



SINUS Study for the Friedrich-Ebert-Stiftung

# Social-ecological transformation

Country report Türkiye

**FRIEDRICH  
EBERT  
STIFTUNG**

**sinus:**

Heidelberg, September 2023

Teil der INTEGRAL-SINUS-OPINION Gruppe

# Task and objectives

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

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

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Method and sample

# Methodology and sample



## Method

Standardised online survey (CAWI)

Quota sample (gender, age, education and region)

The interviews were conducted in the national language.



## Data collection

Ø Interview duration: 22 minutes

The data collection was carried out by Sociotrend GmbH.



## Target group

Resident population aged from 18 to 69 years



## Sample size

1,201 persons



## Survey period

30.05. - 04.07.2023

## Survey contents

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

# Methodology and sample

## Evaluation of the survey results

- This report presents the survey results for Türkiye. The key findings are presented in graphs and diagrams. For better readability and comprehensibility, the percentages have been rounded to whole numbers.
- The data set was examined for differences in the response behaviour of different population groups and presented in tabular form. The socio-demographic characteristics gender, age, education and net equivalent income were taken into account.
  - Gender: female, male  
(The answer category „non-binary" was taken into account in the survey, but not evaluated due to too small a number of cases).
  - Age groups: 18- to 29-year-olds, 30- to 39-year-olds, 40- to 49-year-olds, 50- to 59-year-olds, 60- to 69-year-olds
  - Education groups: low: "Okul eğitimi veya mesleki eğitim yok (henüz)" or "İlkokul" or "Mesleki Ortaokul mezunu" or "Teknik Ortaokul mezunu" or "Genel Ortaokul mezunu"; medium: "Kalfalık ve Ustalık programları" or "Mesleki Lise Diploması" or "Teknik Lise Diploması" or "Genel Lise Diploması" ; high: "Yükseköğretim / Üniversite eğitimi"
  - Net equivalent income\*: low: less than 60% of median income; medium: 60% to 140% of median income; high: more than 140% of the median income

\* Net equivalent income is net income weighted according to the number and age of persons living in the household. To calculate the net equivalent income, the household net income is divided by the number of persons weighted according to the OECD scale. This results in a means-weighted per capita net income. The calculated equivalised income was divided into three groups (below 60%, 60%-140%, above 140% of median income) using the median values available from Eurostat (2021). In Türkiye there was the special case that the median value of 2021 available at Eurostat could not be used due to the particularly high inflation in Türkiye. Therefore, the median of the sample was used here to divide into the three groups.

# Methodology and sample

## Evaluation of the survey results

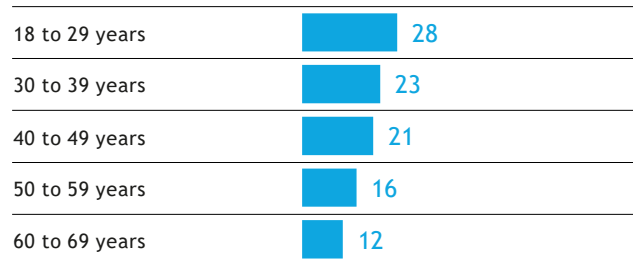
- In addition to the differentiation according to socio-demographic characteristics, the data was analysed according to the milieu affiliation of the respondents. By evaluating the findings according to the Sinus-Meta-Milieus, the socio-demographic analysis is supplemented by lifestyle and value components.
- 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

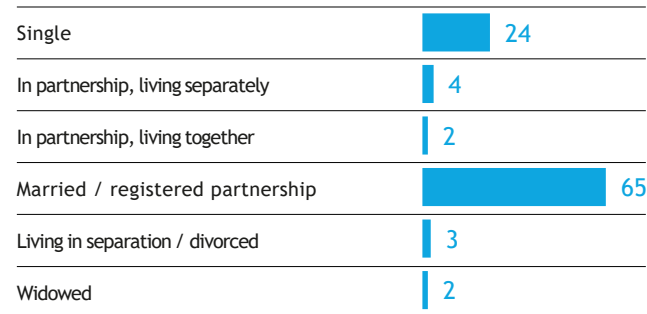
## Gender



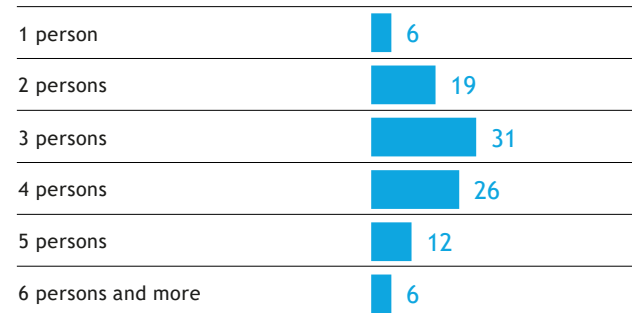
## Age ø 39.9 years



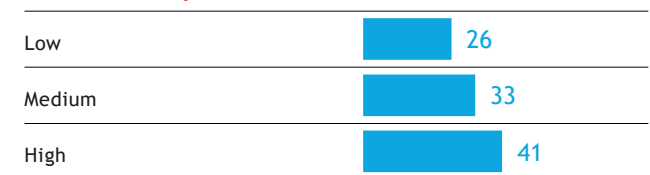
## Marital status



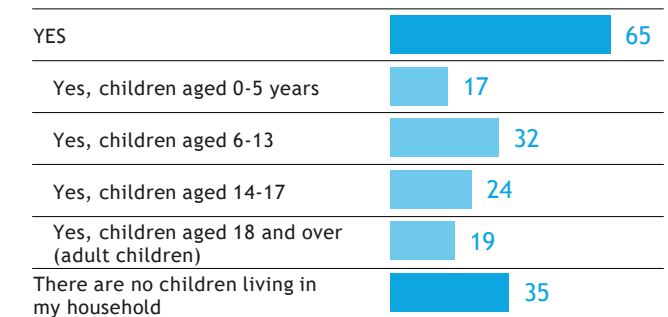
## Persons in the household



## Educational qualification



## Children in the household

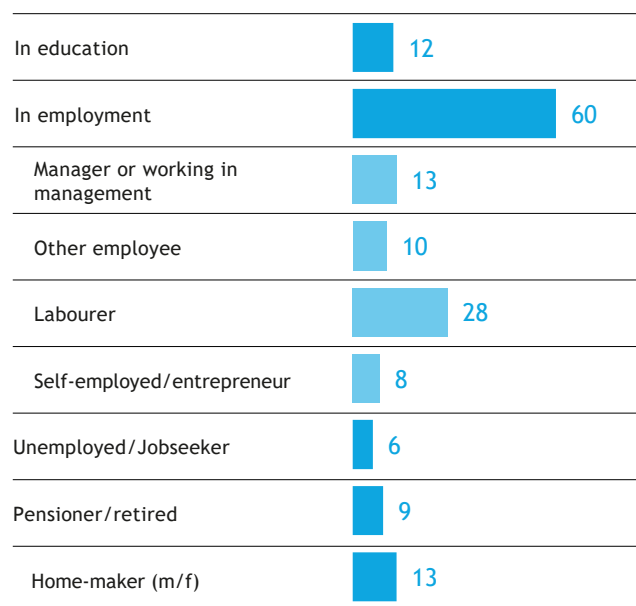


Basis: 1,201 cases, total sample; figures in %.

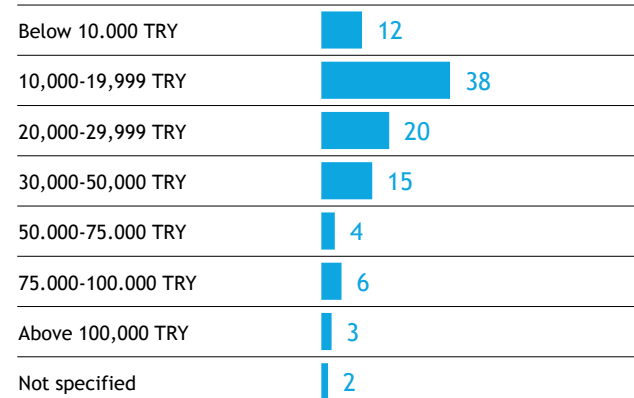


# Demographic structure of the sample

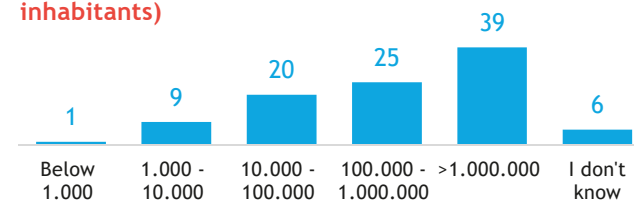
## Occupational status



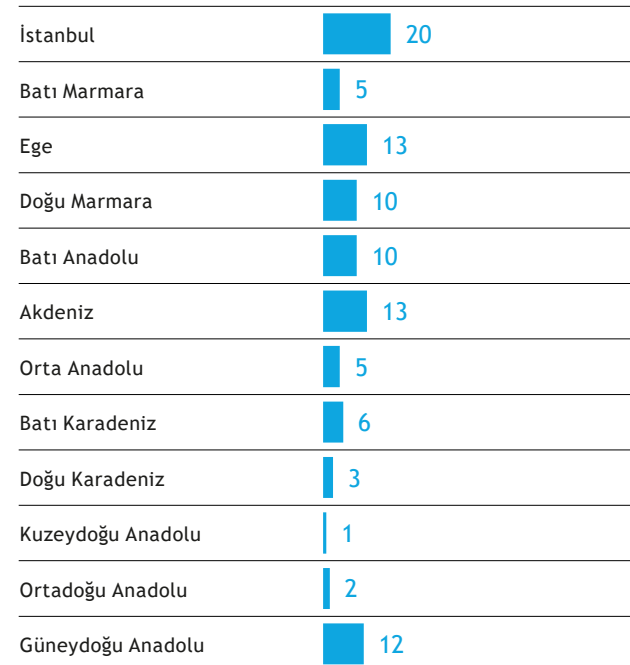
## Net household income



## Size of residency (number of inhabitants)



## Region



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

# The Sinus-Meta-Milieus® in Türkiye

18 - 69 year olds

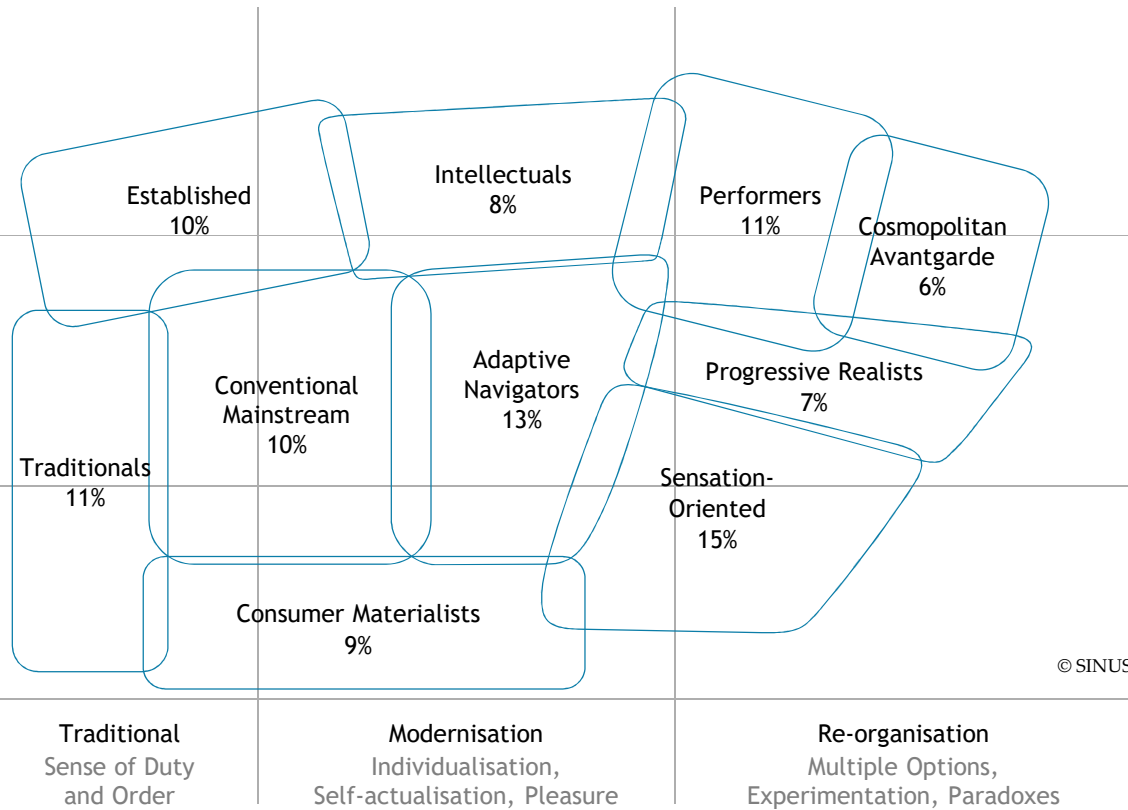
Social status ↓



Higher

Middle

Lower



Basic Values →

Traditional  
Sense of Duty  
and Order

Modernisation  
Individualisation,  
Self-actualisation, Pleasure

Re-organisation  
Multiple Options,  
Experimentation, Paradoxes

# The Sinus-Meta-Milieus<sup>®</sup>

## Short summary

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



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Problem awareness

# Main findings

## Problem awareness

### Importance of environmental, nature and climate protection

- Inflation and decreasing purchasing power is the most frequently mentioned of the five most important topics for Politicians (55%). Migration and integration of immigrants is mentioned second most often (43%). This is followed by the topics of economic development and competitiveness (37%), education, schools and universities (36%), more social justice (34%) and rule of law and fighting corruption (34%). The area of environmental, nature and climate protection is ranked among the five most important topics by 29% of the respondents.

### Relevance of environmental policy fields of action

- Among the five biggest challenges for the preservation of our livelihoods, respondents most frequently rank climate change or climate-damaging emissions (49%), the development of green spaces (47%) and water pollution or water quality (44%). Increasing traffic and noise are least frequently seen as a priority field for environmental policy action (23%).

### Relevance of climate change as a topic

- A clear majority of the population considers climate change to be a (very) important topic for Türkiye: On a scale from 0 "completely irrelevant" to 10 "absolutely important", 82% of the respondents choose scale points 8 to 10, and a further 11% choose scale points 6 to 7. In contrast, only 2% of the respondents choose scale points 0 to 2. The scale average is 8.6.

# Main findings

## Problem awareness

### Attitudes towards climate change

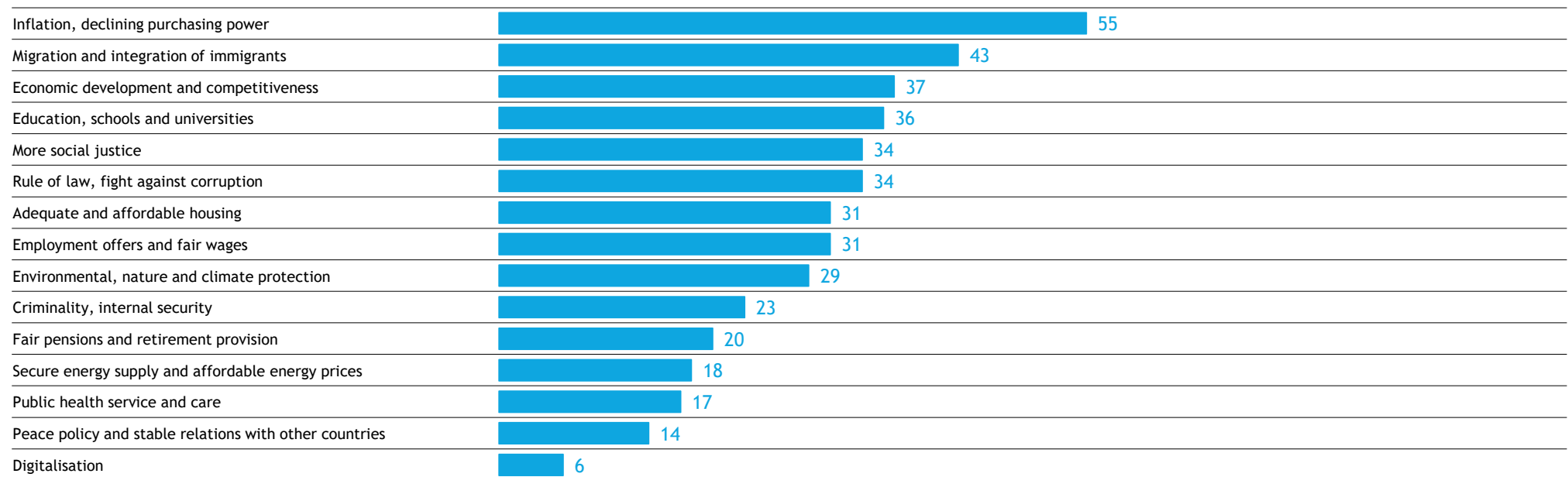
- 96% of respondents believe that the destruction of nature endangers people and their livelihoods. At the same time, 93% say they are afraid of the consequences of climate change.
- Yet, 39% think that many things are exaggerated when it comes to the consequences of climate change. 62% believe that the focus should be on adaptation to the consequences of climate change rather than the mitigation of its root causes.
- When asked if there are more important problems in Türkiye than climate change, 77% agree.

### Consequences of climate change

- The increase in extreme weather events scares the population the most: 49% of respondents rank the increase in extreme weather events among the five consequences of climate change that scare them the most. With 44% each, economic damage and falling yields in agriculture rank second and third. The fourth most frequently mentioned effect is the lack of water in everyday life (43%), closely followed by the extinction of species in the animal and plant world (42%). Fewer respondents are afraid of military conflicts over raw materials and water (26%).

# Importance of environmental, nature and climate protection

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



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





# Importance of environmental, nature and climate protection

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Inflation, declining purchasing power	55	71	66	53	37	50	64	61	64	40	46
Migration and integration of immigrants	43	45	52	48	31	39	54	42	45	36	40
Economic development and competitiveness	37	40	29	38	27	49	34	36	29	37	35
Education, schools and universities	36	44	43	35	24	33	42	41	43	24	39
More social justice	34	27	46	38	18	25	42	40	48	25	27
Rule of law, fight against corruption	34	31	54	33	18	34	58	33	35	19	35
Adequate and affordable housing	31	51	29	34	29	26	28	40	26	20	39
Employment offers and fair wages	31	30	28	29	21	25	29	43	35	37	24
Environmental, nature and climate protection	29	33	28	30	41	32	18	27	24	33	30
Criminality, internal security	23	20	23	20	25	25	22	20	29	20	26
Fair pensions and retirement provision	20	18	20	25	17	18	25	15	18	25	16
Secure energy supply and affordable energy prices	18	20	9	17	14	18	8	21	7	32	25
Public health service and care	17	10	15	22	19	20	12	12	19	23	17
Peace policy and stable relations with other countries	14	6	14	18	22	16	11	6	8	25	13
Digitalisation	6	4	2	9	10	11	2	4	4	11	4

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

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

 strongly overrepresented  
 overrepresented  
 strongly underrepresented  
 underrepresented



# Importance of environmental, nature and climate protection

Which of the following topics do you think are the most important for Politicians in Türkiye 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
Inflation, declining purchasing power	55	55	55	54	56	56	54	54
Migration and integration of immigrants	43	42	44	44	39	47	44	42
Economic development and competitiveness	37	36	38	41	38	33	35	32
Education, schools and universities	36	32	41	47	36	40	23	24
More social justice	34	30	37	30	35	38	28	38
Rule of law, fight against corruption	34	39	30	33	30	36	35	43
Adequate and affordable housing	31	29	34	30	34	33	27	31
Employment offers and fair wages	31	29	33	36	34	28	25	25
Environmental, nature and climate protection	29	29	30	24	31	27	41	27
Criminality, internal security	23	22	23	24	20	26	22	19
Fair pensions and retirement provision	20	20	20	16	17	22	24	26
Secure energy supply and affordable energy prices	18	19	17	11	19	21	22	22
Public health service and care	17	18	17	18	17	18	16	18
Peace policy and stable relations with other countries	14	16	12	14	12	12	15	22
Digitalisation	6	8	5	9	4	6	6	5

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Importance of environmental, nature and climate protection

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

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<5,870 TRY)	Medium 60-140% (5,870-13,696 TRY)	High >140% (>13,696 TRY)
Inflation, declining purchasing power	55	44	71	70	65	61	43
Migration and integration of immigrants	43	32	52	62	44	48	37
Economic development and competitiveness	37	36	40	34	42	39	32
Education, schools and universities	36	27	51	46	40	42	27
More social justice	34	29	38	40	37	35	30
Rule of law, fight against corruption	34	23	42	57	31	39	32
Adequate and affordable housing	31	31	36	29	43	30	26
Employment offers and fair wages	31	30	34	30	34	29	31
environmental, nature and climate protection	29	34	20	27	23	30	32
Criminality, internal security	23	21	25	25	20	22	24
Fair pensions and retirement provision	20	22	18	16	20	16	24
Secure energy supply and affordable energy prices	18	24	12	8	12	17	21
Public health service and care	17	21	11	14	17	16	20
Peace policy and stable relations with other countries	14	17	8	12	11	9	22
Digitalisation	6	8	4	2	4	6	9

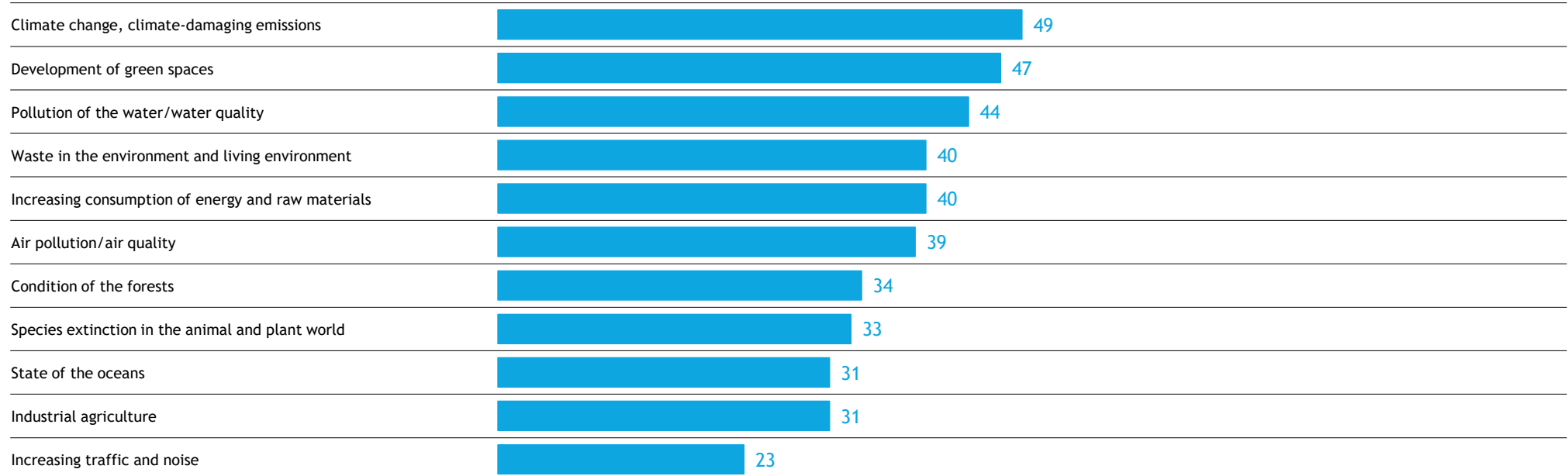
Basis: 1,201 cases, total sample; figures in %.

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

# Relevance of environmental policy fields of action

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Climate change, climate-damaging emissions	49	54	51	50	31	44	48	56	56	47	50
Development of green spaces	47	50	58	40	37	44	63	49	45	38	57
Pollution of the water/water quality	44	52	43	46	41	46	36	44	53	36	38
Waste in the environment and living environment	40	49	30	50	31	39	48	38	36	38	34
Increasing consumption of energy and raw materials	40	39	44	35	30	47	42	47	34	42	38
Air pollution/air quality	39	40	43	37	44	45	35	36	39	38	26
Condition of the forests	34	30	38	38	31	27	42	35	28	35	44
Species extinction in the animal and plant world	33	33	36	28	24	33	35	34	41	34	26
State of the oceans	31	31	31	40	28	24	28	35	37	28	33
Industrial agriculture	31	34	37	26	20	30	34	33	29	34	31
Increasing traffic and noise	23	19	20	28	21	26	17	18	24	28	22

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

EST = Established  
INT = Intellectuals  
PER = Performers  
COS = Cosmopolitan Avantgarde  
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CMS = Conventional Mainstream  
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strongly overrepresented  
overrepresented  
strongly underrepresented  
underrepresented

# Relevance of environmental policy fields of action

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Climate change, climate-damaging emissions	49	46	52	42	49	55	54	51
Development of green spaces	47	47	47	46	48	50	42	52
Pollution of the water/water quality	44	44	43	46	40	43	55	29
Waste in the environment and living environment	40	40	41	35	42	46	40	40
Increasing consumption of energy and raw materials	40	41	40	39	37	44	42	43
Air pollution/air quality	39	37	40	43	39	35	36	36
Condition of the forests	34	36	32	34	31	36	32	43
Species extinction in the animal and plant world	33	31	34	34	31	31	37	30
State of the oceans	31	31	32	28	34	29	31	36
Industrial agriculture	31	32	30	29	31	33	31	35
Increasing traffic and noise	23	24	22	26	22	22	18	23

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

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

In your opinion, which of the following topics are among the greatest challenges for the conservation of our livelihoods?  
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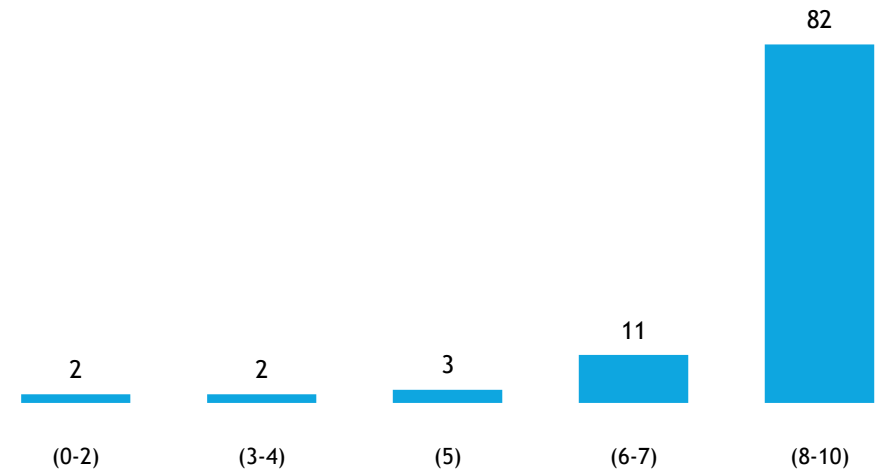
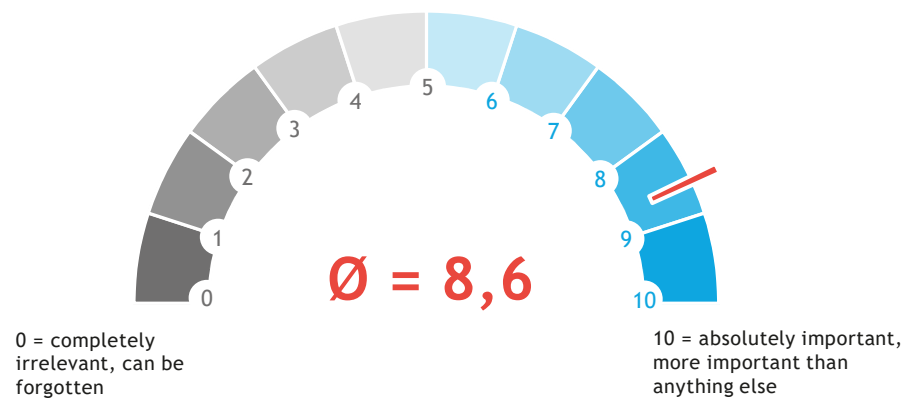
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		Low	Medium	High	Low <60% (<5,870 TRY)	Medium 60-140% (5,870-13,696 TRY)	High >140% (>13,696 TRY)
Climate change, climate-damaging emissions	49	47	51	54	50	52	44
Development of green spaces	47	43	54	52	49	54	41
Pollution of the water/water quality	44	41	50	46	47	42	44
Waste in the environment and living environment	40	37	43	47	36	43	39
Increasing consumption of energy and raw materials	40	37	41	49	41	42	38
Air pollution/air quality	39	37	41	41	37	42	36
Condition of the forests	34	34	34	37	40	30	37
Species extinction in the animal and plant world	33	34	32	29	36	32	32
State of the oceans	31	31	30	31	25	32	32
Industrial agriculture	31	28	31	40	32	30	31
Increasing traffic and noise	23	24	21	19	26	21	23

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Relevance of climate change as a topic

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



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





# Relevance of climate change as a topic

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
10=Absolutely important, more important than anything else	41	43	58	48	32	45	32	48	39	33	40
9	22	19	12	25	22	29	22	17	19	25	19
8	19	16	16	11	12	13	29	20	18	25	26
7	7	12	5	5	11	7	6	6	8	7	7
6	4	5	2	4	10	3	6	3	5	3	2
5	3	3	2	3	5	2	2	3	5	1	2
4	1	1	-	2	1	-	-	-	1	2	1
3	1	1	3	-	1	-	-	1	-	-	2
2	1	-	1	2	-	-	-	1	-	1	-
1	-	-	-	-	-	-	-	-	1	1	-
0=Totally irrelevant, can be forgotten	1	-	-	2	7	-	1	1	3	2	-
Average	8,6	8,6	8,9	8,7	7,8	8,9	8,5	8,8	8,3	8,4	8,7

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

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 strongly overrepresented  strongly underrepresented  
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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	41	36	47	33	42	47	51	39
9	22	23	20	21	21	20	21	27
8	19	20	17	23	16	12	18	28
7	7	8	7	8	10	7	5	3
6	4	6	3	6	2	8	2	0
5	3	3	2	2	5	4	1	-
4	1	1	1	2	1	0	0	-
3	1	1	1	1	2	-	0	1
2	1	1	0	1	1	0	0	-
1	-	0	0	-	-	1	-	-
0=Totally irrelevant, can be forgotten	1	1	2	4	0	0	0	2
Average	8,6	8,4	8,7	8,1	8,6	8,7	9,0	8,9

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Relevance of climate change as a topic

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

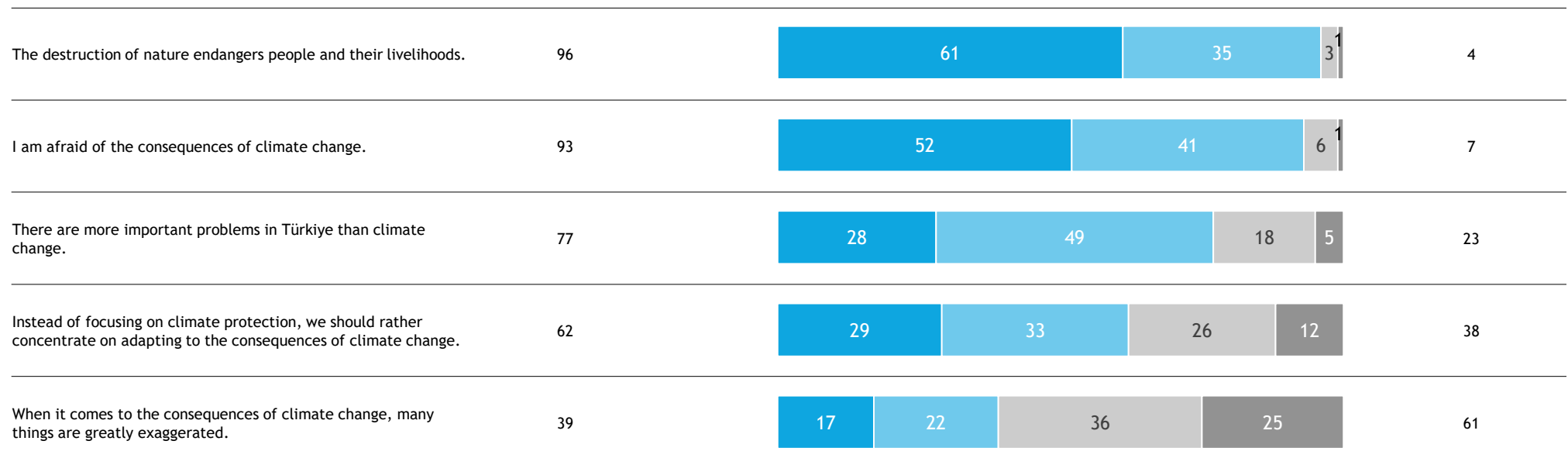
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<5,870 TRY)	Medium 60-140% (5,870-13,696 TRY)	High >140% (>13,696 TRY)
10=Absolutely important, more important than anything else	41	47	37	36	44	46	36
9	22	21	18	24	17	20	27
8	19	18	20	20	17	16	23
7	7	5	9	10	5	8	7
6	4	4	6	4	6	4	4
5	3	2	4	2	3	3	2
4	1	0	2	1	2	0	1
3	1	0	1	2	2	1	0
2	1	1	0	1	2	0	0
1	-	0	0	-	-	0	0
0=Totally irrelevant, can be forgotten	1	2	2	0	2	2	1
Average	8,6	8,7	8,2	8,6	8,4	8,6	8,7

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Attitudes towards climate change

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



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

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

# Attitudes towards climate change





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

Response category: "Fully agree / Somewhat agree"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
The destruction of nature endangers people and their livelihoods.	96	97	100	95	90	96	98	97	98	95	92
I am afraid of the consequences of climate change.	93	91	98	91	92	93	97	92	92	96	88
There are more important problems in Türkiye than climate change.	77	70	75	68	88	73	82	74	87	83	74
Instead of focusing on climate protection, we should rather concentrate on adapting to the consequences of climate change.	62	48	51	66	68	74	48	49	55	85	63
When it comes to the consequences of climate change, many things are greatly exaggerated.	39	26	20	39	54	46	18	26	33	65	48

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

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

 strongly overrepresented  
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 strongly underrepresented  
 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?

Response category: "Fully agree / Somewhat agree"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
The destruction of nature endangers people and their livelihoods.	96	95	97	97	94	93	98	98
I am afraid of the consequences of climate change.	93	93	93	91	92	93	96	97
There are more important problems in Türkiye than climate change.	77	81	73	77	79	72	75	85
Instead of focusing on climate protection, we should rather concentrate on adapting to the consequences of climate change.	62	64	60	58	58	58	71	72
When it comes to the consequences of climate change, many things are greatly exaggerated.	39	40	36	36	35	33	44	52

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Attitudes towards climate change

If you now think about the topic 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% (<5,870 TRY)	Medium 60-140% (5,870-13,696 TRY)	High >140% (>13,696 TRY)
The destruction of nature endangers people and their livelihoods.	96	95	98	96	97	95	97
I am afraid of the consequences of climate change.	93	94	89	97	92	93	94
There are more important problems in Türkiye than climate change.	77	80	77	70	76	75	80
Instead of focusing on climate protection, we should rather concentrate on adapting to the consequences of climate change.	62	74	52	40	63	53	72
When it comes to the consequences of climate change, many things are greatly exaggerated.	39	53	22	15	28	29	54

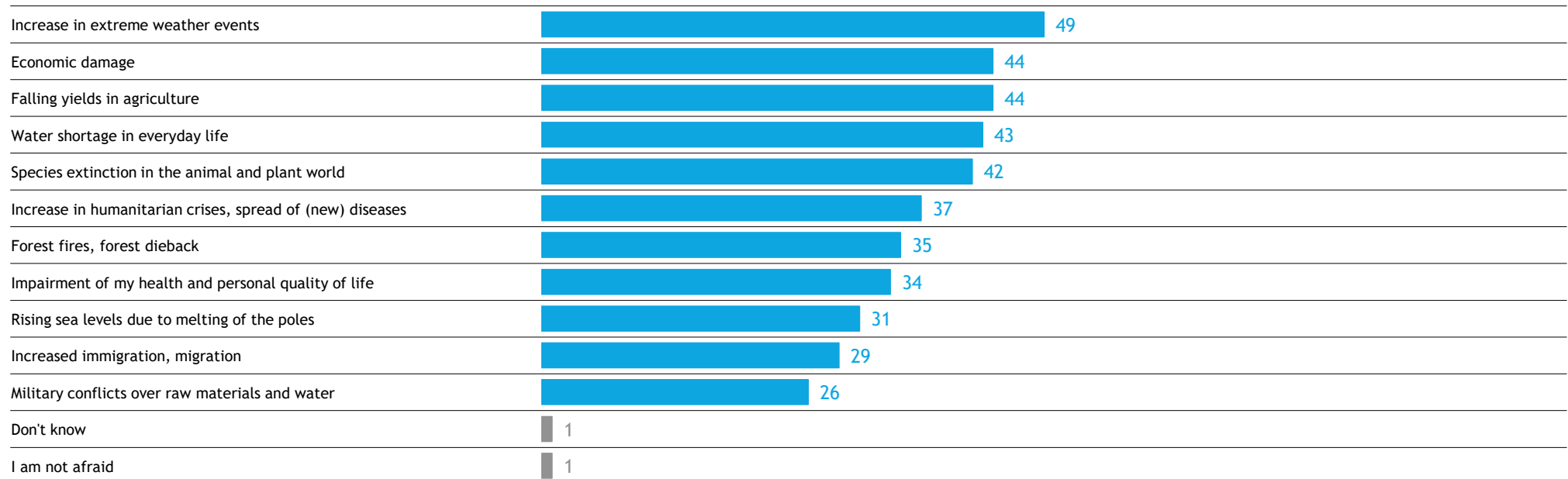
Basis: 1,201 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Consequences of climate change - anxiety scale

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

## Consequences of climate change



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

# Consequences of climate change - anxiety scale

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Increase in extreme weather events	49	54	59	45	36	47	58	59	41	46	46
Economic damage	44	40	43	52	36	49	36	47	45	43	41
Falling yields in agriculture	44	63	51	39	31	37	43	55	48	33	39
Water shortage in everyday life	43	56	50	44	30	40	49	48	46	34	36
Species extinction in the animal and plant world	42	52	52	46	29	30	45	41	51	35	42
Increase in humanitarian crises, spread of (new) diseases	37	42	38	39	31	32	46	27	43	36	41
Forest fires, forest dieback	35	44	38	33	21	33	42	36	43	30	26
Impairment of my health and personal quality of life	34	24	35	37	25	36	33	39	34	36	29
Rising sea levels due to melting of the poles	31	24	30	32	34	32	30	31	30	36	29
Increased immigration, migration	29	22	31	27	24	35	40	23	28	29	31
Military conflicts over raw materials and water	26	22	21	25	27	28	26	23	20	32	35
Don't know	1	-	-	1	-	2	-	-	2	-	-
I am not afraid	1	2	-	1	7	2	-	2	-	1	-

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

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 PRO = Progressive Realists

strongly overrepresented  
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# Consequences of climate change - anxiety scale

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Increase in extreme weather events	49	48	51	47	51	53	50	45
Economic damage	44	44	43	44	45	43	42	43
Falling yields in agriculture	44	42	46	38	44	50	45	42
Water shortage in everyday life	43	40	46	48	45	46	40	30
Species extinction in the animal and plant world	42	42	42	39	46	40	41	43
Increase in humanitarian crises, spread of (new) diseases	37	36	39	38	39	39	32	36
Forest fires, forest dieback	35	37	33	35	36	35	34	35
Impairment of my health and personal quality of life	34	30	37	33	37	35	31	29
Rising sea levels due to melting of the poles	31	32	30	30	32	31	33	30
Increased immigration, migration	29	30	28	30	25	26	35	34
Military conflicts over raw materials and water	26	30	23	30	27	22	29	21
Don't know	1	1	0	0	0	-	1	2
I am not afraid	1	1	1	0	1	5	0	-

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Consequences of climate change - anxiety scale

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

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<5,870 TRY)	Medium 60-140% (5,870-13,696 TRY)	High >140% (>13,696 TRY)
Increase in extreme weather events	49	41	56	68	48	53	46
Economic damage	44	43	49	41	50	45	40
Falling yields in agriculture	44	40	50	49	55	44	36
Water shortage in everyday life	43	35	60	48	48	48	36
Species extinction in the animal and plant world	42	40	40	48	52	41	37
Increase in humanitarian crises, spread of (new) diseases	37	35	36	44	35	38	38
Forest fires, forest dieback	35	35	35	37	40	35	33
Impairment of my health and personal quality of life	34	33	33	37	28	37	33
Rising sea levels due to melting of the poles	31	32	27	33	28	34	30
Increased immigration, migration	29	27	34	28	26	30	30
Military conflicts over raw materials and water	26	26	26	25	23	25	30
Don't know	1	1	-	-	1	1	-
I am not afraid	1	2	0	1	0	2	1

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented



3

## Climate and environmentally-conscious behaviour

# Main findings

## Climate and environmentally-conscious behaviour

### Attitudes towards Climate and environmentally-conscious behaviour

- 97% 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": 58%).
- Furthermore, 97% of respondents would also 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: 51%).
- Furthermore, 93% say they want to change society (highest level of agreement: 43%).

### Barriers to climate and environmentally-conscious behaviour

- 95% of respondents believe that we should be willing to change our lifestyle for the benefit of the environment (highest level of agreement "Fully agree": 52%). However, 75% say that they themselves are only willing to do something to protect the environment if this does not affect their own standard of living (highest level of agreement: 30%).

# Main findings

## Climate and environmentally-conscious behaviour

- 90% would be willing to do more to protect the environment if everyone acted in this way (highest level of agreement: 43%). However, 57% do not believe that they can contribute significantly to environmental protection with their own behaviour (highest level of agreement: 24%). That others should first take the first step before one contributes to climate protection oneself is said by 54% (highest level of agreement: 22%).
- 75% say they are annoyed when others try to tell them how to live (highest level of agreement: 33%). In addition, 66% 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: 28%).
- 74% fear that a fundamental change in our way of living and doing business is associated with high personal costs (highest approval rating: 28%). Furthermore, 73% consider measures to protect the climate and the environment to be socially unjust, as they burden low-income earners in particular (highest level of agreement: 30%). 66% say that they personally lack the financial means to do something for climate protection (highest level of agreement: 24%).
- 67% say that businesses that need a lot of energy for their production cannot implement strict climate protection requirements (highest level of agreement: 24%). Furthermore, 45% say that preserving jobs is more important than protecting the climate and the environment (highest level of agreement: 19%). 43% think that fighting climate change is detrimental to the economy (highest approval rating: 18%).

# Main findings

## Climate and environmentally-conscious behaviour

- 59% think that businesses know best how to implement the necessary change (highest level of agreement: 20%). Furthermore, 71% 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: 25%).
- One in two (49%) find it difficult to shape their own lives in an environmentally and climate-friendly way (highest level of agreement: 18%). Furthermore, 77% say that the Poor infrastructure makes it impossible to do without a car (highest level of agreement: 31%). Around half (48%) say they do not see the point of changing their own behaviour for something that may happen in the future (highest level of agreement: 21%).

## Motivators of climate and environmentally-conscious behaviour

- In the opinion of 96% of respondents, each individual bears responsibility for leaving a liveable environment for future generations (highest level of agreement "Fully agree": 62%). That more environmental protection also means better quality of life and health for everyone is said by 95% (highest level of agreement: 60%). Just as many respondents feel personally responsible for the preservation of nature and the environment (highest level of agreement: 49%). Furthermore, 94% think that environmental protection is a matter of decency and civic duty (highest level of agreement: 62%).
- 95% of respondents think that spending time in nature significantly improves their quality of life (highest level of agreement: 53%). Furthermore, 93% think they would feel strongly connected to nature (highest level of agreement: 48%).

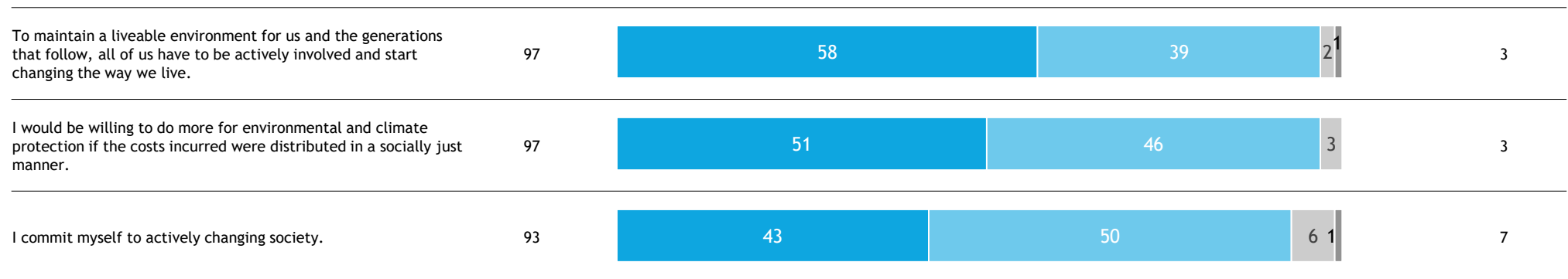
# Main findings

## Climate and environmentally-conscious behaviour

- 94% see the industrialised countries as having a special responsibility for climate protection, as they have been the main cause of climate change (highest level of agreement: 54%). In addition, 92% say they feel better when they buy products that have less impact on the environment and climate (highest level of agreement: 45%).
- 91% believe that our businesses must become more climate-friendly, otherwise there is a threat of economic damage (highest level of agreement: 44%). 94% believe that a consistent policy to protect the environment will have a positive impact on the competitiveness of businesses in the future (highest approval rating: 44%). Furthermore, 88% believe that the switch to environmentally and climate-friendly products and production processes offers great employment opportunities (highest approval rating: 35%).

# Attitudes towards Climate and environmentally-conscious behaviour

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



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

■ Fully agree
 ■ Somewhat agree
 ■ Somewhat disagree
 ■ 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.	97	96	99	95	98	97	97	98	96	96	97
I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially just manner.	97	97	97	94	95	98	98	94	94	98	97
I commit myself to actively changing society.	93	94	94	94	94	96	92	91	81	98	98

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.	58	63	75	75	48	56	56	61	40	48	63
I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially just manner.	51	47	67	62	34	51	48	48	43	51	57
I commit myself to actively changing society.	43	38	51	57	38	40	31	36	29	52	50

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strongly overrepresented  
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# Attitudes towards Climate and environmentally-conscious behaviour

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

## Response category: "Fully agree / Somewhat agree"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
To maintain a liveable environment for us and the generations that follow, all of us have to be actively involved and start changing the way we live.	97	96	98	96	97	96	99	98
I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially just manner.	97	96	97	97	97	93	99	98
I commit myself to actively changing society.	93	93	94	94	94	93	91	96

## 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.	58	56	61	54	66	57	60	55
I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially just manner.	51	48	54	49	51	50	55	51
I commit myself to actively changing society.	43	38	48	43	45	39	50	36

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Attitudes towards Climate and environmentally-conscious behaviour

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

## Response category: "Fully agree / Somewhat agree"

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<5,870 TRY)	Medium 60-140% (5,870-13,696 TRY)	High >140% (>13,696 TRY)
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.	97	97	97	99	98	97	97
I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially just manner.	97	97	96	98	95	97	98
I commit myself to actively changing society.	93	93	92	96	93	93	94

## Response category: "Fully agree"

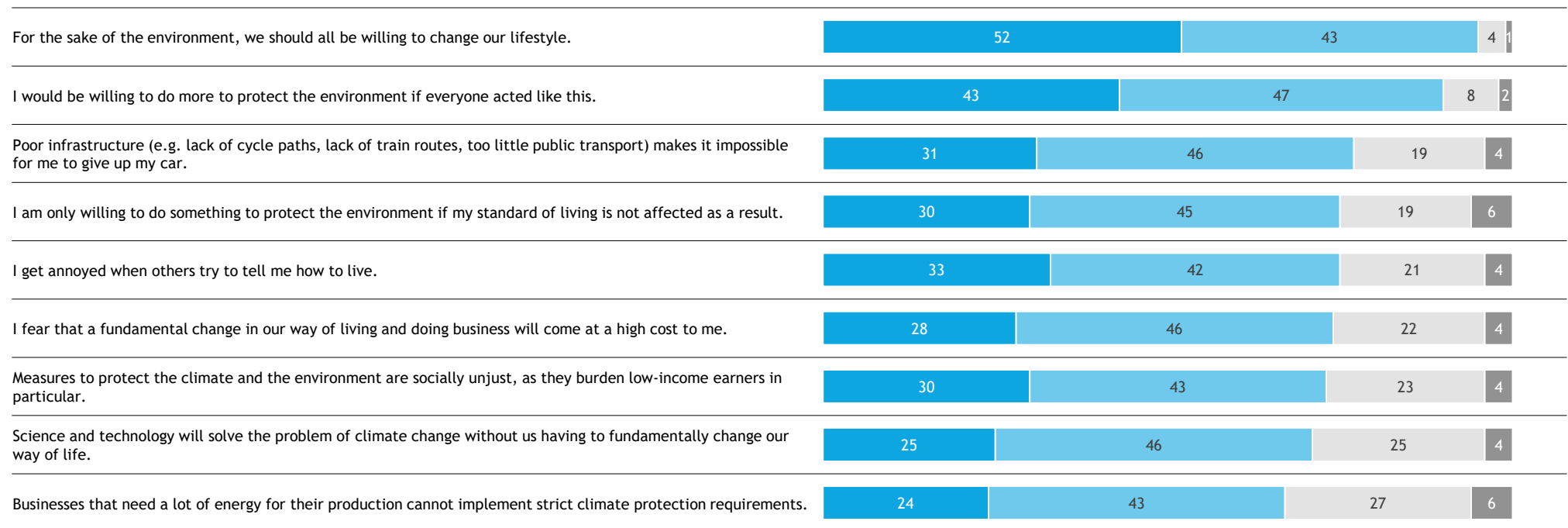
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<5,870 TRY)	Medium 60-140% (5,870-13,696 TRY)	High >140% (>13,696 TRY)
To maintain a liveable environment for us and the generations that follow, all of us have to be actively involved and start changing the way we live.	58	56	58	64	62	60	56
I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially just manner.	51	52	48	51	51	56	46
I commit myself to actively changing society.	43	45	38	41	44	42	43

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Barriers to climate and environmentally-conscious behaviour (1)

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

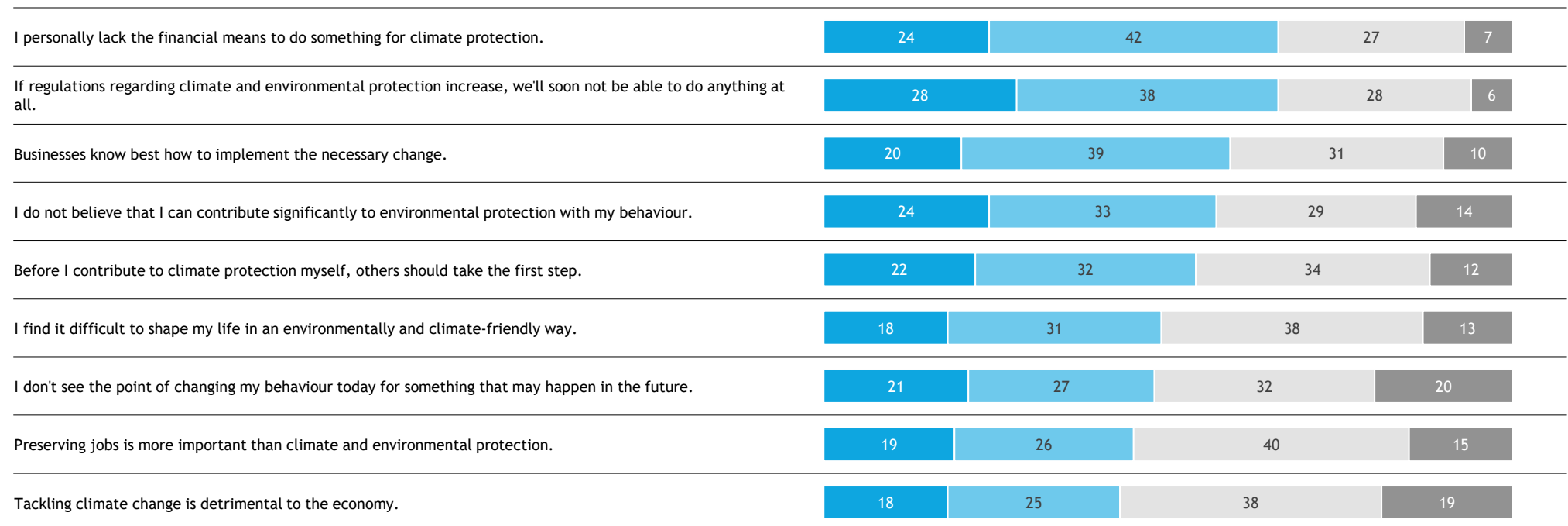


Basis: 1,201 cases, total sample; figures in %.

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

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

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



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

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

# Barriers to climate and environmentally-conscious behaviour (1)





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

Response category: "Fully agree / Somewhat agree"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
For the sake of the environment, we should all be willing to change our lifestyle.	95	96	98	98	85	96	96	94	93	93	97
I would be willing to do more to protect the environment if everyone acted like this.	90	92	89	92	88	96	88	86	84	93	86
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.	77	66	80	78	66	82	73	64	73	92	77
I am only willing to do something to protect the environment if my standard of living is not affected as a result.	75	63	66	76	79	86	62	74	67	92	80
I get annoyed when others try to tell me how to live.	75	69	61	77	72	77	75	66	76	88	77
I fear that a fundamental change in our way of living and doing business will come at a high cost to me.	74	56	67	71	78	77	73	70	70	93	74
Measures to protect the climate and the environment are socially unjust, as they burden low-income earners in particular.	73	55	64	77	77	78	74	63	70	90	68
Science and technology will solve the problem of climate change without us having to fundamentally change our way of life.	71	71	68	73	72	80	56	57	65	88	71
Businesses that need a lot of energy for their production cannot implement strict climate protection requirements.	67	46	57	70	87	76	54	52	63	90	68

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

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





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

Response category: "Fully agree / Somewhat agree"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
I personally lack the financial means to do something for climate protection.	66	48	58	57	70	68	62	68	71	83	63
If regulations regarding climate and environmental protection increase, we'll soon not be able to do anything at all.	66	45	69	62	66	76	66	49	65	88	64
Businesses know best how to implement the necessary change.	59	47	43	66	71	77	45	43	48	80	57
I do not believe that I can contribute significantly to environmental protection with my behaviour.	57	46	40	54	62	63	43	51	54	81	58
Before I contribute to climate protection myself, others should take the first step.	54	31	32	59	70	67	38	43	47	85	53
I find it difficult to shape my life in an environmentally and climate-friendly way.	49	24	41	48	66	58	39	35	51	77	42
I don't see the point of changing my behaviour today for something that may happen in the future.	48	28	38	40	67	60	31	31	40	79	49
Preserving jobs is more important than climate and environmental protection.	45	22	25	42	69	57	25	26	36	85	43
Tackling climate change is detrimental to the economy.	43	19	23	48	61	57	28	14	33	82	43

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

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# Barriers to climate and environmentally-conscious behaviour (1)

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

Response category: "Fully agree / Somewhat agree"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
For the sake of the environment, we should all be willing to change our lifestyle.	95	95	95	92	95	94	97	100
I would be willing to do more to protect the environment if everyone acted like this.	90	90	90	90	91	88	91	91
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.	77	74	79	76	74	72	78	86
I am only willing to do something to protect the environment if my standard of living is not affected as a result.	75	75	76	72	74	74	82	79
I get annoyed when others try to tell me how to live.	75	76	73	75	74	71	74	81
I fear that a fundamental change in our way of living and doing business will come at a high cost to me.	74	74	73	74	71	71	76	81
Measures to protect the climate and the environment are socially unjust, as they burden low-income earners in particular.	73	72	73	76	71	69	74	74
science and technology will solve the problem of climate change without us having to fundamentally change our way of life.	71	72	70	69	72	64	73	83
Businesses that need a lot of energy for their production cannot implement strict climate protection requirements.	67	69	65	61	63	62	78	81

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented



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

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

Response category: "Fully agree / Somewhat agree"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
I personally lack the financial means to do something for climate protection.	66	67	64	69	65	55	69	74
If regulations regarding climate and environmental protection increase, we'll soon not be able to do anything at all.	66	69	63	63	58	66	76	78
Businesses know best how to implement the necessary change.	59	60	58	56	61	53	62	69
I do not believe that I can contribute significantly to environmental protection with my behaviour.	57	60	53	56	53	53	58	69
Before I contribute to climate protection myself, others should take the first step.	54	58	50	53	46	53	61	63
I find it difficult to shape my life in an environmentally and climate-friendly way.	49	50	48	47	46	42	54	67
I don't see the point of changing my behaviour today for something that may happen in the future.	48	50	45	46	42	40	55	62
Preserving jobs is more important than climate and environmental protection.	45	46	43	46	40	35	55	51
Tackling climate change is detrimental to the economy.	43	45	40	39	41	34	51	58

Basis: 1,201 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% (<5,870 TRY)	Medium 60-140% (5,870-13,696 TRY)	High >140% (>13,696 TRY)
For the sake of the environment, we should all be willing to change our lifestyle.	95	94	96	98	94	95	96
I would be willing to do more to protect the environment if everyone acted like this.	90	91	91	88	89	89	92
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.	77	80	72	72	70	74	82
I am only willing to do something to protect the environment if my standard of living is not affected as a result.	75	84	70	58	66	74	81
I get annoyed when others try to tell me how to live.	75	77	78	65	71	72	79
I fear that a fundamental change in our way of living and doing business will come at a high cost to me.	74	79	70	65	74	68	81
Measures to protect the climate and the environment are socially unjust, as they burden low-income earners in particular.	73	76	73	64	72	69	78
Science and technology will solve the problem of climate change without us having to fundamentally change our way of life.	71	78	65	61	62	67	82
Businesses that need a lot of energy for their production cannot implement strict climate protection requirements.	67	76	57	52	55	65	78

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

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

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

Response category: "Fully agree / Somewhat agree"

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<5,870 TRY)	Medium 60-140% (5,870-13,696 TRY)	High >140% (>13,696 TRY)
I personally lack the financial means to do something for climate protection.	66	75	62	44	76	56	71
If regulations regarding climate and environmental protection increase, we'll soon not be able to do anything at all.	66	72	60	58	60	63	75
Businesses know best how to implement the necessary change.	59	71	47	42	48	56	70
I do not believe that I can contribute significantly to environmental protection with my behaviour.	57	67	48	37	51	53	65
Before I contribute to climate protection myself, others should take the first step.	54	69	39	27	46	46	67
I find it difficult to shape my life in an environmentally and climate-friendly way.	49	61	37	29	41	42	62
I don't see the point of changing my behaviour today for something that may happen in the future.	48	60	37	22	38	41	59
Preserving jobs is more important than climate and environmental protection.	45	58	32	19	28	38	61
Tackling climate change is detrimental to the economy.	43	57	28	18	25	34	61

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Barriers to climate and environmentally-conscious behaviour (1)





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

Response category: "Fully agree"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
For the sake of the environment, we should all be willing to change our lifestyle.	52	44	76	60	33	50	52	55	50	38	66
I would be willing to do more to protect the environment if everyone acted like this.	43	38	54	56	42	53	36	33	32	40	40
I get annoyed when others try to tell me how to live.	33	28	33	41	21	36	27	29	35	38	32
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.	31	17	34	41	34	40	20	18	28	42	34
I am only willing to do something to protect the environment if my standard of living is not affected as a result.	30	18	29	41	24	43	17	24	20	41	35
Measures to protect the climate and the environment are socially unjust, as they burden low-income earners in particular.	30	16	26	41	29	33	19	24	28	43	28
I fear that a fundamental change in our way of living and doing business will come at a high cost to me.	28	15	32	32	29	37	18	18	25	41	26
If regulations regarding climate and environmental protection increase, we'll soon not be able to do anything at all.	28	12	34	32	30	41	22	19	20	38	33
Science and technology will solve the problem of climate change without us having to fundamentally change our way of life.	25	16	25	29	29	37	9	17	20	36	31

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

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 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	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
I personally lack the financial means to do something for climate protection.	24	8	21	27	28	35	12	26	23	33	18
I do not believe that I can contribute significantly to environmental protection with my behaviour.	24	16	20	30	24	29	14	24	18	30	32
Businesses that need a lot of energy for their production cannot implement strict climate protection requirements.	24	8	19	31	28	31	16	12	23	42	21
Before I contribute to climate protection myself, others should take the first step.	22	8	11	27	26	35	6	14	20	36	24
I don't see the point of changing my behaviour today for something that may happen in the future.	21	9	22	24	31	28	8	12	14	36	19
Businesses know best how to implement the necessary change.	20	8	13	31	26	34	3	16	10	36	14
Preserving jobs is more important than climate and environmental protection.	19	6	9	20	26	31	7	10	15	38	13
Tackling climate change is detrimental to the economy.	18	6	10	27	31	27	3	6	10	32	17
I find it difficult to shape my life in an environmentally and climate-friendly way.	18	6	14	23	31	20	7	12	10	34	25

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

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PRO = Progressive Realists

 strongly overrepresented  
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# Barriers to climate and environmentally-conscious behaviour (1)

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

Response category: "Fully agree"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
For the sake of the environment, we should all be willing to change our lifestyle.	52	50	54	49	54	54	51	51
I would be willing to do more to protect the environment if everyone acted like this.	43	42	43	41	45	37	52	38
I get annoyed when others try to tell me how to live.	33	34	31	29	36	33	34	32
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.	31	33	30	28	33	29	35	36
I am only willing to do something to protect the environment if my standard of living is not affected as a result.	30	30	30	22	29	31	43	34
Measures to protect the climate and the environment are socially unjust, as they burden low-income earners in particular.	30	30	29	28	28	27	36	34
I fear that a fundamental change in our way of living and doing business will come at a high cost to me.	28	28	29	25	26	26	34	35
If regulations regarding climate and environmental protection increase, we'll soon not be able to do anything at all.	28	31	26	24	27	23	36	41
Science and technology will solve the problem of climate change without us having to fundamentally change our way of life.	25	25	26	26	24	22	33	24

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

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

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

Response category: "Fully agree"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
I personally lack the financial means to do something for climate protection.	24	27	21	24	28	17	25	25
I do not believe that I can contribute significantly to environmental protection with my behaviour.	24	26	22	25	24	20	21	32
Businesses that need a lot of energy for their production cannot implement strict climate protection requirements.	24	25	23	21	23	24	29	27
Before I contribute to climate protection myself, others should take the first step.	22	22	22	20	21	19	25	29
I don't see the point of changing my behaviour today for something that may happen in the future.	21	22	19	22	22	14	23	24
Businesses know best how to implement the necessary change.	20	20	21	20	22	13	31	17
Preserving jobs is more important than climate and environmental protection.	19	20	18	18	16	12	29	25
Tackling climate change is detrimental to the economy.	18	19	16	14	19	13	23	24
I find it difficult to shape my life in an environmentally and climate-friendly way.	18	19	18	16	18	18	20	22

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Barriers to climate and environmentally-conscious behaviour (1)

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

Response category: "Fully agree"

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<5,870 TRY)	Medium 60-140% (5,870-13,696 TRY)	High >140% (>13,696 TRY)
For the sake of the environment, we should all be willing to change our lifestyle.	52	50	52	59	60	52	47
I would be willing to do more to protect the environment if everyone acted like this.	43	43	44	39	44	43	40
I get annoyed when others try to tell me how to live.	33	36	35	24	33	29	36
Poor infrastructure (e.g. lack of cycle paths, lack of train routes, too little public transport) makes it impossible for me to give up my car.	31	36	26	24	30	28	37
I am only willing to do something to protect the environment if my standard of living is not affected as a result.	30	37	25	17	27	26	37
Measures to protect the climate and the environment are socially unjust, as they burden low-income earners in particular.	30	34	28	19	25	27	35
I fear that a fundamental change in our way of living and doing business will come at a high cost to me.	28	36	22	16	26	24	34
If regulations regarding climate and environmental protection increase, we'll soon not be able to do anything at all.	28	34	23	20	22	28	34
science and technology will solve the problem of climate change without us having to fundamentally change our way of life.	25	31	21	14	24	24	29

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented



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

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

Response category: "Fully agree"

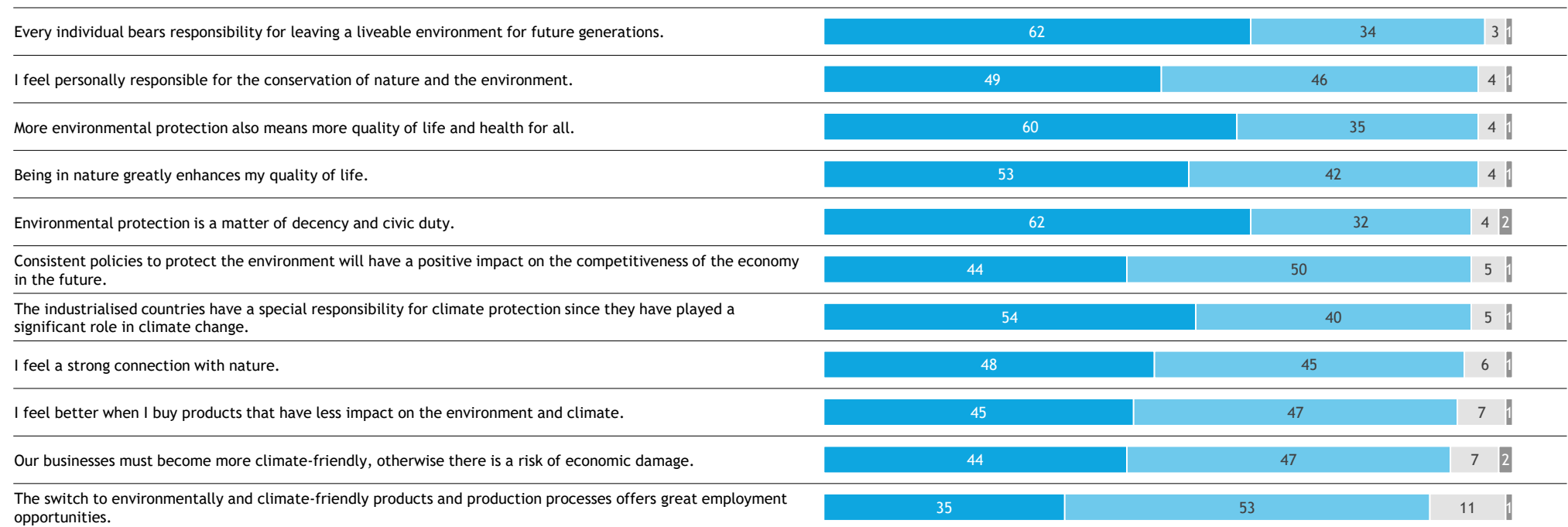
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<5,870 TRY)	Medium 60-140% (5,870-13,696 TRY)	High >140% (>13,696 TRY)
I personally lack the financial means to do something for climate protection.	24	31	20	9	25	21	26
I do not believe that I can contribute significantly to environmental protection with my behaviour.	24	28	22	15	21	25	25
Businesses that need a lot of energy for their production cannot implement strict climate protection requirements.	24	29	21	12	17	21	32
Before I contribute to climate protection myself, others should take the first step.	22	29	16	5	18	19	27
I don't see the point of changing my behaviour today for something that may happen in the future.	21	27	16	10	19	19	25
Businesses know best how to implement the necessary change.	20	28	14	7	14	17	28
Preserving jobs is more important than climate and environmental protection.	19	26	12	6	10	17	25
Tackling climate change is detrimental to the economy.	18	24	12	6	12	15	23
I find it difficult to shape my life in an environmentally and climate-friendly way.	18	26	11	7	15	14	25

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Motivators of climate and environmentally-conscious behaviour

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



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

 Fully agree
  Somewhat agree
  Somewhat disagree
  Completely disagree

# Motivators of climate and environmentally-conscious behaviour





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

Response category: "Fully agree / Somewhat agree"

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

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# Motivators of climate and environmentally-conscious behaviour

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

Response category: "Fully agree / Somewhat agree"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Every individual bears responsibility for leaving a liveable environment for future generations.	96	94	98	96	96	96	98	95
I feel personally responsible for the conservation of nature and the environment.	95	93	97	90	97	97	96	97
More environmental protection also means more quality of life and health for all.	95	93	97	93	97	93	97	96
Being in nature greatly enhances my quality of life.	95	94	95	92	96	96	96	98
environmental protection is a matter of decency and civic duty.	94	94	96	93	95	93	98	97
Consistent policies to protect the environment will have a positive impact on the competitiveness of the economy in the future.	94	93	94	93	94	92	95	96
The industrialised countries have a special responsibility for climate protection since they have played a significant role in climate change.	94	93	94	92	94	90	97	98
I feel a strong connection with nature.	93	91	94	88	94	92	94	100
I feel better when I buy products that have less impact on the environment and climate.	92	90	94	88	89	94	96	96
Our businesses must become more climate-friendly, otherwise there is a risk of economic damage.	91	90	93	90	92	88	94	95
The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.	88	89	87	86	88	84	91	95

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

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# Motivators of climate and environmentally-conscious behaviour

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

Response category: "Fully agree / Somewhat agree"

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<5,870 TRY)	Medium 60-140% (5,870-13,696 TRY)	High >140% (>13,696 TRY)
Every individual bears responsibility for leaving a liveable environment for future generations.	96	95	97	100	98	97	94
I feel personally responsible for the conservation of nature and the environment.	95	94	94	99	94	96	95
More environmental protection also means more quality of life and health for all.	95	95	95	98	96	96	93
Being in nature greatly enhances my quality of life.	95	94	95	98	95	96	95
environmental protection is a matter of decency and civic duty.	94	93	97	98	94	97	94
Consistent policies to protect the environment will have a positive impact on the competitiveness of the economy in the future.	94	94	93	95	93	94	94
The industrialised countries have a special responsibility for climate protection since they have played a significant role in climate change.	94	92	95	96	92	94	94
I feel a strong connection with nature.	93	94	89	95	91	93	94
I feel better when I buy products that have less impact on the environment and climate.	92	92	91	96	91	91	95
Our businesses must become more climate-friendly, otherwise there is a risk of economic damage.	91	92	89	94	86	94	92
The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.	88	89	86	88	81	89	91

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Motivators of climate and environmentally-conscious behaviour

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

Response category: "Fully agree"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
environmental protection is a matter of decency and civic duty.	62	72	80	74	41	62	76	58	60	45	64
Every individual bears responsibility for leaving a liveable environment for future generations.	62	77	77	66	34	60	69	72	53	45	74
More environmental protection also means more quality of life and health for all.	60	62	80	62	44	54	67	65	57	48	62
The industrialised countries have a special responsibility for climate protection since they have played a significant role in climate change.	54	54	65	67	41	56	58	52	45	46	51
Being in nature greatly enhances my quality of life.	53	57	68	69	42	51	47	54	44	39	58
I feel personally responsible for the conservation of nature and the environment.	49	50	66	63	32	50	39	52	41	44	55
I feel a strong connection with nature.	48	51	62	59	46	49	35	42	42	44	49
I feel better when I buy products that have less impact on the environment and climate.	45	46	63	59	36	46	39	35	27	43	53
Consistent policies to protect the environment will have a positive impact on the competitiveness of the economy in the future.	44	31	59	58	25	53	42	44	41	37	45
Our businesses must become more climate-friendly, otherwise there is a risk of economic damage.	44	32	64	56	35	45	38	38	34	44	53
The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.	35	27	42	50	30	38	28	34	25	33	45

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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
environmental protection is a matter of decency and civic duty.	62	60	66	57	67	62	70	62
Every individual bears responsibility for leaving a liveable environment for future generations.	62	58	66	57	70	66	62	56
More environmental protection also means more quality of life and health for all.	60	58	62	55	65	60	62	56
The industrialised countries have a special responsibility for climate protection since they have played a significant role in climate change.	54	54	54	48	51	52	60	67
Being in nature greatly enhances my quality of life.	53	51	54	48	56	54	56	48
I feel personally responsible for the conservation of nature and the environment.	49	47	52	44	53	48	54	50
I feel a strong connection with nature.	48	46	49	41	47	49	54	55
I feel better when I buy products that have less impact on the environment and climate.	45	42	47	38	45	44	52	51
Consistent policies to protect the environment will have a positive impact on the competitiveness of the economy in the future.	44	40	49	39	45	43	52	44
Our businesses must become more climate-friendly, otherwise there is a risk of economic damage.	44	41	46	40	48	42	50	38
The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.	35	33	37	31	37	30	42	38

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Motivators of climate and environmentally-conscious behaviour

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

Response category: "Fully agree"

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<5,870 TRY)	Medium 60-140% (5,870-13,696 TRY)	High >140% (>13,696 TRY)
environmental protection is a matter of decency and civic duty.	62	58	69	72	70	70	54
Every individual bears responsibility for leaving a liveable environment for future generations.	62	54	73	75	68	68	52
More environmental protection also means more quality of life and health for all.	60	57	62	67	66	62	52
The industrialised countries have a special responsibility for climate protection since they have played a significant role in climate change.	54	51	58	58	55	56	51
Being in nature greatly enhances my quality of life.	53	51	54	57	58	53	49
I feel personally responsible for the conservation of nature and the environment.	49	50	49	49	50	48	49
I feel a strong connection with nature.	48	50	40	50	44	51	46
I feel better when I buy products that have less impact on the environment and climate.	45	45	44	47	43	46	44
Consistent policies to protect the environment will have a positive impact on the competitiveness of the economy in the future.	44	45	42	44	46	42	45
Our businesses must become more climate-friendly, otherwise there is a risk of economic damage.	44	44	43	44	38	48	42
The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.	35	38	33	31	31	36	36

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented





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 Türkiye, 95% of respondents answered "Yes, definitely" (58%) or "rather yes" (37%). This contrasts with only 3% who (rather) do not think fundamental change is necessary.

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

- In the opinion of the population, it is above all political parties, businesses and local citizens who should do more to tackle climate change: 67% of respondents say that political parties are doing (far) too little. 65% think that businesses or businesses are doing (far) too little, and 64% see local citizens as having a greater responsibility. 62% want more responsibility from trade unions, 60% think local governments (e.g. municipality/city) should do more, and 58% of respondents say the government is trying (way) too little. 49% think that the European Union is doing (way) too little. On the part of non-governmental organisations, 43% expect them to increase efforts. The scientific community is seen as having the least responsibility (Way too little/too little: 38%).

# 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 (47%). The scientific community comes second (39%), followed by local citizens (35%). Non-governmental organisations are considered influential by 31% and businesses by 30%. They are followed by local governments (27%), the European Union (24%), political parties (19%) and trade unions (10%).

### Attitudes towards policies

- 96% believe that politicians should pay much more attention to a socially just shaping of the change in our economic and life styles (highest level of agreement "Fully agree": 54%). Furthermore, 95% are in favour providing more financial support to people with low incomes if the costs for electricity and heating or mobility increase due to climate protection measures (highest level of agreement: 51%). At the same time, 71% feel uneasy about the idea of a fundamental change in our way of doing business and living, as they know from experience that many people will be worse off afterwards than before (highest level of agreement: 29%).
- 87% agree that low-income, ethnic or other minorities should not be more affected by environmental pollution than other population groups (highest level of agreement: 40%).

# Main findings

## Changing our way of living and doing business

- 96% are in favour support programmes that help businesses to switch to climate-friendly production processes and products (highest approval rating: 50%). 91% think that businesses need clear guidelines from the state in order to become climate-neutral (highest approval rating: 38%). Politicians should exert much more pressure on businesses to achieve climate-friendly production methods, say 85% (highest approval rating: 38%). Furthermore, 60% believe that Politicians follow the guidelines of industry and businesses too closely (highest approval rating: 22%).
- 95% support a more consistent switch to renewable energy (highest approval rating: 50%). The statement "It annoys me that climate policy is controlled by the EU, because this does not sufficiently take into account the special features of Türkiye" is agreed with by 75% (highest level of agreement: 34%).
- 92% 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: 48%). However, 83% say that there are already enough guidelines for a fundamental change in our way of living and doing business - if these were also implemented, we would be on the right track (highest approval rating: 34%).
- 85% believe that structural change measures should be enforced even if jobs are lost as a result (highest level of agreement: 33%). 90%, meanwhile, say that jobs affected by structural change should be preserved as long as possible if there are no suitable alternatives (highest level of agreement: 33%).

# Main findings

## Changing our way of living and doing business

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

- **Mobility**: 95% of respondents support the promotion of electric vehicles (highest approval level "I fully support": 53%). More charging stations for electric or hybrid vehicles are supported by 94% (highest approval rating: 52%). 93% are in favour reducing the price of public transport (highest level of agreement: 52%). 90% are in favour expanding the transport network and the frequency of local public transport (highest approval rating: 50%). 73% approve of a Carbon tax on airline tickets (highest approval rating: 32%) and 70% approve of the introduction of a car toll (so that someone who drives a lot also has to pay more) (highest approval rating: 32%).
- **Energy**: 96% of respondents support the construction of more wind turbines (highest approval rating: 56%). The same number of respondents (96%) are in favour mandatory solar for public buildings and new private buildings (highest approval rating: 54%), and 92% are in favour cooperative membership (highest approval rating: 40%).
- **Technology/innovations/businesses**: 95% of respondents are in favour more support for the development of climate-friendly products and technologies (highest level of agreement: 55%). Just as many respondents (95%) are in favour labelling climate-friendly products (highest approval rating: 52%). Reducing subsidies that are harmful to the climate is supported by 91% (highest approval rating: 42%) and making products that are harmful to the climate more expensive by 86% (highest approval rating: 42%).

# Main findings

## Changing our way of living and doing business

- **Education**: 96% support an improvement of school education in the field of environmental and climate protection (highest level of support: 58%). 92% support training or further education (or retraining opportunities) for employees who work in jobs that will no longer be needed in the future (highest level of support: 48%).
- **Housing**: 95% support state subsidies for private households if they use renewable energy (highest approval rating: 51%). Financial support for cost-efficient heating and thermal systems (e.g. heat pumps) is also supported by 95% (highest approval rating: 47%). 94% approve of government support for the renovation of buildings for thermal insulation (highest approval rating: 57%), and 93% approve of legal regulations for the energy efficiency of electrical household appliances (highest approval rating: 50%).

## Attitudes towards the energy and heat transition

- 96% of respondents agree that workers affected by the switch of electricity and heat supply to renewable energy (e.g. job loss) should be supported in retraining for alternative jobs (highest level of agreement "Fully agree": 52%). The same number of respondents (96%) think that the affected workers should be supported financially (compensation, severance payments, etc.) (highest level of agreement: 50%).

# Main findings

## Changing our way of living and doing business

- 96% of respondents think that private households that want to use renewable energy (e.g. solar electricity, solar heating or heat pump) should be financially supported (highest level of agreement: 55%). In addition, 95% agree that the development of energy communities should be supported by the government (highest level of agreement: 49%).
- According to 94% of the respondents, regions and municipalities affected by the conversion of electricity and heat supply to renewable energy (e.g. coal mining, natural gas, oil regions) should receive financial support (highest level of agreement: 45%). Furthermore, 90% think that new industries should be actively established in the affected regions and municipalities (highest level of agreement: 44%).
- 94% of respondents believe that citizens should participate in public and political life (e.g. citizens' forums, planning advisory boards) in order to help shape the community (highest level of agreement: 43%).
- 90% of respondents can imagine taking an active part in shaping their community's energy supply, with 37% saying they could "definitely" imagine doing so. Asked whether they could imagine generating their own energy, 10% say they already do, 67% say they can "definitely" imagine it and 20% say they can "rather" imagine it.

# Main findings

## Changing our way of living and doing business

- 67% would "approve" of the construction of a solar park in their community if the profits generated by it benefited the community. Another 31% would accept it, only 2% would oppose it. The construction of a wind park in their community would be "approved" by 63% (if the profits generated by it benefit the community). Another 34% would accept it, 3% would oppose it.
- To fight climate change, it is necessary to heat differently in the coming years. 57% of respondents think this should be done through more public subsidies for climate-neutral technologies and the replacement of heating. On the other hand, 14% support bans and 15% higher prices for oil, gas and coal. The remaining 14% of respondents are not in favour any of the options mentioned.
- When asked whether renewable energy has become more important since the outbreak of the Russia-Ukraine conflict, 49% answer "yes, renewable energy has become more important" Another 42% answer with "rather yes" In contrast, 6% answered with "rather no" and 3% with "no, renewable energy has not become more important"

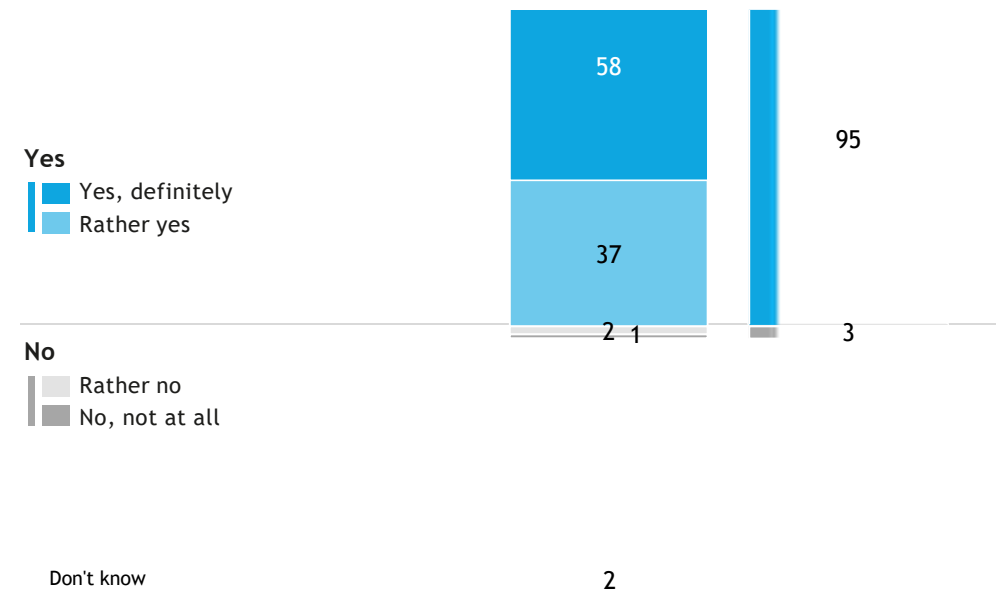


# Assessing the need for change

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



Basis: 1,201 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 Türkiye?

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
<b>YES</b>	<b>95</b>	92	96	93	94	98	99	90	96	93	99
Yes, definitely	58	42	76	66	37	64	70	64	70	32	66
Rather yes	37	50	20	28	57	34	29	26	26	61	32
<b>NO</b>	<b>3</b>	5	1	3	5	-	1	5	1	7	0
Rather no	2	4	1	2	4	-	1	3	1	5	0
No, not at all	1	1	-	1	2	-	0	1	-	2	-
Don't know	2	3	3	4	0	2	-	5	3	0	1

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

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

 strongly overrepresented  
 overrepresented  
 strongly underrepresented  
 underrepresented

# Assessing the need for change

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
<b>YES</b>	<b>95</b>	95	94	95	94	96	93	96
Yes, definitely	58	55	61	64	53	58	60	52
Rather yes	37	40	34	31	41	38	33	44
<b>NO</b>	<b>3</b>	3	2	3	2	2	4	2
Rather no	2	3	1	2	2	2	3	2
No, not at all	1	0	1	1	0	0	1	-
Don't know	2	1	3	2	3	2	3	2

Basis: 1,201 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 Türkiye?

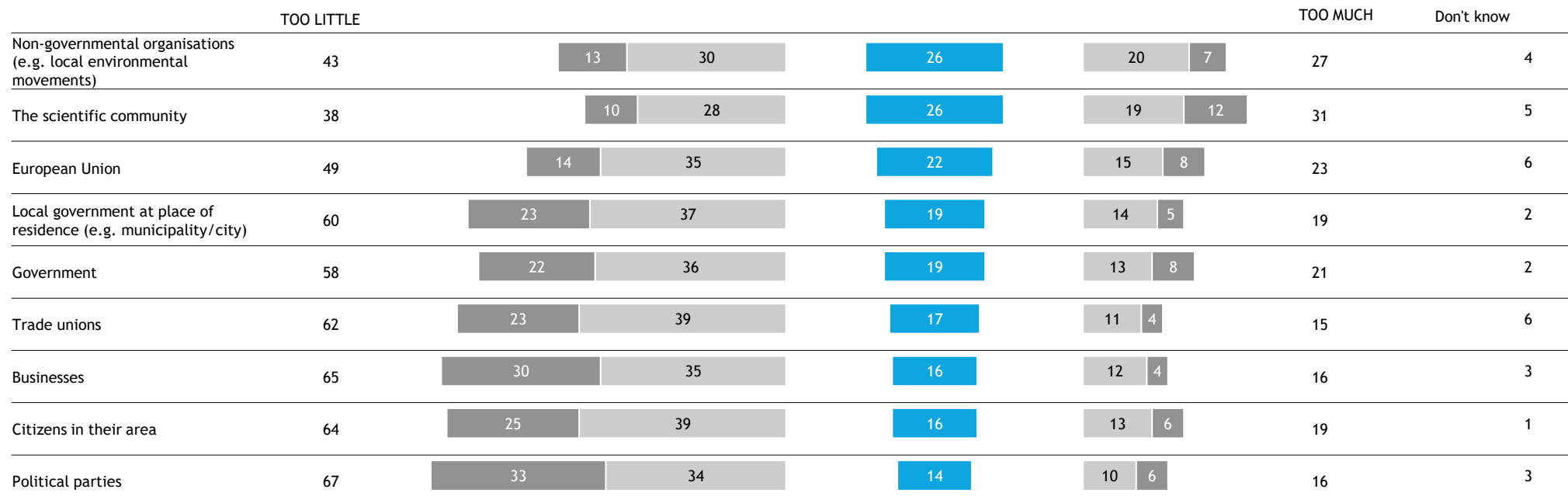
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<5,870 TRY)	Medium 60-140% (5,870-13,696 TRY)	High >140% (>13,696 TRY)
<b>YES</b>	<b>95</b>	93	97	97	95	94	96
Yes, definitely	58	50	69	70	70	64	45
Rather yes	37	44	28	26	25	31	50
<b>NO</b>	<b>3</b>	4	2	2	2	3	3
Rather no	2	3	1	2	1	2	3
No, not at all	1	1	0	-	1	1	-
Don't know	2	3	1	2	3	3	2

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Attribution of responsibility

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



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

Way too little  
Too little

Exactly the right amount

Way too much  
Too much





# Attribution of responsibility (1)

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
<b>Businesses</b>											
Way too much/too much	16	10	6	21	25	29	2	8	8	31	9
Just right	16	15	7	12	23	14	9	13	8	28	25
Too little/way too little	65	71	86	64	52	53	86	76	74	39	60
<b>Local government at place of residence (e.g. municipality/city)</b>											
Way too much/too much	20	17	6	20	22	28	12	11	10	36	22
Just right	19	14	16	21	28	16	9	20	16	28	26
Too little/way too little	60	68	78	59	48	53	79	66	70	35	52
<b>European Union</b>											
Way too much/too much	23	15	16	27	39	30	14	11	14	33	25
Just right	22	20	20	22	18	21	19	20	17	28	31
Too little/way too little	49	56	58	46	43	40	64	59	52	36	38

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 strongly overrepresented  
 overrepresented  
 strongly underrepresented  
 underrepresented

# Attribution of responsibility (2)

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
<b>Government</b>											
Way too much/too much	21	25	8	25	27	30	6	14	12	35	17
Just right	19	22	8	15	26	18	9	24	19	23	24
Too little/way too little	58	49	82	59	46	48	84	61	64	40	56
<b>Citizens in their area</b>											
Way too much/too much	19	16	10	17	26	26	10	12	7	36	17
Just right	16	10	9	14	18	21	6	12	13	23	32
Too little/way too little	64	69	81	66	55	50	82	75	78	41	50
<b>Trade unions</b>											
Way too much/too much	15	7	6	18	19	23	9	6	7	34	14
Just right	17	17	13	16	22	24	4	11	9	29	22
Too little/way too little	62	70	77	64	57	46	83	75	68	35	54

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

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strongly overrepresented  
overrepresented  
strongly underrepresented  
underrepresented

# Attribution of responsibility (3)

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
<b>Political parties</b>											
Way too much/too much	16	8	5	14	27	26	5	7	11	33	16
Just right	14	10	8	16	24	17	5	8	10	23	20
Too little/way too little	67	74	85	68	48	50	89	83	70	43	61
<b>Non-governmental organisations (e.g. local environmental movements)</b>											
Way too much/too much	27	26	22	35	27	36	20	14	14	38	30
Just right	26	18	33	24	30	25	29	28	32	23	24
Too little/way too little	43	53	44	40	43	33	50	49	47	34	44
<b>The scientific community</b>											
Way too much/too much	31	33	33	35	30	34	27	20	18	39	31
Just right	26	23	24	31	37	22	27	22	17	33	18
Too little/way too little	38	37	40	30	33	38	43	51	53	26	48

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strongly overrepresented  
overrepresented  
strongly underrepresented  
underrepresented



# Attribution of responsibility (1)

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
<b>Businesses</b>								
Way too much/too much	16	16	17	14	12	13	22	27
Just right	16	18	13	16	17	17	14	12
Too little/way too little	65	64	66	65	67	68	60	61
<b>Local government at place of residence (e.g. municipality/city)</b>								
Way too much/too much	20	18	21	15	17	17	24	34
Just right	19	21	18	21	21	21	14	16
Too little/way too little	60	60	59	63	60	61	59	50
<b>European Union</b>								
Way too much/too much	23	24	21	23	23	16	26	26
Just right	22	22	21	26	21	19	17	23
Too little/way too little	49	50	48	41	48	56	55	47

strongly overrepresented
  strongly underrepresented  
 overrepresented
  underrepresented

Basis: 1,201 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
<b>Government</b>								
Way too much/too much	21	22	19	19	20	20	25	24
Just right	19	21	17	17	22	19	17	18
Too little/way too little	58	55	61	62	54	59	57	58
<b>Citizens in their area</b>								
Way too much/too much	19	20	18	18	16	15	21	26
Just right	16	15	17	16	20	11	17	13
Too little/way too little	64	64	63	63	60	72	62	60
<b>Trade unions</b>								
Way too much/too much	15	15	16	15	12	12	21	22
Just right	17	17	17	18	19	15	13	22
Too little/way too little	62	65	58	58	61	68	64	55

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Attribution of responsibility (3)

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
<b>Political parties</b>								
Way too much/too much	16	16	16	16	14	11	22	23
Just right	14	15	14	14	14	18	11	13
Too little/way too little	67	67	66	67	66	68	65	63
<b>Non-governmental organisations (e.g. local environmental movements)</b>								
Way too much/too much	27	28	26	24	26	24	35	33
Just right	26	26	26	27	29	28	20	24
Too little/way too little	43	43	43	44	42	43	43	42
<b>The scientific community</b>								
Way too much/too much	31	34	28	36	28	23	31	37
Just right	26	26	25	24	26	22	27	32
Too little/way too little	38	36	42	36	39	47	39	30

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Attribution of responsibility (1)

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

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<5,870 TRY)	Medium 60-140% (5,870-13,696 TRY)	High >140% (>13,696 TRY)
<b>Businesses</b>							
Way too much/too much	16	23	6	6	8	14	24
Just right	16	21	9	8	9	14	21
Too little/way too little	65	52	82	84	77	69	54
<b>Local government at place of residence (e.g. municipality/city)</b>							
Way too much/too much	20	27	11	8	9	15	30
Just right	19	24	12	14	16	19	22
Too little/way too little	60	47	76	77	73	64	48
<b>European Union</b>							
Way too much/too much	23	28	14	14	14	20	30
Just right	22	21	22	22	17	19	27
Too little/way too little	49	42	56	60	53	54	42

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

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## 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% (<5,870 TRY)	Medium 60-140% (5,870-13,696 TRY)	High >140% (>13,696 TRY)
<b>Government</b>							
Way too much/too much	21	28	12	9	14	21	25
Just right	19	23	11	14	14	18	22
Too little/way too little	58	46	75	76	68	59	52
<b>Citizens in their area</b>							
Way too much/too much	19	26	11	7	12	15	26
Just right	16	21	9	7	8	16	20
Too little/way too little	64	52	77	84	73	67	54
<b>Trade unions</b>							
Way too much/too much	15	22	6	5	7	12	25
Just right	17	22	12	9	9	17	21
Too little/way too little	62	50	74	83	70	66	52

Basis: 1,201 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?

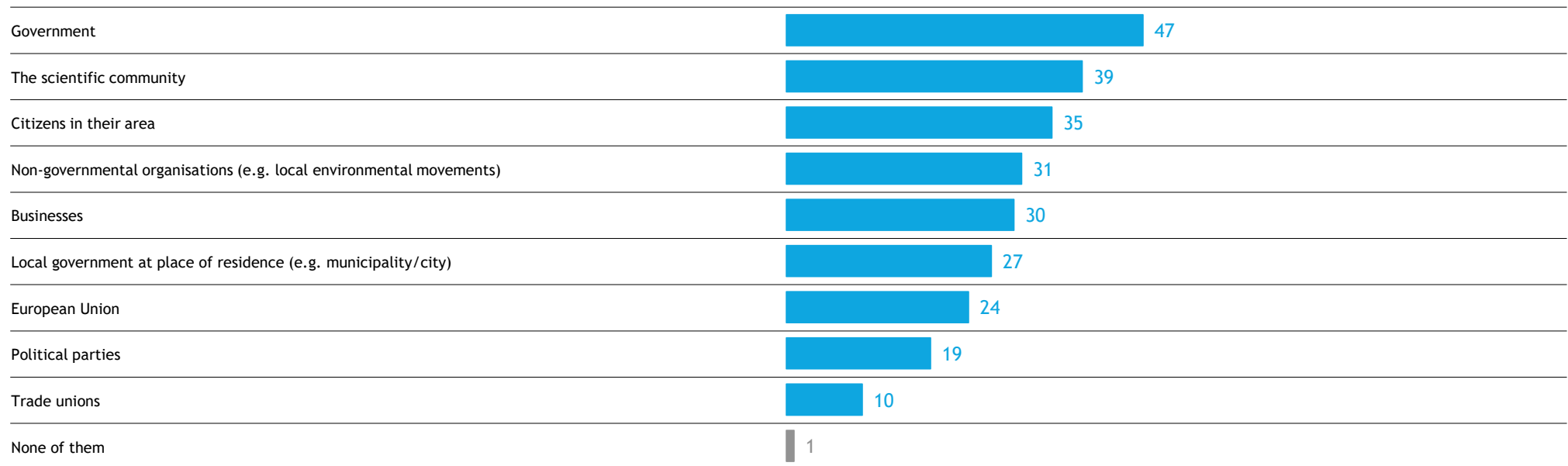
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<5,870 TRY)	Medium 60-140% (5,870-13,696 TRY)	High >140% (>13,696 TRY)
<b>Political parties</b>							
Way too much/too much	16	23	7	4	8	13	24
Just right	14	21	5	5	6	12	21
Too little/way too little	67	52	85	89	79	71	54
<b>Non-governmental organisations (e.g. local environmental movements)</b>							
Way too much/too much	27	30	20	24	18	26	34
Just right	26	26	24	29	22	27	27
Too little/way too little	43	39	52	45	52	44	37
<b>The scientific community</b>							
Way too much/too much	31	29	31	34	26	34	31
Just right	26	28	18	27	16	23	34
Too little/way too little	38	37	47	36	51	38	34

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Attribution of responsibility

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



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





# Attribution of responsibility

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Government	47	69	44	47	29	56	44	52	39	38	47
The scientific community	39	39	59	47	29	38	49	37	34	26	30
Citizens in their area	35	39	40	32	27	36	29	36	35	39	37
Non-governmental organisations (e.g. local environmental movements)	31	35	32	29	28	35	32	33	30	28	33
Businesses	30	29	21	37	23	28	28	34	37	28	28
Local government at place of residence (e.g. municipality/city)	27	26	27	27	22	26	25	30	34	28	23
European Union	24	14	38	30	26	21	37	17	13	22	27
Political parties	19	14	10	12	25	15	22	16	22	29	26
Trade unions	10	2	3	11	18	11	4	2	10	17	19
None of them	1	0	1	0	-	-	0	2	5	4	-

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

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 strongly overrepresented  
 overrepresented  
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 underrepresented



# Attribution of responsibility

And when it comes to tackling the climate and environmental crisis, which of the following actors do you think can contribute most to tackling the crisis? Please 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	47	50	44	41	53	46	46	55
The scientific community	39	40	37	40	41	34	42	36
Citizens in their area	35	34	37	41	34	33	36	28
Non-governmental organisations (e.g. local environmental movements)	31	29	34	29	31	34	30	36
Businesses	30	30	30	30	28	35	29	27
Local government at place of residence (e.g. municipality/city)	27	25	29	21	28	34	28	27
European Union	24	26	22	27	24	21	20	27
Political parties	19	21	17	23	14	20	19	15
Trade unions	10	9	10	9	7	6	16	12
None of them	1	1	1	1	1	1	2	2

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Attribution of responsibility

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

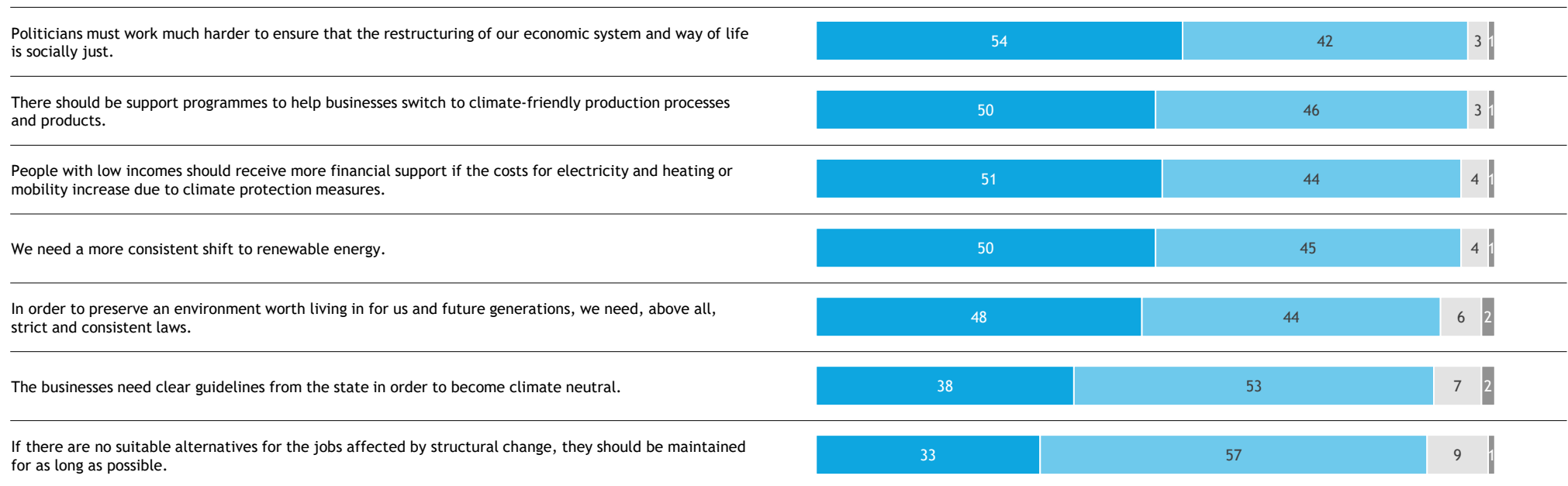
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<5,870 TRY)	Medium 60-140% (5,870-13,696 TRY)	High >140% (>13,696 TRY)
Government	47	43	53	55	51	50	43
The scientific community	39	32	49	46	42	44	31
Citizens in their area	35	37	37	30	40	31	38
Non-governmental organisations (e.g. local environmental movements)	31	30	33	36	31	34	29
Businesses	30	28	34	31	32	30	28
Local government at place of residence (e.g. municipality/city)	27	27	23	32	28	27	26
European Union	24	22	25	28	26	22	26
Political parties	19	23	12	15	11	18	24
Trade unions	10	14	3	4	2	6	18
None of them	1	2	1	1	3	1	0

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Attitudes towards policies (1)

To what extent do you agree with the following statements?

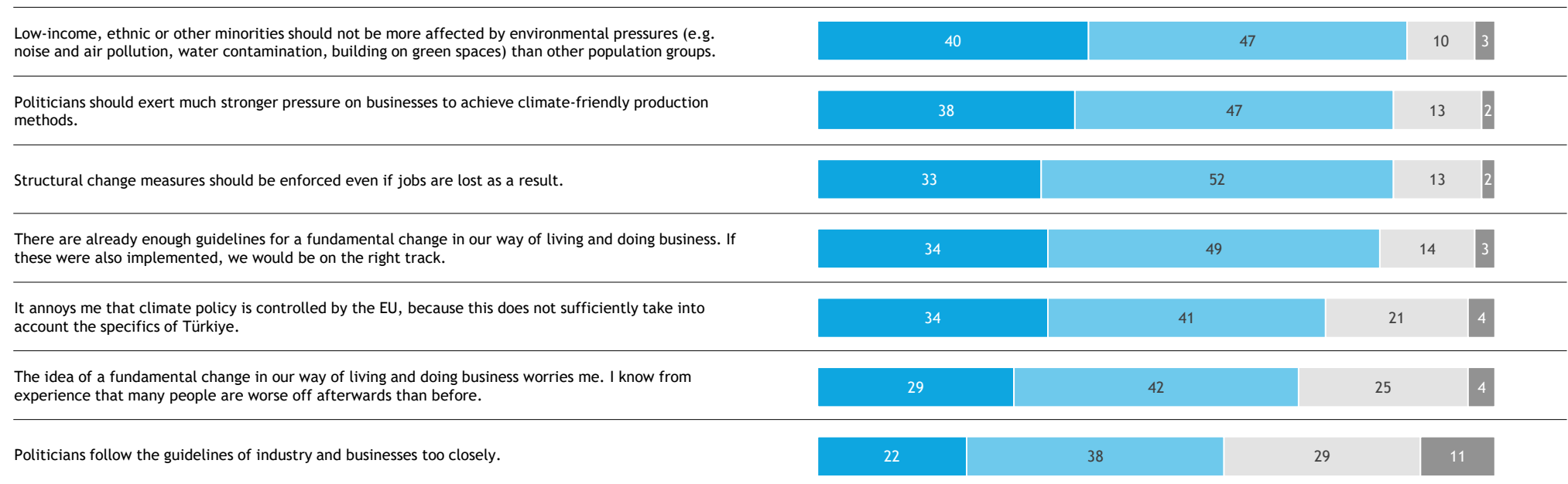


Basis: 1,201 cases, total sample; figures in %.

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

# Attitudes towards policies (2)

To what extent do you agree with the following statements?



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

 Fully agree
  Somewhat agree
  Somewhat disagree
  Completely disagree

# Attitudes towards policies (1)

To what extent do you agree with the following statements?





Response category: "Fully agree / Somewhat agree"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Politicians must work much harder to ensure that the restructuring of our economic system and way of life is socially just.	96	96	96	95	93	94	96	98	94	97	100
There should be support programmes to help businesses switch to climate-friendly production processes and products.	96	94	98	98	96	95	96	100	95	93	95
People with low incomes should receive more financial support if the costs for electricity and heating or mobility increase due to climate protection measures.	95	95	99	95	92	92	92	96	96	96	98
We need a more consistent shift to renewable energy.	95	96	96	96	85	94	95	98	92	94	94
In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.	92	91	97	95	90	93	93	88	91	94	98
The businesses need clear guidelines from the state in order to become climate neutral.	91	87	92	94	84	93	93	88	93	93	96
If there are no suitable alternatives for the jobs affected by structural change, they should be maintained for as long as possible.	90	95	85	92	84	93	82	96	91	92	88

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

EST = Established  
INT = Intellectuals  
PER = Performers  
COS = Cosmopolitan Avantgarde  
ADA = Adaptive Navigators

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

 strongly overrepresented  
 overrepresented  
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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
Low-income, ethnic or other minorities should not be more affected by environmental pressures (e.g. noise and air pollution, water contamination, development of green spaces) than other population groups.	87	85	94	91	71	84	89	83	89	93	84
Politicians should exert much stronger pressure on businesses to achieve climate-friendly production methods.	85	83	87	86	81	82	85	79	82	92	95
Structural change measures should be enforced even if jobs are lost as a result.	85	76	86	90	82	86	82	84	81	91	84
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.	83	76	79	84	83	85	80	80	77	94	84
It annoys me that climate policy is controlled by the EU, because this does not sufficiently take into account the specifics of Türkiye.	75	78	56	74	74	85	61	74	76	90	75
The idea of a fundamental change in our way of living and doing business worries me. I know from experience that many people are worse off afterwards than before.	71	61	63	68	78	84	65	58	67	92	60
Politicians follow the guidelines of industry and businesses too closely.	60	54	42	73	70	68	47	40	48	81	61

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

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

strongly overrepresented  
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 / Somewhat agree"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Politicians must work much harder to ensure that the restructuring of our economic system and way of life is socially just.	96	96	96	94	97	95	97	100
There should be support programmes to help businesses switch to climate-friendly production processes and products.	96	96	96	94	96	96	98	95
People with low incomes should receive more financial support if the costs for electricity and heating or mobility increase due to climate protection measures.	95	95	95	93	97	94	96	98
We need a more consistent shift to renewable energy.	95	94	95	92	96	94	97	95
In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.	92	94	92	91	93	91	96	96
The businesses need clear guidelines from the state in order to become climate neutral.	91	90	93	91	92	90	92	92
If there are no suitable alternatives for the jobs affected by structural change, they should be maintained for as long as possible.	90	90	91	88	91	91	93	90

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Attitudes towards policies (2)

To what extent do you agree with the following statements?

Response category: "Fully agree / Somewhat agree"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Low-income, ethnic or other minorities should not be more affected by environmental pressures (e.g. noise and air pollution, water contamination, development of green spaces) than other population groups.	87	89	86	83	85	86	94	94
Politicians should exert much stronger pressure on businesses to achieve climate-friendly production methods.	85	85	85	83	84	81	91	94
Structural change measures should be enforced even if jobs are lost as a result.	85	84	85	84	82	81	92	89
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.	83	80	86	81	81	80	89	90
It annoys me that climate policy is controlled by the EU, because this does not sufficiently take into account the specifics of Türkiye.	75	71	80	78	74	72	83	70
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.	71	71	71	71	67	63	82	80
Politicians follow the guidelines of industry and businesses too closely.	60	60	59	55	54	57	70	71

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented



# Attitudes towards policies (1)

To what extent do you agree with the following statements?

Response category: "Fully agree / Somewhat agree"

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<5,870 TRY)	Medium 60-140% (5,870-13,696 TRY)	High >140% (>13,696 TRY)
Politicians must work much harder to ensure that the restructuring of our economic system and way of life is socially just.	96	95	96	98	96	96	97
There should be support programmes to help businesses switch to climate-friendly production processes and products.	96	95	97	98	95	97	96
People with low incomes should receive more financial support if the costs for electricity and heating or mobility increase due to climate protection measures.	95	94	96	98	95	95	96
We need a more consistent shift to renewable energy.	95	93	94	99	97	94	93
In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.	92	92	91	97	89	92	95
The businesses need clear guidelines from the state in order to become climate neutral.	91	91	92	93	92	91	92
If there are no suitable alternatives for the jobs affected by structural change, they should be maintained for as long as possible.	90	92	90	87	89	91	91

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Attitudes towards policies (2)

To what extent do you agree with the following statements?

Response category: "Fully agree / Somewhat agree"

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<5,870 TRY)	Medium 60-140% (5,870-13,696 TRY)	High >140% (>13,696 TRY)
Low-income, ethnic or other minorities should not be more affected by environmental pressures (e.g. noise and air pollution, water contamination, development of green spaces) than other population groups.	87	87	87	89	86	84	91
Politicians should exert much stronger pressure on businesses to achieve climate-friendly production methods.	85	86	79	89	80	84	90
Structural change measures should be enforced even if jobs are lost as a result.	85	88	80	84	82	85	88
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.	83	88	77	76	82	81	86
It annoys me that climate policy is controlled by the EU, because this does not sufficiently take into account the specifics of Türkiye.	75	84	70	57	72	73	80
The idea of a fundamental change in our way of living and doing business worries me. I know from experience that many people are worse off afterwards than before.	71	80	62	55	67	67	79
Politicians follow the guidelines of industry and businesses too closely.	60	71	42	47	43	57	72

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Attitudes towards policies (1)

To what extent do you agree with the following statements?

Response category: "Fully agree"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Politicians must work much harder to ensure that the restructuring of our economic system and way of life is socially just.	54	37	71	60	40	52	59	63	51	44	63
People with low incomes should receive more financial support if the costs for electricity and heating or mobility increase due to climate protection measures.	51	44	59	61	37	49	47	68	38	51	47
There should be support programmes to help businesses switch to climate-friendly production processes and products.	50	36	66	64	34	50	53	56	34	46	57
We need a more consistent shift to renewable energy.	50	44	67	58	31	50	50	50	47	44	51
In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.	48	34	68	59	41	48	46	52	45	45	44
Low-income, ethnic or other minorities should not be more affected by environmental pressures (e.g. noise and air pollution, water contamination, development of green spaces) than other population groups.	40	30	54	48	23	40	36	32	38	46	42
Politicians would have to exert much stronger pressure on businesses to achieve climate-friendly production methods.	38	26	54	46	24	40	28	39	31	41	46

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

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strongly overrepresented  
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# Attitudes towards policies (2)

To what extent do you agree with the following statements?

Response category: "Fully agree"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
The businesses need clear guidelines from the state in order to become climate neutral.	38	21	54	47	27	46	31	37	28	43	37
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.	34	20	34	44	23	46	29	30	32	38	38
It annoys me that climate policy is controlled by the EU, because this does not sufficiently take into account the specifics of Türkiye.	34	29	23	42	21	44	23	36	33	42	30
Structural change measures should be enforced even if jobs are lost as a result.	33	18	43	37	32	38	22	36	24	44	28
If there are no suitable alternatives for the jobs affected by structural change, they should be maintained for as long as possible.	33	21	34	48	31	40	25	32	25	36	34
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.	29	12	26	39	36	42	19	18	20	42	24
Politicians follow the guidelines of industry and businesses too closely.	22	9	12	32	22	33	16	15	14	37	20

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

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# Attitudes towards policies (1)

To what extent do you agree with the following statements?

Response category: "Fully agree"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Politicians must work much harder to ensure that the restructuring of our economic system and way of life is socially just.	54	55	52	51	56	50	55	60
People with low incomes should receive more financial support if the costs for electricity and heating or mobility increase due to climate protection measures.	51	52	50	46	53	49	60	50
There should be support programmes to help businesses switch to climate-friendly production processes and products.	50	50	50	49	51	47	56	49
We need a more consistent shift to renewable energy.	50	52	47	44	52	50	53	49
In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.	48	48	48	43	52	46	58	44
Low-income, ethnic or other minorities should not be more affected by environmental pressures (e.g. noise and air pollution, water contamination, development of green spaces) than other population groups.	40	41	38	36	40	34	49	46
Politicians should exert much stronger pressure on businesses to achieve climate-friendly production methods.	38	40	36	41	39	29	45	36

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Attitudes towards policies (2)

To what extent do you agree with the following statements?

Response category: "Fully agree"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
The businesses need clear guidelines from the state in order to become climate neutral.	38	36	39	36	36	29	54	39
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.	34	32	37	30	33	32	45	38
It annoys me that climate policy is controlled by the EU, because this does not sufficiently take into account the specifics of Türkiye.	34	34	34	29	27	35	47	38
Structural change measures should be enforced even if jobs are lost as a result.	33	34	32	32	32	29	45	26
If there are no suitable alternatives for the jobs affected by structural change, they should be maintained for as long as possible.	33	35	31	31	34	29	42	34
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.	29	27	30	27	25	26	41	30
Politicians follow the guidelines of industry and businesses too closely.	22	23	22	22	19	16	30	29

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Attitudes towards policies (1)

To what extent do you agree with the following statements?

Response category: "Fully agree"

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<5,870 TRY)	Medium 60-140% (5,870-13,696 TRY)	High >140% (>13,696 TRY)
Politicians must work much harder to ensure that the restructuring of our economic system and way of life is socially just.	54	51	54	60	50	58	50
People with low incomes should receive more financial support if the costs for electricity and heating or mobility increase due to climate protection measures.	51	53	52	44	53	51	49
There should be support programmes to help businesses switch to climate-friendly production processes and products.	50	48	53	53	47	51	49
We need a more consistent shift to renewable energy.	50	46	51	58	50	51	47
In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.	48	49	44	52	48	48	48
Low-income, ethnic or other minorities should not be more affected by environmental pressures (e.g. noise and air pollution, water contamination, development of green spaces) than other population groups.	40	42	36	38	35	39	43
Politicians would have to exert much stronger pressure on businesses to achieve climate-friendly production methods.	38	40	33	37	38	38	40

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Attitudes towards policies (2)

To what extent do you agree with the following statements?

Response category: "Fully agree"

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<5,870 TRY)	Medium 60-140% (5,870-13,696 TRY)	High >140% (>13,696 TRY)
The businesses need clear guidelines from the state in order to become climate neutral.	38	41	33	34	30	38	43
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.	34	41	28	26	27	33	40
It annoys me that climate policy is controlled by the EU, because this does not sufficiently take into account the specifics of Türkiye.	34	41	30	21	29	33	36
Structural change measures should be enforced even if jobs are lost as a result.	33	39	26	24	30	32	35
If there are no suitable alternatives for the jobs affected by structural change, they should be maintained for as long as possible.	33	39	28	23	29	32	37
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.	29	38	20	15	24	26	34
Politicians follow the guidelines of industry and businesses too closely.	22	30	14	11	12	23	27

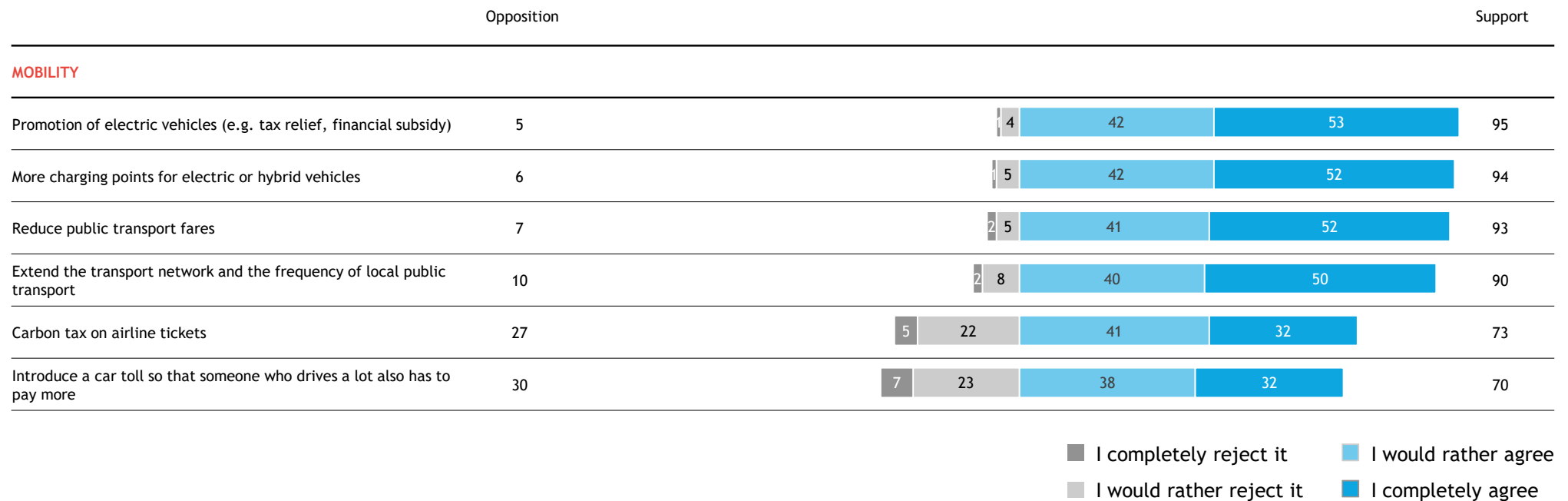
Basis: 1,201 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented



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

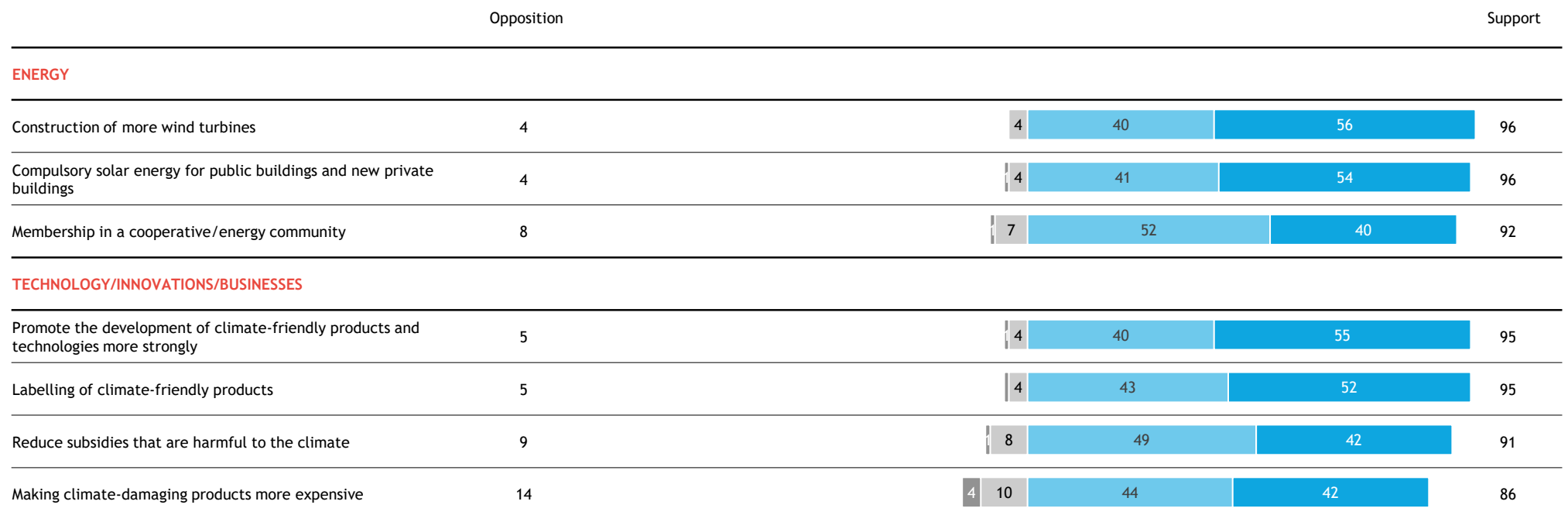
There are various proposals to advance climate and environmental protection. To what extent do you support the following measures?



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

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

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



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

I completely reject it
  I would rather agree



I would rather reject it
  I completely agree



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

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



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

 I completely reject it
  I would rather agree

 I would rather reject it
  I completely agree

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





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

Response category: "I completely / would rather agree"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
<b>MOBILITY</b>											
Promotion of electric vehicles (e.g. tax relief, financial subsidy)	95	96	99	98	86	96	95	95	87	93	97
More charging points for electric or hybrid vehicles	94	98	97	94	88	96	97	96	86	92	97
Reduce public transport fares	93	94	97	95	83	96	95	93	94	88	88
Extend the transport network and the frequency of local public transport	90	94	92	88	77	92	93	90	91	96	86
Carbon tax on airline tickets	73	66	76	80	68	74	63	72	59	83	75
Introduce a car toll so that someone who drives a lot also has to pay more	70	50	79	78	71	78	62	63	55	88	68

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

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

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

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

Response category: "I completely / would rather agree"

Response category: "I completely / would rather agree"		Gender		Age (years)				
		Total	Male	Female	18-29	30-39	40-49	50-59
MOBILITY								
Promotion of electric vehicles (e.g. tax relief, financial subsidy)	95	93	96	91	96	94	97	98
More charging points for electric or hybrid vehicles	94	93	96	90	95	93	97	100
Reduce public transport fares	93	93	93	89	96	94	93	91
Extend the transport network and the frequency of local public transport	90	90	91	85	93	91	95	93
Carbon tax on airline tickets	73	73	72	64	72	69	84	83
Introduce a car toll so that someone who drives a lot also has to pay more	70	73	67	60	69	68	84	83

Basis: 1,201 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% (<5,870 TRY)	Medium 60-140% (5,870-13,696 TRY)	High >140% (>13,696 TRY)
MOBILITY							
Promotion of electric vehicles (e.g. tax relief, financial subsidy)	95	93	96	99	92	95	95
More charging points for electric or hybrid vehicles	94	93	96	98	93	95	94
Reduce public transport fares	93	92	92	97	92	92	93
Extend the transport network and the frequency of local public transport	90	89	90	97	87	91	93
Carbon tax on airline tickets	73	76	65	70	62	72	81
Introduce a car toll so that someone who drives a lot also has to pay more	70	75	62	68	55	69	80

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

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





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

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
<b>MOBILITY</b>											
Introduce a car toll so that someone who drives a lot also has to pay more	30	50	21	22	29	22	38	37	45	12	32
Carbon tax on airline tickets	27	34	24	20	32	26	37	28	41	17	25
Extend the transport network and the frequency of local public transport	10	6	8	12	23	8	7	10	9	4	14
Reduce public transport fares	7	6	3	5	17	4	5	7	6	12	12
More charging points for electric or hybrid vehicles	6	2	3	6	12	4	3	4	14	8	3
Promotion of electric vehicles (e.g. tax relief, financial subsidy)	5	4	1	2	14	4	5	5	13	7	3

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

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 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"

Response category: "I completely / would rather reject it"		Gender		Age (years)				
	Total	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	30	27	33	40	31	32	16	17
Carbon tax on airline tickets	27	27	28	36	28	31	16	17
Extend the transport network and the frequency of local public transport	10	10	9	15	7	9	5	7
Reduce public transport fares	7	7	7	11	4	6	7	9
More charging points for electric or hybrid vehicles	6	7	4	10	5	7	3	-
Promotion of electric vehicles (e.g. tax relief, financial subsidy)	5	7	4	9	4	6	3	2

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented



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

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

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

Response category: "I completely / would rather reject it"		Education			Net equivalent income (HH/month)		
Total	Low	Medium	High	Low <60% (<5,870 TRY)	Medium 60-140% (5,870-13,696 TRY)	High >140% (>13,696 TRY)	
MOBILITY							
Introduce a car toll so that someone who drives a lot also has to pay more	30	25	38	32	45	31	20
Carbon tax on airline tickets	27	24	35	30	38	28	19
Extend the transport network and the frequency of local public transport	10	11	10	3	13	9	7
Reduce public transport fares	7	8	8	3	8	8	7
More charging points for electric or hybrid vehicles	6	7	4	2	7	5	6
Promotion of electric vehicles (e.g. tax relief, financial subsidy)	5	7	4	1	8	5	5

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

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




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

Response category: "I completely / would rather agree"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
<b>ENERGY</b>											
Construction of more wind turbines	96	100	99	96	94	95	98	98	96	94	89
Compulsory solar energy for public buildings and new private buildings	96	96	100	96	90	94	98	94	96	96	94
Membership in a cooperative/energy community	92	94	97	94	84	91	92	93	85	96	92
<b>TECHNOLOGY/INNOVATIONS/BUSINESSES</b>											
Promote the development of climate-friendly products and technologies more strongly	95	99	97	97	87	95	97	99	93	92	97
Labelling of climate-friendly products	95	96	99	96	93	93	99	97	91	94	97
Reduce subsidies that are harmful to the climate	91	92	94	94	94	91	89	79	97	92	94
Making climate-damaging products more expensive	86	83	90	88	81	83	81	86	82	90	95

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

EST = Established  
 INT = Intellectuals  
 PER = Performers  
 COS = Cosmopolitan Avantgarde  
 ADA = Adaptive Navigators  
 CMS = Conventional Mainstream  
 TRA = Traditionals  
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 PRO = Progressive Realists

 strongly overrepresented  
 overrepresented  
 strongly underrepresented  
 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	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
<b>ENERGY</b>								
Construction of more wind turbines	96	94	98	95	97	95	96	98
Compulsory solar energy for public buildings and new private buildings	96	95	97	93	97	96	97	97
Membership in a cooperative/energy community	92	92	93	90	91	95	96	92
<b>TECHNOLOGY/INNOVATIONS/BUSINESSES</b>								
Promote the development of climate-friendly products and technologies more strongly	95	96	95	93	95	97	98	95
Labelling of climate-friendly products	95	95	96	93	96	94	98	97
Reduce subsidies that are harmful to the climate	91	91	92	89	92	88	96	93
Making climate-damaging products more expensive	86	86	86	80	86	84	92	94

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

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

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

Response category: "I completely / would rather agree"

Response category: "I completely / would rather agree"		Education			Net equivalent income (HH/month)		
		Total	Low	Medium	High	Low <60% (<5,870 TRY)	Medium 60-140% (5,870-13,696 TRY)
ENERGY							
Construction of more wind turbines	96	95	96	99	96	96	96
Compulsory solar energy for public buildings and new private buildings	96	95	96	98	93	96	97
Membership in a cooperative/energy community	92	94	89	95	89	91	96
TECHNOLOGY/INNOVATIONS/BUSINESSES							
Promote the development of climate-friendly products and technologies more strongly	95	94	98	98	93	96	96
Labelling of climate-friendly products	95	95	95	98	95	95	96
Reduce subsidies that are harmful to the climate	91	91	90	94	89	91	92
Making climate-damaging products more expensive	86	86	82	89	78	84	92

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

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

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

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
<b>ENERGY</b>											
Membership in a cooperative/energy community	8	6	3	6	16	9	8	7	15	4	8
Construction of more wind turbines	4	0	1	4	6	5	2	2	4	6	11
Compulsory solar energy for public buildings and new private buildings	4	4	-	4	10	6	2	6	4	4	6
<b>TECHNOLOGY/INNOVATIONS/BUSINESSES</b>											
Making climate-damaging products more expensive	14	17	10	12	19	17	19	14	18	10	5
Reduce subsidies that are harmful to the climate	9	8	6	6	6	9	11	21	3	8	6
Promote the development of climate-friendly products and technologies more strongly	5	1	3	3	13	5	3	1	7	8	3
Labelling of climate-friendly products	5	4	1	4	7	7	1	3	9	6	3

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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
<b>ENERGY</b>								
Membership in a cooperative/energy community	8	8	7	10	9	5	4	8
Construction of more wind turbines	4	6	2	5	3	5	4	2
Compulsory solar energy for public buildings and new private buildings	4	5	3	7	3	4	3	3
<b>TECHNOLOGY/INNOVATIONS/BUSINESSES</b>								
Making climate-damaging products more expensive	14	14	14	20	14	16	8	6
Reduce subsidies that are harmful to the climate	9	9	8	11	8	12	4	7
Promote the development of climate-friendly products and technologies more strongly	5	4	5	7	5	3	2	5
Labelling of climate-friendly products	5	5	4	7	4	6	2	3

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

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

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

Response category: "I completely / would rather agree"

Response category: "I completely / would rather agree"	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<5,870 TRY)	Medium 60-140% (5,870-13,696 TRY)	High >140% (>13,696 TRY)
ENERGY							
Membership in a cooperative/energy community	8	6	11	5	11	9	4
Construction of more wind turbines	4	5	4	1	4	4	4
Compulsory solar energy for public buildings and new private buildings	4	5	4	2	7	4	3
TECHNOLOGY/INNOVATIONS/BUSINESSES							
Making climate-damaging products more expensive	14	14	18	11	22	16	8
Reduce subsidies that are harmful to the climate	9	9	10	6	11	9	8
Promote the development of climate-friendly products and technologies more strongly	5	6	2	2	7	4	4
Labelling of climate-friendly products	5	5	5	2	5	5	4

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

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





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

Response category: "I completely / would rather agree"

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

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

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

Response category: "I completely / would rather agree"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
<b>EDUCATION</b>								
Improve school education in the field of environmental and climate protection	96	94	97	92	97	97	98	97
Training/retraining/retraining opportunities for workers in jobs that will no longer be needed in the future	92	92	93	91	93	90	95	96
<b>HOUSING</b>								
State subsidies for private households if they use renewable energy (for heating, electricity generation)	95	94	97	93	98	97	95	92
Financial support for cost-efficient heating and thermal systems (e.g. heat pump)	95	94	96	92	96	98	95	92
State funding for the renovation of buildings for thermal insulation	94	91	96	90	93	96	96	97
Legal regulations on the energy efficiency of electrical household appliances	93	92	94	90	93	92	95	98

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

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■ overrepresented    ■ underrepresented

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

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

Response category: "I completely / would rather agree"

Response category: "I completely / would rather agree"		Education			Net equivalent income (HH/month)		
Total	Low	Medium	High	Low <60% (<5,870 TRY)	Medium 60-140% (5,870-13,696 TRY)	High >140% (>13,696 TRY)	
EDUCATION							
Improve school education in the field of environmental and climate protection	96	94	96	100	94	97	95
Training/retraining/retraining opportunities for workers in jobs that will no longer be needed in the future	92	92	91	96	90	92	95
HOUSING							
State subsidies for private households if they use renewable energy (for heating, electricity generation)	95	94	97	99	96	94	95
Financial support for cost-efficient heating and thermal systems (e.g. heat pump)	95	94	95	97	91	95	97
State funding for the renovation of buildings for thermal insulation	94	94	94	98	90	94	96
Legal regulations on the energy efficiency of electrical household appliances	93	93	92	96	88	94	96

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

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





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

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
<b>EDUCATION</b>											
Training/retraining/retraining opportunities for workers in jobs that will no longer be needed in the future	8	9	2	6	15	7	7	8	7	7	9
Improve school education in the field of environmental and climate protection	4	2	1	4	10	2	1	-	6	12	9
<b>HOUSING</b>											
Legal regulations on the energy efficiency of electrical household appliances	7	8	7	4	8	4	8	12	11	5	4
State funding for the renovation of buildings for thermal insulation	6	8	4	5	18	4	6	2	9	6	7
State subsidies for private households if they use renewable energy (for heating, electricity generation)	5	3	-	2	8	6	5	1	6	11	5
Financial support for cost-efficient heating and thermal systems (e.g. heat pump)	5	3	3	3	15	3	7	4	5	7	6

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

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 underrepresented

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

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

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

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

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

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

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

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

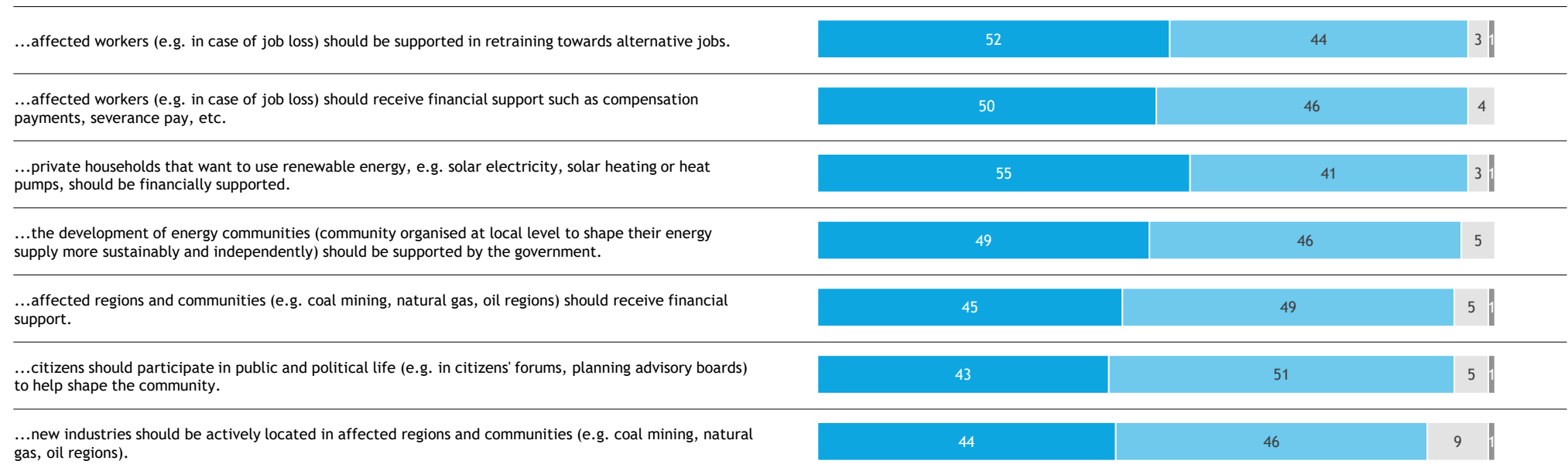
Response category: "I completely / would rather reject it"	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<5,870 TRY)	Medium 60-140% (5,870-13,696 TRY)	High >140% (>13,696 TRY)
EDUCATION							
Training/retraining/retraining opportunities for workers in jobs that will no longer be needed in the future	8	8	9	4	10	8	5
Improve school education in the field of environmental and climate protection	4	6	4	-	6	3	5
HOUSING							
Legal regulations on the energy efficiency of electrical household appliances	7	7	8	4	12	6	4
State funding for the renovation of buildings for thermal insulation	6	6	6	2	10	6	4
State subsidies for private households if they use renewable energy (for heating, electricity generation)	5	6	3	1	4	6	5
Financial support for cost-efficient heating and thermal systems (e.g. heat pump)	5	6	5	3	9	5	3

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Attitudes towards the energy and heat transition

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



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

■ Fully agree
 ■ Somewhat 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., the energy supply is not only limited to the energy from renewable sources but also to the energy from renewable sources. ...

Response category: "Fully agree / Somewhat agree"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
...affected workers (e.g. in case of job loss) should be supported in retraining towards alternative jobs.	96	95	100	98	94	96	96	95	95	95	96
...affected workers (e.g. in case of job loss) should receive financial support such as compensation payments, severance pay, etc.	96	96	95	95	92	97	97	97	94	97	93
...private households that want to use renewable energy, e.g. solar electricity, solar heating or heat pumps, should be financially supported.	96	97	100	99	88	96	95	95	96	94	95
...the development of energy communities (community organised at local level to shape their energy supply more sustainably and independently) should be supported by the government.	95	92	100	97	87	96	96	94	95	96	95
...affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.	94	96	88	96	94	96	89	92	93	94	97
...citizens should participate in public and political life (e.g. in citizens' forums, planning advisory boards) to help shape the community.	94	95	99	96	87	96	98	91	91	95	91
...new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).	90	94	91	93	81	94	91	86	82	93	92

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

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# Attitudes towards the energy and heat transition

In the conversion of the electricity and heat supply to renewable energy, such as solar, wind, etc., the energy supply is not only limited to the energy from renewable sources but also to the energy from renewable sources. ...

Response category: "Fully agree / Somewhat agree"

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

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

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# Attitudes towards the energy and heat transition

In the conversion of the electricity and heat supply to renewable energy, such as solar, wind, etc., the energy supply is not only limited to the energy from renewable sources but also to the energy from renewable sources. ...

Response category: "Fully agree / Somewhat agree"

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<5,870 TRY)	Medium 60-140% (5,870-13,696 TRY)	High >140% (>13,696 TRY)
...affected workers (e.g. in case of job loss) should be supported in retraining towards alternative jobs.	96	95	96	99	96	96	95
...affected workers (e.g. in case of job loss) should receive financial support such as compensation payments, severance pay, etc.	96	95	95	99	94	97	95
...private households that want to use renewable energy, e.g. solar electricity, solar heating or heat pumps, should be financially supported.	96	95	95	100	93	96	97
...the development of energy communities (community organised at local level to shape their energy supply more sustainably and independently) should be supported by the government.	95	95	95	99	94	96	94
...affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.	94	95	90	94	92	94	93
...citizens should participate in public and political life (e.g. in citizens' forums, planning advisory boards) to help shape the community.	94	94	92	98	92	95	96
...new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).	90	91	86	92	88	90	92

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

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# Attitudes towards the energy and heat transition





In the conversion of the electricity and heat supply to renewable energy, such as solar, wind, etc., the energy supply is not only limited to the energy from renewable sources but also to the energy from renewable sources. ...

Response category: "Fully agree"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
...private households that want to use renewable energy, e.g. solar electricity, solar heating or heat pumps, should be financially supported.	55	41	73	76	35	52	53	60	52	45	54
...affected workers (e.g. in case of job loss) should be supported in retraining towards alternative jobs.	52	42	72	67	39	47	55	49	38	55	53
...affected workers (e.g. in case of job loss) should receive financial support such as compensation payments, severance pay, etc.	50	46	62	60	30	47	59	57	44	40	54
...the development of energy communities (community organised at local level to shape their energy supply more sustainably and independently) should be supported by the government.	49	39	70	69	30	51	45	48	42	44	53
...affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.	45	45	58	63	29	44	46	37	37	35	51
...new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).	44	40	54	64	28	42	39	39	36	45	43
...citizens should participate in public and political life (e.g. in citizens' forums, planning advisory boards) to help shape the community.	43	28	56	59	40	47	39	34	32	42	50

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

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# Attitudes towards the energy and heat transition

In the conversion of the electricity and heat supply to renewable energy, such as solar, wind, etc., the energy supply is not only limited to the energy from renewable sources but also to the energy from renewable sources. ...

## Response category: "Fully agree"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
...private households that want to use renewable energy, e.g. solar electricity, solar heating or heat pumps, should be financially supported.	55	52	56	49	58	58	60	48
...affected workers (e.g. in case of job loss) should be supported in retraining towards alternative jobs.	52	50	54	48	50	55	55	56
...affected workers (e.g. in case of job loss) should receive financial support such as compensation payments, severance pay, etc.	50	49	51	48	53	53	52	43
...the development of energy communities (community organised at local level to shape their energy supply more sustainably and independently) should be supported by the government.	49	50	49	46	49	55	48	50
...affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.	45	39	50	42	44	44	50	45
...new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).	44	41	47	38	46	39	49	54
...citizens should participate in public and political life (e.g. in citizens' forums, planning advisory boards) to help shape the community.	43	40	45	41	46	37	49	41

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Attitudes towards the energy and heat transition

In the conversion of the electricity and heat supply to renewable energy, such as solar, wind, etc., the energy supply is not only limited to the energy from renewable sources but also to the energy from renewable sources. ...

## Response category: "Fully agree"

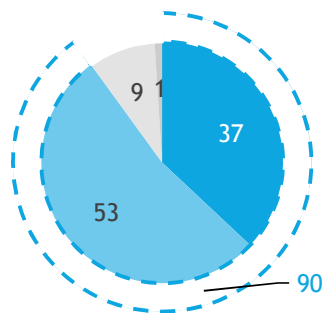
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<5,870 TRY)	Medium 60-140% (5,870-13,696 TRY)	High >140% (>13,696 TRY)
...private households that want to use renewable energy, e.g. solar electricity, solar heating or heat pumps, should be financially supported.	55	53	52	64	51	58	51
...affected workers (e.g. in case of job loss) should be supported in retraining towards alternative jobs.	52	50	52	60	51	52	52
...affected workers (e.g. in case of job loss) should receive financial support such as compensation payments, severance pay, etc.	50	48	49	57	51	53	45
...the development of energy communities (community organised at local level to shape their energy supply more sustainably and independently) should be supported by the government.	49	47	49	58	49	51	47
...affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.	45	44	42	50	48	44	42
...new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).	44	44	40	49	45	44	44
...citizens should participate in public and political life (e.g. in citizens' forums, planning advisory boards) to help shape the community.	43	44	36	49	39	43	46

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

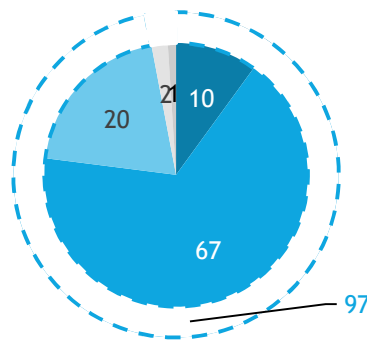
# Attitudes towards the energy and heat transition

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



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

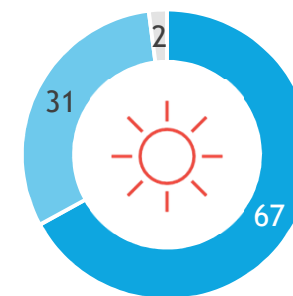
Could you imagine generating your own energy?



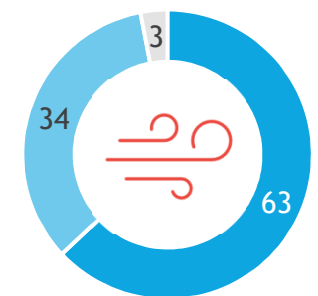
I already generate my own energy  
Yes, definitely  
Somewhat, yes  
No, not really  
No, not at all

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

Solar park



Wind park



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

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





# Attitudes towards the energy and heat transition

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
YES	90	85	96	92	91	92	91	84	74	96	98
Yes, definitely	37	30	44	60	31	40	21	27	24	42	45
Somewhat, yes	53	55	51	32	60	53	70	56	50	54	53
NO	10	15	4	8	9	8	9	16	26	4	2
No, not really	9	15	4	6	9	6	8	14	25	2	2
No, not at all	1	-	-	2	-	2	0	2	1	2	-

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

EST = Established  
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 strongly overrepresented  
 overrepresented  
 strongly underrepresented  
 underrepresented

# Attitudes towards the energy and heat transition

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
YES	90	91	89	85	90	90	92	99
Yes, definitely	37	38	36	30	37	36	44	46
Somewhat, yes	53	53	53	55	54	54	48	53
NO	10	9	11	15	10	10	8	1
No, not really	9	8	10	13	10	9	6	1
No, not at all	1	1	1	2	-	1	1	-

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Attitudes towards the energy and heat transition

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

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<5,870 TRY)	Medium 60-140% (5,870-13,696 TRY)	High >140% (>13,696 TRY)
<b>YES</b>	<b>90</b>	90	86	93	82	90	96
Yes, definitely	37	40	28	40	29	41	38
Somewhat, yes	53	51	58	53	53	48	58
<b>NO</b>	<b>10</b>	10	14	7	18	10	4
No, not really	9	8	13	7	17	10	3
No, not at all	1	2	0	0	1	0	1

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented







# Attitudes towards the energy and heat transition

Could you imagine generating your own energy?

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
YES	87	98	94	83	81	78	95	96	84	72	91
Yes, definitely	67	79	78	72	62	59	64	63	61	62	71
Somewhat, yes	20	19	15	12	20	19	31	33	23	10	20
NO	3	1	-	3	1	4	2	4	8	4	4
No, not really	2	1	-	3	1	2	2	3	5	3	4
No, not at all	1	-	-	-	-	2	-	1	4	1	-
I already generate my own energy	10	0	6	14	18	18	4	1	8	24	5

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

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 strongly overrepresented  
 overrepresented  
 strongly underrepresented  
 underrepresented

# Attitudes towards the energy and heat transition

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

		Gender		Age (years)				
	Total	Male	Female	18-29	30-39	40-49	50-59	60-69
YES	87	86	87	83	91	93	81	81
Yes, definitely	67	70	64	62	70	72	65	65
Somewhat, yes	20	16	23	21	22	21	15	16
NO	3	2	4	6	3	2	4	0
No, not really	2	2	3	4	2	2	2	0
No, not at all	1	0	1	2	0	-	1	-
I already generate my own energy	10	12	9	11	6	6	16	19

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Attitudes towards the energy and heat transition

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

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<5,870 TRY)	Medium 60-140% (5,870-13,696 TRY)	High >140% (>13,696 TRY)
<b>YES</b>	<b>87</b>	<b>82</b>	<b>92</b>	<b>94</b>	<b>93</b>	<b>90</b>	<b>80</b>
Yes, definitely	67	63	70	74	67	69	65
Somewhat, yes	20	19	22	20	26	20	15
<b>NO</b>	<b>3</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>4</b>
No, not really	2	3	3	1	2	2	3
No, not at all	1	1	0	1	1	1	0
I already generate my own energy	10	15	5	3	4	8	17

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Attitudes towards the energy and heat transition

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
<b>Solar</b>											
I think that would be good	67	76	81	73	42	65	68	69	70	57	67
I would accept it	31	23	19	26	57	32	31	28	24	40	33
I would reject it	2	1	-	1	0	4	1	3	6	3	-
<b>Wind</b>											
I think that would be good	63	69	79	70	36	63	65	62	67	52	68
I would accept it	34	30	20	28	59	31	34	35	27	44	27
I would reject it	3	2	0	2	4	6	1	2	6	4	4

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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 municipality if the profits it generates benefit the community?

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
<b>Solar</b>								
I think that would be good	67	68	66	60	70	77	66	63
I would accept it	31	31	31	36	28	22	32	37
I would reject it	2	1	3	4	2	1	1	-
<b>Wind</b>								
I think that would be good	63	64	63	58	67	71	61	58
I would accept it	34	34	33	38	28	25	38	42
I would reject it	3	2	4	4	4	3	1	-

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

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■ overrepresented    ■ underrepresented

# Attitudes towards the energy and heat transition

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

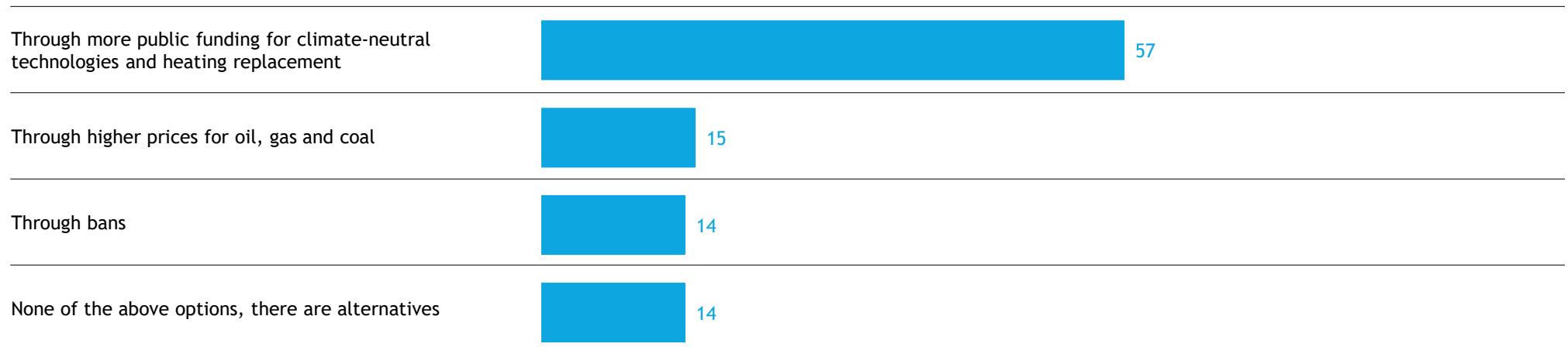
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<5,870 TRY)	Medium 60-140% (5,870-13,696 TRY)	High >140% (>13,696 TRY)
<b>Solar</b>							
I think that would be good	67	63	71	76	73	71	60
I would accept it	31	35	27	22	24	28	39
I would reject it	2	2	2	2	3	2	2
<b>Wind</b>							
I think that would be good	63	58	65	76	69	67	55
I would accept it	34	38	33	22	29	30	41
I would reject it	3	4	2	2	3	2	4

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





# Attitudes towards the energy and heat transition

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Through more public funding for climate-neutral technologies and heating replacement	57	76	73	57	33	49	67	68	57	35	59
Through higher prices for oil, gas and coal	15	1	6	14	26	24	9	2	6	39	14
Through bans	14	6	15	17	24	13	9	13	12	20	12
None of the above options, there are alternatives	14	17	5	12	18	13	15	17	25	5	15

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 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?

	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	57	56	57	56	65	58	44	58
Through higher prices for oil, gas and coal	15	18	13	15	9	8	26	27
Through bans	14	14	14	16	12	9	25	8
None of the above options, there are alternatives	14	11	16	14	14	25	5	7

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

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

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

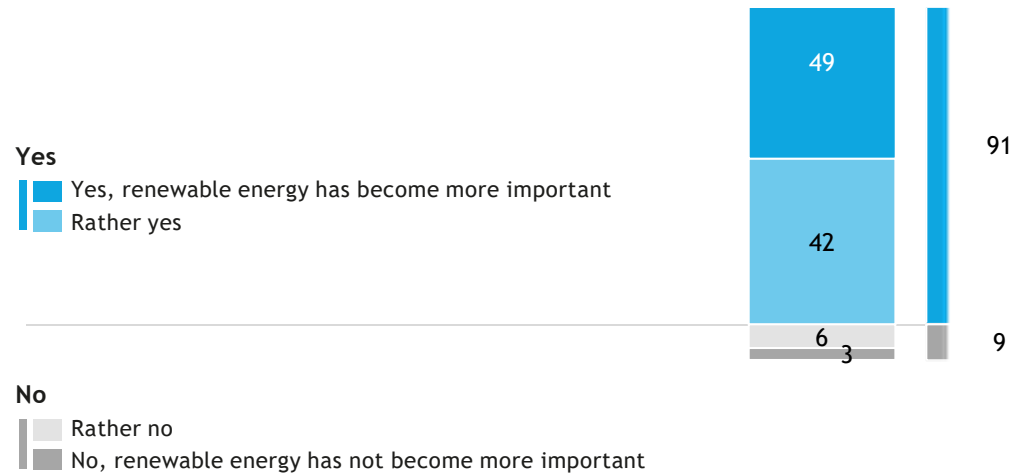
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<5,870 TRY)	Medium 60-140% (5,870-13,696 TRY)	High >140% (>13,696 TRY)
Through more public funding for climate-neutral technologies and heating replacement	57	45	68	82	60	64	47
Through higher prices for oil, gas and coal	15	24	3	4	4	7	32
Through bans	14	16	13	6	17	13	14
None of the above options, there are alternatives	14	15	16	8	20	16	7

Basis: 1,201 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 to you since the outbreak of the Russia-Ukraine conflict?



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





# Attitudes towards the energy and heat transition

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
YES	91	93	91	91	91	90	94	86	80	95	92
Yes, renewable energy has become more important	49	43	65	64	41	56	55	42	28	45	43
Rather yes	42	50	26	27	49	34	40	44	52	50	49
NO	9	7	9	9	9	10	6	14	20	5	8
Rather no	6	5	9	5	6	7	4	8	13	4	4
No, renewable energy has not become more important	3	2	0	5	4	3	2	6	8	2	4

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 strongly overrepresented  
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# Attitudes towards the energy and heat transition

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
<b>YES</b>	<b>91</b>	93	88	88	89	90	92	98
Yes, renewable energy has become more important	49	49	48	43	40	48	57	68
Rather yes	42	44	40	45	49	41	35	30
<b>NO</b>	<b>9</b>	7	12	12	11	10	8	2
Rather no	6	4	8	8	9	6	3	1
No, renewable energy has not become more important	3	3	4	4	2	4	5	1

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

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

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

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<5,870 TRY)	Medium 60-140% (5,870-13,696 TRY)	High >140% (>13,696 TRY)
<b>YES</b>	<b>91</b>	91	87	94	86	89	95
Yes, renewable energy has become more important	49	50	42	55	46	50	49
Rather yes	42	40	45	38	40	39	46
<b>NO</b>	<b>9</b>	9	13	6	14	11	5
Rather no	6	6	9	4	8	8	3
No, renewable energy has not become more important	3	3	4	3	6	3	2

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented



5

Interest in information and level of  
knowledge

# Main findings

## Interest in information and level of knowledge

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

- Around nine-tenths of the respondents (91%) express a fundamental interest in the topic of climate change. Of these, 43% are "very" interested. Less interest was expressed by 8%, and no interest at all by 1%.
- 79% rate their level of knowledge about ecological interrelationships and environmental problems (e.g. forest dieback, biodiversity, etc.) as (rather) high. However, only 22% rate their level of knowledge as "very high,,. A (rather) low level of knowledge is attested by 21%, with 1% of the respondents saying that they know very little.

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

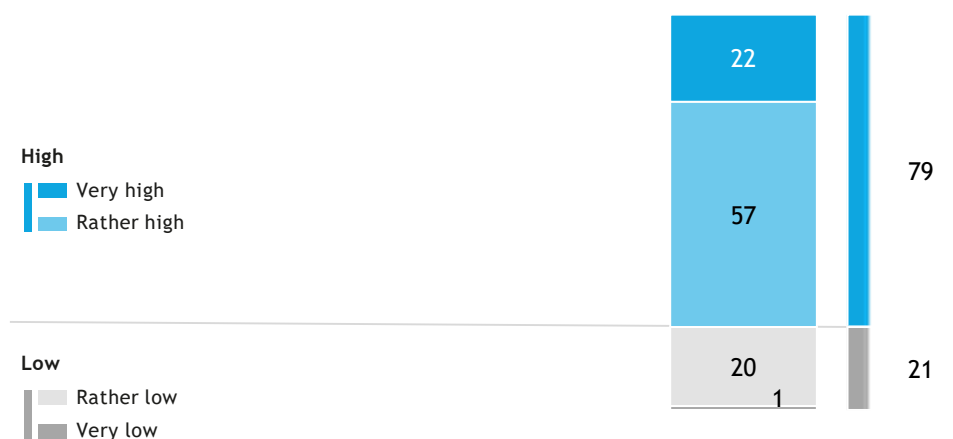
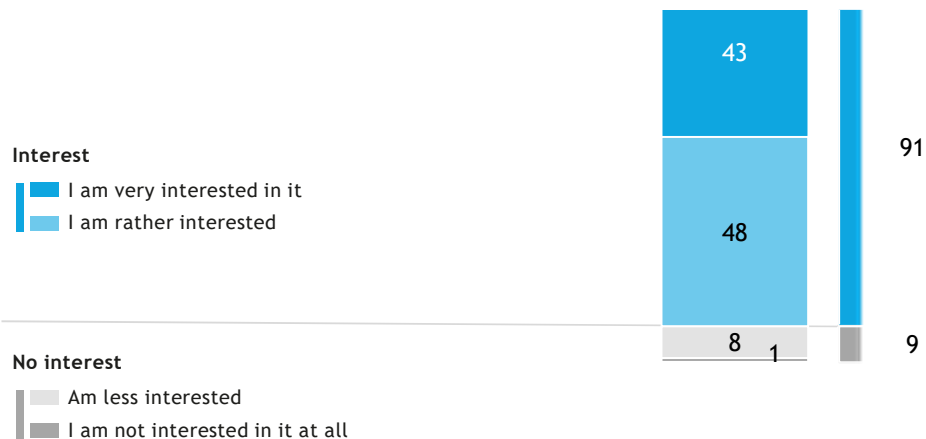
- 20% of respondents feel "very well" informed about policies for a change towards a more climate and environmentally-friendly economy. 50% feel "rather well" informed. This contrasts with 27% who feel "rather not well" informed and 3% who feel "not at all well" informed.
- Around half of the respondents (53%) think that policies for a change towards a more climate and environmentally-friendly economy are not sufficiently explained and clarified. 47% disagree (policies are sufficiently explained: yes: 19%, rather yes: 28%).



# Interest in information and level of knowledge: climate

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

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



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





# Interest in information and level of knowledge: climate

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
INTERESTED	91	90	97	90	96	91	89	88	81	95	94
I am very interested in it	43	46	57	59	51	43	34	34	27	41	44
I am rather interested	48	45	40	30	45	48	55	55	54	54	50
NOT INTERESTED	9	10	3	10	4	9	11	12	19	5	6
I am less interested	8	9	3	8	4	9	11	11	18	4	3
I am not interested in it at all	1	0	-	3	-	-	-	1	1	1	3

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 strongly overrepresented  
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 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	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
INTERESTED	91	92	90	87	90	92	96	94
I am very interested in it	43	41	45	38	41	43	55	44
I am rather interested	48	51	45	50	50	48	41	51
NOT INTERESTED	9	8	10	13	10	8	4	6
I am less interested	8	7	9	11	9	8	4	4
I am not interested in it at all	1	1	1	2	0	0	0	2

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

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■ 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% (<5,870 TRY)	Medium 60-140% (5,870-13,696 TRY)	High >140% (>13,696 TRY)
INTERESTED	91	92	87	94	84	91	96
I am very interested in it	43	45	38	45	33	48	45
I am rather interested	48	46	50	49	51	43	51
NOT INTERESTED	9	8	13	6	16	9	4
I am less interested	8	8	11	6	15	8	3
I am not interested in it at all	1	1	2	-	1	1	0

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

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■ overrepresented    ■ underrepresented

# Interest in information and level of knowledge: climate

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
HIGH	79	79	86	82	88	80	76	61	53	93	85
Very high	22	15	17	35	34	28	11	8	14	33	23
Rather high	57	64	69	47	54	52	65	54	40	60	62
LOW	21	21	14	18	12	20	24	39	47	7	15
Rather low	20	21	12	17	12	19	23	39	45	4	14
Very low	1	0	2	1	-	1	1	-	2	3	1

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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.)?

		Gender		Age (years)				
	Total	Male	Female	18-29	30-39	40-49	50-59	60-69
HIGH	79	79	78	74	76	76	82	95
Very high	22	23	21	20	18	13	37	31
Rather high	57	56	57	53	58	63	45	64
LOW	21	21	22	26	24	24	18	5
Rather low	20	20	20	24	23	23	18	5
Very low	1	1	2	3	1	1	-	-

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

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# Interest in information and level of knowledge: climate

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

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<5,870 TRY)	Medium 60-140% (5,870-13,696 TRY)	High >140% (>13,696 TRY)
HIGH	79	79	69	85	65	76	89
Very high	22	28	15	12	11	22	30
Rather high	57	51	54	73	54	54	59
LOW	21	21	31	15	35	24	11
Rather low	20	20	29	15	34	23	10
Very low	1	2	1	0	2	1	1

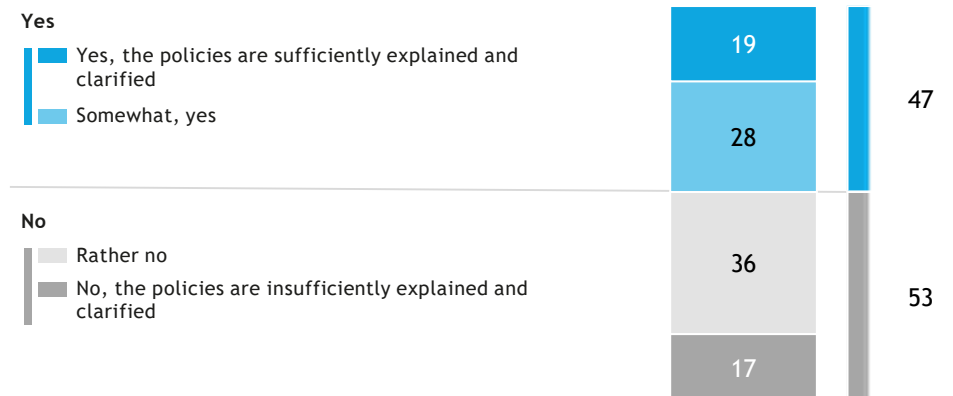
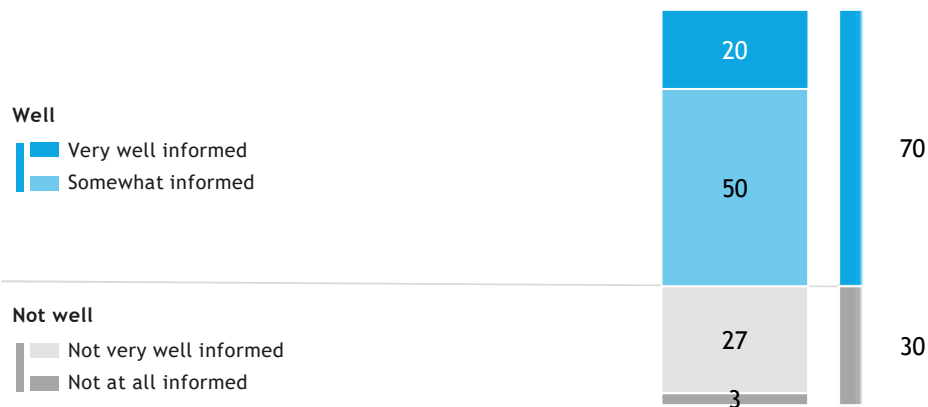
Basis: 1,201 cases, total sample; figures in %.

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







# Interest in information and level of knowledge: policies

In general, how well informed do you personally feel about policies for a change towards a more climate and environmentally-friendly economy?

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
INFORMED	70	64	70	79	84	80	57	48	44	93	78
Very well informed	20	10	11	33	43	30	5	5	13	33	22
Somewhat informed	50	54	59	46	41	50	52	43	32	60	57
NOT INFORMED	30	36	30	21	16	20	43	52	56	7	22
Not very well informed	27	34	30	19	16	18	40	48	48	6	19
Not at all informed	3	2	-	2	-	2	3	5	7	1	3

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

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

 strongly overrepresented  
 overrepresented  
 strongly underrepresented  
 underrepresented

# Interest in information and level of knowledge: policies

In general, how well informed do you personally feel about policies for a change towards a more climate and environmentally-friendly economy?

		Gender		Age (years)				
	Total	Male	Female	18-29	30-39	40-49	50-59	60-69
INFORMED	70	73	68	64	67	67	78	88
Very well informed	20	21	20	21	15	11	33	29
Somewhat informed	50	52	48	43	52	56	46	59
NOT INFORMED	30	27	32	36	33	33	22	12
Not very well informed	27	24	30	33	31	30	20	12
Not at all informed	3	3	2	3	2	4	2	-

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Interest in information and level of knowledge: policies

In general, how well informed do you personally feel about policies for a change towards a more climate and environmentally-friendly economy?

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<5,870 TRY)	Medium 60-140% (5,870-13,696 TRY)	High >140% (>13,696 TRY)
INFORMED	70	75	57	70	52	68	84
Very well informed	20	28	11	9	7	19	30
Somewhat informed	50	47	45	61	46	49	54
NOT INFORMED	30	25	43	30	48	32	16
Not very well informed	27	22	42	28	42	30	14
Not at all informed	3	3	2	2	5	2	1

Basis: 1,201 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 change towards a more climate and environmentally-friendly economy sufficiently explained and clarified?

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
YES	47	43	20	46	74	63	20	27	28	83	47
Yes, the policies are sufficiently explained and clarified	19	5	5	21	41	29	5	8	4	40	25
Rather yes	28	38	15	26	33	34	15	18	24	43	22
NO	53	57	80	54	26	37	80	73	72	17	53
Rather no	36	47	54	35	22	21	56	49	41	14	40
No, the policies are not adequately explained and clarified	17	10	26	19	3	16	23	24	31	3	13

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

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 overrepresented  
 strongly underrepresented  
 underrepresented

# Interest in information and level of knowledge: policies

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

		Gender		Age (years)				
	Total	Male	Female	18-29	30-39	40-49	50-59	60-69
YES	47	46	47	43	40	38	63	62
Yes, the policies are sufficiently explained and clarified	19	19	19	19	8	15	26	37
Rather yes	28	28	28	24	32	24	37	25
NO	53	54	53	57	60	62	37	38
Rather no	36	39	35	41	44	42	24	23
No, the policies are not adequately explained and clarified	17	15	18	17	16	20	14	15

Basis: 1,201 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 change towards a more climate and environmentally-friendly economy sufficiently explained and clarified?

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<5,870 TRY)	Medium 60-140% (5,870-13,696 TRY)	High >140% (>13,696 TRY)
YES	47	65	23	20	24	41	67
Yes, the policies are sufficiently explained and clarified	19	30	5	3	3	16	31
Rather yes	28	35	19	17	21	25	35
NO	53	35	77	80	76	59	33
Rather no	36	23	58	53	56	41	21
No, the policies are not adequately explained and clarified	17	12	19	27	20	18	12

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented



6

## Appendix: Communication

## topic interest in general

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

environment and nature	50
Health	44
Current affairs	43
Science and technology	42
Food and drink (e.g. cooking, baking, grilling)	39
Holiday, Travel	35
Garden and plants	35
Music, Culture, Theatre, Art	34
Business, professions	34
Family, children and child education	34
Nutrition	33
Sport	33
Sustainable consumption	32
Fashion	30

Psychology, spirituality, well-being	29
Computers, computer games	29
Consumer electronics, television	28
Information from the region, regional news	27
Decoration and Furniture	27
Cosmetics and Beauty	26
Wildlife, animals and pets	25
Technology and gaming	25
Cars, motorbikes	23
Investments, insurance, tax tips and finance	21
Photography, filming	16
Stars, Celebrities	12
Wellness	9

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



# topic interest in general (1)

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Environment and nature	50	72	64	55	38	48	55	55	44	25	50
Health	44	59	59	44	22	32	53	56	43	29	40
Current affairs	43	49	53	40	18	32	63	64	42	22	47
Science and technology	42	59	56	44	29	43	41	47	34	27	44
Food and drink (e.g. cooking, baking, grilling)	39	52	54	34	30	34	42	52	44	20	40
Holiday, Travel	35	47	53	34	14	30	42	41	28	17	53
Garden and plants	35	50	49	39	19	30	34	36	38	20	34
Music, Culture, Theatre, Art	34	34	56	37	22	31	45	35	30	18	43
Business, professions	34	42	53	36	13	38	40	34	26	20	39
Family, children and child education	34	52	37	38	25	33	29	50	32	19	29
Nutrition	33	46	43	35	15	30	38	44	28	14	41
Sport	33	41	47	36	14	34	36	33	30	16	48
Sustainable consumption	32	40	52	31	13	28	30	38	26	27	39
Fashion	30	36	45	32	17	30	30	32	29	19	40

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

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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
Psychology, spirituality, well-being	29	40	36	28	19	18	34	36	33	20	31
Computers, computer games	29	29	37	31	17	27	30	30	35	18	39
Consumer electronics, television	28	33	27	21	18	22	29	42	41	22	34
Information from the region, regional news	27	43	40	25	13	24	29	27	25	13	34
Decoration and Furniture	27	39	35	34	15	21	25	30	17	23	30
Cosmetics and Beauty	26	32	30	30	9	31	27	26	25	14	33
Wildlife, animals and pets	25	34	39	24	20	22	27	28	20	16	29
Technology and gaming	25	28	28	34	15	25	21	27	17	19	34
Cars, motorbikes	23	32	29	23	14	22	18	29	16	19	33
Investments, insurance, tax tips and finance	21	27	23	23	16	19	20	19	17	17	29
Photography, filming	16	18	17	19	15	14	15	11	13	15	26
Stars, Celebrities	12	10	13	15	10	16	13	6	9	12	16
Wellness	9	8	7	20	6	6	7	7	5	14	11

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

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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
Environment and nature	50	46	53	41	54	53	50	54
Health	44	40	47	37	48	48	44	43
Current affairs	43	43	43	38	44	48	37	52
Science and technology	42	45	39	37	46	48	40	36
Food and drink (e.g. cooking, baking, grilling)	39	32	47	42	46	40	30	31
Holiday, Travel	35	31	39	33	38	34	35	35
Garden and plants	35	28	41	25	40	35	36	46
Music, Culture, Theatre, Art	34	27	41	41	39	27	26	33
Business, professions	34	37	31	33	37	37	33	27
Family, children and child education	34	28	41	27	46	40	29	27
Nutrition	33	26	40	34	36	35	24	34
Sport	33	37	28	34	38	31	25	33
Sustainable consumption	32	29	36	24	38	37	30	36
Fashion	30	20	41	36	36	27	28	16

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

## Topic interest in general (2)

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Psychology, spirituality, well-being	29	23	35	31	29	38	17	25
Computers, computer games	29	34	24	33	26	31	25	25
Consumer electronics, television	28	28	30	31	34	33	21	15
Information from the region, regional news	27	26	28	23	26	27	25	35
Decoration and Furniture	27	20	35	22	31	32	21	31
Cosmetics and Beauty	26	11	40	29	30	26	20	18
Wildlife, animals and pets	25	26	24	22	30	27	19	31
Technology and gaming	25	27	23	30	23	24	23	18
Cars, motorbikes	23	27	20	23	25	23	20	25
Investments, insurance, tax tips and finance	21	20	21	23	22	18	19	17
Photography, filming	16	13	19	23	14	10	13	17
Stars, Celebrities	12	8	17	14	13	9	12	13
Wellness	9	9	10	9	13	5	7	15

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# topic interest in general (1)

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

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<5,870 TRY)	Medium 60-140% (5,870-13,696 TRY)	High >140% (>13,696 TRY)
Environment and nature	50	40	54	73	52	58	39
Health	44	33	53	64	52	51	32
Current affairs	43	32	49	66	48	49	33
science and technology	42	32	49	64	44	48	35
Food and drink (e.g. cooking, baking, grilling)	39	30	50	56	48	44	30
Holiday, Travel	35	26	40	56	31	41	30
Garden and plants	35	29	37	49	40	39	27
Music, Culture, Theatre, Art	34	24	43	54	37	39	27
Business, professions	34	28	39	48	40	38	27
Family, children and child education	34	30	38	44	38	41	26
Nutrition	33	25	41	46	36	39	24
Sport	33	24	38	53	34	40	26
Sustainable consumption	32	28	31	47	28	39	28
Fashion	30	25	37	38	36	33	25

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

## topic interest in general (2)

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














	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<5,870 TRY)	Medium 60-140% (5,870-13,696 TRY)	High >140% (>13,696 TRY)
Psychology, spirituality, well-being	29	25	34	36	34	32	22
Computers, computer games	29	26	30	38	29	32	25
Consumer electronics, television	28	25	31	37	33	31	23
Information from the region, regional news	27	23	27	39	29	29	22
Decoration and Furniture	27	22	30	41	30	29	23
Cosmetics and Beauty	26	22	32	31	24	28	23
Wildlife, animals and pets	25	23	22	35	25	31	20
Technology and gaming	25	21	30	31	25	29	21
Cars, motorbikes	23	20	27	30	19	28	21
Investments, insurance, tax tips and finance	21	17	19	34	17	23	21
Photography, filming	16	13	18	22	13	18	15
Stars, Celebrities	12	12	11	12	8	14	12
Wellness	9	10	7	11	4	9	12













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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Consumer interests

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

PC/Tablet/Smartphone		34
Holidays and travel		33
Clothing/Fashion		30
Coffee/tea		30
Delicatessen - high quality food		28
Cars		25
Donations for charitable purposes		22
Eating out (restaurants)		21
Furniture		20
Cosmetics/Perfume		19
Kitchen furniture and equipment		18
Do-it-yourself / garden tools		17
High quality jewellery		15

(Wrist)Watches		15
Bicycle		14
Porcelain/Glasswork		13
Handbags		13
High-end hi-fi equipment		12
High quality spirits/whisky		12
Exclusive accessories		11
Costume jewellery		10
Antiques		10
Beer		10
Wine/Champagne		9
None of these products		9

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

# Consumer interests (1)

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
PC/Tablet/Smartphone	34	39	40	37	21	29	38	38	28	28	50
Holidays and travel	33	43	37	33	26	32	36	34	24	24	40
Clothing/Fashion	30	35	40	38	24	35	27	23	24	22	31
Coffee/tea	30	31	31	36	4	31	32	33	26	27	37
Delicatessen - high quality food	28	37	35	26	9	26	33	37	31	16	34
Cars	25	33	32	29	16	24	17	25	16	24	34
Donations for charitable purposes	22	40	17	20	22	19	17	23	18	16	42
Eating out (restaurants)	21	21	25	22	14	20	25	20	13	18	40
Furniture	20	22	20	27	15	18	20	24	17	15	24
Cosmetics/Perfume	19	23	22	24	9	17	20	23	11	17	22
Kitchen furniture and equipment	18	21	19	24	16	13	15	25	9	17	25
Do-it-yourself / garden tools	17	23	20	17	14	22	9	16	12	17	18
High quality jewellery	15	17	10	18	10	11	13	11	11	21	19

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

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strongly overrepresented  
 overrepresented  
 strongly underrepresented  
 underrepresented



## Consumer interests (2)

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
(Wrist) Watches	15	17	17	18	11	15	11	11	12	10	33
Bicycle	14	13	15	18	12	13	13	10	13	18	19
Porcelain / Glasswork	13	14	11	14	6	15	11	12	12	14	24
Handbags	13	14	20	15	5	15	6	13	12	15	15
High-end hi-fi equipment	12	13	7	20	7	14	8	6	8	14	16
High quality spirits/whisky	12	4	14	13	14	11	20	2	10	14	22
Exclusive accessories	11	17	8	17	14	10	6	8	4	13	19
Costume jewellery	10	9	7	12	9	18	5	2	8	13	16
Antiques	10	10	15	12	10	10	7	9	4	11	17
Beer	10	2	13	11	7	14	12	2	7	18	10
Wine/Champagne	9	1	12	9	7	14	12	1	6	8	16
None of these products	9	10	6	6	8	6	11	13	20	3	7

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

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 INT = Intellectuals  
 PER = Performers  
 COS = Cosmopolitan Avantgarde  
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 CMA = Consumer Materialists  
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strongly overrepresented  
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 strongly underrepresented  
 underrepresented

# Consumer interests (1)

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
PC/Tablet/Smartphone	34	36	33	42	33	35	27	30
Holidays and travel	33	32	34	31	30	31	34	42
Clothing/Fashion	30	25	35	35	34	24	34	14
Coffee/tea	30	27	32	25	34	30	28	32
Delicatessen - high quality food	28	29	28	20	28	31	31	40
Cars	25	29	21	27	30	21	24	22
Donations for charitable purposes	22	22	23	22	27	19	23	20
Eating out (restaurants)	21	20	22	24	25	17	16	22
Furniture	20	17	23	17	22	21	21	20
Cosmetics/Perfume	19	12	26	22	22	14	21	13
Kitchen furniture and equipment	18	13	23	14	20	22	18	18
Do-it-yourself / garden tools	17	18	16	16	15	18	16	24
High quality jewellery	15	12	18	13	16	12	17	15

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

## Consumer interests (2)

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
(Wrist) Watches	15	14	15	18	17	11	12	15
Bicycle	14	18	11	13	15	12	19	16
Porcelain / Glasswork	13	10	17	10	16	13	14	18
Handbags	13	8	18	10	16	10	15	18
High-end hi-fi equipment	12	14	10	12	10	12	12	14
High quality spirits/whisky	12	14	10	12	13	9	10	19
Exclusive accessories	11	10	12	11	13	11	9	10
Costume jewellery	10	7	13	10	9	7	14	13
Antiques	10	10	12	12	10	6	11	15
Beer	10	12	9	10	9	7	8	22
Wine/Champagne	9	12	6	8	8	7	8	14
None of these products	9	7	10	8	7	14	6	8

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Consumer interests (1)

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

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<5,870 TRY)	Medium 60-140% (5,870-13,696 TRY)	High >140% (>13,696 TRY)
PC/Tablet/Smartphone	34	29	43	42	38	35	30
Holidays and travel	33	27	37	45	29	36	30
Clothing/Fashion	30	27	36	32	38	32	22
Coffee/tea	30	28	29	35	30	34	24
Delicatessen - high quality food	28	24	32	40	33	31	24
Cars	25	24	31	24	22	31	20
Donations for charitable purposes	22	23	18	26	31	22	18
Eating out (restaurants)	21	19	24	25	18	21	22
Furniture	20	20	18	20	17	24	17
Cosmetics/Perfume	19	17	23	21	16	20	20
Kitchen furniture and equipment	18	19	15	20	19	18	17
Do-it-yourself / garden tools	17	17	17	18	16	17	18
High quality jewellery	15	16	12	14	8	14	18

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

## Consumer interests (2)

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

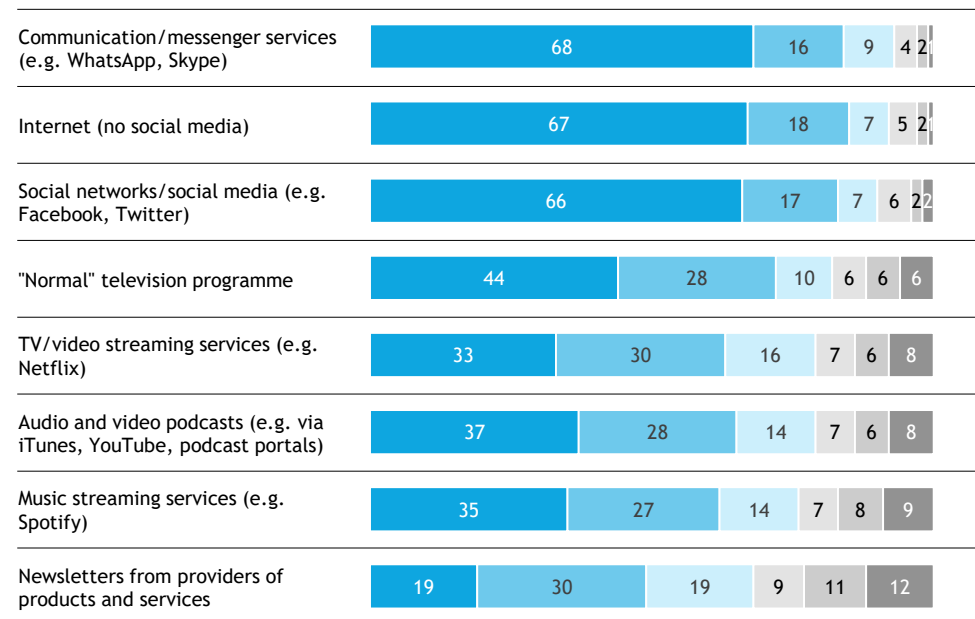
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<5,870 TRY)	Medium 60-140% (5,870-13,696 TRY)	High >140% (>13,696 TRY)
(Wrist) Watches	15	15	14	15	15	14	16
Bicycle	14	14	15	15	14	14	15
Porcelain / Glasswork	13	16	8	13	9	12	17
Handbags	13	15	11	12	7	14	16
High-end hi-fi equipment	12	13	9	10	7	11	15
High quality spirits/whisky	12	12	10	13	8	12	16
Exclusive accessories	11	10	11	14	5	12	14
Costume jewellery	10	11	9	7	5	8	15
Antiques	10	11	9	12	6	9	15
Beer	10	10	10	9	4	11	13
Wine/Champagne	9	8	8	10	6	7	12
None of these products	9	7	11	11	9	12	4

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

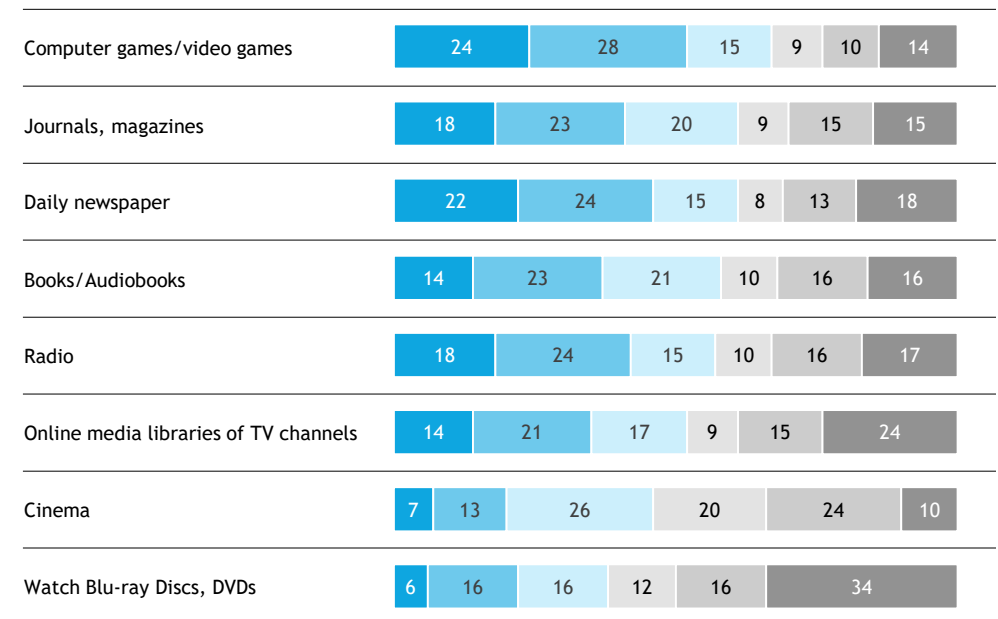
■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

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



# Media use

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

Response category: "daily / several times a week / several times a month"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Communication/messenger services (e.g. WhatsApp, Skype)	93	96	97	94	90	92	97	99	94	84	89
Internet (no social media)	92	96	96	97	88	93	96	92	89	82	92
Social networks/social media (e.g. Facebook, Twitter)	90	98	91	90	93	95	87	87	95	81	95
"Normal" television programme	82	87	85	85	76	89	75	89	83	73	77
TV/video streaming services (e.g. Netflix)	79	71	82	88	88	85	78	66	80	83	78
Audio and video podcasts (e.g. via iTunes, YouTube, podcast portals)	79	79	78	83	87	84	82	66	74	80	92
Music streaming services (e.g. Spotify)	76	74	90	83	84	86	70	52	67	84	72
Newsletters from providers of products and services	68	73	71	77	70	74	61	48	58	76	64
Computer games/video games	67	61	63	75	73	80	54	54	57	72	77
Journals, magazines	61	60	66	70	64	66	51	53	48	71	56
Daily newspaper	61	58	67	67	68	66	48	57	46	70	54
Books/Audiobooks	58	58	52	73	71	64	53	43	41	66	58
Radio	57	56	62	61	53	65	45	53	46	66	52
Online media libraries of TV channels	52	48	46	64	65	66	36	31	33	74	45
Cinema	46	44	39	54	58	54	33	28	28	70	50
Watch Blu-ray Discs, DVDs	38	31	29	47	56	52	17	16	28	61	32

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

EST = Established  
 INT = Intellectuals  
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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: "daily / several times a week / several times a month"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Communication/messenger services (e.g. WhatsApp, Skype)	93	92	94	93	96	96	91	86
Internet (no social media)	92	90	94	92	93	95	91	84
Social networks/social media (e.g. Facebook, Twitter)	90	90	91	89	91	93	94	84
"Normal" television programme	82	82	82	74	84	89	89	78
TV/video streaming services (e.g. Netflix)	79	78	82	80	83	74	86	74
Audio and video podcasts (e.g. via iTunes, YouTube, podcast portals)	79	77	83	83	86	78	81	63
Music streaming services (e.g. Spotify)	76	73	80	83	76	72	77	70
Newsletters from suppliers of products and services	68	69	67	60	74	64	76	70
Computer games/video games	67	70	64	67	68	60	77	62
Journals, magazines	61	61	62	50	64	57	75	71
Daily newspaper	61	63	58	47	62	57	78	72
Books/Audiobooks	58	57	59	58	60	53	63	58
Radio	57	58	55	42	62	54	72	67
Online media libraries of TV channels	52	54	51	48	54	45	65	53
Cinema	46	49	44	44	43	45	59	47
Watch Blu-ray Discs, DVDs	38	38	38	33	37	29	56	43

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented



# Media use

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

Response category: "daily / several times a week / several times a month"

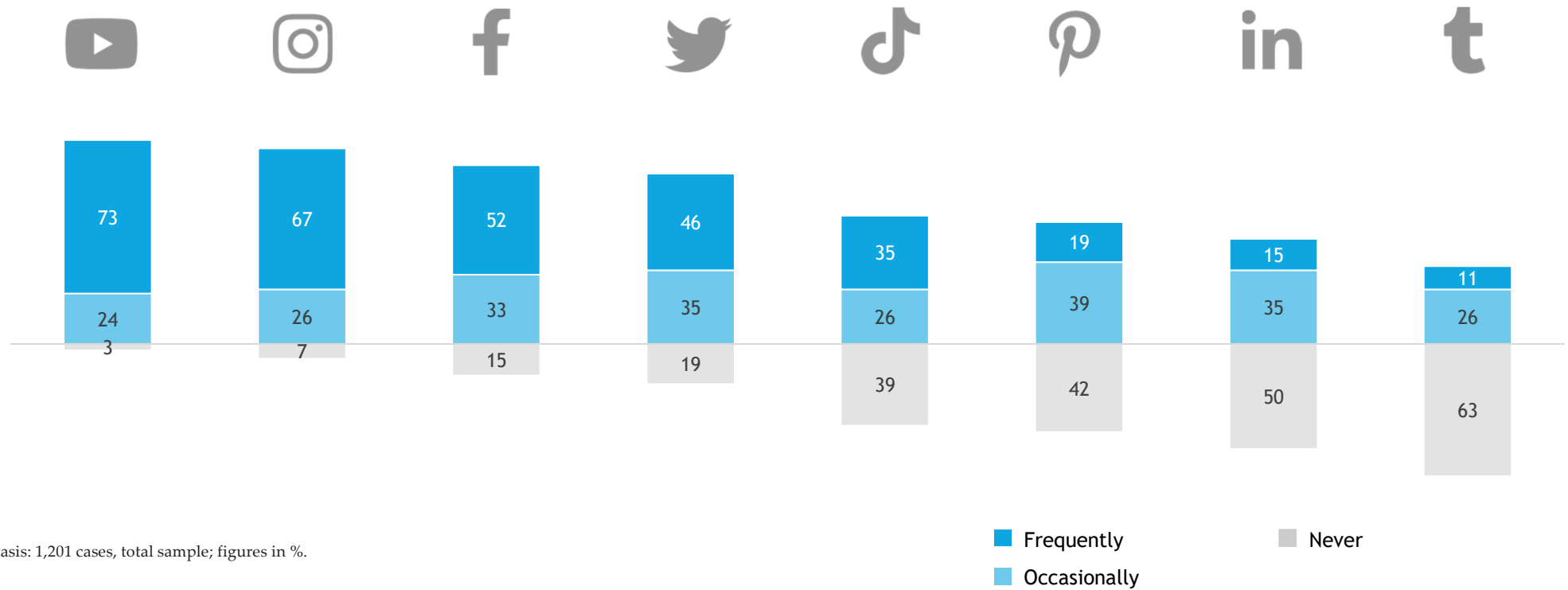
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<5,870 TRY)	Medium 60-140% (5,870-13,696 TRY)	High >140% (>13,696 TRY)
Communication/messenger services (e.g. WhatsApp, Skype)	93	91	97	97	94	96	90
Internet (no social media)	92	89	97	96	97	94	87
Social networks/social media (e.g. Facebook, Twitter)	90	88	93	95	88	93	88
"Normal" television programme	82	83	78	85	84	83	81
TV/video streaming services (e.g. Netflix)	79	80	80	81	70	82	84
Audio and video podcasts (e.g. via iTunes, YouTube, podcast portals)	79	80	81	78	79	80	81
Music streaming services (e.g. Spotify)	76	76	78	76	67	75	83
Newsletters from suppliers of products and services	68	71	59	70	60	65	77
Computer games/video games	67	71	60	61	58	68	71
Journals, magazines	61	63	50	68	45	62	72
Daily newspaper	61	64	46	68	42	62	72
Books/Audiobooks	58	61	50	60	43	59	67
Radio	57	59	47	61	39	57	68
Online media libraries of TV channels	52	58	39	49	31	50	67
Cinema	46	55	35	36	22	45	63
Watch Blu-ray Discs, DVDs	38	49	23	22	24	33	53

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

■ strongly overrepresented    ■ strongly underrepresented  
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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)?



# Media use





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

Response category: "frequently"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
YouTube	73	85	84	87	51	77	66	79	71	57	69
Instagram	67	75	79	76	48	69	71	70	64	50	68
Facebook	52	55	59	51	39	60	40	55	51	48	55
Twitter	46	45	52	58	45	44	54	36	38	40	54
TikTok	35	21	30	39	38	57	20	20	23	47	43
Pinterest	19	17	18	32	22	22	10	6	14	24	21
LinkedIn	15	10	10	21	25	22	8	3	7	25	11
Tumblr	11	2	10	14	16	15	6	1	8	25	2

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

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# Media use

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

Response category: "frequently"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
YouTube	73	69	77	71	79	81	71	57
Instagram	67	58	76	67	71	70	65	55
Facebook	52	56	46	31	51	62	64	66
Twitter	46	50	43	44	47	46	53	42
TikTok	35	34	36	33	35	28	48	32
Pinterest	19	16	22	16	21	18	22	21
LinkedIn	15	16	14	12	16	13	21	12
Tumblr	11	13	9	10	8	8	18	15

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

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■ 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% (<5,870 TRY)	Medium 60-140% (5,870-13,696 TRY)	High >140% (>13,696 TRY)
YouTube	73	68	82	81	80	80	61
Instagram	67	60	78	76	71	74	56
Facebook	52	56	43	50	49	56	48
Twitter	46	43	44	58	37	47	50
TikTok	35	45	24	17	30	34	39
Pinterest	19	20	19	15	10	18	25
LinkedIn	15	17	9	12	6	14	22
Tumblr	11	15	7	3	2	8	19

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Media use

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

Response category: "At least occasionally"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
YouTube	97	99	98	96	96	99	97	97	97	93	97
Instagram	93	97	97	93	95	96	90	88	88	91	94
Facebook	84	89	82	85	88	85	72	82	85	88	89
Twitter	81	81	85	88	87	86	82	65	72	84	82
TikTok	60	45	55	69	80	77	43	44	40	81	62
Pinterest	58	51	69	70	71	63	49	41	45	68	54
LinkedIn	50	41	51	62	73	59	36	24	35	66	52
Tumblr	37	28	24	51	62	48	17	10	23	64	38

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

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 PRO = Progressive Realists

strongly overrepresented  
 overrepresented  
 strongly underrepresented  
 underrepresented

# Media use

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

Response category: "MIN. MOUNTAIN "

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
YouTube	97	97	97	96	99	98	97	91
Instagram	93	90	95	90	96	96	95	83
Facebook	84	87	82	69	86	90	97	89
Twitter	81	85	77	79	81	78	91	78
TikTok	60	63	58	61	63	51	74	53
Pinterest	58	50	66	59	62	52	66	50
LinkedIn	50	53	46	46	50	46	68	40
Tumblr	37	40	34	32	37	33	53	36

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Media use

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

Response category: „At least occasionally“

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<5,870 TRY)	Medium 60-140% (5,870-13,696 TRY)	High >140% (>13,696 TRY)
YouTube	97	95	99	100	98	97	96
Instagram	93	92	96	92	91	93	94
Facebook	84	89	75	82	73	85	90
Twitter	81	80	79	85	69	80	90
TikTok	60	74	45	38	50	56	73
Pinterest	58	62	51	57	47	51	72
LinkedIn	50	54	36	50	32	41	70
Tumblr	37	51	20	17	21	26	60

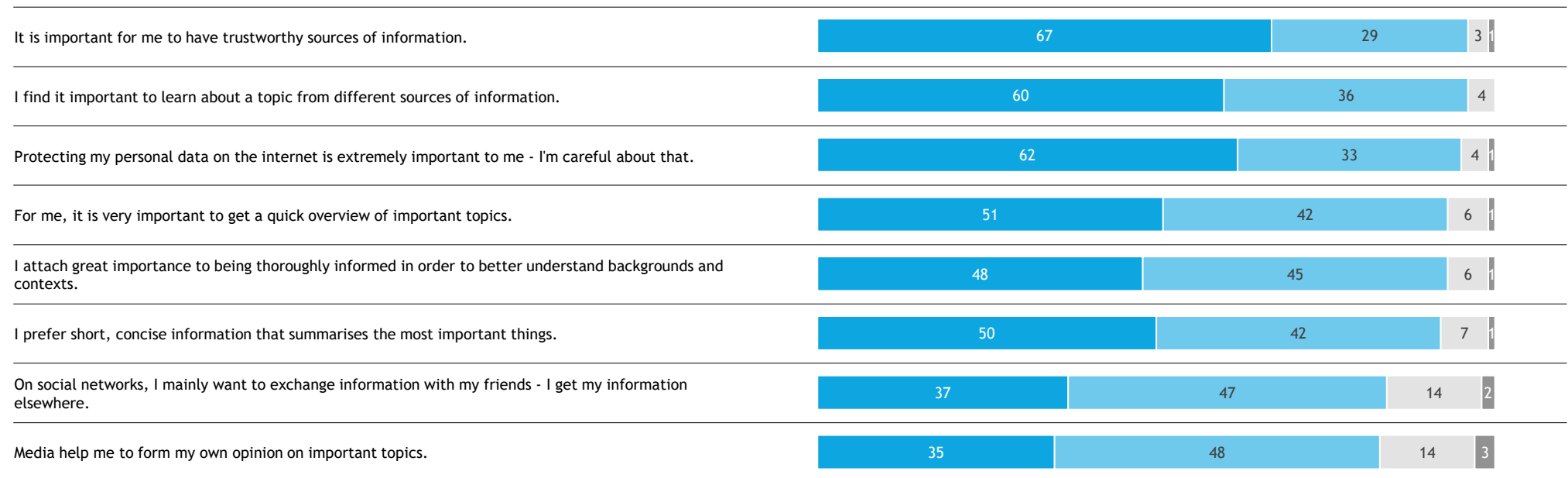
Basis: 1,201 cases, total sample; figures in %.

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# Communication expectations

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



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

■ Applies completely

■ Somewhat applies

■ Mostly doesn't apply

■ Doesn't apply at all

# Communication expectations




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

Response category: „applies completely/somewhat applies“

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
It is important for me to have trustworthy sources of information.	96	98	99	96	98	94	96	100	96	94	98
I find it important to learn about a topic from different sources of information.	96	100	97	98	93	97	96	97	97	91	96
Protecting my personal data on the internet is extremely important to me - I'm careful about that.	95	98	98	97	90	94	94	97	91	94	99
For me, it is very important to get a quick overview of important topics.	93	96	95	93	91	94	89	97	93	93	90
I attach great importance to being thoroughly informed in order to better understand backgrounds and contexts.	93	95	96	97	88	92	91	95	90	95	94
I prefer short, concise information that summarises the most important things.	92	98	86	89	93	96	90	93	92	92	95
On social networks, I mainly want to exchange information with my friends - I get my information elsewhere.	84	74	82	91	83	94	74	76	72	93	86
Media help me to form my own opinion on important topics.	83	82	72	89	88	89	76	77	77	93	92

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

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# Communication expectations

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

Response category: " applies completely/somewhat applies"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
It is important for me to have trustworthy sources of information.	96	97	97	95	98	96	98	97
I find it important to learn about a topic from different sources of information.	96	94	98	94	97	94	98	100
Protecting my personal data on the internet is extremely important to me - I'm careful about that.	95	95	96	92	98	95	96	98
For me, it is very important to get a quick overview of important topics.	93	92	95	91	94	92	93	97
I attach great importance to being thoroughly informed in order to better understand backgrounds and contexts.	93	92	95	91	93	91	99	96
I prefer short, concise information that summarises the most important things.	92	91	94	90	94	92	93	92
On social networks, I mainly want to exchange information with my friends - I get my information elsewhere.	84	83	84	84	82	78	88	88
Media help me to form my own opinion on important topics.	83	79	89	86	83	78	87	85

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Communication expectations

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

Response category: "applies completely/somewhat applies"

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<5,870 TRY)	Medium 60-140% (5,870-13,696 TRY)	High >140% (>13,696 TRY)
It is important for me to have trustworthy sources of information.	96	96	97	100	97	98	95
I find it important to learn about a topic from different sources of information.	96	96	97	99	96	97	96
Protecting my personal data on the internet is extremely important to me - I'm careful about that.	95	96	94	98	92	97	96
For me, it is very important to get a quick overview of important topics.	93	92	95	96	92	93	94
I attach great importance to being thoroughly informed in order to better understand backgrounds and contexts.	93	94	92	97	90	93	96
I prefer short, concise information that summarises the most important things.	92	94	93	91	92	91	95
On social networks, I mainly want to exchange information with my friends - I get my information elsewhere.	84	88	78	78	82	80	89
Media help me to form my own opinion on important topics.	83	88	82	76	77	81	90

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

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# Communication expectations





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

Response category: „applies completely”

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
It is important for me to have trustworthy sources of information.	67	79	88	75	45	61	78	77	62	49	71
Protecting my personal data on the internet is extremely important to me - I'm careful about that.	62	73	75	72	40	54	65	70	52	49	71
I find it important to learn about a topic from different sources of information.	60	65	80	72	38	56	64	63	52	44	65
For me, it is very important to get a quick overview of important topics.	51	47	61	57	44	51	44	53	44	49	58
I prefer short, concise information that summarises the most important things.	50	48	50	57	38	53	39	58	47	49	62
I attach great importance to being thoroughly informed in order to better understand backgrounds and contexts.	48	41	60	68	41	49	40	45	35	47	59
On social networks, I mainly want to exchange information with my friends - I get my information elsewhere.	37	23	39	52	34	52	26	20	21	48	46
Media help me to form my own opinion on important topics.	35	27	37	48	34	44	25	28	28	36	38

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

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# Communication expectations

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

Response category: „applies completely”

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
It is important for me to have trustworthy sources of information.	67	65	71	67	70	70	72	56
Protecting my personal data on the internet is extremely important to me - I'm careful about that.	62	56	68	60	65	63	65	55
I find it important to learn about a topic from different sources of information.	60	55	64	56	61	60	64	60
For me, it is very important to get a quick overview of important topics.	51	44	57	53	51	44	57	45
I prefer short, concise information that summarises the most important things.	50	47	54	53	51	47	52	46
I attach great importance to being thoroughly informed in order to better understand backgrounds and contexts.	48	46	51	47	44	45	57	56
On social networks, I mainly want to exchange information with my friends - I get my information elsewhere.	37	34	40	36	36	29	50	40
Media help me to form my own opinion on important topics.	35	32	38	40	33	26	40	32

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

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■ overrepresented    ■ underrepresented

# Communication expectations

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

Response category: „applies completely”

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<5,870 TRY)	Medium 60-140% (5,870-13,696 TRY)	High >140% (>13,696 TRY)
It is important for me to have trustworthy sources of information.	67	60	78	84	75	75	55
Protecting my personal data on the internet is extremely important to me - I'm careful about that.	62	59	68	67	65	66	56
I find it important to learn about a topic from different sources of information.	60	56	63	69	58	66	53
For me, it is very important to get a quick overview of important topics.	51	52	47	54	51	53	48
I prefer short, concise information that summarises the most important things.	50	54	48	48	51	52	47
I attach great importance to being thoroughly informed in order to better understand backgrounds and contexts.	48	51	43	51	40	51	50
On social networks, I mainly want to exchange information with my friends - I get my information elsewhere.	37	43	30	28	29	37	43
Media help me to form my own opinion on important topics.	35	39	32	26	32	36	35

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

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■ overrepresented    ■ underrepresented



Imprint



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