no	60	58	62	62	60	55	61	63
No, the policies are insufficiently explained and clarified	13	11	15	11	14	15	13	13

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

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Interest in information and level of knowledge: Policies

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

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<877 €)	Medium 60-140% (877-2.045 €)	High >140% (>2.045 €)
YES	27	23	27	35	26	24	42
Yes, the policies are sufficiently explained and clarified	4	3	4	5	4	3	7
Rather yes	23	20	23	30	22	21	35
NO	73	77	73	65	74	76	58
Rather no	60	63	60	54	61	62	49
No, the policies are insufficiently explained and clarified	13	14	13	11	13	14	9

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

■ strongly overrepresented ■ strongly underrepresented
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6

Appendix: Communication

Topic interest in general

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

Health	62
Environment and nature	60
Holiday, travel	59
Food and drink	59
Nutrition	56
Music, culture, theatre, art	56
Sport	46
Wildlife, animals and pets	46
Current affairs	44
Science and technology	44
Sustainable consumption	40
Consumer electronics, television	38
Garden and plants	38
Psychology, spirituality, well-being	36

Family, children and child education	36
Computers, computer games	35
Information from the region, regional news	32
Fashion	29
Cosmetics and beauty	28
Furniture, decoration	28
Technology and gaming	27
Cars, motorbikes	25
Photography, filming	24
Business, professions	18
Investments, insurance, tax tips and finance	16
Wellness	15
Stars, celebrities	13

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

Topic interest in general (1)

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Health	62	68	64	58	63	62	60	71	62	54	66
Environment and nature	60	69	66	70	68	50	54	56	59	51	73
Holiday, travel	59	63	59	76	77	66	49	45	44	54	63
Food and drink	59	68	53	61	56	58	60	56	58	55	70
Nutrition	56	58	56	62	53	59	52	61	53	50	64
Music, culture, theatre, art	56	57	60	62	66	54	50	58	48	48	72
Sport	46	56	46	47	48	55	41	33	35	50	50
Wildlife, animals and pets	46	46	47	47	45	39	47	43	55	40	52
Current affairs	44	56	61	52	46	46	42	37	28	35	48
Science and technology	44	47	56	52	44	43	43	28	34	43	48
Sustainable consumption	40	47	58	44	49	32	29	38	31	32	55
Consumer electronics, television	38	44	29	29	35	42	34	39	37	42	43
Garden and plants	38	45	35	43	33	36	34	40	39	36	48
Psychology, spirituality, well-being	36	31	39	41	51	37	26	38	32	33	40

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

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

strongly overrepresented
 overrepresented
 strongly underrepresented
 underrepresented





Topic interest in general (2)

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Family, children and child education	36	45	26	34	30	34	34	49	37	35	31
Computers, computer games	35	40	29	27	44	39	33	29	32	38	40
Information from the region, regional news	32	43	31	32	28	30	32	39	39	20	25
Fashion	29	35	17	34	40	31	19	31	22	29	37
Cosmetics and beauty	28	27	23	30	31	25	17	33	30	32	34
Furniture, decoration	28	31	23	24	40	30	24	32	23	30	32
Technology and gaming	27	33	18	24	34	35	24	19	18	32	28
Cars, motorbikes	25	30	12	27	25	27	27	16	24	29	29
Photography, filming	24	26	16	27	38	23	16	27	20	24	33
Business, professions	18	29	18	18	12	23	14	12	12	20	23
Investments, insurance, tax tips and finance	16	26	13	19	21	14	15	10	9	21	17
Wellness	15	12	18	13	20	18	14	8	9	20	21
Stars, celebrities	13	14	7	14	16	13	6	12	12	22	20

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

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 SEN = Sensation-Oriented
 PRO = Progressive Realists

 strongly overrepresented
 overrepresented
 strongly underrepresented
 underrepresented

Topic interest in general (1)

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Health	62	56	68	51	53	60	71	73
Environment and nature	60	57	64	52	58	58	63	69
Holiday, travel	59	58	60	66	62	53	60	55
Food and drink	59	54	65	57	62	56	62	60
Nutrition	56	50	62	49	51	50	65	64
Music, culture, theatre, art	56	53	59	65	58	51	58	50
Sport	46	64	29	48	52	45	46	41
Wildlife, animals and pets	46	42	50	45	43	48	49	42
Current affairs	44	47	42	45	39	37	51	49
Science and technology	44	56	31	48	46	39	42	45
Sustainable consumption	40	37	43	34	34	36	46	47
Consumer electronics, television	38	44	31	28	39	40	41	38
Garden and plants	38	34	42	22	33	38	47	49
Psychology, spirituality, well-being	36	25	46	42	38	34	40	26

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Topic interest in general (2)

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Family, children and child education	36	30	41	28	35	43	38	32
Computers, computer games	35	44	26	44	41	35	31	26
Information from the region, regional news	32	33	31	14	21	30	45	44
Fashion	29	17	41	40	34	26	27	20
Cosmetics and beauty	28	8	48	31	31	29	28	19
Furniture, decoration	28	19	38	23	32	31	33	20
Technology and gaming	27	38	16	36	33	31	21	15
Cars, motorbikes	25	37	13	25	24	22	29	24
Photography, filming	24	25	24	34	26	22	20	20
Business, professions	18	23	14	16	21	16	20	17
Investments, insurance, tax tips and finance	16	22	10	17	17	15	17	16
Wellness	15	12	18	16	23	15	15	9
Stars, celebrities	13	8	18	25	12	13	11	7

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Topic interest in general (1)

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

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<877 €)	Medium 60-140% (877-2.045 €)	High >140% (>2.045 €)
Health	62	66	61	58	62	61	64
Environment and nature	60	60	60	60	60	61	57
Holiday, Travel	59	52	61	68	52	63	70
Food and drink	59	61	61	52	62	59	54
Nutrition	56	59	54	56	59	55	54
Music, culture, theatre, art	56	53	58	59	59	56	50
Sport	46	37	53	50	43	48	54
Wildlife, animals and pets	46	51	44	40	46	47	41
Current affairs	44	38	49	49	42	45	53
Science and technology	44	35	49	49	42	45	52
Sustainable consumption	40	40	42	35	42	41	35
Consumer electronics, television	38	40	41	26	39	39	30
Garden and plants	38	41	40	31	42	38	31
Psychology, spirituality, well-being	36	36	35	39	40	33	36

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Topic interest in general (2)

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














	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<877 €)	Medium 60-140% (877-2.045 €)	High >140% (>2.045 €)
Family, children and child education	36	36	36	34	38	35	30
Computers, computer games	35	32	40	30	36	34	34
Information from the region, regional news	32	36	31	25	31	32	26
Fashion	29	27	29	33	30	27	34
Cosmetics and beauty	28	30	26	28	32	24	24
Furniture, decoration	28	29	28	28	31	26	24
Technology and gaming	27	21	31	28	25	27	32
Cars, motorbikes	25	23	26	25	23	27	28
Photography, filming	24	23	27	21	27	23	14
Business, professions	18	14	20	23	17	19	25
Investments, insurance, tax tips and finance	16	11	19	21	12	18	32
Wellness	15	10	16	24	14	16	20
Stars, celebrities	13	13	14	12	16	11	14













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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Consumer interests

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

Holidays and travel	 34
Delicatessen - high quality food	 26
PC/Tablet/Smartphone	 25
Eating out (restaurants)	 21
Clothing/Fashion	 16
Cars	 13
Coffee/tea	 13
Cosmetics/Perfume	 12
Donations for charitable purposes	 12
Wine/Champagne	 10
Furniture	 10
Kitchen furniture and equipment	 10
Bicycle	 9

Beer	 9
High quality jewellery	 8
(Wrist) Watches	 8
High-end hi-fi equipment	 7
Handbags	 7
Do-it-yourself / garden tools	 7
Exclusive accessories	 6
High quality spirits/whisky	 6
Antiques	 4
Costume jewellery	 3
Porcelain/Glasswork	 3
None of these products	 32

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





Consumer interests (1)

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Holidays and travel	34	38	37	53	57	30	24	21	14	34	44
Delicatessen - high quality food	26	27	29	31	26	26	26	25	19	20	34
PC/tablet/smartphone	25	26	17	29	43	33	20	15	10	25	38
Eating out (restaurants)	21	24	23	26	38	18	20	10	15	15	29
Clothing/fashion	16	23	12	18	26	16	13	7	8	16	22
Cars	13	19	7	18	18	16	9	10	6	15	20
Coffee/tea	13	15	14	18	12	9	7	14	14	12	23
Cosmetics/Perfume	12	14	10	14	18	10	8	13	8	13	16
Donations for charitable purposes	12	13	16	18	20	8	7	6	7	11	16
Wine/champagne	10	14	14	14	5	10	11	7	4	10	10
Furniture	10	8	6	20	17	5	10	6	6	14	8
Kitchen furniture and equipment	10	8	15	15	12	7	10	8	7	9	11
Bicycle	9	9	10	19	18	5	7	6	3	10	12

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

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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
Beer	9	9	10	10	12	10	9	6	2	10	13
High quality jewellery	8	10	5	10	10	8	7	3	2	11	11
(Wrist) Watches	8	15	4	8	11	8	12	4	3	7	10
High-end hi-fi equipment	7	7	8	10	4	8	7	6	4	8	6
Handbags	7	11	7	10	7	6	6	7	2	7	4
Do-it-yourself / garden tools	7	8	4	9	6	6	6	7	6	6	8
Exclusive accessories	6	10	8	8	6	4	6	2	2	6	5
High quality spirits/whisky	6	5	12	5	6	6	8	3	2	6	6
Antiques	4	5	4	6	5	3	6	3	-	5	2
Costume jewellery	3	2	4	4	5	1	2	5	2	5	1
Porcelain / glasswork	3	5	4	5	1	2	2	3	-	4	2
None of these products	32	28	31	15	14	28	38	44	54	32	22

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

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Consumer interests (1)

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Holidays and travel	34	35	32	50	38	32	25	26
Delicatessen - high quality food	26	30	22	26	29	28	26	20
PC/tablet/smartphone	25	31	19	45	26	25	18	14
Eating out (restaurants)	21	22	20	28	30	18	17	14
Clothing/fashion	16	17	14	26	22	16	10	7
Cars	13	18	9	21	17	14	11	6
Coffee/tea	13	14	13	12	16	15	14	8
Cosmetics/perfume	12	7	17	14	16	15	10	6
Donations for charitable purposes	12	12	11	18	11	9	9	11
Wine/champagne	10	13	6	9	14	12	7	8
Furniture	10	11	9	10	16	11	8	6
Kitchen furniture and equipment	10	8	11	8	12	10	11	8
Bicycle	9	13	6	12	10	9	7	10

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Consumer interests (2)

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Beer	9	14	4	11	14	8	7	6
High quality jewellery	8	8	7	13	9	8	5	6
(Wrist) Watches	8	12	4	13	10	8	7	4
High-end hi-fi equipment	7	11	3	6	6	8	8	6
Handbags	7	4	10	10	10	6	4	4
Do-it-yourself/garden tools	7	9	4	3	8	7	8	7
Exclusive accessories	6	6	5	7	7	6	5	2
High quality spirits/whisky	6	8	3	5	7	8	6	3
Antiques	4	5	3	5	5	3	3	4
Costume jewellery	3	3	3	2	5	3	3	1
Porcelain/glasswork	3	3	2	3	4	3	3	2
None of these products	32	27	36	14	24	26	42	48

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Consumer interests (1)

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

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<877 €)	Medium 60-140% (877-2.045 €)	High >140% (>2.045 €)
Holidays and travel	34	23	38	46	28	36	49
Delicatessen - high quality food	26	24	26	28	24	26	34
PC/tablet/smartphone	25	16	31	29	22	26	30
Eating out (restaurants)	21	13	26	25	17	22	34
Clothing/Fashion	16	10	20	16	12	17	28
Cars	13	10	14	20	11	13	28
Coffee/tea	13	13	12	15	14	13	15
Cosmetics/Perfume	12	10	14	12	11	12	14
Donations for charitable purposes	12	10	12	12	9	12	17
Wine/champagne	10	6	12	13	6	12	15
Furniture	10	8	11	11	11	9	15
Kitchen furniture and equipment	10	11	9	9	9	9	15
Bicycle	9	8	10	12	8	9	17

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





■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Consumer interests (2)

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

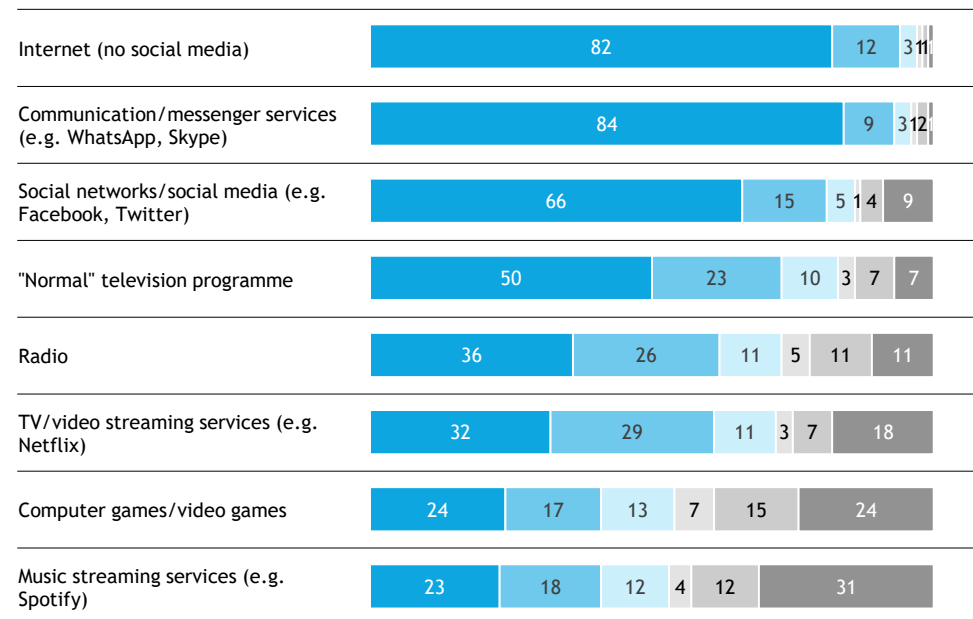
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<877 €)	Medium 60-140% (877-2.045 €)	High >140% (>2.045 €)
Beer	9	6	10	12	9	10	12
High quality jewellery	8	4	9	12	5	8	17
(Wrist) Watches	8	5	9	13	7	9	14
High-end hi-fi equipment	7	5	8	7	6	7	10
Handbags	7	5	7	10	6	6	13
Do-it-yourself / garden tools	7	8	6	4	6	7	8
Exclusive accessories	6	3	6	8	4	5	14
High quality spirits/whisky	6	4	7	7	4	7	10
Antiques	4	2	5	6	3	5	5
Costume jewellery	3	3	3	3	4	2	5
Porcelain/Glasswork	3	2	3	5	3	3	6
None of these products	32	42	27	20	36	29	18

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

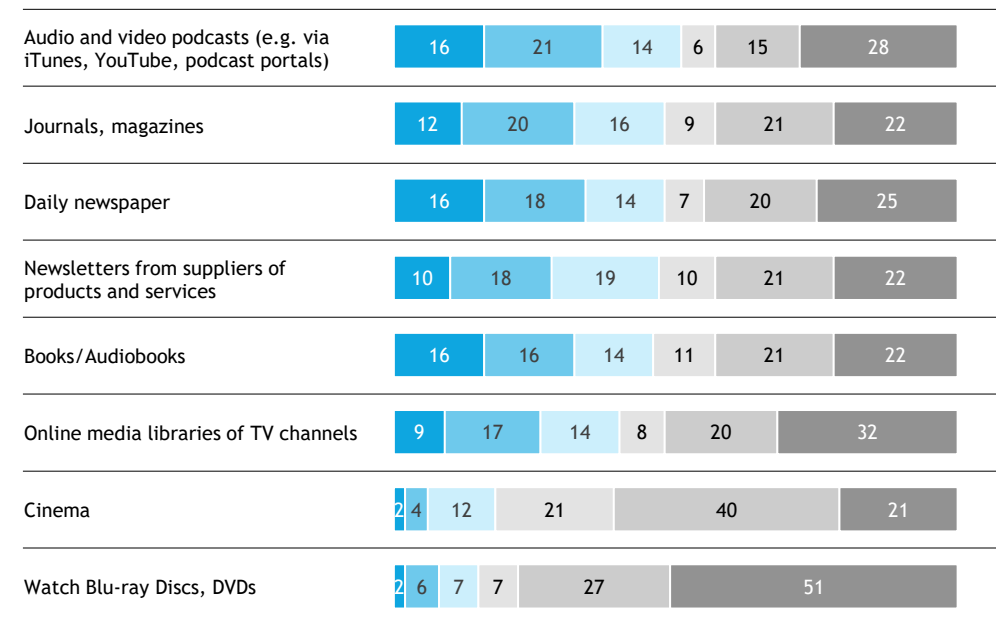
 strongly overrepresented
  strongly underrepresented
 overrepresented
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Media use

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



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



Media use





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

Response category: "At least several times a month"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Internet (no social media)	97	95	99	100	99	98	97	93	95	94	98
Communication/messenger services (e.g. WhatsApp, Skype)	95	94	97	99	95	96	93	94	96	93	99
Social networks/social media (e.g. Facebook, Twitter)	86	85	84	93	90	91	78	76	83	87	91
"Normal" television programme	83	91	80	82	78	83	79	90	79	86	77
Radio	73	82	69	84	65	72	75	75	66	74	67
TV/video streaming services (e.g. Netflix)	73	73	71	82	91	72	70	58	55	76	84
Computer games/video games	54	58	51	64	66	52	51	42	42	63	57
Music streaming services (e.g. Spotify)	53	52	54	64	72	55	40	36	31	60	66
Audio and video podcasts (e.g. via iTunes, YouTube, podcast portals)	51	49	46	62	66	50	48	44	31	60	62
Journals, magazines	48	61	49	59	58	45	40	39	40	50	43
Daily newspaper	48	62	52	62	53	40	45	40	34	49	48
Newsletters from suppliers of products and services	47	66	39	53	59	46	40	43	38	51	43
Books/Audiobooks	46	58	56	60	65	33	35	37	26	50	53
Online media libraries of TV channels	40	50	39	40	44	38	34	34	28	54	37
Cinema	18	19	14	22	24	14	14	17	6	28	22
Watch Blu-ray Discs, DVDs	15	22	8	17	19	11	13	10	1	27	13

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

EST = Established
INT = Intellectuals
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CMA = Consumer Materialists
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 strongly overrepresented
 overrepresented
 strongly underrepresented
 underrepresented

Media use

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

Response category: "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)	97	98	96	97	99	97	95	96
Communication/messenger services (e.g. WhatsApp, Skype)	95	94	97	96	99	96	96	91
Social networks/social media (e.g. Facebook, Twitter)	86	85	86	96	93	84	81	76
"Normal" television programme	83	82	83	76	75	84	87	89
Radio	73	77	70	54	75	76	80	79
TV/video streaming services (e.g. Netflix)	73	73	72	88	87	72	68	51
Computer games/video games	54	61	47	65	56	53	54	44
Music streaming services (e.g. Spotify)	53	57	47	86	67	51	39	24
Audio and video podcasts (e.g. via iTunes, YouTube, podcast portals)	51	55	48	66	56	50	47	39
Journals, magazines	48	55	41	39	54	45	51	50
Daily newspaper	48	54	42	34	52	49	49	55
Newsletters from suppliers of products and services	47	47	47	43	52	50	47	43
Books/Audiobooks	46	42	49	53	51	44	44	39
Online media libraries of TV channels	40	44	36	41	44	39	41	34
Cinema	18	22	14	24	20	17	14	14
Watch Blu-ray Discs, DVDs	15	17	11	14	20	16	13	8

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Media use

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

Response category: "At least several times a month"

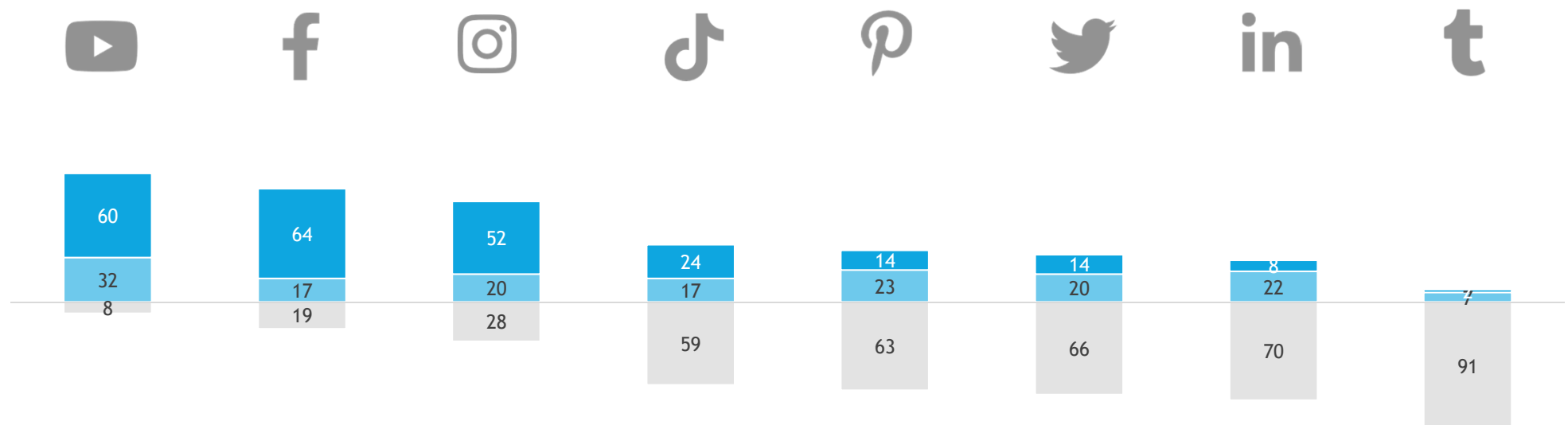
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<877 €)	Medium 60-140% (877-2.045 €)	High >140% (>2.045 €)
Internet (no social media)	97	95	97	99	96	98	99
Communication/messenger services (e.g. WhatsApp, Skype)	95	94	96	96	95	96	95
Social networks/social media (e.g. Facebook, Twitter)	86	83	87	89	88	84	84
"Normal" television programme	83	84	83	80	82	83	86
Radio	73	71	75	74	71	76	80
TV/video streaming services (e.g. Netflix)	73	61	78	82	67	76	82
Computer games/video games	54	46	58	64	49	56	71
Music streaming services (e.g. Spotify)	53	38	59	65	45	56	61
Audio and video podcasts (e.g. via iTunes, YouTube, podcast portals)	51	42	53	64	48	52	64
Journals, magazines	48	40	49	60	42	48	67
Daily newspaper	48	39	50	62	44	49	68
Newsletters from suppliers of products and services	47	39	50	58	45	47	57
Books/Audiobooks	46	34	50	59	43	46	58
Online media libraries of TV channels	40	34	42	46	40	40	50
Cinema	18	12	19	26	16	17	32
Watch Blu-ray Discs, DVDs	15	8	17	20	15	13	22

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Media use

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



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

■ Frequently
■ Occasionally

■ Never

Media use





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

Response category: "Frequently"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Facebook	64	66	63	62	57	72	52	63	72	74	53
YouTube	60	60	54	70	78	62	55	53	40	66	72
Instagram	52	56	50	59	66	58	43	41	37	54	64
TikTok	24	26	11	34	36	22	12	21	16	28	42
Twitter	14	14	16	17	21	10	7	10	8	23	14
Pinterest	14	20	16	19	18	13	12	9	12	9	19
LinkedIn	8	8	13	22	8	8	5	3	4	5	10
Tumblr	2	1	2	5	2	4	2	3	1	2	2

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

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

 strongly overrepresented
 overrepresented
 strongly underrepresented
 underrepresented

Media use

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

Response category: "Frequently"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Facebook	64	61	68	45	71	71	68	65
YouTube	60	68	52	73	70	62	56	42
Instagram	52	51	53	85	70	47	41	24
TikTok	24	24	23	49	22	16	23	11
Twitter	14	16	11	21	16	15	8	10
Pinterest	14	7	21	21	13	11	14	14
LinkedIn	8	10	6	10	16	7	6	6
Tumblr	2	2	3	3	7	3	1	-

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Media use

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

Response category: "Frequently"

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<877 €)	Medium 60-140% (877-2.045 €)	High >140% (>2.045 €)
Facebook	64	69	63	57	69	63	63
YouTube	60	52	64	67	61	61	57
Instagram	52	43	57	59	55	48	56
TikTok	24	21	26	24	25	23	18
Twitter	14	9	16	17	13	12	20
Pinterest	14	13	15	15	16	11	20
LinkedIn	8	4	9	18	8	8	17
Tumblr	2	1	3	5	3	1	5

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Media use





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

Response category: "At least occasionally"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
YouTube	92	91	86	95	95	97	93	88	82	93	98
Facebook	81	85	80	81	80	84	70	78	86	85	79
Instagram	72	72	65	75	78	82	65	64	57	78	81
TikTok	41	44	23	48	54	43	30	38	31	48	55
Pinterest	37	42	34	42	52	38	29	33	30	40	45
Twitter	34	36	38	36	35	36	24	27	23	46	39
LinkedIn	30	36	37	46	40	29	21	17	17	34	29
Tumblr	9	8	8	15	14	9	7	6	2	18	7

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

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Media use

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

Response category: "At least occasionally"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
YouTube	92	93	91	97	97	96	90	80
Facebook	81	78	84	72	90	81	82	78
Instagram	72	71	72	93	84	72	65	49
TikTok	41	41	40	63	40	36	42	24
Pinterest	37	25	50	54	42	34	32	29
Twitter	34	40	28	44	34	35	27	32
LinkedIn	30	34	26	33	44	30	26	20
Tumblr	9	9	9	15	17	8	5	4

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Media use

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

Response category: "At least occasionally"

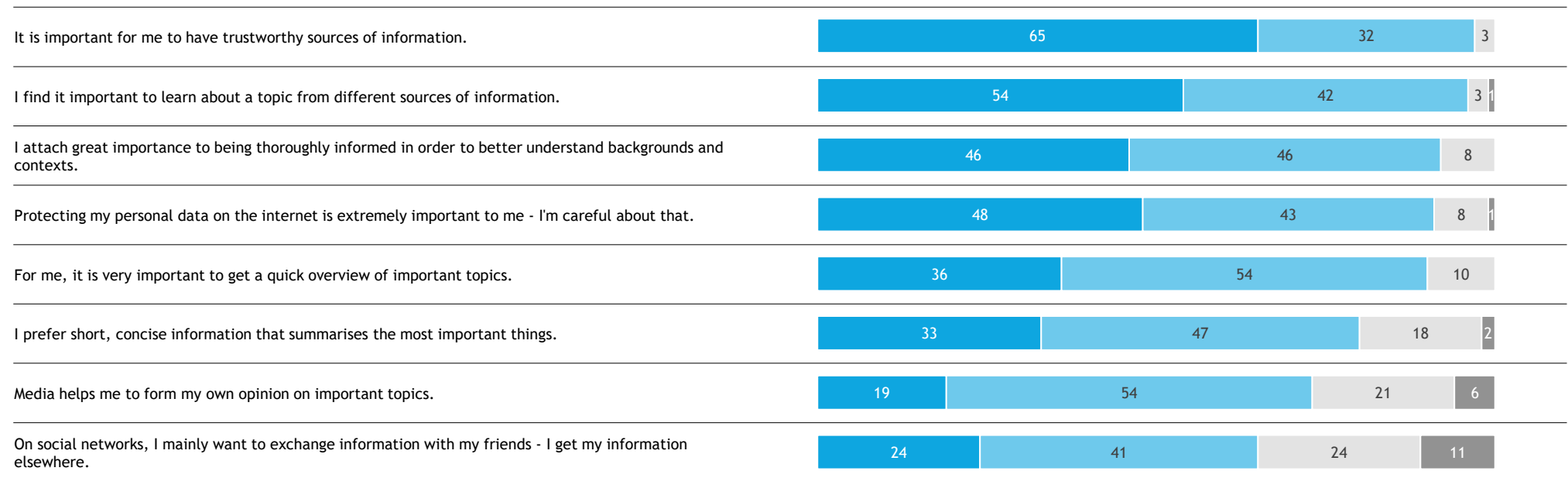
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<877 €)	Medium 60-140% (877-2.045 €)	High >140% (>2.045 €)
YouTube	92	89	94	94	94	91	90
Facebook	81	83	80	79	85	79	82
Instagram	72	64	76	76	74	68	78
TikTok	41	39	42	41	44	38	42
Pinterest	37	34	37	47	40	34	47
Twitter	34	28	36	42	35	34	39
LinkedIn	30	19	31	51	26	31	51
Tumblr	9	3	12	17	10	8	21

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

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■ overrepresented ■ underrepresented

Communication expectations

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



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

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

Communication expectations

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

Response category: "Applies completely / Somewhat applies"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
It is important for me to have trustworthy sources of information.	97	98	100	97	100	97	99	95	97	91	99
I find it important to learn about a topic from different sources of information.	96	97	97	99	99	95	98	92	96	92	100
I attach great importance to being thoroughly informed in order to better understand backgrounds and contexts.	92	95	92	96	92	90	95	91	86	88	97
Protecting my personal data on the internet is extremely important to me - I'm careful about that.	91	97	88	93	84	87	92	93	91	87	89
For me, it is very important to get a quick overview of important topics.	90	98	87	89	84	90	86	90	89	89	94
I prefer short, concise information that summarises the most important things.	80	90	62	76	75	82	79	86	87	82	82
Media help me to form my own opinion on important topics.	73	85	68	75	70	76	65	70	65	76	81
On social networks, I mainly want to exchange information with my friends - I get my information elsewhere.	65	67	66	71	61	70	51	70	63	70	62

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

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Communication expectations

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

Response category: "Applies completely / 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	97	97	97	98	96	97	99
I find it important to learn about a topic from different sources of information.	96	97	96	95	97	96	96	98
I attach great importance to being thoroughly informed in order to better understand backgrounds and contexts.	92	95	88	92	92	88	95	92
Protecting my personal data on the internet is extremely important to me - I'm careful about that.	91	89	91	86	91	92	91	91
For me, it is very important to get a quick overview of important topics.	90	88	91	87	90	88	91	91
I prefer short, concise information that summarises the most important things.	80	77	84	82	76	79	82	82
Media help me to form my own opinion on important topics.	73	72	73	80	69	73	72	70
On social networks, I mainly want to exchange information with my friends - I get my information elsewhere.	65	66	65	64	68	66	63	64

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Communication expectations

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

Response category: "Applies completely / Somewhat applies"

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<877 €)	Medium 60-140% (877-2.045 €)	High >140% (>2.045 €)
It is important for me to have trustworthy sources of information.	97	96	98	99	95	98	99
I find it important to learn about a topic from different sources of information.	96	96	97	97	95	97	98
I attach great importance to being thoroughly informed in order to better understand backgrounds and contexts.	92	89	94	94	91	92	94
Protecting my personal data on the internet is extremely important to me - I'm careful about that.	91	91	90	89	91	89	91
For me, it is very important to get a quick overview of important topics.	90	92	88	89	88	90	88
I prefer short, concise information that summarises the most important things.	80	84	79	76	82	79	81
Media help me to form my own opinion on important topics.	73	69	72	83	74	71	83
On social networks, I mainly want to exchange information with my friends - I get my information elsewhere.	65	64	67	64	69	64	70

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

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■ overrepresented ■ underrepresented

Communication expectations





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

Response category: "Applies completely".

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
It is important for me to have trustworthy sources of information.	65	75	80	65	73	52	62	66	65	53	76
I find it important to learn about a topic from different sources of information.	54	58	63	62	55	44	50	54	44	51	70
Protecting my personal data on the internet is extremely important to me - I'm careful about that.	48	62	45	44	46	38	45	57	52	41	52
I attach great importance to being thoroughly informed in order to better understand backgrounds and contexts.	46	55	55	52	55	33	44	49	35	38	62
For me, it is very important to get a quick overview of important topics.	36	48	31	33	22	26	31	44	37	40	48
I prefer short, concise information that summarises the most important things.	33	41	24	29	27	30	28	44	40	32	36
On social networks, I mainly want to exchange information with my friends - I get my information elsewhere.	24	21	36	28	20	20	21	26	24	22	26
Media help me to form my own opinion on important topics.	19	26	20	26	20	13	10	18	14	22	32

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

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Communication expectations

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

Response category: "Applies completely".

	Total	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.	65	67	64	66	66	64	65	64
I find it important to learn about a topic from different sources of information.	54	57	51	49	56	52	56	57
Protecting my personal data on the internet is extremely important to me - I'm careful about that.	48	50	45	45	45	44	53	50
I attach great importance to being thoroughly informed in order to better understand backgrounds and contexts.	46	51	42	43	49	42	49	48
For me, it is very important to get a quick overview of important topics.	36	36	35	27	32	36	40	40
I prefer short, concise information that summarises the most important things.	33	33	33	33	24	31	38	36
On social networks, I mainly want to exchange information with my friends - I get my information elsewhere.	24	28	21	25	27	25	24	20
Media help me to form my own opinion on important topics.	19	20	19	22	16	21	20	16

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

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■ overrepresented ■ underrepresented

Communication expectations

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

Response category: "Applies completely".

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<877 €)	Medium 60-140% (877-2.045 €)	High >140% (>2.045 €)
It is important for me to have trustworthy sources of information.	65	60	66	74	61	67	75
I find it important to learn about a topic from different sources of information.	54	51	54	59	51	56	58
Protecting my personal data on the internet is extremely important to me - I'm careful about that.	48	50	46	45	50	44	52
I attach great importance to being thoroughly informed in order to better understand backgrounds and contexts.	46	41	48	53	44	47	56
For me, it is very important to get a quick overview of important topics.	36	37	34	36	35	34	45
I prefer short, concise information that summarises the most important things.	33	36	31	32	32	33	38
On social networks, I mainly want to exchange information with my friends - I get my information elsewhere.	24	22	25	25	22	25	34
Media help me to form my own opinion on important topics.	19	17	17	29	18	20	25

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented



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Contact persons



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



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

sinus:

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