



SINUS Study for the Friedrich-Ebert-Stiftung

# Social-ecological transformation

Country report Poland

**FRIEDRICH  
EBERT  
STIFTUNG**

**sinus:**

Heidelberg, September 2023

Teil der INTEGRAL-SINUS-OPINION Gruppe

# Task and objectives

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

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

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Method and sample

# Methodology and sample



## Method

Standardised online survey (CAWI)

Quota sample (gender, age, education and region)

The interviews were conducted in the national language.



## Data collection

Ø Interview duration: 25 minutes

The data collection was carried out by Sociotrend GmbH.



## Target group

Resident population aged from 18 to 69 years



## Sample size

1,200 people



## Survey period

09.06. - 03.07.2023

## Survey contents

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

# Methodology and sample

## Evaluation of the survey results

- This report presents the **survey results for Poland**. 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
  - **Educational groups:** low: "Brak wykształcenia szkolnego lub zawodowego (jeszcze)" or "Szkoła podstawowa" or "Świadectwo ukończenia gimnazjum" or "Świadectwo ukończenia szkoły zawodowej lub szkoły przysposobienia rolniczego - bez ukończenia szkoły podstawowej"; medium: "Świadectwo ukończenia szkoły zawodowej - po ukończeniu szkoły podstawowej" or "Świadectwo ukończenia szkoły zawodowej - po ukończeniu gimnazjum" or "Technikum" or "Liceum" or "Ukończona szkoła pomaturalna lub policealna"; up: "Wykształcenie wyższe (np. Dyplom licencjata lub inżyniera, Dyplom magistra, Dyplom lekarza, Stopień naukowy doktora)".
  - **Net equivalent income\*:** low: less than 60% of median income; medium: 60 to 140% of median income; high: more than 140% of the median income

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

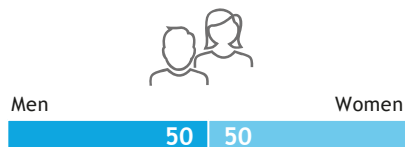
# Methodology and sample

## Evaluation of the survey results

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

# Demographic structure of the sample

## Gender



## Age ø 45.0 years

18 to 29 years	19
30 to 39 years	23
40 to 49 years	21
50 to 59 years	17
60 to 69 years	20

## Marital status

Single	21
In partnership, living separately	5
In partnership, living together	18
Married / registered partnership	44
Living in separation / divorced	8
Widowed	4

## Persons in the household

1 person	12
2 persons	28
3 persons	29
4 persons	20
5 persons	8
6 persons and more	3

## Educational qualification

Low	10
Medium	61
High	29

## Children in the household

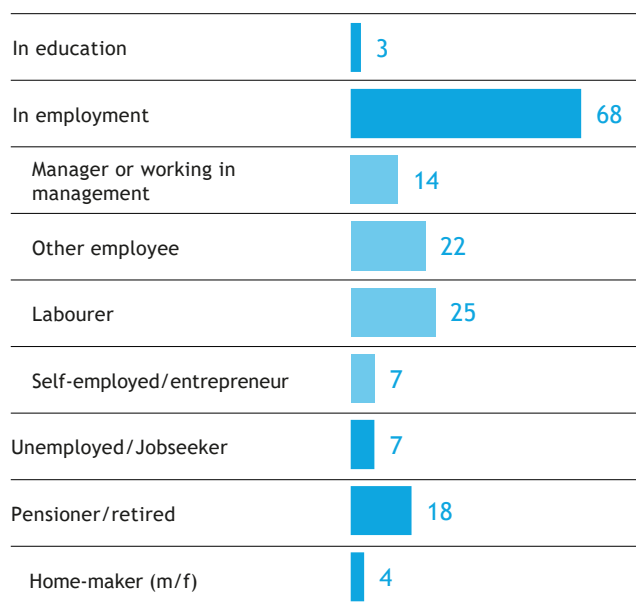
YES	52
Yes, children aged 0-5 years	16
Yes, children aged 6-13	22
Yes, children aged 14-17	14
Yes, children aged 18 and over (adult children)	16
There are no children living in my household	48

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

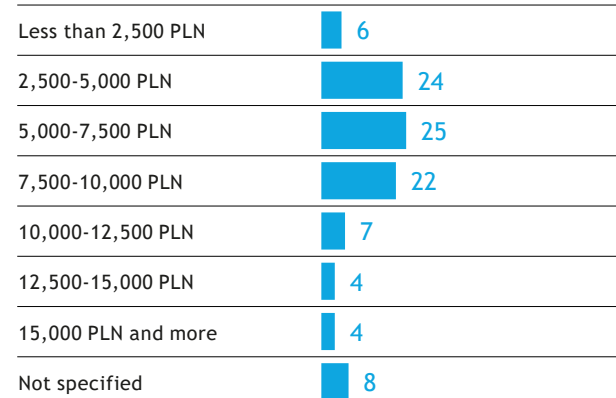


# Demographic structure of the sample

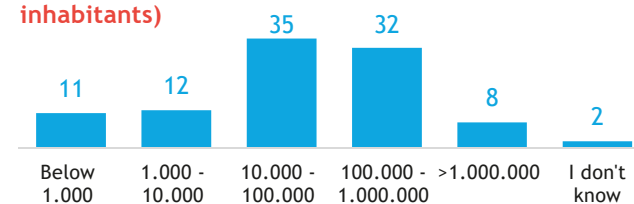
## Occupational status



## Net household income



## Size of residency (number of inhabitants)



## Region



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

# The Sinus-Meta-Milieus<sup>®</sup> in Poland

18 to 69 year olds

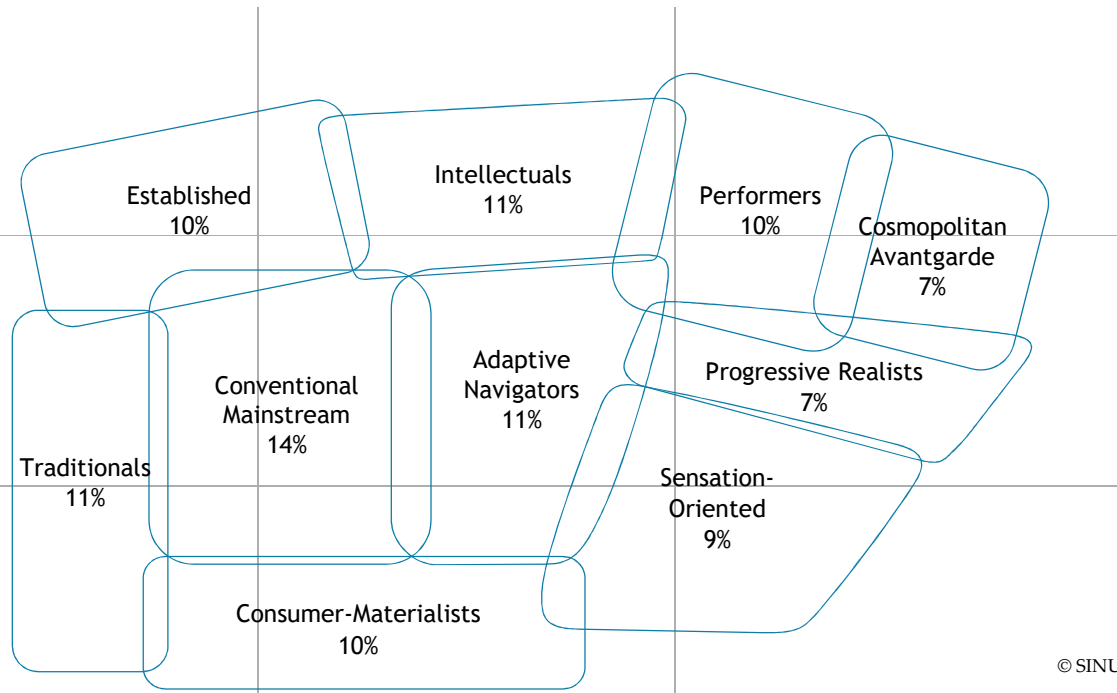
Social status ↓



Higher

Middle

Lower



© SINUS

Basic Values →

Traditional  
Sense of Duty  
and Order

Modernization  
Individualization,  
Self-actualization, Pleasure

Re-organization  
Multiple Options,  
Experimentation, Paradoxes

# The Sinus-Meta-Milieus<sup>®</sup>

## Short summary

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



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Problem awareness

# Main findings

## Problem awareness

### Importance of environmental, nature and climate protection

- With 68% mentions, public health service or care is most frequently counted among the five most important political topics. Inflation/decreasing purchasing power ranks second with 58% mentions. The Topic "Secure energy supply and affordable energy prices" is named third most often (44%). The area of environmental, nature and climate protection ranks fifth with 30% mentions - after the Topic "rule of law/combating corruption" (33%).

### Relevance of environmental policy fields of action

- Among the five biggest challenges for the preservation of our livelihoods, respondents most frequently rank air pollution/air quality (58%) and water pollution/water quality (57%). These are followed by the topics "climate change/climate-damaging emissions" (51%), "waste in the environment and living environment" (49%) and the increasing consumption of energy and raw materials (48%). Increasing traffic and noise is seen least often as a priority environmental policy field of action (16%).

### Relevance of climate change as a topic

- A clear majority of the population considers climate change to be a (very) important topic for Poland: On a scale from 0 "completely irrelevant" to 10 "absolutely important", 57% of respondents choose scale points 8 to 10, another 21% scale points 6 to 7. In contrast, it is only 4% of respondents who choose scale points 0 to 2. The scale average is 7.3.

# Main findings

## Problem awareness

### Attitudes towards climate change

- 95% of respondents believe that the destruction of nature endangers people and their livelihoods (highest level of agreement "Fully agree": 59%). At the same time, 78% say they are afraid of the consequences of climate change (highest level of agreement: 35%), while 34% think that many things are very exaggerated when it comes to the consequences of climate change (highest level of agreement: 12%). When asked if there are more important problems in our country than climate change, 60% agree (highest level of agreement: 17%) and 40% 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 46% (highest level of agreement: 10%), while 54% disagree.

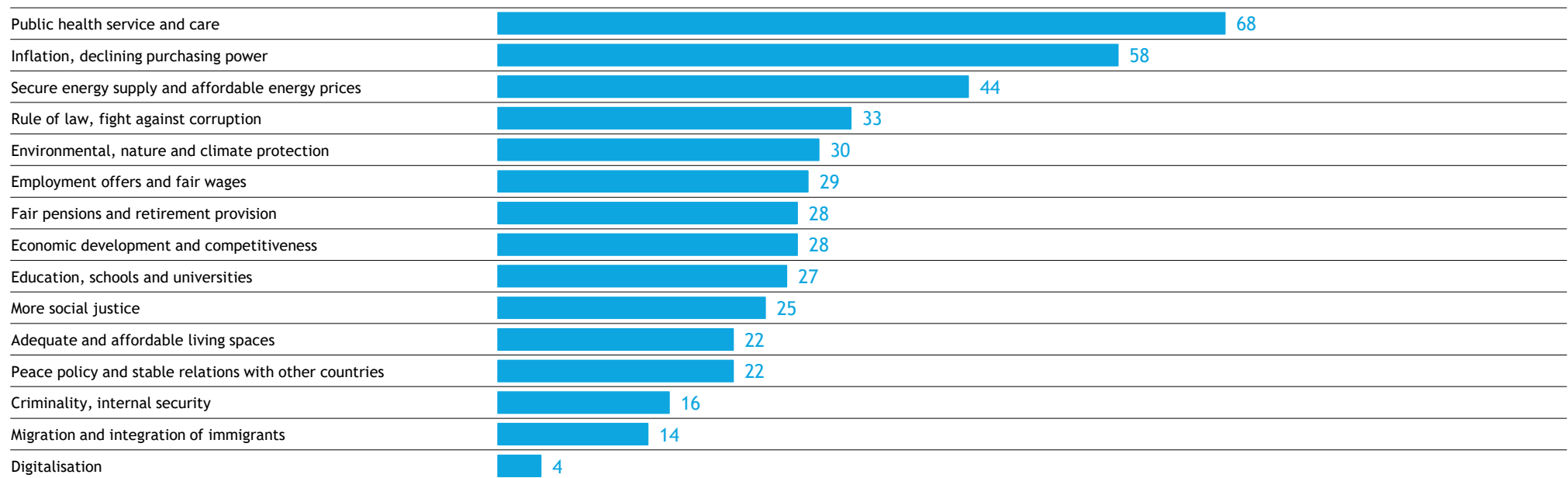
### Consequences of climate change

- The increase in extreme weather events scares the population the most: 61% of respondents rank the increase in extreme weather events among the five consequences of climate change that scare them the most. With 55% mentioning it, the lack of water in everyday life is in second place. This is followed by the topics of forest fires and forest dieback (46%), Military conflicts over raw materials and water (43%) and the extinction of species in the animal and plant world (42%). Significantly fewer respondents are afraid of economic damage as a result of climate change (22%).

# Importance of environmental, nature and climate protection

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

## Politically relevant topics



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

# Importance of environmental, nature and climate protection

Which of the following topics do you think are the most important for politicians in Poland 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	68	71	71	63	59	63	73	74	71	57	72
Inflation, declining purchasing power	58	49	60	57	70	59	58	51	56	59	64
Secure energy supply and affordable energy prices	44	49	44	35	43	46	52	47	45	36	45
Rule of law, fight against corruption	33	25	52	32	37	29	39	30	29	22	30
Environmental, nature and climate protection	30	38	53	29	28	19	24	32	26	19	35
Employment offers and fair wages	29	24	17	34	26	31	36	28	34	34	27
Fair pensions and retirement provision	28	23	28	33	19	26	29	32	38	25	27
Economic development and competitiveness	28	35	34	34	30	34	26	24	22	23	24
Education, schools and universities	27	24	34	35	41	25	25	24	18	20	26
More social justice (fight against poverty and inequality)	25	20	22	25	26	24	24	26	37	24	26
Adequate and affordable living spaces	22	21	20	16	14	17	26	27	24	27	21
Peace policy and stable relations with other countries	22	32	24	22	20	20	19	20	22	19	24
Criminality, internal security	16	15	10	17	14	15	19	15	19	21	19
Migration and integration of immigrants	14	17	8	14	14	14	17	16	16	14	8
Digitalisation	4	4	2	6	10	7	2	3	3	3	3

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

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

strongly overrepresented  
 overrepresented  
 strongly underrepresented  
 underrepresented



# Importance of environmental, nature and climate protection

Which of the following topics do you think are the most important for politicians in Poland 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	68	63	73	58	64	69	71	78
Inflation, declining purchasing power	58	59	56	62	64	61	51	49
Secure energy supply and affordable energy prices	44	48	41	25	43	43	54	58
Rule of law, fight against corruption	33	38	28	22	25	32	40	47
Environmental, nature and climate protection	30	30	31	25	22	30	32	44
Employment offers and fair wages	29	24	35	36	37	33	29	11
Fair pensions and retirement provision	28	25	32	20	25	27	32	40
Economic development and competitiveness	28	35	22	33	31	26	26	26
Education, schools and universities	27	24	30	41	22	23	24	26
More social justice (fight against poverty and inequality)	25	25	26	25	25	27	26	24
Adequate and affordable living spaces	22	16	27	26	25	19	21	17
Peace policy and stable relations with other countries	22	21	23	20	18	21	25	28
Criminality, internal security	16	16	17	13	18	15	17	18
Migration and integration of immigrants	14	17	11	13	14	18	12	13
Digitalisation	4	7	1	8	6	4	2	2

Basis: 1,200 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 Poland to take care of? Please select up to 5 topics.

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1,842 PLN)	Medium 60-140% (1,842-4,297 PLN)	High >140% (> PLN 4,297)
Public health service and care	68	61	69	67	51	70	67
Inflation, declining purchasing power	58	51	58	60	58	57	59
Secure energy supply and affordable energy prices	44	38	42	52	35	47	43
Rule of law, fight against corruption	33	26	32	38	30	31	38
Environmental, nature and climate protection	30	21	32	31	23	31	32
Employment offers and fair wages	29	34	32	22	41	31	26
Fair pensions and retirement provision	28	35	30	24	35	31	23
Economic development and competitiveness	28	16	26	39	20	24	38
Education, schools and universities	27	21	25	33	24	25	30
More social justice (fight against poverty and inequality)	25	38	26	19	35	29	18
Adequate and affordable living spaces	22	21	23	19	23	21	22
Peace policy and stable relations with other countries	22	17	22	25	17	22	24
Criminality, internal security	16	16	16	16	17	16	14
Migration and integration of immigrants	14	8	15	14	13	15	14
Digitalisation	4	3	4	5	2	4	6

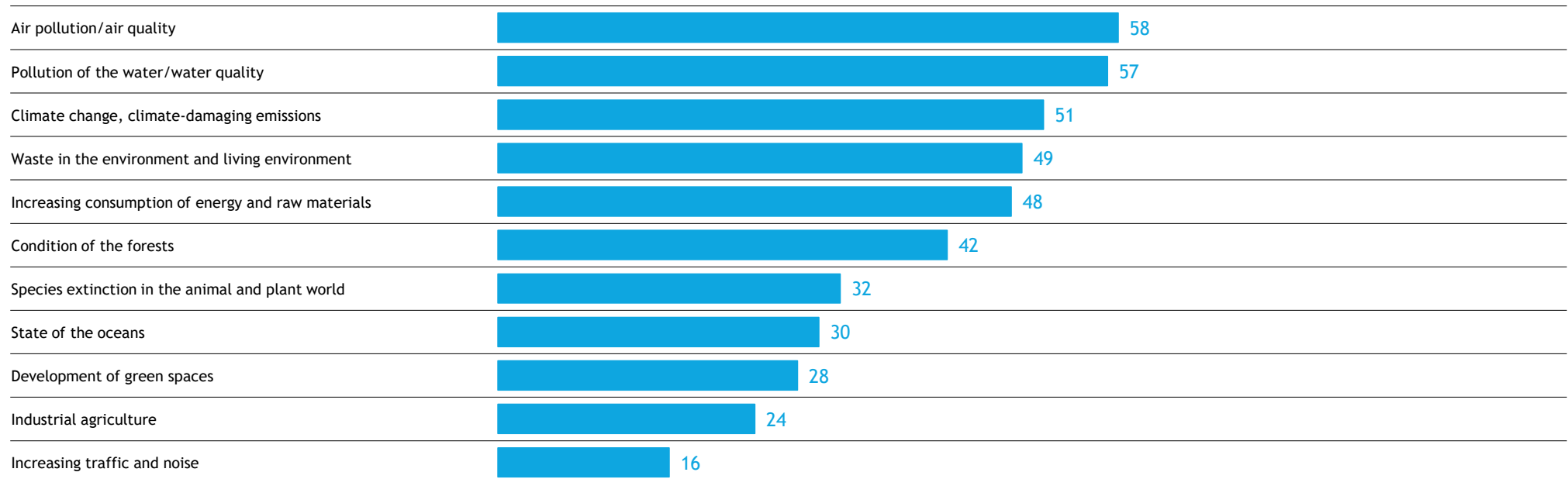
Basis: 1,200 cases, total sample; figures in %.

■ 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: 1,200 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
Air pollution/air quality	58	60	61	62	66	60	53	56	55	40	65
Pollution of the water/water quality	57	55	59	51	65	63	58	58	57	44	62
Climate change, climate-damaging emissions (greenhouse gases, CO <sub>2</sub> )	51	54	80	56	51	45	50	40	42	27	63
Waste in the environment and living environment (e.g. electronics, plastics, industrial waste)	49	59	56	42	50	46	47	54	49	37	46
Increasing consumption of energy and raw materials	48	54	44	41	44	63	47	47	44	39	57
Condition of the forests, e.g. deforestation	42	33	47	37	44	38	46	42	48	45	39
Species extinction in the animal and plant world	32	36	39	36	30	26	29	25	34	30	32
State of the oceans, e.g. overfishing, plastic waste pollution	30	30	41	30	23	24	35	30	24	25	38
Development of green spaces (e.g. by shopping centres, residential buildings, roads)	28	26	17	26	27	20	33	31	37	34	25
Industrial agriculture (e.g. high use of pesticides, overfertilisation)	24	23	24	26	17	24	32	27	20	19	27
Increasing traffic and noise	16	15	10	18	17	15	16	22	18	17	9

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strongly overrepresented  
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# Relevance of environmental policy fields of action

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Air pollution/air quality	58	56	59	64	54	56	56	61
Pollution of the water/water quality	57	58	56	50	50	54	60	72
Climate change, climate-damaging emissions (greenhouse gases, CO <sub>2</sub> )	51	48	53	48	43	50	54	61
Waste in the environment and living environment (e.g. electronics, plastics, industrial waste)	49	49	49	46	43	51	56	49
Increasing consumption of energy and raw materials	48	50	46	46	43	49	50	54
Condition of the forests, e.g. deforestation	42	43	41	38	46	40	39	48
Species extinction in the animal and plant world	32	29	34	34	31	33	30	30
State of the oceans, e.g. overfishing, plastic waste pollution	30	30	30	32	29	29	36	26
Development of green spaces (e.g. by shopping centres, residential buildings, roads)	28	22	33	30	30	30	22	24
Industrial agriculture (e.g. high use of pesticides, overfertilisation)	24	25	24	19	24	22	28	30
Increasing traffic and noise	16	15	16	17	17	15	15	15

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

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

In your opinion, which of the following topics are among the greatest challenges for the conservation of our livelihoods?  
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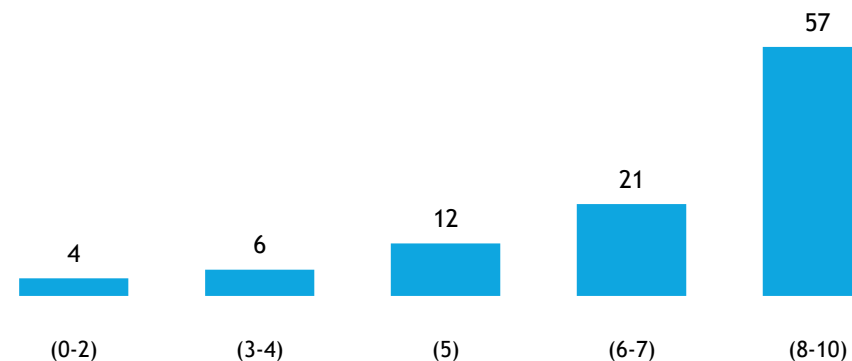
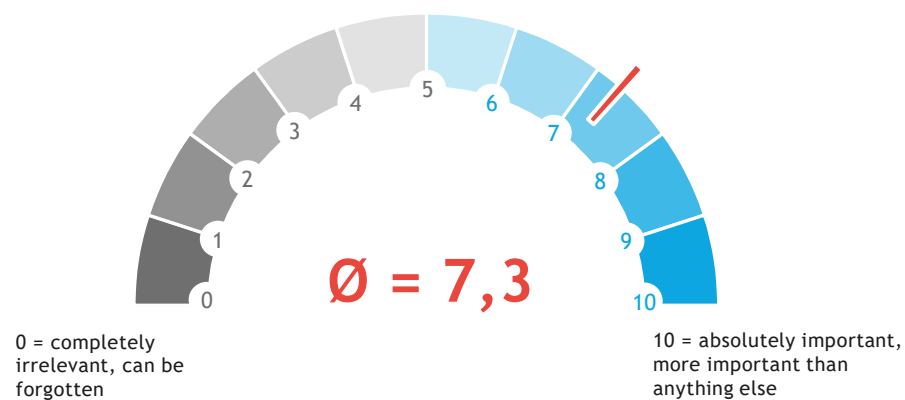
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1,842 PLN)	Medium 60-140% (1,842-4,297 PLN)	High >140% (> PLN 4,297)
Air pollution/air quality	58	48	58	60	51	58	58
Pollution of the water/water quality	57	41	58	61	48	59	58
Climate change, climate-damaging emissions (greenhouse gases, CO <sub>2</sub> )	51	41	48	59	48	48	57
Waste in the environment and living environment (e.g. electronics, plastics, industrial waste)	49	41	48	53	52	47	49
Increasing consumption of energy and raw materials	48	50	48	47	48	49	48
Condition of the forests, e.g. deforestation	42	49	42	39	38	43	40
Species extinction in the animal and plant world	32	36	31	31	31	31	31
State of the oceans, e.g. overfishing, plastic waste pollution	30	27	30	31	27	29	33
Development of green spaces (e.g. by shopping centres, residential buildings, roads)	28	28	29	24	26	28	26
Industrial agriculture (e.g. high use of pesticides, overfertilisation)	24	22	25	25	26	26	24
Increasing traffic and noise	16	16	16	15	20	16	14

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Relevance of climate change as a topic

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



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

# Relevance of climate change as a topic

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
10=Absolutely important, more important than anything else	19	26	33	25	14	14	15	14	15	12	16
9	17	27	23	17	14	12	14	16	9	9	28
8	21	16	26	22	25	19	23	26	20	17	23
7	14	10	6	13	24	16	14	16	17	7	16
6	7	3	3	7	7	12	9	6	10	8	12
5	12	7	5	10	8	20	12	9	13	25	5
4	3	5	-	4	5	2	3	1	5	1	-
3	3	4	1	1	3	2	4	5	4	7	-
2	1	-	2	-	-	2	2	2	3	3	-
1	1	1	-	-	-	1	1	2	-	3	-
0=Totally irrelevant, can be forgotten	2	1	-	1	-	-	2	4	5	7	-
Average	7,3	7,9	8,5	7,9	7,5	7,0	7,1	7,0	6,7	6,0	8,1

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

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

strongly overrepresented  
 overrepresented  
 strongly underrepresented  
 underrepresented



# Relevance of climate change as a topic

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

		Gender		Age (years)				
	Total	Male	Female	18-29	30-39	40-49	50-59	60-69
10=Absolutely important, more important than anything else	19	15	23	16	15	17	21	26
9	17	16	18	15	10	20	19	21
8	21	21	23	21	23	18	22	26
7	14	14	14	18	16	13	11	9
6	7	10	5	10	9	9	5	4
5	12	13	11	13	12	12	13	8
4	3	2	3	2	5	2	2	1
3	3	4	2	3	4	5	2	2
2	1	2	1	2	2	0	2	2
1	1	1	0	1	0	1	1	1
0=Totally irrelevant, can be forgotten	2	3	1	1	4	2	3	0
Average	7,3	7,0	7,7	7,3	6,9	7,2	7,5	8,0

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Relevance of climate change as a topic

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

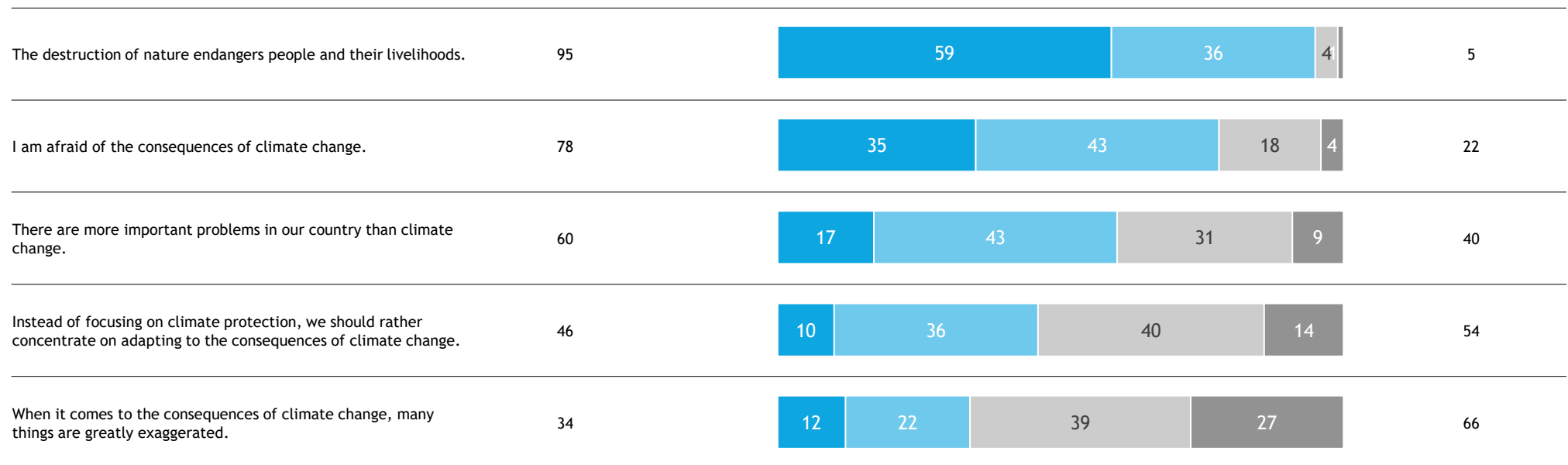
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1,842 PLN)	Medium 60-140% (1,842-4,297 PLN)	High >140% (> PLN 4,297)
10=Absolutely important, more important than anything else	19	18	19	19	20	20	18
9	17	11	18	16	17	16	18
8	21	18	22	22	17	20	25
7	14	17	12	16	15	14	12
6	7	10	8	6	6	8	8
5	12	16	11	11	17	11	10
4	3	2	3	2	2	3	2
3	3	1	3	4	2	4	3
2	1	3	2	1	2	2	1
1	1	2	1	-	2	0	0
0=Totally irrelevant, can be forgotten	2	2	2	2	1	2	2
Average	7,3	7,0	7,4	7,4	7,3	7,3	7,5

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Attitudes towards climate change

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



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

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

# Attitudes towards climate change

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

Response category: "Fully agree / Somewhat agree".

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
The destruction of nature endangers people and their livelihoods.	95	97	99	94	96	91	96	97	97	86	98
I am afraid of the consequences of climate change.	78	84	91	86	77	72	73	77	72	58	93
There are more important problems in our country than climate change.	60	55	37	59	64	74	61	62	66	72	49
Instead of focusing on climate protection, we should rather concentrate on adapting to the consequences of climate change.	46	39	18	52	42	56	54	51	52	53	40
When it comes to the consequences of climate change, many things are greatly exaggerated.	34	32	7	33	28	46	37	35	37	60	21

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

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# Attitudes towards climate change

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

Response category: "Fully agree / Somewhat agree".

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
The destruction of nature endangers people and their livelihoods.	95	93	97	93	94	96	96	97
I am afraid of the consequences of climate change.	78	71	85	83	75	79	75	79
There are more important problems in our country than climate change.	60	65	55	68	69	58	57	47
Instead of focusing on climate protection, we should rather concentrate on adapting to the consequences of climate change.	46	47	45	46	48	48	44	43
When it comes to the consequences of climate change, many things are greatly exaggerated.	34	39	29	30	40	34	38	27

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Attitudes towards climate change

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

Response category: "Fully agree / Somewhat agree".

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1,842 PLN)	Medium 60-140% (1,842-4,297 PLN)	High >140% (>4,297 PLN)
The destruction of nature endangers people and their livelihoods.	95	89	95	97	93	95	96
I am afraid of the consequences of climate change.	78	75	77	81	75	77	80
There are more important problems in our country than climate change.	60	69	60	57	67	58	60
Instead of focusing on climate protection, we should rather concentrate on adapting to the consequences of climate change.	46	59	46	42	48	45	45
When it comes to the consequences of climate change, many things are greatly exaggerated.	34	43	35	28	45	34	32

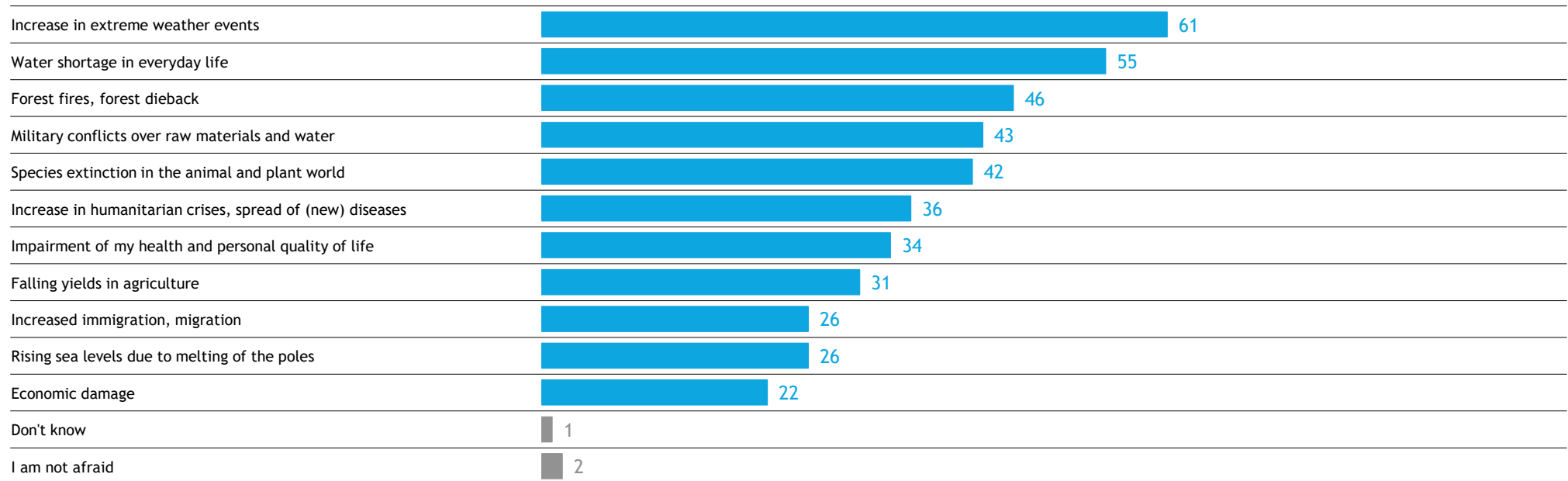
Basis: 1,200 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Consequences of climate change - Anxiety scale

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

## Consequences of climate change



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

# Consequences of climate change - Anxiety scale

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Increase in extreme weather events	61	66	84	55	61	46	63	62	64	43	64
Water shortage in everyday life	55	52	68	50	56	45	64	54	63	38	56
Forest fires, forest dieback	46	49	53	50	38	44	45	40	44	38	63
Military conflicts over raw materials and water	43	45	40	40	43	48	48	43	32	40	47
Species extinction in the animal and plant world	42	48	58	40	34	39	37	45	42	25	45
Increase in humanitarian crises, spread of (new) diseases	36	38	49	34	36	33	41	42	31	22	31
Impairment of my health and personal quality of life	34	38	22	28	32	36	36	39	28	38	41
Falling yields in agriculture	31	30	25	36	27	34	32	30	38	25	30
Increased immigration, migration	26	33	23	27	23	28	27	26	24	23	24
Rising sea levels due to melting of the poles	26	24	41	34	32	21	27	16	18	17	29
Economic damage	22	21	16	31	28	27	20	20	21	19	26
Don't know	1	-	-	2	-	2	1	2	4	2	-
I am not afraid	2	2	-	1	4	2	-	3	3	11	-

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

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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	61	57	65	53	57	58	70	70
Water shortage in everyday life	55	53	57	42	50	57	62	65
Forest fires, forest dieback	46	41	51	47	42	42	50	53
Military conflicts over raw materials and water	43	43	42	43	44	42	42	43
Species extinction in the animal and plant world	42	38	46	45	36	37	46	48
Increase in humanitarian crises, spread of (new) diseases	36	34	39	35	30	33	43	42
Impairment of my health and personal quality of life	34	33	34	32	40	36	30	28
Falling yields in agriculture	31	28	34	37	35	28	26	27
Increased immigration, migration	26	30	22	18	26	27	28	32
Rising sea levels due to melting of the poles	26	26	26	30	20	25	26	29
Economic damage	22	25	20	27	27	23	15	20
Don't know	1	2	1	3	1	2	1	-
I am not afraid	2	4	1	1	3	4	2	1

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Consequences of climate change - Anxiety scale

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

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1,842 PLN)	Medium 60-140% (1,842-4,297 PLN)	High >140% (> PLN 4,297)
Increase in extreme weather events	61	57	59	67	58	59	67
Water shortage in everyday life	55	42	55	61	46	57	57
Forest fires, forest dieback	46	45	50	39	40	46	47
Military conflicts over raw materials and water	43	34	43	44	42	43	44
Species extinction in the animal and plant world	42	46	43	38	36	43	41
Increase in humanitarian crises, spread of (new) diseases	36	29	38	36	31	37	37
Impairment of my health and personal quality of life	34	23	32	40	34	34	34
Falling yields in agriculture	31	24	32	30	30	30	32
Increased immigration, migration	26	15	26	31	26	26	27
Rising sea levels due to melting of the poles	26	18	25	29	29	24	27
Economic damage	22	23	24	20	25	23	21
Don't know	1	3	1	1	2	1	1
I am not afraid	2	6	2	1	3	2	2

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented



3

## Climate and environmentally conscious behaviour

# Main findings

## Climate and environmentally conscious behaviour

### Attitudes towards climate and environmentally conscious behaviour

- 92% of respondents believe that we all have to be active and start changing the way we live in order to maintain a liveable environment for us and the generations that follow (highest level of agreement "Fully agree": 49%).
- Furthermore, 87% 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: 36%).
- Slightly less, but still around three quarters (77%) claim to actively contribute to changing society (highest level of agreement: 22%).

### Barriers to climate and environmentally conscious behaviour

- Around four fifths (83%) believe that we should be willing to change our way of living for the benefit of the environment (highest level of agreement "Fully agree": 34%). However, 60% (also) say they themselves are only willing to do something to protect the environment if it does not affect their own standard of living (highest level of agreement: 14%).

# Main findings

## Climate and environmentally conscious behaviour

- 81% say they are annoyed when others try to tell them how to live (highest level of agreement: 36%). In addition, 50% complain that they will soon not be able to do anything at all if there are even more regulations for climate and environmental protection (highest approval rating: 17%).
- 81% would be willing to do more to protect the environment if everyone acted in this way (highest level of agreement: 24%). However, 38% (also) say that others should first take the first step before contributing to climate protection themselves (highest level of agreement: 9%). Furthermore, 34% do not believe that their own behaviour can contribute significantly to environmental protection (highest level of agreement: 9%).
- 71% fear that a fundamental change in our way of living and doing business is associated with high personal costs (highest level of agreement: 19%). 67% say they lack the financial means to do something for climate protection (highest level of agreement: 22%). Furthermore, 62% of the respondents consider measures for climate and environmental protection to be socially unjust, as they burden low-income earners in particular (highest level of agreement: 22%).
- 61% say that businesses that need a lot of energy for their production cannot implement strict climate protection requirements (highest level of agreement: 16%). Furthermore, 51% say that preserving jobs is more important than climate and environmental protection (highest level of agreement: 13%). 38% think that combating climate change is detrimental to our businesses (highest approval rating: 12%).

# Main findings

## Climate and environmentally conscious behaviour

- 58% think that businesses know best how to implement the necessary change (highest level of agreement: 9%). Furthermore, 45% think that science and technology will solve the problem of climate change without us having to fundamentally change our way of living (highest level of agreement: 10%).
- 45% of respondents find it difficult to shape their own lives in an environmentally and climate-friendly way (highest level of agreement: 8%). Furthermore, 51% say that the Poor infrastructure makes it impossible to give up the car (highest level of agreement: 17%). More than a quarter (28%) say they cannot see changing their behaviour for something that might happen in the future (highest level of agreement: 6%).

## Motivators of climate and environmentally conscious behaviour

- 94% of respondents feel that spending time in nature significantly enhances their quality of life (highest level of agreement "Fully agree": 53%). Furthermore, 87% feel strongly connected to nature (highest level of agreement: 40%).
- According to 92% of respondents, each individual has a responsibility to ensure that we leave a liveable environment for future generations (highest level of agreement: 44%). Furthermore, 90% believe that environmental protection is a matter of decency and civic duty (highest approval rating: 41%). 90% believe that more environmental protection also means better quality of life and health for all (highest approval rating: 44%). 78% feel personally responsible for the preservation of nature and the environment (highest approval rating: 27%).

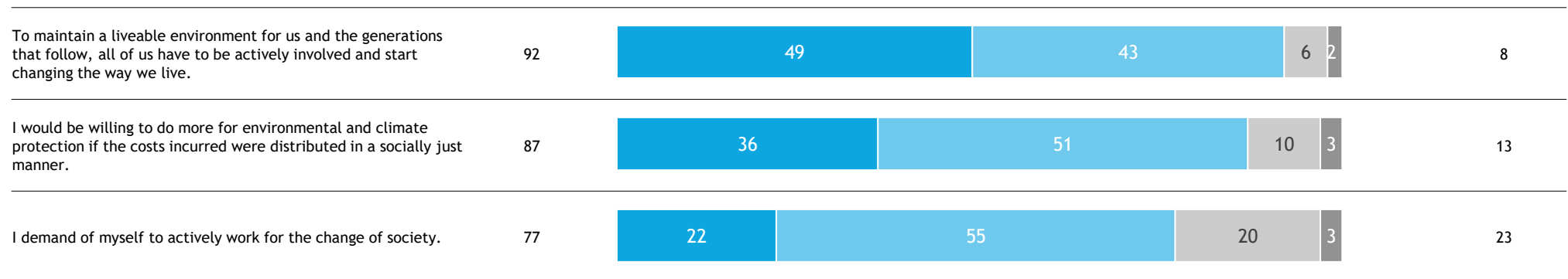
# Main findings

## Climate and environmentally conscious behaviour

- 86% 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: 39%). In addition, 82% say they feel better when they buy products that have less impact on the environment and climate (highest level of agreement: 30%).
- 85% believe that our businesses must become more climate-friendly, as otherwise there is a threat of economic damage (highest level of agreement: 33%). 82% 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: 28%). Furthermore, 77% believe that switching to environmentally and climate-friendly products and production processes offers great employment opportunities (highest approval rating: 21%).

# Attitudes towards climate and environmentally conscious behaviour

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



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

 Fully agree       Somewhat disagree  
 Somewhat agree       Completely disagree



# Attitudes towards climate and environmentally conscious behaviour

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

Response category: "Fully agree / Somewhat agree".





	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
To maintain a liveable environment for us and the generations that follow, all of us have to be actively involved and start changing the way we live.	92	94	100	95	92	91	94	95	88	74	97
I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially just manner.	87	94	92	93	86	86	91	88	81	69	94
I demand of myself to actively work for the change of society.	77	94	88	86	78	68	76	76	61	52	84

Response category: "Fully agree".

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
To maintain a liveable environment for us and the generations that follow, all of us have to be actively involved and start changing the way we live.	49	63	82	64	41	30	44	50	37	17	56
I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially just manner.	36	45	46	51	30	28	30	35	30	22	46
I demand of myself to actively work for the change of society.	22	38	30	36	25	13	11	15	11	15	30

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 strongly overrepresented  
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# Attitudes towards climate and environmentally conscious behaviour

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

Response category: "Fully agree / Somewhat agree".

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
To maintain a liveable environment for us and the generations that follow, all of us have to be actively involved and start changing the way we live.	92	89	95	89	90	93	93	96
I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially just manner.	87	86	89	88	84	89	85	92
I demand of myself to actively work for the change of society.	77	70	82	78	74	73	76	83

Response category: "Fully agree".

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
To maintain a liveable environment for us and the generations that follow, all of us have to be actively involved and start changing the way we live.	49	44	54	47	44	48	47	58
I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially just manner.	36	35	38	40	32	34	36	39
I demand of myself to actively work for the change of society.	22	21	23	24	22	19	22	23

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Attitudes towards climate and environmentally conscious behaviour

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

Response category: "Fully agree / Somewhat agree".

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1,842 PLN)	Medium 60-140% (1,842-4,297 PLN)	High >140% (> PLN 4,297)
To maintain a liveable environment for us and the generations that follow, all of us have to be actively involved and start changing the way we live.	92	90	92	93	91	92	92
I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially just manner.	87	84	88	88	81	89	87
I demand of myself to actively work for the change of society.	77	74	76	78	70	76	78

Response category: "Fully agree".

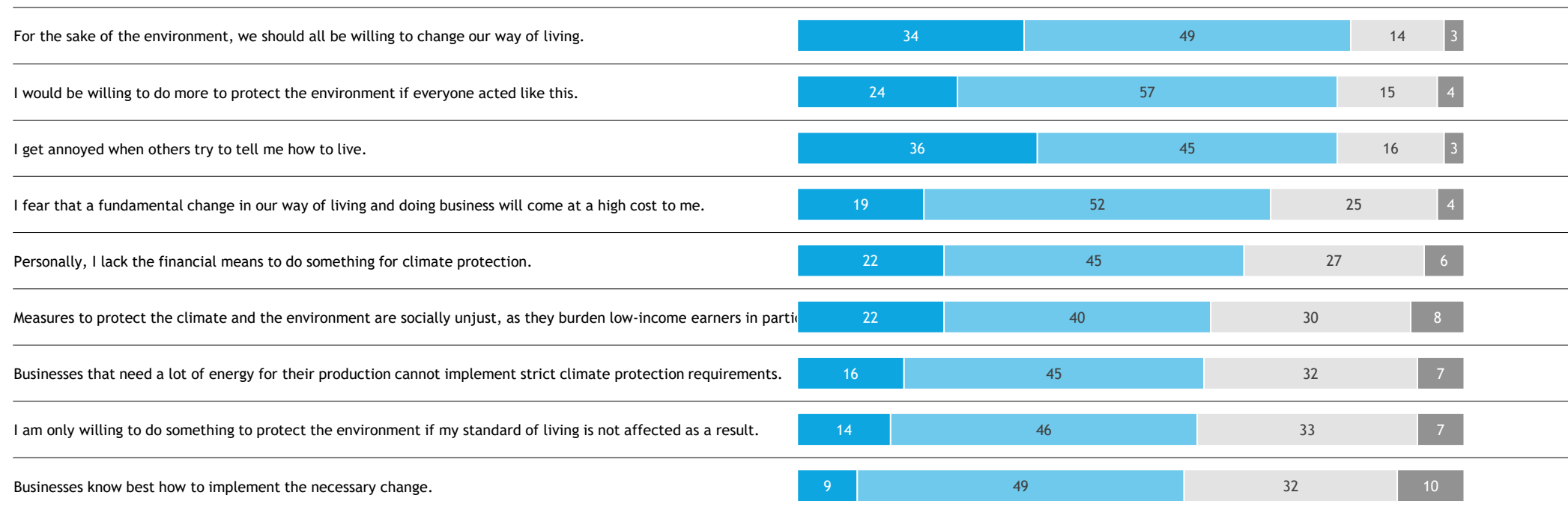
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1,842 PLN)	Medium 60-140% (1,842-4,297 PLN)	High >140% (> PLN 4,297)
To maintain a liveable environment for us and the generations that follow, all of us have to be actively involved and start changing the way we live.	49	46	48	52	47	47	54
I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially just manner.	36	34	38	34	32	38	36
I demand of myself to actively work for the change of society.	22	17	23	22	20	21	24

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Attitudes towards climate and environmentally conscious behaviour

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

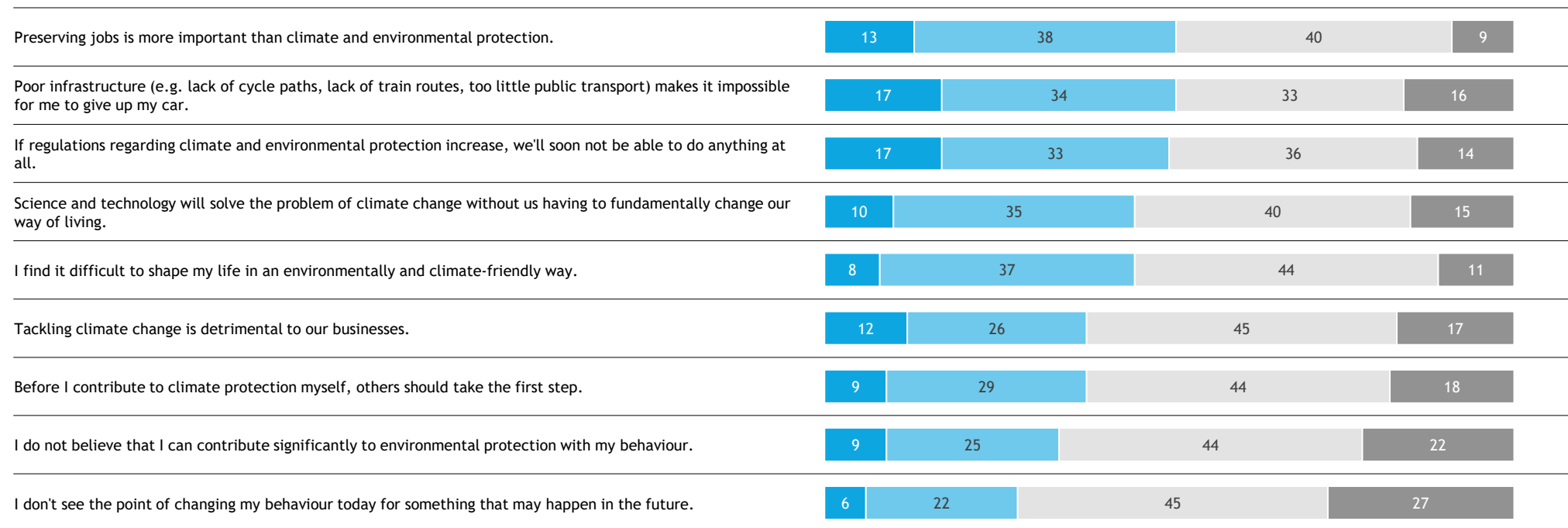


Basis: 1,200 cases, total sample; figures in %.

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

# Attitudes towards climate and environmentally conscious behaviour

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



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

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

# Barriers to climate and environmentally conscious behaviour (1)

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

Response category: "Fully agree / Somewhat agree".

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
For the sake of the environment, we should all be willing to change our way of living.	83	91	94	88	78	77	86	86	73	54	93
I would be willing to do more to protect the environment if everyone acted like this.	81	81	83	93	77	83	82	84	77	65	86
I get annoyed when others try to tell me how to live.	81	72	73	82	68	87	90	87	88	76	82
I fear that a fundamental change in our way of living and doing business will come at a high cost to me.	71	70	60	74	59	81	77	66	73	71	69
Personally, I lack the financial means to do something for climate protection.	67	50	47	66	59	79	73	72	80	69	68
Measures to protect the climate and the environment are socially unjust, as they burden low-income earners in particular.	62	57	39	60	53	73	69	63	76	72	52
Businesses that need a lot of energy for their production cannot implement strict climate protection requirements.	61	55	45	58	55	70	62	67	70	67	58
I am only willing to do something to protect the environment if my standard of living is not affected as a result.	60	48	36	66	56	78	65	56	58	73	60
Businesses know best how to implement the necessary change.	58	79	38	63	52	67	52	63	47	64	56

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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
Preserving jobs is more important than climate and environmental protection.	51	47	18	58	46	71	50	50	59	70	38
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.	51	48	36	64	50	53	55	46	48	54	53
If regulations regarding climate and environmental protection increase, we'll soon not be able to do anything at all.	50	47	23	49	41	65	55	52	58	58	53
Science and technology will solve the problem of climate change without us having to fundamentally change our way of living.	45	36	18	62	46	64	43	45	29	68	47
I find it difficult to shape my life in an environmentally and climate-friendly way.	45	34	22	54	46	54	47	35	47	66	45
Tackling climate change is detrimental to our businesses.	38	33	12	43	41	51	44	35	36	62	30
Before I contribute to climate protection myself, others should take the first step.	38	34	9	42	35	54	41	30	43	61	38
I do not believe that I can contribute significantly to environmental protection with my behaviour.	34	18	15	34	28	49	42	30	43	56	30
I don't see the point of changing my behaviour today for something that may happen in the future.	28	17	5	35	21	40	29	23	29	62	18

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

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# Barriers to climate and environmentally conscious behaviour (1)

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

Response category: "Fully agree / Somewhat agree".

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
For the sake of the environment, we should all be willing to change our way of living.	83	78	86	83	74	86	80	89
I would be willing to do more to protect the environment if everyone acted like this.	81	79	84	84	77	80	85	82
I get annoyed when others try to tell me how to live.	81	78	85	82	83	83	80	78
I fear that a fundamental change in our way of living and doing business will come at a high cost to me.	71	71	70	68	71	73	74	66
Personally, I lack the financial means to do something for climate protection.	67	68	65	70	66	68	64	65
Measures to protect the climate and the environment are socially unjust, as they burden low-income earners in particular.	62	65	59	64	63	62	59	61
Businesses that need a lot of energy for their production cannot implement strict climate protection requirements.	61	61	60	59	59	60	63	64
I am only willing to do something to protect the environment if my standard of living is not affected as a result.	60	59	61	62	61	63	62	50
Businesses know best how to implement the necessary change.	58	57	59	58	59	60	61	53

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented



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

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

Response category: "Fully agree / Somewhat agree".

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Preserving jobs is more important than climate and environmental protection.	51	52	49	54	58	54	50	36
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.	51	48	53	56	61	47	47	40
If regulations regarding climate and environmental protection increase, we'll soon not be able to do anything at all.	50	53	48	48	53	55	49	44
Science and technology will solve the problem of climate change without us having to fundamentally change our way of living.	45	50	41	54	48	50	42	32
I find it difficult to shape my life in an environmentally and climate-friendly way.	45	46	43	52	53	49	35	31
Tackling climate change is detrimental to our businesses.	38	45	33	41	44	41	35	30
Before I contribute to climate protection myself, others should take the first step.	38	40	36	43	42	42	37	26
I do not believe that I can contribute significantly to environmental protection with my behaviour.	34	39	30	40	37	37	34	26
I don't see the point of changing my behaviour today for something that may happen in the future.	28	32	24	33	30	31	25	21

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Barriers to climate and environmentally conscious behaviour (1)

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

Response category: "Fully agree / Somewhat agree".

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1,842 PLN)	Medium 60-140% (1,842-4,297 PLN)	High >140% (> PLN 4,297)
For the sake of the environment, we should all be willing to change our way of living.	83	75	83	84	84	81	86
I would be willing to do more to protect the environment if everyone acted like this.	81	77	82	81	85	82	82
I get annoyed when others try to tell me how to live.	81	82	84	75	86	80	80
I fear that a fundamental change in our way of living and doing business will come at a high cost to me.	71	74	69	72	74	72	67
Personally, I lack the financial means to do something for climate protection.	67	82	68	59	88	70	56
Measures to protect the climate and the environment are socially unjust, as they burden low-income earners in particular.	62	74	63	56	77	62	57
Businesses that need a lot of energy for their production cannot implement strict climate protection requirements.	61	67	63	56	69	61	58
I am only willing to do something to protect the environment if my standard of living is not affected as a result.	60	68	61	53	72	60	54
Businesses know best how to implement the necessary change.	58	69	60	51	63	60	56

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

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

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

Response category: "Fully agree / Somewhat agree".

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1,842 PLN)	Medium 60-140% (1,842-4,297 PLN)	High >140% (> PLN 4,297)
Preserving jobs is more important than climate and environmental protection.	51	58	52	47	55	51	48
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.	51	51	50	51	61	48	52
If regulations regarding climate and environmental protection increase, we'll soon not be able to do anything at all.	50	56	51	47	59	49	47
Science and technology will solve the problem of climate change without us having to fundamentally change our way of living.	45	52	48	39	45	46	44
I find it difficult to shape my life in an environmentally and climate-friendly way.	45	48	45	42	56	44	40
Tackling climate change is detrimental to our businesses.	38	48	40	34	50	36	40
Before I contribute to climate protection myself, others should take the first step.	38	44	40	34	53	39	33
I do not believe that I can contribute significantly to environmental protection with my behaviour.	34	45	34	32	45	34	32
I don't see the point of changing my behaviour today for something that may happen in the future.	28	44	27	25	38	28	25

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Barriers to climate and environmentally conscious behaviour (1)

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

Response category: "Fully agree".

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
I get annoyed when others try to tell me how to live.	36	27	31	42	24	36	44	31	45	42	41
For the sake of the environment, we should all be willing to change our way of living.	34	50	66	39	32	17	26	30	23	13	45
I would be willing to do more to protect the environment if everyone acted like this.	24	30	38	41	19	14	24	17	17	16	23
Personally, I lack the financial means to do something for climate protection.	22	10	11	23	14	24	26	25	39	27	13
Measures to protect the climate and the environment are socially unjust, as they burden low-income earners in particular.	22	24	15	22	18	26	28	23	26	23	16
I fear that a fundamental change in our way of living and doing business will come at a high cost to me.	19	13	15	20	13	20	21	22	25	23	17
If regulations regarding climate and environmental protection increase, we'll soon not be able to do anything at all.	17	13	8	21	13	19	21	17	21	22	11
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.	17	12	15	27	17	12	20	14	20	19	16
Businesses that need a lot of energy for their production cannot implement strict climate protection requirements.	16	16	15	12	16	17	16	16	15	16	15

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

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





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

Response category: "Fully agree".

	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.	14	8	7	17	7	20	11	12	17	26	15
Preserving jobs is more important than climate and environmental protection.	13	10	4	11	13	21	12	10	14	28	6
Tackling climate change is detrimental to our businesses.	12	15	5	12	14	15	8	13	12	21	6
Science and technology will solve the problem of climate change without us having to fundamentally change our way of living.	10	12	5	22	10	11	8	7	5	13	12
Before I contribute to climate protection myself, others should take the first step.	9	10	2	12	8	13	8	7	11	11	8
I do not believe that I can contribute significantly to environmental protection with my behaviour.	9	7	2	10	12	12	11	7	13	15	5
Businesses know best how to implement the necessary change.	9	16	5	15	5	10	7	8	8	6	9
I find it difficult to shape my life in an environmentally and climate-friendly way.	8	6	2	13	7	11	9	3	9	12	7
I don't see the point of changing my behaviour today for something that may happen in the future.	6	4	2	8	5	6	4	4	8	17	4

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

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# Barriers to climate and environmentally conscious behaviour (1)

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

Response category: "Fully agree".

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
I get annoyed when others try to tell me how to live.	36	36	37	39	39	39	35	29
For the sake of the environment, we should all be willing to change our way of living.	34	31	37	30	30	37	32	41
I would be willing to do more to protect the environment if everyone acted like this.	24	23	25	29	24	24	19	23
Personally, I lack the financial means to do something for climate protection.	22	22	21	20	25	24	22	18
Measures to protect the climate and the environment are socially unjust, as they burden low-income earners in particular.	22	25	20	22	28	22	22	17
I fear that a fundamental change in our way of living and doing business will come at a high cost to me.	19	21	17	19	23	19	20	15
If regulations regarding climate and environmental protection increase, we'll soon not be able to do anything at all.	17	20	14	16	21	18	16	12
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.	17	16	18	23	21	15	15	12
Businesses that need a lot of energy for their production cannot implement strict climate protection requirements.	16	16	15	16	14	14	17	17

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

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

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

Response category: "Fully agree".

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
I am only willing to do something to protect the environment if my standard of living is not affected as a result.	14	15	13	14	17	15	15	8
Preserving jobs is more important than climate and environmental protection.	13	14	12	13	19	15	12	5
Tackling climate change is detrimental to our businesses.	12	15	10	15	15	11	12	6
Science and technology will solve the problem of climate change without us having to fundamentally change our way of living.	10	12	8	17	14	9	5	6
Before I contribute to climate protection myself, others should take the first step.	9	9	8	12	9	11	7	5
I do not believe that I can contribute significantly to environmental protection with my behaviour.	9	12	7	14	9	10	10	4
Businesses know best how to implement the necessary change.	9	9	9	7	10	10	9	8
I find it difficult to shape my life in an environmentally and climate-friendly way.	8	8	7	11	9	9	8	2
I don't see the point of changing my behaviour today for something that may happen in the future.	6	8	4	8	7	6	5	4

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Barriers to climate and environmentally conscious behaviour (1)

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

Response category: "Fully agree".

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1,842 PLN)	Medium 60-140% (1,842-4,297 PLN)	High >140% (> PLN 4,297)
I get annoyed when others try to tell me how to live.	36	40	37	34	46	36	34
For the sake of the environment, we should all be willing to change our way of living.	34	30	33	38	29	34	36
I would be willing to do more to protect the environment if everyone acted like this.	24	24	23	26	19	23	27
Personally, I lack the financial means to do something for climate protection.	22	36	22	16	46	24	14
Measures to protect the climate and the environment are socially unjust, as they burden low-income earners in particular.	22	23	24	19	28	23	21
I fear that a fundamental change in our way of living and doing business will come at a high cost to me.	19	24	20	17	26	19	17
If regulations regarding climate and environmental protection increase, we'll soon not be able to do anything at all.	17	18	17	16	20	17	16
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.	17	13	18	16	18	16	19
Businesses that need a lot of energy for their production cannot implement strict climate protection requirements.	16	13	17	14	16	17	14

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented



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

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

Response category: "Fully agree".

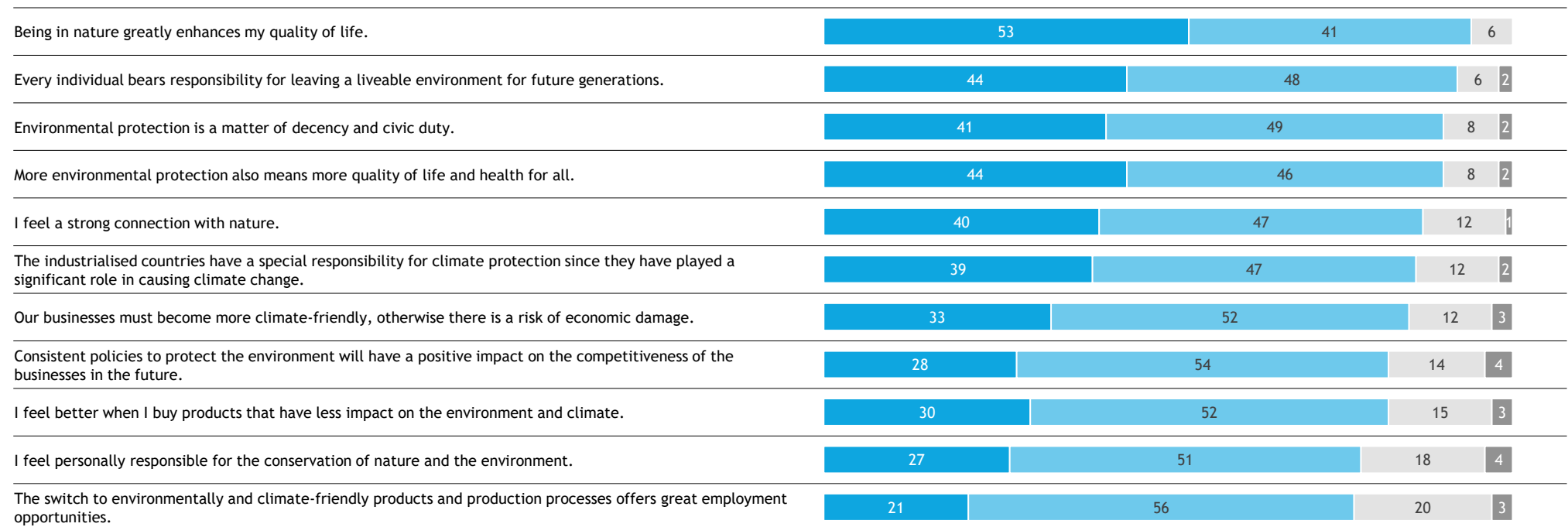
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1,842 PLN)	Medium 60-140% (1,842-4,297 PLN)	High >140% (> PLN 4,297)
I am only willing to do something to protect the environment if my standard of living is not affected as a result.	14	19	15	11	22	14	12
Preserving jobs is more important than climate and environmental protection.	13	18	13	10	18	12	12
Tackling climate change is detrimental to our businesses.	12	14	13	10	16	12	11
Science and technology will solve the problem of climate change without us having to fundamentally change our way of living.	10	12	10	11	10	10	12
Before I contribute to climate protection myself, others should take the first step.	9	13	9	7	10	10	8
I do not believe that I can contribute significantly to environmental protection with my behaviour.	9	13	10	7	10	9	9
Businesses know best how to implement the necessary change.	9	15	9	8	11	8	10
I find it difficult to shape my life in an environmentally and climate-friendly way.	8	9	8	6	9	8	7
I don't see the point of changing my behaviour today for something that may happen in the future.	6	14	6	4	10	6	6

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Motivators of climate and environmentally conscious behaviour

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



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

 Fully agree
  Somewhat agree
  Somewhat disagree
  Completely disagree

# Motivators of climate and environmentally conscious behaviour





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

Response category: "Fully agree / Somewhat agree".

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Being in nature greatly enhances my quality of life.	94	96	99	96	87	95	96	98	88	88	92
Every individual bears responsibility for leaving a liveable environment for future generations.	92	95	99	98	86	92	93	97	84	74	97
Environmental protection is a matter of decency and civic duty.	90	99	98	94	87	87	93	88	87	67	93
More environmental protection also means more quality of life and health for all.	90	91	96	92	93	90	92	90	90	72	99
I feel a strong connection with nature.	87	99	91	90	79	86	90	89	76	75	94
The industrialised countries have a special responsibility for climate protection since they have played a significant role in causing climate change.	86	93	87	85	80	87	90	87	81	72	96
Our businesses must become more climate-friendly, otherwise there is a risk of economic damage.	85	90	95	89	78	80	90	83	82	66	94
Consistent policies to protect the environment will have a positive impact on the competitiveness of the businesses in the future.	82	91	94	90	76	76	84	84	74	64	89
I feel better when I buy products that have less impact on the environment and climate.	82	93	95	90	79	78	83	80	69	65	86
I feel personally responsible for the conservation of nature and the environment.	78	89	87	92	79	72	78	82	64	52	85
The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.	77	87	88	86	82	69	78	71	66	60	84

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

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# Motivators of climate and environmentally conscious behaviour

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

Response category: "Fully agree / Somewhat agree".

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

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Motivators of climate and environmentally conscious behaviour

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

Response category: "Fully agree / Somewhat agree".

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1,842 PLN)	Medium 60-140% (1,842-4,297 PLN)	High >140% (> PLN 4,297)
Being in nature greatly enhances my quality of life.	94	93	94	95	92	94	95
Every individual bears responsibility for leaving a liveable environment for future generations.	92	87	92	94	90	92	93
Environmental protection is a matter of decency and civic duty.	90	82	90	92	85	90	91
More environmental protection also means more quality of life and health for all.	90	86	91	91	88	90	91
I feel a strong connection with nature.	87	79	89	86	90	87	87
The industrialised countries have a special responsibility for climate protection since they have played a significant role in causing climate change.	86	80	86	86	79	86	88
Our businesses must become more climate-friendly, otherwise there is a risk of economic damage.	85	80	86	83	82	87	83
Consistent policies to protect the environment will have a positive impact on the competitiveness of the businesses in the future.	82	78	82	84	83	82	82
I feel better when I buy products that have less impact on the environment and climate.	82	82	82	82	80	81	85
I feel personally responsible for the conservation of nature and the environment.	78	65	79	80	72	76	83
The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.	77	73	79	74	75	77	77

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Motivators of climate and environmentally conscious behaviour

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

Response category: "Fully agree".

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Being in nature greatly enhances my quality of life.	53	75	80	57	51	34	57	49	36	34	49
More environmental protection also means more quality of life and health for all.	44	57	76	54	43	30	34	39	33	25	43
Every individual bears responsibility for leaving a liveable environment for future generations.	44	57	74	50	35	27	42	45	36	21	47
Environmental protection is a matter of decency and civic duty.	41	60	77	49	35	27	33	35	26	22	47
I feel a strong connection with nature.	40	63	60	44	34	24	36	39	28	27	40
The industrialised countries have a special responsibility for climate protection since they have played a significant role in causing climate change.	39	46	52	47	36	36	38	35	36	24	34
Our businesses must become more climate-friendly, otherwise there is a risk of economic damage.	33	45	68	42	30	15	26	23	20	21	41
I feel better when I buy products that have less impact on the environment and climate.	30	46	55	37	30	14	24	20	21	19	30
Consistent policies to protect the environment will have a positive impact on the competitiveness of the businesses in the future.	28	33	57	37	25	15	22	25	15	18	31
I feel personally responsible for the conservation of nature and the environment.	27	43	41	38	23	14	18	30	17	13	28
The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.	21	28	42	26	24	13	12	15	11	13	25

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

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# Motivators of climate and environmentally conscious behaviour

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

Response category: "Fully agree".

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Being in nature greatly enhances my quality of life.	53	51	55	49	50	54	54	58
More environmental protection also means more quality of life and health for all.	44	40	46	37	41	42	41	57
Every individual bears responsibility for leaving a liveable environment for future generations.	44	41	46	39	41	41	48	52
Environmental protection is a matter of decency and civic duty.	41	40	42	38	36	39	42	53
I feel a strong connection with nature.	40	38	41	33	34	38	44	52
The industrialised countries have a special responsibility for climate protection since they have played a significant role in causing climate change.	39	42	36	32	35	36	44	49
Our businesses must become more climate-friendly, otherwise there is a risk of economic damage.	33	31	35	32	29	32	32	39
I feel better when I buy products that have less impact on the environment and climate.	30	25	34	30	26	28	29	34
Consistent policies to protect the environment will have a positive impact on the competitiveness of the businesses in the future.	28	28	28	23	28	29	25	35
I feel personally responsible for the conservation of nature and the environment.	27	27	26	21	26	28	28	30
The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.	21	21	20	21	20	17	19	27

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Motivators of climate and environmentally conscious behaviour

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

Response category: "Fully agree".

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1,842 PLN)	Medium 60-140% (1,842-4,297 PLN)	High >140% (> PLN 4,297)
Being in nature greatly enhances my quality of life.	53	40	53	55	48	54	54
More environmental protection also means more quality of life and health for all.	44	38	44	44	41	42	47
Every individual bears responsibility for leaving a liveable environment for future generations.	44	37	43	48	42	45	45
Environmental protection is a matter of decency and civic duty.	41	37	40	47	31	41	45
I feel a strong connection with nature.	40	33	40	41	41	41	40
The industrialised countries have a special responsibility for climate protection since they have played a significant role in causing climate change.	39	39	38	41	36	40	39
Our businesses must become more climate-friendly, otherwise there is a risk of economic damage.	33	29	32	35	30	33	36
I feel better when I buy products that have less impact on the environment and climate.	30	30	29	30	27	30	30
Consistent policies to protect the environment will have a positive impact on the competitiveness of the businesses in the future.	28	22	27	32	26	28	31
I feel personally responsible for the conservation of nature and the environment.	27	19	27	28	19	26	31
The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.	21	20	20	21	19	20	23

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented





4

Changing our way of living and  
economies

# Main findings

## Changing our way of living and economies

### Assessment of the need for change

- When asked whether a fundamental change in our way of living and doing business is necessary in Poland, a good three quarters of respondents answered "Yes, definitely" (31%) or "rather yes" (45%). This contrasts with 14% who do not (tend to) consider fundamental change necessary. A further 10% answered "I don't know".

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

- 74% of respondents say that political parties are doing (far) too little to tackle climate change. 71% think that businesses or businesses should do more. 70% of the respondents believe that (also) the citizens in their area are doing (way) too little. 69% believe that the government should do more.
- 63% think local governments (e.g. municipality/city) should do more and 61% want more responsibility from trade unions.
- 45% and 46% respectively think that the European Union and the scientific community are doing (much) too little. Non-governmental organisations are seen as having the least responsibility (40%).

# Main findings

## Changing our way of living and economies

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

- When it comes to addressing the climate and environmental crisis, Citizens in their area and the government are most frequently ranked among the three most influential actors (47% and 44% respectively). businesses rank third (40%). The European Union is seen as playing an influential role by 38%. the scientific community (26%), local governments in the place of residence (25%), NGOs (17%), political parties (14%) and trade unions (4%) follow.

### Attitudes towards Politicians

- 92% believe that politicians should pay much more attention to a socially just shaping of the change in our economic and life styles (highest level of agreement "Fully agree": 38%). 87% are in favour of providing 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: 40%). At the same time, two thirds (66%) feel uneasy about the idea of a fundamental change in our way of doing business and living, as they know from experience that many people will be worse off afterwards than before (highest level of agreement: 19%).
- 75% agree that low-income, indigenous, ethnic or other minorities should not be more affected by environmental pollution than other population groups (highest level of agreement: 29%).

# Main findings

## Changing our way of living and economies

- 93% are in favour of support programmes that help businesses to switch to climate-friendly production processes and products (highest approval rating: 42%). 85% think that businesses need clear guidelines from the state in order to become climate-neutral (highest approval rating: 30%). 79% (highest approval rating: 29%) say that Politicians should exert much more pressure on businesses to achieve climate-friendly production methods. Furthermore, 58% believe that Politicians follow the guidelines of industry and businesses too closely (highest approval rating: 18%).
- 85% support a more consistent switch to renewable energy (highest approval rating: 38%). 62% 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: 26%).
- 77% think that, above all, strict and consistent laws are needed to preserve an environment worth living in for us and future generations (highest level of agreement: 26%). 72%, however, (also) say that there are already enough guidelines for a fundamental change in our way of living and doing business - if these were also implemented, we would be on the right track (highest approval rating: 16%).
- 54% believe that structural change measures should be enforced even if jobs are lost as a result (highest level of agreement: 11%). 75%, meanwhile, say that jobs affected by structural change should be preserved as long as possible if there are no suitable alternatives (highest level of agreement: 20%).

# Main findings

## Changing our way of living and economies

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

- **Mobility**: 93% are in favour of expanding the transport network and the frequency of local public transport (highest level of support "I fully support": 47%). 91% of respondents are in favour of reducing the prices for local public transport (highest approval rating: 54%). More charging stations for electric or hybrid vehicles are supported by 81% (highest approval rating: 36%), the promotion of electric vehicles by 72% (highest approval rating: 29%), a climate tax on airline tickets by 52% (highest approval rating: 19%) and the introduction of a car toll (so that someone who drives a lot also has to pay more) by 38% (highest approval rating: 12%).
- **Energy**: 88% of respondents support the construction of more wind turbines (highest approval rating: 47%). 84% are in favour of cooperative membership (highest level of approval: 28%) and 63% are in favour of mandatory solar for public buildings and new private buildings (highest level of approval: 24%).
- **Technology/innovations/ businesses**: 93% of respondents are in favour of more support for the development of climate-friendly products and technologies (highest level of agreement: 45%). 89% are in favour of labelling climate-friendly products (highest approval rating: 44%). Reducing subsidies that are harmful to the climate is supported by 68% (highest approval rating: 24%) and making products that are harmful to the climate more expensive by 60% (highest approval rating: 19%).

# Main findings

## Changing our way of living and economies

- **Education**: 92% support training or further education (or retraining) for workers in jobs that will no longer be needed in the future (highest approval rating: 46%). An improvement of school education in the field of environmental and climate protection is also supported by 92% (highest approval rating: 50%).
- **Housing**: 92% support state subsidies for the renovation of buildings for thermal insulation (highest approval rating: 49%). 87% support state subsidies for private households to use renewable energy (highest approval rating: 42%). Financial support for cost-efficient heating systems (e.g. heat pumps) is also supported by 87% (highest approval rating: 42%), and legal regulations on the energy efficiency of electrical household appliances are supported by 86% (highest approval rating: 37%).

## Attitudes towards the energy/heat transition

- 93% 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": 48%). Furthermore, 89% think that the affected employees should be supported financially (compensation payments, severance payments, etc.) (highest level of agreement: 41%).

# Main findings

## Changing our way of living and economies

- 91% of respondents think that private households that want to use renewable energy (e.g. solar electricity, solar heating or heat pump) should be financially supported (highest level of agreement: 45%). The same number of respondents argue that the development of energy communities should be supported by the government (highest level of agreement: 40%).
- According to 92% of the respondents, new industries should be actively located in regions and municipalities affected by the conversion of electricity and heat supply to renewable energy (e.g. coal mining, natural gas, oil regions) (highest level of agreement: 42%). Furthermore, 88% think that the affected regions and municipalities should receive financial support (highest level of agreement: 37%).
- 93% 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: 41%).
- 60% of respondents can imagine taking an active part in shaping their community's energy supply, with 15% saying they could "definitely" imagine doing so. Asked whether they could imagine generating their own energy, 9% say they would already do so, 32% think they could "definitely" imagine that and 26% that they could "rather" imagine that.

# Main findings

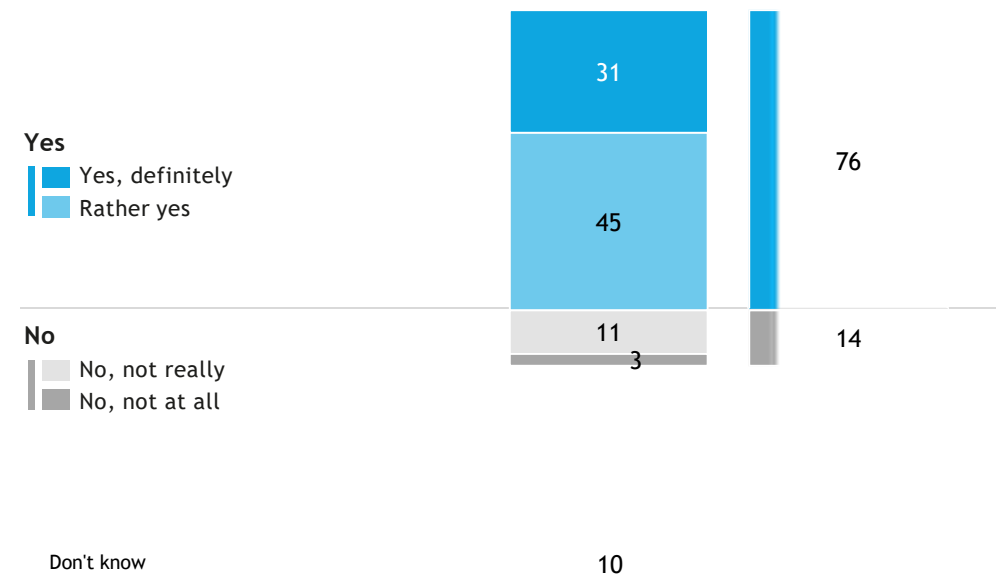
## Changing our way of living and economies

- 68% would "approve" of the construction of a solar park in their community if the profits generated by it benefited the community. Another 27% would accept it, 5% would oppose it. The construction of a wind park in their community would be "approved" by 65% (if the profits from it benefit the community). Another 28% would accept it, 7% would oppose it.
- To fight climate change, it is necessary to heat differently in the coming years. Around three quarters of respondents (74%) believe this should be done through more public subsidies for climate-neutral technologies and the replacement of heating. On the other hand, 9% 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, 24% answer "yes, renewable energy have become more important". Another 39% answered with "rather yes". In contrast, 21% answered with "rather no" and 16% with "no, renewable energy have not become more important".



# Assessing the need for change

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



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





# Assessing the need for change

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
<b>YES</b>	<b>76</b>	79	96	86	82	66	76	66	70	56	90
Yes, definitely	31	32	64	42	27	17	29	22	19	18	36
Rather yes	45	47	32	44	54	50	47	43	50	38	53
<b>NO</b>	<b>14</b>	12	2	11	12	23	11	14	20	34	2
No, not really	11	11	2	10	10	19	9	10	16	20	2
No, not at all	3	1	-	1	3	4	2	4	3	14	-
Don't know	10	9	2	2	6	11	13	20	11	11	8

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

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

 strongly overrepresented  
 overrepresented  
 strongly underrepresented  
 underrepresented

# Assessing the need for change

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
<b>YES</b>	<b>76</b>	74	79	81	72	78	73	76
Yes, definitely	31	28	34	33	29	28	30	35
Rather yes	45	46	45	48	44	50	43	41
<b>NO</b>	<b>14</b>	16	12	12	17	12	17	13
No, not really	11	12	9	10	12	10	12	10
No, not at all	3	4	2	2	5	2	4	2
Don't know	10	10	9	7	10	9	10	11

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Assessing the need for change

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

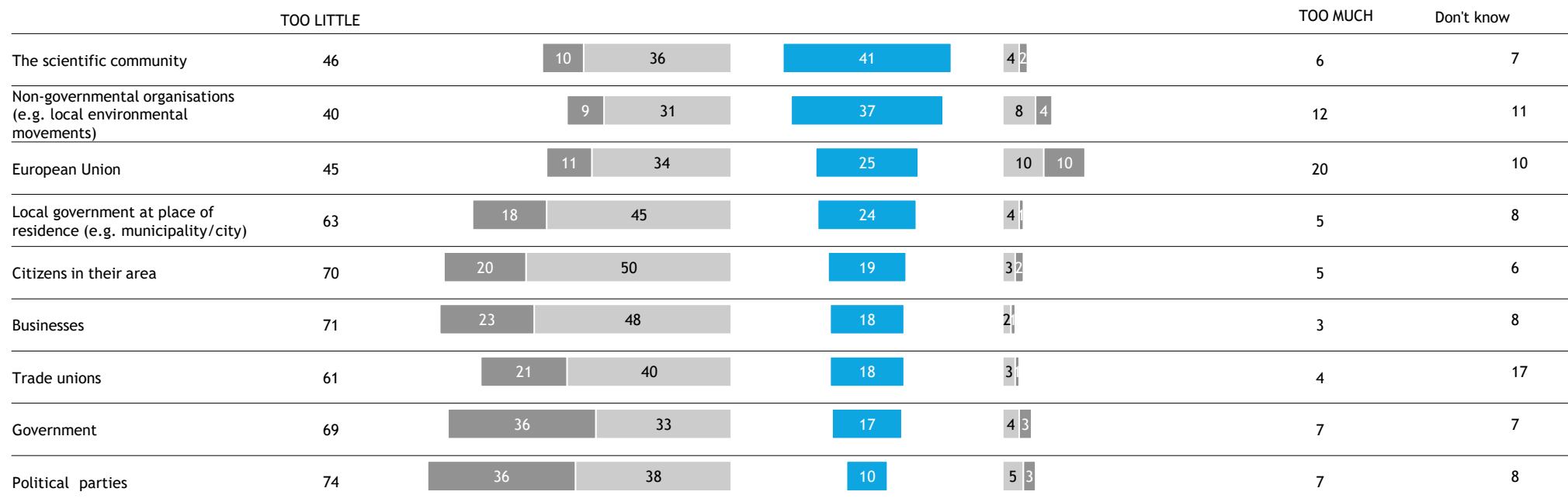
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1,842 PLN)	Medium 60-140% (1,842-4,297 PLN)	High >140% (> PLN 4,297)
<b>YES</b>	<b>76</b>	<b>68</b>	77	77	77	74	79
Yes, definitely	31	23	31	33	24	29	36
Rather yes	45	45	46	44	53	45	43
<b>NO</b>	<b>14</b>	20	14	13	12	15	14
No, not really	11	17	11	10	9	11	11
No, not at all	3	3	3	3	3	3	3
Don't know	10	12	9	10	11	11	7

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Attribution of responsibility

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



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

Way too little  
Too little

Just right

Way too much  
Too much

# Attribution of responsibility (1)

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
<b>Businesses</b>											
Way too much/too much	3	3	1	1	2	6	1	2	7	10	3
Just right	18	20	8	30	17	25	13	17	17	25	14
Too little/way too little	71	72	89	64	73	63	78	72	64	50	77
<b>Local government at place of residence (e.g. municipality/city)</b>											
Way too much/too much	5	2	-	6	1	9	3	4	4	14	4
Just right	24	28	14	19	24	24	23	26	33	26	24
Too little/way too little	63	64	84	68	64	58	66	60	52	44	68
<b>European Union</b>											
Way too much/too much	20	23	8	20	12	26	19	24	28	32	13
Just right	25	19	34	28	37	28	18	20	18	23	32
Too little/way too little	45	52	57	47	39	40	48	44	38	32	49

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

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strongly overrepresented  
 overrepresented  
 strongly underrepresented  
 underrepresented

# Attribution of responsibility (2)

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
<b>Government</b>											
Way too much/too much	7	5	1	5	5	11	7	6	11	17	4
Just right	17	25	4	20	11	19	10	25	22	22	10
Too little/way too little	69	63	92	72	74	64	78	61	56	47	84
<b>Citizens in their area</b>											
Way too much/too much	5	2	1	8	2	5	2	6	6	13	3
Just right	19	20	8	16	19	26	20	23	23	27	9
Too little/way too little	70	74	91	74	74	63	69	63	63	45	84
<b>Trade unions</b>											
Way too much/too much	4	5	1	4	3	5	2	1	4	15	3
Just right	18	21	6	25	20	26	13	16	19	23	12
Too little/way too little	61	64	84	62	60	60	65	60	45	43	69

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

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strongly overrepresented  
 overrepresented  
 strongly underrepresented  
 underrepresented





# Attribution of responsibility (3)

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
<b>Political parties</b>											
Way too much/too much	7	6	1	6	2	13	4	7	9	19	4
Just right	10	11	1	13	12	12	8	12	10	13	6
Too little/way too little	74	75	94	77	76	67	80	66	64	50	85
<b>Non-governmental organisations (e.g. local environmental movements)</b>											
Way too much/too much	12	15	6	10	15	14	7	14	16	22	9
Just right	37	32	51	37	38	34	40	32	39	23	38
Too little/way too little	40	47	37	49	33	45	40	37	29	38	47
<b>The scientific community</b>											
Way too much/too much	6	6	5	8	3	8	2	4	7	16	2
Just right	41	36	40	44	58	42	33	37	40	38	46
Too little/way too little	46	56	51	41	32	44	55	49	38	34	46

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

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 underrepresented



# Attribution of responsibility (1)

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
<b>Businesses</b>								
Way too much/too much	3	5	2	4	5	3	3	2
Just right	18	21	16	24	20	17	16	14
Too little/way too little	71	68	73	63	67	74	74	77
<b>Local government at place of residence (e.g. municipality/city)</b>								
Way too much/too much	5	7	3	3	5	7	6	3
Just right	24	28	20	26	31	18	20	24
Too little/way too little	63	58	68	60	58	67	65	66
<b>European Union</b>								
Way too much/too much	20	27	14	15	26	20	23	18
Just right	25	26	25	26	24	25	22	28
Too little/way too little	45	40	50	47	38	47	47	46

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Attribution of responsibility (2)

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
<b>Government</b>								
Way too much/too much	7	9	6	6	9	8	8	4
Just right	17	19	15	13	20	15	19	18
Too little/way too little	69	67	71	74	64	71	66	72
<b>Citizens in their area</b>								
Way too much/too much	5	7	2	9	7	3	3	1
Just right	19	22	17	13	23	18	21	21
Too little/way too little	70	66	74	72	64	73	70	71
<b>Trade unions</b>								
Way too much/too much	4	5	3	6	6	3	4	2
Just right	18	23	13	22	22	15	16	14
Too little/way too little	61	59	64	57	55	67	63	67

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

strongly overrepresented
strongly underrepresented

overrepresented
underrepresented

# Attribution of responsibility (3)

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
<b>Political parties</b>								
Way too much/too much	7	10	5	9	7	6	9	5
Just right	10	11	9	6	14	9	9	10
Too little/way too little	74	72	75	74	69	75	74	76
<b>Non-governmental organisations (e.g. local environmental movements)</b>								
Way too much/too much	12	18	7	12	16	10	15	9
Just right	37	38	35	39	38	36	32	38
Too little/way too little	40	37	44	38	36	44	43	42
<b>The scientific community</b>								
Way too much/too much	6	7	5	8	7	5	7	4
Just right	41	43	38	48	45	37	35	38
Too little/way too little	46	44	47	37	40	50	50	52

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Attribution of responsibility (1)

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

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1,842 PLN)	Medium 60-140% (1,842-4,297 PLN)	High >140% (> PLN 4,297)
<b>Businesses</b>							
Way too much/too much	3	9	3	2	4	3	2
Just right	18	25	19	16	24	18	18
Too little/way too little	71	54	71	77	59	71	77
<b>Local government at place of residence (e.g. municipality/city)</b>							
Way too much/too much	5	8	5	3	5	5	4
Just right	24	22	25	23	24	25	23
Too little/way too little	63	59	62	68	61	62	67
<b>European Union</b>							
Way too much/too much	20	19	20	22	18	20	21
Just right	25	20	23	31	24	26	28
Too little/way too little	45	49	48	38	46	44	47

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Attribution of responsibility (2)

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

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1,842 PLN)	Medium 60-140% (1,842-4,297 PLN)	High >140% (> PLN 4,297)
<b>Government</b>							
Way too much/too much	7	11	7	7	6	8	5
Just right	17	22	16	16	18	17	17
Too little/way too little	69	57	70	72	65	68	74
<b>Citizens in their area</b>							
Way too much/too much	5	8	5	3	5	5	5
Just right	19	24	21	15	19	21	16
Too little/way too little	70	60	68	78	68	67	76
<b>Trade unions</b>							
Way too much/too much	4	8	4	4	7	4	3
Just right	18	30	18	15	23	18	17
Too little/way too little	61	46	61	68	51	61	67

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Attribution of responsibility (3)

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

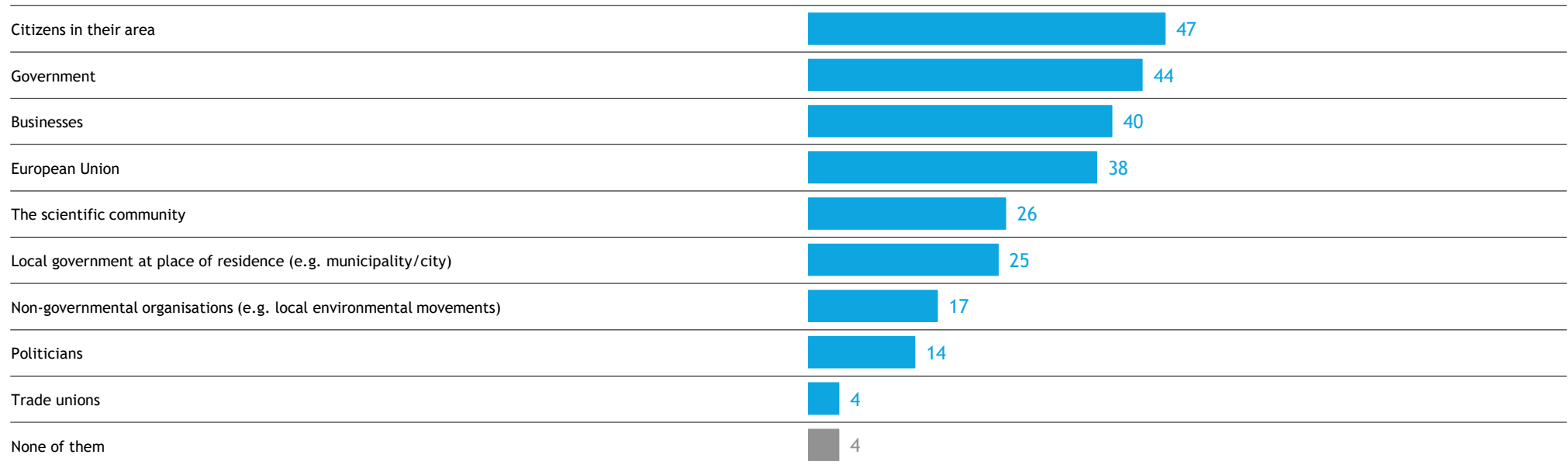
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1,842 PLN)	Medium 60-140% (1,842-4,297 PLN)	High >140% (> PLN 4,297)
<b>Political parties</b>							
Way too much/too much	7	10	7	7	4	8	6
Just right	10	13	10	7	14	9	10
Too little/way too little	74	66	73	77	71	73	78
<b>Non-governmental organisations (e.g. local environmental movements)</b>							
Way too much/too much	12	16	12	13	9	12	13
Just right	37	38	36	37	42	36	39
Too little/way too little	40	32	41	42	37	40	41
<b>The scientific community</b>							
Way too much/too much	6	8	6	6	6	6	6
Just right	41	36	41	42	41	40	41
Too little/way too little	46	45	46	44	47	44	49

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Attribution of responsibility

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



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





# Attribution of responsibility

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Citizens in their area	47	52	44	58	49	43	44	51	47	33	51
Government	44	53	53	39	42	38	48	41	42	32	47
Businesses	40	49	41	33	45	39	46	46	39	22	37
European Union	38	32	51	44	44	37	38	26	33	34	38
The scientific community	26	31	32	23	28	31	29	20	21	21	26
Local government at place of residence (e.g. municipality/city)	25	32	28	24	22	18	22	31	31	18	29
Non-governmental organisations (e.g. local environmental movements)	17	14	20	15	17	14	17	18	18	14	22
Politicians	14	12	13	19	16	17	12	10	16	15	9
Trade unions	4	2	-	7	2	3	4	6	3	7	3
None of them	4	3	1	2	2	4	2	7	6	14	1

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

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 strongly overrepresented  
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# Attribution of responsibility

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Citizens in their area	47	42	52	50	47	49	46	42
Government	44	46	41	43	39	43	42	53
Businesses	40	39	41	35	37	35	47	48
European Union	38	38	37	40	39	39	33	36
The scientific community	26	32	21	26	26	24	27	29
Local government at place of residence (e.g. municipality/city)	25	24	27	19	24	26	25	33
Non-governmental organisations (e.g. local environmental movements)	17	13	20	16	14	19	16	19
Politicians	14	15	13	20	15	14	13	9
Trade unions	4	5	3	8	3	4	2	1
None of them	4	4	4	3	4	5	4	4

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Attribution of responsibility

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

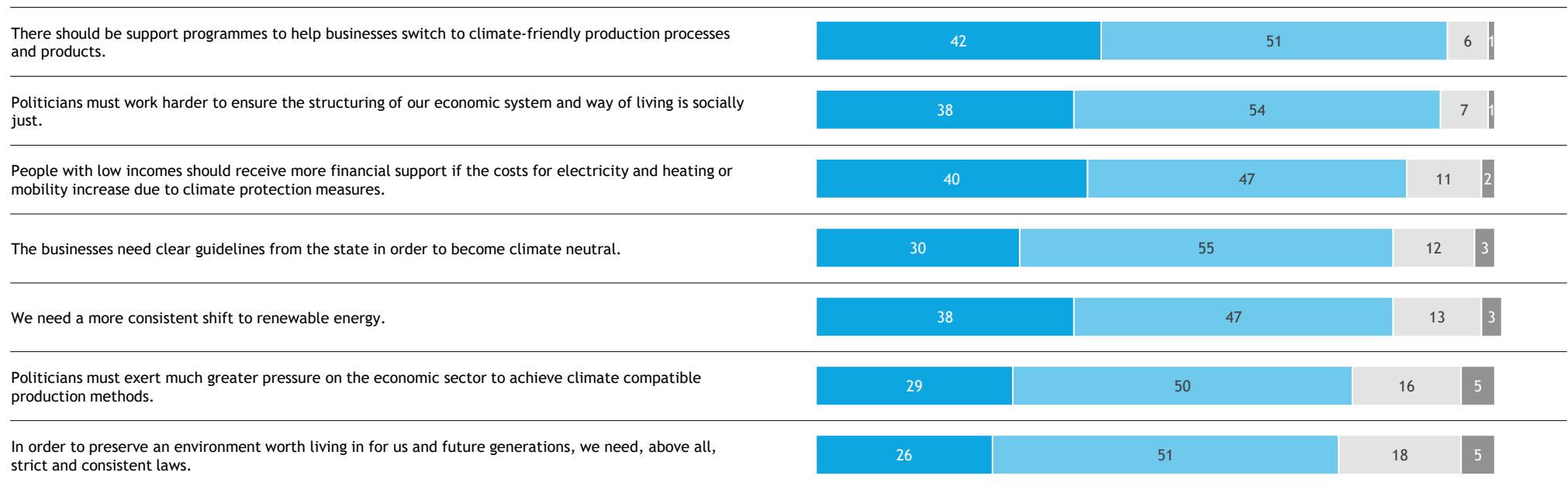
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1,842 PLN)	Medium 60-140% (1,842-4,297 PLN)	High >140% (> PLN 4,297)
Citizens in their area	47	43	47	47	52	47	47
Government	44	39	44	44	37	45	44
Businesses	40	32	40	44	32	41	44
European Union	38	38	36	40	35	38	38
The scientific community	26	20	26	28	16	26	32
Local government at place of residence (e.g. municipality/city)	25	19	25	28	23	25	26
Non-governmental organisations (e.g. local environmental movements)	17	15	18	15	18	17	15
Politicians	14	21	14	12	22	14	11
Trade unions	4	8	4	2	5	4	3
None of them	4	7	4	3	5	4	2

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Attitudes towards policies (1)

To what extent do you agree with the following statements?

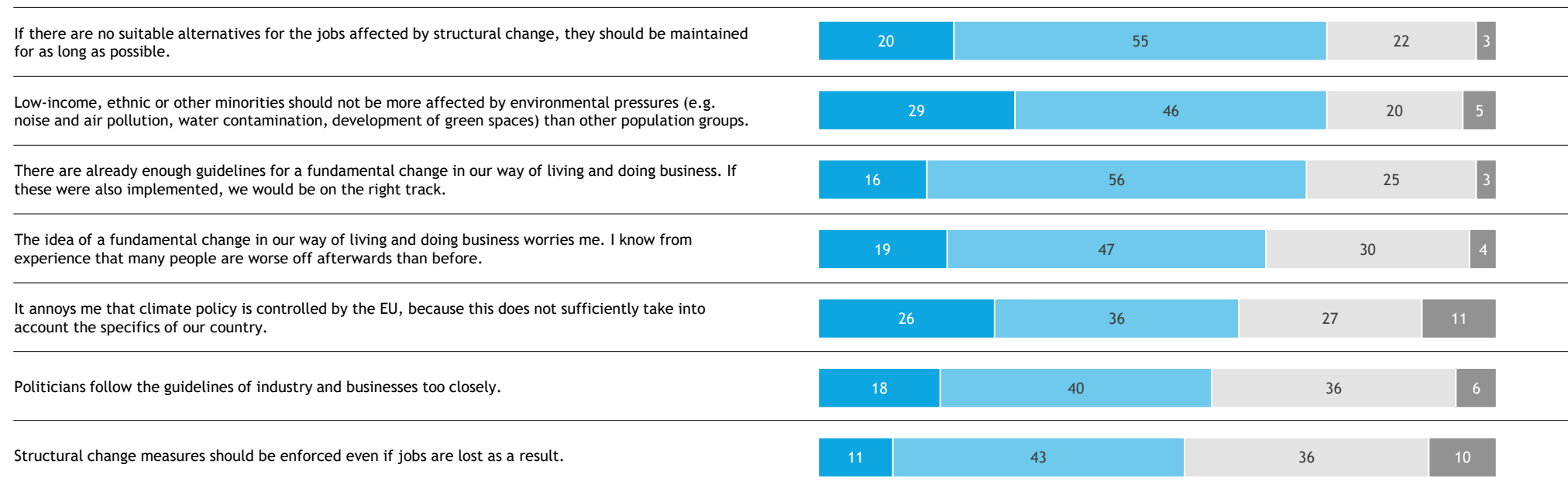


Basis: 1,200 cases, total sample; figures in %.

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

# Attitudes towards policies (2)

To what extent do you agree with the following statements?



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

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

# Attitudes towards policies (1)





To what extent do you agree with the following statements?

Response category: "Fully agree / Somewhat agree".

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
There should be support programmes to help businesses switch to climate-friendly production processes and products.	93	95	98	94	86	93	96	94	89	82	96
Politicians must work harder to ensure the structuring of our economic system and way of living is socially just.	92	95	96	96	91	90	94	94	89	79	93
People with low incomes should receive more financial support if the costs for electricity and heating or mobility increase due to climate protection measures.	87	91	82	83	79	91	90	90	93	79	85
The businesses need clear guidelines from the state in order to become climate neutral.	85	91	96	92	77	83	86	84	83	68	88
We need a more consistent shift to renewable energy.	85	90	96	84	83	76	88	83	80	71	95
Politicians must exert much greater pressure on the economic sector to achieve climate compatible production methods.	79	83	94	82	75	72	80	79	65	66	92
In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.	77	86	87	81	74	74	79	76	69	58	85

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

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

 strongly overrepresented  
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 underrepresented

# Attitudes towards policies (2)





To what extent do you agree with the following statements?

Response category: "Fully agree / Somewhat agree".

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
If there are no suitable alternatives for the jobs affected by structural change, they should be maintained for as long as possible.	75	84	49	85	65	83	75	76	79	77	79
Low-income, ethnic or other minorities should not be more affected by environmental pressures (e.g. noise and air pollution, water contamination, development of green spaces) than other population groups.	75	75	77	77	69	83	74	71	78	60	82
There are already enough guidelines for a fundamental change in our way of living and doing business. If these were also implemented, we would be on the right track.	72	76	70	75	64	77	73	78	70	69	66
The idea of a fundamental change in our way of living and doing business worries me. I know from experience that many people are worse off afterwards than before.	66	72	36	70	49	81	74	70	74	70	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.	62	75	27	68	45	74	67	69	59	72	62
Politicians follow the guidelines of industry and businesses too closely.	58	55	48	57	49	63	65	60	56	62	60
Structural change measures should be enforced even if jobs are lost as a result.	54	60	72	54	53	48	46	46	36	54	76

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

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 SEN = Sensation-Oriented  
 PRO = Progressive Realists

 strongly overrepresented  
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# Attitudes towards policies (1)

To what extent do you agree with the following statements?

Response category: "Fully agree / Somewhat agree".

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
There should be support programmes to help businesses switch to climate-friendly production processes and products.	93	90	95	91	89	93	94	97
Politicians must work harder to ensure the structuring of our economic system and way of living is socially just.	92	90	94	92	86	94	92	97
People with low incomes should receive more financial support if the costs for electricity and heating or mobility increase due to climate protection measures.	87	86	87	86	84	88	87	90
The businesses need clear guidelines from the state in order to become climate neutral.	85	82	88	86	78	86	87	90
We need a more consistent shift to renewable energy.	85	82	87	84	80	86	82	91
Politicians would have to exert much more pressure on businesses to achieve climate-friendly production methods.	79	74	83	79	71	83	77	84
In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.	77	75	79	79	71	77	75	84

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Attitudes towards policies (2)

To what extent do you agree with the following statements?

Response category: "Fully agree / Somewhat agree".

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
If there are no suitable alternatives for the jobs affected by structural change, they should be maintained for as long as possible.	75	71	79	77	73	76	79	71
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.	75	74	75	76	71	75	77	76
There are already enough guidelines for a fundamental change in our way of living and doing business. If these were also implemented, we would be on the right track.	72	71	74	72	68	71	69	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.	66	68	66	58	68	67	74	67
It annoys me that climate policy is controlled by the EU, because this does not sufficiently take into account the specifics of our country.	62	63	62	71	65	62	60	53
Politicians follow the guidelines of industry and businesses too closely.	58	60	56	54	58	58	61	58
Structural change measures should be enforced even if jobs are lost as a result.	54	56	51	54	50	54	49	62

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented



# Attitudes towards policies (1)

To what extent do you agree with the following statements?

Response category: "Fully agree / Somewhat agree".

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1,842 PLN)	Medium 60-140% (1,842-4,297 PLN)	High >140% (> PLN 4,297)
There should be support programmes to help businesses switch to climate-friendly production processes and products.	93	88	93	93	91	94	92
Politicians must work harder to ensure the structuring of our economic system and way of living is socially just.	92	89	93	92	89	93	92
People with low incomes should receive more financial support if the costs for electricity and heating or mobility increase due to climate protection measures.	87	92	89	80	97	89	80
The businesses need clear guidelines from the state in order to become climate neutral.	85	81	85	86	85	84	87
We need a more consistent shift to renewable energy.	85	77	84	87	79	84	88
Politicians must exert much greater pressure on the economic sector to achieve climate compatible production methods.	79	71	79	80	73	78	80
In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.	77	77	78	75	76	77	78

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Attitudes towards policies (2)

To what extent do you agree with the following statements?

Response category: "Fully agree / Somewhat agree".

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1,842 PLN)	Medium 60-140% (1,842-4,297 PLN)	High >140% (> PLN 4,297)
If there are no suitable alternatives for the jobs affected by structural change, they should be maintained for as long as possible.	75	82	78	66	75	78	71
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.	75	83	74	73	80	76	71
There are already enough guidelines for a fundamental change in our way of living and doing business. If these were also implemented, we would be on the right track.	72	79	72	70	73	73	73
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.	66	68	70	58	75	69	61
It annoys me that climate policy is controlled by the EU, because this does not sufficiently take into account the specifics of our country.	62	62	64	58	66	62	59
Politicians follow the guidelines of industry and businesses too closely.	58	58	61	50	65	58	55
Structural change measures should be enforced even if jobs are lost as a result.	54	53	52	58	54	51	60

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Attitudes towards policies (1)





To what extent do you agree with the following statements?

Response category: "Fully agree".

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
There should be support programmes to help businesses switch to climate-friendly production processes and products.	42	53	65	52	37	24	37	37	34	29	49
People with low incomes should receive more financial support if the costs for electricity and heating or mobility increase due to climate protection measures.	40	50	41	42	27	36	44	41	45	28	40
We need a more consistent shift to renewable energy.	38	48	75	45	35	17	33	29	34	19	44
Politicians must work harder to ensure the structuring of our economic system and way of living is socially just..	38	47	60	42	28	25	38	34	32	22	43
The businesses need clear guidelines from the state in order to become climate neutral.	30	38	58	42	25	20	28	22	16	14	32
Politicians must exert much greater pressure on the economic sector to achieve climate compatible production methods	29	37	56	35	20	18	25	22	22	16	40
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.	29	31	40	33	27	24	30	23	34	14	27

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

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 PRO = Progressive Realists

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# Attitudes towards policies (2)

To what extent do you agree with the following statements?

Response category: "Fully agree".

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.	26	36	44	32	17	17	24	21	21	23	26
It annoys me that climate policy is controlled by the EU, because this does not sufficiently take into account the specifics of our country.	26	35	10	30	13	29	30	33	31	25	19
If there are no suitable alternatives for the jobs affected by structural change, they should be maintained for as long as possible.	20	25	12	26	8	19	21	26	20	19	14
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.	19	26	13	22	8	16	18	21	29	22	17
Politicians follow the guidelines of industry and businesses too closely.	18	19	16	24	10	16	24	14	20	18	16
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.	16	21	21	25	12	15	11	14	12	13	17
Structural change measures should be enforced even if jobs are lost as a result.	11	11	17	19	7	11	8	4	10	8	12

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

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strongly overrepresented  
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# Attitudes towards policies (1)

To what extent do you agree with the following statements?

Response category: "Fully agree".

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
There should be support programmes to help businesses switch to climate-friendly production processes and products.	42	41	42	41	38	42	41	47
People with low incomes should receive more financial support if the costs for electricity and heating or mobility increase due to climate protection measures.	40	38	42	41	39	38	40	42
We need a more consistent shift to renewable energy.	38	38	38	33	31	42	35	50
Politicians must work harder to ensure the structuring of our economic system and way of living is socially just..	38	37	38	34	34	32	37	51
The businesses need clear guidelines from the state in order to become climate neutral.	30	29	31	25	28	27	30	40
Politicians must exert much greater pressure on the economic sector to achieve climate compatible production methods	29	28	31	27	26	24	26	44
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.	29	29	28	30	26	28	30	30

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Attitudes towards policies (2)

To what extent do you agree with the following statements?

Response category: "Fully agree".

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.	26	25	28	28	22	24	26	34
It annoys me that climate policy is controlled by the EU, because this does not sufficiently take into account the specifics of our country.	26	30	22	26	26	26	28	24
If there are no suitable alternatives for the jobs affected by structural change, they should be maintained for as long as possible.	20	18	22	16	22	21	24	16
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.	19	20	19	13	21	22	23	18
Politicians follow the guidelines of industry and businesses too closely.	18	19	18	14	17	21	19	19
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.	16	15	17	15	16	14	14	20
Structural change measures should be enforced even if jobs are lost as a result.	11	11	10	12	13	7	8	13

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Attitudes towards policies (1)

To what extent do you agree with the following statements?

Response category: "Fully agree".

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1,842 PLN)	Medium 60-140% (1,842-4,297 PLN)	High >140% (> PLN 4,297)
There should be support programmes to help businesses switch to climate-friendly production processes and products.	42	35	42	44	44	41	45
People with low incomes should receive more financial support if the costs for electricity and heating or mobility increase due to climate protection measures.	40	46	43	31	56	41	33
We need a more consistent shift to renewable energy.	38	30	36	45	29	38	44
Politicians must work harder to ensure the structuring of our economic system and way of living is socially just.	38	35	38	38	36	39	37
The businesses need clear guidelines from the state in order to become climate neutral.	30	26	30	32	30	31	31
Politicians must exert much greater pressure on the economic sector to achieve climate compatible production methods	29	25	30	28	24	30	32
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.	29	31	28	30	28	31	26

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Attitudes towards policies (2)

To what extent do you agree with the following statements?

Response category: "Fully agree".

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1,842 PLN)	Medium 60-140% (1,842-4,297 PLN)	High >140% (> PLN 4,297)
In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.	26	27	26	26	25	27	28
It annoys me that climate policy is controlled by the EU, because this does not sufficiently take into account the specifics of our country.	26	26	28	23	26	26	25
If there are no suitable alternatives for the jobs affected by structural change, they should be maintained for as long as possible.	20	21	21	16	24	20	17
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.	19	18	20	17	26	19	19
Politicians follow the guidelines of industry and businesses too closely.	18	23	19	15	19	19	18
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.	16	19	16	16	12	17	17
Structural change measures should be enforced even if jobs are lost as a result.	11	11	10	12	9	10	15

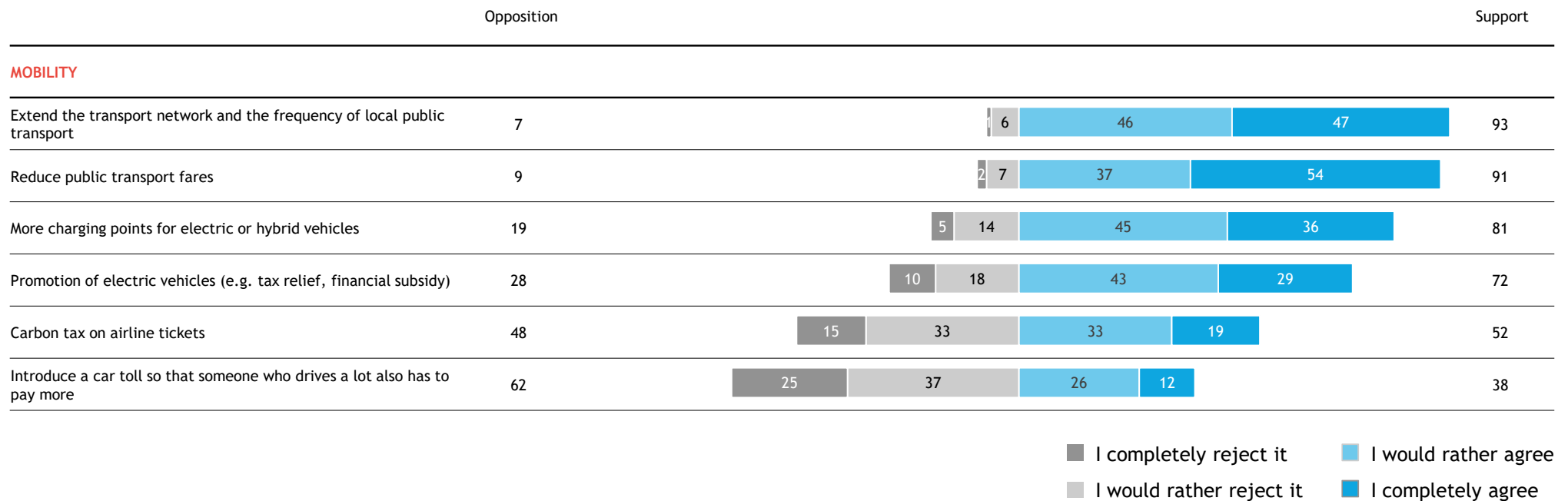
Basis: 1,200 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented



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

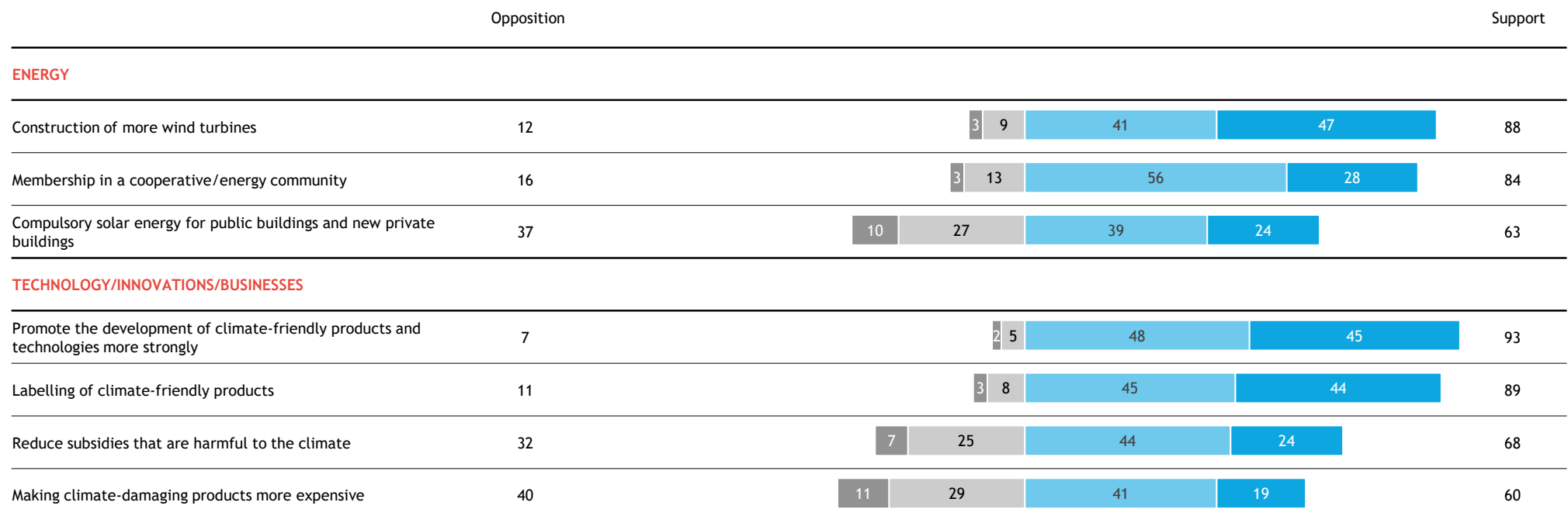
There are various proposals to advance climate and environmental protection. To what extent do you support the following measures?



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

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

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

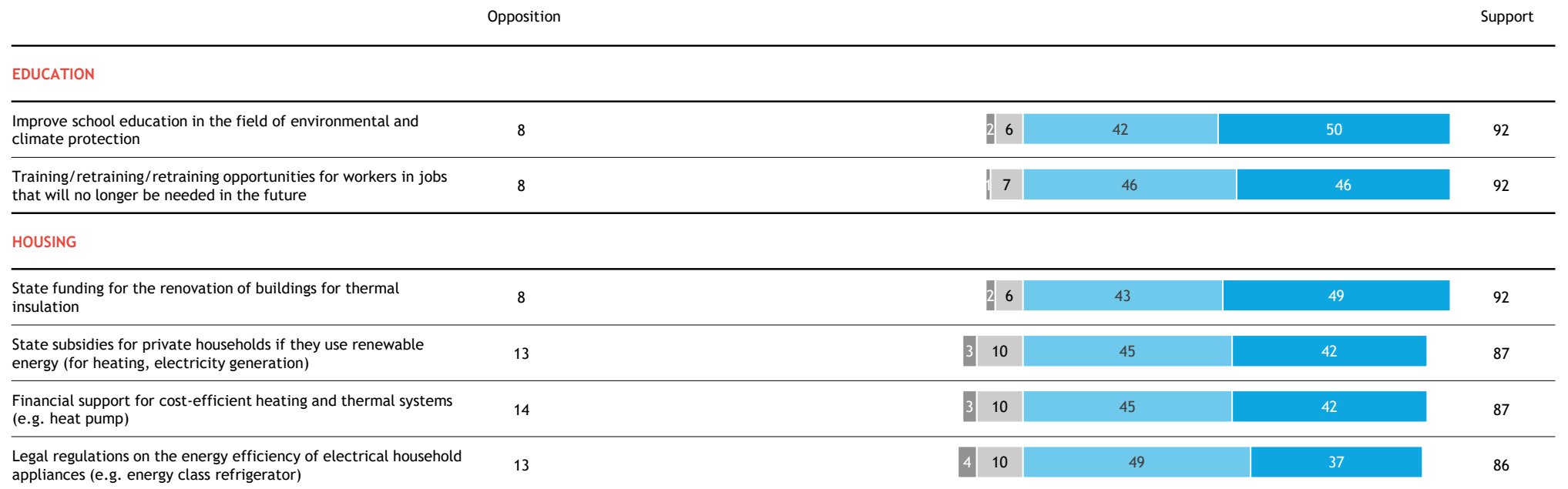


Basis: 1,200 cases, total sample; figures in %.

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

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

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



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

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

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

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

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
<b>MOBILITY</b>											
Extend the transport network and the frequency of local public transport	93	96	98	94	92	89	96	92	92	84	93
Reduce public transport fares	91	95	92	92	94	86	92	93	93	81	95
More charging points for electric or hybrid vehicles	81	83	90	93	88	78	77	79	79	54	89
Promotion of electric vehicles (e.g. tax relief, financial subsidy)	72	80	81	81	71	70	66	67	64	55	84
Carbon tax on airline tickets	52	58	68	52	44	47	56	50	54	40	57
Introduce a car toll so that someone who drives a lot also has to pay more	38	34	51	46	39	33	34	33	35	37	44

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

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 CMA = Consumer Materialists  
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 PRO = Progressive Realists

strongly overrepresented  
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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
<b>MOBILITY</b>								
Extend the transport network and the frequency of local public transport	93	92	94	90	92	93	92	96
Reduce public transport fares	91	88	94	88	90	91	92	94
More charging points for electric or hybrid vehicles	81	80	81	80	78	80	78	88
Promotion of electric vehicles (e.g. tax relief, financial subsidy)	72	67	76	71	67	73	71	76
Carbon tax on airline tickets	52	50	56	42	46	56	60	61
Introduce a car toll so that someone who drives a lot also has to pay more	38	38	38	34	33	40	37	46

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

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

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

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

Response category: "I completely / would rather agree".		Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1,842 PLN)	Medium 60-140% (1,842-4,297 PLN)	High >140% (> PLN 4,297)
MOBILITY							
Extend the transport network and the frequency of local public transport	93	79	94	94	91	92	95
Reduce public transport fares	91	80	92	94	89	92	90
More charging points for electric or hybrid vehicles	81	76	81	82	76	81	83
Promotion of electric vehicles (e.g. tax relief, financial subsidy)	72	72	73	69	73	73	72
Carbon tax on airline tickets	52	50	54	52	54	56	51
Introduce a car toll so that someone who drives a lot also has to pay more	38	49	37	37	45	40	38

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

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





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

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
<b>MOBILITY</b>											
Introduce a car toll so that someone who drives a lot also has to pay more	62	66	49	54	61	67	66	67	65	63	56
Carbon tax on airline tickets	48	42	32	48	56	53	44	50	46	60	43
Promotion of electric vehicles (e.g. tax relief, financial subsidy)	28	20	19	19	29	30	34	33	36	45	16
More charging points for electric or hybrid vehicles	19	17	10	7	12	22	23	21	21	46	11
Reduce public transport fares	9	5	8	8	6	14	8	7	7	19	5
Extend the transport network and the frequency of local public transport	7	4	2	6	8	11	4	8	8	16	7

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

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

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

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
<b>MOBILITY</b>								
Introduce a car toll so that someone who drives a lot also has to pay more	62	62	62	66	67	60	63	54
Carbon tax on airline tickets	48	50	44	58	54	44	40	39
Promotion of electric vehicles (e.g. tax relief, financial subsidy)	28	33	24	29	33	27	29	24
More charging points for electric or hybrid vehicles	19	20	19	20	22	20	22	12
Reduce public transport fares	9	12	6	12	10	9	8	6
Extend the transport network and the frequency of local public transport	7	8	6	10	8	7	8	4

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented



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

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

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

Response category: "I completely / would rather reject it".		Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1,842 PLN)	Medium 60-140% (1,842-4,297 PLN)	High >140% (> PLN 4,297)
MOBILITY							
Introduce a car toll so that someone who drives a lot also has to pay more	62	51	63	63	55	60	62
Carbon tax on airline tickets	48	50	46	48	46	44	49
Promotion of electric vehicles (e.g. tax relief, financial subsidy)	28	28	27	31	27	27	28
More charging points for electric or hybrid vehicles	19	24	19	18	24	19	17
Reduce public transport fares	9	20	8	6	11	8	10
Extend the transport network and the frequency of local public transport	7	21	6	6	9	8	5

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

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

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

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
<b>ENERGY</b>											
Construction of more wind turbines	88	91	98	88	94	87	87	90	88	76	89
Membership in a cooperative/energy community	84	92	93	84	87	76	84	84	81	67	91
Compulsory solar energy for public buildings and new private buildings	63	70	79	69	58	67	62	54	47	46	74
<b>TECHNOLOGY/INNOVATIONS/THE BUSINESSES</b>											
Promote the development of climate-friendly products and technologies more strongly	93	95	99	97	94	93	94	92	90	77	97
Labelling of climate-friendly products	89	93	96	91	93	87	93	88	87	69	94
Reduce subsidies that are harmful to the climate (e.g. commuter tax allowance, abolish tax exemption for aviation fuel).	68	71	79	72	65	61	66	64	61	62	82
Making climate-damaging products more expensive	60	63	77	66	51	53	58	61	48	46	66

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

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

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

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

Response category: "I completely / would rather agree".		Gender		Age (years)				
	Total	Male	Female	18-29	30-39	40-49	50-59	60-69
ENERGY								
Construction of more wind turbines	88	88	90	85	86	90	87	95
Membership in a cooperative/energy community (community that has organised itself at local level to shape its energy supply in a more sustainable and independent way)	84	81	87	78	80	87	84	90
Compulsory solar energy for public buildings and new private buildings	63	60	66	62	52	68	61	71
TECHNOLOGY/INNOVATIONS/BUSINESSES								
Promote the development of climate-friendly products and technologies more strongly	93	91	95	93	90	94	93	96
Labelling of climate-friendly products	89	87	92	89	85	90	88	95
Reduce subsidies that are harmful to the climate (e.g. commuter tax allowance, abolish tax exemption for aviation fuel).	68	64	73	63	64	69	70	76
Making climate-damaging products more expensive	60	55	64	54	51	63	58	72

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

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

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

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

Response category: "I completely / would rather agree".		Education			Net equivalent income (HH/month)		
	Total	Low	Medium	High	Low <60% (<1,842 PLN)	Medium 60-140% (1,842-4,297 PLN)	High >140% (> PLN 4,297)
ENERGY							
Construction of more wind turbines	88	86	88	90	85	89	90
Membership in a cooperative/energy community (community that has organised itself at local level to shape its energy supply in a more sustainable and independent way)	84	78	84	86	80	85	84
Compulsory solar energy for public buildings and new private buildings	63	57	63	64	59	63	66
TECHNOLOGY/INNOVATIONS/BUSINESSES							
Promote the development of climate-friendly products and technologies more strongly	93	88	94	94	89	93	94
Labelling of climate-friendly products	89	80	90	91	86	88	93
Reduce subsidies that are harmful to the climate (e.g. commuter tax allowance; abolish tax exemption for aviation fuel).	68	63	69	68	71	69	68
Making climate-damaging products more expensive	60	52	60	60	52	60	61

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

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





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

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
<b>ENERGY</b>											
Compulsory solar energy for public buildings and new private buildings	37	30	21	31	42	33	38	46	53	54	26
Membership in a cooperative/energy community (community that has organised itself at local level to shape its energy supply in a more sustainable and independent way)	16	8	7	16	13	24	16	16	19	33	9
Construction of more wind turbines	12	9	2	12	6	13	13	10	12	24	11
<b>TECHNOLOGY/INNOVATIONS/BUSINESSES</b>											
Making climate-damaging products more expensive	40	37	23	34	49	47	42	39	52	54	34
Reduce subsidies that are harmful to the climate (e.g. commuter tax allowance, abolish tax exemption for aviation fuel).	32	29	21	28	35	39	34	36	39	38	18
Labelling of climate-friendly products	11	7	4	9	7	13	7	12	13	31	6
Promote the development of climate-friendly products and technologies more strongly	7	5	1	3	6	7	6	8	10	23	3

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

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

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

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

Response category: "I completely / would rather reject it".		Gender		Age (years)				
	Total	Male	Female	18-29	30-39	40-49	50-59	60-69
ENERGY								
Compulsory solar energy for public buildings and new private buildings	37	40	34	38	48	32	39	29
Membership in a cooperative/energy community (community that has organised itself at local level to shape its energy supply in a more sustainable and independent way)	16	19	13	22	20	13	16	10
Construction of more wind turbines	12	12	10	15	14	10	13	5
TECHNOLOGY/INNOVATIONS/BUSINESSES								
Making climate-damaging products more expensive	40	45	36	46	49	37	42	28
Reduce subsidies that are harmful to the climate (e.g. commuter tax allowance, abolish tax exemption for aviation fuel).	32	36	27	37	36	31	30	24
Labelling of climate-friendly products	11	13	8	11	15	10	12	5
Promote the development of climate-friendly products and technologies more strongly	7	9	5	7	10	6	7	4

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

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

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

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

Response category: "I completely / would rather reject it".		Education			Net equivalent income (HH/month)			
		Total	Low	Medium	High	Low <60% (<1,842 PLN)	Medium 60-140% (1,842-4,297 PLN)	High >140% (> PLN 4,297)
ENERGY								
Compulsory solar energy for public buildings and new private buildings	37	43	37	36	41	37	34	
Membership in a cooperative/energy community (community that has organised itself at local level to shape its energy supply in a more sustainable and independent way)	16	22	16	14	20	15	16	
Construction of more wind turbines	12	14	12	10	15	11	10	
TECHNOLOGY/INNOVATIONS/BUSINESSES								
Making climate-damaging products more expensive	40	48	40	40	48	40	39	
Reduce subsidies that are harmful to the climate (e.g. commuter tax allowance, abolish tax exemption for aviation fuel).	32	37	31	32	29	31	32	
Labelling of climate-friendly products	11	20	10	9	14	12	7	
Promote the development of climate-friendly products and technologies more strongly	7	12	6	6	11	7	6	

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

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





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

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
<b>EDUCATION</b>											
Improve school education in the field of environmental and climate protection	92	98	100	94	91	91	93	93	87	79	96
Training/retraining/retraining opportunities for workers in jobs that will no longer be needed in the future	92	94	98	94	92	85	95	92	92	80	93
<b>HOUSING</b>											
State funding for the renovation of buildings for thermal insulation	92	95	97	89	92	92	94	90	92	81	93
State subsidies for private households if they use renewable energy (for heating, electricity generation)	87	92	94	89	89	84	89	86	80	77	94
Financial support for cost-efficient heating and thermal systems (e.g. heat pump)	87	92	91	92	82	89	86	88	84	77	92
Legal regulations on the energy efficiency of electrical household appliances (e.g. energy class refrigerator)	86	94	97	88	86	82	86	87	81	74	93

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

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

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

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
<b>EDUCATION</b>								
Improve school education in the field of environmental and climate protection	92	90	95	91	88	94	92	97
Training/retraining/retraining opportunities for workers in jobs that will no longer be needed in the future	92	90	93	89	88	96	90	96
<b>HOUSING</b>								
State funding for the renovation of buildings for thermal insulation	92	89	94	86	92	93	91	97
State subsidies for private households if they use renewable energy (for heating, electricity generation)	87	85	90	81	86	90	87	93
Financial support for cost-efficient heating and thermal systems (e.g. heat pump)	87	84	91	83	86	92	83	92
Legal regulations on the energy efficiency of electrical household appliances (e.g. energy class refrigerator)	86	84	90	81	80	92	87	94

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

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

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

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

Response category: "I completely / would rather agree".		Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1,842 PLN)	Medium 60-140% (1,842-4,297 PLN)	High >140% (> PLN 4,297)
EDUCATION							
Improve school education in the field of environmental and climate protection	92	88	92	94	94	93	92
Training/retraining/retraining opportunities for workers in jobs that will no longer be needed in the future	92	83	92	94	89	92	93
HOUSING							
State funding for the renovation of buildings for thermal insulation	92	86	92	93	90	92	91
State subsidies for private households if they use renewable energy (for heating, electricity generation)	87	79	90	86	86	88	87
Financial support for cost-efficient heating and thermal systems (e.g. heat pump)	87	82	87	89	90	87	87
Legal regulations on the energy efficiency of electrical household appliances (e.g. energy class refrigerator)	86	78	88	88	83	88	87

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

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





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

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
<b>EDUCATION</b>											
Improve school education in the field of environmental and climate protection	8	2	-	6	9	9	7	7	13	21	4
Training/retraining/retraining opportunities for workers in jobs that will no longer be needed in the future	8	6	2	6	8	15	5	8	8	20	7
<b>HOUSING</b>											
Legal regulations on the energy efficiency of electrical household appliances (e.g. energy class refrigerator)	14	6	3	12	14	18	14	13	19	26	7
Financial support for cost-efficient heating and thermal systems (e.g. heat pump)	13	8	9	8	18	11	14	12	16	23	8
State subsidies for private households if they use renewable energy (for heating, electricity generation)	13	8	6	11	11	16	11	14	20	23	6
State funding for the renovation of buildings for thermal insulation	8	5	3	11	8	8	6	10	8	19	7

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

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

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
<b>EDUCATION</b>								
Improve school education in the field of environmental and climate protection	8	10	5	9	12	6	8	3
Training/retraining/retraining opportunities for workers in jobs that will no longer be needed in the future	8	10	7	11	12	4	10	4
<b>HOUSING</b>								
Legal regulations on the energy efficiency of electrical household appliances (e.g. energy class refrigerator)	14	16	10	19	20	8	13	6
Financial support for cost-efficient heating and thermal systems (e.g. heat pump)	13	16	9	17	14	8	17	8
State subsidies for private households if they use renewable energy (for heating, electricity generation)	13	15	10	19	14	10	13	7
State funding for the renovation of buildings for thermal insulation	8	11	6	14	8	7	9	3

Basis: 1,200 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".

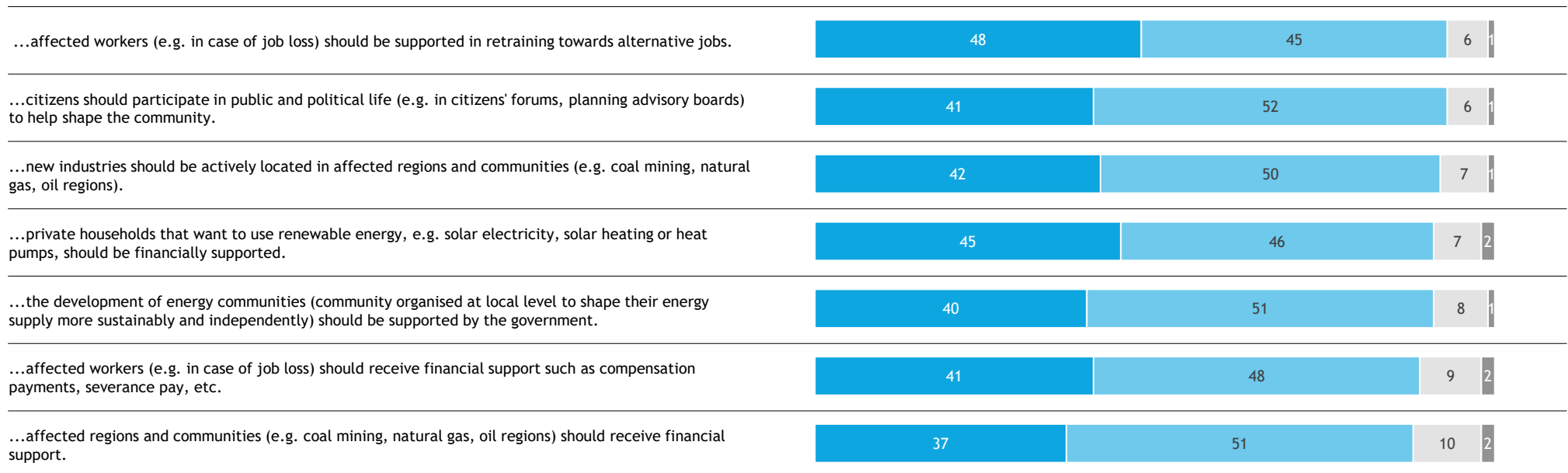
Response category: "I completely / would rather reject it".		Education			Net equivalent income (HH/month)		
	Total	Low	Medium	High	Low <60% (<1,842 PLN)	Medium 60-140% (1,842-4,297 PLN)	High >140% (> PLN 4,297)
EDUCATION							
Improve school education in the field of environmental and climate protection	8	12	8	6	6	7	8
Training/retraining/retraining opportunities for workers in jobs that will no longer be needed in the future	8	17	8	6	11	8	7
HOUSING							
Legal regulations on the energy efficiency of electrical household appliances (e.g. energy class refrigerator)	14	22	12	12	17	12	13
Financial support for cost-efficient heating and thermal systems (e.g. heat pump)	13	18	13	11	10	13	13
State subsidies for private households if they use renewable energy (for heating, electricity generation)	13	21	10	14	14	12	13
State funding for the renovation of buildings for thermal insulation	8	14	8	7	10	8	9

Basis: 1,200 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: 1,200 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.	93	97	95	96	91	93	95	92	96	83	93
...citizens should participate in public and political life (e.g. in citizens' forums, planning advisory boards) to help shape the community.	93	99	97	92	87	94	93	92	91	86	97
...new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).	92	98	96	96	92	90	94	92	92	78	99
...private households that want to use renewable energy, e.g. solar electricity, solar heating or heat pumps, should be financially supported.	91	93	95	94	89	89	94	89	89	80	96
...the development of energy communities (community organised at local level to shape their energy supply more sustainably and independently) should be supported by the government.	91	91	97	93	87	91	92	88	89	82	96
...affected workers (e.g. in case of job loss) should receive financial support such as compensation payments, severance pay, etc.	89	94	86	92	81	87	92	90	90	80	91
...affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.	88	95	87	89	84	88	93	90	82	82	90

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

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# Attitudes towards the energy/heat transition

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

Response category: "Fully agree / Somewhat agree".

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

Basis: 1,200 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% (<1,842 PLN)	Medium 60-140% (1,842-4,297 PLN)	High >140% (> PLN 4,297)
...affected workers (e.g. in case of job loss) should be supported in retraining towards alternative jobs.	93	88	95	92	90	94	93
...citizens should participate in public and political life (e.g. in citizens' forums, planning advisory boards) to help shape the community.	93	87	93	94	88	93	93
...new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).	92	88	93	94	86	93	94
...private households that want to use renewable energy, e.g. solar electricity, solar heating or heat pumps, should be financially supported.	91	88	91	91	92	91	91
...the development of energy communities (community organised at local level to shape their energy supply more sustainably and independently) should be supported by the government.	91	90	90	92	90	90	91
...affected workers (e.g. in case of job loss) should receive financial support such as compensation payments, severance pay, etc.	89	88	92	83	86	91	84
...affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.	88	85	89	88	87	89	86

Basis: 1,200 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".

	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.	48	59	64	61	38	39	48	44	45	31	48
...private households that want to use renewable energy, e.g. solar electricity, solar heating or heat pumps, should be financially supported.	45	59	60	52	30	40	45	42	40	33	42
...new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).	42	57	57	54	32	30	41	38	36	25	46
...affected workers (e.g. in case of job loss) should receive financial support such as compensation payments, severance pay, etc.	41	56	42	47	22	35	44	37	47	31	44
...citizens should participate in public and political life (e.g. in citizens' forums, planning advisory boards) to help shape the community.	41	55	57	47	33	30	39	36	38	31	38
...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.	40	53	58	54	34	27	40	33	35	26	36
...affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.	37	54	40	47	25	31	37	35	28	29	40

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

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# Attitudes towards the energy/heat transition

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

Response category: "Fully agree".

	Total	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.	48	49	48	42	48	48	50	53
...private households that want to use renewable energy, e.g. solar electricity, solar heating or heat pumps, should be financially supported.	45	44	46	37	43	41	52	54
...new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).	42	42	42	31	42	40	42	54
...affected workers (e.g. in case of job loss) should receive financial support such as compensation payments, severance pay, etc.	41	42	40	36	43	41	44	42
...citizens should participate in public and political life (e.g. in citizens' forums, planning advisory boards) to help shape the community.	41	39	42	33	40	38	46	45
...the development of energy communities (community organised at local level to shape their energy supply more sustainably and independently) should be supported by the government.	40	40	40	34	39	35	43	50
...affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.	37	38	36	28	39	36	39	42

Basis: 1,200 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".

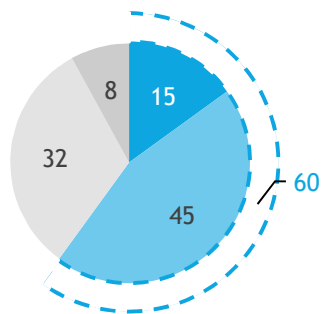
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1,842 PLN)	Medium 60-140% (1,842-4,297 PLN)	High >140% (> PLN 4,297)
...affected workers (e.g. in case of job loss) should be supported in retraining towards alternative jobs.	48	41	49	50	40	49	50
...private households that want to use renewable energy, e.g. solar electricity, solar heating or heat pumps, should be financially supported.	45	43	48	40	46	48	44
...new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).	42	36	42	44	32	42	45
...affected workers (e.g. in case of job loss) should receive financial support such as compensation payments, severance pay, etc.	41	43	42	37	40	42	39
...citizens should participate in public and political life (e.g. in citizens' forums, planning advisory boards) to help shape the community.	41	40	40	42	34	42	43
...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.	40	36	40	42	35	38	45
...affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.	37	34	38	36	35	36	38

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

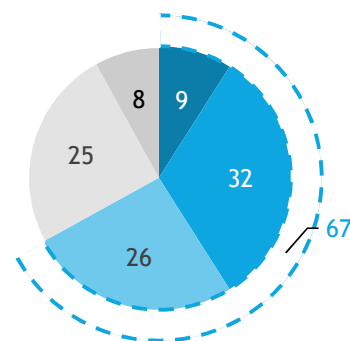
# Attitudes towards the energy/heat transition

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

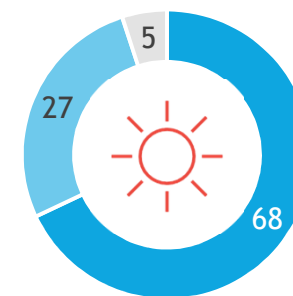
Could you imagine generating your own energy?



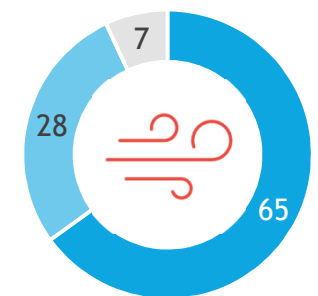
I already generate my own energy  
Yes, definitely  
Somewhat, yes  
No, not really  
No, not at all

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





# Attitudes towards the energy/heat transition

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
<b>YES</b>	<b>60</b>	68	74	74	63	61	53	51	45	44	73
Yes, definitely	15	21	17	26	18	14	11	10	7	14	17
Somewhat, yes	45	46	56	48	46	46	42	41	38	30	56
<b>NO</b>	<b>40</b>	32	26	26	37	39	47	49	55	56	27
No, not really	32	26	22	19	32	31	39	39	42	46	25
No, not at all	8	6	4	6	5	8	8	11	12	9	3

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

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

# Attitudes towards the energy/heat transition

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
<b>YES</b>	<b>60</b>	62	58	63	62	63	55	57
Yes, definitely	15	18	12	17	16	17	12	15
Somewhat, yes	45	43	46	46	46	47	43	42
<b>NO</b>	<b>40</b>	38	42	37	38	37	45	43
No, not really	32	29	36	31	33	29	35	34
No, not at all	8	9	6	6	5	8	10	9

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Attitudes towards the energy/heat transition

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

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1,842 PLN)	Medium 60-140% (1,842-4,297 PLN)	High >140% (> PLN 4,297)
<b>YES</b>	<b>60</b>	58	59	65	55	59	67
Yes, definitely	15	15	15	16	12	15	18
Somewhat, yes	45	42	44	48	42	43	49
<b>NO</b>	<b>40</b>	42	41	35	45	41	33
No, not really	32	30	34	29	35	34	27
No, not at all	8	13	7	7	10	7	6

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented







# Attitudes towards the energy/heat transition

Could you imagine generating your own energy?

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
YES	58	66	60	69	70	52	55	53	50	47	68
Yes, definitely	32	39	38	42	35	28	25	31	21	26	39
Somewhat, yes	26	28	22	28	35	24	30	22	29	21	29
NO	33	24	27	19	27	36	36	44	44	43	27
No, not really	25	18	24	16	21	32	26	30	27	30	23
No, not at all	8	6	3	3	6	4	10	14	17	14	4
I already generate my own energy	9	10	13	12	3	12	9	3	6	9	5

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

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 strongly overrepresented  
 overrepresented  
 strongly underrepresented  
 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)?

		Gender		Age (years)				
	Total	Male	Female	18-29	30-39	40-49	50-59	60-69
<b>YES</b>	<b>58</b>	61	56	66	63	59	52	51
Yes, definitely	32	36	28	39	29	34	29	28
Somewhat, yes	26	25	28	27	34	24	23	23
<b>NO</b>	<b>33</b>	30	37	23	27	30	41	46
No, not really	25	20	30	20	22	22	30	31
No, not at all	8	10	7	3	5	8	12	15
I already generate my own energy	9	9	8	11	10	11	7	3

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Attitudes towards the energy/heat transition

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

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1,842 PLN)	Medium 60-140% (1,842-4,297 PLN)	High >140% (> PLN 4,297)
<b>YES</b>	<b>58</b>	57	57	61	57	58	62
Yes, definitely	32	27	32	34	32	31	35
Somewhat, yes	26	30	26	27	25	27	26
<b>NO</b>	<b>33</b>	37	34	30	35	35	28
No, not really	25	25	26	23	27	25	22
No, not at all	8	12	8	7	8	10	6
I already generate my own energy	9	6	8	10	8	7	10

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented





# Attitudes towards the energy/heat transition

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
<b>Solar</b>											
I think that would be good	68	70	87	67	71	68	74	67	62	44	68
I would accept it	27	28	13	33	21	26	24	27	34	42	32
I would reject it	4	2	1	-	8	7	2	5	5	14	-
<b>Wind</b>											
I think that would be good	65	65	81	65	70	66	69	62	58	47	64
I would accept it	28	29	17	33	20	30	25	30	32	36	32
I would reject it	7	6	2	2	10	5	6	8	10	16	4

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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
<b>Solar</b>								
I think that would be good	68	74	63	64	66	70	67	74
I would accept it	27	23	32	32	29	28	25	22
I would reject it	4	4	4	3	5	2	8	4
<b>Wind</b>								
I think that would be good	65	68	62	62	61	67	63	72
I would accept it	28	26	31	32	32	27	27	22
I would reject it	7	7	7	5	8	6	9	6

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

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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?

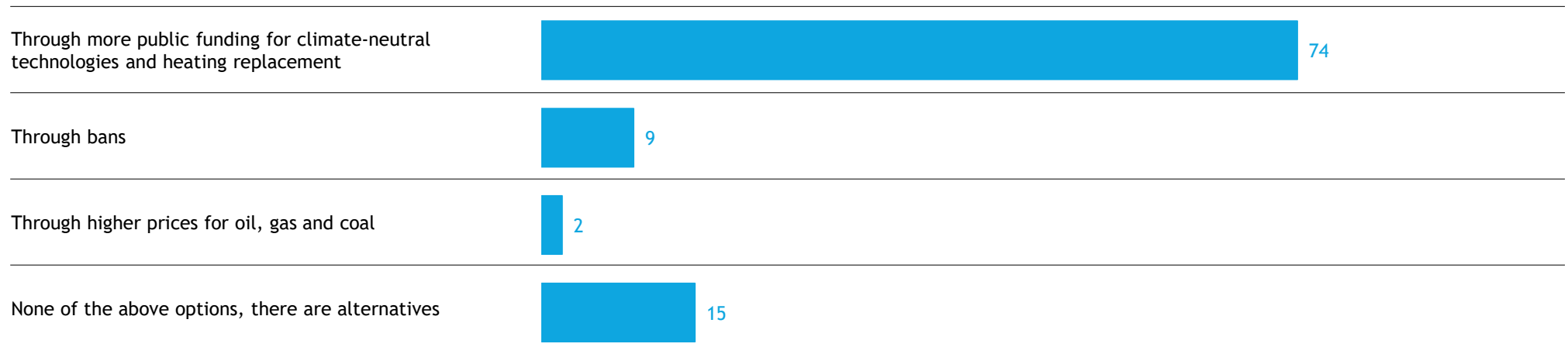
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1,842 PLN)	Medium 60-140% (1,842-4,297 PLN)	High >140% (> PLN 4,297)
<b>Solar</b>							
I think that would be good	68	56	67	75	58	71	71
I would accept it	27	36	29	22	34	26	25
I would reject it	4	9	4	3	8	3	3
<b>Wind</b>							
I think that would be good	65	59	63	72	54	66	68
I would accept it	28	35	30	23	37	27	25
I would reject it	7	6	8	5	9	6	6

Basis: 1,200 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?



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

# Attitudes towards the energy/heat transition

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Through more public funding for climate-neutral technologies and heating replacement	74	77	86	72	78	66	79	73	75	53	74
Through bans	9	6	5	13	6	14	6	7	5	17	15
Through higher prices for oil, gas and coal	2	2	1	3	1	5	1	2	3	2	6
None of the above options, there are alternatives	15	15	8	11	14	16	14	19	17	28	5

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strongly overrepresented strongly underrepresented  
 overrepresented underrepresented



# Attitudes towards the energy/heat transition

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

	Total	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	74	72	75	64	67	76	78	83
Through bans	9	9	9	16	11	9	6	3
Through higher prices for oil, gas and coal	2	3	2	5	2	3	1	1
None of the above options, there are alternatives	15	16	14	16	20	12	14	13

Basis: 1,200 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?

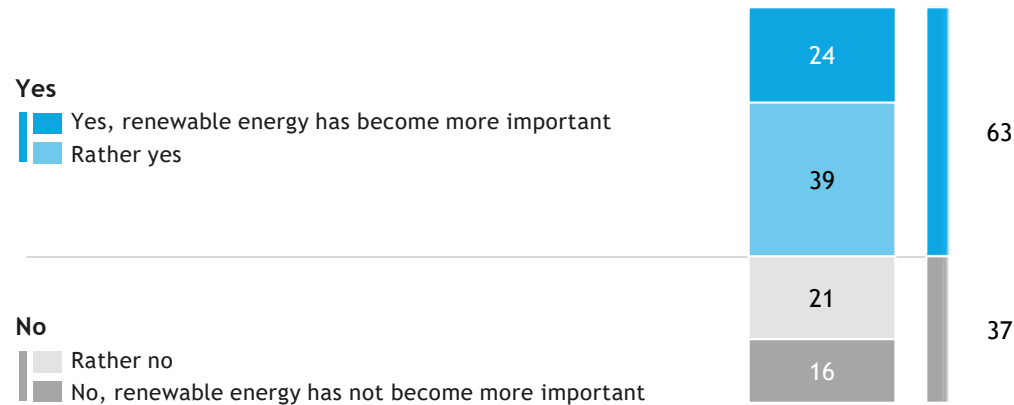
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1,842 PLN)	Medium 60-140% (1,842-4,297 PLN)	High >140% (> PLN 4,297)
Through more public funding for climate-neutral technologies and heating replacement	74	66	74	75	68	74	74
Through bans	9	11	9	8	9	8	11
Through higher prices for oil, gas and coal	2	3	3	2	4	2	3
None of the above options, there are alternatives	15	21	14	14	19	15	12

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Attitudes towards the energy/heat transition

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



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





# Attitudes towards the energy/heat transition

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
<b>YES</b>	<b>63</b>	79	73	74	58	59	64	53	47	46	78
Yes, renewable energy has become more important	24	34	40	29	25	19	16	14	12	18	41
Rather yes	39	44	33	45	33	40	47	39	34	28	37
<b>NO</b>	<b>37</b>	21	27	26	42	41	36	47	53	54	22
Rather no	21	8	16	18	32	25	23	23	24	29	17
No, renewable energy has not become more important	16	13	11	8	10	16	14	24	30	26	6

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 strongly overrepresented  
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 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	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
<b>YES</b>	<b>63</b>	63	63	58	60	64	63	70
Yes, renewable energy has become more important	24	25	23	24	20	23	24	32
Rather yes	39	38	40	34	40	40	39	38
<b>NO</b>	<b>37</b>	37	37	42	40	36	37	30
Rather no	21	20	23	29	26	20	17	13
No, renewable energy has not become more important	16	18	14	13	14	16	20	17

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

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# Attitudes towards the energy/heat transition

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

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1,842 PLN)	Medium 60-140% (1,842-4,297 PLN)	High >140% (> PLN 4,297)
<b>YES</b>	<b>63</b>	<b>50</b>	62	68	57	64	66
Yes, renewable energy has become more important	24	15	23	31	19	25	28
Rather yes	39	35	40	37	38	39	39
<b>NO</b>	<b>37</b>	<b>50</b>	38	32	43	36	34
Rather no	21	27	22	18	22	22	20
No, renewable energy has not become more important	16	23	16	14	22	15	13

Basis: 1,200 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

- Three quarters of respondents express a fundamental interest in the Topic of climate change. Only 3% are "very" interested in it. Less interest was expressed by 22%, and 3% had no interest at all.
- 54% rate their level of knowledge about ecological interrelationships and environmental problems (e.g. forest dieback, biodiversity, etc.) as (rather) high. However, only 6% rate their level of knowledge as "very high". A (rather) low level of knowledge is attested by 46%, with 3% saying they know very little.

### Interest in information and level of knowledge: Policies

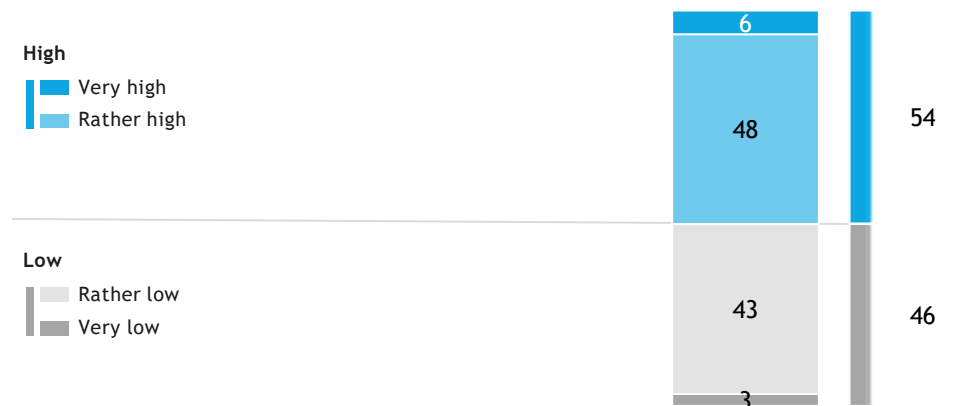
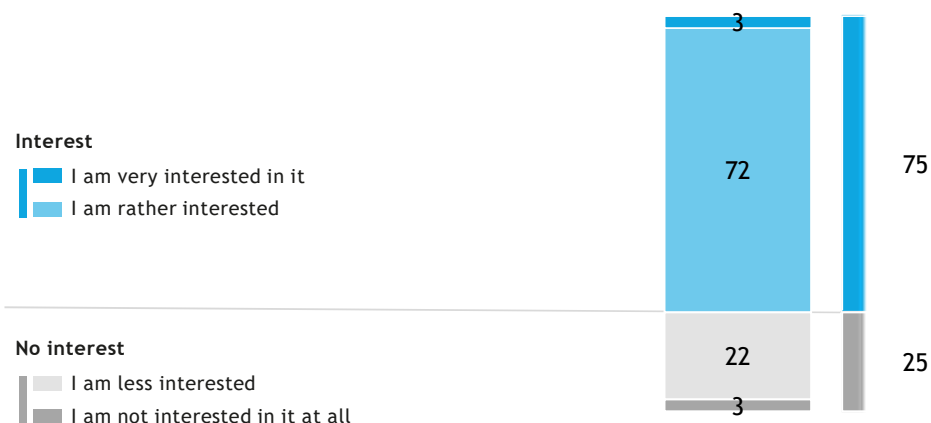
- Only 4% of respondents feel "very well" informed about policies for a change towards a more climate and environmentally friendly economy. 40% feel "rather well" informed. This compares to 49% who feel "rather not well" informed and 7% who feel "not at all well" informed.
- 70% of respondents think that policies for a change towards a more climate and environmentally friendly economy are not sufficiently explained and clarified. Only 30% disagree (Policies are sufficiently explained: yes: 3%, rather yes: 27%).



# Interest in information and level of knowledge: Climate

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

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



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





# Interest in information and level of knowledge: Climate

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
INTERESTED	75	89	95	83	77	70	69	73	60	56	87
I am very interested in it	3	1	2	4	1	4	2	3	3	10	2
I am rather interested	72	88	93	79	76	66	67	70	56	46	84
NOT INTERESTED	25	11	5	17	23	30	31	27	40	44	13
I am less interested	22	11	5	14	21	27	31	23	34	32	13
I am not interested in it at all	3	-	-	2	2	3	-	4	7	12	-

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# Interest in information and level of knowledge: Climate

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
INTERESTED	75	76	76	72	76	75	77	78
I am very interested in it	3	4	2	2	3	4	5	2
I am rather interested	72	72	73	70	73	71	72	76
NOT INTERESTED	25	25	24	28	24	25	23	22
I am less interested	22	21	22	25	20	22	19	21
I am not interested in it at all	3	3	3	4	4	3	4	1

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Interest in information and level of knowledge: Climate

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

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1,842 PLN)	Medium 60-140% (1,842-4,297 PLN)	High >140% (> PLN 4,297)
INTERESTED	75	72	73	82	66	76	80
I am very interested in it	3	6	3	4	4	3	4
I am rather interested	72	67	70	78	62	74	76
NOT INTERESTED	25	28	27	18	34	24	20
I am less interested	22	22	25	15	28	22	17
I am not interested in it at all	3	6	2	3	6	2	3

Basis: 1,200 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
INTERESTED	54	66	68	60	55	48	47	46	33	56	58
Very high	6	7	8	11	4	4	4	6	4	6	4
Rather high	48	60	60	48	50	45	43	40	29	50	54
NOT INTERESTED	46	34	32	40	45	52	53	54	67	44	42
Rather low	43	33	30	39	42	50	51	48	59	38	42
Very low	3	1	2	2	3	1	2	6	8	6	-

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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
INTERESTED	54	60	48	48	56	55	58	51
Very high	6	6	5	7	8	3	7	4
Rather high	48	53	42	41	48	52	50	47
NOT INTERESTED	46	40	52	52	44	45	42	49
Rather low	43	38	49	49	40	43	40	46
Very low	3	3	3	3	4	2	3	4

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# Interest in information and level of knowledge: Climate

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

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1,842 PLN)	Medium 60-140% (1,842-4,297 PLN)	High >140% (> PLN 4,297)
INTERESTED	54	39	52	63	54	51	61
Very high	6	3	6	8	6	5	8
Rather high	48	36	46	55	48	46	54
NOT INTERESTED	46	61	48	37	46	49	39
Rather low	43	54	45	36	40	46	36
Very low	3	8	4	1	6	3	3

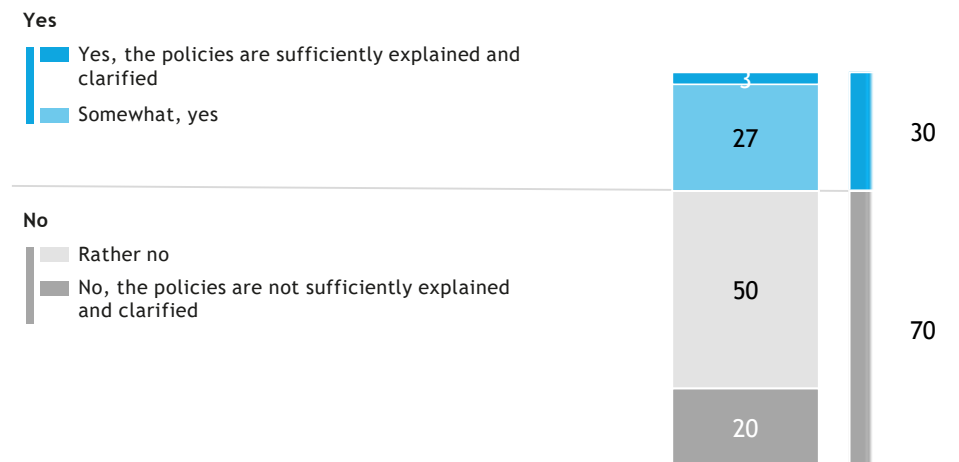
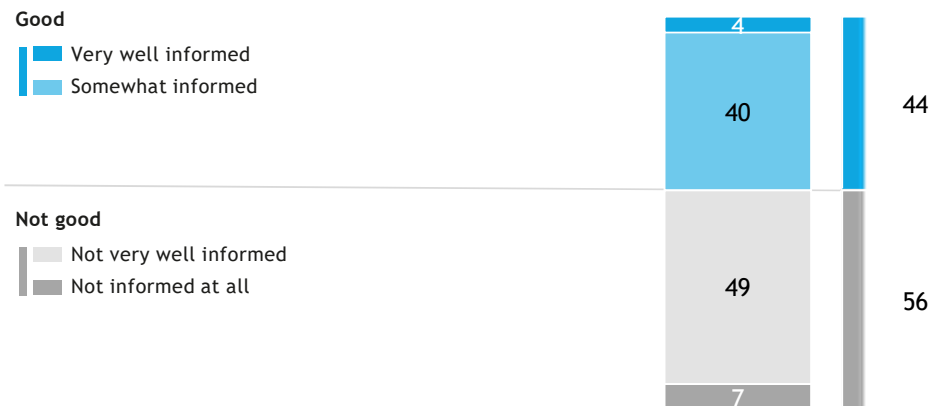
Basis: 1,200 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Interest in information and level of knowledge: Policies

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

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



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



# Interest in information and level of knowledge: Policies

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
INFORMED	45	61	47	56	45	47	36	32	27	46	56
Very well informed	4	4	6	9	5	2	1	4	3	7	5
Somewhat informed	40	57	41	47	40	45	35	28	25	39	52
NOT INFORMED	55	39	53	44	55	53	64	68	73	54	44
Not very well informed	49	36	42	41	50	47	56	60	62	48	42
Not at all informed	7	3	12	3	5	6	9	8	11	5	1

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

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

strongly overrepresented  
overrepresented  
strongly underrepresented  
underrepresented

# Interest in information and level of knowledge: Policies

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
INFORMED	45	50	40	44	50	44	47	37
Very well informed	4	5	3	5	5	2	6	3
Somewhat informed	40	44	36	39	45	42	40	35
NOT INFORMED	55	50	60	56	50	56	53	63
Not very well informed	49	45	53	50	44	50	47	54
Not at all informed	7	6	7	6	5	6	6	9

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Interest in information and level of knowledge: Policies

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

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1,842 PLN)	Medium 60-140% (1,842-4,297 PLN)	High >140% (> PLN 4,297)
INFORMED	45	32	43	52	46	42	50
Very well informed	4	5	4	5	4	4	6
Somewhat informed	40	28	40	47	43	38	44
NOT INFORMED	55	68	57	48	54	58	50
Not very well informed	49	57	51	41	47	51	44
Not at all informed	7	11	6	7	6	7	6

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented





# Interest in information and level of knowledge: Policies

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
YES	30	46	19	39	29	35	16	28	19	50	31
Yes, the policies are sufficiently explained and clarified	3	5	1	6	-	4	2	2	3	6	2
Somewhat, yes	27	41	17	33	29	30	15	26	16	44	29
NO	70	54	81	61	71	65	84	72	81	50	69
No, not really	50	45	48	53	46	51	58	53	52	34	49
No, the policies are insufficiently explained and clarified	20	9	33	8	25	14	25	19	28	16	20

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

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

 strongly overrepresented  strongly underrepresented  
 overrepresented  underrepresented

# Interest in information and level of knowledge: Politicians

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	30	33	28	38	35	31	29	18
Yes, the policies are sufficiently explained and clarified	3	4	2	4	5	3	3	1
Somewhat, yes	27	29	25	35	30	28	26	17
NO	70	67	72	62	65	69	71	82
No, not really	50	45	54	47	48	46	54	53
No, the policies are insufficiently explained and clarified	20	22	18	15	16	22	17	29

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Interest in information and level of knowledge: Politicians

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

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1,842 PLN)	Medium 60-140% (1,842-4,297 PLN)	High >140% (> PLN 4,297)
YES	30	30	31	30	37	28	34
Yes, the policies are sufficiently explained and clarified	3	3	3	4	3	3	4
Somewhat, yes	27	27	28	26	34	26	30
NO	70	70	69	70	63	72	66
No, not really	50	55	50	47	50	52	45
No, the policies are insufficiently explained and clarified	20	15	19	23	13	20	21

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

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6

## Appendix: Communication

# Topic interest in general

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

Health	60
Environment and nature	53
Food and drink	52
Current affairs	50
Holiday, Travel	49
Wildlife, animals and pets	49
Nutrition	48
Music, Culture, Theatre, Art	47
Garden and plants	45
Information from the region, regional news	40
Science and technology	40
Sport	40
Family, children and child education	40
Consumer electronics, television	35

Fashion	35
Psychology, spirituality, well-being	33
Cosmetics and Beauty	32
Business, professions	32
Furniture, decoration	29
Computers, computer games	29
Cars, motorbikes	24
Technology and gaming	23
Photography, filming	21
Sustainable consumption	20
Investments, insurance, tax tips and finance	18
Stars, Celebrities	14
Wellness	11

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



# Topic interest in general (1)

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Health	60	81	64	64	56	58	61	58	53	41	52
Environment and nature	53	72	77	60	45	42	49	54	42	37	48
Food and drink	52	60	50	56	53	49	54	53	51	39	57
Current affairs	50	63	73	46	58	38	47	47	35	36	55
Holiday, Travel	49	63	50	50	54	54	45	41	33	48	57
Wildlife, animals and pets	49	60	61	48	51	44	50	45	39	38	49
Nutrition	48	64	57	45	49	44	44	48	40	37	46
Music, Culture, Theatre, Art	47	52	59	43	56	46	48	45	30	42	50
Garden and plants	45	68	56	40	32	42	41	48	39	40	39
Information from the region, regional news	40	54	51	39	40	33	45	42	35	19	36
Science and technology	40	50	45	50	60	42	34	27	25	26	47
Sport	40	48	34	47	46	44	34	38	29	46	37
Family, children and child education	40	62	39	35	38	36	37	48	38	27	34
Consumer electronics, television	35	42	22	49	44	40	34	33	25	28	37

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

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

strongly overrepresented  
 overrepresented  
 strongly underrepresented  
 underrepresented

## Topic interest in general (2)

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Fashion	35	44	24	41	40	35	36	30	28	39	33
Psychology, spirituality, well-being	33	46	41	30	33	26	30	38	27	21	34
Cosmetics and Beauty	32	39	31	36	32	29	34	28	27	26	36
Business, professions	32	43	34	37	42	36	32	21	18	29	25
Furniture, decoration	29	42	28	36	30	29	27	31	17	23	24
Computers, computer games	29	29	18	38	49	33	25	25	19	27	34
Cars, motorbikes	24	30	9	33	30	31	17	21	19	28	22
Technology and gaming	23	26	16	32	42	26	18	16	14	17	30
Photography, filming	21	25	17	30	24	20	17	19	18	20	22
Sustainable consumption	20	31	40	21	31	9	14	11	11	13	21
Investments, insurance, tax tips and finance	18	32	18	27	24	20	17	9	10	12	20
Stars, Celebrities	14	18	8	14	18	18	11	5	14	16	19
Wellness	11	9	10	17	18	10	10	5	8	8	17

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

EST = Established  
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strongly overrepresented  
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# Topic interest in general (1)

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Health	60	48	71	46	58	58	63	72
Environment and nature	53	48	58	43	44	51	63	68
Food and drink	52	42	62	55	55	50	57	44
Current affairs	50	54	46	34	42	52	60	62
Holiday, Travel	49	45	53	46	55	48	53	44
Wildlife, animals and pets	49	41	56	48	44	44	56	53
Nutrition	48	36	59	42	46	46	51	54
Music, Culture, Theatre, Art	47	45	49	48	48	46	51	41
Garden and plants	45	35	55	30	41	42	59	55
Information from the region, regional news	40	41	39	21	34	41	51	54
science and technology	40	53	27	40	41	43	39	36
Sport	40	56	25	44	41	42	37	35
Family, children and child education	40	31	48	26	51	39	42	39
Consumer electronics, television	35	48	23	31	37	37	37	33

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

## Topic interest in general (2)

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Fashion	35	20	50	40	44	34	32	23
Psychology, spirituality, well-being	33	26	40	42	31	29	36	27
Cosmetics and Beauty	32	10	53	34	35	29	34	25
Business, professions	32	38	25	23	34	36	35	30
Furniture, decoration	29	20	37	26	29	30	35	26
Computers, computer games	29	42	16	40	33	30	25	16
Cars, motorbikes	24	35	12	28	26	25	23	15
Technology and gaming	23	33	12	33	31	22	17	8
Photography, filming	21	21	21	26	18	22	23	18
Sustainable consumption	20	15	25	20	21	20	19	19
Investments, insurance, tax tips and finance	18	20	17	19	20	16	18	19
Stars, Celebrities	14	9	18	22	17	12	9	7
Wellness	11	5	16	10	17	11	11	2

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Topic interest in general (1)

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

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1,842 PLN)	Medium 60-140% (1,842-4,297 PLN)	High >140% (> PLN 4,297)
Health	60	46	60	62	55	60	60
Environment and nature	53	46	54	54	47	54	53
Food and drink	52	48	54	50	53	52	51
Current affairs	50	28	48	61	32	50	57
Holiday, Travel	49	34	46	62	32	47	58
Wildlife, animals and pets	49	46	50	46	44	50	46
Nutrition	48	36	48	52	42	49	46
Music, Culture, Theatre, Art	47	36	48	49	45	45	50
Garden and plants	45	36	47	45	45	45	46
Information from the region, regional news	40	26	40	46	33	42	41
Science and technology	40	32	37	48	26	39	46
Sport	40	41	38	43	33	39	45
Family, children and child education	40	37	40	39	46	40	36
Consumer electronics, television	35	34	34	37	32	35	39

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

## Topic interest in general (2)

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














	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1,842 PLN)	Medium 60-140% (1,842-4,297 PLN)	High >140% (> PLN 4,297)
Fashion	35	25	37	34	39	33	36
Psychology, spirituality, well-being	33	28	32	37	31	32	32
Cosmetics and Beauty	32	18	34	31	28	31	32
Business, professions	32	20	28	42	32	30	35
Furniture, decoration	29	17	31	30	29	27	33
Computers, computer games	29	29	28	30	28	29	31
Cars, motorbikes	24	19	23	26	16	23	27
Technology and gaming	23	16	22	26	17	22	25
Photography, filming	21	16	20	24	18	21	22
Sustainable consumption	20	11	17	29	12	20	23
Investments, insurance, tax tips and finance	18	8	16	28	11	17	24
Stars, Celebrities	14	11	14	13	13	14	13
Wellness	11	4	9	16	10	9	12













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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Consumer interests

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

Holidays and travel	 36
PC/Tablet/Smartphone	 27
Coffee/tea	 21
Cars	 20
Bicycle	 20
Cosmetics/Perfume	 18
Eating out (restaurants)	 18
Clothing/Fashion	 17
Kitchen furniture and equipment	 16
Delicatessen - high quality food	 15
Furniture	 13
Do-it-yourself / garden tools	 13
High quality jewellery	 11

High-end hi-fi equipment	 11
(Wrist) Watches	 10
Beer	 10
Donations for charitable purposes	 10
Wine/Champagne	 8
Costume jewellery	 7
High quality spirits/whisky	 7
Antiques	 6
Handbags	 6
Exclusive accessories	 6
Porcelain/Glasswork	 3
None of these products	 27

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

# Consumer interests (1)

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Holidays and travel	36	46	38	48	41	31	32	34	21	31	44
PC/Tablet/Smartphone	27	28	22	34	36	22	27	19	22	27	42
Coffee/tea	21	17	23	19	22	23	15	19	16	24	32
Cars	20	20	14	32	26	19	16	18	12	24	23
Bicycle	20	24	19	20	26	23	16	17	10	27	24
Cosmetics/Perfume	18	28	19	23	16	18	12	21	14	15	18
Eating out (restaurants)	18	20	13	24	37	15	15	10	10	23	26
Clothing/Fashion	17	24	12	28	17	19	11	15	12	18	17
Kitchen furniture and equipment	16	13	14	22	16	18	12	16	11	12	26
Delicatessen - high quality food	15	19	20	14	25	11	12	8	10	18	14
Furniture	13	17	13	24	14	12	7	6	11	10	19
Do-it-yourself / garden tools	13	18	12	14	16	12	11	15	6	7	19
High quality jewellery	11	19	6	18	12	10	6	9	7	10	12

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

EST = Established  
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PRO = Progressive Realists

strongly overrepresented  
overrepresented  
strongly underrepresented  
underrepresented



## Consumer interests (2)

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
High-end hi-fi equipment	11	13	12	21	12	14	4	11	8	9	11
(Wrist) Watches	10	15	6	14	10	9	5	8	7	10	17
Beer	10	8	5	12	16	18	11	5	9	11	9
Donations for charitable purposes	10	18	18	15	13	4	7	7	8	4	11
Wine/Champagne	8	8	5	8	9	9	6	5	6	12	10
Costume jewellery	7	10	7	9	6	6	6	5	2	5	11
High quality spirits/whisky	7	13	4	10	8	7	5	6	6	11	5
Antiques	6	8	6	11	2	4	4	5	8	5	9
Handbags	6	7	5	10	4	6	4	7	3	8	13
Exclusive accessories	6	8	3	8	5	4	1	6	4	10	11
Porcelain / Glasswork	3	2	3	3	6	2	1	4	2	7	4
None of these products	27	20	25	18	16	24	34	36	48	26	18

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

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

strongly overrepresented  
 overrepresented  
 strongly underrepresented  
 underrepresented

# 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	34	39	48	37	34	36	27
PC/Tablet/Smartphone	27	34	20	44	29	25	21	14
Coffee/tea	21	22	20	17	24	22	20	19
Cars	20	25	15	31	25	19	16	8
Bicycle	20	24	16	24	24	19	18	15
Cosmetics/Perfume	18	11	25	24	18	20	18	12
Eating out (restaurants)	18	18	18	36	20	18	12	5
Clothing/Fashion	17	15	19	28	22	18	11	5
Kitchen furniture and equipment	16	13	18	21	16	15	15	9
Delicatessen - high quality food	15	14	15	18	22	12	12	7
Furniture	13	12	14	19	17	11	11	6
Do-it-yourself / garden tools	13	17	9	12	16	11	14	12
High quality jewellery	11	8	14	17	12	11	8	4

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

## Consumer interests (2)

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
High-end hi-fi equipment	11	17	6	13	13	14	9	6
(Wrist) Watches	10	11	8	12	15	10	7	3
Beer	10	16	5	14	14	10	9	4
Donations for charitable purposes	10	9	12	18	10	8	7	8
Wine/Champagne	8	8	7	14	8	8	4	4
Costume jewellery	7	5	8	10	10	6	6	1
High quality spirits/whisky	7	11	4	8	10	9	6	2
Antiques	6	6	5	6	7	4	7	5
Handbags	6	3	10	10	8	7	5	2
Exclusive accessories	6	4	7	11	7	4	5	0
Porcelain / Glasswork	3	3	4	4	5	4	3	1
None of these products	27	24	31	12	22	27	32	45

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Consumer interests (1)

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

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1,842 PLN)	Medium 60-140% (1,842-4,297 PLN)	High >140% (> PLN 4,297)
Holidays and travel	36	26	34	45	20	32	48
PC/Tablet/Smartphone	27	27	26	28	22	26	31
Coffee/tea	21	23	19	23	23	21	21
Cars	20	14	19	23	13	19	25
Bicycle	20	18	19	23	19	20	22
Cosmetics/Perfume	18	10	19	19	17	17	20
Eating out (restaurants)	18	15	17	21	12	16	22
Clothing/Fashion	17	16	17	17	18	15	20
Kitchen furniture and equipment	16	10	18	13	12	15	17
Delicatessen - high quality food	15	12	15	15	18	14	16
Furniture	13	13	13	14	11	12	15
Do-it-yourself / garden tools	13	9	13	13	8	12	17
High quality jewellery	11	6	10	14	9	10	14

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

## Consumer interests (2)

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

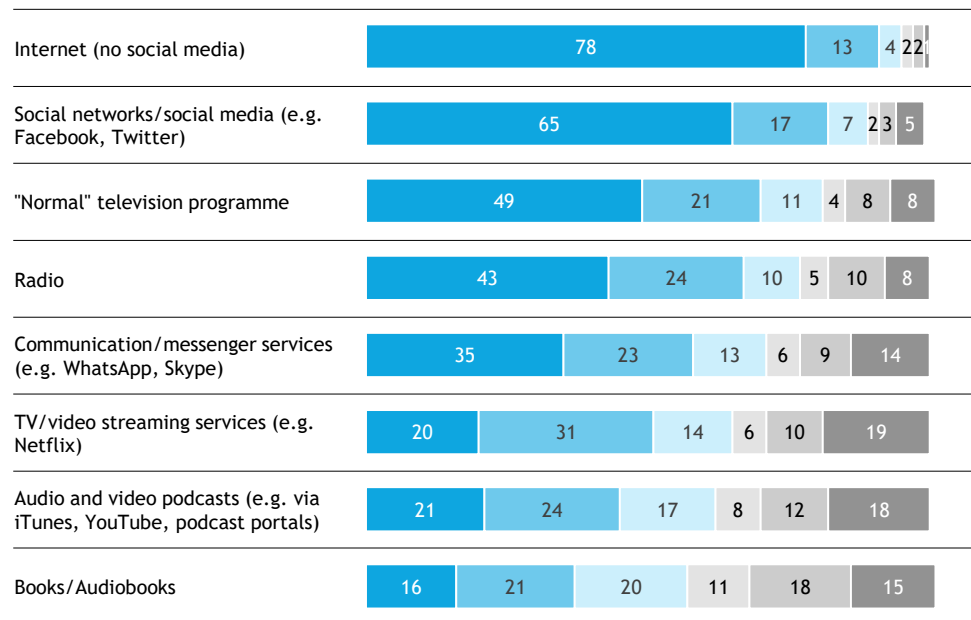
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1,842 PLN)	Medium 60-140% (1,842-4,297 PLN)	High >140% (> PLN 4,297)
High-end hi-fi equipment	11	15	10	12	10	11	15
(Wrist) Watches	10	8	8	14	4	9	13
Beer	10	15	10	9	7	9	14
Donations for charitable purposes	10	6	10	14	9	9	13
Wine/Champagne	8	11	6	9	8	7	9
Costume jewellery	7	4	7	8	4	7	8
High quality spirits/whisky	7	5	6	10	4	6	11
Antiques	6	6	5	7	7	4	8
Handbags	6	6	7	6	6	7	6
Exclusive accessories	6	6	4	9	7	5	7
Porcelain/Glasswork	3	5	2	4	7	2	4
None of these products	27	38	28	24	31	29	20

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

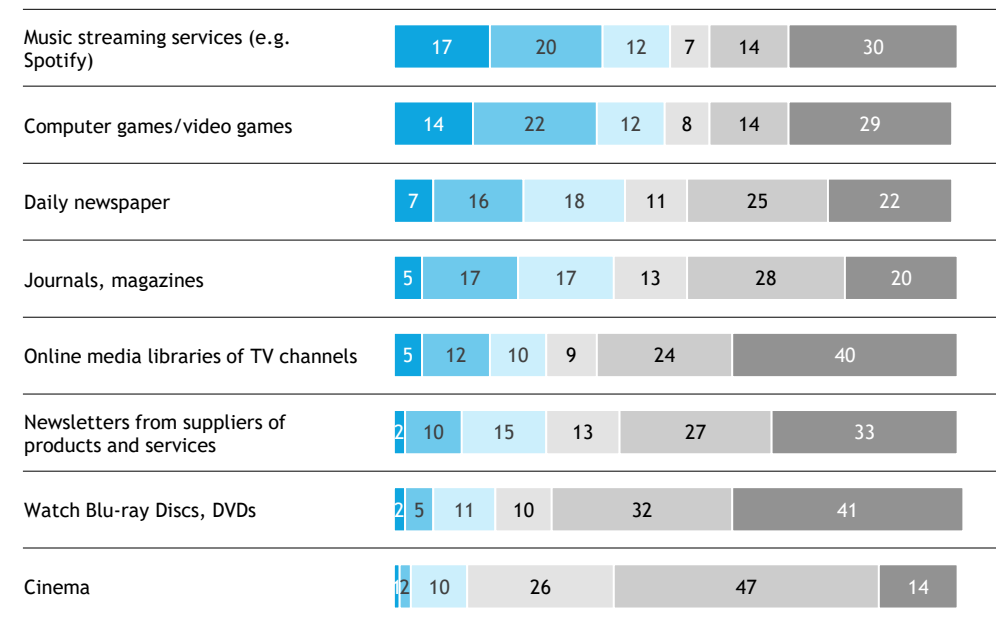
strongly overrepresented
  strongly underrepresented  
 overrepresented
  underrepresented

# 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: 1,200 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)	95	98	98	98	97	93	97	94	93	87	98
Social networks/social media (e.g. Facebook, Twitter)	89	89	83	92	98	91	89	88	86	86	98
"Normal" television programme	81	90	77	77	69	84	83	88	79	76	83
Radio	77	90	76	83	69	73	79	76	71	70	77
Communication/messenger services (e.g. WhatsApp, Skype)	71	75	71	81	80	73	69	68	55	66	75
TV/video streaming services (e.g. Netflix)	65	62	63	80	78	67	59	58	54	66	72
Audio and video podcasts (e.g. via iTunes, YouTube, podcast portals)	63	68	59	83	76	66	56	56	48	54	66
Books/Audiobooks	56	68	70	68	67	47	48	44	44	55	54
Music streaming services (e.g. Spotify)	49	48	50	63	70	39	42	38	41	51	67
Computer games/video games	48	48	39	64	63	45	45	38	38	50	61
Daily newspaper	42	59	54	45	32	40	36	37	30	42	38
Journals, magazines	39	56	55	43	31	35	36	32	26	38	34
Online media libraries of TV channels	27	26	21	43	27	30	23	20	15	34	34
Newsletters from suppliers of products and services	27	40	23	34	20	30	27	19	14	30	28
Watch Blu-ray Discs, DVDs	18	26	8	30	14	23	15	10	9	24	16
Cinema	13	14	11	25	16	13	9	10	4	19	12

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

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

 strongly overrepresented  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	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Internet (no social media)	95	95	96	95	95	95	98	94
Social networks/social media (e.g. Facebook, Twitter)	89	86	93	96	93	90	88	79
"Normal" television programme	81	80	82	62	79	84	89	92
Radio	77	78	75	63	76	83	80	80
Communication/messenger services (e.g. WhatsApp, Skype)	71	69	73	77	75	72	65	66
TV/video streaming services (e.g. Netflix)	65	67	64	78	73	72	55	45
Audio and video podcasts (e.g. via iTunes, YouTube, podcast portals)	63	63	62	74	74	66	52	43
Books/Audiobooks	56	50	61	60	56	52	54	58
Music streaming services (e.g. Spotify)	49	50	48	72	58	54	35	24
Computer games/video games	48	56	41	66	57	52	36	26
Daily newspaper	42	42	41	34	38	42	41	52
Journals, magazines	39	40	38	31	35	40	40	49
Online media libraries of TV channels	27	30	24	31	31	29	25	17
Newsletters from suppliers of products and services	27	30	24	27	29	27	26	24
Watch Blu-ray Discs, DVDs	18	19	16	19	21	22	17	8
Cinema	13	15	11	16	17	15	11	5

Basis: 1,200 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"

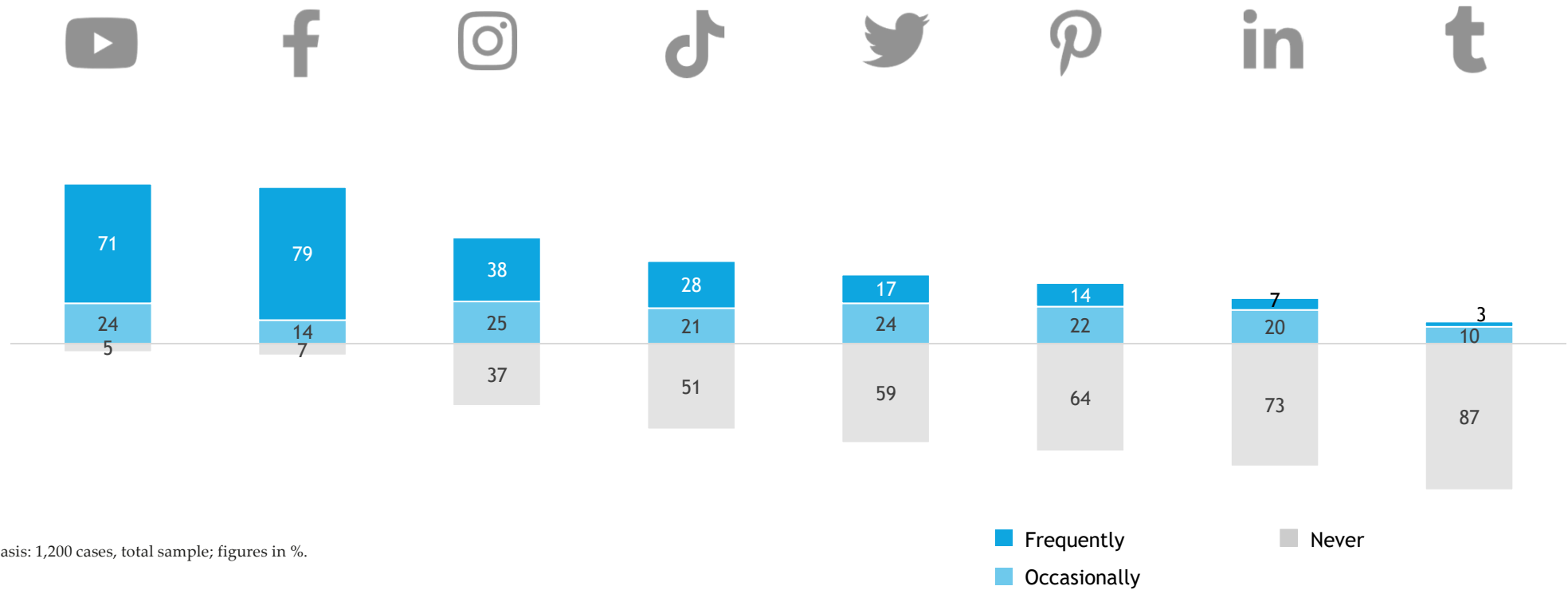
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1,842 PLN)	Medium 60-140% (1,842-4,297 PLN)	High >140% (> PLN 4,297)
Internet (no social media)	95	88	95	97	85	96	98
Social networks/social media (e.g. Facebook, Twitter)	89	89	88	92	90	87	92
"Normal" television programme	81	80	80	82	78	80	85
Radio	77	59	76	84	67	74	82
Communication/messenger services (e.g. WhatsApp, Skype)	71	54	70	79	52	70	78
TV/video streaming services (e.g. Netflix)	65	59	63	70	48	63	74
Audio and video podcasts (e.g. via iTunes, YouTube, podcast portals)	63	52	62	67	54	60	68
Books/Audiobooks	56	42	53	67	37	53	64
Music streaming services (e.g. Spotify)	49	45	46	56	40	48	56
Computer games/video games	48	47	48	50	47	47	54
Daily newspaper	42	30	39	50	30	42	45
Journals, magazines	39	32	37	45	28	39	43
Online media libraries of TV channels	27	24	25	32	20	28	31
Newsletters from suppliers of products and services	27	20	26	32	12	28	30
Watch Blu-ray Discs, DVDs	18	19	15	22	13	18	20
Cinema	13	15	12	15	9	13	15

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

# Media use





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

Response category: "Frequently"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Facebook	79	84	68	80	87	87	77	78	76	73	85
YouTube	71	75	65	85	85	78	63	61	60	68	79
Instagram	38	43	37	53	54	37	31	24	22	39	55
TikTok	28	30	16	42	33	35	25	19	20	26	40
Twitter	17	24	14	30	19	17	13	11	7	20	26
Pinterest	14	21	8	24	13	10	11	10	11	11	24
LinkedIn	7	12	10	9	10	7	4	2	1	7	5
Tumblr	3	7	3	6	3	2	1	1	2	1	6

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

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 PRO = Progressive Realists

 strongly overrepresented  
 overrepresented  
 strongly underrepresented  
 underrepresented

# Media use

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

Response category: "Frequently"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Facebook	79	75	83	83	82	78	79	74
YouTube	71	75	67	84	81	73	62	51
Instagram	38	31	45	65	44	36	28	17
TikTok	28	24	32	48	29	28	22	12
Twitter	17	20	15	25	17	18	15	12
Pinterest	14	8	20	20	14	11	13	10
LinkedIn	7	8	5	5	10	8	5	4
Tumblr	3	2	4	5	4	3	2	1

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Media use

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

Response category: "Frequently"

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1,842 PLN)	Medium 60-140% (1,842-4,297 PLN)	High >140% (> PLN 4,297)
Facebook	79	80	78	81	81	78	83
YouTube	71	68	70	74	70	70	74
Instagram	38	29	37	43	34	35	45
TikTok	28	38	29	22	36	26	30
Twitter	17	16	15	22	15	15	24
Pinterest	14	10	14	15	13	14	15
LinkedIn	7	5	3	15	2	5	12
Tumblr	3	3	2	5	3	2	4

Basis: 1,200 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	95	96	92	98	100	95	96	92	92	95	98
Facebook	93	94	87	94	96	98	93	92	94	91	98
Instagram	63	71	62	71	74	69	62	44	49	68	74
TikTok	49	54	36	60	53	59	43	36	44	56	59
Twitter	41	45	36	51	42	53	36	27	26	47	56
Pinterest	36	38	31	52	43	34	29	25	33	31	50
LinkedIn	27	32	25	34	38	28	25	18	9	30	38
Tumblr	13	16	8	19	20	14	7	4	9	19	19

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

EST = Established  
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 PRO = Progressive Realists

 strongly overrepresented  
 overrepresented  
 strongly underrepresented  
 underrepresented

# Media use

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

Response category: "At least occasionally"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
YouTube	95	95	95	98	99	97	92	88
Facebook	93	91	96	98	94	95	90	88
Instagram	63	61	66	87	68	66	50	43
TikTok	49	46	53	71	51	52	41	30
Twitter	41	48	34	56	39	43	36	31
Pinterest	36	28	43	57	39	32	27	21
LinkedIn	27	31	23	26	35	33	21	18
Tumblr	13	14	11	23	16	14	6	3

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Media use

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

Response category: "At least occasionally"

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1,842 PLN)	Medium 60-140% (1,842-4,297 PLN)	High >140% (> PLN 4,297)
YouTube	95	93	95	96	97	94	95
Facebook	93	93	93	94	94	93	94
Instagram	63	61	63	65	60	62	66
TikTok	49	62	50	43	58	47	51
Twitter	41	45	39	44	36	40	47
Pinterest	36	34	35	37	33	35	37
LinkedIn	27	16	20	45	16	24	38
Tumblr	13	12	11	17	8	12	16

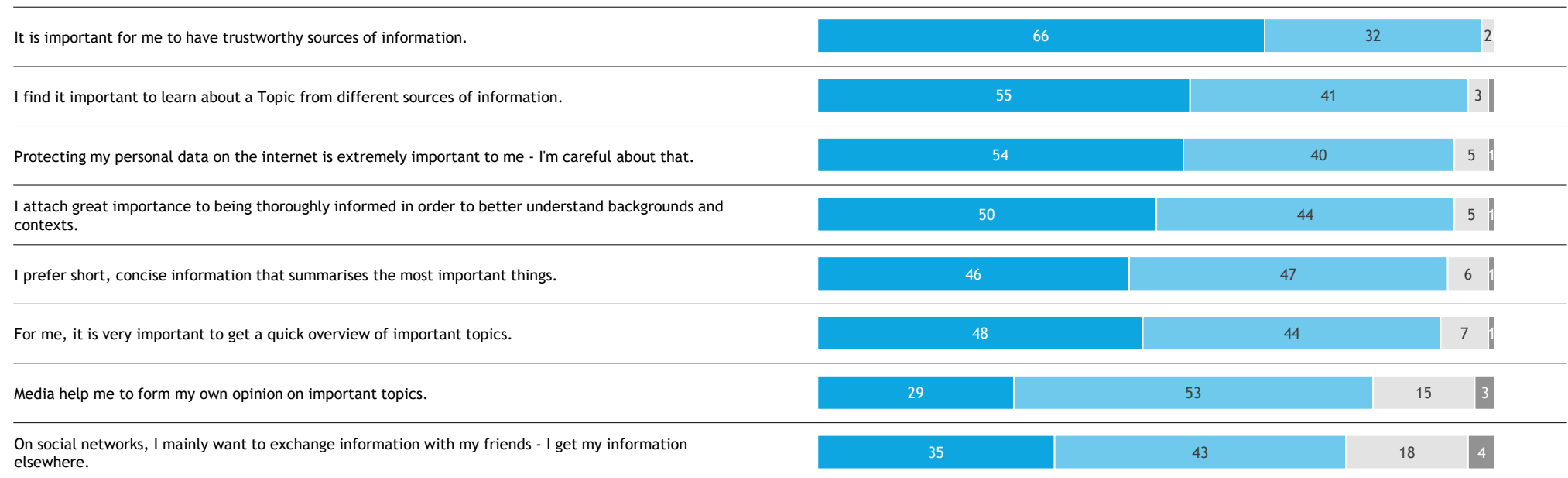
Basis: 1,200 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented



# Communication expectations

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



Basis: 1,200 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	97	99	99	98	95	100	100	96	92	96
I find it important to learn about a Topic from different sources of information.	96	99	98	98	99	95	99	97	95	88	97
Protecting my personal data on the internet is extremely important to me - I'm careful about that.	94	96	97	93	95	94	92	98	94	88	99
I attach great importance to being thoroughly informed in order to better understand backgrounds and contexts.	94	95	98	96	95	88	95	93	92	89	99
I prefer short, concise information that summarises the most important things.	93	96	94	95	89	94	96	91	91	85	97
For me, it is very important to get a quick overview of important topics.	92	97	98	95	92	92	92	91	88	86	97
Media help me to form my own opinion on important topics.	82	90	88	89	82	81	84	78	74	69	85
On social networks, I mainly want to exchange information with my friends - I get my information elsewhere.	78	74	76	79	78	79	80	74	71	82	83

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

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 strongly overrepresented  
 overrepresented  
 strongly underrepresented  
 underrepresented

# Communication expectations

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

Response category: "Applies completely / Somewhat applies"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
It is important for me to have trustworthy sources of information.	98	96	98	95	96	97	100	100
I find it important to learn about a Topic from different sources of information.	96	96	97	94	97	97	97	98
Protecting my personal data on the internet is extremely important to me - I'm careful about that.	94	93	96	90	92	97	95	98
I attach great importance to being thoroughly informed in order to better understand backgrounds and contexts.	94	94	94	93	92	94	95	96
I prefer short, concise information that summarises the most important things.	93	90	95	87	93	91	96	97
For me, it is very important to get a quick overview of important topics.	92	91	95	89	92	94	96	94
Media help me to form my own opinion on important topics.	82	80	84	74	82	85	87	84
On social networks, I mainly want to exchange information with my friends - I get my information elsewhere.	78	77	78	75	76	76	81	78

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Communication expectations

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

Response category: "Applies completely / Somewhat applies"

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1,842 PLN)	Medium 60-140% (1,842-4,297 PLN)	High >140% (> PLN 4,297)
It is important for me to have trustworthy sources of information.	98	90	98	98	93	98	98
I find it important to learn about a topic from different sources of information.	96	88	97	97	96	96	97
Protecting my personal data on the internet is extremely important to me - I'm careful about that.	94	91	95	95	94	94	96
I attach great importance to being thoroughly informed in order to better understand backgrounds and contexts.	94	85	94	96	89	94	95
I prefer short, concise information that summarises the most important things.	93	88	94	92	90	94	91
For me, it is very important to get a quick overview of important topics.	92	89	93	94	90	93	93
Media help me to form my own opinion on important topics.	82	80	81	85	80	81	84
On social networks, I mainly want to exchange information with my friends - I get my information elsewhere.	78	69	78	80	77	76	78

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Communication expectations





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

Response category: "Applies completely".

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
It is important for me to have trustworthy sources of information.	66	80	81	73	67	54	61	63	64	47	70
I find it important to learn about a Topic from different sources of information.	55	72	72	70	58	42	52	45	48	38	59
Protecting my personal data on the internet is extremely important to me - I'm careful about that.	54	71	59	66	48	40	51	57	51	49	54
I attach great importance to being thoroughly informed in order to better understand backgrounds and contexts.	50	65	64	60	57	35	45	44	39	29	63
For me, it is very important to get a quick overview of important topics.	48	66	55	62	51	38	47	39	35	34	60
I prefer short, concise information that summarises the most important things.	46	51	45	64	50	36	44	40	47	30	52
On social networks, I mainly want to exchange information with my friends - I get my information elsewhere.	35	37	35	41	42	29	34	31	30	25	46
Media help me to form my own opinion on important topics.	29	38	31	43	33	24	27	19	24	18	34

Basis: 1,200 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.	66	67	65	59	65	65	66	74
I find it important to learn about a Topic from different sources of information.	55	58	53	52	57	56	54	57
Protecting my personal data on the internet is extremely important to me - I'm careful about that.	54	54	56	49	52	53	59	61
I attach great importance to being thoroughly informed in order to better understand backgrounds and contexts.	50	50	50	45	48	48	52	55
For me, it is very important to get a quick overview of important topics.	48	45	52	42	48	47	54	51
I prefer short, concise information that summarises the most important things.	46	42	49	45	45	40	47	52
On social networks, I mainly want to exchange information with my friends - I get my information elsewhere.	35	35	34	39	34	34	34	32
Media help me to form my own opinion on important topics.	29	30	28	29	24	29	29	35

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Communication expectations

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

Response category: "Applies completely".

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1,842 PLN)	Medium 60-140% (1,842-4,297 PLN)	High >140% (> PLN 4,297)
It is important for me to have trustworthy sources of information.	66	47	67	70	56	67	67
I find it important to learn about a Topic from different sources of information.	55	43	56	59	51	55	59
Protecting my personal data on the internet is extremely important to me - I'm careful about that.	54	44	58	52	54	55	56
I attach great importance to being thoroughly informed in order to better understand backgrounds and contexts.	50	40	52	49	42	50	51
For me, it is very important to get a quick overview of important topics.	48	34	49	51	44	49	48
I prefer short, concise information that summarises the most important things.	46	45	48	41	46	46	46
On social networks, I mainly want to exchange information with my friends - I get my information elsewhere.	35	29	36	34	34	33	37
Media help me to form my own opinion on important topics.	29	31	29	28	29	28	31

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented



Imprint



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