



SINUS Study for the Friedrich Ebert Foundation

Social-ecological transformation

Country comparative Report

Heidelberg, September 2023

**FRIEDRICH
EBERT
STIFTUNG**

sinus:

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 in a state of 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 the topic climate change
- Attitudes towards climate change
- Consequences of climate change - anxiety scale

03 Climate and environmentally-conscious behaviour

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

04 Changing lifestyles and economies

- Assessing the need for change
- Attribution of responsibility
- Attitudes towards policies
- Attitudes towards the energy/heat transition

05 Interest in information and level of knowledge

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

06 Appendix: Communication

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



1

Method and sample

Methodology and sample



Method

Standardised online survey (CAWI)

Quota sample (gender, age, education and region)

The interviews were conducted in the national language.



Data collection

Interview duration: 20 to 28 minutes, depending on the country

The data collection was carried out by Sociotrend GmbH.



Target group

Resident population aged from 18 to 69 years



Sample size

Around 1,200 people



Survey period

20.04. - 28.07.2023

Survey contents

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



2

Problem awareness

Main findings

Problem awareness

Importance of environmental, nature and climate protection

- In a comparison of the 19 countries included in the survey, environmental, nature and climate protection is most frequently counted among the five most important topics in Canada and Denmark (50% and 49% respectively). In France (45%), Italy (43%), Germany (40%), the United States (40%) and Serbia (40%), environmental, nature and climate protection is also seen as a central political topic by at least 40% of the respondents. The relative importance of environmental, nature and climate protection is lower in Hungary (23%), Croatia (22%) and Greece (22%).

Relevance of environmental policy fields of action

- The relevance of the environmental policy fields of action surveyed is rated differently in some cases in the countries considered. For example, respondents in Germany most frequently rank the state of the Oceans (58%), climate change (55%) and waste in the environment and living environment (49%) among the five greatest challenges for the preservation of our livelihoods. In comparison, in Romania, the state of forests (62%), air pollution/quality (56%) and water pollution/quality (54%) are most frequently seen as the priority areas for environmental policy action.

Main findings

Problem awareness

Relevance of the topic Climate Change

- In all countries considered, climate change is seen as a (very) important topic by large parts of the population. On a scale from 0 "completely irrelevant", to 10 "absolutely important", the scale average is above 7.0 in almost all countries. The lowest average was measured in Czechia (6.7) and the highest in Turkey (8.6), followed by Italy and Romania (8.1).

Attitudes towards climate change

- Across all countries, the vast majority of respondents agree that The destruction of nature endangers people and their livelihoods: At least 85% (in Denmark) and up to 97% (in Greece, Portugal and Serbia) agree "fully" or at least "somewhat" with this statement. At least 65% (in Germany and Czechia) and up to 93% (in Portugal and Turkey) say they are afraid of the consequences of climate change. On the other hand, the opinion that many things are very exaggerated regarding climate change's consequences is less frequently held in all countries. The range here is from 22% agreement in Portugal to 47% agreement in Romania, Czechia and the United States.
- When asked if there are more important problems than climate change in their own country, up to 77% (in Turkey) "fully agree" or "tend to agree", with the lowest level of agreement measured in Italy (46%). A preference for climate adaptation over climate mitigation is the strongest in France (64%). The weaker agreement is found in Germany (48%), Portugal (47%), Czechia (47%) and Poland (46%).

Main findings











Problem awareness

Consequences of climate change

- In 12 of the total of 19 countries included in the survey, the increase in extreme weather events scares the population the most: In Germany, Great Britain, Denmark, Sweden, Greece, Italy, Turkey, Croatia, Poland, Romania, Canada and the United States, up to 74% of respondents (in Italy) rank the increase in extreme weather events among the five consequences of climate change that scare them the most.
- In Portugal, France, Spain, Czechia and Hungary, the increase in extreme weather events ranks second. Here, respondents are more likely to fear water shortages than extreme weather events.

Importance of environmental, nature and climate protection

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

	Total	 DE	 FR	 UK	 DK	 SE	 GR	 IT	 PT	 ES	 TR
Public health service and care	56	38	56	63	69	59	74	61	62	48	17
Inflation, declining purchasing power	48	47	64	52	31	29	38	40	46	44	55
Education, schools and universities	37	30	21	30	41	37	53	35	42	37	36
Environmental, nature and climate protection	34	40	45	35	49	33	22	43	33	32	29
Employment offers and fair wages	34	22	32	27	18	23	38	50	47	49	31
Fair pensions and retirement provision	32	44	41	20	37	32	25	34	31	37	20
More social justice	32	34	33	26	34	28	36	32	41	33	34
Criminality, internal security	30	27	45	25	29	58	37	34	29	21	23
Rule of law, fight against corruption	29	11	17	16	11	10	42	25	30	27	34
Secure energy supply and affordable energy prices	28	46	30	42	32	30	21	25	14	30	18
Adequate and affordable living spaces	27	40	7	31	22	28	17	15	50	49	31
Business development and competitiveness	26	17	15	24	22	21	33	27	20	21	37
Migration and integration of immigrants	20	25	25	26	23	47	14	22	11	18	43
Peace policy and stable relations with other countries	14	21	8	15	16	18	11	11	5	5	14
Digitalisation	6	15	3	3	7	4	5	6	1	3	6

Basis: 22,823 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Importance of environmental, nature and climate protection

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











	Total	HR	PL	RO	RS	SK	CZ	HU	CA	US
Public health service and care	56	53	68	59	53	71	48	71	67	35
Inflation, declining purchasing power	48	48	58	34	52	44	55	51	58	58
Education, schools and universities	37	30	27	53	50	35	29	52	27	33
Environmental, nature and climate protection	34	22	30	26	40	25	27	23	50	40
Employment offers and fair wages	34	47	29	38	23	39	22	54	28	30
Fair pensions and retirement provision	32	42	28	37	26	37	45	33	24	8
More social justice	32	42	25	25	46	29	23	24	28	28
Criminality, internal security	30	22	16	16	48	24	33	15	26	33
Rule of law, fight against corruption	29	53	33	36	49	37	27	40	16	28
Secure energy supply and affordable energy prices	28	22	44	26	19	37	42	26	21	16
Adequate and affordable living spaces	27	17	22	15	11	31	37	25	36	30
Business development and competitiveness	26	38	28	30	21	27	25	25	27	28
Migration and integration of immigrants	20	8	14	5	6	12	28	10	17	25
Peace policy and stable relations with other countries	14	8	22	16	18	16	20	12	13	22
Digitalisation	6	5	4	12	6	6	10	2	4	4

Basis: 22,823 cases, total sample; figures in %.




■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Relevance of environmental policy fields of action

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










	Total	 DE	 FR	 UK	 DK	 SE	 GR	 IT	 PT	 ES	 TR
Pollution of the water/water quality	54	43	59	44	53	44	63	47	61	51	44
Climate change, climate-damaging emissions	52	55	52	59	60	58	51	65	65	58	49
Waste in the environment and living environment	51	49	47	56	54	48	50	53	41	53	40
Air pollution/air quality	49	34	47	39	39	42	45	54	51	49	39
Condition of the forests	41	42	41	31	31	32	45	35	40	39	34
State of the Oceans	40	58	50	48	51	58	50	47	46	45	31
Increasing consumption of energy and raw materials	34	41	30	39	29	35	34	39	27	32	40
Species extinction in the animal and plant world	32	43	38	31	40	41	30	24	30	36	33
Industrial agriculture	30	23	35	26	25	24	34	31	38	29	31
Development of green spaces	29	23	24	25	23	15	26	30	26	19	47
Increasing traffic and noise	16	14	12	17	16	14	15	11	14	16	23

Basis: 22,823 cases, total sample; figures in %.

 strongly overrepresented  strongly underrepresented
 overrepresented  underrepresented

Relevance of environmental policy fields of action

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











	Total	 HR	 PL	 RO	 RS	 SK	 CZ	 HU	 CA	 US
Pollution of the water/water quality	54	64	57	54	76	64	55	58	46	51
Climate change, climate-damaging emissions	52	46	51	41	40	41	35	53	60	53
Waste in the environment and living environment	51	52	49	48	63	49	54	51	59	54
Air pollution/air quality	49	54	58	56	74	50	48	53	50	50
Condition of the forests	41	42	42	62	44	56	54	42	32	31
State of the Oceans	40	37	30	23	12	23	38	32	43	41
Increasing consumption of energy and raw materials	34	27	48	24	23	34	30	47	35	31
Species extinction in the animal and plant world	32	34	32	22	27	29	31	26	27	25
Industrial agriculture	30	32	24	39	42	29	26	25	27	29
Development of green spaces	29	33	28	28	34	40	44	38	25	20
Increasing traffic and noise	16	12	16	16	17	14	20	13	17	16

Basis: 22,823 cases, total sample; figures in %.





■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Relevance of the topic Climate Change

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










											
	Total	DE	FR	UK	DK	SE	GR	IT	PT	ES	TR
10=Absolutely important, more important than anything else	23	20	20	19	15	16	23	29	22	21	42
9	19	18	14	16	18	19	24	23	21	18	22
8	22	21	23	22	24	22	22	22	23	23	19
7	13	11	14	18	17	15	12	10	15	14	7
6	7	8	10	8	9	8	5	5	8	8	4
5	8	9	11	8	9	10	6	6	6	9	3
4	2	3	2	2	2	3	1	1	2	2	1
3	2	3	2	2	2	2	2	1	1	1	1
2	1	2	1	2	2	2	1	1	0	1	1
1	1	1	1	2	0	1	1	0	0	0	0
0=Totally irrelevant, can be forgotten	2	4	1	2	2	4	3	2	2	2	2
Average	7,6	7,3	7,5	7,4	7,4	7,2	7,8	8,1	7,9	7,6	8,6

Basis: 22,823 cases, total sample; figures in %.





 strongly overrepresented  strongly underrepresented
 overrepresented  underrepresented

Relevance of the topic Climate Change

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

	Total	 HR	 PL	 RO	 RS	 SK	 CZ	 HU	 CA	 US
10=Absolutely important, more important than anything else	23	17	19	37	26	22	12	26	22	23
9	19	22	17	21	23	16	12	20	16	16
8	22	24	22	16	19	21	22	22	24	17
7	13	14	14	7	12	13	16	13	16	12
6	7	7	8	4	5	8	9	6	7	7
5	8	8	12	6	8	10	16	7	7	9
4	2	2	2	2	2	2	3	2	2	4
3	2	1	3	2	2	2	4	2	3	3
2	1	1	2	1	1	1	3	1	1	2
1	1	1	1	1	1	1	1	0	1	2
0=Totally irrelevant, can be forgotten	2	3	2	3	2	3	3	2	2	6
Average	7,6	7,6	7,3	8,1	7,9	7,4	6,7	7,9	7,6	7,1











Basis: 22,823 cases, total sample; figures in %.

 strongly overrepresented
  strongly underrepresented
 overrepresented
  underrepresented




Attitudes towards climate change

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

Response category: "Fully agree / Somewhat agree"

	Total	 DE	 FR	 UK	 DK	 SE	 GR	 IT	 PT	 ES	 TR
The destruction of nature endangers people and their livelihoods.	94	92	95	92	85	92	97	96	97	94	96
I am afraid of the consequences of climate change.	79	65	82	79	74	77	78	86	93	85	93
There are more important problems in our country than climate change.	63	50	52	59	54	71	67	46	66	50	77
Instead of focusing on climate protection, we should rather concentrate on adapting to the consequences of climate change.	54	48	64	55	50	55	51	50	47	54	62
When it comes to the consequences of climate change, many things are greatly exaggerated.	39	38	40	37	41	41	44	28	22	31	39










Basis: 22,823 cases, total sample; figures in %.

 strongly overrepresented
  overrepresented
  strongly underrepresented
  underrepresented



Attitudes towards climate change

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

Response category: "Fully agree / Somewhat agree"











	Total	 HR	 PL	 RO	 RS	 SK	 CZ	 HU	 CA	 US
The destruction of nature endangers people and their livelihoods.	94	96	95	93	97	96	96	95	93	90
I am afraid of the consequences of climate change.	79	76	78	78	78	78	65	78	81	76
There are more important problems in our country than climate change.	63	75	60	61	72	72	71	69	58	66
Instead of focusing on climate protection, we should rather concentrate on adapting to the consequences of climate change.	54	59	46	55	53	55	47	58	55	58
When it comes to the consequences of climate change, many things are greatly exaggerated.	39	37	34	47	43	44	47	45	38	47

Basis: 22,823 cases, total sample; figures in %.





 strongly overrepresented
  strongly underrepresented
 overrepresented
  underrepresented

Consequences of climate change - anxiety scale

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










											
	Total	DE	FR	UK	DK	SE	GR	IT	PT	ES	TR
Increase in extreme weather events	63	58	64	59	63	60	72	74	71	64	49
Water shortage in everyday life	54	41	68	40	39	46	56	57	73	66	43
Species extinction in the animal and plant world	43	45	46	48	48	46	38	38	38	47	42
Forest fires, forest dieback	40	35	46	28	25	32	55	26	60	50	35
Increase in humanitarian crises, spread of (new) diseases	40	37	40	43	49	47	39	42	50	43	37
Military conflicts over raw materials and water	35	41	37	27	42	33	42	30	25	28	26
Rising sea levels due to the melting of the poles	32	33	32	49	45	38	34	35	44	32	31
Impairment of my health and personal quality of life	32	29	21	26	24	19	40	31	42	30	34
Economic damage	26	23	24	24	17	22	25	35	21	26	44
Decreasing yields in agriculture	26	21	19	22	13	32	10	34	16	24	44
Increased immigration, migration	21	33	28	20	30	29	21	18	9	12	29
Don't know	1	1	1	3	1	1	0	1	0	1	0
I am not afraid	3	6	2	6	6	4	3	2	1	2	1

Basis: 22,823 cases, total sample; figures in %.




 strongly overrepresented
  overrepresented
  strongly underrepresented
  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	 HR	 PL	 RO	 RS	 SK	 CZ	 HU	 CA	 US
Increase in extreme weather events	63	64	61	62	66	64	61	62	65	60
Water shortage in everyday life	54	56	55	42	66	64	64	63	40	44
Species extinction in the animal and plant world	43	50	42	34	50	38	41	39	37	41
Forest fires, forest dieback	40	37	46	46	30	37	42	39	47	38
Increase in humanitarian crises, spread of (new) diseases	40	36	36	38	45	30	35	30	44	35
Military conflicts over raw materials and water	35	41	43	32	48	46	40	47	24	20
Rising sea levels due to the melting of the poles	32	26	26	21	20	24	27	27	37	34
Impairment of my health and personal quality of life	32	40	34	38	38	39	24	36	34	33
Economic damage	26	23	22	33	26	22	17	29	29	29
Decreasing yields in agriculture	26	31	31	30	36	18	16	36	29	28
Increased immigration, migration	21	14	26	9	10	25	40	21	16	14
Don't know	1	1	1	2	0	2	1	1	2	2
I am not afraid	3	4	2	2	2	2	2	2	5	9

Basis: 22,823 cases, total sample; figures in %.

 strongly overrepresented
  strongly underrepresented
 overrepresented
  underrepresented



3

Climate and environmentally-conscious behaviour

Main findings

Climate and environmentally-conscious behaviour

Attitudes towards climate and environmentally conscious behaviour

- In all countries considered, at least 86% of respondents "fully" or "somewhat" agree that we all have to become active ourselves and start changing our way of life in order to maintain a liveable environment for us and the generations that follow. Furthermore, at least 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. Slightly fewer, but still a majority in every country commit themselves to actively contributing to changing society. This goes from 53% in Czechia and 61% in Germany to 88% in Greece and 93% in Turkey.
- In Serbia 66% of the respondents "fully agree" that we all have to become active and start changing our way of life in order to maintain a liveable environment for us and the generations that follow. This compares to 47% in the United States, 46% in France, 45% in the UK, 42% each in Germany, Denmark and Slovakia, and 37% in Czechia.

Main findings

Climate and environmentally-conscious behaviour

Barriers to climate and environmentally conscious behaviour

- At least 78% (in Germany) and up to 95% (in Turkey) are of the opinion that we should be willing to change our lifestyle for the benefit of the environment. However, at least 35% (in Portugal) and up to 79% (in Romania) (also) say they are only willing to do something to protect the climate if it does not affect their standard of living.
- At least 57% (in Italy) and up to 79% (in Slovakia) fear that a fundamental change in our way of living and doing business will come at a high personal cost ("Fully agree" or "Somewhat agree"). Furthermore, at least 50% (in Italy and the United States) and up to 73% (in Turkey) consider measures to protect the climate and the environment to be socially unjust, as they burden low-income earners in particular. At least 50% (in Canada) and up to 67% (in Poland, Romania and Slovakia) say that they personally lack the financial means to do something for climate protection.
- At least 61% (in Greece and Romania) and up to 84% (in Czechia) say they are annoyed when others try to tell them how to live ("Fully agree" or "Somewhat agree"). In addition, at least 34% (in Serbia) and up to 66% (in Turkey) complain that one will soon not be able to do anything at all if there are even more regulations for climate and environmental protection.

Main findings

Climate and environmentally-conscious behaviour

- At least 69% (in Germany) and up to 90% (in Turkey) would be willing to do more to protect the environment if everyone acted this way ("fully agree" or "tend to agree"). However, at least 21% (in Portugal) and up to 56% (in Turkey) do not believe that their own behaviour can contribute significantly to environmental protection. At least 28% (in Denmark) and up to 54% (in Turkey) say that others should take the first step before contributing to climate protection themselves.
- At least 25% (in Italy) and up to 52% (in Czechia) find it difficult to shape their own lives in an environmentally and climate-friendly way ("Fully agree" or "Somewhat agree"). Furthermore, at least 45% (in Czechia) and up to 82% (in Serbia) say that the Poor infrastructure makes it impossible to give up the car. Furthermore, at least 14% (in Greece) and up to 47% (in Turkey) say they do not see the point of changing their behaviour for something that may happen in the future.
- At least 34% (in Portugal) and up to 72% (in Czechia) say that businesses that need a lot of energy for their production cannot implement strict climate protection requirements ("fully agree" or "tend to agree"). Furthermore, at least 32% (in Serbia) and up to 52% (in Slovakia) say that preserving jobs is more important than climate and environmental protection. At least 25% (in Serbia) and up to 56% (in Romania) believe that combating climate change is detrimental to domestic businesses.

Main findings

Climate and environmentally-conscious behaviour

- At least 42% (in Czechia) and up to 64% (in France and Portugal) think that businesses know best how to implement the necessary change ("Fully agree" or "Somewhat agree"). Furthermore, at least 24% (in Serbia) and up to 71% (in Turkey) think that science and technology will solve the problem of climate change without us having to fundamentally change our way of life.

Motivators of climate and environmentally conscious behaviour

- Across all countries, there is a high level of general agreement with the motivators. For example, in all countries at least four fifths of the respondents are "completely" or "rather" of the opinion that more environmental protection also means better quality of life and health for all. Also against the background of the tendency towards socially desirable answers, it is therefore particularly worthwhile to look at the values at the highest level of agreement:
- At least 25% (in Czechia) and up to 49% (in Portugal) feel strongly connected to nature ("Fully agree"). Furthermore, at least 37% (in Denmark) and up to 72% (in Serbia) feel that spending time in nature significantly enhances their quality of life.

Main findings

Climate and environmentally-conscious behaviour

- At least 44% (in Poland and Czechia) and up to 72% (in Portugal) believe that each individual has a responsibility to leave a liveable environment for future generations ("Fully agree"). Moreover, at least 36% (in Germany) and up to 68% (in Portugal) believe that environmental protection is a matter of decency and civic duty. That more environmental protection also means better quality of life and health for all is said by at least 34% (in Denmark) and up to 72% (in Portugal). At least 21% (in Slovakia) and up to 49% (in Turkey) feel personally responsible for the preservation of nature and the environment.
- At least 33% (in Czechia) and up to 54% (in Turkey) see the industrialised countries as having a special responsibility for climate protection, as they have been the main cause of climate change ("Fully agree"). In addition, at least 22% (in Czechia) and up to 46% (in Portugal) say they feel better when they buy products that have less impact on the environment and climate.
- At least 22% (in Czechia) and up to 46% (in Italy) believe that our businesses need to become more climate-friendly, otherwise there is a risk of economic damage ("Fully agree"). Furthermore, at least 16% (in Czechia and Slovakia) and up to 35% (in Turkey) believe that switching to environmentally and climate-friendly products and production processes offers great employment opportunities. At least 15% (in Czechia) and up to 44% (in Turkey) believe that a consistent policy to protect the environment will have a positive impact on the competitiveness of businesses in the future.



Attitudes towards climate and environmentally conscious behaviour

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

Response category: "Fully agree / Somewhat agree"

	Total	DE	FR	UK	DK	SE	GR	IT	PT	ES	TR
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.	92	86	93	89	89	91	95	92	97	92	97
I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially just manner.	88	84	90	84	82	85	92	92	93	91	97
I commit myself to actively changing society.	73	61	66	72	62	71	88	77	78	81	93

Response category: "Fully agree"

	Total	DE	FR	UK	DK	SE	GR	IT	PT	ES	TR
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.	51	42	46	45	42	50	60	49	60	53	58
I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially just manner.	38	30	38	30	33	35	46	41	44	38	51
I commit myself to actively changing society.	24	17	17	20	16	21	35	22	20	28	43










Basis: 22,823 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented










Attitudes towards climate and environmentally conscious behaviour

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





Response category: "Fully agree / Somewhat agree"

	Total	 HR	 PL	 RO	 RS	 SK	 CZ	 HU	 CA	 US
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.	92	94	92	88	97	89	88	92	91	88
I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially just manner.	88	92	87	83	94	86	81	88	86	81
I commit myself to actively changing society.	73	76	77	64	79	75	53	73	73	72

Response category: "Fully agree"

	Total	 HR	 PL	 RO	 RS	 SK	 CZ	 HU	 CA	 US
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.	51	56	49	59	66	42	37	50	51	47
I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially just manner.	38	41	36	45	50	29	25	38	36	34
I commit myself to actively changing society.	24	24	22	26	30	21	12	20	24	30











Basis: 22,823 cases, total sample; figures in %.

 strongly overrepresented
  overrepresented
  strongly underrepresented
  underrepresented





Barriers to climate and environmentally conscious behaviour (1)

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

Response category: "Fully agree / Somewhat agree"

	Total	 DE	 FR	 UK	 DK	 SE	 GR	 IT	 PT	 ES	 TR
For the sake of the environment, we should all be prepared to change our lifestyle.	88	78	89	86	85	87	92	90	94	87	95
I would be willing to do more to protect the environment if everyone acted like this.	79	69	82	76	70	82	71	84	84	81	90
I get annoyed when others try to tell me how to live.	72	70	70	67	78	72	61	73	65	71	75
I fear that a fundamental change in our way of living and doing business will come at a high cost to me.	70	77	79	71	70	74	68	57	66	65	74
Poor infrastructure (e.g. lack of cycle paths, lack of train routes, too little public transport) makes it impossible for me to give up my car.	64	62	68	64	53	60	78	66	70	61	76
Measures to protect the climate and the environment are socially unjust, as they burden low-income earners in particular.	62	67	71	56	61	70	63	50	60	59	73
I personally lack the financial means to do something for climate protection.	60	59	60	55	56	55	58	61	63	57	66
I am only prepared to do something to protect the environment if my standard of living is not affected as a result.	53	52	60	45	39	51	78	54	35	36	75
Businesses know best how to implement the necessary change.	53	44	64	56	47	48	50	43	64	53	59










Basis: 22,823 cases, total sample; figures in %.

 strongly overrepresented
  strongly underrepresented
 overrepresented
  underrepresented





Barriers to climate and environmentally conscious behaviour (1)

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

Response category: "Fully agree / Somewhat agree"

	Total	 HR	 PL	 RO	 RS	 SK	 CZ	 HU	 CA	 US
For the sake of the environment, we should all be prepared to change our lifestyle.	88	92	82	87	94	85	83	92	87	83
I would be willing to do more to protect the environment if everyone acted like this.	79	81	82	80	87	81	75	85	76	71
I get annoyed when others try to tell me how to live.	72	79	81	61	82	78	84	79	62	73
I fear that a fundamental change in our way of living and doing business will come at a high cost to me.	70	78	70	66	51	79	75	65	71	74
Poor infrastructure (e.g. lack of cycle paths, lack of train routes, too little public transport) makes it impossible for me to give up my car.	64	64	51	68	82	54	45	52	65	69
Measures to protect the climate and the environment are socially unjust, as they burden low-income earners in particular.	62	72	62	56	57	63	62	66	55	50
I personally lack the financial means to do something for climate protection.	60	60	67	67	61	67	64	56	50	58
I am only prepared to do something to protect the environment if my standard of living is not affected as a result.	53	48	60	79	62	56	51	35	48	46
Businesses know best how to implement the necessary change.	53	53	58	55	47	61	42	51	59	55











Basis: 22,823 cases, total sample; figures in %.

 strongly overrepresented
  overrepresented
  strongly underrepresented
  underrepresented




Barriers to climate and environmentally conscious behaviour (2)

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

Response category: "Fully agree / Somewhat agree"

											
	Total	DE	FR	UK	DK	SE	GR	IT	PT	ES	TR
Businesses that need a lot of energy for their production cannot implement strict climate protection requirements.	52	58	51	53	46	48	52	36	34	42	67
If regulations regarding climate and environmental protection increase, we'll soon not be able to do anything at all.	48	49	65	49	38	45	42	43	39	47	66
Preserving jobs is more important than climate and environmental protection.	45	46	44	44	41	47	40	42	41	49	44
I find it difficult to shape my life in an environmentally and climate-friendly way.	43	47	47	49	65	51	31	25	39	33	49
Tackling climate change is detrimental to our businesses.	41	38	44	44	43	51	42	32	31	43	42
Before I contribute to climate protection myself, others should take the first step.	39	31	51	34	28	37	33	37	50	45	54
I do not believe that I can contribute significantly to environmental protection with my behaviour.	37	37	40	42	43	47	29	26	21	34	56
Science and technology will solve the problem of climate change without us having to fundamentally change our way of life.	37	33	35	37	39	39	37	34	28	33	71
I don't see the point of changing my behaviour today for something that may happen in the future.	26	26	25	26	29	24	14	17	15	21	47










Basis: 22,823 cases, total sample; figures in %.

 strongly overrepresented  strongly underrepresented
 overrepresented  underrepresented





Barriers to climate and environmentally conscious behaviour (2)

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

Response category: "Fully agree / Somewhat agree"

	Total	 HR	 PL	 RO	 RS	 SK	 CZ	 HU	 CA	 US
businesses that need a lot of energy for their production cannot implement strict climate protection requirements.	52	53	61	57	51	52	72	67	45	50
If regulations regarding climate and environmental protection increase, we'll soon not be able to do anything at all.	48	36	50	51	34	53	58	44	51	51
Preserving jobs is more important than climate and environmental protection.	45	42	51	46	32	52	48	47	43	47
I find it difficult to shape my life in an environmentally and climate-friendly way.	43	33	45	32	38	37	52	43	42	49
Tackling climate change is detrimental to our businesses.	41	34	39	56	25	41	47	27	43	54
Before I contribute to climate protection myself, others should take the first step.	39	36	38	43	41	40	31	36	38	37
I do not believe that I can contribute significantly to environmental protection with my behaviour.	37	36	35	39	30	36	39	32	40	43
Science and technology will solve the problem of climate change without us having to fundamentally change our way of life.	37	33	46	38	24	35	32	36	36	40
I don't see the point of changing my behaviour today for something that may happen in the future.	26	17	28	34	37	28	22	20	27	29











Basis: 22,823 cases, total sample; figures in %.

 strongly overrepresented
  strongly underrepresented
 overrepresented
  underrepresented


Barriers to climate and environmentally conscious behaviour (1)

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

Response category: "Fully agree"

	Total	 DE	 FR	 UK	 DK	 SE	 GR	 IT	 PT	 ES	 TR
For the sake of the environment, we should all be prepared to change our lifestyle.	44	33	39	39	42	43	55	46	53	43	52
I get annoyed when others try to tell me how to live.	31	30	27	26	39	29	25	26	25	30	33
I would be willing to do more to protect the environment if everyone acted like this.	30	20	31	24	23	30	27	33	37	30	42
Poor infrastructure (e.g. lack of cycle paths, lack of train routes, too little public transport) makes it impossible for me to give up my car.	27	28	29	24	28	27	36	23	28	21	31
I fear that a fundamental change in our way of living and doing business will come at a high cost to me.	22	30	23	21	24	25	21	15	14	19	28
I personally lack the financial means to do something for climate protection.	22	23	21	18	20	18	20	21	22	19	24
Measures to protect the climate and the environment are socially unjust, as they burden low-income earners in particular.	22	29	24	16	21	24	23	16	18	20	30
If regulations regarding climate and environmental protection increase, we'll soon not be able to do anything at all.	17	20	17	17	14	14	14	14	11	16	28
I am only prepared to do something to protect the environment if my standard of living is not affected as a result.	16	16	15	11	12	13	27	16	9	9	30










Basis: 22,823 cases, total sample; figures in %.

 strongly overrepresented
  strongly underrepresented
 overrepresented
  underrepresented





Barriers to climate and environmentally conscious behaviour (1)

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

Response category: "Fully agree"

	Total	 HR	 PL	 RO	 RS	 SK	 CZ	 HU	 CA	 US
For the sake of the environment, we should all be prepared to change our lifestyle.	44	49	34	51	55	33	31	51	41	40
I get annoyed when others try to tell me how to live.	31	32	36	26	40	35	41	35	24	35
I would be willing to do more to protect the environment if everyone acted like this.	30	29	24	41	41	28	22	30	27	26
Poor infrastructure (e.g. lack of cycle paths, lack of train routes, too little public transport) makes it impossible for me to give up my car.	27	28	17	34	42	21	16	19	26	30
I fear that a fundamental change in our way of living and doing business will come at a high cost to me.	22	23	19	28	14	21	23	21	24	28
I personally lack the financial means to do something for climate protection.	22	22	22	36	24	27	23	21	18	25
Measures to protect the climate and the environment are socially unjust, as they burden low-income earners in particular.	22	26	22	25	20	22	23	22	17	16
If regulations regarding climate and environmental protection increase, we'll soon not be able to do anything at all.	17	10	17	21	10	20	22	13	18	21
I am only prepared to do something to protect the environment if my standard of living is not affected as a result.	16	11	14	35	21	14	13	8	13	15











Basis: 22,823 cases, total sample; figures in %.

 strongly overrepresented
  strongly underrepresented
 overrepresented
  underrepresented





Barriers to climate and environmentally conscious behaviour (2)

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

Response category: "Fully agree"

											
	Total	DE	FR	UK	DK	SE	GR	IT	PT	ES	TR
businesses that need a lot of energy for their production cannot implement strict climate protection requirements.	15	17	12	14	11	11	18	8	8	12	24
Businesses know best how to implement the necessary change.	13	10	15	12	12	11	11	9	16	11	20
Tackling climate change is detrimental to our businesses.	13	12	12	16	11	14	14	10	8	13	18
Before I contribute to climate protection myself, others should take the first step.	12	9	18	8	8	9	12	11	18	16	22
Preserving jobs is more important than climate and environmental protection.	12	15	10	11	11	11	10	9	8	10	19
I do not believe that I can contribute significantly to environmental protection with my behaviour.	11	11	11	12	12	15	6	6	5	10	24
I find it difficult to shape my life in an environmentally and climate-friendly way.	10	11	10	9	18	9	6	5	8	7	18
Science and technology will solve the problem of climate change without us having to fundamentally change our way of life.	9	7	9	9	9	10	9	8	7	8	25
I don't see the point of changing my behaviour today for something that may happen in the future.	8	7	8	8	7	7	4	4	5	6	21










Basis: 22,823 cases, total sample; figures in %.

 strongly overrepresented
  overrepresented
  strongly underrepresented
  underrepresented





Barriers to climate and environmentally conscious behaviour (2)

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

Response category: "Fully agree"

	Total	 HR	 PL	 RO	 RS	 SK	 CZ	 HU	 CA	 US
Businesses that need a lot of energy for their production cannot implement strict climate protection requirements.	15	13	16	22	17	12	20	21	13	14
Businesses know best how to implement the necessary change.	13	12	9	19	11	12	8	12	16	16
Tackling climate change is detrimental to our businesses.	13	9	12	25	7	13	14	8	14	24
Before I contribute to climate protection myself, others should take the first step.	12	9	9	16	12	14	8	10	11	13
Preserving jobs is more important than climate and environmental protection.	12	8	13	15	6	12	10	11	14	17
I do not believe that I can contribute significantly to environmental protection with my behaviour.	11	9	9	13	8	11	10	8	11	12
I find it difficult to shape my life in an environmentally and climate-friendly way.	10	6	8	11	8	8	10	9	12	12
Science and technology will solve the problem of climate change without us having to fundamentally change our way of life.	9	7	10	13	5	8	6	7	10	14
I don't see the point of changing my behaviour today for something that may happen in the future.	8	5	6	12	11	7	5	5	10	9











Basis: 22,823 cases, total sample; figures in %.

 strongly overrepresented
  strongly underrepresented
 overrepresented
  underrepresented





Motivators of climate and environmentally conscious behaviour

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

Response category: "Fully agree / Somewhat agree"

											
	Total	DE	FR	UK	DK	SE	GR	IT	PT	ES	TR
Every individual bears responsibility for leaving a liveable environment for future generations.	92	88	92	90	93	92	96	95	97	91	96
Being in nature greatly enhances my quality of life.	92	90	90	89	84	91	96	92	97	91	95
Environmental protection is a matter of decency and civic duty.	91	82	92	88	86	88	94	94	96	93	95
More environmental protection also means more quality of life and health for all.	90	80	90	86	83	84	96	94	98	92	95
The industrialised countries have a special responsibility for climate protection because they have been the main cause of climate change.	87	81	87	82	85	84	93	89	94	90	94
Our businesses must become more climate-friendly, otherwise there is a risk of economic damage.	85	78	87	84	84	81	90	90	91	88	91
I feel a strong connection with nature.	85	85	83	80	73	83	84	87	94	83	93
Consistent policies to protect the environment will have a positive impact on the competitiveness of the businesses in the future.	82	67	80	82	79	82	88	87	92	88	94
I feel better when I buy products that have less impact on the environment and climate.	81	73	81	78	74	77	88	86	92	84	92
I feel personally responsible for the conservation of nature and the environment.	80	74	77	83	82	80	87	79	86	77	95
The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.	77	72	82	78	82	80	84	82	79	82	88










Basis: 22,823 cases, total sample; figures in %.

 strongly overrepresented
  strongly underrepresented
 overrepresented
  underrepresented





Motivators of climate and environmentally conscious behaviour

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

Response category: "Fully agree / Somewhat agree"

	Total	 HR	 PL	 RO	 RS	 SK	 CZ	 HU	 CA	 US
Every individual bears responsibility for leaving a liveable environment for future generations.	92	96	92	91	96	92	90	94	93	90
Being in nature greatly enhances my quality of life.	92	96	94	91	97	94	93	91	89	86
Environmental protection is a matter of decency and civic duty.	91	94	90	90	97	91	88	89	90	86
More environmental protection also means more quality of life and health for all.	90	92	90	90	96	90	85	91	87	81
The industrialised countries have a special responsibility for climate protection because they have been the main cause of climate change.	87	92	86	85	90	88	81	92	82	79
Our businesses must become more climate-friendly, otherwise there is a risk of economic damage.	85	86	85	80	87	83	73	86	84	79
I feel a strong connection with nature.	85	86	87	81	92	86	78	83	84	82
Consistent policies to protect the environment will have a positive impact on the competitiveness of the businesses in the future.	82	80	82	83	83	77	64	79	84	81
I feel better when I buy products that have less impact on the environment and climate.	81	83	82	82	84	78	72	83	82	78
I feel personally responsible for the conservation of nature and the environment.	80	83	78	72	76	67	75	85	85	84
The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.	77	74	77	71	75	69	65	82	81	76











Basis: 22,823 cases, total sample; figures in %.

 strongly overrepresented
  strongly underrepresented
 overrepresented
  underrepresented





Motivators of climate and environmentally conscious behaviour

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

Response category: "Fully agree"

											
	Total	DE	FR	UK	DK	SE	GR	IT	PT	ES	TR
Every individual bears responsibility for leaving a liveable environment for future generations.	55	48	49	49	59	54	68	66	72	52	62
Being in nature greatly enhances my quality of life.	53	51	39	50	37	55	69	50	67	50	52
More environmental protection also means more quality of life and health for all.	50	36	42	40	34	36	68	60	72	55	60
Environmental protection is a matter of decency and civic duty.	49	36	40	40	40	40	58	57	68	56	63
The industrialised countries have a special responsibility for climate protection because they have been the main cause of climate change.	44	35	41	37	42	37	53	47	52	49	54
I feel a strong connection with nature.	37	39	32	32	26	40	34	42	49	36	48
Our businesses must become more climate-friendly, otherwise there is a risk of economic damage.	36	36	33	36	32	30	39	46	44	43	44
I feel better when I buy products that have less impact on the environment and climate.	34	28	30	29	31	34	44	35	46	34	45
I feel personally responsible for the conservation of nature and the environment.	32	24	22	36	35	30	40	30	37	28	49
Consistent policies to protect the environment will have a positive impact on the competitiveness of the businesses in the future.	30	21	24	30	25	25	35	35	42	39	44
The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.	25	23	22	24	27	21	29	28	22	28	35










Basis: 22,823 cases, total sample; figures in %.

 strongly overrepresented
  strongly underrepresented
 overrepresented
  underrepresented





Motivators of climate and environmentally conscious behaviour

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

Response category: "Fully agree"

	Total	 HR	 PL	 RO	 RS	 SK	 CZ	 HU	 CA	 US
Every individual bears responsibility for leaving a liveable environment for future generations.	56	60	44	60	69	50	44	62	51	49
Being in nature greatly enhances my quality of life.	53	60	53	56	72	58	52	51	46	44
More environmental protection also means more quality of life and health for all.	50	51	44	59	65	45	35	50	43	44
environmental protection is a matter of decency and civic duty.	49	54	41	56	67	46	38	39	44	41
The industrialised countries have a special responsibility for climate protection because they have been the main cause of climate change.	44	51	39	51	50	40	33	51	38	37
I feel a strong connection with nature.	37	38	40	40	43	33	25	38	39	37
Our businesses must become more climate-friendly, otherwise there is a risk of economic damage.	36	33	33	40	36	30	22	38	36	38
I feel better when I buy products that have less impact on the environment and climate.	34	33	30	40	36	28	22	30	34	35
I feel personally responsible for the conservation of nature and the environment.	32	35	26	34	30	21	24	32	36	37
Consistent policies to protect the environment will have a positive impact on the competitiveness of the businesses in the future.	30	22	28	40	31	19	15	24	34	37
The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.	25	22	20	30	22	16	16	24	27	28

Basis: 22,823 cases, total sample; figures in %.

 strongly overrepresented
  strongly underrepresented
 overrepresented
  underrepresented



4

Changing lifestyles and economies

Main findings

Changing lifestyles and economies

Assessing the need for change

- To the question of whether a fundamental change in the way of business and life is necessary in their own country, more than two-thirds of the respondents in all the countries surveyed answered "Yes, definitely" or "rather yes". The highest levels of unreserved agreement were found in Romania ("Yes, definitely": 56%), Serbia (58%) and Turkey (58%). The lowest values were measured in Sweden ("yes, definitely": 24%) and Denmark (19%).

Attribution of responsibility

- The question of which actors are doing too little to tackle climate change is answered very differently in the countries under consideration. For example, in Croatia and Serbia, more than four-fifths of the respondents (83% and 86% respectively) are of the opinion that businesses are doing (much) too little. In Slovakia 60% think so, in the United States 57% and in Czechia (52%).
- When it comes to the question of which actors can contribute most to overcoming the crisis, the answers vary greatly depending on the country. For example, 70% of respondents in the UK rank their government among the three most influential actors in addressing the climate and environmental crisis, while in France only 29% of respondents attribute an influential role to their government.

Main findings

Changing lifestyles and economies

Attitudes towards policies

- At least 70% (in Czechia) and up to 95% (in Greece, Turkey and Serbia) are in favour of providing more financial support to people with low incomes if the costs of electricity and heating or mobility increase because of climate protection measures ("Fully agree" or "Somewhat agree"). In addition, between 80% (in the United States) and up to 96% (in Greece and Turkey) are of the opinion that politicians should pay much more attention to a socially just design of the change in the way of business and life. At the same time, at least 51% (in Hungary) and up to 82% (in Portugal) feel uneasy at the idea of fundamental change.
- At least 68% (in the US) and up to 88% (in Croatia) believe that low-income, ethnic or other minorities should not be more affected by environmental pollution than other population groups ("Fully agree" or "Somewhat agree").
- At least 80% (in the United States) and up to 96% (in Turkey) are in favour of support programmes that help businesses to switch to climate-friendly production processes and products ("Fully agree" or "Tend to agree"). Furthermore, at least 74% (in Czechia) and up to 92% (in Serbia) believe that businesses need clear guidelines from the state in order to become climate neutral. At least 72% (in Germany) and up to 93% (in Portugal) say that Politicians should exert much more pressure on businesses to achieve climate-friendly production methods. In addition, at least 56% (in Spain) and up to 84% (in Portugal) are of the opinion that politicians follow the guidelines of industry and businesses too closely.

Main findings

Changing lifestyles and economies

- At least 72% (in Czechia) and up to 95% (in Portugal) support a more consistent switch to renewable energy ("Fully agree" or "Somewhat agree"). At least 56% (in Hungary) and up to 82% (in Greece) agree with the statement "It annoys me that climate policy is controlled by the EU, because this does not sufficiently take into account the special features of our country"
- At least 71% (in Germany) and up to 93% (in Turkey) think that, above all, strict and consistent laws are needed to preserve an environment worth living in for us and future generations ("Fully agree" or "Somewhat agree"). However, at least 63% (in Spain) and up to 83% (in Turkey) (also) say that there are already enough guidelines for a fundamental change in the way we do business and live - if these were implemented, we would be on the right track.
- At least 45% (in Greece and Serbia) and up to 85% (in Turkey) believe that structural change measures should be enforced even if jobs are lost as a result ("Fully agree" or "Somewhat agree"). Meanwhile, at least 68% (in Canada and Sweden) and up to 90% (in Turkey) say that jobs affected by structural change should be maintained for as long as possible if there are no suitable alternatives.

Main findings

Changing lifestyles and economies

Assessment of measures in nature, environmental and climate protection

- In the countries surveyed, the values for fundamental support ("I fully support" or "I tend to support") for the measures asked about in nature, environmental and climate protection are often over 90%. For example, up to 97% of respondents are generally in favour of reducing the price of public transport. An examination of the highest level of agreement shows, however, that the proportion of those who "fully and completely" support a measure varies greatly depending on the country surveyed:
- **Mobility**: At least 39% (in the US) and up to 74% (in Portugal) support reducing public transport fares ("I fully support"). At least 35% (in the US) and up to 70% (in Portugal) are in favour of expanding the transport network and the frequency of public transport. More charging points for electric or hybrid vehicles are supported by at least 18% (in Czechia) and up to 56% (in Portugal), the promotion of electric vehicles by at least 15% (in Czechia) and up to 57% (in Portugal), a Carbon tax on airline tickets by at least 16% (in Romania) and up to 33% (in Denmark), and the introduction of a car toll (so that someone who drives a lot also has to pay more) by at least 12% (in Greece, Italy and Poland) and up to 32% (in Turkey).

Main findings

Changing lifestyles and economies

- **Energy**: At least 24% (in France) and up to 61% (in Serbia) are in favour of building more wind turbines ("I fully support"). At least 24% (in Poland) and up to 61% (in Portugal) are in favour of mandatory solar for public buildings and new private buildings, and at least 15% (in Czechia) and up to 52% (in Portugal) are in favour of cooperative membership.
- **Technology/innovations**: At least 36% (in Czechia) and up to 65% (in Portugal) are in favour of more support for the development of climate-friendly products and technologies ("I fully support"). At least 30% (in Czechia) and up to 68% (in Portugal) are in favour of labelling climate-friendly products. At least 20% (in Czechia) and up to 42% (in Turkey) are in favour of reducing subsidies that are harmful to the climate, and at least 17% (in France) and up to 42% (in Turkey) are in favour of making products that are harmful to the climate more expensive.
- **Education**: At least 42% (in France, the UK and Czechia) and up to 73% (in Greece) support an improvement of school education in the field of environmental and climate protection ("I fully support"). At least 32% (in Czechia) and up to 63% (in Portugal) support training or further training (or retraining) for workers in jobs that will no longer be needed in the future.

Main findings

Changing lifestyles and economies

- **Housing:** At least 33% (in Sweden) and up to 67% (in Serbia) support state support for the renovation of buildings for thermal insulation ("I fully support"). At least 30% (in Denmark) and up to 69% (in Serbia) support government support for private households to use renewable energy. Financial support for cost-efficient heating systems (e.g. heat pumps) is supported by at least 34% (in Czechia) and up to 63% (in Serbia and Hungary), and legal regulations on the energy efficiency of electrical household appliances are supported by at least 23% (in Czechia) and up to 60% (in Portugal).

General attitudes towards the energy/heat transition

- Across all countries, there is a high level of general agreement ("fully agree" or "tend to agree") with the attitudes towards the energy and heat transition. For example, in all countries, more than four-fifths of respondents "fully agree" or "tend to agree" that workers affected by the transition of electricity and heat supply to renewable energy (e.g. job loss) should be supported in retraining for alternative jobs.

Main findings

Changing lifestyles and economies

- When looking at the highest level of agreement ("Fully agree"), significantly greater differences can be seen in the country comparison:
- At least 41% (in Denmark) and up to 71% (in Serbia) agree that workers affected by the switch of electricity and heat supply to renewable energy (e.g. job loss) should be supported in retraining to alternative jobs ("Fully agree"). Furthermore, at least 20% (in Denmark) and up to 69% (in Serbia) think that the affected workers should be financially supported (compensation, severance payments, etc.).
- At least 32% (in Czechia) and up to 78% (in Serbia) believe that private households that want to use renewable energy (e.g. solar electricity, solar heating or heat pump) should be financially supported ("Fully agree"). Furthermore, at least 23% (in Czechia) and up to 65% (in Serbia) agree that the development of energy communities should be supported by the government.
- According to at least 17% (in Denmark) and up to 56% (in Serbia), 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 ("Fully agree"). Furthermore, at least 24% (in Italy) and up to 50% (in Serbia and Romania) think new industries should be actively established in the affected regions and municipalities.

Main findings

Changing lifestyles and economies

- At least 23% (in Czechia) and up to 58% (in Serbia) believe that citizens should participate in public and political life (e.g. citizens' forums, planning advisory boards) in order to help shape the community ("Fully agree").

Active participation in shaping the energy supply

- In all the countries considered, at least 46% of the respondents can basically imagine taking an active part in shaping the energy supply of their community ("yes, definitely" or "rather yes"). The highest unreserved approval ratings were found in Serbia ("yes, definitely": 36%) and Turkey (37%). Significantly lower values were recorded in Czechia ("Yes, definitely": 12%), Denmark (12%), Great Britain (13%), Germany (14%), Italy (14%), Slovakia (14%), Poland (15%), Hungary (17%) and France (17%).
- Asked whether they could imagine generating their own energy, at least two thirds of the respondents in the countries surveyed answered "Yes, definitely", "rather yes" or "I already generate my own energy" Portugal (60%), Greece (64%) and Turkey (67%) are particularly likely to say that they can "definitely" imagine generating their own energy. Respondents in Canada ("yes, definitely": 37%), France (36%), Great Britain (36%) and Poland (32%).

Main findings

Changing lifestyles and economies

Attitudes towards the construction of a solar/wind park in the municipality

- In 17 of the total of 19 countries considered, the proportion of those who would oppose the construction of a solar park even if the profits it generates benefit the community is less than 10%. In the United States the share is 11%, in Czechia 14%.
- In all countries included in the study, the construction of a solar park in the community is evaluated more positively than the construction of a wind park. This is especially true for France. There, every third person opposes the construction of a wind farm, while the construction of a solar park is only opposed by 7% (provided that the profits generated by it benefit the community).











Assessment of measures for a heating turnaround

- In order to fight climate change, it is necessary to heat differently in the coming years. In all countries surveyed, most respondents think this should be done through more public subsidies for climate-neutral technologies and the replacement of heating. On the other hand, the share of those in favour of bans is at most 14% (in France, Portugal and Turkey), and the share of those in favour of higher prices for oil, gas and coal is at most 15% (in Turkey). Support for none of these options is above average in Germany (21%), Denmark (21%), Sweden (21%), France (22%), Slovakia (22%), the United States (22%) and Czechia (26%).



Assessing the need for change

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










	Total	 DE	 FR	 UK	 DK	 SE	 GR	 IT	 PT	 ES	 TR
YES	84	76	82	83	70	69	88	85	94	86	95
Yes, definitely	39	31	38	37	19	24	40	37	46	30	58
Rather yes	45	45	44	46	51	45	48	48	47	56	37
NO	12	18	13	13	21	24	9	13	4	9	3
Rather no	9	13	10	10	14	19	7	11	3	7	2
No, not at all	3	5	3	3	7	5	2	2	0	2	1
Don't know	4	6	5	4	10	7	3	2	4	5	2

Basis: 22,823 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Assessing the need for change

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

	Total	 HR	 PL	 RO	 RS	 SK	 CZ	 HU	 CA	 US
YES	84	93	76	93	93	81	75	90	80	81
Yes, definitely	39	48	31	56	58	31	29	42	37	45
Rather yes	45	45	45	37	35	50	45	48	43	36
NO	12	6	14	5	5	13	17	8	16	15
Rather no	9	5	11	4	4	10	14	6	11	10
No, not at all	3	1	3	1	1	3	3	2	5	5
Don't know	4	1	10	2	2	6	9	2	4	4

Basis: 22,823 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	DE	FR	UK	DK	SE	GR	IT	PT	ES	TR
Businesses											
Too little/way too little	70	65	74	69	65	65	76	72	78	72	65
Just right	17	18	14	14	19	19	14	16	15	16	16
Way too much/too much	6	7	4	6	4	6	5	7	3	8	16
Local government at place of residence (e.g. municipality/city)											
Too little/way too little	63	52	60	60	54	58	72	65	70	63	60
Just right	23	27	25	19	23	23	18	18	22	26	19
Way too much/too much	7	9	6	8	8	7	6	10	6	8	20
European Union											
Too little/way too little	56	55	66	53	54	56	55	58	59	54	-
Just right	21	16	13	17	16	18	24	19	27	29	-
Way too much/too much	14	18	11	11	12	12	14	15	10	14	-

Basis: 22,823 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	HR	PL	RO	RS	SK	CZ	HU	CA	US
Businesses										
Too little/way too little	70	83	71	75	86	60	52	79	69	57
Just right	17	10	18	15	9	26	32	13	16	18
Way too much/too much	6	3	3	5	1	7	6	3	8	14
Local government at place of residence (e.g. municipality/city)										
Too little/way too little	63	79	63	76	90	51	39	62	57	53
Just right	23	15	24	16	7	33	43	28	24	21
Way too much/too much	7	3	5	5	1	10	8	3	11	15
European Union										
Too little/way too little	56	68	45	57	-	44	37	56	-	-
Just right	21	20	25	26	-	23	21	29	-	-
Way too much/too much	14	8	20	11	-	25	32	8	-	-

Basis: 22,823 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	DE	FR	UK	DK	SE	GR	IT	PT	ES	TR
Government											
Too little/way too little	71	59	74	68	63	65	77	77	78	72	58
Just right	14	14	10	13	14	17	13	11	16	17	19
Way too much/too much	9	18	10	10	14	9	7	7	4	8	21
Citizens in their area											
Too little/way too little	65	55	65	60	57	61	64	65	68	63	64
Just right	21	28	22	21	23	23	19	21	21	23	16
Way too much/too much	7	6	6	6	5	7	10	8	8	12	19
Trade unions											
Too little/way too little	63	49	61	52	48	49	71	74	73	71	62
Just right	16	22	14	17	16	19	14	9	16	16	17
Way too much/too much	6	8	6	6	5	6	5	5	2	5	15

Basis: 22,823 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	HR	PL	RO	RS	SK	CZ	HU	CA	US
Government										
Too little/way too little	71	87	69	82	88	77	61	78	61	55
Just right	14	6	17	8	8	12	18	14	18	14
Way too much/too much	9	4	7	7	2	6	12	4	16	22
Citizens in their area										
Too little/way too little	65	78	70	73	86	58	50	71	60	54
Just right	21	16	19	18	10	27	36	21	24	22
Way too much/too much	7	3	5	5	1	9	6	2	7	12
Trade unions										
Too little/way too little	63	82	61	75	86	59	49	62	55	45
Just right	16	8	18	13	7	22	28	22	18	18
Way too much/too much	6	2	4	4	1	5	6	5	10	14

Basis: 22,823 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	DE	FR	UK	DK	SE	GR	IT	PT	ES	TR
Political parties											
Too little/way too little	74	59	75	68	63	66	83	83	84	81	67
Just right	10	13	8	12	12	15	6	7	11	10	14
Way too much/too much	9	18	8	8	12	9	5	5	3	6	16
Non-governmental organisations (e.g. local environmental movements)											
Too little/way too little	38	26	41	35	27	32	42	38	36	31	43
Just right	33	35	31	36	41	37	25	27	31	31	26
Way too much/too much	19	23	17	10	12	14	27	27	28	33	27
The scientific community											
Too little/way too little	37	39	47	33	31	30	33	29	29	24	38
Just right	37	36	34	42	43	48	29	32	37	36	26
Way too much/too much	16	9	7	8	8	9	31	32	29	34	31

Basis: 22,823 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	HR	PL	RO	RS	SK	CZ	HU	CA	US
Political parties										
Too little/way too little	74	88	74	82	91	80	65	80	63	57
Just right	10	4	10	8	4	10	15	10	15	11
Way too much/too much	9	4	7	5	2	4	9	3	14	22
Non-governmental organisations (e.g. local environmental movements)										
Too little/way too little	38	57	40	52	63	34	21	36	35	33
Just right	33	31	37	30	24	31	35	46	38	36
Way too much/too much	19	7	12	11	8	26	32	12	16	17
The scientific community										
Too little/way too little	37	71	46	49	61	31	23	34	34	29
Just right	37	16	41	34	29	36	49	49	45	40
Way too much/too much	16	5	6	9	5	25	17	10	10	18











Basis: 22,823 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented



Attribution of responsibility

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










	Total	 DE	 FR	 UK	 DK	 SE	 GR	 IT	 PT	 ES	 TR
Government	54	50	29	70	58	54	59	62	65	61	47
Businesses	36	52	18	43	44	34	33	34	40	36	30
Citizens in their area	34	38	39	28	24	22	34	35	32	39	35
European Union	33	30	19	-	39	36	45	46	52	45	-
The scientific community	32	27	24	24	42	35	44	35	31	30	39
Local government in the place of residence	25	16	23	24	15	20	29	18	24	20	27
Non-governmental organisations	16	6	29	10	12	10	14	12	14	13	31
Political parties	15	16	8	20	18	23	11	15	12	16	19
Trade unions	4	3	5	5	4	3	3	2	2	3	10
None of them	5	10	14	6	5	7	3	4	1	4	1

Basis: 22,823 cases, total sample; figures in %.




■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attribution of responsibility

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

	Total	 HR	 PL	 RO	 RS	 SK	 CZ	 HU	 CA	 US
Government	54	61	44	53	64	52	34	59	53	54
Businesses	36	35	40	20	30	41	32	43	41	39
Citizens in their area	34	41	47	35	38	32	34	27	35	37
European Union	33	52	38	38	-	36	30	44	-	-
The scientific community	32	9	26	32	43	34	35	34	32	32
Local government in the place of residence	25	34	25	30	35	28	20	18	32	31
Non-governmental organisations	16	18	17	19	15	13	14	14	19	16
Political parties	15	12	14	8	14	13	11	16	22	22
Trade unions	4	2	4	5	3	4	3	4	7	7
None of them	5	2	4	3	1	5	13	3	7	9

Basis: 22,823 cases, total sample; figures in %.

 strongly overrepresented
  strongly underrepresented
 overrepresented
  underrepresented



Attitudes towards policies (1)

To what extent do you agree with the following statements?

Response category: "Fully agree / Somewhat agree"

	Total	DE	FR	UK	DK	SE	GR	IT	PT	ES	TR
Politicians must work much harder to ensure change to the structuring of our economic system and lifestyle is socially just.	90	87	88	89	86	81	96	94	93	91	96
There should be support programmes to help businesses switch to climate-friendly production processes and products.	89	83	88	82	83	85	94	91	94	89	96
We need a more consistent shift to renewable energy.	87	74	82	89	86	84	91	93	95	90	94
People with low incomes should receive more financial support if the costs for electricity and heating or mobility increase due to climate protection measures.	87	87	90	82	77	82	95	92	89	90	95
The businesses need clear guidelines from the state in order to become climate neutral.	85	78	87	84	83	85	86	89	89	86	91
Politicians must exert much greater pressure on the economic sector to achieve climate-compatible production methods.	83	72	85	85	84	86	84	88	93	84	85
In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.	82	71	82	84	73	80	85	84	89	87	93

Basis: 22,823 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attitudes towards policies (1)

To what extent do you agree with the following statements?

Response category: "Fully agree / Somewhat agree"

	Total	HR	PL	RO	RS	SK	CZ	HU	CA	US
Politicians must work much harder to ensure change to the structuring of our economic system and lifestyle is socially just.	90	93	92	91	94	92	85	90	88	80
There should be support programmes to help businesses switch to climate-friendly production processes and products.	89	91	93	89	93	92	84	91	82	80
We need a more consistent shift to renewable energy.	87	92	84	87	94	84	72	93	88	87
People with low incomes should receive more financial support if the costs for electricity and heating or mobility increase due to climate protection measures.	87	94	87	88	95	87	70	93	79	78
The businesses need clear guidelines from the state in order to become climate neutral.	85	91	85	83	92	84	74	83	88	75
Politicians must exert much greater pressure on the economic sector to achieve climate-compatible production methods.	83	86	79	79	83	80	75	85	85	75
In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.	82	86	77	86	92	76	72	84	84	77











Basis: 22,823 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented




Attitudes towards policies (2)

To what extent do you agree with the following statements?

Response category: "Fully agree / Somewhat agree"

	Total	 DE	 FR	 UK	 DK	 SE	 GR	 IT	 PT	 ES	 TR
Low-income, ethnic or other minorities should not be more affected by environmental pressures than other population groups.	79	84	85	70	83	82	78	78	84	82	87
If there are no suitable alternatives for the jobs affected by structural change, they should be maintained for as long as possible.	76	74	81	72	70	68	85	84	86	79	90
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.	72	68	72	66	68	69	76	70	67	63	83
The idea of a fundamental change in our way of living and doing business worries me. I know from experience that many people are worse off afterwards than before.	68	65	77	68	57	64	72	67	82	70	71
Politicians follow the guidelines of industry and businesses too closely.	67	70	70	62	70	64	77	77	84	56	60
Structural change measures should be enforced even if jobs are lost as a result.	61	53	60	82	62	69	45	67	50	57	85
It annoys me that climate policy is controlled by the EU, because this does not sufficiently take into account the specifics of our country.	69	62	71	-	63	68	82	66	64	62	-

Basis: 22,823 cases, total sample; figures in %.










 strongly overrepresented
  strongly underrepresented
 overrepresented
  underrepresented



Attitudes towards policies (2)

To what extent do you agree with the following statements?

Response category: "Fully agree / Somewhat agree"

	Total	 HR	 PL	 RO	 RS	 SK	 CZ	 HU	 CA	 US
Low-income, ethnic or other minorities should not be more affected by environmental pressures than other population groups.	79	88	75	77	86	72	71	76	73	68
If there are no suitable alternatives for the jobs affected by structural change, they should be maintained for as long as possible.	76	78	75	71	74	76	70	72	68	73
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.	72	77	72	74	72	77	79	74	70	69
The idea of a fundamental change in our way of living and doing business worries me. I know from experience that many people are worse off afterwards than before.	68	69	66	66	58	72	70	51	69	71
Politicians follow the guidelines of industry and businesses too closely.	67	77	58	65	58	67	68	73	68	59
Structural change measures should be enforced even if jobs are lost as a result.	61	58	54	54	45	56	51	53	79	80
It annoys me that climate policy is controlled by the EU, because this does not sufficiently take into account the specifics of our country.	69	68	62	68	-	77	77	56	-	-

Basis: 22,823 cases, total sample; figures in %.











■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented







Attitudes towards policies (1)

To what extent do you agree with the following statements?

Response category: "Fully agree"

	Total	 DE	 FR	 UK	 DK	 SE	 GR	 IT	 PT	 ES	 TR
People with low incomes should receive more financial support if the costs for electricity and heating or mobility increase due to climate protection measures.	46	48	44	41	35	41	63	49	45	46	51
Politicians must work much harder to ensure change to the structuring of our economic system and lifestyle is socially just.	43	39	29	46	41	30	59	45	45	42	54
We need a more consistent shift to renewable energy.	42	36	34	42	43	38	43	48	52	44	49
There should be support programmes to help businesses switch to climate-friendly production processes and products.	40	32	33	29	31	34	49	42	43	38	50
Low-income, ethnic or other minorities should not be more affected by environmental pressures than other groups.	38	42	40	30	48	46	35	33	40	39	40
Politicians would have to exert much stronger pressure on businesses to achieve climate-friendly production methods.	37	32	35	39	40	42	40	37	43	39	38
In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.	35	27	29	32	26	29	40	31	38	34	48

Basis: 22,823 cases, total sample; figures in %.

 strongly overrepresented
  strongly underrepresented
 overrepresented
  underrepresented

Attitudes towards policies (1)

To what extent do you agree with the following statements?

Response category: "Fully agree"

	Total	HR	PL	RO	RS	SK	CZ	HU	CA	US
People with low incomes should receive more financial support if the costs for electricity and heating or mobility increase due to climate protection measures.	46	54	40	57	60	42	27	52	37	41
Politicians must work much harder to ensure change to the structuring of our economic system and lifestyle is socially just.	43	48	38	55	53	36	29	44	38	40
We need a more consistent shift to renewable energy.	42	48	38	46	49	35	26	48	42	41
There should be support programmes to help businesses switch to climate-friendly production processes and products.	40	41	42	53	52	39	31	45	33	36
Low-income, ethnic or other minorities should not be more affected by environmental pressures than other groups.	38	45	29	46	52	26	29	33	34	34
Politicians would have to exert much stronger pressure on businesses to achieve climate-friendly production methods.	37	38	29	39	42	30	22	39	41	36
In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.	35	40	26	49	52	26	24	38	36	33

Basis: 22,823 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented



Attitudes towards policies (2)

To what extent do you agree with the following statements?

Response category: "Fully agree"

	Total	DE	FR	UK	DK	SE	GR	IT	PT	ES	TR
The businesses need clear guidelines from the state in order to become climate neutral.	34	35	32	32	38	36	30	34	37	32	38
It annoys me that climate policy is controlled by the EU, because this does not sufficiently take into account the specifics of our country.	30	25	28	-	28	27	39	25	18	22	-
Politicians follow the guidelines of industry and businesses too closely.	25	28	26	21	23	18	37	29	33	18	22
If there are no suitable alternatives for the jobs affected by structural change, they should be maintained for as long as possible.	22	22	22	18	22	18	30	24	29	25	33
The idea of a fundamental change in our way of living and doing business worries me. I know from experience that many people are worse off afterwards than before.	21	22	22	21	16	16	22	20	25	23	29
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.	19	17	15	14	16	15	23	17	16	15	34
Structural change measures should be enforced even if jobs are lost as a result.	17	14	14	25	16	19	10	19	13	14	33










Basis: 22,823 cases, total sample; figures in %.

strongly overrepresented
 overrepresented
 strongly underrepresented
 underrepresented

Attitudes towards policies (2)

To what extent do you agree with the following statements?

Response category: "Fully agree"

	Total	 HR	 PL	 RO	 RS	 SK	 CZ	 HU	 CA	 US
The businesses need clear guidelines from the state in order to become climate neutral.	34	43	30	41	44	29	22	30	41	28
It annoys me that climate policy is controlled by the EU, because this does not sufficiently take into account the specifics of our country.	30	25	26	36	-	38	42	25	-	-
Politicians follow the guidelines of industry and businesses too closely.	25	32	18	29	20	18	23	28	26	24
If there are no suitable alternatives for the jobs affected by structural change, they should be maintained for as long as possible.	22	21	20	29	17	20	16	18	17	23
The idea of a fundamental change in our way of living and doing business worries me. I know from experience that many people are worse off afterwards than before.	21	17	19	30	18	19	22	13	22	27
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.	19	18	16	28	24	19	22	18	17	21
Structural change measures should be enforced even if jobs are lost as a result.	17	14	11	19	12	12	10	12	24	30

Basis: 22,823 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

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

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

Response category: "I fully support / tend to support"

	Total	DE	FR	UK	DK	SE	GR	IT	PT	ES	TR
MOBILITY											
Reduce public transport fares	92	91	92	89	91	91	97	94	95	93	93
Extend the transport network and the frequency of local public transport	90	90	89	89	88	92	98	94	97	93	90
More charging points for electric or hybrid vehicles	82	74	77	85	84	81	88	86	93	86	94
Promotion of electric vehicles (e.g. tax relief, financial subsidy)	76	64	75	78	71	72	85	80	89	80	95
Carbon tax on airline tickets	60	65	63	63	67	62	57	55	73	60	73
Introduce a car toll so that someone who drives a lot also has to pay more	47	44	44	51	49	50	35	35	49	45	70

Basis: 22,823 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

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

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

Response category: "I fully support / tend to support"

Total	 HR	 PL	 RO	 RS	 SK	 CZ	 HU	 CA	 US
-------	--	--	--	--	--	--	--	--	--

MOBILITY

Reduce public transport fares	92	94	91	92	94	94	92	94	88	81
Extend the transport network and the frequency of local public transport	90	91	93	91	86	89	91	90	89	82
More charging points for electric or hybrid vehicles	82	88	81	83	88	67	60	84	86	79
Promotion of electric vehicles (e.g. tax relief, financial subsidy)	76	86	72	78	85	62	47	81	81	70
Carbon tax on airline tickets	60	68	52	54	62	54	51	61	58	53
Introduce a car toll so that someone who drives a lot also has to pay more	47	51	38	48	53	47	41	44	52	44

Basis: 22,823 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented



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

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

Response category: "I fully support"

Total	 DE	 FR	 UK	 DK	 SE	 GR	 IT	 PT	 ES	 TR
-------	--	--	--	--	--	--	--	--	--	--

MOBILITY

Reduce public transport fares	58	60	56	53	63	68	70	56	74	61	52
Extend the transport network and the frequency of local public transport	49	51	45	42	45	58	64	53	70	57	50
More charging points for electric or hybrid vehicles	41	34	34	43	44	40	48	42	56	44	52
Promotion of electric vehicles (e.g. tax relief, financial subsidy)	37	26	32	36	32	32	46	41	57	39	53
Carbon tax on airline tickets	24	32	30	25	33	29	17	19	29	23	32
Introduce a car toll so that someone who drives a lot also has to pay more	18	20	16	20	21	20	12	12	18	15	32

Basis: 22,823 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

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

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

Response category: "I fully support"

Total	 HR	 PL	 RO	 RS	 SK	 CZ	 HU	 CA	 US
-------	--	--	--	--	--	--	--	--	--

MOBILITY

Reduce public transport fares	58	66	54	44	64	59	53	61	46	39
Extend the transport network and the frequency of local public transport	49	53	47	42	48	42	42	51	40	35
More charging points for electric or hybrid vehicles	41	49	36	34	51	26	18	36	44	40
Promotion of electric vehicles (e.g. tax relief, financial subsidy)	37	53	29	32	49	24	15	41	40	33
Carbon tax on airline tickets	24	27	19	16	26	19	19	24	22	21
Introduce a car toll so that someone who drives a lot also has to pay more	18	21	12	17	23	16	16	17	20	16

Basis: 22,823 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented



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

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

Response category: "I fully oppose / rather"

Total	 DE	 FR	 UK	 DK	 SE	 GR	 IT	 PT	 ES	 TR
-------	--	--	--	--	--	--	--	--	--	--

MOBILITY

Introduce a car toll so that someone who drives a lot also has to pay more	53	56	56	49	51	50	65	65	51	55	30
Carbon tax on airline tickets	40	35	37	37	33	38	43	45	27	40	27
Promotion of electric vehicles (e.g. tax relief, financial subsidy)	24	36	25	22	29	28	15	20	11	20	5
More charging points for electric or hybrid vehicles	18	26	23	15	16	19	12	14	8	14	6
Extend the transport network and the frequency of local public transport	10	10	11	11	12	8	2	6	3	7	10
Reduce public transport fares	8	9	8	11	9	9	3	6	4	7	7

Basis: 22,823 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

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

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

Response category: "I fully oppose / rather"

Total	 HR	 PL	 RO	 RS	 SK	 CZ	 HU	 CA	 US
-------	--	--	--	--	--	--	--	--	--

MOBILITY

Introduce a car toll so that someone who drives a lot also has to pay more	53	49	62	52	47	53	59	56	48	56
Carbon tax on airline tickets	40	32	48	46	38	46	49	39	42	47
Promotion of electric vehicles (e.g. tax relief, financial subsidy)	24	14	28	22	15	38	53	19	19	30
More charging points for electric or hybrid vehicles	18	12	19	17	12	33	40	16	14	21
Extend the transport network and the frequency of local public transport	10	9	7	9	14	12	9	10	11	18
Reduce public transport fares	8	6	9	8	6	6	8	6	12	19

Basis: 22,823 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 fully support / tend to support"

Total	 DE	 FR	 UK	 DK	 SE	 GR	 IT	 PT	 ES	 TR
-------	--	--	--	--	--	--	--	--	--	--

ENERGY

Construction of more wind turbines	85	77	64	88	89	73	79	87	96	85	96
Membership in a cooperative/energy community	84	72	83	82	81	74	91	88	93	88	92
Compulsory solar energy for public buildings and new private buildings	82	70	86	84	84	76	88	89	92	88	96

TECHNOLOGY/INNOVATIONS/BUSINESSES

Promote the development of climate-friendly products and technologies more strongly	92	89	92	90	92	89	95	95	96	93	95
Labelling of climate-friendly products	89	83	92	86	89	87	95	90	96	91	95
Reduce subsidies that are harmful to the climate	72	64	65	78	79	56	76	76	84	77	91
Making climate-damaging products more expensive	65	64	43	65	70	65	70	70	77	66	86

Basis: 22,823 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 fully support / tend to support"

Total	 HR	 PL	 RO	 RS	 SK	 CZ	 HU	 CA	 US
-------	--	--	--	--	--	--	--	--	--





ENERGY

Construction of more wind turbines	85	91	88	91	91	81	78	92	88	80
Membership in a cooperative/energy community	84	83	84	88	88	75	68	87	83	81
Compulsory solar energy for public buildings and new private buildings	82	86	63	83	91	84	67	80	83	78

TECHNOLOGY/INNOVATIONS/BUSINESSES

Promote the development of climate-friendly products and technologies more strongly	92	93	93	93	94	93	89	94	92	84
Labelling of climate-friendly products	89	90	89	89	91	85	81	93	88	85
Reduce subsidies that are harmful to the climate	72	50	68	71	78	73	65	74	82	72
Making climate-damaging products more expensive	65	70	60	62	67	55	56	69	57	59

Basis: 22,823 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 fully support"

Total	 DE	 FR	 UK	 DK	 SE	 GR	 IT	 PT	 ES	 TR
-------	--	--	--	--	--	--	--	--	--	--

ENERGY

Construction of more wind turbines	46	37	24	52	55	38	41	41	59	40	56
Compulsory solar energy for public buildings and new private buildings	42	36	42	42	46	36	52	51	61	47	54
Membership in a cooperative/energy community	31	23	28	27	28	25	37	35	52	35	40

TECHNOLOGY/INNOVATIONS/BUSINESSES

Promote the development of climate-friendly products and technologies more strongly	49	47	42	44	49	51	57	54	65	50	55
Labelling of climate-friendly products	45	40	43	40	51	48	57	42	68	44	52
Reduce subsidies that are harmful to the climate	30	30	24	31	38	21	35	31	39	34	42
Making climate-damaging products more expensive	25	26	17	25	29	27	29	29	29	24	42

Basis: 22,823 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 fully support"

Total	 HR	 PL	 RO	 RS	 SK	 CZ	 HU	 CA	 US
-------	--	--	--	--	--	--	--	--	--

ENERGY

Construction of more wind turbines	46	56	47	47	61	36	34	56	44	42
Compulsory solar energy for public buildings and new private buildings	42	49	24	38	51	36	25	38	36	39
Membership in a cooperative/energy community	31	29	28	31	40	19	15	32	29	31

TECHNOLOGY/INNOVATIONS/BUSINESSES

Promote the development of climate-friendly products and technologies more strongly	49	54	45	45	56	42	36	51	46	44
Labelling of climate-friendly products	45	46	44	36	50	35	30	42	43	41
Reduce subsidies that are harmful to the climate	30	21	24	24	36	26	20	30	40	31
Making climate-damaging products more expensive	25	30	19	18	28	19	19	27	23	24

Basis: 22,823 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 fully oppose / tend to oppose"

Total	DE	FR	UK	DK	SE	GR	IT	PT	ES	TR
-------	----	----	----	----	----	----	----	----	----	----

ENERGY

Compulsory solar energy for public buildings and new private buildings	18	30	14	16	16	24	12	11	8	12	4
Membership in a cooperative/energy community	16	28	17	18	19	26	9	12	7	12	8
Construction of more wind turbines	15	23	36	12	11	27	21	13	4	15	4

TECHNOLOGY/INNOVATIONS/BUSINESSES

Making climate-damaging products more expensive	35	36	57	35	30	35	30	30	23	34	14
Reduce subsidies that are harmful to the climate	28	36	35	22	21	44	24	24	16	23	9
Labelling of climate-friendly products	11	17	8	14	11	13	5	10	4	9	5
Promote the development of climate-friendly products and technologies more strongly	8	11	8	10	8	11	5	5	4	7	5

Basis: 22,823 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 fully oppose / rather"

Total	 HR	 PL	 RO	 RS	 SK	 CZ	 HU	 CA	 US
-------	--	--	--	--	--	--	--	--	--

ENERGY

Compulsory solar energy for public buildings and new private buildings	18	14	37	17	9	16	33	20	17	22
Membership in a cooperative/energy community	16	17	16	12	12	25	32	13	17	19
Construction of more wind turbines	15	9	12	9	9	19	22	8	12	20

TECHNOLOGY/INNOVATIONS/BUSINESSES

Making climate-damaging products more expensive	35	30	40	38	33	45	44	31	43	41
Reduce subsidies that are harmful to the climate	28	50	32	29	22	27	35	26	18	28
Labelling of climate-friendly products	11	10	11	11	9	15	19	7	12	15
Promote the development of climate-friendly products and technologies more strongly	8	7	7	7	6	7	11	6	8	16

Basis: 22,823 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 fully / rather support"

Total	 DE	 FR	 UK	 DK	 SE	 GR	 IT	 PT	 ES	 TR
-------	--	--	--	--	--	--	--	--	--	--

EDUCATION

Improve school education in the field of environmental and climate protection	92	84	90	88	89	87	96	95	96	93	96
Training/retraining/retraining opportunities for workers in jobs that will no longer be needed in the future	89	86	90	87	85	89	92	91	93	88	92

HOUSING

Financial support for cost-efficient heating and thermal systems (e.g. heat pump)	91	88	89	88	85	85	95	94	92	91	95
State funding for the refurbishment of buildings for thermal insulation	91	89	90	85	85	80	96	93	95	91	94
State subsidies for private households if they use renewable energy (for heating, electricity generation)	88	89	86	85	76	80	96	91	93	90	95
Legal regulations on the energy efficiency of electrical household appliances	85	73	90	81	83	79	92	87	96	91	93

Basis: 22,823 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 fully support / tend to support"

Total	 HR	 PL	 RO	 RS	 SK	 CZ	 HU	 CA	 US
-------	--	--	--	--	--	--	--	--	--

EDUCATION

Improve school education in the field of environmental and climate protection	92	95	92	95	97	92	90	95	89	86
Training/retraining/retraining opportunities for workers in jobs that will no longer be needed in the future	89	89	92	90	92	84	82	94	86	80

HOUSING

Financial support for cost-efficient heating and thermal systems (e.g. heat pump)	91	95	87	94	96	91	83	95	91	84
State funding for the refurbishment of buildings for thermal insulation	91	95	92	92	96	91	88	96	87	81
State subsidies for private households if they use renewable energy (for heating, electricity generation)	88	94	87	92	96	88	79	96	88	79
Legal regulations on the energy efficiency of electrical household appliances	85	88	86	88	85	80	74	89	86	73

Basis: 22,823 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 fully support"

Total	 DE	 FR	 UK	 DK	 SE	 GR	 IT	 PT	 ES	 TR
-------	--	--	--	--	--	--	--	--	--	--





EDUCATION

Improve school education in the field of environmental and climate protection	53	43	42	42	47	44	73	64	71	55	58
Training/retraining/retraining opportunities for workers in jobs that will no longer be needed in the future	46	42	41	39	42	49	55	50	63	44	48

HOUSING

State funding for the renovation of buildings for thermal insulation	49	45	43	35	35	33	62	52	62	49	57
Financial support for cost-efficient heating and thermal systems (e.g. heat pump)	47	44	40	45	37	39	62	47	54	46	47
State subsidies for private households if they use renewable energy (for heating, electricity generation)	46	46	34	35	30	35	65	50	60	45	51
Legal regulations on the energy efficiency of electrical household appliances	39	29	34	33	40	35	49	39	60	42	50

Basis: 22,823 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 fully support"

Total	 HR	 PL	 RO	 RS	 SK	 CZ	 HU	 CA	 US
-------	--	--	--	--	--	--	--	--	--

EDUCATION

Improve school education in the field of environmental and climate protection	53	60	50	53	69	47	42	59	43	46
Training/retraining/retraining opportunities for workers in jobs that will no longer be needed in the future	46	54	46	41	58	37	32	53	40	38

HOUSING

State funding for the renovation of buildings for thermal insulation	49	64	49	47	67	49	39	63	35	35
Financial support for cost-efficient heating and thermal systems (e.g. heat pump)	47	58	42	46	63	43	34	63	44	40
State subsidies for private households if they use renewable energy (for heating, electricity generation)	46	59	42	46	69	44	31	66	38	36
Legal regulations on the energy efficiency of electrical household appliances	39	44	37	34	46	29	23	43	37	31

Basis: 22,823 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 fully oppose / rather"

Total	 DE	 FR	 UK	 DK	 SE	 GR	 IT	 PT	 ES	 TR
-------	--	--	--	--	--	--	--	--	--	--





EDUCATION

Training/retraining/retraining opportunities for workers in jobs that will no longer be needed in the future	11	14	10	13	15	11	8	9	7	12	8
Improve school education in the field of environmental and climate protection	8	16	10	12	11	13	4	5	4	7	4

HOUSING

Legal regulations on the energy efficiency of electrical household appliances	15	27	10	19	17	21	8	13	4	9	7
State subsidies for private households if they use renewable energy (for heating, electricity generation)	12	11	14	15	24	20	4	9	7	10	5
Financial support for cost-efficient heating and thermal systems (e.g. heat pump)	9	12	11	12	15	15	5	6	8	9	5
State funding for the renovation of buildings for thermal insulation	9	11	10	15	15	20	4	7	5	9	6

Basis: 22,823 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 fully oppose / rather"

Total	 HR	 PL	 RO	 RS	 SK	 CZ	 HU	 CA	 US
-------	--	--	--	--	--	--	--	--	--

EDUCATION

Training/retraining/retraining opportunities for workers in jobs that will no longer be needed in the future	11	11	8	10	8	16	18	6	14	20
Improve school education in the field of environmental and climate protection	8	5	8	5	3	8	10	5	11	14

HOUSING

Legal regulations on the energy efficiency of electrical household appliances	15	12	13	12	15	20	26	11	14	27
State subsidies for private households if they use renewable energy (for heating, electricity generation)	12	6	13	8	4	12	21	4	12	21
Financial support for cost-efficient heating and thermal systems (e.g. heat pump)	9	5	14	6	4	9	17	5	9	16
State funding for the renovation of buildings for thermal insulation	9	5	8	8	4	9	12	4	13	19











Basis: 22,823 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented




Attitudes towards the energy/heat transition

In the conversion of the electricity and heat supply to renewable energy

Response category: "Fully agree / Somewhat agree"

	Total	 DE	 FR	 UK	 DK	 SE	 GR	 IT	 PT	 ES	 TR
... affected workers (e.g. in case of job loss) should be supported in retraining towards alternative jobs.	94	93	94	91	88	92	96	97	97	93	96
... financial support should be given to private households that want to use renewable energy, e.g. solar electricity, solar heating or heat pumps.	91	91	91	85	80	85	96	94	94	91	96
... the development of energy communities (community organised at local level to shape their energy supply more sustainably and independently) should be supported by the government.	90	88	90	87	83	85	95	94	97	93	95
... affected workers (e.g. in case of job loss) should receive financial support such as compensation payments, severance pay, etc.	89	87	85	88	68	84	95	94	92	92	96
... citizens should participate in public and political life (e.g. in citizens' forums, planning advisory boards) in order to help shape the community.	88	83	86	88	80	81	91	89	94	89	94
... new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).	85	83	82	89	79	86	87	68	90	89	90
... affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.	84	85	80	83	65	84	91	85	80	88	94










Basis: 22,823 cases, total sample; figures in %.

 strongly overrepresented
  strongly underrepresented
 overrepresented
  underrepresented




Attitudes towards the energy/heat transition

In the conversion of the electricity and heat supply to renewable energy...

Response category: "Fully agree / Somewhat agree"

	Total	 HR	 PL	 RO	 RS	 SK	 CZ	 HU	 CA	 US
... affected workers (e.g. in case of job loss) should be supported in retraining towards alternative jobs.	94	97	93	93	98	96	88	95	92	88
... financial support should be given to private households that want to use renewable energy, e.g. solar electricity, solar heating or heat pumps.	91	96	91	92	97	93	80	94	90	80
... the development of energy communities (community organised at local level to shape their energy supply more sustainably and independently) should be supported by the government.	90	94	91	92	96	90	77	95	87	82
... affected workers (e.g. in case of job loss) should receive financial support such as compensation payments, severance pay, etc.	89	95	89	90	97	90	78	94	85	81
... citizens should participate in public and political life (e.g. in citizens' forums, planning advisory boards) in order to help shape the community.	88	92	93	87	94	86	79	87	91	87
... new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).	85	84	92	90	90	86	75	87	86	86
... affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.	84	88	88	88	91	87	75	84	78	80











Basis: 22,823 cases, total sample; figures in %.

 strongly overrepresented
  overrepresented
  strongly underrepresented
  underrepresented




Attitudes towards the energy/heat transition

In the conversion of the electricity and heat supply to renewable energy...

Response category: "Fully agree"

	Total	 DE	 FR	 UK	 DK	 SE	 GR	 IT	 PT	 ES	 TR
... affected workers (e.g. in case of job loss) should be supported in retraining towards alternative jobs.	54	50	45	46	41	51	65	57	64	51	52
... financial support should be given to private households that want to use renewable energy, e.g. solar electricity, solar heating or heat pumps.	52	49	44	40	33	38	70	53	60	47	55
... affected workers (e.g. in case of job loss) should receive financial support such as compensation payments, severance pay etc.	45	39	33	38	20	39	63	49	52	47	50
... the development of energy communities (community organised at local level to shape their energy supply more sustainably and independently) should be supported by the government.	43	36	33	33	30	33	55	44	58	50	49
... new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).	37	31	27	37	26	32	43	24	44	39	44
... citizens should participate in public and political life (e.g. in citizens' forums, planning advisory boards) in order to help shape the community.	37	29	32	35	26	25	43	34	46	37	43
... affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.	36	34	27	30	17	31	51	33	35	41	45










Basis: 22,823 cases, total sample; figures in %.

 strongly overrepresented
  strongly underrepresented
 overrepresented
  underrepresented




Attitudes towards the energy/heat transition

In the conversion of the electricity and heat supply to renewable energy...

Response category: "Fully agree"











	Total	 HR	 PL	 RO	 RS	 SK	 CZ	 HU	 CA	 US
... affected workers (e.g. in case of job loss) should be supported in retraining towards alternative jobs.	54	66	48	60	71	52	43	59	45	47
... financial support should be given to private households that want to use renewable energy, e.g. solar electricity, solar heating or heat pumps.	52	68	45	59	78	52	32	64	44	40
... affected workers (e.g. in case of job loss) should receive financial support such as compensation payments, severance pay etc.	45	60	41	50	69	41	31	55	36	39
... the development of energy communities (community organised at local level to shape their energy supply more sustainably and independently) should be supported by the government.	43	56	40	54	65	38	23	54	35	36
... new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).	37	41	42	50	50	33	26	40	36	37
... citizens should participate in public and political life (e.g. in citizens' forums, planning advisory boards) in order to help shape the community.	37	44	41	43	58	30	23	38	39	42
... affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.	36	47	37	46	56	35	25	36	28	37

Basis: 22,823 cases, total sample; figures in %.





 strongly overrepresented
  strongly underrepresented
 overrepresented
  underrepresented

Attitudes towards the energy/heat transition

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










	Total	 DE	 FR	 UK	 DK	 SE	 GR	 IT	 PT	 ES	 TR
YES	65	55	64	50	48	56	80	57	80	68	90
Yes, definitely	20	14	17	13	12	19	23	14	25	19	37
Rather yes	45	41	47	37	36	38	56	43	55	49	53
NO	35	45	36	50	52	44	20	43	20	32	10
Rather no	26	33	25	34	26	30	17	33	18	27	9
No, not at all	9	12	11	16	26	13	4	10	2	5	1

Basis: 22,823 cases, total sample; figures in %.




 strongly overrepresented
  strongly underrepresented
 overrepresented
  underrepresented

Attitudes towards the energy/heat transition

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

	Total	 HR	 PL	 RO	 RS	 SK	 CZ	 HU	 CA	 US
YES	65	75	60	76	84	58	46	70	63	63
Yes, definitely	20	27	15	29	36	14	12	17	19	25
Rather yes	45	48	45	47	48	44	34	53	44	38
NO	35	25	40	24	16	42	54	30	37	37
Rather no	26	21	32	21	12	33	41	24	27	26
No, not at all	9	4	8	3	4	9	13	6	10	11

Basis: 22,823 cases, total sample; figures in %.

 strongly overrepresented
  strongly underrepresented
 overrepresented
  underrepresented



Attitudes towards the energy/heat transition

Could you imagine generating your own energy?










	Total	DE	FR	UK	DK	SE	GR	IT	PT	ES	TR
YES	75	69	68	63	75	76	86	71	81	76	87
Yes, definitely	50	46	36	36	49	51	64	47	60	45	67
Somewhat, yes	25	23	33	27	26	25	22	24	21	31	20
NO	18	21	26	31	17	14	10	22	11	18	3
No, not really	12	13	15	17	9	10	7	14	9	14	2
No, not at all	6	8	11	14	8	4	3	8	2	4	1
I already generate my own energy	7	10	5	6	8	10	4	7	8	6	10

Basis: 22,823 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attitudes towards the energy/heat transition

Could you imagine generating your own energy?

	Total	 HR	 PL	 RO	 RS	 SK	 CZ	 HU	 CA	 US
YES	75	87	58	85	89	79	71	83	67	66
Yes, definitely	50	67	32	52	75	54	41	56	37	43
Somewhat, yes	25	20	26	34	14	25	30	27	30	23
NO	18	7	33	10	7	18	24	12	27	25
No, not really	12	6	25	7	4	12	15	8	18	15
No, not at all	6	1	8	3	3	6	9	4	9	10
I already generate my own energy	7	6	9	4	4	3	5	5	6	9

Basis: 22,823 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented



Attitudes towards the energy/heat transition

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

Total	DE	FR	UK	DK	SE	GR	IT	PT	ES	TR

Solar park

I think that would be good	64	63	51	55	68	64	70	71	74	62	67
I would accept	31	30	42	39	27	30	25	27	25	33	31
I reject	5	7	7	6	5	6	5	2	1	5	2

Wind park

I think that would be good	53	48	29	51	59	43	49	59	64	49	63
I would accept	35	36	38	40	32	37	31	32	31	38	34
I reject	12	16	33	9	9	20	20	8	5	13	3

Basis: 22,823 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented



Attitudes towards the energy/heat transition

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

Total HR PL RO RS SK CZ HU CA US

Solar

I think that would be good	64	76	68	62	74	61	44	73	55	55
I would accept it	31	22	27	35	24	32	42	25	40	34
I would reject it	5	2	4	3	2	7	14	2	5	11

Wind











I think that would be good	53	54	65	58	68	51	41	62	46	47
I would accept it	35	38	28	36	26	34	41	32	43	38
I would reject it	12	8	7	6	6	15	18	6	12	15

Basis: 22,823 cases, total sample; figures in %.





■ strongly overrepresented
 ■ strongly underrepresented
■ overrepresented
 ■ underrepresented

Attitudes towards the energy/heat transition

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










	Total	 DE	 FR	 UK	 DK	 SE	 GR	 IT	 PT	 ES	 TR
Through more public funding for climate-neutral technologies and heating replacement	69	66	58	66	62	61	84	79	70	73	57
Through bans	8	6	14	9	7	6	4	5	14	10	14
Through higher prices for oil, gas and coal	6	7	6	8	10	12	2	2	4	5	15
None of the above options, there are alternatives	17	21	22	17	21	21	10	14	12	12	14

Basis: 22,823 cases, total sample; figures in %.

 strongly overrepresented  strongly underrepresented
 overrepresented  underrepresented

Attitudes towards the energy/heat transition

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











	Total	 HR	 PL	 RO	 RS	 SK	 CZ	 HU	 CA	 US
Through more public funding for climate-neutral technologies and heating replacement	69	76	74	73	79	70	65	81	64	59
Through bans	8	7	9	12	6	5	5	4	8	9
Through higher prices for oil, gas and coal	6	2	2	4	3	3	4	3	12	10
None of the above options, there are alternatives	17	15	15	11	12	22	26	12	16	22

Basis: 22,823 cases, total sample; figures in %.





■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attitudes towards the energy/heat transition

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

	Total	 DE	 FR	 UK	 DK	 SE	 GR	 IT	 PT	 ES	 TR
YES	67	69	61	73	83	60	70	70	80	70	91
Yes, renewable energy has become more important	32	36	24	41	53	27	33	39	42	31	49
Rather yes	35	33	37	32	30	33	36	31	38	39	42
NO	33	31	39	27	17	40	30	30	20	30	9
Rather no	20	16	22	11	7	29	14	20	15	16	6
No, renewable energy has not become more important	13	15	17	16	10	11	16	10	5	14	3

Basis: 22,823 cases, total sample; figures in %.

 strongly overrepresented
  strongly underrepresented
 overrepresented
  underrepresented

Attitudes towards the energy/heat transition

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

	Total	HR	PL	RO	RS	SK	CZ	HU	CA	US
YES	67	67	63	68	60	57	53	68	59	52
Yes, renewable energy has become more important	32	30	24	31	30	20	19	28	30	27
Rather yes	35	37	39	37	30	37	34	40	29	25
NO	33	33	37	32	40	43	47	32	41	48
Rather no	20	23	21	25	23	29	23	18	27	32
No, renewable energy has not become more important	13	10	16	7	17	14	24	14	14	16

Basis: 22,823 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented



5

Interest in information and level of
knowledge



Main findings

Interest in information and level of knowledge

Interest in information and level of knowledge: Climate

- In all the countries considered, at least two thirds of the respondents are basically interested in the topic of climate change ("am very interested" or "tend to be interested"). A "very great" interest is most frequently expressed in Turkey ("am very interested in it": 43%), Italy (45%) and Greece (47%). In Slovakia (16%), Czechia (15%) and especially in Poland (3%), the share of those who are "very" interested in the topic of climate change is significantly lower.

Main findings











Interest in information and level of knowledge

Interest in information and level of knowledge: policies

- In 16 of the 19 countries included in the survey, less than 10% of respondents feel "very well" informed about policies for a change towards a more climate and environmentally friendly business. In Canada, exactly 10% feel "very well" informed, in the United States it is 17% and in Turkey 20%. The share of those who say they feel very or at least somewhat well informed ranges from 34% (in Serbia) to 70% (in Turkey).
- Similarly, when asked to what extent policies for a change towards a more climate and environmentally friendly economy are sufficiently explained and clarified and explained and clarified: In 16 countries, less than 10% answer "yes, politicians are sufficiently explained and clarified and explained and clarified" Only in Canada (10%), the United States (14%) and Turkey (19%) is the figure slightly higher. The share of those answering the question with "yes" or "rather yes" ranges from 16% (in Serbia) to 47% (in Turkey).

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	 DE	 FR	 UK	 DK	 SE	 GR	 IT	 PT	 ES	 TR
INTERESTED	78	73	71	80	66	69	85	90	89	80	91
I am very interested in it	28	27	22	27	19	24	47	45	38	29	43
I am rather interested	50	46	49	53	47	45	38	45	51	51	48
NOT INTERESTED	22	27	29	20	34	31	15	10	11	20	9
I am less interested	17	20	23	14	27	22	11	8	10	16	8
I am not interested in it at all	5	7	6	6	7	9	4	2	1	4	1

Basis: 22,823 cases, total sample; figures in %.

 strongly overrepresented
  overrepresented
  strongly underrepresented
  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	HR	PL	RO	RS	SK	CZ	HU	CA	US
INTERESTED	78	80	75	85	81	70	70	73	80	77
I am very interested in it	28	26	3	33	33	16	15	24	32	37
I am rather interested	50	54	72	52	48	54	55	49	48	40
NOT INTERESTED	22	20	25	15	19	30	30	27	20	23
I am less interested	17	16	22	12	16	24	24	23	15	13
I am not interested in it at all	5	4	3	3	3	6	6	4	5	10

Basis: 22,823 cases, total sample; figures in %.




■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Interest in information and level of knowledge: Climate

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










	Total	 DE	 FR	 UK	 DK	 SE	 GR	 IT	 PT	 ES	 TR
INTERESTED	58	59	47	51	45	49	65	57	58	52	79
I am very interested in it	10	10	7	8	7	8	12	9	8	6	22
I am rather interested	48	49	40	43	38	41	53	48	50	46	57
NOT INTERESTED	42	41	53	49	55	51	35	43	42	48	21
I am less interested	38	36	48	40	47	43	33	40	40	45	20
I am not interested in it at all	4	5	5	9	8	8	2	3	2	3	1

Basis: 22,823 cases, total sample; figures in %.





 strongly overrepresented
  overrepresented
  strongly underrepresented
  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	 HR	 PL	 RO	 RS	 SK	 CZ	 HU	 CA	 US
INTERESTED	58	73	54	75	63	49	43	65	55	54
I am very interested in it	10	13	6	11	7	5	5	17	11	16
I am rather interested	48	60	48	64	56	44	38	48	44	38
NOT INTERESTED	42	27	46	25	37	51	57	35	45	46
I am less interested	38	25	43	22	35	46	51	32	38	36
I am not interested in it at all	4	2	3	3	2	5	6	3	7	10

Basis: 22,823 cases, total sample; figures in %.



 strongly overrepresented
  strongly underrepresented
 overrepresented
  underrepresented

Interest in information and level of knowledge: policies

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










	Total	 DE	 FR	 UK	 DK	 SE	 GR	 IT	 PT	 ES	 TR
INFORMED	49	53	43	55	39	46	52	52	60	46	70
Very well informed	7	7	6	7	5	8	8	8	5	6	20
Somewhat informed	42	46	37	48	34	38	44	45	55	40	50
NOT INFORMED	51	47	57	45	61	54	48	47	40	54	30
Not very well informed	45	40	51	37	53	46	44	43	39	50	27
Not at all informed	6	7	6	8	8	8	4	4	1	4	3

Basis: 22,823 cases, total sample; figures in %.




 strongly overrepresented
  strongly underrepresented
 overrepresented
  underrepresented

Interest in information and level of knowledge: policies

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

	Total	 HR	 PL	 RO	 RS	 SK	 CZ	 HU	 CA	 US
INFORMED	49	43	45	50	34	41	40	46	58	59
Very well informed	7	5	4	8	4	4	5	5	10	17
Somewhat informed	42	38	40	42	30	37	35	41	48	42
NOT INFORMED	51	57	55	50	66	59	60	54	42	41
Not very well informed	45	52	49	43	60	51	49	49	36	33
Not at all informed	6	5	7	7	6	8	11	5	6	8

Basis: 22,823 cases, total sample; figures in %.

 strongly overrepresented
  strongly underrepresented
 overrepresented
  underrepresented



Interest in information and level of knowledge: policies

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










	Total	DE	FR	UK	DK	SE	GR	IT	PT	ES	TR
YES	31	35	27	38	40	39	24	27	27	25	47
Yes, the policies are sufficiently explained and clarified	6	6	4	7	7	9	3	4	2	4	19
Somewhat, yes	25	29	23	31	33	30	21	23	25	21	28
NO	69	65	73	62	60	61	76	73	73	75	53
No, not really	51	49	54	47	43	48	56	60	57	60	36
No, the policies are insufficiently explained and clarified	18	16	19	15	17	13	20	13	16	15	17

Basis: 22,823 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Interest in information and level of knowledge: policies

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

	Total	 HR	 PL	 RO	 RS	 SK	 CZ	 HU	 CA	 US
YES	31	18	30	31	16	21	20	27	45	45
Yes, the policies are sufficiently explained and clarified	6	2	3	5	2	2	2	4	10	14
Somewhat, yes	25	16	27	26	14	19	18	23	35	31
NO	69	82	70	69	84	79	80	73	55	55
No, not really	51	62	50	48	50	60	53	56	42	40
No, the policies are insufficiently explained and clarified	18	20	20	21	34	19	27	17	13	15

Basis: 22,823 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented



6

Appendix: Communication



topic interest in general (1)

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










	Total	DE	FR	UK	DK	SE	GR	IT	PT	ES	TR
Health	56	49	44	44	52	45	68	62	64	61	44
Food and drink	53	57	51	56	54	59	58	59	51	53	39
Environment and nature	52	53	47	44	42	38	59	60	62	57	50
Holiday, Travel	51	52	50	52	51	54	65	59	62	61	35
Music, Culture, Theatre, Art	46	40	41	46	46	46	54	56	54	54	34
Wildlife, animals and pets	44	48	41	51	38	41	48	46	46	43	25
Nutrition	43	46	54	27	28	30	56	56	37	60	33
Current affairs	41	48	37	42	41	46	47	44	43	44	43
Garden and plants	41	44	42	34	36	37	41	38	37	29	35
Science and technology	39	36	27	33	35	34	48	44	46	42	42
Sport	38	42	38	39	35	33	42	46	45	42	33
Family, children and child education	38	22	34	36	33	29	48	36	43	38	34
Information from the region, regional news	31	35	24	29	28	24	33	32	31	26	27
Psychology, spirituality, well-being	31	28	20	25	28	33	43	36	38	28	29

Basis: 22,823 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

topic interest in general (1)

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

	Total	 HR	 PL	 RO	 RS	 SK	 CZ	 HU	 CA	 US
Health	56	62	60	70	66	62	54	59	55	47
Food and drink	53	52	52	46	48	53	59	58	56	54
Environment and nature	52	57	53	57	61	52	46	58	46	40
Holiday, Travel	51	55	49	44	62	42	54	45	47	37
Music, Culture, Theatre, Art	46	46	47	41	51	43	48	48	39	45
Wildlife, animals and pets	44	48	49	35	43	42	45	53	44	48
Nutrition	43	51	48	51	50	33	32	47	42	34
Current affairs	41	31	50	27	35	40	45	40	42	38
Garden and plants	41	45	45	51	43	48	50	50	37	34
Science and technology	39	40	40	41	38	38	32	44	38	37
Sport	38	39	40	35	38	35	39	34	32	31
Family, children and child education	38	42	40	43	57	48	42	38	29	34
Information from the region, regional news	31	33	40	31	26	31	41	31	36	27
Psychology, spirituality, well-being	31	36	33	33	36	27	29	27	29	32











Basis: 22,823 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented



topic interest in general (2)

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










											
	Total	DE	FR	UK	DK	SE	GR	IT	PT	ES	TR
Computers, computer games	30	31	25	26	25	28	37	35	31	28	29
Consumer electronics, television	29	33	18	28	21	30	37	38	29	28	28
Business, professions	29	23	22	23	26	19	36	18	40	42	34
Furnish, Decorate, Furniture	28	30	26	18	25	29	24	28	41	25	27
Sustainable consumption	28	22	28	26	20	22	32	40	45	35	32
Fashion and Fashion	27	27	22	21	25	26	26	29	33	31	30
Photography, filming	26	21	28	25	22	21	37	24	42	40	16
Cosmetics and Beauty	24	22	20	19	18	22	25	28	29	28	26
Wellness	23	23	40	33	20	30	40	15	18	8	9
Cars, motorbikes	22	20	14	17	16	19	25	25	26	23	23
Investments, insurance, tax tips and finance	22	24	13	19	21	28	17	16	29	18	21
Technology and gaming	21	22	12	22	17	22	25	27	29	25	25
Stars, Celebrities	12	14	11	14	12	12	10	13	12	11	12

Basis: 22,823 cases, total sample; figures in %.





■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

topic interest in general (2)

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

	Total	 HR	 PL	 RO	 RS	 SK	 CZ	 HU	 CA	 US
Computers, computer games	30	36	29	24	31	28	32	35	23	27
Consumer electronics, television	29	34	35	25	22	30	30	36	25	28
Business, professions	29	26	32	31	28	26	30	25	34	31
Furnish, Decorate, Furniture	28	34	29	37	33	28	29	35	22	20
Sustainable consumption	28	29	20	24	27	17	20	37	31	24
Fashion and Fashion	27	30	35	24	26	26	28	26	22	25
Photography, filming	26	28	21	26	21	20	23	28	25	22
Cosmetics and Beauty	24	26	32	23	24	21	22	21	20	23
Wellness	23	18	11	12	12	23	22	21	43	39
Cars, motorbikes	22	31	24	22	24	25	24	26	17	19
Investments, insurance, tax tips and finance	22	24	18	18	17	24	28	23	31	23
Technology and gaming	21	21	23	19	18	16	16	21	18	24
Stars, Celebrities	12	13	14	10	9	12	12	12	13	16

Basis: 22,823 cases, total sample; figures in %.

 strongly overrepresented
  strongly underrepresented
 overrepresented
  underrepresented



Consumer interests (1)

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

	Total	DE	FR	UK	DK	SE	GR	IT	PT	ES	TR
Holidays and travel	36	31	30	36	37	35	48	34	44	40	33
PC/Tablet/Smartphone	25	24	22	22	26	20	33	25	25	23	34
Eating out (restaurants)	21	19	23	27	29	27	26	21	24	30	21
Coffee/tea	19	15	14	21	22	22	23	13	16	12	30
Clothing/Fashion	18	15	16	20	20	20	22	16	19	19	30
Delicatessen - high quality Food	18	15	18	23	23	16	9	26	8	13	28
Cars	17	14	15	18	16	15	20	13	16	16	25
Furniture	14	13	10	14	17	14	14	10	13	12	20
Cosmetics/Perfume	13	10	11	14	13	11	15	12	12	13	19
Kitchen furniture and equipment	13	11	9	13	17	11	15	10	13	11	18
Bicycle	12	12	12	8	17	10	10	9	8	8	14
Do-it-yourself / garden tools	12	9	10	10	12	13	11	7	9	7	17
Donations for charitable purposes	11	8	7	9	9	10	12	12	13	10	22

Basis: 22,823 cases, total sample; figures in %.

strongly overrepresented
 overrepresented
 strongly underrepresented
 underrepresented



Consumer interests (1)

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











	Total	HR	PL	RO	RS	SK	CZ	HU	CA	US
Holidays and travel	36	36	36	40	54	30	36	25	31	34
PC/Tablet/Smartphone	25	27	27	23	29	22	22	21	22	28
Eating out (restaurants)	21	8	18	12	16	10	21	10	25	30
Coffee/tea	19	14	21	19	16	16	23	19	20	25
Clothing/Fashion	18	14	17	16	17	13	16	15	18	22
Delicatessen - high quality Food	18	13	15	12	15	9	17	32	28	28
Cars	17	20	20	16	22	17	12	14	18	22
Furniture	14	17	13	14	17	10	12	10	16	16
Cosmetics/Perfume	13	12	18	14	15	11	13	9	11	16
Kitchen furniture and equipment	13	16	16	19	14	10	9	9	14	14
Bicycle	12	12	20	14	13	14	13	12	12	9
Do-it-yourself / garden tools	12	16	13	19	14	10	14	12	8	12
Donations for charitable purposes	11	14	10	12	14	4	5	8	15	17

Basis: 22,823 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	DE	FR	UK	DK	SE	GR	IT	PT	ES	TR
Beer	10	6	8	13	14	13	10	9	8	12	10
Wine/Champagne	9	7	10	11	15	15	7	10	9	10	9
High quality jewellery	8	9	8	10	10	8	6	8	5	6	15
(Wrist) Watches	8	6	7	12	10	8	9	8	6	6	15
High-end hi-fi equipment	8	8	10	8	10	9	7	7	5	6	12
High quality spirits/whisky	8	7	6	9	12	12	6	6	5	6	12
Antiques	6	4	4	5	7	7	4	4	4	5	10
Handbags	6	6	7	8	9	6	7	7	4	6	13
Exclusive accessories (e.g. belts, leather bags etc.)	6	5	4	6	8	6	5	6	4	5	11
Costume jewellery	5	3	4	7	8	6	3	3	5	3	10
Porcelain/Glasswork	4	2	2	3	8	6	2	3	2	3	13
None of these products	26	38	32	26	21	22	24	32	25	29	9

Basis: 22,823 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	HR	PL	RO	RS	SK	CZ	HU	CA	US
Beer	10	7	10	6	9	9	13	6	10	13
Wine/Champagne	9	5	8	5	5	4	9	5	13	12
High quality jewellery	8	4	11	7	6	4	7	3	12	16
(Wrist) Watches	8	8	10	8	9	5	6	5	10	11
High-end hi-fi equipment	8	9	11	9	8	4	5	4	10	10
High quality spirits/whisky	8	4	7	5	4	5	9	3	12	13
Antiques	6	5	6	8	7	5	6	4	7	9
Handbags	6	4	6	4	5	4	3	2	7	11
Exclusive accessories (e.g. belts, leather bags etc.)	6	3	6	4	6	3	5	2	7	10
Costume jewellery	5	3	7	6	1	2	2	3	7	10
Porcelain/Glasswork	4	2	3	3	2	2	3	2	3	4
None of these products	26	28	27	20	17	37	27	32	26	19











Basis: 22,823 cases, total sample; figures in %.

 strongly overrepresented
  strongly underrepresented
 overrepresented
  underrepresented




Media use

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

Response category: "at least daily"

											
	Total	DE	FR	UK	DK	SE	GR	IT	PT	ES	TR
Internet (not social media)	97	97	95	96	98	96	97	98	96	98	96
Social networks/social media (e.g. Facebook, Twitter)	89	78	83	82	90	90	94	87	93	89	96
Communication/messenger services (e.g. WhatsApp, Skype)	80	89	72	87	53	70	82	96	95	97	97
"Normal" television programme	79	82	80	79	63	62	79	86	83	84	88
Radio	75	78	71	74	72	70	80	78	83	75	67
TV/video streaming services (e.g. Netflix)	70	72	71	81	85	85	69	75	70	84	86
Audio and video podcasts (e.g. via iTunes, YouTube, podcast portals)	68	56	54	62	65	73	65	57	66	66	87
Books/Audiobooks	59	58	53	64	55	60	58	57	62	65	68
Music streaming services (e.g. Spotify)	57	55	53	65	70	77	51	56	61	70	83
Computer games/video games	54	55	53	58	40	48	53	61	49	58	76
Daily newspaper	53	57	33	42	58	59	59	57	62	48	77
Newsletters from providers of products and services	52	54	56	54	40	54	42	57	61	47	70
Journals, magazines	52	53	49	48	46	61	52	55	61	64	69
Online media libraries of TV channels	45	64	31	55	45	65	34	48	40	44	61
Cinema	35	22	42	37	25	21	43	39	43	59	66
Watch Blu-ray Discs, DVDs	25	26	25	32	21	22	21	21	17	24	50

Basis: 22,823 cases, total sample; figures in %.










 strongly overrepresented
  strongly underrepresented
 overrepresented
  underrepresented



Media use

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

Response category: "at least daily"

	Total	 HR	 PL	 RO	 RS	 SK	 CZ	 HU	 CA	 US
Internet (not social media)	97	98	97	96	98	96	98	97	97	96
Social networks/social media (e.g. Facebook, Twitter)	89	87	92	94	90	88	87	93	85	86
Communication/messenger services (e.g. WhatsApp, Skype)	80	92	76	93	83	71	81	62	64	59
"Normal" television programme	79	85	85	86	79	80	78	78	74	71
Radio	75	79	81	73	67	80	76	70	75	72
TV/video streaming services (e.g. Netflix)	70	60	71	68	41	48	52	58	77	85
Audio and video podcasts (e.g. via iTunes, YouTube, podcast portals)	68	79	70	79	78	63	66	75	62	69
Books/Audiobooks	59	48	67	54	62	51	54	51	62	63
Music streaming services (e.g. Spotify)	57	43	56	56	35	38	43	47	64	73
Computer games/video games	54	55	56	54	49	41	47	50	53	64
Daily newspaper	53	52	40	70	40	51	51	52	49	46
Newsletters from providers of products and services	52	51	52	54	47	50	47	43	59	55
Journals, magazines	52	51	53	59	48	52	41	39	54	43
Online media libraries of TV channels	45	54	36	44	45	34	39	30	44	52
Cinema	35	26	39	41	23	20	20	23	42	48
Watch Blu-ray Discs, DVDs	25	15	27	33	13	19	18	17	33	38

Basis: 22,823 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented



Media use

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

Response category: "frequently"

	Total	DE	FR	UK	DK	SE	GR	IT	PT	ES	TR
Facebook	64	41	57	52	70	60	75	64	72	54	52
YouTube	61	48	53	51	47	51	79	60	65	63	73
Instagram	44	36	39	41	44	52	53	52	63	56	67
TikTok	24	16	22	24	16	20	31	24	26	32	35
Twitter	17	11	18	26	10	16	19	14	12	27	46
Pinterest	14	10	13	9	11	12	16	14	17	12	19
LinkedIn	9	6	10	10	14	12	9	8	14	13	15
Tumblr	3	2	3	3	3	4	2	2	2	3	11

Basis: 22,823 cases, total sample; figures in %.










strongly overrepresented
 strongly underrepresented
 overrepresented
 underrepresented



Media use

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

Response category: "frequently"

	Total	 HR	 PL	 RO	 RS	 SK	 CZ	 HU	 CA	 US
Facebook	64	62	79	69	67	70	69	81	58	59
YouTube	61	67	71	67	75	59	54	65	49	61
Instagram	44	40	38	34	56	33	30	28	36	39
TikTok	24	18	28	34	23	13	11	24	20	32
Twitter	17	10	18	8	16	7	10	9	21	26
Pinterest	14	10	14	14	14	12	10	13	17	19
LinkedIn	9	6	7	6	8	4	4	2	17	14
Tumblr	3	2	3	2	2	2	1	2	7	8

Basis: 22,823 cases, total sample; figures in %.











■ strongly overrepresented
 ■ strongly underrepresented
■ overrepresented
 ■ underrepresented






Media use

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

Response category: „At least occasionally“

	Total	 DE	 FR	 UK	 DK	 SE	 GR	 IT	 PT	 ES	 TR
YouTube	93	87	85	86	89	90	98	92	97	93	97
Facebook	85	66	78	74	88	85	92	81	91	80	84
Instagram	68	55	56	58	63	76	77	72	85	74	93
Pinterest	45	36	40	36	37	40	50	38	56	41	58
TikTok	43	32	37	39	25	35	51	41	48	52	60
Twitter	40	28	36	47	25	36	48	34	39	53	81
LinkedIn	35	23	31	37	42	42	33	30	53	40	50
Tumblr	13	8	8	11	7	11	11	9	11	10	37

Basis: 22,823 cases, total sample; figures in %.










 strongly overrepresented
  strongly underrepresented
 overrepresented
  underrepresented



Media use

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

Response category: „At least occasionally“

	Total	 HR	 PL	 RO	 RS	 SK	 CZ	 HU	 CA	 US
YouTube	93	97	95	98	99	96	93	97	88	88
Facebook	85	85	93	94	88	90	88	94	83	82
Instagram	68	66	64	73	81	57	57	61	59	61
Pinterest	45	41	36	56	46	40	39	46	49	51
TikTok	43	39	49	64	44	32	23	48	39	49
Twitter	40	33	41	42	46	24	28	34	43	48
LinkedIn	35	30	27	42	34	21	23	19	48	42
Tumblr	13	9	13	22	9	6	4	10	20	23

Basis: 22,823 cases, total sample; figures in %.











■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented



Communication expectations

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

Response category: "fully / rather true"

	Total	 DE	 FR	 UK	 DK	 SE	 GR	 IT	 PT	 ES	 TR
It is important for me to have trustworthy sources of information.	96	96	96	93	96	96	98	97	98	95	97
I find it important to learn about a topic from different sources of information.	93	90	89	92	93	94	95	96	95	92	96
I attach great importance to being thoroughly informed in order to better understand backgrounds and contexts.	91	88	91	91	91	83	91	92	89	92	93
Protecting my personal data on the internet is extremely important to me - I'm careful about that.	91	88	89	91	85	83	89	90	95	89	95
For me, it is very important to get a quick overview of important topics.	90	91	91	87	90	90	87	90	92	90	93
I prefer short, concise information that summarises the most important things.	86	84	86	86	85	81	79	80	85	82	92
Media help me to form my own opinion on important topics.	75	83	67	81	73	76	77	73	88	75	84
On social networks, I mainly want to exchange information with my friends - I get my information elsewhere.	73	70	72	76	80	62	75	65	74	62	83










Basis: 22,823 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Communication expectations

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

Response category: "completely / rather true"

	Total	 HR	 PL	 RO	 RS	 SK	 CZ	 HU	 CA	 US
It is important for me to have trustworthy sources of information.	96	98	97	94	96	96	93	95	95	94
I find it important to learn about a topic from different sources of information.	93	97	96	93	97	90	88	91	93	92
I attach great importance to being thoroughly informed in order to better understand backgrounds and contexts.	91	95	94	91	94	91	86	88	93	91
Protecting my personal data on the internet is extremely important to me - I'm careful about that.	91	96	95	93	96	94	88	91	93	91
For me, it is very important to get a quick overview of important topics.	90	88	93	90	90	90	88	90	91	89
I prefer short, concise information that summarises the most important things.	86	91	93	90	88	90	86	88	89	85
Media helps me to form my own opinion on important topics.	75	68	82	75	65	68	67	65	81	78
On social networks, I mainly want to exchange information with my friends - I get my information elsewhere.	73	70	77	74	74	72	67	73	78	78

Basis: 22,823 cases, total sample; figures in %.











■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented



Communication expectations

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

Response category: "fully applies"

	Total	 DE	 FR	 UK	 DK	 SE	 GR	 IT	 PT	 ES	 TR
It is important for me to have trustworthy sources of information.	67	63	56	77	67	70	72	65	80	58	68
Protecting my personal data on the internet is extremely important to me - I'm careful about that.	55	44	48	66	44	39	52	48	67	46	62
I find it important to learn about a topic from different sources of information.	53	47	37	67	48	47	56	54	61	47	60
I attach great importance to being thoroughly informed in order to better understand backgrounds and contexts.	47	43	41	66	46	35	45	46	44	45	48
For me, it is very important to get a quick overview of important topics.	42	38	32	54	39	38	39	36	46	32	51
I prefer short, concise information that summarises the most important things.	42	34	40	53	38	33	35	33	37	33	50
On social networks, I mainly want to exchange information with my friends - I get my information elsewhere.	32	31	34	46	37	22	34	24	26	21	37
Media help me to form my own opinion on important topics.	26	30	18	40	19	22	31	19	32	22	35










Basis: 22,823 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented





Communication expectations

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

Response category: "fully applies"

	Total	 HR	 PL	 RO	 RS	 SK	 CZ	 HU	 CA	 US
It is important for me to have trustworthy sources of information.	67	70	66	61	70	60	54	54	73	79
Protecting my personal data on the internet is extremely important to me - I'm careful about that.	55	65	55	58	69	54	44	52	61	67
I find it important to learn about a topic from different sources of information.	53	61	55	49	68	40	39	42	60	72
I attach great importance to being thoroughly informed in order to better understand backgrounds and contexts.	47	48	50	42	56	37	33	39	61	69
For me, it is very important to get a quick overview of important topics.	42	39	48	43	44	37	34	37	52	55
I prefer short, concise information that summarises the most important things.	42	49	46	46	48	42	37	40	51	48
On social networks, I mainly want to exchange information with my friends - I get my information elsewhere.	32	28	34	27	29	30	25	30	42	48
Media help me to form my own opinion on important topics.	26	20	29	24	22	18	18	16	37	42

Basis: 22,823 cases, total sample; figures in %.

 strongly overrepresented
  strongly underrepresented
 overrepresented
  underrepresented



Imprint



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:

© Copyright 2023

SINUS Market and Social Research GmbH

This work is protected by copyright. No part of it may be reproduced or processed, duplicated or distributed using electronic systems in any form (photocopy, microfilm or any other process), not even for the purpose of teaching, without the written consent of Sinus Markt- und Sozialforschung GmbH. Quotations and reprints, including excerpts, are only permitted with express permission and reference to the source.

Part of the INTEGRAL-SINUS-OPINION
Group