



SINUS Study for the Friedrich-Ebert-Stiftung

Social-ecological transformation

Country report Sweden

**FRIEDRICH
EBERT
STIFTUNG**

sinus:

Heidelberg, September 2023

Teil der INTEGRAL-SINUS-OPINION Gruppe

Task and objective

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

- The world is undergoing far-reaching changes. There seems to be no end to reports of record heat, storms and forest fires. Climate policy has been dodged for a long time; now progress must be made quickly in phasing out fossil fuels and building up an energy supply and industrial production based on renewables.
- At the same time, however, the pressure for change is now increasingly affecting citizens directly. The path to a climate-neutral society and economy is associated with enormous technological, economic and social challenges: The accelerated expansion of renewable energy, increased efforts in the transformation of heating and transport, the structural change of the businesses and its effects on the working and living environment - all this will increasingly affect citizens.
- Against this background, the SINUS Institute conducted a large-scale population survey in Europe and North America on behalf of the Competence Centre for Climate and Social Justice of the Friedrich-Ebert-Stiftung: In a total of 19 countries, it investigated what perceptions, interests and fears people associate with the socio-ecological transformation. The aim of the survey was not only to capture a panorama of climate policy attitudes. Rather, it was also intended to investigate how strongly and under what conditions different social milieus are receptive to climate policies. For this purpose, the target group model of the Sinus-Meta-Milieus was integrated into the survey design.
- The study results are intended to stimulate public discussions and provide an in-depth analysis of the conditions under which the climate-neutral transformation of national economies can succeed and be supported by broad public acceptance. Based on these analyses, it is important to develop country- and milieu-specific communication strategies that address the different interests and fears of the population and address them appropriately through suitable forms of communication.

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Method and sample

Methodology and sample



Method

Standardised online survey (CAWI)

Quota sample (gender, age, education and region)

The interviews were conducted in the national language.



Data collection

Ø Interview duration: 24 minutes

The data collection was carried out by Sociotrend GmbH.



Target group

Resident population aged from 18 to 69 years



Sample size

1,202 persons



Survey period

27.06. - 07.07.2023

Survey contents

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

Methodology and sample

Evaluation of the survey results

- This report presents the survey results for Sweden. The key findings are presented in graphs and charts. For better readability and comprehensibility, the percentages have been rounded to whole numbers.
- The data set was examined for differences in the response behaviour of different population groups and presented in tabular form. The socio-demographic characteristics gender, age, education and net equivalent income were taken into account.
 - Gender: female, male
(The answer category „non-binary" was taken into account in the survey, but not evaluated due to too small a number of cases).
 - Age groups: 18- to 29-year-olds, 30- to 39-year-olds, 40- to 49-year-olds, 50- to 59-year-olds, 60- to 69-year-olds
 - Education groups: low: "Ingen skolutbildning eller yrkesutbildning (ännu)" or "(Ej) avslutad folkskola/Grundskola skolår 1-8" or "Avslutad Grundskola skolår 9"; medium: "Fackskola (1963-1970) - 2-årig gymnasielinje, 2-årig yrkesskola" or "Gamla gymnasieutbildningar på två år" or "Studieförberedande/Yrkesinriktade gymnasieprogram, 3 år" or "4-årig gymnasielinje (före 1995)/ Tekniskt basår" or "1 år KY-utbildning, militärutbildning; Eftergymnasial utbildning" or "1 år Högskola/Universitet med examen"; high: "2-3 år KY-utbildning, militärutbildning; Eftergymnasial utbildning" or "Högskoleexamen, 2 år, med examen" or "Kandidat och/eller yrkesexamen från Högskola, 3-4 år" or "Magister-/Masterexamen och/eller yrkesexamen från Högskola, >4 år" or "Universitet, 2 år, med examen" or "Kandidat och/eller yrkesexamen från Universitet, KTH, CTH, Handelshögskolan, 3-4 år" or "Magisterexamen och/eller yrkesexamen från Högskola, >4 år" or "Masterexamen från Högskola" or "Forskarutbildning: Licentiatexamen/Doktorsexamen"
 - Net equivalent income*: low: less than 60% of median income; medium: 60 to 140% of median income; high: more than 140% of the median income

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

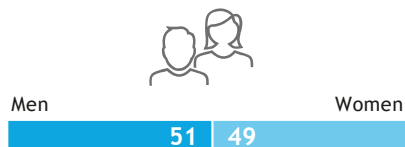
Methodology and sample

Evaluation of the survey results

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

Demographic structure of the sample

Gender



Age ø 43.0 years

18 to 29 years	22
30 to 39 years	21
40 to 49 years	20
50 to 59 years	20
60 to 69 years	17

Marital status

Single	36
In partnership, living separately	8
In partnership, living together	21
Married / registered partnership	27
Living in separation / divorced	7
Widowed	1

Persons in the household

1 person	32
2 persons	31
3 persons	18
4 persons	13
5 persons	4
6 persons and more	2

Educational qualification

Low	16
Medium	43
High	41

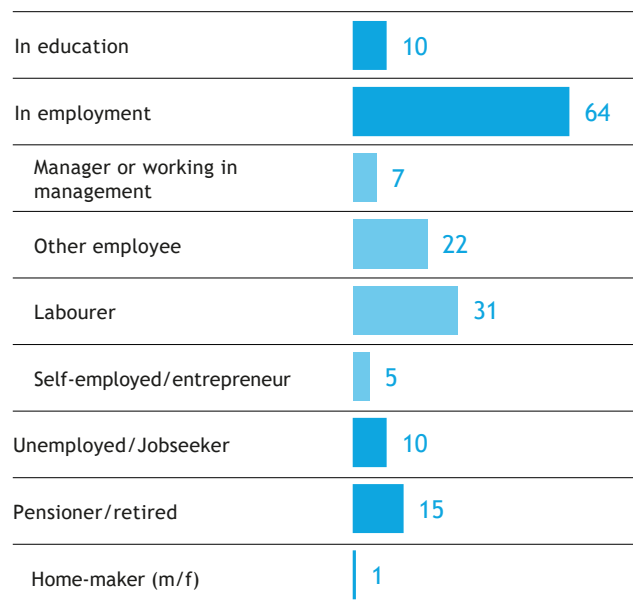
Children in the household

YES	38
Yes, children aged 0-5 years	13
Yes, children aged 6-13	15
Yes, children aged 14-17	11
Yes, children aged 18 and over (adult children)	10
There are no children living in my household	62

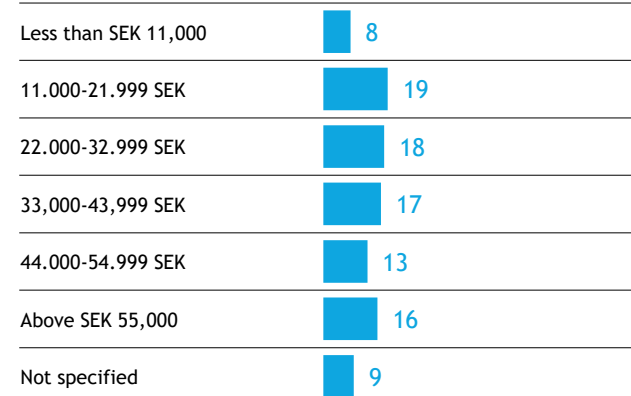
Basis: 1,202 cases, total sample; figures in %.

Demographic structure of the sample

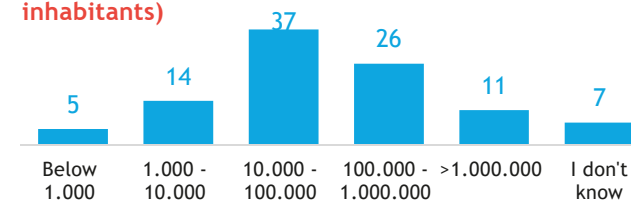
Occupational status



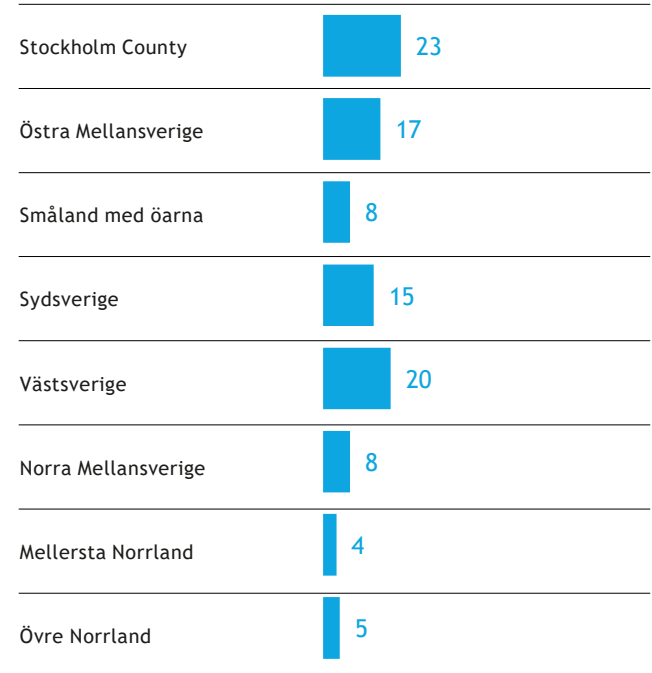
Net household income



Size of residency (number of inhabitants)



Region



Basis: 1,202 cases, total sample; figures in %.

The Sinus-Meta-Milieus® in Sweden

18 - 69 year olds

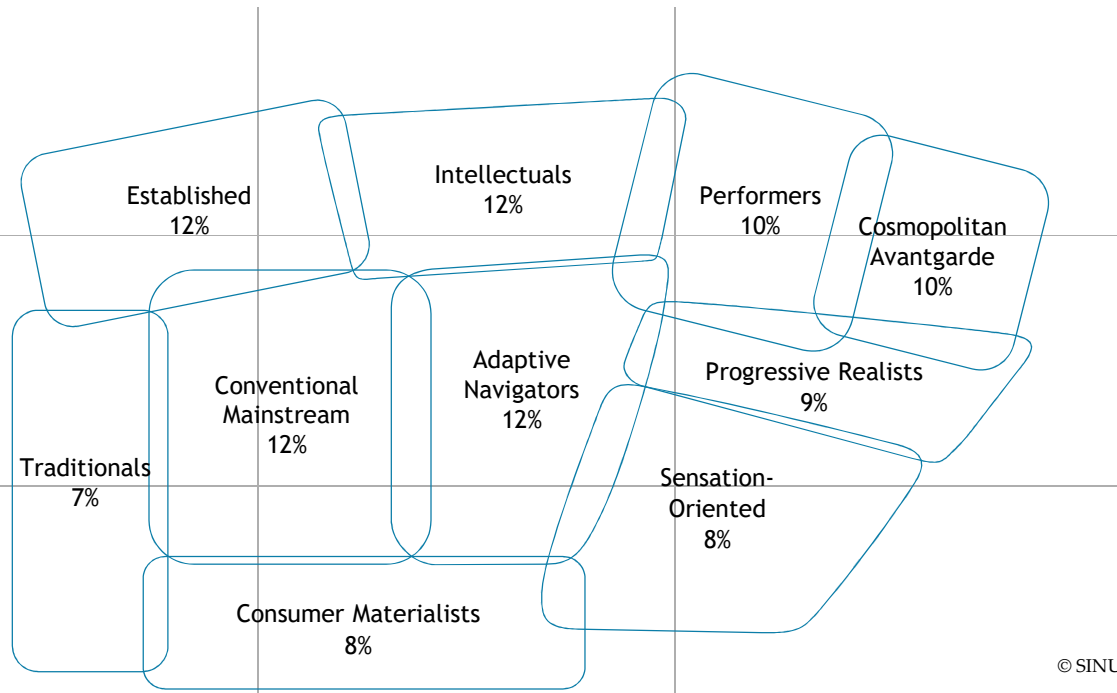
Social status ↓



Higher

Middle

Lower



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Basic Values →

Traditional
Sense of Duty
and Order

Modernisation
Individualisation,
Self-actualisation, Pleasure

Re-organisation
Multiple Options,
Experimentation, Paradoxes



Short summary

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



2

Problem awareness

Main findings

Problem awareness

Importance of environmental, nature and climate protection

- Public health service and care and Criminality/internal security are the five most frequently mentioned topics, with 59% and 58% respectively. Migration and integration of immigrants is named third most often (47%). The area of environmental, nature and climate protection is counted among the five most important political topics by 33% of the respondents.

Relevance of environmental policy fields of action

- Among the five biggest challenges for the preservation of our livelihoods, respondents most frequently mention the state of the oceans (58%) and climate change (58%). Waste in the environment and living environment is the third most frequently mentioned with 48%. Increasing traffic and noise are seen least frequently as a priority field of environmental policy action (14%).

Relevance of climate change as a topic

- A clear majority of the population considers climate change to be a (very) important Topic for Sweden: On a scale from 0 "completely irrelevant" to 10 "absolutely important", 56% of the respondents choose scale points 8 to 10, another 23% scale points 6 to 7. In contrast, it is only 7% of the respondents who choose scale points 0 to 2. The scale average is 7.2.

Main findings

Problem awareness

Attitudes towards climate change

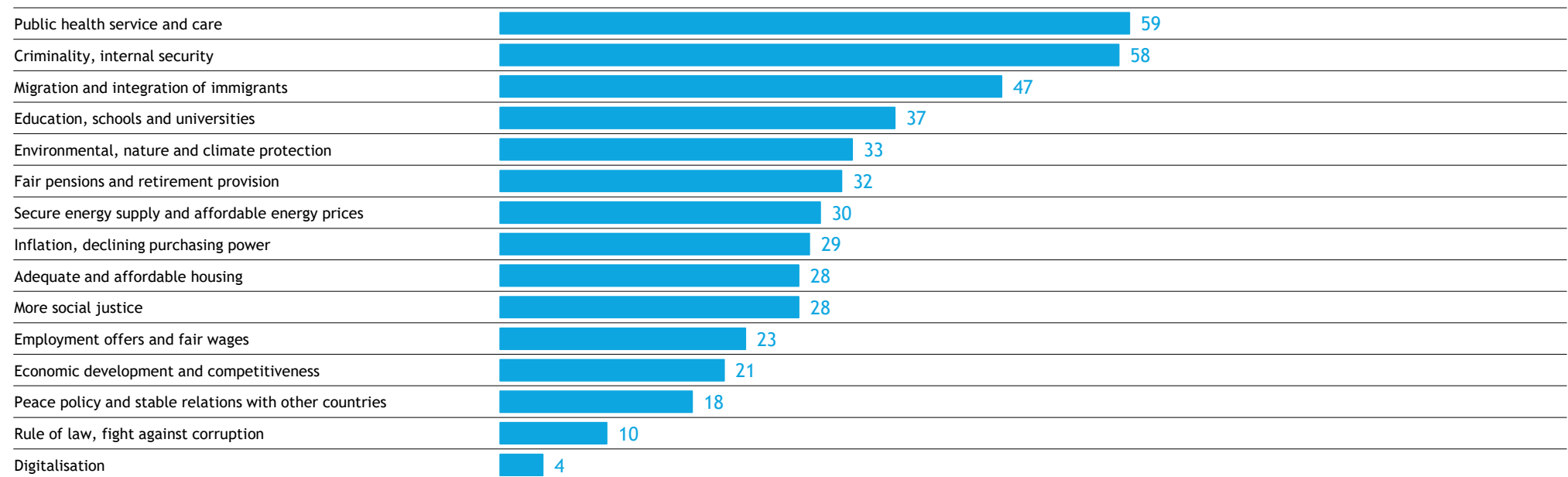
- 92% of respondents believe that the destruction of nature endangers people and their livelihoods (highest level of agreement "Fully agree": 57%). At the same time, 77% say they are afraid of the consequences of climate change (highest level of agreement: 31%), while 41% think that many things are very exaggerated when it comes to the consequences of climate change (highest level of agreement: 13%). When asked if there are more important problems in Sweden than climate change, 71% agree (highest level of agreement: 22%) and 29% disagree. The statement that we should rather focus on adapting to the consequences of climate change instead of putting climate protection in the foreground is agreed by 55% (highest level of agreement: 10%), while 45% disagree.

Consequences of climate change

- The increase in extreme weather events is by far the most frightening for the population: 60% of respondents rank the increase in extreme weather events among the five consequences of climate change that frighten them the most. The increase in humanitarian crises and the spread of new diseases are in second place with 47% mentions. Water shortages in everyday life and the extinction of species in the animal and plant world rank close behind in third and fourth place (46% each). Rising sea levels due to the melting of the poles (38%) were named fifth most frequently. Significantly fewer respondents are afraid that their health and quality of life will be affected (19%).

Importance of environmental, nature and climate protection

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



Basis: 1,202 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 Sweden 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	59	62	70	59	55	54	60	59	58	43	64
Criminality, internal security	58	62	42	61	43	60	69	57	75	68	47
Migration and integration of immigrants	47	53	33	43	35	51	55	41	75	55	32
Education, schools and universities	37	42	58	39	45	33	28	33	17	26	42
Environmental, nature and climate protection	33	38	64	28	35	22	33	34	17	8	45
Fair pensions and retirement provision	32	33	24	27	26	29	39	37	47	30	29
Secure energy supply and affordable energy prices	30	28	27	32	28	24	32	28	45	27	26
Inflation, declining purchasing power	29	32	18	24	32	32	29	29	33	41	27
Adequate and affordable housing	28	21	30	25	34	29	29	31	28	19	34
More social justice	28	25	44	19	27	18	28	36	20	19	39
Employment offers and fair wages	23	24	23	20	30	18	24	29	15	18	28
Economic development and competitiveness	21	18	12	27	33	27	17	10	13	30	21
Peace policy and stable relations with other countries	18	18	27	17	19	23	14	18	13	13	18
Rule of law, fight against corruption	10	12	6	12	8	13	11	7	10	17	6
Digitalisation	4	4	-	5	6	6	3	2	-	7	5

Basis: 1,202 cases, total sample; figures in %.

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

strongly overrepresented
 overrepresented
 strongly underrepresented
 underrepresented

Importance of environmental, nature and climate protection

Which of the following topics do you think are the most important for politicians in Sweden 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	59	49	69	48	60	61	64	63
Criminality, internal security	58	59	57	50	50	59	61	74
Migration and integration of immigrants	47	52	42	40	44	50	48	56
Education, schools and universities	37	34	40	43	39	37	35	28
Environmental, nature and climate protection	33	31	36	40	39	33	26	27
Fair pensions and retirement provision	32	28	35	26	26	22	40	48
Secure energy supply and affordable energy prices	30	34	25	21	26	32	34	38
Inflation, declining purchasing power	29	34	24	27	33	32	28	27
Adequate and affordable housing	28	23	33	30	30	24	33	20
More social justice	28	22	33	32	23	30	30	22
Employment offers and fair wages	23	20	26	25	25	22	25	14
Economic development and competitiveness	21	28	14	24	22	26	17	15
Peace policy and stable relations with other countries	18	17	20	16	19	20	18	19
Rule of law, fight against corruption	10	13	7	11	10	8	12	11
Digitalisation	4	5	2	8	4	2	2	1

Basis: 1,202 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 Sweden to take care of? Please select up to 5 topics.

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<13,367 SEK)	Medium 60-140% (13,367-31,190 SEK)	High >140% (>31,190 SEK)
Public health service and care	59	66	60	55	62	61	53
Criminality, internal security	58	64	59	56	50	58	64
Migration and integration of immigrants	47	42	49	47	38	47	57
Education, schools and universities	37	26	35	44	36	38	39
Environmental, nature and climate protection	33	27	28	41	32	33	36
Fair pensions and retirement provision	32	44	35	24	31	33	27
Secure energy supply and affordable energy prices	30	28	30	29	24	29	33
Inflation, declining purchasing power	29	28	28	32	27	29	30
Adequate and affordable housing	28	31	30	24	27	30	23
More social justice	28	24	26	31	40	26	23
Employment offers and fair wages	23	26	24	20	29	22	21
Economic development and competitiveness	21	9	20	27	15	19	32
Peace policy and stable relations with other countries	18	18	18	19	18	18	20
Rule of law, fight against corruption	10	11	9	11	10	11	10
Digitalisation	4	4	2	5	2	5	3

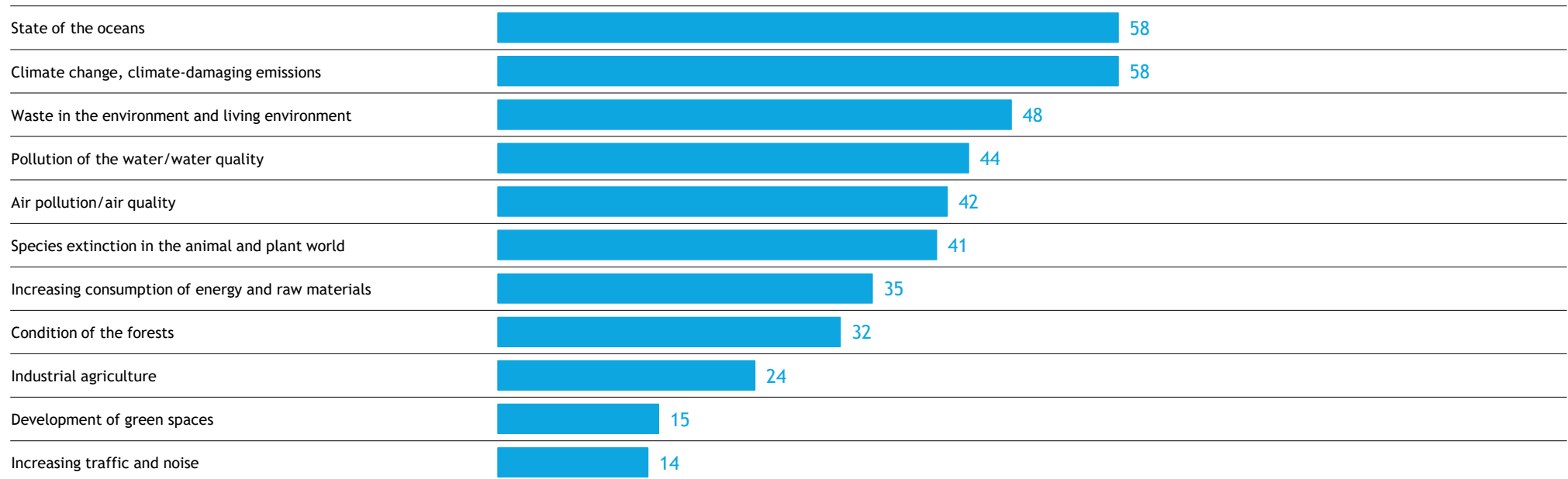
Basis: 1,202 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Relevance of environmental policy fields of action

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

Environmental policy fields of action



Basis: 1,202 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
State of the oceans	58	56	74	50	60	45	68	63	58	41	67
Climate change, climate-damaging emissions	58	56	80	60	68	49	55	52	38	42	76
Waste in the environment and living environment	48	44	54	54	50	48	49	54	46	36	49
Pollution of the water/water quality	44	50	44	37	40	41	54	48	48	36	43
Air pollution/air quality	42	49	36	41	46	45	42	43	37	31	42
Species extinction in the animal and plant world	41	40	43	39	42	33	44	36	51	35	43
Increasing consumption of energy and raw materials	35	43	40	40	33	42	32	35	21	25	28
Condition of the forests	32	31	39	34	30	24	34	30	39	29	28
Industrial agriculture	24	32	24	27	20	24	22	21	25	19	24
Development of green spaces	15	21	13	15	9	13	14	21	15	17	18
Increasing traffic and noise	14	18	4	19	13	19	11	18	9	20	13

Basis: 1,202 cases, total sample; figures in %.

EST = Established
INT = Intellectuals
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COS = Cosmopolitan Avantgarde
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strongly overrepresented
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Relevance of environmental policy fields of action

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
State of the oceans	58	57	60	48	58	64	61	64
Climate change, climate-damaging emissions	58	55	62	57	60	59	58	58
Waste in the environment and living environment	48	46	50	49	48	48	50	46
Pollution of the water/water quality	44	45	44	37	39	44	54	51
Air pollution/air quality	42	41	42	37	42	42	45	44
Species extinction in the animal and plant world	41	39	43	38	45	41	37	43
Increasing consumption of energy and raw materials	35	38	31	34	36	35	34	35
Condition of the forests	32	29	34	34	35	32	28	30
Industrial agriculture	24	23	25	32	22	22	19	24
Development of green spaces	15	14	16	17	18	16	13	12
Increasing traffic and noise	14	15	14	17	18	14	12	7

Basis: 1,202 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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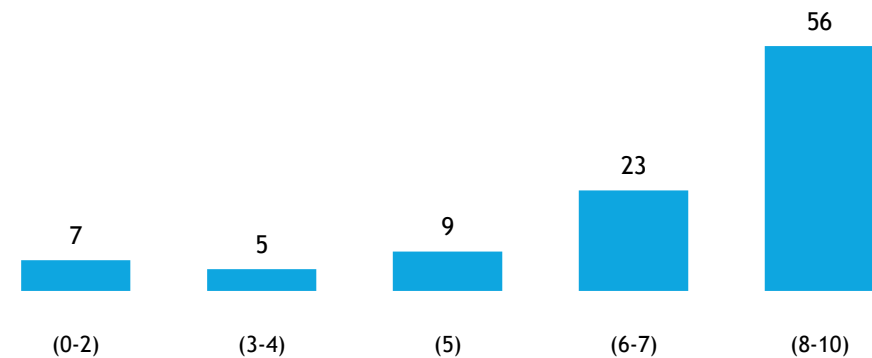
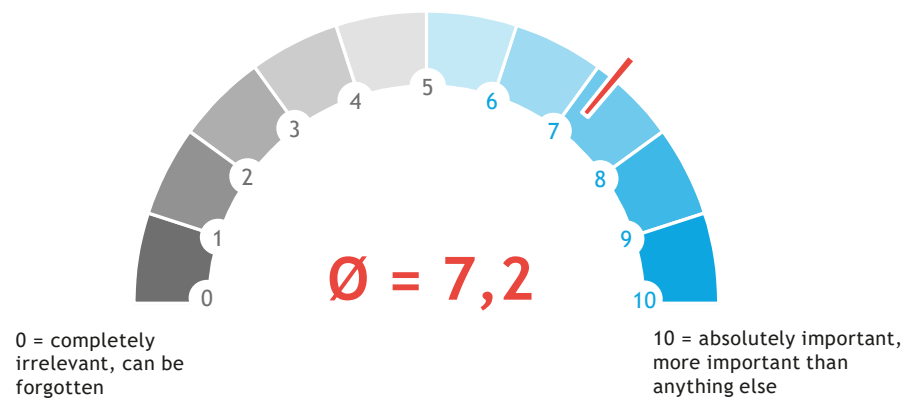
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State of the oceans	58	50	59	61	54	58	63
Climate change, climate-damaging emissions	58	47	54	67	55	57	67
Waste in the environment and living environment	48	47	48	49	46	47	50
Pollution of the water/water quality	44	46	43	45	38	45	47
Air pollution/air quality	42	46	40	42	39	42	44
Species extinction in the animal and plant world	41	41	44	38	43	41	40
Increasing consumption of energy and raw materials	35	24	34	40	29	34	40
Condition of the forests	32	35	33	30	36	33	27
Industrial agriculture	24	28	23	24	27	24	22
Development of green spaces	15	14	16	16	16	17	13
Increasing traffic and noise	14	12	14	16	17	13	14

Basis: 1,202 cases, total sample; figures in %.

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Relevance of climate change as a topic

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



Basis: 1,202 cases, total sample; figures in %.

Relevance of climate change as a topic

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
10=Absolutely important, more important than anything else	16	20	30	12	10	18	15	20	10	6	18
9	19	18	25	23	25	10	17	23	15	8	20
8	21	25	30	18	22	18	22	21	9	7	39
7	15	15	7	22	16	19	17	8	10	13	15
6	8	9	3	5	9	11	5	6	9	18	4
5	9	7	3	10	8	9	13	6	16	23	4
4	3	2	1	6	4	2	3	8	6	5	-
3	2	-	-	1	1	4	3	1	6	4	-
2	2	2	-	1	3	2	1	5	4	-	-
1	1	-	-	-	1	2	-	-	1	5	-
0=Totally irrelevant, can be forgotten	4	3	-	3	2	4	4	3	13	11	-
Average	7,2	7,6	8,6	7,3	7,3	6,9	7,2	7,4	5,7	5,4	8,2

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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	16	15	18	15	16	19	17	15
9	19	18	20	22	19	14	16	22
8	21	19	24	24	22	20	20	22
7	15	13	16	19	16	13	13	12
6	8	9	6	7	10	8	8	4
5	9	10	9	8	7	13	12	8
4	3	4	2	2	3	3	5	4
3	2	2	1	1	2	2	3	2
2	2	2	1	-	2	-	4	1
1	1	1	-	1	0	1	-	2
0=Totally irrelevant, can be forgotten	4	6	2	1	2	6	3	8
Average	7,2	6,9	7,6	7,7	7,3	7,0	7,0	7,0

Basis: 1,202 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Relevance of climate change as a topic

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

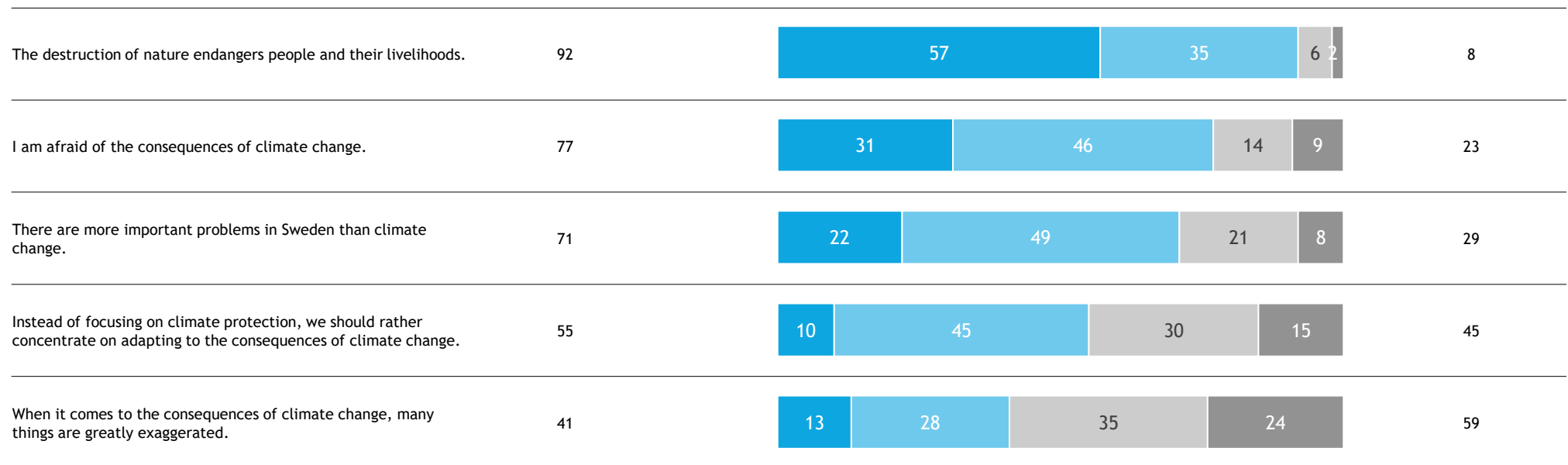
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<13,367 SEK)	Medium 60-140% (13,367-31,190 SEK)	High >140% (>31,190 SEK)
10=Absolutely important, more important than anything else	16	16	16	17	17	17	16
9	19	18	14	23	22	16	25
8	21	24	20	23	21	23	19
7	15	8	16	16	14	14	14
6	8	7	9	7	6	8	8
5	9	9	12	7	10	10	7
4	3	7	3	2	4	3	4
3	2	-	4	1	1	2	2
2	2	1	2	2	2	2	1
1	1	1	1	-	-	1	1
0=Totally irrelevant, can be forgotten	4	8	4	3	4	4	3
Average	7,2	6,9	7,0	7,6	7,3	7,2	7,4

Basis: 1,202 cases, total sample; figures in %.


■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attitudes towards climate change

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



Basis: 1,202 cases, total sample; figures in %.

 Fully agree  Somewhat disagree
 Somewhat agree  Completely disagree

Attitudes towards climate change

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

Response category: "Fully agree / Somewhat agree"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
The destruction of nature endangers people and their livelihoods.	92	94	98	95	94	89	94	92	85	81	91
I am afraid of the consequences of climate change.	77	86	92	79	75	73	78	80	50	51	94
There are more important problems in Sweden than climate change.	71	76	46	78	67	82	77	64	85	86	54
Instead of focusing on climate protection, we should rather concentrate on adapting to the consequences of climate change.	55	58	36	57	50	72	53	66	60	60	40
When it comes to the consequences of climate change, many things are greatly exaggerated.	41	45	8	43	31	59	41	40	64	64	23

Basis: 1,202 cases, total sample; figures in %.

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Attitudes towards climate change

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

Response category: "Fully agree / Somewhat agree"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
The destruction of nature endangers people and their livelihoods.	92	88	96	88	94	92	92	93
I am afraid of the consequences of climate change.	77	71	84	81	77	76	76	74
There are more important problems in Sweden than climate change.	71	75	68	72	68	70	74	73
Instead of focusing on climate protection, we should rather concentrate on adapting to the consequences of climate change.	55	60	50	56	57	50	53	58
When it comes to the consequences of climate change, many things are greatly exaggerated.	41	50	31	46	38	37	40	42

Basis: 1,202 cases, total sample; figures in %.

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Attitudes towards climate change

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

Response category: "Fully agree / Somewhat agree"

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<13,367 SEK)	Medium 60-140% (13,367-31,190 SEK)	High >140% (>31,190 SEK)
The destruction of nature endangers people and their livelihoods.	92	90	92	93	88	92	94
I am afraid of the consequences of climate change.	77	72	74	82	77	78	77
There are more important problems in Sweden than climate change.	71	76	75	66	65	71	75
Instead of focusing on climate protection, we should rather concentrate on adapting to the consequences of climate change.	55	63	58	49	56	56	50
When it comes to the consequences of climate change, many things are greatly exaggerated.	41	53	45	32	38	41	42

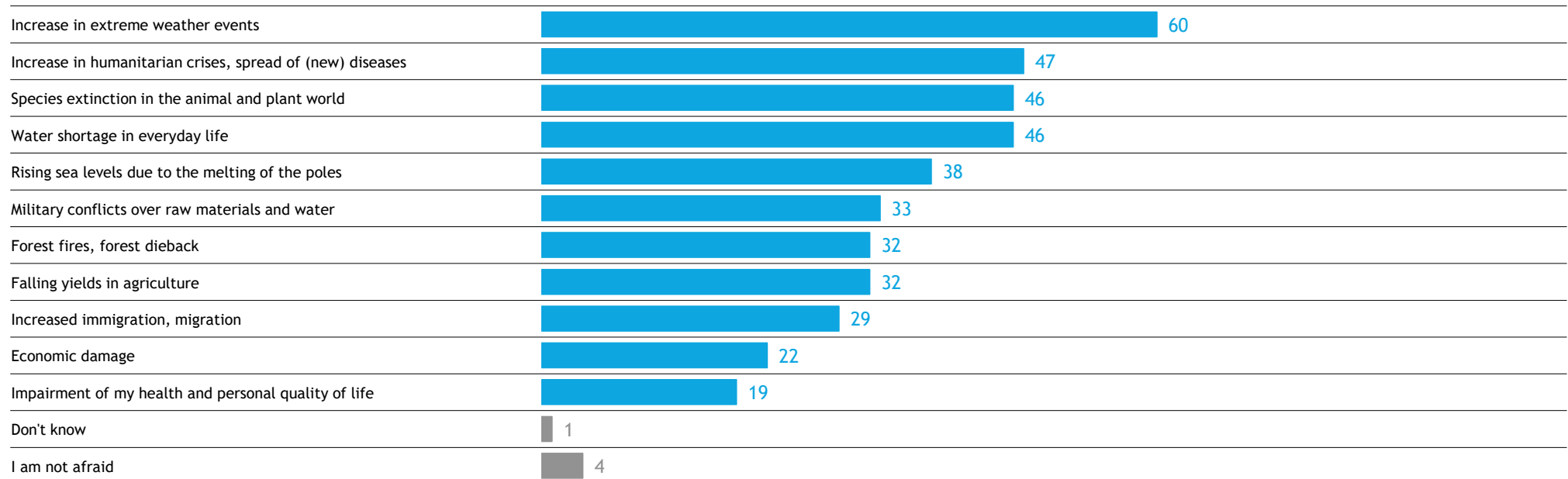
Basis: 1,202 cases, total sample; figures in %.

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Consequences of climate change - Anxiety scale

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

Consequences of climate change



Basis: 1,202 cases, total sample; figures in %.

Consequences of climate change - Anxiety scale

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Increase in extreme weather events	60	64	78	58	68	42	63	55	44	40	78
Increase in humanitarian crises, spread of (new) diseases	47	46	64	47	51	43	45	52	35	30	53
Species extinction in the animal and plant world	46	51	62	45	46	29	51	49	43	25	52
Water shortage in everyday life	46	51	50	43	49	46	45	47	44	28	55
Rising sea levels due to melting of the poles	38	41	49	42	40	34	40	39	19	24	51
Military conflicts over raw materials and water	33	35	41	33	34	30	34	32	30	25	32
Forest fires, forest dieback	32	37	42	38	32	30	30	32	24	21	33
Falling yields in agriculture	32	32	31	30	22	31	42	34	33	30	29
Increased immigration, migration	29	26	19	24	15	39	32	29	46	40	21
Economic damage	22	23	10	23	28	33	19	21	8	29	20
Impairment of my health and personal quality of life	19	22	10	25	16	24	16	20	12	22	19
Don't know	1	1	-	-	-	2	2	2	5	1	-
I am not afraid	4	2	-	3	5	2	3	5	13	13	1

Basis: 1,202 cases, total sample; figures in %.

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Consequences of climate change - Anxiety scale

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Increase in extreme weather events	60	53	67	59	59	62	62	56
Increase in humanitarian crises, spread of (new) diseases	47	43	51	43	47	48	52	45
Species extinction in the animal and plant world	46	40	52	49	52	43	43	41
Water shortage in everyday life	46	43	50	42	47	44	52	49
Rising sea levels due to melting of the poles	38	39	38	41	39	37	36	40
Military conflicts over raw materials and water	33	35	30	29	33	41	32	31
Forest fires, forest dieback	32	29	36	30	36	30	28	39
Falling yields in agriculture	32	30	33	27	39	35	26	30
Increased immigration, migration	29	36	22	25	27	32	32	30
Economic damage	22	26	17	30	24	22	16	11
Impairment of my health and personal quality of life	19	19	18	26	17	20	16	12
Don't know	1	0	2	-	1	0	3	3
I am not afraid	4	6	2	4	3	3	4	8

Basis: 1,202 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% (<13,367 SEK)	Medium 60-140% (13,367-31,190 SEK)	High >140% (>31,190 SEK)
Increase in extreme weather events	60	50	60	63	56	58	65
Increase in humanitarian crises, spread of (new) diseases	47	39	45	52	49	47	47
Species extinction in the animal and plant world	46	46	46	46	45	43	49
Water shortage in everyday life	46	46	46	47	48	47	45
Rising sea levels due to melting of the poles	38	36	35	43	39	38	40
Military conflicts over raw materials and water	33	28	31	37	28	33	37
Forest fires, forest dieback	32	31	32	33	39	33	28
Falling yields in agriculture	32	28	34	31	32	32	31
Increased immigration, migration	29	29	30	28	20	31	36
Economic damage	22	19	23	21	26	22	18
Impairment of my health and personal quality of life	19	18	18	19	20	19	17
Don't know	1	3	2	0	2	1	0
I am not afraid	4	6	4	4	2	5	3

Basis: 1,202 cases, total sample; figures in %.

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3

Climate and environmentally-conscious behaviour

Main findings

Climate and environmentally-conscious behaviour

Attitudes towards climate and environmentally-conscious behaviour

- 91% of respondents believe that we all have to become active ourselves and start changing the way we live in order to maintain a liveable environment for us and the generations that follow (highest level of agreement "Fully agree": 50%).
- Furthermore, 85% 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: 35%).
- Slightly fewer, but still 71%, claim to actively contribute to changing society (highest level of agreement: 21%).

Barriers to climate and environmentally-conscious behaviour

- 88% of respondents believe that we should be willing to change our way of living for the benefit of the environment (highest level of agreement "Fully agree": 43%). However, 50% say they are only willing to do something to protect the environment if it does not affect their standard of living (highest level of agreement: 13%).

Main findings

climate and environmentally-conscious behaviour

- 82% would be willing to do more to protect the environment if everyone acted in this way (highest level of agreement: 30%). However, 47% do not believe that they can contribute significantly to environmental protection with their behaviour (highest level of agreement: 15%). 37% say that others should take the first step before they themselves contribute to climate protection (highest level of agreement: 9%).
- 74% fear that a fundamental change in our way of living and doing business will be associated with high personal costs (highest approval rating: 25%). Furthermore, 70% consider measures to protect the climate and the environment to be socially unjust, as they burden low-income earners in particular (highest approval rating: 24%). 55% say that they personally lack the financial means to do something for climate protection (highest level of agreement: 18%).
- 72% say they are annoyed when others try to tell them how to live (highest level of agreement: 29%). In addition, 45% complain that they will soon not be able to do anything at all if there are even more regulations for climate and environmental protection (highest approval rating: 14%).
- One in two (51%) find it difficult to shape their lives in an environmentally and climate-friendly way (highest level of agreement: 9%). Furthermore, 60% say that the poor infrastructure makes it impossible to do without a car (highest level of agreement: 27%). Around a quarter (24%) say they do not see the point of changing their behaviour for something that may happen in the future (highest level of agreement: 7%).

Main findings

climate and environmentally-conscious behaviour

- 51% believe that fighting climate change is detrimental to the economy (highest level of agreement: 14%). In addition, 48% say that businesses that need a lot of energy for their production cannot implement strict climate protection requirements (highest level of agreement: 11%). Furthermore, 47% say that preserving jobs is more important than climate and environmental protection (highest level of agreement: 11%).
- 47% think that businesses know best how to implement the necessary change (highest level of agreement: 11%). Furthermore, 40% 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: 10%).

Motivators of climate and environmentally-conscious behaviour

- According to 92% of respondents, each individual has a responsibility to ensure that we leave a liveable environment for future generations (highest level of agreement "Fully agree": 54%). Furthermore, 88% believe that environmental protection is a matter of decency and civic duty (highest level of agreement: 40%). That more environmental protection also means better quality of life and health for all, say 84% (highest level of agreement: 35%). 80% feel personally responsible for the preservation of nature and the environment (highest approval rating: 30%).
- 91% of respondents feel that spending time in nature significantly improves their quality of life (highest level of agreement: 55%). In addition, 84% say they would feel strongly connected to nature (highest level of agreement: 40%).

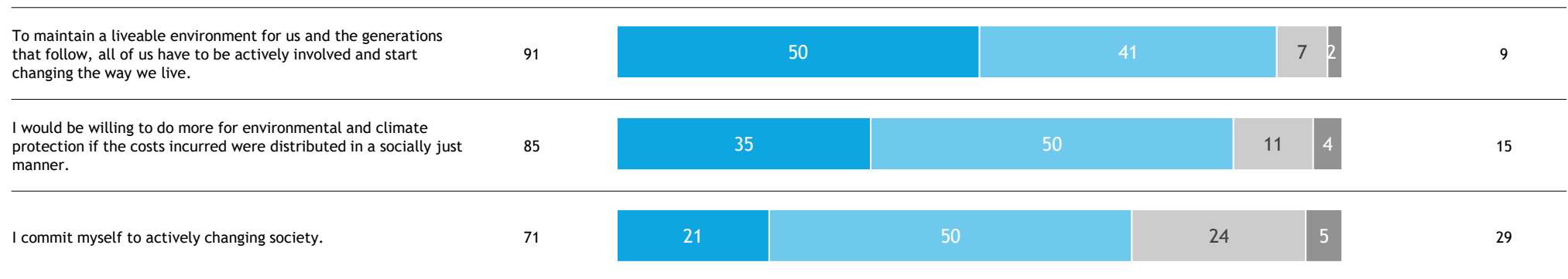
Main findings

climate and environmentally-conscious behaviour

- 85% 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: 37%). In addition, 77% say they feel better when they buy products that have less impact on the environment and climate (highest level of agreement: 34%).
- 81% believe that the economy must become more climate-friendly, otherwise there is a threat of economic damage (highest level of agreement: 30%). The same number of respondents believe that a consistent policy to protect the environment will have a positive impact on the competitiveness of businesses in the future (highest level of agreement: 25%). Furthermore, 80% believe that switching to environmentally and climate-friendly products and production processes offers great employment opportunities (highest level of agreement: 21%).

Attitudes towards climate and environmentally-conscious behaviour

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



Basis: 1,202 cases, total sample; figures in %.

 Fully agree  Somewhat disagree
 Somewhat agree  Completely disagree

Attitudes towards climate and environmentally-conscious behaviour

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

Response category: "Fully agree / Somewhat agree"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
To maintain a liveable environment for us and the generations that follow, all of us have to be actively involved and start changing the way we live.	91	96	98	90	92	91	92	94	79	70	99
I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially just manner.	85	91	92	84	82	88	88	82	71	64	89
I demand of myself to actively work for the change of society.	71	89	88	74	72	68	63	75	41	46	85

Response category: "Fully agree"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
To maintain a liveable environment for us and the generations that follow, all of us have to be actively involved and start changing the way we live.	50	58	78	52	49	36	43	60	34	13	70
I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially just manner.	35	50	41	34	26	28	35	40	28	19	40
I demand of myself to actively work for the change of society.	21	28	24	23	18	23	16	26	8	11	34

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Attitudes towards climate and environmentally-conscious behaviour

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

Response category: "Fully agree / Somewhat agree"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
To maintain a liveable environment for us and the generations that follow, all of us have to be actively involved and start changing the way we live.	91	86	96	92	93	89	91	89
I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially just manner.	85	82	87	87	88	81	87	76
I demand of myself to actively work for the change of society.	71	69	73	76	73	72	70	64

Response category: "Fully agree"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
To maintain a liveable environment for us and the generations that follow, all of us have to be actively involved and start changing the way we live.	50	44	56	52	51	54	47	45
I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially just manner.	35	35	35	41	42	34	29	26
I demand of myself to actively work for the change of society.	21	22	20	29	26	20	16	13

Basis: 1,202 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
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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	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<13,367 SEK)	Medium 60-140% (13,367-31,190 SEK)	High >140% (>31,190 SEK)
To maintain a liveable environment for us and the generations that follow, all of us have to be actively involved and start changing the way we live.	91	86	90	93	93	90	90
I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially just manner.	85	80	84	86	87	82	85
I demand of myself to actively work for the change of society.	71	63	66	80	75	69	74

Response category: "Fully agree"

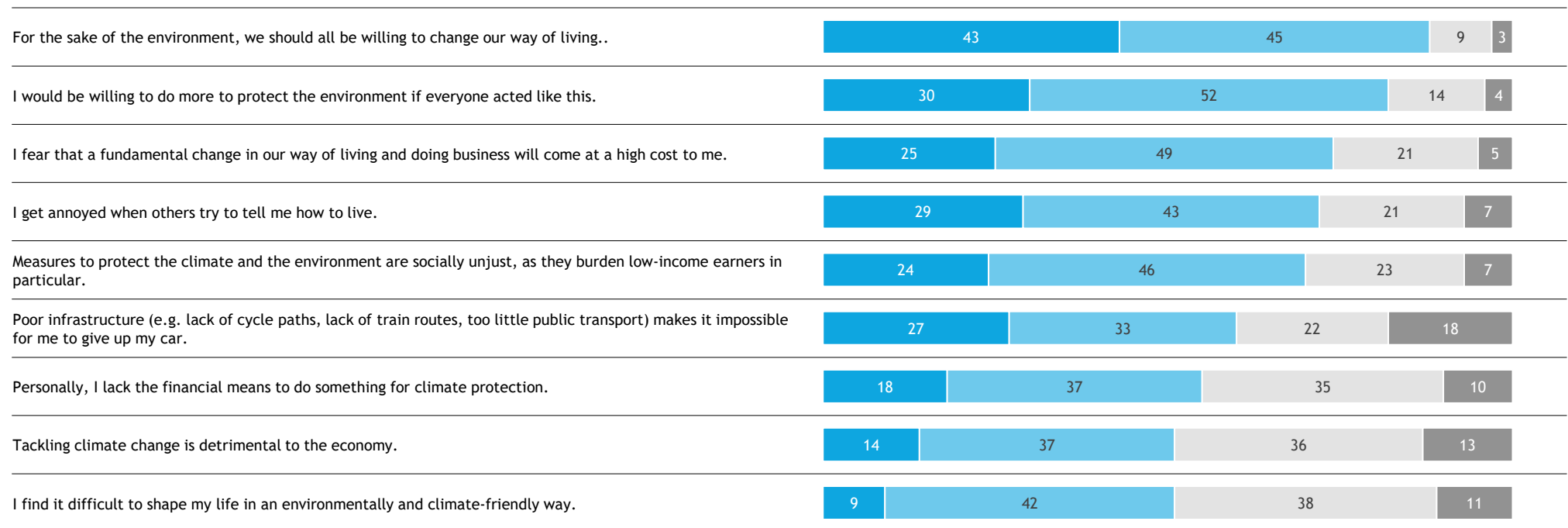
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<13,367 SEK)	Medium 60-140% (13,367-31,190 SEK)	High >140% (>31,190 SEK)
To maintain a liveable environment for us and the generations that follow, all of us have to be actively involved and start changing the way we live.	50	45	47	56	52	50	49
I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially just manner.	35	35	36	34	41	35	31
I demand of myself to actively work for the change of society.	21	17	19	26	23	21	23

Basis: 1,202 cases, total sample; figures in %.

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Barriers to climate and environmentally-conscious behaviour (1)

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

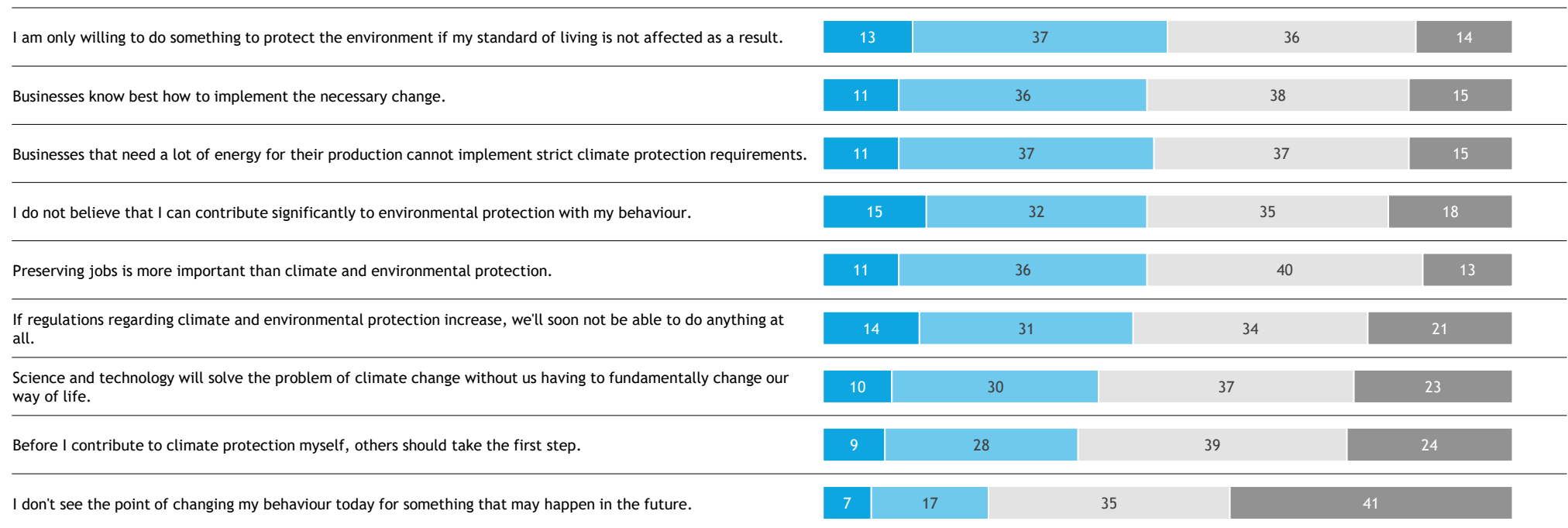


Basis: 1,202 cases, total sample; figures in %.

 Fully agree
  Somewhat agree
  Somewhat disagree
  Completely disagree

Barriers to climate and environmentally-conscious behaviour (2)

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



Basis: 1,202 cases, total sample; figures in %.

 Fully agree
  Somewhat agree
  Somewhat disagree
  Completely disagree

Barriers to climate and environmentally-conscious behaviour (1)

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

Response category: "Fully agree / Somewhat agree"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
For the sake of the environment, we should all be willing to change our way of living..	88	90	98	85	83	88	89	94	77	69	97
I would be willing to do more to protect the environment if everyone acted like this.	82	89	93	80	80	79	81	84	66	61	93
I fear that a fundamental change in our way of living and doing business will come at a high cost to me.	74	81	54	66	72	84	82	79	86	68	70
I get annoyed when others try to tell me how to live.	72	70	62	66	64	87	72	71	82	83	65
Measures to protect the climate and the environment are socially unjust, as they burden low-income earners in particular.	70	74	67	62	64	76	71	75	82	61	69
Poor infrastructure (e.g. lack of cycle paths, lack of train routes, too little public transport) makes it impossible for me to give up my car.	60	65	52	58	50	74	61	60	65	61	53
Personally, I lack the financial means to do something for climate protection.	55	48	32	53	46	66	63	62	76	73	39
Tackling climate change is detrimental to the economy.	51	46	28	50	48	63	56	60	64	66	35
I find it difficult to shape my life in an environmentally and climate-friendly way.	51	41	43	44	48	66	50	54	59	62	49

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Barriers to climate and environmentally-conscious behaviour (2)




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

Response category: "Fully agree / Somewhat agree"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
I am only willing to do something to protect the environment if my standard of living is not affected as a result.	50	49	25	53	52	64	51	46	62	72	39
Businesses know best how to implement the necessary change.	47	54	28	56	46	59	40	47	43	63	42
Businesses that need a lot of energy for their production cannot implement strict climate protection requirements.	48	54	27	50	39	73	50	38	56	62	26
I do not believe that I can contribute significantly to environmental protection with my behaviour.	47	38	21	48	48	56	52	50	73	71	29
Preserving jobs is more important than climate and environmental protection.	47	43	17	53	42	68	42	50	68	68	32
If regulations regarding climate and environmental protection increase, we'll soon not be able to do anything at all.	45	46	14	49	36	69	47	40	66	61	24
Science and technology will solve the problem of climate change without us having to fundamentally change our way of life.	40	38	18	41	42	57	29	36	44	66	30
Before I contribute to climate protection myself, others should take the first step.	37	36	10	42	34	56	34	34	48	66	21
I don't see the point of changing my behaviour today for something that may happen in the future.	24	24	2	34	21	38	21	26	30	42	8

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Barriers to climate and environmentally-conscious behaviour (1)

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

Response category: "Fully agree / Somewhat agree"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
For the sake of the environment, we should all be willing to change our way of living..	88	83	92	83	88	90	90	87
I would be willing to do more to protect the environment if everyone acted like this.	82	79	84	83	83	86	79	76
I fear that a fundamental change in our way of living and doing business will come at a high cost to me.	74	72	76	74	75	75	72	74
I get annoyed when others try to tell me how to live.	72	76	68	74	70	70	75	72
Measures to protect the climate and the environment are socially unjust, as they burden low-income earners in particular.	70	68	72	71	74	69	70	67
Poor infrastructure (e.g. lack of cycle paths, lack of train routes, too little public transport) makes it impossible for me to give up my car.	60	63	57	63	62	57	57	62
Personally, I lack the financial means to do something for climate protection.	55	58	51	58	56	50	52	57
Tackling climate change is detrimental to the economy.	51	57	45	53	57	46	47	51
I find it difficult to shape my life in an environmentally and climate-friendly way.	51	52	50	56	52	46	50	50

Basis: 1,202 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
I am only willing to do something to protect the environment if my standard of living is not affected as a result.	50	57	44	59	52	44	48	48
Businesses know best how to implement the necessary change.	47	50	44	54	46	45	42	50
Businesses that need a lot of energy for their production cannot implement strict climate protection requirements.	48	52	43	55	49	41	47	46
I do not believe that I can contribute significantly to environmental protection with my behaviour.	47	55	39	51	49	39	46	51
Preserving jobs is more important than climate and environmental protection.	47	53	42	48	52	41	46	49
If regulations regarding climate and environmental protection increase, we'll soon not be able to do anything at all.	45	51	38	51	46	39	43	44
Science and technology will solve the problem of climate change without us having to fundamentally change our way of life.	40	51	28	42	46	36	37	34
Before I contribute to climate protection myself, others should take the first step.	37	44	30	47	37	33	29	38
I don't see the point of changing my behaviour today for something that may happen in the future.	24	32	16	31	27	19	18	24

Basis: 1,202 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% (<13,367 SEK)	Medium 60-140% (13,367-31,190 SEK)	High >140% (>31,190 SEK)
For the sake of the environment, we should all be willing to change our way of living..	88	83	87	89	87	87	88
I would be willing to do more to protect the environment if everyone acted like this.	82	79	78	86	83	80	86
I fear that a fundamental change in our way of living and doing business will come at a high cost to me.	74	83	77	68	78	74	68
I get annoyed when others try to tell me how to live.	72	75	74	69	74	70	72
Measures to protect the climate and the environment are socially unjust, as they burden low-income earners in particular.	70	76	72	66	78	70	65
Poor infrastructure (e.g. lack of cycle paths, lack of train routes, too little public transport) makes it impossible for me to give up my car.	60	63	62	57	61	58	66
Personally, I lack the financial means to do something for climate protection.	55	64	62	44	67	57	42
Tackling climate change is detrimental to the economy.	51	56	57	42	53	49	52
I find it difficult to shape my life in an environmentally and climate-friendly way.	51	62	50	48	57	50	49

Basis: 1,202 cases, total sample; figures in %.

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

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

Response category: "Fully agree / Somewhat agree"

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<13,367 SEK)	Medium 60-140% (13,367-31,190 SEK)	High >140% (>31,190 SEK)
I am only willing to do something to protect the environment if my standard of living is not affected as a result.	50	57	54	45	54	50	49
Businesses know best how to implement the necessary change.	47	50	49	45	43	51	47
Businesses that need a lot of energy for their production cannot implement strict climate protection requirements.	48	52	51	44	52	47	46
I do not believe that I can contribute significantly to environmental protection with my behaviour.	47	54	50	42	49	48	46
Preserving jobs is more important than climate and environmental protection.	47	57	52	40	45	47	47
If regulations regarding climate and environmental protection increase, we'll soon not be able to do anything at all.	45	52	50	37	46	44	43
Science and technology will solve the problem of climate change without us having to fundamentally change our way of life.	40	39	39	39	38	39	43
Before I contribute to climate protection myself, others should take the first step.	37	45	38	34	36	38	35
I don't see the point of changing my behaviour today for something that may happen in the future.	24	29	25	21	29	24	20

Basis: 1,202 cases, total sample; figures in %.

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Barriers to climate and environmentally-conscious behaviour (1)

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

Response category: "Fully agree"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
For the sake of the environment, we should all be willing to change our way of living..	43	49	68	48	35	26	39	49	27	16	62
I would be willing to do more to protect the environment if everyone acted like this.	30	42	45	31	31	23	21	30	19	7	46
I get annoyed when others try to tell me how to live.	29	25	14	21	23	38	37	37	50	36	17
Poor infrastructure (e.g. lack of cycle paths, lack of train routes, too little public transport) makes it impossible for me to give up my car.	27	29	21	34	22	31	26	32	32	25	21
I fear that a fundamental change in our way of living and doing business will come at a high cost to me.	25	28	8	20	24	25	36	29	47	23	18
Measures to protect the climate and the environment are socially unjust, as they burden low-income earners in particular.	24	21	19	17	20	28	29	33	40	21	16
Personally, I lack the financial means to do something for climate protection.	18	10	6	17	11	23	25	25	42	24	6
I do not believe that I can contribute significantly to environmental protection with my behaviour.	15	8	5	16	10	19	15	18	32	30	5
If regulations regarding climate and environmental protection increase, we'll soon not be able to do anything at all.	14	14	2	15	8	22	14	15	29	21	5

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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
Tackling climate change is detrimental to the economy.	14	9	5	12	14	20	10	17	32	22	7
I am only willing to do something to protect the environment if my standard of living is not affected as a result.	13	10	3	21	13	16	11	15	15	24	9
Businesses know best how to implement the necessary change.	11	12	2	21	8	15	13	12	9	12	7
Preserving jobs is more important than climate and environmental protection.	11	9	1	21	10	17	9	11	20	14	3
Businesses that need a lot of energy for their production cannot implement strict climate protection requirements.	11	12	4	15	8	15	8	12	22	9	3
Science and technology will solve the problem of climate change without us having to fundamentally change our way of life.	10	7	2	15	8	17	6	10	10	22	4
Before I contribute to climate protection myself, others should take the first step.	9	8	2	10	5	14	5	11	13	18	5
I find it difficult to shape my life in an environmentally and climate-friendly way.	9	6	2	11	7	12	8	15	13	11	6
I don't see the point of changing my behaviour today for something that may happen in the future.	7	5	-	10	4	15	4	8	10	15	2

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Barriers to climate and environmentally-conscious behaviour (1)

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

Response category: "Fully agree"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
For the sake of the environment, we should all be willing to change our way of living..	43	40	46	40	46	50	37	40
I would be willing to do more to protect the environment if everyone acted like this.	30	30	31	37	33	32	24	24
I get annoyed when others try to tell me how to live.	29	33	25	27	29	30	30	31
Poor infrastructure (e.g. lack of cycle paths, lack of train routes, too little public transport) makes it impossible for me to give up my car.	27	30	24	27	29	21	30	30
I fear that a fundamental change in our way of living and doing business will come at a high cost to me.	25	29	22	27	30	27	20	22
Measures to protect the climate and the environment are socially unjust, as they burden low-income earners in particular.	24	27	20	24	27	28	20	21
Personally, I lack the financial means to do something for climate protection.	18	21	15	16	20	19	17	21
I do not believe that I can contribute significantly to environmental protection with my behaviour.	15	20	10	18	16	13	13	16
If regulations regarding climate and environmental protection increase, we'll soon not be able to do anything at all.	14	19	9	15	16	13	13	13

Basis: 1,202 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
Tackling climate change is detrimental to the economy.	14	19	9	18	17	12	11	13
I am only willing to do something to protect the environment if my standard of living is not affected as a result.	13	17	9	18	14	13	12	8
Businesses know best how to implement the necessary change.	11	14	8	16	13	10	5	12
Preserving jobs is more important than climate and environmental protection.	11	16	6	14	10	10	12	10
Businesses that need a lot of energy for their production cannot implement strict climate protection requirements.	11	15	7	11	13	11	8	11
Science and technology will solve the problem of climate change without us having to fundamentally change our way of life.	10	15	4	12	12	10	6	8
Before I contribute to climate protection myself, others should take the first step.	9	13	5	13	10	5	6	10
I find it difficult to shape my life in an environmentally and climate-friendly way.	9	13	4	14	9	7	6	7
I don't see the point of changing my behaviour today for something that may happen in the future.	7	10	4	11	6	6	4	8

Basis: 1,202 cases, total sample; figures in %.

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Barriers to climate and environmentally-conscious behaviour (1)

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

Response category: "Fully agree"

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<13,367 SEK)	Medium 60-140% (13,367-31,190 SEK)	High >140% (>31,190 SEK)
For the sake of the environment, we should all be willing to change our way of living..	43	35	38	51	41	41	46
I would be willing to do more to protect the environment if everyone acted like this.	30	22	30	34	30	29	35
I get annoyed when others try to tell me how to live.	29	36	31	25	35	27	26
Poor infrastructure (e.g. lack of cycle paths, lack of train routes, too little public transport) makes it impossible for me to give up my car.	27	30	32	22	28	28	24
I fear that a fundamental change in our way of living and doing business will come at a high cost to me.	25	30	30	20	30	26	20
Measures to protect the climate and the environment are socially unjust, as they burden low-income earners in particular.	24	23	27	21	28	25	19
Personally, I lack the financial means to do something for climate protection.	18	28	21	12	23	21	9
I do not believe that I can contribute significantly to environmental protection with my behaviour.	15	17	17	12	12	16	16
If regulations regarding climate and environmental protection increase, we'll soon not be able to do anything at all.	14	17	14	13	16	15	11

Basis: 1,202 cases, total sample; figures in %.

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Barriers to climate and environmentally-conscious behaviour (2)

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

Response category: "Fully agree"

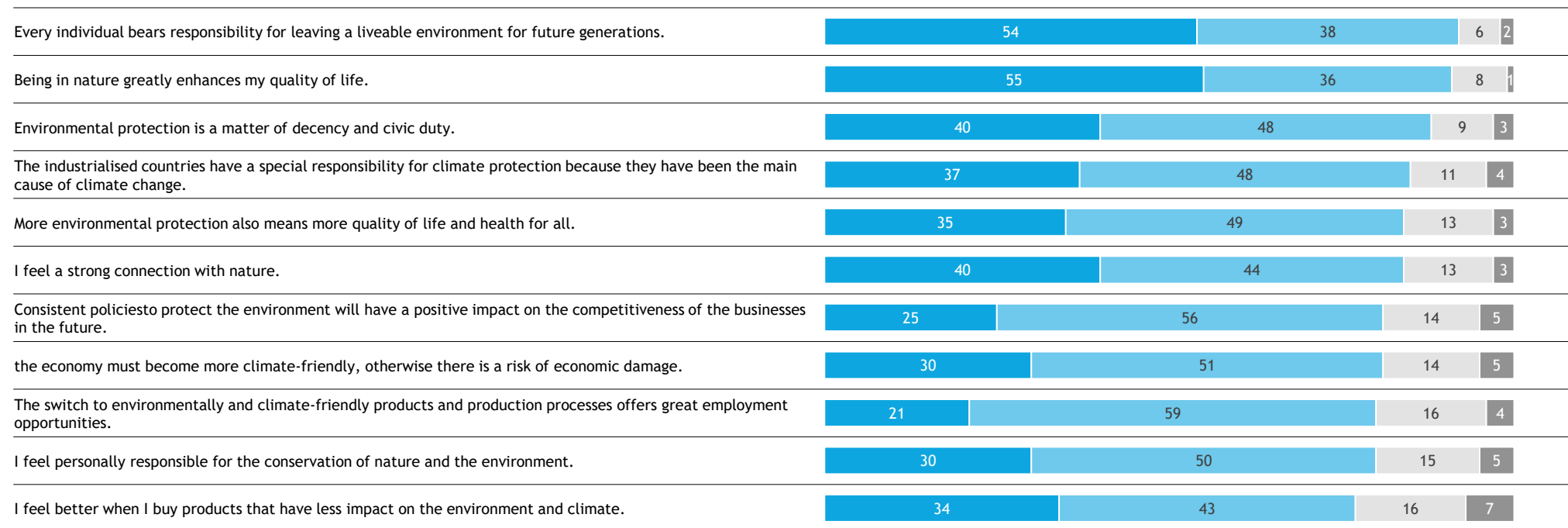
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<13,367 SEK)	Medium 60-140% (13,367-31,190 SEK)	High >140% (>31,190 SEK)
Tackling climate change is detrimental to the economy.	14	19	15	12	18	14	13
I am only willing to do something to protect the environment if my standard of living is not affected as a result.	13	14	12	14	14	13	15
Businesses know best how to implement the necessary change.	11	9	12	12	10	12	11
Preserving jobs is more important than climate and environmental protection.	11	12	12	10	13	12	10
Businesses that need a lot of energy for their production cannot implement strict climate protection requirements.	11	12	11	10	14	10	12
Science and technology will solve the problem of climate change without us having to fundamentally change our way of life.	10	9	10	10	10	11	9
Before I contribute to climate protection myself, others should take the first step.	9	14	10	6	11	9	8
I find it difficult to shape my life in an environmentally and climate-friendly way.	9	12	9	7	8	9	9
I don't see the point of changing my behaviour today for something that may happen in the future.	7	10	8	6	10	8	6

Basis: 1,202 cases, total sample; figures in %.

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Motivators of climate and environmentally-conscious behaviour

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



Basis: 1,202 cases, total sample; figures in %.

 Fully agree
  Somewhat agree
  Somewhat disagree
  Completely disagree

Motivators of climate and environmentally-conscious behaviour

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

Response category: "Fully agree / Somewhat agree"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Every individual bears responsibility for leaving a liveable environment for future generations.	92	97	97	96	94	94	93	94	83	74	92
Being in nature greatly enhances my quality of life.	91	93	96	94	90	86	96	92	82	81	95
Environmental protection is a matter of decency and civic duty.	88	93	95	87	82	87	87	93	82	70	92
The industrialised countries have a special responsibility for climate protection because they have been the main cause of climate change.	85	91	93	83	89	79	87	82	65	70	94
More environmental protection also means more quality of life and health for all.	84	90	98	91	82	78	84	87	71	64	93
I feel a strong connection with nature.	84	93	93	85	78	87	84	88	70	61	83
Consistent policies to protect the environment will have a positive impact on the competitiveness of the businesses in the future.	81	90	96	86	83	73	76	82	64	68	90
the economy must become more climate-friendly, otherwise there is a risk of economic damage.	81	86	95	89	83	83	78	80	61	54	91
The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.	80	88	94	83	80	72	78	78	63	68	90
I feel personally responsible for the conservation of nature and the environment.	80	90	96	82	81	73	79	88	61	51	91
I feel better when I buy products that have less impact on the environment and climate.	77	90	93	82	77	72	74	83	56	39	89

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Motivators of climate and environmentally-conscious behaviour

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

Response category: "Fully agree / Somewhat agree"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Every individual bears responsibility for leaving a liveable environment for future generations.	92	91	94	88	93	92	96	93
Being in nature greatly enhances my quality of life.	91	90	92	87	93	91	94	89
Environmental protection is a matter of decency and civic duty.	88	83	92	84	87	90	91	87
The industrialised countries have a special responsibility for climate protection because they have been the main cause of climate change.	85	80	88	82	83	86	86	84
More environmental protection also means more quality of life and health for all.	84	80	89	83	85	84	84	86
I feel a strong connection with nature.	84	83	84	78	83	84	86	87
Consistent policies to protect the environment will have a positive impact on the competitiveness of the businesses in the future.	81	77	86	83	81	84	81	78
the economy must become more climate-friendly, otherwise there is a risk of economic damage.	81	76	87	84	83	78	84	77
The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.	80	78	82	83	78	79	82	79
I feel personally responsible for the conservation of nature and the environment.	80	75	86	80	79	82	83	76
I feel better when I buy products that have less impact on the environment and climate.	77	70	85	77	80	77	77	74

Basis: 1,202 cases, total sample; figures in %.

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Motivators of climate and environmentally-conscious behaviour

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

Response category: "Fully agree / Somewhat agree"

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<13,367 SEK)	Medium 60-140% (13,367-31,190 SEK)	High >140% (>31,190 SEK)
Every individual bears responsibility for leaving a liveable environment for future generations.	92	90	92	93	92	91	92
Being in nature greatly enhances my quality of life.	91	87	91	93	90	91	91
Environmental protection is a matter of decency and civic duty.	88	86	86	90	84	86	91
The industrialised countries have a special responsibility for climate protection because they have been the main cause of climate change.	85	79	84	86	86	83	85
More environmental protection also means more quality of life and health for all.	84	84	83	87	86	83	84
I feel a strong connection with nature.	84	84	81	86	79	84	84
Consistent policies to protect the environment will have a positive impact on the competitiveness of the businesses in the future.	81	81	77	86	85	80	83
the economy must become more climate-friendly, otherwise there is a risk of economic damage.	81	76	79	86	82	81	82
The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.	80	81	78	82	81	79	84
I feel personally responsible for the conservation of nature and the environment.	80	79	76	84	80	79	82
I feel better when I buy products that have less impact on the environment and climate.	77	68	72	85	78	76	78

Basis: 1,202 cases, total sample; figures in %.

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Motivators of climate and environmentally-conscious behaviour





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

Response category: "Fully agree"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Being in nature greatly enhances my quality of life.	55	66	67	60	50	43	56	66	52	25	58
Every individual bears responsibility for leaving a liveable environment for future generations.	54	65	72	61	51	40	56	57	43	15	66
Environmental protection is a matter of decency and civic duty.	40	48	59	40	32	28	36	51	34	15	55
I feel a strong connection with nature.	40	56	49	38	34	33	34	51	37	24	40
The industrialised countries have a special responsibility for climate protection because they have been the main cause of climate change.	37	44	54	27	41	29	34	49	24	15	49
More environmental protection also means more quality of life and health for all.	35	47	52	35	34	25	29	42	25	10	49
I feel better when I buy products that have less impact on the environment and climate.	34	43	50	34	39	23	25	44	18	7	48
the economy must become more climate-friendly, otherwise there is a risk of economic damage.	30	38	54	33	32	26	22	28	11	12	37
I feel personally responsible for the conservation of nature and the environment.	30	43	45	32	29	17	23	36	22	17	34
Consistent policies to protect the environment will have a positive impact on the competitiveness of the businesses in the future.	25	30	46	29	33	14	19	19	12	11	31
The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.	21	26	35	27	25	13	18	19	10	7	26

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Motivators of climate and environmentally-conscious behaviour

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

Response category: "Fully agree"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Being in nature greatly enhances my quality of life.	55	51	59	46	61	56	58	56
Every individual bears responsibility for leaving a liveable environment for future generations.	54	47	61	52	52	60	52	54
Environmental protection is a matter of decency and civic duty.	40	34	46	32	40	48	38	45
I feel a strong connection with nature.	40	36	44	31	39	44	44	44
The industrialised countries have a special responsibility for climate protection because they have been the main cause of climate change.	37	37	38	35	42	41	33	34
More environmental protection also means more quality of life and health for all.	35	31	40	36	38	37	30	36
I feel better when I buy products that have less impact on the environment and climate.	34	28	40	42	38	35	28	23
the economy must become more climate-friendly, otherwise there is a risk of economic damage.	30	30	31	34	34	36	21	25
I feel personally responsible for the conservation of nature and the environment.	30	28	33	26	31	33	33	30
Consistent policies to protect the environment will have a positive impact on the competitiveness of the businesses in the future.	25	24	26	28	29	30	17	20
The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.	21	23	20	24	25	22	18	16

Basis: 1,202 cases, total sample; figures in %.

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Motivators of climate and environmentally-conscious behaviour

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

Response category: "Fully agree"

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<13,367 SEK)	Medium 60-140% (13,367-31,190 SEK)	High >140% (>31,190 SEK)
Being in nature greatly enhances my quality of life.	55	50	54	59	51	55	54
Every individual bears responsibility for leaving a liveable environment for future generations.	54	51	52	56	56	51	56
Environmental protection is a matter of decency and civic duty.	40	41	36	44	42	38	45
I feel a strong connection with nature.	40	39	38	43	40	41	39
The industrialised countries have a special responsibility for climate protection because they have been the main cause of climate change.	37	30	36	41	37	38	38
More environmental protection also means more quality of life and health for all.	35	31	33	40	35	36	33
I feel better when I buy products that have less impact on the environment and climate.	34	26	33	37	36	32	33
the economy must become more climate-friendly, otherwise there is a risk of economic damage.	30	20	26	39	32	31	30
I feel personally responsible for the conservation of nature and the environment.	30	30	26	35	30	29	32
Consistent policies to protect the environment will have a positive impact on the competitiveness of the businesses in the future.	25	14	22	32	26	24	27
The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.	21	12	20	26	20	22	22

Basis: 1,202 cases, total sample; figures in %.

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4

Changing our way of living and doing
business

Main findings

Changing our way of living and doing business

Assessing the need for change

- When asked whether a fundamental change in our way of living and doing business is necessary in Sweden, a clear majority of respondents answered "Yes, definitely" (24%) or "rather yes" (45%). This contrasts with 24% who (rather) do not think fundamental change is necessary. A further 7% answered "I don't know"

Attribution of responsibility - Which actors do too little?

- According to the opinion of the population, it is above all political parties and businesses that should do more to tackle climate change: 66% of the respondents say that political parties do (much) too little and 65% think that businesses do (much) too little to tackle climate change.
- 65% want more responsibility from the government, 61% see more responsibility from citizens, 58% think local governments (e.g. municipality/city) should do more, and 56% say the European Union is trying (way) too little.
- 49% think that the trade unions do (much) too little.
- Non-governmental organisations are less likely to be expected to increase efforts (32%). The scientific community is seen as having the least responsibility (Way too little/too little: 30%).

Main findings

Changing our way of living and doing business

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

- When it comes to addressing the climate and environmental crisis, the government is most often counted among the three most influential actors (54%). The European Union is considered influential by 36%, The scientific community by 35% and businesses by 34%. This is followed by political parties (23%), local citizens (22%), local governments (20%), NGOs (10%) and trade unions (3%).

Attitudes towards policies

- 81% 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 "Fully agree": 41%). Likewise, 81% believe that politicians should pay much more attention to a socially just shaping of the change in our economic and life styles (highest level of agreement: 30%). At the same time, 64% feel uneasy about the idea of a fundamental change in our economic and living conditions, as they know from experience that many people will be worse off afterwards than before (highest level of agreement: 16%).
- 82% agree that low-income, indigenous, ethnic or other minorities should not be more affected by environmental pollution than other population groups (highest level of agreement: 47%).

Main findings

Changing our way of living and doing business

- 86% think that politicians should exert much more pressure on businesses to achieve climate-friendly production methods (highest approval rating: 42%). In addition, 85% think that businesses need clear guidelines from the state in order to become climate-neutral (highest approval rating: 36%). Another 85% are in favour of subsidy programmes that support Businesses in switching to climate-friendly production processes and products (highest approval rating: 34%). Furthermore, 64% believe that politicians follow the guidelines of industry and businesses too closely (highest approval rating: 18%).
- 84% support a more consistent switch to renewable energy (highest approval rating: 38%). 68% agree with the statement "It annoys me that climate policy is controlled by the EU, because this does insufficiently take into account the special features of Sweden" (highest level of agreement: 27%).
- 81% 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: 29%). 69%, however, 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: 15%).
- 69% believe that structural change measures should be enforced even if jobs are lost as a result (highest level of agreement: 19%). Meanwhile, just as many (69%) 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: 18%).

Main findings

Changing our way of living and doing business

Assessment of measures in nature, environmental and climate protection

- **Mobility**: 92% are in favour of expanding the transport network and the frequency of local public transport (highest level of support "I fully support": 58%). 91% of respondents are in favour of reducing the price of local public transport (highest level of support: 68%). More charging stations for electric or hybrid vehicles are supported by 81% (highest approval rating: 40%), the promotion of electric vehicles by 72% (highest approval rating: 32%), a climate tax on airline tickets by 62% (highest approval rating: 29%) and the introduction of a car toll (so that someone who drives a lot also has to pay more) by 50% (highest approval rating: 20%).
- **Energy**: 76% are in favour of mandatory solar for public buildings and new private buildings (highest level of approval: 36%). 74% are in favour of cooperative membership (highest approval rating: 25%) and 73% of respondents are in favour of building more wind turbines (highest approval rating: 38%).
- **Technology/innovation/ businesses**: 89% of respondents are in favour of more support for the development of climate-friendly products and technologies (highest level of agreement: 51%). 87% are in favour of labelling climate-friendly products (highest approval rating: 48%). 65% are in favour of making climate-damaging products more expensive (highest approval rating: 27%) and 56% are in favour of reducing climate-damaging subsidies (highest approval rating: 21%).

Main findings

Changing our way of living and doing business

- **Education**: 89% support training or further education (or retraining) for workers in jobs that will no longer be needed in the future (highest level of support: 49%). An improvement of school education in the field of environmental and climate protection is supported by 87% (highest approval rating: 44%).
- **Housing**: 85% agree with financial support for cost-efficient heating systems (e.g. heat pumps) (highest level of agreement: 39%). 80% support state subsidies for private households if they use renewable energy (highest approval rating: 35%). 80% support state subsidies for the renovation of buildings for thermal insulation (highest approval rating: 33%), and 79% approve of legal regulations on the energy efficiency of electrical household appliances (highest approval rating: 35%).

Attitudes towards the energy and heat transition

- 92% of respondents agree that workers affected by the switch to renewable energy (e.g. job loss) should be supported in retraining for alternative jobs (highest level of agreement "Fully agree": 51%). Furthermore, 84% think that the affected employees should be supported financially (compensation payments, severance payments, etc.) (highest level of agreement: 39%).

Main findings

Changing our way of living and doing business

- According to 86%, 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: 32%). Furthermore, 84% say that the affected regions and municipalities should receive financial support (highest level of agreement: 31%).
- 85% of respondents think that private households that want to use renewable energy (e.g. solar electricity, solar heating or heat pump) should be financially supported (highest level of agreement: 38%). The same number of respondents (85%) argue that the development of energy communities should be supported by the government (highest level of agreement: 33%).
- 81% 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: 25%).
- 57% of respondents can imagine taking an active part in shaping their community's energy supply, with 19% saying they could "definitely" imagine doing so. Asked whether they could imagine generating their energy, 10% say they would already do so, 51% say they could "definitely" imagine this and 25% say they could "rather" imagine this.

Main findings

Changing our way of living and doing business

- 64% would "approve" of the construction of a solar park in their community if the profits generated by it benefited the community. Another 30% would accept it, 6% would oppose it. The construction of a wind park in their community would be "approved" by 43% (if the profits generated by it benefit the community). Another 37% would accept it, 20% would oppose it.
- To fight climate change, it is necessary to heat differently in the coming years. 61% think this should be done via more public subsidies for climate-neutral technologies and the replacement of heating. On the other hand, 6% support bans and 12% higher prices for oil, gas and coal. The remaining 21% 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, 27% answer "yes, renewable energy has become more important" Another 33% answered with "rather yes" In contrast, 29% answered with "rather no" and 11% 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 Sweden?



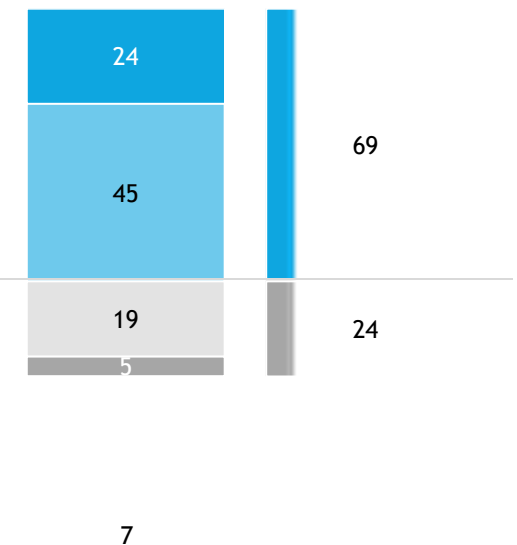
Yes

- Yes, definitely
- Rather yes

No

- No, not really
- No, not at all

Don't know



Basis: 1,202 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 Sweden?

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
YES	69	80	84	68	62	68	66	77	48	52	79
Yes, definitely	24	26	34	24	18	24	22	27	21	19	25
Rather yes	45	54	50	44	44	44	44	51	26	33	54
NO	24	18	12	26	27	28	22	18	36	40	17
No, not really	19	16	11	21	22	20	16	17	23	34	17
No, not at all	5	1	1	6	6	7	5	1	14	6	-
Don't know	7	2	4	6	11	4	12	5	16	8	4

Basis: 1,202 cases, total sample; figures in %.

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 PRO = Progressive Realists

 strongly overrepresented
 overrepresented
 strongly underrepresented
 underrepresented

Assessing the need for change

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
YES	69	65	73	73	73	68	69	60
Yes, definitely	24	24	24	28	29	22	20	19
Rather yes	45	41	49	45	44	46	49	42
NO	24	30	18	20	20	26	26	29
No, not really	19	23	16	15	18	20	19	23
No, not at all	5	7	2	4	2	6	6	6
Don't know	7	5	9	7	7	5	5	10

Basis: 1,202 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ 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 Sweden?

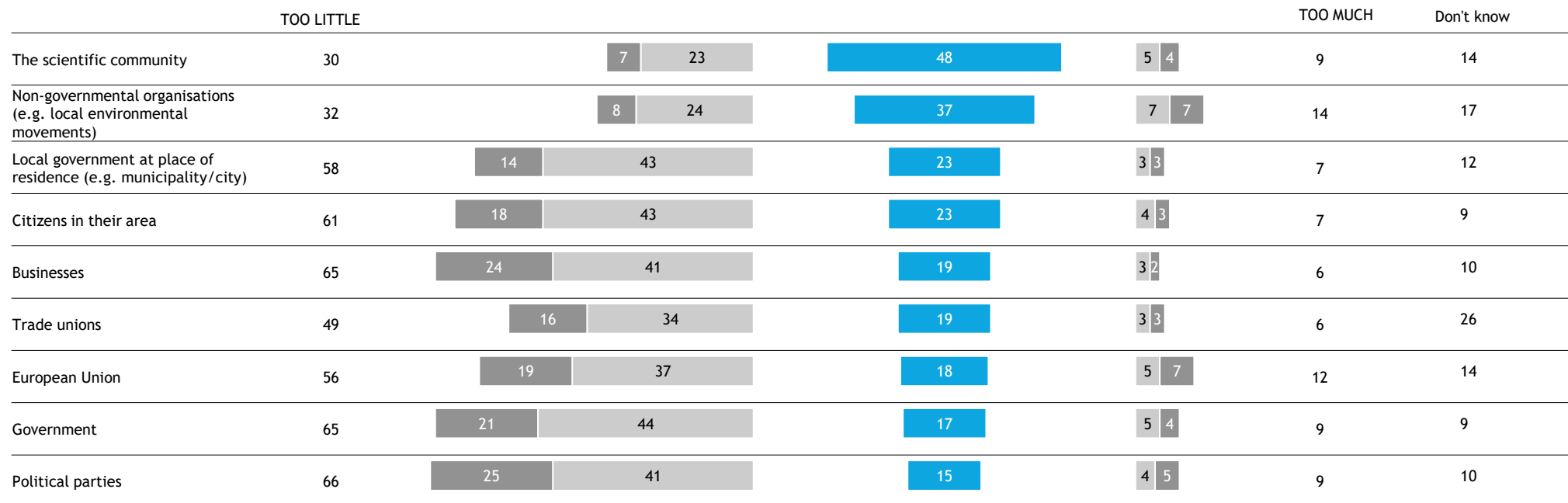
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<13,367 SEK)	Medium 60-140% (13,367-31,190 SEK)	High >140% (>31,190 SEK)
YES	69	68	67	72	73	70	65
Yes, definitely	24	27	23	24	29	25	21
Rather yes	45	41	44	48	44	45	45
NO	24	22	25	23	20	22	31
No, not really	19	17	20	19	18	17	27
No, not at all	5	4	5	4	3	5	4
Don't know	7	10	8	5	6	8	4

Basis: 1,202 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: 1,202 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	6	3	-	5	4	8	5	3	12	15	4
Just right	19	26	6	19	21	25	13	23	24	32	10
Too little/way too little	65	63	86	69	66	51	69	68	47	39	82
Local government at place of residence (e.g. municipality/city)											
Way too much/too much	7	4	1	6	5	9	5	2	21	15	4
Just right	23	29	19	24	18	31	22	23	16	34	12
Too little/way too little	58	59	70	61	65	48	56	58	38	39	79
European Union											
Way too much/too much	12	10	2	15	10	13	14	4	27	28	2
Just right	18	20	12	20	24	23	15	19	8	28	14
Too little/way too little	56	57	75	55	49	48	56	62	43	32	76

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 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	9	8	-	9	3	16	10	8	19	20	3
Just right	17	21	8	23	21	22	12	13	15	25	6
Too little/way too little	65	64	85	62	67	50	68	72	46	46	89
Citizens in their area											
Way too much/too much	7	6	1	9	3	5	6	4	19	18	2
Just right	23	24	14	25	29	30	23	23	17	34	13
Too little/way too little	61	64	79	57	63	52	62	63	42	39	82
Trade unions											
Way too much/too much	6	4	-	3	7	5	6	3	16	12	6
Just right	19	22	13	23	16	24	20	20	13	27	16
Too little/way too little	49	55	62	50	47	43	44	49	38	45	55

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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	9	8	1	14	5	12	8	5	23	17	3
Just right	15	16	8	17	14	21	15	13	11	26	7
Too little/way too little	66	66	84	61	71	55	67	72	44	46	86
Non-governmental organisations (e.g. local environmental movements)											
Way too much/too much	14	8	9	14	9	16	16	13	25	24	8
Just right	37	36	39	39	45	32	36	39	28	36	42
Too little/way too little	32	46	30	29	26	34	28	35	24	29	35
The scientific community											
Way too much/too much	9	7	2	7	9	11	5	5	19	20	5
Just right	48	55	51	48	52	42	49	50	32	43	53
Too little/way too little	30	26	33	33	26	35	31	29	24	26	30

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 PRO = Progressive Realists

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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	6	8	3	6	8	7	2	6
Just right	19	25	13	25	15	20	20	16
Too little/way too little	65	60	70	60	66	65	68	65
Local government at place of residence (e.g. municipality/city)								
Way too much/too much	7	10	4	8	7	6	6	8
Just right	23	29	16	21	25	27	22	19
Too little/way too little	58	54	62	60	53	54	61	61
European Union								
Way too much/too much	12	17	7	12	12	14	9	14
Just right	18	21	15	24	16	15	18	17
Too little/way too little	56	55	57	53	55	59	59	54

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Basis: 1,202 cases, total sample; figures in %.

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	9	13	5	10	10	8	8	10
Just right	17	21	13	20	13	17	16	17
Too little/way too little	65	62	68	62	67	66	68	63
Citizens in their area								
Way too much/too much	7	9	4	8	8	7	4	6
Just right	23	29	17	25	23	21	22	24
Too little/way too little	61	55	67	62	61	60	62	58
Trade unions								
Way too much/too much	6	8	4	6	6	8	3	7
Just right	19	26	11	19	18	22	18	19
Too little/way too little	49	49	50	53	50	44	49	47

Basis: 1,202 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attribution of responsibility (3)

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Political parties								
Way too much/too much	9	13	5	9	10	10	9	9
Just right	15	18	11	17	10	14	16	16
Too little/way too little	66	62	69	66	68	68	64	62
Non-governmental organisations (e.g. local environmental movements)								
Way too much/too much	14	18	9	16	14	11	14	13
Just right	37	40	34	34	40	45	34	35
Too little/way too little	32	34	31	34	30	28	31	37
The scientific community								
Way too much/too much	9	13	4	8	10	10	5	10
Just right	48	51	44	50	50	53	43	41
Too little/way too little	30	28	31	32	24	26	34	33

Basis: 1,202 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attribution of responsibility (1)

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

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<13,367 SEK)	Medium 60-140% (13,367-31,190 SEK)	High >140% (>31,190 SEK)
Businesses							
Way too much/too much	6	7	5	6	6	7	5
Just right	19	17	22	17	18	20	18
Too little/way too little	65	59	62	70	65	62	73
Local government at place of residence (e.g. municipality/city)							
Way too much/too much	7	9	6	7	8	8	5
Just right	23	16	26	22	20	23	25
Too little/way too little	58	56	54	62	58	57	63
European Union							
Way too much/too much	12	17	12	11	12	12	13
Just right	18	11	20	19	19	18	19
Too little/way too little	56	51	52	62	53	56	62

Basis: 1,202 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% (<13,367 SEK)	Medium 60-140% (13,367-31,190 SEK)	High >140% (>31,190 SEK)
Government							
Way too much/too much	9	11	10	8	8	11	7
Just right	17	15	19	15	15	17	19
Too little/way too little	65	59	61	72	65	64	71
Citizens in their area							
Way too much/too much	7	9	6	7	8	7	5
Just right	23	19	26	22	19	25	23
Too little/way too little	61	54	60	65	66	58	66
Trade unions							
Way too much/too much	6	8	5	6	7	6	7
Just right	19	13	20	21	16	22	19
Too little/way too little	49	48	48	51	51	48	53

Basis: 1,202 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?

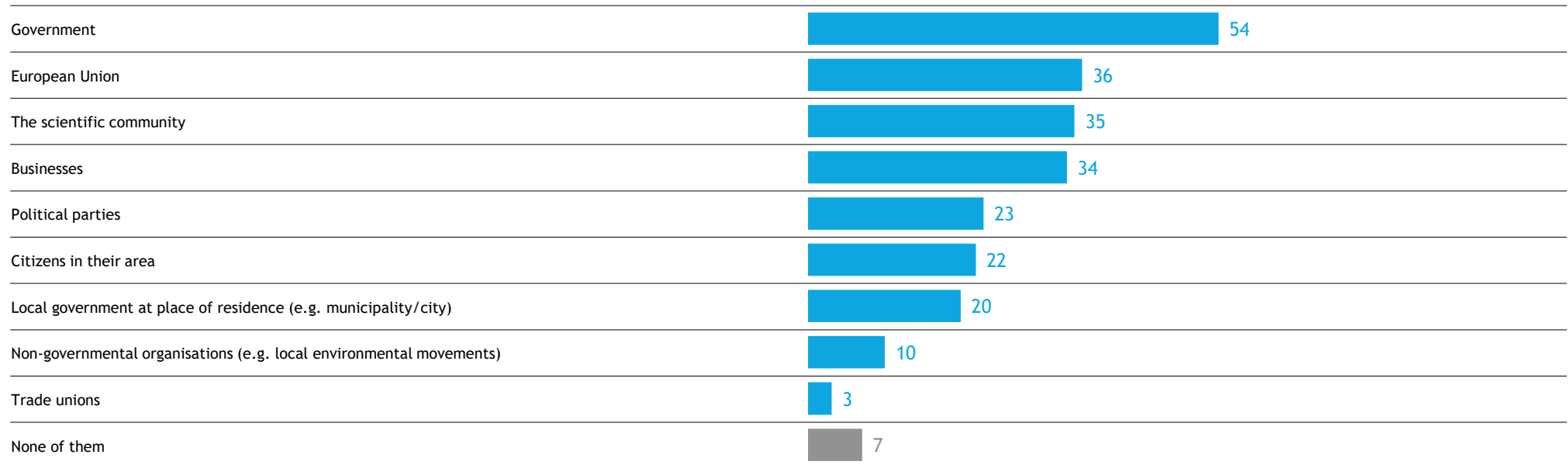
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<13,367 SEK)	Medium 60-140% (13,367-31,190 SEK)	High >140% (>31,190 SEK)
Political parties							
Way too much/too much	9	13	9	8	9	10	9
Just right	15	13	18	12	12	14	18
Too little/way too little	66	57	61	74	69	65	67
Non-governmental organisations (e.g. local environmental movements)							
Way too much/too much	14	20	12	13	14	15	11
Just right	37	23	37	43	35	36	43
Too little/way too little	32	35	32	30	33	32	35
The scientific community							
Way too much/too much	9	12	7	9	12	10	6
Just right	48	35	48	53	38	48	55
Too little/way too little	30	32	29	29	36	28	30

Basis: 1,202 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 name up to three of the most influential actors in your opinion.



Basis: 1,202 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 name up to three of the most influential actors in your opinion.

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Government	54	52	64	57	58	51	56	52	41	48	58
European Union	36	33	42	38	45	28	32	36	26	32	46
The scientific community	35	36	39	34	39	29	44	30	24	32	36
Businesses	34	35	40	28	36	34	30	28	30	29	45
Political parties	23	30	22	24	27	29	22	14	16	23	21
Citizens in their area	22	29	21	27	17	20	18	25	15	17	28
Local government at place of residence (e.g. municipality/city)	20	24	20	19	20	23	19	20	17	13	20
Non-governmental organisations (e.g. local environmental movements)	10	9	17	9	12	8	7	13	5	9	12
Trade unions	3	2	1	2	2	4	1	3	1	7	3
None of them	7	4	2	5	5	10	9	10	22	10	-

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Attribution of responsibility

And when it comes to tackling the climate and environmental crisis, which of the following actors do you think can contribute most to tackling the crisis? Please name up to three of the most influential actors in your opinion.

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Government	54	54	55	48	51	58	60	54
European Union	36	37	35	41	38	35	39	22
The scientific community	35	36	33	37	30	38	34	33
Businesses	34	34	34	26	38	36	37	33
Political parties	23	22	24	29	24	23	19	20
Citizens in their area	22	23	21	26	20	25	22	14
Local government at place of residence (e.g. municipality/city)	20	17	23	23	18	16	21	21
Non-governmental organisations (e.g. local environmental movements)	10	9	11	13	12	11	7	6
Trade unions	3	4	1	6	2	2	0	2
None of them	7	6	9	2	8	6	6	15

Basis: 1,202 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 name up to three of the most influential actors in your opinion.

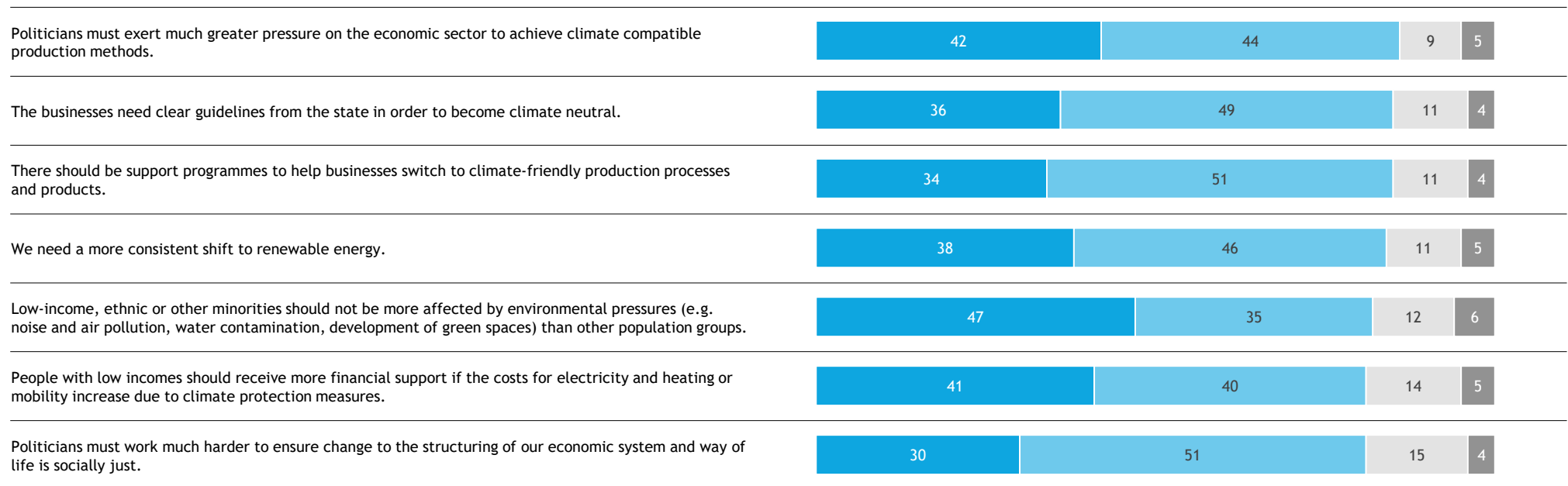
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<13,367 SEK)	Medium 60-140% (13,367-31,190 SEK)	High >140% (>31,190 SEK)
Government	54	47	50	60	47	54	61
European Union	36	27	35	39	30	37	40
The scientific community	35	35	35	34	37	36	34
Businesses	34	24	34	38	33	34	36
Political parties	23	19	24	25	26	23	23
Citizens in their area	22	24	20	23	24	21	20
Local government at place of residence (e.g. municipality/city)	20	23	17	22	22	19	21
Non-governmental organisations (e.g. local environmental movements)	10	10	9	11	14	10	8
Trade unions	3	2	3	2	4	2	2
None of them	7	14	8	4	6	8	4

Basis: 1,202 cases, total sample; figures in %.

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■ overrepresented ■ underrepresented

Attitudes towards policies (1)

To what extent do you agree with the following statements?

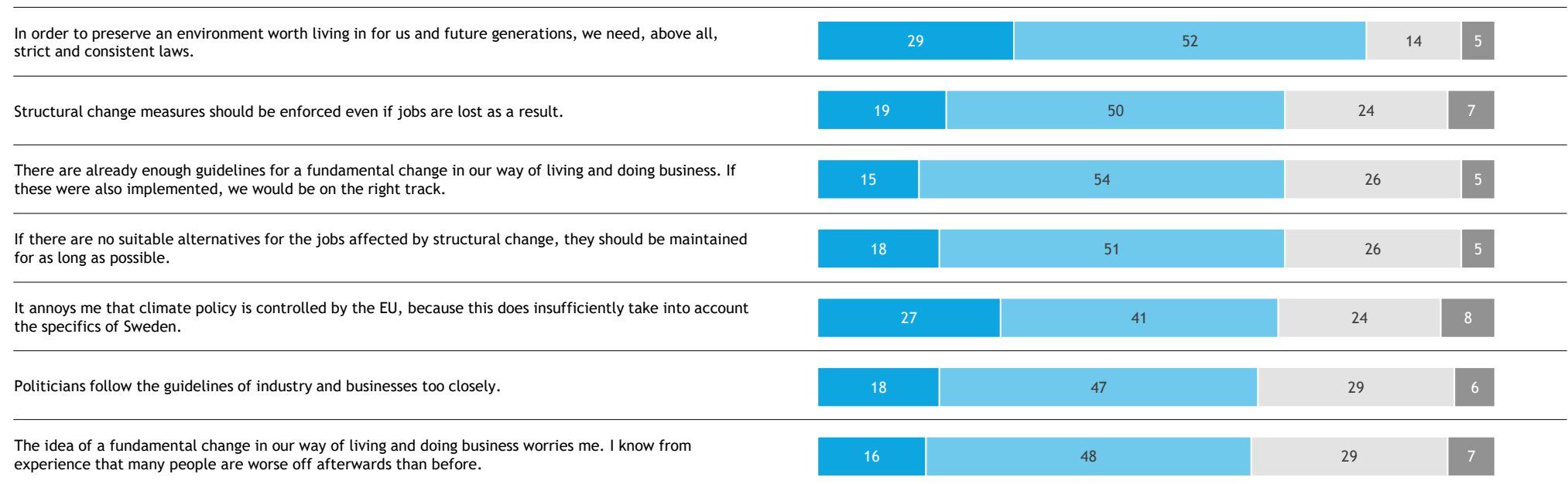


Basis: 1,202 cases, total sample; figures in %.

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

Attitudes towards policies (2)

To what extent do you agree with the following statements?



Basis: 1,202 cases, total sample; figures in %.

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

Attitudes towards policies (1)





To what extent do you agree with the following statements?

Response category: "Fully agree / Somewhat agree"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Politicians must exert much greater pressure on the economic sector to achieve climate compatible production methods.	86	92	97	87	81	85	81	85	73	70	98
The businesses need clear guidelines from the state in order to become climate neutral.	85	88	94	85	88	86	86	85	68	60	97
There should be support programmes to help Businesses switch to climate-friendly production processes and products.	85	90	93	86	87	88	82	87	63	77	91
We need a more consistent shift to renewable energy.	84	89	98	85	87	86	79	83	72	55	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.	82	81	92	86	84	79	77	88	68	71	89
People with low incomes should receive more financial support if the costs for electricity and heating or mobility increase due to climate protection measures.	81	89	87	78	77	80	84	84	77	74	82
Politicians must work much harder to ensure change to the structuring of our economic system and way of life is socially just.	81	87	88	80	79	79	84	89	75	59	86

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Attitudes towards policies (2)





To what extent do you agree with the following statements?

Response category: "Fully agree / Somewhat agree"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.	81	83	91	81	87	82	80	85	64	54	88
Structural change measures should be enforced even if jobs are lost as a result.	69	71	86	74	72	65	64	62	51	61	80
There are already enough guidelines for a fundamental change in our way of living and doing business. If these were also implemented, we would be on the right track.	69	78	52	75	69	78	69	67	64	68	63
If there are no suitable alternatives for the jobs affected by structural change, they should be maintained for as long as possible.	69	76	51	69	66	77	73	73	76	62	59
It annoys me that climate policy is controlled by the EU, because this does insufficiently take into account the specifics of Sweden.	68	72	46	66	52	82	81	82	80	58	64
Politicians follow the guidelines of industry and businesses too closely.	64	62	73	64	64	65	71	66	54	54	67
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.	64	62	39	65	50	77	73	63	78	65	63

Basis: 1,202 cases, total sample; figures in %.

EST = Established
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 PRO = Progressive Realists

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Attitudes towards policies (1)

To what extent do you agree with the following statements?

Response category: "Fully agree / Somewhat agree"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Politicians must exert much greater pressure on the economic sector to achieve climate-compatible production methods.	86	81	91	88	86	84	83	87
The businesses need clear guidelines from the state in order to become climate neutral.	85	80	90	82	88	84	87	81
There should be support programmes to help businesses switch to climate-friendly production processes and products.	85	83	87	86	89	83	87	80
We need a more consistent shift to renewable energy.	84	78	89	79	84	84	85	85
Low-income, ethnic or other minorities should not be more affected by environmental pressures (e.g. noise and air pollution, water contamination, development of green spaces) than other population groups.	82	77	88	85	80	85	84	75
People with low incomes should receive more financial support if the costs for electricity and heating or mobility increase due to climate protection measures.	81	78	86	83	81	85	81	78
Politicians must work much harder to ensure change to the structuring of our economic system and way of life is socially just.	81	75	88	79	80	81	82	85

Basis: 1,202 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
In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.	81	78	83	82	80	78	83	80
Structural change measures should be enforced even if jobs are lost as a result.	69	68	71	75	68	71	64	68
There are already enough guidelines for a fundamental change in our way of living and doing business. If these were also implemented, we would be on the right track.	69	70	68	71	64	66	72	71
If there are no suitable alternatives for the jobs affected by structural change, they should be maintained for as long as possible.	69	68	69	74	67	64	67	70
It annoys me that climate policy is controlled by the EU, because this does insufficiently take into account the specifics of Sweden.	68	69	68	66	68	69	68	72
Politicians follow the guidelines of industry and businesses too closely.	64	64	66	64	70	63	66	58
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.	64	64	63	67	67	60	62	60

Basis: 1,202 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% (<13,367 SEK)	Medium 60-140% (13,367-31,190 SEK)	High >140% (>31,190 SEK)
Politicians must exert much greater pressure on the economic sector to achieve climate-compatible production methods.	86	80	85	88	88	86	83
The businesses need clear guidelines from the state in order to become climate neutral.	85	79	85	87	83	85	83
There should be support programmes to help Businesses switch to climate-friendly production processes and products.	85	81	84	88	86	85	86
We need a more consistent shift to renewable energy.	84	81	81	87	80	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.	82	81	83	81	85	82	79
People with low incomes should receive more financial support if the costs for electricity and heating or mobility increase due to climate protection measures.	81	85	84	78	90	83	72
Politicians must work much harder to ensure change to the structuring of our economic system and way of life is socially just.	81	83	82	80	85	82	77

Basis: 1,202 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% (<13,367 SEK)	Medium 60-140% (13,367-31,190 SEK)	High >140% (>31,190 SEK)
In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.	81	77	80	83	77	82	80
Structural change measures should be enforced even if jobs are lost as a result.	69	59	65	78	68	70	69
There are already enough guidelines for a fundamental change in our way of living and doing business. If these were also implemented, we would be on the right track.	69	74	71	65	70	68	68
If there are no suitable alternatives for the jobs affected by structural change, they should be maintained for as long as possible.	69	74	73	62	77	68	63
It annoys me that climate policy is controlled by the EU, because this does insufficiently take into account the specifics of Sweden.	68	79	70	62	68	68	67
Politicians follow the guidelines of industry and businesses too closely.	64	66	62	66	67	67	59
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.	64	71	67	57	70	63	59

Basis: 1,202 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
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.	47	45	63	49	60	31	46	60	36	23	50
Politicians must exert much greater pressure on the economic sector to achieve climate-compatible production methods.	42	48	69	41	40	29	32	43	34	14	62
People with low incomes should receive more financial support if the costs for electricity and heating or mobility increase due to climate protection measures.	41	49	42	35	38	38	46	49	50	23	40
We need a more consistent shift to renewable energy.	38	38	67	34	50	26	31	42	24	11	47
The businesses need clear guidelines from the state in order to become climate neutral.	36	44	60	25	33	23	35	42	25	13	51
There should be support programmes to help Businesses switch to climate-friendly production processes and products.	34	48	46	39	29	26	27	37	23	14	40
Politicians must work much harder to ensure change to the structuring of our economic system and way of life is socially just.	30	36	47	25	31	21	28	41	28	7	36

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Attitudes towards policies (2)

To what extent do you agree with the following statements?

Response category: "Fully agree"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.	29	32	40	31	26	25	22	35	23	10	38
It annoys me that climate policy is controlled by the EU, because this does insufficiently take into account the specifics of Sweden.	27	28	12	25	14	33	38	37	46	29	14
Structural change measures should be enforced even if jobs are lost as a result.	19	20	29	21	18	15	17	20	7	13	25
Politicians follow the guidelines of industry and businesses too closely.	18	16	29	23	12	13	21	21	22	6	16
If there are no suitable alternatives for the jobs affected by structural change, they should be maintained for as long as possible.	18	21	15	20	13	20	19	23	22	14	13
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.	16	16	6	17	6	22	20	26	32	8	12
There are already enough guidelines for a fundamental change in our way of living and doing business. If these were also implemented, we would be on the right track.	15	25	9	14	6	16	19	22	13	9	14

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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
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.	47	41	52	46	46	48	52	41
Politicians must exert much greater pressure on the economic sector to achieve climate-compatible production methods.	42	37	47	44	45	44	39	37
People with low incomes should receive more financial support if the costs for electricity and heating or mobility increase due to climate protection measures.	41	38	44	40	44	42	44	34
We need a more consistent shift to renewable energy.	38	36	39	36	42	42	34	35
The businesses need clear guidelines from the state in order to become climate neutral.	36	30	41	34	38	36	38	32
There should be support programmes to help Businesses switch to climate-friendly production processes and products.	34	32	35	35	37	35	33	26
Politicians must work much harder to ensure change to the structuring of our economic system and way of life is socially just.	30	29	31	30	31	33	28	29

Basis: 1,202 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attitudes towards policies (2)

To what extent do you agree with the following statements?

Response category: "Fully agree"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.	29	29	28	34	32	26	25	24
It annoys me that climate policy is controlled by the EU, because this does not take the particularities of Sweden are insufficiently taken into account.	27	32	22	26	28	29	23	32
Structural change measures should be enforced even if jobs are lost as a result. jobs are lost.	19	20	18	22	24	21	11	15
Politicians follow the guidelines of industry and businesses too closely.	18	21	15	20	19	20	18	13
If there are no suitable alternatives for the jobs affected by structural change, they should be maintained for as long as possible.	18	21	15	19	17	20	17	18
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.	16	19	13	16	18	14	18	15
There are already enough guidelines for a fundamental change in our way of living and doing business. If these were also implemented, we would be on the right track.	15	17	13	17	13	15	16	14

Basis: 1,202 cases, total sample; figures in %.

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

To what extent do you agree with the following statements?

Response category: "Fully agree"

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<13,367 SEK)	Medium 60-140% (13,367-31,190 SEK)	High >140% (>31,190 SEK)
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.	47	44	47	47	49	46	45
Politicians must exert much greater pressure on the economic sector to achieve climate-compatible production methods.	42	39	40	46	39	44	40
People with low incomes should receive more financial support if the costs for electricity and heating or mobility increase due to climate protection measures.	41	45	45	36	53	43	28
We need a more consistent shift to renewable energy.	38	25	33	48	33	38	43
The businesses need clear guidelines from the state in order to become climate neutral.	36	31	33	40	34	37	34
There should be support programmes to help Businesses switch to climate-friendly production processes and products.	34	28	33	37	32	34	36
Politicians must work much harder to ensure change to the structuring of our economic system and way of life is socially just.	30	29	31	31	35	29	28

Basis: 1,202 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attitudes towards policies (2)

To what extent do you agree with the following statements?

Response category: "Fully agree"

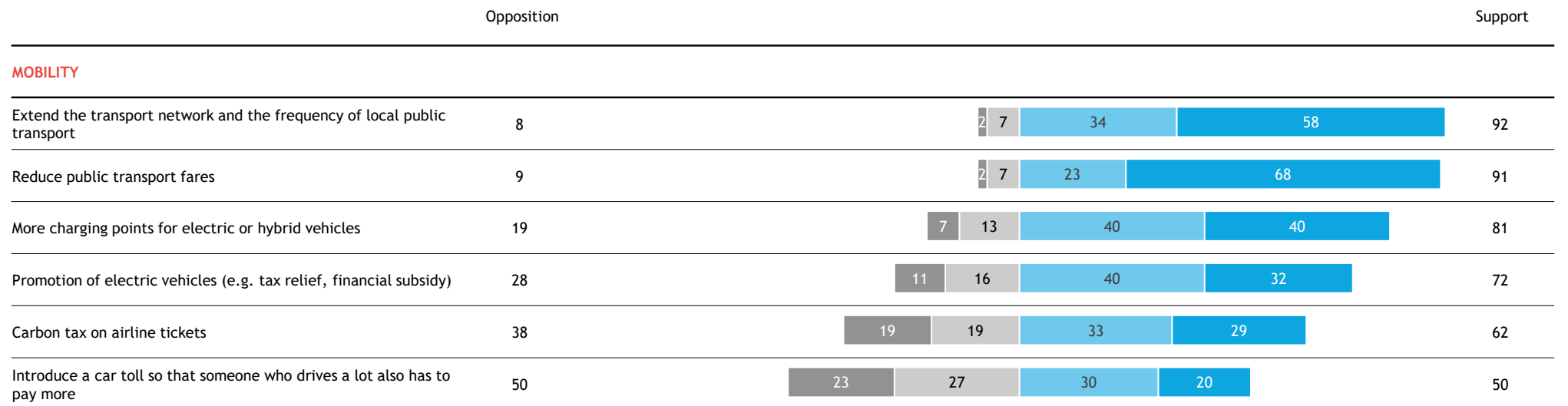
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<13,367 SEK)	Medium 60-140% (13,367-31,190 SEK)	High >140% (>31,190 SEK)
In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.	29	25	28	31	25	30	28
It annoys me that climate policy is controlled by the EU, because this does not take the particularities of Sweden are insufficiently taken into account.	27	35	28	23	24	28	27
Structural change measures should be enforced even if jobs are lost as a result. jobs are lost.	19	17	16	23	18	18	22
Politicians follow the guidelines of industry and businesses too closely.	18	17	16	21	19	20	15
If there are no suitable alternatives for the jobs affected by structural change, they should be maintained for as long as possible.	18	20	20	16	18	18	19
The idea of a fundamental change in our way of living and doing business worries me. I know from experience that many people will be worse off than before.	16	21	17	14	17	16	15
There are already enough guidelines for a fundamental change in our way of living and doing business. If these were also implemented, we would be on the right track.	15	15	16	14	16	15	13

Basis: 1,202 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?

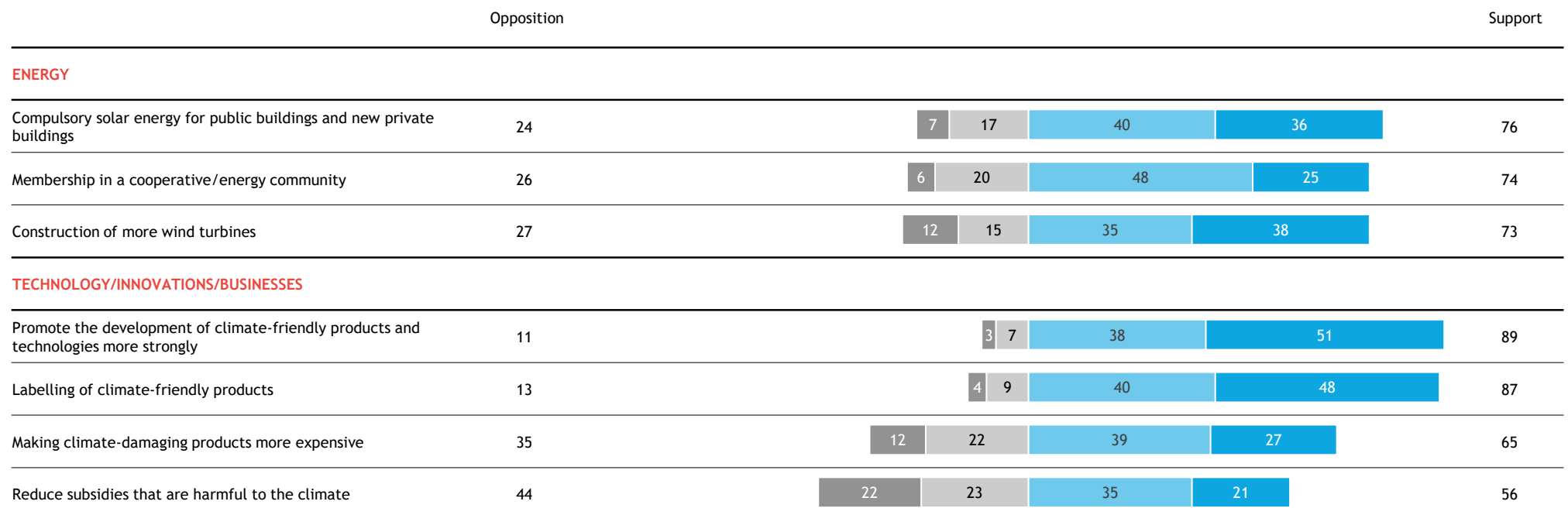


■ I completely reject it ■ I would rather agree
 ■ I would rather reject it ■ I completely agree

Basis: 1,202 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?



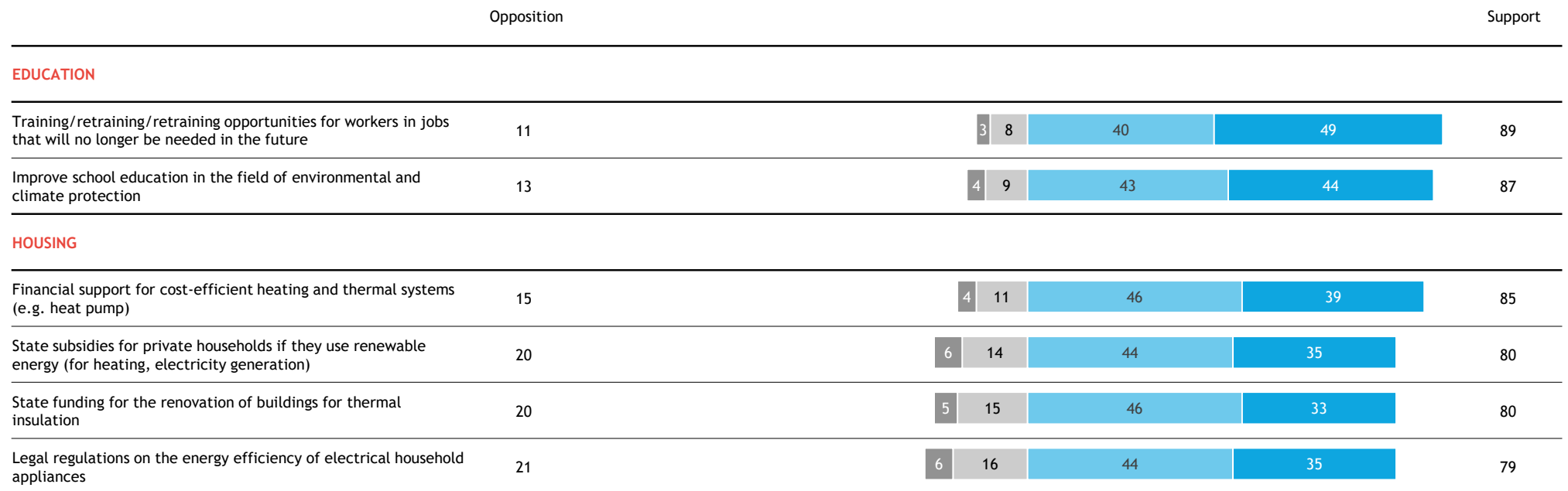
Basis: 1,202 cases, total sample; figures in %.

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: 1,202 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	92	90	100	89	96	92	92	94	88	73	97
Reduce public transport fares	91	93	97	89	92	90	92	96	88	76	96
More charging points for electric or hybrid vehicles	81	88	93	82	94	82	78	79	56	60	84
Promotion of electric vehicles (e.g. tax relief, financial subsidy)	72	86	86	70	79	77	61	74	37	58	86
Carbon tax on airline tickets	62	66	84	61	62	54	62	62	48	35	75
Introduce a car toll so that someone who drives a lot also has to pay more	50	55	62	54	57	50	45	47	31	34	56

Basis: 1,202 cases, total sample; figures in %.

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

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

Response category: "I completely / would rather agree"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
MOBILITY								
Extend the transport network and the frequency of local public transport	92	89	94	90	92	89	96	91
Reduce public transport fares	91	87	95	90	93	90	94	89
More charging points for electric or hybrid vehicles	81	79	82	80	86	78	82	77
Promotion of electric vehicles (e.g. tax relief, financial subsidy)	72	71	74	80	80	70	67	62
Carbon tax on airline tickets	62	61	64	66	62	64	59	57
Introduce a car toll so that someone who drives a lot also has to pay more	50	49	51	52	55	51	49	42

Basis: 1,202 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

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

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

Response category: "I completely / would rather agree"

Response category: "I completely / would rather agree"		Education			Net equivalent income (HH/month)		
Total	Low	Medium	High	Low <60% (<13,367 SEK)	Medium 60-140% (13,367-31,190 SEK)	High >140% (>31,190 SEK)	
MOBILITY							
Extend the transport network and the frequency of local public transport	92	88	93	92	90	92	92
Reduce public transport fares	91	88	92	91	92	92	89
More charging points for electric or hybrid vehicles	81	70	78	88	76	80	87
Promotion of electric vehicles (e.g. tax relief, financial subsidy)	72	65	71	77	67	74	75
Carbon tax on airline tickets	62	58	58	68	64	62	63
Introduce a car toll so that someone who drives a lot also has to pay more	50	46	44	58	46	52	51

Basis: 1,202 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 reject it"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
MOBILITY											
Introduce a car toll so that someone who drives a lot also has to pay more	50	45	38	46	43	50	55	53	69	66	44
Carbon tax on airline tickets	38	34	16	39	38	46	38	38	52	65	25
Promotion of electric vehicles (e.g. tax relief, financial subsidy)	28	14	14	30	21	23	39	26	63	42	14
More charging points for electric or hybrid vehicles	19	12	7	18	6	18	22	21	44	40	16
Reduce public transport fares	9	7	3	11	8	10	8	4	12	24	4
Extend the transport network and the frequency of local public transport	8	10	-	11	4	8	8	6	12	27	3

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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	50	51	49	48	45	49	51	58
Carbon tax on airline tickets	38	39	36	34	38	36	41	43
Promotion of electric vehicles (e.g. tax relief, financial subsidy)	28	29	26	20	20	30	33	38
More charging points for electric or hybrid vehicles	19	21	18	20	14	22	18	23
Reduce public transport fares	9	13	5	10	7	10	6	11
Extend the transport network and the frequency of local public transport	8	11	6	10	8	11	4	9

Basis: 1,202 cases, total sample; figures in %.

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

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

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

Response category: "I completely / would rather reject it"		Education			Net equivalent income (HH/month)		
	Total	Low	Medium	High	Low <60% (<13,367 SEK)	Medium 60-140% (13,367-31,190 SEK)	High >140% (>31,190 SEK)
MOBILITY							
Introduce a car toll so that someone who drives a lot also has to pay more	50	54	56	42	54	48	49
Carbon tax on airline tickets	38	42	42	32	36	38	37
Promotion of electric vehicles (e.g. tax relief, financial subsidy)	28	35	29	23	33	26	25
More charging points for electric or hybrid vehicles	19	30	22	12	24	20	13
Reduce public transport fares	9	12	8	9	8	8	11
Extend the transport network and the frequency of local public transport	8	12	7	8	10	8	8

Basis: 1,202 cases, total sample; figures in %.

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

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

Response category: "I completely / would rather agree"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
ENERGY											
Compulsory solar energy for public buildings and new private buildings	76	84	92	69	79	73	78	80	56	54	85
Membership in a cooperative/energy community	74	82	84	73	81	75	75	74	51	45	86
Construction of more wind turbines	73	79	92	76	83	69	69	72	41	50	88
TECHNOLOGY/INNOVATIONS/BUSINESSES											
Promote the development of climate-friendly products and technologies more strongly	89	92	98	92	91	88	93	88	76	70	94
Labelling of climate-friendly products	87	90	97	88	90	86	90	89	70	69	95
Making climate-damaging products more expensive	65	75	83	66	67	57	66	62	43	41	81
Reduce subsidies that are harmful to the climate	56	61	74	54	67	58	47	50	26	39	70

Basis: 1,202 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								
Compulsory solar energy for public buildings and new private buildings	76	73	79	75	83	75	74	72
Membership in a cooperative/energy community	74	71	77	74	80	76	74	65
Construction of more wind turbines	73	70	77	78	76	68	72	70
TECHNOLOGY/INNOVATIONS/BUSINESSES								
Promote the development of climate-friendly products and technologies more strongly	89	86	92	87	91	88	91	88
Labelling of climate-friendly products	87	84	90	88	90	86	87	82
Making climate-damaging products more expensive	65	64	67	67	68	66	66	58
Reduce subsidies that are harmful to the climate	56	56	56	66	64	55	48	41

Basis: 1,202 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 agree"

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<13,367 SEK)	Medium 60-140% (13,367-31,190 SEK)	High >140% (>31,190 SEK)
ENERGY							
Compulsory solar energy for public buildings and new private buildings	76	66	75	81	75	74	80
Membership in a cooperative/energy community	74	66	74	78	81	73	73
Construction of more wind turbines	73	63	70	80	76	72	75
TECHNOLOGY/INNOVATIONS/BUSINESSES							
Promote the development of climate-friendly products and technologies more strongly	89	81	90	92	87	89	90
Labelling of climate-friendly products	87	81	86	90	87	86	89
Making climate-damaging products more expensive	65	60	62	71	68	63	68
Reduce subsidies that are harmful to the climate	56	47	51	64	55	58	55

Basis: 1,202 cases, total sample; figures in %.

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





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

Response category: "I completely / would rather agree"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
ENERGY											
Construction of more wind turbines	27	21	8	24	17	31	31	28	59	50	12
Membership in a cooperative/energy community	26	18	16	27	19	25	25	26	49	55	14
Compulsory solar energy for public buildings and new private buildings	24	16	8	31	21	27	22	20	44	46	15
TECHNOLOGY/INNOVATIONS/BUSINESSES											
Reduce subsidies that are harmful to the climate	44	39	26	46	33	42	53	50	74	61	30
Making climate-damaging products more expensive	35	25	17	34	33	43	34	38	57	59	19
Labelling of climate-friendly products	13	10	3	12	10	14	10	11	30	31	5
Promote the development of climate-friendly products and technologies more strongly	11	8	2	8	9	12	7	12	24	30	6

Basis: 1,202 cases, total sample; figures in %.

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

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

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
ENERGY								
Construction of more wind turbines	27	30	23	22	24	32	28	30
Membership in a cooperative/energy community	26	29	23	26	20	24	26	35
Compulsory solar energy for public buildings and new private buildings	24	27	21	25	17	25	26	28
TECHNOLOGY/INNOVATIONS/BUSINESSES								
Reduce subsidies that are harmful to the climate	44	44	44	34	36	45	52	59
Making climate-damaging products more expensive	35	36	33	33	32	34	34	42
Labelling of climate-friendly products	13	16	10	12	10	14	13	18
Promote the development of climate-friendly products and technologies more strongly	11	14	8	13	9	12	9	12

Basis: 1,202 cases, total sample; figures in %.

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

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

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

Response category: "I completely / would rather reject it"		Education			Net equivalent income (HH/month)		
		Total	Low	Medium	High	Low <60% (<13,367 SEK)	Medium 60-140% (13,367-31,190 SEK)
ENERGY							
Construction of more wind turbines	27	37	30	20	24	28	25
Membership in a cooperative/energy community	26	34	26	22	19	27	27
Compulsory solar energy for public buildings and new private buildings	24	34	25	19	25	26	20
TECHNOLOGY/INNOVATIONS/BUSINESSES							
Reduce subsidies that are harmful to the climate	44	53	49	36	45	42	45
Making climate-damaging products more expensive	35	40	38	29	32	37	32
Labelling of climate-friendly products	13	19	14	10	13	14	11
Promote the development of climate-friendly products and technologies more strongly	11	19	10	8	13	11	10

Basis: 1,202 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
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Assessment of measures in nature, environmental and climate protection (3)





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

Response category: "I completely / would rather agree"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
EDUCATION											
Training/retraining/retraining opportunities for workers in jobs that will no longer be needed in the future	89	90	98	87	94	88	90	89	79	73	91
Improve school education in the field of environmental and climate protection	87	94	99	82	90	87	86	90	67	69	93
HOUSING											
Financial support for cost-efficient heating and thermal systems (e.g. heat pump)	85	93	91	81	87	90	81	83	74	73	90
State subsidies for private households if they use renewable energy (for heating, electricity generation)	80	88	87	79	87	86	74	80	56	59	89
State funding for the renovation of buildings for thermal insulation	80	84	85	78	79	85	80	78	69	60	88
Legal regulations on the energy efficiency of electrical household appliances	79	82	92	76	80	81	81	81	61	55	88

Basis: 1,202 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								
Training/retraining/retraining opportunities for workers in jobs that will no longer be needed in the future	89	86	91	87	91	90	89	85
Improve school education in the field of environmental and climate protection	87	82	92	85	88	85	90	84
HOUSING								
Financial support for cost-efficient heating and thermal systems (e.g. heat pump)	85	83	88	81	88	86	86	86
State subsidies for private households if they use renewable energy (for heating, electricity generation)	80	76	83	82	86	76	77	75
State funding for the renovation of buildings for thermal insulation	80	78	82	78	82	81	79	79
Legal regulations on the energy efficiency of electrical household appliances	79	75	83	75	80	83	80	75

Basis: 1,202 cases, total sample; figures in %.

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■ overrepresented ■ underrepresented

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

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

Response category: "I completely / would rather agree"

Response category: "I completely / would rather agree"		Education			Net equivalent income (HH/month)		
		Total	Low	Medium	High	Low <60% (<13,367 SEK)	Medium 60-140% (13,367-31,190 SEK)
EDUCATION							
Training/retraining/retraining opportunities for workers in jobs that will no longer be needed in the future	89	81	90	90	87	87	93
Improve school education in the field of environmental and climate protection	87	79	86	90	87	86	87
HOUSING							
Financial support for cost-efficient heating and thermal systems (e.g. heat pump)	85	81	84	88	85	85	85
State subsidies for private households if they use renewable energy (for heating, electricity generation)	80	76	77	83	80	79	82
State funding for the renovation of buildings for thermal insulation	80	73	79	83	83	77	83
Legal regulations on the energy efficiency of electrical household appliances	79	73	76	84	76	78	81

Basis: 1,202 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	13	6	1	18	10	13	14	10	33	31	7
Training/retraining/retraining opportunities for workers in jobs that will no longer be needed in the future	11	10	2	13	6	12	10	11	21	27	9
HOUSING											
Legal regulations on the energy efficiency of electrical household appliances	21	18	8	24	20	19	19	19	39	45	12
State subsidies for private households if they use renewable energy (for heating, electricity generation)	20	12	13	21	13	14	26	20	44	41	11
State funding for the renovation of buildings for thermal insulation	20	16	15	22	21	15	20	22	31	40	12
Financial support for cost-efficient heating and thermal systems (e.g. heat pump)	15	7	9	19	13	10	19	17	26	27	10

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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	13	18	8	15	12	15	10	16
Training/retraining/retraining opportunities for workers in jobs that will no longer be needed in the future	11	14	9	13	9	10	11	15
HOUSING								
Legal regulations on the energy efficiency of electrical household appliances	21	25	17	25	20	17	20	25
State subsidies for private households if they use renewable energy (for heating, electricity generation)	20	24	17	18	14	24	23	25
State funding for the renovation of buildings for thermal insulation	20	22	18	22	18	19	21	21
Financial support for cost-efficient heating and thermal systems (e.g. heat pump)	15	17	12	19	12	14	14	14

Basis: 1,202 cases, total sample; figures in %.

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■ overrepresented ■ underrepresented

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

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

Response category: "I completely / would rather agree"

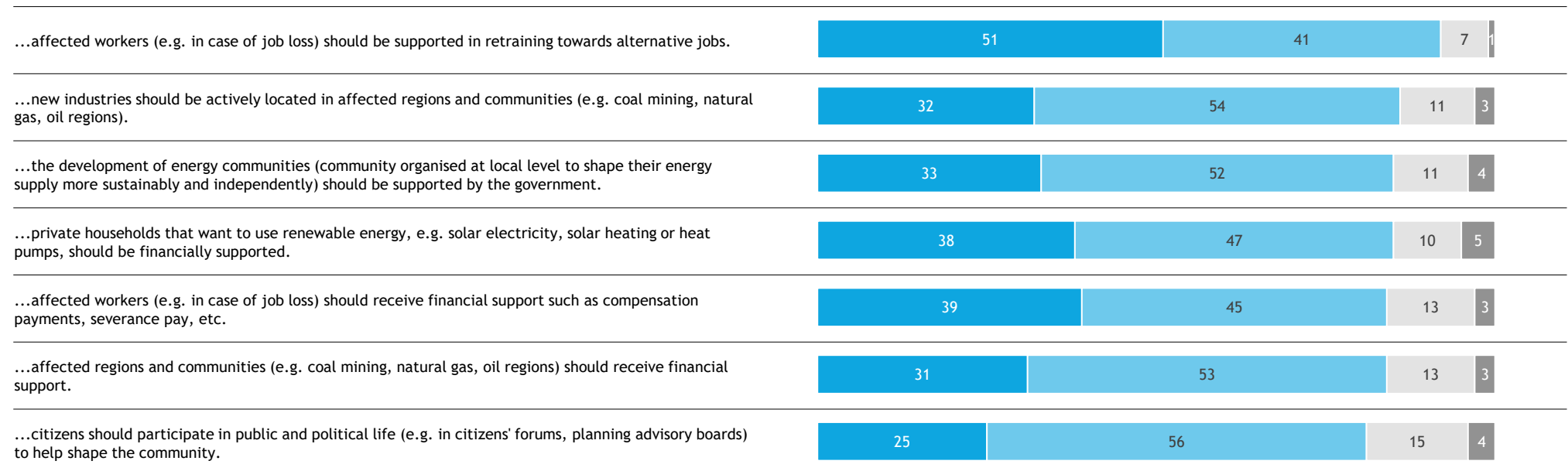
Response category: "I completely / would rather agree"	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<13,367 SEK)	Medium 60-140% (13,367-31,190 SEK)	High >140% (>31,190 SEK)
EDUCATION							
Improve school education in the field of environmental and climate protection	13	21	14	10	13	14	13
Training/retraining/retraining opportunities for workers in jobs that will no longer be needed in the future	11	19	10	10	13	13	7
HOUSING							
Legal regulations on the energy efficiency of electrical household appliances	21	27	24	16	24	22	19
State subsidies for private households if they use renewable energy (for heating, electricity generation)	20	24	23	17	20	21	18
State funding for the renovation of buildings for thermal insulation	20	27	21	17	17	23	17
Financial support for cost-efficient heating and thermal systems (e.g. heat pump)	15	19	16	12	15	15	15

Basis: 1,202 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attitudes towards the energy and heat transition

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



Basis: 1,202 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 for alternative jobs.	92	92	98	90	93	92	95	94	87	72	95
...new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).	86	87	91	87	83	89	85	90	80	81	85
...the development of energy communities (community organised at local level to local level to shape their energy supply more sustainably and independently) should be supported by the government.	85	92	92	87	91	84	82	93	65	70	95
...private households that want to use renewable energy, e.g. solar electricity, solar heating or heat pumps, should be financially supported.	85	90	91	84	88	87	84	84	70	74	94
...affected workers (e.g. in case of job loss) should receive financial support such as compensation payments, severance pay, etc.	84	92	85	76	83	84	78	87	82	76	91
...affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.	84	88	88	83	82	84	82	84	76	71	89
...citizens should participate in public and political life (e.g. in citizens' forums, planning councils) in order to help shape the community.	81	88	90	77	83	82	80	86	68	61	84

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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 for alternative jobs.	92	89	94	90	89	94	93	93
...new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).	86	84	88	85	86	84	88	86
...the development of energy communities (community organised at local level to local level to shape their energy supply more sustainably and independently) should be supported by the government.	85	82	90	87	88	86	85	81
...private households that want to use renewable energy, e.g. solar electricity, solar heating or heat pumps, should be financially supported.	85	82	89	83	90	86	87	80
...affected workers (e.g. in case of job loss) should receive financial support such as compensation payments, severance pay, etc.	84	82	86	86	86	81	83	80
...affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.	84	79	88	85	81	81	87	81
...citizens should participate in public and political life (e.g. in citizens' forums, planning councils) in order to help shape the community.	81	78	83	79	82	86	80	76

Basis: 1,202 cases, total sample; figures in %.

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■ overrepresented ■ underrepresented

Attitudes towards the energy and heat transition

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

Response category: "Fully agree / Somewhat agree"

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<13,367 SEK)	Medium 60-140% (13,367-31,190 SEK)	High >140% (>31,190 SEK)
...affected workers (e.g. in case of job loss) should be supported in retraining for alternative jobs.	92	90	92	92	93	91	91
...new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).	86	85	84	88	85	86	88
...the development of energy communities should be supported by the government.	85	85	84	87	88	85	86
...private households that want to use renewable energy, e.g. solar electricity, solar heating or heat pumps, should be financially supported.	85	83	83	88	89	83	87
...affected workers (e.g. in case of job loss) should receive financial support such as compensation payments, severance pay, etc.	84	81	85	83	86	83	80
...affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.	84	83	83	84	87	82	81
...citizens should participate in public and political life (e.g. in citizens' forums, planning councils) in order to help shape the community.	81	78	80	82	84	80	78

Basis: 1,202 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.	51	52	70	49	56	40	45	53	46	31	62
...affected workers (e.g. in case of job loss) should receive financial support such as compensation payments, severance pay, etc.	39	46	36	36	45	35	36	44	40	28	38
...private households that want to use renewable energy, e.g. solar electricity, solar heating or heat pumps, should be financially supported.	38	42	40	39	41	32	35	50	30	23	43
...the development of energy communities should be supported by the government.	33	43	42	40	35	24	30	42	18	13	42
...new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).	32	29	45	42	34	28	33	28	26	20	33
...affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.	31	34	26	37	36	24	34	30	31	19	36
...citizens should participate in public and political life (e.g. in citizens' forums, planning advisory boards) to help shape the community.	25	31	32	33	19	25	24	24	17	7	28

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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.	51	46	56	46	51	48	61	49
...affected workers (e.g. in case of job loss) should receive financial support such as compensation payments, severance pay, etc.	39	35	42	42	40	35	43	31
...private households that want to use renewable energy, e.g. solar electricity, solar heating or heat pumps, should be financially supported.	38	37	38	31	40	37	38	43
...the development of energy communities should be supported by the government.	33	31	37	36	34	38	28	30
...new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).	32	32	33	31	34	34	30	33
...affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.	31	29	32	31	35	30	33	24
...citizens should participate in public and political life (e.g. in citizens' forums, planning advisory boards) to help shape the community.	25	25	25	26	31	24	25	16

Basis: 1,202 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"

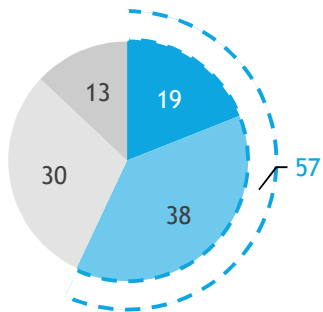
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<13,367 SEK)	Medium 60-140% (13,367-31,190 SEK)	High >140% (>31,190 SEK)
...affected workers (e.g. in case of job loss) should be supported in retraining towards alternative jobs.	51	48	52	51	52	49	51
...affected workers (e.g. in case of job loss) should receive financial support such as compensation payments, severance pay, etc.	39	34	43	35	41	39	34
...private households that want to use renewable energy, e.g. solar electricity, solar heating or heat pumps, should be financially supported.	38	37	38	38	43	36	37
...the development of energy communities should be supported by the government.	33	30	32	36	37	33	31
...new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).	32	23	30	38	29	32	34
...affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.	31	26	33	31	32	31	27
...citizens should participate in public and political life (e.g. in citizens' forums, planning advisory boards) to help shape the community.	25	18	25	27	24	26	22

Basis: 1,202 cases, total sample; figures in %.

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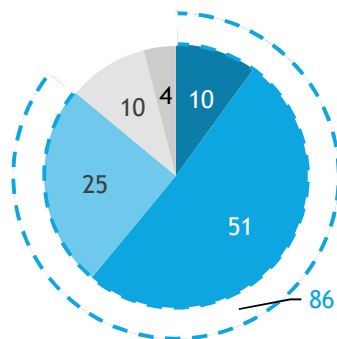
Attitudes towards the energy and heat transition

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



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

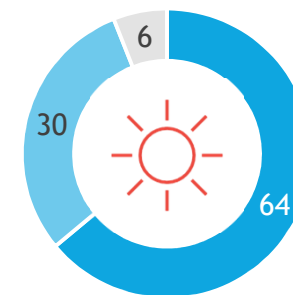
Could you imagine generating your energy?



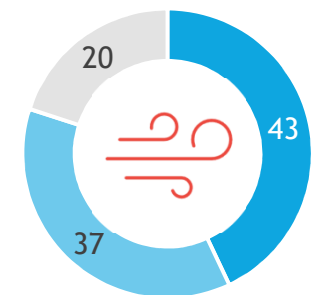
I already generate my energy
Yes, definitely
Somewhat, yes
No, not really
No, not at all

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

Solar park



Wind park



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

Basis: 1,202 cases, total sample; figures in %.





Attitudes towards the energy and heat transition

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
YES	56	73	71	61	62	51	44	59	30	29	72
Yes, definitely	19	31	24	23	11	22	13	15	6	13	23
Somewhat, yes	38	42	47	37	51	29	31	45	24	17	48
NO	44	27	29	39	38	49	56	41	70	71	28
No, not really	30	20	27	30	31	33	39	28	29	46	22
No, not at all	13	7	2	9	6	16	17	12	41	25	6

Basis: 1,202 cases, total sample; figures in %.

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Attitudes towards the energy and heat transition

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
YES	56	61	52	67	61	57	52	40
Yes, definitely	19	24	14	28	20	18	15	11
Somewhat, yes	38	38	37	38	41	39	37	30
NO	44	39	48	33	39	43	48	60
No, not really	30	25	35	25	30	32	32	34
No, not at all	13	14	13	8	9	11	16	25

Basis: 1,202 cases, total sample; figures in %.

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■ overrepresented ■ underrepresented

Attitudes towards the energy and heat transition

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

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<13,367 SEK)	Medium 60-140% (13,367-31,190 SEK)	High >140% (>31,190 SEK)
YES	56	48	53	64	61	56	60
Yes, definitely	19	13	17	24	16	19	24
Somewhat, yes	38	35	36	40	45	37	36
NO	44	52	47	36	39	44	40
No, not really	30	28	33	28	26	30	29
No, not at all	13	23	15	8	13	14	11

Basis: 1,202 cases, total sample; figures in %.

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

Could you imagine generating your energy?

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
YES	76	79	91	72	85	72	80	69	60	55	89
Yes, definitely	51	56	70	44	59	49	52	41	37	20	68
Somewhat, yes	25	24	21	28	26	24	28	28	23	35	22
NO	14	9	2	10	9	15	11	21	35	32	4
No, not really	10	8	1	9	7	9	7	18	24	25	2
No, not at all	4	1	1	2	3	6	4	4	11	7	2
I already generate my energy	10	12	7	17	6	13	9	10	6	14	7

Basis: 1,202 cases, total sample; figures in %.

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

 strongly overrepresented
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 strongly underrepresented
 underrepresented

Attitudes towards the energy and heat transition

Could you imagine generating your 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	76	73	80	74	82	82	77	64
Yes, definitely	51	49	53	46	59	59	52	37
Somewhat, yes	25	24	26	28	23	24	25	27
NO	14	14	14	8	8	10	19	27
No, not really	10	10	10	5	6	7	15	18
No, not at all	4	4	3	3	2	3	4	8
I already generate my energy	10	14	6	18	10	7	4	9

Basis: 1,202 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attitudes towards the energy and heat transition

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

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<13,367 SEK)	Medium 60-140% (13,367-31,190 SEK)	High >140% (>31,190 SEK)
YES	76	67	77	79	82	75	75
Yes, definitely	51	36	50	58	49	51	52
Somewhat, yes	25	31	27	21	33	24	22
NO	14	25	14	9	12	16	7
No, not really	10	17	10	7	10	10	6
No, not at all	4	8	4	2	2	5	1
I already generate my energy	10	8	9	12	6	9	18

Basis: 1,202 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	64	68	80	67	67	63	62	60	46	40	81
I would accept it	30	27	19	32	29	31	30	30	37	53	18
I would reject it	6	6	1	2	4	6	8	10	17	6	1
Wind											
I think that would be good	43	49	57	46	41	40	33	49	23	27	56
I would accept it	37	34	34	42	45	40	40	27	30	46	36
I would reject it	20	17	10	12	14	20	27	24	48	28	8

Basis: 1,202 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	64	66	64	65	70	63	61	62
I would accept it	30	28	32	31	26	30	31	31
I would reject it	6	6	5	4	3	7	8	8
Wind								
I think that would be good	43	42	44	42	49	41	39	40
I would accept it	37	36	39	45	32	38	38	34
I would reject it	20	22	17	13	19	20	23	27

Basis: 1,202 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?

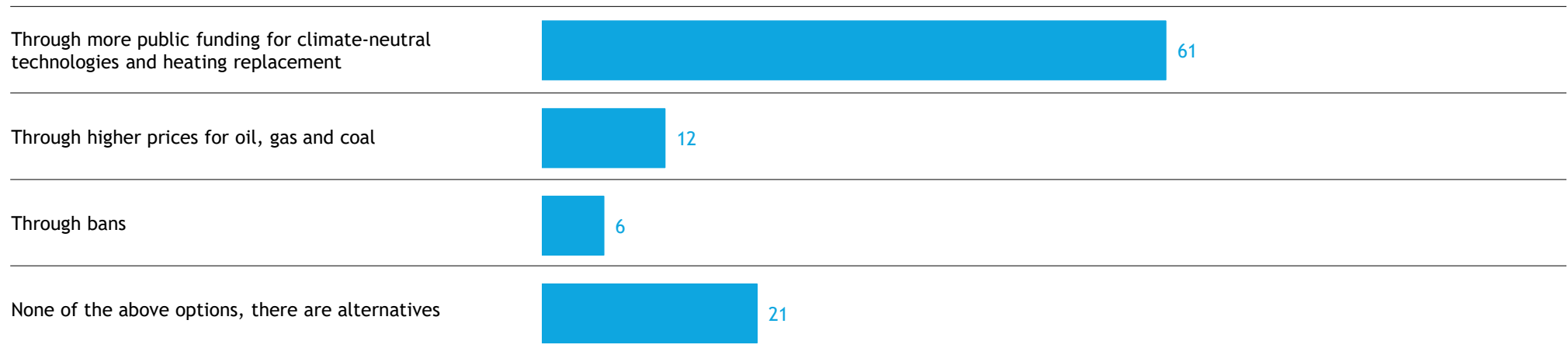
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<13,367 SEK)	Medium 60-140% (13,367-31,190 SEK)	High >140% (>31,190 SEK)
Solar							
I think that would be good	64	54	62	71	64	63	72
I would accept it	30	37	32	25	29	31	25
I would reject it	6	9	6	4	7	6	4
Wind							
I think that would be good	43	37	38	50	43	40	48
I would accept it	37	39	40	35	40	38	35
I would reject it	20	25	23	15	16	22	17

Basis: 1,202 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

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: 1,202 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	61	64	79	64	64	56	65	54	42	42	70
Through higher prices for oil, gas and coal	12	10	8	12	17	19	7	13	4	19	13
Through bans	6	7	5	8	6	6	2	3	6	11	7
None of the above options, there are alternatives	21	19	8	16	13	20	26	30	48	28	9

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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	61	55	68	54	63	58	70	63
Through higher prices for oil, gas and coal	12	18	7	22	11	12	6	6
Through bans	6	6	6	12	6	5	3	1
None of the above options, there are alternatives	21	21	20	12	19	25	22	30

Basis: 1,202 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?

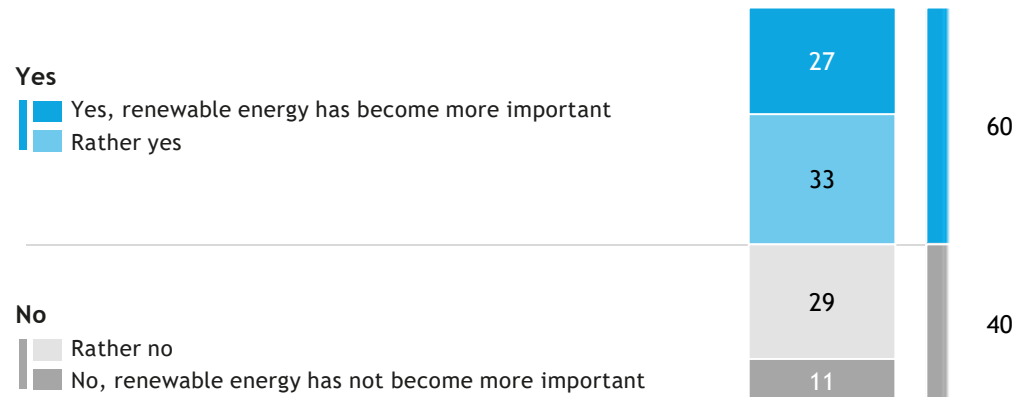
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<13,367 SEK)	Medium 60-140% (13,367-31,190 SEK)	High >140% (>31,190 SEK)
Through more public funding for climate-neutral technologies and heating replacement	61	54	63	62	58	62	64
Through higher prices for oil, gas and coal	12	11	10	15	12	13	13
Through bans	6	6	7	5	8	5	6
None of the above options, there are alternatives	21	29	21	18	22	20	16

Basis: 1,202 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?



Basis: 1,202 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	60	75	70	61	52	70	54	48	32	47	75
Yes, renewable energy has become more important	27	36	33	28	25	36	21	23	8	18	32
Rather yes	33	39	37	33	27	34	33	26	24	29	43
NO	40	25	30	39	48	30	46	52	68	53	25
Rather no	29	20	26	29	38	19	31	40	34	40	21
No, renewable energy has not become more important	11	5	4	10	10	11	14	12	34	13	4

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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	60	61	60	67	63	60	52	56
Yes, renewable energy has become more important	27	30	24	28	32	26	24	22
Rather yes	33	31	36	39	31	34	28	34
NO	40	39	40	33	37	40	48	44
Rather no	29	27	30	26	26	24	36	32
No, renewable energy has not become more important	11	12	10	7	11	16	12	12

Basis: 1,202 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% (<13,367 SEK)	Medium 60-140% (13,367-31,190 SEK)	High >140% (>31,190 SEK)
YES	60	51	57	67	57	62	64
Yes, renewable energy has become more important	27	17	25	33	21	28	32
Rather yes	33	34	32	34	36	34	31
NO	40	49	43	33	43	38	36
Rather no	29	34	30	25	34	26	26
No, renewable energy has not become more important	11	14	13	8	9	12	10

Basis: 1,202 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented



5

Interest in information and level of
knowledge

Main findings

Interest in information and level of knowledge

Interest in information and level of knowledge: Climate

- Seven out of ten respondents (69%) express interest in the topic of climate change. Of these, 24% are "very" interested. Less interest was expressed by 22% and no interest at all by 9%.
- 49% 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 51%, with 8% saying they know very little.

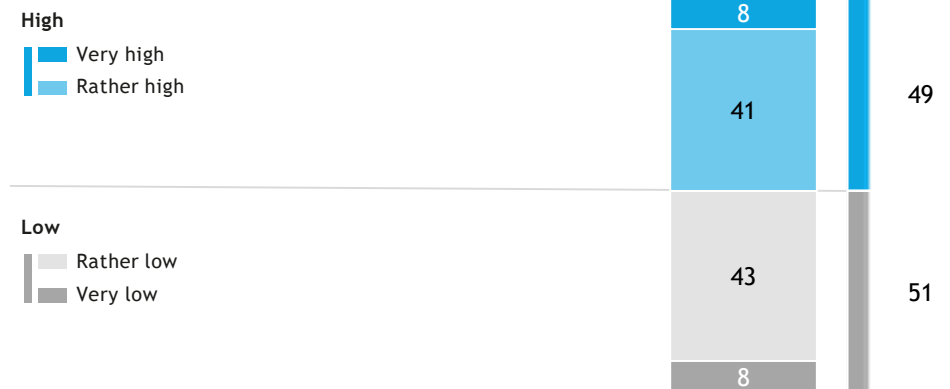
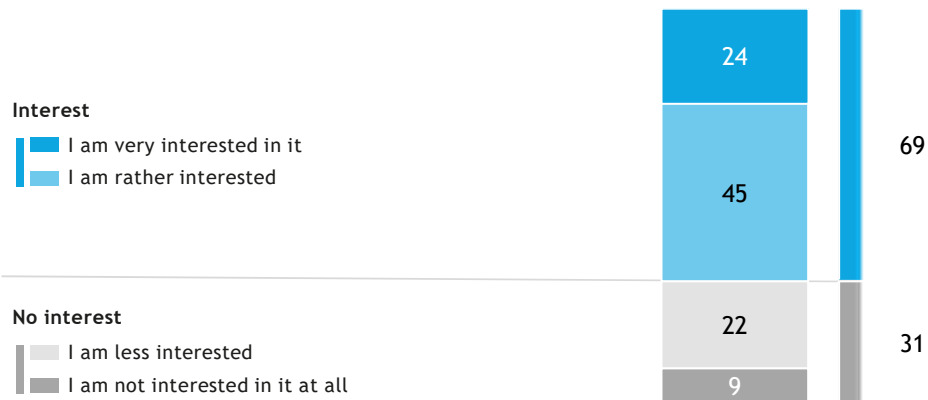
Interest in information and level of knowledge: Policies

- Only 8% of respondents feel "very well" informed about policies for a change towards a more climate and environmentally-friendly economy. 38% feel "rather well" informed. This compares to 46% who feel "rather not well" informed and 8% who feel "not at all well" informed.
- 61% of respondents think that policies for a change towards a more climate and environmentally-friendly business are insufficiently explained and clarified. Only 39% disagree (policies are sufficiently explained: yes: 9%, rather yes: 30%).

Interest in information and level of knowledge: Climate

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

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



Basis: 1,202 cases, total sample; figures in %.





Interest in information and level of knowledge: Climate

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
INTERESTED	69	82	88	71	70	63	68	69	43	43	82
I am very interested in it	24	31	39	24	31	20	19	22	10	15	27
I am rather interested	45	52	49	47	39	43	49	47	34	28	55
NOT INTERESTED	31	18	12	29	30	37	32	31	57	57	18
I am less interested	22	14	10	19	26	28	24	22	29	35	15
I am not interested in it at all	9	4	2	10	4	9	8	9	27	22	3

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Interest in information and level of knowledge: Climate

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

		Gender		Age (years)				
	Total	Male	Female	18-29	30-39	40-49	50-59	60-69
INTERESTED	69	69	69	76	73	73	61	59
I am very interested in it	24	26	22	32	29	25	17	16
I am rather interested	45	43	48	45	44	49	44	43
NOT INTERESTED	31	31	31	24	27	27	39	41
I am less interested	22	22	21	16	21	18	28	27
I am not interested in it at all	9	9	10	8	6	9	11	14

Basis: 1,202 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Interest in information and level of knowledge: Climate

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

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<13,367 SEK)	Medium 60-140% (13,367-31,190 SEK)	High >140% (>31,190 SEK)
INTERESTED	69	58	65	78	72	72	68
I am very interested in it	24	17	20	31	22	26	27
I am rather interested	45	41	45	46	50	46	41
NOT INTERESTED	31	42	35	22	28	28	32
I am less interested	22	26	24	17	18	20	24
I am not interested in it at all	9	16	11	5	10	9	8

Basis: 1,202 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
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Interest in information and level of knowledge: Climate

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
HIGH	49	58	59	56	49	53	46	39	34	43	47
Very high	8	8	5	14	6	16	8	7	4	7	5
Rather high	41	50	53	42	43	37	38	31	31	36	43
LOW	51	42	41	44	51	47	54	61	66	57	53
Rather low	43	36	38	40	47	42	44	52	42	46	48
Very low	8	6	4	4	4	5	10	9	23	12	4

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Interest in information and level of knowledge: Climate

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
HIGH	49	57	41	56	51	50	46	41
Very high	8	13	4	18	10	5	4	2
Rather high	41	44	38	39	42	45	42	38
LOW	51	43	59	44	49	50	54	59
Rather low	43	38	48	36	42	45	45	47
Very low	8	5	10	7	6	6	8	12

Basis: 1,202 cases, total sample; figures in %.

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Interest in information and level of knowledge: Climate

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

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<13,367 SEK)	Medium 60-140% (13,367-31,190 SEK)	High >140% (>31,190 SEK)
HIGH	49	29	45	62	45	50	55
Very high	8	4	6	12	8	9	9
Rather high	41	26	39	50	37	42	46
LOW	51	71	55	38	55	50	45
Rather low	43	55	47	34	46	42	41
Very low	8	16	9	4	10	8	4

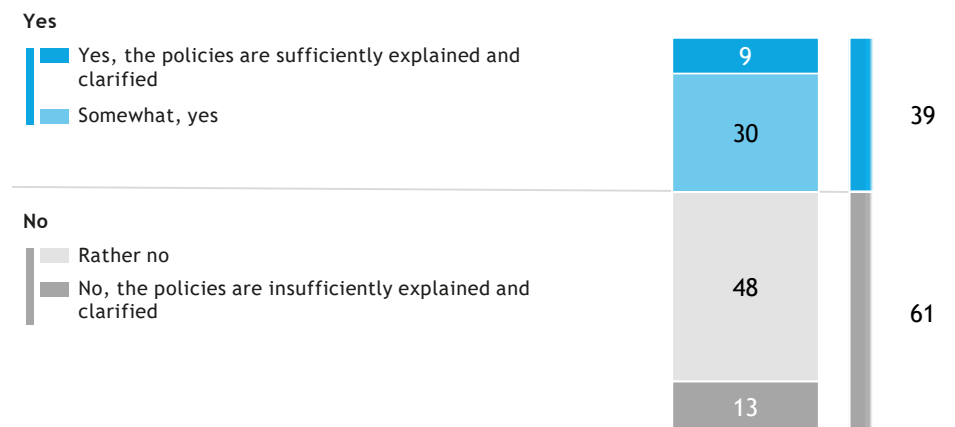
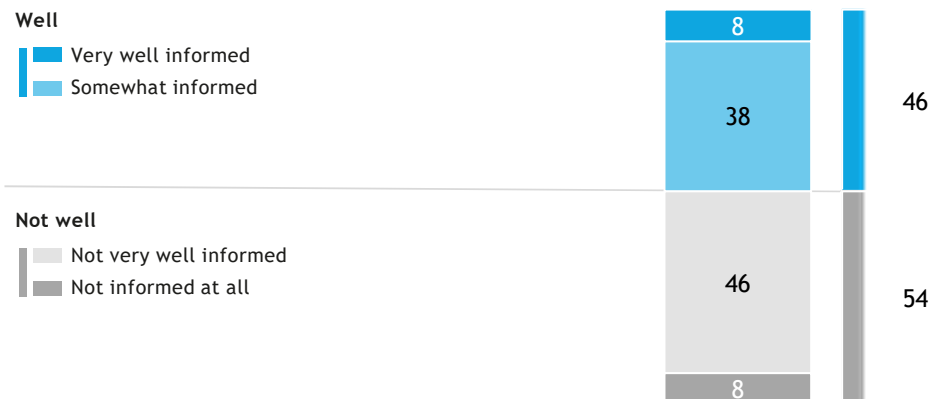
Basis: 1,202 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Interest in information and level of knowledge: Policies

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

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



Basis: 1,202 cases, total sample; figures in %.





Interest in information and level of knowledge: Policies

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
HIGH	46	57	46	51	42	51	44	36	36	47	40
Very high	8	5	2	14	5	17	7	6	5	10	5
Rather high	38	52	44	38	37	35	37	30	31	37	35
LOW	54	43	54	49	58	49	56	64	64	53	60
Rather low	46	40	51	40	50	44	46	55	49	44	52
Very low	8	3	3	8	8	5	10	9	15	9	8

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Interest in information and level of knowledge: Policies

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
INFORMED	46	57	34	51	47	46	39	45
Very well informed	8	13	2	13	10	3	7	4
Somewhat informed	38	44	32	38	38	42	32	41
NOT INFORMED	54	43	66	49	53	54	61	55
Not very well informed	46	38	56	41	44	48	54	48
Not at all informed	8	5	10	8	10	6	7	7

Basis: 1,202 cases, total sample; figures in %.

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Interest in information and level of knowledge: Policies

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

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<13,367 SEK)	Medium 60-140% (13,367-31,190 SEK)	High >140% (>31,190 SEK)
INFORMED	46	35	44	52	41	47	50
Very well informed	8	6	6	10	7	9	7
Somewhat informed	38	29	38	42	35	38	42
NOT INFORMED	54	65	56	48	59	53	50
Not very well informed	46	53	47	44	48	45	46
Not at all informed	8	12	9	4	11	8	4

Basis: 1,202 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented





Interest in information and level of knowledge: Policies

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
YES	39	51	27	49	40	52	26	33	23	55	26
Yes, the policies are sufficiently explained and clarified	9	8	2	14	8	19	4	8	5	16	3
Somewhat, yes	30	43	25	36	32	33	22	25	18	39	23
NO	61	49	73	51	60	48	74	67	77	45	74
No, not really	48	40	57	39	53	40	56	54	46	34	64
No, the policies are insufficiently explained and clarified	13	9	16	11	6	7	18	13	31	11	10

Basis: 1,202 cases, total sample; figures in %.

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Interest in information and level of knowledge: Policies

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
YES	39	46	31	54	38	34	33	32
Yes, the policies are sufficiently explained and clarified	9	14	3	17	11	5	4	5
Somewhat, yes	30	32	28	37	27	29	29	27
NO	61	54	69	46	62	66	67	68
No, not really	48	41	56	41	48	50	52	54
No, the policies are insufficiently explained and clarified	13	13	13	6	15	16	16	15

Basis: 1,202 cases, total sample; figures in %.

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■ overrepresented ■ underrepresented

Interest in information and level of knowledge: Policies

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

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<13,367 SEK)	Medium 60-140% (13,367-31,190 SEK)	High >140% (>31,190 SEK)
YES	39	30	40	41	38	40	39
Yes, the policies are sufficiently explained and clarified	9	7	8	10	4	11	8
Somewhat, yes	30	23	32	31	34	29	31
NO	61	70	60	59	62	60	61
No, not really	48	55	47	47	49	46	49
No, the policies are insufficiently explained and clarified	13	15	13	12	13	13	12

Basis: 1,202 cases, total sample; figures in %.

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6

Appendix: Communication

Topic interest in general

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

Food and drink	59
Holiday, Travel	54
Current affairs	46
Music, Culture, Theatre, Art	46
Health	45
Wildlife, animals and pets	41
environment and nature	38
Garden and plants	37
Science and technology	34
Sport	33
Psychology, spirituality, well-being	33
Nutrition	30
Consumer electronics, television	30
Wellness	30

Furniture, decoration	29
Family, children and child education	29
Investments, insurance, tax tips and finance	28
Computers, computer games	28
Fashion	26
Information from the region, regional news	24
Cosmetics and Beauty	22
Technology and gaming	22
Sustainable consumption	22
Photography, filming	21
Business, professions	19
Cars, motorbikes	19
Stars, Celebrities	12

Basis: 1,202 cases, total sample; figures in %.

Topic interest in general (1)

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Food and drink	59	69	65	54	64	57	54	56	46	45	71
Holiday, Travel	54	66	55	52	62	55	48	54	36	45	61
Current affairs	46	45	60	44	51	45	44	43	45	33	47
Music, Culture, Theatre, Art	46	51	55	45	60	33	48	47	34	26	51
Health	45	62	52	47	50	42	43	44	21	28	50
Wildlife, animals and pets	41	43	50	36	43	34	51	45	52	19	31
Environment and nature	38	54	49	36	36	23	51	45	23	9	42
Garden and plants	37	40	44	35	33	39	45	36	43	14	33
Science and technology	34	35	41	36	40	25	40	27	25	29	32
Sport	33	40	30	38	37	38	28	25	24	40	27
Psychology, spirituality, well-being	33	40	37	38	41	22	29	47	31	12	34
Nutrition	30	42	41	36	30	22	30	33	13	16	32
Consumer electronics, television	30	32	21	29	35	37	25	32	19	34	33
Wellness	30	42	37	30	36	23	29	34	12	12	34

Basis: 1,202 cases, total sample; figures in %.

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

strongly overrepresented
 overrepresented
 strongly underrepresented
 underrepresented





Topic interest in general (2)

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Furniture, decoration	29	38	26	34	40	25	25	26	20	19	36
Family, children and child education	29	45	30	28	25	32	26	33	22	10	31
Investments, insurance, tax tips and finance	28	36	31	30	38	28	22	16	22	23	34
Computers, computer games	28	30	28	28	36	23	28	21	21	36	29
Fashion	26	40	24	27	32	27	18	25	13	19	33
Information from the region, regional news	24	28	34	24	25	23	22	24	22	11	25
Cosmetics and Beauty	22	31	21	20	30	19	20	30	15	9	26
Technology and gaming	22	22	16	29	29	23	20	13	14	32	20
Sustainable consumption	22	30	38	21	19	12	24	20	13	8	24
Photography, filming	21	31	22	22	28	11	24	18	19	10	20
Business, professions	19	28	18	15	27	17	16	17	15	13	23
Cars, motorbikes	19	24	9	14	22	20	21	17	23	25	13
Stars, Celebrities	12	16	13	10	19	15	8	13	3	10	15

Basis: 1,202 cases, total sample; figures in %.

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

 strongly overrepresented
 overrepresented
 strongly underrepresented
 underrepresented

Topic interest in general (1)

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Food and drink	59	53	65	51	54	64	69	57
Holiday, Travel	54	51	57	45	50	56	65	56
Current affairs	46	46	46	30	40	54	56	56
Music, Culture, Theatre, Art	46	42	50	41	47	48	48	44
Health	45	37	54	35	50	51	48	43
Wildlife, animals and pets	41	31	51	38	38	43	47	40
environment and nature	38	32	44	30	39	43	39	39
Garden and plants	37	26	49	24	33	41	44	46
Science and technology	34	42	25	27	35	39	36	31
Sport	33	47	18	35	26	33	37	35
Psychology, spirituality, well-being	33	22	44	37	38	36	31	22
Nutrition	30	25	36	20	35	34	35	28
Consumer electronics, television	30	39	20	27	30	34	29	27
Wellness	30	24	36	16	30	36	41	26

Basis: 1,202 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Topic interest in general (2)

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Furniture, decoration	29	18	42	31	31	34	26	24
Family, children and child education	29	22	36	25	35	35	27	23
Investments, insurance, tax tips and finance	28	35	22	24	33	30	28	28
Computers, computer games	28	40	15	34	42	25	15	21
Fashion	26	15	38	35	28	26	19	21
Information from the region, regional news	24	24	25	14	22	24	30	34
Cosmetics and Beauty	22	5	40	28	26	22	18	14
Technology and gaming	22	34	9	28	32	19	15	12
Sustainable consumption	22	18	25	18	22	28	23	19
Photography, filming	21	18	25	25	20	26	19	15
Business, professions	19	24	15	16	24	18	20	17
Cars, motorbikes	19	28	10	18	17	15	25	20
Stars, Celebrities	12	9	16	18	15	11	10	6

Basis: 1,202 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Topic interest in general (1)

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

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<13,367 SEK)	Medium 60-140% (13,367-31,190 SEK)	High >140% (>31,190 SEK)
Food and drink	59	55	59	60	58	57	64
Holiday, Travel	54	48	53	57	48	50	68
Current affairs	46	34	42	55	37	45	58
Music, Culture, Theatre, Art	46	35	44	51	43	44	49
Health	45	36	44	50	40	43	54
Wildlife, animals and pets	41	54	42	35	48	43	30
environment and nature	38	37	35	42	41	39	34
Garden and plants	37	41	36	36	38	38	33
Science and technology	34	24	32	39	28	33	38
Sport	33	25	37	32	23	32	43
Psychology, spirituality, well-being	33	34	33	33	43	32	27
Nutrition	30	23	29	34	26	29	36
Consumer electronics, television	30	27	33	27	28	31	30
Wellness	30	23	28	34	21	29	39

Basis: 1,202 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Topic interest in general (2)

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














	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<13,367 SEK)	Medium 60-140% (13,367-31,190 SEK)	High >140% (>31,190 SEK)
Furniture, decoration	29	24	30	31	29	28	30
Family, children and child education	29	30	27	31	32	27	28
Investments, insurance, tax tips and finance	28	16	27	35	12	28	44
Computers, computer games	28	21	32	27	34	28	25
Fashion	26	15	29	28	26	23	30
Information from the region, regional news	24	20	22	28	18	25	30
Cosmetics and Beauty	22	23	25	20	23	20	22
Technology and gaming	22	15	27	19	18	22	24
Sustainable consumption	22	18	17	28	23	22	20
Photography, filming	21	23	22	19	25	22	14
Business, professions	19	15	18	22	18	16	28
Cars, motorbikes	19	24	21	14	13	20	20
Stars, Celebrities	12	10	15	10	16	10	13













Basis: 1,202 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	 35
Eating out (restaurants)	 27
Coffee/tea	 22
Clothing/Fashion	 20
PC/Tablet/Smartphone	 20
Delicatessen - high quality food	 16
Wine/Champagne	 15
Cars	 15
Furniture	 14
Beer	 13
Do-it-yourself / garden tools	 13
High quality spirits/whisky	 12
Cosmetics/Perfume	 11

Kitchen furniture and equipment	 11
Bicycle	 10
Donations for charitable purposes	 10
High-end hi-fi equipment	 9
High quality jewellery	 8
Watches	 8
Antiques	 7
Costume jewellery	 6
Porcelain / Glasswork	 6
Handbags	 6
Exclusive accessories	 6
None of these products	 22

Basis: 1,202 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	35	45	36	38	44	41	19	23	15	34	47
Eating out (restaurants)	27	32	30	32	34	24	20	21	15	24	33
Coffee/tea	22	32	27	23	24	26	15	20	11	15	24
Clothing/Fashion	20	27	15	22	30	21	14	22	5	19	21
PC/Tablet/Smartphone	20	22	16	23	34	20	15	9	12	23	29
Delicatessen - high quality food	16	15	24	18	20	14	10	15	13	12	15
Wine/Champagne	15	19	25	19	15	14	11	10	3	9	14
Cars	15	22	9	15	16	18	12	13	8	19	17
Furniture	14	20	12	20	21	12	8	8	7	12	14
Beer	13	16	17	9	17	15	11	6	6	19	12
Do-it-yourself / garden tools	13	19	16	11	13	11	13	9	11	6	12
High quality spirits/whisky	12	13	15	15	17	12	11	6	6	13	16
Cosmetics/Perfume	11	16	11	12	14	11	9	13	4	7	9

Basis: 1,202 cases, total sample; figures in %.

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strongly overrepresented
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 underrepresented





Consumer interests (2)

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Kitchen furniture and equipment	11	13	15	15	14	9	8	8	10	8	10
Bicycle	10	16	9	9	9	11	10	12	4	9	10
Donations for charitable purposes	10	16	17	12	10	6	6	4	3	2	16
High-end hi-fi equipment	9	8	6	10	12	6	9	6	8	9	11
High quality jewellery	8	14	7	8	9	10	5	11	2	5	11
(Wrist)Watches	8	11	4	14	13	4	6	6	4	9	9
Antiques	7	12	7	6	9	8	5	7	6	5	7
Costume jewellery	6	13	4	8	6	5	4	4	2	6	3
Porcelain / Glasswork	6	9	6	7	7	7	3	4	5	7	4
Handbags	6	8	3	6	9	6	6	10	2	4	8
Exclusive accessories	6	8	4	6	5	7	5	6	2	3	10
None of these products	22	17	22	21	11	19	27	30	45	22	13

Basis: 1,202 cases, total sample; figures in %.

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Consumer interests (1)

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Holidays and travel	35	38	32	32	36	37	39	30
Eating out (restaurants)	27	28	25	33	28	23	25	22
Coffee/tea	22	21	23	18	27	23	27	16
Clothing/Fashion	20	18	22	32	24	21	11	6
PC/Tablet/Smartphone	20	27	14	31	27	16	14	12
Delicatessen - high quality food	16	15	16	16	18	16	17	11
Wine/Champagne	15	15	14	11	15	14	22	11
Cars	15	21	9	21	15	12	13	13
Furniture	14	13	14	18	17	15	7	10
Beer	13	22	4	10	18	13	15	11
Do-it-yourself / garden tools	13	15	10	10	15	14	12	12
High quality spirits/whisky	12	18	7	13	16	9	14	10
Cosmetics/Perfume	11	6	16	18	12	10	8	4

Basis: 1,202 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
Kitchen furniture and equipment	11	11	12	16	13	10	9	8
Bicycle	10	13	7	11	12	12	7	7
Donations for charitable purposes	10	8	12	15	12	9	6	5
High-end hi-fi equipment	9	13	4	9	10	7	9	8
High quality jewellery	8	7	10	14	10	8	3	4
Watches	8	11	5	12	11	5	5	4
Antiques	7	8	7	8	10	6	6	6
Costume jewellery	6	6	6	12	8	4	2	1
Porcelain/Glasswork	6	4	8	7	7	9	4	2
Handbags	6	3	9	10	8	6	4	1
Exclusive accessories	6	6	6	11	6	6	3	2
None of these products	22	16	28	12	17	23	25	38

Basis: 1,202 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% (<13,367 SEK)	Medium 60-140% (13,367-31,190 SEK)	High >140% (>31,190 SEK)
Holidays and travel	35	29	33	39	30	32	48
Eating out (restaurants)	27	26	27	26	19	26	34
Coffee/tea	22	20	21	24	22	23	22
Clothing/Fashion	20	17	22	19	21	17	24
PC/Tablet/Smartphone	20	19	22	20	21	22	19
Delicatessen - high quality food	16	13	15	18	12	16	21
Wine/Champagne	15	7	13	20	5	15	23
Cars	15	14	18	13	15	15	18
Furniture	14	13	14	13	18	12	14
Beer	13	8	13	15	6	14	21
Do-it-yourself / garden tools	13	11	13	13	10	15	11
High quality spirits/whisky	12	8	13	14	9	12	18
Cosmetics/Perfume	11	9	11	11	13	10	13

Basis: 1,202 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.

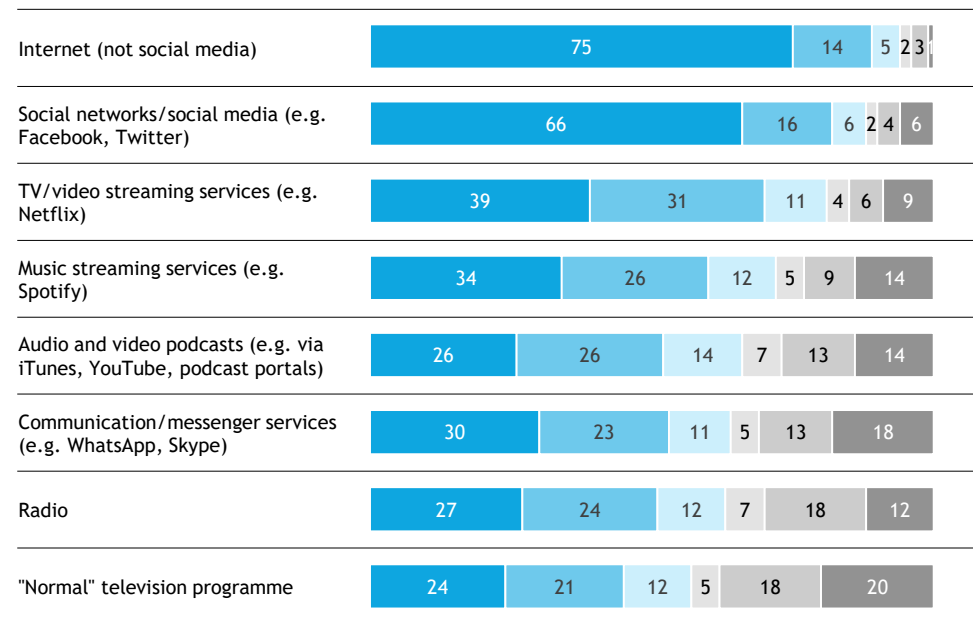
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<13,367 SEK)	Medium 60-140% (13,367-31,190 SEK)	High >140% (>31,190 SEK)
Kitchen furniture and equipment	11	14	10	11	11	11	14
Bicycle	10	8	9	12	8	11	12
Donations for charitable purposes	10	5	10	12	11	10	9
High-end hi-fi equipment	9	8	9	9	5	9	13
High quality jewellery	8	5	11	7	10	8	7
Watches	8	7	8	8	7	7	12
Antiques	7	8	8	6	8	8	7
Costume jewellery	6	4	8	5	8	6	6
Porcelain/Glasswork	6	3	6	7	6	6	7
Handbags	6	4	6	7	8	5	7
Exclusive accessories	6	4	8	5	6	6	6
None of these products	22	29	22	19	26	22	15

Basis: 1,202 cases, total sample; figures in %.

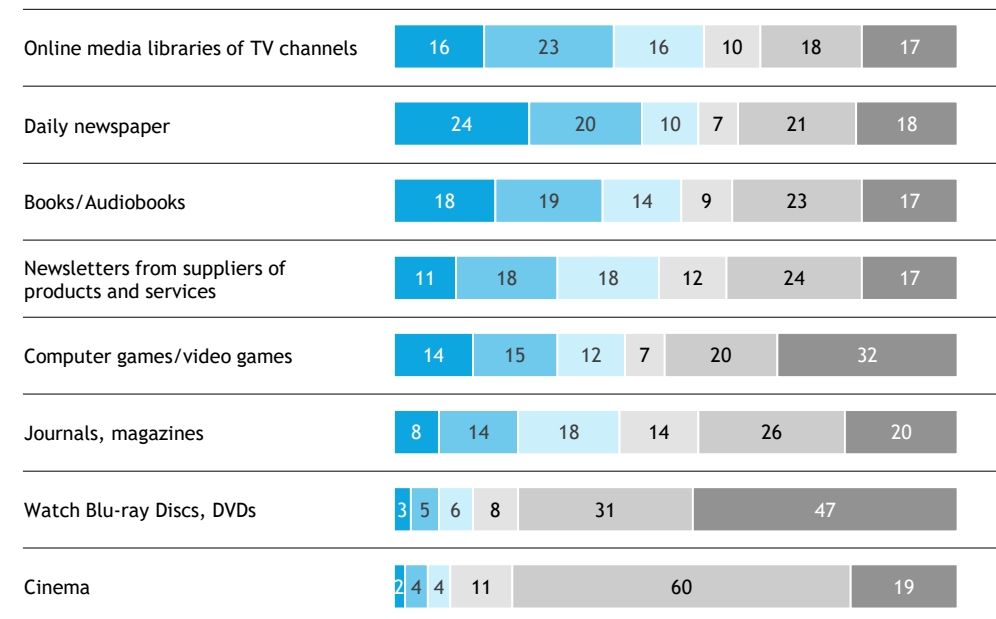
■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

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: 1,202 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)	94	97	96	93	96	93	96	94	93	90	95
Social networks/social media (e.g. Facebook, Twitter)	88	90	89	94	92	92	83	83	77	79	96
TV/video streaming services (e.g. Netflix)	81	77	86	85	89	90	74	74	65	78	90
Music streaming services (e.g. Spotify)	72	70	81	74	84	78	68	58	45	71	85
Audio and video podcasts (e.g. via iTunes, YouTube, podcast portals)	66	75	65	65	76	73	56	59	51	67	72
Communication/messenger services (e.g. WhatsApp, Skype)	65	72	67	70	69	72	57	53	43	63	67
Radio	64	64	64	63	55	79	65	58	57	63	60
"Normal" television programme	57	62	51	65	48	70	54	53	60	50	48
Online media libraries of TV channels	55	60	53	66	52	68	49	56	40	48	54
Daily newspaper	54	52	63	58	55	68	49	53	47	44	48
Books/Audiobooks	51	56	65	59	54	50	38	46	40	43	57
Newsletters from suppliers of products and services	46	60	37	48	50	59	45	41	30	42	41
Computer games/video games	41	45	32	44	46	45	39	32	33	50	46
Journals, magazines	40	46	40	47	43	56	25	43	25	38	33
Watch Blu-ray Discs, DVDs	14	13	5	18	10	29	12	13	4	20	16
Cinema	9	11	4	14	10	20	5	6	1	13	6

Basis: 1,202 cases, total sample; figures in %.

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strongly overrepresented
 overrepresented
 strongly underrepresented
 underrepresented

Media use

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

Response category: „At least several times a month“

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Internet (not social media)	94	96	93	90	98	95	95	96
Social networks/social media (e.g. Facebook, Twitter)	88	86	90	92	94	86	86	79
TV/video streaming services (e.g. Netflix)	81	81	81	88	90	84	80	59
Music streaming services (e.g. Spotify)	72	74	71	91	85	73	66	37
Audio and video podcasts (e.g. via iTunes, YouTube, podcast portals)	66	70	63	81	76	71	56	39
Communication/messenger services (e.g. WhatsApp, Skype)	65	66	62	72	76	66	55	48
Radio	64	68	59	51	60	66	71	74
"Normal" television programme	57	64	49	48	44	56	67	73
Online media libraries of TV channels	55	60	50	57	50	59	60	48
Daily newspaper	54	60	49	40	49	57	64	68
Books/Audiobooks	51	49	54	53	56	52	48	48
Newsletters from suppliers of products and services	46	50	43	41	47	52	53	39
Computer games/video games	41	54	28	63	56	37	21	21
Journals, magazines	40	45	35	36	41	41	42	41
Watch Blu-ray Discs, DVDs	14	20	8	24	17	15	5	8
Cinema	9	14	4	20	14	5	3	2

Basis: 1,202 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“

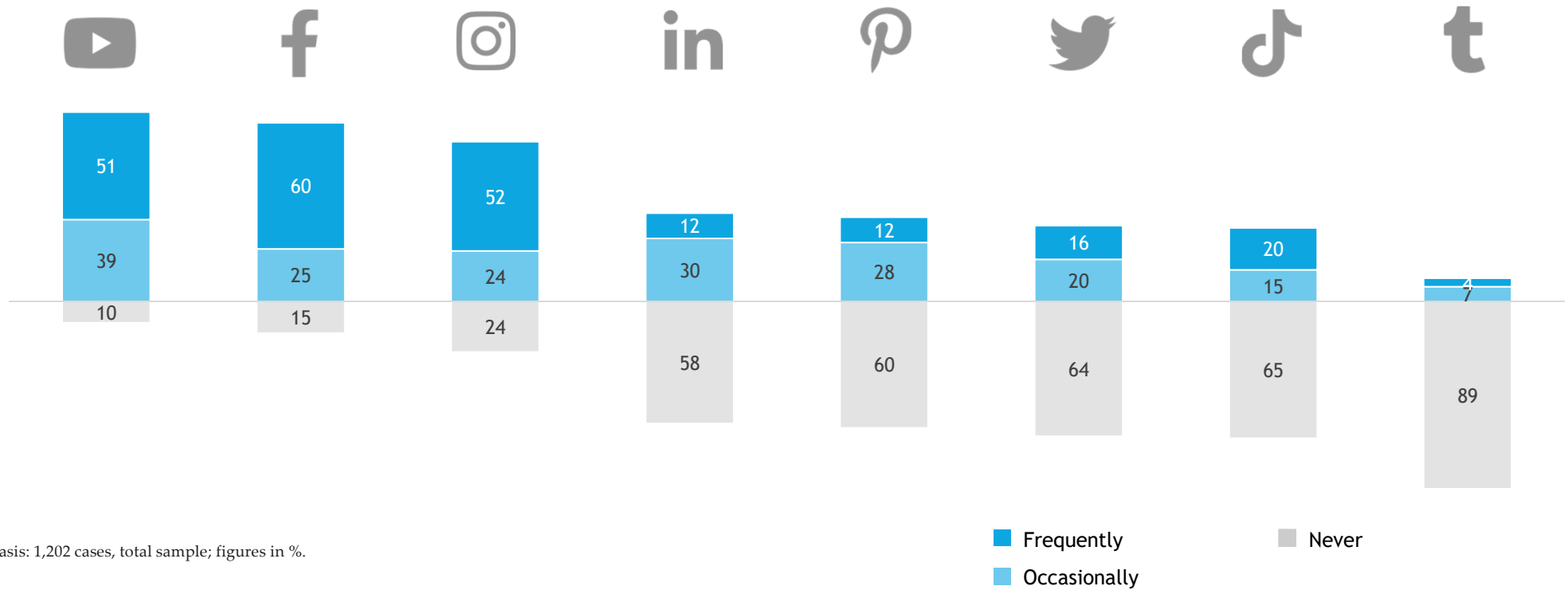
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<13,367 SEK)	Medium 60-140% (13,367-31,190 SEK)	High >140% (>31,190 SEK)
Internet (not social media)	94	92	93	97	89	95	98
Social networks/social media (e.g. Facebook, Twitter)	88	85	88	89	89	87	90
TV/video streaming services (e.g. Netflix)	81	70	82	85	77	79	91
Music streaming services (e.g. Spotify)	72	56	72	80	64	72	82
Audio and video podcasts (e.g. via iTunes, YouTube, podcast portals)	66	59	64	71	67	66	68
Communication/messenger services (e.g. WhatsApp, Skype)	65	42	62	75	58	64	71
Radio	64	54	63	68	42	67	75
"Normal" television programme	57	54	57	58	44	58	62
Online media libraries of TV channels	55	47	54	60	48	55	61
Daily newspaper	54	47	51	61	40	56	67
Books/Audiobooks	51	32	49	61	43	52	57
Newsletters from suppliers of products and services	46	35	44	53	36	48	55
Computer games/video games	41	32	44	42	44	43	36
Journals, magazines	40	30	37	47	30	41	49
Watch Blu-ray Discs, DVDs	14	10	15	15	12	16	14
Cinema	9	5	8	12	8	11	9

Basis: 1,202 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: 1,202 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	60	56	52	60	69	72	52	68	54	52	65
Instagram	52	60	54	57	61	59	42	43	20	49	64
YouTube	51	61	45	52	66	52	44	40	41	56	50
TikTok	20	21	12	25	25	20	11	21	7	24	30
Twitter	16	18	14	23	22	19	6	10	9	25	16
Pinterest	12	18	9	13	6	15	11	12	3	10	17
LinkedIn	12	14	14	12	16	16	3	8	5	8	23
Tumblr	4	2	2	9	3	11	3	3	1	4	2

Basis: 1,202 cases, total sample; figures in %.

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

 strongly overrepresented
 overrepresented
 strongly underrepresented
 underrepresented

Media use

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

Response category: „Frequently“

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Facebook	60	56	64	44	68	65	65	60
Instagram	52	41	63	63	64	54	43	27
YouTube	51	60	41	69	62	49	38	29
TikTok	20	18	20	49	18	13	6	3
Twitter	16	25	6	27	22	11	9	8
Pinterest	12	8	15	20	12	9	6	10
LinkedIn	12	15	9	14	17	14	11	2
Tumblr	4	6	2	11	6	1	1	0

Basis: 1,202 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% (<13,367 SEK)	Medium 60-140% (13,367-31,190 SEK)	High >140% (>31,190 SEK)
Facebook	60	70	56	61	54	62	62
Instagram	52	44	52	55	48	52	57
YouTube	51	42	53	52	57	51	47
TikTok	20	18	22	17	22	20	20
Twitter	16	12	14	20	8	17	23
Pinterest	12	14	12	11	10	13	10
LinkedIn	12	3	7	21	5	11	22
Tumblr	4	3	4	5	2	5	4

Basis: 1,202 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	90	96	91	93	94	89	83	87	78	88	96
Facebook	85	84	87	85	91	92	79	84	76	82	90
Instagram	76	80	76	76	84	88	70	69	54	76	82
LinkedIn	42	41	50	44	53	50	29	32	20	39	54
Pinterest	40	45	41	46	41	45	31	38	23	37	46
Twitter	36	37	29	44	47	44	27	26	20	48	35
TikTok	35	40	22	46	45	40	26	32	15	45	40
Tumblr	11	11	5	17	10	21	12	4	1	19	9

Basis: 1,202 cases, total sample; figures in %.

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Media use

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

Response category: „At least occasionally“

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
YouTube	90	93	87	97	95	91	85	78
Facebook	85	83	87	84	89	87	85	79
Instagram	76	68	84	91	86	78	67	52
LinkedIn	42	48	36	44	51	49	40	20
Pinterest	40	31	49	60	41	37	28	26
Twitter	36	50	22	56	44	30	24	20
TikTok	35	34	36	69	40	31	18	8
Tumblr	11	16	7	26	14	8	3	2

Basis: 1,202 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“

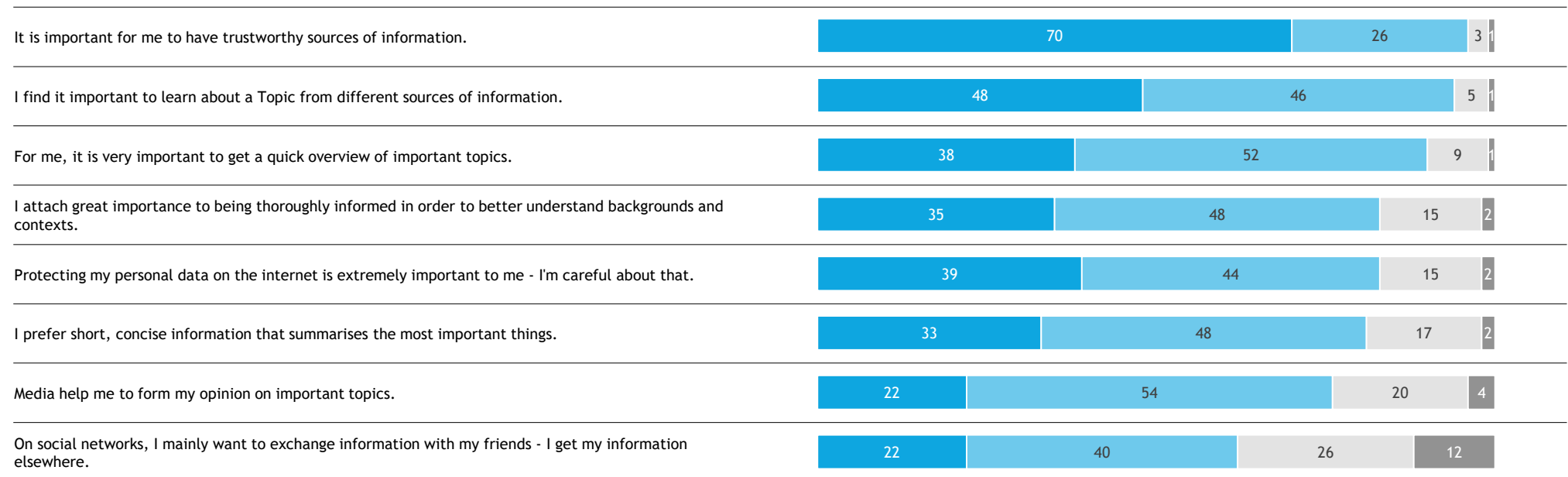
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<13,367 SEK)	Medium 60-140% (13,367-31,190 SEK)	High >140% (>31,190 SEK)
YouTube	90	86	88	93	90	90	91
Facebook	85	87	83	87	86	86	85
Instagram	76	73	75	78	72	76	81
LinkedIn	42	21	32	60	30	40	59
Pinterest	40	39	40	40	36	42	37
Twitter	36	25	33	43	28	36	46
TikTok	35	28	37	36	38	36	35
Tumblr	11	7	10	14	7	13	11

Basis: 1,202 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: 1,202 cases, total sample; figures in %.

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

Communication expectations

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

Response category: „Applies completely / Somewhat applies“

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
It is important for me to have trustworthy sources of information.	96	100	99	97	98	96	98	98	95	80	98
I find it important to learn about a Topic from different sources of information.	94	96	99	95	94	94	93	96	89	75	100
For me, it is very important to get a quick overview of important topics.	90	92	91	92	96	93	89	89	91	72	91
I attach great importance to being thoroughly informed in order to better understand backgrounds and contexts.	83	91	90	88	85	82	87	76	71	62	89
Protecting my personal data on the internet is extremely important to me - I'm careful about that.	83	90	80	79	80	90	83	87	85	75	77
I prefer short, concise information that summarises the most important things.	81	86	68	83	86	89	81	84	83	69	78
Media help me to form my opinion on important topics.	76	81	80	84	83	81	71	72	58	59	77
On social networks, I mainly want to exchange information with my friends - I get my information elsewhere.	62	65	61	71	63	68	57	61	49	52	68

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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.	96	94	98	95	95	97	98	97
I find it important to learn about a Topic from different sources of information.	94	94	93	91	95	94	95	94
For me, it is very important to get a quick overview of important topics.	90	88	92	85	90	91	92	93
I attach great importance to being thoroughly informed in order to better understand backgrounds and contexts.	83	86	80	86	82	85	80	84
Protecting my personal data on the internet is extremely important to me - I'm careful about that.	83	82	84	80	83	81	84	87
I prefer short, concise information that summarises the most important things.	81	78	84	79	80	82	82	82
Media help me to form my opinion on important topics.	76	75	76	74	76	80	75	74
On social networks, I mainly want to exchange information with my friends - I get my information elsewhere.	62	60	64	70	68	65	57	47

Basis: 1,202 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Communication expectations

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

Response category: „Applies completely / Somewhat applies“

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<13,367 SEK)	Medium 60-140% (13,367-31,190 SEK)	High >140% (>31,190 SEK)
It is important for me to have trustworthy sources of information.	96	94	97	97	97	95	99
I find it important to learn about a Topic from different sources of information.	94	88	94	95	90	93	97
For me, it is very important to get a quick overview of important topics.	90	88	90	91	89	90	91
I attach great importance to being thoroughly informed in order to better understand backgrounds and contexts.	83	69	83	89	76	83	89
Protecting my personal data on the internet is extremely important to me - I'm careful about that.	83	84	85	80	85	83	79
I prefer short, concise information that summarises the most important things.	81	81	83	79	77	82	80
Media help me to form my opinion on important topics.	76	68	76	78	70	75	80
On social networks, I mainly want to exchange information with my friends - I get my information elsewhere.	62	55	63	64	65	59	67

Basis: 1,202 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Communication expectations





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

Response category: "Applies completely"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
It is important for me to have trustworthy sources of information.	70	72	85	75	77	60	69	76	73	36	70
I find it important to learn about a Topic from different sources of information.	48	52	54	48	52	42	42	45	44	35	56
Protecting my personal data on the internet is extremely important to me - I'm careful about that.	39	52	39	37	35	41	40	51	40	25	28
For me, it is very important to get a quick overview of important topics.	38	49	42	43	47	37	28	36	36	18	43
I attach great importance to being thoroughly informed in order to better understand backgrounds and contexts.	35	44	43	37	37	37	30	32	26	18	34
I prefer short, concise information that summarises the most important things.	33	38	26	38	23	38	29	34	45	26	36
Media help me to form my opinion on important topics.	22	25	22	26	26	21	18	22	13	13	26
On social networks, I mainly want to exchange information with my friends - I get my information elsewhere.	22	17	26	33	20	24	19	23	12	18	26

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Communication expectations

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

Response category: "Applies completely"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
It is important for me to have trustworthy sources of information.	70	68	72	63	72	72	74	69
I find it important to learn about a Topic from different sources of information.	48	51	43	42	52	53	46	44
Protecting my personal data on the internet is extremely important to me - I'm careful about that.	39	38	40	32	39	36	45	46
For me, it is very important to get a quick overview of important topics.	38	38	39	40	44	38	33	37
I attach great importance to being thoroughly informed in order to better understand backgrounds and contexts.	35	40	29	37	36	38	31	31
I prefer short, concise information that summarises the most important things.	33	30	36	36	36	30	32	32
Media help me to form my opinion on important topics.	22	25	18	25	24	20	19	19
On social networks, I mainly want to exchange information with my friends - I get my information elsewhere.	22	23	22	26	29	22	18	14

Basis: 1,202 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% (<13,367 SEK)	Medium 60-140% (13,367-31,190 SEK)	High >140% (>31,190 SEK)
It is important for me to have trustworthy sources of information.	70	60	69	75	62	68	78
I find it important to learn about a Topic from different sources of information.	48	35	48	51	36	46	57
Protecting my personal data on the internet is extremely important to me - I'm careful about that.	39	41	41	37	40	37	39
For me, it is very important to get a quick overview of important topics.	38	30	40	40	33	38	47
I attach great importance to being thoroughly informed in order to better understand backgrounds and contexts.	35	25	35	39	35	33	40
I prefer short, concise information that summarises the most important things.	33	32	36	32	30	35	32
Media help me to form my opinion on important topics.	22	19	22	21	25	22	19
On social networks, I mainly want to exchange information with my friends - I get my information elsewhere.	22	11	24	24	22	21	26

Basis: 1,202 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented



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