



SINUS Study for the Friedrich-Ebert-Stiftung

Social-ecological transformation

Country report United Kingdom

**FRIEDRICH
EBERT
STIFTUNG**

sinus:

Heidelberg, September 2023

Teil der INTEGRAL-SINUS-OPINION Gruppe

Task and objective

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

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

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Method and sample

Methodology and sample



Method

Standardised online survey (CAWI)

Quota sample (gender, age, education and region)

The interviews were conducted in the national language.



Data collection

Ø Interview duration: 20 minutes

The data collection was carried out by Sociotrend GmbH.



Target group

Resident population aged from 18 to 69 years



Sample size

1,203 persons



Survey period

09.05. - 05.06.2023

Survey contents

- Awareness of environmental, nature and climate protection issues
- climate and environmentally-conscious behaviour: Attitudes, barriers and motivators
- Attitudes towards change in way of living 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 the United Kingdom. The key findings are presented in graphs and charts. For better readability and comprehensibility, the percentages have been rounded to whole numbers.
- The data set was examined for differences in the response behaviour of different population groups and presented in tabular form. The socio-demographic characteristics gender, age, education and net equivalent income were taken into account.
 - Gender: female, male
(The answer category „non-binary" was taken into account in the survey, but not evaluated due to too small a number of cases).
 - Age groups: 18- to 29-year-olds, 30- to 39-year-olds, 40- to 49-year-olds, 50- to 59-year-olds, 60- to 69-year-olds
 - Educational groups: low: "No school leaving certificate or job training (yet)" or "Key or Basic Skills, Entry Level Certificate, Skills for Life" or "NVQ / SVQ level 1, 1-4 GCSEs A*-C, GCSEs D-G, or equivalent" or "Foundation Welsh Baccaulaureate" or "Intermediate Welsh Baccaulaureate" or "Junior Certificate, Northern Ireland"; medium: "NVQ / SVQ level 2, 5 or more GCSEs A*-C, or equivalent" or "NVQ / SVQ level 3 or 4 or equivalent vocational qualification" or "A-level or equivalent general qualification" or "Advanced Welsh Baccaulaureate" or "Senior Certificate, Northern Ireland"; high: "NVQ / SVQ level 5 or equivalent vocational qualification" or "University degrees (e. g. Foundation degree, Bachelor's degree, Bachelor of Arts)".g. Foundation degree, Bachelor's degree, Post-Graduate Diploma or Certificate, Doctorate, PhD)".
 - Net equivalent income*: low: less than 60% of median income; medium: 60% to 140% of median income; high: more than 140% of the median income

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

Methodology and sample

Evaluation of the survey results

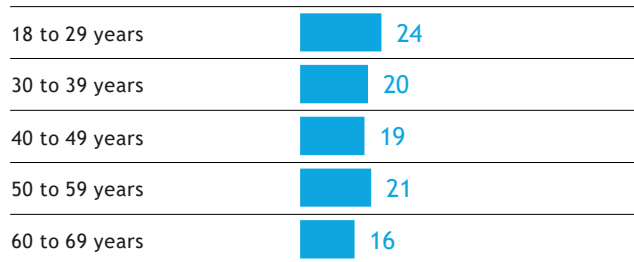
- In addition to the differentiation according to socio-demographic characteristics, the data was analysed according to the milieu affiliation of the respondents. By evaluating the findings according to the Sinus-Meta-Milieus, the socio-demographic analysis is supplemented by lifestyle and value components.
 - The milieu perspective does not replace the study of sociodemographic 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 usual 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

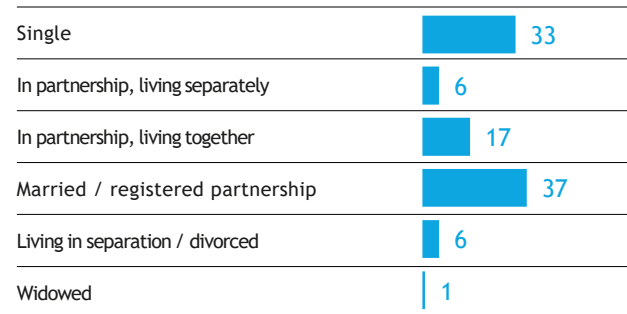
Gender



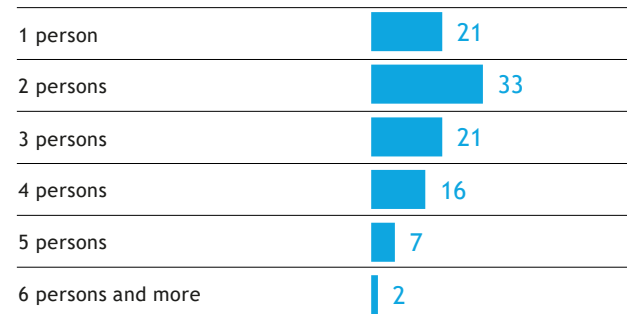
Age ø 42.6 years



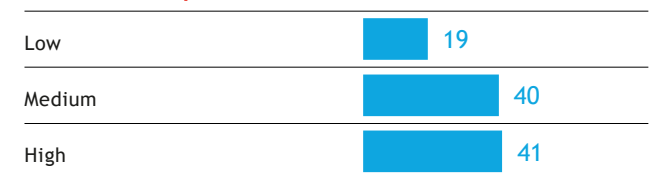
Marital status



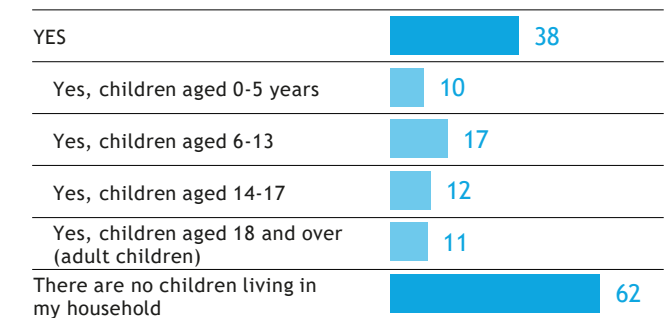
Persons in the household



Educational qualification



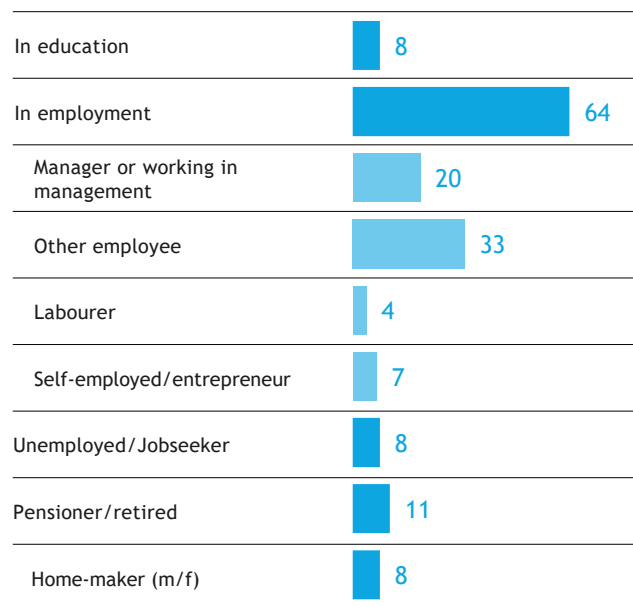
Children in the household



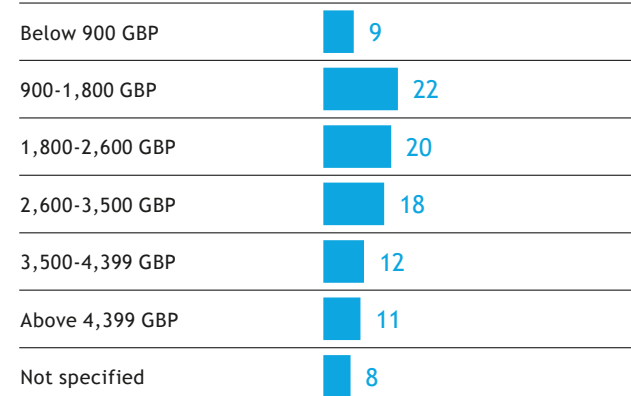
Basis: 1,203 cases, total sample; figures in %.

Demographic structure of the sample

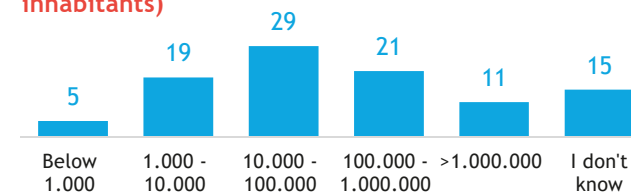
Occupational status



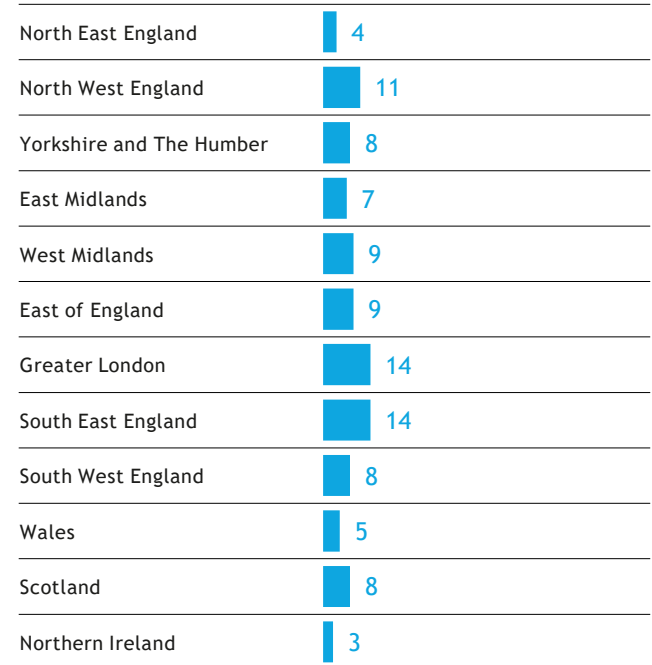
Net household income



Size of residency (number of inhabitants)



Region

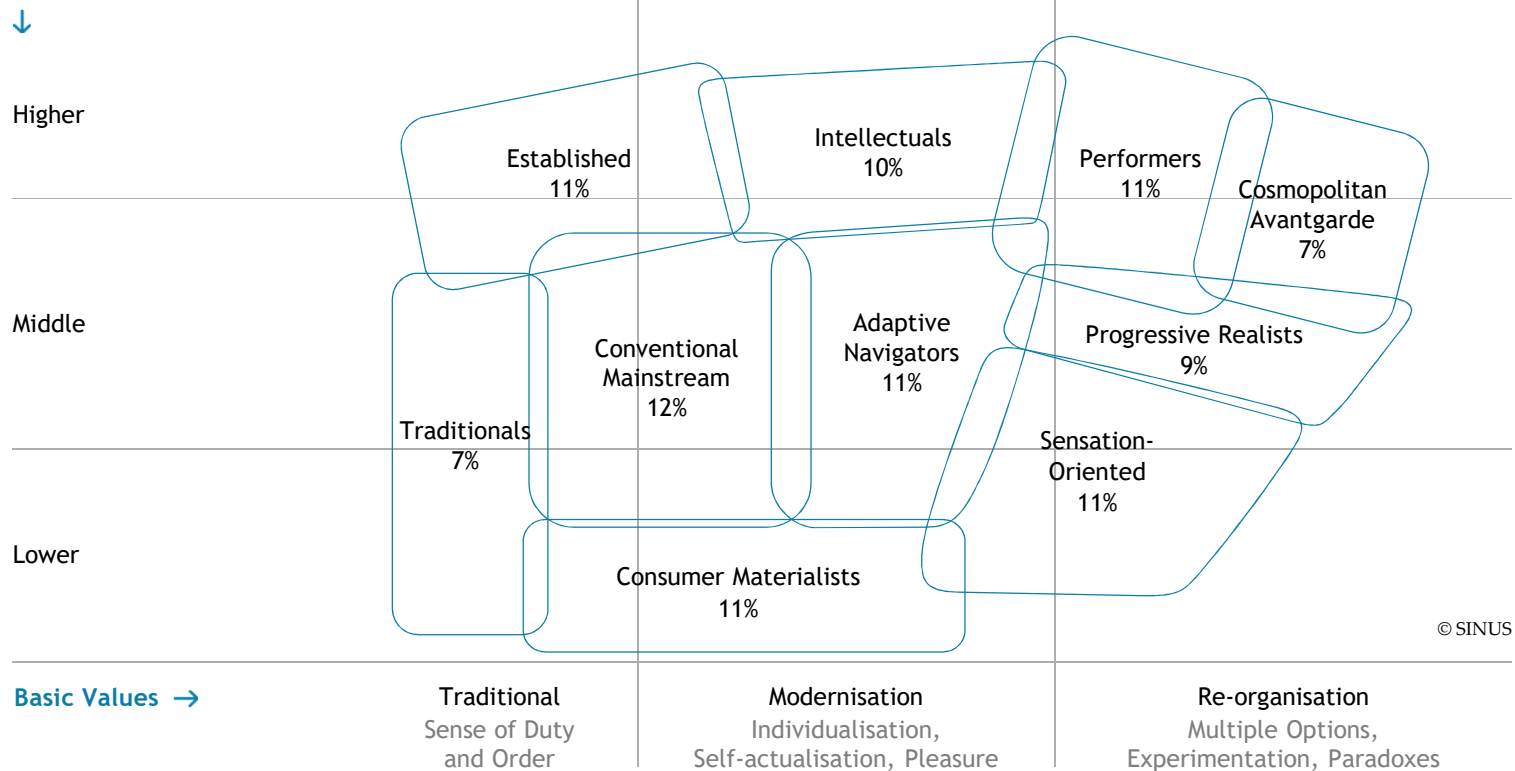


Basis: 1,203 cases, total sample; figures in %.

The Sinus-Meta-Milieus[®] in the United Kingdom

18 - 69 year olds

Social status ↓



The Sinus-Milieus®

Short summary

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



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Problem awareness

Main findings

Problem awareness

Importance of environmental, nature and climate protection

- With 63% of mentions, public health service and care is most frequently counted among the most important topics. The issue of inflation and decreasing purchasing power" follow with 52% while the secure energy supply and affordable energy prices rank third (42%). With 35% mentions, the area of environmental, nature and climate protection is ranked fourth.

Relevance of environmental policy fields of action

- Among the top five challenges to preserving our livelihoods, respondents most frequently rank climate change (59%), environmental and living environment waste (56%), the state of the oceans (48%) and water pollution/quality (44%). Increasing traffic and noise are least frequently seen as a priority area for environmental policy action (17%).

Relevance of climate change as a topic

- A clear majority of the population considers climate change to be a (very) important topic for the UK: On a scale from 0 "completely irrelevant" to 10 "absolutely important", 56% of the respondents choose scale points 8 to 10, another 26% scale points 6 to 7. In contrast, it is only 6% of the respondents who choose scale points 0 to 2. The scale average is 7.4.

Main findings

Problem awareness

Attitudes towards climate change

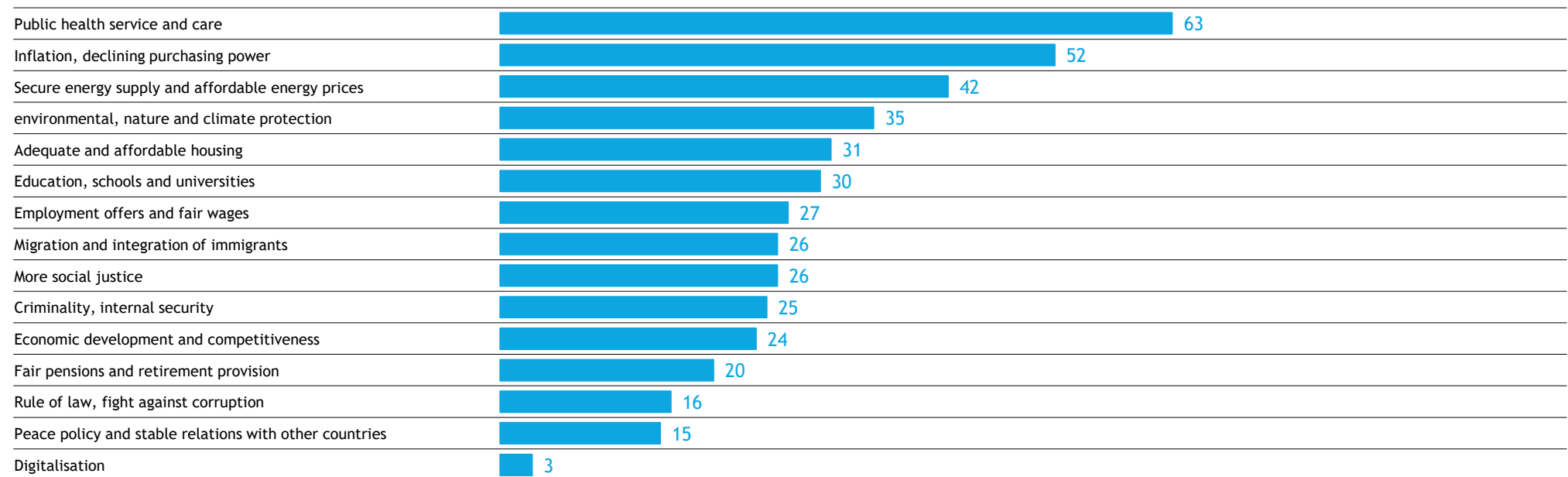
- 92% of respondents believe that the destruction of nature endangers people and their livelihoods (highest level of agreement "Fully agree": 46%). At the same time, 79% say they are afraid of the consequences of climate change (highest level of agreement: 35%), while 37% think that many things are very exaggerated when it comes to the consequences of climate change (highest level of agreement: 11%). When asked if there are more important problems in the UK than climate change, 59% agree (highest level of agreement: 20%) and 41% disagree. Similarly, when it comes to the statement that we should rather focus on adapting to the consequences of climate change instead of putting climate protection in the foreground: while 55% agree (highest level of agreement: 13%), 45% disagree.

Consequences of climate change

- The increase in extreme weather events scares the population the most: 59% of respondents rank the increase in extreme weather events among the five consequences of climate change that scare them the most. Rising sea levels and the extinction of species in the animal and plant world are named by 49% each. The fourth most frequently mentioned is the increase in humanitarian crises (43%), and the fifth most frequently mentioned is the lack of water in everyday life (40%). Significantly fewer respondents are afraid of increased immigration/migration (20%).

Importance of environmental, nature and climate protection

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



Basis: 1,203 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 to take care of in the UK? Please select up to 5 topics.

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Public health service and care	63	64	78	68	66	60	61	74	60	48	59
Inflation, declining purchasing power	52	56	43	58	52	40	62	47	56	48	50
Secure energy supply and affordable energy prices	42	30	47	38	36	31	61	50	47	41	42
environmental, nature and climate protection	35	38	68	23	37	30	25	30	34	31	39
Adequate and affordable housing	31	26	42	28	29	37	31	28	29	32	26
Education, schools and universities	30	34	38	36	30	34	24	25	23	29	26
Employment offers and fair wages	27	25	22	38	28	35	22	27	17	28	29
Migration and integration of immigrants	26	32	10	21	18	24	33	34	39	24	25
More social justice	26	15	42	28	26	25	20	24	23	21	40
Criminality, internal security	25	22	20	17	26	31	24	36	26	28	21
Economic development and competitiveness	24	28	18	33	25	25	17	14	22	29	29
Fair pensions and retirement provision	20	18	12	16	17	18	22	30	20	22	21
Rule of law, fight against corruption	16	19	11	13	13	17	16	15	17	19	20
Peace policy and stable relations with other countries	15	16	16	17	17	17	13	7	16	12	22
Digitalisation	3	3	1	3	5	4	2	1	2	4	3

Basis: 1,203 cases, total sample; figures in %.

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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 to take care of in the UK? Please select up to 5 topics.

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Public health service and care	63	57	70	58	59	64	65	73
Inflation, declining purchasing power	52	54	49	42	56	57	49	55
Secure energy supply and affordable energy prices	42	41	44	27	38	47	48	58
environmental, nature and climate protection	35	34	36	31	32	40	39	33
Adequate and affordable housing	31	29	32	37	37	29	23	26
Education, schools and universities	30	26	33	41	31	23	23	30
Employment offers and fair wages	27	26	28	39	32	23	23	15
Migration and integration of immigrants	26	28	25	20	16	27	36	36
More social justice	26	23	28	29	33	21	24	20
Criminality, internal security	25	27	23	22	22	26	24	33
Economic development and competitiveness	24	30	18	22	24	28	25	22
Fair pensions and retirement provision	20	18	21	14	16	12	22	38
Rule of law, fight against corruption	16	21	12	18	13	15	17	17
Peace policy and stable relations with other countries	15	17	14	19	14	11	17	16
Digitalisation	3	4	2	5	4	1	2	1

Basis: 1,203 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 to take care of in the UK? Please select up to 5 topics.

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (< 992 £)	Medium 60-140% (992-2.314 £)	High >140% (>2.314 £)
Public health service and care	63	60	62	66	59	62	66
Inflation, declining purchasing power	52	47	53	52	53	51	51
Secure energy supply and affordable energy prices	42	45	44	39	43	42	39
environmental, nature and climate protection	35	33	31	40	31	34	41
Adequate and affordable housing	31	31	31	31	36	29	29
Education, schools and universities	30	24	28	34	27	31	30
Employment offers and fair wages	27	26	30	25	29	28	24
Migration and integration of immigrants	26	33	30	20	26	27	25
More social justice	26	22	24	29	28	25	25
Criminality, internal security	25	27	26	22	27	25	23
Economic development and competitiveness	24	16	23	29	16	25	37
Fair pensions and retirement provision	20	28	17	17	21	20	16
Rule of law, fight against corruption	16	12	16	18	15	17	15
Peace policy and stable relations with other countries	15	14	17	14	14	16	18
Digitalisation	3	3	3	2	4	2	3

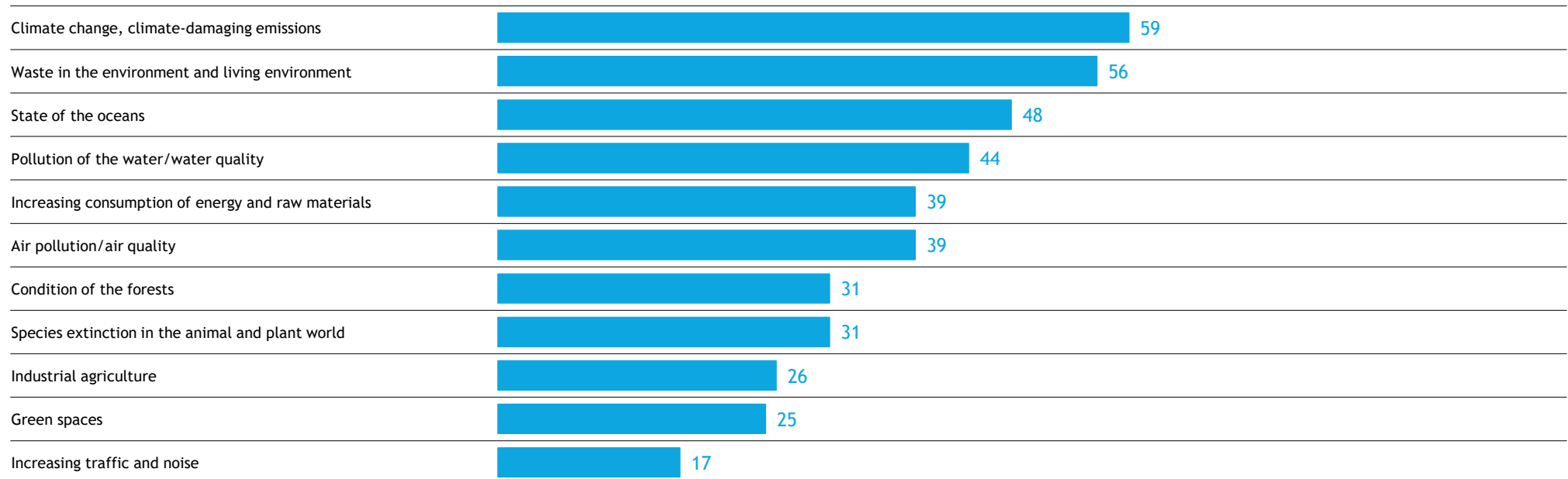
Basis: 1,203 cases, total sample; figures in %.

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Relevance of environmental policy fields of action

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

Environmental policy fields of action



Basis: 1,203 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 to sustaining 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	59	61	83	55	65	50	47	55	53	57	68
Waste in the environment and living environment	56	63	72	54	54	48	59	57	51	46	54
State of the oceans	48	50	62	36	49	48	51	52	49	39	52
Pollution of the water/water quality	44	45	49	46	38	41	44	45	45	46	40
Increasing consumption of energy and raw materials	39	40	45	37	43	34	36	40	34	41	44
Air pollution/air quality	39	41	33	43	44	46	28	40	39	44	35
Condition of the forests	31	30	28	22	35	36	32	33	34	32	30
Species extinction in the animal and plant world	31	24	38	24	29	36	29	36	40	23	37
Industrial agriculture	26	23	36	23	23	27	30	28	22	25	28
Green spaces	25	27	15	29	26	22	26	28	23	31	23
Increasing traffic and noise	17	18	5	19	17	24	13	16	16	25	18

Basis: 1,203 cases, total sample; figures in %.

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

In your opinion, which of the following topics are among the greatest challenges to sustaining 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	59	59	58	60	59	62	58	54
Waste in the environment and living environment	56	51	60	52	58	56	53	62
State of the oceans	48	45	51	46	36	47	55	62
Pollution of the water/water quality	44	48	40	38	45	44	45	50
Increasing consumption of energy and raw materials	39	41	37	40	37	40	39	39
Air pollution/air quality	39	38	41	41	42	38	35	39
Condition of the forests	31	29	32	31	28	32	31	33
Species extinction in the animal and plant world	31	32	31	27	30	33	35	33
Industrial agriculture	26	25	27	27	26	27	27	26
Green spaces	25	25	26	24	24	29	24	26
Increasing traffic and noise	17	18	17	16	22	17	14	17

Basis: 1,203 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 to sustaining our livelihoods? Please select up to 5 from the list below.

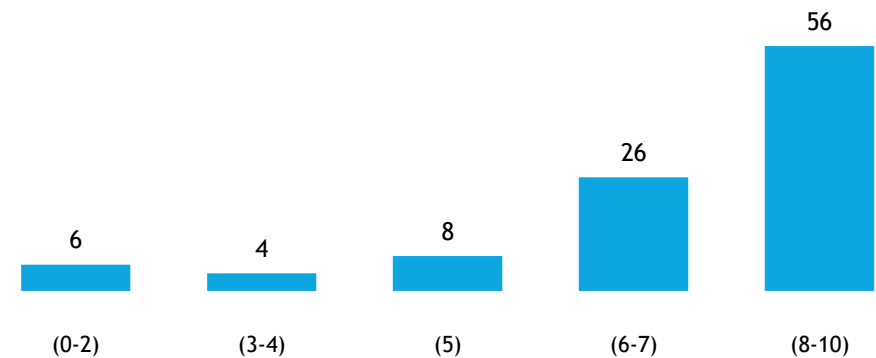
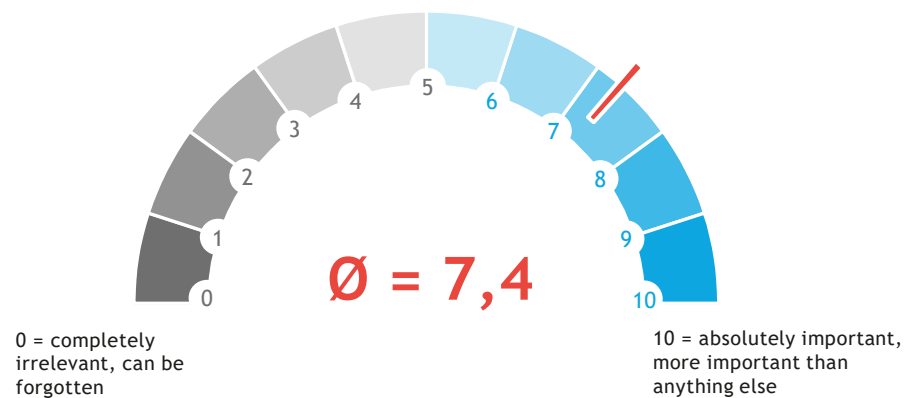
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		Low	Medium	High	Low <60% (< 992 £)	Medium 60-140% (992-2.314 £)	High >140% (>2.314 £)
Climate change, climate-damaging emissions	59	50	57	65	52	57	71
Waste in the environment and living environment	56	52	59	55	52	58	54
State of the oceans	48	51	49	47	50	47	48
Pollution of the water/water quality	44	45	43	44	46	42	46
Increasing consumption of energy and raw materials	39	34	39	42	36	38	48
Air pollution/air quality	39	40	38	40	41	38	38
Condition of the forests	31	34	31	30	31	32	24
Species extinction in the animal and plant world	31	37	33	28	30	33	30
Industrial agriculture	26	25	27	27	24	27	30
Green spaces	25	28	23	26	24	26	21
Increasing traffic and noise	17	18	16	18	17	20	11

Basis: 1,203 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Relevance of climate change as a topic

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



Basis: 1,203 cases, total sample; figures in %.

Relevance of climate change as a topic

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
10=Absolutely important, more important than anything else	19	19	32	16	10	24	9	18	16	14	28
9	15	16	21	17	30	12	9	14	13	16	13
8	22	24	30	21	20	22	23	18	16	20	24
7	18	19	10	23	21	18	18	24	12	20	15
6	8	8	2	5	11	5	10	7	12	10	10
5	8	7	3	8	5	9	15	12	12	9	6
4	2	2	1	2	2	2	3	2	1	2	-
3	2	2	-	4	-	1	3	3	6	2	3
2	2	-	-	2	-	5	3	2	2	1	2
1	2	1	1	2	-	2	2	-	5	2	-
0=Totally irrelevant, can be forgotten	2	2	-	-	-	1	4	-	6	3	-
Average	7,4	7,6	8,5	7,4	7,9	7,4	6,5	7,4	6,4	7,1	7,9

Basis: 1,203 cases, total sample; figures in %.

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

		Gender		Age (years)				
	Total	Male	Female	18-29	30-39	40-49	50-59	60-69
10=Absolutely important, more important than anything else	19	17	20	19	17	19	21	17
9	15	15	16	12	17	19	14	16
8	22	22	22	23	22	21	22	22
7	18	19	17	24	17	14	18	15
6	8	9	8	9	10	8	6	6
5	8	7	10	7	10	11	7	9
4	2	2	2	1	1	1	2	4
3	2	2	3	3	2	1	3	4
2	2	3	1	0	2	2	2	3
1	2	2	2	1	1	2	2	3
0=Totally irrelevant, can be forgotten	2	3	1	1	1	2	3	2
Average	7,4	7,2	7,5	7,5	7,4	7,5	7,3	7,1

Basis: 1,203 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Relevance of climate change as a topic

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

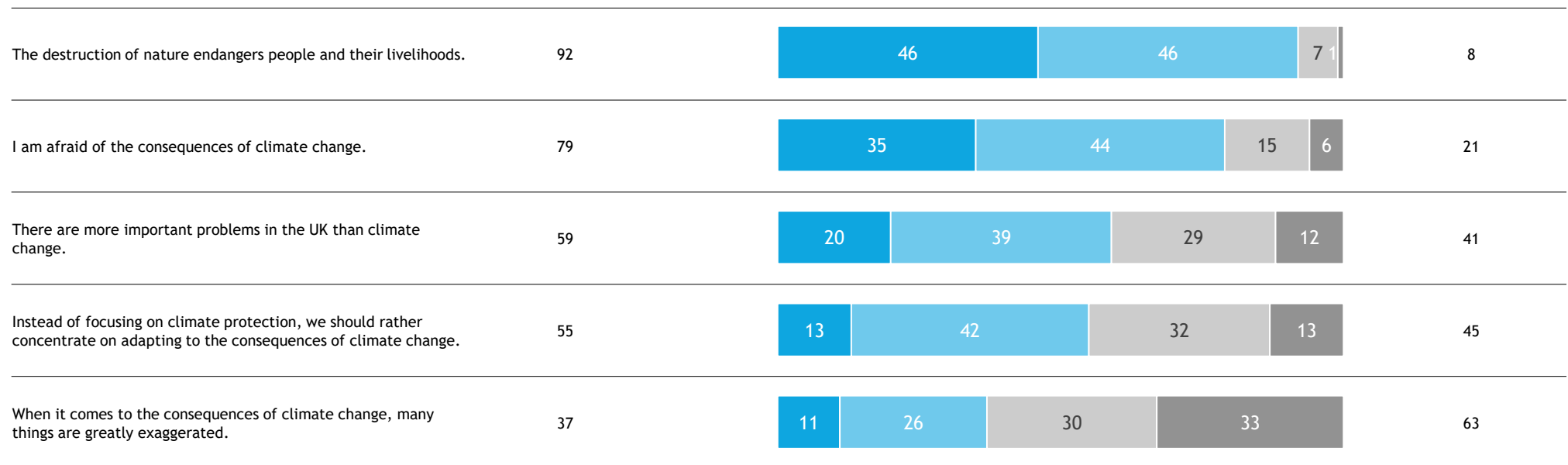
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (< 992 £)	Medium 60-140% (992-2.314 £)	High >140% (>2.314 £)
10=Absolutely important, more important than anything else	19	20	16	20	20	17	21
9	15	10	14	20	13	15	21
8	22	18	22	24	23	21	25
7	18	20	19	16	18	19	15
6	8	9	9	7	7	9	8
5	8	12	10	6	9	9	2
4	2	1	2	2	1	2	1
3	2	4	3	2	3	2	2
2	2	2	2	2	2	2	1
1	2	1	2	2	1	2	2
0=Totally irrelevant, can be forgotten	2	2	3	1	3	2	1
Average	7,4	7,1	7,2	7,6	7,3	7,3	7,8

Basis: 1,203 cases, total sample; figures in %.


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■ 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: 1,203 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.	92	97	99	87	94	91	88	93	88	87	94
I am afraid of the consequences of climate change.	79	85	95	72	82	77	68	82	63	81	86
There are more important problems in the UK than climate change.	59	58	24	73	63	65	71	66	62	59	52
Instead of focusing on climate protection, we should rather concentrate on adapting to the consequences of climate change.	55	63	19	66	53	62	61	62	55	54	52
When it comes to the consequences of climate change, many things are greatly exaggerated.	37	39	8	44	34	52	41	29	39	46	28

Basis: 1,203 cases, total sample; figures in %.

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strongly overrepresented
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Attitudes towards climate change

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

Response category: "Fully agree / Somewhat agree".

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
The destruction of nature endangers people and their livelihoods.	92	91	92	90	90	94	93	92
I am afraid of the consequences of climate change.	79	76	81	83	78	83	77	70
There are more important problems in the UK than climate change.	59	63	56	67	61	54	55	58
Instead of focusing on climate protection, we should rather concentrate on adapting to the consequences of climate change.	55	56	54	56	58	53	52	56
When it comes to the consequences of climate change, many things are greatly exaggerated.	37	42	32	41	43	30	34	35

Basis: 1,203 cases, total sample; figures in %.

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Attitudes towards climate change

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

Response category: "Fully agree / Somewhat agree".

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (< 992 £)	Medium 60-140% (992-2.314 £)	High >140% (>2.314 £)
The destruction of nature endangers people and their livelihoods.	92	90	90	93	93	91	93
I am afraid of the consequences of climate change.	79	75	79	80	78	78	83
There are more important problems in the UK than climate change.	59	60	65	54	63	59	54
Instead of focusing on climate protection, we should rather concentrate on adapting to the consequences of climate change.	55	64	55	51	59	56	50
When it comes to the consequences of climate change, many things are greatly exaggerated.	37	42	36	35	39	38	30

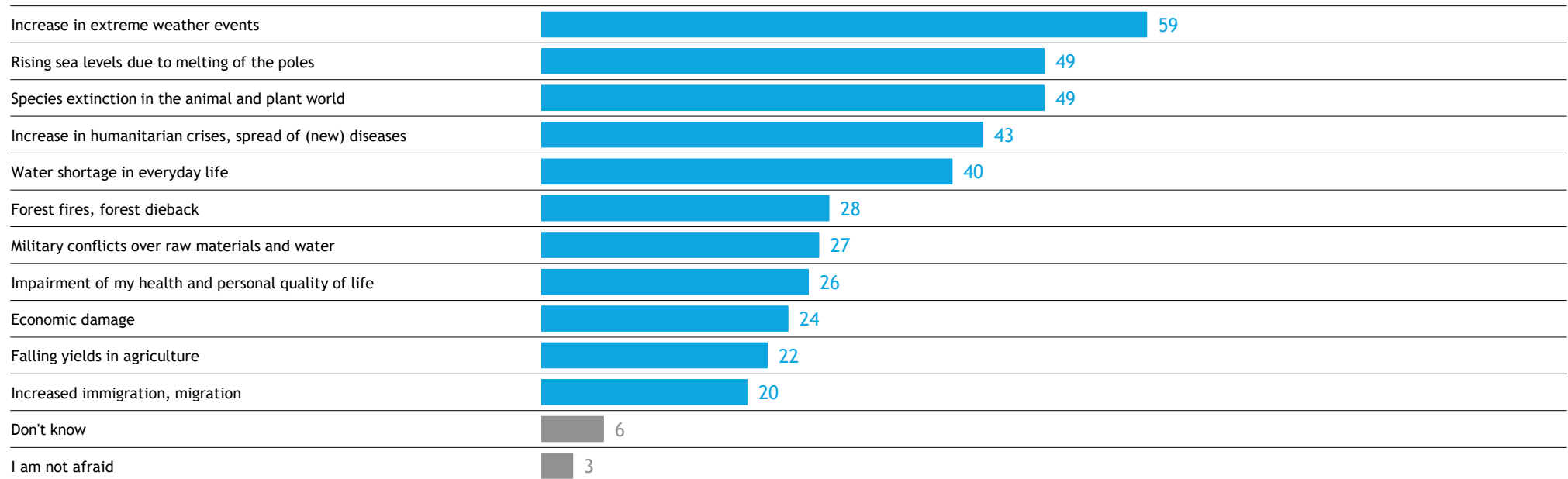
Basis: 1,203 cases, total sample; figures in %.

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Consequences of climate change - anxiety scale

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

Consequences of climate change



Basis: 1,203 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	59	56	81	60	60	50	54	71	48	55	64
Rising sea levels due to melting of the poles	49	56	69	46	55	42	42	43	41	43	57
Species extinction in the animal and plant world	48	46	64	41	51	45	44	58	50	42	52
Increase in humanitarian crises, spread of (new) diseases	43	49	56	43	45	45	35	35	30	41	46
Water shortage in everyday life	40	40	52	42	42	34	41	40	28	38	48
Forest fires, forest dieback	28	31	29	30	28	31	26	32	20	24	35
Military conflicts over raw materials and water	27	28	38	32	29	23	25	24	22	22	29
Impairment of my health and personal quality of life	26	31	14	27	32	33	22	21	19	27	31
Economic damage	24	31	14	30	26	31	20	15	17	24	24
Falling yields in agriculture	22	21	26	22	18	20	16	23	18	25	29
Increased immigration, migration	20	23	12	14	22	20	25	25	19	22	15
Don't know	3	2	2	4	2	1	1	5	8	3	1
I am not afraid	6	2	-	4	1	6	15	2	16	6	1

Basis: 1,203 cases, total sample; figures in %.

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strongly overrepresented
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Consequences of climate change - Anxiety scale

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Increase in extreme weather events	59	54	64	54	60	59	60	64
Rising sea levels due to melting of the poles	49	49	49	44	50	52	50	49
Species extinction in the animal and plant world	48	44	52	44	46	51	52	50
Increase in humanitarian crises, spread of (new) diseases	43	39	45	47	45	40	43	37
Water shortage in everyday life	40	36	44	38	44	43	39	38
Forest fires, forest dieback	28	26	30	34	28	24	27	28
Military conflicts over raw materials and water	27	29	25	31	25	26	23	30
Impairment of my health and personal quality of life	26	26	26	35	31	21	22	17
Economic damage	24	26	21	30	26	23	17	19
Falling yields in agriculture	22	24	19	18	26	23	21	21
Increased immigration, migration	20	25	15	16	14	23	25	23
Don't know	3	2	4	2	3	2	2	7
I am not afraid	6	7	4	3	4	5	8	10

Basis: 1,203 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% (< 992 £)	Medium 60-140% (992-2.314 £)	High >140% (>2.314 £)
Increase in extreme weather events	59	51	59	63	57	56	66
Rising sea levels due to melting of the poles	49	40	50	52	44	50	55
Species extinction in the animal and plant world	48	51	49	47	48	49	51
Increase in humanitarian crises, spread of (new) diseases	43	34	44	45	44	41	47
Water shortage in everyday life	40	36	38	44	42	41	36
Forest fires, forest dieback	28	32	28	26	26	31	26
Military conflicts over raw materials and water	27	23	29	27	25	26	31
Impairment of my health and personal quality of life	26	24	28	25	26	25	27
Economic damage	24	23	21	26	23	26	21
Falling yields in agriculture	22	19	22	23	20	23	21
Increased immigration, migration	20	22	19	20	20	22	18
Don't know	3	6	2	2	4	2	1
I am not afraid	6	7	7	4	9	5	3

Basis: 1,203 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
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3

climate and environmentally-conscious
behaviour

Main findings

Climate and environmentally-conscious behaviour

Attitudes towards climate and environmentally-conscious behaviour

- 89% 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": 45%).
- In addition, 84% of respondents would be willing to do more for environmental and climate protection if the resulting costs were distributed in a socially just manner (highest level of agreement: 30%).
- Slightly fewer, but still almost three quarters of respondents (72%) claim to actively contribute to changing society (highest level of agreement: 20%).

Barriers to climate and environmentally-conscious behaviour

- 86% of respondents believe that we should be willing to change our lifestyle for the benefit of the environment (highest level of agreement "Fully agree": 39%). However, 45% (also) say they are only willing to do something to protect the environment if it does not affect their own standard of living (highest level of agreement: 11%).

Main findings

Climate and environmentally-conscious behaviour

- 71% fear that a fundamental change in our way of living and doing business will be associated with high personal costs (highest approval rating: 21%). Furthermore, slightly more than half (56%) 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: 15%). 55% say that they personally lack the financial means to do something for climate protection (highest level of agreement: 18%).
- 75% would be willing to do more to protect the environment if everyone acted in this way (highest level of agreement: 24%). However, 42% do not believe that they can contribute significantly to environmental protection with their own behaviour (highest level of agreement: 12%). 34% say that others should take the first step before they themselves contribute to climate protection (highest level of agreement: 8%).
- 67% say they are annoyed when others try to tell them how to live (highest level of agreement: 26%). Furthermore, 49% complain that they will soon not be able to do anything at all if there are even more regulations for climate and environmental protection (highest approval rating: 17%).
- 56% think that businesses know best how to implement the necessary change (highest level of agreement: 12%). Furthermore, 37% 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: 9%).

Main findings

Climate and environmentally-conscious behaviour

- 54% are concerned that businesses that need a lot of energy for their production cannot implement strict climate protection requirements (highest level of agreement: 14%). 45% think that fighting climate change is detrimental to our businesses (highest approval rating: 16%). Furthermore, 44% say that preserving jobs is more important than protecting the climate and the environment (highest level of agreement: 11%).
- Almost one in two (49%) find it difficult to shape their own lives in an environmentally and climate-friendly way (highest level of agreement: 9%). Furthermore, 64% say that the Poor infrastructure makes it impossible to do without a car (highest level of agreement: 24%). Around a quarter (27%) say they do not see the point of changing their own behaviour for something that may happen in the future (highest level of agreement: 8%).

Motivators of climate and environmentally-conscious behaviour

- 89% of the respondents think that spending time in nature significantly improves their quality of life (highest level of agreement "Fully agree": 50%). Furthermore, 80% say they would feel strongly connected to nature (highest level of agreement: 33%).
- According to 89% of respondents, each individual has a responsibility to ensure that we leave a liveable environment for future generations (highest level of agreement: 49%). Furthermore, 88% think that Environmental protection is a matter of decency and civic duty (highest approval rating: 40%). That more environmental protection also means better quality of life and health for all, say 87% (highest approval rating: 40%). 83% feel personally responsible for the preservation of nature and the environment (highest approval rating: 36%).

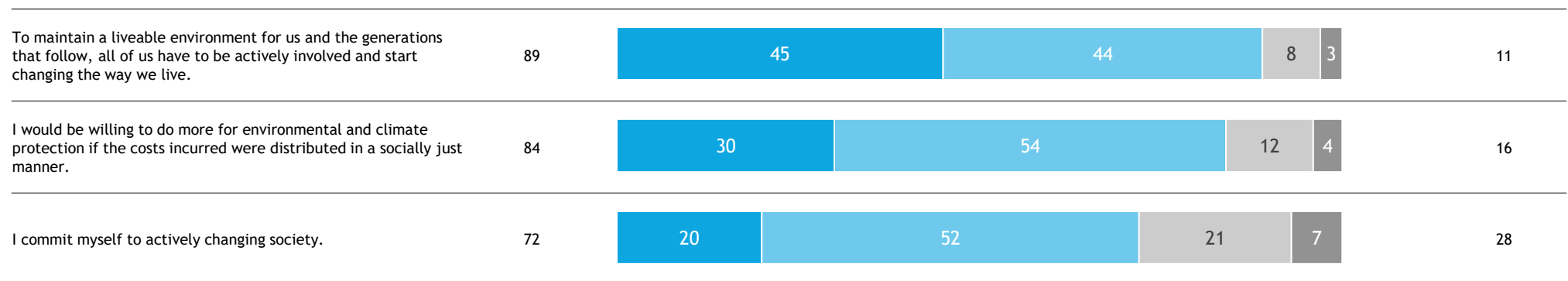
Main findings

Climate and environmentally-conscious behaviour

- 84% believe that our businesses must become more climate-friendly, otherwise there is a threat of economic damage (highest level of agreement: 36%). 82% believe that a consistent policy to protect the environment will have a positive impact on the competitiveness of businesses in the future (highest approval rating: 30%). Furthermore, 78% believe that switching to environmentally and climate-friendly products and production processes offers great employment opportunities (highest approval rating: 24%).
- 82% see the industrialised countries as having a special responsibility for climate protection, since they have played a significant role in causing climate change (highest level of agreement: 37%). In addition, 78% say they feel better when they buy products that have less impact on the environment and climate (highest level of agreement: 29%).

Attitudes towards climate and environmentally-conscious behaviour

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



Basis: 1,203 cases, total sample; figures in %.

 Fully agree  Somewhat disagree
 Somewhat agree  Completely disagree

Attitudes towards climate and environmentally-conscious behaviour

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

Response category: "Fully agree / Somewhat agree".





	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
To maintain a liveable environment for us and the generations that follow, all of us have to be actively involved and start changing the way we live.	89	95	98	90	94	87	81	94	80	85	90
I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially just manner.	84	88	84	88	90	85	77	88	73	86	90
I commit myself to actively changing society.	72	82	80	74	81	81	58	71	42	73	83

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.	45	45	73	44	43	46	32	44	31	36	59
I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially just manner.	30	26	33	41	41	32	21	27	22	27	40
I commit myself to actively changing society.	20	24	23	21	26	28	11	12	6	20	34

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Attitudes towards climate and environmentally-conscious behaviour

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

Response category: "Fully agree / Somewhat agree".

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
To maintain a liveable environment for us and the generations that follow, all of us have to be actively involved and start changing the way we live.	89	86	93	88	90	92	89	87
I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially just manner.	84	81	88	90	88	82	79	82
I commit myself to actively changing society.	72	67	76	82	76	69	69	59

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.	45	40	49	42	46	43	46	46
I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially just manner.	30	27	34	37	31	26	32	24
I commit myself to actively changing society.	20	19	21	27	20	23	18	10

Basis: 1,203 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
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Attitudes towards climate and environmentally-conscious behaviour

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

Response category: "Fully agree / Somewhat agree".

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (< 992 £)	Medium 60-140% (992-2.314 £)	High >140% (>2.314 £)
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.	89	87	88	92	90	88	94
I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially just manner.	84	84	84	85	88	85	81
I commit myself to actively changing society.	72	67	72	74	70	74	73

Response category: "Fully agree".

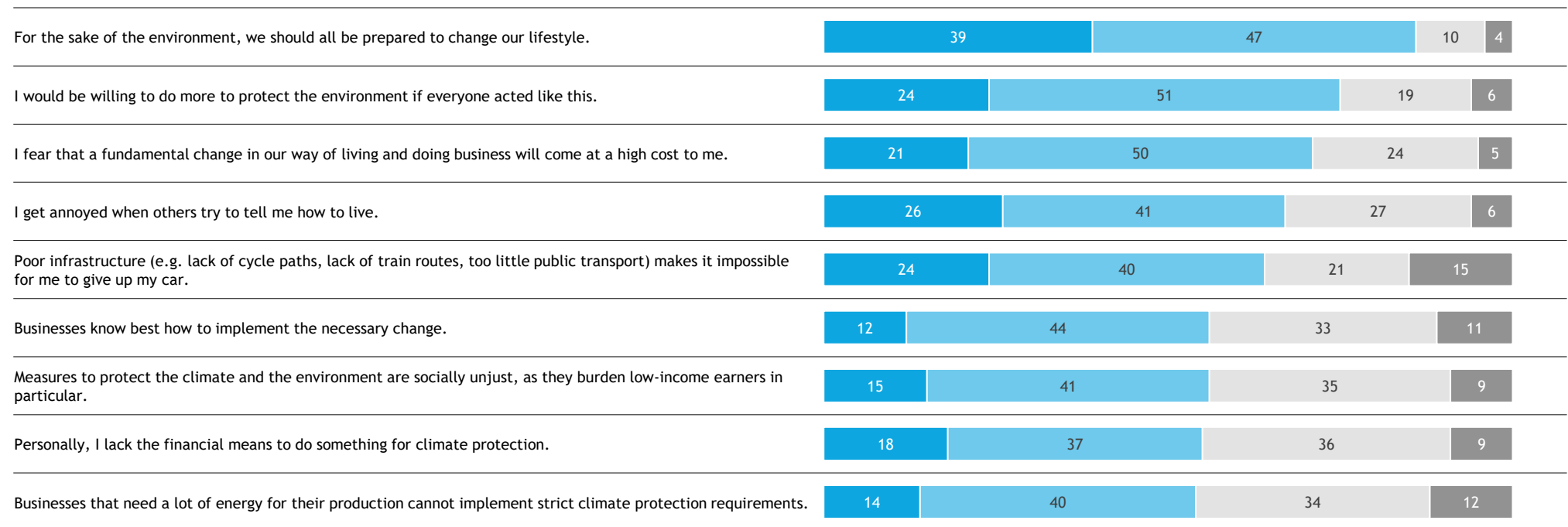
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (< 992 £)	Medium 60-140% (992-2.314 £)	High >140% (>2.314 £)
To maintain a liveable environment for us and the generations that follow, all of us have to be actively involved and start changing the way we live.	45	44	41	49	45	44	48
I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially just manner.	30	29	31	31	33	31	30
I commit myself to actively changing society.	20	16	20	22	21	20	22

Basis: 1,203 cases, total sample; figures in %.

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

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

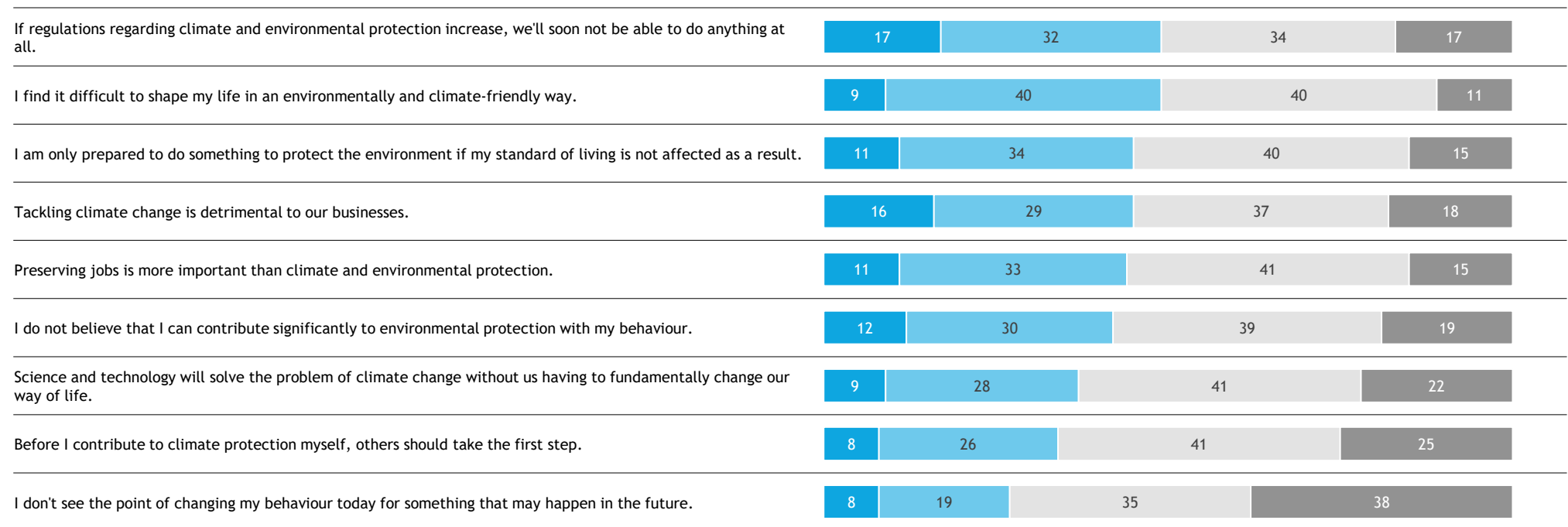


Basis: 1,203 cases, total sample; figures in %.


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

Barriers to climate and environmentally-conscious behaviour (2)

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



Basis: 1,203 cases, total sample; figures in %.

 Fully agree
  Somewhat agree
  Somewhat disagree
  Completely disagree

Barriers to climate and environmentally-conscious behaviour (1)





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

Response category: "Fully agree / Somewhat agree".

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
For the sake of the environment, we should all be prepared to change our lifestyle.	86	90	98	85	87	88	79	91	75	83	92
I would be willing to do more to protect the environment if everyone acted like this.	75	85	70	78	88	82	66	72	62	75	83
I fear that a fundamental change in our way of living and doing business will come at a high cost to me.	71	76	39	67	76	81	78	72	77	71	74
I get annoyed when others try to tell me how to live.	67	66	31	69	62	71	79	72	78	66	68
Poor infrastructure (e.g. lack of cycle paths, lack of train routes, too little public transport) makes it impossible for me to give up my car.	64	70	61	64	55	61	71	70	54	66	61
Businesses know best how to implement the necessary change.	56	74	27	65	56	70	49	53	43	57	61
Measures to protect the climate and the environment are socially unjust, as they burden low-income earners in particular.	56	59	40	56	63	64	54	64	45	64	56
Personally, I lack the financial means to do something for climate protection.	55	47	22	54	52	62	62	63	71	60	55
Businesses that need a lot of energy for their production cannot implement strict climate protection requirements.	54	56	29	52	52	68	54	58	56	62	43

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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
If regulations regarding climate and environmental protection increase, we'll soon not be able to do anything at all.	49	51	20	55	44	54	55	47	52	58	48
I find it difficult to shape my life in an environmentally and climate-friendly way.	49	48	30	48	55	56	50	46	52	54	54
I am only prepared to do something to protect the environment if my standard of living is not affected as a result.	45	43	14	49	54	50	47	44	52	52	41
Tackling climate change is detrimental to our businesses.	45	43	10	54	41	58	48	41	51	50	41
Preserving jobs is more important than climate and environmental protection.	44	47	10	52	51	57	50	28	44	49	41
I do not believe that I can contribute significantly to environmental protection with my behaviour.	42	29	14	43	45	53	52	36	54	49	34
science and technology will solve the problem of climate change without us having to fundamentally change our way of life.	37	38	8	44	44	54	36	29	33	49	33
Before I contribute to climate protection myself, others should take the first step.	34	36	3	39	37	48	33	31	34	51	27
I don't see the point of changing my behaviour today for something that may happen in the future.	27	24	3	28	27	42	23	20	27	42	22

Basis: 1,203 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 prepared to change our lifestyle.	86	81	91	84	87	89	86	85
I would be willing to do more to protect the environment if everyone acted like this.	75	75	76	87	78	73	69	68
I fear that a fundamental change in our way of living and doing business will come at a high cost to me.	71	70	73	77	75	69	67	66
I get annoyed when others try to tell me how to live.	67	70	64	69	73	65	59	67
Poor infrastructure (e.g. lack of cycle paths, lack of train routes, too little public transport) makes it impossible for me to give up my car.	64	63	64	61	64	63	67	62
Businesses know best how to implement the necessary change.	56	55	57	64	63	52	52	44
Measures to protect the climate and the environment are socially unjust, as they burden low-income earners in particular.	56	56	57	66	61	55	48	48
Personally, I lack the financial means to do something for climate protection.	55	56	54	65	57	53	51	45
Businesses that need a lot of energy for their production cannot implement strict climate protection requirements.	54	57	50	56	55	51	51	54

Basis: 1,203 cases, total sample; figures in %.

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

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

Response category: "Fully agree / Somewhat agree".

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
If regulations regarding climate and environmental protection increase, we'll soon not be able to do anything at all.	49	54	45	58	50	48	44	44
I find it difficult to shape my life in an environmentally and climate-friendly way.	49	51	48	63	56	46	38	38
I am only prepared to do something to protect the environment if my standard of living is not affected as a result.	45	49	40	53	46	44	41	36
Tackling climate change is detrimental to our businesses.	45	48	42	54	44	46	42	31
Preserving jobs is more important than climate and environmental protection.	44	47	41	54	50	37	37	37
I do not believe that I can contribute significantly to environmental protection with my behaviour.	42	49	34	51	46	35	35	36
science and technology will solve the problem of climate change without us having to fundamentally change our way of life.	37	44	31	45	44	37	30	28
Before I contribute to climate protection myself, others should take the first step.	34	39	30	46	40	30	28	24
I don't see the point of changing my behaviour today for something that may happen in the future.	27	33	20	37	29	22	20	19

Basis: 1,203 cases, total sample; figures in %.

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

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

Response category: "Fully agree / Somewhat agree".

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (< 992 £)	Medium 60-140% (992-2.314 £)	High >140% (>2.314 £)
For the sake of the environment, we should all be prepared to change our lifestyle.	86	84	85	89	85	86	89
I would be willing to do more to protect the environment if everyone acted like this.	75	75	74	77	76	76	76
I fear that a fundamental change in our way of living and doing business will come at a high cost to me.	71	74	77	64	75	72	61
I get annoyed when others try to tell me how to live.	67	71	71	60	72	66	59
Poor infrastructure (e.g. lack of cycle paths, lack of train routes, too little public transport) makes it impossible for me to give up my car.	64	54	68	63	58	67	64
Businesses know best how to implement the necessary change.	56	61	56	53	59	57	50
Measures to protect the climate and the environment are socially unjust, as they burden low-income earners in particular.	56	58	55	57	60	58	48
Personally, I lack the financial means to do something for climate protection.	55	65	56	50	65	57	38
Businesses that need a lot of energy for their production cannot implement strict climate protection requirements.	54	58	55	50	52	58	45

Basis: 1,203 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% (< 992 £)	Medium 60-140% (992-2.314 £)	High >140% (>2.314 £)
If regulations regarding climate and environmental protection increase, we'll soon not be able to do anything at all.	49	57	53	42	49	52	43
I find it difficult to shape my life in an environmentally and climate-friendly way.	49	54	47	49	52	49	47
I am only prepared to do something to protect the environment if my standard of living is not affected as a result.	45	48	46	42	49	44	41
Tackling climate change is detrimental to our businesses.	45	51	48	38	46	47	34
Preserving jobs is more important than climate and environmental protection.	44	45	47	40	40	48	37
I do not believe that I can contribute significantly to environmental protection with my behaviour.	42	44	44	38	45	42	39
science and technology will solve the problem of climate change without us having to fundamentally change our way of life.	37	36	37	38	40	40	30
Before I contribute to climate protection myself, others should take the first step.	34	41	34	31	37	36	27
I don't see the point of changing my behaviour today for something that may happen in the future.	27	30	28	22	29	27	23

Basis: 1,203 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 prepared to change our lifestyle.	39	38	60	42	42	39	20	33	29	39	50
I get annoyed when others try to tell me how to live.	26	24	1	26	23	29	39	24	34	24	29
I would be willing to do more to protect the environment if everyone acted like this.	24	28	20	28	35	27	14	19	15	20	35
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.	24	21	18	23	20	24	34	22	24	22	27
I fear that a fundamental change in our way of living and doing business will come at a high cost to me.	21	18	5	23	18	22	31	21	30	17	25
Personally, I lack the financial means to do something for climate protection.	18	15	3	16	10	22	26	16	34	17	13
If regulations regarding climate and environmental protection increase, we'll soon not be able to do anything at all.	17	15	8	17	14	18	22	17	23	18	19
Tackling climate change is detrimental to our businesses.	16	15	6	15	11	22	15	14	17	18	18
Measures to protect the climate and the environment are socially unjust, as they burden low-income earners in particular.	15	13	9	16	14	17	19	18	16	14	18

Basis: 1,203 cases, total sample; figures in %.

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Barriers to climate and environmentally-conscious behaviour (2)

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

Response category: "Fully agree".

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

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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 prepared to change our lifestyle.	39	34	43	36	39	44	40	34
I get annoyed when others try to tell me how to live.	26	31	20	25	29	27	23	24
I would be willing to do more to protect the environment if everyone acted like this.	24	23	24	31	28	21	22	13
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.	24	24	24	20	25	28	25	23
I fear that a fundamental change in our way of living and doing business will come at a high cost to me.	21	25	18	26	20	22	19	19
Personally, I lack the financial means to do something for climate protection.	18	19	16	21	21	16	16	12
If regulations regarding climate and environmental protection increase, we'll soon not be able to do anything at all.	17	20	15	21	15	16	16	16
Tackling climate change is detrimental to our businesses.	16	18	14	19	15	19	15	8
Measures to protect the climate and the environment are socially unjust, as they burden low-income earners in particular.	15	18	14	21	17	15	14	9

Basis: 1,203 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
Businesses that need a lot of energy for their production cannot implement strict climate protection requirements.	14	16	11	18	15	14	10	9
I do not believe that I can contribute significantly to environmental protection with my behaviour.	12	16	8	17	10	11	11	8
Businesses know best how to implement the necessary change.	12	12	12	16	16	8	10	8
I am only prepared to do something to protect the environment if my standard of living is not affected as a result.	11	11	10	13	10	12	12	8
Preserving jobs is more important than climate and environmental protection.	11	12	9	14	9	12	8	9
science and technology will solve the problem of climate change without us having to fundamentally change our way of life.	9	10	7	13	10	9	6	4
I find it difficult to shape my life in an environmentally and climate-friendly way.	9	11	8	15	13	6	5	4
Before I contribute to climate protection myself, others should take the first step.	8	10	6	11	11	6	7	5
I don't see the point of changing my behaviour today for something that may happen in the future.	8	10	6	12	8	5	6	5

Basis: 1,203 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% (< 992 £)	Medium 60-140% (992-2.314 £)	High >140% (>2.314 £)
For the sake of the environment, we should all be prepared to change our lifestyle.	39	34	37	43	40	38	44
I get annoyed when others try to tell me how to live.	26	32	28	21	29	26	21
I would be willing to do more to protect the environment if everyone acted like this.	24	23	24	24	24	25	22
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.	24	20	26	24	22	25	26
I fear that a fundamental change in our way of living and doing business will come at a high cost to me.	21	20	25	18	25	22	16
Personally, I lack the financial means to do something for climate protection.	18	23	20	14	26	17	11
If regulations regarding climate and environmental protection increase, we'll soon not be able to do anything at all.	17	17	21	14	16	20	14
Tackling climate change is detrimental to our businesses.	16	17	15	15	15	17	14
Measures to protect the climate and the environment are socially unjust, as they burden low-income earners in particular.	15	17	16	14	20	14	11

Basis: 1,203 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".

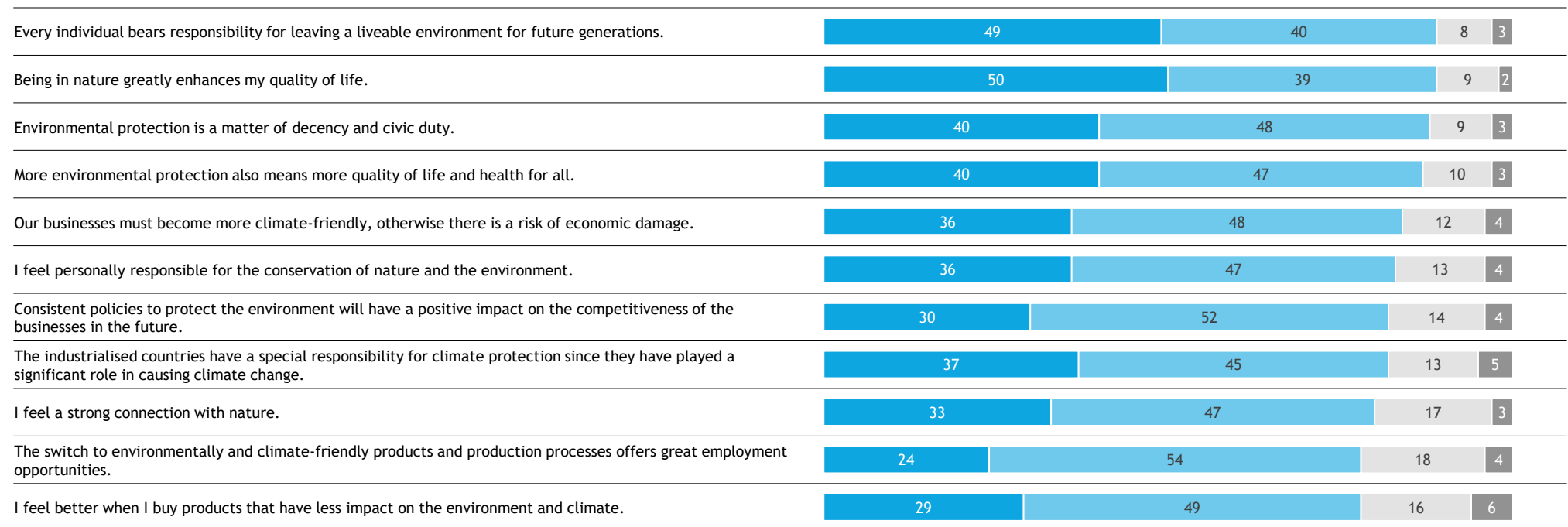
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (< 992 £)	Medium 60-140% (992-2.314 £)	High >140% (>2.314 £)
Businesses that need a lot of energy for their production cannot implement strict climate protection requirements.	14	11	16	13	13	16	10
I do not believe that I can contribute significantly to environmental protection with my behaviour.	12	12	14	10	12	12	12
Businesses know best how to implement the necessary change.	12	14	11	12	14	12	9
I am only prepared to do something to protect the environment if my standard of living is not affected as a result.	11	14	10	10	13	10	12
Preserving jobs is more important than climate and environmental protection.	11	10	11	10	12	11	9
science and technology will solve the problem of climate change without us having to fundamentally change our way of life.	9	10	8	9	10	9	7
I find it difficult to shape my life in an environmentally and climate-friendly way.	9	12	8	9	10	10	9
Before I contribute to climate protection myself, others should take the first step.	8	10	8	7	9	8	7
I don't see the point of changing my behaviour today for something that may happen in the future.	8	7	9	6	10	8	4

Basis: 1,203 cases, total sample; figures in %.

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Motivators of climate and environmentally-conscious behaviour

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



Basis: 1,203 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.	89	95	99	91	90	84	89	94	81	85	94
Being in nature greatly enhances my quality of life.	89	90	98	93	95	89	87	90	76	81	91
Environmental protection is a matter of decency and civic duty.	88	92	99	90	95	86	83	95	76	81	90
More environmental protection also means more quality of life and health for all.	87	92	96	86	94	86	76	88	74	80	96
Our businesses must become more climate-friendly, otherwise there is a risk of economic damage.	84	91	96	85	92	80	77	88	64	83	90
I feel personally responsible for the conservation of nature and the environment.	83	86	96	87	89	82	79	84	68	77	88
Consistent policies to protect the environment will have a positive impact on the competitiveness of the businesses in the future.	82	86	96	88	86	82	75	85	63	77	93
The industrialised countries have a special responsibility for climate protection since they have played a significant role in causing climate change.	82	87	92	83	86	80	74	82	71	83	88
I feel a strong connection with nature.	80	83	91	83	82	80	74	82	62	74	87
The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.	78	86	93	78	90	78	68	70	57	76	92
I feel better when I buy products that have less impact on the environment and climate.	78	83	92	80	88	80	65	80	57	76	84

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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.	89	88	92	88	89	90	92	91
Being in nature greatly enhances my quality of life.	89	87	90	86	91	90	91	86
Environmental protection is a matter of decency and civic duty.	88	86	90	87	86	90	88	91
More environmental protection also means more quality of life and health for all.	87	82	90	87	92	88	84	79
Our businesses must become more climate-friendly, otherwise there is a risk of economic damage.	84	80	87	86	85	86	83	79
I feel personally responsible for the conservation of nature and the environment.	83	82	85	81	81	85	85	84
Consistent policies to protect the environment will have a positive impact on the competitiveness of the businesses in the future.	82	80	85	87	85	82	81	76
The industrialised countries have a special responsibility for climate protection since they have played a significant role in causing climate change.	82	82	82	82	86	83	80	80
I feel a strong connection with nature.	80	77	82	76	77	78	86	81
The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.	78	78	79	84	79	77	80	69
I feel better when I buy products that have less impact on the environment and climate.	78	71	84	81	79	79	77	70

Basis: 1,203 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% (< 992 £)	Medium 60-140% (992-2.314 £)	High >140% (>2.314 £)
Every individual bears responsibility for leaving a liveable environment for future generations.	89	89	87	93	90	90	91
Being in nature greatly enhances my quality of life.	89	81	88	94	88	89	91
Environmental protection is a matter of decency and civic duty.	88	84	87	91	89	86	92
More environmental protection also means more quality of life and health for all.	87	82	86	89	88	84	92
Our businesses must become more climate-friendly, otherwise there is a risk of economic damage.	84	78	84	86	85	83	87
I feel personally responsible for the conservation of nature and the environment.	83	76	83	87	80	83	85
Consistent policies to protect the environment will have a positive impact on the competitiveness of the businesses in the future.	82	77	82	86	81	82	89
The industrialised countries have a special responsibility for climate protection since they have played a significant role in causing climate change.	82	77	84	83	84	82	82
I feel a strong connection with nature.	80	74	76	85	80	80	81
The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.	78	70	79	81	78	80	81
I feel better when I buy products that have less impact on the environment and climate.	78	72	77	81	78	76	81

Basis: 1,203 cases, total sample; figures in %.

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





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

Response category: "Fully agree".

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Being in nature greatly enhances my quality of life.	50	53	74	51	50	50	40	46	37	42	58
Every individual bears responsibility for leaving a liveable environment for future generations.	49	53	75	49	41	44	42	52	42	42	55
Environmental protection is a matter of decency and civic duty.	40	45	66	41	46	39	25	40	28	32	47
More environmental protection also means more quality of life and health for all.	40	47	71	42	39	34	25	37	28	32	51
The industrialised countries have a special responsibility for climate protection since they have played a significant role in causing climate change.	37	35	56	38	43	34	19	46	26	36	51
Our businesses must become more climate-friendly, otherwise there is a risk of economic damage.	36	42	60	34	41	31	23	36	25	30	46
I feel personally responsible for the conservation of nature and the environment.	36	42	69	39	34	27	22	29	26	33	43
I feel a strong connection with nature.	33	33	48	34	29	36	26	29	22	31	38
Consistent policies to protect the environment will have a positive impact on the competitiveness of the businesses in the future.	30	31	56	31	32	26	17	26	21	24	43
I feel better when I buy products that have less impact on the environment and climate.	29	31	46	37	34	31	13	23	15	25	38
The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.	24	24	35	26	30	26	11	18	13	25	35

Basis: 1,203 cases, total sample; figures in %.

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Motivators of climate and environmentally-conscious behaviour

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

Response category: "Fully agree".

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Being in nature greatly enhances my quality of life.	50	44	55	42	47	56	55	50
Every individual bears responsibility for leaving a liveable environment for future generations.	49	48	51	39	49	53	57	51
Environmental protection is a matter of decency and civic duty.	40	36	43	37	41	44	40	38
More environmental protection also means more quality of life and health for all.	40	35	44	44	39	42	40	34
The industrialised countries have a special responsibility for climate protection since they have played a significant role in causing climate change.	37	38	36	40	37	38	36	36
Our businesses must become more climate-friendly, otherwise there is a risk of economic damage.	36	35	37	37	37	40	38	28
I feel personally responsible for the conservation of nature and the environment.	36	32	40	30	35	42	37	38
I feel a strong connection with nature.	33	28	36	31	30	35	38	28
Consistent policies to protect the environment will have a positive impact on the competitiveness of the businesses in the future.	30	27	33	32	32	31	29	28
I feel better when I buy products that have less impact on the environment and climate.	29	24	33	35	31	28	26	22
The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.	24	23	24	30	25	22	22	18

Basis: 1,203 cases, total sample; figures in %.

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■ overrepresented ■ underrepresented

Motivators of climate and environmentally-conscious behaviour

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

Response category: "Fully agree".

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (< 992 £)	Medium 60-140% (992-2.314 £)	High >140% (>2.314 £)
Being in nature greatly enhances my quality of life.	50	46	49	52	51	48	55
Every individual bears responsibility for leaving a liveable environment for future generations.	49	45	49	51	50	48	54
Environmental protection is a matter of decency and civic duty.	40	30	41	44	41	38	48
More environmental protection also means more quality of life and health for all.	40	35	38	44	44	38	40
The industrialised countries have a special responsibility for climate protection since they have played a significant role in causing climate change.	37	34	36	40	37	37	42
Our businesses must become more climate-friendly, otherwise there is a risk of economic damage.	36	29	34	41	41	34	39
I feel personally responsible for the conservation of nature and the environment.	36	28	35	41	35	37	38
I feel a strong connection with nature.	33	30	32	35	34	30	38
Consistent policies to protect the environment will have a positive impact on the competitiveness of the businesses in the future.	30	24	30	34	29	29	38
I feel better when I buy products that have less impact on the environment and climate.	29	22	28	33	29	29	28
The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.	24	21	23	26	23	24	27

Basis: 1,203 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented



4

Changing way of living and economies

Main findings

Changing way of living and economies

Assessing the need for change

- When asked whether fundamental change in our way of living and doing business is necessary in the UK, a good four-fifths of respondents answered "Yes, definitely" (37%) or "rather yes" (46%). This contrasts with 13% who do not (tend to) think fundamental change is necessary. Another 4% answered "I don't know".

Attribution of responsibility - Which actors do too little?

- In the opinion of the population, it is above all political parties, businesses and the government that should do more to tackle climate change: 69% of respondents say that businesses are doing (way) too little. 68% think that political parties and the UK government is not doing enough. 60% want more responsibility from local governments. Also 60% think that citizens should do more. 52% think that the trade unions are doing (way) too little. Non-governmental organisations and the scientific community are less likely to be expected to increase efforts (Way too little/way too little: 35% and 33% respectively).

Main findings

Changing way of living and economies

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

- When it comes to addressing the climate and environmental crisis, the government is by far the most frequently counted among the three most influential actors (70%). In second place is are businesses(43%). This is followed local citizens (28%), the European Union (26%), local governments where people live (24%), the scientific community (24%), political parties (20%), NGOs (10%) and trade unions (5%).

Attitudes towards policies

- 89% of respondents 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": 46%). In addition, 82% are in favour of providing more financial support to people with low incomes if the costs for electricity and heating or mobility increase due to climate protection measures (highest level of agreement: 41%). At the same time, 69% feel uneasy about the idea of a fundamental change in our economy and way of living, as they know from experience that many people will be worse off afterwards than before (highest level of agreement: 21%).
- 70% agree that low-income, ethnic, coloured or other minorities should not be more affected by environmental pollution than other population groups (highest level of agreement: 30%).

Main findings

Changing way of living and economies

- 85% (highest approval rating: 39%) say that politicians should exert much more pressure on businesses to achieve climate-friendly production. Furthermore, 84% think that businesses need clear guidelines from the state in order to become climate-neutral (highest approval rating: 32%). 82% are in favour of subsidy programmes that support Businesses in switching to climate-friendly production processes and products (highest approval rating: 29%). In addition, 62% are of the opinion that Politicians follow the guidelines of industry and businesses too closely (highest approval rating: 21%).
- 89% support a more consistent switch to renewable energy (highest approval rating: 42%). 59% agree with the statement "It annoys me that climate policy is controlled by the EU, because this does not sufficiently take into account the special features of the UK" (highest level of agreement: 23%).
- 84% 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: 31%). 66%, however, (also) say that there are already enough guidelines for a fundamental change in our way of living and doing business - if these were also implemented, we would be on the right track (highest approval rating: 14%).
- 83% believe that structural change measures should be enforced even if jobs are lost as a result (highest level of agreement: 25%). 72%, however, say that jobs affected by structural change should be maintained for as long as possible if there are no suitable alternatives (highest level of agreement: 18%).

Main findings

Changing way of living and economies

Assessment of measures in nature, environmental and climate protection

- **Mobility**: 89% of respondents are in favour of reducing the price of local public transport (highest level of agreement "I fully support": 53%). Just as many respondents (89%) are in favour of expanding the transport network and the frequency of local public transport (highest approval rating: 42%). More charging stations for electric or hybrid vehicles are supported by 85% (highest approval rating: 43%), the promotion of electric vehicles by 78% (highest approval rating: 36%), a climate tax on airline tickets by 63% (highest approval rating: 25%) and the introduction of a car toll (so that someone who drives a lot also has to pay more) by 51% (highest approval rating: 20%).
- **Energy**: 88% of respondents support the construction of more wind turbines (highest approval rating: 52%). 84% are in favour of mandatory solar for public buildings and new private buildings (highest approval rating: 42%). 82% are in favour of membership in a cooperative as a way to implement the transition (highest level of approval: 27%).
- **Technology/innovations/businesses**: 90% of respondents are in favour of more support for the development of climate-friendly products and technologies (highest level of agreement: 44%). 86% are in favour of labelling climate-friendly products (highest approval rating: 40%). Reducing subsidies that are harmful to the climate is supported by 78% (highest approval rating: 31%) and making products that are harmful to the climate more expensive by 65% (highest approval rating: 25%).

Main findings

Changing way of living and economies

- **Education**: 88% support an improvement of school education in the field of environmental and climate protection (highest level of agreement: 42%). 87% support training or further training (or retraining) for workers in jobs that will no longer be needed in the future (highest level of support: 39%).
- **Housing**: 88% support financial support for cost-efficient heating and thermal systems (e.g. heat pump) (highest approval rating: 45%). 85% support state subsidies for the renovation of buildings for thermal insulation (highest approval rating: 35%). 85% agree with state support for private households using renewable energy (highest approval rating: 35%), and 81% agree with legal regulations on the energy efficiency of electrical household appliances (highest approval rating: 33%).

Attitudes towards the energy and heat transition

- 91% of respondents agree that workers affected by the switch to renewable energy (e.g. job loss) should be supported in retraining for alternative jobs (highest level of agreement "Fully agree": 46%). Furthermore, 88% think that the affected employees should be financially supported (compensation payments, severance payments, etc.) (highest level of agreement: 38%).

Main findings

Changing way of living and economies

- 87% of respondents agree that the development of energy communities should be supported by the government (highest level of agreement: 33%). Furthermore, 85% think that private households that want to use renewable energy (e.g. solar power, solar heating or heat pump) should be financially supported (highest level of agreement: 40%).
- According to 89% of the respondents, new industries should be actively located in regions and municipalities affected by the conversion of electricity and heat supply to renewable energy (e.g. coal mining, natural gas, oil regions) (highest level of agreement: 37%). Furthermore, 83% think that the affected regions and municipalities should receive financial support (highest level of agreement: 30%).
- 88% 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: 35%).
- 50% of respondents can imagine taking an active part in shaping their community's energy supply, with 13% saying they could "definitely" imagine doing so. Asked whether they could imagine generating their own energy, 6% say they would already do so, 36% say they could "definitely" imagine this and 27% say they could "rather" imagine this.

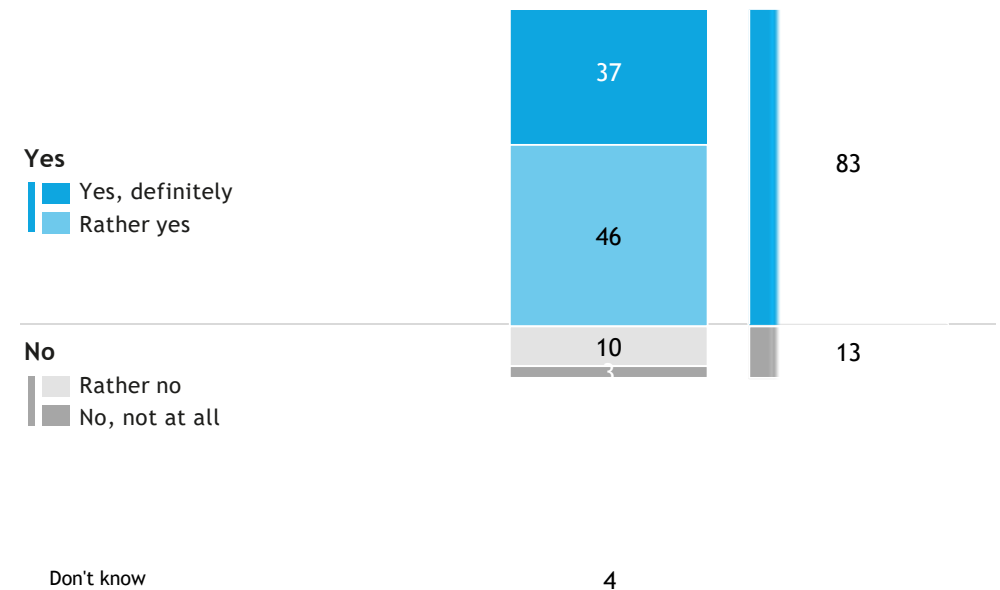
Main findings

Changing way of living and economies

- 55% would "approve" of the construction of a solar park in their community if the profits generated by it benefited the community. Another 39% would accept it, 6% would oppose it. The construction of a wind park in their community would be "approved" by 51% (if the profits generated by it benefit the community). Another 40% would accept it, 9% would oppose it.
- To fight climate change, it is necessary to heat differently in the coming years. Two-thirds of respondents think this should be done through more public subsidies for climate-neutral technologies and the replacement of heating. On the other hand, 9% support bans and 8% higher prices for oil, gas and coal. The remaining 17% of respondents are not in favour of any of the options mentioned.
- When asked whether renewable energy has become more important since the outbreak of the Russia-Ukraine conflict, 41% answer "yes, renewable energy has become more important". Another 32% answered with "rather yes". In contrast, 11% answered with "rather no" and 16% with "no, renewable energy has not become more important".

Assessing the need for change

Do you think the UK needs a fundamental change in our way of living and doing business?



Basis: 1,203 cases, total sample; figures in %.

Assessing the need for change

Do you think the UK needs a fundamental change in our way of living and doing business?

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
YES	83	88	95	84	89	85	72	82	69	77	90
Yes, definitely	37	38	43	42	43	43	21	33	26	37	52
Rather yes	46	50	52	41	46	42	51	50	44	40	38
NO	13	11	4	14	11	11	23	11	22	16	7
Rather no	10	9	4	12	11	6	18	9	14	13	6
No, not at all	3	2	-	2	-	5	5	2	8	3	1
Don't know	4	1	1	2	-	4	5	7	9	7	3

Basis: 1,203 cases, total sample; figures in %.

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 PRO = Progressive Realists

strongly overrepresented
 overrepresented
 strongly underrepresented
 underrepresented

Assessing the need for change

Do you think the UK needs a fundamental change in our way of living and doing business?

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
YES	83	79	86	87	84	81	84	74
Yes, definitely	37	33	40	44	36	38	38	28
Rather yes	46	45	46	43	48	43	46	46
NO	13	18	9	10	11	16	13	20
Rather no	10	13	8	8	10	12	7	16
No, not at all	3	5	1	1	2	4	5	4
Don't know	4	3	5	3	4	3	3	5

Basis: 1,203 cases, total sample; figures in %.

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■ overrepresented ■ underrepresented

Assessing the need for change

Do you think the UK needs a fundamental change in our way of living and doing business?

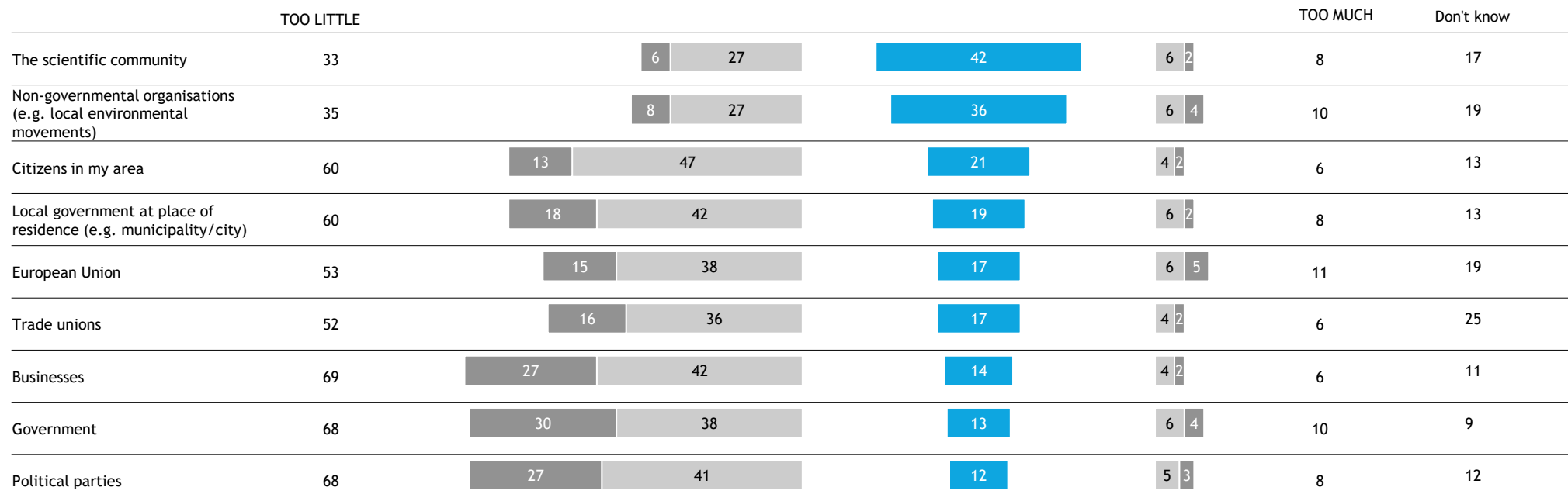
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (< 992 £)	Medium 60-140% (992-2.314 £)	High >140% (>2.314 £)
YES	83	79	84	83	84	82	88
Yes, definitely	37	30	38	40	40	35	43
Rather yes	46	48	46	43	43	48	45
NO	13	15	12	14	11	14	12
Rather no	10	14	8	11	10	10	10
No, not at all	3	2	4	3	2	4	2
Don't know	4	6	3	4	5	3	0

Basis: 1,203 cases, total sample; figures in %.

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■ overrepresented ■ underrepresented

Attribution of responsibility

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



Basis: 1,203 cases, total sample; figures in %.

Way too little
 Exactly the right amount
 Way too much

Too little
 Too much

Attribution of responsibility (1)

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Businesses											
Way too much/too much	6	5	-	8	6	9	7	2	8	6	4
Just right	14	18	2	14	14	19	16	11	14	19	10
Too little/way too little	69	68	91	71	72	64	64	69	55	59	77
Local government at place of residence (e.g. municipality/city)											
Way too much/too much	8	5	2	6	8	14	11	2	14	10	4
Just right	19	29	13	20	15	23	21	20	10	15	21
Way too much/too much	60	57	76	64	64	56	53	60	52	58	66
European Union											
Way too much/too much	11	10	2	10	5	14	17	7	17	11	6
Just right	17	16	18	28	21	20	13	11	13	14	20
Too little/way too little	53	61	60	47	56	54	48	51	44	50	60

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 strongly underrepresented
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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	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Government											
Way too much/too much	10	8	3	10	13	13	15	2	16	9	3
Just right	13	19	4	16	10	15	13	16	8	10	17
Too little/way too little	68	68	89	68	69	67	61	67	55	68	73
Citizens in my area											
Way too much/too much	6	5	-	5	7	8	9	1	6	9	3
Just right	21	20	12	28	20	32	21	27	20	15	17
Too little/way too little	60	63	79	58	60	52	53	53	51	56	71
Trade unions											
Way too much/too much	6	6	3	5	8	9	8	2	10	6	2
Just right	17	19	8	22	16	22	14	17	9	24	14
Too little/way too little	52	54	63	53	53	50	48	47	43	44	58

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Attribution of responsibility (3)

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Government											
Way too much/too much	8	9	2	9	6	13	12	4	12	11	3
Just right	12	16	5	14	16	14	11	11	9	11	10
Too little/way too little	68	68	87	68	68	68	64	70	58	59	82
Non-governmental organisations (e.g. local environmental movements)											
Way too much/too much	10	7	2	11	9	11	16	5	18	12	10
Just right	36	41	48	39	35	44	27	28	24	31	40
Too little/way too little	35	36	32	35	40	32	34	40	28	37	36
The scientific community											
Way too much/too much	8	10	-	7	8	10	9	4	10	10	8
Just right	42	44	51	52	45	40	34	49	35	35	48
Too little/way too little	33	33	34	31	34	37	38	28	27	35	31

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Attribution of responsibility (1)

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Businesses								
Way too much/too much	6	8	4	8	5	4	7	2
Just right	14	18	10	18	15	13	10	13
Too little/way too little	69	67	70	68	68	67	73	66
Local government at place of residence (e.g. municipality/city)								
Way too much/too much	8	12	4	10	8	9	7	4
Just right	19	22	16	23	17	16	17	21
Too little/way too little	60	58	62	60	61	60	64	56
European Union								
Way too much/too much	11	14	7	10	9	10	13	10
Just right	17	18	17	24	23	13	14	11
Too little/way too little	53	56	50	55	48	50	56	56

strongly overrepresented
 strongly underrepresented
 overrepresented
 underrepresented

Basis: 1,203 cases, total sample; figures in %.

attribution of responsibility (2)

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Government								
Way too much/too much	10	14	5	11	10	7	9	11
Just right	13	15	12	12	12	13	14	15
Too little/way too little	68	66	69	72	68	68	69	61
Citizens in my area								
Way too much/too much	6	7	4	10	6	5	4	1
Just right	21	24	19	23	28	18	16	21
Too little/way too little	60	58	60	57	56	62	65	57
Trade unions								
Way too much/too much	6	9	4	7	8	3	8	4
Just right	17	16	17	26	18	14	11	12
Too little/way too little	52	54	49	50	51	49	57	48

Basis: 1,203 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attribution of responsibility (3)

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Political parties								
Way too much/too much	8	12	5	9	7	6	10	10
Just right	12	12	11	15	13	9	9	12
Too little/way too little	68	68	69	72	70	68	71	62
Non-governmental organisations (e.g. local environmental movements)								
Way too much/too much	10	13	8	14	10	11	10	7
Just right	36	34	38	44	36	30	36	32
Too little/way too little	35	38	31	34	34	35	36	35
The scientific community								
Way too much/too much	8	10	6	12	9	6	6	5
Just right	42	44	41	46	43	38	43	41
Too little/way too little	33	35	31	33	31	33	35	33

Basis: 1,203 cases, total sample; figures in %.

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■ overrepresented ■ underrepresented

attribution of responsibility (1)

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

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (< 992 £)	Medium 60-140% (992-2.314 £)	High >140% (>2.314 £)
Businesses							
Way too much/too much	6	5	6	6	7	7	4
Just right	14	15	14	14	10	16	15
Too little/way too little	69	63	71	69	69	67	75
Local government at place of residence (e.g. municipality/city)							
Way too much/too much	8	9	7	8	6	9	9
Just right	19	18	21	18	16	21	19
Too little/way too little	60	55	62	61	60	60	64
European Union							
Way too much/too much	11	10	10	10	8	12	9
Just right	17	13	18	19	15	19	19
Too little/way too little	53	52	54	52	58	50	60

Basis: 1,203 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

attribution of responsibility (2)

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

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (< 992 £)	Medium 60-140% (992-2.314 £)	High >140% (>2.314 £)
Government							
Way too much/too much	10	10	10	8	8	12	8
Just right	13	14	14	12	9	14	17
Too little/way too little	68	61	69	70	70	67	72
Citizens in my area							
Way too much/too much	6	8	6	5	6	6	6
Just right	21	21	23	20	18	24	20
Too little/way too little	60	53	60	62	62	57	65
Trade unions							
Way too much/too much	6	8	6	6	5	8	4
Just right	17	15	17	17	15	19	16
Too little/way too little	52	44	54	52	51	50	62

Basis: 1,203 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?

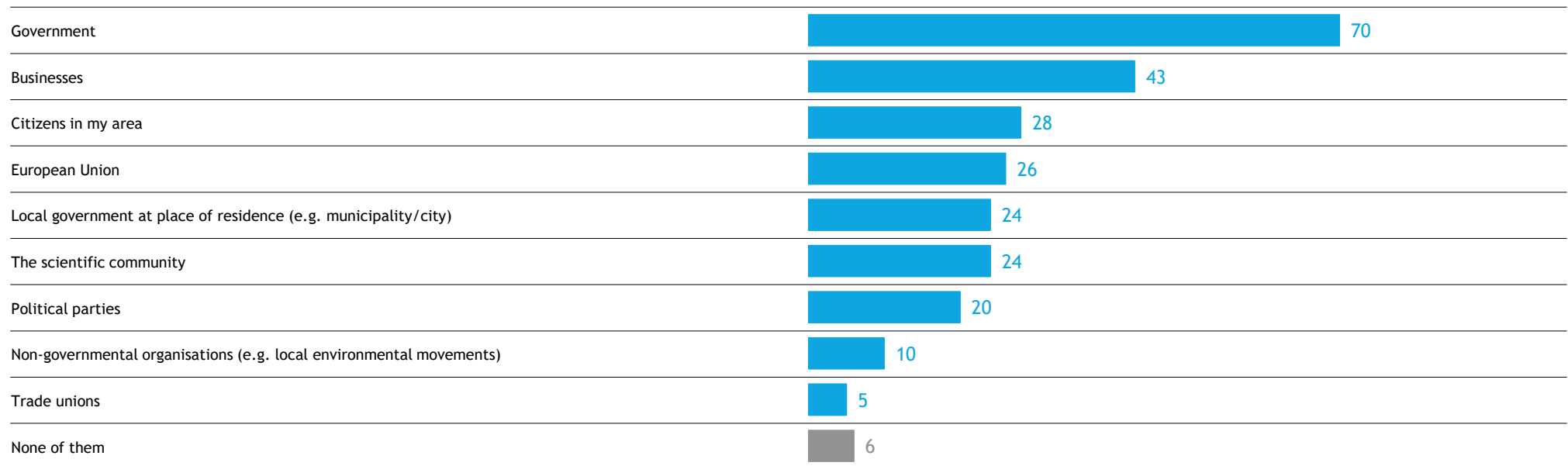
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (< 992 £)	Medium 60-140% (992-2.314 £)	High >140% (>2.314 £)
Political parties							
Way too much/too much	8	7	8	9	6	11	8
Businesses	12	16	12	10	9	14	12
Too little/way too little	68	59	73	69	72	65	76
Non-governmental organisations (e.g. local environmental movements)							
Way too much/too much	10	9	10	12	9	12	11
Just right	36	32	36	37	35	37	38
Too little/way too little	35	35	36	33	34	35	35
The scientific community							
Way too much/too much	8	6	8	8	8	8	8
Just right	42	41	46	40	42	43	44
Too little/way too little	33	29	33	35	30	34	35

Basis: 1,203 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: 1,203 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	70	71	86	68	68	63	65	74	63	65	84
Businesses	43	41	63	38	35	32	43	49	43	37	51
Citizens in my area	28	32	42	25	22	25	31	20	22	24	32
European Union	26	33	29	25	24	22	16	26	18	31	33
Local government at place of residence (e.g. municipality/city)	24	20	21	24	27	30	17	39	22	24	23
The scientific community	24	29	19	29	25	23	29	23	25	21	18
Political parties	20	20	14	20	30	20	21	20	16	19	23
Non-governmental organisations (e.g. local environmental movements)	10	10	9	12	6	14	12	11	11	9	5
Trade unions	5	6	3	7	5	6	3	3	3	8	2
None of them	6	1	1	4	6	5	11	4	15	5	2

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attribution of responsibility

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Government	70	70	70	72	72	72	69	66
Businesses	43	43	42	33	39	52	45	48
Citizens in my area	28	25	30	25	27	29	31	27
European Union	26	28	24	26	29	23	24	26
Local government at place of residence (e.g. municipality/city)	24	18	29	24	24	23	23	27
The scientific community	24	26	22	28	23	22	24	23
Political parties	20	21	19	24	19	21	19	15
Non-governmental organisations (e.g. local environmental movements)	10	9	11	12	8	9	10	11
Trade unions	5	5	5	7	7	4	2	3
None of them	6	6	6	3	5	5	7	10

Basis: 1,203 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.

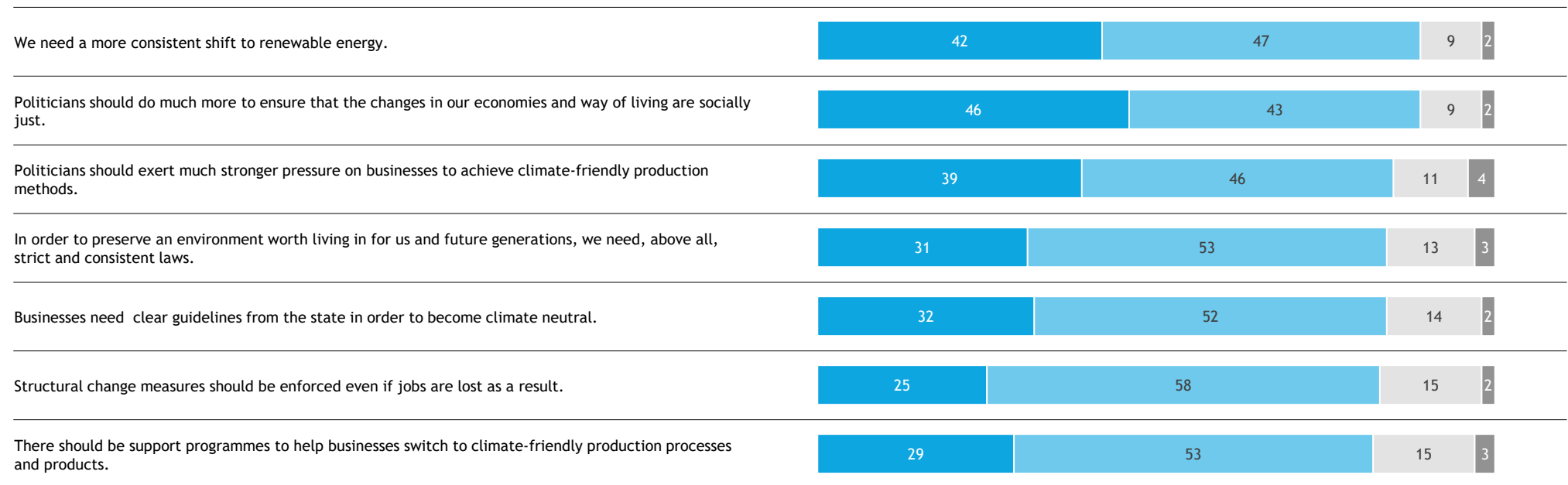
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (< 992 £)	Medium 60-140% (992-2.314 £)	High >140% (>2.314 £)
Government	70	66	70	72	69	70	73
Businesses	43	38	38	50	40	41	55
Citizens in my area	28	28	30	25	28	27	29
European Union	26	23	25	28	26	26	25
Local government at place of residence (e.g. municipality/city)	24	31	24	21	25	23	24
The scientific community	24	20	27	24	21	27	23
Political parties	20	18	21	20	23	20	22
Non-governmental organisations (e.g. local environmental movements)	10	11	10	10	9	10	10
Trade unions	5	6	4	5	4	5	5
None of them	6	8	7	4	7	5	2

Basis: 1,203 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?

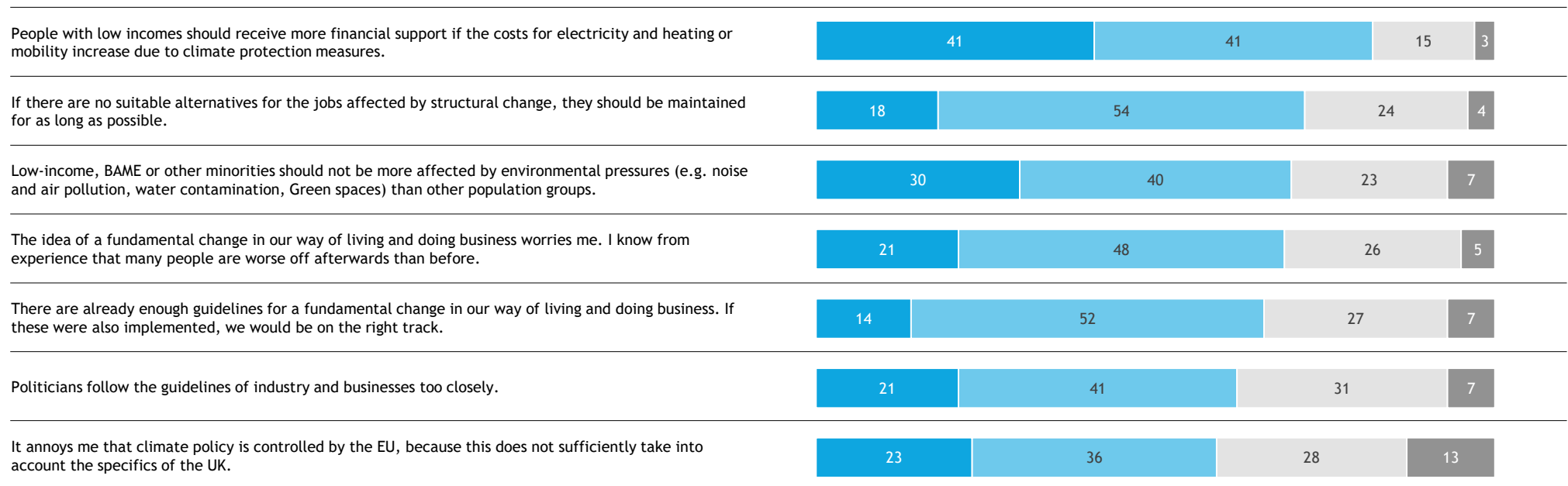


Basis: 1,203 cases, total sample; figures in %.

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

Attitudes towards policies (2)

To what extent do you agree with the following statements?



Basis: 1,203 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
We need a more consistent shift to renewable energy.	89	90	92	87	94	86	87	94	85	87	93
Politicians should do much more to ensure that the changes in our economies and way of living are socially just.	89	92	97	92	88	85	85	92	80	87	92
Politicians should exert much stronger pressure on businesses to achieve climate-friendly production methods.	85	91	96	86	96	78	74	88	76	88	85
In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.	84	90	96	81	89	81	79	85	76	83	87
Businesses need clear guidelines from the state in order to become climate neutral.	84	91	86	86	89	83	75	82	76	83	88
Structural change measures should be enforced even if jobs are lost as a result.	83	86	82	80	88	82	78	82	77	88	83
There should be support programmes to help Businesses switch to climate-friendly production processes and products.	82	87	87	83	89	83	74	81	70	80	88

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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
People with low incomes should receive more financial support if the costs for electricity and heating or mobility increase due to climate protection measures.	82	85	88	80	87	84	74	80	75	86	85
If there are no suitable alternatives for the jobs affected by structural change, they should be maintained for as long as possible.	72	76	41	77	72	77	81	77	71	75	74
Low-income, BAME or other minorities should not be more affected by environmental pressures (e.g. noise and air pollution, water contamination, Green spaces) than other population groups.	70	70	80	65	74	70	64	68	66	72	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.	69	66	46	67	66	75	76	74	66	76	71
There are already enough guidelines for a fundamental change in our way of living and doing business. If these were also implemented, we would be on the right track.	66	73	53	66	76	73	61	63	60	63	70
Politicians follow the guidelines of industry and businesses too closely.	62	59	70	59	70	61	65	60	57	63	56
It annoys me that climate policy is controlled by the EU, because this does not sufficiently take into account the specifics of the UK.	59	65	25	56	53	68	68	66	64	68	47

Basis: 1,203 cases, total sample; figures in %.

EST = Established
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 PER = Performers
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 PRO = Progressive Realists

strongly overrepresented
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Attitudes towards policies (1)

To what extent do you agree with the following statements?

Response category: "Fully agree / Somewhat agree".

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
We need a more consistent shift to renewable energy.	89	87	91	87	88	94	88	90
Politicians should do much more to ensure that the changes in our economies and way of living are socially just.	89	86	91	88	87	91	89	90
Politicians should exert much stronger pressure on businesses to achieve climate-friendly production methods.	85	82	88	85	82	88	86	82
In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.	84	83	86	83	85	86	85	82
Businesses need clear guidelines from the state in order to become climate neutral.	84	81	86	83	86	87	82	80
Structural change measures should be enforced even if jobs are lost as a result.	83	81	84	82	83	84	81	82
There should be support programmes to help Businesses switch to climate-friendly production processes and products.	82	79	84	82	84	84	84	73

Basis: 1,203 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
People with low incomes should receive more financial support if the costs for electricity and heating or mobility increase due to climate protection measures.	82	81	83	90	86	82	72	79
If there are no suitable alternatives for the jobs affected by structural change, they should be maintained for as long as possible.	72	70	75	75	70	72	72	73
Low-income, BAME or other minorities should not be more affected by environmental pressures (e.g. noise and air pollution, water contamination, Green spaces) than other population groups.	70	70	69	70	69	70	70	69
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.	69	68	69	73	67	70	71	60
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.	66	64	68	76	66	66	60	56
Politicians follow the guidelines of industry and businesses too closely.	62	66	58	64	61	60	60	64
It annoys me that climate policy is controlled by the EU, because this does not sufficiently take into account the specifics of the UK.	59	57	61	59	59	58	57	60

Basis: 1,203 cases, total sample; figures in %.

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Attitudes towards policies (1)

To what extent do you agree with the following statements?

Response category: "Fully agree / Somewhat agree".

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (< 992 £)	Medium 60-140% (992-2.314 £)	High >140% (>2.314 £)
We need a more consistent shift to renewable energy.	89	86	89	91	90	89	91
Politicians should do much more to ensure that the changes in our economies and way of living are socially just.	89	85	88	91	91	88	90
Politicians should exert much stronger pressure on businesses to achieve climate-friendly production methods.	85	82	85	86	86	84	87
In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.	84	80	86	85	83	84	87
Businesses need clear guidelines from the state in order to become climate neutral.	84	84	81	85	82	85	84
Structural change measures should be enforced even if jobs are lost as a result.	83	81	81	85	81	83	84
There should be support programmes to help Businesses switch to climate-friendly production processes and products.	82	78	80	85	82	83	80

Basis: 1,203 cases, total sample; figures in %.

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Attitudes towards policies (2)

To what extent do you agree with the following statements?

Response category: "Fully agree / Somewhat agree".

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (< 992 £)	Medium 60-140% (992-2.314 £)	High >140% (>2.314 £)
People with low incomes should receive more financial support if the costs for electricity and heating or mobility increase due to climate protection measures.	82	83	81	83	88	83	74
If there are no suitable alternatives for the jobs affected by structural change, they should be maintained for as long as possible.	72	78	74	69	77	72	67
Low-income, BAME or other minorities should not be more affected by environmental pressures (e.g. noise and air pollution, water contamination, Green spaces) than other population groups.	70	67	69	72	70	70	72
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.	69	67	70	67	70	70	60
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.	66	70	66	63	68	66	62
Politicians follow the guidelines of industry and businesses too closely.	62	61	61	64	64	62	60
It annoys me that climate policy is controlled by the EU, because this does not sufficiently take into account the specifics of the UK.	59	68	63	50	64	60	49

Basis: 1,203 cases, total sample; figures in %.

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Attitudes towards policies (1)

To what extent do you agree with the following statements?

Response category: "Fully agree".

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Politicians should do much more to ensure that the changes in our economies and way of living are socially just.	46	44	63	50	42	42	39	50	35	42	60
We need a more consistent shift to renewable energy.	42	44	55	44	46	37	37	40	35	35	52
People with low incomes should receive more financial support if the costs for electricity and heating or mobility increase due to climate protection measures.	41	36	43	48	35	49	36	45	42	34	46
Politicians should exert much stronger pressure on businesses to achieve climate-friendly production methods.	39	39	55	42	44	33	30	36	28	41	44
Businesses need clear guidelines from the state in order to become climate neutral.	32	38	47	29	30	29	22	30	25	30	40
In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.	31	32	40	39	38	32	18	29	21	28	44
Low-income, BAME or other minorities should not be more affected by environmental pressures (e.g. noise and air pollution, water contamination, Green spaces) than other population groups.	30	26	48	22	31	28	26	30	30	29	30

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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
There should be support programmes to help Businesses switch to climate-friendly production processes and products.	29	34	30	33	35	24	22	26	19	24	47
Structural change measures should be enforced even if jobs are lost as a result.	25	22	25	25	19	30	14	27	25	23	38
It annoys me that climate policy is controlled by the EU, because this does not sufficiently take into account the specifics of the UK.	23	22	9	20	18	24	33	27	31	24	17
Politicians follow the guidelines of industry and businesses too closely.	21	21	29	21	22	20	24	20	12	21	20
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.	21	18	9	23	20	25	23	21	26	21	22
If there are no suitable alternatives for the jobs affected by structural change, they should be maintained for as long as possible.	18	16	4	18	13	26	19	16	21	18	23
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.	14	17	6	20	17	18	9	8	12	17	19

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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 should do much more to ensure that the changes in our economies and way of living are socially just.	46	43	49	44	47	48	46	46
We need a more consistent shift to renewable energy.	42	40	44	38	38	51	40	44
People with low incomes should receive more financial support if the costs for electricity and heating or mobility increase due to climate protection measures.	41	39	43	46	46	39	39	34
Politicians should exert much stronger pressure on businesses to achieve climate-friendly production methods.	39	37	40	39	34	42	40	36
Businesses need clear guidelines from the state in order to become climate neutral.	32	30	33	29	31	36	29	33
In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.	31	30	33	35	34	32	30	23
Low-income, BAME or other minorities should not be more affected by environmental pressures (e.g. noise and air pollution, water contamination, Green spaces) than other population groups.	30	28	31	28	34	32	30	25

Basis: 1,203 cases, total sample; figures in %.

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

To what extent do you agree with the following statements?

Response category: "Fully agree".

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
There should be support programmes to help Businesses switch to climate-friendly production processes and products.	29	26	32	33	35	29	26	20
Structural change measures should be enforced even if jobs are lost as a result.	25	23	26	28	26	23	25	20
It annoys me that climate policy is controlled by the EU, because this does not sufficiently take into account the specifics of the UK.	23	24	22	20	17	24	24	31
Politicians follow the guidelines of industry and businesses too closely.	21	23	18	22	22	23	18	19
The idea of a fundamental change in our way of living and doing business worries me. I know from experience that many people are worse off afterwards than before.	21	23	20	25	23	20	16	21
If there are no suitable alternatives for the jobs affected by structural change, they should be maintained for as long as possible.	18	18	17	24	16	15	16	15
There are already enough guidelines for a fundamental change in our way of living and doing business. If these were also implemented, we would be on the right track.	14	15	14	20	17	12	12	10

Basis: 1,203 cases, total sample; figures in %.

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Attitudes towards policies (1)

To what extent do you agree with the following statements?

Response category: "Fully agree".

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (< 992 £)	Medium 60-140% (992-2.314 £)	High >140% (>2.314 £)
Politicians should do much more to ensure that the changes in our economies and way of living are socially just.	46	39	47	49	48	44	52
We need a more consistent shift to renewable energy.	42	32	40	48	44	41	46
People with low incomes should receive more financial support if the costs for electricity and heating or mobility increase due to climate protection measures.	41	44	43	38	51	38	37
Politicians should exert much stronger pressure on businesses to achieve climate-friendly production methods.	39	31	39	42	41	38	41
Businesses need clear guidelines from the state in order to become climate neutral.	32	26	30	35	30	32	32
In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.	31	29	31	33	33	30	33
Low-income, BAME or other minorities should not be more affected by environmental pressures (e.g. noise and air pollution, water contamination, Green spaces) than other population groups.	30	24	30	32	35	28	32

Basis: 1,203 cases, total sample; figures in %.

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

To what extent do you agree with the following statements?

Response category: "Fully agree".

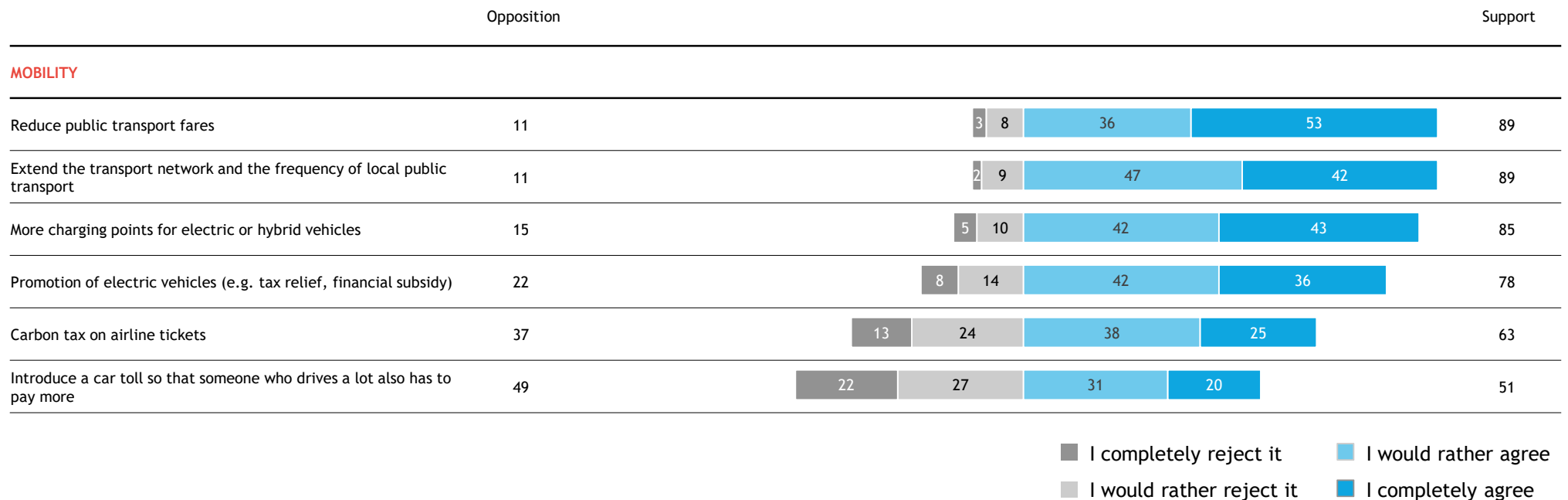
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (< 992 £)	Medium 60-140% (992-2.314 £)	High >140% (>2.314 £)
There should be support programmes to help Businesses switch to climate-friendly production processes and products.	29	25	29	31	34	28	29
Structural change measures should be enforced even if jobs are lost as a result.	25	24	27	23	26	25	22
It annoys me that climate policy is controlled by the EU, because this does not sufficiently take into account the specifics of the UK.	23	28	25	18	26	23	20
Politicians follow the guidelines of industry and businesses too closely.	21	16	20	24	22	21	22
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.	21	21	22	20	22	22	18
If there are no suitable alternatives for the jobs affected by structural change, they should be maintained for as long as possible.	18	24	17	16	22	16	18
There are already enough guidelines for a fundamental change in our way of living and doing business. If these were also implemented, we would be on the right track.	14	13	14	16	14	15	14

Basis: 1,203 cases, total sample; figures in %.

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

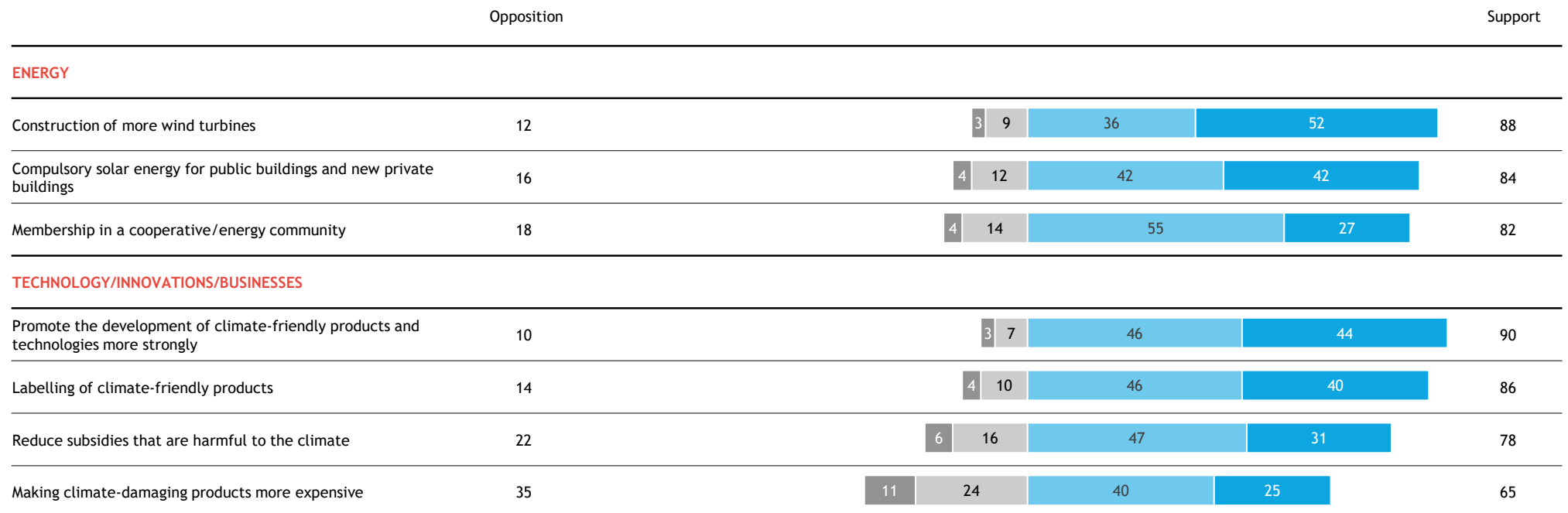
There are various proposals to advance climate and environmental protection. To what extent do you support the following measures?







Basis: 1,203 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?

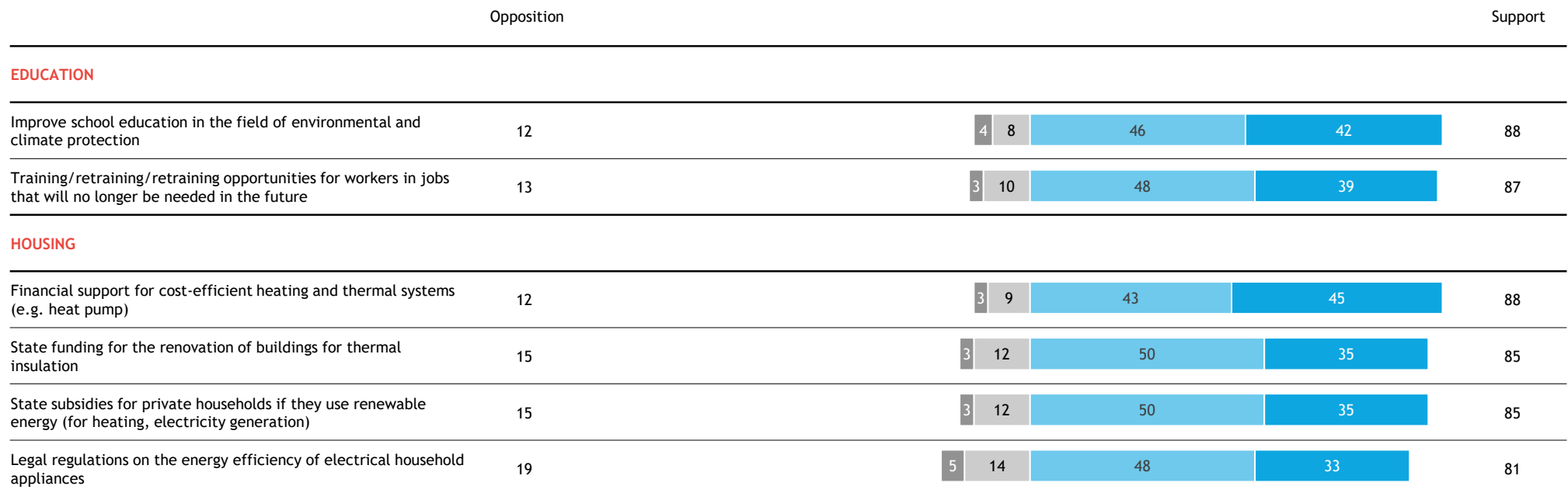




Basis: 1,203 cases, total sample; figures in %.



 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?



 I completely reject it
  I would rather agree

 I would rather reject it
  I completely agree

Basis: 1,203 cases, total sample; figures in %.

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





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

Response category: "I completely / would rather agree"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
MOBILITY											
Reduce public transport fares	89	93	96	87	87	85	86	90	86	90	91
Extend the transport network and the frequency of local public transport	89	92	98	89	86	86	83	85	84	88	93
More charging points for electric or hybrid vehicles	85	88	95	88	91	83	76	82	79	88	90
Promotion of electric vehicles (e.g. tax relief, financial subsidy)	78	80	86	86	83	83	63	67	65	78	89
Carbon tax on airline tickets	63	66	82	55	73	55	50	58	58	65	73
Introduce a car toll so that someone who drives a lot also has to pay more	51	53	68	46	65	59	27	47	37	62	56

Basis: 1,203 cases, total sample; figures in %.

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

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

Response category: "I completely / would rather agree"

Response category: "I completely / would rather agree"		Gender		Age (years)				
	Total	Male	Female	18-29	30-39	40-49	50-59	60-69
MOBILITY								
Reduce public transport fares	89	87	91	87	89	93	85	92
Extend the transport network and the frequency of local public transport	89	86	90	87	90	88	86	92
More charging points for electric or hybrid vehicles	85	85	86	83	90	90	84	80
Promotion of electric vehicles (e.g. tax relief, financial subsidy)	78	76	79	83	83	80	74	66
Carbon tax on airline tickets	63	64	61	63	64	61	64	62
Introduce a car toll so that someone who drives a lot also has to pay more	51	55	48	52	54	48	52	49

Basis: 1,203 cases, total sample; figures in %.

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

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

Response category: "I completely / would rather agree"

Response category: "I completely / would rather agree"		Education			Net equivalent income (HH/month)		
	Total	Low	Medium	High	Low <60% (< 992 £)	Medium 60-140% (992-2.314 £)	High >140% (>2.314 £)
MOBILITY							
Reduce public transport fares	89	89	87	92	92	87	91
Extend the transport network and the frequency of local public transport	89	83	88	91	89	87	89
More charging points for electric or hybrid vehicles	85	80	86	88	83	86	92
Promotion of electric vehicles (e.g. tax relief, financial subsidy)	78	74	76	81	76	77	86
Carbon tax on airline tickets	63	63	60	65	67	61	63
Introduce a car toll so that someone who drives a lot also has to pay more	51	52	46	56	49	51	57

Basis: 1,203 cases, total sample; figures in %.

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




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

Response category: "I fully oppose / tend to oppose".

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
MOBILITY											
Introduce a car toll so that someone who drives a lot also has to pay more	49	47	32	54	35	41	73	53	63	38	44
Carbon tax on airline tickets	37	34	18	45	27	45	50	42	42	35	27
Promotion of electric vehicles (e.g. tax relief, financial subsidy)	22	20	14	14	17	17	37	33	35	22	11
More charging points for electric or hybrid vehicles	15	12	5	12	9	17	24	18	21	12	10
Extend the transport network and the frequency of local public transport	11	8	2	11	14	14	17	15	16	12	7
Reduce public transport fares	11	7	4	13	13	15	14	10	14	10	9

Basis: 1,203 cases, total sample; figures in %.

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

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

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
MOBILITY								
Introduce a car toll so that someone who drives a lot also has to pay more	49	45	52	48	46	52	48	51
Carbon tax on airline tickets	37	36	39	37	36	39	36	38
Promotion of electric vehicles (e.g. tax relief, financial subsidy)	22	24	21	17	17	20	26	34
More charging points for electric or hybrid vehicles	15	15	14	17	10	10	16	20
Extend the transport network and the frequency of local public transport	11	14	10	13	10	12	14	8
Reduce public transport fares	11	13	9	13	11	7	15	8

Basis: 1,203 cases, total sample; figures in %.

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

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

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

Response category: "I completely / would rather reject it"		Education			Net equivalent income (HH/month)		
		Total	Low	Medium	High	Low <60% (< 992 £)	Medium 60-140% (992-2.314 £)
MOBILITY							
Introduce a car toll so that someone who drives a lot also has to pay more	49	48	54	44	51	49	43
Carbon tax on airline tickets	37	37	40	35	33	39	37
Promotion of electric vehicles (e.g. tax relief, financial subsidy)	22	26	24	19	24	23	14
More charging points for electric or hybrid vehicles	15	20	14	12	17	14	8
Extend the transport network and the frequency of local public transport	11	17	12	9	11	13	11
Reduce public transport fares	11	11	13	8	8	13	9

Basis: 1,203 cases, total sample; figures in %.

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

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

Response category: "I completely / would rather agree"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
ENERGY											
Construction of more wind turbines	88	89	99	90	90	90	84	87	77	84	92
Compulsory solar energy for public buildings and new private buildings	84	86	94	81	86	84	82	80	81	82	87
Membership in a cooperative/energy community	82	85	91	83	90	88	72	77	69	79	89
TECHNOLOGY/INNOVATIONS/BUSINESSES											
Promote the development of climate-friendly products and technologies more strongly	90	92	96	95	96	88	86	94	80	85	93
Labelling of climate-friendly products	86	94	98	84	94	83	76	87	69	86	92
Reduce subsidies that are harmful to the climate	78	78	92	77	83	78	75	68	68	80	87
Making climate-damaging products more expensive	65	74	86	61	71	64	52	59	44	70	78

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

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

Response category: "I completely / would rather agree"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
ENERGY								
Construction of more wind turbines	88	86	90	87	89	89	85	89
Compulsory solar energy for public buildings and new private buildings	84	81	87	80	85	87	83	87
Membership in a cooperative/energy community	82	79	84	82	84	85	79	80
TECHNOLOGY/INNOVATIONS/BUSINESSES								
Promote the development of climate-friendly products and technologies more strongly	90	88	92	89	92	90	88	92
Labelling of climate-friendly products	86	81	90	84	87	88	85	85
Reduce subsidies that are harmful to the climate	78	76	81	81	79	82	76	72
Making climate-damaging products more expensive	65	66	65	66	68	66	63	64

Basis: 1,203 cases, total sample; figures in %.

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

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

Response category: "I completely / would rather agree"

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (< 992 £)	Medium 60-140% (992-2.314 £)	High >140% (>2.314 £)
ENERGY							
Construction of more wind turbines	88	83	90	88	87	89	88
Compulsory solar energy for public buildings and new private buildings	84	85	84	84	86	82	87
Membership in a cooperative/energy community	82	80	79	85	84	79	88
TECHNOLOGY/INNOVATIONS/BUSINESSES							
Promote the development of climate-friendly products and technologies more strongly	90	86	89	93	91	89	93
Labelling of climate-friendly products	86	80	85	89	84	87	86
Reduce subsidies that are harmful to the climate	78	74	79	80	81	79	79
Making climate-damaging products more expensive	65	60	63	70	67	62	74

Basis: 1,203 cases, total sample; figures in %.

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■ overrepresented ■ underrepresented

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

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

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
ENERGY											
Membership in a cooperative/energy community	18	15	9	17	10	12	28	23	31	21	11
Compulsory solar energy for public buildings and new private buildings	16	14	6	19	14	16	18	20	19	18	13
Construction of more wind turbines	12	11	1	10	10	10	16	13	23	16	8
TECHNOLOGY/INNOVATIONS/BUSINESSES											
Making climate-damaging products more expensive	35	26	14	39	29	36	48	41	56	30	22
Reduce subsidies that are harmful to the climate	22	22	8	23	17	22	25	32	32	20	13
Labelling of climate-friendly products	14	6	2	16	6	17	24	13	31	14	8
Promote the development of climate-friendly products and technologies more strongly	10	8	4	5	4	12	14	6	20	15	7

Basis: 1,203 cases, total sample; figures in %.

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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 reject it"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
ENERGY								
Membership in a cooperative/energy community	18	21	16	18	16	15	21	20
Compulsory solar energy for public buildings and new private buildings	16	19	13	20	15	13	17	13
Construction of more wind turbines	12	14	10	13	11	11	15	11
TECHNOLOGY/INNOVATIONS/BUSINESSES								
Making climate-damaging products more expensive	35	34	35	34	32	34	37	36
Reduce subsidies that are harmful to the climate	22	24	19	19	21	18	24	28
Labelling of climate-friendly products	14	19	10	16	13	12	15	15
Promote the development of climate-friendly products and technologies more strongly	10	12	8	11	8	10	12	8

Basis: 1,203 cases, total sample; figures in %.

 strongly overrepresented  strongly underrepresented
 overrepresented  underrepresented

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

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

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

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (< 992 £)	Medium 60-140% (992-2.314 £)	High >140% (>2.314 £)
ENERGY							
Membership in a cooperative/energy community (community that has organised itself at local level to shape its energy supply in a more sustainable and independent way)	18	20	21	15	16	21	12
Compulsory solar energy for public buildings and new private buildings	16	15	16	16	14	18	13
Construction of more wind turbines	12	17	10	12	13	11	12
TECHNOLOGY/INNOVATIONS/BUSINESSES							
Making climate-damaging products more expensive	35	40	37	30	33	38	26
Reduce subsidies that are harmful to the climate	22	26	21	20	19	21	21
Labelling of climate-friendly products	14	20	15	11	16	13	14
Promote the development of climate-friendly products and technologies more strongly	10	14	11	7	9	11	7

Basis: 1,203 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

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

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

Response category: "I completely / would rather agree"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
EDUCATION											
Improve school education in the field of environmental and climate protection	88	91	96	91	93	87	84	90	75	81	97
Training/retraining/retraining opportunities for workers in jobs that will no longer be needed in the future	87	89	100	86	91	80	88	90	84	81	89
HOUSING											
Financial support for cost-efficient heating and thermal systems (e.g. heat pump)	88	88	96	89	91	88	83	90	79	91	91
State funding for the renovation of buildings for thermal insulation	85	89	94	86	88	86	78	87	65	91	87
State subsidies for private households if they use renewable energy (for heating, electricity generation)	85	87	87	88	92	84	79	81	74	85	90
Legal regulations on the energy efficiency of electrical household appliances	81	84	94	83	88	83	69	76	75	82	85

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

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

Response category: "I completely / would rather agree"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
EDUCATION								
Improve school education in the field of environmental and climate protection	88	86	90	87	90	88	89	86
Training/retraining/retraining opportunities for workers in jobs that will no longer be needed in the future	87	85	89	82	89	87	90	90
HOUSING								
Financial support for cost-efficient heating and thermal systems (e.g. heat pump)	88	86	90	88	90	90	88	84
State funding for the renovation of buildings for thermal insulation	85	84	85	85	87	87	83	82
State subsidies for private households if they use renewable energy (for heating, electricity generation)	85	82	87	87	89	85	81	78
Legal regulations on the energy efficiency of electrical household appliances	81	78	85	77	85	84	79	85

Basis: 1,203 cases, total sample; figures in %.

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

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

Response category: "I completely / would rather agree"

Response category: "I completely / would rather agree"	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (< 992 £)	Medium 60-140% (992-2.314 £)	High >140% (>2.314 £)
EDUCATION							
Improve school education in the field of environmental and climate protection	88	87	89	88	89	89	87
Training/retraining/retraining opportunities for workers in jobs that will no longer be needed in the future	87	83	87	90	86	88	89
HOUSING							
Financial support for cost-efficient heating and thermal systems (e.g. heat pump)	88	88	88	88	91	87	89
State funding for the renovation of buildings for thermal insulation	85	82	84	87	85	85	85
State subsidies for private households if they use renewable energy (for heating, electricity generation)	85	83	85	84	84	85	84
Legal regulations on the energy efficiency of electrical household appliances	81	78	78	86	81	81	84

Basis: 1,203 cases, total sample; figures in %.

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





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

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
EDUCATION											
Training/retraining/retraining opportunities for workers in jobs that will no longer be needed in the future	13	11	-	14	9	20	12	10	16	19	11
Improve school education in the field of environmental and climate protection	12	9	4	9	7	13	16	10	25	19	3
HOUSING											
Legal regulations on the energy efficiency of electrical household appliances	19	16	6	17	12	17	31	24	25	18	15
State subsidies for private households if they use renewable energy (for heating, electricity generation)	15	13	13	12	8	16	21	19	26	15	10
State funding for the renovation of buildings for thermal insulation	15	11	6	14	12	14	22	13	35	9	13
Financial support for cost-efficient heating and thermal systems (e.g. heat pump)	12	12	4	11	9	12	17	10	21	9	9

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

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

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
EDUCATION								
Training/retraining/retraining opportunities for workers in jobs that will no longer be needed in the future	13	15	11	18	11	13	10	10
Improve school education in the field of environmental and climate protection	12	14	10	13	10	12	11	14
HOUSING								
Legal regulations on the energy efficiency of electrical household appliances	19	22	15	23	15	16	21	15
State subsidies for private households if they use renewable energy (for heating, electricity generation)	15	18	13	13	11	15	19	22
State funding for the renovation of buildings for thermal insulation	15	16	15	15	13	13	17	18
Financial support for cost-efficient heating and thermal systems (e.g. heat pump)	12	14	10	12	10	10	12	16

Basis: 1,203 cases, total sample; figures in %.

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■ overrepresented ■ underrepresented

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

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

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

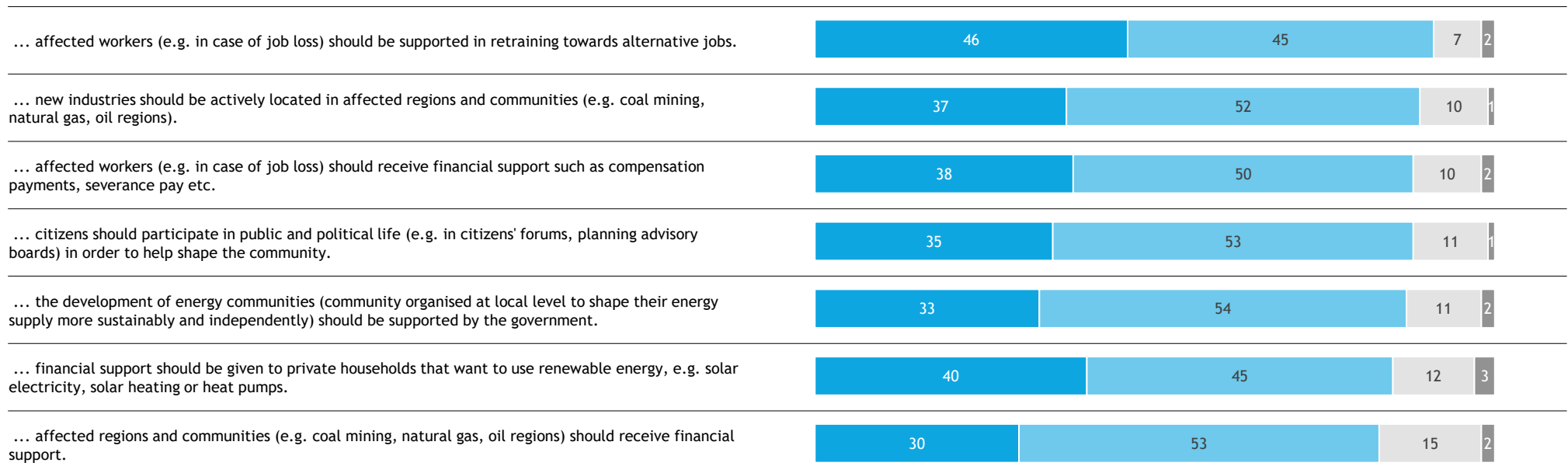
Response category: "I completely / would rather reject it"		Education			Net equivalent income (HH/month)		
	Total	Low	Medium	High	Low <60% (< 992 £)	Medium 60-140% (992-2.314 £)	High >140% (>2.314 £)
EDUCATION							
Training/retraining/retraining opportunities for workers in jobs that will no longer be needed in the future	13	17	13	10	14	12	11
Improve school education in the field of environmental and climate protection	12	13	11	12	11	11	13
HOUSING							
Legal regulations on the energy efficiency of electrical household appliances	19	22	22	14	19	19	16
State subsidies for private households if they use renewable energy (for heating, electricity generation)	15	17	15	16	16	15	16
State funding for the renovation of buildings for thermal insulation	15	18	16	13	15	15	15
Financial support for cost-efficient heating and thermal systems (e.g. heat pump)	12	12	12	12	9	13	11

Basis: 1,203 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: 1,203 cases, total sample; figures in %.

 Fully agree
  Somewhat agree
  Somewhat disagree
  Completely disagree

Attitudes towards the energy and heat transition





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

Response category: "Fully agree / Somewhat agree".

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
... affected workers (e.g. in case of job loss) should be supported in retraining towards alternative jobs.	91	91	99	91	94	90	88	94	86	86	92
... new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).	89	92	98	85	92	84	88	89	87	86	91
... affected workers (e.g. in case of job loss) should receive financial support such as compensation payments, severance pay etc.	88	88	95	88	91	86	84	86	82	85	92
... citizens should participate in public and political life (e.g. in citizens' forums, planning advisory boards) in order to help shape the community.	88	86	98	88	85	88	83	92	78	92	92
... 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.	87	90	93	91	91	90	79	83	73	89	89
... financial support should be given to private households that want to use renewable energy, e.g. solar electricity, solar heating or heat pumps.	85	86	94	87	94	85	77	86	76	86	89
... affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.	83	85	90	80	84	85	78	75	77	82	89

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Attitudes towards the energy and heat transition

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

Response category: "Fully agree / Somewhat agree".

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
... affected workers (e.g. in case of job loss) should be supported in retraining towards alternative jobs.	91	88	93	85	92	93	90	96
... new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).	89	86	91	85	86	94	87	94
... affected workers (e.g. in case of job loss) should receive financial support such as compensation payments, severance pay etc.	88	85	90	90	87	90	86	85
... citizens should participate in public and political life (e.g. in citizens' forums, planning advisory boards) in order to help shape the community.	88	86	89	85	89	90	88	90
... 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.	87	85	88	87	89	89	84	84
... financial support should be given to private households that want to use renewable energy, e.g. solar electricity, solar heating or heat pumps.	85	84	86	84	88	88	87	79
... affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.	83	80	85	78	81	89	83	81

Basis: 1,203 cases, total sample; figures in %.

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Attitudes towards the energy and heat transition

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

Response category: "Fully agree / Somewhat agree".

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (< 992 £)	Medium 60-140% (992-2.314 £)	High >140% (>2.314 £)
... affected workers (e.g. in case of job loss) should be supported in retraining towards alternative jobs.	91	90	89	93	92	91	90
... new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).	89	87	88	91	91	88	90
... affected workers (e.g. in case of job loss) should receive financial support such as compensation payments, severance pay etc.	88	85	88	88	89	88	87
... citizens should participate in public and political life (e.g. in citizens' forums, planning advisory boards) in order to help shape the community.	88	88	87	89	91	88	87
... 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.	87	82	86	89	89	86	88
... financial support should be given to private households that want to use renewable energy, e.g. solar electricity, solar heating or heat pumps.	85	83	84	88	88	84	86
... affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.	83	79	81	86	88	81	81

Basis: 1,203 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attitudes towards the energy and heat transition





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

Response category: "Fully agree".

	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.	46	39	65	45	49	43	45	45	43	37	52
... financial support should be given to private households that want to use renewable energy, e.g. solar electricity, solar heating or heat pumps.	40	40	49	41	35	44	39	42	26	33	48
... affected workers (e.g. in case of job loss) should receive financial support such as compensation payments, severance pay etc.	38	35	39	40	36	44	38	36	34	31	45
... new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).	37	41	57	35	31	38	28	35	33	29	42
... citizens should participate in public and political life (e.g. in citizens' forums, planning advisory boards) in order to help shape the community.	35	34	48	33	35	36	27	28	29	33	42
... 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.	33	34	48	36	36	39	22	27	18	32	41
... affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.	30	28	38	32	28	33	25	28	26	31	33

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Attitudes towards the energy and heat transition

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

Response category: "Fully agree".

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
... affected workers (e.g. in case of job loss) should be supported in retraining towards alternative jobs.	46	41	50	45	46	47	44	49
... financial support should be given to private households that want to use renewable energy, e.g. solar electricity, solar heating or heat pumps.	40	36	43	32	40	44	44	40
... affected workers (e.g. in case of job loss) should receive financial support such as compensation payments, severance pay etc.	38	35	40	42	39	38	36	32
... new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).	37	36	37	32	32	40	38	44
... citizens should participate in public and political life (e.g. in citizens' forums, planning advisory boards) in order to help shape the community.	35	32	37	32	38	36	38	29
... 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.	33	32	33	35	31	37	33	28
... affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.	30	30	30	30	32	26	34	28

Basis: 1,203 cases, total sample; figures in %.

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

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

Response category: "Fully agree".

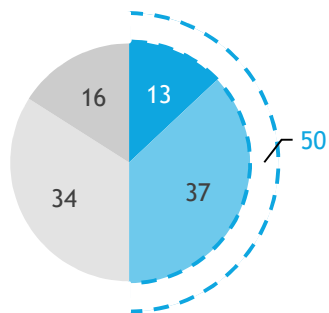
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (< 992 £)	Medium 60-140% (992-2.314 £)	High >140% (>2.314 £)
... affected workers (e.g. in case of job loss) should be supported in retraining towards alternative jobs.	46	43	49	45	51	45	44
... financial support should be given to private households that want to use renewable energy, e.g. solar electricity, solar heating or heat pumps.	40	40	40	39	42	39	39
... affected workers (e.g. in case of job loss) should receive financial support such as compensation payments, severance pay etc.	38	36	40	36	44	36	35
... new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).	37	33	37	38	38	36	40
... citizens should participate in public and political life (e.g. in citizens' forums, planning advisory boards) in order to help shape the community.	35	28	36	36	38	33	35
... 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.	33	26	35	34	33	33	36
... affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.	30	28	31	30	37	28	28

Basis: 1,203 cases, total sample; figures in %.

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■ overrepresented ■ underrepresented

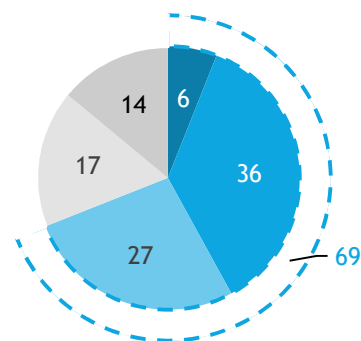
Attitudes towards the energy and heat transition

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

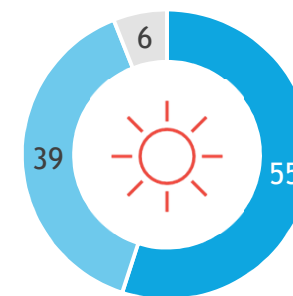
Could you imagine generating your own energy?



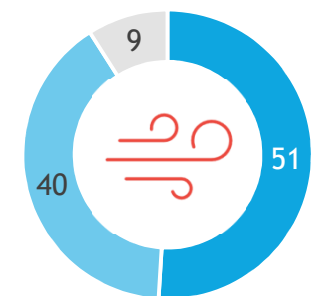
I already generate my own energy
Yes, definitely
Somewhat, yes
No, not really
No, not at all

How would you evaluate the construction of a solar park 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: 1,203 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	50	53	61	60	60	57	33	39	21	56	60
Yes, definitely	13	16	17	24	10	20	4	7	2	17	16
Somewhat, yes	37	37	44	35	50	38	29	32	19	38	44
NO	50	47	39	40	40	43	67	61	79	44	40
No, not really	34	34	37	31	29	30	41	36	45	30	30
No, not at all	16	13	2	9	11	13	26	26	34	15	10

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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)?

		Gender		Age (years)				
	Total	Male	Female	18-29	30-39	40-49	50-59	60-69
YES	50	52	47	61	54	44	46	38
Yes, definitely	13	14	12	19	14	12	12	7
Somewhat, yes	37	37	35	41	40	32	34	31
NO	50	48	53	39	46	56	54	62
No, not really	34	32	37	30	34	39	32	37
No, not at all	16	16	16	9	11	17	22	25

Basis: 1,203 cases, total sample; figures in %.

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■ overrepresented ■ underrepresented

Attitudes towards the energy and heat transition

Could you imagine taking an active part in shaping 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% (< 992 £)	Medium 60-140% (992-2.314 £)	High >140% (>2.314 £)
YES	50	41	50	53	49	51	54
Yes, definitely	13	12	13	15	12	14	17
Somewhat, yes	37	30	37	39	37	37	38
NO	50	59	50	47	51	49	46
No, not really	34	39	34	33	31	36	33
No, not at all	16	20	17	14	20	14	13

Basis: 1,203 cases, total sample; figures in %.

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■ 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	63	61	69	72	73	70	54	53	40	68	73
Yes, definitely	36	36	49	42	45	42	23	26	24	35	48
Somewhat, yes	27	26	20	30	28	29	31	27	16	32	26
NO	31	32	23	20	21	21	41	42	55	29	20
No, not really	17	19	14	10	18	10	22	26	30	12	12
No, not at all	14	13	9	10	4	12	19	16	25	18	8
I already generate my own energy	6	7	8	8	6	8	5	4	5	3	6

Basis: 1,203 cases, total sample; figures in %.

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Attitudes towards the energy and heat transition

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
YES	63	63	64	73	66	58	62	52
Yes, definitely	36	38	35	42	38	35	36	28
Somewhat, yes	27	25	29	31	28	24	26	23
NO	31	30	31	20	27	36	34	41
No, not really	17	17	17	12	16	19	21	18
No, not at all	14	13	14	9	11	16	12	23
I already generate my own energy	6	7	5	7	7	6	4	7

Basis: 1,203 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% (< 992 £)	Medium 60-140% (992-2.314 £)	High >140% (>2.314 £)
YES	63	55	63	66	62	62	70
Yes, definitely	36	29	39	38	38	34	43
Somewhat, yes	27	26	24	29	24	28	26
NO	31	40	31	26	33	32	21
No, not really	17	21	18	14	17	19	12
No, not at all	14	19	13	12	16	14	9
I already generate my own energy	6	5	6	7	5	6	9

Basis: 1,203 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 park 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
Solar											
I think that would be good	55	59	75	57	56	52	47	50	46	47	63
I would accept it	39	36	24	36	40	38	42	42	44	48	34
I would reject it	6	5	1	6	4	10	11	8	10	4	3
Wind											
I think that would be good	51	53	72	53	51	51	45	47	41	41	56
I would accept it	40	40	27	39	47	37	42	43	39	50	41
I would reject it	9	7	2	9	2	12	14	9	20	9	4

Basis: 1,203 cases, total sample; figures in %.

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Attitudes towards the energy and heat transition

How would you evaluate the construction of a solar park 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
Solar								
I think that would be good	55	55	54	55	51	56	57	55
I would accept it	39	39	39	41	42	39	35	36
I would reject it	6	6	7	4	7	5	8	9
Wind								
I think that would be good	51	52	49	48	47	53	54	52
I would accept it	40	38	42	44	46	40	35	36
I would reject it	9	10	8	8	8	8	12	11

Basis: 1,203 cases, total sample; figures in %.

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Attitudes towards the energy and heat transition

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

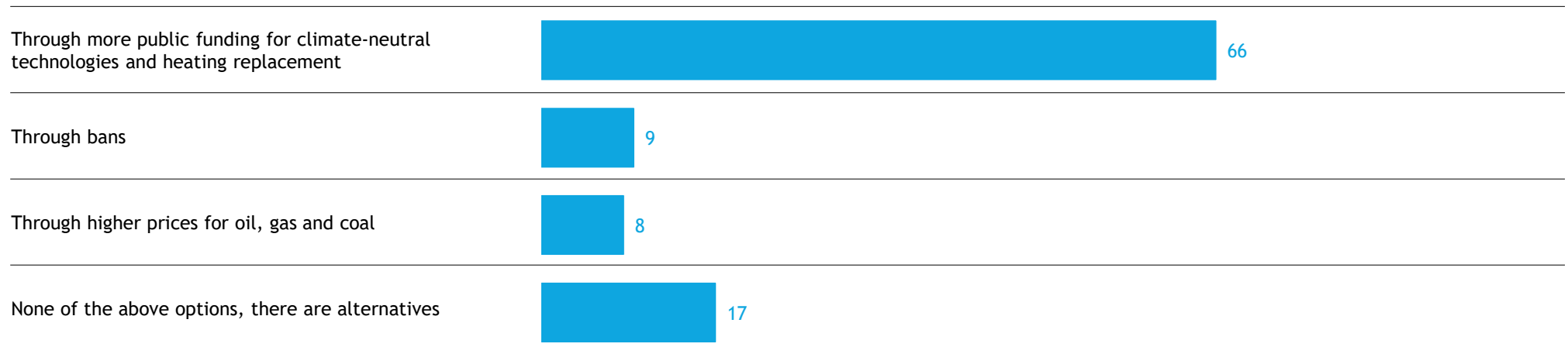
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (< 992 £)	Medium 60-140% (992-2.314 £)	High >140% (>2.314 £)
Solar							
I think that would be good	55	52	54	57	59	53	61
I would accept it	39	41	40	36	38	39	34
I would reject it	6	6	6	7	4	8	5
Wind							
I think that would be good	51	49	49	52	54	51	53
I would accept it	40	40	42	39	40	39	39
I would reject it	9	11	9	9	6	10	8

Basis: 1,203 cases, total sample; figures in %.

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

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



Basis: 1,203 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	66	60	83	72	68	57	62	77	52	60	75
Through bans	9	11	4	6	9	16	9	8	7	14	6
Through higher prices for oil, gas and coal	8	12	5	9	15	11	4	1	2	11	9
None of the above options, there are alternatives	17	18	8	13	8	16	25	14	39	14	10

Basis: 1,203 cases, total sample; figures in %.

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Attitudes towards the energy and heat transition

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Through more public funding for climate-neutral technologies and heating replacement	66	58	72	58	65	66	69	72
Through bans	9	12	7	18	12	8	5	1
Through higher prices for oil, gas and coal	8	11	4	14	9	7	5	3
None of the above options, there are alternatives	17	18	16	10	15	19	22	23

Basis: 1,203 cases, total sample; figures in %.

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Attitudes towards the energy and heat transition

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

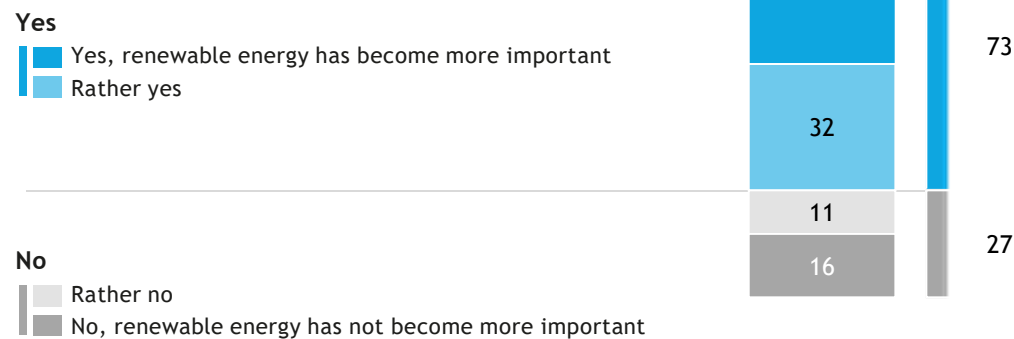
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (< 992 £)	Medium 60-140% (992-2.314 £)	High >140% (>2.314 £)
Through more public funding for climate-neutral technologies and heating replacement	66	66	64	66	67	64	68
Through bans	9	12	8	9	11	9	9
Through higher prices for oil, gas and coal	8	3	8	10	7	9	10
None of the above options, there are alternatives	17	19	19	14	16	18	13

Basis: 1,203 cases, total sample; figures in %.

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

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



Basis: 1,203 cases, total sample; figures in %.

Attitudes towards the energy and heat transition

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
YES	73	80	73	78	78	72	60	70	56	78	83
Yes, renewable energy has become more important	41	52	47	38	32	37	29	38	32	44	52
Rather yes	32	29	26	39	45	35	31	32	24	34	30
NO	27	20	27	22	22	28	40	30	44	22	17
Rather no	11	10	9	10	11	15	14	12	15	9	7
No, renewable energy has not become more important	16	9	17	12	12	13	26	19	29	13	10

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Attitudes towards the energy and heat transition

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

		Gender		Age (years)				
	Total	Male	Female	18-29	30-39	40-49	50-59	60-69
YES	73	74	71	74	72	74	72	69
Yes, renewable energy has become more important	41	42	38	38	34	46	40	43
Rather yes	32	31	33	36	38	28	32	26
NO	27	26	29	26	28	26	28	31
Rather no	11	9	13	14	13	8	10	11
No, renewable energy has not become more important	16	17	16	12	15	18	18	20

Basis: 1,203 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attitudes towards the energy and heat transition

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

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (< 992 £)	Medium 60-140% (992-2.314 £)	High >140% (>2.314 £)
YES	73	68	74	73	68	74	81
Yes, renewable energy has become more important	41	36	41	41	41	40	46
Rather yes	32	33	33	31	27	34	36
NO	27	32	26	27	32	26	19
Rather no	11	13	10	12	14	11	4
No, renewable energy has not become more important	16	18	16	15	18	15	15

Basis: 1,203 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
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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

- 80% express fundamental interest in the topic of Climate Change. Of these, 27% are "very" interested. Less interest was expressed by 14% and no interest at all by 6%.
- 51% rate their level of knowledge about ecological interrelationships and environmental problems (e.g. forest dieback, biodiversity, etc.) as (rather) high. However, only 8% rate their level of knowledge as "very high". A (rather) low level of knowledge is attested by 49%, with 9% saying they know very little.

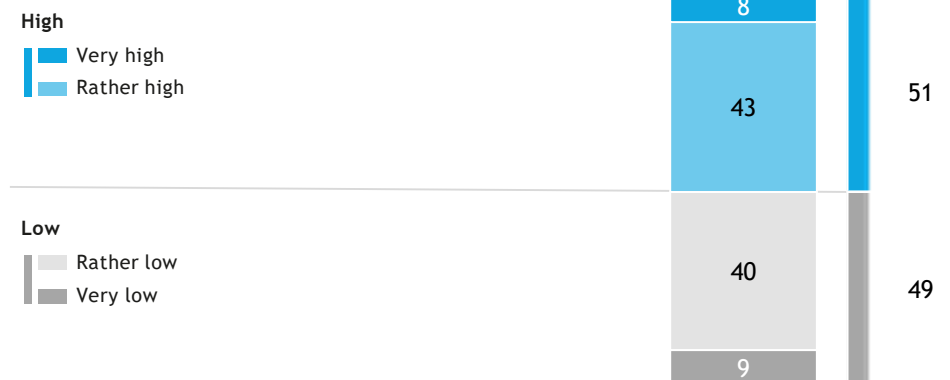
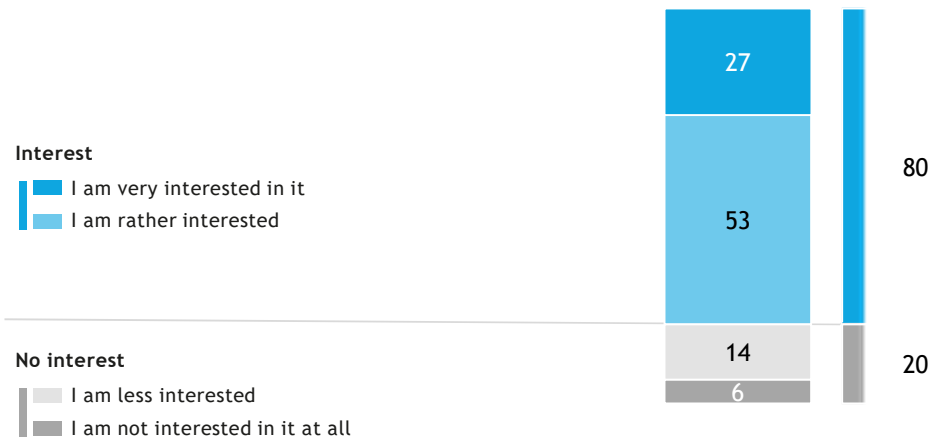
Interest in information and level of knowledge: Policies

- Only 7% of respondents feel "very well" informed about policies for a change towards a more climate and environmentally friendly economy. 48% feel "rather well" informed. This compares to 37% who feel "rather not well" informed and 8% who feel "not at all well" informed.
- 62% of respondents think that policies for a change towards a more climate and environmentally friendly economy are not sufficiently explained and explained. Only 38% disagree (policies are sufficiently explained: yes: 7%, rather yes: 31%).

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: 1,203 cases, total sample; figures in %.





Interest in information and level of knowledge: Climate

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
INTERESTED	80	90	96	81	86	82	65	78	60	80	89
I am very interested in it	27	31	47	31	29	29	11	20	12	22	40
I am rather interested	53	58	49	50	58	52	54	57	48	58	49
NOT INTERESTED	20	10	4	19	14	18	35	22	40	20	11
I am less interested	14	7	4	15	10	14	25	16	26	11	6
I am not interested in it at all	6	3	-	4	4	4	10	7	14	9	5

Basis: 1,203 cases, total sample; figures in %.

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Interest in information and level of knowledge: Climate

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

		Gender		Age (years)				
	Total	Male	Female	18-29	30-39	40-49	50-59	60-69
INTERESTED	80	78	81	86	80	80	78	73
I am very interested in it	27	26	27	31	28	27	24	22
I am rather interested	53	52	54	55	52	53	54	51
NOT INTERESTED	20	22	19	14	20	20	22	27
I am less interested	14	14	14	10	16	13	14	20
I am not interested in it at all	6	7	5	4	5	7	8	7

Basis: 1,203 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% (< 992 £)	Medium 60-140% (992-2.314 £)	High >140% (>2.314 £)
INTERESTED	80	77	78	83	78	80	87
I am very interested in it	27	19	24	33	25	25	37
I am rather interested	53	59	54	50	52	55	50
NOT INTERESTED	20	23	22	17	22	20	13
I am less interested	14	14	15	13	14	15	10
I am not interested in it at all	6	9	6	4	8	6	3

Basis: 1,203 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented





Interest in information and level of knowledge: Climate

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
HIGH	51	56	67	55	55	67	35	35	33	51	58
Very high	8	11	4	9	6	16	5	-	5	10	10
Rather high	43	45	63	46	49	52	30	35	28	41	47
LOW	49	44	33	45	45	33	65	65	67	49	42
Rather low	40	38	32	37	38	28	53	54	46	40	36
Very low	9	6	1	8	7	4	12	10	21	9	6

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Interest in information and level of knowledge: Climate

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

		Gender		Age (years)				
	Total	Male	Female	18-29	30-39	40-49	50-59	60-69
HIGH	51	57	46	62	51	50	44	45
Very high	8	10	6	13	8	9	6	1
Rather high	43	46	40	49	43	41	38	44
LOW	49	43	54	38	49	50	56	55
Rather low	40	36	44	33	37	40	48	44
Very low	9	7	10	5	11	10	8	10

Basis: 1,203 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% (< 992 £)	Medium 60-140% (992-2.314 £)	High >140% (>2.314 £)
HIGH	51	40	48	59	50	52	57
Very high	8	4	7	10	8	7	11
Rather high	43	35	41	49	42	44	46
LOW	49	60	52	41	50	48	43
Rather low	40	45	45	34	38	41	38
Very low	9	16	7	7	12	8	5

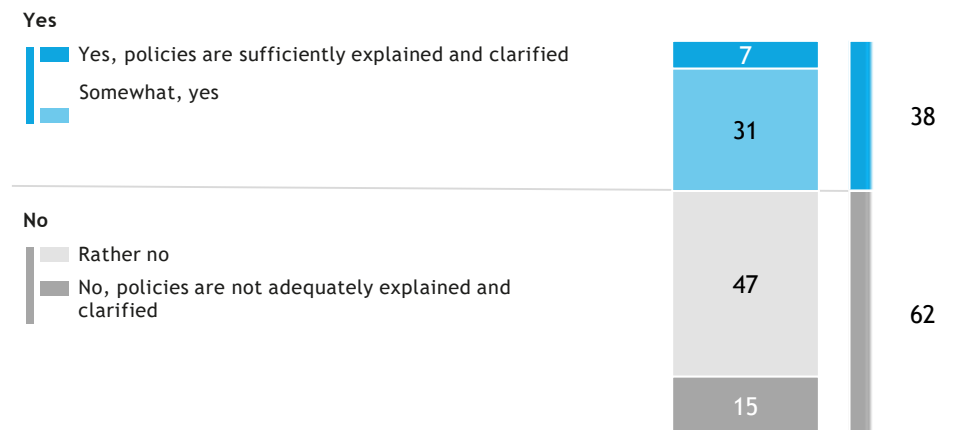
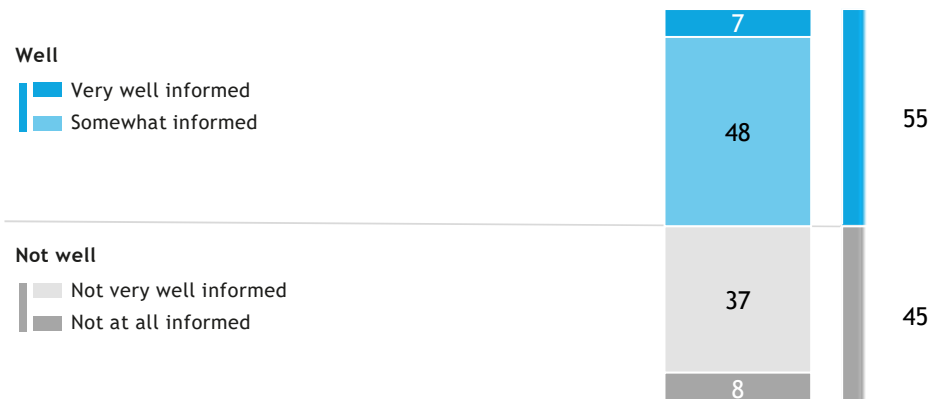
Basis: 1,203 cases, total sample; figures in %.

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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?

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



Basis: 1,203 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	55	60	63	63	63	70	41	42	35	58	59
Very well informed	7	12	3	8	6	16	4	2	8	6	6
Somewhat informed	48	48	60	55	57	54	37	39	27	51	54
NOT INFORMED	45	40	37	37	37	30	59	58	65	42	41
Not very well informed	37	35	36	32	34	26	44	48	47	32	34
Not at all informed	8	5	1	5	4	4	15	10	18	10	7

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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	55	62	48	64	55	54	49	52
Very well informed	7	10	5	10	8	6	6	5
Somewhat informed	48	53	43	54	47	47	43	47
NOT INFORMED	45	38	52	36	45	46	51	48
Not very well informed	37	32	42	31	35	36	44	39
Not at all informed	8	6	10	4	11	11	6	9

Basis: 1,203 cases, total sample; figures in %.

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■ 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% (< 992 £)	Medium 60-140% (992-2.314 £)	High >140% (>2.314 £)
INFORMED	55	45	52	62	54	55	62
Very well informed	7	4	7	9	6	8	12
Somewhat informed	48	41	45	53	49	48	51
NOT INFORMED	45	55	48	38	46	45	38
Not very well informed	37	42	41	30	37	37	34
Not at all informed	8	13	7	7	9	8	4

Basis: 1,203 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 explained?

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
YES	38	42	22	52	41	49	27	32	28	47	40
Yes, the policies are sufficiently explained and clarified	7	8	2	12	11	11	3	2	5	5	8
Somewhat, yes	31	34	20	40	29	38	23	30	22	42	31
NO	62	58	78	48	59	51	73	68	72	53	60
No, not really	47	48	62	40	47	36	56	51	47	40	44
No, the policies are not adequately explained and clarified	15	10	16	8	12	14	17	17	26	13	17

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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 explained?

		Gender		Age (years)				
	Total	Male	Female	18-29	30-39	40-49	50-59	60-69
YES	38	44	32	53	42	33	32	25
Yes, the policies are sufficiently explained and clarified	7	8	5	14	9	4	2	3
Somewhat, yes	31	36	27	39	33	28	30	22
NO	62	56	68	47	58	67	68	75
No, not really	47	41	52	37	43	50	53	56
No, the policies are not adequately explained and clarified	15	15	16	11	15	18	15	19

Basis: 1,203 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 explained?

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (< 992 £)	Medium 60-140% (992-2.314 £)	High >140% (>2.314 £)
YES	38	40	37	38	38	40	40
Yes, the policies are sufficiently explained and clarified	7	6	6	8	5	8	9
Somewhat, yes	31	35	31	29	33	32	31
NO	62	60	63	62	62	60	60
No, not really	47	44	48	47	44	46	49
No, the policies are not adequately explained and clarified	15	15	15	15	17	14	11

Basis: 1,203 cases, total sample; figures in %.

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6

Appendix: Communication

Topic interest in general

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

Food and drink (e.g. cooking, baking, grilling)	56
Holiday, Travel	52
Wildlife, animals and pets	51
Music, Culture, Theatre, Art	46
Health	44
environment and nature	44
Current affairs	42
Sport	39
Family, children and child rearing	36
Garden and plants	34
science and technology	33
Wellness	33
Information from the region, regional news	29
Consumer electronics, television	28

Nutrition	27
Computers, computer games	26
Sustainable consumption (e.g. zero waste, fair trade)	26
Psychology, spirituality, well-being	25
Photography, filming	25
Business, professions	23
Technology and gaming (e.g. e-sports, car, software)	22
Fashion (e.g. clothes, shoes, jewellery)	21
Cosmetics and Beauty	19
Investments, insurance, tax tips and finance	19
Furnish, Decorate, Furniture	18
Cars, motorbikes	17
Stars, Celebrities	14

Basis: 1,203 cases, total sample; figures in %.





Topic interest in general (1)

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Food and drink (e.g. cooking, baking, grilling)	56	53	64	62	58	55	50	60	52	44	67
Holiday, Travel	52	58	59	65	44	50	44	56	36	42	64
Wildlife, animals and pets	51	47	62	43	49	46	51	55	59	43	53
Music, Culture, Theatre, Art	46	42	66	52	46	45	46	45	40	34	48
Health	44	49	52	52	39	44	39	49	39	32	50
environment and nature	44	53	67	37	40	41	33	43	38	37	52
Current affairs	42	44	68	47	34	37	37	40	32	35	51
Sport	39	41	32	50	28	38	35	35	38	42	43
Family, children and child rearing	36	42	38	35	33	36	31	43	33	33	37
Garden and plants	34	38	38	27	25	34	32	46	33	32	36
science and technology	33	31	50	38	33	36	26	23	22	26	47
Wellness	33	39	39	32	32	29	31	31	22	31	49
Information from the region, regional news	29	27	49	26	22	30	30	33	22	21	28
Consumer electronics, television	28	24	21	40	26	31	23	28	27	26	31

Basis: 1,203 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  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	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Nutrition	27	32	36	36	35	31	17	17	11	20	38
Computers, computer games	26	21	25	33	29	28	22	14	27	26	36
Sustainable consumption (e.g. zero waste, fair trade)	26	28	48	28	26	30	16	19	14	20	35
Psychology, spirituality, well-being	25	26	32	30	26	29	26	12	15	19	35
Photography, filming	25	26	36	25	26	29	22	18	18	23	31
Business, professions	23	29	22	29	24	27	18	11	13	21	34
Technology and gaming (e.g. e-sports, car, software)	22	20	18	35	29	28	14	6	13	24	32
Fashion (e.g. clothes, shoes, jewellery)	21	21	12	28	28	28	12	17	17	15	32
Cosmetics and Beauty	19	20	13	23	28	24	15	17	13	12	28
Investments, insurance, tax tips and finance	19	23	18	25	22	21	12	16	8	16	26
Furnish, Decorate, Furniture	18	17	16	19	16	25	13	18	12	22	26
Cars, motorbikes	17	13	11	25	17	22	18	9	12	19	19
Stars, Celebrities	14	15	4	17	19	16	13	10	11	19	18

Basis: 1,203 cases, total sample; figures in %.

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 PRO = Progressive Realists

 strongly overrepresented
 overrepresented
 strongly underrepresented
 underrepresented

Topic interest in general (1)

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Food and drink (e.g. cooking, baking, grilling)	56	48	64	53	58	59	56	54
Holiday, Travel	52	46	58	42	48	53	58	60
Wildlife, animals and pets	51	44	57	39	48	52	58	59
Music, Culture, Theatre, Art	46	41	51	44	40	49	49	50
Health	44	33	55	37	43	46	44	55
Environment and nature	44	40	47	36	42	46	47	52
Current affairs	42	49	36	32	37	46	51	50
Sport	39	55	23	34	40	42	38	40
Family, children and child rearing	36	27	45	27	38	39	35	44
Garden and plants	34	28	40	13	31	38	42	53
Science and technology	33	41	26	37	39	30	29	30
Wellness	33	24	42	31	34	35	32	36
Information from the region, regional news	29	28	29	14	25	29	37	44
Consumer electronics, television	28	30	26	23	26	29	27	35

Basis: 1,203 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
Nutrition	27	20	33	28	32	24	28	22
Computers, computer games	26	37	15	38	29	23	20	16
Sustainable consumption (e.g. zero waste, fair trade)	26	22	30	28	26	25	25	26
Psychology, spirituality, well-being	25	16	34	32	28	24	21	20
Photography, filming	25	24	26	28	26	25	23	24
Business, professions	23	30	17	22	25	22	24	23
Technology and gaming (e.g. e-sports, car, software)	22	31	12	32	27	22	17	6
Fashion (e.g. clothes, shoes, jewellery)	21	11	29	31	24	18	14	13
Cosmetics and Beauty	19	5	32	24	22	19	14	13
Investments, insurance, tax tips and finance	19	23	15	19	22	12	19	21
Furnish, Decorate, Furniture	18	10	27	19	18	21	18	14
Cars, motorbikes	17	24	10	19	15	14	17	19
Stars, Celebrities	14	9	20	21	17	17	8	5

Basis: 1,203 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% (< 992 £)	Medium 60-140% (992-2.314 £)	High >140% (>2.314 £)
Food and drink (e.g. cooking, baking, grilling)	56	57	58	54	59	53	60
Holiday, Travel	52	45	51	56	36	51	72
Wildlife, animals and pets	51	57	53	46	51	48	53
Music, Culture, Theatre, Art	46	39	46	50	45	44	55
Health	44	44	42	46	45	41	49
environment and nature	44	39	44	46	44	41	50
Current affairs	42	24	46	47	38	42	52
Sport	39	36	40	39	28	42	43
Family, children and child rearing	36	47	35	31	41	37	29
Garden and plants	34	35	35	33	35	33	35
science and technology	33	23	33	38	32	32	40
Wellness	33	31	30	37	35	32	32
Information from the region, regional news	29	29	30	28	28	29	31
Consumer electronics, television	28	30	32	22	31	27	26

Basis: 1,203 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% (< 992 £)	Medium 60-140% (992-2.314 £)	High >140% (>2.314 £)
Nutrition	27	20	25	32	28	25	28
Computers, computer games	26	25	30	23	29	26	24
Sustainable consumption (e.g. zero waste, fair trade)	26	20	26	29	26	24	28
Psychology, spirituality, well-being	25	19	24	29	29	24	23
Photography, filming	25	20	24	29	24	24	28
Business, professions	23	13	21	29	19	23	28
Technology and gaming (e.g. e-sports, car, software)	22	18	23	23	22	20	25
Fashion (e.g. clothes, shoes, jewellery)	21	23	20	20	24	20	18
Cosmetics and Beauty	19	19	21	17	24	16	17
Investments, insurance, tax tips and finance	19	12	19	22	15	18	28
Furnish, Decorate, Furniture	18	22	18	17	18	18	19
Cars, motorbikes	17	17	19	14	13	19	16
Stars, Celebrities	14	16	14	13	17	13	13













Basis: 1,203 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
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Consumer interests

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

Holidays and travel	 36
Eating out (restaurants)	 27
Delicatessen - high quality food	 23
PC/Tablet/Smartphone	 22
Coffee/tea	 21
Clothing/Fashion	 20
Cars	 18
Cosmetics/Perfume	 14
Furniture	 14
Kitchen furniture and equipment	 13
Beer	 13
(Wrist) Watches	 12
Wine/Champagne	 11

High quality jewellery	 10
Do-it-yourself / garden tools	 10
High quality spirits/whisky	 9
Donations for charitable purposes	 9
Bicycle	 8
High-end hi-fi equipment	 8
Handbags	 8
Costume jewellery	 7
Exclusive accessories (e.g. belts, leather bags etc.)	 6
Antiques	 5
Porcelain/Glasswork	 3
None of these products	 26

Basis: 1,203 cases, total sample; figures in %.





Consumer interests (1)

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Holidays and travel	36	47	39	51	43	38	31	28	16	32	40
Eating out (restaurants)	27	27	30	36	31	35	20	24	8	28	31
Delicatessen - high quality food	23	24	27	35	20	28	21	20	7	23	28
PC/Tablet/Smartphone	22	20	18	33	36	27	18	10	12	11	33
Coffee/tea	21	23	25	26	26	21	15	19	13	17	25
Clothing/Fashion	20	24	10	30	25	30	13	10	9	18	25
Cars	18	25	9	31	19	26	19	9	6	15	22
Cosmetics/Perfume	14	20	9	19	21	20	12	6	4	13	19
Furniture	14	15	8	14	10	22	15	16	8	14	21
Kitchen furniture and equipment	13	18	10	17	12	18	8	10	8	10	16
Beer	13	12	13	18	14	16	9	6	8	16	14
(Wrist) Watches	12	23	5	20	11	13	9	7	5	11	10
Wine/Champagne	11	11	14	12	11	12	10	10	6	11	12

Basis: 1,203 cases, total sample; figures in %.

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Consumer interests (2)

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
High quality jewellery	10	13	5	17	10	18	10	4	3	8	10
Do-it-yourself / garden tools	10	18	10	13	6	12	8	9	5	12	6
High quality spirits/whisky	9	7	10	12	8	12	7	9	6	12	11
Donations for charitable purposes	9	13	11	11	9	12	1	9	3	4	13
Bicycle	8	12	8	9	8	9	6	6	3	13	8
High-end hi-fi equipment	8	16	8	12	6	11	6	3	4	8	5
Handbags	8	8	4	12	10	10	6	4	5	8	9
Costume jewellery	7	9	4	8	11	14	2	2	2	9	8
Exclusive accessories (e.g. belts, leather bags etc.)	6	7	4	11	8	9	3	2	3	6	7
Antiques	5	8	8	7	5	6	3	3	2	2	8
Porcelain / Glasswork	3	5	2	1	3	5	1	1	2	4	2
None of these products	26	19	28	9	15	16	38	36	54	24	18

Basis: 1,203 cases, total sample; figures in %.

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Consumer interests (1)

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Holidays and travel	36	34	38	35	37	37	38	34
Eating out (restaurants)	27	27	26	32	28	25	26	22
Delicatessen - high quality food	23	25	22	28	26	22	22	18
PC/Tablet/Smartphone	22	24	19	33	26	14	20	10
Coffee/tea	21	22	20	20	22	19	22	20
Clothing/Fashion	20	17	22	32	20	18	13	11
Cars	18	24	13	26	21	14	16	12
Cosmetics/Perfume	14	9	20	24	14	16	8	7
Furniture	14	11	17	15	19	12	12	13
Kitchen furniture and equipment	13	10	15	14	15	12	10	12
Beer	13	20	5	11	16	13	12	10
(Wrist) Watches	12	17	7	18	13	9	10	6
Wine/Champagne	11	12	10	8	10	12	12	14

Basis: 1,203 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Consumer interests (2)

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
High quality jewellery	10	8	13	16	11	8	8	5
Do-it-yourself / garden tools	10	11	10	7	9	13	8	15
High quality spirits/whisky	9	12	7	12	9	11	7	6
Donations for charitable purposes	9	6	11	15	8	5	6	7
Bicycle	8	12	5	12	9	8	7	6
High-end hi-fi equipment	8	12	4	11	7	7	9	6
Handbags	8	3	12	11	8	8	6	4
Costume jewellery	7	6	8	14	6	6	2	5
Exclusive accessories (e.g. belts, leather bags etc.)	6	6	6	11	5	5	4	3
Antiques	5	5	5	9	5	2	4	4
Porcelain / Glasswork	3	2	3	6	1	1	2	2
None of these products	26	24	28	9	20	33	32	43

Basis: 1,203 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% (< 992 £)	Medium 60-140% (992-2.314 £)	High >140% (>2.314 £)
Holidays and travel	36	27	36	41	25	38	50
Eating out (restaurants)	27	20	28	29	19	26	40
Delicatessen - high quality food	23	17	22	28	16	24	31
PC/Tablet/Smartphone	22	15	22	24	20	22	23
Coffee/tea	21	18	20	23	17	24	23
Clothing/Fashion	20	18	20	20	16	20	22
Cars	18	15	20	19	12	22	20
Cosmetics/Perfume	14	11	14	17	15	15	14
Furniture	14	14	13	16	11	15	18
Kitchen furniture and equipment	13	12	12	14	9	13	18
Beer	13	8	13	14	7	14	20
(Wrist) Watches	12	8	12	13	6	15	16
Wine/Champagne	11	10	9	13	5	11	19

Basis: 1,203 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.

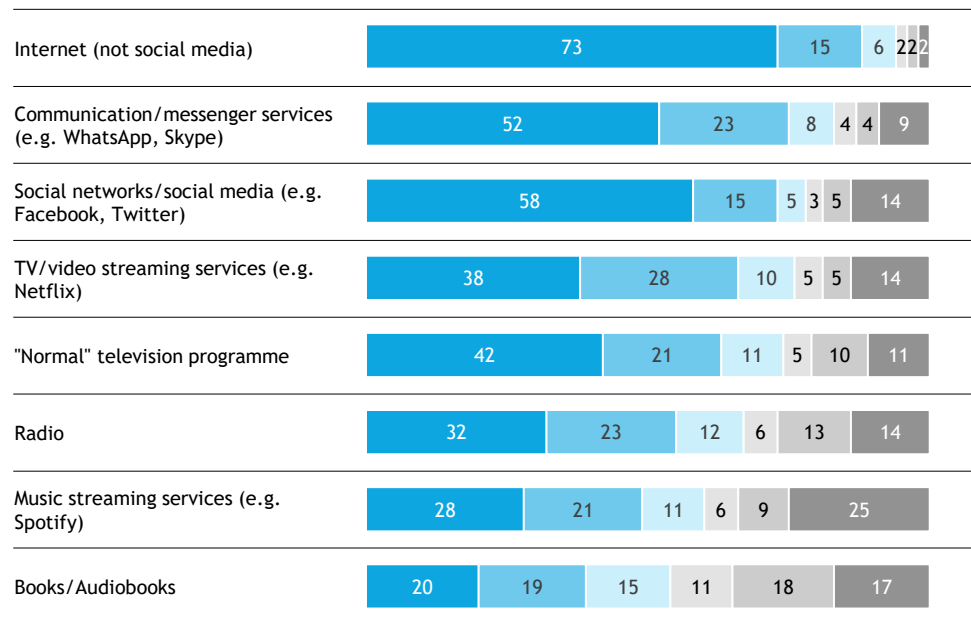
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (< 992 £)	Medium 60-140% (992-2.314 £)	High >140% (>2.314 £)
High quality jewellery	10	8	9	12	9	9	15
Do-it-yourself / garden tools	10	12	11	8	7	11	14
High quality spirits/whisky	9	8	9	10	7	10	14
Donations for charitable purposes	9	7	8	10	10	8	8
Bicycle	8	6	8	10	6	10	9
High-end hi-fi equipment	8	7	8	9	8	9	9
Handbags	8	6	9	7	9	7	8
Costume jewellery	7	6	6	8	9	6	8
Exclusive accessories (e.g. belts, leather bags etc.)	6	5	6	6	6	6	6
Antiques	5	4	5	6	6	4	6
Porcelain/Glasswork	3	2	3	3	3	2	3
None of these products	26	38	25	22	38	23	15

Basis: 1,203 cases, total sample; figures in %.

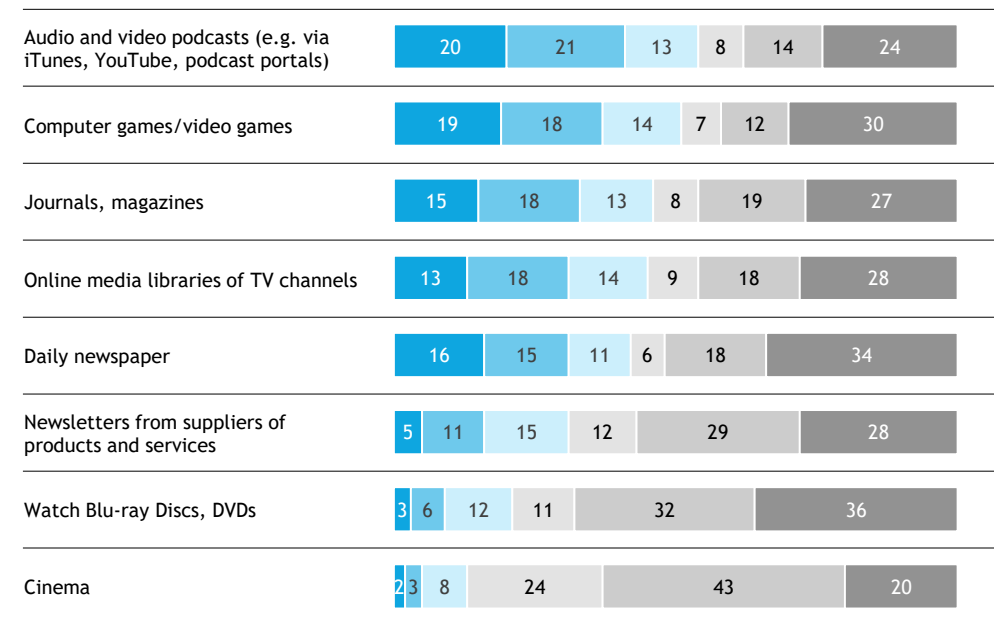
strongly overrepresented
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 underrepresented

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: 1,203 cases, total sample; figures in %.



Media use

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

Response category: At least several times a month

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Internet (not social media)	94	93	97	95	98	96	94	92	95	90	97
Communication/messenger services (e.g. WhatsApp, Skype)	83	88	87	94	86	90	76	69	67	83	86
Social networks/social media (e.g. Facebook, Twitter)	78	77	73	91	85	87	70	62	67	80	90
TV/video streaming services (e.g. Netflix)	76	79	73	87	83	88	70	59	65	73	81
"Normal" television programme	74	75	77	72	63	72	72	90	74	76	69
Radio	67	70	76	60	63	71	66	69	59	67	69
Music streaming services (e.g. Spotify)	60	58	46	76	76	72	57	35	43	63	68
Books/Audiobooks	54	55	69	57	58	59	48	48	40	53	52
Audio and video podcasts (e.g. via iTunes, YouTube, podcast portals)	54	56	45	68	74	64	48	30	34	57	64
Computer games/video games	50	48	38	62	58	62	49	27	44	58	53
Journals, magazines	46	48	48	56	37	47	45	41	35	44	51
Online media libraries of TV channels	45	48	40	55	46	57	34	38	30	57	48
Daily newspaper	42	48	37	53	32	46	38	35	37	44	44
Newsletters from suppliers of products and services	30	36	23	35	30	40	24	18	17	43	32
Watch Blu-ray Discs, DVDs	21	23	10	26	24	32	17	14	17	31	14
Cinema	13	14	2	20	23	20	8	1	6	20	12

Basis: 1,203 cases, total sample; figures in %.

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strongly overrepresented
 overrepresented
 strongly underrepresented
 underrepresented

Media use

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

Response category: At least several times a month

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Internet (not social media)	94	95	94	92	94	97	95	94
Communication/messenger services (e.g. WhatsApp, Skype)	83	78	88	91	92	87	74	65
Social networks/social media (e.g. Facebook, Twitter)	78	76	80	91	84	85	72	54
TV/video streaming services (e.g. Netflix)	76	76	76	87	88	80	67	52
"Normal" television programme	74	74	75	58	65	74	88	88
Radio	67	69	66	47	65	79	79	71
Music streaming services (e.g. Spotify)	60	61	59	87	72	62	40	26
Books/Audiobooks	54	52	55	56	49	50	56	58
Audio and video podcasts (e.g. via iTunes, YouTube, podcast portals)	54	59	48	71	60	60	43	27
Computer games/video games	50	60	40	70	58	48	41	25
Journals, magazines	46	50	42	39	47	46	50	47
Online media libraries of TV channels	45	53	38	47	54	47	43	33
Daily newspaper	42	47	37	38	39	46	47	41
Newsletters from suppliers of products and services	30	31	29	35	31	31	28	23
Watch Blu-ray Discs, DVDs	21	27	15	29	20	22	19	11
Cinema	13	16	10	24	18	10	4	3

Basis: 1,203 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
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Media use

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

Response category: At least several times a month

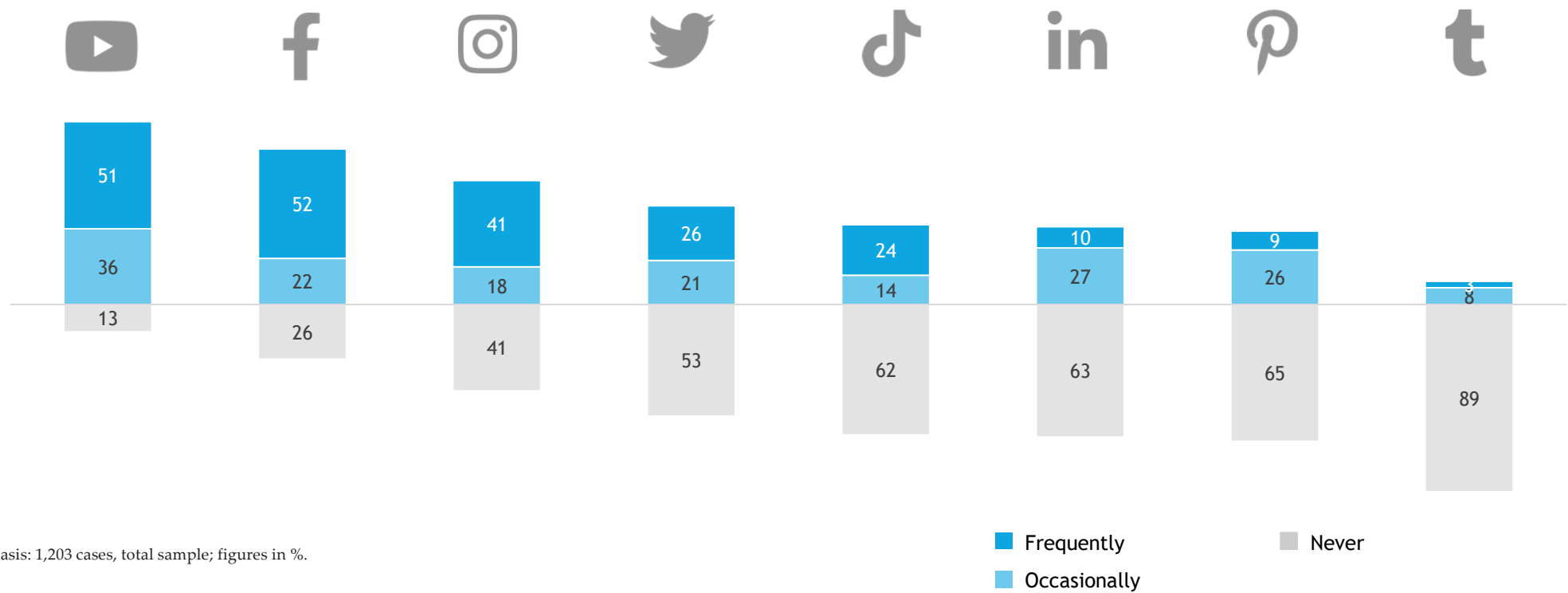
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (< 992 £)	Medium 60-140% (992-2.314 £)	High >140% (>2.314 £)
Internet (not social media)	94	91	94	97	96	94	96
Communication/messenger services (e.g. WhatsApp, Skype)	83	70	84	88	80	83	89
Social networks/social media (e.g. Facebook, Twitter)	78	71	80	80	80	79	78
TV/video streaming services (e.g. Netflix)	76	66	80	77	71	77	83
"Normal" television programme	74	80	72	73	70	75	75
Radio	67	63	67	69	53	73	74
Music streaming services (e.g. Spotify)	60	48	62	64	59	62	62
Books/Audiobooks	54	38	52	63	51	52	68
Audio and video podcasts (e.g. via iTunes, YouTube, podcast portals)	54	39	53	61	52	56	57
Computer games/video games	50	47	52	51	54	51	49
Journals, magazines	46	38	41	53	38	48	53
Online media libraries of TV channels	45	39	45	49	43	48	50
Daily newspaper	42	38	39	47	38	42	50
Newsletters from suppliers of products and services	30	22	28	36	29	29	37
Watch Blu-ray Discs, DVDs	21	18	21	23	21	22	21
Cinema	13	7	12	16	12	14	14

Basis: 1,203 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)?



Basis: 1,203 cases, total sample; figures in %.

Media use

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

Response category: „Frequently“

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Facebook	52	49	49	60	50	62	48	45	40	58	57
YouTube	51	51	30	67	66	66	47	32	46	50	52
Instagram	41	47	21	57	57	50	35	21	17	46	59
Twitter	26	26	20	32	37	38	18	17	20	21	37
TikTok	24	25	9	34	41	32	20	13	9	28	32
LinkedIn	10	11	4	22	10	12	5	7	2	11	13
Pinterest	9	11	4	17	9	12	9	4	2	7	15
Tumblr	3	1	2	10	4	4	3	-	1	4	4

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 underrepresented

Media use

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

Response category: „Frequently“

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Facebook	52	45	60	45	64	60	51	40
YouTube	51	57	44	79	59	51	36	19
Instagram	41	36	46	67	50	41	22	15
Twitter	26	29	23	38	29	28	19	12
TikTok	24	19	28	57	28	11	11	2
LinkedIn	10	12	8	13	12	11	8	2
Pinterest	9	6	13	15	12	11	4	2
Tumblr	3	3	3	8	4	2	1	0

Basis: 1,203 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Media use

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

Response category: „Frequently“

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (< 992 £)	Medium 60-140% (992-2.314 £)	High >140% (>2.314 £)
Facebook	52	52	52	53	49	56	50
YouTube	51	44	52	53	60	50	44
Instagram	41	28	43	46	44	38	45
Twitter	26	21	25	31	29	24	28
TikTok	24	20	27	23	30	23	20
LinkedIn	10	4	6	15	6	9	17
Pinterest	9	5	10	11	13	7	9
Tumblr	3	2	3	4	3	4	2

Basis: 1,203 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	86	86	80	93	93	92	83	74	81	87	94
Facebook	74	74	69	81	76	84	67	70	64	78	81
Instagram	58	69	41	72	71	73	48	41	29	66	74
Twitter	47	50	38	60	51	68	33	26	34	53	57
TikTok	39	41	20	47	55	57	34	22	20	44	45
LinkedIn	37	42	31	47	49	46	35	21	12	39	43
Pinterest	36	34	28	49	42	53	31	22	11	40	45
Tumblr	11	12	7	16	12	20	9	2	4	15	12

Basis: 1,203 cases, total sample; figures in %.

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

 strongly overrepresented
 overrepresented
 strongly underrepresented
 underrepresented

Media use

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

Response category: „At least occasionally“

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
YouTube	86	88	85	97	95	88	80	67
Facebook	74	70	79	75	83	80	70	60
Instagram	58	55	62	88	72	58	38	25
Twitter	47	51	43	68	51	51	34	24
TikTok	39	35	42	76	46	32	17	9
LinkedIn	37	41	33	48	46	38	28	17
Pinterest	36	26	44	55	42	36	23	14
Tumblr	11	13	9	24	13	9	4	2

Basis: 1,203 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“

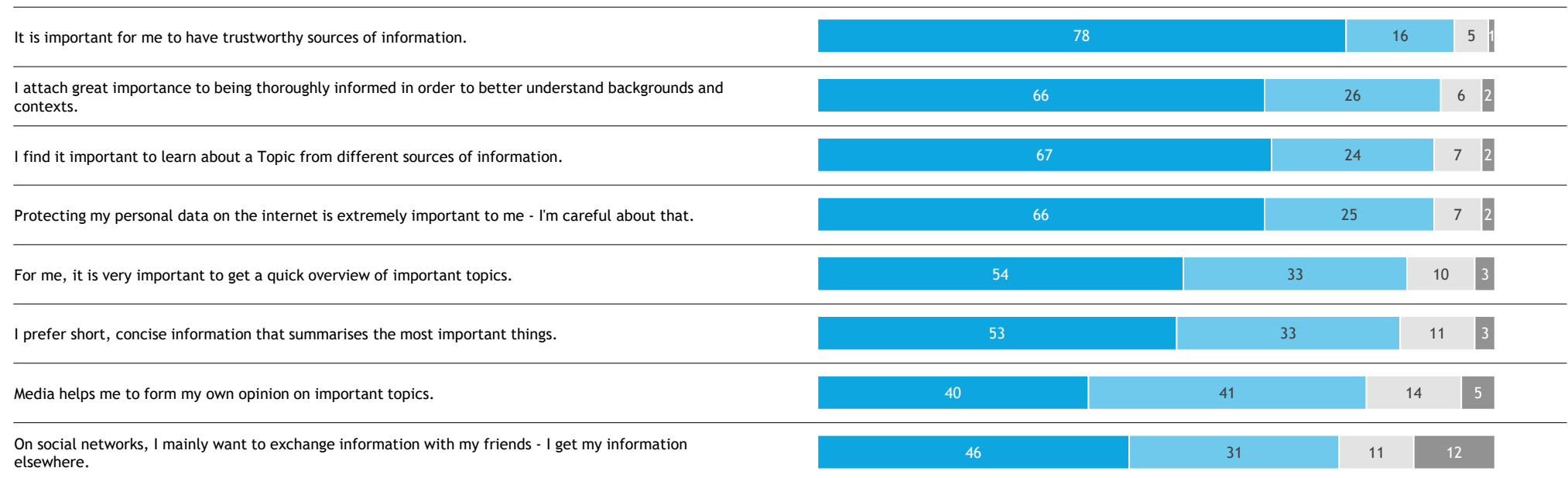
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (< 992 £)	Medium 60-140% (992-2.314 £)	High >140% (>2.314 £)
YouTube	86	81	86	89	88	86	88
Facebook	74	73	73	76	73	77	72
Instagram	58	44	60	63	58	58	61
Twitter	47	38	46	53	46	48	50
TikTok	39	36	39	39	45	40	32
LinkedIn	37	18	30	52	28	37	50
Pinterest	36	26	35	41	40	35	34
Tumblr	11	11	8	14	11	13	11

Basis: 1,203 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Communication expectations

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



Basis: 1,203 cases, total sample; figures in %.

■ fully applies ■ rather not applicable
■ tends to apply ■ Does not 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: "completely / rather true".

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
It is important for me to have trustworthy sources of information.	94	94	99	97	93	91	95	96	87	84	98
I attach great importance to being thoroughly informed in order to better understand backgrounds and contexts.	92	94	99	96	96	90	90	89	87	82	95
I find it important to learn about a Topic from different sources of information.	91	97	97	98	95	87	90	90	83	84	96
Protecting my personal data on the internet is extremely important to me - I'm careful about that.	91	93	93	88	94	91	91	94	92	84	92
For me, it is very important to get a quick overview of important topics.	87	89	87	94	92	90	83	84	79	82	91
I prefer short, concise information that summarises the most important things.	86	82	73	86	94	91	86	88	90	81	88
Media help me to form my own opinion on important topics.	81	80	86	88	86	83	74	77	73	80	88
On social networks, I mainly want to exchange information with my friends - I get my information elsewhere.	77	79	77	81	80	83	71	68	64	75	85

Basis: 1,203 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: "completely / rather true".

	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.	94	92	94	90	94	95	95	92
I attach great importance to being thoroughly informed in order to better understand backgrounds and contexts.	92	90	92	88	93	95	91	89
I find it important to learn about a Topic from different sources of information.	91	91	92	89	92	93	92	93
Protecting my personal data on the internet is extremely important to me - I'm careful about that.	91	89	93	85	88	95	95	94
For me, it is very important to get a quick overview of important topics.	87	84	90	85	90	88	88	84
I prefer short, concise information that summarises the most important things.	86	83	88	82	86	87	89	85
Media help me to form my own opinion on important topics.	81	80	82	80	83	83	81	79
On social networks, I mainly want to exchange information with my friends - I get my information elsewhere.	77	74	79	79	87	82	68	64

Basis: 1,203 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: "fully / rather true".

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (< 992 £)	Medium 60-140% (992-2.314 £)	High >140% (>2.314 £)
It is important for me to have trustworthy sources of information.	94	87	95	95	93	93	96
I attach great importance to being thoroughly informed in order to better understand backgrounds and contexts.	92	83	92	94	92	91	94
I find it important to learn about a Topic from different sources of information.	91	82	93	95	90	92	95
Protecting my personal data on the internet is extremely important to me - I'm careful about that.	91	88	92	92	92	92	87
For me, it is very important to get a quick overview of important topics.	87	79	88	90	87	88	87
I prefer short, concise information that summarises the most important things.	86	85	84	87	86	86	86
Media help me to form my own opinion on important topics.	81	78	82	83	80	81	84
On social networks, I mainly want to exchange information with my friends - I get my information elsewhere.	77	71	75	81	76	78	78

Basis: 1,203 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: "fully applies".

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
It is important for me to have trustworthy sources of information.	78	79	96	75	75	67	79	82	71	65	86
I find it important to learn about a Topic from different sources of information.	67	69	76	80	68	64	68	59	54	60	72
I attach great importance to being thoroughly informed in order to better understand backgrounds and contexts.	66	65	79	81	77	61	63	56	49	54	77
Protecting my personal data on the internet is extremely important to me - I'm careful about that.	66	74	60	68	60	64	71	80	65	55	63
For me, it is very important to get a quick overview of important topics.	54	53	42	69	54	61	45	60	38	56	63
I prefer short, concise information that summarises the most important things.	53	50	37	61	63	50	48	58	58	47	61
On social networks, I mainly want to exchange information with my friends - I get my information elsewhere.	46	44	50	50	42	45	50	46	38	45	46
Media help me to form my own opinion on important topics.	40	37	40	47	41	49	34	35	27	42	47

Basis: 1,203 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: "fully 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.	78	75	79	69	78	82	83	76
I find it important to learn about a Topic from different sources of information.	67	66	67	60	67	73	70	67
I attach great importance to being thoroughly informed in order to better understand backgrounds and contexts.	66	64	67	59	68	72	68	63
Protecting my personal data on the internet is extremely important to me - I'm careful about that.	66	63	69	55	63	71	70	73
For me, it is very important to get a quick overview of important topics.	54	49	58	51	55	58	59	45
I prefer short, concise information that summarises the most important things.	53	47	59	46	55	56	54	55
On social networks, I mainly want to exchange information with my friends - I get my information elsewhere.	46	44	48	40	51	55	42	41
Media help me to form my own opinion on important topics.	40	38	42	41	36	46	39	38

Basis: 1,203 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: "fully applies".

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (< 992 £)	Medium 60-140% (992-2.314 £)	High >140% (>2.314 £)
It is important for me to have trustworthy sources of information.	78	68	80	79	77	75	85
I find it important to learn about a Topic from different sources of information.	67	55	69	71	66	67	72
I attach great importance to being thoroughly informed in order to better understand backgrounds and contexts.	66	51	68	70	65	64	74
Protecting my personal data on the internet is extremely important to me - I'm careful about that.	66	67	68	63	69	66	61
For me, it is very important to get a quick overview of important topics.	54	45	54	57	58	51	56
I prefer short, concise information that summarises the most important things.	53	56	52	52	51	55	48
On social networks, I mainly want to exchange information with my friends - I get my information elsewhere.	46	42	46	47	45	46	50
Media help me to form my own opinion on important topics.	40	37	40	42	40	38	48

Basis: 1,203 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented



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