



SINUS Study for the Friedrich-Ebert-Stiftung

Social-ecological transformation

Country report Portugal

**FRIEDRICH
EBERT
STIFTUNG**

sinus:

Heidelberg, September 2023

Teil der INTEGRAL-SINUS-OPINION Gruppe

Task and objective

Empirical survey to identify blocking and supporter groups of the social-ecological transformation

- The world is undergoing far reaching changes. Due to the well-known developments (climate change, natural disasters, energy shortages, etc.), there is a growing general awareness of the need for a fundamental rethink in politics, the economy and society. Climate research and many environmental movements have long emphasised the urgent need for more climate protection. The tense security situation is increasing the systemic pressure with regard to the necessary resilience of supply technology (energy, etc.).
- With the proclamation of the social-ecological transformation on the part of politicians, the pressure for change is moving closer to the people. Numerous studies show that the path to climate-neutral societies is associated with enormous technological, economic and social challenges: the accelerated expansion of renewable energy, increased efforts to change heating and transport systems, structural change in the economy and its effects on the working and living environment-all of this will increasingly affect citizens.
- Against this background, the SINUS Institute conducted a large-scale population survey in Europe and North America on behalf of the Competence Centre Climate & Social Justice of the Friedrich-Ebert-Stiftung: In a total of 19 countries, the survey investigated what perceptions, interests and fears people associate with the social-ecological transformation. The aim of the survey was not only to capture a panorama of climate policy attitudes. Rather, it was also intended to investigate which social milieus are receptive to climate policy measures. For this purpose, the target group model of the Sinus-Meta-Milieus was integrated into the survey design.
- The study results are intended to stimulate public discussions and provide an in-depth analysis of the conditions under which the climate-neutral transformation of national economies can succeed and be supported by broad public acceptance. Based on these analyses, it is important to develop country- and milieu-specific communication strategies that address the different interests and fears of the population and address them appropriately through suitable forms of communication.

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Method and sample

Methodology and sample

The study programme at a glance



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: 28 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

23.06.-05.07.2023

Survey contents

- Awareness of environmental, nature and climate protection topics
- Climate and environmentally aware behaviour: Attitudes, barriers and motivators
- Attitudes towards change in lifestyles and economies: Necessity of change, attribution of responsibility and political measures
- Information interest and level of knowledge: climate change, ecological interrelationships and political measures

Methodology and sample

Evaluation of the survey results

- This report presents the **survey results for Portugal**. The key findings are presented in graphs and charts. For better readability and comprehensibility, the percentages have been rounded to whole numbers.
- The data set was examined for differences in the response behaviour of different population groups and presented in tabular form. The **socio-demographic characteristics** gender, age, education and net equivalent income were taken into account.
 - **Gender:** female, male
(The answer category „non-binary" was taken into account in the survey, but not evaluated due to too small a number of cases).
 - **Age groups:** 18- to 29-year-olds, 30- to 39-year-olds, 40- to 49-year-olds, 50- to 59-year-olds, 60- to 69-year-olds
 - **Educational groups:** low: "Nenhuma formação escolar ou profissional concluída (ainda)" or "Ensino Básico 1" or "Ensino Básico 2 concluído; Certificado profissional de nível 1, tipo 1" or "Ensino Básico 3 concluído; Certificado profissional de nível 2, tipo 2-4"; medium: "Certificado de conclusão do ensino secundário e diploma" or "Diploma de Especialização Tecnológica"; high: "Ensino superior politécnico" or "Ensino superior universitário"
 - **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

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

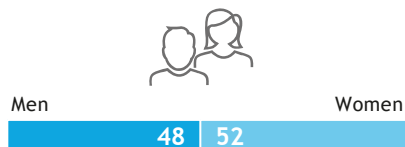
Methodology and sample

Evaluation of the survey results

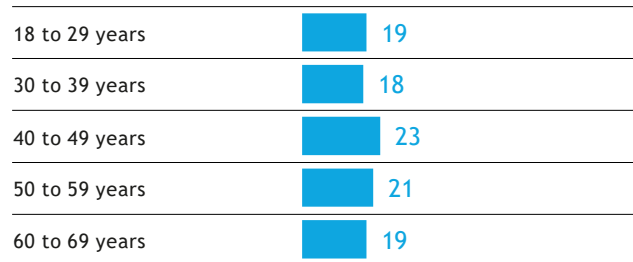
- In addition to the differentiation according to socio-demographic characteristics, the data was analysed according to the milieu affiliation of the respondents. By evaluating the findings according to the Sinus-Meta-Milieus, the socio-demographic analysis is supplemented by lifestyle and value components.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

Demographic structure of the sample

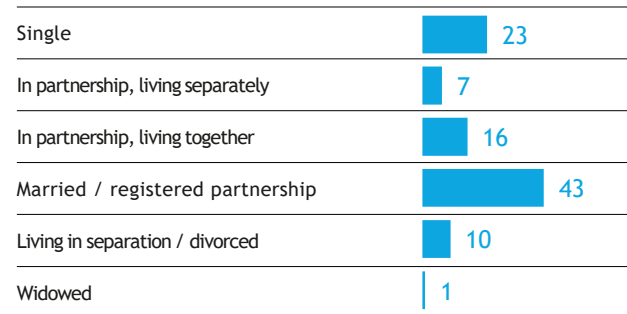
Gender



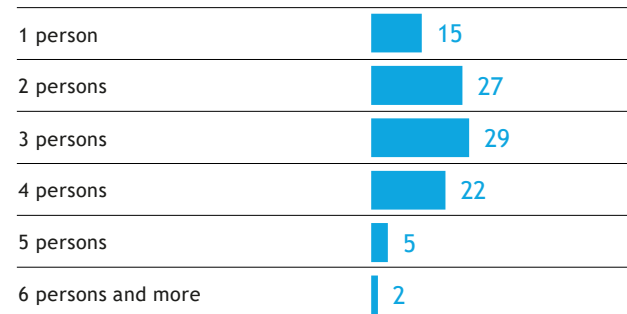
Age ø 44.4 years



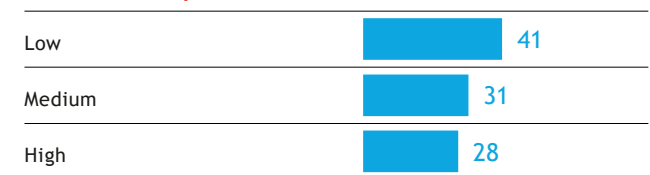
Marital status



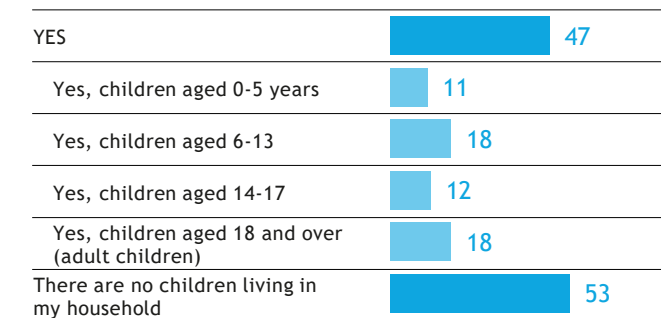
Persons in the household



Educational qualification



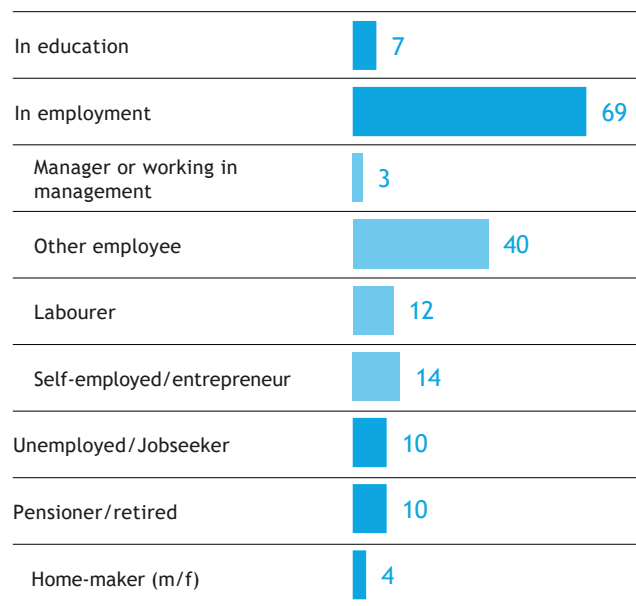
Children in the household



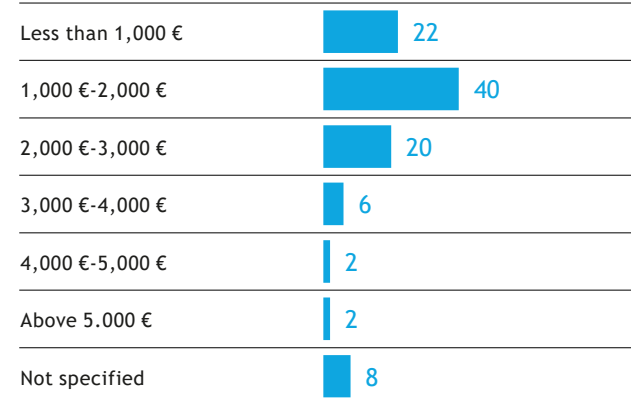
Basis: 1,200 cases, total sample; figures in %.

Demographic structure of the sample

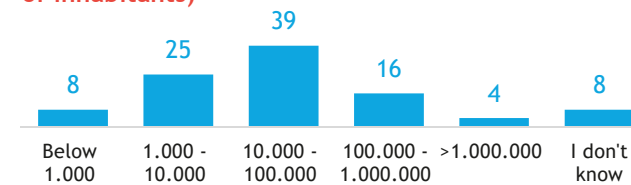
Occupational status



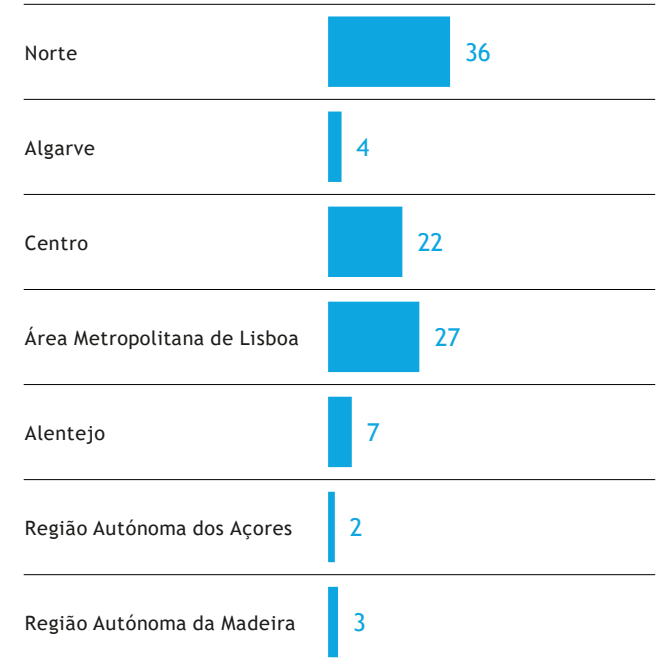
Net household income



Size of place of residence (number of inhabitants)



Region

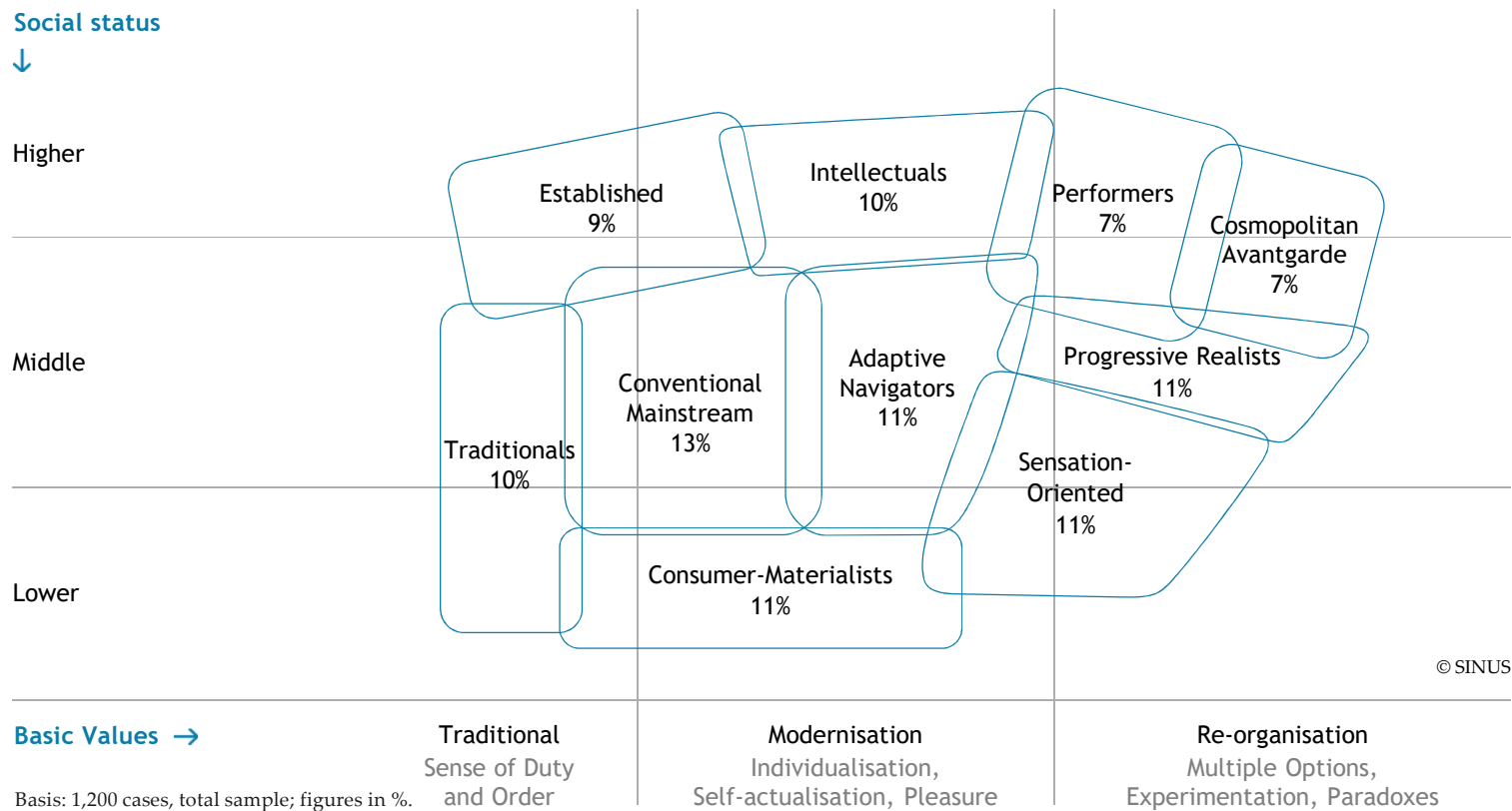


Basis: 1,200 cases, total sample; figures in %.

The Sinus-Meta-Milieus[®] in Portugal

18 - 69 year olds

Social status
↓



The Sinus-Meta-Milieus®

Short summary

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



2

Problem awareness

Main findings

Problem awareness

Importance of environmental, nature and climate protection

- With 62% of mentions, public health service or long-term care is by far the most frequently counted among the five most important political topics. Sufficient and affordable housing is mentioned second most often (50%). The topics of "job supply and fair wages" (47%) and "inflation/decreasing purchasing power" (46%) rank third and fourth. The protection of the environment, nature and the environment ranks seventh with 33% mentions.

Relevance of environmental policy fields of action

- Among the five biggest challenges for the preservation of our livelihoods, respondents most frequently rank climate change or climate-damaging emissions (65%) and water pollution or water quality (61%). These are followed by the fields of action "air pollution/air quality" (51%) and "state of the oceans" (46%). Increasing traffic and noise are seen least often as priority environmental policy fields of action (14%).

Relevance of the topic of climate change

- A clear majority of the population considers climate change to be a (very) important issue for Portugal: On a scale from 0 "completely irrelevant" to 10 "absolutely important", 66% of the respondents choose scale points 8 to 10, another 23% scale points 6 to 7. In contrast, it is only 2% of the respondents who choose scale points 0 to 2. The scale mean is 7.9.

Main findings

Problem awareness

Attitudes to climate change

- 97% of the respondents believe that humanity is endangering their livelihoods by destroying nature (highest level of agreement "fully agree": 76%). At the same time, 93% say they are afraid of the consequences of climate change (highest level of agreement: 54%), while 22% think that many things are very exaggerated when it comes to the consequences of climate change (highest level of agreement: 6%). When asked if there are more important problems in our country than climate change, 66% agree (highest level of agreement: 14%). Furthermore, 47% think that we should rather focus on adapting to the consequences of climate change instead of putting climate protection in the foreground (highest level of agreement: 12%).

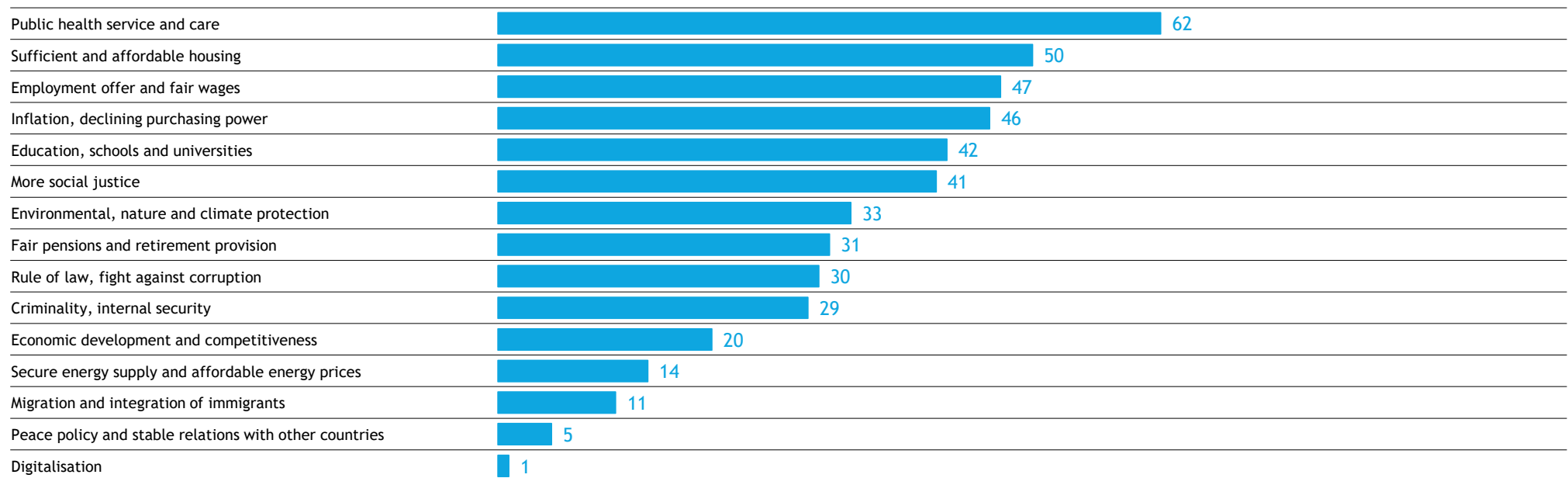
Consequences of climate change

- 73% of respondents rank the lack of water in everyday life among the five consequences of climate change that scare them the most. The increase in extreme weather events is in second place with 71% of respondents. The issue of forest fires/forest dieback is named third most often (60%), followed by the increase in humanitarian crises or the spread of (new) diseases (50%). Significantly fewer respondents are afraid of increased immigration/migration as a result of climate change (9%).

Importance of environmental, nature and climate protection

Which of the following topics do you think are the most important for politicians in Portugal 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 Portugal 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	62	61	60	56	57	58	64	72	66	57	68
Sufficient and affordable housing	50	49	62	36	58	45	47	48	48	54	49
Employment offer and fair wages	47	38	42	42	55	54	47	46	46	41	55
Inflation, declining purchasing power	46	47	38	50	46	46	47	49	51	43	42
Education, schools and universities	42	39	50	50	47	35	37	44	30	43	56
More social justice	41	45	48	47	33	34	41	45	40	32	46
Environmental, nature and climate protection	33	45	46	23	31	32	25	33	30	28	40
Fair pensions and retirement provision	31	24	26	32	26	33	28	37	49	31	24
Rule of law, fight against corruption	30	36	36	28	30	28	41	17	32	28	28
Criminality, internal security	29	32	22	37	22	35	30	32	29	32	20
Economic development and competitiveness	20	17	30	26	19	14	23	16	13	24	18
Secure energy supply and affordable energy prices	14	14	8	18	9	16	16	14	21	13	10
Migration and integration of immigrants	11	14	10	14	11	10	14	12	7	10	8
Peace policy and stable relations with other countries	5	6	5	3	3	5	5	5	2	8	8
Digitalisation	1	2	2	3	1	0	2	-	1	0	1

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

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

strongly overrepresented
 overrepresented
 strongly underrepresented
 underrepresented

Importance of environmental, nature and climate protection

Which of the following topics do you think are the most important for politicians in Portugal 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	62	56	68	48	59	63	71	71
Sufficient and affordable housing	50	44	55	50	55	51	46	47
Employment offer and fair wages	47	48	45	63	56	44	43	29
Inflation, declining purchasing power	46	46	46	40	48	50	46	45
Education, schools and universities	42	39	45	46	44	46	39	37
More social justice	41	38	44	39	36	33	45	53
Environmental, nature and climate protection	33	36	31	37	25	30	31	44
Fair pensions and retirement provision	31	29	34	18	23	28	40	47
Rule of law, fight against corruption	30	34	28	22	23	33	35	38
Criminality, internal security	29	30	28	25	36	26	31	28
Economic development and competitiveness	20	22	17	20	20	20	20	19
Secure energy supply and affordable energy prices	14	13	15	13	18	15	14	11
Migration and integration of immigrants	11	13	9	15	13	11	10	6
Peace policy and stable relations with other countries	5	6	5	6	6	3	6	6
Digitalisation	1	2	1	2	1	1	1	-

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 Portugal to take care of? Please select up to 5 topics.

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<554 €)	Medium 60-140% (554-1.294 €)	High >140% (>1.294 €)
Public health service and care	62	58	68	63	58	62	65
Sufficient and affordable housing	50	50	48	50	49	51	48
Employment offer and fair wages	47	51	43	44	46	47	42
Inflation, declining purchasing power	46	41	50	49	44	48	45
Education, schools and universities	42	37	42	50	41	42	42
More social justice	41	42	38	42	45	39	43
Environmental, nature and climate protection	33	31	31	41	33	32	39
Fair pensions and retirement provision	31	36	33	23	34	34	24
Rule of law, fight against corruption	30	22	35	37	24	29	41
Criminality, internal security	29	32	32	22	26	31	26
Economic development and competitiveness	20	14	21	27	17	19	24
Secure energy supply and affordable energy prices	14	16	14	13	19	13	13
Migration and integration of immigrants	11	9	12	12	8	12	12
Peace policy and stable relations with other countries	5	6	6	4	6	6	6
Digitalisation	1	1	0	3	0	1	2

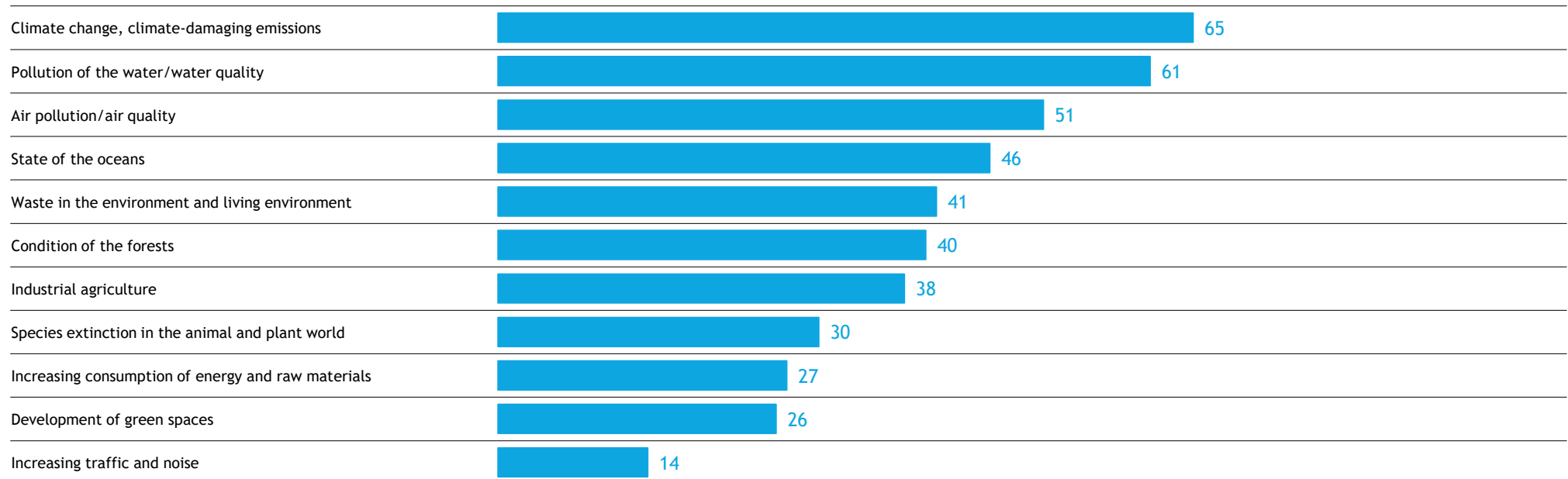
Basis: 1,200 cases, total sample; figures in %.

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Relevance of environmental policy fields of action

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

Environmental policy fields of action



Basis: 1,200 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
Climate change, climate-damaging emissions	65	72	80	67	64	60	64	63	63	51	71
Pollution of the water/water quality	61	63	69	52	62	57	66	51	69	61	60
Air pollution/air quality	51	52	43	52	46	47	50	53	54	52	61
State of the oceans	46	44	61	35	51	39	45	42	48	44	47
Waste in the environment and living environment	41	45	48	41	35	46	43	40	40	32	40
Condition of the forests	40	39	46	41	48	32	45	50	36	30	40
Industrial agriculture	38	40	42	35	32	30	39	45	55	32	26
Species extinction in the animal and plant world	30	28	31	29	37	25	35	33	23	30	32
Increasing consumption of energy and raw materials	27	30	28	28	28	26	25	24	24	28	27
Development of green spaces	26	22	20	40	32	23	23	30	23	29	23
Increasing traffic and noise	14	9	6	16	17	14	13	9	12	30	21

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

EST = Established
INT = Intellectuals
PER = Performers
COS = Cosmopolitan Avantgarde
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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 environmental policy fields of action

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Climate change, climate-damaging emissions	65	65	65	60	63	63	65	75
Pollution of the water/water quality	61	64	59	55	64	63	64	61
Air pollution/air quality	51	53	50	47	54	52	51	51
State of the oceans	46	46	46	41	37	48	48	55
Waste in the environment and living environment	41	39	43	43	33	39	49	41
Condition of the forests	40	40	40	33	37	42	41	48
Industrial agriculture	38	33	42	25	34	39	48	41
Species extinction in the animal and plant world	30	26	34	25	28	30	35	32
Increasing consumption of energy and raw materials	27	27	26	35	25	31	23	18
Development of green spaces	26	22	28	28	31	20	21	30
Increasing traffic and noise	14	16	14	16	21	13	10	13

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?
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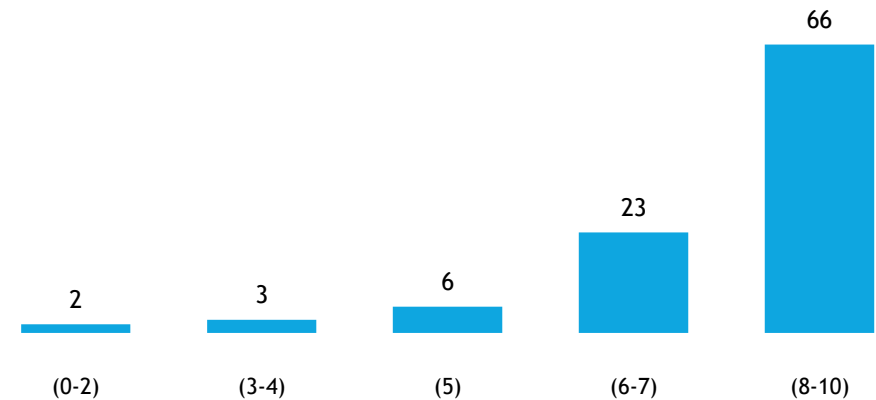
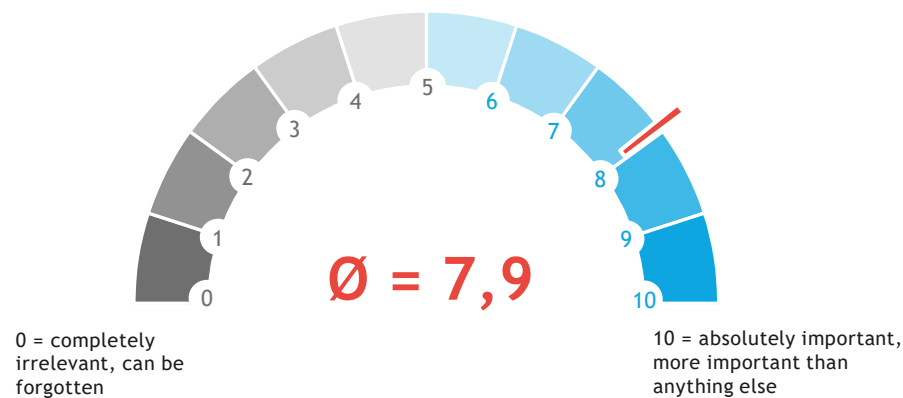
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<554 €)	Medium 60-140% (554-1.294 €)	High >140% (>1.294 €)
Climate change, climate-damaging emissions	65	60	68	71	59	64	74
Pollution of the water/water quality	61	59	65	60	58	66	51
Air pollution/air quality	51	49	58	46	57	50	47
State of the oceans	46	43	49	47	45	44	51
Waste in the environment and living environment	41	37	41	47	39	40	42
Condition of the forests	40	36	44	43	36	39	47
Industrial agriculture	38	40	35	37	39	37	36
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Increasing consumption of energy and raw materials	27	26	24	30	29	26	30
Development of green spaces	26	28	23	25	25	24	26
Increasing traffic and noise	14	17	12	14	17	16	10

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Relevance of the topic of climate change

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



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

Relevance of the topic of climate change

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	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
10=Absolutely important, more important than anything else	22	22	23	29	29	9	16	33	20	23	24
9	21	23	32	21	22	14	24	18	14	18	24
8	23	28	22	12	20	31	22	20	25	19	27
7	15	12	11	12	15	20	19	14	17	12	13
6	8	8	5	13	8	14	5	2	8	12	7
5	6	6	4	4	1	9	9	9	8	6	4
4	2	-	-	3	3	1	2	-	2	5	-
3	1	-	1	2	1	-	-	2	2	3	-
2	-	-	2	-	-	-	-	-	2	-	-
1	-	-	-	-	1	-	-	-	-	-	-
0=Totally irrelevant, can be forgotten	2	-	-	4	-	1	3	2	2	2	2
Average	7,9	8,1	8,3	7,7	8,2	7,4	7,7	8,1	7,5	7,6	8,2

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

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	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
10=Absolutely important, more important than anything else	22	21	23	21	21	13	24	32
9	21	19	22	16	16	25	20	27
8	23	24	22	22	20	26	25	21
7	15	15	15	17	19	16	13	9
6	8	8	8	12	8	9	6	6
5	6	7	6	7	10	6	7	2
4	2	2	1	2	3	1	2	-
3	1	2	1	1	2	1	1	1
2	-	-	-	-	-	1	1	-
1	-	-	-	-	-	-	-	-
0=Totally irrelevant, can be forgotten	2	2	1	2	-	2	2	1
Average	7,9	7,7	8	7,7	7,7	7,7	7,9	8,5

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Relevance of the topic of climate change

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

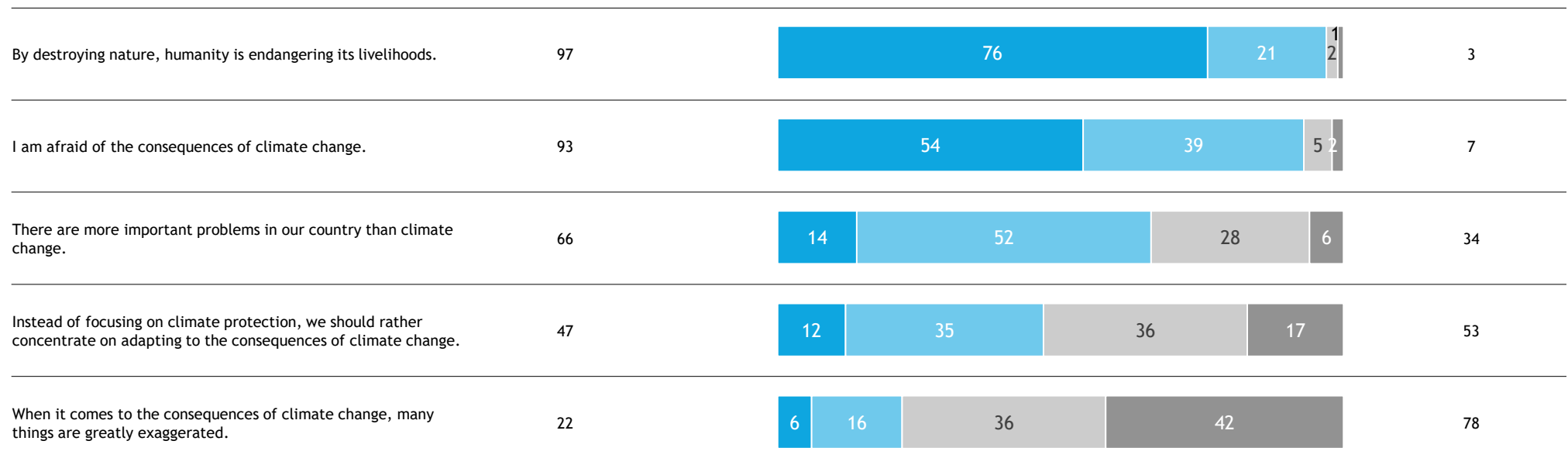
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<554 €)	Medium 60-140% (554-1.294 €)	High >140% (>1.294 €)
10=Absolutely important, more important than anything else	22	23	22	20	20	22	20
9	21	17	24	24	17	22	25
8	23	23	23	24	26	23	23
7	15	16	13	15	18	13	17
6	8	10	7	6	9	8	7
5	6	6	6	7	6	7	5
4	2	2	1	1	4	1	1
3	1	1	1	1	-	2	2
2	-	1	-	-	-	1	-
1	-	-	-	-	-	-	-
0=Totally irrelevant, can be forgotten	2	2	2	1	1	2	1
Average	7,9	7,8	7,9	8,0	7,7	7,9	8,0

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attitudes to climate change

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



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

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

Attitudes to climate change





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

Response category: „Fully agree / Somewhat agree.“

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
By destroying nature, humanity is endangering its livelihoods.	97	95	100	96	95	97	97	98	96	99	98
I am afraid of the consequences of climate change.	93	95	99	86	92	91	93	96	90	88	97
There are more important problems in our country than climate change.	66	62	50	72	65	69	69	66	69	73	56
Instead of focusing on climate protection, we should rather concentrate on adapting to the consequences of climate change.	47	36	30	59	41	52	50	56	44	60	38
When it comes to the consequences of climate change, many things are greatly exaggerated.	22	19	6	24	20	31	15	28	26	39	14

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

EST = Established
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COS = Cosmopolitan Avantgarde
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CMA = Consumer Materialists
SEN = Sensation-Oriented
PRO = Progressive Realists

 strongly overrepresented  strongly underrepresented
 overrepresented  underrepresented

Attitudes to climate change

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

Response category: „Fully agree / Somewhat agree.“

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
By destroying nature, humanity is endangering its livelihoods.	97	96	98	95	99	98	96	98
I am afraid of the consequences of climate change.	93	91	94	90	95	92	91	95
There are more important problems in our country than climate change.	66	67	63	67	76	62	62	60
Instead of focusing on climate protection, we should rather concentrate on adapting to the consequences of climate change.	47	48	46	43	46	45	47	53
When it comes to the consequences of climate change, many things are greatly exaggerated.	22	27	18	31	25	21	19	17

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attitudes to climate change

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

Response category: „Fully agree / Somewhat agree.“

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<554 €)	Medium 60-140% (554-1.294 €)	High >140% (>1.294 €)
By destroying nature, humanity is endangering its livelihoods.	97	96	98	98	96	97	98
I am afraid of the consequences of climate change.	93	91	95	93	91	93	92
There are more important problems in our country than climate change.	66	68	66	60	67	67	64
Instead of focusing on climate protection, we should rather concentrate on adapting to the consequences of climate change.	47	53	47	37	56	45	43
When it comes to the consequences of climate change, many things are greatly exaggerated.	22	32	15	16	34	21	17

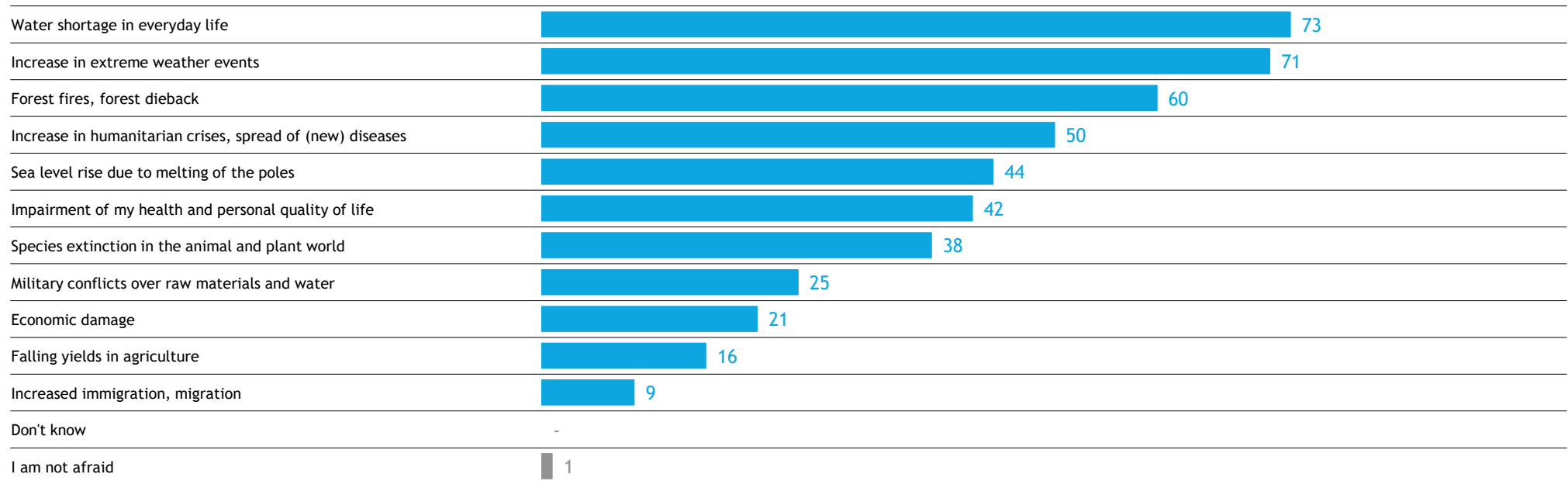
Basis: 1,200 cases, total sample; figures in %.

■ 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
Water shortage in everyday life	73	72	72	67	74	74	76	68	75	66	80
Increase in extreme weather events	71	76	81	71	71	60	74	65	72	64	77
Forest fires, forest dieback	60	65	72	59	46	54	54	62	64	62	58
Increase in humanitarian crises, spread of (new) diseases	50	48	57	54	52	43	55	38	55	35	60
Sea level rise due to melting of the poles	44	46	53	39	53	34	41	46	48	42	39
Impairment of my health and personal quality of life	42	50	32	43	37	47	44	38	47	38	46
Species extinction in the animal and plant world	38	33	55	36	44	34	41	42	29	36	36
Military conflicts over raw materials and water	25	24	26	20	29	24	23	27	30	17	31
Economic damage	21	25	19	19	21	27	20	20	22	21	19
Falling yields in agriculture	16	19	8	10	18	19	11	30	12	14	14
Increased immigration, migration	9	5	4	4	13	9	12	17	10	7	5
Don't know	0	-	-	2	-	-	-	-	-	2	-
I am not afraid	1	0	-	2	-	1	2	-	2	1	-

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

EST = Established
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 CMA = Consumer Materialists
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 PRO = Progressive Realists

strongly overrepresented
 overrepresented
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Consequences of climate change - Anxiety scale

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Water shortage in everyday life	73	68	76	66	72	74	74	77
Increase in extreme weather events	71	66	76	68	66	71	72	78
Forest fires, forest dieback	60	59	61	50	51	60	64	72
Increase in humanitarian crises, spread of (new) diseases	50	43	56	46	50	50	51	52
Sea level rise due to melting of the poles	44	40	47	39	38	40	47	54
Impairment of my health and personal quality of life	42	43	42	47	42	38	47	39
Species extinction in the animal and plant world	38	40	37	34	36	40	43	38
Military conflicts over raw materials and water	25	27	23	28	22	28	24	23
Economic damage	21	23	20	25	29	13	22	19
Falling yields in agriculture	16	18	13	19	18	14	13	15
Increased immigration, migration	9	10	7	8	11	7	10	8
Don't know	0	0	0	0	-	1	0	-
I am not afraid	1	1	1	2	1	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% (<554 €)	Medium 60-140% (554-1.294 €)	High >140% (>1.294 €)
Water shortage in everyday life	73	67	76	77	68	74	72
Increase in extreme weather events	71	64	76	76	69	71	74
Forest fires, forest dieback	60	56	59	66	56	59	63
Increase in humanitarian crises, spread of (new) diseases	50	46	53	52	49	49	50
Sea level rise due to melting of the poles	44	41	46	45	43	43	48
Impairment of my health and personal quality of life	42	45	44	39	47	45	34
Species extinction in the animal and plant world	38	35	43	38	30	42	39
Military conflicts over raw materials and water	25	25	25	26	17	28	24
Economic damage	21	23	19	21	26	22	19
Falling yields in agriculture	16	18	14	14	17	14	16
Increased immigration, migration	9	10	9	7	5	10	9
Don't know	0	1	0	0	2	-	0
I am not afraid	1	1	1	1	2	1	1

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

- 97% of respondents believe that we all need to take action ourselves and start changing our lifestyles in order to preserve a liveable environment for ourselves and future generations (highest level of agreement "fully agree": 60%).
- Furthermore, 93% 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: 44%).
- Slightly fewer, but still more than three quarters (78%) claim to actively contribute to changing society (highest level of agreement: 20%).

Barriers to climate and environmentally conscious behaviour

- 94% of respondents believe that we should be willing to change our lifestyle for the benefit of the environment (highest level of agreement "strongly agree": 53%). However, 35% (also) say that they themselves are only willing to do something to protect the environment if this does not affect their own standard of living (highest level of agreement: 9%).

Main findings

Climate and environmentally conscious behaviour

- 66% fear that a fundamental change in our economic and lifestyle patterns is associated with high personal costs (highest level of agreement: 14%). 63% say they lack the financial means to do something for climate protection (highest level of agreement: 22%). Furthermore, 61% 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: 18%).
- 65% say they are annoyed when others try to tell them how to live (highest level of agreement: 25%). In addition, 39% 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: 11%).
- 84% would be willing to do more to protect the environment if everyone acted in this way (highest level of agreement: 37%). However, 50% (also) say that others should first take the first step before contributing to climate protection themselves (highest level of agreement: 18%). Furthermore, 21% do not believe that their own behaviour can contribute significantly to environmental protection (highest level of agreement: 5%).
- 39% find it difficult to shape their own lives in an environmentally and climate-friendly way (highest level of agreement: 8%). Furthermore, 70% say that the lack of infrastructure makes it impossible to give up the car (highest level of agreement: 28%). 15% say they do not see the point of changing their own behaviour for something that may happen in the future (highest level of agreement: 5%).

Main findings

Climate and environmentally conscious behaviour

- 41% say that preserving jobs is more important than climate and environmental protection (highest level of agreement: 8%). Furthermore, 34% say that Businesses that need a lot of energy for their production cannot implement strict climate protection requirements (highest level of agreement: 8%). 30% think that combating climate change is detrimental to the economy (highest approval rating: 8%).
- 64% believe that business knows best how to implement the necessary change (highest level of agreement: 16%). In addition, 28% think that science and technology will solve the problem of climate change without us having to fundamentally change our way of life (highest level of agreement: 7%).

Motivators of climate and environmentally conscious behaviour

- 97% feel that spending time in nature significantly enhances their quality of life (highest level of agreement: "strongly agree" 67%). Furthermore, 94% of respondents feel strongly connected to nature (highest level of agreement: 49%).
- In the opinion of 97% of respondents, each individual bears responsibility for leaving a liveable environment for future generations (highest level of agreement: 71%). 97% believe that more environmental protection also means better quality of life and health for everyone (highest level of agreement: 71%). Furthermore, 97% think that environmental protection is a matter of decency and civic duty (highest approval rating: 68%). 86% feel personally responsible for the preservation of nature and the environment (highest approval rating: 37%).

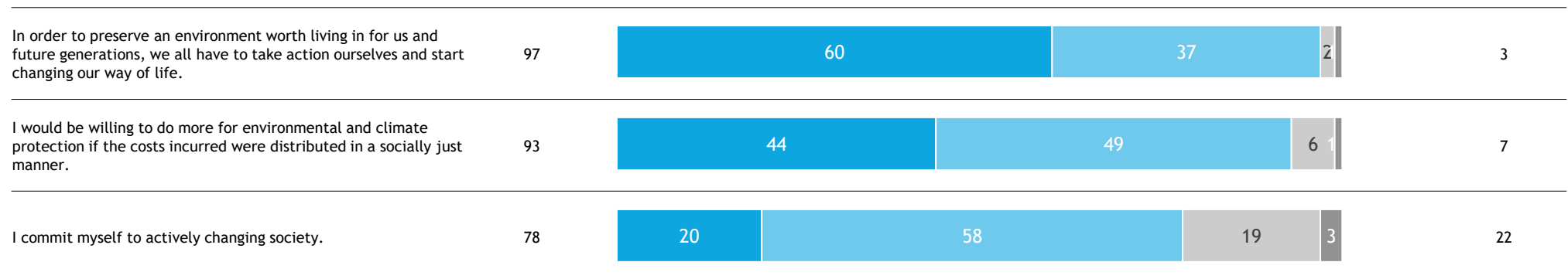
Main findings

Climate and environmentally conscious behaviour

- 94% 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: 52%). In addition, 92% say they feel better when they buy products that have less impact on the environment and climate (highest level of agreement: 46%).
- 91% believe that the economy must become more climate-friendly, as otherwise there is a threat of economic damage (highest level of agreement: 44%). Furthermore, 79% believe that switching to environmentally and climate-friendly products and production processes offers great employment opportunities (highest approval rating: 22%). 92% believe that a consistent policy to protect the environment will have a positive effect on the competitiveness of the economy in the future (highest approval rating: 42%).

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
In order to preserve an environment worth living in for us and future generations, we all have to take action ourselves and start changing our way of life.	97	100	100	98	95	97	97	97	99	92	99
I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially just manner.	93	96	90	95	91	94	98	96	91	94	91
I commit myself to actively changing society.	78	84	79	82	81	70	75	80	71	80	86

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 all have to take action ourselves and start changing our way of life.	60	65	82	62	60	37	56	65	54	47	78
I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially just manner.	44	42	44	57	42	28	47	54	34	44	54
I commit myself to actively changing society.	20	19	19	31	25	10	10	22	11	29	35

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strongly overrepresented
 overrepresented
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Attitudes towards climate and environmentally conscious behaviour

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

Response category: „Fully agree / Somewhat agree”

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
In order to preserve an environment worth living in for us and future generations, we all have to take action ourselves and start changing our way of life.	97	96	99	95	98	97	99	99
I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially just manner.	93	94	93	94	94	93	94	93
I commit myself to actively changing society.	78	78	79	80	72	78	77	86

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 all have to take action ourselves and start changing our way of life.	60	54	65	50	58	63	60	69
I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially just manner.	44	43	45	45	43	43	44	47
I commit myself to actively changing society.	20	18	23	24	21	20	17	21

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% (<554 €)	Medium 60-140% (554-1.294 €)	High >140% (>1.294 €)
In order to preserve an environment worth living in for us and future generations, we all have to take action ourselves and start changing our way of life.	97	96	99	98	97	98	97
I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially just manner.	93	90	96	96	91	94	96
I commit myself to actively changing society.	78	79	77	78	79	79	77

Response category: „Fully agree“

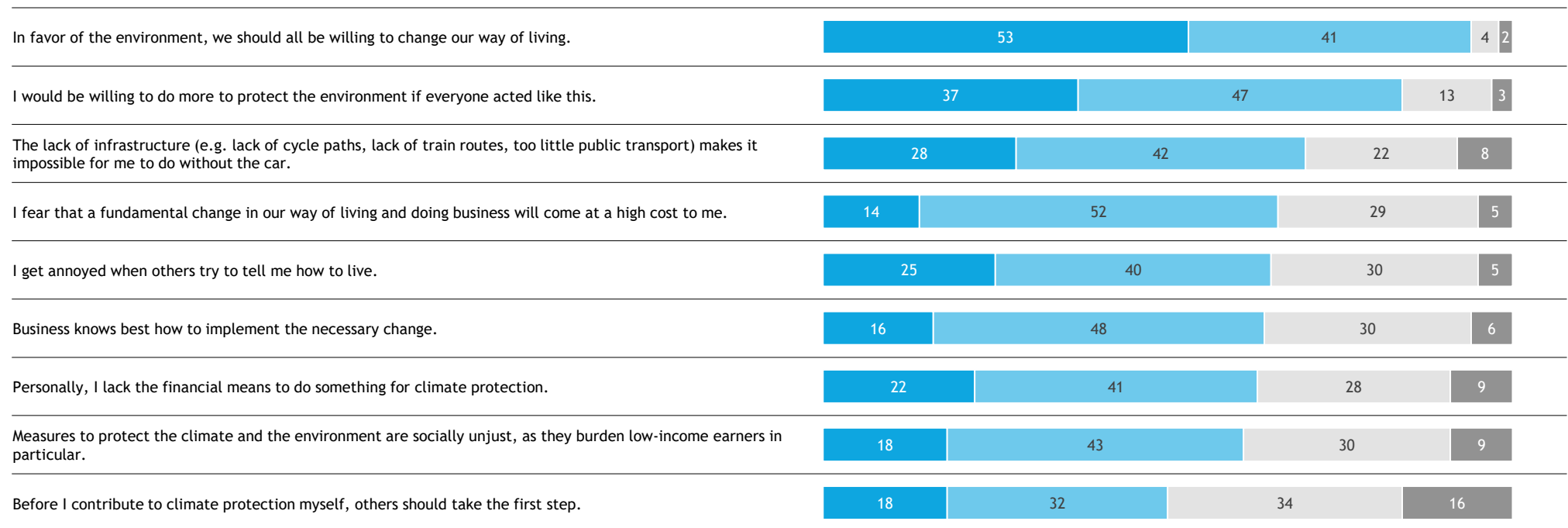
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<554 €)	Medium 60-140% (554-1.294 €)	High >140% (>1.294 €)
In order to preserve an environment worth living in for us and future generations, we all have to take action ourselves and start changing our way of life.	60	54	64	65	56	60	67
I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially just manner.	44	42	46	45	43	45	47
I commit myself to actively changing society.	20	21	21	19	17	21	22

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?

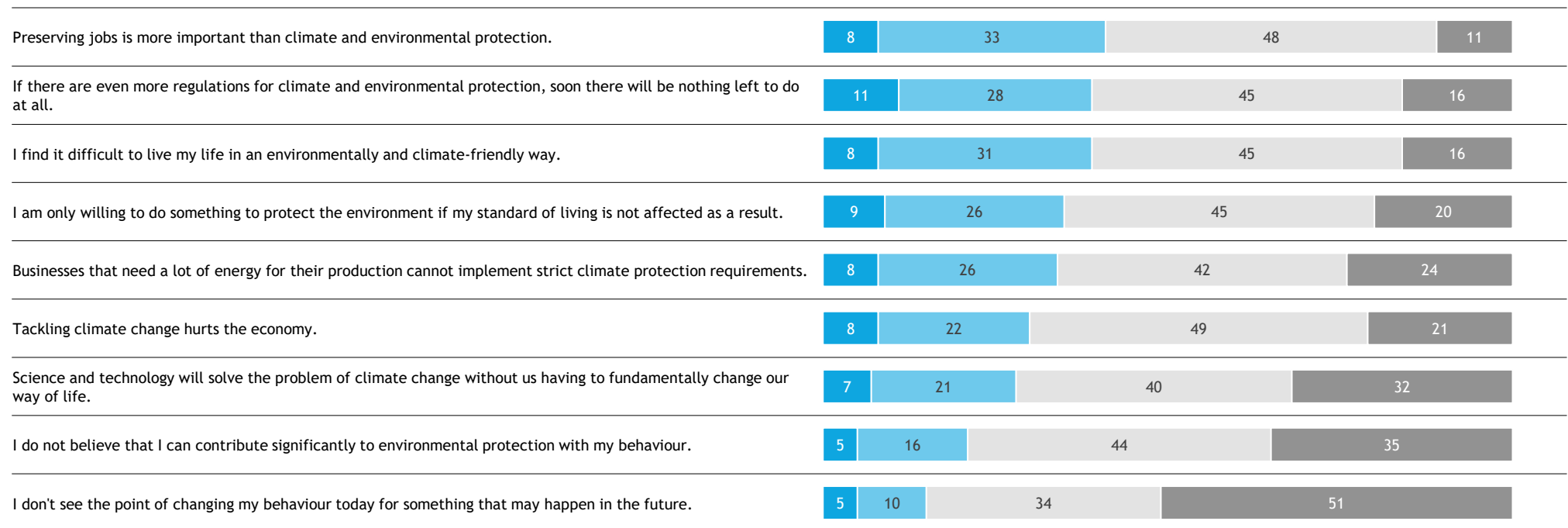


Basis: 1,200 cases, total sample; figures in %.

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

Barriers to climate and environmentally conscious behaviour (2)

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



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

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

Barriers to climate and environmentally conscious behaviour (1)

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

Response category: „Fully agree / Somewhat agree”

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
In favor of the environment, we should all be willing to change our way of living.	94	94	99	95	94	90	92	97	96	88	97
I would be willing to do more to protect the environment if everyone acted like this.	84	83	79	88	81	89	88	82	81	87	81
The lack of infrastructure (e.g. lack of cycle paths, lack of train routes, too little public transport) makes it impossible for me to do without the car.	70	71	66	60	66	71	75	73	65	77	70
I fear that a fundamental change in our way of living and doing business will come at a high cost to me.	66	64	42	52	64	69	74	68	69	89	60
I get annoyed when others try to tell me how to live.	65	69	42	56	64	72	71	68	74	70	61
Business knows best how to implement the necessary change.	64	65	50	68	60	74	61	62	66	73	58
Personally, I lack the financial means to do something for climate protection.	63	61	37	54	46	71	67	70	78	79	53
Measures to protect the climate and the environment are socially unjust, as they burden low-income earners in particular.	61	51	44	53	59	65	67	61	71	73	52
Before I contribute to climate protection myself, others should take the first step.	50	41	31	49	43	59	49	55	60	67	42

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

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strongly overrepresented
overrepresented
strongly underrepresented
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	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Preserving jobs is more important than climate and environmental protection.	41	32	14	31	47	58	46	36	45	56	37
If there are even more regulations for climate and environmental protection, soon there will be nothing left to do at all.	39	45	18	36	44	46	33	33	56	50	33
I find it difficult to live my life in an environmentally and climate-friendly way.	39	34	26	35	42	45	41	32	47	55	29
I am only willing to do something to protect the environment if my standard of living is not affected as a result.	35	32	14	34	35	43	30	47	38	47	26
Businesses that need a lot of energy for their production cannot implement strict climate protection requirements.	34	33	16	26	33	37	31	39	42	53	27
Tackling climate change hurts the economy.	30	21	15	31	35	38	31	39	34	43	22
Science and technology will solve the problem of climate change without us having to fundamentally change our way of life.	28	19	8	34	45	39	26	33	19	45	17
I do not believe that I can contribute significantly to environmental protection with my behaviour.	21	18	10	7	28	35	17	14	24	34	16
I don't see the point of changing my behaviour today for something that may happen in the future.	15	17	6	14	20	23	6	15	19	29	5

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
In favor of the environment, we should all be willing to change our way of living.	94	92	96	91	93	96	94	96
I would be willing to do more to protect the environment if everyone acted like this.	84	86	82	88	80	84	81	86
The lack of infrastructure (e.g. lack of cycle paths, lack of train routes, too little public transport) makes it impossible for me to do without the car.	70	74	67	70	72	71	68	68
I fear that a fundamental change in our way of living and doing business will come at a high cost to me.	66	69	63	68	70	64	69	61
I get annoyed when others try to tell me how to live.	65	69	62	70	70	66	63	58
Business knows best how to implement the necessary change.	64	62	65	58	60	67	65	68
Personally, I lack the financial means to do something for climate protection.	63	66	60	64	64	59	66	63
Measures to protect the climate and the environment are socially unjust, as they burden low-income earners in particular.	61	62	59	60	64	64	61	52
Before I contribute to climate protection myself, others should take the first step.	50	57	44	55	54	47	45	51

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.	41	44	38	48	43	36	42	36
If there are even more regulations for climate and environmental protection, soon there will be nothing left to do at all.	39	42	37	47	50	37	33	30
I find it difficult to live my life in an environmentally and climate-friendly way.	39	42	37	42	40	36	39	39
I am only willing to do something to protect the environment if my standard of living is not affected as a result.	35	39	31	44	49	26	31	27
Businesses that need a lot of energy for their production cannot implement strict climate protection requirements.	34	40	29	40	34	36	25	36
Tackling climate change hurts the economy.	30	32	30	40	28	30	30	28
Science and technology will solve the problem of climate change without us having to fundamentally change our way of life.	28	34	23	41	30	24	24	21
I do not believe that I can contribute significantly to environmental protection with my behaviour.	21	26	16	32	20	18	16	18
I don't see the point of changing my behaviour today for something that may happen in the future.	15	22	9	23	16	15	15	7

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% (<554 €)	Medium 60-140% (554-1.294 €)	High >140% (>1.294 €)
In favor of the environment, we should all be willing to change our way of living.	94	93	96	94	94	94	94
I would be willing to do more to protect the environment if everyone acted like this.	84	82	86	85	84	84	85
The lack of infrastructure (e.g. lack of cycle paths, lack of train routes, too little public transport) makes it impossible for me to do without the car.	70	69	70	71	68	73	70
I fear that a fundamental change in our way of living and doing business will come at a high cost to me.	66	71	67	59	70	68	55
I get annoyed when others try to tell me how to live.	65	70	64	59	67	66	59
Business knows best how to implement the necessary change.	64	69	64	55	70	64	57
Personally, I lack the financial means to do something for climate protection.	63	72	62	51	76	66	45
Measures to protect the climate and the environment are socially unjust, as they burden low-income earners in particular.	61	67	61	49	65	61	53
Before I contribute to climate protection myself, others should take the first step.	50	58	51	38	58	50	39

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% (<554 €)	Medium 60-140% (554-1.294 €)	High >140% (>1.294 €)
Preserving jobs is more important than climate and environmental protection.	41	47	39	34	46	41	37
If there are even more regulations for climate and environmental protection, soon there will be nothing left to do at all.	39	48	34	32	47	40	30
I find it difficult to live my life in an environmentally and climate-friendly way.	39	44	38	34	44	41	29
I am only willing to do something to protect the environment if my standard of living is not affected as a result.	35	42	31	28	49	33	24
Businesses that need a lot of energy for their production cannot implement strict climate protection requirements.	34	43	28	28	39	34	30
Tackling climate change hurts the economy.	30	39	29	22	36	32	22
Science and technology will solve the problem of climate change without us having to fundamentally change our way of life.	28	31	28	22	29	28	29
I do not believe that I can contribute significantly to environmental protection with my behaviour.	21	28	18	13	26	20	16
I don't see the point of changing my behaviour today for something that may happen in the future.	15	23	10	10	22	15	10

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
In favor of the environment, we should all be willing to change our way of living.	53	57	71	63	48	34	51	62	38	48	64
I would be willing to do more to protect the environment if everyone acted like this.	37	41	30	52	42	22	33	45	36	34	40
The lack of infrastructure (e.g. lack of cycle paths, lack of train routes, too little public transport) makes it impossible for me to do without the car.	28	22	27	25	39	23	34	26	20	29	33
I get annoyed when others try to tell me how to live.	25	20	13	23	25	21	30	32	28	38	22
Personally, I lack the financial means to do something for climate protection.	22	20	11	21	19	24	21	26	33	28	11
Before I contribute to climate protection myself, others should take the first step.	18	12	8	13	22	17	18	22	23	26	18
Measures to protect the climate and the environment are socially unjust, as they burden low-income earners in particular.	18	13	9	18	15	13	21	14	22	29	20
Business knows best how to implement the necessary change.	16	15	13	17	10	8	18	21	17	17	18
I fear that a fundamental change in our way of living and doing business will come at a high cost to me.	14	16	5	23	18	8	16	13	14	23	13

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

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Barriers to climate and environmentally conscious behaviour (2)





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

Response category: „Fully agree“

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
If there are even more regulations for climate and environmental protection, soon there will be nothing left to do at all.	11	13	4	14	12	6	8	10	18	14	11
I am only willing to do something to protect the environment if my standard of living is not affected as a result.	9	9	3	10	14	4	6	9	7	16	11
Tackling climate change hurts the economy.	8	7	5	10	7	10	8	6	11	9	12
Preserving jobs is more important than climate and environmental protection.	8	7	2	9	7	9	8	12	6	14	8
Businesses that need a lot of energy for their production cannot implement strict climate protection requirements.	8	10	4	4	4	7	6	13	9	18	7
I find it difficult to live my life in an environmentally and climate-friendly way.	8	7	6	3	18	9	10	7	5	15	4
Science and technology will solve the problem of climate change without us having to fundamentally change our way of life.	7	5	2	14	13	3	2	9	7	11	8
I do not believe that I can contribute significantly to environmental protection with my behaviour.	5	7	3	2	10	4	3	7	3	7	4
I don't see the point of changing my behaviour today for something that may happen in the future.	5	6	3	3	11	4	0	7	7	8	1

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TRA = Traditionals
CMA = Consumer Materialists
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PRO = Progressive Realists

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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
In favor of the environment, we should all be willing to change our way of living.	53	49	57	46	51	55	54	59
I would be willing to do more to protect the environment if everyone acted like this.	37	37	36	45	40	34	30	35
The lack of infrastructure (e.g. lack of cycle paths, lack of train routes, too little public transport) makes it impossible for me to do without the car.	28	27	28	27	34	27	29	23
I get annoyed when others try to tell me how to live.	25	28	23	31	28	22	23	24
Personally, I lack the financial means to do something for climate protection.	22	26	18	22	24	16	27	19
Before I contribute to climate protection myself, others should take the first step.	18	23	14	24	20	14	18	16
Measures to protect the climate and the environment are socially unjust, as they burden low-income earners in particular.	18	20	15	21	24	17	18	10
Business knows best how to implement the necessary change.	16	15	16	16	17	15	15	15
I fear that a fundamental change in our way of living and doing business will come at a high cost to me.	14	18	11	22	18	13	14	6

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Barriers to climate and environmentally conscious behaviour (2)

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

Response category: „Fully agree“

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
If there are even more regulations for climate and environmental protection, soon there will be nothing left to do at all.	11	12	10	18	15	10	8	5
I am only willing to do something to protect the environment if my standard of living is not affected as a result.	9	10	7	15	15	6	5	3
Tackling climate change hurts the economy.	8	10	7	14	10	8	7	3
Preserving jobs is more important than climate and environmental protection.	8	11	6	14	9	8	6	4
Businesses that need a lot of energy for their production cannot implement strict climate protection requirements.	8	10	7	11	8	8	9	7
I find it difficult to live my life in an environmentally and climate-friendly way.	8	11	6	15	8	6	6	6
Science and technology will solve the problem of climate change without us having to fundamentally change our way of life.	7	10	4	12	7	6	6	2
I do not believe that I can contribute significantly to environmental protection with my behaviour.	5	8	2	12	4	4	3	2
I don't see the point of changing my behaviour today for something that may happen in the future.	5	7	3	11	3	4	6	0

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% (<554 €)	Medium 60-140% (554-1.294 €)	High >140% (>1.294 €)
In favor of the environment, we should all be willing to change our way of living.	53	48	58	54	50	52	59
I would be willing to do more to protect the environment if everyone acted like this.	37	36	36	37	40	35	41
The lack of infrastructure (e.g. lack of cycle paths, lack of train routes, too little public transport) makes it impossible for me to do without the car.	28	25	29	30	25	30	30
I get annoyed when others try to tell me how to live.	25	32	23	19	29	26	20
Personally, I lack the financial means to do something for climate protection.	22	28	22	13	24	23	15
Before I contribute to climate protection myself, others should take the first step.	18	21	18	13	24	16	19
Measures to protect the climate and the environment are socially unjust, as they burden low-income earners in particular.	18	22	16	13	21	16	18
Business knows best how to implement the necessary change.	16	16	16	13	18	15	14
I fear that a fundamental change in our way of living and doing business will come at a high cost to me.	14	18	15	10	17	14	11

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“

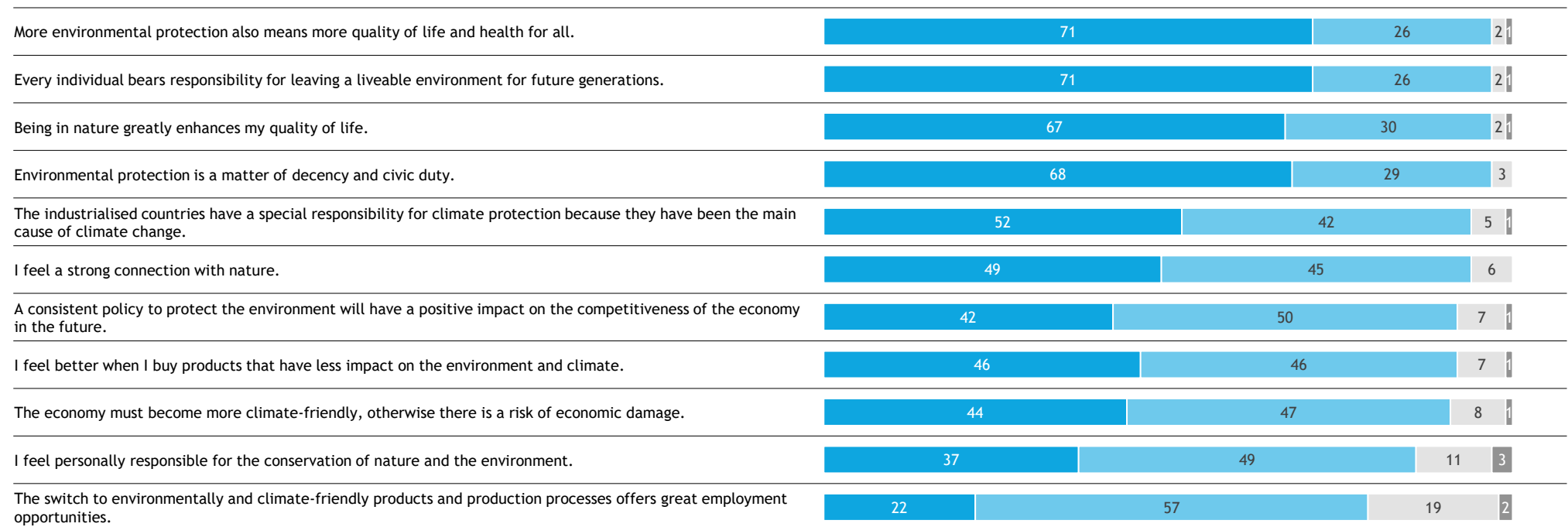
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<554 €)	Medium 60-140% (554-1.294 €)	High >140% (>1.294 €)
If there are even more regulations for climate and environmental protection, soon there will be nothing left to do at all.	11	15	8	8	10	11	12
I am only willing to do something to protect the environment if my standard of living is not affected as a result.	9	12	6	7	12	7	8
Tackling climate change hurts the economy.	8	13	6	5	11	9	4
Preserving jobs is more important than climate and environmental protection.	8	12	5	7	9	8	9
Businesses that need a lot of energy for their production cannot implement strict climate protection requirements.	8	11	6	7	9	9	6
I find it difficult to live my life in an environmentally and climate-friendly way.	8	10	6	8	7	9	7
Science and technology will solve the problem of climate change without us having to fundamentally change our way of life.	7	10	4	4	5	8	5
I do not believe that I can contribute significantly to environmental protection with my behaviour.	5	8	3	2	4	5	5
I don't see the point of changing my behaviour today for something that may happen in the future.	5	8	2	3	6	4	4

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

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
More environmental protection also means more quality of life and health for all.	97	97	98	96	98	98	98	98
Every individual bears responsibility for leaving a liveable environment for future generations.	97	96	98	95	96	97	99	99
Being in nature greatly enhances my quality of life.	97	96	98	97	97	97	98	98
Environmental protection is a matter of decency and civic duty.	97	95	98	93	98	97	96	99
The industrialised countries have a special responsibility for climate protection because they have been the main cause of climate change.	94	93	94	92	91	92	94	98
I feel a strong connection with nature.	94	93	94	88	90	94	96	98
A consistent policy to protect the environment will have a positive impact on the competitiveness of the economy in the future.	92	90	94	89	91	92	92	96
I feel better when I buy products that have less impact on the environment and climate.	92	90	94	90	89	93	91	97
The economy must become more climate-friendly, otherwise there is a risk of economic damage.	91	90	91	87	91	91	92	92
I feel personally responsible for the conservation of nature and the environment.	86	84	88	83	86	88	88	88
The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.	79	82	76	77	75	81	81	80

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

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

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

Response category: „Fully agree / Somewhat agree”

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<554 €)	Medium 60-140% (554-1.294 €)	High >140% (>1.294 €)
More environmental protection also means more quality of life and health for all.	97	98	98	97	96	98	96
Every individual bears responsibility for leaving a liveable environment for future generations.	97	95	99	97	95	98	98
Being in nature greatly enhances my quality of life.	97	98	97	98	98	97	96
Environmental protection is a matter of decency and civic duty.	97	95	98	97	92	98	96
The industrialised countries have a special responsibility for climate protection because they have been the main cause of climate change.	94	92	94	95	90	94	94
I feel a strong connection with nature.	94	93	95	93	91	95	93
A consistent policy to protect the environment will have a positive impact on the competitiveness of the economy in the future.	92	91	92	95	90	92	94
I feel better when I buy products that have less impact on the environment and climate.	92	93	91	92	92	92	92
The economy must become more climate-friendly, otherwise there is a risk of economic damage.	91	88	93	92	89	91	92
I feel personally responsible for the conservation of nature and the environment.	86	85	88	87	88	87	88
The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.	79	80	79	78	76	79	81

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
More environmental protection also means more quality of life and health for all.	71	78	89	68	79	53	68	74	68	58	86
Every individual bears responsibility for leaving a liveable environment for future generations.	71	74	90	84	73	52	71	77	62	58	83
Environmental protection is a matter of decency and civic duty.	68	69	87	66	71	47	72	73	59	54	81
Being in nature greatly enhances my quality of life.	67	74	81	73	68	37	69	75	66	57	78
The industrialised countries have a special responsibility for climate protection because they have been the main cause of climate change.	52	45	61	39	57	35	54	50	56	47	71
I feel a strong connection with nature.	49	51	57	57	46	25	48	64	42	46	58
I feel better when I buy products that have less impact on the environment and climate.	46	52	54	54	62	23	37	54	38	40	56
The economy must become more climate-friendly, otherwise there is a risk of economic damage.	44	48	62	45	52	23	44	43	37	40	52
A consistent policy to protect the environment will have a positive impact on the competitiveness of the economy in the future.	42	42	64	39	42	25	42	37	34	32	59
I feel personally responsible for the conservation of nature and the environment.	37	37	54	46	42	18	32	46	20	34	46
The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.	22	22	27	30	30	11	18	25	13	24	31

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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
More environmental protection also means more quality of life and health for all.	71	67	75	70	73	67	72	76
Every individual bears responsibility for leaving a liveable environment for future generations.	71	67	76	67	68	73	73	76
Environmental protection is a matter of decency and civic duty.	68	62	72	58	68	71	69	71
Being in nature greatly enhances my quality of life.	67	63	71	59	67	67	71	72
The industrialised countries have a special responsibility for climate protection because they have been the main cause of climate change.	52	52	51	44	48	53	49	65
I feel a strong connection with nature.	49	45	52	40	47	47	50	60
I feel better when I buy products that have less impact on the environment and climate.	46	41	50	46	45	46	43	48
The economy must become more climate-friendly, otherwise there is a risk of economic damage.	44	44	44	40	43	43	42	52
A consistent policy to protect the environment will have a positive impact on the competitiveness of the economy in the future.	42	42	41	41	40	41	42	44
I feel personally responsible for the conservation of nature and the environment.	37	32	40	40	33	40	32	37
The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.	22	25	20	23	25	20	20	25

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

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■ 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	Low	Education Medium	High	Net equivalent income (HH/month)		
					Low <60% (<554 €)	Medium 60-140% (554-1.294 €)	High >140% (>1.294 €)
More environmental protection also means more quality of life and health for all.	71	69	72	74	64	71	79
Every individual bears responsibility for leaving a liveable environment for future generations.	71	68	74	74	65	73	75
Environmental protection is a matter of decency and civic duty.	68	62	70	72	62	68	72
Being in nature greatly enhances my quality of life.	67	65	68	70	62	68	71
The industrialised countries have a special responsibility for climate protection because they have been the main cause of climate change.	52	49	55	53	44	53	53
I feel a strong connection with nature.	49	49	50	48	45	50	49
I feel better when I buy products that have less impact on the environment and climate.	46	47	44	45	39	45	51
The economy must become more climate-friendly, otherwise there is a risk of economic damage.	44	41	46	46	35	46	51
A consistent policy to protect the environment will have a positive impact on the competitiveness of the economy in the future.	42	39	41	47	34	42	47
I feel personally responsible for the conservation of nature and the environment.	37	36	34	40	33	37	43
The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.	22	21	22	25	16	22	29

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented



4

Changing lifestyles and economies

Main findings

Changing lifestyles and economies

Assessing the need for change

- When asked whether a fundamental change in our economic and lifestyle patterns is necessary in Portugal, the vast majority of respondents answered "yes, definitely" (46%) or "rather yes" (47%). This contrasts with only 3% who (tend) not to think that fundamental change is necessary. A further 4% answered "I don't know"

Attribution of responsibility-Which actors do too little?

- In the opinion of the population, it is above all political parties that should be more committed to tackling climate change: 84% of respondents say that political parties are (much) too little committed.
- 78% think that the government is doing (far) too little to tackle climate change. The same number of respondents think that the businesses should increase their efforts.
- 73% see trade unions as having a greater responsibility. 70% think local government should do more, 68% expect this from local citizens and 59% want more responsibility from the European Union.
- Non-governmental organisations and the scientific community are less likely to be expected to increase efforts (36% and 29% respectively).

Main findings

Changing lifestyles and economies

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

- When it comes to addressing the climate and environmental crisis, the government is by far the most frequently counted among the three most influential actors (65%). In second place is the European Union with 52%, followed by businesses with 40%. This is followed by local citizens (32%), the scientific community (31%), local governments (24%), NGOs (14%), political parties (12%) and trade unions (2%).

Attitudes towards policy measures

- 95% support a more consistent switch to renewable energy (highest level of agreement "fully agree": 52%). The statement "It annoys me that climate policy is controlled by the EU, because this does insufficiently take into account the special features of our country" is agreed with by 64% (highest level of agreement: 18%).
- 94% are in favour of support programmes that help businesses switch to climate-friendly production processes and products (highest level of agreement: 43%). 92% believe that politicians should exert much stronger pressure on the economy to achieve climate-friendly production methods (highest approval rating: 43%). 88% think that the economy needs clear guidelines from the state in order to become climate-neutral (highest approval rating: 37%). In addition, 84% believe that politics follows the guidelines of industry and business too closely (highest approval rating: 33%).

Main findings

Changing lifestyles and economies

- 93% believe that politics should be much more concerned with a socially just design of the change in our economic and lifestyle patterns (highest level of agreement: 45%). 89% are in favour of providing more financial support to people with low incomes if the costs of electricity and heating or mobility increase due to climate protection measures (highest level of agreement: 45%). At the same time, 82% feel uneasy about the idea of a fundamental change in our economic and lifestyle patterns, as they know from experience that many people will be worse off afterwards than before (highest approval rating: 25%).
- 88% 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: 38%). 68%, however, (also) say that there are already enough guidelines for a fundamental change in our economic and lifestyle patterns-if these were also implemented, we would be on the right track (highest approval rating: 16%).
- 84% agree that low-income, ethnic or other minorities should not be more affected by environmental pollution than other population groups (highest level of agreement: 40%).
- 50% believe that structural change measures should be enforced even if jobs are lost as a result (highest level of agreement: 13%). 86%, however, say that jobs affected by structural change should be maintained for as long as possible if there are no suitable alternatives (highest level of agreement: 29%).

Main findings

Changing lifestyles and economies

Assessment of measures in nature, environmental and climate protection

- **Mobility**: 97% are in favour of expanding the transport network and the frequency of local public transport (highest level of agreement "I fully support": 70%). 95% of respondents are in favour of reducing the prices for local public transport (highest level of agreement: 74%). More charging stations for electric or hybrid vehicles are supported by 93% (highest approval rating: 56%), the promotion of electric vehicles by 89% (highest approval rating: 57%), a Carbon tax on airline tickets by 73% (highest approval rating: 29%) and the introduction of a car toll (so that someone who drives a lot also has to pay more) by 49% (highest approval rating: 18%).
- **Energy**: 96% of respondents are in favour of building more wind turbines (highest approval rating: 59%). 93% are in favour of cooperative membership (highest approval rating: 52%) and 92% are in favour of mandatory solar for public buildings and new private buildings (highest approval rating: 61%).
- **Technology/innovation/economy**: 96% of respondents are in favour of more support for the development of climate-friendly products and technologies (highest level of agreement: 65%). Likewise, 96% are in favour of labelling climate-friendly products (highest approval rating: 68%). Reducing subsidies that are harmful to the climate is supported by 84% (highest approval rating: 39%) and making products that are harmful to the climate more expensive by 77% (highest approval rating: 29%).

Main findings

Changing lifestyles and economies

- **Education**: 96% support an improvement of school education in the field of environmental and climate protection (highest approval rating: 71%). 93% support training or further training (or retraining) for employees who work in jobs that will no longer be needed in the future (highest approval rating: 63%).
- **Housing**: 96% support legal regulations on the energy efficiency of electrical household appliances (highest approval rating: 60%). 95% support state subsidies for the renovation of buildings for thermal insulation (highest approval rating: 62%). 93% support state subsidies for private households to use renewable energy (highest approval rating: 60%). 92% approve of financial support for cost-efficient heating systems (e.g. heat pumps) (highest approval rating: 54%).

Attitudes towards the energy and heat transition

- 97% of respondents agree that workers affected by the switch of electricity and heat supply to renewable energy (e.g. job loss) should be supported in retraining for alternative jobs (highest level of agreement "strongly agree": 64%). Furthermore, 92% think that the affected employees should be supported financially (compensation payments, severance payments, etc.) (highest level of agreement: 52%).

Main findings

Changing lifestyles and economies

- 97% of respondents believe that the development of energy communities should be supported by the government (highest level of agreement: 58%). In addition, 94% of respondents agree that financial support should be given to private households that want to use renewable energy (e.g. solar electricity, solar heating or heat pump) (highest level of agreement: 60%).
- According to 90% 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: 44%). Furthermore, 80% of the respondents think that the affected regions and municipalities should receive financial support (highest level of agreement: 35%).
- 94% 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: 46%).
- 80% of respondents can imagine taking an active part in shaping their community's energy supply, with 25% saying they could "definitely" imagine doing so. Asked whether they could imagine generating their own energy, 8% say they already do, 60% say they can "definitely" imagine it and 21% say they can "rather" imagine it.

Main findings

Changing lifestyles and economies

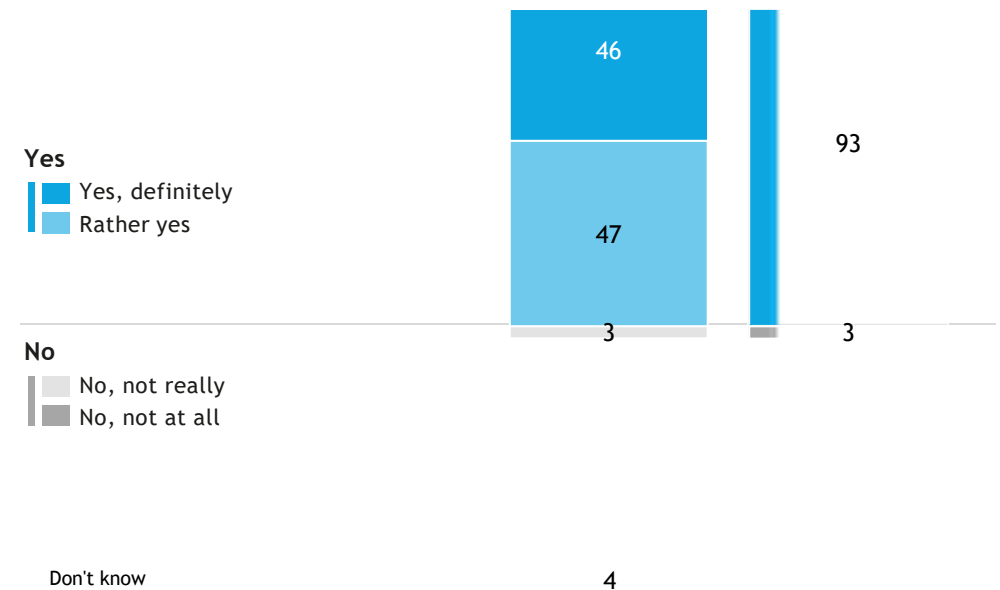
- 74% would "approve" of the construction of a solar park in their community if the profits it generates benefit the community. Another 25% would accept it, 1% would reject it. The construction of a wind park in their community would be "approved" by 64% (if the profits generated by it benefit the community). A further 31% would accept it, 5% would reject it.
- To fight climate change, it is necessary to heat differently in the coming years. 70% of respondents think this should be done through more public subsidies for climate-neutral technologies and the replacement of heating. On the other hand, 14% are in favour of bans and 4% of higher prices for oil, gas and coal. The remaining 12% of respondents are not in favour of any of the options mentioned.
- When asked whether renewable energy has become more important since the outbreak of the Russia-Ukraine conflict, 42% answer "yes, renewable energy has become more important" Another 38% answer with "rather yes" In contrast, 15% answered with "rather no" and 5% with "no, renewable energy has not become more important"

Assessing the need for change

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



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







Assessing the need for change

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
YES	94	97	99	91	92	91	95	92	90	90	98
Yes, definitely	46	52	54	46	49	33	46	44	39	44	62
Rather yes	47	45	45	45	43	58	49	48	51	46	36
NO	4	1	1	5	6	4	3	3	4	8	-
No, not really	3	1	1	5	6	3	3	3	2	8	-
No, not at all	-	-	-	-	-	1	-	-	1	-	-
Don't know	4	2	-	4	2	4	2	5	6	2	2

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

EST = Established
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 PER = Performers
 COS = Cosmopolitan Avantgarde
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 PRO = Progressive Realists

 strongly overrepresented
 overrepresented
 strongly underrepresented
 underrepresented

Assessing the need for change

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
YES	94	93	94	92	93	96	95	92
Yes, definitely	46	43	50	46	43	45	48	51
Rather yes	47	50	44	46	50	50	47	41
NO	4	6	1	6	2	2	3	3
No, not really	3	5	1	6	2	2	2	3
No, not at all	-	-	-	-	-	1	1	-
Don't know	4	2	4	1	5	2	2	4

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

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■ overrepresented ■ underrepresented

Assessing the need for change

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

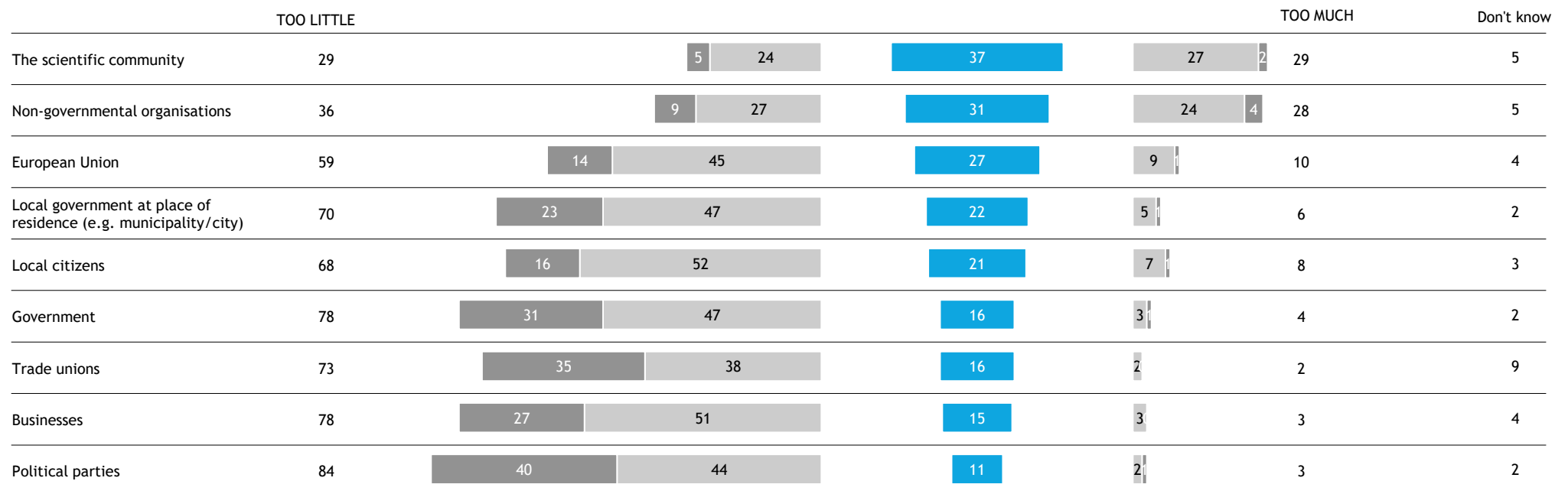
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<554 €)	Medium 60-140% (554-1.294 €)	High >140% (>1.294 €)
YES	94	92	94	95	93	94	95
Yes, definitely	46	45	46	50	48	48	49
Rather yes	47	47	49	45	45	46	46
NO	4	4	2	4	4	3	4
No, not really	3	4	2	3	4	3	4
No, not at all	-	1	-	-	1	-	-
Don't know	4	4	4	2	3	3	1

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attribution of responsibility

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



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

Way too little
Too little

Just right

Way too much
Too much

Attribution of responsibility (1)

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Businesses											
Way too much/too much	3	3	2	2	6	9	2	3	1	9	0
Just right	15	17	13	17	13	18	16	19	9	18	12
Too little/way too little	78	76	84	80	76	72	79	72	83	72	83
Local government at place of residence (e.g. municipality/city)											
Way too much/too much	6	8	3	6	4	10	3	4	0	12	6
Just right	22	25	22	22	25	29	21	26	16	21	17
Too little/way too little	70	63	72	70	68	59	72	67	78	66	75
European Union											
Way too much/too much	10	10	13	11	12	16	9	11	3	12	8
Just right	27	31	28	32	30	34	23	21	21	24	27
Too little/way too little	59	54	54	53	54	49	65	64	70	61	62

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strongly overrepresented
 overrepresented
 strongly underrepresented
 underrepresented

Attribution of responsibility (2)

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Government											
Way too much/too much	4	5	-	5	2	5	4	4	2	6	1
Just right	16	19	21	17	12	20	10	19	12	12	14
Too little/way too little	78	71	78	76	82	73	83	74	81	80	83
Local citizens											
Way too much/too much	8	10	9	5	8	9	6	7	5	14	5
Just right	21	24	16	24	21	22	25	21	20	19	18
Too little/way too little	68	63	74	70	70	67	68	67	70	64	76
Trade unions											
Way too much/too much	2	2	1	-	7	5	2	2	-	6	5
Just right	16	20	16	14	10	20	10	18	14	22	16
Too little/way too little	73	69	76	84	74	71	76	73	72	69	74

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Attribution of responsibility (3)

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Political parties											
Way too much/too much	3	6	-	2	-	6	0	2	1	8	3
Just right	11	13	9	16	14	13	5	18	2	13	8
Too little/way too little	84	75	88	81	83	77	94	77	91	79	87
Non-governmental organisations											
Way too much/too much	28	35	35	20	34	25	32	22	18	24	39
Just right	31	26	29	37	31	40	31	36	27	28	25
Too little/way too little	36	32	30	42	30	33	36	37	48	44	31
The scientific community											
Way too much/too much	29	35	37	23	37	31	36	15	16	23	35
Just right	37	34	39	48	29	44	32	43	35	33	34
Too little/way too little	29	27	18	26	32	24	28	40	34	40	24

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overrepresented
strongly underrepresented
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Attribution of responsibility (1)

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Businesses								
Way too much/too much	3	6	2	7	5	3	2	1
Just right	15	15	15	21	18	14	12	12
Too little/way too little	78	78	78	64	73	80	84	86
Local government at place of residence (e.g. municipality/city/commune)								
Way too much/too much	6	6	4	11	4	4	4	5
Just right	22	24	20	28	28	20	16	22
Too little/way too little	70	68	71	57	64	74	78	71
European Union								
Way too much/too much	10	11	10	16	14	7	6	10
Just right	27	29	25	34	26	28	20	27
Too little/way too little	59	58	60	45	56	62	72	60

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attribution of responsibility (2)

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Government								
Way too much/too much	4	4	3	3	4	3	2	6
Just right	16	17	14	20	15	16	13	14
Too little/way too little	78	78	79	72	77	80	83	78
Local citizens								
Way too much/too much	8	11	6	11	8	7	10	4
Just right	21	21	20	27	25	18	17	19
Too little/way too little	68	67	71	59	63	74	72	74
Trade unions								
Way too much/too much	2	4	2	7	4	2	2	0
Just right	16	17	15	24	18	18	10	12
Too little/way too little	73	74	74	59	70	74	82	80

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

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■ overrepresented ■ underrepresented

Attribution of responsibility (3)

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Political parties								
Way too much/too much	3	4	2	4	5	2	3	2
Just right	11	13	8	17	14	8	7	8
Too little/way too little	84	82	85	76	76	88	88	89
Non-governmental organisations								
Way too much/too much	28	31	26	40	29	28	25	19
Just right	31	32	30	27	32	33	28	35
Too little/way too little	36	34	39	28	32	34	45	41
The scientific community								
Way too much/too much	29	30	27	35	26	31	26	25
Just right	37	37	36	40	37	31	34	44
Too little/way too little	29	30	29	21	30	32	36	25

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■ 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% (<554 €)	Medium 60-140% (554-1.294 €)	High >140% (>1.294 €)
Businesses							
Way too much/too much	3	5	2	3	6	3	2
Just right	15	16	16	13	18	15	12
Too little/way too little	78	74	79	82	69	78	84
Local government at place of residence (e.g. municipality/city)							
Way too much/too much	6	7	4	6	6	6	4
Just right	22	24	22	20	20	23	23
Too little/way too little	70	66	71	72	69	68	72
European Union							
Way too much/too much	10	10	8	12	15	9	11
Just right	27	24	27	30	27	26	30
Too little/way too little	59	61	62	55	53	61	56

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% (<554 €)	Medium 60-140% (554-1.294 €)	High >140% (>1.294 €)
Government							
Way too much/too much	4	4	3	3	2	4	2
Just right	16	16	16	14	18	14	15
Too little/way too little	78	76	79	81	75	79	82
Local citizens							
Way too much/too much	8	9	6	8	13	7	6
Just right	21	20	21	20	23	21	16
Too little/way too little	68	68	70	70	62	69	76
Trade unions							
Way too much/too much	2	4	1	3	4	3	3
Just right	16	19	13	15	20	17	14
Too little/way too little	73	70	78	74	68	73	76

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

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Attribution of responsibility (3)

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

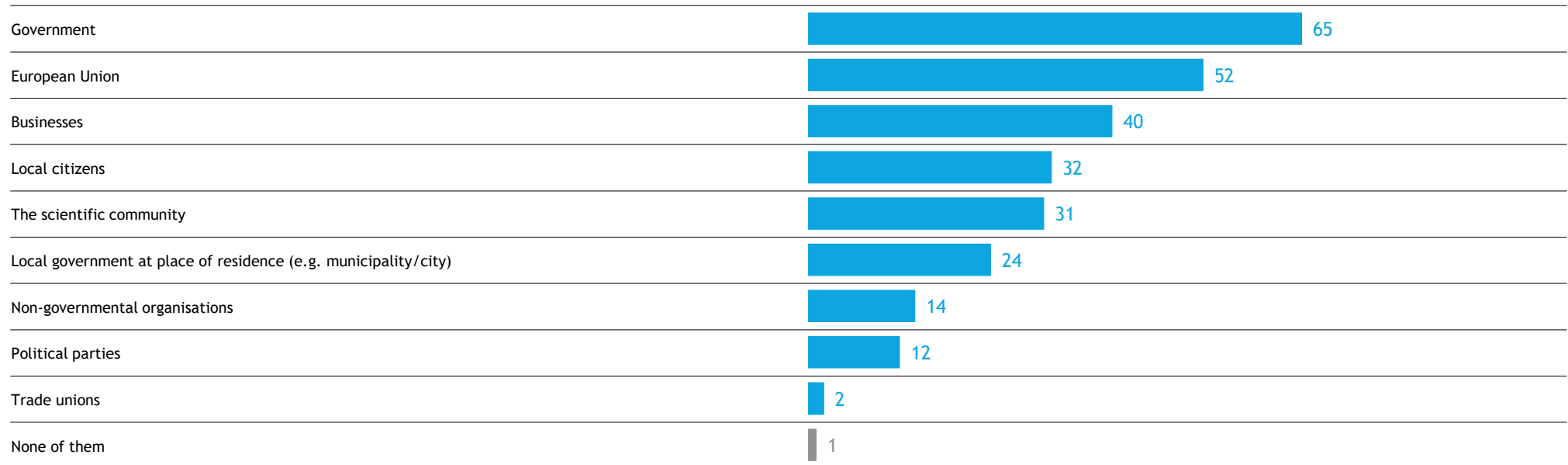
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<554 €)	Medium 60-140% (554-1.294 €)	High >140% (>1.294 €)
Political parties							
Way too much/too much	3	4	2	3	3	2	4
Just right	11	14	8	7	12	11	8
Too little/way too little	84	79	87	88	82	84	88
Non-governmental organisations							
Way too much/too much	28	22	28	38	25	27	37
Just right	31	34	28	30	30	33	26
Too little/way too little	36	41	38	29	41	35	33
The scientific community							
Way too much/too much	29	18	31	42	19	29	38
Just right	37	44	33	31	47	36	31
Too little/way too little	29	33	30	25	27	29	27

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
Government	65	60	70	54	58	64	68	69	68	61	68
European Union	52	56	45	54	52	56	58	46	62	51	43
Businesses	40	38	57	36	44	34	42	29	41	34	46
Local citizens	32	40	35	35	31	36	23	34	25	34	37
The scientific community	31	33	30	28	28	35	33	28	23	31	38
Local government at place of residence (e.g. municipality/city)	24	25	26	26	14	18	20	32	30	26	23
Non-governmental organisations	14	10	14	15	10	14	14	20	16	8	16
Political parties	12	12	7	10	16	11	9	22	10	16	7
Trade unions	2	-	-	3	5	2	2	2	1	3	5
None of them	1	2	-	3	-	0	2	2	1	2	-

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 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	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Government	65	65	65	53	63	63	76	68
European Union	52	57	49	48	57	55	53	48
Businesses	40	39	41	34	36	42	42	44
Local citizens	32	29	36	37	32	35	28	30
The scientific community	31	35	27	36	30	27	24	39
Local government at place of residence (e.g. municipality/city)	24	22	26	18	16	24	26	35
Non-governmental organisations	14	10	17	16	11	11	13	19
Political parties	12	12	11	14	13	13	14	5
Trade unions	2	3	2	2	5	2	2	1
None of them	1	1	1	1	4	1	1	-

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.

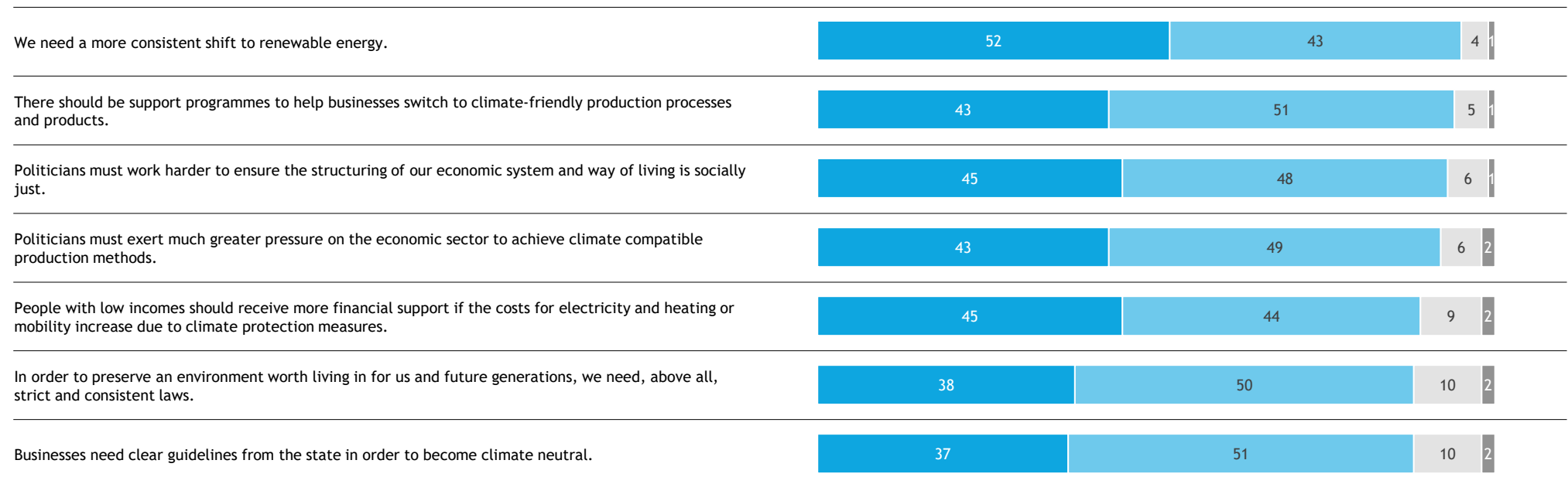
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<554 €)	Medium 60-140% (554-1.294 €)	High >140% (>1.294 €)
Government	65	62	67	66	62	66	62
European Union	52	52	54	50	48	54	49
Businesses	40	27	48	51	29	42	46
Local citizens	32	35	31	30	38	32	31
The scientific community	31	26	33	35	29	28	41
Local government at place of residence (e.g. municipality/city)	24	25	24	22	28	23	23
Non-governmental organisations	14	16	12	12	14	12	14
Political parties	12	16	10	9	13	12	10
Trade unions	2	4	1	1	3	2	3
None of them	1	2	1	1	2	2	-

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

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■ overrepresented ■ underrepresented

Attitudes towards policy measures (1)

To what extent do you agree with the following statements?

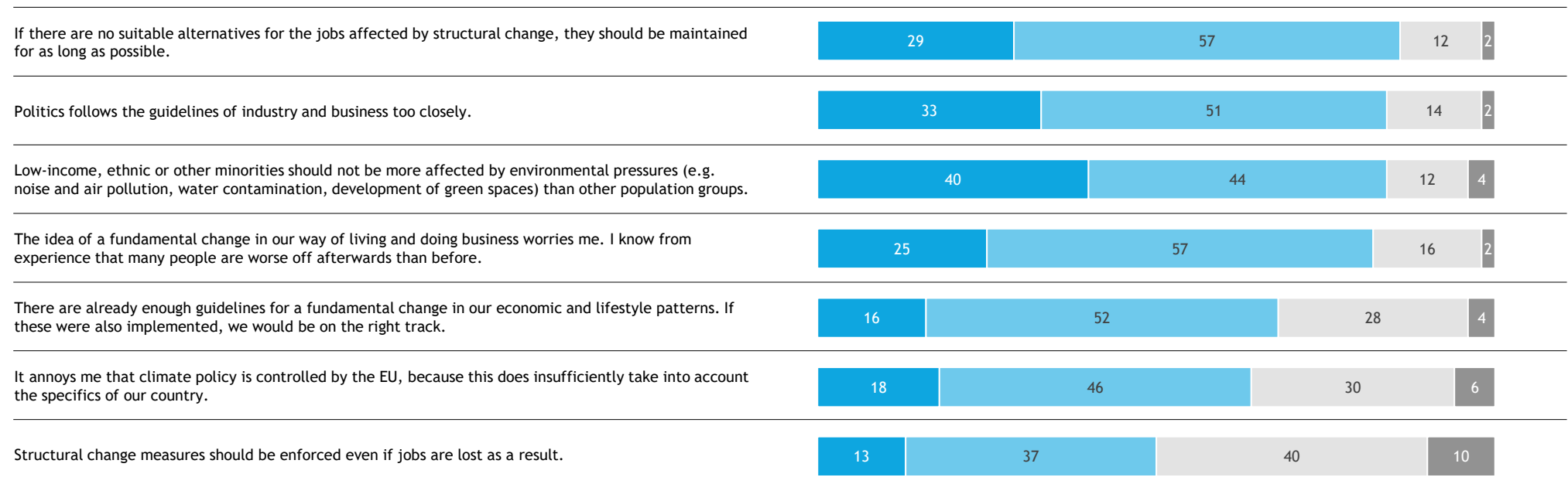


Basis: 1,200 cases, total sample; figures in %.

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

Attitudes towards policy measures (2)

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 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
We need a more consistent shift to renewable energy.	95	97	98	97	93	94	98	96	95	87	98
There should be support programmes to help businesses switch to climate-friendly production processes and products.	94	98	94	96	94	93	95	94	90	92	93
Politicians must work harder to ensure the structuring of our economic system and way of living is socially just.	93	93	92	89	96	92	93	90	99	86	96
Politicians must exert much greater pressure on the economic sector to achieve climate compatible production methods.	92	95	93	88	95	90	93	93	92	88	98
People with low incomes should receive more financial support if the costs for electricity and heating or mobility increase due to climate protection measures.	89	90	88	92	88	88	85	92	92	87	92
In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.	88	90	88	93	94	85	89	88	88	83	92
The economy needs clear guidelines from the state in order to become climate neutral.	88	86	93	92	92	89	93	82	91	80	91

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Attitudes towards policies (2)

To what extent do you agree with the following statements?

Response category: „Fully agree / Somewhat agree”

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
If there are no suitable alternatives for the jobs affected by structural change, they should be maintained for as long as possible.	86	86	74	89	77	85	93	92	93	86	79
Politics follows the guidelines of industry and business too closely.	84	86	79	82	80	81	86	91	86	83	87
Low-income, ethnic or other minorities should not be more affected by environmental pressures (e.g. noise and air pollution, water contamination, development of green spaces) than other population groups.	84	85	85	84	83	77	87	84	86	91	80
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.	82	83	62	80	73	88	86	89	89	84	82
There are already enough guidelines for a fundamental change in our economic and lifestyle patterns. If these were also implemented, we would be on the right track.	68	68	66	70	67	65	64	70	66	73	66
It annoys me that climate policy is controlled by the EU, because this does insufficiently take into account the specifics of our country.	64	58	42	65	68	62	64	78	75	68	62
Structural change measures should be enforced even if jobs are lost as a result.	50	50	57	46	62	55	43	49	43	53	48

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

strongly overrepresented
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Attitudes towards policies (1)

To what extent do you agree with the following statements?

Response category: „Fully agree / Somewhat agree”

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
We need a more consistent shift to renewable energy.	95	94	96	90	97	98	94	97
There should be support programmes to help businesses switch to climate-friendly production processes and products.	94	93	95	91	93	96	94	95
Politicians must work harder to ensure the structuring of our economic system and way of living is socially just.	93	92	94	89	92	94	94	94
Politicians must exert much greater pressure on the economic sector to achieve climate compatible production methods.	92	91	94	85	92	96	93	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.	89	88	90	86	88	87	91	94
In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.	88	88	89	86	85	91	87	93
The economy needs clear guidelines from the state in order to become climate neutral.	88	87	91	85	90	89	90	89

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.	86	85	86	81	82	88	87	91
Politics follows the guidelines of industry and business too closely.	84	85	84	75	81	90	85	89
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.	84	84	84	81	74	87	85	92
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.	82	82	82	80	80	83	81	87
There are already enough guidelines for a fundamental change in our economic and lifestyle patterns. If these were also implemented, we would be on the right track.	68	65	70	68	59	68	67	74
It annoys me that climate policy is controlled by the EU, because this does insufficiently take into account the specifics of our country.	64	65	63	62	66	67	63	62
Structural change measures should be enforced even if jobs are lost as a result.	50	58	44	55	49	49	46	53

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

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Attitudes towards policies (1)

To what extent do you agree with the following statements?

Response category: „Fully agree / Somewhat agree”

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<554 €)	Medium 60-140% (554-1.294 €)	High >140% (>1.294 €)
We need a more consistent shift to renewable energy.	95	93	98	96	94	95	96
There should be support programmes to help businesses switch to climate-friendly production processes and products.	94	93	96	93	95	92	95
Politicians must work harder to ensure the structuring of our economic system and way of living is socially just.	93	92	94	91	95	93	91
Politicians must exert much greater pressure on the economic sector to achieve climate compatible production methods.	92	91	93	94	90	94	91
People with low incomes should receive more financial support if the costs for electricity and heating or mobility increase due to climate protection measures.	89	90	91	86	91	90	86
In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.	88	89	91	86	86	90	87
The economy needs clear guidelines from the state in order to become climate neutral.	88	86	92	89	94	87	89

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

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Attitudes towards policies (2)

To what extent do you agree with the following statements?

Response category: „Fully agree / Somewhat agree”

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<554 €)	Medium 60-140% (554-1.294 €)	High >140% (>1.294 €)
If there are no suitable alternatives for the jobs affected by structural change, they should be maintained for as long as possible.	86	91	89	74	88	87	78
Politics follows the guidelines of industry and business too closely.	84	87	84	81	83	84	84
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.	84	83	85	84	89	82	83
The idea of a fundamental change in our way of living and doing business worries me. I know from experience that many people are worse off afterwards than before.	82	86	84	74	86	83	73
There are already enough guidelines for a fundamental change in our economic and lifestyle patterns. If these were also implemented, we would be on the right track.	68	71	65	64	68	68	64
It annoys me that climate policy is controlled by the EU, because this does insufficiently take into account the specifics of our country.	64	74	65	49	68	66	56
Structural change measures should be enforced even if jobs are lost as a result.	50	48	49	53	46	51	55

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

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Attitudes towards policies (1)

To what extent do you agree with the following statements?

Response category: „Fully agree“

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
We need a more consistent shift to renewable energy.	52	57	66	59	58	33	50	54	40	52	62
Politicians must work harder to ensure the structuring of our economic system and way of living is socially just.	45	43	47	49	42	29	47	46	47	43	53
People with low incomes should be given greater financial support if the costs for electricity and heating or mobility increase due to climate protection measures.	45	41	35	53	43	34	41	51	53	41	59
Politicians must exert much greater pressure on the economic sector to achieve climate compatible production methods.	43	37	51	41	53	20	44	43	37	46	59
There should be subsidy programmes to support businesses in switching to climate-friendly production processes and products.	43	45	49	47	53	32	44	46	32	41	48
Low-income, ethnic or other minorities should not be more affected by environmental pressures (e.g. noise and air pollution, water contamination, development of green spaces) than other population groups.	40	32	48	51	44	23	40	48	34	36	51
In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.	38	39	43	45	32	18	42	45	32	46	42

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

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Attitudes towards policies (2)





To what extent do you agree with the following statements?

Response category: „Fully agree“

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
The economy needs clear guidelines from the state in order to become climate neutral.	37	36	52	30	42	15	43	36	32	40	44
Politics follows the guidelines of industry and business too closely.	33	27	35	35	40	17	42	32	41	31	36
If there are no suitable alternatives for the jobs affected by structural change, they should be maintained for as long as possible.	29	23	24	42	35	16	30	36	29	34	30
The idea of a fundamental change in our way of living and doing business worries me. I know from experience that many people will be worse off than before.	25	19	17	32	30	14	30	39	18	30	27
It annoys me that climate policy is controlled by the EU, because this does not take the particularities of our country are insufficiently taken into account.	18	17	7	20	17	15	22	28	21	19	20
There are already enough guidelines for a fundamental change in our economic and lifestyle patterns. If these were also implemented, we would be on the right track.	16	14	16	23	34	7	16	13	11	19	16
Structural change measures should be enforced even if jobs are lost as a result.	13	14	11	12	20	12	10	20	5	17	15

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

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Attitudes towards policies (1)

To what extent do you agree with the following statements?

Response category: „Fully agree“

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
We need a more consistent shift to renewable energy.	52	53	51	46	52	56	51	56
Politicians must work harder to ensure the structuring of our economic system and way of living is socially just.	45	45	44	43	42	47	46	45
People with low incomes should be given greater financial support if the costs for electricity and heating or mobility increase due to climate protection measures.	45	44	45	47	46	44	39	49
Politicians must exert much greater pressure on the economic sector to achieve climate compatible production methods.	43	42	43	36	43	44	43	48
There should be subsidy programmes to support businesses in switching to climate-friendly production processes and products.	43	39	46	46	46	45	41	37
Low-income, ethnic or other minorities should not be more affected by environmental pressures (e.g. noise and air pollution, water contamination, development of green spaces) than other population groups.	40	37	43	40	29	40	40	51
In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.	38	40	37	37	37	40	37	41

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
The economy needs clear guidelines from the state in order to become climate neutral.	37	38	36	33	38	34	35	46
Politics follows the guidelines of industry and business too closely.	33	37	30	28	37	36	36	30
If there are no suitable alternatives for the jobs affected by structural change, they should be maintained for as long as possible.	29	30	29	28	25	32	25	36
The idea of a fundamental change in our way of living and doing business worries me. I know from experience that many people will be worse off than before.	25	23	27	28	25	24	27	23
It annoys me that climate policy is controlled by the EU, because this does not take the the particularities of our country are insufficiently taken into account.	18	20	17	17	23	18	20	15
There are already enough guidelines for a fundamental change in our economic and lifestyle patterns. If these were also implemented, we would be on the right track.	16	16	16	22	15	16	13	15
Structural change measures should be enforced even if jobs are lost as a result.	13	17	10	22	17	13	8	8

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

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■ overrepresented ■ underrepresented

Attitudes towards policies (1)

To what extent do you agree with the following statements?

Response category: „Fully agree“

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<554 €)	Medium 60-140% (554-1.294 €)	High >140% (>1.294 €)
We need a more consistent shift to renewable energy.	52	48	56	53	47	53	56
Politicians must work harder to ensure the structuring of our economic system and way of living is socially just.	45	43	47	45	43	45	47
People with low incomes should be given greater financial support if the costs for electricity and heating or mobility increase due to climate protection measures.	45	51	46	35	54	45	36
Politicians must exert much greater pressure on the economic sector to achieve climate compatible production methods.	43	38	48	43	36	45	41
There should be subsidy programmes to support businesses in switching to climate-friendly production processes and products.	43	41	45	43	40	43	45
Low-income, ethnic or other minorities should not be more affected by environmental pressures (e.g. noise and air pollution, water contamination, development of green spaces) than other population groups.	40	38	41	43	37	39	46
In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.	38	41	41	33	37	40	36

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

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

To what extent do you agree with the following statements?

Response category: „Fully agree“

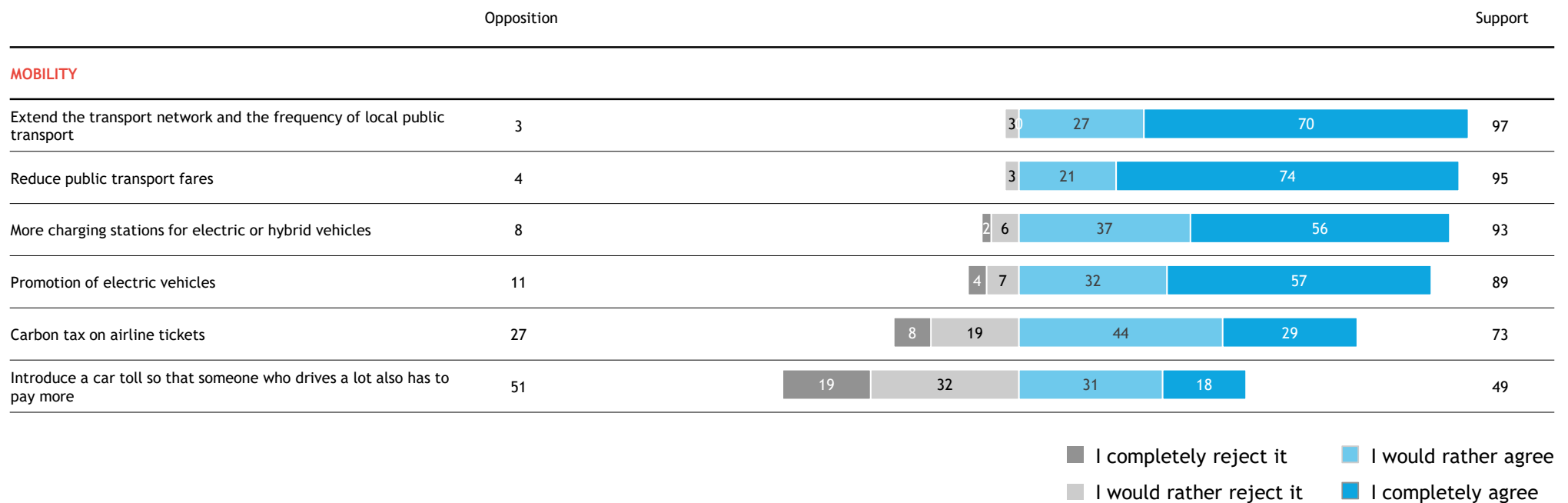
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<554 €)	Medium 60-140% (554-1.294 €)	High >140% (>1.294 €)
The economy needs clear guidelines from the state in order to become climate neutral.	37	32	41	40	32	38	43
Politics follows the guidelines of industry and business too closely.	33	32	36	33	27	36	32
If there are no suitable alternatives for the jobs affected by structural change, they should be maintained for as long as possible.	29	33	32	22	27	30	27
The idea of a fundamental change in our way of living and doing business worries me. I know from experience that many people will be worse off than before.	25	29	27	19	31	25	23
It annoys me that climate policy is controlled by the EU, because this does not take the particularities of our country are insufficiently taken into account.	18	23	18	14	22	19	15
There are already enough guidelines for a fundamental change in our economic and lifestyle patterns. If these were also implemented, we would be on the right track.	16	17	16	14	15	17	13
Structural change measures should be enforced even if jobs are lost as a result.	13	17	9	13	15	14	12

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

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

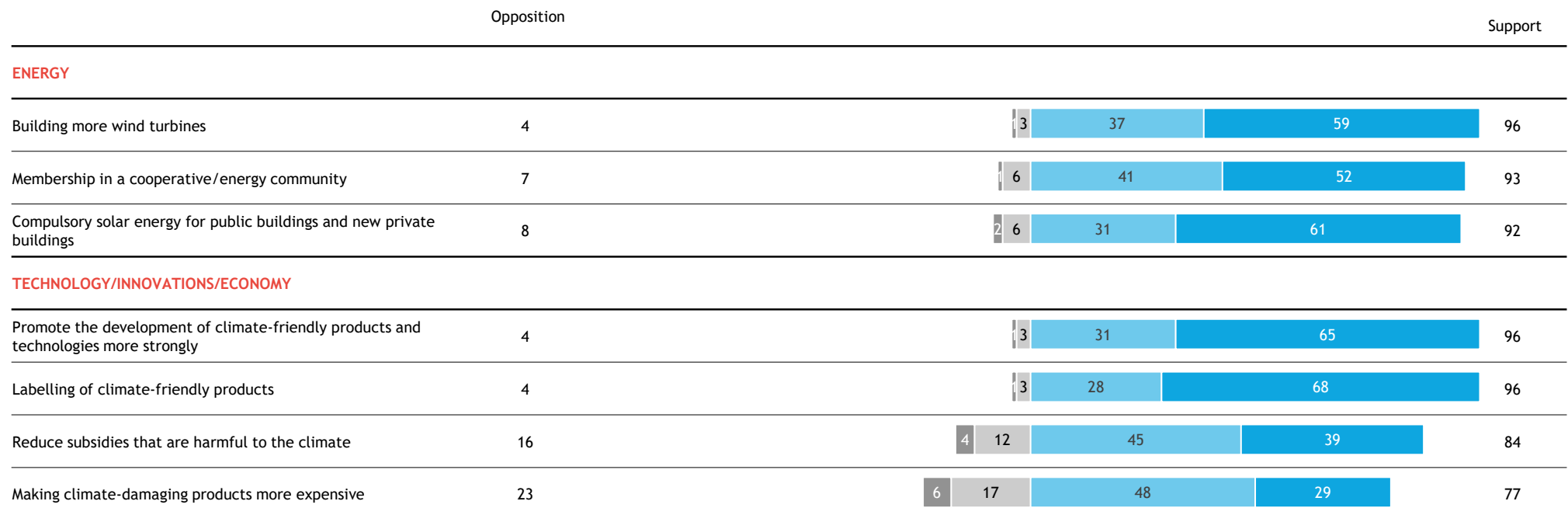
There are various proposals to advance climate and environmental protection. To what extent do you support the following measures?



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?



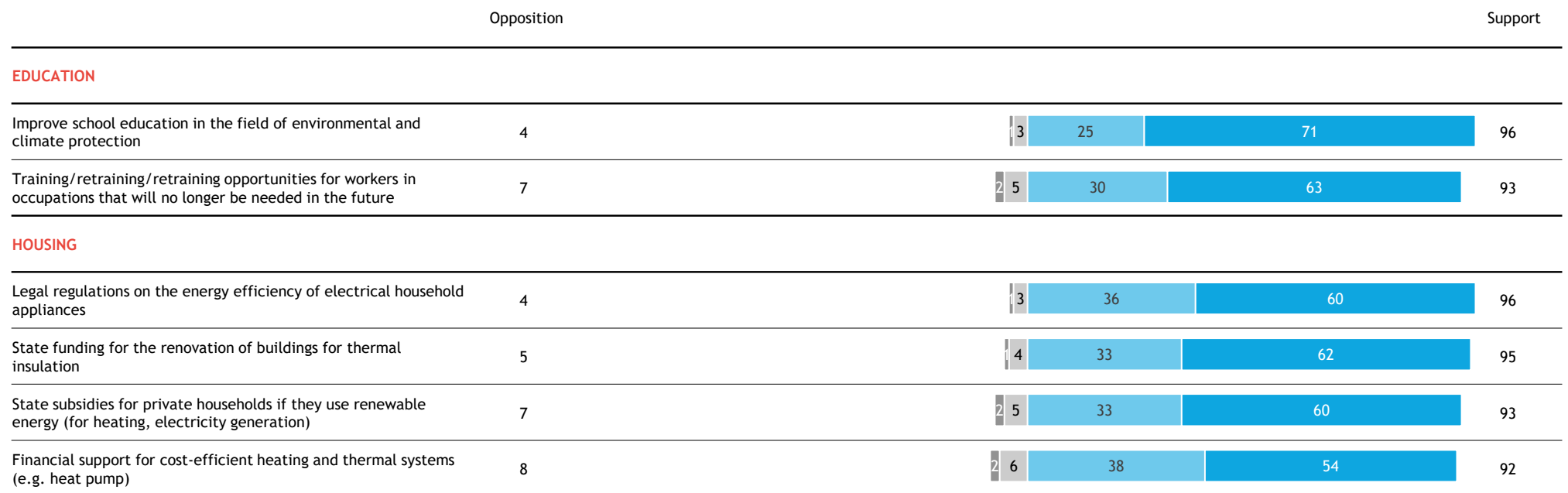
Basis: 1,200 cases, total sample; figures in %.

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 agree
 I would rather reject it
 I completely agree

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

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

Response category: "I completely / would rather agree"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
MOBILITY											
Extend the transport network and the frequency of local public transport	97	95	98	98	95	98	98	95	97	91	98
Reduce public transport fares	95	100	98	96	96	94	99	96	94	87	97
More charging stations for electric or hybrid vehicles	93	94	97	95	94	90	85	96	94	85	97
Promotion of electric vehicles	89	95	89	90	97	84	84	96	85	81	96
Carbon tax on airline tickets	73	76	82	62	82	74	69	74	75	65	73
Introduce a car toll so that someone who drives a lot also has to pay more	49	49	52	39	57	52	45	50	50	46	51

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

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 COS = Cosmopolitan Avantgarde
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 TRA = Traditionals
 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
MOBILITY								
Extend the transport network and the frequency of local public transport	97	95	98	92	97	98	97	98
Reduce public transport fares	95	94	97	96	92	98	96	96
More charging stations for electric or hybrid vehicles	93	91	94	90	86	93	96	97
Promotion of electric vehicles	89	88	91	87	85	89	92	93
Carbon tax on airline tickets	73	74	72	68	67	79	69	81
Introduce a car toll so that someone who drives a lot also has to pay more	49	52	46	44	40	54	49	57

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

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

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

Response category: "I completely / would rather agree"

Response category: "I completely / would rather agree"		Education			Net equivalent income (HH/month)		
	Total	Low	Medium	High	Low <60% (<554 €)	Medium 60-140% (554-1.294 €)	High >140% (>1.294 €)
MOBILITY							
Extend the transport network and the frequency of local public transport	97	95	96	98	95	97	96
Reduce public transport fares	95	95	97	95	95	96	94
More charging stations for electric or hybrid vehicles	93	92	92	94	90	93	94
Promotion of electric vehicles	89	89	90	88	88	89	92
Carbon tax on airline tickets	73	72	72	75	70	73	75
Introduce a car toll so that someone who drives a lot also has to pay more	49	52	44	51	50	50	50

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

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

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

Response category: "I completely / would rather agree"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
MOBILITY											
Introduce a car toll so that someone who drives a lot also has to pay more	51	51	48	61	43	48	55	50	50	54	49
Carbon tax on airline tickets	27	24	18	38	18	26	31	26	25	35	27
Promotion of electric vehicles	11	5	11	10	3	16	16	4	15	19	4
More charging stations for electric or hybrid vehicles	8	6	3	5	6	10	15	4	6	15	3
Reduce public transport fares	4	0	2	4	4	6	1	4	6	13	3
Extend the transport network and the frequency of local public transport	3	5	2	2	5	2	2	5	3	9	2

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

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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 reject it"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
MOBILITY								
Introduce a car toll so that someone who drives a lot also has to pay more	51	48	54	56	60	46	51	43
Carbon tax on airline tickets	27	26	28	32	33	21	31	19
Promotion of electric vehicles	11	12	9	13	15	11	8	7
More charging stations for electric or hybrid vehicles	8	9	6	10	14	7	4	3
Reduce public transport fares	4	6	3	4	8	2	4	4
Extend the transport network and the frequency of local public transport	3	5	2	8	3	2	3	2

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

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

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

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

Response category: "I completely / would rather reject it"	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<554 €)	Medium 60-140% (554-1.294 €)	High >140% (>1.294 €)
MOBILITY							
Introduce a car toll so that someone who drives a lot also has to pay more	51	48	56	49	50	50	50
Carbon tax on airline tickets	27	28	28	25	30	27	25
Promotion of electric vehicles	11	11	10	12	12	11	8
More charging stations for electric or hybrid vehicles	8	8	8	6	10	7	6
Reduce public transport fares	4	5	3	5	5	4	6
Extend the transport network and the frequency of local public transport	3	5	4	2	5	3	4

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

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





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

Response category: "I completely / would rather agree"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
ENERGY											
Building more wind turbines	96	98	97	94	90	94	96	97	97	92	100
Membership in a cooperative/energy community	93	97	98	91	93	89	91	97	94	84	95
Compulsory solar energy for public buildings and new private buildings	92	92	95	90	94	89	95	95	90	83	97
TECHNOLOGY/INNOVATIONS/ECONOMY											
Promote the development of climate-friendly products and technologies more strongly	96	100	100	100	95	96	95	98	96	86	99
Labelling of climate-friendly products	96	97	96	100	96	93	97	94	99	90	99
Reduce subsidies that are harmful to the climate	84	79	88	79	89	86	83	88	83	84	78
Making climate-damaging products more expensive	77	81	84	75	86	65	75	84	72	66	80

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

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

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

Response category: "I completely / would rather agree"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
ENERGY								
Building more wind turbines	96	95	96	94	94	99	94	97
Membership in a cooperative/energy community	93	91	94	88	92	95	96	92
Compulsory solar energy for public buildings and new private buildings	92	91	93	88	90	94	93	95
TECHNOLOGY/INNOVATIONS/ECONOMY								
Promote the development of climate-friendly products and technologies more strongly	96	95	97	91	96	98	98	99
Labelling of climate-friendly products	96	95	97	94	96	98	96	96
Reduce subsidies that are harmful to the climate	84	85	83	80	82	85	85	87
Making climate-damaging products more expensive	77	76	76	78	71	80	72	79

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

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

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

Response category: "I completely / would rather agree"

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<554 €)	Medium 60-140% (554-1.294 €)	High >140% (>1.294 €)
ENERGY							
Building more wind turbines	96	94	97	96	94	96	96
Membership in a cooperative/energy community	93	93	94	92	93	94	90
Compulsory solar energy for public buildings and new private buildings	92	89	94	94	88	93	93
TECHNOLOGY/INNOVATIONS/ECONOMY							
Promote the development of climate-friendly products and technologies more strongly	96	94	98	98	92	97	97
Labelling of climate-friendly products	96	94	98	97	95	96	96
Reduce subsidies that are harmful to the climate	84	83	83	86	83	84	86
Making climate-damaging products more expensive	77	75	73	80	74	75	83

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

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■ overrepresented ■ underrepresented

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





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

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
ENERGY											
Compulsory solar energy for public buildings and new private buildings	8	8	5	10	6	11	5	5	10	17	3
Membership in a cooperative/energy community	7	3	2	9	7	11	9	3	6	16	5
Building more wind turbines	4	2	3	6	10	6	4	3	3	8	0
TECHNOLOGY/INNOVATIONS/ECONOMY											
Making climate-damaging products more expensive	23	19	16	25	14	35	25	16	28	34	20
Reduce subsidies that are harmful to the climate	16	21	12	21	11	14	17	12	17	16	22
Promote the development of climate-friendly products and technologies more strongly	4	-	-	-	5	4	5	2	4	14	1
Labelling of climate-friendly products	4	3	4	-	4	7	3	6	1	10	1

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

EST = Established
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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 agree"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
ENERGY								
Compulsory solar energy for public buildings and new private buildings	8	9	7	12	10	6	7	5
Membership in a cooperative/energy community	7	9	6	12	8	5	4	8
Building more wind turbines	4	5	4	6	6	1	6	3
TECHNOLOGY/INNOVATIONS/ECONOMY								
Making climate-damaging products more expensive	23	24	24	22	29	20	28	21
Reduce subsidies that are harmful to the climate	16	15	17	20	18	15	15	13
Promote the development of climate-friendly products and technologies more strongly	4	5	3	9	4	2	2	1
Labelling of climate-friendly products	4	5	3	6	4	2	4	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"

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<554 €)	Medium 60-140% (554-1.294 €)	High >140% (>1.294 €)
ENERGY							
Compulsory solar energy for public buildings and new private buildings	8	11	6	6	12	7	7
Membership in a cooperative/energy community	7	7	6	8	7	6	10
Building more wind turbines	4	6	3	4	6	4	4
TECHNOLOGY/INNOVATIONS/ECONOMY							
Making climate-damaging products more expensive	23	25	27	20	26	25	17
Reduce subsidies that are harmful to the climate	16	17	17	14	17	16	14
Promote the development of climate-friendly products and technologies more strongly	4	6	2	2	8	3	3
Labelling of climate-friendly products	4	6	2	3	5	4	4

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

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

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

Response category: "I completely / would rather agree"

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

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
EDUCATION								
Improve school education in the field of environmental and climate protection	96	95	97	92	96	98	96	97
Training/retraining/retraining opportunities for workers in occupations that will no longer be needed in the future	93	94	92	93	91	93	93	95
HOUSING								
Legal regulations on the energy efficiency of electrical household appliances	96	94	98	93	96	96	97	98
State funding for the renovation of buildings for thermal insulation	95	92	96	91	95	95	95	97
State subsidies for private households if they use renewable energy (for heating, electricity generation)	93	92	95	93	93	95	94	92
Financial support for cost-efficient heating and thermal systems (e.g. heat pump)	92	91	94	84	90	96	96	94

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

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

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

Response category: "I completely / would rather agree"

Response category: "I completely / would rather agree"	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<554 €)	Medium 60-140% (554-1.294 €)	High >140% (>1.294 €)
EDUCATION							
Improve school education in the field of environmental and climate protection	96	94	98	97	95	96	98
Training/retraining/retraining opportunities for workers in occupations that will no longer be needed in the future	93	89	96	96	88	93	97
HOUSING							
Legal regulations on the energy efficiency of electrical household appliances	96	94	98	97	95	96	95
State funding for the renovation of buildings for thermal insulation	95	92	97	96	92	95	95
State subsidies for private households if they use renewable energy (for heating, electricity generation)	93	93	95	93	97	94	91
Financial support for cost-efficient heating and thermal systems (e.g. heat pump)	92	91	95	93	91	93	92

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

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





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

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
EDUCATION											
Training/retraining/retraining opportunities for workers in occupations that will no longer be needed in the future	7	5	3	8	5	9	2	9	11	10	7
Improve school education in the field of environmental and climate protection	4	1	4	-	6	5	2	5	2	14	-
HOUSING											
Financial support for cost-efficient heating and thermal systems (e.g. heat pump)	8	4	8	8	8	6	8	9	4	16	4
State subsidies for private households if they use renewable energy (for heating, electricity generation)	7	0	6	1	9	7	10	9	7	12	3
State funding for the renovation of buildings for thermal insulation	5	2	3	-	12	5	4	10	7	8	3
Legal regulations on the energy efficiency of electrical household appliances (e.g. Energy class refrigerator)	4	1	2	1	2	8	1	3	4	16	1

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

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

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
EDUCATION								
Training/retraining/retraining opportunities for workers in occupations that will no longer be needed in the future	7	6	8	7	9	7	7	5
Improve school education in the field of environmental and climate protection	4	5	3	8	4	2	4	3
HOUSING								
Financial support for cost-efficient heating and thermal systems (e.g. heat pump)	8	9	6	16	10	4	4	6
State subsidies for private households if they use renewable energy (for heating, electricity generation)	7	8	5	7	7	5	6	8
State funding for the renovation of buildings for thermal insulation	5	8	4	9	5	5	5	3
Legal regulations on the energy efficiency of electrical household appliances (e.g. Energy class refrigerator)	4	6	2	7	4	4	3	2

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

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

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

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

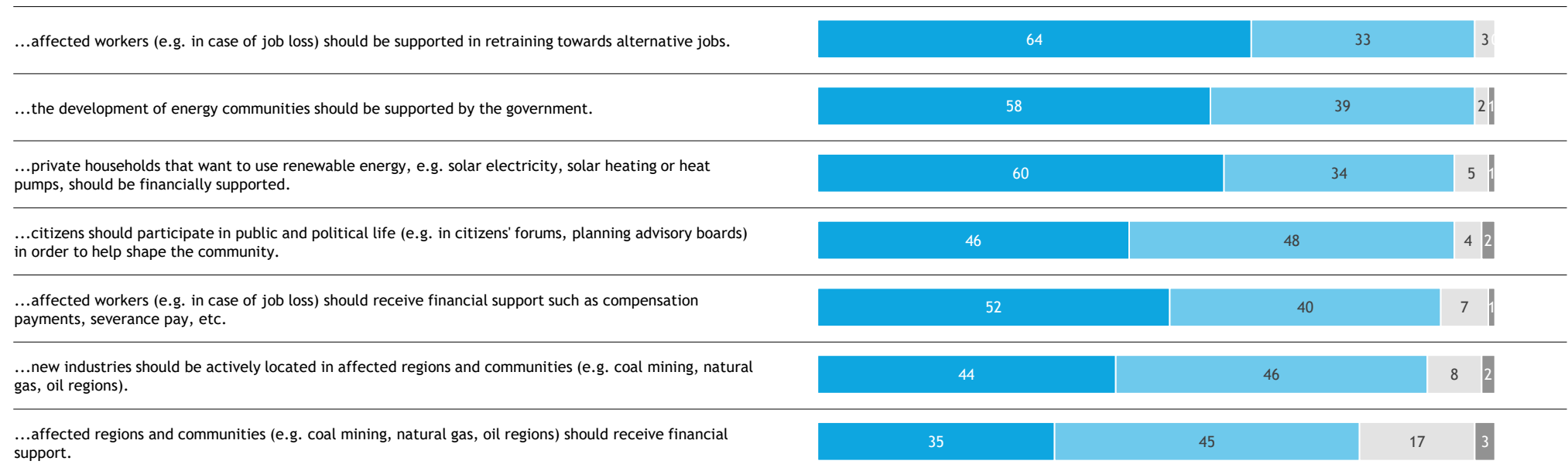
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<554 €)	Medium 60-140% (554-1.294 €)	High >140% (>1.294 €)
EDUCATION							
Training/retraining/retraining opportunities for workers in occupations that will no longer be needed in the future	7	11	4	4	12	7	3
Improve school education in the field of environmental and climate protection	4	6	2	3	5	4	2
HOUSING							
Financial support for cost-efficient heating and thermal systems (e.g. heat pump)	8	9	5	7	9	7	8
State subsidies for private households if they use renewable energy (for heating, electricity generation)	7	7	5	7	3	6	9
State funding for the renovation of buildings for thermal insulation	5	8	3	4	8	5	5
Legal regulations on the energy efficiency of electrical household appliances	4	6	2	3	5	4	5

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

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■ overrepresented ■ underrepresented

Attitudes towards the energy and heat transition

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



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

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

Attitudes towards the energy and heat transition

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

Response category: „Fully agree / Somewhat agree”

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

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Attitudes towards the energy and heat transition

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

Response category: „Fully agree / Somewhat agree”

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
...affected workers (e.g. in case of job loss) should be supported in retraining towards alternative jobs.	97	95	98	92	98	97	98	100
...the development of energy communities should be supported by the government.	97	96	98	96	98	98	98	97
...private households that want to use renewable energy, e.g. solar electricity, solar heating or heat pumps, should be financially supported.	94	93	95	88	93	97	97	95
...citizens should participate in public and political life (e.g. in citizens' forums, planning advisory boards) in order to help shape the community.	94	94	95	92	93	96	97	94
...affected workers (e.g. in case of job loss) should receive financial support such as compensation payments, severance pay, etc.	92	91	93	87	89	93	94	96
...new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).	90	87	92	88	87	94	91	90
...affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.	80	77	83	80	76	84	78	84

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attitudes towards the energy and heat transition

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

Response category: „Fully agree / Somewhat agree”

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<554 €)	Medium 60-140% (554-1.294 €)	High >140% (>1.294 €)
...affected workers (e.g. in case of job loss) should be supported in retraining towards alternative jobs.	97	96	98	96	96	97	95
...the development of energy communities should be supported by the government.	97	97	98	97	99	97	96
...private households that want to use renewable energy, e.g. solar electricity, solar heating or heat pumps, should be financially supported.	94	94	95	94	96	94	92
...citizens should participate in public and political life (e.g. in citizens' forums, planning advisory boards) in order to help shape the community.	94	93	96	96	97	94	93
...affected workers (e.g. in case of job loss) should receive financial support such as compensation payments, severance pay, etc.	92	94	94	87	94	93	87
...new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).	90	88	92	91	88	90	89
...affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.	80	80	82	79	85	80	76

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

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Attitudes towards the energy and heat transition

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

Response category: „Fully agree“

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
...affected workers (e.g. in case of job loss) should be supported in retraining towards alternative jobs.	64	67	67	67	69	46	65	62	70	52	77
...private households that want to use renewable energy, e.g. solar electricity, solar heating or heat pumps, should be financially supported.	60	65	54	62	63	43	59	67	57	60	71
...the development of energy communities should be supported by the government.	58	63	61	70	68	38	56	58	46	57	74
...affected workers (e.g. in case of job loss) should receive financial support such as compensation payments, severance pay, etc.	52	58	44	49	46	42	54	50	58	56	63
...citizens should participate in public and political life (e.g. in citizens' forums, planning advisory boards) in order to help shape the community.	46	46	52	52	65	30	44	48	33	43	63
...new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).	44	52	43	51	52	31	45	42	35	45	51
...affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.	35	39	28	44	44	26	30	40	28	40	41

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Attitudes towards the energy and heat transition

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

Response category: „Fully agree“

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
...affected workers (e.g. in case of job loss) should be supported in retraining towards alternative jobs.	64	60	67	57	64	66	67	63
...private households that want to use renewable energy, e.g. solar electricity, solar heating or heat pumps, should be financially supported.	60	57	62	49	65	61	61	62
...the development of energy communities should be supported by the government.	58	57	59	55	56	57	57	66
...affected workers (e.g. in case of job loss) should receive financial support such as compensation payments, severance pay, etc.	52	49	55	46	51	54	53	56
...citizens should participate in public and political life (e.g. in citizens' forums, planning advisory boards) in order to help shape the community.	46	46	47	47	45	45	48	48
...new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).	44	39	48	41	44	43	44	48
...affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.	35	32	38	34	37	35	32	38

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

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Attitudes towards the energy and heat transition

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

Response category: „Fully agree“

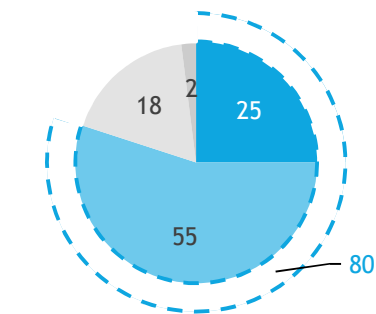
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<554 €)	Medium 60-140% (554-1.294 €)	High >140% (>1.294 €)
...affected workers (e.g. in case of job loss) should be supported in retraining towards alternative jobs.	64	66	64	61	62	65	62
...private households that want to use renewable energy, e.g. solar electricity, solar heating or heat pumps, should be financially supported.	60	61	59	59	56	62	59
...the development of energy communities should be supported by the government.	58	56	60	59	52	60	60
...affected workers (e.g. in case of job loss) should receive financial support such as compensation payments, severance pay, etc.	52	56	55	44	53	53	45
...citizens should participate in public and political life (e.g. in citizens' forums, planning advisory boards) in order to help shape the community.	46	41	50	50	36	49	48
...new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).	44	40	47	46	36	47	44
...affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.	35	37	34	34	36	36	33

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

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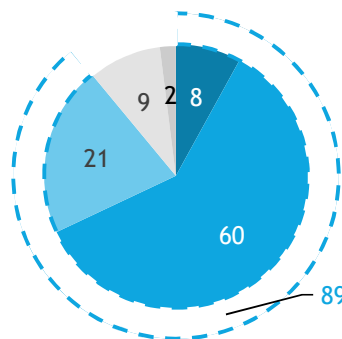
Attitudes towards the energy and heat transition

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



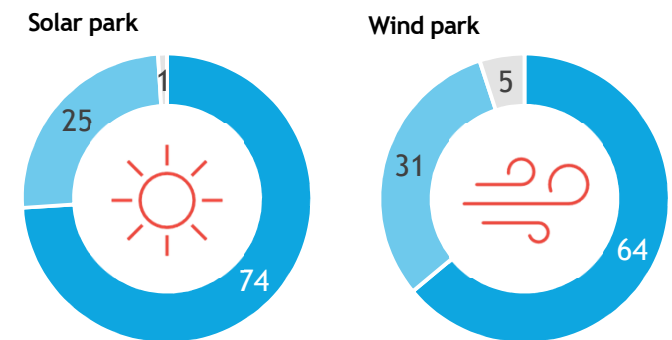
Yes, definitely
Somewhat, yes
No, not really
No, not at all

Could you imagine generating your own energy?



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

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



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 and heat transition

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
YES	80	92	92	88	86	80	80	61	68	74	83
Yes, definitely	25	25	29	40	36	14	18	26	20	23	29
Somewhat, yes	55	67	63	48	51	66	62	36	48	50	54
NO	20	8	8	12	14	20	20	39	32	26	17
No, not really	18	8	8	9	14	18	18	37	27	22	13
No, not at all	2	0	-	3	-	1	3	2	4	4	4

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Attitudes towards the energy and heat transition

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

		Gender		Age (years)				
	Total	Male	Female	18-29	30-39	40-49	50-59	60-69
YES	80	81	78	78	81	85	82	71
Yes, definitely	25	28	22	28	23	27	25	20
Somewhat, yes	55	53	56	51	58	58	56	51
NO	20	19	22	22	19	15	18	29
No, not really	18	16	20	20	16	14	17	23
No, not at all	2	3	2	2	2	1	2	6

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

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Attitudes towards the energy and heat transition

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

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<554 €)	Medium 60-140% (554-1.294 €)	High >140% (>1.294 €)
YES	80	79	79	82	79	80	84
Yes, definitely	25	26	23	25	29	24	28
Somewhat, yes	55	52	56	57	50	56	56
NO	20	21	21	18	21	20	16
No, not really	18	18	18	17	20	18	14
No, not at all	2	3	2	1	1	3	2

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

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Attitudes towards the energy and heat transition

Could you imagine generating your own energy?

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
YES	81	89	85	91	75	77	82	85	74	72	86
Yes, definitely	60	66	62	79	53	57	59	63	47	48	71
Somewhat, yes	21	22	22	12	22	20	22	22	27	25	16
NO	11	4	9	3	9	15	11	9	21	20	5
No, not really	9	4	8	2	9	14	8	8	17	15	3
No, not at all	2	-	1	1	-	1	3	2	4	5	2
I already generate my own energy	8	8	6	6	17	8	8	6	5	7	8

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

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Attitudes towards the energy and heat transition

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

		Gender		Age (years)				
	Total	Male	Female	18-29	30-39	40-49	50-59	60-69
YES	81	81	82	79	78	88	82	77
Yes, definitely	60	59	61	61	60	73	58	45
Somewhat, yes	21	22	21	18	18	16	24	32
NO	11	11	12	13	12	5	9	19
No, not really	9	9	9	12	9	4	8	14
No, not at all	2	2	2	2	3	1	1	4
I already generate my own energy	8	8	7	8	10	7	10	4

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

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Attitudes towards the energy and heat transition

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

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<554 €)	Medium 60-140% (554-1.294 €)	High >140% (>1.294 €)
YES	81	78	86	80	87	81	80
Yes, definitely	60	56	61	65	63	59	65
Somewhat, yes	21	22	25	16	24	22	16
NO	11	14	9	10	9	11	8
No, not really	9	11	6	10	7	9	7
No, not at all	2	2	3	1	2	2	1
I already generate my own energy	8	8	5	10	4	8	11

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented





Attitudes towards the energy and heat transition

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Solar											
I think that would be good	74	86	77	82	76	63	70	73	69	69	83
I would accept it	25	13	23	18	24	34	28	27	28	30	16
I would reject it	1	1	1	-	-	3	1	-	3	2	1
Wind											
I think that would be good	64	78	59	62	64	62	65	64	56	63	70
I would accept it	31	19	36	35	30	32	30	33	35	35	29
I would reject it	5	3	6	2	6	6	4	3	9	2	1

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

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Attitudes towards the energy and heat transition

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Solar								
I think that would be good	74	75	73	69	75	77	75	74
I would accept it	25	24	25	29	25	22	23	25
I would reject it	1	1	2	1	1	1	2	1
Wind								
I think that would be good	64	66	63	62	65	69	65	61
I would accept it	31	30	32	33	32	27	30	35
I would reject it	5	4	5	6	3	4	5	4

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

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

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

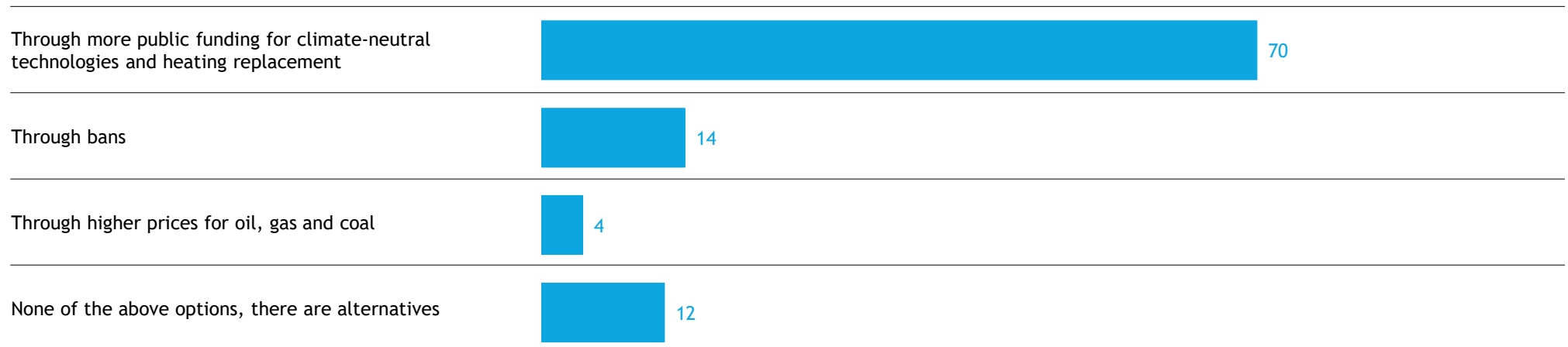
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<554 €)	Medium 60-140% (554-1.294 €)	High >140% (>1.294 €)
Solar							
I think that would be good	74	71	77	74	70	73	82
I would accept it	25	27	22	25	28	26	17
I would reject it	1	2	1	1	2	2	1
Wind							
I think that would be good	64	62	67	64	60	65	66
I would accept it	31	33	29	32	35	30	31
I would reject it	5	5	4	4	5	5	3

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

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

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



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





Attitudes towards the energy and heat transition

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Through more public funding for climate-neutral technologies and heating replacement	70	70	76	72	66	73	76	54	76	56	81
Through bans	14	12	9	16	12	15	9	19	16	22	8
Through higher prices for oil, gas and coal	4	6	6	3	10	2	3	13	1	3	1
None of the above options, there are alternatives	12	11	9	9	12	10	12	15	7	19	10

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

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Attitudes towards the energy and heat transition

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Through more public funding for climate-neutral technologies and heating replacement	70	71	70	59	70	71	77	74
Through bans	14	17	11	18	15	13	13	11
Through higher prices for oil, gas and coal	4	4	4	12	3	2	2	4
None of the above options, there are alternatives	12	8	15	12	12	14	8	11

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

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

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

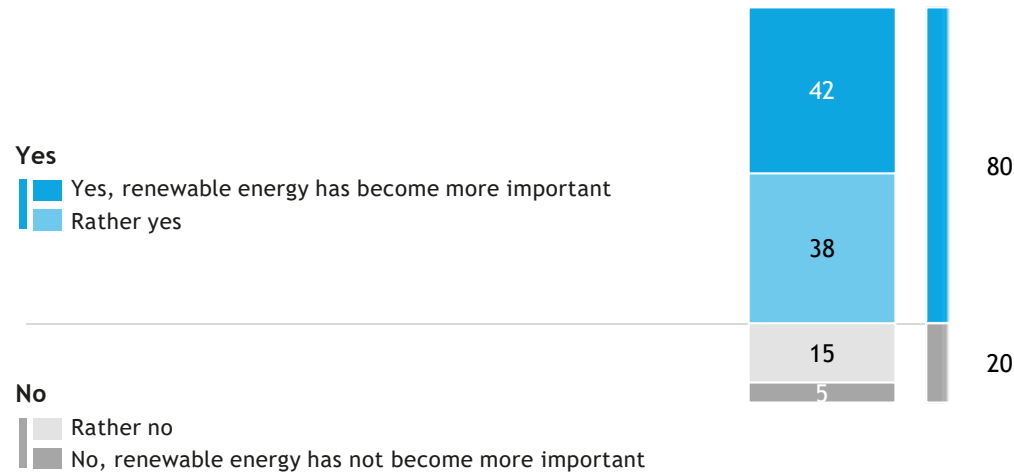
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<554 €)	Medium 60-140% (554-1.294 €)	High >140% (>1.294 €)
Through more public funding for climate-neutral technologies and heating replacement	70	63	75	76	62	73	74
Through bans	14	21	10	7	20	14	10
Through higher prices for oil, gas and coal	4	5	3	5	5	4	5
None of the above options, there are alternatives	12	11	12	12	13	10	11

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

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

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



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





Attitudes towards the energy and heat transition

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
YES	80	88	83	79	82	75	82	84	78	73	80
Yes, renewable energy has become more important	42	55	45	36	40	34	46	39	40	41	44
Rather yes	38	33	38	43	42	42	36	45	37	32	37
NO	20	12	17	21	18	25	18	16	22	27	20
Rather no	15	10	13	16	15	13	13	13	14	22	17
No, renewable energy has not become more important	5	2	4	5	3	12	5	2	9	6	3

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Attitudes towards the energy and heat transition

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

		Gender		Age (years)				
	Total	Male	Female	18-29	30-39	40-49	50-59	60-69
YES	80	82	79	79	78	85	76	81
Yes, renewable energy has become more important	42	44	40	39	38	48	39	45
Rather yes	38	38	38	40	40	37	37	37
NO	20	18	21	21	22	15	24	19
Rather no	15	14	15	16	18	9	16	15
No, renewable energy has not become more important	5	5	6	5	4	6	8	4

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attitudes towards the energy and heat transition

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

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<554 €)	Medium 60-140% (554-1.294 €)	High >140% (>1.294 €)
YES	80	79	81	80	74	80	85
Yes, renewable energy has become more important	42	40	44	43	35	42	46
Rather yes	38	39	38	38	40	38	39
NO	20	21	19	20	26	20	15
Rather no	15	15	14	14	16	15	11
No, renewable energy has not become more important	5	6	4	6	10	5	4

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented



5

Information interest and level of
knowledge

Main findings

Information interest and level of knowledge

Information interest and level of knowledge: Climate

- 89% of respondents express a fundamental interest in the topic of climate change. Of these, 38% are "very" interested. Less interest was expressed by 10% and no interest at all by 1% of respondents.
- 58% rate their level of knowledge about ecological interrelationships and environmental problems (e.g. forest dieback, biodiversity, etc.) as (rather) high. However, only 8% rate their level of knowledge as "very high" A (rather) low level of knowledge is attested by 42%, with 2% saying they know very little.

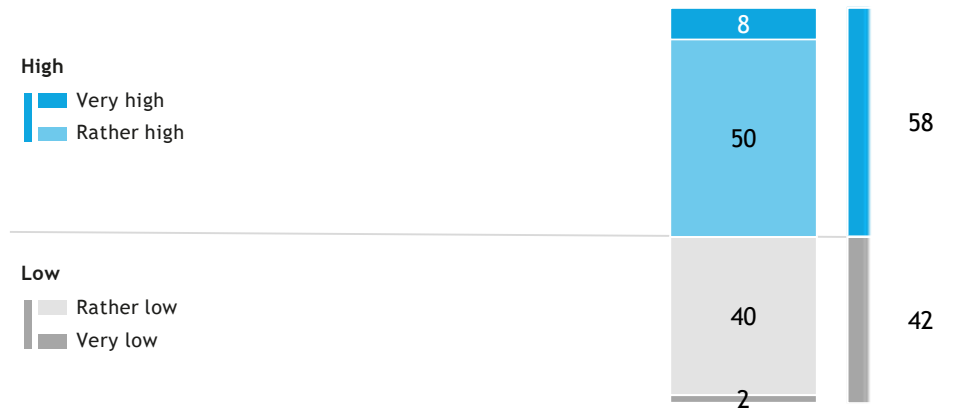
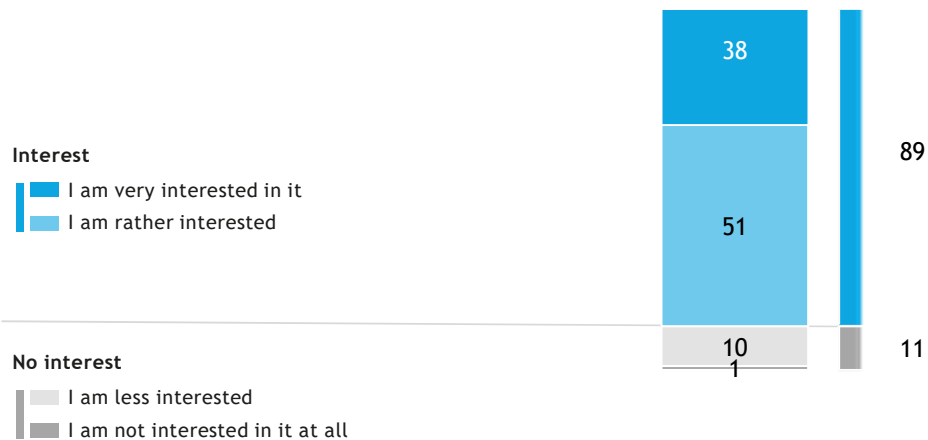
Information interest and level of knowledge: Policy measures

- Only 5% of respondents feel "very well" informed about policy measures for a shift towards a more climate and environmentally friendly economy. 55% feel "rather well" informed. This compares to 39% who feel "rather not well" informed and 1% who feel "not at all well" informed.
- 73% of respondents think that policy measures for a change towards a more climate and environmentally friendly economy are insufficiently explained and clarified. Only 27% disagree (policy measures are sufficiently explained: yes: 2%, rather yes: 25%).

Information interest 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 %.





Information interest 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	89	92	96	88	92	85	90	91	82	83	96
I am very interested in it	38	40	47	37	50	24	34	44	28	32	51
I am rather interested	51	51	49	51	42	61	56	48	54	50	44
NOT INTERESTED	11	8	4	12	8	15	10	9	18	17	4
I am less interested	10	7	4	11	8	14	9	6	17	16	3
I am not interested in it at all	1	1	-	1	-	1	0	3	2	1	1

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

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Information interest and level of knowledge: Climate

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

		Gender		Age (years)				
	Total	Male	Female	18-29	30-39	40-49	50-59	60-69
INTERESTED	89	88	90	82	83	92	92	96
I am very interested in it	38	38	38	32	31	39	42	46
I am rather interested	51	50	52	50	52	54	50	50
NOT INTERESTED	11	12	10	18	17	8	8	4
I am less interested	10	10	9	17	16	7	6	4
I am not interested in it at all	1	1	1	2	1	1	1	-

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Information interest 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% (<554 €)	Medium 60-140% (554-1.294 €)	High >140% (>1.294 €)
INTERESTED	89	86	91	92	83	90	93
I am very interested in it	38	36	38	42	31	41	41
I am rather interested	51	50	53	51	52	49	52
NOT INTERESTED	11	14	9	8	17	10	7
I am less interested	10	13	8	7	14	10	7
I am not interested in it at all	1	1	1	0	3	1	0

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented





Information interest and level of knowledge: Climate

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
HIGH	58	59	73	58	60	49	51	61	44	58	70
Very high	8	11	9	10	10	4	6	7	4	9	10
Rather high	50	48	64	48	49	45	45	54	40	49	61
LOW	42	41	27	42	40	51	49	39	56	42	30
Rather low	40	39	27	42	39	48	48	38	55	37	29
Very low	2	2	-	-	1	3	1	1	1	5	1

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Information interest and level of knowledge: Climate

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
HIGH	58	65	51	58	54	60	61	55
Very high	8	8	7	11	7	8	5	7
Rather high	50	56	44	47	46	52	56	48
LOW	42	35	49	42	46	40	39	45
Rather low	40	34	46	39	44	38	38	44
Very low	2	1	2	3	2	1	1	1

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

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Information interest 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% (<554 €)	Medium 60-140% (554-1.294 €)	High >140% (>1.294 €)
HIGH	58	53	56	66	56	59	62
Very high	8	8	6	9	10	8	6
Rather high	50	46	50	58	47	51	56
LOW	42	47	44	34	44	41	38
Rather low	40	45	42	33	42	39	37
Very low	2	2	2	1	2	2	1

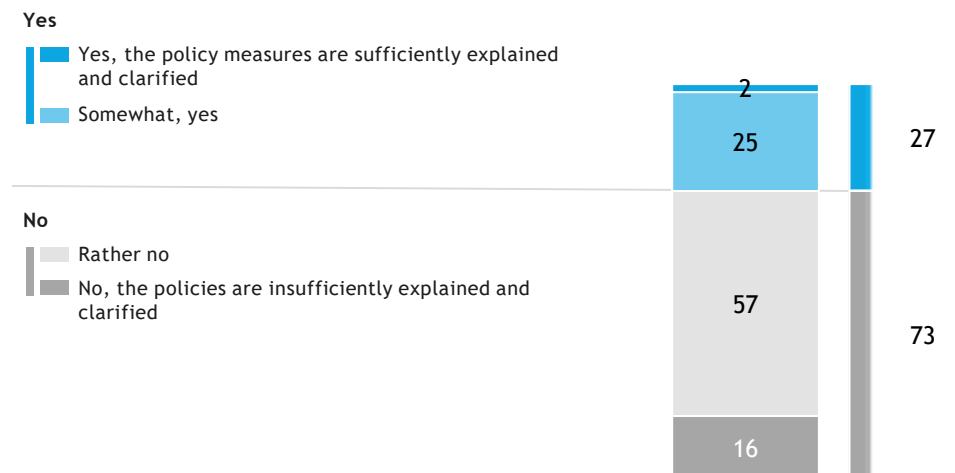
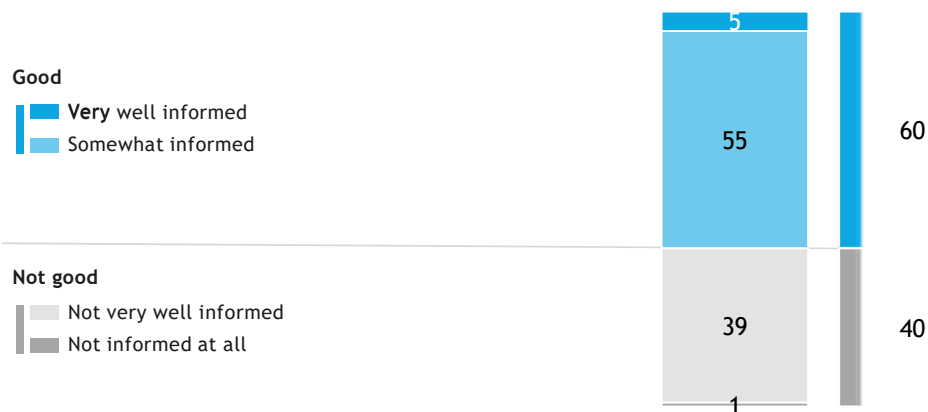
Basis: 1,200 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
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Information interest 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 %.

Information interest 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	60	59	68	62	57	58	51	68	38	69	73
Very well informed	5	6	5	4	10	2	3	9	-	8	6
Somewhat informed	55	53	63	58	46	56	48	59	38	60	67
NOT INFORMED	40	41	32	38	43	42	49	32	62	31	27
Not very well informed	39	40	31	38	43	40	48	29	61	29	27
Not at all informed	1	1	0	1	-	3	1	3	2	2	0

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Information interest and level of knowledge: Policies

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

		Gender		Age (years)				
	Total	Male	Female	18-29	30-39	40-49	50-59	60-69
INFORMED	60	63	57	62	57	63	56	60
Very well informed	5	5	5	9	6	5	2	4
Somewhat informed	55	58	52	53	52	58	54	56
NOT INFORMED	40	37	43	38	43	37	44	40
Not very well informed	39	35	42	34	42	36	42	40
Not at all informed	1	2	1	4	0	1	2	-

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

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Information interest 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% (<554 €)	Medium 60-140% (554-1.294 €)	High >140% (>1.294 €)
INFORMED	60	59	58	64	56	61	67
Very well informed	5	6	4	5	5	4	8
Somewhat informed	55	53	54	59	51	57	59
NOT INFORMED	40	41	42	36	44	39	33
Not very well informed	39	40	41	35	41	38	32
Not at all informed	1	2	2	1	3	1	1

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented





Information interest and level of knowledge: Policies

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
YES	27	31	21	32	36	28	16	32	21	42	23
Yes, the policies are sufficiently explained and clarified	2	1	2	2	7	1	2	2	-	4	2
Rather yes	25	31	19	30	29	28	14	30	21	38	21
NO	73	69	79	68	64	72	84	68	79	58	77
No, not really	57	54	62	54	49	55	69	52	59	47	57
No, the policies are insufficiently explained and clarified	16	15	17	14	15	17	16	16	20	12	21

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Information interest and level of knowledge: Policies

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
YES	27	32	23	39	28	24	24	23
Yes, the policies are sufficiently explained and clarified	2	2	2	4	3	1	1	2
Somewhat, yes	25	30	21	35	25	23	23	21
NO	73	68	77	61	72	76	76	77
No, not really	57	54	59	49	57	62	53	60
No, the policies are insufficiently explained and clarified	16	13	18	11	15	14	24	17

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

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Information interest and level of knowledge: Policies

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

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<554 €)	Medium 60-140% (554-1.294 €)	High >140% (>1.294 €)
YES	27	36	22	22	38	26	28
Yes, the policies are sufficiently explained and clarified	2	3	2	1	4	2	1
Somewhat, yes	25	33	20	20	34	24	27
NO	73	64	78	78	62	74	72
No, not really	57	50	60	62	48	57	54
No, the policies are insufficiently explained and clarified	16	14	18	17	15	17	18

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented



6

Appendix: Communication

Topic interest in general

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

Health	64
Holiday, Travel	62
Environment and nature	62
Music, Culture, Theatre, Art	54
Food and drink	51
Science and technology	46
Wildlife, animals and pets	46
Sport	45
Sustainable consumption	45
Current affairs	43
Family, children and child education	43
Photography, filming	42
Decoration and furniture	41
Business, professions	40

Psychology, spirituality, well-being	38
Nutrition	37
Garden and plants	37
Fashion	33
Information from the region, regional news	31
Computers, computer games	31
Consumer electronics, television	29
Cosmetics and Beauty	29
Investments, insurance, tax tips and finance	29
Technology and gaming	29
Cars, motorbikes	26
Wellness	18
Stars, Celebrities	12

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 you are personally interested in.

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Health	64	70	73	68	54	53	64	67	62	61	71
Holiday, Travel	62	74	72	76	68	58	63	58	44	54	63
Environment and nature	62	63	76	61	50	56	67	66	59	54	61
Music, Culture, Theatre, Art	54	66	60	55	63	48	55	47	43	44	68
Food and drink	51	57	46	58	51	42	58	52	45	44	57
Science and technology	46	58	49	47	50	46	51	33	32	45	54
Wildlife, animals and pets	46	51	53	45	40	29	50	52	47	41	55
Sport	45	56	36	51	42	45	43	39	37	50	49
Sustainable consumption	45	56	52	46	43	31	44	44	41	33	58
Current affairs	43	47	55	42	43	39	44	41	37	30	53
Family, children and child education	43	54	31	58	38	36	38	61	37	36	47
Photography, filming	42	47	43	46	44	38	44	37	32	45	45
Decoration and furniture	41	45	41	51	39	34	47	36	40	32	47
Business, professions	40	41	36	38	46	41	43	33	36	38	47

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Topic interest in general (2)

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Psychology, spirituality, well-being	38	45	38	44	42	31	39	38	35	30	45
Nutrition	37	47	30	36	42	29	37	44	31	38	42
Garden and plants	37	42	39	42	37	31	32	43	38	36	39
Fashion	33	37	31	54	34	28	33	37	19	24	42
Information from the region, regional news	31	40	31	36	23	21	33	35	31	25	33
Computers, computer games	31	42	22	40	36	31	30	28	30	35	25
Consumer electronics, television	29	39	22	40	39	28	28	23	24	32	25
Cosmetics and Beauty	29	32	33	35	34	25	28	21	19	26	42
Investments, insurance, tax tips and finance	29	45	21	47	38	28	31	18	21	22	27
Technology and gaming	29	37	19	39	42	36	26	23	26	22	32
Cars, motorbikes	26	32	13	31	26	33	27	23	27	24	28
Wellness	18	23	21	18	19	23	20	8	11	14	20
Stars, Celebrities	12	16	6	14	20	12	11	11	8	9	15

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 (1)

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Health	64	54	73	47	61	58	74	81
Holiday, Travel	62	55	68	58	60	63	61	68
Environment and nature	62	57	65	46	48	62	70	81
Music, Culture, Theatre, Art	54	50	58	53	51	52	56	61
Food and drink	51	47	54	49	48	50	58	48
Science and technology	46	60	34	40	43	49	44	56
Wildlife, animals and pets	46	40	52	40	37	45	55	53
Sport	45	62	28	45	44	42	46	45
Sustainable consumption	45	39	49	30	41	41	54	55
Current affairs	43	43	43	33	34	38	52	59
Family, children and child education	43	37	48	38	49	46	44	38
Photography, filming	42	41	43	47	42	40	40	40
Decoration and furniture	41	27	53	30	34	47	42	48
Business, professions	40	42	38	33	44	37	42	42

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 you are personally interested in.

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Psychology, spirituality, well-being	38	24	51	40	43	29	46	33
Nutrition	37	26	48	32	35	34	44	40
Garden and plants	37	28	46	25	31	34	43	53
Fashion	33	12	51	39	33	30	29	35
Information from the region, regional news	31	33	28	15	21	27	42	47
Computers, computer games	31	42	21	38	29	31	28	29
Consumer electronics, television	29	40	19	28	25	30	29	33
Cosmetics and Beauty	29	7	48	31	30	29	24	31
Investments, insurance, tax tips and finance	29	35	23	28	30	32	27	26
Technology and gaming	29	41	19	40	31	30	24	23
Cars, motorbikes	26	41	13	25	25	29	29	22
Wellness	18	10	24	15	16	18	22	15
Stars, Celebrities	12	8	15	18	15	8	11	8

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 you are personally interested in.

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<554 €)	Medium 60-140% (554-1.294 €)	High >140% (>1.294 €)
Health	64	62	66	66	63	64	67
Holiday, Travel	62	53	66	71	50	63	70
Environment and nature	62	57	64	65	57	63	64
Music, Culture, Theatre, Art	54	45	61	60	50	54	55
Food and drink	51	48	55	49	44	53	51
Science and technology	46	36	52	56	35	48	58
Wildlife, animals and pets	46	44	50	47	45	48	44
Sport	45	43	48	42	32	47	53
Sustainable consumption	45	40	47	49	43	44	51
Current affairs	43	31	48	56	30	45	53
Family, children and child education	43	47	40	39	43	43	38
Photography, filming	42	36	46	46	41	41	42
Decoration and furniture	41	37	41	46	39	41	36
Business, professions	40	35	40	46	36	41	42

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 you are personally interested in.














	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<554 €)	Medium 60-140% (554-1.294 €)	High >140% (>1.294 €)
Psychology, spirituality, well-being	38	35	37	42	40	37	38
Nutrition	37	36	38	37	37	36	39
Garden and plants	37	34	41	40	39	38	31
Fashion	33	29	32	40	31	33	33
Information from the region, regional news	31	28	34	32	25	32	35
Computers, computer games	31	34	32	26	33	30	32
Consumer electronics, television	29	32	29	26	27	31	28
Cosmetics and Beauty	29	24	30	35	30	28	28
Investments, insurance, tax tips and finance	29	21	31	38	19	31	37
Technology and gaming	29	32	27	27	28	29	32
Cars, motorbikes	26	28	29	20	26	28	25
Wellness	18	12	17	26	13	18	19
Stars, Celebrities	12	9	13	15	16	11	11













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	 44
PC/Tablet/Smartphone	 25
Eating out (restaurants)	 24
Clothing/Fashion	 19
Cars	 16
Coffee/tea	 16
Furniture	 13
Kitchen furniture and equipment	 13
Donations for charitable purposes	 13
Cosmetics/Perfume	 12
Wine/Champagne	 9
Do-it-yourself / garden tools	 9
Bicycle	 8

Delicatessen-high quality food	 8
Beer	 8
(Wrist)Watches	 6
High quality jewellery	 5
Costume jewellery	 5
High-end hi-fi equipment	 5
High quality spirits/whisky	 5
Antiques	 4
Handbags	 4
Exclusive accessories	 4
Porcelain / Glasswork	 2
None of these products	 25

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	44	51	52	56	57	51	41	37	25	38	45
PC/Tablet/Smartphone	25	32	26	43	37	23	15	28	14	22	29
Eating out (restaurants)	24	17	28	45	26	20	25	21	13	26	26
Clothing/Fashion	19	20	12	29	23	17	14	22	14	26	20
Cars	16	15	7	24	26	18	11	13	12	21	15
Coffee/tea	16	11	14	22	15	15	14	24	13	18	12
Furniture	13	12	14	15	15	16	9	11	12	15	10
Kitchen furniture and equipment	13	10	12	20	14	11	11	17	12	8	15
Donations for charitable purposes	13	16	11	18	11	10	10	20	10	11	15
Cosmetics/Perfume	12	16	8	17	9	13	12	12	6	13	13
Wine/Champagne	9	9	8	8	7	12	8	9	7	15	8
Do-it-yourself / garden tools	9	8	9	9	9	7	8	10	10	10	12
Bicycle	8	13	10	9	10	6	6	5	3	12	12

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

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Consumer interests (2)

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Delicatessen-high quality food	8	13	6	16	9	4	9	6	5	12	6
Beer	8	6	6	8	17	7	6	5	10	10	7
(Wrist) Watches	6	8	5	10	4	6	6	8	1	9	5
High quality jewellery	5	7	4	12	11	4	1	7	1	5	3
Costume jewellery	5	2	4	6	5	7	1	5	4	8	9
High-end hi-fi equipment	5	2	3	12	10	9	2	2	4	4	8
High quality spirits/whisky	5	3	2	7	8	5	1	5	3	4	10
Antiques	4	6	3	8	9	8	2	3	2	5	2
Handbags	4	2	2	4	8	3	2	4	3	6	8
Exclusive accessories	4	8	4	2	11	5	3	4	3	3	2
Porcelain / Glasswork	2	2	1	2	4	5	1	3	-	4	0
None of these products	25	12	28	13	22	24	34	24	41	23	20

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

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INT = Intellectuals
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Consumer interests (1)

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Holidays and travel	44	41	47	55	46	44	43	34
PC/Tablet/Smartphone	25	32	19	47	26	22	18	13
Eating out (restaurants)	24	23	25	28	23	26	24	18
Clothing/Fashion	19	18	20	29	19	18	15	14
Cars	16	20	12	27	15	16	9	11
Coffee/tea	16	16	15	14	21	15	14	16
Furniture	13	11	14	22	13	12	12	5
Kitchen furniture and equipment	13	9	16	18	11	16	10	7
Donations for charitable purposes	13	12	14	14	11	11	17	11
Cosmetics/Perfume	12	8	14	18	11	11	13	5
Wine/Champagne	9	13	5	9	7	9	11	10
Do-it-yourself / garden tools	9	12	6	5	11	10	9	11
Bicycle	8	11	5	10	9	10	10	2

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
Delicatessen-high quality food	8	6	10	10	8	10	6	6
Beer	8	13	3	12	8	8	8	4
(Wrist) Watches	6	7	5	7	5	5	8	6
High quality jewellery	5	5	5	9	7	3	4	2
Costume jewellery	5	3	6	8	4	6	5	3
High-end hi-fi equipment	5	7	4	7	7	5	6	3
High quality spirits/whisky	5	6	3	6	4	5	4	3
Antiques	4	6	4	4	3	6	6	2
Handbags	4	2	6	6	4	3	4	5
Exclusive accessories	4	4	4	7	4	4	6	1
Porcelain/Glasswork	2	2	2	3	1	2	4	2
None of these products	25	22	28	10	23	23	28	42

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% (<554 €)	Medium 60-140% (554-1.294 €)	High >140% (>1.294 €)
Holidays and travel	44	38	44	53	37	43	56
PC/Tablet/Smartphone	25	26	24	25	27	24	29
Eating out (restaurants)	24	23	23	26	21	23	29
Clothing/Fashion	19	23	16	17	19	17	22
Cars	16	20	14	11	16	15	20
Coffee/tea	16	20	13	12	21	16	14
Furniture	13	15	11	12	12	13	10
Kitchen furniture and equipment	13	16	10	10	13	13	11
Donations for charitable purposes	13	14	12	13	12	11	19
Cosmetics/Perfume	12	12	12	10	11	11	14
Wine/Champagne	9	9	8	11	11	8	13
Do-it-yourself / garden tools	9	9	12	8	10	10	10
Bicycle	8	8	10	8	5	8	10

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Consumer interests (2)

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

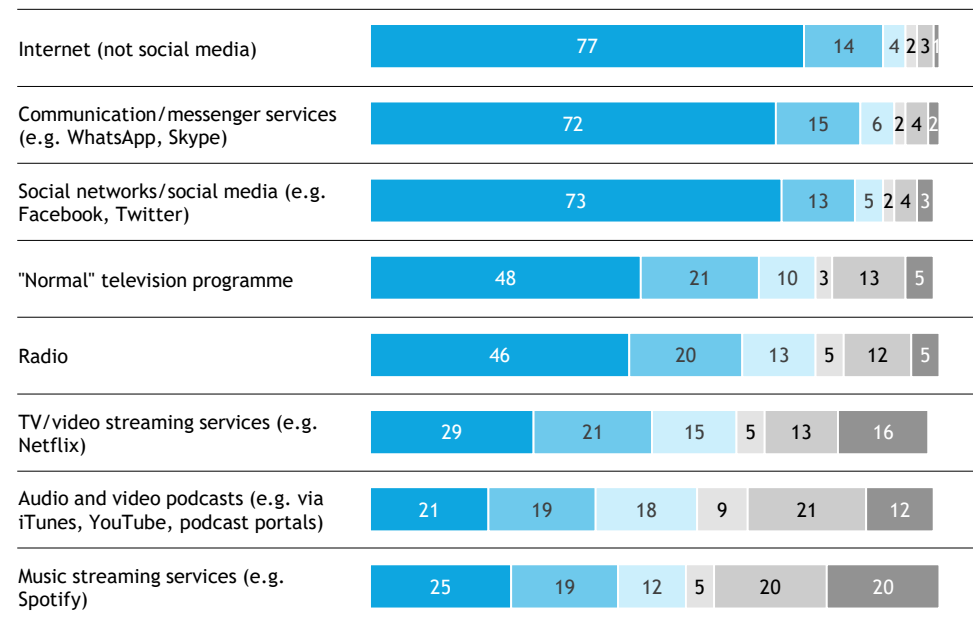
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<554 €)	Medium 60-140% (554-1.294 €)	High >140% (>1.294 €)
Delicatessen-high quality food	8	8	8	9	7	8	9
Beer	8	9	6	8	8	9	8
(Wrist) Watches	6	6	7	6	5	5	10
High quality jewellery	5	6	4	4	2	5	6
Costume jewellery	5	7	4	4	7	4	4
High-end hi-fi equipment	5	6	5	5	7	5	5
High quality spirits/whisky	5	5	4	6	5	4	6
Antiques	4	5	4	4	7	4	5
Handbags	4	4	4	4	4	4	5
Exclusive accessories	4	4	5	4	4	3	7
Porcelain / Glasswork	2	3	2	2	4	1	5
None of these products	25	21	31	26	24	26	20

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

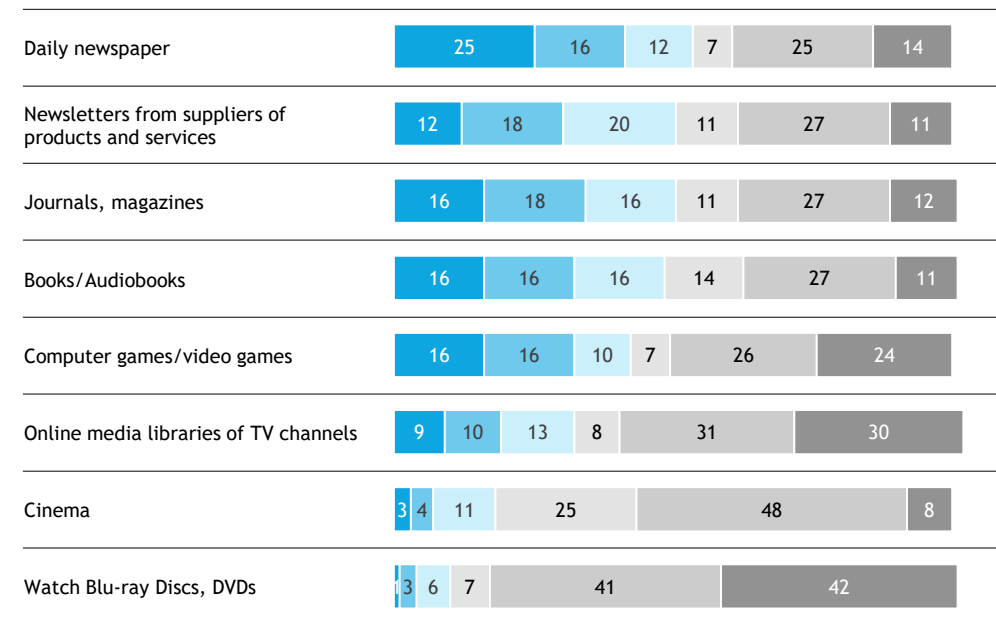
■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

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 (not social media)	95	99	99	96	98	95	96	89	93	92	94
Communication/messenger services (e.g. WhatsApp, Skype)	93	98	95	97	97	89	95	92	87	90	95
Social networks/social media (e.g. Facebook, Twitter)	91	99	85	100	94	91	95	89	85	85	95
"Normal" television programme	80	81	84	71	66	86	83	73	80	79	84
Radio	79	84	84	75	78	81	80	74	74	75	80
TV/video streaming services (e.g. Netflix)	65	73	56	74	77	70	63	56	47	66	75
Audio and video podcasts (e.g. via iTunes, YouTube, podcast portals)	58	66	54	64	68	62	45	58	48	58	61
Music streaming services (e.g. Spotify)	56	66	54	57	77	61	49	54	38	52	62
Daily newspaper	54	56	57	53	64	59	50	58	45	52	52
Newsletters from suppliers of products and services	51	51	47	57	54	56	52	52	34	60	51
Journals, magazines	50	48	53	47	65	58	49	49	41	50	49
Books/Audiobooks	48	57	59	46	51	44	45	43	42	42	52
Computer games/video games	42	47	33	52	49	46	41	41	39	47	33
Online media libraries of TV channels	32	40	27	39	39	35	26	36	25	36	23
Cinema	18	24	13	19	23	22	13	17	8	26	20
Watch Blu-ray Discs, DVDs	10	11	8	9	16	9	10	14	5	15	8

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

EST = Established
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strongly overrepresented
 overrepresented
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 underrepresented

Media use

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

Response category: "At least several times a month"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Internet (not social media)	95	96	94	95	98	95	90	96
Communication/messenger services (e.g. WhatsApp, Skype)	93	91	95	94	99	94	90	89
Social networks/social media (e.g. Facebook, Twitter)	91	90	92	94	88	94	91	89
"Normal" television programme	80	83	76	64	74	85	84	89
Radio	79	80	77	69	74	83	82	84
TV/video streaming services (e.g. Netflix)	65	65	64	84	71	68	55	47
Audio and video podcasts (e.g. via iTunes, YouTube, podcast portals)	58	60	55	68	57	64	55	42
Music streaming services (e.g. Spotify)	56	60	52	80	59	58	48	34
Daily newspaper	54	58	50	49	49	54	58	59
Newsletters from suppliers of products and services	51	51	51	44	50	54	53	54
Journals, magazines	50	58	43	41	43	56	56	54
Books/Audiobooks	48	40	54	47	47	46	49	50
Computer games/video games	42	51	34	57	40	40	39	35
Online media libraries of TV channels	32	37	27	38	26	35	33	27
Cinema	18	21	16	20	18	18	16	18
Watch Blu-ray Discs, DVDs	10	13	8	13	5	12	11	10

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"

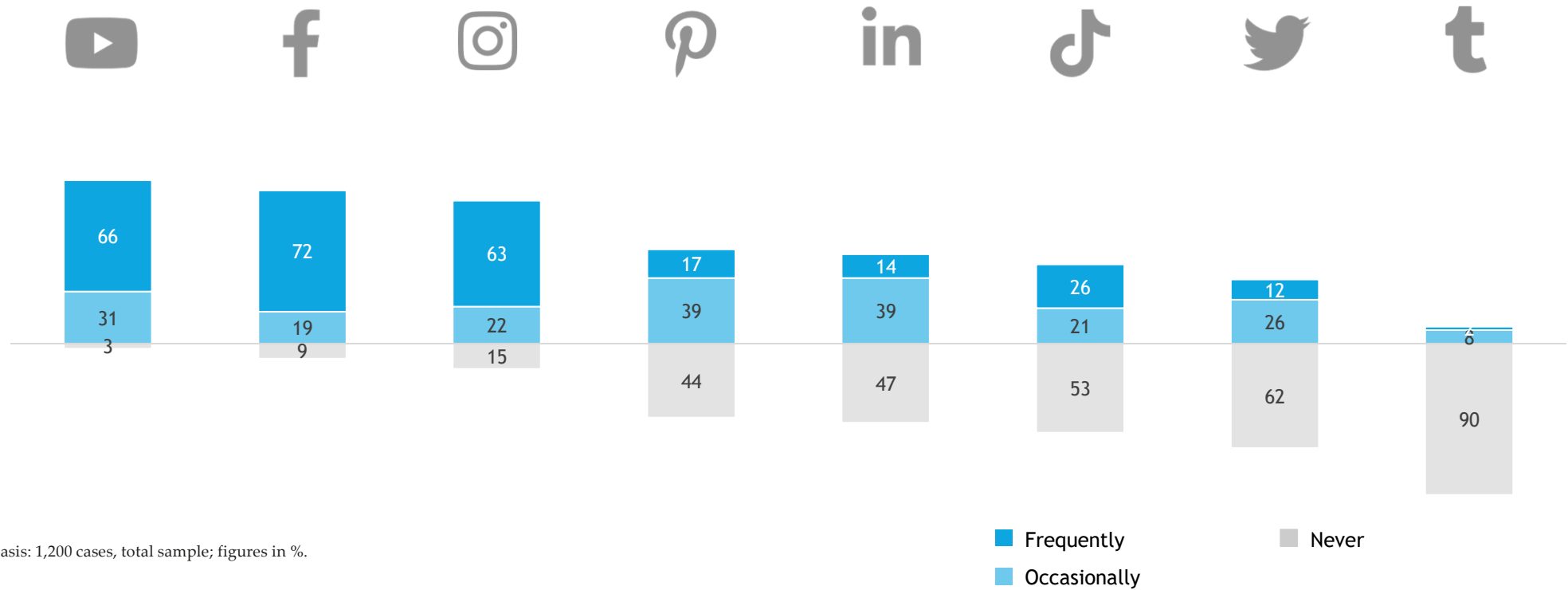
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<554 €)	Medium 60-140% (554-1.294 €)	High >140% (>1.294 €)
Internet (not social media)	95	91	96	99	91	96	97
Communication/messenger services (e.g. WhatsApp, Skype)	93	91	92	97	91	93	95
Social networks/social media (e.g. Facebook, Twitter)	91	89	93	93	91	92	92
"Normal" television programme	80	76	81	84	72	83	82
Radio	79	73	82	83	72	81	81
TV/video streaming services (e.g. Netflix)	65	60	68	68	60	64	71
Audio and video podcasts (e.g. via iTunes, YouTube, podcast portals)	58	61	52	59	64	55	56
Music streaming services (e.g. Spotify)	56	51	54	64	53	53	65
Daily newspaper	54	54	54	56	50	56	57
Newsletters from suppliers of products and services	51	50	50	54	56	48	62
Journals, magazines	50	47	51	55	44	52	55
Books/Audiobooks	48	40	46	62	45	47	53
Computer games/video games	42	44	41	40	50	40	43
Online media libraries of TV channels	32	38	28	27	38	31	33
Cinema	18	18	20	16	19	18	15
Watch Blu-ray Discs, DVDs	10	14	7	9	14	10	10

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	72	76	66	71	63	69	77	74	70	73	75
YouTube	66	78	47	78	71	65	51	72	56	67	77
Instagram	63	76	63	62	76	61	62	56	48	63	74
TikTok	26	29	14	39	40	27	13	30	28	26	29
Pinterest	17	17	11	24	35	12	17	20	7	18	22
LinkedIn	14	15	13	23	21	12	15	6	7	16	16
Twitter	12	10	6	21	30	13	9	11	11	10	12
Tumblr	2	-	-	2	6	1	-	5	2	6	1

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

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Media use

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

Response category: „Frequently“

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Facebook	72	68	76	46	74	81	78	79
YouTube	66	69	62	80	76	66	56	49
Instagram	63	53	72	87	70	60	53	48
TikTok	26	28	25	52	29	16	20	17
Pinterest	17	10	24	23	15	14	13	22
LinkedIn	14	16	12	14	13	17	14	10
Twitter	12	18	7	26	12	10	9	6
Tumblr	2	3	1	6	2	2	2	-

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% (<554 €)	Medium 60-140% (554-1.294 €)	High >140% (>1.294 €)
Facebook	72	72	74	69	71	75	68
YouTube	66	69	60	64	68	64	61
Instagram	63	58	63	70	64	60	72
TikTok	26	34	22	19	37	22	22
Pinterest	17	14	17	21	17	15	19
LinkedIn	14	11	11	21	12	13	18
Twitter	12	13	11	13	14	12	12
Tumblr	2	5	0	1	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: „At least occasionally“

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
YouTube	97	99	93	97	94	98	96	95	97	97	98
Facebook	91	90	87	91	85	92	94	88	91	93	94
Instagram	85	92	77	89	90	90	84	82	72	87	90
Pinterest	56	56	49	54	69	56	52	60	35	67	68
LinkedIn	53	51	49	60	66	60	46	41	35	68	61
TikTok	47	54	36	54	58	50	35	51	39	56	53
Twitter	38	44	34	42	51	44	24	33	36	49	38
Tumblr	10	9	5	12	27	9	5	13	4	20	10

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

Media use

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

Response category: „At least occasionally“

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
YouTube	97	97	96	99	98	98	97	91
Facebook	91	90	92	81	92	94	94	93
Instagram	85	79	90	95	88	88	76	78
Pinterest	56	44	67	66	51	58	53	52
LinkedIn	53	55	51	53	50	55	54	52
TikTok	47	50	45	68	53	43	41	36
Twitter	38	50	28	58	36	31	36	34
Tumblr	10	12	9	19	10	10	11	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“

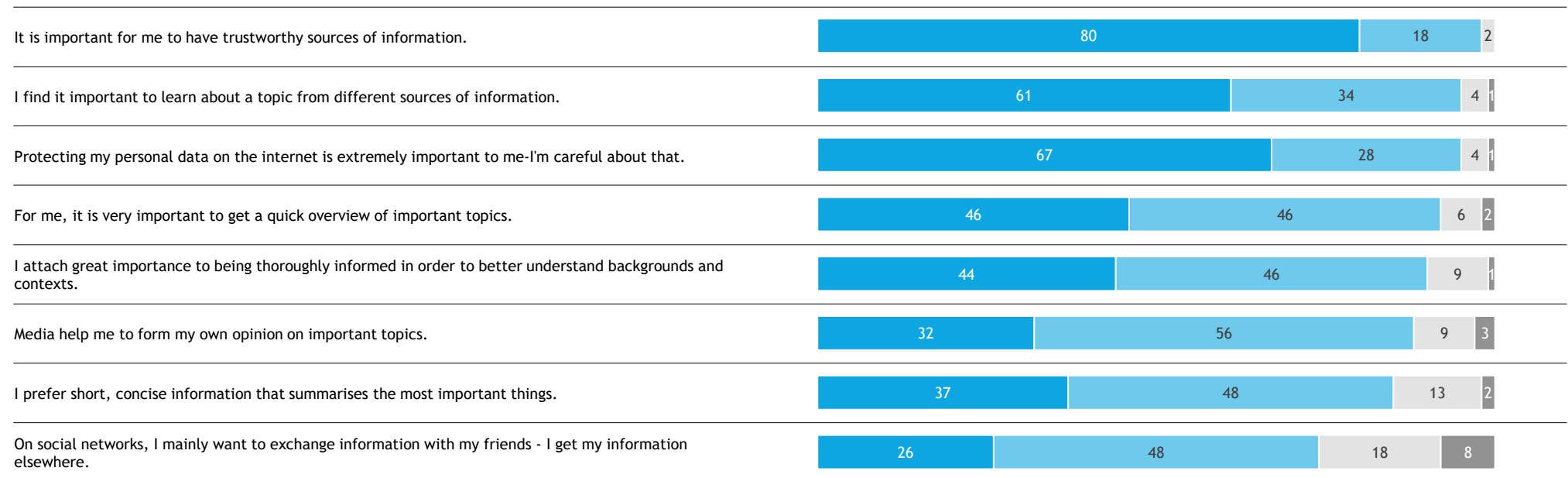
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<554 €)	Medium 60-140% (554-1.294 €)	High >140% (>1.294 €)
YouTube	97	97	96	96	98	97	95
Facebook	91	90	92	90	89	93	90
Instagram	85	84	86	85	86	83	85
Pinterest	56	52	55	63	60	53	58
LinkedIn	53	45	51	66	44	54	63
TikTok	47	53	49	38	60	45	41
Twitter	38	42	38	33	41	39	36
Tumblr	10	14	10	8	16	10	10

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

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Communication expectations

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



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

■ Applies completely

■ Somewhat applies

■ Mostly doesn't apply

■ 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	100	99	99	100	97	100	99	96	91	100
I find it important to learn about a topic from different sources of information.	95	94	95	100	95	96	96	93	88	94	99
Protecting my personal data on the internet is extremely important to me-I'm careful about that.	95	98	90	97	97	96	93	95	93	96	96
For me, it is very important to get a quick overview of important topics.	92	97	88	94	89	97	96	90	93	86	95
I attach great importance to being thoroughly informed in order to better understand backgrounds and contexts.	90	90	89	94	88	91	90	90	82	82	98
Media help me to form my own opinion on important topics.	88	93	90	87	94	94	86	85	83	86	89
I prefer short, concise information that summarises the most important things.	85	90	78	84	88	85	86	86	87	85	81
On social networks, I mainly want to exchange information with my friends-I get my information elsewhere.	74	81	70	80	76	81	70	71	65	73	77

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 / 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	97	99	95	98	98	99	100
I find it important to learn about a topic from different sources of information.	95	94	95	90	94	96	96	97
Protecting my personal data on the internet is extremely important to me-I'm careful about that.	95	93	96	93	96	96	93	98
For me, it is very important to get a quick overview of important topics.	92	92	93	90	90	92	95	95
I attach great importance to being thoroughly informed in order to better understand backgrounds and contexts.	90	89	90	86	87	88	90	96
Media help me to form my own opinion on important topics.	88	89	88	87	82	86	93	94
I prefer short, concise information that summarises the most important things.	85	83	86	78	84	85	87	91
On social networks, I mainly want to exchange information with my friends-I get my information elsewhere.	74	73	75	76	75	74	77	68

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

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■ overrepresented ■ underrepresented

Communication expectations

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

Response category: „Applies completely / Somewhat applies“

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<554 €)	Medium 60-140% (554-1.294 €)	High >140% (>1.294 €)
It is important for me to have trustworthy sources of information.	98	96	99	99	96	98	99
I find it important to learn about a topic from different sources of information.	95	92	96	98	91	95	97
Protecting my personal data on the internet is extremely important to me-I'm careful about that.	95	96	95	93	94	95	94
For me, it is very important to get a quick overview of important topics.	92	92	92	94	90	93	91
I attach great importance to being thoroughly informed in order to better understand backgrounds and contexts.	90	88	93	88	88	90	88
Media help me to form my own opinion on important topics.	88	88	89	89	88	88	90
I prefer short, concise information that summarises the most important things.	85	87	84	83	84	86	80
On social networks, I mainly want to exchange information with my friends-I get my information elsewhere.	74	76	70	75	79	72	75

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

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■ overrepresented ■ underrepresented

Communication expectations





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

Response category: "Applies completely"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
It is important for me to have trustworthy sources of information.	80	78	92	90	84	58	82	85	76	64	95
Protecting my personal data on the internet is extremely important to me-I'm careful about that.	67	75	58	79	70	43	66	75	71	58	83
I find it important to learn about a topic from different sources of information.	61	60	68	68	68	46	64	62	50	50	76
For me, it is very important to get a quick overview of important topics.	46	43	45	60	48	36	44	49	39	44	52
I attach great importance to being thoroughly informed in order to better understand backgrounds and contexts.	44	46	44	53	51	25	40	51	34	39	62
I prefer short, concise information that summarises the most important things.	37	33	32	42	47	27	42	39	41	39	29
Media help me to form my own opinion on important topics.	32	27	31	46	36	19	27	42	30	30	44
In social networks, I mainly want to exchange information with my friends-I get information elsewhere.	26	19	31	34	30	20	20	26	28	30	29

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.	80	77	82	74	76	83	79	86
Protecting my personal data on the internet is extremely important to me-I'm careful about that.	67	62	72	60	65	68	64	78
I find it important to learn about a topic from different sources of information.	61	56	64	59	59	62	60	62
For me, it is very important to get a quick overview of important topics.	46	41	50	48	42	43	47	49
I attach great importance to being thoroughly informed in order to better understand backgrounds and contexts.	44	40	47	45	38	41	44	49
I prefer short, concise information that summarises the most important things.	37	32	41	37	36	36	36	39
Media help me to form my own opinion on important topics.	32	30	35	33	24	33	36	35
In social networks, I mainly want to exchange information with my friends-I get information elsewhere.	26	26	27	16	26	26	31	33

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	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<554 €)	Medium 60-140% (554-1.294 €)	High >140% (>1.294 €)
It is important for me to have trustworthy sources of information.	80	73	83	85	73	79	90
Protecting my personal data on the internet is extremely important to me-I'm careful about that.	67	70	68	62	61	69	65
I find it important to learn about a topic from different sources of information.	61	53	62	70	54	60	68
For me, it is very important to get a quick overview of important topics.	46	48	44	43	44	45	47
I attach great importance to being thoroughly informed in order to better understand backgrounds and contexts.	44	44	44	43	43	43	46
I prefer short, concise information that summarises the most important things.	37	40	36	33	39	36	36
Media help me to form my own opinion on important topics.	32	35	32	29	30	34	32
In social networks, I mainly want to exchange information with my friends-I get information elsewhere.	26	28	25	26	26	26	30

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

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