



SINUS Study for the Friedrich-Ebert-Stiftung

Social-ecological transformation

Country report USA

**FRIEDRICH
EBERT
STIFTUNG**

sinus:

Heidelberg, September 2023

Teil der INTEGRAL-SINUS-OPINION Gruppe

Task and objectives

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

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

Table of contents

01 Method and sample

02 Problem awareness

- Importance of environmental, nature and climate protection
- Relevance of environmental policy fields of action
- Relevance of climate change as a topic
- Attitudes towards climate change
- Consequences of climate change - Anxiety scale

03 Climate and environmentally-conscious behavior

- Attitudes towards climate and environmentally-conscious behavior
- Barriers to climate and environmentally-conscious behavior
- Motivators of climate and environmentally-conscious behavior

04 Changing way of life and economies

- Assessment of the need for change
- Attribution of responsibility
- Attitudes towards policies
- Attitudes towards the energy and heat transition

05 Interest in information and level of knowledge

- Interest in information and level of knowledge: Climate
- Interest in information and knowledge level: Policies

06 Appendix: Communication

- Topic interest in general
- Consumer interests
- Media usage
- Communication expectations



1

Method and sample

Methodology and sample



Method

Standardized online survey (CAWI)

Quota sample (gender, age, education and region)

The interviews were conducted in the local language.



Data collection

Ø Interview duration: 23 minutes

The data collection was carried out by Sociotrend GmbH.



Target group

Resident population aged from 18 to 69 years



Sample size

1,205 people



Survey period

27.06. - 11.07.2023

Survey content

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

Methodology and sample

Evaluation of the survey results

- This report presents the **survey results for the USA**. 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 behavior of different population groups and presented in tabular form. The **sociodemographic characteristics** of gender, age, education and net equivalent income were taken into account.
 - **Gender:** female, male
(The answer category „non-binary" was taken into account in the survey, but not evaluated due to too small a number of cases).
 - **Age groups:** 18- to 29-year-olds, 30- to 39-year-olds, 40- to 49-year-olds, 50- to 59-year-olds, 60- to 69-year-olds
 - **Education groups:** low: "No school education or vocational training (yet)" or "Nursery School" or "No High School Diploma (yet)"; medium: "12th grade completed - no diploma" or "High School diploma or equivalent" or "Diploma/ Certificate from a vocational, technical, trade or business school beyond High School level" or "Some college, but no degree"; high: "Occupational/ Vocational Associate's Degree (e. g. AAA/AAS) / Academic Associate's Degree (e.g. AA/AS)" or "Bachelor Degree (e.g. BA / BS)"g. AAA/AAS) / Academic Associate's Degree (e.g. AA/AS)" or "Bachelor's Degree (e.g. BA / BS)" or "Postgraduate certificate" or "Masters Degree (e.g. MA / MS)" or "Professional School Degree (e.g. JD, MD, DVM or equivalent)" or "Doctorate degree (e.g. PhD, EdD)"
 - **Net equivalent income*:** low: less than 60% of median income; medium: 60% to 140% of median income; high: more than 140% of median income

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

Methodology and sample

Evaluation of the survey results

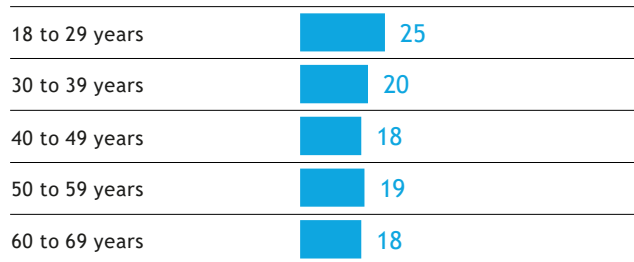
- In addition to differentiation according to sociodemographic characteristics, the data were analyzed according to the milieu affiliation of the respondents. By evaluating the findings according to the **Sinus meta-milieus**, the sociodemographic analysis is supplemented by lifestyle and value components.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

Demographic structure of the sample

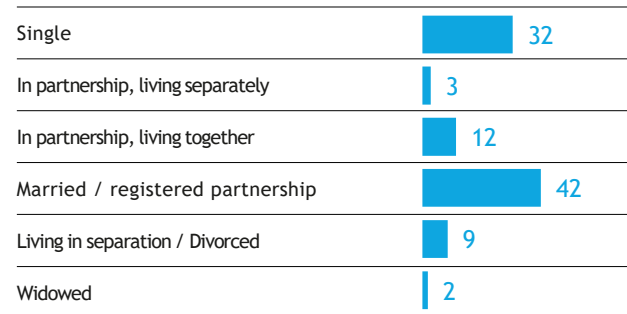
Gender



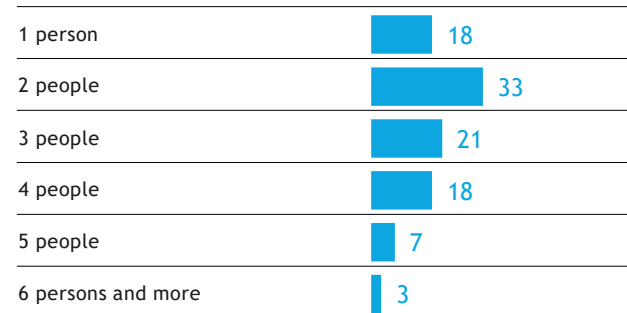
Age ø 43.0 years



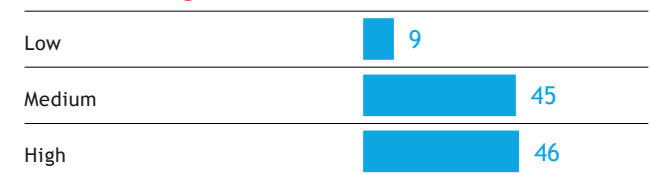
Marital status



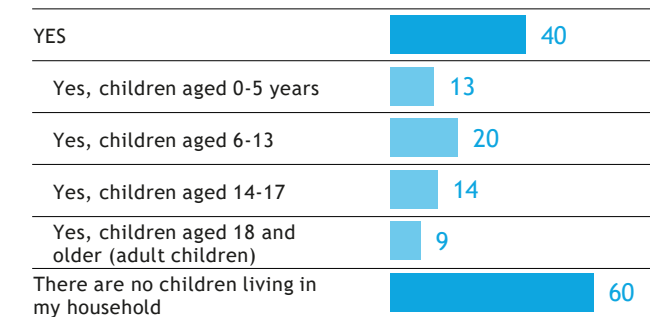
Persons in household



Education degree



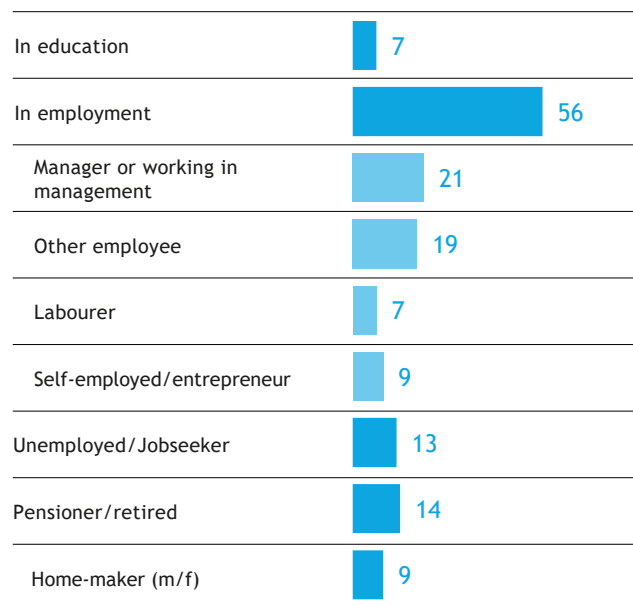
Children in household



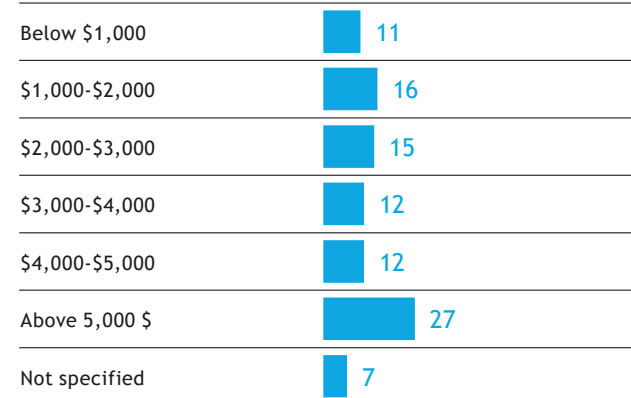
Basis: 1,205 cases, total sample; figures in %.

Demographic structure of the sample

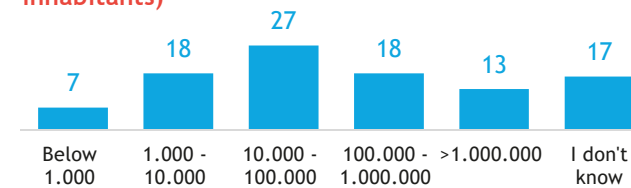
Occupational status



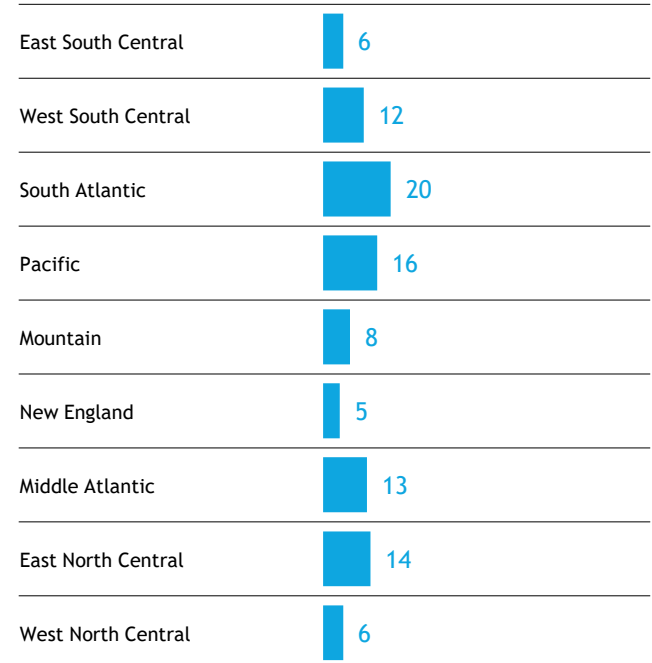
Net household income



Size of residency (number of inhabitants)



Region



Basis: 1,205 cases, total sample; figures in %.

The Sinus-Meta-Milieus[®] in the USA

18 to 69 year olds

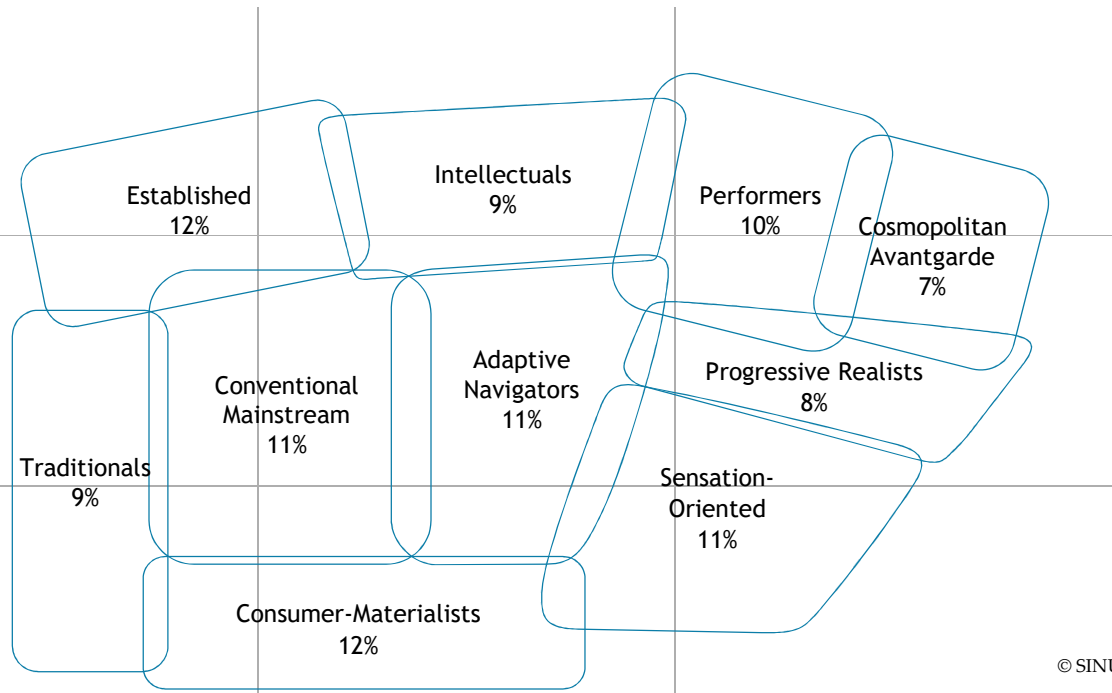
Social status



Higher

Middle

Lower



© SINUS

Basic Values →

Traditional
Sense of Duty
and Order

Modernization
Individualization,
Self-actualization, Pleasure

Re-organization
Multiple Options,
Experimentation, Paradoxes

The Sinus-Meta-Milieus[®]

Short summary

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



2

Problem awareness

Main findings

Problem awareness

Importance of environmental, nature and climate protection

- With 58% of mentions, inflation/decreasing purchasing power is by far the most frequently cited of the five most important topics for politicians. Environment, nature and climate protection ranked second with 40% mentions, followed by the topics public health service and care (35%), Education/schools/universities (33%) and Criminality/internal security (33%).

Relevance of environmental policy fields of action

- Among the top five challenges to preserving our livelihoods, respondents most frequently rank waste in the environment and living environment (54%), climate change or climate-damaging emissions (53%), water pollution or water quality (51%) and air pollution or air quality (50%). Increasing traffic and noise are seen least often as a priority environmental policy action area (16%).

Relevance of climate change as a topic

- A clear majority of the population considers climate change to be a (very) important Topic for the U.S. On a scale of 0 "completely irrelevant" to 10 "absolutely important," 55% of respondents select scale points 8 to 10, and another 19% select scale points 6 to 7. In contrast, only 10% of respondents select scale points 0 to 2. The scale average is 7.0.

Main findings

Problem awareness

Attitudes towards climate change

- 90% of respondents believe that the destruction of nature endangers people and their livelihoods (highest level of agreement "Fully agree": 51%). At the same time, 76% say they are afraid of the consequences of climate change (highest level of agreement: 40%), while 47% think that many things are very exaggerated when it comes to the consequences of climate change (highest level of agreement: 21%). When asked whether there are more important problems in the US than climate change, 66% agree (highest level of agreement: 28%) and 34% disagree. The situation is similar with the statement that we should rather focus on adapting to the consequences of climate change instead of putting climate protection in the foreground: 58% agree (highest level of agreement: 16%), 42% disagree.

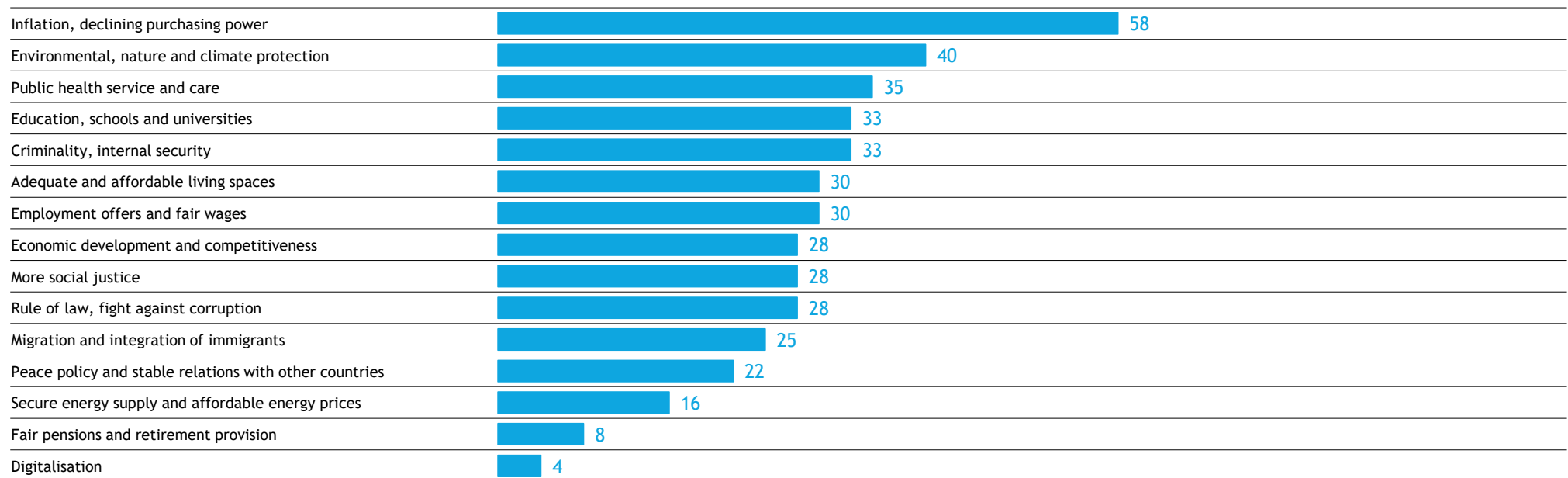
Consequences of climate change

- The increase in extreme weather events is by far the most frightening for the population: 60% of respondents rank the increase in extreme weather events among the five consequences of climate change that frighten them the most. The lack of water in everyday life is in second place (44%), species extinction in the animal and plant world in third place (41%) and forest fires or forest dieback in fourth place (38%). Significantly fewer respondents fear increased immigration or migration (14%).

Importance of environmental, nature and climate protection

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

Politically relevant topics



Basis: 1,205 cases, total sample; figures in %.

Importance of environmental, nature and climate protection

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Inflation, declining purchasing power	58	66	39	48	54	48	77	61	68	50	54
Environmental, nature and climate protection	40	37	75	45	50	31	28	34	32	37	45
Public health service and care	35	27	51	36	40	39	38	33	32	23	44
Education, schools and universities	33	36	44	32	42	33	26	38	27	29	35
Criminality, internal security	33	38	20	32	33	22	43	41	39	33	28
Adequate and affordable living spaces	30	23	46	27	28	29	28	26	38	26	33
Employment offers and fair wages	30	26	20	30	33	35	25	27	30	36	39
Economic development and competitiveness	28	34	17	38	20	32	35	25	20	33	25
More social justice	28	25	57	23	38	28	17	20	25	27	31
Rule of law, fight against corruption	28	27	30	22	16	24	38	32	33	25	21
Migration and integration of immigrants	25	26	17	17	23	19	36	34	30	26	15
Peace policy and stable relations with other countries	22	21	25	23	14	22	21	17	17	30	26
Secure energy supply and affordable energy prices	16	21	13	16	17	16	15	16	6	23	12
Fair pensions and retirement provision	8	10	4	14	2	9	6	11	7	10	12
Digitalisation	4	3	4	2	6	9	3	1	2	5	4

Basis: 1,205 cases, total sample; figures in %.

EST = Established
 INT = Intellectuals
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 CMA = Consumer Materialists
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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 in the US to take care of? Please select up to 5 topics.

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Inflation, declining purchasing power	58	58	57	44	52	60	68	68
Environmental, nature and climate protection	40	40	38	47	41	36	34	40
Public health service and care	35	31	39	41	40	35	34	26
Education, schools and universities	33	30	37	38	42	35	24	26
Criminality, internal security	33	36	31	25	27	30	42	46
Adequate and affordable living spaces	30	25	35	34	28	36	28	23
Employment offers and fair wages	30	31	28	38	36	33	24	16
Economic development and competitiveness	28	37	20	22	32	30	28	32
More social justice	28	25	30	40	24	28	26	20
Rule of law, fight against corruption	28	33	22	22	24	23	29	43
Migration and integration of immigrants	25	26	24	18	17	20	36	37
Peace policy and stable relations with other countries	22	24	19	22	18	17	20	32
Secure energy supply and affordable energy prices	16	20	11	14	15	16	16	18
Fair pensions and retirement provision	8	8	9	8	9	5	11	9
Digitalisation	4	5	3	4	9	3	2	1

Basis: 1,205 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Importance of environmental, nature and climate protection

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

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<2.331 \$)	Medium 60-140% (2.331-5.440 \$)	High >140% (>5.440 \$)
Inflation, declining purchasing power	58	48	59	58	55	62	41
Environmental, nature and climate protection	40	31	40	42	38	43	35
Public health service and care	35	40	35	35	38	32	29
Education, schools and universities	33	31	32	35	35	30	29
Criminality, internal security	33	26	31	36	30	38	32
Adequate and affordable living spaces	30	26	36	26	34	25	20
Employment offers and fair wages	30	22	34	28	33	27	22
Economic development and competitiveness	28	18	23	36	24	34	38
More social justice	28	27	28	28	30	25	23
Rule of law, fight against corruption	28	24	27	29	25	30	38
Migration and integration of immigrants	25	20	26	25	22	28	32
Peace policy and stable relations with other countries	22	19	20	24	21	23	32
Secure energy supply and affordable energy prices	16	12	12	20	14	19	3
Fair pensions and retirement provision	8	12	8	8	9	9	14
Digitalisation	4	-	2	7	3	5	5

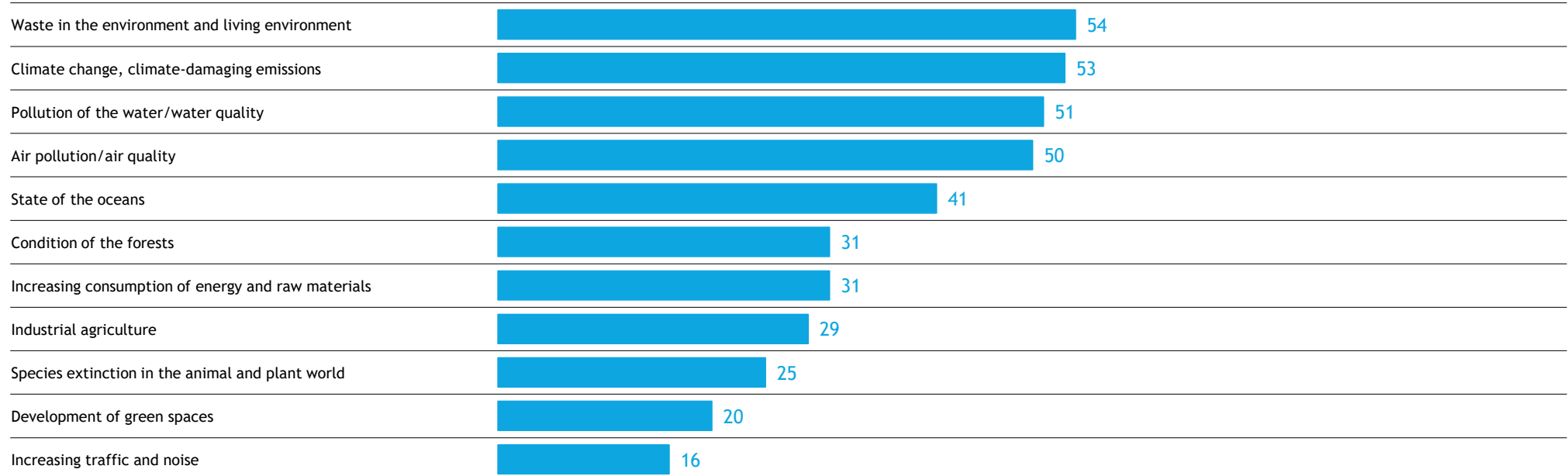
Basis: 1,205 cases, total sample; figures in %.

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Relevance of environmental policy fields of action

Which of the following topics do you think are among the greatest challenges to sustaining our livelihoods? Please select up to 5 from the list below.

Environmental policy fields of action



Basis: 1,205 cases, total sample; figures in %.

Relevance of environmental policy fields of action

Which of the following topics do you think 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
Waste in the environment and living environment	54	63	66	48	52	52	57	50	46	53	55
Climate change, climate-damaging emissions	53	48	81	62	53	51	40	41	46	57	59
Pollution of the water/water quality	51	54	54	46	48	46	56	51	56	46	54
Air pollution/air quality	50	49	51	47	49	55	50	49	44	49	59
State of the oceans	41	43	54	37	31	36	43	39	42	40	42
Condition of the forests	31	34	35	28	32	22	31	32	34	28	33
Increasing consumption of energy and raw materials	31	32	38	40	37	28	32	22	24	36	24
Industrial agriculture	29	32	30	23	36	31	24	30	28	33	22
Species extinction in the animal and plant world	25	20	25	27	21	29	24	27	26	23	24
Development of green spaces	20	21	12	23	25	25	15	15	17	20	22
Increasing traffic and noise	16	15	8	16	15	16	14	15	21	26	15

Basis: 1,205 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

Relevance of environmental policy fields of action

Which of the following topics do you think 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
Waste in the environment and living environment	54	53	54	54	52	50	57	58
Climate change, climate-damaging emissions	53	53	53	56	56	56	45	51
Pollution of the water/water quality	51	50	52	46	50	51	53	59
Air pollution/air quality	50	48	51	52	47	54	50	46
State of the oceans	41	38	44	40	39	39	40	49
Condition of the forests	31	33	28	38	29	20	30	34
Increasing consumption of energy and raw materials	31	33	28	34	35	36	23	26
Industrial agriculture	29	27	30	31	31	31	26	23
Species extinction in the animal and plant world	25	27	23	28	26	25	22	23
Development of green spaces	20	22	18	20	30	19	13	15
Increasing traffic and noise	16	17	16	16	19	15	21	10

Basis: 1,205 cases, total sample; figures in %.

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

Which of the following topics do you think are among the greatest challenges to sustaining our livelihoods? Please select up to 5 from the list below.

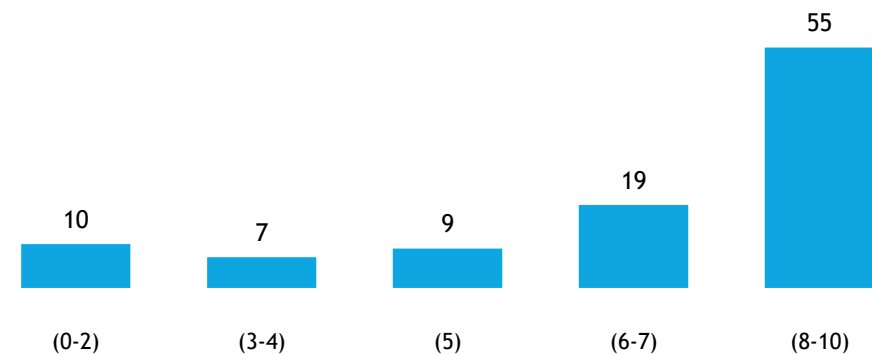
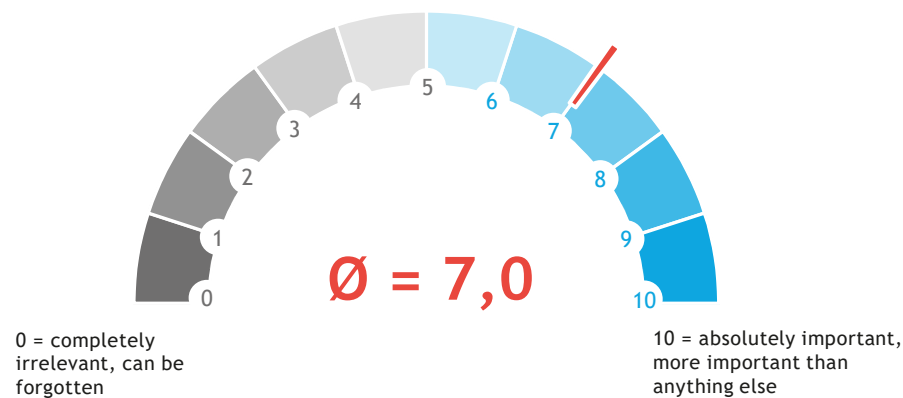
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<2.331 \$)	Medium 60-140% (2.331-5.440 \$)	High >140% (>5.440 \$)
Waste in the environment and living environment	54	47	54	55	53	58	30
Climate change, climate-damaging emissions	53	44	55	53	51	56	51
Pollution of the water/water quality	51	58	51	50	52	51	41
Air pollution/air quality	50	44	50	51	48	52	55
State of the oceans	41	35	41	42	42	42	36
Condition of the forests	31	28	32	30	31	30	27
Increasing consumption of energy and raw materials	31	19	29	35	31	31	31
Industrial agriculture	29	25	27	31	30	29	25
Species extinction in the animal and plant world	25	24	27	23	27	24	13
Development of green spaces	20	17	16	24	20	20	7
Increasing traffic and noise	16	13	14	19	16	17	14

Basis: 1,205 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 U.S.?



Basis: 1,205 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 U.S.?

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
10=Absolutely important, more important than anything else	22	23	34	37	25	21	12	18	16	24	29
9	16	9	26	16	27	17	9	14	10	26	17
8	17	19	22	11	19	16	17	16	11	16	24
7	12	13	9	13	10	15	14	7	11	8	15
6	7	9	2	8	6	9	5	7	9	5	5
5	9	10	2	5	5	8	12	15	10	9	7
4	4	5	-	3	2	2	3	7	6	4	1
3	3	3	2	1	2	1	10	5	2	1	-
2	2	3	2	-	2	1	3	4	3	3	1
1	2	3	-	1	-	2	6	3	7	-	1
0=Totally irrelevant, can be forgotten	6	3	1	6	1	8	9	6	15	4	-
Average	7,0	7,0	8,0	8,0	8,0	7,0	6,0	6,0	6,0	8,0	8,0

Basis: 1,205 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 U.S.?

		Gender		Age (years)				
	Total	Male	Female	18-29	30-39	40-49	50-59	60-69
10=Absolutely important, more important than anything else	22	24	22	30	23	21	19	21
9	16	18	14	15	21	18	12	16
8	17	18	16	20	21	16	12	14
7	12	10	14	13	12	12	13	7
6	7	5	8	7	6	9	7	3
5	9	6	11	5	6	11	11	12
4	4	4	4	2	3	3	4	6
3	3	4	2	2	2	2	6	4
2	2	3	2	0	2	0	5	4
1	2	3	2	1	-	3	4	5
0=Totally irrelevant, can be forgotten	6	6	5	3	4	5	8	9
Average	7,0	7,0	7,0	8,0	8,0	7,0	6,0	6,0

Basis: 1,205 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 U.S.?

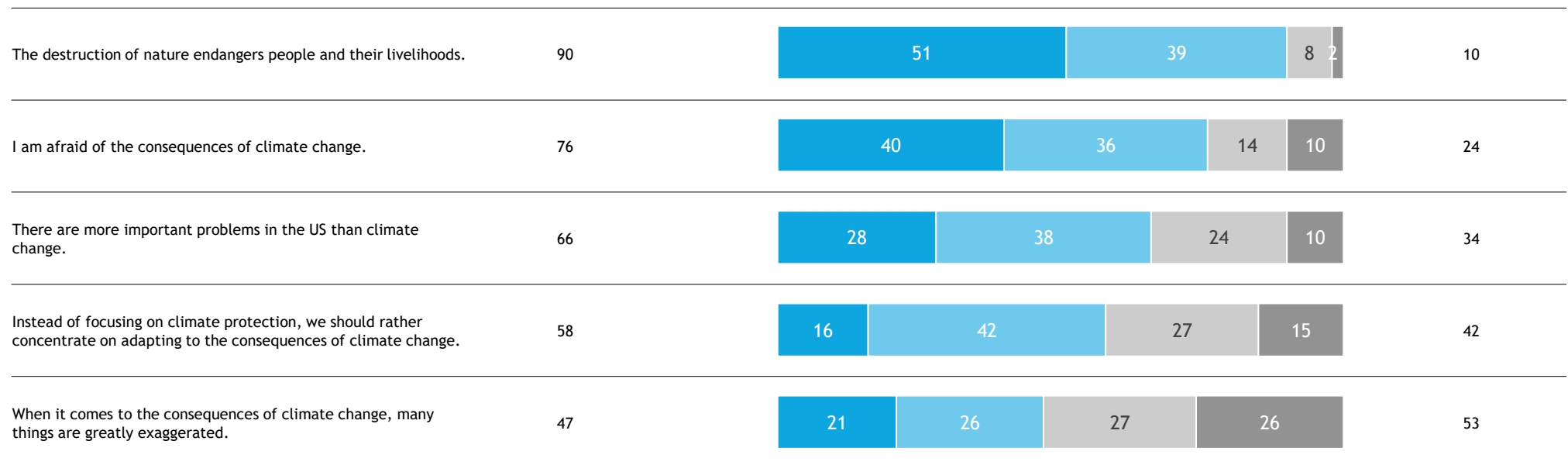
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<2.331 \$)	Medium 60-140% (2.331-5.440 \$)	High >140% (>5.440 \$)
10=Absolutely important, more important than anything else	22	25	23	24	24	23	23
9	16	9	15	19	14	22	17
8	17	14	17	17	17	16	16
7	12	14	13	10	14	9	3
6	7	11	7	5	6	6	7
5	9	10	9	8	8	7	17
4	4	3	4	3	3	4	3
3	3	5	2	3	2	4	3
2	2	2	2	2	2	3	4
1	2	1	2	3	2	3	-
0=Totally irrelevant, can be forgotten	6	6	5	6	6	4	4
Average	7,0	7,0	7,0	7,0	7,0	7,0	7,0

Basis: 1,205 cases, total sample; figures in %.

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■ overrepresented ■ underrepresented

Attitudes towards climate change

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



Basis: 1,205 cases, total sample; figures in %.

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

Attitudes towards climate change

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

Response category: "Fully agree / Somewhat agree"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
The destruction of nature endangers people and their livelihoods.	90	91	95	94	90	89	86	85	85	95	94
I am afraid of the consequences of climate change.	76	73	97	84	89	78	56	66	57	90	85
There are more important problems in the US than climate change.	66	66	28	58	56	72	80	67	72	80	63
Instead of focusing on climate protection, we should rather concentrate on adapting to the consequences of climate change.	58	59	25	66	61	73	56	56	53	68	65
When it comes to the consequences of climate change, many things are greatly exaggerated.	47	48	6	42	43	61	53	52	48	60	40

Basis: 1,205 cases, total sample; figures in %.

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Attitudes towards climate change

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

Response category: "Fully agree / Somewhat agree"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
The destruction of nature endangers people and their livelihoods.	90	89	91	93	89	92	88	86
I am afraid of the consequences of climate change.	76	75	77	86	86	79	62	62
There are more important problems in the US than climate change.	66	68	65	67	64	68	67	62
Instead of focusing on climate protection, we should rather concentrate on adapting to the consequences of climate change.	58	62	56	63	66	63	48	51
When it comes to the consequences of climate change, many things are greatly exaggerated.	47	54	40	45	50	44	48	45

Basis: 1,205 cases, total sample; figures in %.

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Attitudes towards climate change

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

Response category: "Fully agree / Somewhat agree"

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<2.331 \$)	Medium 60-140% (2.331-5.440 \$)	High >140% (>5.440 \$)
The destruction of nature endangers people and their livelihoods.	90	92	90	90	91	90	93
I am afraid of the consequences of climate change.	76	74	74	79	77	77	74
There are more important problems in the US than climate change.	66	66	65	67	66	65	67
Instead of focusing on climate protection, we should rather concentrate on adapting to the consequences of climate change.	58	65	56	60	59	59	58
When it comes to the consequences of climate change, many things are greatly exaggerated.	47	47	44	49	46	47	49

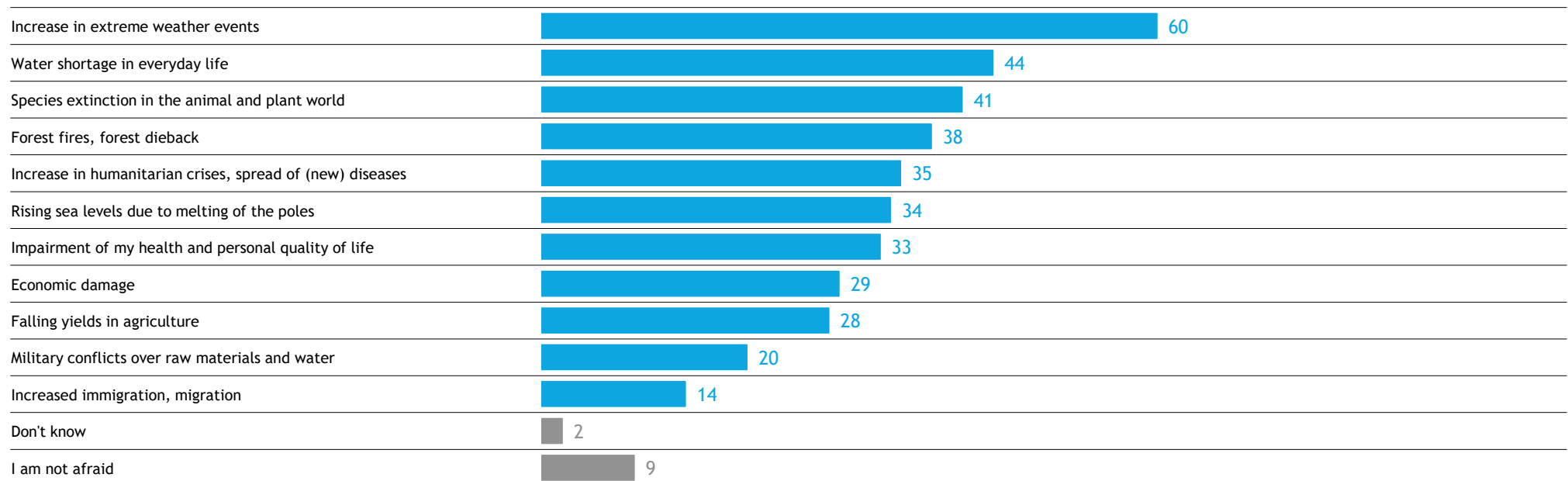
Basis: 1,205 cases, total sample; figures in %.

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■ overrepresented ■ underrepresented

Consequences of climate change - Anxiety scale

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

Consequences of climate change



Basis: 1,205 cases, total sample; figures in %.

Consequences of climate change - Anxiety scale

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Increase in extreme weather events	60	60	87	67	64	52	48	54	54	63	58
Water shortage in everyday life	44	46	57	49	42	36	42	48	44	37	49
Species extinction in the animal and plant world	41	32	56	47	46	40	37	38	35	34	53
Forest fires, forest dieback	38	35	45	40	38	37	28	41	36	46	40
Increase in humanitarian crises, spread of (new) diseases	35	36	40	40	44	35	30	32	24	38	36
Rising sea levels due to melting of the poles	34	30	52	38	39	34	27	27	25	33	41
Impairment of my health and personal quality of life	33	30	29	34	33	38	33	35	27	36	32
Economic damage	29	31	21	31	30	36	22	23	22	38	38
Falling yields in agriculture	28	32	27	21	31	30	27	30	30	29	26
Military conflicts over raw materials and water	20	19	23	19	28	20	16	15	16	28	23
Increased immigration, migration	14	14	8	14	11	14	14	18	14	20	12
Don't know	2	2	1	1	2	1	4	3	3	1	1
I am not afraid	9	12	1	2	1	6	18	7	20	5	4

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Consequences of climate change - Anxiety scale

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Increase in extreme weather events	60	57	63	60	58	61	61	60
Water shortage in everyday life	44	39	50	49	42	48	38	45
Species extinction in the animal and plant world	41	41	40	42	49	43	37	33
Forest fires, forest dieback	38	38	39	38	36	41	32	44
Increase in humanitarian crises, spread of (new) diseases	35	33	35	42	41	35	28	25
Rising sea levels due to melting of the poles	34	36	32	31	38	37	33	31
Impairment of my health and personal quality of life	33	34	31	38	35	32	30	26
Economic damage	29	29	30	32	36	30	25	21
Falling yields in agriculture	28	30	28	25	30	28	29	32
Military conflicts over raw materials and water	20	23	17	27	25	20	14	12
Increased immigration, migration	14	18	11	15	16	13	12	14
Don't know	2	1	3	2	1	1	3	3
I am not afraid	9	10	7	4	5	7	14	15

Basis: 1,205 cases, total sample; figures in %.

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■ 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% (<2.331 \$)	Medium 60-140% (2.331-5.440 \$)	High >140% (>5.440 \$)
Increase in extreme weather events	60	55	61	60	58	64	52
Water shortage in everyday life	44	50	45	43	47	44	46
Species extinction in the animal and plant world	41	35	42	41	45	39	26
Forest fires, forest dieback	38	38	41	36	38	41	27
Increase in humanitarian crises, spread of (new) diseases	35	29	33	37	35	36	23
Rising sea levels due to melting of the poles	34	32	31	37	32	38	27
Impairment of my health and personal quality of life	33	34	31	34	34	31	20
Economic damage	29	21	27	33	29	32	20
Falling yields in agriculture	28	28	26	31	28	32	23
Military conflicts over raw materials and water	20	11	21	22	20	22	13
Increased immigration, migration	14	11	14	16	15	16	8
Don't know	2	5	2	1	2	1	3
I am not afraid	9	10	9	8	7	7	23

Basis: 1,205 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented



3

Climate and environmentally-conscious behavior

Main findings

Climate and environmentally-conscious behavior

Attitudes towards climate and environmentally-conscious behavior

- 88% of respondents believe that we all have to be actively involved 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": 47%).
- In addition, 81% 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: 34%).
- In addition, 72% of respondents claim to actively contribute to changing society (highest level of agreement: 30%).

Barriers to climate and environmentally-conscious behavior

- More than four-fifths of respondents (83%) believe that we should be willing to change our way of living for the benefit of the environment (highest level of agreement "Fully agree": 40%). However, 46% say they themselves are only willing to do something to protect the environment if this does not affect their own standard of living (highest level of agreement: 15%).

Main findings

Climate and environmentally-conscious behavior

- 74% fear that a fundamental change in our way of living and doing business will result in high personal costs (highest level of agreement: 28%). 58% say that they personally lack the financial means to do something for climate protection (highest level of agreement: 25%). Furthermore, 51% consider measures to protect the climate and the environment to be socially unjust, as they place a burden on low-income earners in particular (highest level of agreement: 17%).
- 74% say they are annoyed when others try to tell them how to live (highest level of agreement: 35%). In addition, 51% complain that they will soon be unable to do anything at all if there are even more regulations on climate and environmental protection (highest level of agreement: 21%).
- 70% would be willing to do more to protect the environment if everyone acted in this way (highest level of agreement: 26%). However, 43% do not believe that they can make a significant contribution to environmental protection with their own behavior (highest level of agreement: 12%). 37% think that others should first take the first step before they contribute to climate protection themselves (highest level of agreement: 13%).
- Almost one in two (49%) find it difficult to shape its own lives in an environmentally and climate-friendly way (highest level of agreement: 12%). In addition, 69% say that the poor infrastructure makes it impossible to do without a car (highest level of agreement: 30%). In addition, 28% say they cannot see changing their own behavior for something that may happen in the future (highest level of agreement: 9%).

Main findings

Climate and environmentally-conscious behavior

- 55% believe that businesses know best how to implement the necessary change (highest level of agreement: 16%). In addition, 41% 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: 14%).
- 50% state that businesses that require a lot of energy for their production cannot implement strict climate protection requirements (highest level of agreement: 14%). Furthermore, 46% say that preserving jobs is more important than climate and environmental protection (highest level of agreement: 17%). As many as 54% believe that combating climate change is detrimental to our businesses (highest approval rating: 24%).

Motivators of climate and environmentally-conscious behavior

- 82% of respondents feel a strong connection with nature (highest level of agreement "Fully agree": 37%). In addition, 86% think it significantly enhances their quality of life to spend time in nature (highest level of agreement: 44%).
- In the opinion of 90% of respondents, each individual bears responsibility for ensuring that we leave a livable environment for future generations (highest level of agreement: 49%). In addition, 86% believe that environmental protection is a matter of decency and civic duty (highest level of agreement: 41%). 84% feel personally responsible for the preservation of nature and the environment (highest approval rating: 37%). 81% think that more environmental protection also means better quality of life and health for everyone (highest level of agreement: 44%).

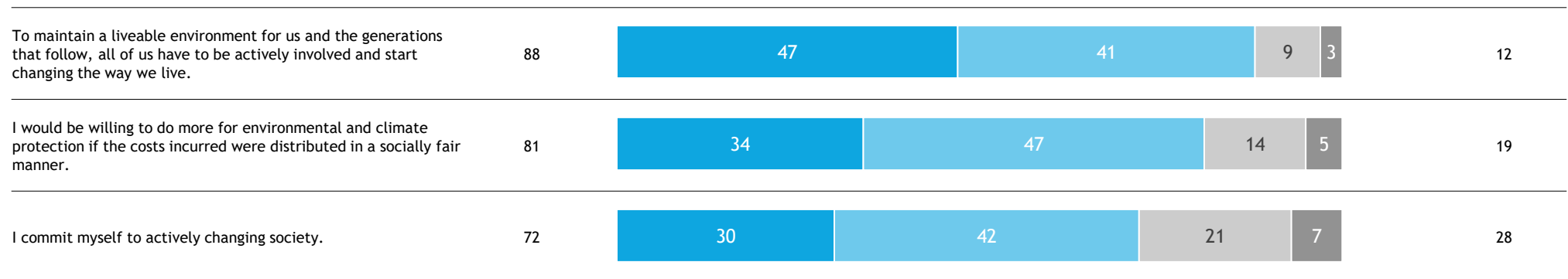
Main findings

Climate and environmentally-conscious behavior

- 79% see the industrialized 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, 77% say they feel better if they buy products that have less impact on the environment and climate (highest level of agreement: 35%).
- 81% believe that a consistent policies to protect the environment will have a positive impact on the competitiveness of businesses in the future (highest approval rating: 37%). Furthermore, 76% believe that switching to environmentally and climate-friendly products and production processes offers great employment opportunities (highest approval rating: 28%). In addition, 79% believe that our businesses must become more climate-friendly, as otherwise there is a threat of economic damage (highest level of agreement: 38%).

Attitudes towards climate and environmentally-conscious behavior.

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



Basis: 1,205 cases, total sample; figures in %.

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

Attitudes towards climate and environmentally-conscious behavior.

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.	88	89	98	89	96	89	77	83	77	93	92
I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially fair manner.	81	85	83	85	87	85	71	75	69	88	89
I commit myself to actively changing society.	72	75	81	81	87	80	46	61	54	84	87

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.	47	47	76	54	52	45	28	39	37	54	51
I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially fair manner.	34	27	35	47	40	42	24	26	25	48	36
I commit myself to actively changing society.	30	27	39	43	42	38	10	20	18	40	36

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Attitudes towards climate and environmentally-conscious behavior.

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.	88	85	90	89	92	90	84	82
I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially fair manner.	81	82	80	86	87	82	78	70
I commit myself to actively changing society.	72	70	74	81	84	74	62	55

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.	47	47	47	53	52	46	39	44
I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially fair manner.	34	38	30	42	39	39	24	26
I commit myself to actively changing society.	30	33	27	38	42	28	20	21

Basis: 1,205 cases, total sample; figures in %.

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Attitudes towards climate and environmentally-conscious behavior.

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% (<2.331 \$)	Medium 60-140% (2.331-5.440 \$)	High >140% (>5.440 \$)
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.	88	86	87	89	89	88	75
I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially fair manner.	81	76	80	83	81	82	75
I commit myself to actively changing society.	72	67	71	75	75	72	62

Response category: "Fully agree"

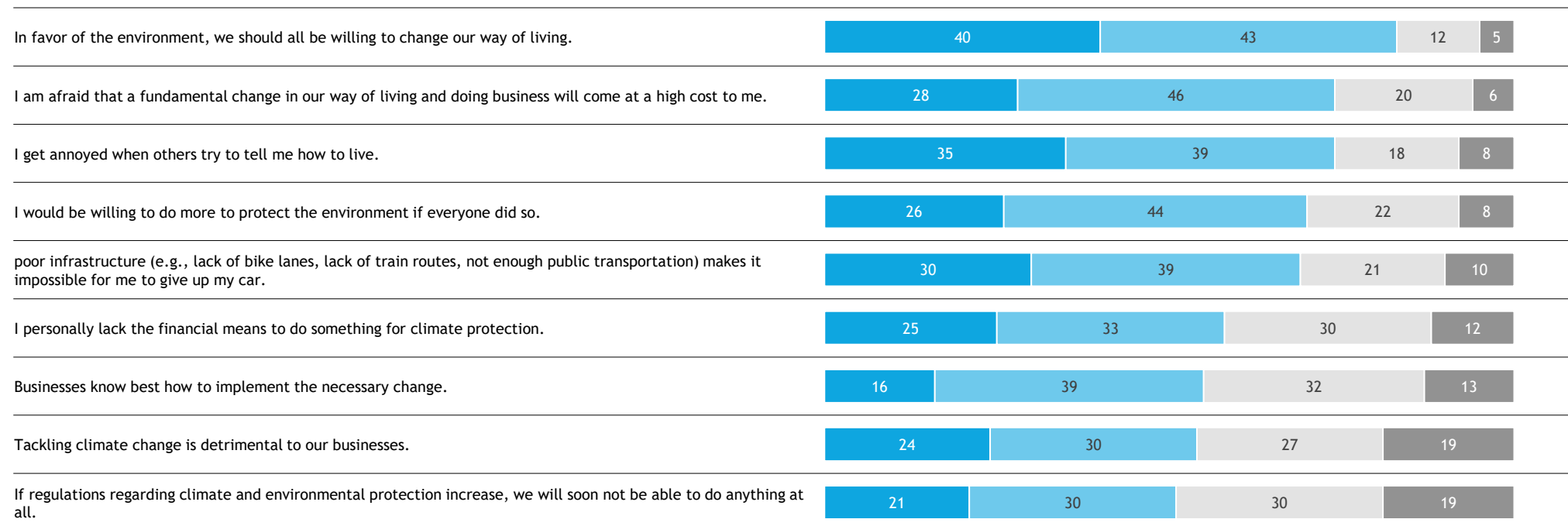
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<2.331 \$)	Medium 60-140% (2.331-5.440 \$)	High >140% (>5.440 \$)
To maintain a liveable environment for us and the generations that follow, all of us have to be actively involved and start changing the way we live.	47	45	45	50	46	51	40
I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially fair manner.	34	32	33	37	35	36	36
I commit myself to actively changing society.	30	26	27	35	30	34	29

Basis: 1,205 cases, total sample; figures in %.

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Barriers to climate and environmentally-conscious behavior (1).

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

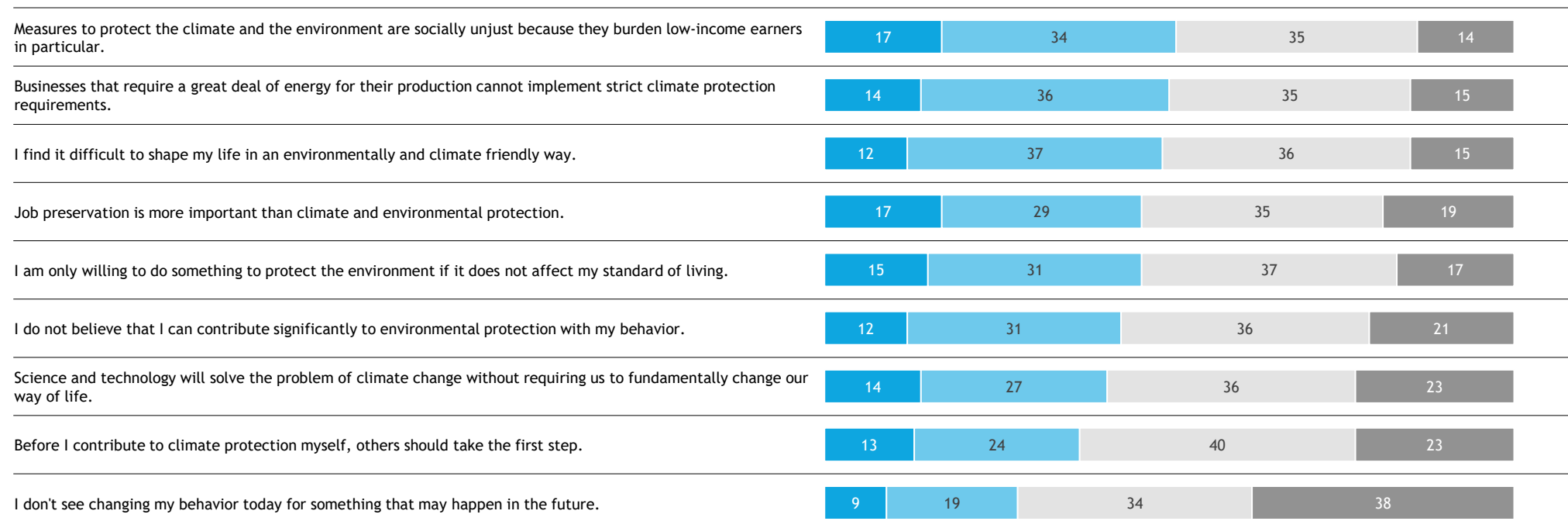


Basis: 1,205 cases, total sample; figures in %.

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

Barriers to climate and environmentally-conscious behavior (2).

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



Basis: 1,205 cases, total sample; figures in %.

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

Barriers to climate and environmentally-conscious behavior (1).

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

Response category: "Fully agree / Somewhat agree"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
In favor of the environment, we should all be willing to change our way of living.	83	84	99	87	92	82	66	77	68	92	93
I fear that a fundamental change in our way of living and doing business will come at a high cost.	74	75	39	74	69	78	86	73	83	80	66
I get annoyed when others try to tell me how to live.	74	72	51	68	54	71	86	74	86	81	77
I would be willing to do more to protect the environment if everyone did so.	70	65	74	78	72	75	68	56	60	83	77
poor infrastructure (e.g., lack of bike lanes, lack of train routes, not enough public transportation) makes it impossible for me to give up my car.	69	63	70	63	70	71	70	58	66	83	79
I personally lack the financial means to do something for climate protection.	58	48	38	61	54	63	67	58	72	55	62
Businesses know best how to implement the necessary change.	55	53	21	67	63	69	41	57	41	75	61
Tackling climate change is detrimental to our businesses.	54	49	19	57	50	69	52	62	56	66	58
If regulations regarding climate and environmental protection increase, we will soon not be able to do anything at all.	51	53	20	42	51	66	54	46	49	66	57

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Barriers to climate and environmentally-conscious behavior (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
Measures to protect the climate and the environment are socially unjust because they burden low-income earners in particular.	51	42	23	48	51	68	48	52	55	62	49
Businesses that require a great deal of energy for their production cannot implement strict climate protection requirements.	50	36	25	55	49	66	44	43	52	70	56
I find it difficult to shape my life in an environmentally and climate friendly way.	49	32	34	52	42	66	56	48	51	58	43
Job preservation is more important than climate and environmental protection.	46	39	9	42	42	70	59	46	47	56	47
I am only willing to do something to protect the environment if it does not affect my standard of living.	46	34	13	44	50	67	50	50	44	55	51
I do not believe that I can contribute significantly to environmental protection with my behavior.	43	26	18	37	26	60	56	46	57	47	43
Science and technology will solve the problem of climate change without requiring us to fundamentally change our way of life.	41	34	10	43	50	61	42	32	30	57	41
Before I contribute to climate protection myself, others should take the first step.	37	24	7	47	45	56	35	31	34	51	44
I don't see changing my behavior today for something that may happen in the future.	28	16	1	34	27	53	29	27	32	35	26

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Barriers to climate and environmentally-conscious behavior (1).

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

Response category: "Fully agree / Somewhat agree"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
In favor of the environment, we should all be willing to change our way of living.	83	80	86	85	89	88	78	73
I fear that a fundamental change in our way of living and doing business will come at a high cost.	74	74	74	75	76	74	73	70
I get annoyed when others try to tell me how to live.	74	75	72	74	72	73	74	74
I would be willing to do more to protect the environment if everyone did so.	70	73	68	79	77	71	63	59
poor infrastructure (e.g., lack of bike lanes, lack of train routes, not enough public transportation) makes it impossible for me to give up my car.	69	70	67	73	72	67	64	68
I personally lack the financial means to do something for climate protection.	58	56	60	68	60	56	52	51
Businesses know best how to implement the necessary change.	55	60	51	58	64	51	47	52
Tackling climate change is detrimental to our businesses.	54	56	54	59	63	56	44	47
If regulations regarding climate and environmental protection increase, we will soon not be able to do anything at all.	51	54	49	50	60	52	48	46

Basis: 1,205 cases, total sample; figures in %.

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Barriers to climate and environmentally-conscious behavior (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
Measures to protect the climate and the environment are socially unjust because they burden low-income earners in particular.	51	54	48	60	61	52	40	35
Businesses that require a great deal of energy for their production cannot implement strict climate protection requirements.	50	53	48	60	59	48	42	37
I find it difficult to shape my life in an environmentally and climate friendly way.	49	51	47	61	52	49	43	35
Job preservation is more important than climate and environmental protection.	46	53	41	48	55	46	45	37
I am only willing to do something to protect the environment if it does not affect my standard of living.	46	50	43	53	53	41	40	40
I do not believe that I can contribute significantly to environmental protection with my behavior.	43	47	38	53	44	40	38	36
Science and technology will solve the problem of climate change without requiring us to fundamentally change our way of life.	41	48	32	48	51	37	32	29
Before I contribute to climate protection myself, others should take the first step.	37	42	33	46	45	39	27	26
I don't see changing my behavior today for something that may happen in the future.	28	37	22	32	35	25	26	25

Basis: 1,205 cases, total sample; figures in %.

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Barriers to climate and environmentally-conscious behavior (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% (<2.331 \$)	Medium 60-140% (2.331-5.440 \$)	High >140% (>5.440 \$)
In favor of the environment, we should all be willing to change our way of living.	83	79	82	85	83	85	69
I fear that a fundamental change in our way of living and doing business will come at a high cost.	74	78	74	72	74	72	75
I get annoyed when others try to tell me how to live.	74	69	76	72	74	70	76
I would be willing to do more to protect the environment if everyone did so.	70	64	70	72	71	72	74
poor infrastructure (e.g., lack of bike lanes, lack of train routes, not enough public transportation) makes it impossible for me to give up my car.	69	57	66	74	68	70	79
I personally lack the financial means to do something for climate protection.	58	68	64	50	68	46	50
Businesses know best how to implement the necessary change.	55	56	51	58	53	58	52
Tackling climate change is detrimental to our businesses.	54	66	58	49	59	48	60
If regulations regarding climate and environmental protection increase, we will soon not be able to do anything at all.	51	49	50	52	52	51	43

Basis: 1,205 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
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Barriers to climate and environmentally-conscious behavior (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% (<2.331 \$)	Medium 60-140% (2.331-5.440 \$)	High >140% (>5.440 \$)
Measures to protect the climate and the environment are socially unjust because they burden low-income earners in particular.	51	57	51	49	53	47	43
Businesses that require a great deal of energy for their production cannot implement strict climate protection requirements.	50	53	48	51	51	48	45
I find it difficult to shape my life in an environmentally and climate friendly way.	49	54	50	47	51	45	70
Job preservation is more important than climate and environmental protection.	46	47	44	49	44	49	62
I am only willing to do something to protect the environment if it does not affect my standard of living.	46	52	45	46	45	46	60
I do not believe that I can contribute significantly to environmental protection with my behavior.	43	57	43	40	46	37	49
Science and technology will solve the problem of climate change without requiring us to fundamentally change our way of life.	41	41	34	46	39	42	41
Before I contribute to climate protection myself, others should take the first step.	37	39	34	41	35	40	52
I don't see changing my behavior today for something that may happen in the future.	28	37	28	28	31	26	38

Basis: 1,205 cases, total sample; figures in %.

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Barriers to climate and environmentally-conscious behavior (1).

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

Response category: "Fully agree"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
In favor of the environment, we should all be willing to change our lifestyle.	40	38	69	39	45	34	19	36	31	50	47
I get annoyed when others try to tell me how to live.	35	35	10	30	16	34	48	36	50	39	36
poor infrastructure (e.g., lack of bike lanes, lack of train routes, not enough public transportation) makes it impossible for me to give up my car.	30	22	32	23	25	30	42	23	34	40	25
I fear that a fundamental change in our way of living and doing business will come at a high cost.	28	24	8	26	27	28	39	26	39	32	18
I would be willing to do more to protect the environment if everyone did so.	26	24	25	30	27	31	15	20	14	46	35
I personally lack the financial means to do something for climate protection.	25	16	12	24	23	28	25	25	41	26	24
Tackling climate change is detrimental to our businesses.	24	22	13	26	22	27	19	25	22	34	25
If regulations regarding climate and environmental protection increase, we will soon not be able to do anything at all.	21	20	11	16	16	25	24	16	23	30	20
Job preservation is more important than climate and environmental protection.	17	11	2	11	23	29	16	14	22	26	15

Basis: 1,205 cases, total sample; figures in %.

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Barriers to climate and environmentally-conscious behavior (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
Measures to protect the climate and the environment are socially unjust because they burden low-income earners in particular.	17	14	6	16	21	23	17	15	15	23	14
Businesses know best how to implement the necessary change.	16	13	8	22	24	26	6	12	9	24	15
I am only willing to do something to protect the environment if it does not affect my standard of living.	15	8	3	17	19	22	11	8	17	24	17
Science and technology will solve the problem of climate change without requiring us to fundamentally change our way of life.	14	12	2	16	13	25	11	6	9	25	13
Businesses that require a great deal of energy for their production cannot implement strict climate protection requirements.	14	7	6	19	10	22	10	9	14	30	12
Before I contribute to climate protection myself, others should take the first step.	13	9	2	17	10	23	10	7	12	22	14
I do not believe that I can contribute significantly to environmental protection with my behavior.	12	6	5	7	10	16	21	6	16	20	3
I find it difficult to shape my life in an environmentally and climate friendly way.	12	4	4	13	10	20	13	12	17	19	10
I don't see changing my behavior today for something that may happen in the future.	9	3	1	15	11	16	7	7	10	17	5

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Barriers to climate and environmentally-conscious behavior (1).

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

Response category: "Fully agree"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
In favor of the environment, we should all be willing to change our lifestyle.	40	39	40	43	41	42	34	38
I get annoyed when others try to tell me how to live.	35	36	33	32	27	36	39	43
poor infrastructure (e.g., lack of bike lanes, lack of train routes, not enough public transportation) makes it impossible for me to give up my car.	30	30	29	35	26	30	28	31
I fear that a fundamental change in our way of living and doing business will come at a high cost.	28	29	27	28	30	25	27	28
I would be willing to do more to protect the environment if everyone did so.	26	30	22	35	28	30	18	17
I personally lack the financial means to do something for climate protection.	25	26	24	32	22	25	22	22
Tackling climate change is detrimental to our businesses.	24	25	23	26	29	23	20	18
If regulations regarding climate and environmental protection increase, we will soon not be able to do anything at all.	21	23	19	21	23	21	20	18
Job preservation is more important than climate and environmental protection.	17	23	12	17	23	18	16	13

Basis: 1,205 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Barriers to climate and environmentally-conscious behavior (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
Measures to protect the climate and the environment are socially unjust because they burden low-income earners in particular.	17	22	12	20	24	16	11	9
Businesses know best how to implement the necessary change.	16	21	10	20	22	15	9	11
I am only willing to do something to protect the environment if it does not affect my standard of living.	15	18	11	18	20	15	8	10
Science and technology will solve the problem of climate change without requiring us to fundamentally change our way of life.	14	18	9	14	26	12	8	7
Businesses that require a great deal of energy for their production cannot implement strict climate protection requirements.	14	16	12	22	15	14	8	10
Before I contribute to climate protection myself, others should take the first step.	13	16	10	20	16	12	7	7
I do not believe that I can contribute significantly to environmental protection with my behavior.	12	16	7	16	12	10	8	12
I find it difficult to shape my life in an environmentally and climate friendly way.	12	16	9	17	15	14	7	7
I don't see changing my behavior today for something that may happen in the future.	9	12	6	10	12	11	6	7

Basis: 1,205 cases, total sample; figures in %.

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Barriers to climate and environmentally-conscious behavior (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% (<2.331 \$)	Medium 60-140% (2.331-5.440 \$)	High >140% (>5.440 \$)
In favor of the environment, we should all be willing to change our lifestyle.	40	36	40	40	41	41	28
I get annoyed when others try to tell me how to live.	35	36	35	34	34	34	44
poor infrastructure (e.g., lack of bike lanes, lack of train routes, not enough public transportation) makes it impossible for me to give up my car.	30	20	30	32	30	30	41
I fear that a fundamental change in our way of living and doing business will come at a high cost.	28	29	26	29	29	26	34
I would be willing to do more to protect the environment if everyone did so.	26	24	25	28	27	27	17
I personally lack the financial means to do something for climate protection.	25	40	26	21	31	17	16
Tackling climate change is detrimental to our businesses.	24	28	24	22	24	23	38
If regulations regarding climate and environmental protection increase, we will soon not be able to do anything at all.	21	23	19	22	21	20	22
Job preservation is more important than climate and environmental protection.	17	21	14	20	18	17	26

Basis: 1,205 cases, total sample; figures in %.

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■ overrepresented ■ underrepresented

Barriers to climate and environmentally-conscious behavior (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"

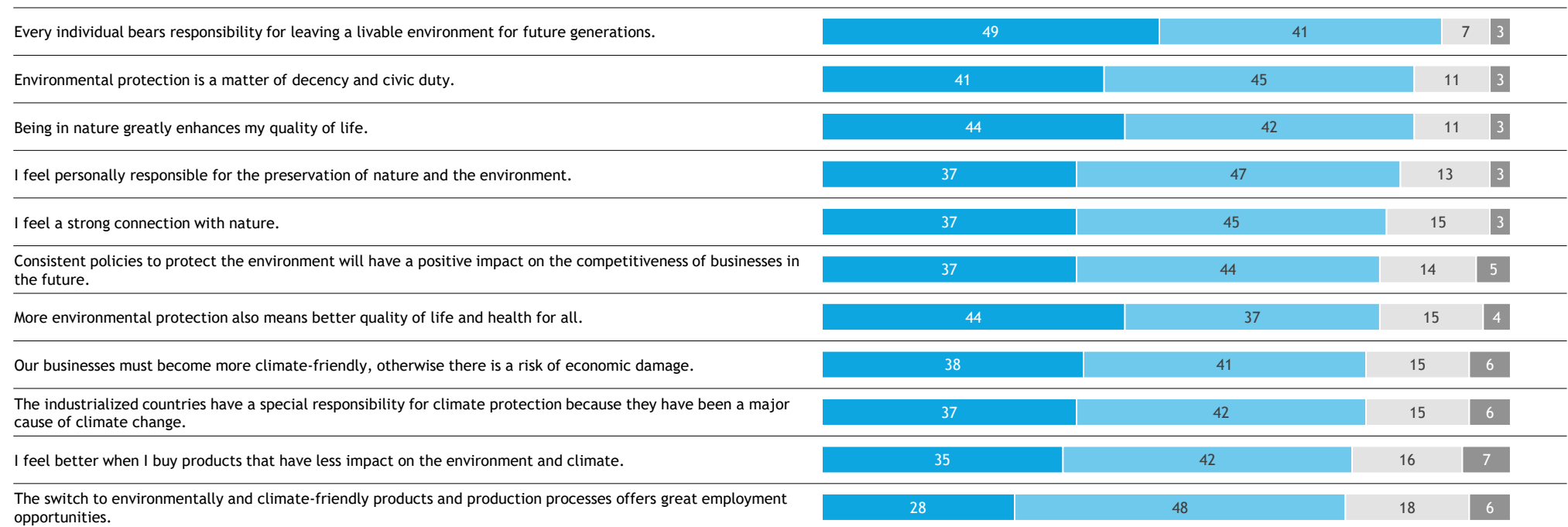
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<2.331 \$)	Medium 60-140% (2.331-5.440 \$)	High >140% (>5.440 \$)
Measures to protect the climate and the environment are socially unjust because they burden low-income earners in particular.	17	20	14	18	17	16	22
Businesses know best how to implement the necessary change.	16	14	13	18	14	19	16
I am only willing to do something to protect the environment if it does not affect my standard of living.	15	12	14	16	14	17	19
Science and technology will solve the problem of climate change without requiring us to fundamentally change our way of life.	14	10	10	18	13	14	24
Businesses that require a great deal of energy for their production cannot implement strict climate protection requirements.	14	19	12	15	14	16	12
Before I contribute to climate protection myself, others should take the first step.	13	15	11	14	14	12	22
I do not believe that I can contribute significantly to environmental protection with my behavior.	12	14	9	14	12	11	19
I find it difficult to shape my life in an environmentally and climate friendly way.	12	16	11	13	13	12	26
I don't see changing my behavior today for something that may happen in the future.	9	13	8	10	9	9	11

Basis: 1,205 cases, total sample; figures in %.

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Motivators of climate and environmentally-conscious behavior.

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



Basis: 1,205 cases, total sample; figures in %.

 Fully agree
  Somewhat disagree

 Somewhat agree
  Completely disagree

Motivators of climate and environmentally-conscious behavior.

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 livable environment for future generations.	90	92	95	90	90	90	87	88	81	96	96
Environmental protection is a matter of decency and civic duty.	86	93	100	78	91	85	79	82	74	91	88
Being in nature greatly enhances my quality of life.	86	92	87	85	89	82	85	83	80	92	91
I feel personally responsible for the preservation of nature and the environment.	84	88	98	84	90	80	76	81	74	90	84
I feel a strong connection with nature.	82	86	82	84	86	82	78	76	70	91	89
Consistent policies to protect the environment will have a positive impact on the competitiveness of businesses in the future.	81	82	97	84	91	86	59	74	67	92	88
More environmental protection also means better quality of life and health for all.	81	81	97	85	91	85	64	76	65	86	94
Our businesses must become more climate-friendly, otherwise there is a risk of economic damage.	79	76	99	80	88	86	64	70	65	87	88
The industrialized countries have a special responsibility for climate protection because they have been a major cause of climate change.	79	78	94	80	86	84	69	73	64	86	84
I feel better when I buy products that have less impact on the environment and climate.	77	76	91	82	90	81	59	79	62	87	83
The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.	76	74	97	78	82	78	58	71	56	91	85

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Motivators of climate and environmentally-conscious behavior.

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 livable environment for future generations.	90	88	92	92	88	90	89	92
Environmental protection is a matter of decency and civic duty.	86	85	86	85	90	87	84	83
Being in nature greatly enhances my quality of life.	86	88	85	84	89	85	87	88
I feel personally responsible for the preservation of nature and the environment.	84	84	84	80	86	84	85	86
I feel a strong connection with nature.	82	84	80	81	86	78	83	82
Consistent policies to protect the environment will have a positive impact on the competitiveness of businesses in the future.	81	80	82	87	84	84	75	73
More environmental protection also means better quality of life and health for all.	81	78	84	87	87	85	72	72
Our businesses must become more climate-friendly, otherwise there is a risk of economic damage.	79	75	83	84	86	82	71	71
The industrialized countries have a special responsibility for climate protection because they have been a major cause of climate change.	79	78	80	81	86	80	72	75
I feel better when I buy products that have less impact on the environment and climate.	77	75	79	78	86	80	72	71
The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.	76	77	74	83	81	77	68	69

Basis: 1,205 cases, total sample; figures in %.

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Motivators of climate and environmentally-conscious behavior.

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% (<2.331 \$)	Medium 60-140% (2.331-5.440 \$)	High >140% (>5.440 \$)
Every individual bears responsibility for leaving a livable environment for future generations.	90	86	89	92	90	91	83
Environmental protection is a matter of decency and civic duty.	86	79	84	88	85	87	76
Being in nature greatly enhances my quality of life.	86	80	85	89	85	89	86
I feel personally responsible for the preservation of nature and the environment.	84	78	83	86	83	88	75
I feel a strong connection with nature.	82	76	79	86	81	84	79
Consistent policies to protect the environment will have a positive impact on the competitiveness of businesses in the future.	81	73	81	82	79	84	67
More environmental protection also means better quality of life and health for all.	81	79	81	82	82	83	61
Our businesses must become more climate-friendly, otherwise there is a risk of economic damage.	79	76	77	82	80	80	61
The industrialized countries have a special responsibility for climate protection because they have been a major cause of climate change.	79	72	78	81	80	80	68
I feel better when I buy products that have less impact on the environment and climate.	77	71	76	81	79	78	68
The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.	76	67	74	79	75	78	72

Basis: 1,205 cases, total sample; figures in %.

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Motivators of climate and environmentally-conscious behavior.

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
Every individual bears responsibility for leaving a livable environment for future generations.	49	54	73	53	58	37	37	43	40	56	50
More environmental protection also means better quality of life and health for all.	44	39	71	55	57	38	27	29	35	48	58
Being in nature greatly enhances my quality of life.	44	41	55	49	48	36	40	39	36	61	46
Environmental protection is a matter of decency and civic duty.	41	38	78	46	38	34	28	27	31	48	49
Our businesses must become more climate-friendly, otherwise there is a risk of economic damage.	38	37	65	46	46	36	18	26	29	44	42
Consistent policies to protect the environment will have a positive impact on the competitiveness of businesses in the future.	37	32	62	45	41	35	20	26	28	46	41
I feel personally responsible for the preservation of nature and the environment.	37	37	60	46	43	29	21	36	24	49	38
The industrialized countries have a special responsibility for climate protection because they have been a major cause of climate change.	37	32	66	35	44	38	31	23	29	45	33
I feel a strong connection with nature.	37	38	48	36	47	39	27	31	26	49	40
I feel better when I buy products that have less impact on the environment and climate.	35	33	48	45	50	38	19	29	22	44	38
The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.	28	27	54	36	33	27	12	17	18	38	31

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Motivators of climate and environmentally-conscious behavior.

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
Every individual bears responsibility for leaving a livable environment for future generations.	49	46	52	48	46	52	49	52
More environmental protection also means better quality of life and health for all.	44	42	46	48	52	44	36	38
Being in nature greatly enhances my quality of life.	44	44	45	39	53	46	41	44
Environmental protection is a matter of decency and civic duty.	41	41	40	40	44	41	37	42
Our businesses must become more climate-friendly, otherwise there is a risk of economic damage.	38	38	37	48	38	39	26	35
Consistent policies to protect the environment will have a positive impact on the competitiveness of businesses in the future.	37	39	33	43	38	36	29	34
I feel personally responsible for the preservation of nature and the environment.	37	39	36	34	39	38	36	39
The industrialized countries have a special responsibility for climate protection because they have been a major cause of climate change.	37	38	35	38	42	38	32	34
I feel a strong connection with nature.	37	39	35	37	43	39	34	33
I feel better when I buy products that have less impact on the environment and climate.	35	33	37	34	47	37	30	28
The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.	28	30	26	32	31	31	19	26

Basis: 1,205 cases, total sample; figures in %.

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Motivators of climate and environmentally-conscious behavior.

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% (<2.331 \$)	Medium 60-140% (2.331-5.440 \$)	High >140% (>5.440 \$)
Every individual bears responsibility for leaving a livable environment for future generations.	49	42	49	51	49	51	40
More environmental protection also means better quality of life and health for all.	44	42	42	47	45	45	36
Being in nature greatly enhances my quality of life.	44	34	40	51	43	49	38
Environmental protection is a matter of decency and civic duty.	41	33	40	43	39	44	37
Our businesses must become more climate-friendly, otherwise there is a risk of economic damage.	38	33	39	38	38	39	30
Consistent policies to protect the environment will have a positive impact on the competitiveness of businesses in the future.	37	32	35	39	35	40	33
I feel personally responsible for the preservation of nature and the environment.	37	31	34	42	36	41	29
The industrialized countries have a special responsibility for climate protection because they have been a major cause of climate change.	37	25	35	41	34	40	41
I feel a strong connection with nature.	37	30	34	42	37	40	27
I feel better when I buy products that have less impact on the environment and climate.	35	22	35	39	34	38	29
The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.	28	19	28	31	26	32	20

Basis: 1,205 cases, total sample; figures in %.

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4

Changing our way of living and doing
business

Main findings

Changing our way of living and doing business

Assessment of the need for change

- When asked whether fundamental change is needed in our businesses and lifestyles in the USA, a over 80% of respondents answered "Yes, definitely" (45%) or "rather yes" (36%). This contrasts with 15% who do not (tend to) believe that fundamental change is necessary. A further 4% answered "I don't know"

Attribution of responsibility - Which actors are doing too little?

- 57% of respondents say political parties are doing (way) too little to address climate change. Likewise, 57% think that businesses are doing (much) too little. Furthermore, 55% see more responsibility on the part of the government, 54% would like to see more responsibility on the part of local citizens, and 53% think local governments (e.g., municipality/city) should do more. 45% think that the unions are doing (way) too little.
- Non-governmental organizations are less likely to be expected to increase their efforts (33%). The scientific community is seen as having the least responsibility (Way too little/too little: 29%).

Main findings

Changing our way of living and doing business

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

- When it comes to addressing the climate and environmental crisis, the federal government is by far the most frequently ranked of the three most influential actors (54%). Businesses come in second (39%), and local citizens third (37%).
- The scientific community is attributed an influential role by 32%, and local governments at the place of residence by 31%. Political parties (22%), NGOs (16%) and trade unions (7%) are seen as less influential.

Attitudes towards policies

- 80% believe that politicians should be more concerned with a socially just design of the change in our way of living and doing business (highest level of agreement "Fully agree": 40%). In addition, 79% are in favor of providing more financial support to people on low incomes if the cost of electricity and heating or mobility increases due to climate protection measures (highest level of agreement: 41%). At the same time, 71% feel uneasy at the idea of a fundamental change in their way of living and doing business.
- 69% think that low-income, indigenous, racialised or other minorities should not be more affected by environmental impacts than other populations (highest level of agreement: 34%).

Main findings

Changing our way of living and doing business

- 80% are in favor of support programs that help businesses switch to climate-friendly production processes and products (highest approval rating: 36%). 75% believe that businesses need clear guidelines from the state in order to become climate-neutral (highest approval rating: 28%). 75% say that politicians should exert much more pressure on businesses to achieve climate-friendly production methods (highest approval rating: 36%). In addition, 59% believe that politicians follow the guidelines of industry and businesses too closely (highest level of agreement: 24%).
- 86% support a more consistent switch to renewable energy (highest approval rating: 41%). At the same time, 77% believe that strict and consistent laws are needed above all to preserve an environment worth living in for us and future generations (highest approval rating: 33%). However, 69% say that there are already enough requirements for a fundamental change in our way of living and doing business - if these were implemented, we would be on the right track (highest approval rating: 21%).
- 79% believe that structural change measures should be enforced even if jobs are lost as a result (highest level of agreement: 30%). 73%, meanwhile, say that jobs affected by structural change should be preserved for as long as possible if there are no suitable alternatives (highest level of approval: 23%).

Main findings

Changing our way of living and doing business

Assessment of measures in nature, environmental and climate protection

- **Mobility**: 82% are in favor of expanding the transport network and the frequency of local public transport (highest level of support "I fully support": 35%). 81% of respondents are in favor of reducing the price of local public transport (highest approval rating: 39%). More charging stations for electric or hybrid vehicles are supported by 79% (highest approval rating: 40%), the promotion of electric vehicles by 70% (highest approval rating: 33%), a climate tax on airline tickets by 53% (highest approval rating: 21%) and the introduction of a car toll (so that someone who drives a lot also has to pay more) by 44% (highest approval rating: 16%).
- **Energy**: 81% are in favor of membership in a cooperative as a way to advance climate change protection (highest approval rating: 31%). 80% of respondents are in favor of building more wind turbines (highest approval rating: 42%) and 78% are in favor of mandatory solar for public buildings and new private buildings (highest approval rating: 39%).
- **Technology/innovations/businesses**: 85% are in favor of labeling climate-friendly products (highest level of agreement: 41%). 84% of respondents are in favor of providing more support for the development of climate-friendly products and technologies (highest approval rating: 44%). Reducing subsidies that are harmful to the climate is supported by 72% (highest approval rating: 31%) and making products that are harmful to the climate more expensive by 59% (highest approval rating: 24%).

Main findings

Changing our way of living and doing business

- **Education**: 86% support an improvement in school education in the area of environmental and climate protection (highest approval rating: 46%). 80% support training or further training (or retraining) for employees who work in jobs that will no longer be needed in the future (highest approval rating: 38%).
- **Housing**: 84% approve of financial support for cost-efficient heating and thermal systems (e.g. heat pump) (highest approval rating: 40%). 81% support state subsidies for the renovation of buildings for thermal insulation (highest approval rating: 35%). 79% support government subsidies for private households if they use renewable energy (highest approval rating: 36%), and 73% approve of statutory regulations on the energy efficiency of electrical household appliances (highest approval rating: 31%).

Attitudes towards the energy and heat transition

- 88% of the respondents share the opinion that employees affected by the conversion of electricity and heat supply to renewable energy (e.g. job loss) should be supported in retraining to alternative jobs (highest level of agreement "Fully agree": 47%). Furthermore, 81% think that the affected employees should be supported financially (compensation payments, severance payments, etc.) (highest level of agreement: 39%).

Main findings

Changing our way of living and doing business

- 82% of respondents agree that the development of energy communities should be supported by the government (highest level of agreement: 36%). In addition, 80% believe that private households wishing to use renewable energy (e.g. solar power, solar heating or heat pumps) should be financially supported (highest level of agreement: 40%).
- According to 80% of the respondents, regions and municipalities affected by the conversion of electricity and heat supply to renewable energy (e.g. coal mining, natural gas, oil regions) should receive financial support (highest level of agreement: 37%). In addition, 86% believe new industries should be actively located in the affected regions and municipalities (highest level of agreement: 37%).
- 87% of respondents believe that citizens should participate in public and political life (e.g., citizen forums, planning advisory boards) to help shape the community (highest level of agreement: 42%).
- 63% of respondents can imagine taking an active role in shaping their community's energy supply, with 25% saying they could "definitely" imagine doing so. Asked whether they could imagine generating their own energy, 9% say they already do, 43% say they "definitely" can imagine it and 23% say they "rather" can imagine it.

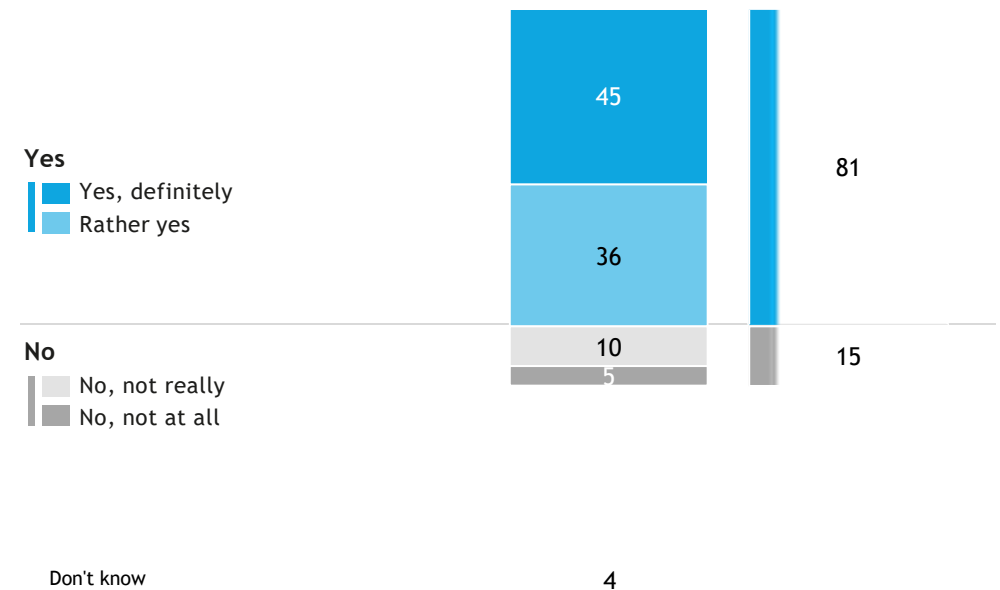
Main findings

Changing our way of living and doing business

- 55% would approve of the construction of a solar park in their community if the profits it generates benefit the community. Another 34% would accept it. 11% would oppose it. Building a wind park in their community would be "fine" by 47% (if the profits it generates benefit the community). Another 38% would accept it. 15% oppose it.
- For the fight against climate change, it is necessary to heat differently in the coming years. 59% of respondents believe this should be done via more public subsidies for climate-neutral technologies and heating replacement. In contrast, 9% support bans and 10% support higher prices for oil, gas and coal. The remaining 22% of respondents, are not in favor of any of the options mentioned.
- When asked whether renewable energy has become more important since the outbreak of the Russia-Ukraine conflict, 27% answered "yes, renewable energy has become more important" A further 25% answered "rather yes" In contrast, 32% answered with "rather no" and 16% with "no, renewable energy has not become more important."

Assessment of the need for change

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



Basis: 1,205 cases, total sample; figures in %.





Assessment of the need for change

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
YES	81	81	95	84	88	87	70	72	67	87	90
Yes, definitely	45	38	61	58	39	48	30	37	30	54	62
Rather yes	36	42	34	25	49	39	40	35	37	33	28
NO	15	15	3	14	9	11	26	22	25	10	8
No, not really	10	12	3	12	6	8	12	17	12	8	7
No, not at all	5	3	-	2	4	3	14	4	14	2	1
Don't know	4	4	2	3	2	2	5	6	8	3	2

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 strongly overrepresented
 overrepresented
 strongly underrepresented
 underrepresented

Assessment of the need for change

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

		Gender		Age (years)				
	Total	Male	Female	18-29	30-39	40-49	50-59	60-69
YES	81	80	82	90	90	84	70	68
Yes, definitely	45	45	44	52	54	47	34	35
Rather yes	36	36	38	38	36	37	36	33
NO	15	17	13	8	8	11	25	27
No, not really	10	10	10	6	5	8	16	16
No, not at all	5	7	3	1	3	2	9	11
Don't know	4	2	5	3	2	5	5	5

Basis: 1,205 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Assessment of the need for change

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

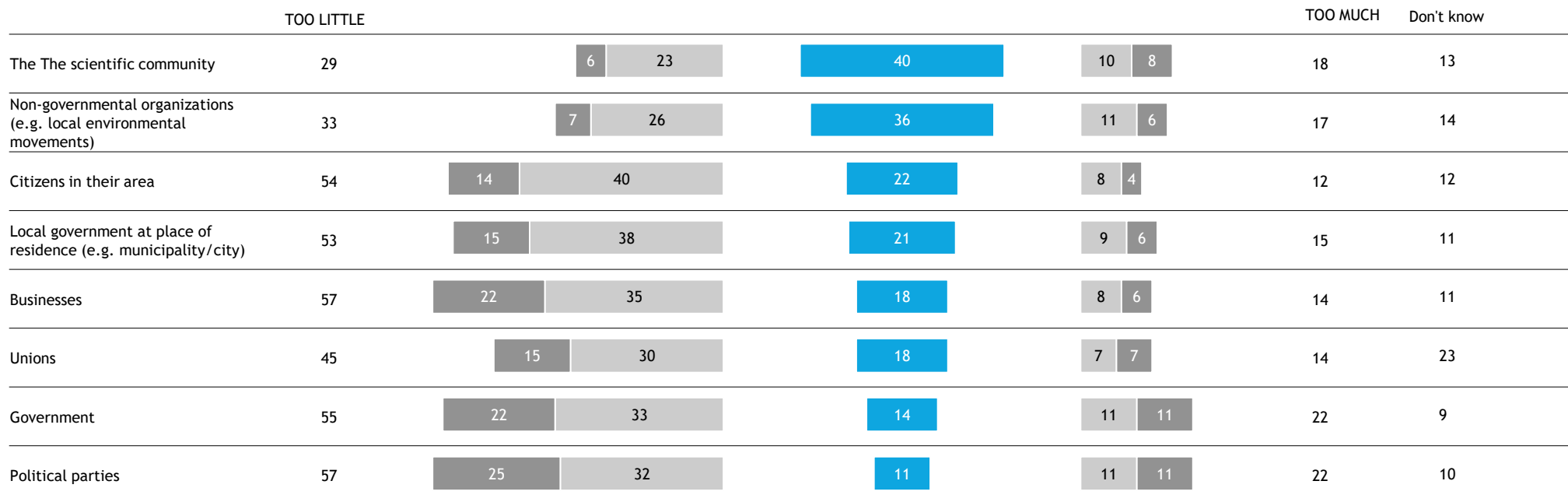
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<2.331 \$)	Medium 60-140% (2.331-5.440 \$)	High >140% (>5.440 \$)
YES	81	78	82	81	84	80	78
Yes, definitely	45	41	44	46	46	45	47
Rather yes	36	37	38	35	38	34	32
NO	15	15	14	16	12	19	17
No, not really	10	10	9	11	8	12	13
No, not at all	5	6	5	5	4	6	4
Don't know	4	7	4	3	4	2	4

Basis: 1,205 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attribution of responsibility

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



Basis: 1,205 cases, total sample; figures in %.

Way too little
 Just right
 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	14	10	-	18	15	26	14	9	14	22	11
Just right	18	22	6	18	19	23	18	22	12	19	16
Too little/way too little	57	56	86	55	60	44	57	54	52	53	66
Local government at place of residence (e.g. municipality/city)											
Way too much/too much	15	14	-	13	15	24	16	13	22	18	11
Just right	21	29	14	27	28	24	20	24	9	21	17
Too little/way too little	53	47	78	51	53	46	52	49	45	55	65
Government											
Way too much/too much	22	26	2	15	21	29	33	24	25	22	11
Just right	14	17	5	27	18	16	9	13	5	18	11
Too little/way too little	55	48	88	51	55	47	47	47	51	53	73

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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
Citizens in their area											
Way too much/too much	12	7	1	16	19	26	6	8	9	18	11
Just right	22	25	10	28	23	26	26	20	18	20	26
Too little/way too little	54	57	78	47	54	38	56	60	49	54	57
Trade unions											
Way too much/too much	14	14	1	11	13	25	13	12	16	17	14
Just right	18	19	6	22	28	20	14	19	9	25	18
Too little/way too little	45	42	64	48	43	41	44	36	37	42	52
Political parties											
Way too much/too much	22	24	2	20	18	33	31	26	23	24	8
Just right	11	12	3	17	16	16	8	5	4	14	13
Too little/way too little	57	53	90	57	63	46	51	50	50	57	74

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Attribution of responsibility (3)

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Non-governmental organizations (e.g. local environmental movements)											
Way too much/too much	17	15	3	18	23	26	20	14	19	22	13
Just right	36	37	43	41	40	35	32	32	31	30	37
Too little/way too little	33	34	39	30	27	31	31	32	19	41	44
The scientific community											
Way too much/too much	18	20	-	22	19	28	19	19	19	18	10
Just right	40	35	56	46	49	40	43	31	27	41	46
Too little/way too little	29	29	32	23	24	22	27	31	28	33	38

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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	14	19	10	20	18	11	10	10
Just right	18	21	15	13	18	23	17	18
Too little/way too little	57	54	60	56	55	57	60	60
Local government at place of residence (e.g. municipality/city)								
Way too much/too much	15	21	10	17	16	14	13	15
Just right	21	24	19	22	21	23	19	19
Too little/way too little	53	49	57	53	56	49	54	55
Government								
Way too much/too much	22	29	15	19	23	21	20	26
Just right	14	14	14	16	16	13	15	8
Too little/way too little	55	52	57	56	54	56	52	57

strongly overrepresented
 strongly underrepresented
 overrepresented
 underrepresented

Basis: 1,205 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
Citizens in their area								
Way too much/too much	12	17	7	18	18	10	6	5
Just right	22	22	22	22	22	25	19	23
Too little/way too little	54	52	57	49	52	55	59	58
Trade unions								
Way too much/too much	14	18	11	16	19	13	8	13
Just right	18	23	13	22	19	20	15	11
Too little/way too little	45	43	44	41	45	44	46	47
Political parties								
Way too much/too much	22	29	16	20	22	20	21	27
Just right	11	13	9	13	13	12	10	4
Too little/way too little	57	53	62	58	57	59	56	60

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Basis: 1,205 cases, total sample; figures in %.

Attribution of responsibility (3)

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

		Gender		Age (years)				
	Total	Male	Female	18-29	30-39	40-49	50-59	60-69
Non-governmental organizations (e.g. local environmental movements)								
Way too much/too much	17	24	12	20	20	14	14	18
Just right	36	36	35	37	38	33	34	35
Too little/way too little	33	31	34	29	31	36	36	32
The scientific community								
Way too much/too much	18	23	13	20	27	16	12	15
Just right	40	42	38	44	36	40	42	40
Too little/way too little	29	26	31	24	27	29	33	33

Basis: 1,205 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attribution of responsibility (1)

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

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<2.331 \$)	Medium 60-140% (2.331-5.440 \$)	High >140% (>5.440 \$)
Businesses							
Way too much/too much	14	17	10	18	12	16	28
Just right	18	10	16	21	16	20	16
Too little/way too little	57	49	61	56	60	57	47
Local government at place of residence (e.g. municipality/city)							
Way too much/too much	15	13	13	18	14	18	16
Just right	21	9	20	25	19	23	32
Too little/way too little	53	56	55	51	57	52	38
Government							
Way too much/too much	22	17	17	27	19	26	27
Just right	14	13	12	16	13	16	16
Too little/way too little	55	47	60	52	59	52	44

Basis: 1,205 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% (<2.331 \$)	Medium 60-140% (2.331-5.440 \$)	High >140% (>5.440 \$)
Citizens in their area							
Way too much/too much	12	7	9	16	11	14	13
Just right	22	22	20	25	21	24	21
Too little/way too little	54	44	57	54	56	54	48
Trade unions							
Way too much/too much	14	18	10	17	13	16	19
Just right	18	8	16	21	17	22	11
Too little/way too little	45	35	46	45	46	45	34
Political parties							
Way too much/too much	22	18	19	25	19	24	35
Just right	11	8	9	13	12	10	10
Too little/way too little	57	50	61	56	59	59	47

Basis: 1,205 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attribution of responsibility (3)

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

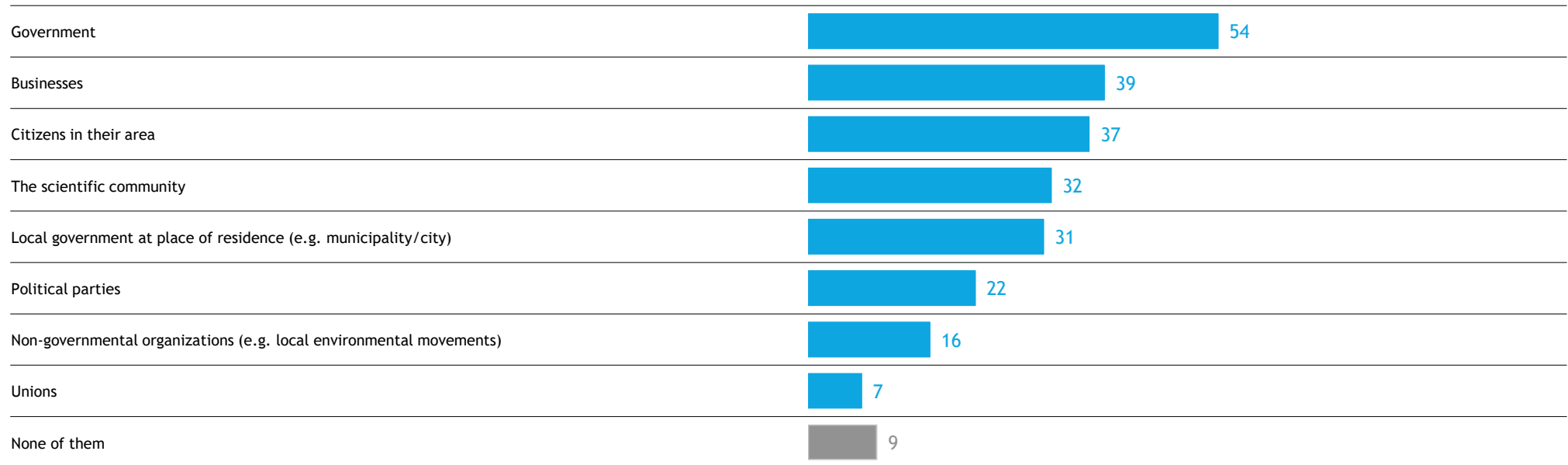
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<2.331 \$)	Medium 60-140% (2.331-5.440 \$)	High >140% (>5.440 \$)
Non-governmental organizations (e.g. local environmental movements)							
Way too much/too much	17	18	13	22	17	18	17
Just right	36	29	34	38	33	41	38
Too little/way too little	33	24	35	32	36	31	26
The scientific community							
Way too much/too much	18	13	16	22	17	19	24
Just right	40	32	39	44	39	45	23
Too little/way too little	29	26	30	28	31	27	42

Basis: 1,205 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attribution of responsibility

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



Basis: 1,205 cases, total sample; figures in %.

Attribution of responsibility

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Government	54	48	82	51	54	57	49	43	49	53	59
Businesses	39	37	60	32	44	38	44	35	32	38	33
Citizens in their area	37	43	28	39	44	31	37	44	33	36	37
The scientific community	32	35	35	36	28	35	32	24	26	31	39
Local government at place of residence (e.g. municipality/city)	31	35	32	27	33	22	32	28	27	40	37
Political parties	22	18	22	30	26	24	16	11	20	31	25
Non-governmental organizations (e.g. local environmental movements)	16	16	8	19	22	15	18	14	14	16	20
Unions	7	4	2	10	5	14	4	4	4	8	12
None of them	9	8	1	7	3	8	7	15	20	6	5

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Attribution of responsibility

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Government	54	55	52	56	56	58	47	50
Businesses	39	42	35	36	38	36	40	46
Citizens in their area	37	37	37	38	34	41	38	34
The scientific community	32	35	29	34	35	28	30	32
Local government at place of residence (e.g. municipality/city)	31	27	36	32	30	35	30	29
Political parties	22	23	21	28	21	28	14	18
Non-governmental organizations (e.g. local environmental movements)	16	14	18	15	22	13	15	14
Unions	7	8	5	9	11	5	4	5
None of them	9	8	9	6	7	7	12	13

Basis: 1,205 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attribution of responsibility

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

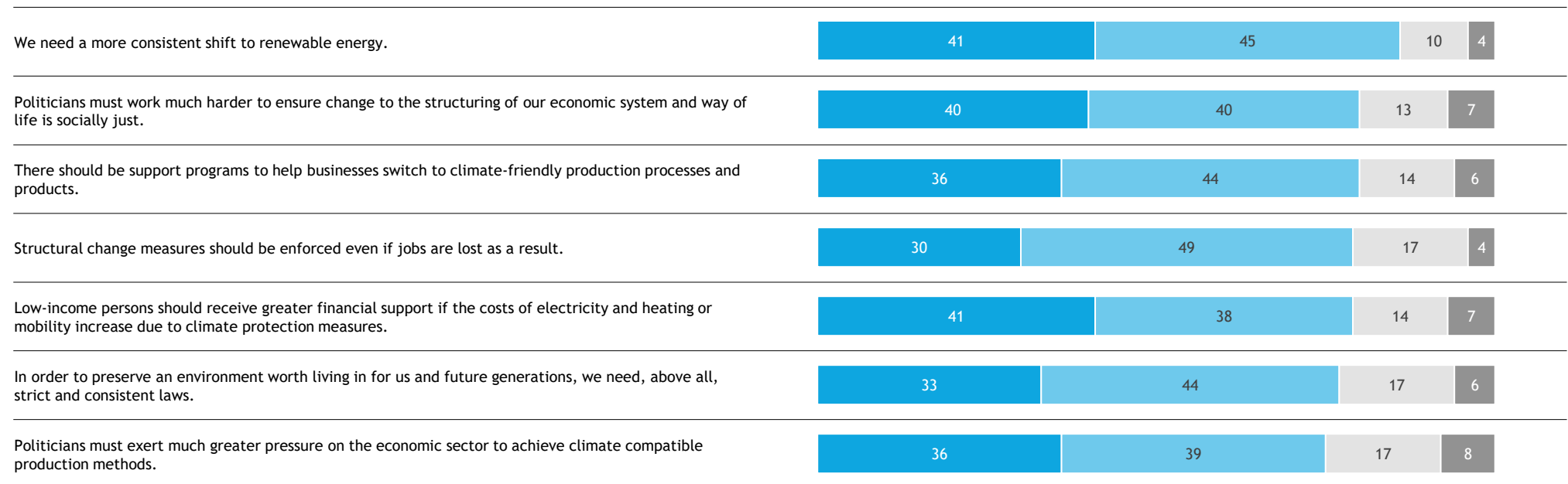
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<2.331 \$)	Medium 60-140% (2.331-5.440 \$)	High >140% (>5.440 \$)
Government	54	47	55	54	53	56	53
Businesses	39	34	34	45	38	42	46
Citizens in their area	37	38	36	38	37	38	22
The scientific community	32	23	32	34	34	32	25
Local government at place of residence (e.g. municipality/city)	31	26	31	32	29	32	43
Political parties	22	26	23	20	24	22	10
Non-governmental organizations (e.g. local environmental movements)	16	15	16	16	17	15	22
Unions	7	6	6	8	8	6	-
None of them	9	12	11	6	8	6	8

Basis: 1,205 cases, total sample; figures in %.

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■ overrepresented ■ underrepresented

Attitudes towards policies (1)

To what extent do you agree with the following statements?

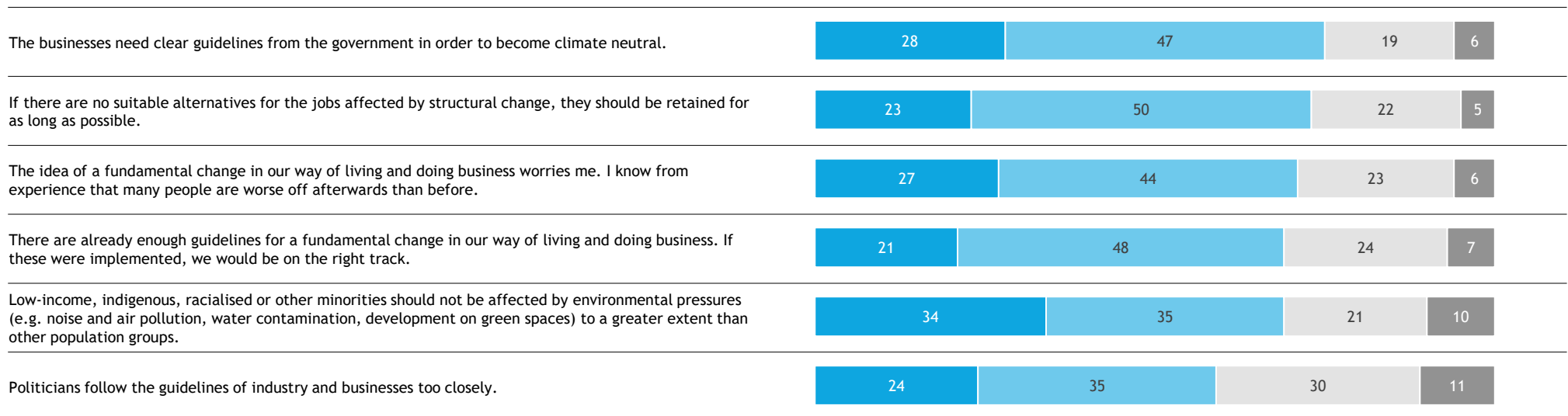


Basis: 1,205 cases, total sample; figures in %.

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

Attitudes towards policies (2)

To what extent do you agree with the following statements?



Basis: 1,205 cases, total sample; figures in %.

■ Fully agree ■ Somewhat disagree
■ 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.	86	85	93	84	93	83	82	84	84	94	89
Politicians must work much harder to ensure change to the structuring of our economic system and way of life is socially just.	80	80	96	82	85	81	62	69	69	90	93
There should be support programs to help businesses switch to climate-friendly production processes and products.	80	79	90	78	86	85	64	75	70	90	92
Structural change measures should be enforced even if jobs are lost as a result.	79	78	87	83	81	82	68	72	73	91	83
Low-income persons should receive greater financial support if the costs of electricity and heating or mobility increase due to climate protection measures.	79	69	86	79	81	87	61	75	81	82	85
In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.	77	76	92	81	90	82	60	63	62	90	87
Politicians must exert much greater pressure on the economic sector to achieve climate compatible production methods.	75	68	97	74	86	79	59	60	64	87	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
The businesses need clear guidelines from the government in order to become climate neutral.	75	68	88	79	88	78	53	70	62	91	84
If there are no suitable alternatives for the jobs affected by structural change, they should be retained for as long as possible.	73	73	47	75	72	75	69	80	72	87	76
The idea of a fundamental change in our way of living and doing business worries me. I know from experience that many people are worse off afterwards than before.	71	67	30	67	72	79	80	73	78	79	74
There are already enough guidelines for a fundamental change in our way of living and doing business. If these were implemented, we would be on the right track.	69	67	66	72	79	74	59	63	60	84	75
Low-income, indigenous, racialised or other minorities should not be affected by environmental pressures (e.g. noise and air pollution, water contamination, development on green spaces) to a greater extent than other population groups.	69	61	81	67	69	79	61	61	62	76	68
Politicians follow the guidelines of industry and businesses too closely.	59	48	71	56	63	66	56	50	53	67	64

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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.	86	86	87	85	90	90	87	83
Politicians must work much harder to ensure change to the structuring of our economic system and way of life is socially just.	80	79	80	86	85	82	75	69
There should be support programs to help businesses switch to climate-friendly production processes and products.	80	79	81	82	85	88	74	70
Structural change measures should be enforced even if jobs are lost as a result.	79	78	81	81	83	85	77	71
Low-income persons should receive greater financial support if the costs of electricity and heating or mobility increase due to climate protection measures.	79	76	80	86	85	84	69	63
In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.	77	76	77	84	84	75	71	68
Politicians must exert much greater pressure on the economic sector to achieve climate compatible production methods.	75	75	74	80	80	79	68	65

Basis: 1,205 cases, total sample; figures in %.

■ strongly overrepresented
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Attitudes towards policies (2)

To what extent do you agree with the following statements?

Response category: "Fully agree / Somewhat agree"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
The businesses need clear guidelines from the government in order to become climate neutral.	75	75	74	78	81	74	68	72
If there are no suitable alternatives for the jobs affected by structural change, they should be retained for as long as possible.	73	72	75	71	83	77	70	62
The idea of a fundamental change in our way of living and doing business worries me. I know from experience that many people are worse off afterwards than before.	71	70	71	69	76	68	73	68
There are already enough guidelines for a fundamental change in our way of living and doing business. If these were implemented, we would be on the right track.	69	69	70	75	74	71	62	62
Low-income, indigenous, racialised or other minorities should not be affected by environmental pressures (e.g. noise and air pollution, water contamination, development on green spaces) to a greater extent than other population groups.	69	67	68	75	68	70	64	63
Politicians follow the guidelines of industry and businesses too closely.	59	62	56	62	60	59	59	54

Basis: 1,205 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% (<2.331 \$)	Medium 60-140% (2.331-5.440 \$)	High >140% (>5.440 \$)
We need a more consistent shift to renewable energy.	86	80	86	89	87	88	89
Politicians must work much harder to ensure change to the structuring of our economic system and way of life is socially just.	80	79	80	80	82	77	78
There should be support programs to help businesses switch to climate-friendly production processes and products.	80	79	79	81	80	81	78
Structural change measures should be enforced even if jobs are lost as a result.	79	82	79	80	80	81	67
Low-income persons should receive greater financial support if the costs of electricity and heating or mobility increase due to climate protection measures.	79	83	81	75	82	74	76
In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.	77	74	75	79	77	80	68
Politicians must exert much greater pressure on the economic sector to achieve climate compatible production methods.	75	74	75	76	76	75	71

Basis: 1,205 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% (<2.331 \$)	Medium 60-140% (2.331-5.440 \$)	High >140% (>5.440 \$)
The businesses need clear guidelines from the government in order to become climate neutral.	75	74	72	78	74	78	67
If there are no suitable alternatives for the jobs affected by structural change, they should be retained for as long as possible.	73	76	72	74	74	71	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.	71	80	69	71	72	69	76
There are already enough guidelines for a fundamental change in our way of living and doing business. If these were implemented, we would be on the right track.	69	71	68	70	70	70	65
Low-income, indigenous, racialised or other minorities should not be affected by environmental pressures (e.g. noise and air pollution, water contamination, development on green spaces) to a greater extent than other population groups.	69	64	66	72	70	67	73
Politicians follow the guidelines of industry and businesses too closely.	59	60	57	61	60	59	69

Basis: 1,205 cases, total sample; figures in %.

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Attitudes towards policies (1)

To what extent do you agree with the following statements?

Response category: "Fully agree"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
We need a more consistent shift to renewable energy.	41	32	44	50	42	40	32	34	35	54	48
Low-income persons should receive greater financial support if the costs of electricity and heating or mobility increase due to climate protection measures.	41	27	52	41	43	38	28	35	49	46	56
Politicians must work much harder to ensure change to the structuring of our economic system and way of life is socially just.	40	33	54	51	45	34	28	28	31	49	53
Politicians would have to exert much stronger pressure on businesses to achieve a climate-compatible production methods.	36	30	55	36	36	35	22	29	29	48	47
There should be subsidy programs to support businesses in switching to climate-friendly production processes and products.	36	30	44	38	44	35	26	28	29	49	41
Low-income, indigenous, racialised or other minorities should not be affected by environmental pressures (e.g. noise and air pollution, water contamination, development on green spaces) to a greater extent than other population groups.	34	22	49	36	44	40	23	24	31	38	38
In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.	33	29	45	33	35	34	21	28	24	44	42

Basis: 1,205 cases, total sample; figures in %.

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strongly overrepresented
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Attitudes towards policies (2)

To what extent do you agree with the following statements?

Response category: "Fully agree"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Structural change measures should be enforced even if they result in the loss of jobs. jobs are lost.	30	28	31	32	28	33	18	24	29	42	33
The businesses need clear guidelines from the government in order to become climate neutral.	28	25	37	36	28	32	19	19	15	42	31
The idea of a fundamental change in our way of living and doing business worries me. I know from experience that many people will be worse off than before. before.	27	24	9	21	21	30	35	29	34	34	25
Politicians follow the guidelines of industry and businesses too closely.	24	18	29	23	26	31	20	16	25	31	22
If there are no suitable alternatives for the jobs affected by structural change, they should be retained for as long as possible.	23	21	8	23	30	31	23	18	19	34	24
There are already enough guidelines for a fundamental change in our way of living and doing business. If these were implemented, we would be on the right track.	21	11	15	27	34	29	6	18	13	41	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
We need a more consistent shift to renewable energy.	41	43	38	42	45	43	33	40
Low-income persons should receive greater financial support if the costs of electricity and heating or mobility increase due to climate protection measures.	41	39	41	50	46	46	29	30
Politicians must work much harder to ensure change to the structuring of our economic system and way of life is socially just.	40	40	38	44	46	39	30	34
Politicians must exert much greater pressure on the economic sector to achieve climate compatible production methods.	36	36	35	42	37	36	31	30
There should be subsidy programs to support businesses in switching to climate-friendly production processes and products.	36	35	36	44	38	40	28	27
Low-income, indigenous, racialised or other minorities should not be affected by environmental pressures (e.g. noise and air pollution, water contamination, development on green spaces) to a greater extent than other population groups.	34	31	34	40	36	36	23	31
In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.	33	35	30	40	35	32	24	32

Basis: 1,205 cases, total sample; figures in %.

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Attitudes towards policies (2)

To what extent do you agree with the following statements?

Response category: "Fully agree"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Structural change measures should be enforced even if they result in the loss of jobs. jobs are lost.	30	32	27	35	35	31	23	22
The businesses need clear guidelines from the government in order to become climate neutral.	28	30	25	31	34	30	19	25
The idea of a fundamental change in our way of living and doing business worries me. I know from experience that many people will be worse off than before.	27	29	25	26	32	25	26	26
Politicians follow the guidelines of industry and businesses too closely.	24	27	20	23	26	30	22	21
If there are no suitable alternatives for the jobs affected by structural change, they should be retained for as long as possible.	23	27	20	23	30	24	19	19
There are already enough guidelines for a fundamental change in our way of living and doing business. If these were implemented, we would be on the right track.	21	23	18	26	28	20	14	14

Basis: 1,205 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% (<2.331 \$)	Medium 60-140% (2.331-5.440 \$)	High >140% (>5.440 \$)
We need a more consistent shift to renewable energy.	41	32	40	43	39	46	35
Low-income persons should receive greater financial support if the costs of electricity and heating or mobility increase due to climate protection measures.	41	43	44	37	46	34	42
Politicians must work much harder to ensure change to the structuring of our economic system and way of life is socially just.	40	33	42	38	40	40	30
Politicians must exert much greater pressure on the economic sector to achieve climate compatible production methods.	36	24	36	38	36	38	29
There should be subsidy programs to support businesses in switching to climate-friendly production processes and products.	36	33	34	37	36	36	35
Low-income, indigenous, racialised or other minorities should not be affected by environmental pressures (e.g. noise and air pollution, water contamination, development on green spaces) to a greater extent than other population groups.	34	32	34	33	38	30	29
In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.	33	33	33	33	32	36	41

Basis: 1,205 cases, total sample; figures in %.

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Attitudes towards policies (2)

To what extent do you agree with the following statements?

Response category: "Fully agree"

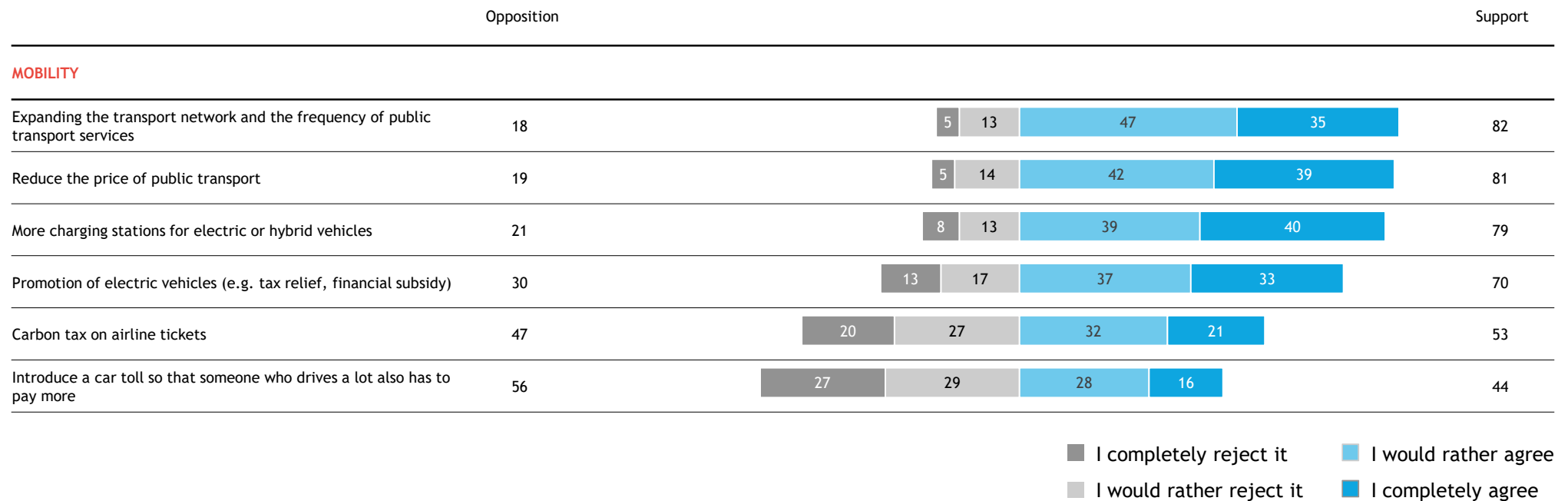
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<2.331 \$)	Medium 60-140% (2.331-5.440 \$)	High >140% (>5.440 \$)
Structural change measures should be enforced even if they result in the loss of jobs. jobs are lost.	30	28	31	29	31	29	32
The businesses need clear guidelines from the government in order to become climate neutral.	28	20	27	30	26	32	35
The idea of a fundamental change in our way of living and doing business worries me. I know from experience that many people will be worse off than before.	27	33	26	26	28	26	23
Politicians follow the guidelines of industry and businesses too closely.	24	22	22	26	25	24	33
If there are no suitable alternatives for the jobs affected by structural change, they should be retained for as long as possible.	23	23	21	25	22	26	30
There are already enough guidelines for a fundamental change in our way of living and doing business. If these were implemented, we would be on the right track.	21	21	19	22	20	22	25

Basis: 1,205 cases, total sample; figures in %.

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

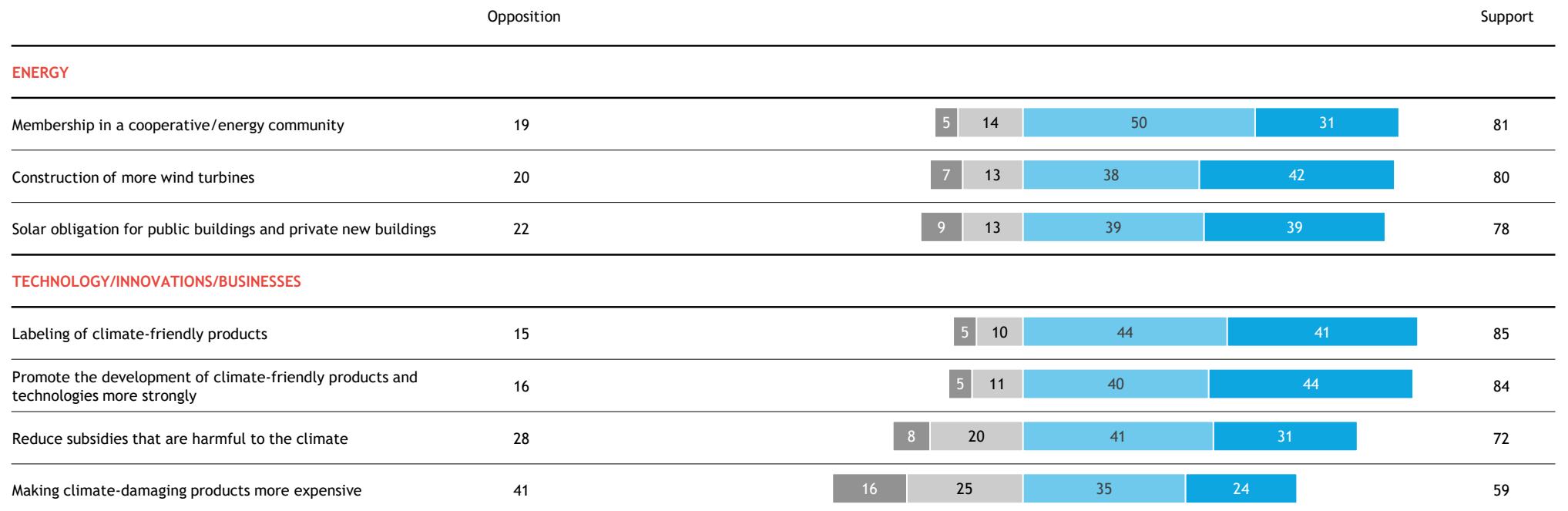
There are various proposals to advance climate and environmental protection. To what extent do you support the following measures?





Basis: 1,205 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?



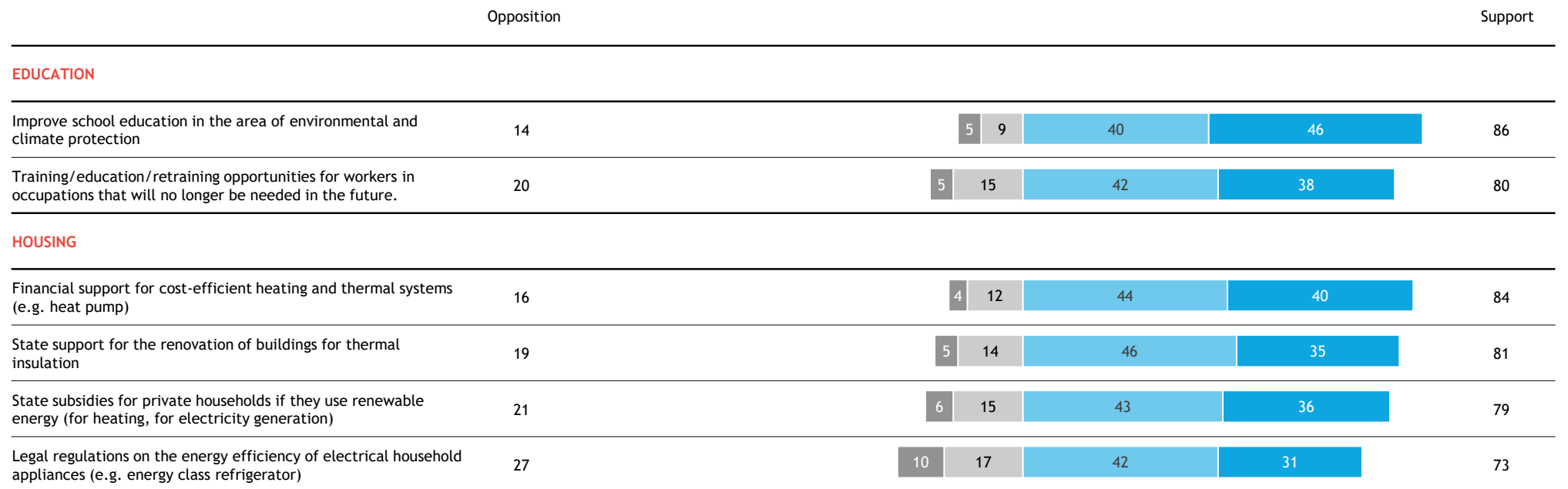
Basis: 1,205 cases, total sample; figures in %.





 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: 1,205 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											
Expanding the transport network and the frequency of public transport services	82	81	91	83	89	84	76	70	71	94	92
Reduce the price of public transport	81	80	88	81	86	79	75	70	75	91	92
More charging stations for electric or hybrid vehicles	79	74	96	77	90	80	70	69	64	88	88
Promotion of electric vehicles (e.g. tax relief, financial subsidy)	70	65	95	72	85	76	50	58	44	80	86
Carbon tax on airline tickets	53	43	69	55	54	66	36	39	41	66	69
Introduce a car toll so that someone who drives a lot also has to pay more	44	39	48	54	46	56	30	34	28	57	53

Basis: 1,205 cases, total sample; figures in %.

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

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

Response category: "I completely / would rather agree"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
MOBILITY								
Expanding the transport network and the frequency of public transport services	82	83	82	85	87	85	76	78
Reduce the price of public transport	81	80	82	84	83	80	79	79
More charging stations for electric or hybrid vehicles	79	80	77	79	85	77	74	78
Promotion of electric vehicles (e.g. tax relief, financial subsidy)	70	72	66	77	79	70	58	58
Carbon tax on airline tickets	53	55	50	58	64	54	46	40
Introduce a car toll so that someone who drives a lot also has to pay more	44	48	39	50	56	40	36	34

Basis: 1,205 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% (<2.331 \$)	Medium 60-140% (2.331-5.440 \$)	High >140% (>5.440 \$)
MOBILITY							
Expanding the transport network and the frequency of public transport services	82	75	82	85	80	86	78
Reduce the price of public transport	81	78	81	82	80	83	75
More charging stations for electric or hybrid vehicles	79	72	76	83	77	84	82
Promotion of electric vehicles (e.g. tax relief, financial subsidy)	70	59	68	73	70	72	68
Carbon tax on airline tickets	53	49	53	54	55	52	56
Introduce a car toll so that someone who drives a lot also has to pay more	44	47	41	47	44	45	50

Basis: 1,205 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	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	56	61	52	46	54	44	70	66	72	43	47
Carbon tax on airline tickets	47	57	31	45	46	34	64	61	59	34	31
Promotion of electric vehicles (e.g. tax relief, financial subsidy)	30	35	5	28	15	24	50	42	56	20	14
More charging stations for electric or hybrid vehicles	21	26	4	23	10	20	30	31	36	12	12
Reduce the price of public transport	19	20	12	19	14	21	25	30	25	9	8
Expanding the transport network and the frequency of public transport services	18	19	9	17	11	16	24	30	29	6	8

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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	56	52	61	50	44	60	64	66
Carbon tax on airline tickets	47	45	50	42	36	46	54	60
Promotion of electric vehicles (e.g. tax relief, financial subsidy)	30	28	34	23	21	30	42	42
More charging stations for electric or hybrid vehicles	21	20	23	21	15	23	26	22
Reduce the price of public transport	19	20	18	16	17	20	21	21
Expanding the transport network and the frequency of public transport services	18	17	18	15	13	15	24	22

Basis: 1,205 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% (<2.331 \$)	Medium 60-140% (2.331-5.440 \$)	High >140% (>5.440 \$)	
MOBILITY							
Introduce a car toll so that someone who drives a lot also has to pay more	56	53	59	53	56	55	50
Carbon tax on airline tickets	47	51	47	46	45	48	44
Promotion of electric vehicles (e.g. tax relief, financial subsidy)	30	41	32	27	30	28	32
More charging stations for electric or hybrid vehicles	21	28	24	17	23	16	18
Reduce the price of public transport	19	22	19	18	20	17	25
Expanding the transport network and the frequency of public transport services	18	25	18	15	20	14	22

Basis: 1,205 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											
Membership in a cooperative/energy community	81	79	95	82	88	85	72	82	67	83	87
Construction of more wind turbines	80	78	97	83	94	79	64	78	66	89	89
Mandatory solar for public buildings and new private buildings	78	72	95	77	89	80	63	67	66	90	84
TECHNOLOGY/INNOVATIONS/BUSINESSES											
Labeling of climate-friendly products	85	86	98	88	89	87	72	79	73	94	92
Promote the development of climate-friendly products and technologies more strongly	84	83	99	86	96	77	80	78	72	91	89
Reduce subsidies that are harmful to the climate	72	66	87	76	83	76	57	65	60	82	82
Making climate-damaging products more expensive	59	52	77	61	69	71	45	45	37	77	72

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

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

Response category: "I completely / would rather agree"

Response category: "I completely / would rather agree"		Gender		Age (years)				
		Total	Male	Female	18-29	30-39	40-49	50-59
ENERGY								
Membership in a cooperative/energy community	81	82	80	86	88	81	75	73
Construction of more wind turbines	80	80	80	80	87	86	76	72
Mandatory solar for public buildings and new private buildings	78	77	78	83	83	78	70	69
TECHNOLOGY/INNOVATIONS/BUSINESSES								
Labeling of climate-friendly products	85	83	87	85	89	88	84	78
Promote the development of climate-friendly products and technologies more strongly	84	83	85	84	88	86	83	82
Reduce subsidies that are harmful to the climate	72	73	72	79	80	70	67	62
Making climate-damaging products more expensive	59	61	57	66	69	60	52	47

Basis: 1,205 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"

Response category: "I completely / would rather agree"	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<2.331 \$)	Medium 60-140% (2.331-5.440 \$)	High >140% (>5.440 \$)
ENERGY							
Membership in a cooperative/energy community	81	76	79	84	81	84	78
Construction of more wind turbines	80	74	79	82	79	82	80
Mandatory solar for public buildings and new private buildings	78	70	77	79	78	79	72
TECHNOLOGY/INNOVATIONS/BUSINESSES							
Labeling of climate-friendly products	85	84	84	87	85	86	86
Promote the development of climate-friendly products and technologies more strongly	84	77	82	88	84	87	88
Reduce subsidies that are harmful to the climate	72	72	70	75	72	75	66
Making climate-damaging products more expensive	59	52	56	64	58	63	56

Basis: 1,205 cases, total sample; figures in %.

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

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

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
ENERGY											
Mandatory solar for public buildings and new private buildings	22	28	5	23	11	20	37	33	34	10	16
Construction of more wind turbines	20	22	3	17	6	21	36	22	34	11	11
Membership in a cooperative/energy community	19	21	5	18	12	15	28	18	33	17	13
TECHNOLOGY/INNOVATIONS/BUSINESSES											
Making climate-damaging products more expensive	41	48	23	39	31	29	55	55	63	23	28
Reduce subsidies that are harmful to the climate	28	34	13	24	17	24	43	35	40	18	18
Promote the development of climate-friendly products and technologies more strongly	16	17	1	14	4	23	20	22	28	9	11
Labeling of climate-friendly products	15	14	2	12	11	13	28	21	27	6	8

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

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

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

Response category: "I completely / would rather reject it"		Gender		Age (years)				
		Total	Male	Female	18-29	30-39	40-49	50-59
ENERGY								
Mandatory solar for public buildings and new private buildings	22	23	22	17	17	22	30	31
Construction of more wind turbines	20	20	20	20	13	14	24	28
Membership in a cooperative/energy community	19	18	20	14	12	19	25	27
TECHNOLOGY/INNOVATIONS/BUSINESSES								
Making climate-damaging products more expensive	41	39	43	34	31	40	48	53
Reduce subsidies that are harmful to the climate	28	27	28	21	20	30	33	38
Promote the development of climate-friendly products and technologies more strongly	16	17	15	16	12	14	17	18
Labeling of climate-friendly products	15	17	13	15	11	12	16	22

Basis: 1,205 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

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

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

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

Response category: "I completely / would rather reject it"	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<2.331 \$)	Medium 60-140% (2.331-5.440 \$)	High >140% (>5.440 \$)
ENERGY							
Solar obligation for public buildings and private new buildings	22	30	23	21	22	21	28
Construction of more wind turbines	20	26	21	18	21	18	20
Membership in a cooperative/energy community	19	24	21	16	19	16	22
TECHNOLOGY/INNOVATIONS/BUSINESSES							
Making climate-damaging products more expensive	41	48	44	36	42	37	44
Reduce subsidies that are harmful to the climate	28	28	30	25	28	25	34
Promote the development of climate-friendly products and technologies more strongly	16	23	18	12	16	13	12
Labeling of climate-friendly products	15	16	16	13	15	14	14

Basis: 1,205 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 area of environmental and climate protection	86	89	99	86	92	84	78	80	76	92	95
Training/education/retraining opportunities for workers in occupations that will no longer be needed in the future.	80	80	93	75	83	82	81	73	71	85	83
HOUSING											
Financial support for cost-efficient heating and thermal systems (e.g. heat pump)	84	84	98	82	90	78	75	79	78	93	91
State support for the renovation of buildings for thermal insulation	81	78	94	87	87	79	66	76	74	92	82
State subsidies for private households if they use renewable energy (for heating, for electricity generation)	79	75	93	82	86	79	70	72	65	90	90
Legal regulations on the energy efficiency of electrical household appliances (e.g. energy class refrigerator)	73	72	92	69	77	83	56	66	58	86	77

Basis: 1,205 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"		Gender		Age (years)				
	Total	Male	Female	18-29	30-39	40-49	50-59	60-69
EDUCATION								
Improve school education in the area of environmental and climate protection	86	85	87	88	91	88	82	82
Training/education/retraining opportunities for workers in occupations that will no longer be needed in the future.	80	82	78	81	79	79	77	85
HOUSING								
Financial support for cost-efficient heating and thermal systems (e.g. heat pump)	84	83	84	85	85	91	81	78
State support for the renovation of buildings for thermal insulation	81	80	81	84	86	86	76	69
State subsidies for private households if they use renewable energy (for heating, for electricity generation)	79	79	79	79	86	86	73	71
Legal regulations on the energy efficiency of electrical household appliances (e.g. energy class refrigerator)	73	74	71	77	80	78	64	63

Basis: 1,205 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"		Education			Net equivalent income (HH/month)		
		Total	Low	Medium	High	Low <60% (<2.331 \$)	Medium 60-140% (2.331-5.440 \$)
EDUCATION							
Improve school education in the area of environmental and climate protection	86	78	86	89	85	90	82
Training/education/retraining opportunities for workers in occupations that will no longer be needed in the future.	80	68	78	85	79	84	85
HOUSING							
Financial support for cost-efficient heating and thermal systems (e.g. heat pump)	84	84	84	84	85	85	70
State support for the renovation of buildings for thermal insulation	81	73	80	83	82	82	76
State subsidies for private households if they use renewable energy (for heating, for electricity generation)	79	77	78	81	79	80	72
Legal regulations on the energy efficiency of electrical household appliances (e.g. energy class refrigerator)	73	70	73	74	72	77	58

Basis: 1,205 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/education/retraining opportunities for workers in occupations that will no longer be needed in the future.	20	20	7	25	17	18	19	27	29	15	17
Improve school education in the area of environmental and climate protection	14	11	1	14	8	16	22	20	24	8	5
HOUSING											
Legal regulations on the energy efficiency of electrical household appliances (e.g. energy class refrigerator)	27	28	8	31	23	17	44	34	42	14	23
State subsidies for private households if they use renewable energy (for heating, for electricity generation)	21	25	7	18	14	21	30	28	35	10	10
State support for the renovation of buildings for thermal insulation	19	22	6	13	13	21	34	24	26	8	18
Financial support for cost-efficient heating and thermal systems (e.g. heat pump)	16	16	2	18	10	22	25	21	22	7	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/education/retraining opportunities for workers in occupations that will no longer be needed in the future.	20	18	22	19	21	21	23	15
Improve school education in the area of environmental and climate protection	14	15	13	12	9	12	18	18
HOUSING								
Legal regulations on the energy efficiency of electrical household appliances (e.g. energy class refrigerator)	27	26	29	23	20	22	36	37
State subsidies for private households if they use renewable energy (for heating, for electricity generation)	21	21	21	21	14	14	27	29
State support for the renovation of buildings for thermal insulation	19	20	19	16	14	14	24	31
Financial support for cost-efficient heating and thermal systems (e.g. heat pump)	16	17	16	15	15	9	19	22

Basis: 1,205 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"

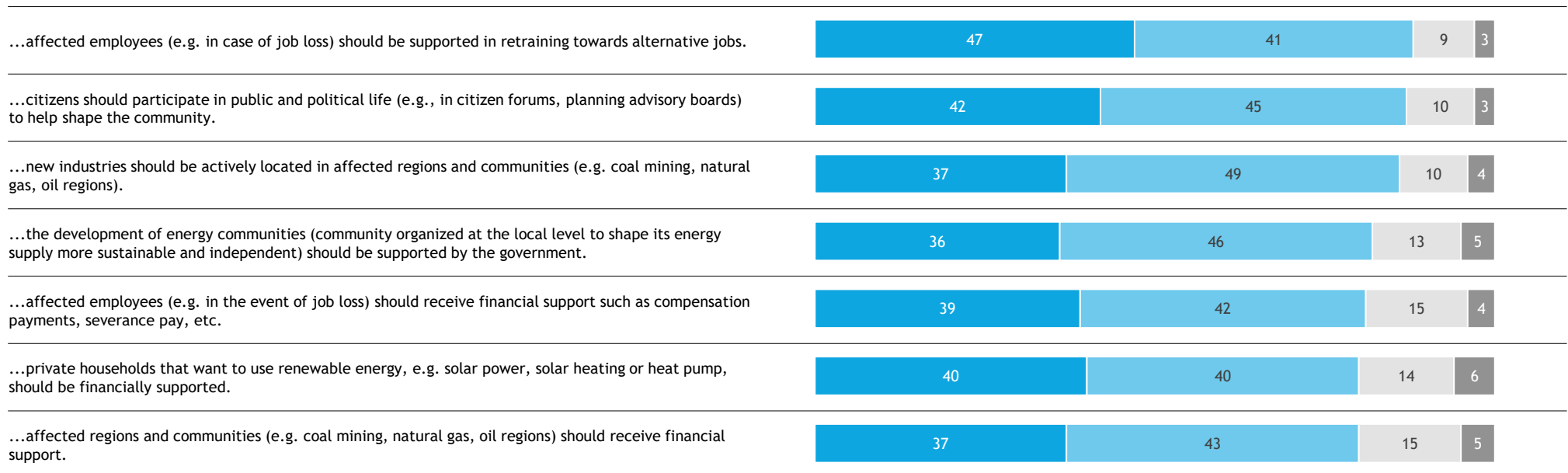
Response category: "I completely / would rather reject it"	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<2.331 \$)	Medium 60-140% (2.331-5.440 \$)	High >140% (>5.440 \$)
EDUCATION							
Training/education/retraining opportunities for workers in occupations that will no longer be needed in the future.	20	32	22	15	21	16	15
Improve school education in the area of environmental and climate protection	14	22	14	11	15	10	18
HOUSING							
Legal regulations on the energy efficiency of electrical household appliances (e.g. energy class refrigerator)	27	30	27	26	28	23	42
State subsidies for private households if they use renewable energy (for heating, for electricity generation)	21	23	22	19	21	20	28
State support for the renovation of buildings for thermal insulation	19	27	20	17	18	18	24
Financial support for cost-efficient heating and thermal systems (e.g. heat pump)	16	16	16	16	15	15	30

Basis: 1,205 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: 1,205 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 employees (e.g. in case of job loss) should be supported in retraining towards alternative jobs.	88	92	97	89	87	78	86	80	88	94	95
...citizens should participate in public and political life (e.g., in citizen forums, planning advisory boards) to help shape the community.	87	83	93	87	93	81	85	79	85	96	92
...new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).	86	86	94	84	91	83	81	82	79	94	91
...the development of energy communities (community organized at the local level to shape its energy supply more sustainable and independent) should be supported by the government.	82	80	96	83	90	86	71	72	78	90	89
...affected employees (e.g. in the event of job loss) should receive financial support such as compensation payments, severance pay, etc.	81	79	79	85	85	87	69	74	72	90	86
...private households that want to use renewable energy, e.g. solar power, solar heating or heat pump, should be financially supported.	80	71	93	85	87	83	65	77	73	91	88
...affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.	80	76	83	85	80	81	70	77	75	89	88

Basis: 1,205 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	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
...affected employees (e.g. in case of job loss) should be supported in retraining towards alternative jobs.	88	87	89	87	88	93	89	87
...citizens should participate in public and political life (e.g., in citizen forums, planning advisory boards) to help shape the community.	87	89	85	85	88	88	85	90
...new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).	86	85	87	83	89	88	85	87
...the development of energy communities (community organized at the local level to shape its energy supply more sustainable and independent) should be supported by the government.	82	82	83	87	87	86	78	74
...affected employees (e.g. in the event of job loss) should receive financial support such as compensation payments, severance pay, etc.	81	79	81	86	86	86	72	68
...private households that want to use renewable energy, e.g. solar power, solar heating or heat pump, should be financially supported.	80	82	79	85	87	84	72	71
...affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.	80	78	81	84	86	83	76	68

Basis: 1,205 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% (<2.331 \$)	Medium 60-140% (2.331-5.440 \$)	High >140% (>5.440 \$)
...affected employees (e.g. in case of job loss) should be supported in retraining towards alternative jobs.	88	84	88	89	87	92	77
...citizens should participate in public and political life (e.g., in citizen forums, planning advisory boards) to help shape the community.	87	86	84	90	87	90	67
...new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).	86	83	85	88	86	90	58
...the development of energy communities (community organized at the local level to shape its energy supply more sustainable and independent) should be supported by the government.	82	83	82	83	84	83	75
...affected employees (e.g. in the event of job loss) should receive financial support such as compensation payments, severance pay, etc.	81	84	80	80	83	79	59
...private households that want to use renewable energy, e.g. solar power, solar heating or heat pump, should be financially supported.	80	78	80	81	82	80	65
...affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.	80	85	80	79	80	80	72

Basis: 1,205 cases, total sample; figures in %.

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Attitudes towards the energy and heat transition

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

Response category: "Fully agree"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
...affected employees (e.g. in case of job loss) should be supported in retraining towards alternative jobs.	47	44	58	49	47	42	41	41	49	54	54
...citizens should participate in public and political life (e.g., in citizen forums, planning advisory boards) to help shape the community.	42	35	54	48	43	38	33	31	31	65	52
...private households that want to use renewable energy, e.g. solar power, solar heating or heat pump, should be financially supported.	40	30	54	40	42	44	23	36	33	53	55
...affected employees (e.g. in the event of job loss) should receive financial support such as compensation payments, severance pay, etc.	39	34	41	38	35	39	30	34	37	47	54
...affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.	37	30	43	39	37	42	27	27	30	45	51
...new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).	37	32	56	37	42	37	25	24	25	53	50
...the development of energy communities (community organized at the local level to shape its energy supply more sustainable and independent) should be supported by the government.	36	35	44	39	45	38	24	30	24	48	46

Basis: 1,205 cases, total sample; figures in %.

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Attitudes towards the energy and heat transition

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

Response category: "Fully agree"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
...affected employees (e.g. in case of job loss) should be supported in retraining towards alternative jobs.	47	47	47	53	49	49	39	46
...citizens should participate in public and political life (e.g., in citizen forums, planning advisory boards) to help shape the community.	42	47	37	45	41	44	36	44
...private households that want to use renewable energy, e.g. solar power, solar heating or heat pump, should be financially supported.	40	41	38	42	42	44	31	39
...affected employees (e.g. in the event of job loss) should receive financial support such as compensation payments, severance pay, etc.	39	36	40	44	43	43	28	32
...affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.	37	35	38	41	47	37	26	29
...new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).	37	39	35	40	40	38	30	36
...the development of energy communities (community organized at the local level to shape its energy supply more sustainable and independent) should be supported by the government.	36	37	35	42	41	38	26	34

Basis: 1,205 cases, total sample; figures in %.

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Attitudes towards the energy and heat transition

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

Response category: "Fully agree"

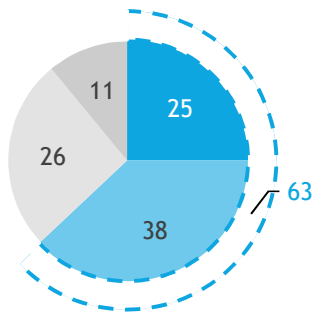
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<2.331 \$)	Medium 60-140% (2.331-5.440 \$)	High >140% (>5.440 \$)
...affected employees (e.g. in case of job loss) should be supported in retraining towards alternative jobs.	47	45	50	46	50	47	35
...citizens should participate in public and political life (e.g., in citizen forums, planning advisory boards) to help shape the community.	42	33	41	46	42	46	32
...private households that want to use renewable energy, e.g. solar power, solar heating or heat pump, should be financially supported.	40	37	41	40	42	39	28
...affected employees (e.g. in the event of job loss) should receive financial support such as compensation payments, severance pay, etc.	39	36	42	36	41	35	26
...affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.	37	30	36	38	37	37	21
...new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).	37	31	35	41	37	41	28
...the development of energy communities (community organized at the local level to shape its energy supply more sustainable and independent) should be supported by the government.	36	30	36	38	38	37	28

Basis: 1,205 cases, total sample; figures in %.

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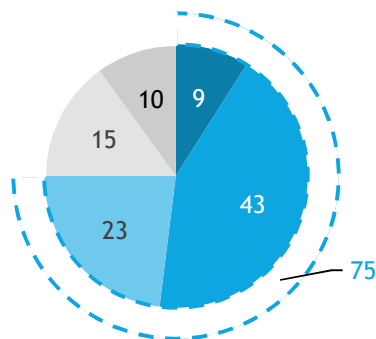
Attitudes towards the energy and heat transition

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



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

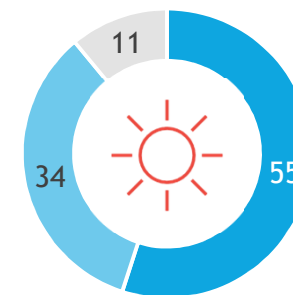
Could you imagine generating your own energy?



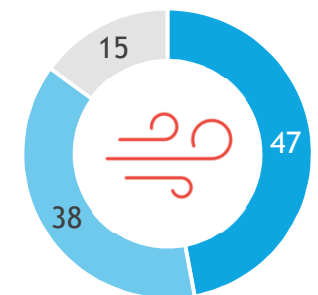
I already generate my own energy
Yes, definitely
Somewhat, yes
No, not really
No, not at all

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

Solar park



Wind park



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

Basis: 1,205 cases, total sample; figures in %.

Attitudes towards the energy and heat transition

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
YES	63	68	67	77	76	74	39	57	34	84	75
Yes, definitely	25	21	17	33	37	43	8	17	9	44	30
Somewhat, yes	38	47	50	44	38	31	31	39	26	40	45
NO	37	32	33	23	24	26	61	43	66	16	25
No, not really	26	26	31	18	18	19	44	30	34	11	20
No, not at all	11	6	2	5	7	7	17	14	32	5	5

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Attitudes towards the energy and heat transition

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
YES	63	69	58	72	75	68	49	52
Yes, definitely	25	32	19	36	34	26	15	10
Somewhat, yes	38	37	39	36	40	42	33	42
NO	37	31	42	28	25	32	51	48
No, not really	26	21	30	22	20	23	35	30
No, not at all	11	10	12	6	6	9	16	18

Basis: 1,205 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 your community's energy supply (e.g. by joining/membership of an energy cooperative, financial participation or through a project in your community)?

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<2.331 \$)	Medium 60-140% (2.331-5.440 \$)	High >140% (>5.440 \$)
YES	63	50	61	69	64	68	54
Yes, definitely	25	21	21	30	26	28	15
Somewhat, yes	38	30	40	39	39	39	40
NO	37	50	39	31	36	32	46
No, not really	26	31	29	21	25	24	28
No, not at all	11	18	10	10	11	8	18

Basis: 1,205 cases, total sample; figures in %.

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

Could you imagine generating your own energy?

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
YES	66	69	80	78	66	63	46	64	59	72	79
Yes, definitely	43	48	52	47	47	38	27	38	32	57	63
Somewhat, yes	23	22	28	31	19	25	19	25	27	15	16
NO	25	24	13	13	14	20	49	32	38	15	14
No, not really	15	17	9	11	12	12	28	20	18	7	10
No, not at all	10	8	4	2	2	8	21	12	21	8	4
I already generate my own energy	9	6	7	9	20	18	5	5	2	14	7

Basis: 1,205 cases, total sample; figures in %.

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Attitudes towards the energy and heat transition

Could you imagine generating your own energy?

		Gender		Age (years)				
	Total	Male	Female	18-29	30-39	40-49	50-59	60-69
YES	66	68	65	71	69	72	62	60
Yes, definitely	43	49	39	51	44	51	39	33
Somewhat, yes	23	20	26	20	25	21	23	26
NO	25	20	29	16	16	22	36	36
No, not really	15	12	18	11	13	13	20	18
No, not at all	10	8	11	5	3	9	16	18
I already generate my own energy	9	12	6	13	16	6	2	4

Basis: 1,205 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attitudes towards the energy and heat transition

Could you imagine generating your own energy?

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<2.331 \$)	Medium 60-140% (2.331-5.440 \$)	High >140% (>5.440 \$)
YES	66	58	69	67	68	69	36
Yes, definitely	43	29	44	47	44	47	26
Somewhat, yes	23	29	25	20	24	22	10
NO	25	36	27	20	24	21	46
No, not really	15	17	18	11	15	12	24
No, not at all	10	19	8	9	9	8	22
I already generate my own energy	9	6	5	13	8	10	18

Basis: 1,205 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 wind park in your community if the profits it generates benefit the community?

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Solar											
I think that would be good	55	49	79	60	71	61	34	42	40	67	67
I would accept it	34	41	20	33	28	28	45	46	37	27	31
I would reject it	11	11	1	7	1	11	21	12	23	6	2
Wind											
I think that would be good	47	42	62	56	57	44	31	43	36	51	60
I would accept it	38	39	34	36	39	44	43	36	34	38	37
I would reject it	15	20	3	8	4	12	26	21	29	10	4

Basis: 1,205 cases, total sample; figures in %.

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

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Solar								
I think that would be good	55	58	51	62	66	55	45	45
I would accept it	34	32	37	32	28	36	39	37
I would reject it	11	10	12	6	7	9	16	18
Wind								
I think that would be good	47	48	45	49	52	51	39	42
I would accept it	38	38	39	44	38	35	39	32
I would reject it	15	14	16	7	10	14	22	26

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Basis: 1,205 cases, total sample; figures in %.

Attitudes towards the energy and heat transition

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

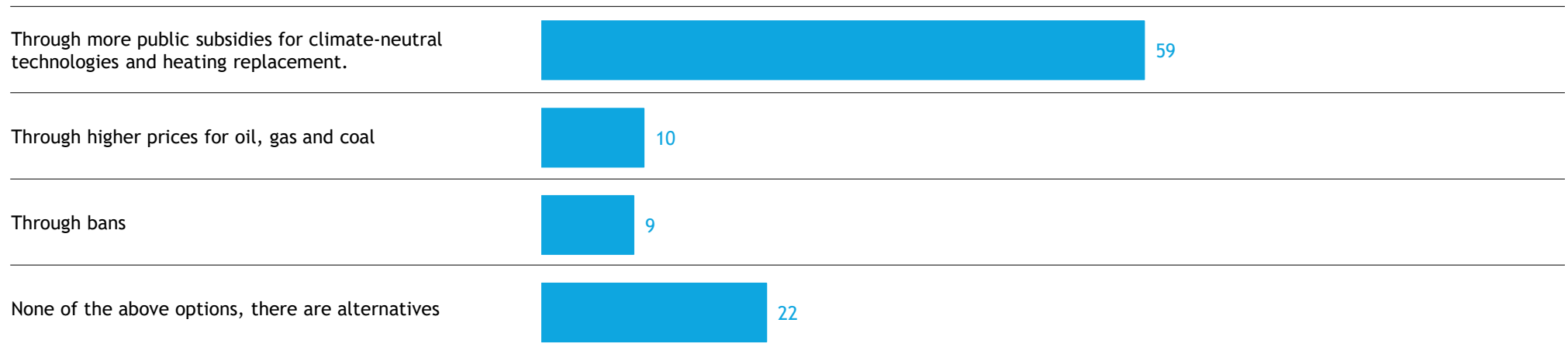
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<2.331 \$)	Medium 60-140% (2.331-5.440 \$)	High >140% (>5.440 \$)
Solar							
I think that would be good	55	43	53	60	55	58	46
I would accept it	34	45	34	32	34	34	32
I would reject it	11	12	13	8	10	8	23
Wind							
I think that would be good	47	48	48	45	49	46	39
I would accept it	38	38	35	41	37	39	39
I would reject it	15	14	16	14	14	14	22

Basis: 1,205 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: 1,205 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 subsidies for climate-neutral technologies and heating replacement.	59	57	85	62	67	48	49	52	50	63	71
Through higher prices for oil, gas and coal	10	7	5	12	15	21	6	8	-	17	13
Through bans	9	7	4	18	7	16	5	8	6	7	7
None of the above options, there are alternatives	22	29	6	8	11	14	40	31	44	13	9

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Attitudes towards the energy and heat transition

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Through more public subsidies for climate-neutral technologies and heating replacement.	59	55	63	60	58	63	58	57
Through higher prices for oil, gas and coal	10	16	5	15	16	14	2	3
Through bans	9	9	8	15	12	5	4	4
None of the above options, there are alternatives	22	20	24	10	15	18	36	36

Basis: 1,205 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?

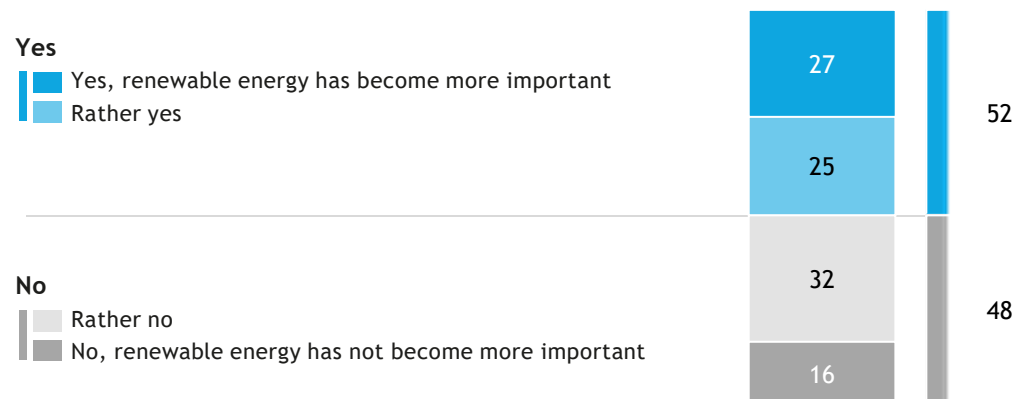
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<2.331 \$)	Medium 60-140% (2.331-5.440 \$)	High >140% (>5.440 \$)
Through more public subsidies for climate-neutral technologies and heating replacement.	59	58	59	60	58	63	51
Through higher prices for oil, gas and coal	10	3	8	14	10	11	13
Through bans	9	12	8	8	12	6	3
None of the above options, there are alternatives	22	27	25	18	20	20	33

Basis: 1,205 cases, total sample; figures in %.

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Attitudes towards the energy and heat transition

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



Basis: 1,205 cases, total sample; figures in %.





Attitudes towards the energy and heat transition

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
YES	52	54	58	67	56	64	27	34	26	74	69
Yes, renewable energy has become more important	27	22	26	35	34	40	11	14	11	46	37
Rather yes	25	32	31	32	22	24	17	20	15	28	32
NO	48	46	42	33	44	36	73	66	74	26	31
Rather no	32	32	34	29	31	25	43	47	37	18	22
No, renewable energy has not become more important	16	14	8	4	13	11	30	19	37	8	8

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Attitudes towards the energy and heat transition

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

		Gender		Age (years)				
	Total	Male	Female	18-29	30-39	40-49	50-59	60-69
YES	52	58	46	68	60	54	38	34
Yes, renewable energy has become more important	27	33	20	35	34	34	16	12
Rather yes	25	24	26	33	27	20	21	22
NO	48	42	54	32	40	46	62	66
Rather no	32	28	36	23	28	35	41	36
No, renewable energy has not become more important	16	14	18	10	11	11	22	30

Basis: 1,205 cases, total sample; figures in %.

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Attitudes towards the energy and heat transition

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

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<2.331 \$)	Medium 60-140% (2.331-5.440 \$)	High >140% (>5.440 \$)
YES	52	39	52	54	51	56	43
Yes, renewable energy has become more important	27	16	24	32	25	31	33
Rather yes	25	23	28	22	26	25	10
NO	48	61	48	46	49	44	57
Rather no	32	38	31	32	33	29	38
No, renewable energy has not become more important	16	23	17	14	15	15	19

Basis: 1,205 cases, total sample; figures in %.

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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

- Around three quarters of respondents (77%) expressed a fundamental interest in the Topic of climate change. Of these, 37% are "very" interested. Less interest was expressed by 13%, and 10% had no interest at all.
- 54% rate their level of knowledge about ecological interrelationships and environmental problems (e.g. forest dieback, biodiversity, etc.) as (rather) high. However, only 16% rate their level of knowledge as "very high" A (rather) low level of knowledge is attested by 46%, with 10% saying that they know very little.

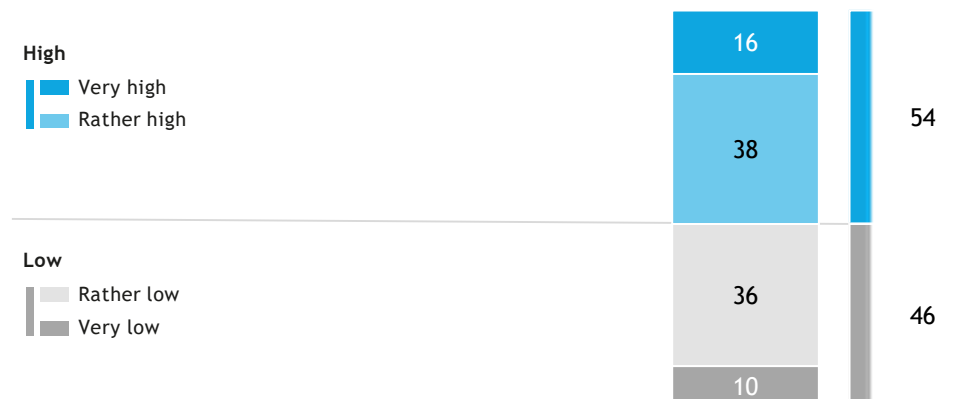
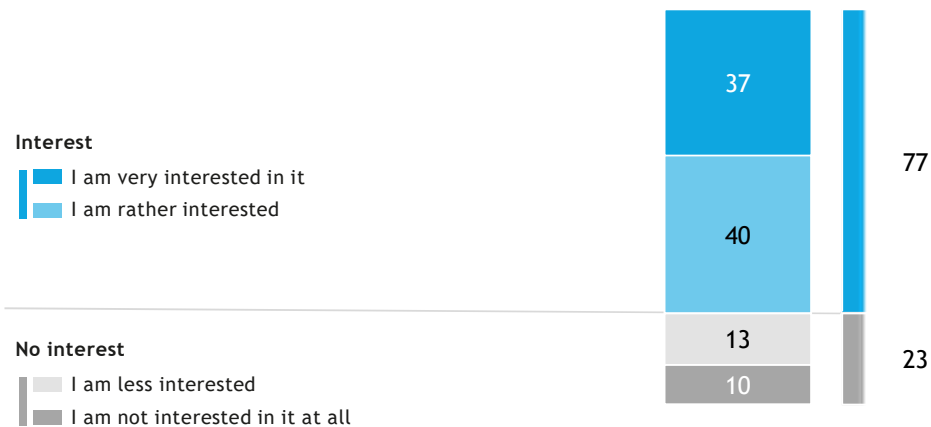
Interest in information and level of knowledge: Policies

- 17% of respondents feel "very well" informed about policies for a change towards a more climate and environmentally friendly businesses. 42% feel "rather well" informed. This contrasts with 33% who feel "rather not well" informed and 8% who feel "not at all well" informed.
- Slightly more than half of the respondents (55%) believe that policies for a change towards a more climate and environmentally friendly economy are insufficiently explained. 45% disagree (Politicians are sufficiently explained: yes: 14%, 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: 1,205 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	77	76	94	87	91	81	59	65	54	86	88
I am very interested in it	37	36	52	50	47	43	16	24	19	48	45
I am rather interested	40	40	42	37	44	38	43	41	34	38	44
NOT INTERESTED	23	24	6	13	9	19	41	35	46	14	12
I am less interested	13	18	5	9	4	9	25	23	18	9	8
I am not interested in it at all	10	7	1	4	4	10	16	12	29	5	3

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Interest in information and level of knowledge: Climate

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

		Gender		Age (years)				
	Total	Male	Female	18-29	30-39	40-49	50-59	60-69
INTERESTED	77	79	74	86	84	78	66	66
I am very interested in it	37	42	31	41	48	37	25	31
I am rather interested	40	37	42	45	36	41	40	35
NOT INTERESTED	23	21	26	14	16	22	34	34
I am less interested	13	13	14	8	9	14	18	20
I am not interested in it at all	10	8	12	6	7	7	16	14

Basis: 1,205 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% (<2.331 \$)	Medium 60-140% (2.331-5.440 \$)	High >140% (>5.440 \$)
INTERESTED	77	66	75	80	79	78	59
I am very interested in it	37	27	31	44	36	42	21
I am rather interested	40	39	44	36	43	36	38
NOT INTERESTED	23	34	25	20	21	22	41
I am less interested	13	15	14	13	12	14	26
I am not interested in it at all	10	18	11	7	10	7	15

Basis: 1,205 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	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
HIGH	54	51	55	68	68	64	45	42	31	68	56
Very high	16	11	8	26	22	28	8	7	5	27	14
Rather high	38	40	47	42	46	36	37	35	26	40	42
LOW	46	49	45	32	32	36	55	58	69	32	44
Rather low	36	42	36	26	25	28	44	46	47	25	38
Very low	10	6	9	6	6	8	11	12	22	7	6

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Interest in information and level of knowledge: Climate

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
HIGH	54	62	46	64	62	54	40	45
Very high	16	23	8	20	25	16	6	8
Rather high	38	38	38	44	37	38	34	37
LOW	46	38	54	36	38	46	60	55
Rather low	36	31	42	27	31	37	49	42
Very low	10	7	13	8	7	9	11	13

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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% (<2.331 \$)	Medium 60-140% (2.331-5.440 \$)	High >140% (>5.440 \$)
HIGH	54	43	48	62	54	60	37
Very high	16	10	10	22	15	18	3
Rather high	38	33	37	41	38	42	34
LOW	46	57	52	38	46	40	63
Rather low	36	39	39	33	36	35	48
Very low	10	18	13	5	11	5	15

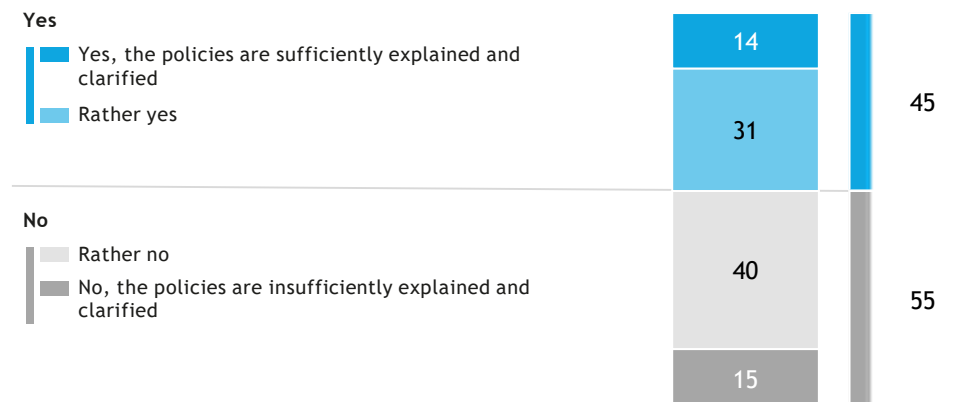
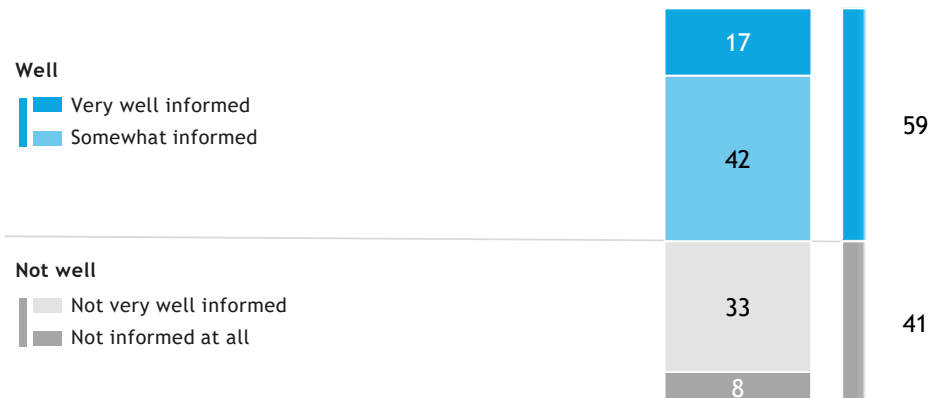
Basis: 1,205 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
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Interest in information and knowledge levels: Policies

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

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



Basis: 1,205 cases, total sample; figures in %.





Interest in information and knowledge levels: Policies

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
INFORMED	59	60	57	67	70	70	50	49	37	81	58
Very well informed	17	12	11	27	22	22	8	10	9	34	14
Somewhat informed	42	48	46	40	48	48	43	39	27	48	44
NOT INFORMED	41	40	43	33	30	30	50	51	63	19	42
Not very well informed	33	36	39	28	28	22	40	40	41	15	39
Not at all informed	8	4	4	5	1	8	9	11	22	4	3

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Interest in information and level of knowledge: Policies

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

		Gender		Age (years)				
	Total	Male	Female	18-29	30-39	40-49	50-59	60-69
INFORMED	59	71	49	58	64	61	56	59
Very well informed	17	26	8	19	26	20	9	8
Somewhat informed	42	45	40	39	38	41	48	51
NOT INFORMED	41	29	51	42	36	39	44	41
Not very well informed	33	26	40	34	30	32	35	33
Not at all informed	8	4	12	8	6	8	9	8

Basis: 1,205 cases, total sample; figures in %.

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Interest in information and knowledge levels: Policies

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

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<2.331 \$)	Medium 60-140% (2.331-5.440 \$)	High >140% (>5.440 \$)
INFORMED	59	41	53	70	58	67	53
Very well informed	17	5	11	25	16	19	20
Somewhat informed	42	36	42	45	42	47	33
NOT INFORMED	41	59	47	30	42	33	47
Not very well informed	33	39	38	27	33	30	35
Not at all informed	8	20	9	4	9	3	12

Basis: 1,205 cases, total sample; figures in %.

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

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
YES	45	35	41	60	61	62	26	37	25	60	55
Yes, the policies are sufficiently explained and clarified	14	9	2	20	26	28	8	6	5	23	16
Somewhat, yes	31	26	39	41	35	35	18	31	20	37	40
NO	55	65	59	40	39	38	74	63	75	40	45
No, not really	40	46	50	32	32	29	52	46	41	27	39
No, the policies are insufficiently explained and clarified	15	19	9	8	7	9	21	16	34	12	6

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Interest in information and knowledge levels: Policies

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

		Gender		Age (years)				
	Total	Male	Female	18-29	30-39	40-49	50-59	60-69
YES	45	52	38	55	59	47	30	29
Yes, the policies are sufficiently explained and clarified	14	20	8	19	24	14	6	4
Somewhat, yes	31	32	30	36	35	33	25	26
NO	55	48	62	45	41	53	70	71
No, not really	40	34	45	34	33	38	50	45
No, the policies are insufficiently explained and clarified	15	14	17	11	8	15	19	26

Basis: 1,205 cases, total sample; figures in %.

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Interest in information and level of knowledge: Policies

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

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<2.331 \$)	Medium 60-140% (2.331-5.440 \$)	High >140% (>5.440 \$)
YES	45	41	40	51	45	49	26
Yes, the policies are sufficiently explained and clarified	14	10	9	19	13	16	8
Somewhat, yes	31	30	31	32	32	33	18
NO	55	59	60	49	55	51	74
No, not really	40	41	43	36	39	38	44
No, the policies are insufficiently explained and clarified	15	18	16	14	16	13	30

Basis: 1,205 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 you are personally interested in.

Food and drink	54
Animal world, animals and pets	48
Health	47
Music, culture, theater, art	45
Environment and nature	40
Wellness	39
Current affairs	38
Vacation, travel	37
Science and technology	37
Nutrition	34
Garden and plants	34
Family, children and child education	34
Psychology, spirituality, well-being	32
Sports	31

Business, professions	31
Consumer electronics, TV	28
Information from the region, regional news	27
Computer, computer games	27
Fashion	25
Technology and gaming	24
Sustainable consumption	24
Cosmetics and beauty	23
Investments, insurance, tax tips and finance	23
Photography, filming	22
Furniture, decoration	20
Cars, motorcycles	19
Stars, Celebrities	16

Basis: 1,205 cases, total sample; figures in %.

Topic interest in general (1)

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Food and drink	54	63	57	47	61	49	52	51	50	56	58
Animal world, animals and pets	48	49	60	42	41	35	56	58	51	45	46
Health	47	54	45	45	50	43	50	47	35	55	42
Music, culture, theater, art	45	49	58	41	52	40	46	34	38	42	53
Environment and nature	40	45	53	42	45	33	36	32	33	40	43
Wellness	39	48	42	36	42	36	39	34	28	47	40
Current affairs	38	44	52	42	45	28	43	26	31	40	27
Vacation, travel	37	40	50	33	48	27	41	31	25	44	33
Science and technology	37	38	49	35	47	41	39	30	20	44	32
Nutrition	34	49	38	25	39	27	32	32	20	42	34
Garden and plants	34	36	36	29	33	24	36	36	38	37	30
Family, children and child education	34	38	23	35	31	28	31	45	37	36	40
Psychology, spirituality, well-being	32	39	36	27	30	27	29	29	32	34	38
Sports	31	45	28	35	35	31	29	25	21	41	20

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Topic interest in general (2)

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Business, professions	31	38	28	35	36	34	32	24	19	39	26
Consumer electronics, TV	28	30	30	27	38	29	23	30	24	30	29
Information from the region, regional news	27	29	35	35	33	22	30	21	16	34	19
Computer, computer games	27	21	32	32	38	35	22	19	23	28	24
Fashion	25	28	18	28	37	29	14	13	21	31	31
Technology and gaming	24	26	26	32	32	28	14	12	24	23	24
Sustainable consumption	24	29	42	31	28	22	10	14	17	24	30
Cosmetics and beauty	23	26	16	20	36	26	17	21	20	23	29
Investments, insurance, tax tips and finance	23	29	19	26	30	23	30	12	13	30	19
Photography, filming	22	22	31	20	27	17	24	17	19	21	27
Furniture, decoration	20	20	15	25	31	26	15	10	15	23	21
Cars, motorcycles	19	21	5	18	29	23	22	16	15	25	18
Stars, Celebrities	16	12	19	16	31	25	10	12	12	17	12

Basis: 1,205 cases, total sample; figures in %.

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

strongly overrepresented
 overrepresented
 strongly underrepresented
 underrepresented

Topic interest in general (1)

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Food and drink	54	48	61	51	56	50	59	56
Animal world, animals and pets	48	41	56	48	45	47	48	55
Health	47	45	50	32	46	52	51	58
Music, culture, theater, art	45	39	49	55	45	45	40	33
Environment and nature	40	38	41	43	40	40	38	38
Wellness	39	34	45	30	42	39	44	43
Current affairs	38	42	33	27	35	40	36	54
Vacation, travel	37	34	40	28	39	34	44	40
Science and technology	37	45	28	34	45	43	31	31
Nutrition	34	30	38	25	38	35	34	40
Garden and plants	34	29	38	25	29	34	37	48
Family, children and child education	34	27	42	30	36	43	33	32
Psychology, spirituality, well-being	32	24	39	38	36	34	24	26
Sports	31	46	17	24	33	33	36	32

Basis: 1,205 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Topic interest in general (2)

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Business, professions	31	35	28	20	37	40	33	29
Consumer electronics, TV	28	30	27	25	32	35	25	26
Information from the region, regional news	27	32	22	20	27	29	25	37
Computer, computer games	27	31	21	35	34	30	20	12
Fashion	25	16	32	40	25	23	18	11
Technology and gaming	24	31	16	33	35	28	11	8
Sustainable consumption	24	25	23	24	28	26	20	21
Cosmetics and beauty	23	8	36	33	24	24	17	12
Investments, insurance, tax tips and finance	23	30	17	17	22	26	22	30
Photography, filming	22	20	23	26	28	20	15	18
Furniture, decoration	20	12	28	27	24	15	16	14
Cars, motorcycles	19	25	14	21	26	20	13	15
Stars, Celebrities	16	13	19	19	24	15	13	7

Basis: 1,205 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Topic interest in general (1)

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

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<2.331 \$)	Medium 60-140% (2.331-5.440 \$)	High >140% (>5.440 \$)
Food and drink	54	57	52	55	52	56	44
Animal world, animals and pets	48	46	53	45	52	44	31
Health	47	38	42	53	43	53	60
Music, culture, theater, art	45	44	49	41	46	41	36
Environment and nature	40	32	39	42	41	42	26
Wellness	39	29	35	45	38	42	35
Current affairs	38	24	34	43	34	45	45
Vacation, travel	37	28	32	43	29	46	40
Science and technology	37	29	31	44	33	45	34
Nutrition	34	25	29	40	32	37	42
Garden and plants	34	36	34	33	33	36	14
Family, children and child education	34	48	35	31	34	35	11
Psychology, spirituality, well-being	32	28	37	28	38	27	18
Sports	31	14	28	38	26	38	43

Basis: 1,205 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Topic interest in general (2)

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

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<2.331 \$)	Medium 60-140% (2.331-5.440 \$)	High >140% (>5.440 \$)
Business, professions	31	16	27	39	27	38	45
Consumer electronics, TV	28	34	29	27	31	28	23
Information from the region, regional news	27	18	25	31	25	32	28
Computer, computer games	27	32	26	26	27	28	20
Fashion	25	22	26	24	26	23	11
Technology and gaming	24	22	24	24	24	25	17
Sustainable consumption	24	18	22	27	24	26	20
Cosmetics and beauty	23	21	26	20	25	19	16
Investments, insurance, tax tips and finance	23	13	17	31	18	32	40
Photography, filming	22	20	23	21	22	22	13
Furniture, decoration	20	19	19	20	21	18	18
Cars, motorcycles	19	17	22	18	18	20	20
Stars, Celebrities	16	16	16	16	16	15	14

Basis: 1,205 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.

Vacation and travel	34
Eating out (restaurants)	30
PC/Tablet/Smartphone	28
Delicatessen - high quality food	28
Coffee/tea	25
Clothing/Fashion	22
Cars	22
Donations for charity	17
High quality jewelry	16
Cosmetics/Perfume	16
Furniture	16
Kitchen furniture and equipment	14
High quality spirits/whisky	13

Beer	13
Wine/Champagne	12
DIY / garden tools	12
(Wrist) Watches	11
Handbags	11
Costume jewelry	10
High-end hi-fi equipment	10
Exclusive accessories	10
Bike	9
Antiques	9
Porcelain / glass work	4
None of these products	19

Basis: 1,205 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
Vacation and travel	34	36	39	41	39	34	28	35	20	34	38
Eating out (restaurants)	30	28	33	34	34	36	26	22	19	35	34
PC/Tablet/Smartphone	28	29	32	33	40	37	23	15	20	28	33
Delicatessen - high quality food	28	32	24	35	41	31	16	15	23	36	34
Coffee/tea	25	23	28	20	36	30	16	24	15	35	32
Clothing/Fashion	22	28	12	33	29	30	7	14	16	25	32
Cars	22	31	9	32	36	30	13	16	8	24	26
Donations for charity	17	19	20	20	23	18	6	15	7	21	24
High quality jewelry	16	19	11	26	22	26	5	8	6	19	16
Cosmetics/Perfume	16	19	10	22	23	25	6	10	10	17	18
Furniture	16	18	13	21	21	22	8	16	8	17	18
Kitchen furniture and equipment	14	19	16	19	16	16	8	10	8	13	19
High quality spirits/whisky	13	12	13	17	23	16	10	8	10	16	12

Basis: 1,205 cases, total sample; figures in %.

EST = Established
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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
Beer	13	7	11	12	24	20	10	13	8	19	11
Wine/Champagne	12	10	12	18	24	13	6	8	2	19	13
DIY / garden tools	12	13	8	10	17	12	8	13	11	14	16
(Wrist) Watches	11	12	4	17	20	16	7	6	2	14	16
Handbags	11	15	8	14	16	15	4	11	8	9	17
Costume jewelry	10	11	3	14	18	18	4	3	5	13	18
High-end hi-fi equipment	10	9	14	12	19	16	8	2	6	11	8
Exclusive accessories	10	11	6	18	9	15	3	5	4	17	11
Bike	9	6	7	9	8	18	5	7	4	14	13
Antiques	9	10	8	7	10	8	7	10	9	10	15
Porcelain / glass work	4	3	2	3	2	7	3	4	2	6	5
None of these products	19	18	24	9	6	9	37	25	37	11	7

Basis: 1,205 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
Vacation and travel	34	33	35	30	36	35	37	30
Eating out (restaurants)	30	28	32	33	36	24	25	27
PC/Tablet/Smartphone	28	28	28	35	36	30	21	17
Delicatessen - high quality food	28	33	24	29	40	28	22	19
Coffee/tea	25	23	28	24	32	25	19	26
Clothing/Fashion	22	22	22	32	28	24	15	7
Cars	22	27	17	27	36	20	12	10
Donations for charity	17	17	16	18	20	18	12	15
High quality jewelry	16	16	15	21	21	18	9	6
Cosmetics/Perfume	16	10	22	22	20	16	10	7
Furniture	16	16	16	15	24	19	8	12
Kitchen furniture and equipment	14	12	16	15	21	17	10	7
High quality spirits/whisky	13	17	10	13	19	16	10	8

Basis: 1,205 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
Beer	13	20	7	10	19	14	13	10
Wine/Champagne	12	14	10	12	16	13	9	8
DIY / garden tools	12	13	11	13	15	13	8	10
(Wrist) Watches	11	16	6	15	19	14	3	3
Handbags	11	7	16	14	12	16	6	6
Costume jewelry	10	10	11	18	15	10	5	1
High-end hi-fi equipment	10	13	7	13	12	13	6	6
Exclusive accessories	10	11	9	14	14	12	4	4
Bike	9	14	5	10	13	8	7	6
Antiques	9	9	10	9	13	12	6	7
Porcelain / glass work	4	3	4	6	6	2	1	2
None of these products	19	17	22	11	9	16	30	34

Basis: 1,205 cases, total sample; figures in %.

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■ 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% (<2.331 \$)	Medium 60-140% (2.331-5.440 \$)	High >140% (>5.440 \$)
Vacation and travel	34	21	29	40	28	42	36
Eating out (restaurants)	30	24	29	32	29	32	21
PC/Tablet/Smartphone	28	24	28	30	29	30	35
Delicatessen - high quality food	28	19	26	32	26	34	13
Coffee/tea	25	29	22	28	26	26	6
Clothing/Fashion	22	23	22	22	23	20	10
Cars	22	16	21	24	22	24	22
Donations for charity	17	8	15	20	16	20	10
High quality jewelry	16	10	15	17	15	18	-
Cosmetics/Perfume	16	15	15	16	17	15	3
Furniture	16	19	15	16	16	17	3
Kitchen furniture and equipment	14	9	13	16	14	16	10
High quality spirits/whisky	13	4	11	17	13	16	3

Basis: 1,205 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.

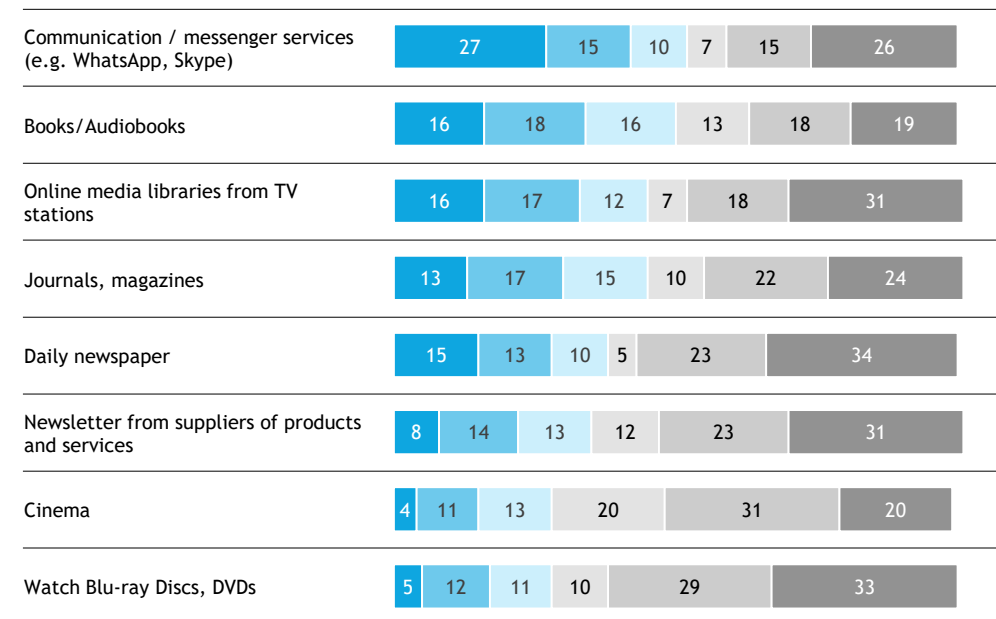
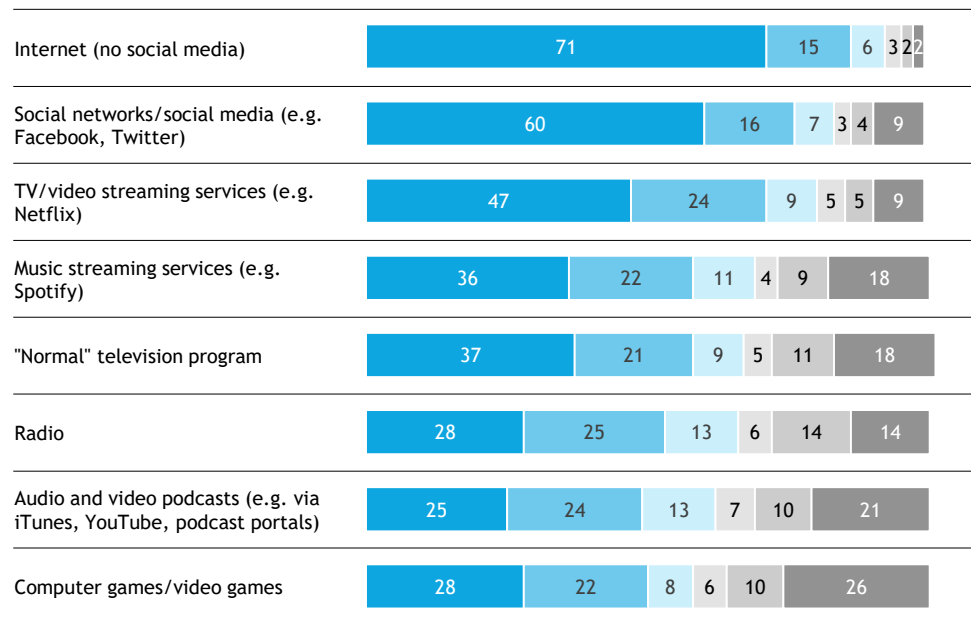
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<2.331 \$)	Medium 60-140% (2.331-5.440 \$)	High >140% (>5.440 \$)
Beer	13	6	10	18	13	14	7
Wine/Champagne	12	4	9	16	9	17	10
DIY / garden tools	12	16	11	12	14	10	3
(Wrist) Watches	11	8	7	16	11	13	10
Handbags	11	12	10	12	10	13	3
Costume jewelry	10	12	9	11	10	11	3
High-end hi-fi equipment	10	3	10	12	9	12	8
Exclusive accessories	10	4	10	11	10	11	8
Bike	9	6	6	12	10	8	6
Antiques	9	7	11	8	11	7	3
Porcelain / glass work	4	4	4	3	4	3	-
None of these products	19	25	24	14	20	16	26

Basis: 1,205 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Media usage

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 analog/offline or digital/online?



Basis: 1,205 cases, total sample; figures in %.



Media usage

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

Response category: "At least several times a month"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Internet (no social media)	92	96	97	90	95	90	94	84	94	93	90
Social networks/social media (e.g. Facebook, Twitter)	83	88	83	87	87	86	70	79	73	90	91
TV/video streaming services (e.g. Netflix)	80	89	81	88	88	83	71	69	65	86	92
Music streaming services (e.g. Spotify)	69	72	62	82	84	78	55	56	52	79	79
"Normal" television program	66	69	61	66	67	73	61	65	56	79	66
Radio	66	75	61	66	72	63	64	58	58	78	68
Audio and video podcasts (e.g. via iTunes, YouTube, podcast portals)	62	66	47	74	74	79	46	49	46	71	69
Computer games/video games	58	57	53	74	68	73	41	41	44	69	67
Communication / messenger services (e.g. WhatsApp, Skype)	52	51	49	64	69	71	37	36	34	63	55
Books/Audiobooks	50	55	54	52	60	52	51	34	35	63	49
Online media libraries from TV stations	45	45	30	54	63	65	28	28	28	66	46
Journals, magazines	45	45	42	51	56	52	47	31	22	66	38
Daily newspaper	37	39	33	45	52	47	32	26	18	51	37
Newsletter from suppliers of products and services	35	35	28	44	47	49	20	24	13	54	41
Cinema	28	26	15	46	43	46	12	12	16	36	35
Watch Blu-ray Discs, DVDs	28	20	15	38	46	47	16	19	15	37	30

Basis: 1,205 cases, total sample; figures in %.

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strongly overrepresented
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Media usage

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

Response category: "At least several times a month"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Internet (no social media)	92	94	91	88	96	95	95	89
Social networks/social media (e.g. Facebook, Twitter)	83	80	86	86	90	91	78	68
TV/video streaming services (e.g. Netflix)	80	83	78	82	91	87	75	65
Music streaming services (e.g. Spotify)	69	71	67	84	84	78	55	37
"Normal" television program	66	74	60	51	68	68	73	77
Radio	66	71	63	53	76	70	69	66
Audio and video podcasts (e.g. via iTunes, YouTube, podcast portals)	62	68	55	74	80	64	51	33
Computer games/video games	58	64	50	75	74	64	40	29
Communication / messenger services (e.g. WhatsApp, Skype)	52	56	48	63	74	57	37	23
Books/Audiobooks	50	53	48	52	63	50	45	39
Online media libraries from TV stations	45	52	38	47	57	53	36	29
Journals, magazines	45	53	38	37	54	51	41	42
Daily newspaper	37	45	31	32	50	42	31	32
Newsletter from suppliers of products and services	35	45	26	36	52	39	22	21
Cinema	28	36	21	42	43	32	12	6
Watch Blu-ray Discs, DVDs	28	35	21	31	44	33	17	12

Basis: 1,205 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
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Media usage

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

Response category: "At least several times a month"

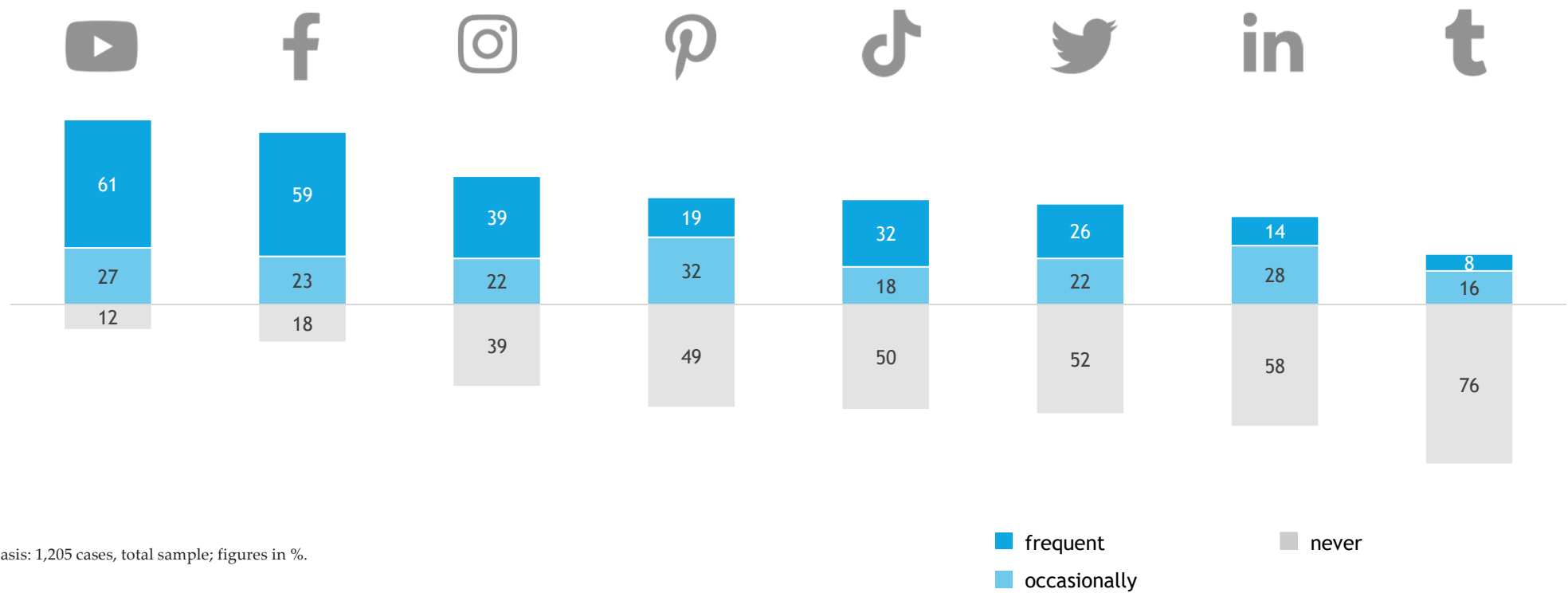
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<2.331 \$)	Medium 60-140% (2.331-5.440 \$)	High >140% (>5.440 \$)
Internet (no social media)	92	84	91	95	91	94	84
Social networks/social media (e.g. Facebook, Twitter)	83	79	83	84	84	83	81
TV/video streaming services (e.g. Netflix)	80	69	79	84	78	83	70
Music streaming services (e.g. Spotify)	69	59	67	72	67	73	68
"Normal" television program	66	55	62	72	63	75	60
Radio	66	51	61	74	61	75	64
Audio and video podcasts (e.g. via iTunes, YouTube, podcast portals)	62	62	57	66	62	62	70
Computer games/video games	58	55	56	60	59	59	46
Communication / messenger services (e.g. WhatsApp, Skype)	52	50	46	58	52	54	54
Books/Audiobooks	50	27	40	65	47	56	45
Online media libraries from TV stations	45	39	36	54	44	50	39
Journals, magazines	45	27	34	59	39	55	52
Daily newspaper	37	20	27	51	33	46	40
Newsletter from suppliers of products and services	35	23	26	45	33	41	31
Cinema	28	20	24	34	28	31	18
Watch Blu-ray Discs, DVDs	28	19	22	35	28	30	26

Basis: 1,205 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
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Media usage

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



Media usage

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

Response category: "Frequently"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
YouTube	61	61	59	72	63	74	44	46	54	66	74
Facebook	59	66	45	57	64	60	49	63	51	71	65
Instagram	39	44	34	52	57	54	20	22	21	46	52
TikTok	32	26	17	49	51	47	16	20	21	38	41
Twitter	26	26	16	34	46	44	13	8	11	41	26
Pinterest	19	21	12	23	28	29	10	10	18	16	24
LinkedIn	14	17	4	20	18	25	11	3	3	23	14
Tumblr	8	6	5	15	14	15	6	2	4	7	7

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Media usage

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

Response category: "Frequently"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
YouTube	61	67	55	74	73	64	53	33
Facebook	59	58	62	46	70	68	61	52
Instagram	39	40	38	59	55	40	20	13
TikTok	32	33	30	53	52	28	12	4
Twitter	26	35	17	33	39	31	13	10
Pinterest	19	14	24	28	27	18	11	7
LinkedIn	14	18	10	13	21	23	6	6
Tumblr	8	8	6	16	13	6	1	-

Basis: 1,205 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
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Media usage

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% (<2.331 \$)	Medium 60-140% (2.331-5.440 \$)	High >140% (>5.440 \$)
YouTube	61	62	62	60	63	60	54
Facebook	59	54	57	62	58	62	66
Instagram	39	21	35	47	37	42	55
TikTok	32	26	32	33	33	30	33
Twitter	26	14	18	35	23	31	29
Pinterest	19	20	17	20	19	17	22
LinkedIn	14	5	8	22	10	21	21
Tumblr	8	7	6	10	8	7	8

Basis: 1,205 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Media usage





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	88	92	89	91	95	96	79	81	79	88	96
Facebook	82	84	72	86	90	87	72	82	69	90	89
Instagram	61	64	52	77	89	79	40	41	41	68	71
Pinterest	51	54	39	62	59	68	40	35	44	57	53
TikTok	49	46	30	70	70	74	26	41	33	53	62
Twitter	48	43	40	64	71	70	33	28	28	57	55
LinkedIn	42	49	38	52	50	52	37	23	19	57	43
Tumblr	23	14	16	40	31	44	11	9	12	32	29

Basis: 1,205 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 usage

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	88	89	87	96	96	90	87	68
Facebook	82	80	84	78	91	88	80	71
Instagram	61	61	61	84	79	66	38	26
Pinterest	51	43	59	64	66	51	36	32
TikTok	49	49	50	74	74	48	26	13
Twitter	48	56	39	62	64	54	29	23
LinkedIn	42	49	35	42	54	51	35	25
Tumblr	23	27	18	39	41	22	5	2

Basis: 1,205 cases, total sample; figures in %.

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■ overrepresented ■ underrepresented

Media usage

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 "

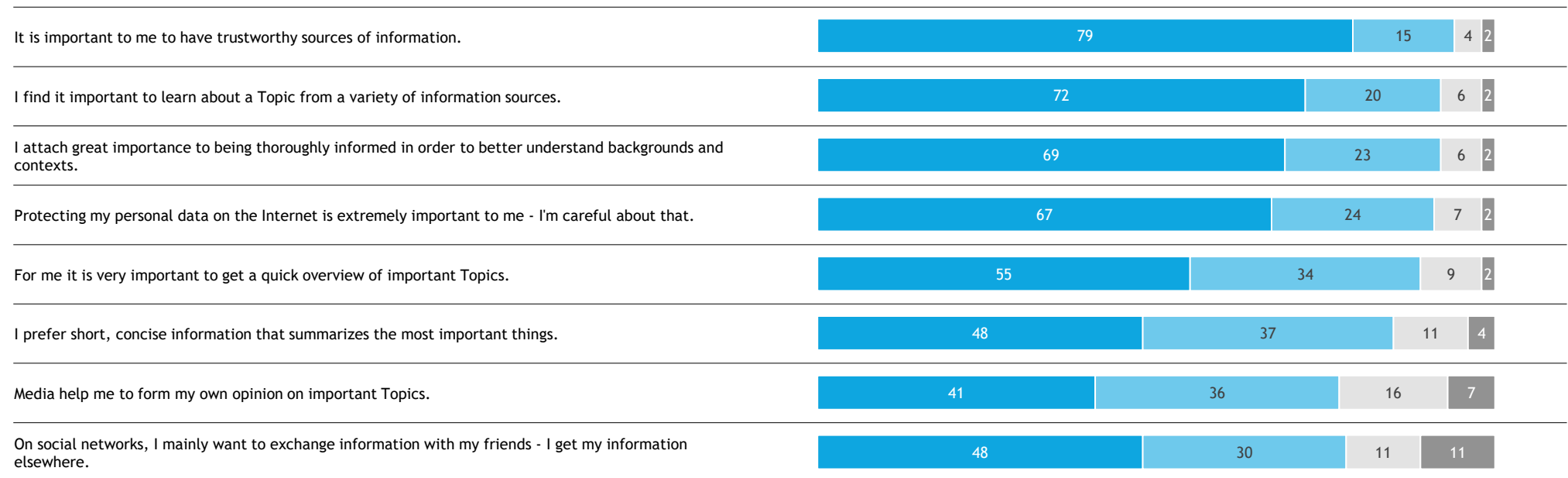
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<2.331 \$)	Medium 60-140% (2.331-5.440 \$)	High >140% (>5.440 \$)
YouTube	88	88	86	90	90	88	85
Facebook	82	82	79	84	83	82	86
Instagram	61	53	55	68	60	63	68
Pinterest	51	46	46	57	52	50	55
TikTok	49	54	48	49	53	47	48
Twitter	48	39	42	55	46	52	47
LinkedIn	42	23	28	59	35	53	42
Tumblr	23	23	17	30	24	25	15

Basis: 1,205 cases, total sample; figures in %.

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Communication expectations

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



Basis: 1,205 cases, total sample; figures in %.

■ Applies completely

■ Somewhat applies

■ Mostly doesn't apply

■ Doesn't apply at all

Communication expectations

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

Response category: „Applies completely / Somewhat applies“

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
It is important to me to have trustworthy sources of information.	94	96	98	88	96	93	96	94	91	96	94
I find it important to learn about a Topic from a variety of information sources.	92	95	94	86	96	91	97	86	88	94	94
I attach great importance to being thoroughly informed in order to better understand backgrounds and contexts.	92	92	97	86	90	94	94	86	84	97	92
Protecting my personal data on the Internet is extremely important to me - I'm careful about that.	91	96	91	84	94	85	91	89	91	96	92
For me it is very important to get a quick overview of important Topics.	89	91	89	83	97	88	93	84	85	94	92
I prefer short, concise information that summarizes the most important things.	85	88	82	72	88	84	88	83	88	92	87
Media help me to form my own opinion on important Topics.	78	69	87	78	86	89	67	68	68	84	88
On social networks, I mainly want to exchange information with my friends - I get my information elsewhere.	78	80	73	80	86	84	73	71	59	89	84

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

Response category: „Applies completely / Somewhat applies“

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
It is important to me to have trustworthy sources of information.	94	94	94	89	97	94	95	97
I find it important to learn about a Topic from a variety of information sources.	92	94	91	91	92	92	93	93
I attach great importance to being thoroughly informed in order to better understand backgrounds and contexts.	92	91	91	90	90	91	93	94
Protecting my personal data on the Internet is extremely important to me - I'm careful about that.	91	91	91	87	91	92	94	94
For me it is very important to get a quick overview of important Topics.	89	89	89	86	89	94	89	90
I prefer short, concise information that summarizes the most important things.	85	84	87	79	86	87	89	88
Media help me to form my own opinion on important Topics.	78	78	77	79	82	82	72	72
On social networks, I mainly want to exchange information with my friends - I get my information elsewhere.	78	79	76	80	82	79	80	64

Basis: 1,205 cases, total sample; figures in %.

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Communication expectations

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

Response category: „Applies completely / Somewhat applies“

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<2.331 \$)	Medium 60-140% (2.331-5.440 \$)	High >140% (>5.440 \$)
It is important to me to have trustworthy sources of information.	94	88	93	96	93	96	88
I find it important to learn about a Topic from a variety of information sources.	92	82	92	94	90	95	85
I attach great importance to being thoroughly informed in order to better understand backgrounds and contexts.	92	82	91	94	90	94	82
Protecting my personal data on the Internet is extremely important to me - I'm careful about that.	91	85	90	93	90	93	87
For me it is very important to get a quick overview of important Topics.	89	82	87	93	87	93	85
I prefer short, concise information that summarizes the most important things.	85	81	83	88	82	91	78
Media help me to form my own opinion on important Topics.	78	74	77	78	76	81	74
On social networks, I mainly want to exchange information with my friends - I get my information elsewhere.	78	67	75	82	76	81	75

Basis: 1,205 cases, total sample; figures in %.

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Communication expectations

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

Response category: "Applies completely"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
It is important to me to have trustworthy sources of information.	79	81	95	72	80	64	88	72	81	81	80
I find it important to learn about a Topic from a variety of information sources.	72	78	84	66	75	59	76	63	67	82	70
I attach great importance to being thoroughly informed in order to better understand backgrounds and contexts.	69	70	85	69	71	60	73	57	56	82	69
Protecting my personal data on the Internet is extremely important to me - I'm careful.	67	74	57	67	69	58	65	70	68	78	68
For me it is very important to get a quick overview of important Topics.	55	54	53	54	61	55	50	48	49	72	59
I prefer short, concise information that summarizes the most important things.	48	54	40	43	43	42	45	54	50	60	49
In social networks, I mainly want to exchange information with my friends. I get my information elsewhere.	48	45	50	46	65	41	47	44	41	57	49
Media help me to form my own opinion on important Topics.	42	38	40	48	55	49	32	36	28	58	42

Basis: 1,205 cases, total sample; figures in %.

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Response category: "Applies completely"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
It is important to me to have trustworthy sources of information.	79	78	80	70	77	79	84	90
I find it important to learn about a Topic from a variety of information sources.	72	72	72	67	70	72	75	79
I attach great importance to being thoroughly informed in order to better understand backgrounds and contexts.	69	70	68	61	70	69	74	73
Protecting my personal data on the Internet is extremely important to me - I'm careful.	67	66	69	60	67	69	69	75
For me it is very important to get a quick overview of important Topics.	55	53	58	49	60	57	56	55
I prefer short, concise information that summarizes the most important things.	48	45	52	41	47	48	55	52
I mainly want to exchange information with my friends on social networks. I get my information elsewhere.	48	49	47	39	51	51	53	47
Media help me to form my own opinion on important Topics.	42	43	40	46	48	44	33	37

Basis: 1,205 cases, total sample; figures in %.

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Communication expectations

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

Response category: “Applies completely“

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<2.331 \$)	Medium 60-140% (2.331-5.440 \$)	High >140% (>5.440 \$)
It is important to me to have trustworthy sources of information.	79	69	78	83	78	83	75
I find it important to learn about a Topic from a variety of information sources.	72	56	72	75	70	78	59
I attach great importance to being thoroughly informed in order to better understand backgrounds and contexts.	69	52	68	73	67	73	67
Protecting my personal data on the Internet is extremely important to me - I'm careful.	67	59	65	72	67	68	59
For me it is very important to get a quick overview of important Topics.	55	46	52	60	53	59	45
I prefer short, concise information that summarizes the most important things.	48	42	48	50	45	52	54
In social networks, I mainly want to exchange information with my friends. I get information elsewhere.	48	43	44	52	47	50	50
Media help me to form my own opinion on important Topics.	42	37	42	43	41	44	49

Basis: 1,205 cases, total sample; figures in %.

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Contact persons



Dr. Christoph Schleer
Associate Director Research & Consulting
christoph.schleer@sinus-institut.de
+49 6221 8089-27



Naima Wisniewski
Research & Consulting
naima.wisniewski@sinus-institut.de
+49 6221 8089-54

sinus:

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