



SINUS Study for the Friedrich-Ebert-Stiftung

Social-ecological transformation

Country report Croatia

**FRIEDRICH
EBERT
STIFTUNG**

sinus:

Heidelberg, September 2023

Teil der INTEGRAL-SINUS-OPINION Gruppe

Task and objective

Empirical survey to identify blocking and supporter 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; now 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, however, the pressure for change is now increasingly affecting citizens directly. The path to a climate-neutral society and economy is associated with enormous technological, economic and social challenges: The accelerated expansion of renewable energy, increased efforts in the heat and transport transition, the structural change of the businesses and its effects on the working and living environment - 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 Climate & Social Justice of the Friedrich-Ebert-Stiftung: In a total of 19 countries, the survey investigated what perceptions, interests and fears people associate with the social-ecological transformation. The aim of the survey was not only to capture a panorama of climate policy attitudes. Rather, it was also intended to investigate how strongly and under what conditions different social milieus are receptive to climate policies. For this purpose, the target group model of the Sinus-Meta-Milieus was integrated into the survey design.
- 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, it is important to develop country- and milieu-specific communication strategies that address the different interests and fears of the population and address them appropriately through suitable forms of communication.

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Method and sample

Methodology and sample



Method

Standardised online survey (CAWI)

Quota sample (gender, age, education and region)

The interviews were conducted in the national language.



Data collection

Ø Interview duration: 23 minutes

The data collection was carried out by Sociotrend GmbH.



Target group

Resident population aged from 18 to 69 years



Sample size

1,204 persons



Survey period

12.06. - 07.07.2023

Survey contents

- Awareness of environmental, nature and climate protection topics
- Climate and Environmentally conscious behaviour: Attitudes, barriers and motivators
- Attitudes towards change in lifestyles and economies: Necessity of change, attribution of responsibility and political measures
- Interest in information and level of knowledge: climate change, ecological contexts and political measures

Methodology and sample

Evaluation of the survey results

- This report presents the **survey results for Croatia**. The key findings are presented in graphs and diagrams. For better readability and comprehensibility, the percentages have been rounded to whole numbers.
- The data set was examined for differences in the response behaviour of different population groups and presented in tabular form. The **socio-demographic characteristics** gender, age, education and net equivalent income were taken into account.
 - **Gender:** female, male
(The answer category „non-binary“ was taken into account in the survey, but not evaluated due to too small a number of cases).
 - **Age groups:** 18- to 29-year-olds, 30- to 39-year-olds, 40- to 49-year-olds, 50- to 59-year-olds, 60- to 69-year-olds
 - **Education groups:** low: "Bez škole ili strukovnog obrazovanja (još)" or "Osnovne škole" or "Srednja strukovna škola u trajanju 1-2 godine" or "Srednja tehnička škola u trajanju 1-2 godine"; medium: "Srednja usmerena škola [1978-1988]" or "Srednja strukovna škola u trajanju 3 godine" or "Srednja tehnička škola u trajanju 3 godine" or "Gimnazija ili srednja strukovna škola / Matura"; high: "Stručni studij na visokoj školi ili veleučilištu" or "Sveučilište".
 - **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.
the household net income is divided by the number of persons weighted according to the OECD scale. This results in a means-weighted per capita net income. The calculated equivalised income was divided into three groups (below 60 %, 60-140 %, above 140 % of the median income) using the median values available at Eurostat (2021).

Methodology and sample

Evaluation of the survey results

- In addition to the differentiation according to socio-demographic characteristics, the data was analysed according to the **milieu affiliation of the respondents**. By evaluating the findings according to the **Sinus-Meta-Milieus**, the socio-demographic analysis is supplemented by lifestyle and value components.
 - The milieu perspective does not replace the study of socio-demographic characteristics, but complements and refines them by taking into account basic values that determine lifestyle and life goals as well as everyday attitudes to family, work, leisure and consumption.
It supplements and refines it by taking into account fundamental values that determine lifestyle and life goals as well as everyday attitudes, for example, 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 44.3 years

18 to 29 years	20
30 to 39 years	19
40 to 49 years	20
50 to 59 years	20
60 to 69 years	21

Marital status

Single	24
In partnership, living separately	7
In partnership, living together	14
Married / registered partnership	44
Living in separation / divorced	8
Widowed	3

Persons in the household

1 person	11
2 persons	27
3 persons	25
4 persons	23
5 persons	9
6 persons and more	5

Educational qualification

Low	3
Medium	74
High	23

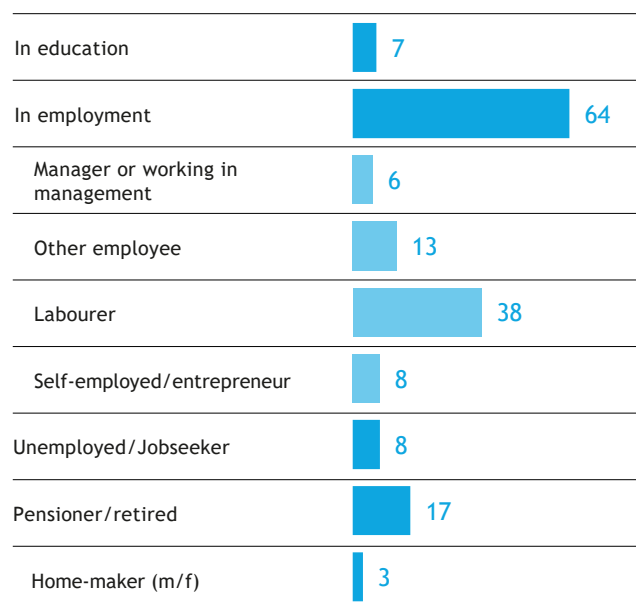
Children in the household

YES	50
Yes, children aged 0-5 years	10
Yes, children aged 6-13	15
Yes, children aged 14-17	13
Yes, children aged 18 and over (adult children)	23
There are no children living in my household	50

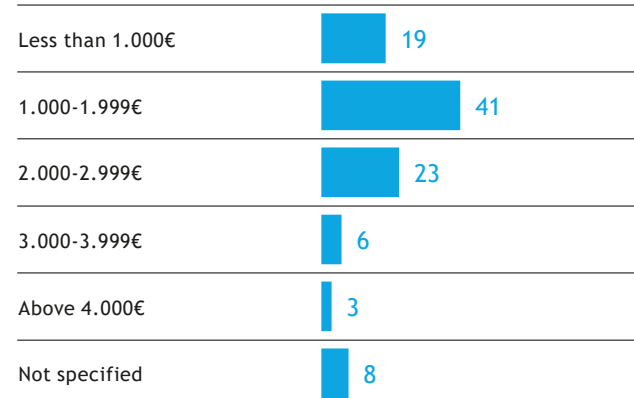
Basis: 1,204 cases, total sample; figures in %.

Demographic structure of the sample

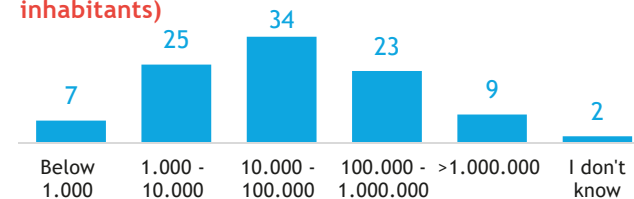
Occupational status



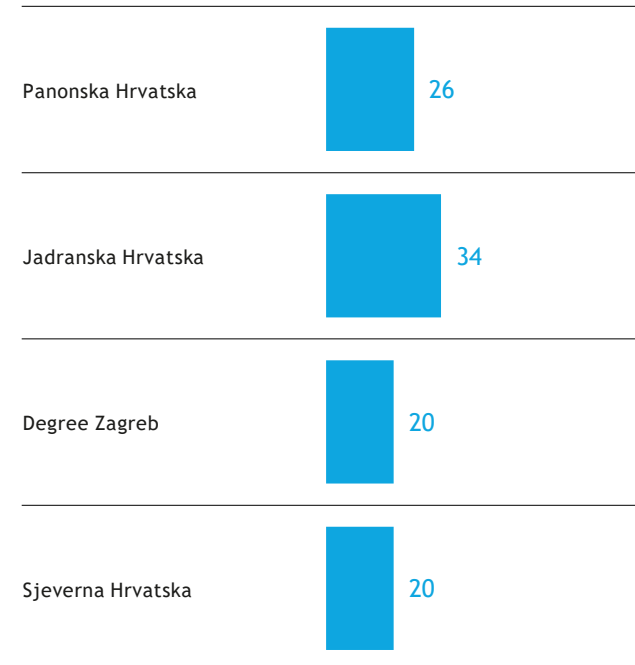
Net household income



Size of residency (number of inhabitants)



Region



Basis: 1,204 cases, total sample; figures in %.

The Sinus-Meta-Milieus[®] in Croatia

18 - 69 year olds

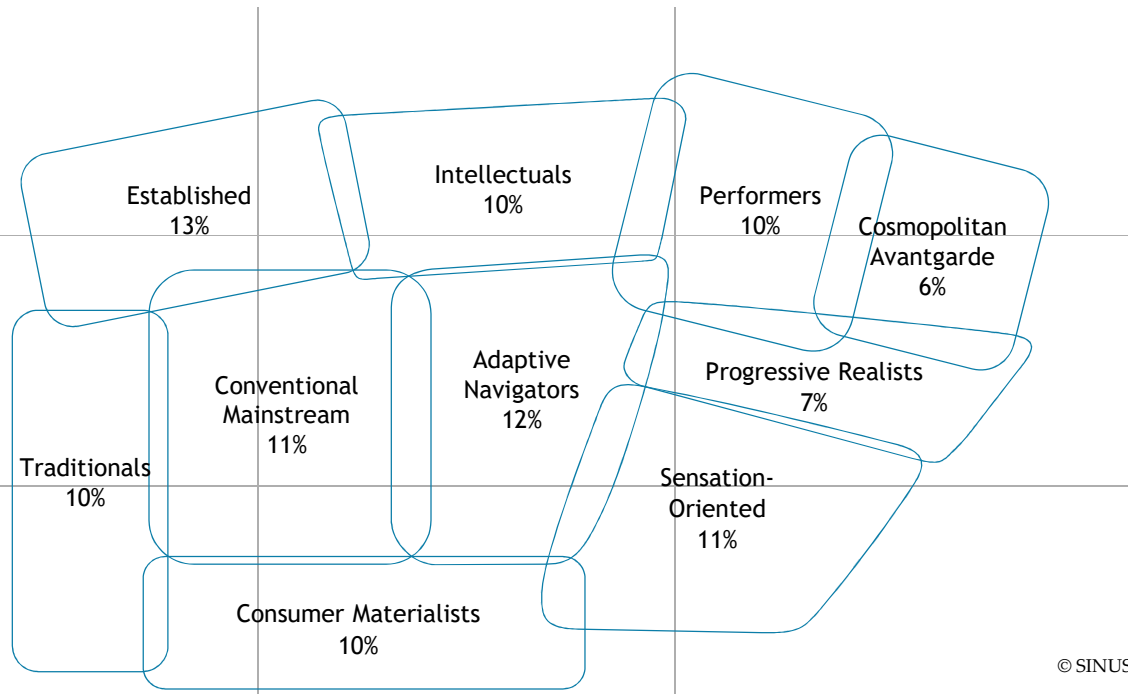
Social status ↓



Higher

Middle

Lower



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Basic Values →

Traditional
Sense of Duty
and Order

Modernisation
Individualisation,
Self-actualisation, Pleasure

Re-organisation
Multiple Options,
Experimentation, Paradoxes

The Sinus-Meta-Milieus[®]

Short summary

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



2

Problem awareness

Main findings

Problem awareness

Importance of environmental, nature and climate protection

- With 53% mentions each, the rule of law and public health service or care are most frequently counted among the five most important Topics. These are followed by the Topics inflation/decreasing purchasing power (48%) and Employment offers and fair wages (47%). The protection of the environment, nature and the climate is counted much less frequently among the five most important political Topics with 22% mentions.

Relevance of environmental policy fields of action

- Among the top five challenges for the preservation of our livelihoods, respondents most frequently rank water pollution/quality (64%), air pollution/quality (54%) and waste in the environment and living environment (52%). Increasing traffic and noise are the least frequently seen as a priority field for environmental policy action (12%).

Relevance of the Topic Climate Change

- A clear majority of the population considers climate change to be a (very) important Topic for Croatia: On a scale from 0 "completely irrelevant" to 10 "absolutely important", 63% of the respondents choose the scale points 8 to 10, another 21% the scale points 6 to 7. In contrast, it is only 5% of the respondents who choose the scale points 0 to 2. The scale average is 7.6.

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": 70%). At the same time, 76% say they are afraid of the consequences of climate change (highest level of agreement: 27%), while 37% think that many things are very exaggerated when it comes to the consequences of climate change (highest level of agreement: 11%). On the question of whether there are more important problems in our country than climate change, 75% agree (highest level of agreement: 23%) and 25% disagree. The statement that we should rather focus on adapting to the consequences of climate change instead of putting climate protection in the foreground is agreed by 59% (highest level of agreement: 15%), while 41% disagree.

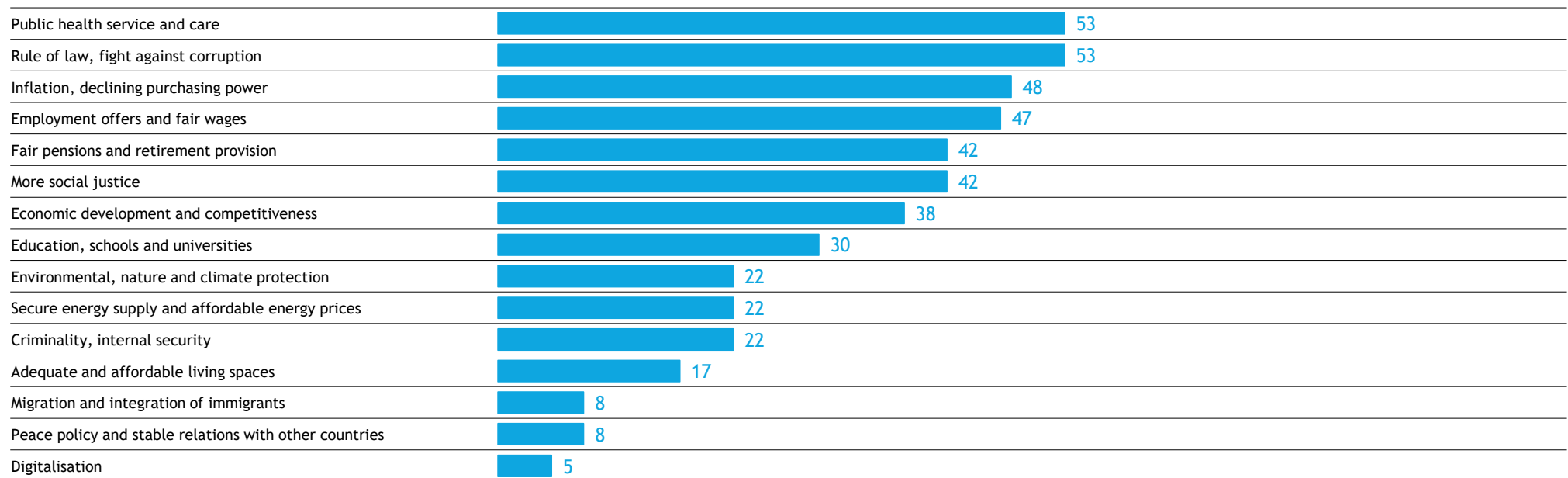
Consequences of climate change

- The increase in extreme weather events scares the population the most: 64% of respondents rank the increase in extreme weather events among the five consequences of climate change that scare them the most. The second most frequently mentioned is the lack of water in everyday life (56%). In third place is the extinction of species in the animal and plant world (50%). Significantly fewer respondents are afraid of increased immigration or migration as a result of climate change (14%).

Importance of environmental, nature and climate protection

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

Politically relevant topics



Basis: 1,204 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 Croatia 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	53	46	62	54	43	56	60	55	54	43	57
Rule of law, fight against corruption	53	50	64	51	45	56	62	47	53	54	44
Inflation, declining purchasing power	48	52	47	46	39	44	59	48	48	50	46
Employment offers and fair wages	47	49	46	47	58	44	41	55	48	36	57
Fair pensions and retirement provision	42	31	48	37	33	48	53	37	52	38	37
More social justice	42	41	44	34	39	39	42	50	58	30	42
Economic development and competitiveness	38	35	38	45	34	48	37	36	33	35	32
Education, schools and universities	30	40	39	32	40	23	23	22	19	33	25
Environmental, nature and climate protection	22	24	27	26	19	17	24	20	19	17	22
Secure energy supply and affordable energy prices	22	27	21	18	16	21	18	19	22	31	24
Criminality, internal security	22	26	14	17	19	27	19	31	20	24	20
Adequate and affordable living spaces	17	12	14	14	35	12	20	15	19	18	23
Migration and integration of immigrants	8	8	4	7	4	9	4	11	8	11	14
Peace policy and stable relations with other countries	8	6	4	10	7	8	9	9	8	8	9
Digitalisation	5	5	3	7	13	4	-	4	1	9	4

Basis: 1,204 cases, total sample; figures in %.

EST = Established
 INT = Intellectuals
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 TRA = Traditionals
 CMA = Consumer Materialists
 SEN = Sensation-Oriented
 PRO = Progressive Realists

strongly overrepresented
 overrepresented
 strongly underrepresented
 underrepresented

Importance of environmental, nature and climate protection

Which of the following topics do you think are the most important for politicians in Croatia 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	53	47	60	42	54	55	61	54
Rule of law, fight against corruption	53	56	51	36	44	56	61	69
Inflation, declining purchasing power	48	46	51	43	48	47	49	54
Employment offers and fair wages	47	43	52	58	57	54	42	26
Fair pensions and retirement provision	42	40	44	25	34	40	44	65
More social justice	42	40	43	37	30	49	43	49
Economic development and competitiveness	38	43	32	30	39	43	38	40
Education, schools and universities	30	28	31	36	33	31	23	25
Environmental, nature and climate protection	22	21	22	22	21	16	27	22
Secure energy supply and affordable energy prices	22	24	20	17	28	15	24	27
Criminality, internal security	22	22	23	20	22	21	20	27
Adequate and affordable living spaces	17	16	18	26	26	15	12	7
Migration and integration of immigrants	8	8	8	15	9	6	7	4
Peace policy and stable relations with other countries	8	8	8	6	6	8	10	10
Digitalisation	5	6	3	11	4	2	5	2

Basis: 1,204 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 Croatia to take care of? Please select up to 5 topics.

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<403 €)	Medium 60-140% (403-940 €)	High >140% (>940 €)
Public health service and care	53	50	53	56	48	54	52
Rule of law, fight against corruption	53	40	53	57	47	56	54
Inflation, declining purchasing power	48	29	48	52	46	50	46
Employment offers and fair wages	47	56	49	40	46	51	44
Fair pensions and retirement provision	42	46	41	45	48	42	41
More social justice	42	59	42	38	60	43	35
Economic development and competitiveness	38	28	37	42	29	37	42
Education, schools and universities	30	19	27	40	22	27	36
Environmental, nature and climate protection	22	16	22	20	23	20	23
Secure energy supply and affordable energy prices	22	20	22	22	26	23	20
Criminality, internal security	22	5	23	21	23	22	24
Adequate and affordable living spaces	17	27	18	14	16	16	17
Migration and integration of immigrants	8	8	8	9	5	8	9
Peace policy and stable relations with other countries	8	15	8	6	10	7	8
Digitalisation	5	4	6	2	6	3	7

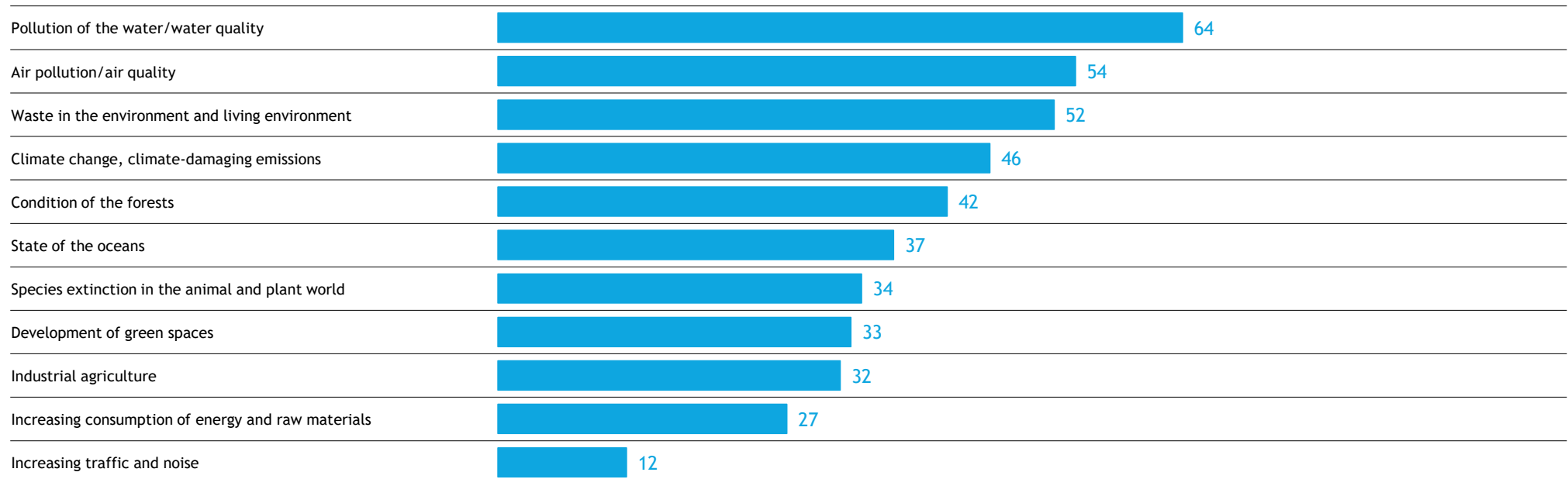
Basis: 1,204 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Relevance of environmental policy fields of action

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

Environmental policy fields of action



Basis: 1,204 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
Pollution of the water/water quality	64	67	70	66	59	62	62	64	67	58	67
Air pollution/air quality	54	60	47	52	57	56	51	56	55	52	53
Waste in the environment and living environment	52	56	62	48	49	54	56	47	50	41	58
Climate change, climate-damaging emissions	46	46	53	47	44	47	47	48	42	38	47
Condition of the forests	42	44	45	37	35	36	46	46	48	40	43
State of the oceans	37	45	43	31	40	38	44	38	29	30	30
Species extinction in the animal and plant world	34	32	34	32	40	31	30	31	45	35	37
Development of green spaces	33	32	31	29	26	33	47	27	37	30	39
Industrial agriculture	32	30	42	32	28	35	33	30	33	28	25
Increasing consumption of energy and raw materials	27	27	26	31	38	32	19	25	21	30	30
Increasing traffic and noise	12	8	9	15	18	13	16	7	12	14	14

Basis: 1,204 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

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
Pollution of the water/water quality	64	65	63	57	67	62	66	70
Air pollution/air quality	54	51	57	56	49	54	56	56
Waste in the environment and living environment	52	53	52	44	51	52	49	65
Climate change, climate-damaging emissions	46	42	50	46	41	42	48	53
Condition of the forests	42	44	40	40	48	39	44	40
State of the oceans	37	36	38	29	35	38	39	44
Species extinction in the animal and plant world	34	33	35	32	34	34	35	36
Development of green spaces	33	34	33	31	31	34	34	35
Industrial agriculture	32	30	34	25	24	36	36	38
Increasing consumption of energy and raw materials	27	29	26	28	26	29	30	24
Increasing traffic and noise	12	14	11	20	12	13	7	9

Basis: 1,204 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Relevance of environmental policy fields of action

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

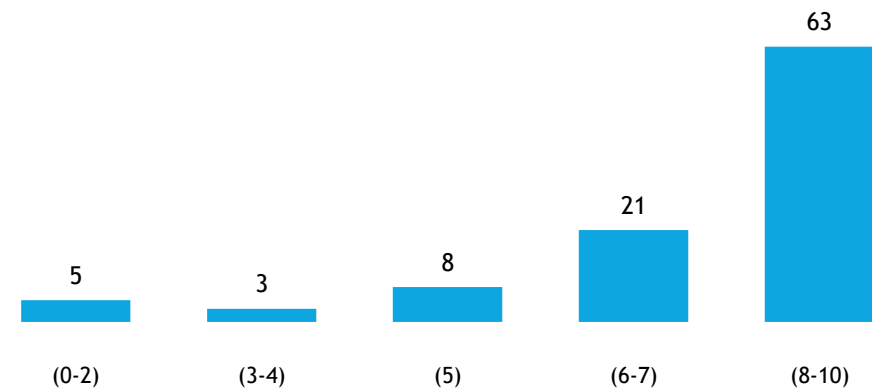
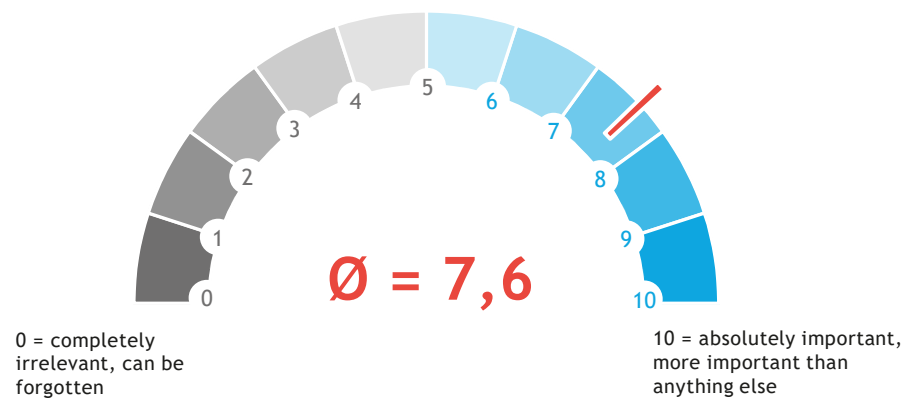
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<403 €)	Medium 60-140% (403-940 €)	High >140% (>940 €)
Pollution of the water/water quality	64	51	64	67	59	66	64
Air pollution/air quality	54	44	54	53	61	54	52
Waste in the environment and living environment	52	44	49	62	50	53	53
Climate change, climate-damaging emissions	46	49	46	47	42	46	47
Condition of the forests	42	45	43	40	41	44	39
State of the oceans	37	13	38	38	29	42	34
Species extinction in the animal and plant world	34	32	35	31	38	33	35
Development of green spaces	33	34	34	32	44	34	30
Industrial agriculture	32	26	32	35	24	35	29
Increasing consumption of energy and raw materials	27	14	26	32	25	25	32
Increasing traffic and noise	12	8	13	12	15	10	14

Basis: 1,204 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Relevance of the topic climate change

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 Croatia?



Basis: 1,204 cases, total sample; figures in %.

Relevance of the topic climate change

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	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
10=Absolutely important, more important than anything else	17	21	16	19	11	10	17	23	18	19	18
9	22	27	26	19	18	22	23	21	19	19	25
8	24	20	35	26	31	29	26	17	25	15	26
7	14	17	13	12	22	20	12	11	10	12	9
6	7	8	2	8	7	4	9	7	7	10	5
5	8	4	5	7	8	12	5	11	11	12	8
4	2	1	0	1	2	-	3	3	3	2	2
3	1	1	1	1	-	0	3	1	1	3	-
2	1	-	-	3	-	2	2	3	1	2	1
1	1	1	-	1	-	-	-	-	2	-	3
0=Totally irrelevant, can be forgotten	3	1	2	3	1	2	2	3	3	6	3
Average	7,6	8,0	8,0	7,5	7,7	7,5	7,6	7,5	7,4	7,0	7,6

Basis: 1,204 cases, total sample; figures in %.

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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 Croatia?

		Gender		Age (years)				
	Total	Male	Female	18-29	30-39	40-49	50-59	60-69
10=Absolutely important, more important than anything else	17	15	19	18	16	18	16	20
9	22	18	26	15	18	18	28	31
8	24	26	24	25	18	28	27	25
7	14	14	13	18	18	12	11	10
6	7	8	5	8	10	6	7	4
5	8	9	7	7	14	8	7	6
4	2	2	1	3	2	2	-	2
3	1	1	1	1	1	2	1	1
2	1	2	1	2	0	2	2	-
1	1	1	0	1	-	1	-	-
0=Totally irrelevant, can be forgotten	3	4	1	2	4	3	2	2
Average	7,6	7,3	7,9	7,4	7,2	7,4	7,8	8,1

Basis: 1,204 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
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Relevance of the topic climate change

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 Croatia?

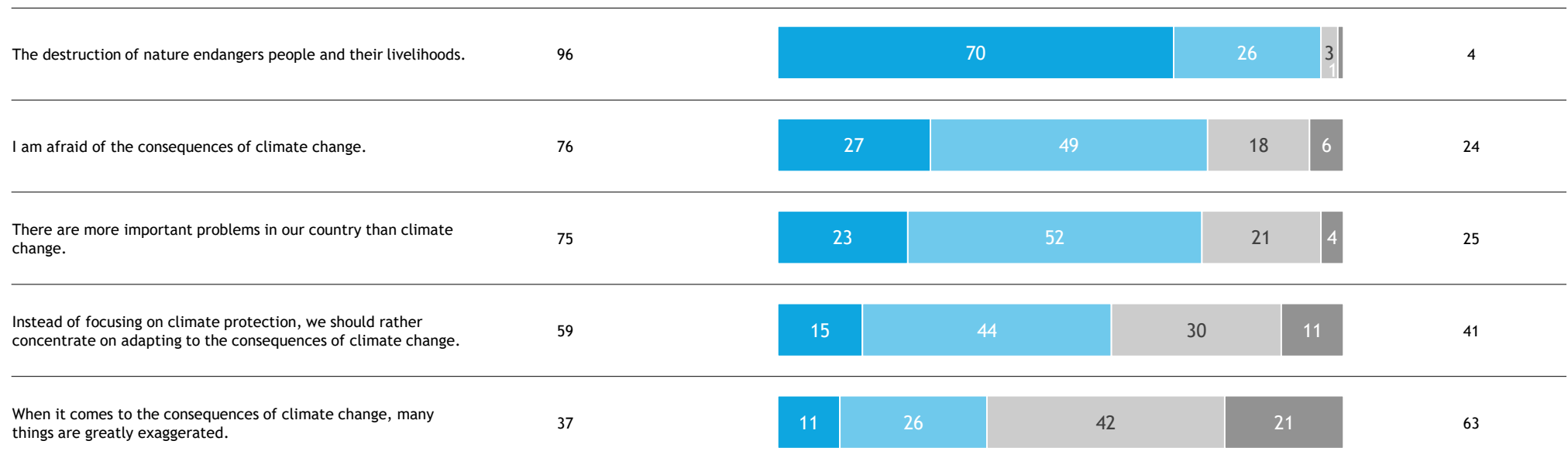
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<403 €)	Medium 60-140% (403-940 €)	High >140% (>940 €)
10=Absolutely important, more important than anything else	17	37	17	14	26	18	15
9	22	15	22	22	18	21	23
8	24	11	24	27	26	28	21
7	14	2	14	15	7	13	16
6	7	4	7	7	6	6	7
5	8	5	8	9	8	8	9
4	2	9	2	1	2	1	2
3	1	7	1	1	1	1	1
2	1	-	2	1	1	1	1
1	1	5	0	-	1	0	1
0=Totally irrelevant, can be forgotten	3	6	3	2	4	2	3
Average	7,6	7,1	7,6	7,6	7,7	7,7	7,5

Basis: 1,204 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attitudes towards climate change

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



Basis: 1,204 cases, total sample; figures in %.

 Fully agree  Somewhat disagree
 Somewhat agree  Completely disagree

Attitudes towards climate change

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

Response category: "Fully agree / Somewhat agree".

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
The destruction of nature endangers people and their livelihoods.	96	98	97	97	97	96	97	99	96	92	97
I am afraid of the consequences of climate change.	76	77	87	76	63	77	79	72	75	70	84
There are more important problems in our country than climate change.	75	72	66	73	77	82	77	76	83	72	70
Instead of focusing on climate protection, we should rather concentrate on adapting to the consequences of climate change.	59	61	43	56	56	65	60	51	69	70	57
When it comes to the consequences of climate change, many things are greatly exaggerated.	37	34	15	40	41	40	35	39	34	56	30

Basis: 1,204 cases, total sample; figures in %.

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Attitudes towards climate change

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

Response category: "Fully agree / Somewhat agree".

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
The destruction of nature endangers people and their livelihoods.	96	97	96	97	96	97	96	98
I am afraid of the consequences of climate change.	76	71	81	72	66	73	83	86
There are more important problems in our country than climate change.	75	77	73	73	77	79	75	71
Instead of focusing on climate protection, we should rather concentrate on adapting to the consequences of climate change.	59	58	60	55	59	57	60	64
When it comes to the consequences of climate change, many things are greatly exaggerated.	37	45	29	42	47	41	28	26

Basis: 1,204 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
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Attitudes towards climate change

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

Response category: "Fully agree / Somewhat agree".

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<403 €)	Medium 60-140% (403-940 €)	High >140% (>940 €)
The destruction of nature endangers people and their livelihoods.	96	92	97	96	97	97	97
I am afraid of the consequences of climate change.	76	68	76	78	80	78	74
There are more important problems in our country than climate change.	75	73	76	73	65	75	76
Instead of focusing on climate protection, we should rather concentrate on adapting to the consequences of climate change.	59	60	61	53	58	59	58
When it comes to the consequences of climate change, many things are greatly exaggerated.	37	56	38	31	33	34	40

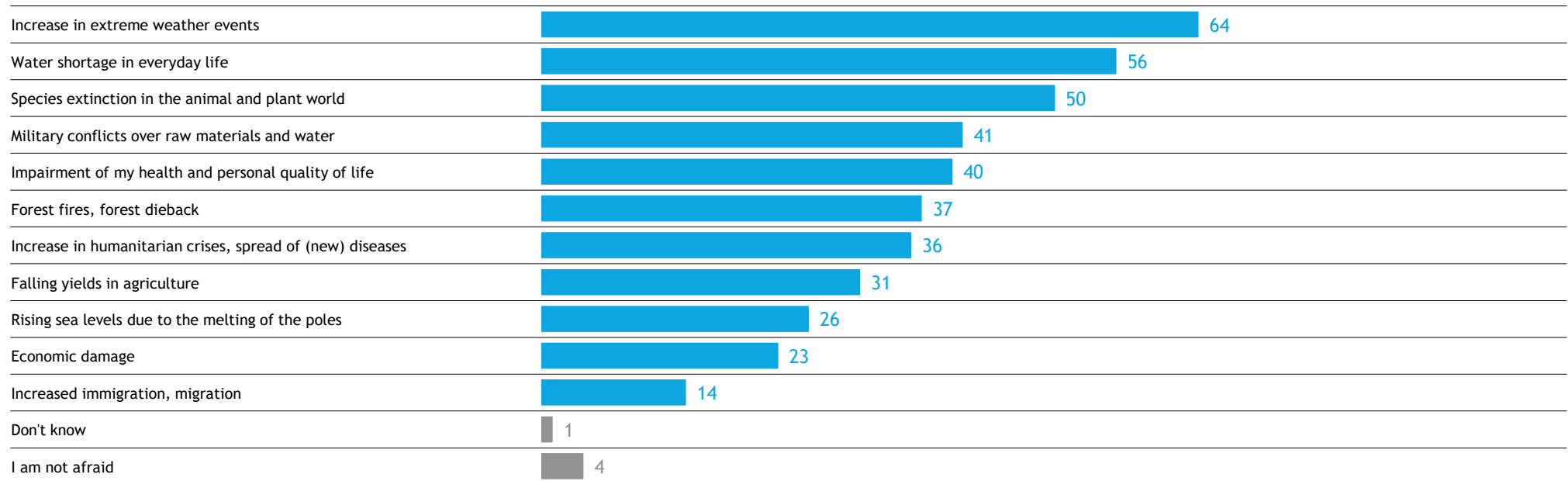
Basis: 1,204 cases, total sample; figures in %.

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■ overrepresented ■ underrepresented

Consequences of climate change - Anxiety scale

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

Consequences of climate change



Basis: 1,204 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	64	71	77	56	51	57	72	61	71	55	66
Water shortage in everyday life	56	60	62	50	52	56	58	58	57	51	51
Species extinction in the animal and plant world	50	43	66	56	50	42	53	43	46	47	57
Military conflicts over raw materials and water	41	44	48	37	43	35	38	40	41	37	50
Impairment of my health and personal quality of life	40	43	35	43	51	41	41	37	35	37	43
Forest fires, forest dieback	37	49	40	34	47	39	40	30	32	28	36
Increase in humanitarian crises, spread of (new) diseases	36	35	48	34	22	30	38	28	44	30	50
Falling yields in agriculture	31	31	26	25	21	35	36	38	36	26	29
Rising sea levels due to melting of the poles	26	29	30	27	26	29	29	26	14	22	20
Economic damage	23	20	17	21	23	27	25	26	24	25	24
Increased immigration, migration	14	11	9	15	14	17	11	14	17	12	16
Don't know	1	-	1	1	-	-	-	2	1	1	1
I am not afraid	4	2	1	5	6	4	1	5	5	8	2

Basis: 1,204 cases, total sample; figures in %.

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strongly overrepresented
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Consequences of climate change - Anxiety scale

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Increase in extreme weather events	64	58	70	56	54	62	71	77
Water shortage in everyday life	56	51	60	47	61	54	57	59
Species extinction in the animal and plant world	50	47	52	50	49	48	52	50
Military conflicts over raw materials and water	41	43	38	36	40	40	44	44
Impairment of my health and personal quality of life	40	40	41	47	40	39	37	39
Forest fires, forest dieback	37	37	37	37	34	36	38	41
Increase in humanitarian crises, spread of (new) diseases	36	34	38	37	33	34	39	36
Falling yields in agriculture	31	28	33	20	34	30	31	41
Rising sea levels due to melting of the poles	26	25	26	29	24	24	23	27
Economic damage	23	24	22	22	20	18	24	32
Increased immigration, migration	14	16	11	12	15	13	13	13
Don't know	1	0	1	-	1	1	0	1
I am not afraid	4	5	3	5	3	6	3	2

Basis: 1,204 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% (<403 €)	Medium 60-140% (403-940 €)	High >140% (>940 €)
Increase in extreme weather events	64	33	63	72	56	68	63
Water shortage in everyday life	56	53	56	54	52	58	52
Species extinction in the animal and plant world	50	35	51	48	60	48	51
Military conflicts over raw materials and water	41	33	41	41	36	43	41
Impairment of my health and personal quality of life	40	22	40	43	36	39	42
Forest fires, forest dieback	37	26	38	36	46	40	32
Increase in humanitarian crises, spread of (new) diseases	36	28	35	40	32	36	36
Falling yields in agriculture	31	29	31	32	28	32	30
Rising sea levels due to melting of the poles	26	27	25	25	20	26	28
Economic damage	23	20	22	27	19	23	24
Increased immigration, migration	14	8	13	15	14	13	14
Don't know	1	-	0	1	3	0	0
I am not afraid	4	14	4	2	3	4	4

Basis: 1,204 cases, total sample; figures in %.

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■ overrepresented ■ underrepresented



3

Climate and Environmentally Conscious behaviour

Main findings

Climate and Environmentally Conscious behaviour

Attitudes towards climate and Environmentally conscious behaviour

- 94% of respondents believe that we all have to become active ourselves and start changing the way we live in order to maintain a liveable environment for us and the generations that follow (highest level of agreement "Fully agree": 56%).
- 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 three quarters of the respondents (76%) claim to actively contribute to changing society (highest level of agreement: 24%).

Barriers to Climate and Environmentally conscious behaviour

- Nine out of ten respondents (92%) believe that we should be willing to change our lifestyle for the benefit of the environment (highest level of agreement "Fully agree": 49%). However, 48% (also) say that they themselves are only willing to do something to protect the environment if this does not affect their own standard of living (highest level of agreement: 11%).

Main findings

Climate and Environmentally Conscious behaviour

- 79% fear that a fundamental change in our way of living and doing business is associated with high personal costs (highest approval rating: 23%). Furthermore, around three quarters (73%) consider corresponding measures for climate and environmental protection to be socially unjust, as they burden low-income earners in particular (highest level of agreement: 26%). 60% say they lack the financial means to do something for climate protection (highest level of agreement: 22%).
- 79% say they are annoyed when others try to tell them how to live (highest level of agreement: 32%). In addition, 35% 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: 10%).
- 81% would be willing to do more to protect the environment if everyone acted in this way (highest level of agreement: 29%). However, 35% do not believe that they can contribute significantly to environmental protection with their own behaviour (highest level of agreement: 9%). 36% say that others should take the first step before they themselves contribute to climate protection (highest level of agreement: 9%).
- One in three (33%) find it difficult to shape their own lives in an environmentally and climate-friendly way (highest level of agreement: 6%). Furthermore, 64% say that the poor infrastructure makes it impossible to give up the car (highest level of agreement: 28%). 17% say they do not see the point of changing their own behaviour for something that may happen in the future (highest level of agreement: 5%).

Main findings

Climate and Environmentally Conscious behaviour

- 52% say that businesses that need a lot of energy for their production cannot implement strict climate protection requirements (highest level of agreement: 13%). Furthermore, 42% say that preserving jobs is more important than climate and environmental protection (highest level of agreement: 8%). 34% think that combating climate change is detrimental to our businesses (highest approval rating: 9%).
- 53% think that businesses know best how to implement the necessary change (highest level of agreement: 12%). Furthermore, 33% 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%).

Motivators of climate and Environmentally conscious behaviour

- According to 96% of respondents, each individual has a responsibility to ensure that we leave a liveable environment for future generations (highest level of agreement "Fully agree": 60%). Furthermore, 94% believe that environmental protection is a matter of decency and civic duty (highest level of agreement: 54%). That more environmental protection also means better quality of life and health for all, say 92% (highest level of agreement: 51%). 83% feel personally responsible for the preservation of nature and the environment (highest approval rating: 35%).
- 95% feel that spending time in nature significantly enhances their quality of life (highest level of agreement: 60%). Furthermore, 86% of respondents feel a strong connection with nature (highest level of agreement: 38%).

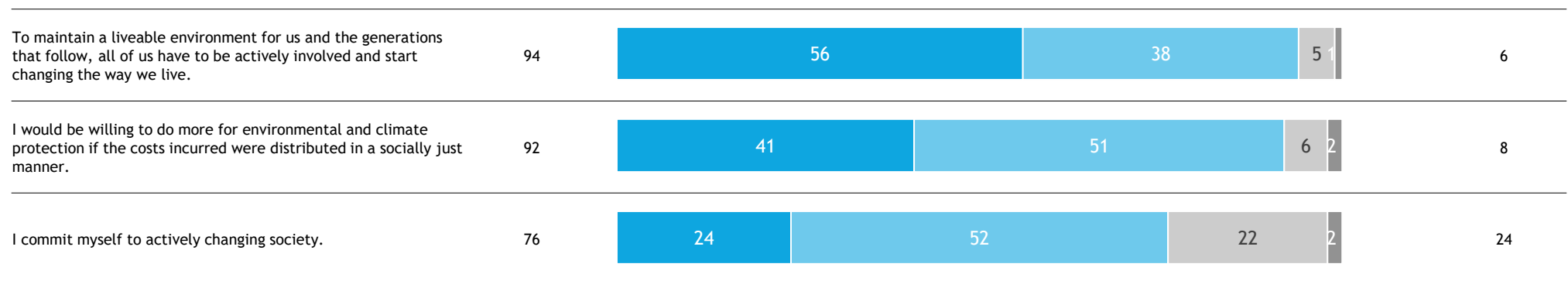
Main findings

Climate and Environmentally Conscious behaviour

- 92% see the industrialised countries as having a special responsibility for climate protection, as they have been the main cause of climate change (highest level of agreement: 51%). Furthermore, 83% say they feel better when they buy products that have less impact on the environment and climate (highest level of agreement: 33%).
- 85% believe that our businesses must become more climate-friendly, as otherwise there is a threat of economic damage (highest level of agreement: 33%). 81% 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: 23%). Furthermore, 74% believe that switching to environmentally and climate-friendly products and production processes offers great employment opportunities (highest approval rating: 22%).

Attitudes towards climate and environmentally conscious behaviour

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



Basis: 1,204 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.	94	98	98	95	96	89	96	90	93	86	97
I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially just manner.	92	93	93	94	90	92	95	87	93	86	97
I demand of myself to actively work for the change of society.	76	82	83	73	85	78	70	65	64	73	90

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.	56	64	80	53	54	37	56	57	49	40	77
I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially just manner.	41	48	53	43	33	28	40	40	36	33	56
I demand of myself to actively work for the change of society.	24	31	30	26	22	15	21	26	10	28	30

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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.	94	91	96	91	93	92	95	96
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	93	88	90	93	92	97
I demand of myself to actively work for the change of society.	76	76	75	77	70	71	80	80

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.	56	50	61	56	53	57	58	54
I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially just manner.	41	39	42	41	40	42	42	39
I demand of myself to actively work for the change of society.	24	23	25	25	23	24	23	24

Basis: 1,204 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% (<403 €)	Medium 60-140% (403-940 €)	High >140% (>940 €)
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.	94	81	94	93	94	93	95
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	91	91	93	92
I demand of myself to actively work for the change of society.	76	68	75	78	82	76	76

Response category: "Fully agree".

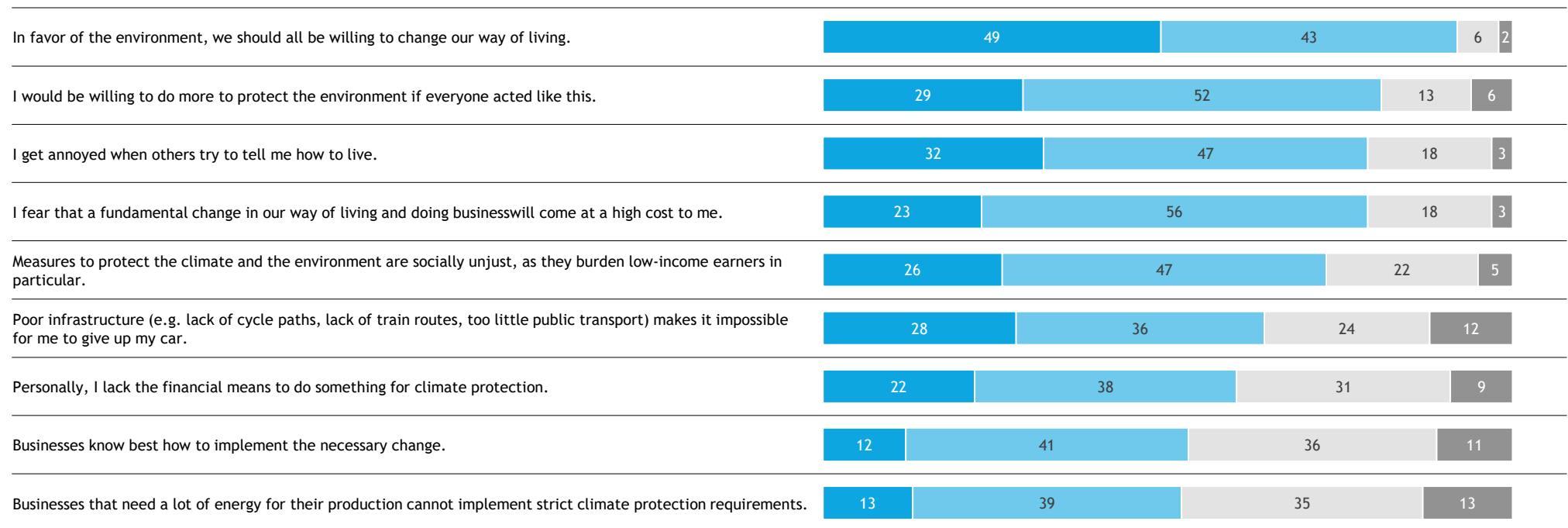
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<403 €)	Medium 60-140% (403-940 €)	High >140% (>940 €)
To maintain a liveable environment for us and the generations that follow, all of us have to be actively involved and start changing the way we live.	56	39	57	55	64	57	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	46	41	41	46	41	40
I demand of myself to actively work for the change of society.	24	22	24	24	38	23	23

Basis: 1,204 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?

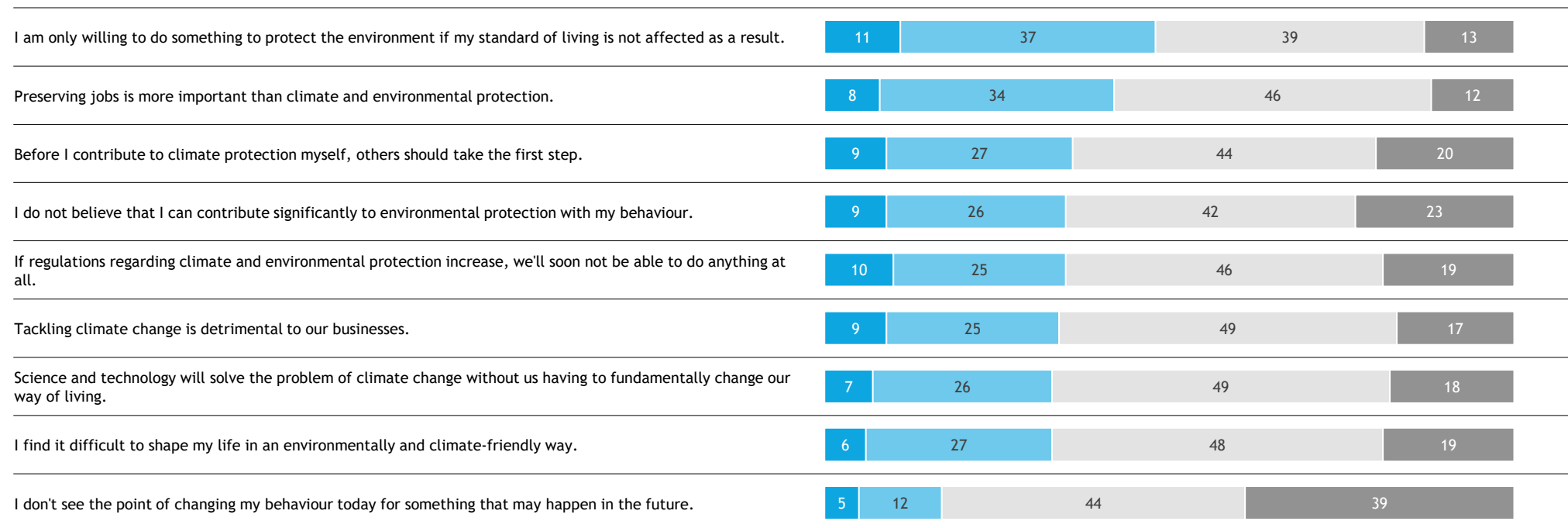


Basis: 1,204 cases, total sample; figures in %.

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

Barriers to climate and environmentally conscious behaviour (2)

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



Basis: 1,204 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 lifestyle.	92	99	96	94	90	88	98	89	90	80	96
I would be willing to do more to protect the environment if everyone acted like this.	81	88	76	82	84	81	81	78	86	75	82
I get annoyed when others try to tell me how to live.	79	75	69	80	77	82	80	76	86	85	73
I fear that a fundamental change in our way of living and doing business will come at a high cost to me.	79	81	71	72	80	78	81	78	78	84	84
Measures to protect the climate and the environment are socially unjust, as they burden low-income earners in particular.	73	75	62	64	71	72	83	72	80	68	75
Poor infrastructure (e.g. lack of cycle paths, lack of train routes, too little public transport) makes it impossible for me to give up my car.	64	65	62	69	65	63	66	58	58	68	69
Personally, I lack the financial means to do something for climate protection.	60	58	50	50	52	61	71	58	76	62	51
Businesses know best how to implement the necessary change.	53	63	41	57	48	54	53	57	47	56	52
businesses that need a lot of energy for their production cannot implement strict climate protection requirements.	52	52	36	47	57	59	56	53	62	60	41

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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
I am only willing to do something to protect the environment if my standard of living is not affected as a result.	48	46	23	41	66	54	52	50	51	57	46
Preserving jobs is more important than climate and environmental protection.	42	39	27	31	47	46	51	35	53	54	35
Before I contribute to climate protection myself, others should take the first step.	36	31	21	33	46	50	32	38	39	46	32
I do not believe that I can contribute significantly to environmental protection with my behaviour.	35	23	25	28	42	40	40	31	44	54	35
If regulations regarding climate and environmental protection increase, we'll soon not be able to do anything at all.	35	34	14	34	40	37	39	41	40	50	31
Tackling climate change is detrimental to our businesses.	34	28	13	31	38	41	27	44	44	48	33
Science and technology will solve the problem of climate change without us having to fundamentally change our way of living.	33	31	14	40	34	41	33	26	24	47	36
I find it difficult to shape my life in an environmentally and climate-friendly way.	33	30	21	24	44	38	38	26	40	41	29
I don't see the point of changing my behaviour today for something that may happen in the future.	17	10	7	21	18	23	15	16	9	36	14

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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
In favor of the environment, we should all be willing to change our way of living.	92	90	94	91	88	92	92	96
I would be willing to do more to protect the environment if everyone acted like this.	81	81	81	83	82	83	78	80
I get annoyed when others try to tell me how to live.	79	82	75	76	80	81	78	78
I fear that a fundamental change in our way of living and doing business will come at a high cost to me.	79	79	78	84	78	82	78	72
Measures to protect the climate and the environment are socially unjust, as they burden low-income earners in particular.	73	74	70	70	76	78	67	71
Poor infrastructure (e.g. lack of cycle paths, lack of train routes, too little public transport) makes it impossible for me to give up my car.	64	65	63	74	68	64	62	52
Personally, I lack the financial means to do something for climate protection.	60	59	60	56	65	56	60	62
Businesses know best how to implement the necessary change.	53	52	55	53	52	49	58	54
businesses that need a lot of energy for their production cannot implement strict climate protection requirements.	52	56	50	54	52	53	52	53

Basis: 1,204 cases, total sample; figures in %.

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

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

Response category: "Fully agree / Somewhat agree".

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
I am only willing to do something to protect the environment if my standard of living is not affected as a result.	48	52	44	58	53	47	44	40
Preserving jobs is more important than climate and environmental protection.	42	42	42	50	44	41	40	35
Before I contribute to climate protection myself, others should take the first step.	36	38	35	48	42	28	30	35
I do not believe that I can contribute significantly to environmental protection with my behaviour.	35	38	34	46	35	34	31	34
If regulations regarding climate and environmental protection increase, we'll soon not be able to do anything at all.	35	41	31	47	45	33	28	29
Tackling climate change is detrimental to our businesses.	34	35	34	47	40	35	25	26
Science and technology will solve the problem of climate change without us having to fundamentally change our way of living.	33	38	27	46	37	32	27	21
I find it difficult to shape my life in an environmentally and climate-friendly way.	33	34	32	45	37	31	28	23
I don't see the point of changing my behaviour today for something that may happen in the future.	17	19	15	23	22	14	15	11

Basis: 1,204 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	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<403 €)	Medium 60-140% (403-940 €)	High >140% (>940 €)
In favor of the environment, we should all be willing to change our way of living.	92	90	92	91	94	93	91
I would be willing to do more to protect the environment if everyone acted like this.	81	76	82	79	81	83	80
I get annoyed when others try to tell me how to live.	79	81	81	72	78	80	76
I fear that a fundamental change in our way of living and doing business will come at a high cost to me.	79	77	81	72	78	79	79
Measures to protect the climate and the environment are socially unjust, as they burden low-income earners in particular.	73	75	74	65	82	76	66
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.	64	50	65	63	56	65	68
Personally, I lack the financial means to do something for climate protection.	60	66	61	54	78	64	49
Businesses know best how to implement the necessary change.	53	59	53	54	60	54	51
Businesses that need a lot of energy for their production cannot implement strict climate protection requirements.	52	56	54	48	56	54	50

Basis: 1,204 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Barriers to climate and environmentally conscious behaviour (2)

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

Response category: "Fully agree / Somewhat agree".

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<403 €)	Medium 60-140% (403-940 €)	High >140% (>940 €)
I am only willing to do something to protect the environment if my standard of living is not affected as a result.	48	56	49	43	50	48	46
Preserving jobs is more important than climate and environmental protection.	42	38	43	40	34	44	42
Before I contribute to climate protection myself, others should take the first step.	36	54	36	34	42	36	36
I do not believe that I can contribute significantly to environmental protection with my behaviour.	35	60	36	32	40	35	34
If regulations regarding climate and environmental protection increase, we'll soon not be able to do anything at all.	35	57	37	29	34	37	34
Tackling climate change is detrimental to our businesses.	34	46	36	28	33	37	30
Science and technology will solve the problem of climate change without us having to fundamentally change our way of living.	33	33	34	28	26	35	33
I find it difficult to shape my life in an environmentally and climate-friendly way.	33	40	34	28	29	32	34
I don't see the point of changing my behaviour today for something that may happen in the future.	17	30	16	16	16	17	17

Basis: 1,204 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".

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
For the sake of the environment, we should all be willing to change our lifestyle.	49	52	66	42	46	34	56	54	45	36	60
I get annoyed when others try to tell me how to live.	32	26	26	34	34	29	36	38	35	39	28
I would be willing to do more to protect the environment if everyone acted like this.	29	35	33	28	34	20	25	30	33	23	41
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.	28	27	27	26	26	24	27	28	27	35	36
Measures to protect the climate and the environment are socially unjust, as they burden low-income earners in particular.	26	21	16	18	19	19	36	27	36	30	35
I fear that a fundamental change in our way of living and doing business will come at a high cost to me.	23	22	21	18	20	19	21	22	29	30	31
Personally, I lack the financial means to do something for climate protection.	22	12	13	19	11	23	26	26	38	28	18
Businesses that need a lot of energy for their production cannot implement strict climate protection requirements.	13	13	8	13	8	14	12	18	16	16	16
Businesses know best how to implement the necessary change.	12	14	10	12	11	10	7	14	13	16	13

Basis: 1,204 cases, total sample; figures in %.

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Barriers to climate and environmentally conscious behaviour (2)

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

Response category: "Fully agree".

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
I am only willing to do something to protect the environment if my standard of living is not affected as a result.	11	8	6	11	9	10	11	15	11	14	16
If regulations regarding climate and environmental protection increase, we'll soon not be able to do anything at all.	10	7	1	12	8	11	8	9	10	23	6
Before I contribute to climate protection myself, others should take the first step.	9	9	7	9	7	9	6	15	7	12	9
I do not believe that I can contribute significantly to environmental protection with my behaviour.	9	3	8	6	13	9	9	12	10	17	9
Tackling climate change is detrimental to our businesses.	9	6	5	10	9	8	8	13	7	12	13
Preserving jobs is more important than climate and environmental protection.	8	6	4	8	9	10	6	5	9	13	9
Science and technology will solve the problem of climate change without us having to fundamentally change our way of life.	7	7	1	9	3	8	7	4	6	10	8
I find it difficult to shape my life in an environmentally and climate-friendly way.	6	4	2	6	9	5	7	4	6	8	5
I don't see the point of changing my behaviour today for something that may happen in the future.	5	3	4	7	3	5	4	4	5	11	4

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Barriers to climate and environmentally conscious behaviour (1)

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

Response category: "Fully agree".

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
For the sake of the environment, we should all be willing to change our lifestyle.	49	44	53	48	43	46	56	49
I get annoyed when others try to tell me how to live.	32	34	31	34	37	35	33	23
I would be willing to do more to protect the environment if everyone acted like this.	29	29	30	34	30	30	26	26
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.	28	26	30	39	30	29	23	19
Measures to protect the climate and the environment are socially unjust, as they burden low-income earners in particular.	26	28	24	23	31	27	28	19
I fear that a fundamental change in our way of living and doing business will come at a high cost to me.	23	22	25	27	26	23	23	17
Personally, I lack the financial means to do something for climate protection.	22	20	24	18	28	18	20	24
businesses that need a lot of energy for their production cannot implement strict climate protection requirements.	13	16	11	15	14	17	13	8
Businesses know best how to implement the necessary change.	12	11	13	15	12	11	10	12

Basis: 1,204 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Barriers to climate and environmentally conscious behaviour (2)

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

Response category: "Fully agree".

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
I am only willing to do something to protect the environment if my standard of living is not affected as a result.	11	12	10	16	13	13	10	4
If regulations regarding climate and environmental protection increase, we'll soon not be able to do anything at all.	10	13	7	15	12	10	7	6
Before I contribute to climate protection myself, others should take the first step.	9	9	9	14	11	7	7	7
I do not believe that I can contribute significantly to environmental protection with my behaviour.	9	10	9	14	11	9	7	7
Tackling climate change is detrimental to our businesses.	9	9	9	13	8	11	9	4
Preserving jobs is more important than climate and environmental protection.	8	8	9	12	11	7	7	4
Science and technology will solve the problem of climate change without us having to fundamentally change our way of life.	7	8	5	9	8	7	6	3
I find it difficult to shape my life in an environmentally and climate-friendly way.	6	7	4	10	9	5	3	2
I don't see the point of changing my behaviour today for something that may happen in the future.	5	6	5	10	6	4	4	2

Basis: 1,204 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Barriers to climate and environmentally conscious behaviour (1)

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

Response category: "Fully agree".

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<403 €)	Medium 60-140% (403-940 €)	High >140% (>940 €)
For the sake of the environment, we should all be willing to change our lifestyle.	49	32	49	49	55	51	44
I get annoyed when others try to tell me how to live.	32	41	34	24	37	31	30
I would be willing to do more to protect the environment if everyone acted like this.	29	30	30	28	26	30	30
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.	28	22	29	26	28	27	30
Measures to protect the climate and the environment are socially unjust, as they burden low-income earners in particular.	26	42	26	20	29	27	22
I fear that a fundamental change in our way of living and doing business will come at a high cost to me.	23	36	23	22	27	24	20
Personally, I lack the financial means to do something for climate protection.	22	47	22	18	35	24	16
Businesses that need a lot of energy for their production cannot implement strict climate protection requirements.	13	22	14	10	18	13	12
Businesses know best how to implement the necessary change.	12	22	12	10	22	11	10

Basis: 1,204 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Barriers to climate and environmentally conscious behaviour (2)

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

Response category: "Fully agree".

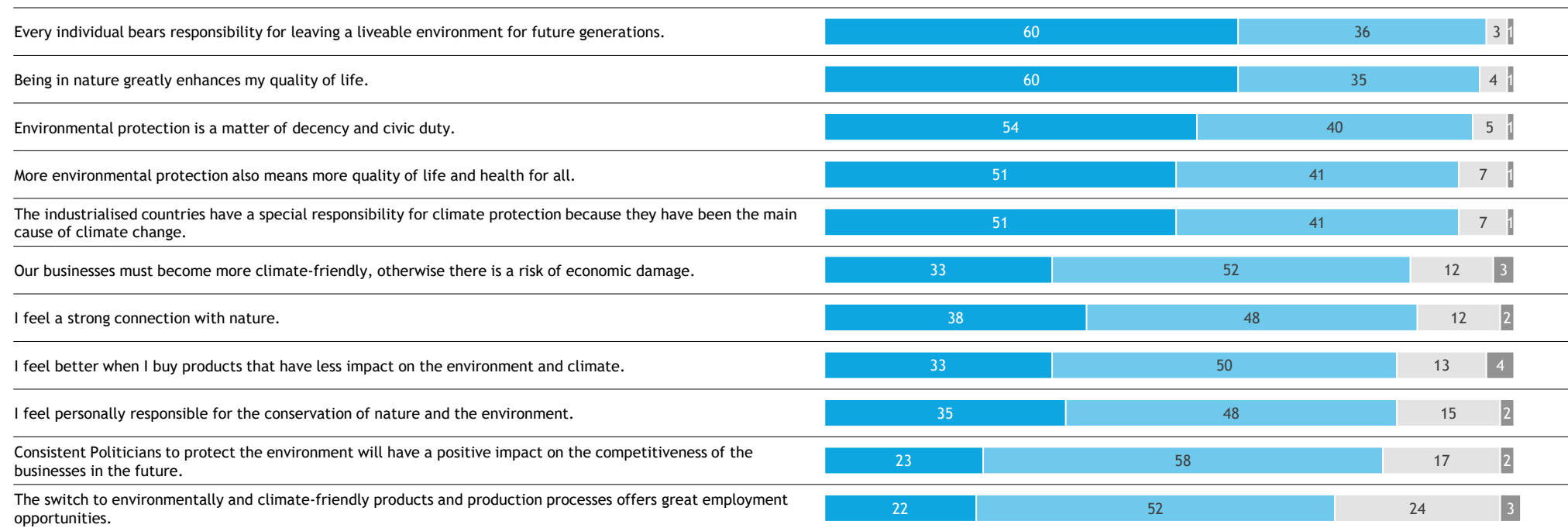
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<403 €)	Medium 60-140% (403-940 €)	High >140% (>940 €)
I am only willing to do something to protect the environment if my standard of living is not affected as a result.	11	23	11	10	12	10	11
If regulations regarding climate and environmental protection increase, we'll soon not be able to do anything at all.	10	25	9	10	10	9	10
Before I contribute to climate protection myself, others should take the first step.	9	16	9	8	18	8	9
I do not believe that I can contribute significantly to environmental protection with my behaviour.	9	16	10	7	13	9	9
Tackling climate change is detrimental to our businesses.	9	15	10	5	8	10	7
Preserving jobs is more important than climate and environmental protection.	8	8	8	8	15	7	8
Science and technology will solve the problem of climate change without us having to fundamentally change our way of living.	7	7	8	4	6	7	8
I find it difficult to shape my life in an environmentally and climate-friendly way.	6	14	6	4	5	5	7
I don't see the point of changing my behaviour today for something that may happen in the future.	5	9	5	6	7	5	5

Basis: 1,204 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Motivators of climate and environmentally conscious behaviour

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



Basis: 1,204 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.	96	100	98	94	98	93	97	96	95	92	98
Being in nature greatly enhances my quality of life.	95	97	99	96	93	95	96	98	94	95	94
Environmental protection is a matter of decency and civic duty.	94	99	95	94	94	90	98	92	92	88	100
More environmental protection also means more quality of life and health for all.	92	97	97	95	94	94	92	92	89	78	97
The industrialised countries have a special responsibility for climate protection because they have been the main cause of climate change.	92	97	91	94	89	89	93	89	91	86	96
I feel a strong connection with nature.	86	96	90	89	78	84	86	86	81	81	92
Our businesses must become more climate-friendly, otherwise there is a risk of economic damage.	85	92	94	85	85	83	87	83	85	70	95
I feel better when I buy products that have less impact on the environment and climate.	83	91	94	81	87	76	82	77	80	74	90
I feel personally responsible for the conservation of nature and the environment.	83	86	90	76	88	81	85	79	79	80	84
Consistent Politicians to protect the environment will have a positive impact on the competitiveness of the businesses in the future.	81	93	89	79	84	85	77	70	70	72	83
The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.	74	82	84	79	76	72	67	61	65	68	83

Basis: 1,204 cases, total sample; figures in %.

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Motivators of climate and environmentally conscious behaviour

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

Response category: "Fully agree / Somewhat agree".

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Every individual bears responsibility for leaving a liveable environment for future generations.	96	95	97	92	95	97	98	98
Being in nature greatly enhances my quality of life.	95	96	96	95	93	98	96	97
Environmental protection is a matter of decency and civic duty.	94	92	96	91	92	97	96	93
More environmental protection also means more quality of life and health for all.	92	90	95	91	90	92	95	94
The industrialised countries have a special responsibility for climate protection because they have been the main cause of climate change.	92	90	93	88	89	92	92	97
I feel a strong connection with nature.	86	86	87	80	82	87	91	93
Our businesses must become more climate-friendly, otherwise there is a risk of economic damage.	85	81	90	84	80	84	88	92
I feel better when I buy products that have less impact on the environment and climate.	83	77	88	78	76	86	86	88
I feel personally responsible for the conservation of nature and the environment.	83	82	83	82	79	86	85	81
Consistent Politicians to protect the environment will have a positive impact on the competitiveness of the businesses in the future.	81	79	82	75	75	81	84	87
The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.	74	74	73	76	65	76	76	74

Basis: 1,204 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
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Motivators of climate and environmentally conscious behaviour

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

Response category: "Fully agree / Somewhat agree".

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<403 €)	Medium 60-140% (403-940 €)	High >140% (>940 €)
Every individual bears responsibility for leaving a liveable environment for future generations.	96	100	96	94	97	97	94
Being in nature greatly enhances my quality of life.	95	93	96	95	96	97	94
Environmental protection is a matter of decency and civic duty.	94	94	94	92	92	95	94
More environmental protection also means more quality of life and health for all.	92	92	93	92	92	92	94
The industrialised countries have a special responsibility for climate protection because they have been the main cause of climate change.	92	89	92	92	92	93	90
I feel a strong connection with nature.	86	85	86	89	86	89	82
Our businesses must become more climate-friendly, otherwise there is a risk of economic damage.	85	78	85	88	88	86	85
I feel better when I buy products that have less impact on the environment and climate.	83	69	83	85	76	87	80
I feel personally responsible for the conservation of nature and the environment.	83	65	84	81	86	82	82
Consistent Politicians to protect the environment will have a positive impact on the competitiveness of the businesses in the future.	81	75	79	85	77	81	79
The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.	74	65	73	77	77	73	75

Basis: 1,204 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.	60	66	79	62	62	40	59	71	52	44	77
Being in nature greatly enhances my quality of life.	60	66	74	53	60	42	64	67	57	56	73
Environmental protection is a matter of decency and civic duty.	54	53	75	53	54	38	51	65	55	40	73
More environmental protection also means more quality of life and health for all.	51	54	66	53	68	33	50	56	42	36	72
The industrialised countries have a special responsibility for climate protection because they have been the main cause of climate change.	51	60	58	44	41	42	59	46	56	40	62
I feel a strong connection with nature.	38	43	54	39	44	26	29	39	34	29	48
I feel personally responsible for the conservation of nature and the environment.	35	46	46	30	37	22	28	38	28	30	51
Our businesses must become more climate-friendly, otherwise there is a risk of economic damage.	33	39	43	28	34	24	32	31	27	29	51
I feel better when I buy products that have less impact on the environment and climate.	33	39	41	28	40	21	32	38	23	26	50
Consistent Politicians to protect the environment will have a positive impact on the competitiveness of the businesses in the future.	23	28	30	21	22	14	19	21	14	25	33
The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.	22	25	26	27	26	14	17	17	15	20	38

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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.	60	56	64	56	56	61	65	62
Being in nature greatly enhances my quality of life.	60	57	64	59	58	62	63	60
Environmental protection is a matter of decency and civic duty.	54	50	59	53	48	58	59	54
More environmental protection also means more quality of life and health for all.	51	47	56	57	46	50	54	49
The industrialised countries have a special responsibility for climate protection because they have been the main cause of climate change.	51	54	48	50	41	47	61	55
I feel a strong connection with nature.	38	35	40	30	32	44	39	43
I feel personally responsible for the conservation of nature and the environment.	35	32	37	31	34	37	40	32
Our businesses must become more climate-friendly, otherwise there is a risk of economic damage.	33	28	38	34	32	34	32	34
I feel better when I buy products that have less impact on the environment and climate.	33	25	41	34	32	30	35	32
Consistent Politicians to protect the environment will have a positive impact on the competitiveness of the businesses in the future.	23	20	25	21	21	21	24	25
The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.	22	23	20	29	20	23	23	15

Basis: 1,204 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% (<403 €)	Medium 60-140% (403-940 €)	High >140% (>940 €)
Every individual bears responsibility for leaving a liveable environment for future generations.	60	54	61	58	67	60	56
Being in nature greatly enhances my quality of life.	60	46	61	63	65	60	58
Environmental protection is a matter of decency and civic duty.	54	63	55	50	65	57	48
More environmental protection also means more quality of life and health for all.	51	43	52	48	54	53	46
The industrialised countries have a special responsibility for climate protection because they have been the main cause of climate change.	51	43	51	52	47	54	47
I feel a strong connection with nature.	38	48	36	42	49	40	32
I feel personally responsible for the conservation of nature and the environment.	35	32	34	39	43	32	37
Our businesses must become more climate-friendly, otherwise there is a risk of economic damage.	33	28	34	32	38	32	31
I feel better when I buy products that have less impact on the environment and climate.	33	27	33	33	37	34	30
Consistent Politicians to protect the environment will have a positive impact on the competitiveness of the businesses in the future.	23	21	22	22	20	23	22
The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.	22	25	22	21	26	22	20

Basis: 1,204 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
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4

Changing lifestyles and economies

Main findings

Changing lifestyles and economies

Assessing the need for change

- When asked whether a fundamental change in our way of living and doing business is necessary in Croatia, 93% of respondents answered "Yes, definitely" (48%) or "rather yes" (45%). This contrasts with 6% who (rather) do not think fundamental change is necessary. 1% answered with "I don't know".

attribution of responsibility - Which actors do too little?

- 88% of respondents say political parties are doing (far) too little to tackle climate change. 87% think the government should do more. 83% see more responsibility on the part of businesses, 82% want more responsibility on the part of trade unions, and 79% think local governments (e.g. municipality/city/municipality) should do more.
- That citizens in their area are making (much) too little effort, say 78% of respondents. 71% think The scientific community does (way) too little.
- 68% expect the European Union to increase its efforts. Non-governmental organisations are seen as having the least responsibility (way too little/too little: 57%).

Main findings

Changing lifestyles and economies

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

- When it comes to addressing the climate and environmental crisis, the government is most often cited among the three most influential actors (61%). The European Union is named second most often (52%). Citizens in their area rank third (41%). businesses or are seen as having an influential role by 35%, and local governments in the place of residence by 34%. They are followed by NGOs (18%), political parties (12%), The scientific community (9%) and trade unions (2%).

Attitudes towards Politicians

- 94% are in favour of giving more financial support to people with low incomes if the costs for electricity and heating or mobility increase due to climate protection measures (highest level of agreement "fully agree": 54%). 93% believe that politicians should be much more concerned about a socially just design of the change in our economic and lifestyle patterns (highest level of agreement: 48%). At the same time, 68% feel uneasy about the idea of a fundamental change in our economic and living conditions, as they know from experience that many people will be worse off afterwards than before (highest level of agreement: 17%).
- 87% agree that low-income, ethnic or other minorities should not be affected by environmental pollution more than other population groups (highest level of agreement: 45%).

Main findings

Changing lifestyles and economies

- 91% are in favour of support programmes that help businesses to switch to climate-friendly production processes and products (highest approval rating: 41%). About the same number of respondents (92%) think that businesses need clear guidelines from the state in order to become climate-neutral (highest approval rating: 43%). 85% believe that politicians should exert much more pressure on businesses to achieve climate-friendly production methods (highest level of agreement: 38%). In addition, 76% believe that Politicians follow the guidelines of industry and businesses too closely (highest approval rating: 31%).
- 92% support a more consistent switch to renewable energy (highest approval rating: 47%). 68% agree with the statement "It annoys me that climate policy is controlled by the EU, because this does not sufficiently take into account the special features of our country" (highest level of agreement: 25%).
- 85% think that, above all, strict and consistent laws are needed to preserve an environment worth living in for us and future generations (highest level of agreement: 40%). 77%, however, (also) say that there are already enough guidelines for a fundamental change in our way of living and doing business- if these were also implemented, we would be on the right track (highest approval rating: 18%).
- 58% believe that structural change measures should be enforced even if jobs are lost as a result (highest level of agreement: 14%). 79%, however, say that jobs affected by structural change should be maintained for as long as possible if there are no suitable alternatives (highest level of agreement: 21%).

Main findings

Changing lifestyles 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": 66%). 91% 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 88% (highest approval rating: 49%), the promotion of electric vehicles by 86% (highest approval rating: 53%), a climate tax on airline tickets by 68% (highest approval rating: 27%) and the introduction of a car toll (so that someone who drives a lot also has to pay more) by 51% (highest approval rating: 21%).
- **Energy**: 91% of respondents support the construction of more wind turbines (highest approval rating: 56%). 86% are in favour of mandatory solar for public buildings and new private buildings (highest approval rating: 49%) and 83% are in favour of cooperative membership (highest approval rating: 29%).
- **Technology/innovations/the businesses**: 93% of respondents are in favour of promoting the development of climate-friendly products and technologies more strongly (highest approval rating: 54%). 90% are in favour of labelling climate-friendly products (highest approval rating: 46%). 70% are in favour of making climate-damaging products more expensive (highest approval rating: 30%) and 50% are in favour of reducing climate-damaging subsidies (highest approval rating: 21%).

Main findings

Changing lifestyles and economies

- **Education**: 95% support an improvement of school education in the field of environmental and climate protection (highest approval rating: 60%). 89% support training or further training (or retraining) for workers in jobs that will no longer be needed in the future (highest level of support: 54%).
- **Housing**: 95% approve of financial support for cost-efficient heating and thermal systems (e.g. heat pump) (highest approval rating: 58%). Likewise, 95% are in favour of state support for the renovation of buildings for thermal insulation (highest approval rating: 64%). 94% support state subsidies for private households to use renewable energy (highest approval rating: 59%) and 88% approve of legal regulations on the energy efficiency of electrical household appliances (highest approval rating: 44%).

Attitudes towards the energy/heat transition

- 97% of respondents agree that workers affected by the switch to renewable energy (e.g. job loss) should be supported in retraining for alternative jobs (highest level of agreement "Fully agree": 66%). Furthermore, 95% think that the affected employees should be financially supported (compensation payments, severance payments, etc.) (highest level of agreement: 60%).

Main findings

Changing lifestyles and economies

- 96% of respondents think that private households that want to use renewable energy (e.g. solar electricity, solar heating or heat pump) should be financially supported (highest level of agreement: 68%). In addition, 94% agree that the development of energy communities should be supported by the government (highest level of agreement: 56%).
- According to 88% 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: 47%). Furthermore, 84% think new industries should be actively located in the affected regions and municipalities (highest level of agreement: 41%).
- 92% 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: 44%).
- 75% of respondents can imagine taking an active part in shaping their community's energy supply, with 27% saying they could "definitely" imagine doing so. Asked whether they could imagine generating their own energy, 6% say they already do, 67% say they can "definitely" imagine it and 20% say they can "rather" imagine it.

Main findings

Changing lifestyles and economies

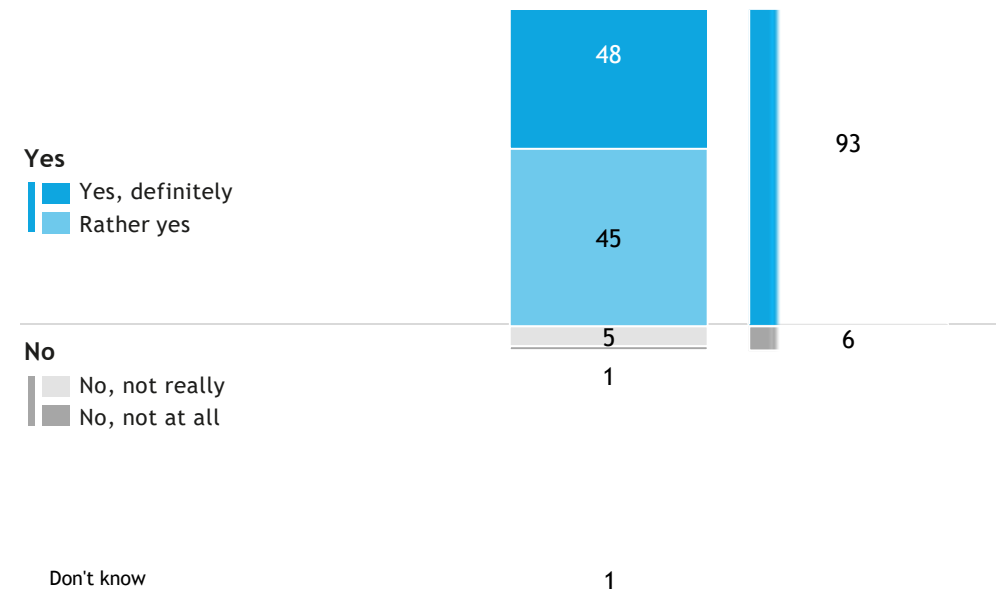
- 76% would "approve" of the construction of a solar park in their community if the profits it generates benefit the community. Another 22% would accept it, 2% would oppose it. The construction of a wind farm in their community would be "approved" by 54% (if the profits generated by it benefit the community). Another 38% would accept it, 8% would oppose it.
- To fight climate change, it is necessary to heat differently in the coming years. Around three quarters of respondents (76%) believe this should be done through more public subsidies for climate-neutral technologies and the replacement of heating. On the other hand, 7% are in favour of bans and 2% of higher prices for oil, gas and coal. The remaining 15% of respondents are not in favour of any of the options mentioned.
- When asked whether renewable energy have become more important since the outbreak of the Russia-Ukraine conflict, 30% answer "yes, renewable energy have become more important". Another 37% answer with "rather yes". In contrast, 23% answered with "rather no" and 10% with "no, renewable energy have not become more important".

Assessing the need for change

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



Basis: 1,204 cases, total sample; figures in %.



Assessing the need for change

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
YES	93	97	95	92	98	91	91	93	94	88	94
Yes, definitely	48	56	62	38	38	38	49	46	50	46	52
Rather yes	45	42	33	54	60	53	42	47	44	42	42
NO	6	1	5	6	-	9	8	7	4	9	5
No, not really	5	1	4	5	-	9	6	6	3	8	5
No, not at all	1	-	1	1	-	-	2	1	1	1	-
Don't know	1	2	-	2	2	0	1	-	2	3	2

Basis: 1,204 cases, total sample; figures in %.

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 PRO = Progressive Realists

strongly overrepresented
 overrepresented
 strongly underrepresented
 underrepresented

Assessing the need for change

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
YES	93	91	95	90	89	97	95	94
Yes, definitely	48	43	53	44	46	52	51	45
Rather yes	45	49	42	46	43	45	44	49
NO	6	8	4	7	8	3	4	6
No, not really	5	7	3	7	7	2	3	6
No, not at all	1	1	1	1	1	0	1	1
Don't know	1	1	2	2	3	0	1	-

Basis: 1,204 cases, total sample; figures in %.

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Assessing the need for change

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

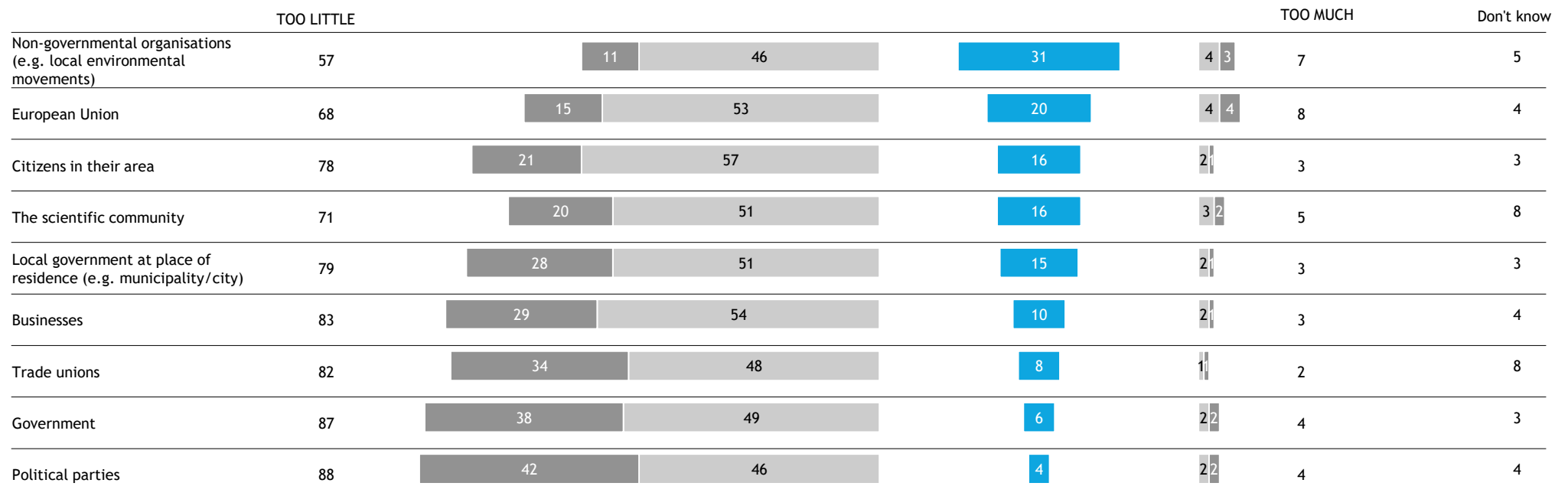
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<403 €)	Medium 60-140% (403-940 €)	High >140% (>940 €)
YES	93	90	93	93	94	93	94
Yes, definitely	48	55	48	45	56	47	46
Rather yes	45	36	45	48	38	46	48
NO	6	10	5	6	5	6	6
No, not really	5	5	5	5	4	4	6
No, not at all	1	5	0	1	1	1	0
Don't know	1	-	2	1	1	2	-

Basis: 1,204 cases, total sample; figures in %.

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■ overrepresented ■ underrepresented

Attribution of responsibility

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



Basis: 1,204 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	3	0	-	2	5	8	1	4	1	4	1
Just right	10	7	2	15	16	10	9	5	8	18	11
Too little/way too little	83	90	94	78	71	79	86	83	87	74	86
Local government at place of residence (e.g. municipality/city/)											
Way too much/too much	3	1	-	3	5	5	4	4	2	7	1
Just right	15	22	9	20	16	16	9	11	13	18	13
Too little/way too little	79	76	88	74	77	77	82	81	80	72	82
European Union											
Way too much/too much	8	5	2	11	9	11	8	13	7	12	4
Just right	20	22	21	23	40	16	13	17	12	20	23
Too little/way too little	68	71	74	62	46	70	73	64	74	65	70

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 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	4	2	-	7	4	5	4	7	2	7	1
Just right	6	7	5	8	3	6	4	6	4	13	2
Too little/way too little	87	91	94	82	91	85	87	77	90	76	95
Citizens in their area											
Way too much/too much	3	1	-	5	3	4	3	2	5	6	-
Just right	16	12	9	20	14	22	12	19	8	25	15
Too little/way too little	78	85	89	72	83	72	82	72	81	66	82
Trade unions											
Way too much/too much	2	1	1	3	2	4	1	2	2	5	1
Just right	8	4	3	8	13	9	11	6	4	15	10
Too little/way too little	82	90	88	77	80	80	77	79	84	73	86

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Attribution of responsibility (3)

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Political parties											
Way too much/too much	4	1	1	8	2	4	6	5	2	7	3
Just right	4	1	1	6	7	4	2	2	2	10	1
Too little/way too little	88	94	97	83	86	88	86	84	92	76	94
Non-governmental organisations (e.g. local environmental movements)											
Way too much/too much	7	5	5	10	1	8	8	8	6	13	6
Just right	31	29	30	26	46	37	35	28	24	25	38
Too little/way too little	57	62	62	61	46	53	49	57	65	56	54
The scientific community											
Way too much/too much	5	2	2	7	3	8	4	3	1	8	3
Just right	16	18	8	19	28	19	16	11	13	20	14
Too little/way too little	71	73	86	66	63	68	70	72	71	65	79

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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/Economy								
Way too much/too much	3	4	1	6	4	2	1	1
Just right	10	12	8	14	16	8	6	6
Too little/way too little	83	80	86	72	76	86	91	92
Local government at place of residence (e.g. municipality/city/)								
Way too much/too much	3	5	2	8	4	1	3	1
Just right	15	20	10	22	18	11	10	14
Too little/way too little	79	74	84	64	75	83	86	85
European Union								
Way too much/too much	8	11	5	13	14	6	6	2
Just right	20	21	18	26	22	18	17	15
Too little/way too little	68	65	71	54	59	72	75	80

Basis: 1,204 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attribution of responsibility (2)

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Government								
Way too much/too much	4	6	2	7	6	2	4	1
Just right	6	8	4	6	9	6	5	6
Too little/way too little	87	83	89	82	82	87	89	91
Citizens in their area								
Way too much/too much	3	4	2	5	4	2	3	1
Just right	16	21	10	24	22	14	12	9
Too little/way too little	78	73	83	65	70	82	83	89
Trade unions								
Way too much/too much	2	3	2	6	3	0	2	1
Just right	8	11	5	12	12	6	6	4
Too little/way too little	82	79	84	68	78	83	88	90

Basis: 1,204 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	4	5	3	7	7	1	4	2
Just right	4	5	2	5	7	3	2	1
Too little/way too little	88	85	90	77	83	90	92	96
Non-governmental organisations (e.g. local environmental movements)								
Way too much/too much	7	10	5	13	7	7	6	4
Just right	31	31	30	35	37	28	25	30
Too little/way too little	57	55	59	45	49	60	66	65
The scientific community								
Way too much/too much	5	6	2	10	5	2	3	1
Just right	16	19	14	25	22	10	15	11
Too little/way too little	71	68	74	53	65	77	78	82

Basis: 1,204 cases, total sample; figures in %.

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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	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<403 €)	Medium 60-140% (403-940 €)	High >140% (>940 €)
Businesses							
Way too much/too much	3	3	3	3	3	2	3
Just right	10	21	10	10	6	10	10
Too little/way too little	83	72	84	84	90	83	83
Local government at place of residence (e.g. municipality/city/)							
Way too much/too much	3	7	3	2	2	3	4
Just right	15	17	16	13	16	14	16
Too little/way too little	79	74	78	82	80	79	79
European Union							
Way too much/too much	8	6	8	10	4	8	9
Just right	20	31	20	18	15	18	22
Too little/way too little	68	57	68	68	80	69	64

Basis: 1,204 cases, total sample; figures in %.

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■ overrepresented ■ underrepresented

Attribution of responsibility (2)

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

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<403 €)	Medium 60-140% (403-940 €)	High >140% (>940 €)
Government							
Way too much/too much	4	8	4	4	3	4	4
Just right	6	12	6	8	5	7	6
Too little/way too little	87	80	86	86	92	85	88
Citizens in their area							
Way too much/too much	3	-	4	2	5	2	3
Just right	16	25	16	15	16	15	17
Too little/way too little	78	70	77	82	77	79	78
Trade unions							
Way too much/too much	2	7	2	2	3	2	3
Just right	8	14	8	6	8	8	9
Too little/way too little	82	66	81	84	84	80	82

Basis: 1,204 cases, total sample; figures in %.

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Attribution of responsibility (3)

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

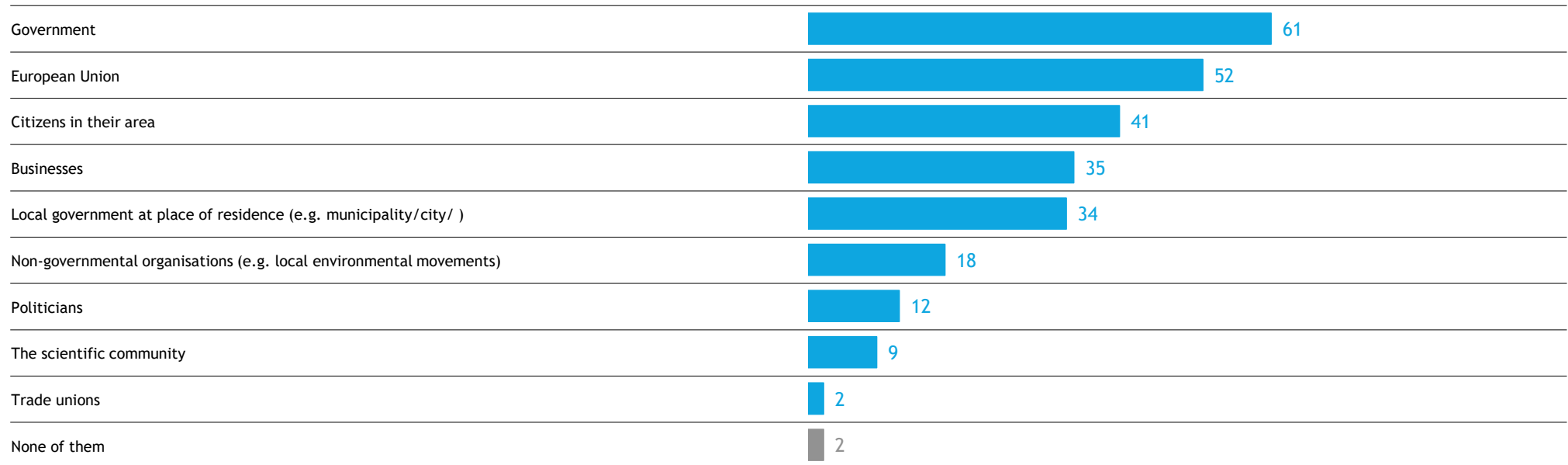
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<403 €)	Medium 60-140% (403-940 €)	High >140% (>940 €)
Political parties							
Way too much/too much	4	10	4	4	3	4	4
Just right	4	16	3	4	4	4	4
Too little/way too little	88	72	88	89	92	87	89
Non-governmental organisations (e.g. local environmental movements)							
Way too much/too much	7	8	7	7	6	8	7
Just right	31	20	30	34	24	28	37
Too little/way too little	57	59	57	57	68	59	53
The scientific community							
Way too much/too much	5	9	4	4	4	4	4
Just right	16	22	16	16	9	16	19
Too little/way too little	71	61	71	75	83	70	72

Basis: 1,204 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attribution of responsibility

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



Basis: 1,204 cases, total sample; figures in %.





Attribution of responsibility

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Government	61	68	72	63	60	60	61	58	61	48	60
European Union	52	55	60	53	62	53	51	49	42	49	57
Citizens in their area	41	43	45	40	43	35	36	50	40	44	39
Businesses	35	35	34	36	24	35	44	33	40	31	28
Local government at place of residence (e.g. municipality/city/)	34	35	34	36	26	29	37	29	42	38	30
Non-governmental organisations (e.g. local environmental movements)	18	19	16	17	23	15	26	15	16	15	21
Politicians	12	11	10	13	17	8	12	13	13	13	18
The scientific community	9	12	12	6	10	11	10	1	6	10	10
Trade unions	2	0	1	2	6	3	1	6	2	3	3
None of them	2	2	1	1	3	5	2	4	3	3	1

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Attribution of responsibility

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Government	61	61	61	58	55	61	60	73
European Union	52	56	50	54	57	45	55	51
Citizens in their area	41	39	43	44	43	43	42	34
Businesses	35	35	34	28	28	39	39	39
Local government at place of residence (e.g. municipality/city/)	34	30	38	26	28	37	37	41
Non-governmental organisations (e.g. local environmental movements)	18	17	19	20	15	18	17	19
Politicians	12	10	14	12	13	12	12	12
The scientific community	9	11	7	8	10	7	7	12
Trade unions	2	2	2	6	3	1	2	1
None of them	2	3	2	3	4	2	3	1

Basis: 1,204 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attribution of responsibility

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

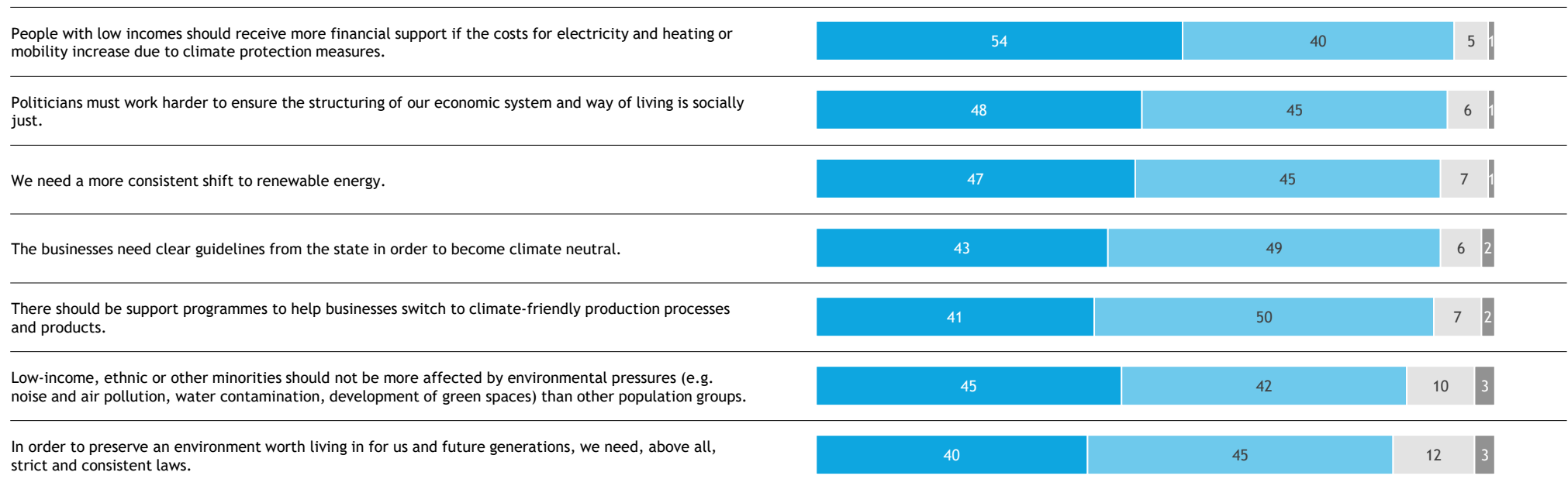
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<403 €)	Medium 60-140% (403-940 €)	High >140% (>940 €)
Government	61	56	60	66	62	62	61
European Union	52	59	52	54	58	54	51
Citizens in their area	41	30	42	40	32	41	43
Businesses	35	32	34	39	41	35	34
Local government at place of residence (e.g. municipality/city/)	34	21	35	33	35	35	32
Non-governmental organisations (e.g. local environmental movements)	18	13	19	16	18	18	18
Politicians	12	8	13	11	8	12	14
The scientific community	9	8	8	13	7	9	10
Trade unions	2	10	3	0	2	2	3
None of them	2	4	3	2	2	2	2

Basis: 1,204 cases, total sample; figures in %.

strongly overrepresented
 strongly underrepresented
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 underrepresented

Attitudes towards policies (1)

To what extent do you agree with the following statements?

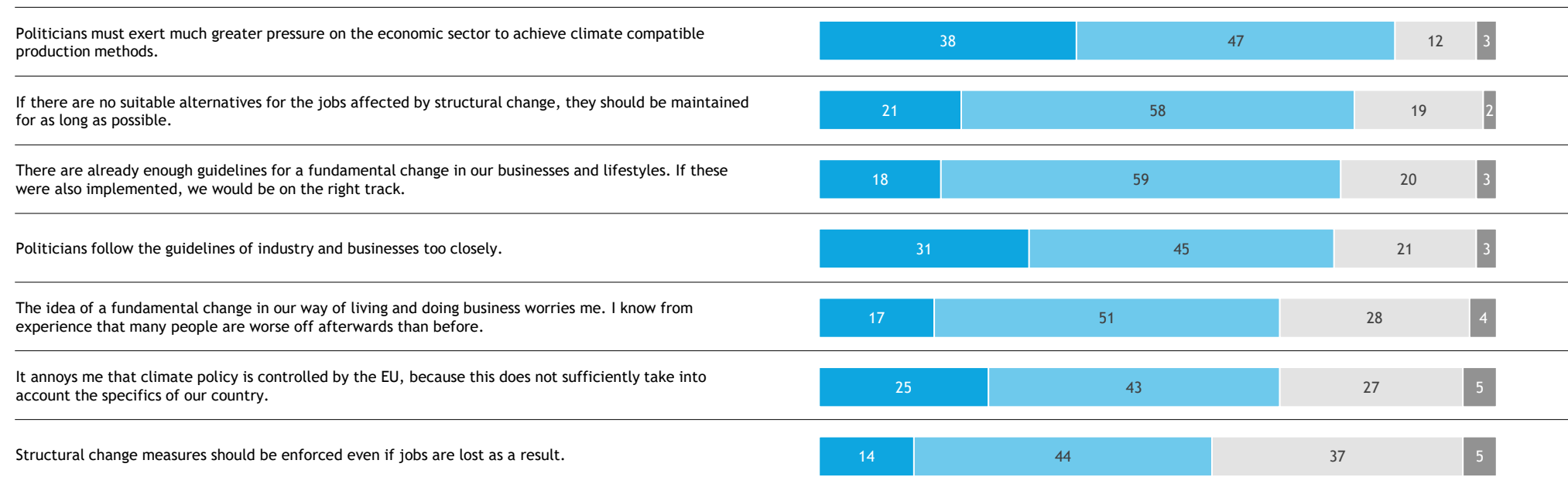


Basis: 1,204 cases, total sample; figures in %.

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

Attitudes towards policies (2)

To what extent do you agree with the following statements?



Basis: 1,204 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
People with low incomes should receive more financial support if the costs for electricity and heating or mobility increase due to climate protection measures.	94	97	94	89	93	95	96	93	94	90	98
Politicians must work harder to ensure the structuring of our economic system and way of living is socially just.	93	96	96	91	93	92	95	94	94	86	97
We need a more consistent shift to renewable energy.	92	96	98	90	98	92	92	88	92	85	96
The businesses need clear guidelines from the state in order to become climate neutral.	92	98	96	90	91	89	88	87	93	86	96
There should be support programmes to help businesses switch to climate-friendly production processes and products.	91	96	96	92	92	86	89	87	90	90	98
Low-income, ethnic or other minorities should not be more affected by environmental pressures (e.g. noise and air pollution, water contamination, development of green spaces) than other population groups.	87	89	84	88	90	86	88	84	84	89	93
In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.	85	95	94	82	77	84	90	78	84	79	90

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Attitudes towards policies (2)

To what extent do you agree with the following statements?

Response category: "Fully agree / Somewhat agree".

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Politicians must exert much greater pressure on the economic sector to achieve climate compatible production methods.	85	94	95	85	87	86	83	82	76	80	91
If there are no suitable alternatives for the jobs affected by structural change, they should be maintained for as long as possible.	79	84	67	70	80	84	81	83	75	79	79
There are already enough guidelines for a fundamental change in our businesses and lifestyles. If these were also implemented, we would be on the right track.	77	80	73	75	77	85	82	74	71	80	72
Politicians follow the guidelines of industry and businesses too closely.	76	82	79	73	72	80	75	71	68	82	83
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.	68	66	56	58	65	72	76	66	73	78	76
It annoys me that climate policy is controlled by the EU, because this does not sufficiently take into account the specifics of our country.	68	71	47	64	54	67	76	82	78	80	51
Structural change measures should be enforced even if jobs are lost as a result.	58	62	66	62	50	64	52	47	48	59	60

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 CMS = Conventional Mainstream
 TRA = Traditionals
 CMA = Consumer Materialists
 SEN = Sensation-Oriented
 PRO = Progressive Realists

strongly overrepresented
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Attitudes towards policies (1)

To what extent do you agree with the following statements?

Response category: "Fully agree / Somewhat agree".

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
People with low incomes should receive more financial support if the costs for electricity and heating or mobility increase due to climate protection measures.	94	92	96	88	94	95	96	97
Politicians must work harder to ensure the structuring of our economic system and way of living is socially just.	93	93	94	89	91	95	96	96
We need a more consistent shift to renewable energy.	92	90	95	90	90	91	96	96
The businesses need clear guidelines from the state in order to become climate neutral.	92	89	94	89	88	91	93	96
There should be support programmes to help businesses switch to climate-friendly production processes and products.	91	89	93	90	91	90	91	93
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.	87	86	89	88	84	84	89	92
In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.	85	82	89	80	83	84	89	90

Basis: 1,204 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attitudes towards policies (2)

To what extent do you agree with the following statements?

Response category: "Fully agree / Somewhat agree".

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Politicians must exert much greater pressure on the economic sector to achieve climate compatible production methods.	85	85	86	81	81	86	90	90
If there are no suitable alternatives for the jobs affected by structural change, they should be maintained for as long as possible.	79	75	82	78	82	78	76	78
There are already enough guidelines for a fundamental change in our businesses and lifestyles. If these were also implemented, we would be on the right track.	77	77	78	77	74	77	80	79
Politicians follow the guidelines of industry and businesses too closely.	76	80	74	71	75	80	80	77
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.	68	71	67	69	70	67	67	72
It annoys me that climate policy is controlled by the EU, because this does not sufficiently take into account the specifics of our country.	68	65	71	68	74	70	66	64
Structural change measures should be enforced even if jobs are lost as a result.	58	62	52	59	54	60	58	56

Basis: 1,204 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% (<403 €)	Medium 60-140% (403-940 €)	High >140% (>940 €)
People with low incomes should receive more financial support if the costs for electricity and heating or mobility increase due to climate protection measures.	94	90	94	95	95	96	92
Politicians must work harder to ensure the structuring of our economic system and way of living is socially just.	93	90	94	92	91	94	93
We need a more consistent shift to renewable energy.	92	88	92	93	95	93	92
The businesses need clear guidelines from the state in order to become climate neutral.	92	82	92	93	89	92	90
There should be support programmes to help businesses switch to climate-friendly production processes and products.	91	86	91	91	87	91	92
Low-income, ethnic or other minorities should not be more affected by environmental pressures (e.g. noise and air pollution, water contamination, development of green spaces) than other population groups.	87	84	87	88	89	87	88
In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.	85	83	86	85	84	86	85

Basis: 1,204 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% (<403 €)	Medium 60-140% (403-940 €)	High >140% (>940 €)
Politicians must exert much greater pressure on the economic sector to achieve climate compatible production methods.	85	74	86	88	85	86	86
If there are no suitable alternatives for the jobs affected by structural change, they should be maintained for as long as possible.	79	74	78	80	71	79	78
There are already enough guidelines for a fundamental change in our businesses and lifestyles. If these were also implemented, we would be on the right track.	77	70	79	73	78	80	76
Politicians follow the guidelines of industry and businesses too closely.	76	66	77	76	78	76	78
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.	68	77	69	68	68	74	64
It annoys me that climate policy is controlled by the EU, because this does not sufficiently take into account the specifics of our country.	68	78	70	63	71	69	65
Structural change measures should be enforced even if jobs are lost as a result.	58	63	57	58	51	57	59

Basis: 1,204 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.	54	57	56	40	46	47	61	59	59	48	62
Politicians must work harder to ensure the structuring of our economic system and way of living is socially just.	48	54	59	40	46	33	49	48	58	40	60
We need a more consistent shift to renewable energy.	47	54	65	40	48	31	47	48	43	43	65
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.	45	54	50	43	47	30	46	48	47	40	50
The businesses need clear guidelines from the state in order to become climate neutral.	43	48	61	36	39	30	47	32	38	46	53
There should be support programmes to help businesses switch to climate-friendly production processes and products.	41	46	50	38	42	32	38	42	35	40	48
In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.	40	48	56	36	36	26	42	33	39	36	53

Basis: 1,204 cases, total sample; figures in %.

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Attitudes towards policies (2)

To what extent do you agree with the following statements?

Response category: "Fully agree".

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Politicians must exert much greater pressure on the economic sector to achieve climate compatible production methods.	38	46	49	35	37	23	36	32	38	30	59
Politicians follow the guidelines of industry and businesses too closely.	31	35	40	26	21	20	34	31	35	32	41
It annoys me that climate policy is controlled by the EU, because this does not take the particularities of our country are not sufficiently taken into account.	25	30	14	20	16	18	30	37	30	31	23
If there are no suitable alternatives for the jobs affected by structural change, they should be maintained for as long as possible.	21	19	18	18	20	14	21	22	22	31	25
There are already enough guidelines for a fundamental change in our businesses and lifestyles. If these were also implemented, we would be on the right track.	18	20	14	18	14	16	11	28	16	24	22
The idea of a fundamental change in our way of living and doing business worries me. I know from experience that many people will be worse off than before.	17	15	11	12	18	18	20	20	16	22	26
Structural change measures should be enforced even if jobs are lost as a result.	14	17	20	14	7	10	12	14	11	18	17

Basis: 1,204 cases, total sample; figures in %.

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Attitudes towards policies (1)

To what extent do you agree with the following statements?

Response category: "Fully agree".

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
People with low incomes should receive more financial support if the costs for electricity and heating or mobility increase due to climate protection measures.	54	50	57	50	53	53	57	55
Politicians must work harder to ensure the structuring of our economic system and way of living is socially just.	48	46	51	46	42	51	51	50
We need a more consistent shift to renewable energy.	47	46	50	48	44	46	53	48
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.	45	43	48	52	37	43	46	48
The businesses need clear guidelines from the state in order to become climate neutral.	43	40	45	40	39	41	47	47
There should be support programmes to help businesses switch to climate-friendly production processes and products.	41	37	44	42	45	40	43	34
In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.	40	37	43	38	37	41	44	40

Basis: 1,204 cases, total sample; figures in %.

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Attitudes towards policies (2)

To what extent do you agree with the following statements?

Response category: "Fully agree".

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Politicians must exert much greater pressure on the economic sector to achieve climate compatible production methods.	38	36	40	34	34	39	42	39
Politicians follow the guidelines of industry and businesses too closely.	31	32	31	25	33	34	35	30
It annoys me that climate policy is controlled by the EU, because this does not take the particularities of our country are not sufficiently taken into account.	25	26	25	24	33	25	26	19
If there are no suitable alternatives for the jobs affected by structural change, they should be maintained for as long as possible.	21	20	22	24	25	18	21	16
There are already enough guidelines for a fundamental change in our businesses and lifestyles. If these were also implemented, we would be on the right track.	18	19	18	24	18	18	19	13
The idea of a fundamental change in our way of living and doing business worries me. I know from experience that many people will be worse off than before.	17	17	18	24	20	15	13	15
Structural change measures should be enforced even if jobs are lost as a result.	14	15	14	13	16	15	12	15

Basis: 1,204 cases, total sample; figures in %.

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Attitudes towards policies (1)

To what extent do you agree with the following statements?

Response category: "Fully agree".

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<403 €)	Medium 60-140% (403-940 €)	High >140% (>940 €)
People with low incomes should receive more financial support if the costs for electricity and heating or mobility increase due to climate protection measures.	54	58	55	48	70	55	49
Politicians must work harder to ensure the structuring of our economic system and way of living is socially just.	48	62	48	45	58	51	41
We need a more consistent shift to renewable energy.	47	43	49	44	62	46	46
Low-income, ethnic or other minorities should not be more affected by environmental pressures (e.g. noise and air pollution, water contamination, development of green spaces) than other population groups.	45	41	46	42	58	46	42
The businesses need clear guidelines from the state in order to become climate neutral.	43	30	44	41	45	44	40
There should be support programmes to help businesses switch to climate-friendly production processes and products.	41	45	41	39	45	44	37
In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.	40	37	41	38	46	41	37

Basis: 1,204 cases, total sample; figures in %.

■ strongly overrepresented
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Attitudes towards policies (2)

To what extent do you agree with the following statements?

Response category: "Fully agree".

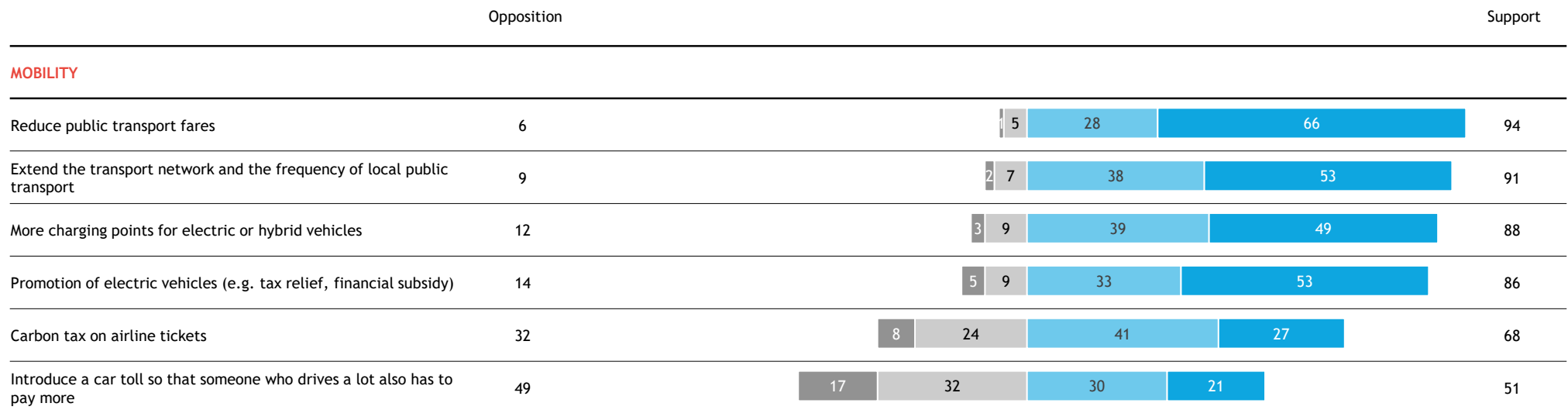
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<403 €)	Medium 60-140% (403-940 €)	High >140% (>940 €)
Politicians must exert much greater pressure on the economic sector to achieve climate compatible production methods.	38	34	39	33	50	36	37
Politicians follow the guidelines of industry and businesses too closely.	31	40	32	28	33	31	31
It annoys me that climate policy is controlled by the EU, because this does not take the special features of our country into account.	25	34	26	20	31	26	23
If there are no suitable alternatives for the jobs affected by structural change, they should be maintained for as long as possible.	21	26	21	18	24	20	20
There are already enough guidelines for a fundamental change in our businesses and lifestyles. If these were also implemented, we would be on the right track.	18	18	20	12	27	17	19
The idea of a fundamental change in our way of living and doing business worries me. I know from experience that many people will be worse off than before.	17	22	18	13	22	18	15
Structural change measures should be enforced even if jobs are lost as a result.	14	16	15	12	16	14	15

Basis: 1,204 cases, total sample; figures in %.



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

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



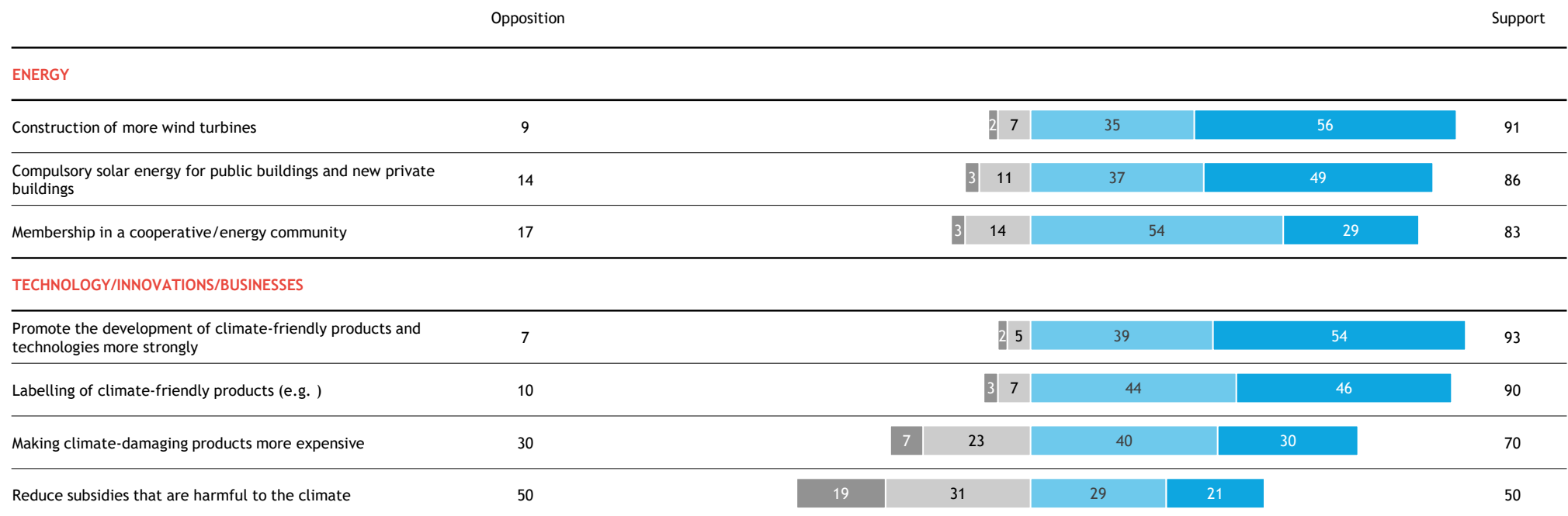
Basis: 1,204 cases, total sample; figures in %.

 I completely reject it
  I would rather agree



 I would rather reject it
  I completely agree



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

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



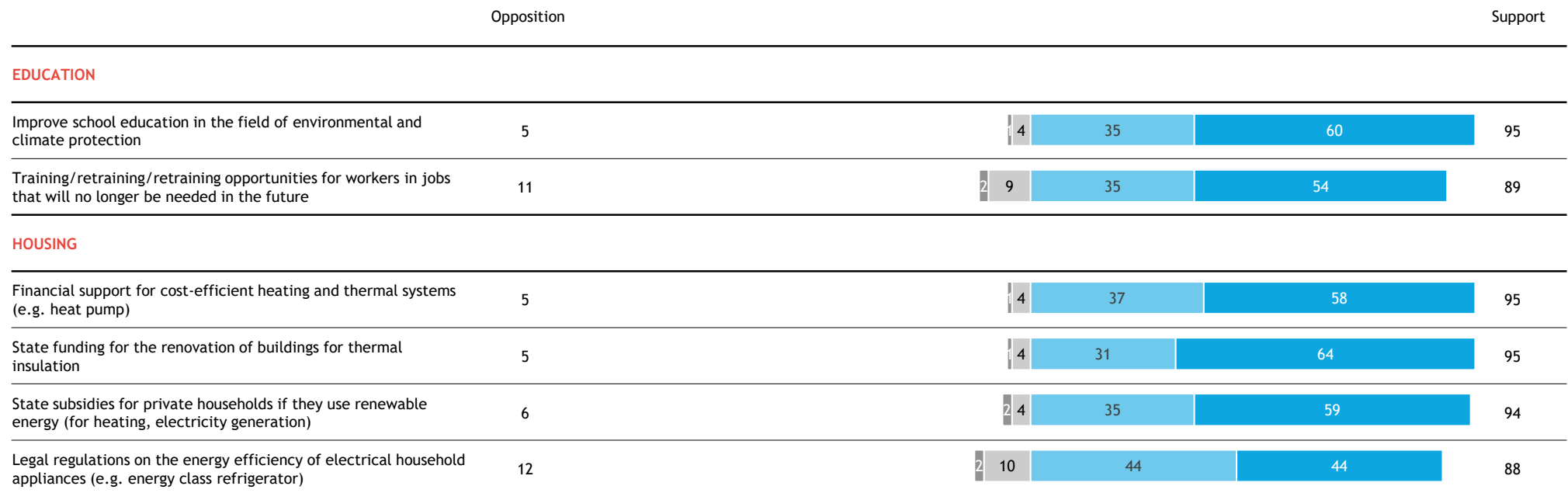
Basis: 1,204 cases, total sample; figures in %.

 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: 1,204 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	94	98	94	94	90	96	90	92	90	97
Extend the transport network and the frequency of local public transport	91	93	96	92	91	88	94	90	92	84	92
More charging points for electric or hybrid vehicles	88	92	93	87	91	88	88	78	84	81	92
Promotion of electric vehicles (e.g. tax relief, financial subsidy)	86	89	91	82	90	87	83	76	85	86	89
Carbon tax on airline tickets	68	74	74	64	75	63	72	60	69	61	83
Introduce a car toll so that someone who drives a lot also has to pay more	51	51	52	46	60	56	58	28	54	51	59

Basis: 1,204 cases, total sample; figures in %.

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

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

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
MOBILITY								
Reduce public transport fares	94	92	96	89	94	94	96	95
Extend the transport network and the frequency of local public transport	91	90	92	87	86	94	94	94
More charging points for electric or hybrid vehicles	88	84	90	84	84	85	91	92
Promotion of electric vehicles (e.g. tax relief, financial subsidy)	86	83	88	82	84	84	89	89
Carbon tax on airline tickets	68	69	68	67	63	71	74	68
Introduce a car toll so that someone who drives a lot also has to pay more	51	55	47	49	48	50	51	56

Basis: 1,204 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% (<403 €)	Medium 60-140% (403-940 €)	High >140% (>940 €)
MOBILITY							
Reduce public transport fares	94	81	94	95	93	93	93
Extend the transport network and the frequency of local public transport	91	74	91	94	89	92	90
More charging points for electric or hybrid vehicles	88	81	87	89	89	88	86
Promotion of electric vehicles (e.g. tax relief, financial subsidy)	86	76	86	86	91	85	86
Carbon tax on airline tickets	68	64	70	65	76	71	66
Introduce a car toll so that someone who drives a lot also has to pay more	51	71	49	53	64	51	48

Basis: 1,204 cases, total sample; figures in %.

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





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

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
MOBILITY											
Introduce a car toll so that someone who drives a lot also has to pay more	49	49	48	54	40	44	42	72	46	49	41
Carbon tax on airline tickets	32	26	26	36	25	37	28	40	31	39	17
Promotion of electric vehicles (e.g. tax relief, financial subsidy)	14	11	9	18	10	13	17	24	15	14	11
More charging points for electric or hybrid vehicles	12	8	7	13	9	12	12	22	16	19	8
Extend the transport network and the frequency of local public transport	9	7	4	8	9	12	6	10	8	16	8
Reduce public transport fares	6	6	2	6	6	10	4	10	8	10	3

Basis: 1,204 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".	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
MOBILITY								
Introduce a car toll so that someone who drives a lot also has to pay more	49	45	53	51	52	50	49	44
Carbon tax on airline tickets	32	31	32	33	37	29	26	32
Promotion of electric vehicles (e.g. tax relief, financial subsidy)	14	17	12	18	16	16	11	11
More charging points for electric or hybrid vehicles	12	16	10	16	16	15	9	8
Extend the transport network and the frequency of local public transport	9	10	8	13	14	6	6	6
Reduce public transport fares	6	8	4	11	6	6	4	5

Basis: 1,204 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% (<403 €)	Medium 60-140% (403-940 €)	High >140% (>940 €)
MOBILITY							
Introduce a car toll so that someone who drives a lot also has to pay more	49	29	51	47	36	49	52
Carbon tax on airline tickets	32	36	30	35	24	29	34
Promotion of electric vehicles (e.g. tax relief, financial subsidy)	14	24	14	14	9	15	14
More charging points for electric or hybrid vehicles	12	19	13	11	11	12	14
Extend the transport network and the frequency of local public transport	9	26	9	6	11	8	10
Reduce public transport fares	6	19	6	5	7	7	7

Basis: 1,204 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											
Construction of more wind turbines	91	94	96	90	96	92	88	79	94	87	96
Compulsory solar energy for public buildings and new private buildings	86	92	91	84	87	84	90	79	88	79	95
Membership in a cooperative/energy community	83	88	91	81	96	80	86	72	74	78	92
TECHNOLOGY/INNOVATIONS/BUSINESSES											
Promote the development of climate-friendly products and technologies more strongly	93	98	98	94	99	90	94	89	88	87	96
Labelling of climate-friendly products (e.g.)	90	96	97	94	97	85	92	77	90	84	95
Making climate-damaging products more expensive	70	78	84	66	68	61	73	68	66	60	83
Reduce subsidies that are harmful to the climate	50	55	54	45	57	47	50	36	51	54	52

Basis: 1,204 cases, total sample; figures in %.

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

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

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
ENERGY								
Construction of more wind turbines	91	89	93	86	90	90	93	95
Compulsory solar energy for public buildings and new private buildings	86	87	87	80	85	86	91	90
Membership in a cooperative/energy community	83	80	86	81	79	82	87	87
TECHNOLOGY/INNOVATIONS/BUSINESSES								
Promote the development of climate-friendly products and technologies more strongly	93	91	95	91	90	93	94	97
Labelling of climate-friendly products (e.g.)	90	88	92	85	88	91	92	95
Making climate-damaging products more expensive	70	68	72	63	66	71	76	75
Reduce subsidies that are harmful to the climate	50	52	48	53	42	45	54	55

Basis: 1,204 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% (<403 €)	Medium 60-140% (403-940 €)	High >140% (>940 €)
ENERGY							
Construction of more wind turbines	91	84	90	93	92	91	91
Compulsory solar energy for public buildings and new private buildings	86	79	87	86	91	86	87
Membership in a cooperative/energy community	83	82	83	84	83	83	82
TECHNOLOGY/INNOVATIONS/BUSINESSES							
Promote the development of climate-friendly products and technologies more strongly	93	89	93	94	90	93	93
Labelling of climate-friendly products (e.g.)	90	69	90	93	86	91	91
Making climate-damaging products more expensive	70	65	69	74	80	71	68
Reduce subsidies that are harmful to the climate	50	57	49	51	60	50	46

Basis: 1,204 cases, total sample; figures in %.

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





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

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
ENERGY											
Membership in a cooperative/energy community (community that has organised itself at the local level to shape its energy supply in a more sustainable and independent way)	17	12	9	19	4	20	14	28	26	22	8
Compulsory solar energy for public buildings and new private buildings	14	8	9	16	13	16	10	21	12	21	5
Construction of more wind turbines	9	6	4	10	4	8	12	21	6	13	4
TECHNOLOGY/INNOVATIONS/THE BUSINESSES											
Reduce subsidies that are harmful to the climate	50	45	46	55	43	53	50	64	49	46	48
Making climate-damaging products more expensive	30	22	16	34	32	39	27	32	34	40	17
Labelling of climate-friendly products (e.g.)	10	4	3	6	3	15	8	23	10	16	5
Promote the development of climate-friendly products and technologies more strongly	7	2	2	6	1	10	6	11	12	13	4

Basis: 1,204 cases, total sample; figures in %.

EST = Established
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 strongly underrepresented
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Assessment of measures in nature, environmental and climate protection (2)

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

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

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								
Membership in a cooperative/energy community (community that has organised itself at the local level to shape its energy supply in a more sustainable and independent way)	17	20	14	19	21	18	13	13
Compulsory solar energy for public buildings and new private buildings	14	13	13	20	15	14	9	10
Construction of more wind turbines	9	11	7	14	10	10	7	5
TECHNOLOGY/INNOVATIONS/THE BUSINESSES								
Reduce subsidies that are harmful to the climate	50	48	52	47	58	55	46	45
Making climate-damaging products more expensive	30	32	28	37	34	29	24	25
Labelling of climate-friendly products (e.g.)	10	12	8	15	12	9	8	5
Promote the development of climate-friendly products and technologies more strongly	7	9	5	9	10	7	6	3

Basis: 1,204 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

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

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

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

Response category: "I completely / would rather reject it".		Education			Net equivalent income (HH/month)		
		Total	Low	Medium	High	Low <60% (<403 €)	Medium 60-140% (403-940 €)
ENERGY							
Membership in a cooperative/energy community (community that has organised itself at the local level to shape its energy supply in a more sustainable and independent way)	17	18	17	16	17	17	18
Compulsory solar energy for public buildings and new private buildings	14	21	13	14	9	14	13
Construction of more wind turbines	9	16	10	7	8	9	9
TECHNOLOGY/INNOVATIONS/THE BUSINESSES							
Reduce subsidies that are harmful to the climate	50	43	51	49	40	50	54
Making climate-damaging products more expensive	30	35	31	26	20	29	32
Labelling of climate-friendly products (e.g.)	10	31	10	7	14	9	9
Promote the development of climate-friendly products and technologies more strongly	7	11	7	6	10	7	7

Basis: 1,204 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

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

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

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
EDUCATION											
Improve school education in the field of environmental and climate protection	95	96	98	91	97	96	94	93	95	88	97
Training/retraining/retraining opportunities for workers in jobs that will no longer be needed in the future	89	88	96	89	91	85	93	84	92	89	95
HOUSING											
Financial support for cost-efficient heating and thermal systems (e.g. heat pump)	95	98	97	92	97	95	96	92	94	93	96
State funding for the renovation of buildings for thermal insulation	95	97	99	93	95	93	97	91	96	92	98
State subsidies for private households if they use renewable energy (for heating, electricity generation)	94	99	98	93	97	94	96	94	97	84	94
Legal regulations on the energy efficiency of electrical household appliances (e.g. energy class refrigerator)	88	92	95	85	92	91	88	80	78	85	99

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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	Gender		Age (years)				
		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	92	96	88	92	96	97	98
Training/retraining/retraining opportunities for workers in jobs that will no longer be needed in the future	89	89	90	79	89	93	93	94
HOUSING								
Financial support for cost-efficient heating and thermal systems (e.g. heat pump)	95	94	96	91	95	95	98	97
State funding for the renovation of buildings for thermal insulation	95	93	97	88	95	96	98	97
State subsidies for private households if they use renewable energy (for heating, electricity generation)	94	93	96	90	93	95	97	97
Legal regulations on the energy efficiency of electrical household appliances (e.g. energy class refrigerator)	88	86	91	84	85	87	94	91

Basis: 1,204 cases, total sample; figures in %.

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■ overrepresented ■ underrepresented

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

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

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

Response category: "I completely / would rather agree".	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<403 €)	Medium 60-140% (403-940 €)	High >140% (>940 €)
EDUCATION							
Improve school education in the field of environmental and climate protection	95	80	95	95	90	96	94
Training/retraining/retraining opportunities for workers in jobs that will no longer be needed in the future	89	81	89	94	88	91	89
HOUSING							
Financial support for cost-efficient heating and thermal systems (e.g. heat pump)	95	92	95	97	95	95	96
State funding for the renovation of buildings for thermal insulation	95	83	95	98	93	95	95
State subsidies for private households if they use renewable energy (for heating, electricity generation)	94	84	94	96	90	96	93
Legal regulations on the energy efficiency of electrical household appliances (e.g. energy class refrigerator)	88	82	88	91	92	86	90

Basis: 1,204 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".

	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	11	12	4	11	9	15	7	16	8	11	5
Improve school education in the field of environmental and climate protection	5	4	2	9	3	4	6	7	5	12	3
HOUSING											
Legal regulations on the energy efficiency of electrical household appliances (e.g. energy class refrigerator)	12	8	5	15	8	9	12	20	22	15	1
State subsidies for private households if they use renewable energy (for heating, electricity generation)	6	1	2	7	3	6	4	6	3	16	6
Financial support for cost-efficient heating and thermal systems (e.g. heat pump)	5	2	3	8	3	5	4	8	6	7	4
State funding for the renovation of buildings for thermal insulation	5	3	1	7	5	7	3	9	4	8	2

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

Basis: 1,204 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

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

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

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

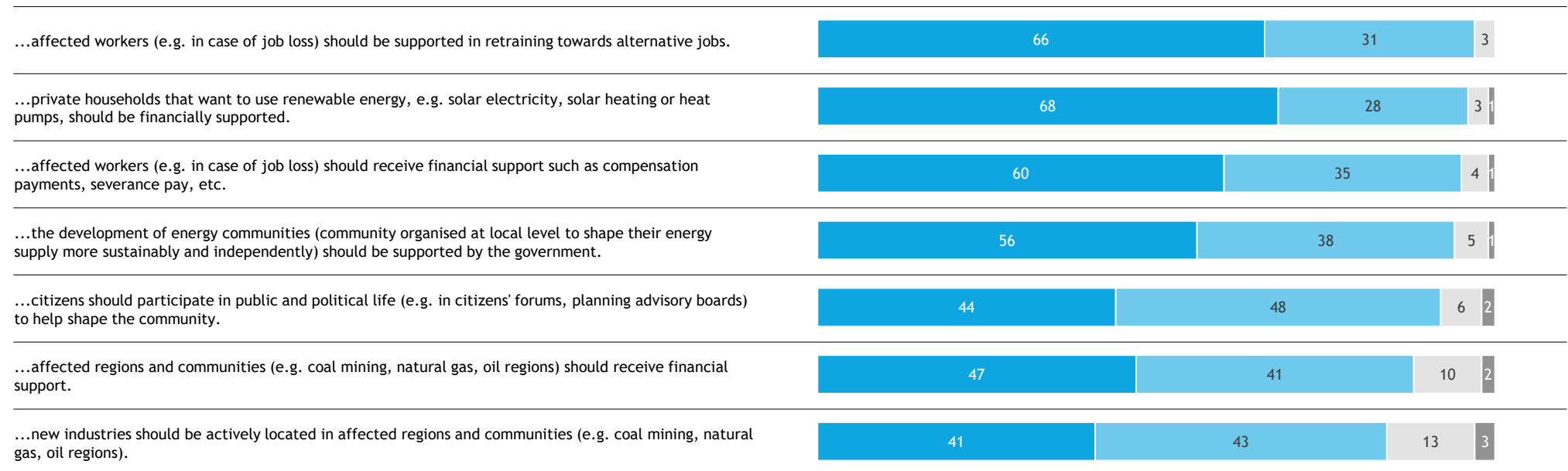
Response category: "I completely / would rather reject it".		Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<403 €)	Medium 60-140% (403-940 €)	High >140% (>940 €)
EDUCATION							
Training/retraining/retraining opportunities for workers in jobs that will no longer be needed in the future	11	19	11	6	12	9	11
Improve school education in the field of environmental and climate protection	5	20	5	5	10	4	6
HOUSING							
Legal regulations on the energy efficiency of electrical household appliances (e.g. energy class refrigerator)	12	18	12	9	8	14	10
State subsidies for private households if they use renewable energy (for heating, electricity generation)	6	16	6	4	10	4	7
Financial support for cost-efficient heating and thermal systems (e.g. heat pump)	5	8	5	3	5	5	4
State funding for the renovation of buildings for thermal insulation	5	17	5	2	7	5	5

Basis: 1,204 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attitudes towards the energy/heat transition

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



Basis: 1,204 cases, total sample; figures in %.

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

Attitudes towards the energy/heat transition

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

Response category: "Fully agree / Somewhat agree".

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
...affected workers (e.g. in case of job loss) should be supported in retraining towards alternative jobs.	97	99	97	96	99	92	98	99	99	92	98
... private households that want to use renewable energy, e.g. solar electricity, solar heating or heat pumps, should be financially supported.	96	99	98	93	94	95	97	97	98	92	98
... affected employees (e.g. in case of job loss) should receive financial support such as compensation payments, severance pay, etc.	95	96	95	92	95	96	98	97	98	93	98
...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	98	96	94	96	94	95	89	96	92	96
...citizens should participate in public and political life (e.g. in citizens' forums, planning advisory boards) to help shape the community.	92	94	94	90	97	94	91	88	90	86	97
...affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.	88	89	89	88	88	84	86	92	90	86	92
...new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).	84	82	88	84	84	88	84	76	84	80	87

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Attitudes towards the energy/heat transition

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

Response category: "Fully agree / Somewhat agree".

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
...affected workers (e.g. in case of job loss) should be supported in retraining towards alternative jobs.	97	95	98	92	95	99	99	98
... private households that want to use renewable energy, e.g. solar electricity, solar heating or heat pumps, should be financially supported.	96	95	98	90	97	97	99	98
... affected employees (e.g. in case of job loss) should receive financial support such as compensation payments, severance pay, etc.	95	94	98	91	96	98	97	97
...the development of energy communities (community organised at local level to shape their energy supply more sustainably and independently) should be supported by the government.	94	93	96	90	94	94	98	97
...citizens should participate in public and political life (e.g. in citizens' forums, planning advisory boards) to help shape the community.	92	89	95	89	89	92	95	95
...affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.	88	85	92	87	87	90	89	88
...new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).	84	82	86	82	82	82	83	89

Basis: 1,204 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attitudes towards the energy/heat transition

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

Response category: "Fully agree / Somewhat agree".

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<403 €)	Medium 60-140% (403-940 €)	High >140% (>940 €)
...affected workers (e.g. in case of job loss) should be supported in retraining towards alternative jobs.	97	91	96	98	96	97	96
... private households that want to use renewable energy, e.g. solar electricity, solar heating or heat pumps, should be financially supported.	96	96	96	98	92	97	96
... affected employees (e.g. in case of job loss) should receive financial support such as compensation payments, severance pay, etc.	95	92	96	95	97	98	93
...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	85	95	94	94	94	95
...citizens should participate in public and political life (e.g. in citizens' forums, planning advisory boards) to help shape the community.	92	89	92	92	92	92	91
...affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.	88	81	89	87	88	88	88
...new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).	84	78	82	89	83	82	86

Basis: 1,204 cases, total sample; figures in %.

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■ overrepresented ■ underrepresented

Attitudes towards the energy/heat transition

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

Response category: "Fully agree".

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
...private households that want to use renewable energy, e.g. solar electricity, solar heating or heat pumps, should be financially supported.	68	73	77	65	59	54	72	70	72	61	81
...affected workers (e.g. in case of job loss) should be supported in retraining towards alternative jobs.	66	69	76	68	55	51	70	70	71	52	86
...affected workers (e.g. in case of job loss) should receive financial support such as compensation payments, severance pay, etc.	60	60	65	55	51	48	69	68	72	50	78
...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.	56	60	66	53	63	41	59	58	55	47	69
...affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.	47	40	50	50	44	31	50	57	52	46	54
...citizens should participate in public and political life (e.g. in citizens' forums, planning advisory boards) to help shape the community.	44	42	54	45	49	32	43	38	40	46	56
...new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).	41	35	51	45	31	36	48	39	36	33	54

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Attitudes towards the energy/heat transition

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

Response category: "Fully agree".

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
...private households that want to use renewable energy, e.g. solar electricity, solar heating or heat pumps, should be financially supported.	68	64	73	56	67	72	74	72
...affected workers (e.g. in case of job loss) should be supported in retraining towards alternative jobs.	66	62	71	58	64	72	72	66
...affected workers (e.g. in case of job loss) should receive financial support such as compensation payments, severance pay, etc.	60	56	66	54	62	68	63	59
...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.	56	52	60	54	49	59	65	53
...affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.	47	41	53	47	45	47	48	46
...citizens should participate in public and political life (e.g. in citizens' forums, planning advisory boards) to help shape the community.	44	42	46	45	39	41	50	42
...new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).	41	38	44	38	38	40	42	45

Basis: 1,204 cases, total sample; figures in %.

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

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

Response category: "Fully agree".

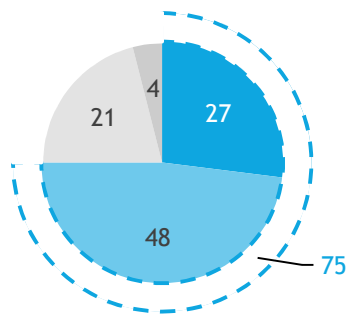
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<403 €)	Medium 60-140% (403-940 €)	High >140% (>940 €)
...private households that want to use renewable energy, e.g. solar electricity, solar heating or heat pumps, should be financially supported.	68	55	70	64	74	69	68
...affected workers (e.g. in case of job loss) should be supported in retraining towards alternative jobs.	66	52	68	61	69	68	64
...affected workers (e.g. in case of job loss) should receive financial support such as compensation payments, severance pay, etc.	60	60	64	53	70	65	55
...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.	56	46	58	50	65	56	55
...affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.	47	39	50	39	54	48	44
...citizens should participate in public and political life (e.g. in citizens' forums, planning advisory boards) to help shape the community.	44	44	45	38	56	43	43
...new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).	41	41	41	38	45	40	41

Basis: 1,204 cases, total sample; figures in %.

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■ overrepresented ■ underrepresented

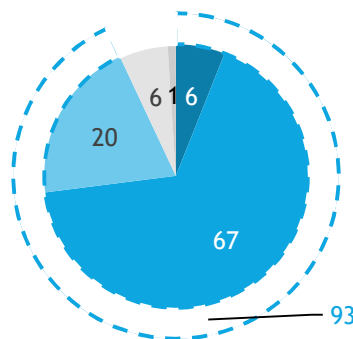
Attitudes towards the energy/heat transition

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

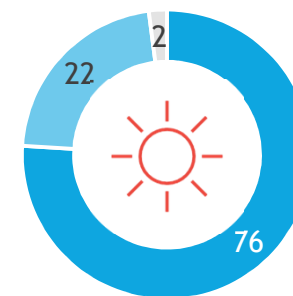
Could you imagine generating your own energy?



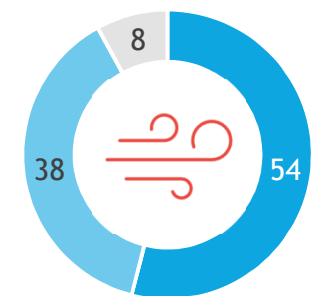
I already generate my own energy
Yes, definitely
Somewhat, yes
No, not really
No, not at all

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: 1,204 cases, total sample; figures in %.

Attitudes towards the energy/heat transition

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
YES	75	84	75	81	81	67	74	70	60	75	87
Yes, definitely	27	31	30	37	33	13	17	31	16	26	42
Somewhat, yes	48	53	45	44	48	54	57	39	44	50	45
NO	25	16	25	19	19	33	26	30	40	25	13
No, not really	21	14	22	15	18	28	20	25	29	23	13
No, not at all	4	2	3	4	1	5	5	5	11	2	-

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Attitudes towards the energy/heat transition

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
YES	75	78	71	78	71	76	76	73
Yes, definitely	27	29	25	31	24	29	27	22
Somewhat, yes	48	50	47	47	47	47	50	51
NO	25	22	29	22	29	24	24	27
No, not really	21	18	24	18	25	21	20	22
No, not at all	4	4	4	4	4	3	4	4

Basis: 1,204 cases, total sample; figures in %.

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Attitudes towards the energy/heat transition

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

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<403 €)	Medium 60-140% (403-940 €)	High >140% (>940 €)
YES	75	80	76	73	83	74	78
Yes, definitely	27	37	27	24	34	24	30
Somewhat, yes	48	42	49	48	48	50	47
NO	25	20	24	27	17	26	22
No, not really	21	17	20	24	15	23	18
No, not at all	4	3	4	4	2	3	4

Basis: 1,204 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented





Attitudes towards the energy/heat transition

Could you imagine generating your own energy?

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
YES	87	86	82	88	86	89	90	88	83	90	86
Yes, definitely	67	72	63	68	62	63	70	67	64	66	74
Somewhat, yes	20	14	18	19	24	27	21	22	19	24	12
NO	7	5	11	5	8	7	6	8	13	6	7
No, not really	6	4	10	5	7	5	6	5	10	5	5
No, not really	1	1	2	-	1	2	-	3	4	1	2
I already generate my own energy	6	9	7	8	6	4	4	4	3	4	8

Basis: 1,204 cases, total sample; figures in %.

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Attitudes towards the energy/heat transition

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
YES	87	89	84	82	89	88	88	87
Yes, definitely	67	70	64	60	71	71	71	62
Somewhat, yes	20	20	20	22	18	17	17	26
NO	7	5	9	8	5	4	8	11
No, not really	6	5	7	8	4	3	7	8
No, not at all	1	1	2	1	1	1	1	3
I already generate my own energy	6	5	6	10	6	8	4	2

Basis: 1,204 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attitudes towards the energy/heat transition

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

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<403 €)	Medium 60-140% (403-940 €)	High >140% (>940 €)
YES	87	76	89	82	86	88	87
Yes, definitely	67	57	69	61	59	70	67
Somewhat, yes	20	20	20	21	27	17	20
NO	7	12	6	11	9	8	5
No, not really	6	8	5	8	7	7	4
No, not at all	1	4	1	3	2	2	1
I already generate my own energy	6	11	5	7	5	4	8

Basis: 1,204 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented





Attitudes towards the energy/heat transition

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Solar											
I think that would be good	76	80	79	83	74	71	77	74	73	63	91
I would accept it	22	19	19	15	21	28	22	24	24	36	9
I would reject it	2	1	2	2	5	1	1	2	3	1	-
Wind											
I think that would be good	54	53	59	62	45	51	50	54	52	51	66
I would accept it	38	40	34	32	47	41	34	35	41	42	28
I would reject it	8	7	7	6	8	8	16	12	7	6	6

Basis: 1,204 cases, total sample; figures in %.

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 strongly overrepresented
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Attitudes towards the energy/heat transition

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Solar								
I think that would be good	76	78	74	73	68	77	81	81
I would accept it	22	20	24	26	31	23	17	16
I would reject it	2	2	2	1	1	0	2	3
Wind								
I think that would be good	54	55	54	51	50	60	56	53
I would accept it	38	37	38	43	39	34	36	36
I would reject it	8	8	9	6	12	6	7	11

Basis: 1,204 cases, total sample; figures in %.

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

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

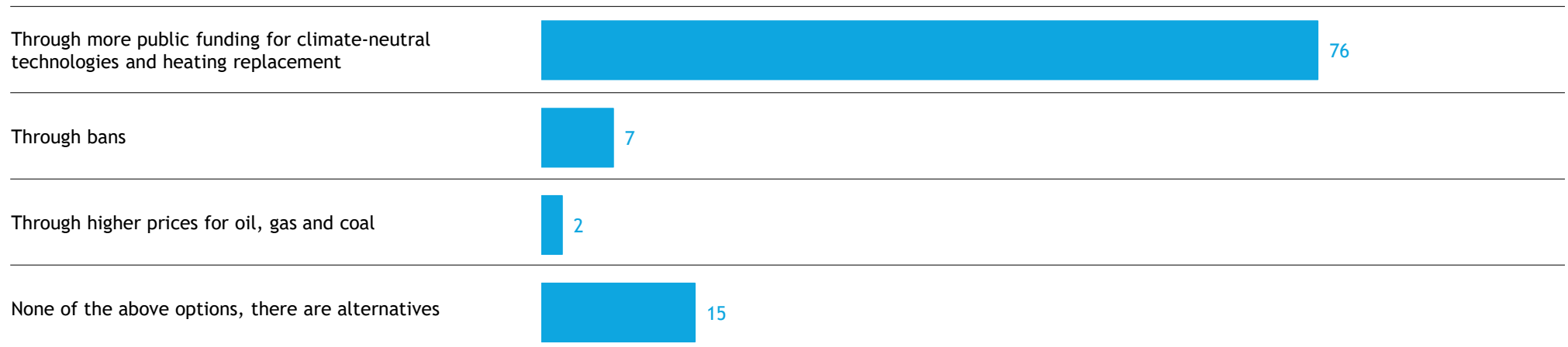
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<403 €)	Medium 60-140% (403-940 €)	High >140% (>940 €)
Solar							
I think that would be good	76	71	76	77	72	76	78
I would accept it	22	29	23	20	25	22	20
I would reject it	2	-	1	3	2	1	1
Wind							
I think that would be good	54	53	55	50	54	54	55
I would accept it	38	39	37	38	39	38	36
I would reject it	8	8	7	12	7	8	8

Basis: 1,204 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attitudes towards the energy/heat transition

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



Basis: 1,204 cases, total sample; figures in %.





Attitudes towards the energy/heat transition

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Through more public funding for climate-neutral technologies and heating replacement	76	84	81	74	77	80	76	63	76	69	81
Through bans	7	7	5	12	8	5	5	9	3	11	6
Through higher prices for oil, gas and coal	2	0	2	2	1	2	2	3	1	3	3
None of the above options, there are alternatives	15	8	11	13	14	12	16	26	20	16	10

Basis: 1,204 cases, total sample; figures in %.

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Attitudes towards the energy/heat transition

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Through more public funding for climate-neutral technologies and heating replacement	76	75	78	68	67	80	83	84
Through bans	7	8	6	15	11	4	3	2
Through higher prices for oil, gas and coal	2	2	2	3	2	1	2	2
None of the above options, there are alternatives	15	15	14	14	21	15	12	12

Basis: 1,204 cases, total sample; figures in %.

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

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

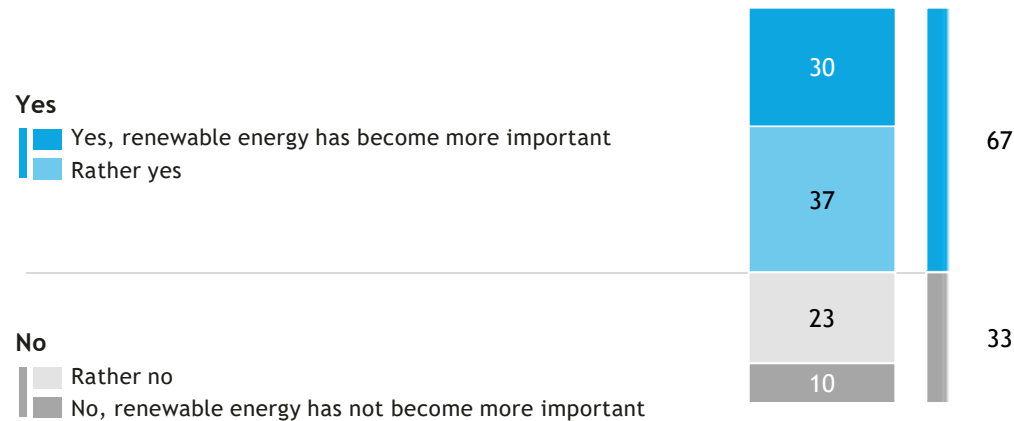
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<403 €)	Medium 60-140% (403-940 €)	High >140% (>940 €)
Through more public funding for climate-neutral technologies and heating replacement	76	43	76	81	72	76	81
Through bans	7	32	7	4	6	7	7
Through higher prices for oil, gas and coal	2	-	2	1	4	2	1
None of the above options, there are alternatives	15	25	14	14	18	15	11

Basis: 1,204 cases, total sample; figures in %.

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

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



Basis: 1,204 cases, total sample; figures in %.

Attitudes towards the energy/heat transition

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
YES	67	72	73	72	78	68	60	57	60	59	78
Yes, renewable energy has become more important	30	40	34	38	38	20	25	22	25	22	51
Rather yes	37	32	40	34	40	48	35	36	35	37	28
NO	33	28	27	28	22	32	40	43	40	41	22
Rather no	23	23	22	16	17	20	26	30	28	31	15
No, renewable energy has not become more important	10	5	5	12	5	11	14	13	12	10	7

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Attitudes towards the energy/heat transition

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

		Gender		Age (years)				
	Total	Male	Female	18-29	30-39	40-49	50-59	60-69
YES	67	68	66	64	63	63	71	74
Yes, renewable energy has become more important	30	31	30	34	29	29	31	29
Rather yes	37	38	36	30	34	34	40	46
NO	33	32	34	36	37	37	29	26
Rather no	23	22	24	23	25	27	22	19
No, renewable energy has not become more important	10	9	10	12	13	11	6	6

Basis: 1,204 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attitudes towards the energy/heat transition

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

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<403 €)	Medium 60-140% (403-940 €)	High >140% (>940 €)
YES	67	60	66	73	65	66	69
Yes, renewable energy has become more important	30	24	30	32	30	31	29
Rather yes	37	36	35	41	36	35	40
NO	33	40	34	27	35	34	31
Rather no	23	25	24	20	23	25	22
No, renewable energy has not become more important	10	16	10	7	12	9	8

Basis: 1,204 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented



5

Interest in information and level of
knowledge

Main findings

Interest in information and level of knowledge

Interest in information and level of knowledge: Climate

- Four-fifths of the respondents (80%) express a fundamental interest in the Topic of climate change. Of these, 26% are "very" interested. Less interest was expressed by 16% and no interest at all by 4%.
- 73% rate their level of knowledge about ecological interrelationships and environmental problems (e.g. forest dieback, biodiversity, etc.) as (rather) high. However, only 13% rate their level of knowledge as "very high". A (rather) low level of knowledge is attested by 27%, with 2% saying they know very little.

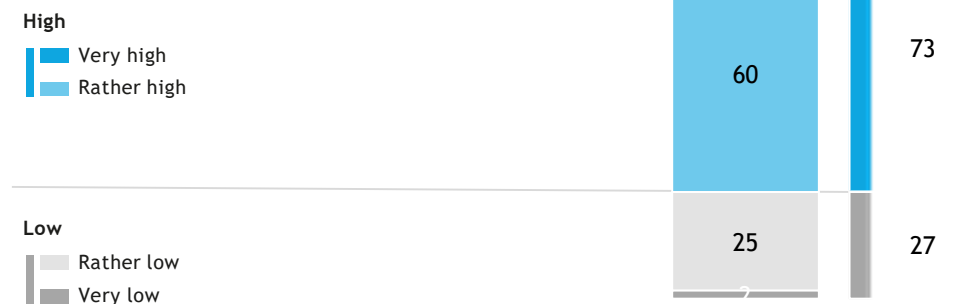
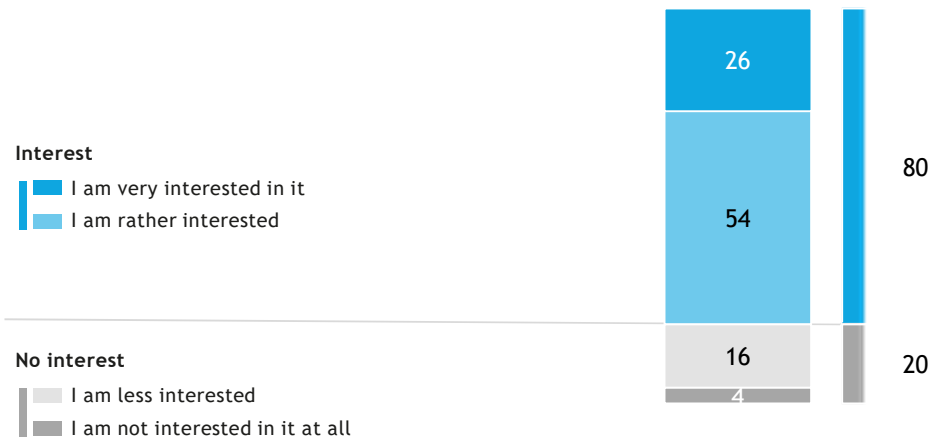
Interest in information and level of knowledge: Politicians

- Only 5% of respondents feel "very well" informed about Politicians for a change towards a more climate and environmentally friendly businesses. 38% feel "rather well" informed. This compares to 52% who feel "rather not well" informed and 5% who feel "not at all well" informed.
- Around four-fifths of respondents (82%) believe that Politicians for a change towards a more climate and environmentally friendly economy are not sufficiently explained and clarified. Only 18% disagree (Policies are sufficiently explained: yes: 2%, rather yes: 16%).

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: 1,204 cases, total sample; figures in %.

Interest in information and level of knowledge: Climate

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
INTERESTED	80	86	88	82	73	79	78	76	76	71	94
I am very interested in it	26	32	40	26	18	13	24	26	20	23	41
I am rather interested	54	54	48	55	55	65	54	50	56	48	54
NOT INTERESTED	20	14	12	18	27	21	22	24	24	29	6
I am less interested	16	12	10	13	24	17	19	20	20	18	6
I am not interested in it at all	4	3	2	5	4	5	4	4	4	10	-

Basis: 1,204 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?

		Gender		Age (years)				
	Total	Male	Female	18-29	30-39	40-49	50-59	60-69
INTERESTED	80	77	83	73	73	83	86	86
I am very interested in it	26	24	28	24	25	26	30	25
I am rather interested	54	53	55	49	48	57	56	61
NOT INTERESTED	20	23	17	27	27	17	14	14
I am less interested	16	16	15	21	22	12	11	13
I am not interested in it at all	4	6	2	7	5	5	3	1

Basis: 1,204 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% (<403 €)	Medium 60-140% (403-940 €)	High >140% (>940 €)
INTERESTED	80	75	79	84	81	79	82
I am very interested in it	26	19	25	30	28	27	25
I am rather interested	54	56	54	54	53	52	57
NOT INTERESTED	20	25	21	16	19	21	18
I am less interested	16	9	17	13	14	17	13
I am not interested in it at all	4	16	4	4	6	4	4

Basis: 1,204 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Interest in information and level of knowledge: Climate

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
HIGH	73	80	85	76	70	69	69	74	65	71	73
Very high	13	16	13	15	13	13	6	11	9	18	20
Rather high	60	64	72	61	56	56	64	62	56	53	53
LOW	27	20	15	24	30	31	31	26	35	29	27
Rather low	25	20	14	23	28	29	28	24	34	26	27
Very low	2	-	1	1	3	2	3	2	1	2	-

Basis: 1,204 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	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
HIGH	73	78	69	67	68	74	75	83
Very high	13	16	11	18	16	12	12	10
Rather high	60	62	58	49	52	62	64	73
LOW	27	22	31	33	32	26	25	17
Rather low	25	20	30	31	28	25	24	17
Very low	2	1	2	3	4	1	0	-

Basis: 1,204 cases, total sample; figures in %.

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Interest in information and level of knowledge: Climate

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

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<403 €)	Medium 60-140% (403-940 €)	High >140% (>940 €)
HIGH	73	75	72	79	78	73	75
Very high	13	14	14	12	16	14	14
Rather high	60	61	58	68	62	59	62
LOW	27	25	28	21	22	27	25
Rather low	25	23	27	20	22	26	23
Very low	2	2	2	1	-	2	2

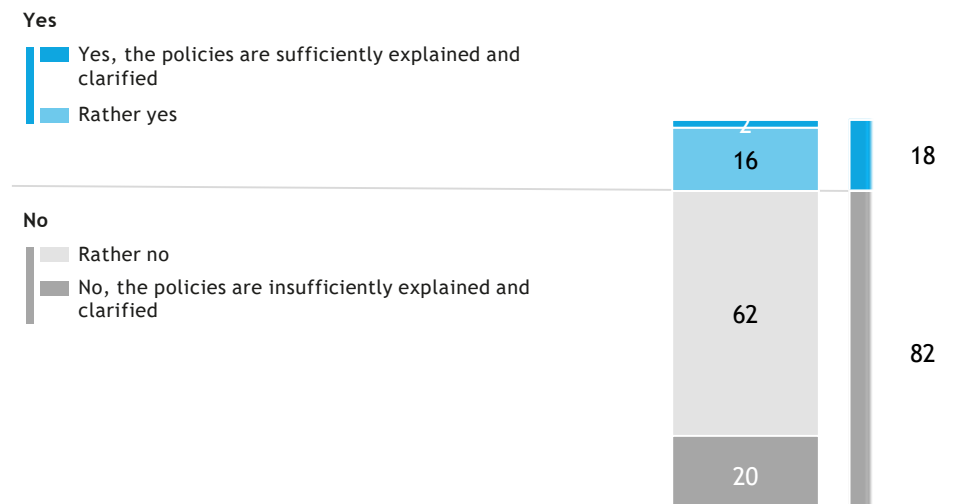
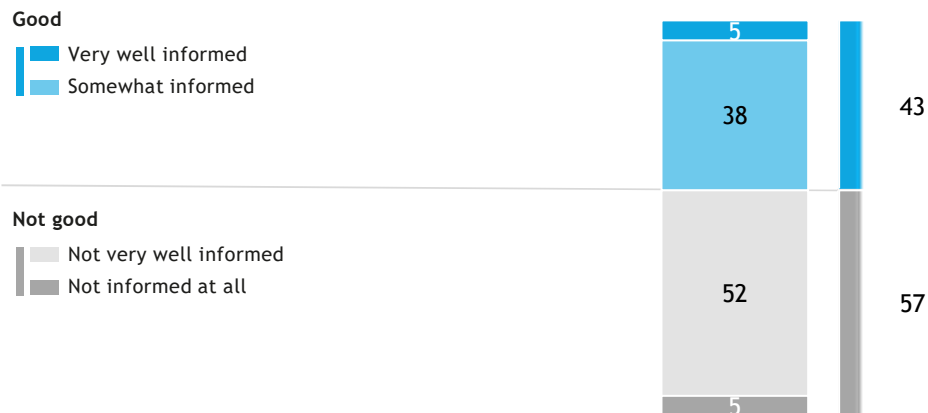
Basis: 1,204 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Interest in information and level of knowledge: Policies

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

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



Basis: 1,204 cases, total sample; figures in %.

Interest in information and level of knowledge: Policies

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
INFORMED	43	52	38	48	47	38	33	45	26	48	56
Very well informed	5	2	4	8	2	7	3	5	3	8	6
Somewhat informed	38	50	34	40	45	31	30	40	23	40	50
NOT INFORMED	57	48	62	52	53	62	67	55	74	52	44
Not very well informed	52	46	58	46	46	57	60	51	66	49	38
Not at all informed	5	2	4	6	6	5	8	4	8	3	5

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Interest in information and level of knowledge: Policies

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

		Gender		Age (years)				
	Total	Male	Female	18-29	30-39	40-49	50-59	60-69
INFORMED	43	49	36	44	49	40	36	44
Very well informed	5	7	3	7	6	7	2	2
Somewhat informed	38	42	33	36	43	33	34	42
NOT INFORMED	57	51	64	56	51	60	64	56
Not very well informed	52	46	59	48	43	56	60	54
Not at all informed	5	4	5	8	7	3	4	2

Basis: 1,204 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Interest in information and level of knowledge: Policies

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

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<403 €)	Medium 60-140% (403-940 €)	High >140% (>940 €)
INFORMED	43	41	42	45	45	42	46
Very well informed	5	8	4	6	8	6	5
Somewhat informed	38	33	37	39	38	36	41
NOT INFORMED	57	59	58	55	55	58	54
Not very well informed	52	51	53	52	52	54	49
Not at all informed	5	8	5	3	3	5	5

Basis: 1,204 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Interest in information and level of knowledge: Policies

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
YES	18	19	8	23	28	24	11	13	11	27	20
Yes, the policies are sufficiently explained and clarified	2	2	1	2	1	4	1	1	-	6	1
Somewhat, yes	16	17	7	21	27	19	10	12	11	21	19
NO	82	81	92	77	72	76	89	87	89	73	80
No, not really	62	62	68	60	56	60	66	65	70	54	59
No, the policies are insufficiently explained and clarified	20	20	25	17	16	17	22	23	18	19	21

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strongly overrepresented
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Interest in information and level of knowledge: Policies

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

		Gender		Age (years)				
	Total	Male	Female	18-29	30-39	40-49	50-59	60-69
YES	18	21	15	30	20	18	10	12
Yes, the policies are sufficiently explained and clarified	2	2	2	5	2	2	1	-
Somewhat, yes	16	19	13	26	18	16	8	12
NO	82	79	85	70	80	82	90	88
No, not really	62	59	66	50	61	63	72	65
No, the policies are insufficiently explained and clarified	20	20	19	20	19	19	18	23

Basis: 1,204 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% (<403 €)	Medium 60-140% (403-940 €)	High >140% (>940 €)
YES	18	17	18	16	23	17	18
Yes, the policies are sufficiently explained and elucidated	2	2	2	1	2	2	2
Somewhat, yes	16	15	16	15	21	15	16
NO	82	83	82	84	77	83	82
No, not really	62	63	61	65	56	64	62
No, the policies are insufficiently explained and clarified	20	20	20	19	21	19	20

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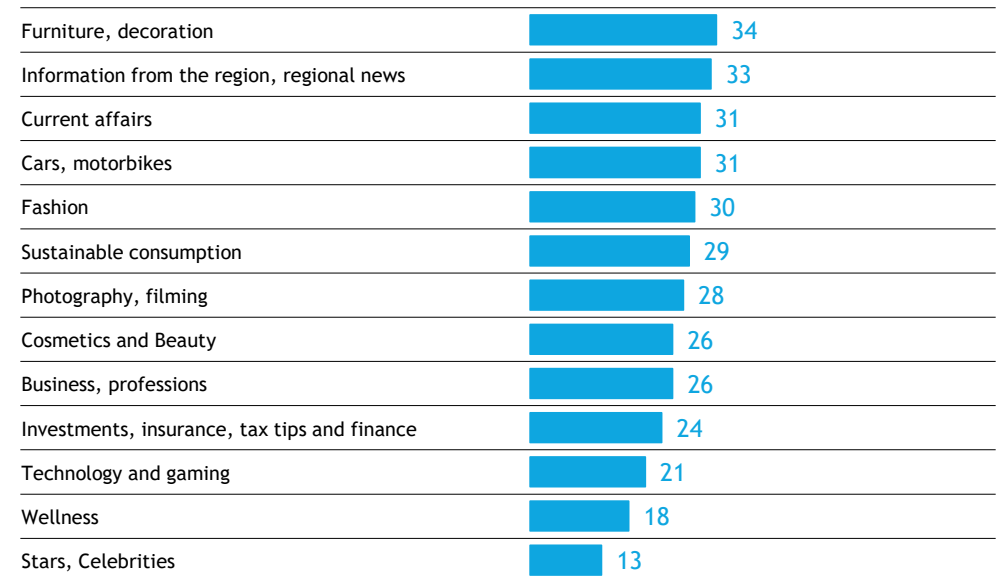
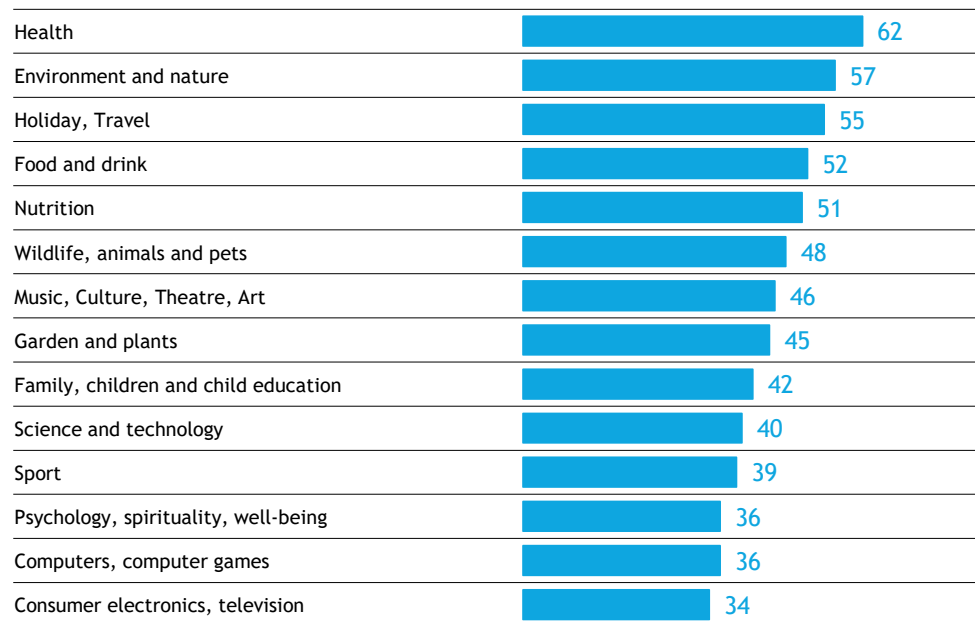


6

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.



Basis: 1,204 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	69	62	62	53	62	64	71	65	54	55
Environment and nature	57	64	80	50	46	44	57	59	51	44	72
Holiday, Travel	55	57	60	58	59	60	60	48	48	49	49
Food and drink	52	54	55	54	43	50	52	58	51	47	50
Nutrition	51	54	56	45	46	52	58	60	51	37	45
Wildlife, animals and pets	48	50	57	42	48	45	53	41	56	44	48
Music, Culture, Theatre, Art	46	46	51	49	54	49	44	43	33	43	54
Garden and plants	45	45	65	33	28	39	51	56	48	37	46
Family, children and child education	42	55	38	42	28	41	37	64	41	36	35
Science and technology	40	50	41	47	45	44	35	26	32	39	42
Sport	39	47	35	41	36	44	35	41	38	34	36
Psychology, spirituality, well-being	36	44	40	31	48	32	35	43	30	26	35
Computers, computer games	36	40	37	43	53	33	27	25	30	37	41
Consumer electronics, television	34	42	37	34	27	36	30	25	35	31	36

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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
Furniture, decoration	34	34	43	29	30	36	40	32	34	26	36
Information from the region, regional news	33	42	37	30	20	36	31	33	31	31	28
Current affairs	31	47	39	32	35	20	29	22	31	23	31
Cars, motorbikes	31	34	22	31	30	42	28	29	26	32	29
Fashion	30	28	27	28	32	34	28	38	27	27	32
Sustainable consumption	29	39	44	27	14	24	32	24	28	15	38
Photography, filming	28	32	36	26	38	30	26	25	21	22	33
Cosmetics and Beauty	26	27	29	21	32	28	25	25	21	24	32
Business, professions	26	37	27	32	22	26	18	23	21	23	25
Investments, insurance, tax tips and finance	24	30	24	35	26	22	13	22	19	22	32
Technology and gaming	21	23	16	26	32	20	16	8	19	28	31
Wellness	18	19	18	16	27	19	17	18	8	15	25
Stars, Celebrities	13	12	17	8	21	21	14	11	10	14	7

Basis: 1,204 cases, total sample; figures in %.

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

strongly overrepresented
 overrepresented
 strongly underrepresented
 underrepresented

Topic interest in general (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	54	71	50	59	58	71	74
Environment and nature	57	53	60	40	51	56	66	69
Holiday, Travel	55	51	59	53	53	56	52	60
Food and drink	52	46	57	47	52	52	52	55
Nutrition	51	41	60	40	50	56	52	55
Wildlife, animals and pets	48	40	57	43	43	52	54	50
Music, Culture, Theatre, Art	46	41	52	46	46	45	49	43
Garden and plants	45	34	58	24	41	45	58	59
Family, children and child education	42	34	51	32	48	46	44	42
Science and technology	40	52	28	34	43	40	44	40
Sport	39	54	24	40	38	40	40	38
Psychology, spirituality, well-being	36	24	47	38	37	35	35	33
Computers, computer games	36	47	24	45	40	39	29	27
Consumer electronics, television	34	42	25	24	34	35	36	39

Basis: 1,204 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
Furniture, decoration	34	18	50	27	36	36	36	35
Information from the region, regional news	33	34	32	20	26	30	41	46
Current affairs	31	32	30	23	29	26	36	40
Cars, motorbikes	31	45	16	30	29	33	32	28
Fashion	30	13	47	38	31	28	28	25
Sustainable consumption	29	26	32	14	28	30	34	38
Photography, filming	28	26	30	28	30	26	29	28
Cosmetics and Beauty	26	7	45	33	29	26	22	20
Business, professions	26	31	21	16	27	27	30	30
Investments, insurance, tax tips and finance	24	29	20	28	28	29	22	14
Technology and gaming	21	32	11	28	29	26	15	10
Wellness	18	12	23	16	23	20	16	12
Stars, Celebrities	13	8	19	20	16	10	13	8

Basis: 1,204 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% (<403 €)	Medium 60-140% (403-940 €)	High >140% (>940 €)
Health	62	55	62	65	63	64	61
Environment and nature	57	37	57	58	57	56	57
Holiday, Travel	55	20	54	62	38	54	62
Food and drink	52	41	51	56	46	50	55
Nutrition	51	41	50	55	48	52	50
Wildlife, animals and pets	48	48	49	48	59	50	43
Music, Culture, Theatre, Art	46	37	44	56	42	44	48
Garden and plants	45	52	44	50	52	48	41
Family, children and child education	42	40	42	43	35	46	40
Science and technology	40	30	39	46	37	41	40
Sport	39	32	40	39	33	39	44
Psychology, spirituality, well-being	36	26	34	42	37	37	33
Computers, computer games	36	27	37	32	45	34	36
Consumer electronics, television	34	30	33	36	33	35	32

Basis: 1,204 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% (<403 €)	Medium 60-140% (403-940 €)	High >140% (>940 €)
Furniture, decoration	34	20	34	36	22	35	35
Information from the region, regional news	33	18	32	37	28	33	34
Current affairs	31	36	28	40	27	31	32
Cars, motorbikes	31	24	32	28	30	30	31
Fashion	30	25	30	32	24	28	31
Sustainable consumption	29	21	28	32	37	29	27
Photography, filming	28	23	28	32	29	30	25
Cosmetics and Beauty	26	21	26	28	23	24	26
Business, professions	26	14	25	30	14	26	30
Investments, insurance, tax tips and finance	24	17	24	26	16	22	30
Technology and gaming	21	19	23	17	20	20	24
Wellness	18	2	17	22	12	15	24
Stars, Celebrities	13	4	14	12	7	14	13













Basis: 1,204 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	 36
PC/Tablet/Smartphone	 27
Cars	 20
Furniture, decoration	 17
Kitchen furniture and equipment	 16
Do-it-yourself / garden tools	 16
Clothing/Fashion	 14
Coffee/tea	 14
Donations for charitable purposes	 14
Delicatessen - high quality Food	 13
Cosmetics/Perfume	 12
Bicycle	 12
High-end hi-fi equipment	 9

(Wrist) Watches	 8
Eating out (restaurants)	 8
Beer	 7
Wine/Champagne	 5
Antiques	 5
High quality jewellery	 4
Handbags	 4
High quality spirits/whisky	 4
Costume jewellery	 3
Exclusive accessories	 3
Porcelain / Glasswork	 2
None of these products	 28

Basis: 1,204 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	36	40	34	44	48	29	30	33	24	35	50
PC/Tablet/Smartphone	27	28	27	40	56	29	20	17	14	24	33
Cars	20	19	10	28	28	21	14	25	9	25	25
Furniture, decoration	17	17	15	19	16	16	18	22	12	12	27
Kitchen furniture and equipment	16	14	13	16	11	18	21	17	14	14	19
Do-it-yourself / garden tools	16	17	14	22	16	12	9	18	14	16	20
Clothing/Fashion	14	11	10	16	20	17	10	16	9	14	19
Coffee/tea	14	16	13	12	21	10	11	18	15	12	17
Donations for charitable purposes	14	14	12	19	23	13	8	20	7	13	16
Delicatessen - high quality food	13	15	12	17	15	11	14	12	12	10	20
Cosmetics/Perfume	12	10	10	19	17	16	10	9	4	13	15
Bicycle	12	14	15	13	11	12	17	11	6	8	17
High-end hi-fi equipment	9	14	11	11	11	13	9	5	1	9	9

Basis: 1,204 cases, total sample; figures in %.

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Consumer interests (2)

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
(Wrist) Watches	8	10	6	13	7	12	5	9	2	6	5
Eating out (restaurants)	8	7	5	14	14	7	8	4	5	4	12
Beer	7	5	6	8	11	11	2	6	12	6	4
Wine/Champagne	5	7	3	7	9	6	4	5	2	5	4
Antiques	5	4	5	5	7	5	3	7	2	3	11
High quality jewellery	4	6	2	4	6	7	3	2	1	4	4
Handbags	4	3	3	2	9	6	4	3	2	2	3
High quality spirits/whisky	4	2	3	7	9	6	3	3	2	4	7
Costume jewellery	3	4	1	3	5	6	1	4	1	3	7
Exclusive accessories	3	2	1	2	2	7	3	2	2	4	7
Porcelain / Glasswork	2	3	1	2	2	3	2	2	-	1	1
None of these products	28	26	39	21	15	32	35	27	41	23	10

Basis: 1,204 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	36	32	39	48	31	35	29	33
PC/Tablet/Smartphone	27	31	24	41	32	26	20	19
Cars	20	25	15	37	21	17	13	12
Furniture	17	14	20	25	20	14	14	13
Kitchen furniture and equipment	16	10	21	20	16	14	14	15
Do-it-yourself / garden tools	16	22	9	10	14	15	16	23
Clothing/Fashion	14	12	16	24	14	12	10	8
Coffee/tea	14	12	16	15	15	13	11	15
Donations for charitable purposes	14	14	14	19	17	14	10	8
Delicatessen - high quality food	13	12	14	14	13	12	13	15
Cosmetics/Perfume	12	6	18	21	16	11	8	4
Bicycle	12	16	9	14	14	14	9	10
High-end hi-fi equipment	9	15	4	8	12	12	7	8

Basis: 1,204 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Consumer interests (2)

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
(Wrist) Watches	8	10	6	13	10	8	5	4
Eating out (restaurants)	8	9	7	18	6	6	5	3
Beer	7	10	3	10	7	6	6	6
Wine/Champagne	5	6	4	10	4	4	4	3
Antiques	5	4	5	5	7	4	5	4
High quality jewellery	4	2	5	9	3	4	3	-
Handbags	4	2	6	7	3	4	3	2
High quality spirits/whisky	4	6	2	6	8	2	3	3
Costume jewellery	3	2	5	6	2	3	2	3
Exclusive accessories	3	3	4	5	2	4	3	2
Porcelain / Glasswork	2	1	3	2	2	2	1	2
None of these products	28	25	31	8	25	28	37	42

Basis: 1,204 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% (<403 €)	Medium 60-140% (403-940 €)	High >140% (>940 €)
Holidays and travel	36	34	35	37	20	33	46
PC/Tablet/Smartphone	27	27	27	28	18	26	33
Cars	20	7	21	16	15	17	25
Furniture, decoration	17	13	18	16	15	16	18
Kitchen furniture and equipment	16	20	16	15	10	15	18
Do-it-yourself / garden tools	16	20	16	14	22	13	18
Clothing/Fashion	14	18	15	10	9	13	15
Coffee/tea	14	15	14	15	15	14	15
Donations for charitable purposes	14	18	15	10	12	13	16
Delicatessen - high quality food	13	7	13	15	6	13	16
Cosmetics/Perfume	12	10	13	9	2	13	13
Bicycle	12	11	12	12	12	12	14
High-end hi-fi equipment	9	7	9	9	6	8	12

Basis: 1,204 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.

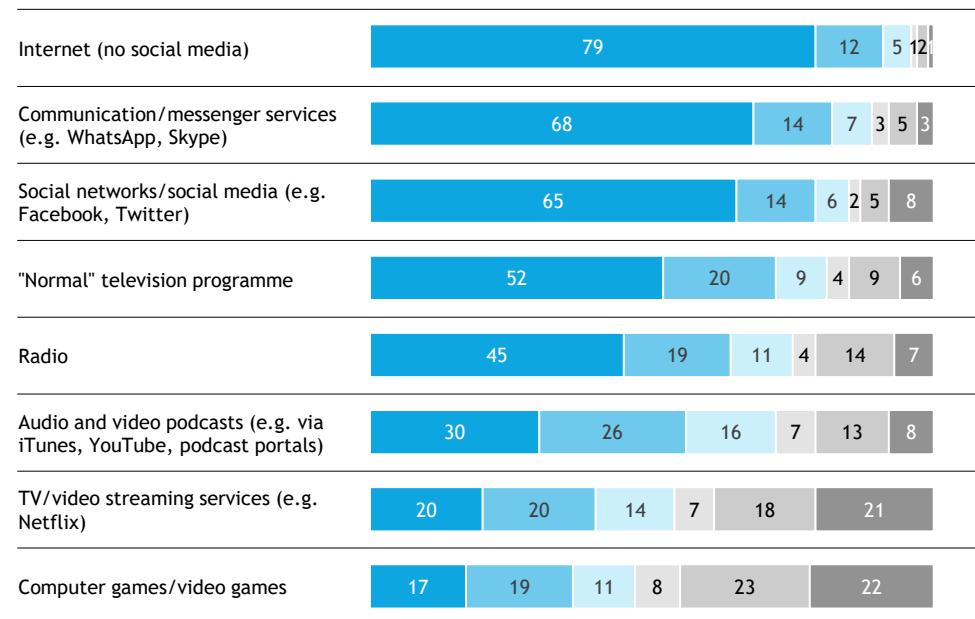
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<403 €)	Medium 60-140% (403-940 €)	High >140% (>940 €)
(Wrist) Watches	8	8	8	6	4	7	10
Eating out (restaurants)	8	2	8	8	2	8	10
Beer	7	3	8	6	8	7	7
Wine/Champagne	5	3	5	5	3	6	5
Antiques	5	-	5	4	2	5	6
High quality jewellery	4	2	4	3	3	4	3
Handbags	4	7	3	5	4	3	5
High quality spirits/whisky	4	-	4	4	2	3	6
Costume jewellery	3	-	4	3	4	3	4
Exclusive accessories	3	-	4	2	1	3	5
Porcelain / Glasswork	2	-	2	2	1	2	2
None of these products	28	16	28	32	32	32	20

Basis: 1,204 cases, total sample; figures in %.

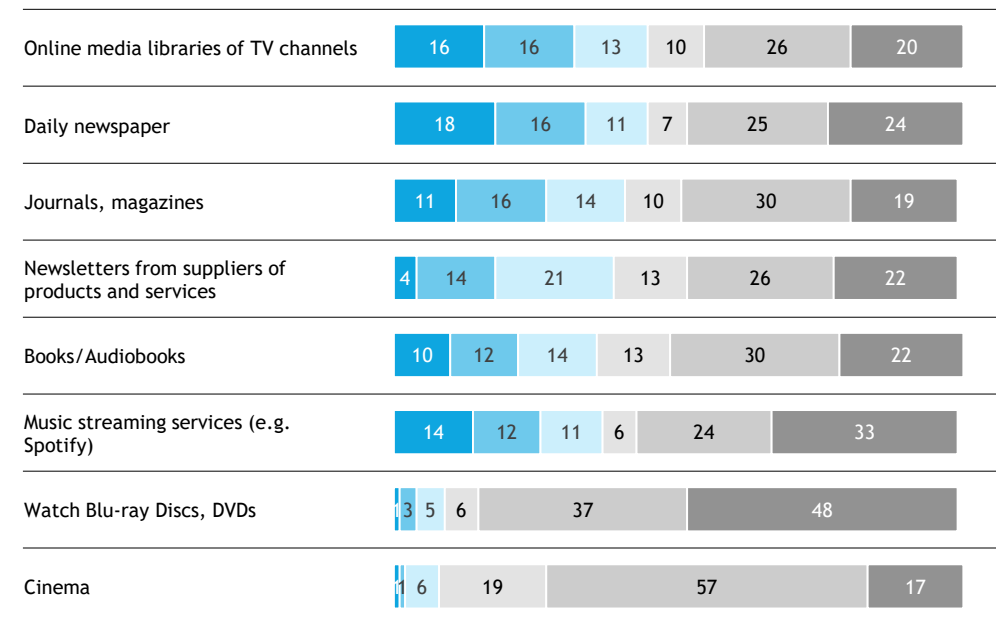
■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Media use

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



Basis: 1,204 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)	96	97	100	98	99	97	97	93	98	93	94
Communication/messenger services (e.g. WhatsApp, Skype)	90	98	89	91	91	88	92	84	82	86	95
Social networks/social media (e.g. Facebook, Twitter)	84	86	83	90	91	83	83	88	74	85	84
"Normal" television programme	81	92	84	88	67	79	76	85	82	76	73
Radio	75	85	83	80	55	84	75	70	60	70	70
Audio and video podcasts (e.g. via iTunes, YouTube, podcast portals)	72	75	67	77	79	76	70	72	57	75	80
TV/video streaming services (e.g. Netflix)	53	52	47	62	68	56	39	51	38	60	68
Computer games/video games	46	42	49	56	64	40	43	42	44	43	52
Online media libraries of TV channels	44	51	39	49	38	50	33	46	42	44	48
Daily newspaper	44	52	43	47	38	46	35	42	43	42	52
Journals, magazines	42	46	39	46	36	45	32	40	40	45	42
Newsletters from suppliers of products and services	40	42	46	41	48	45	33	35	36	36	38
Books/Audiobooks	36	31	47	40	38	32	32	33	27	39	43
Music streaming services (e.g. Spotify)	36	36	42	45	70	36	26	30	13	41	44
Watch Blu-ray Discs, DVDs	9	10	6	14	10	11	4	8	6	13	9
Cinema	8	7	3	7	13	9	4	7	3	14	10

Basis: 1,204 cases, total sample; figures in %.

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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)	96	96	97	94	96	96	97	98
Communication/messenger services (e.g. WhatsApp, Skype)	90	88	91	95	91	90	88	84
Social networks/social media (e.g. Facebook, Twitter)	84	80	89	91	88	89	82	72
"Normal" television programme	81	82	81	72	75	77	91	92
Radio	75	78	72	60	74	80	79	80
Audio and video podcasts (e.g. via iTunes, YouTube, podcast portals)	72	77	68	81	77	76	69	60
TV/video streaming services (e.g. Netflix)	53	54	52	68	66	53	40	39
Computer games/video games	46	54	39	58	46	50	45	32
Online media libraries of TV channels	44	48	41	45	47	48	44	40
Daily newspaper	44	47	41	31	44	43	50	54
Journals, magazines	42	44	39	32	38	40	48	49
Newsletters from suppliers of products and services	40	40	40	27	27	42	47	54
Books/Audiobooks	36	29	42	36	32	34	35	41
Music streaming services (e.g. Spotify)	36	41	32	66	37	33	28	20
Watch Blu-ray Discs, DVDs	9	12	6	9	11	8	9	7
Cinema	8	9	6	12	9	8	6	3

Basis: 1,204 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"

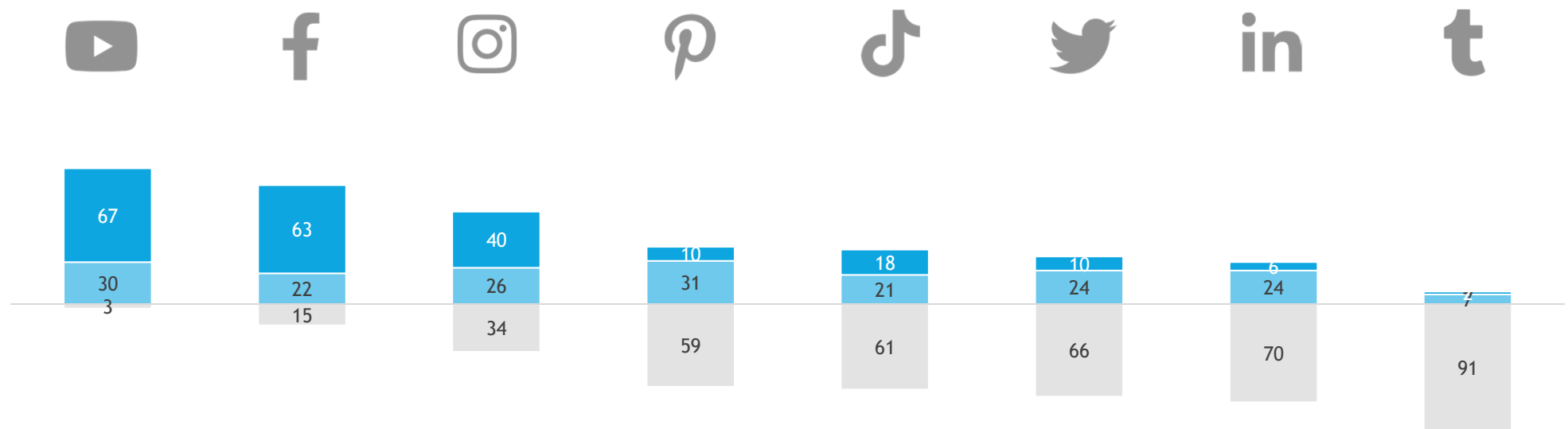
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<403 €)	Medium 60-140% (403-940 €)	High >140% (>940 €)
Internet (no social media)	96	94	96	98	92	97	97
Communication/messenger services (e.g. WhatsApp, Skype)	90	79	90	90	80	90	92
Social networks/social media (e.g. Facebook, Twitter)	84	75	86	81	76	86	84
"Normal" television programme	81	66	80	86	77	82	82
Radio	75	76	72	83	61	76	79
Audio and video podcasts (e.g. via iTunes, YouTube, podcast portals)	72	74	74	68	60	73	74
TV/video streaming services (e.g. Netflix)	53	44	53	55	32	54	59
Computer games/video games	46	60	48	39	46	48	45
Online media libraries of TV channels	44	35	45	43	30	47	46
Daily newspaper	44	44	43	48	39	43	50
Journals, magazines	42	42	40	48	43	39	46
Newsletters from suppliers of products and services	40	20	39	43	35	40	43
Books/Audiobooks	36	31	32	46	32	33	39
Music streaming services (e.g. Spotify)	36	46	36	35	27	34	43
Watch Blu-ray Discs, DVDs	9	6	9	7	9	9	9
Cinema	8	9	6	10	5	8	8

Basis: 1,204 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: 1,204 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
YouTube	67	64	60	70	86	62	62	63	54	78	79
Facebook	63	70	59	61	50	64	60	63	61	65	64
Instagram	40	41	38	43	58	38	37	35	20	48	56
TikTok	18	19	15	24	33	18	15	8	13	19	24
Twitter	10	10	9	11	12	9	5	8	9	12	15
Pinterest	10	11	10	5	20	10	9	12	8	7	16
LinkedIn	6	8	6	5	9	4	2	4	1	6	17
Tumblr	2	2	3	2	4	1	2	2	1	4	1

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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: „Frequently“

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
YouTube	67	71	62	88	76	69	56	46
Facebook	63	54	71	50	72	66	66	60
Instagram	40	32	48	74	50	34	27	17
TikTok	18	17	19	42	18	13	13	6
Twitter	10	13	6	16	10	12	7	4
Pinterest	10	5	16	14	13	10	9	6
LinkedIn	6	6	5	7	7	6	6	3
Tumblr	2	2	2	3	2	3	2	1

Basis: 1,204 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: „Frequently“

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<403 €)	Medium 60-140% (403-940 €)	High >140% (>940 €)
YouTube	67	66	68	60	58	66	68
Facebook	63	50	63	61	59	66	59
Instagram	40	28	42	34	29	40	41
TikTok	18	20	20	10	15	18	17
Twitter	10	9	10	10	9	11	10
Pinterest	10	6	10	11	5	12	9
LinkedIn	6	10	5	8	3	6	7
Tumblr	2	-	2	3	2	2	2

Basis: 1,204 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	97	98	94	98	100	98	98	97	93	96	99
Facebook	85	89	80	83	86	85	86	88	83	86	84
Instagram	66	62	58	72	74	65	60	74	50	71	81
Pinterest	41	36	45	46	48	43	37	39	35	38	49
TikTok	39	36	33	42	59	43	33	39	26	46	39
Twitter	34	26	26	43	51	38	23	31	24	40	43
LinkedIn	30	33	31	36	31	34	21	29	17	29	45
Tumblr	9	7	10	9	9	13	7	7	5	10	8

Basis: 1,204 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
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 underrepresented

Media use

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

Response category: "At least occasionally "

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
YouTube	97	99	95	99	98	96	97	93
Facebook	85	82	88	82	91	84	85	82
Instagram	66	58	74	87	72	64	58	49
Pinterest	41	29	53	51	45	44	36	30
TikTok	39	38	40	62	38	35	33	25
Twitter	34	38	28	44	30	38	30	26
LinkedIn	30	30	30	24	33	35	30	30
Tumblr	9	8	9	10	12	9	5	7

Basis: 1,204 cases, total sample; figures in %.

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Media use

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

Response category: "At least occasionally "

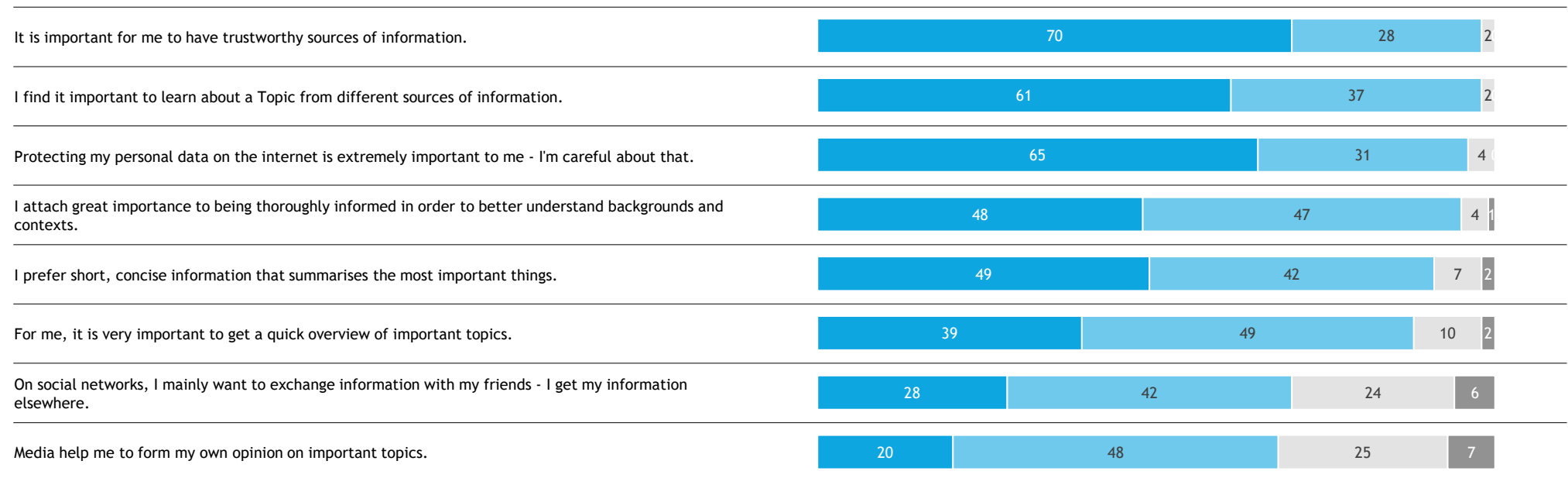
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<403 €)	Medium 60-140% (403-940 €)	High >140% (>940 €)
YouTube	97	98	97	97	92	97	98
Facebook	85	74	86	84	81	87	84
Instagram	66	66	68	57	62	65	66
Pinterest	41	42	40	46	31	41	42
TikTok	39	43	42	29	31	40	39
Twitter	34	36	34	30	33	32	34
LinkedIn	30	21	26	44	30	29	34
Tumblr	9	6	9	8	11	8	9

Basis: 1,204 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?



Basis: 1,204 cases, total sample; figures in %.

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

Communication expectations

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

Response category: „Applies completely / Somewhat applies“.

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
It is important for me to have trustworthy sources of information.	98	98	98	97	100	97	97	100	100	98	96
I find it important to learn about a Topic from different sources of information.	97	100	98	98	98	96	98	95	99	94	99
Protecting my personal data on the internet is extremely important to me - I'm careful about that.	96	96	98	97	94	93	97	98	96	92	99
I attach great importance to being thoroughly informed in order to better understand backgrounds and contexts.	95	97	93	99	94	94	96	94	91	94	99
I prefer short, concise information that summarises the most important things.	91	98	86	90	94	92	93	87	93	88	91
For me, it is very important to get a quick overview of important topics.	88	94	86	85	92	89	91	83	87	87	91
On social networks, I mainly want to exchange information with my friends - I get my information elsewhere.	70	68	73	64	78	74	75	67	58	67	78
Media help me to form my own opinion on important topics.	68	77	71	68	73	73	59	58	57	71	79

Basis: 1,204 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.	98	98	99	96	97	99	98	99
I find it important to learn about a topic from different sources of information.	97	97	98	94	96	99	98	100
Protecting my personal data on the internet is extremely important to me - I'm careful about that.	96	95	97	94	94	96	97	98
I attach great importance to being thoroughly informed in order to better understand backgrounds and contexts.	95	95	95	93	95	95	95	97
I prefer short, concise information that summarises the most important things.	91	89	93	88	86	89	96	97
For me, it is very important to get a quick overview of important topics.	88	86	91	82	86	88	94	92
On social networks, I mainly want to exchange information with my friends - I get my information elsewhere.	70	70	69	77	69	74	65	64
Media help me to form my own opinion on important topics.	68	66	70	67	57	64	72	80

Basis: 1,204 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	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<403 €)	Medium 60-140% (403-940 €)	High >140% (>940 €)
It is important for me to have trustworthy sources of information.	98	95	98	98	96	97	99
I find it important to learn about a topic from different sources of information.	97	94	97	99	98	97	98
Protecting my personal data on the internet is extremely important to me - I'm careful about that.	96	90	96	98	93	97	95
I attach great importance to being thoroughly informed in order to better understand backgrounds and contexts.	95	91	95	97	98	93	96
I prefer short, concise information that summarises the most important things.	91	83	91	94	91	91	92
For me, it is very important to get a quick overview of important topics.	88	72	89	90	90	88	90
On social networks, I mainly want to exchange information with my friends - I get my information elsewhere.	70	77	69	71	73	70	68
Media helps me to form my own opinion on important topics.	68	64	67	73	69	70	66

Basis: 1,204 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	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
It is important for me to have trustworthy sources of information.	70	76	81	74	74	55	70	70	64	66	77
Protecting my personal data on the internet is extremely important to me - I'm careful about that.	65	68	64	70	57	52	68	78	63	60	72
I find it important to learn about a topic from different sources of information.	61	62	70	70	70	45	62	52	58	58	71
I prefer short, concise information that summarises the most important things.	49	56	47	42	49	47	54	49	45	42	61
I attach great importance to being thoroughly informed in order to better understand backgrounds and contexts.	48	49	60	55	51	34	47	43	35	49	68
For me, it is very important to get a quick overview of important topics.	39	47	30	40	46	33	35	34	34	42	61
In social networks, I mainly want to exchange information with my friends - I get information elsewhere. I get my information elsewhere.	28	24	32	26	27	25	29	36	26	18	41
Media help me to form my own opinion on important topics.	20	21	23	23	30	14	19	15	16	21	30

Basis: 1,204 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.	70	69	72	72	72	67	72	70
Protecting my personal data on the internet is extremely important to me - I'm careful about that.	65	60	70	64	65	66	70	62
I find it important to learn about a topic from different sources of information.	61	62	59	65	57	60	61	61
I prefer short, concise information that summarises the most important things.	49	44	54	52	42	44	50	56
I attach great importance to being thoroughly informed in order to better understand backgrounds and contexts.	48	46	50	51	52	42	49	46
For me, it is very important to get a quick overview of important topics.	39	35	44	42	41	35	38	41
In social networks, I mainly want to exchange information with my friends - I get information elsewhere.	28	26	30	34	32	27	24	22
Media help me to form my own opinion on important topics.	20	19	22	21	16	16	24	26

Basis: 1,204 cases, total sample; figures in %.

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Communication expectations

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

Response category: „Applies completely“.

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<403 €)	Medium 60-140% (403-940 €)	High >140% (>940 €)
It is important for me to have trustworthy sources of information.	70	55	70	72	68	68	73
Protecting my personal data on the internet is extremely important to me - I'm careful about that.	65	55	66	65	56	71	59
I find it important to learn about a topic from different sources of information.	61	50	62	59	57	61	61
I prefer short, concise information that summarises the most important things.	49	43	48	53	56	46	50
I attach great importance to being thoroughly informed in order to better understand backgrounds and contexts.	48	46	47	51	48	47	50
For me, it is very important to get a quick overview of important topics.	39	32	40	40	38	36	43
In social networks, I mainly want to exchange information with my friends - I get information elsewhere.	28	40	28	27	28	29	24
Media help me to form my own opinion on important topics.	20	21	22	17	24	21	19

Basis: 1,204 cases, total sample; figures in %.

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