



SINUS Study for the Friedrich-Ebert-Stiftung

# Social-ecological transformation

Country report Czechia

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

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# Method and sample

# Methodology and sample



## Method

Standardised online survey (CAWI)

Quota sample (gender, age, education and region)

The interviews were conducted in the national language.



## Data collection

Ø Interview duration: 26 minutes

The data collection was carried out by Sociotrend GmbH.



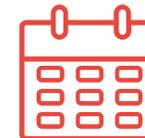
## Target group

Resident population aged from 18 to 69 years



## Sample size

1,202 persons



## Survey period

09.06. - 04.07.2023

## Survey contents

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

# Methodology and sample

## Evaluation of the survey results

- This report presents the survey results for Czechia. The key findings are presented in graphs and diagrams. For better readability and comprehensibility, the percentages have been rounded to whole numbers.
- The data set was examined for differences in the response behaviour of different population groups and presented in tabular form. The socio-demographic characteristics gender, age, education and net equivalent income were taken into account.
  - Gender: female, male  
(The answer category „non-binary” was taken into account in the survey, but not evaluated due to too small a number of cases).
  - Age groups: 18- to 29-year-olds, 30- to 39-year-olds, 40- to 49-year-olds, 50- to 59-year-olds, 60- to 69-year-olds
  - Educational groups: low: "Žádné školní vzdělání ani odborné vzdělání (dosud)" or "Nedokončené základní vzdělání, neukončený 1. stupeň školní docházky (méně než 5 let)" or "Nedokončené základní vzdělání (5 nebo více let školní docházky, dokončen pouze 1. stupeň ZŠ, SZŠ, ZZŠ, obecná škola)" or "Základní vzdělání (měšťanská škola)"; middle: "Střední vzdělání s výučním listem, Střední vzdělání bez maturity" or "Středoškolské vzdělání bez maturity (závěrečná zkouška) po níž následovalo další studium zakončené závěrečnou zkouškou (učební obory, rekvalifikační studium, studium jazyků, apod.)" or "Vyučení s maturitou, Úplné střední odborné vzdělání s maturitou" or "Střední všeobecné vzdělání s maturitou (gymnázia)" or "Střední vzdělání s maturitou následované studiem s maturitou (nástavba, kvalifikační pomaturitní studium, atd.)"; high: "Pomaturitní vzdělání s diplomem: Vyšší odborná škola (DiS), 5. a 6. ročník konzervatoře (absolutorium)" or "Vysokoškolské"
  - Net equivalent income\*: low: less than 60% of median income; medium: 60 to 140% of median income; high: more than 140% of the median income

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

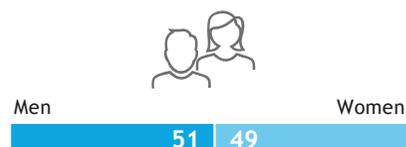
# Methodology and sample

## Evaluation of the survey results

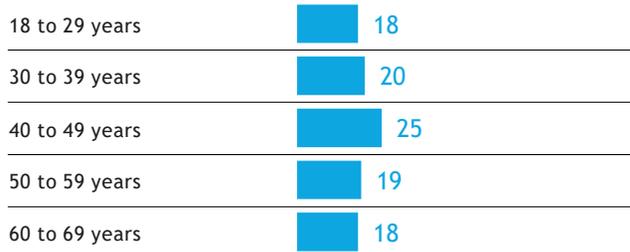
- In addition to the differentiation according to socio-demographic characteristics, the data was analysed according to the milieu affiliation of the respondents. By evaluating the findings according to the **Sinus-Meta-Milieus**, the socio-demographic analysis is supplemented by way of living and value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

# Demographic structure of the sample

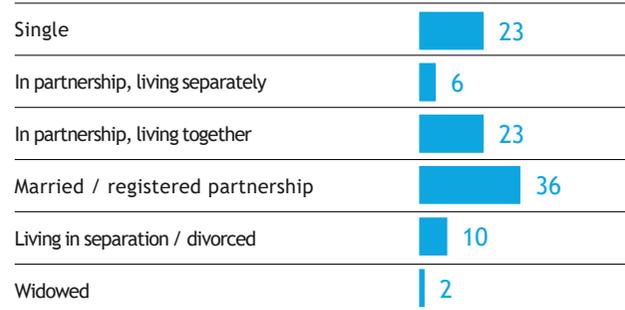
## Gender



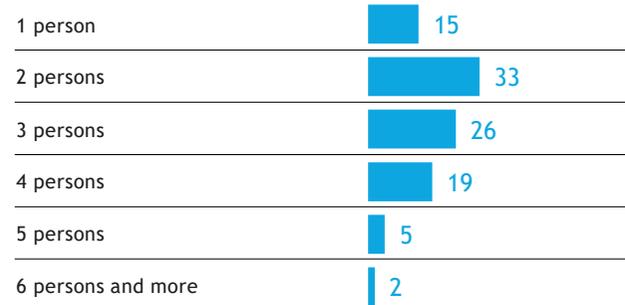
## Age ø 44.1 years



## Marital status



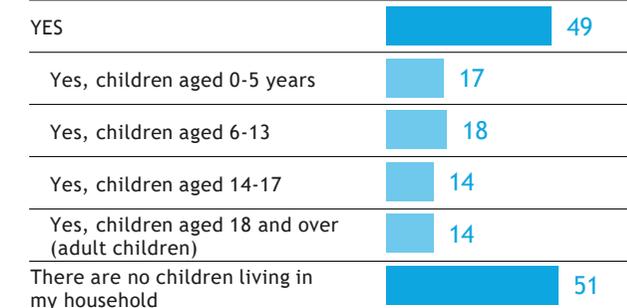
## Persons in the household



## Educational qualification



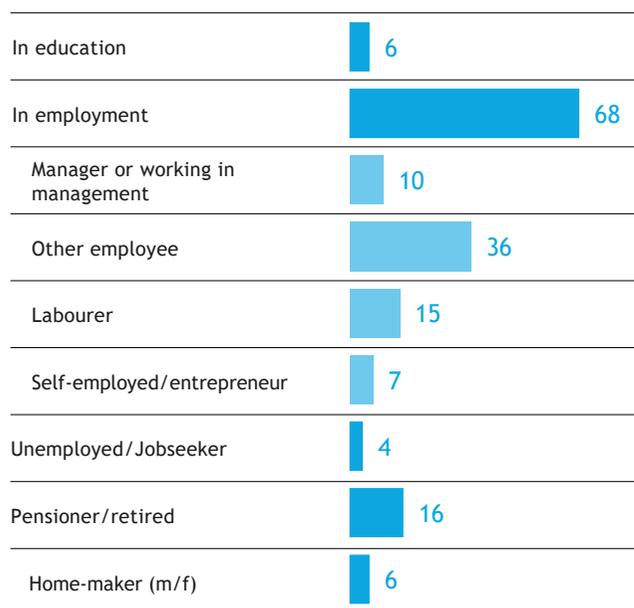
## Children in the household



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

# Demographic structure of the sample

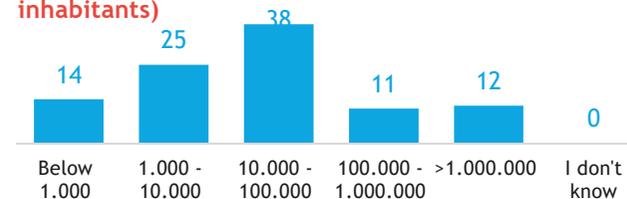
## Occupational status



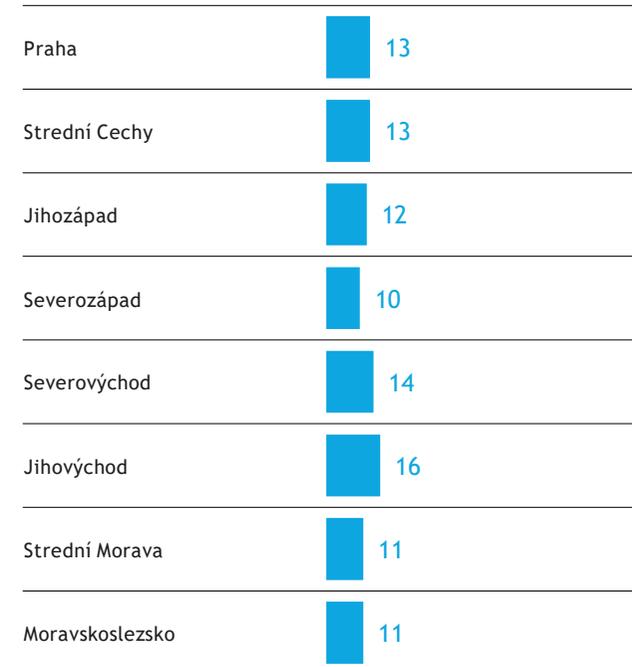
## Net household income



## Size of residency (number of inhabitants)



## Region



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

# The Sinus-Meta-Milieus<sup>®</sup> in Czechia

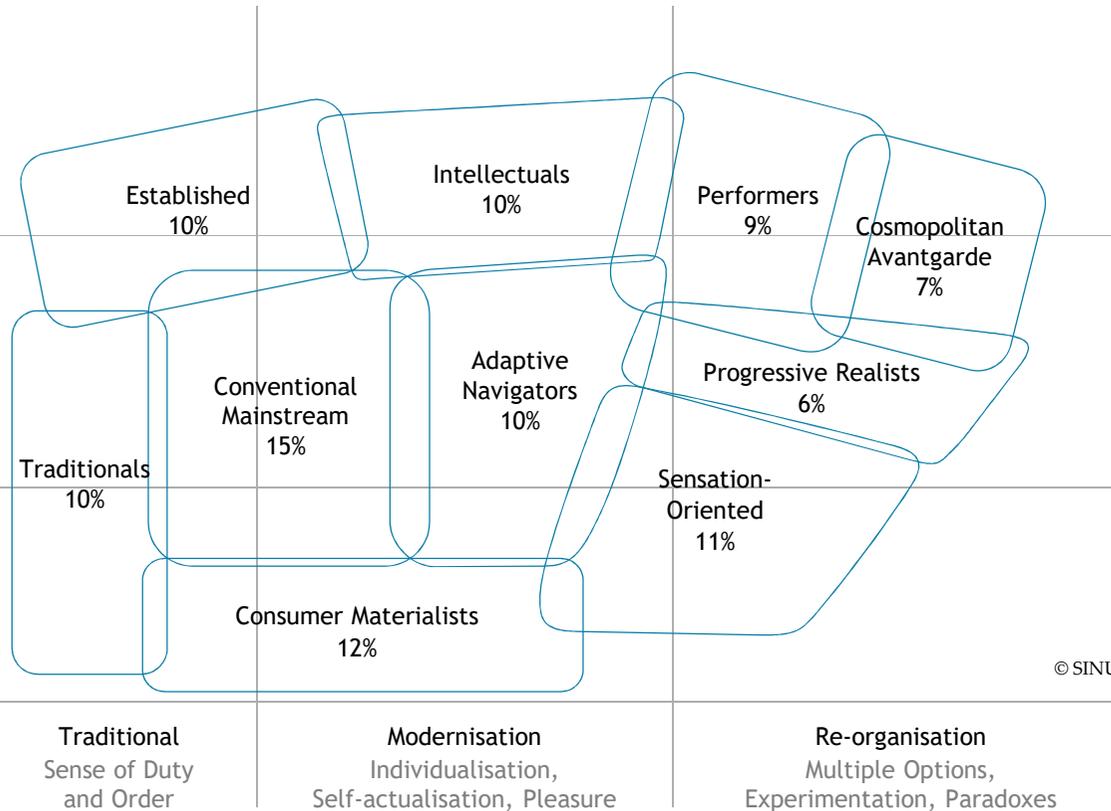
18 - 69 year olds

Social status ↓

Higher

Middle

Lower



Basic Values →

Traditional  
Sense of Duty and Order

Modernisation  
Individualisation, Self-actualisation, Pleasure

Re-organisation  
Multiple Options, Experimentation, Paradoxes

# The Sinus-Meta-Milieus<sup>®</sup>

## Short summary

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

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Problem awareness

# Main findings

## Problem awareness

### Importance of environmental, nature and climate protection

- Inflation/decreasing purchasing power is the most frequently cited of the five most important topics for politicians, with 55%. In second place is public health service and care (48%), in third place fair pensions and retirement provision (45%). The area of environmental, nature and climate protection is counted among the five most important policy topics by 27% of the respondents.

### Relevance of environmental policy fields of action

- Among the top five challenges for the preservation of our livelihoods, respondents most frequently rank water pollution/quality (55%), the state of forests (54%) and waste in the environment and living environment (54%). Increasing traffic and noise are least frequently seen as a priority area for environmental policy action (20%).

### Relevance of climate change as a topic

- The majority of the population considers climate change to be a (very) important topic for Czechia: On a scale of 0 "completely irrelevant" to 10 "absolutely important", 45% choose the scale points 8 to 10. Another 25% the scale points 6 to 7. In contrast, only 7% of the respondents choose the scale points 0 to 2. The average is 6.7.

# Main findings

## Problem awareness

### Attitudes towards climate change

- 96% of respondents believe that the destruction of nature endangers people and their livelihoods (highest level of agreement "Fully agree": 62%). At the same time, 65% say they are afraid of the consequences of climate change (highest level of agreement: 19%), while 47% think that many things are very exaggerated when it comes to the consequences of climate change (highest level of agreement: 14%). When asked if there are more important problems in our country than climate change, 71% agree (highest level of agreement: 25%) and 29% disagree. The statement that we should rather focus on adapting to the consequences of climate change instead of putting climate protection in the foreground is agreed by 47% (highest level of agreement: 10%), while 53% disagree.

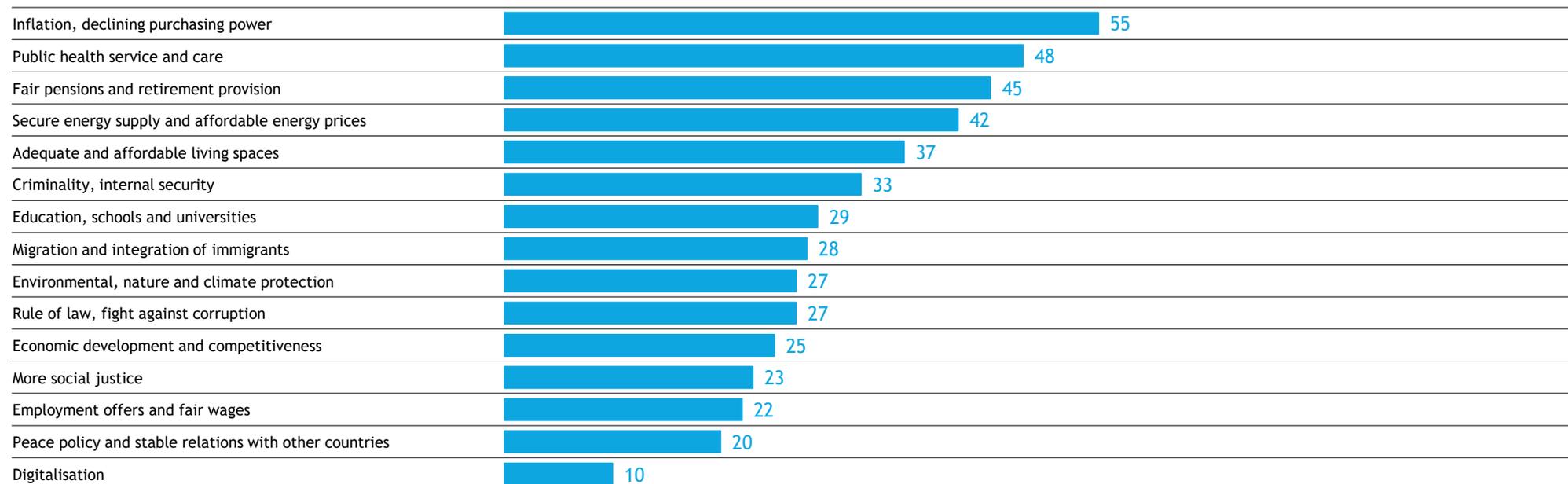
### Consequences of climate change

- The lack of water in everyday life and the increase in extreme weather events scare the population the most: 64% of respondents rank the lack of water in everyday life and 61% the increase in extreme weather events among the five consequences of climate change that scare them the most. These are followed by forest fires or forest dieback (42%), the extinction of animal and plant species (41%), Military conflicts over raw materials and water (40%) and increased immigration/migration (40%). Significantly fewer respondents are afraid of falling yields in agriculture (16%).

# Importance of environmental, nature and climate protection

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

## Politically relevant topics



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

# Importance of environmental, nature and climate protection

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

|  | Total | EST | INT | PER | COS | ADA | CMS | TRA | CMA | SEN | PRO |
|--|-------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Inflation, declining purchasing power                  | 55    | 51  | 51  | 51  | 54  | 51  | 60  | 52  | 55  | 60  | 73  |
| Public health service and care                         | 48    | 55  | 48  | 41  | 42  | 53  | 55  | 53  | 49  | 41  | 37  |
| Fair pensions and retirement provision                 | 45    | 50  | 43  | 37  | 24  | 42  | 52  | 46  | 66  | 34  | 35  |
| Secure energy supply and affordable energy prices      | 42    | 42  | 33  | 36  | 34  | 43  | 50  | 34  | 58  | 39  | 36  |
| Adequate and affordable living spaces                  | 37    | 22  | 34  | 28  | 38  | 40  | 35  | 33  | 50  | 47  | 40  |
| Criminality, internal security                         | 33    | 35  | 29  | 35  | 37  | 34  | 25  | 39  | 30  | 35  | 34  |
| Education, schools and universities                    | 29    | 27  | 43  | 38  | 50  | 21  | 24  | 22  | 11  | 33  | 41  |
| Migration and integration of immigrants                | 28    | 30  | 20  | 23  | 17  | 29  | 34  | 24  | 40  | 28  | 17  |
| Environmental, nature and climate protection           | 27    | 24  | 50  | 34  | 33  | 20  | 23  | 32  | 15  | 14  | 36  |
| Rule of law, fight against corruption                  | 27    | 25  | 33  | 28  | 34  | 29  | 22  | 31  | 21  | 28  | 20  |
| Economic development and competitiveness               | 25    | 26  | 24  | 33  | 30  | 24  | 25  | 22  | 15  | 31  | 30  |
| More social justice                                    | 23    | 20  | 24  | 16  | 25  | 22  | 25  | 33  | 30  | 14  | 18  |
| Employment offers and fair wages                       | 22    | 19  | 19  | 20  | 22  | 24  | 22  | 19  | 27  | 25  | 29  |
| Peace policy and stable relations with other countries | 20    | 29  | 20  | 23  | 13  | 12  | 27  | 28  | 17  | 13  | 8   |
| Digitalisation   | 10    | 11  | 18  | 14  | 20  | 6   | 4   | 5   | 1   | 13  | 13  |

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

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

■ strongly overrepresented  
■ overrepresented  
■ strongly underrepresented  
■ underrepresented

# Importance of environmental, nature and climate protection

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

|  | Total | Gender |        | Age (years) |       |       |       |       |
|--|-------|--------|--------|-------------|-------|-------|-------|-------|
|  |       | Male   | Female | 18-29       | 30-39 | 40-49 | 50-59 | 60-69 |
| Inflation, declining purchasing power                  | 55    | 58     | 53     | 57          | 57    | 51    | 58    | 56    |
| Public health service and care                         | 48    | 44     | 53     | 44          | 47    | 45    | 51    | 57    |
| Fair pensions and retirement provision                 | 45    | 40     | 49     | 28          | 40    | 45    | 48    | 62    |
| Secure energy supply and affordable energy prices      | 42    | 41     | 43     | 30          | 43    | 42    | 45    | 47    |
| Adequate and affordable living spaces                  | 37    | 33     | 41     | 48          | 45    | 32    | 30    | 30    |
| Criminality, internal security                         | 33    | 34     | 32     | 32          | 30    | 35    | 32    | 34    |
| Education, schools and universities                    | 29    | 32     | 27     | 42          | 30    | 35    | 18    | 19    |
| Migration and integration of immigrants                | 28    | 26     | 30     | 19          | 22    | 30    | 30    | 36    |
| Environmental, nature and climate protection           | 27    | 25     | 29     | 30          | 28    | 31    | 25    | 20    |
| Rule of law, fight against corruption                  | 27    | 33     | 21     | 15          | 26    | 29    | 32    | 32    |
| Economic development and competitiveness               | 25    | 30     | 20     | 25          | 25    | 25    | 24    | 28    |
| More social justice                                    | 23    | 19     | 27     | 26          | 25    | 22    | 26    | 17    |
| Employment offers and fair wages                       | 22    | 19     | 26     | 33          | 24    | 25    | 21    | 9     |
| Peace policy and stable relations with other countries | 20    | 21     | 18     | 14          | 13    | 18    | 29    | 26    |
| Digitalisation   | 10    | 16     | 4      | 14          | 14    | 10    | 7     | 4     |

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Importance of environmental, nature and climate protection

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

|  | Total | Education |        |      | Net equivalent income (HH/month) |                                    |                          |
|--|-------|-----------|--------|------|----------------------------------|------------------------------------|--------------------------|
|  |       | Low       | Medium | High | Low <60% (<13,913 CZK)           | Medium 60-140% (13,913-32,463 CZK) | High >140% (>32,463 CZK) |
| Inflation, declining purchasing power                  | 55    | 47        | 56     | 56   | 43                               | 55                                 | 60                       |
| Public health service and care                         | 48    | 46        | 50     | 44   | 54                               | 50                                 | 44                       |
| Fair pensions and retirement provision                 | 45    | 34        | 49     | 34   | 46                               | 47                                 | 38                       |
| Secure energy supply and affordable energy prices      | 42    | 42        | 44     | 35   | 38                               | 44                                 | 40                       |
| Adequate and affordable living spaces                  | 37    | 53        | 36     | 34   | 37                               | 38                                 | 33                       |
| Criminality, internal security                         | 33    | 30        | 32     | 36   | 26                               | 32                                 | 35                       |
| Education, schools and universities                    | 29    | 25        | 27     | 38   | 24                               | 29                                 | 33                       |
| Migration and integration of immigrants                | 28    | 24        | 30     | 22   | 17                               | 30                                 | 25                       |
| Environmental, nature and climate protection           | 27    | 20        | 26     | 31   | 31                               | 26                                 | 30                       |
| Rule of law, fight against corruption                  | 27    | 20        | 25     | 35   | 18                               | 26                                 | 30                       |
| Economic development and competitiveness               | 25    | 16        | 23     | 37   | 16                               | 24                                 | 29                       |
| More social justice                                    | 23    | 34        | 24     | 16   | 38                               | 24                                 | 16                       |
| Employment offers and fair wages                       | 22    | 44        | 21     | 19   | 36                               | 22                                 | 19                       |
| Peace policy and stable relations with other countries | 20    | 6         | 20     | 24   | 25                               | 18                                 | 22                       |
| Digitalisation   | 10    | 7         | 9      | 13   | 7                                | 9                                  | 15                       |

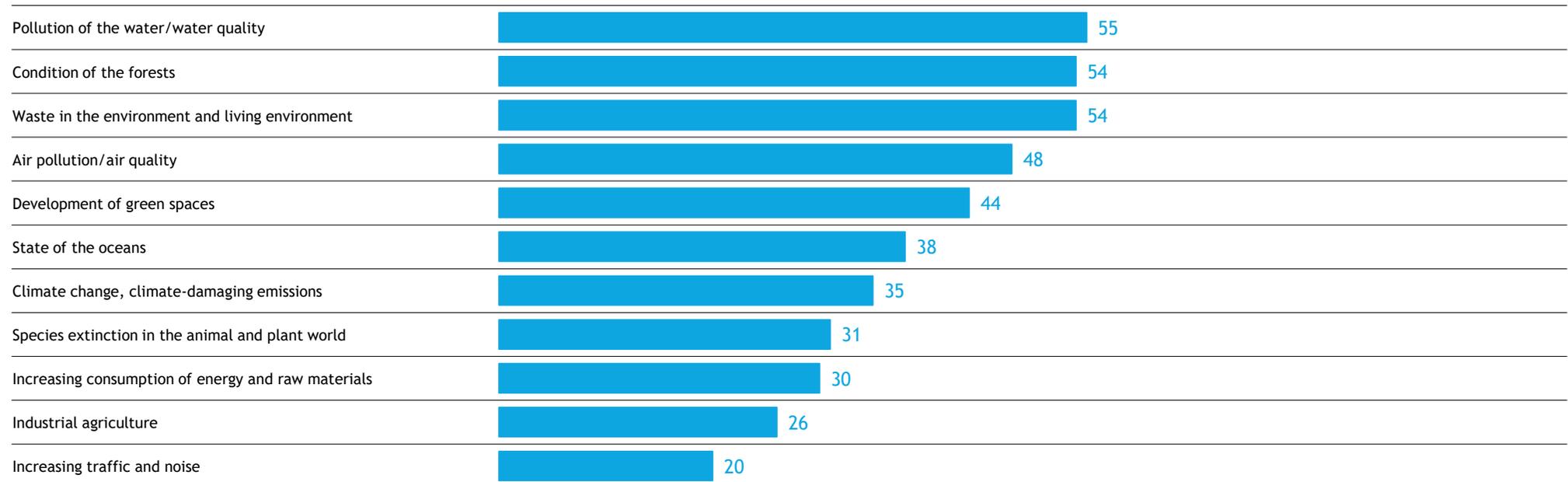
Basis: 1,202 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Relevance of environmental policy fields of action

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

## Environmental policy fields of action



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

# Relevance of environmental policy fields of action

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

|  | Total | EST | INT | PER | COS | ADA | CMS | TRA | CMA | SEN | PRO |
|--|-------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Pollution of the water/water quality               | 55    | 69  | 55  | 57  | 54  | 46  | 58  | 63  | 53  | 39  | 57  |
| Condition of the forests                           | 54    | 59  | 50  | 55  | 53  | 52  | 55  | 49  | 60  | 50  | 52  |
| Waste in the environment and living environment    | 54    | 55  | 55  | 64  | 53  | 50  | 59  | 61  | 49  | 40  | 59  |
| Air pollution/air quality                          | 48    | 52  | 52  | 46  | 61  | 42  | 50  | 48  | 43  | 36  | 59  |
| Development of green spaces                        | 44    | 36  | 51  | 42  | 40  | 40  | 48  | 49  | 53  | 36  | 31  |
| State of the oceans                                | 38    | 38  | 46  | 39  | 36  | 39  | 34  | 34  | 36  | 33  | 45  |
| Climate change, climate-damaging emissions         | 35    | 34  | 59  | 34  | 44  | 27  | 32  | 32  | 23  | 28  | 50  |
| Species extinction in the animal and plant world   | 31    | 30  | 45  | 31  | 21  | 26  | 32  | 35  | 30  | 25  | 33  |
| Increasing consumption of energy and raw materials | 30    | 33  | 23  | 32  | 28  | 28  | 36  | 36  | 28  | 26  | 30  |
| Industrial agriculture                             | 26    | 24  | 28  | 27  | 31  | 24  | 26  | 20  | 28  | 27  | 34  |
| Increasing traffic and noise                       | 20    | 22  | 17  | 16  | 24  | 14  | 25  | 15  | 21  | 28  | 16  |

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

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

■ strongly overrepresented  
■ overrepresented  
■ strongly underrepresented  
■ underrepresented

# Relevance of environmental policy fields of action

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

|  | Total | Gender |        | Age (years) |       |       |       |       |
|--|-------|--------|--------|-------------|-------|-------|-------|-------|
|  |       | Male   | Female | 18-29       | 30-39 | 40-49 | 50-59 | 60-69 |
| Pollution of the water/water quality               | 55    | 54     | 56     | 51          | 47    | 56    | 62    | 59    |
| Condition of the forests                           | 54    | 53     | 55     | 58          | 52    | 48    | 57    | 55    |
| Waste in the environment and living environment    | 54    | 52     | 56     | 55          | 62    | 50    | 53    | 52    |
| Air pollution/air quality                          | 48    | 46     | 51     | 53          | 49    | 43    | 47    | 49    |
| Development of green spaces                        | 44    | 39     | 48     | 32          | 42    | 47    | 44    | 52    |
| State of the oceans                                | 38    | 40     | 35     | 38          | 42    | 38    | 36    | 33    |
| Climate change, climate-damaging emissions         | 35    | 34     | 36     | 45          | 36    | 36    | 29    | 31    |
| Species extinction in the animal and plant world   | 31    | 29     | 33     | 22          | 28    | 36    | 36    | 31    |
| Increasing consumption of energy and raw materials | 30    | 32     | 29     | 26          | 32    | 32    | 32    | 29    |
| Industrial agriculture                             | 26    | 28     | 25     | 23          | 24    | 29    | 26    | 29    |
| Increasing traffic and noise                       | 20    | 21     | 20     | 28          | 14    | 19    | 17    | 24    |

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Relevance of environmental policy fields of action

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

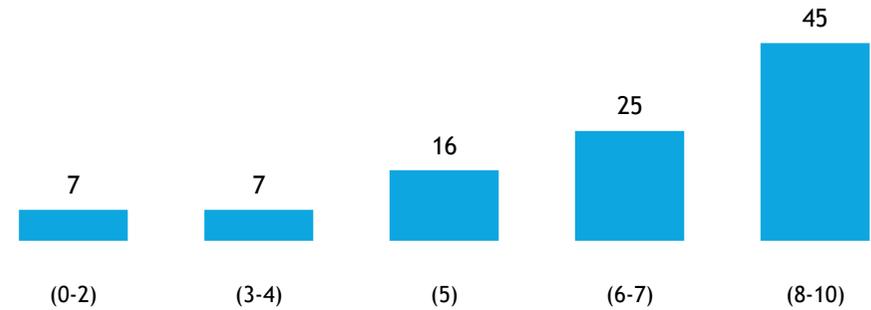
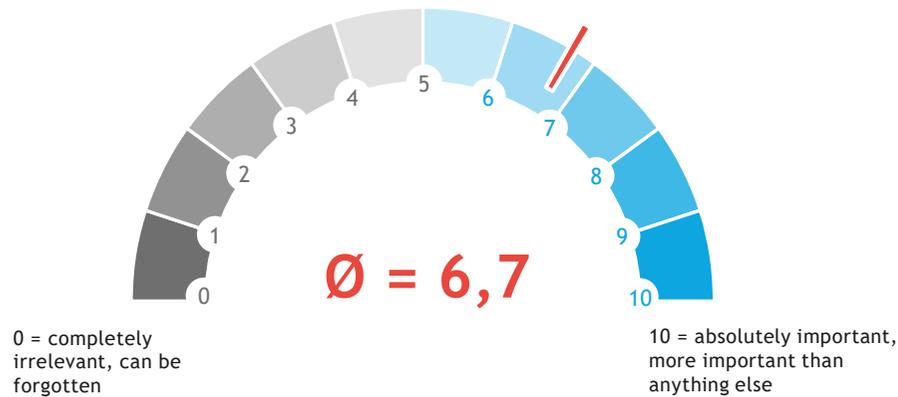
|  | Total | Education |        |      | Net equivalent income (HH/month) |                                    |                          |
|--|-------|-----------|--------|------|----------------------------------|------------------------------------|--------------------------|
|  |       | Low       | Medium | High | Low <60% (<13,913 CZK)           | Medium 60-140% (13,913-32,463 CZK) | High >140% (>32,463 CZK) |
| Pollution of the water/water quality               | 55    | 46        | 57     | 53   | 57                               | 58                                 | 48                       |
| Condition of the forests                           | 54    | 54        | 55     | 49   | 49                               | 55                                 | 52                       |
| Waste in the environment and living environment    | 54    | 45        | 54     | 59   | 55                               | 57                                 | 50                       |
| Air pollution/air quality                          | 48    | 53        | 46     | 52   | 41                               | 48                                 | 51                       |
| Development of green spaces                        | 44    | 46        | 43     | 45   | 41                               | 46                                 | 38                       |
| State of the oceans                                | 38    | 40        | 36     | 42   | 30                               | 35                                 | 45                       |
| Climate change, climate-damaging emissions         | 35    | 35        | 34     | 38   | 32                               | 33                                 | 42                       |
| Species extinction in the animal and plant world   | 31    | 24        | 32     | 30   | 38                               | 29                                 | 31                       |
| Increasing consumption of energy and raw materials | 30    | 33        | 30     | 28   | 33                               | 31                                 | 28                       |
| Industrial agriculture                             | 26    | 25        | 27     | 26   | 25                               | 28                                 | 25                       |
| Increasing traffic and noise                       | 20    | 22        | 19     | 23   | 19                               | 19                                 | 20                       |

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented                      ■ underrepresented

# Relevance of climate change as a topic

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



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

# Relevance of climate change as a topic

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

|  | Total | EST | INT | PER | COS | ADA | CMS | TRA | CMA | SEN | PRO |
|--|-------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 10=Absolutely important, more important than anything else | 12    | 18  | 15  | 10  | 11  | 6   | 8   | 17  | 10  | 6   | 16  |
| 9  | 12    | 13  | 15  | 10  | 9   | 12  | 12  | 14  | 10  | 6   | 20  |
| 8  | 21    | 22  | 30  | 28  | 21  | 23  | 21  | 15  | 14  | 14  | 36  |
| 7  | 16    | 19  | 21  | 17  | 23  | 19  | 15  | 12  | 12  | 11  | 15  |
| 6  | 9     | 8   | 5   | 6   | 14  | 13  | 4   | 18  | 6   | 13  | 1   |
| 5  | 16    | 14  | 10  | 15  | 10  | 14  | 21  | 13  | 23  | 22  | 7   |
| 4  | 3     | 2   | 2   | 3   | 3   | 4   | 5   | 2   | 6   | 4   | 2   |
| 3  | 4     | -   | 1   | 4   | 3   | 5   | 6   | 3   | 5   | 9   | 3   |
| 2  | 3     | 2   | -   | 3   | 4   | 3   | 5   | 1   | 5   | 4   | 1   |
| 1  | 1     | 1   | -   | -   | 1   | -   | 2   | 2   | 2   | 2   | -   |
| 0=Totally irrelevant, can be forgotten                     | 3     | 1   | -   | 4   | 2   | 1   | 1   | 5   | 7   | 9   | -   |
| Average  | 6,7   | 7,4 | 7,7 | 6,7 | 6,8 | 6,7 | 6,4 | 6,9 | 5,9 | 5,5 | 7,9 |

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

EST = Established  
 INT = Intellectuals  
 PER = Performers  
 COS = Cosmopolitan Avantgarde  
 ADA = Adaptive Navigators  
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# Relevance of climate change as a topic

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

|  | Total | Gender |        | Age (years) |       |       |       |       |
|--|-------|--------|--------|-------------|-------|-------|-------|-------|
|  |       | Male   | Female | 18-29       | 30-39 | 40-49 | 50-59 | 60-69 |
| 10=Absolutely important, more important than anything else | 12    | 10     | 13     | 11          | 10    | 14    | 12    | 10    |
| 9  | 12    | 11     | 13     | 8           | 12    | 11    | 13    | 15    |
| 8  | 21    | 19     | 24     | 23          | 24    | 20    | 22    | 19    |
| 7  | 16    | 18     | 14     | 26          | 16    | 14    | 14    | 10    |
| 6  | 9     | 11     | 7      | 12          | 9     | 9     | 5     | 9     |
| 5  | 16    | 14     | 18     | 10          | 16    | 15    | 17    | 21    |
| 4  | 3     | 4      | 3      | 4           | 3     | 3     | 4     | 2     |
| 3  | 4     | 6      | 2      | 4           | 4     | 6     | 3     | 3     |
| 2  | 3     | 4      | 2      | 2           | 1     | 3     | 4     | 5     |
| 1  | 1     | 2      | 1      | -           | 1     | 1     | 2     | 2     |
| 0=Totally irrelevant, can be forgotten                     | 3     | 4      | 2      | 0           | 2     | 4     | 4     | 5     |
| Average  | 6,7   | 6,4    | 7,0    | 7,0         | 6,8   | 6,7   | 6,6   | 6,4   |

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

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# Relevance of climate change as a topic

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

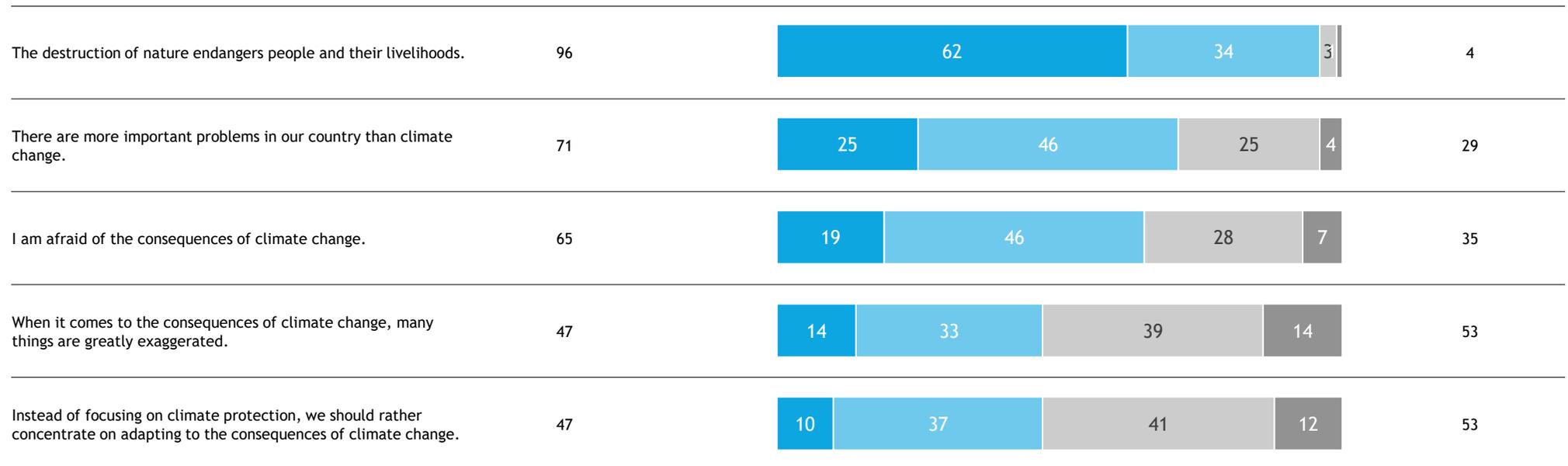
|  | Total | Education |        |      | Net equivalent income (HH/month) |                                    |                          |
|--|-------|-----------|--------|------|----------------------------------|------------------------------------|--------------------------|
|  |       | Low       | Medium | High | Low <60% (<13,913 CZK)           | Medium 60-140% (13,913-32,463 CZK) | High >140% (>32,463 CZK) |
| 10=Absolutely important, more important than anything else | 12    | 13        | 13     | 7    | 25                               | 11                                 | 10                       |
| 9  | 12    | 13        | 12     | 10   | 19                               | 10                                 | 13                       |
| 8  | 21    | 22        | 21     | 24   | 19                               | 22                                 | 22                       |
| 7  | 16    | 15        | 17     | 14   | 7                                | 16                                 | 17                       |
| 6  | 9     | 9         | 8      | 9    | 6                                | 9                                  | 8                        |
| 5  | 16    | 17        | 15     | 18   | 13                               | 18                                 | 11                       |
| 4  | 3     | 5         | 3      | 4    | 3                                | 4                                  | 3                        |
| 3  | 4     | 5         | 3      | 6    | 3                                | 4                                  | 6                        |
| 2  | 3     | -         | 3      | 2    | 3                                | 2                                  | 4                        |
| 1  | 1     | -         | 1      | 1    | 2                                | 1                                  | 1                        |
| 0=Totally irrelevant, can be forgotten                     | 3     | -         | 3      | 4    | -                                | 2                                  | 5                        |
| Average  | 6,7   | 7,1       | 6,8    | 6,4  | 7,5                              | 6,7                                | 6,6                      |

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented                      ■ underrepresented

# Attitudes towards climate change

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



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

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

# Attitudes towards climate change

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

Response category: "Fully agree / Somewhat agree".

|  | Total | EST | INT | PER | COS | ADA | CMS | TRA | CMA | SEN | PRO |
|--|-------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| The destruction of nature endangers people and their livelihoods.  | 96    | 98  | 100 | 98  | 96  | 96  | 99  | 96  | 96  | 81  | 98  |
| There are more important problems in our country than climate change.  | 71    | 69  | 40  | 66  | 69  | 83  | 80  | 64  | 81  | 81  | 60  |
| I am afraid of the consequences of climate change.   | 65    | 74  | 91  | 60  | 66  | 63  | 69  | 68  | 45  | 43  | 80  |
| When it comes to the consequences of climate change, many things are greatly exaggerated.                                  | 47    | 44  | 15  | 47  | 43  | 52  | 52  | 44  | 61  | 68  | 24  |
| Instead of focusing on climate protection, we should rather concentrate on adapting to the consequences of climate change. | 47    | 50  | 21  | 48  | 45  | 52  | 46  | 44  | 54  | 66  | 28  |

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

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# Attitudes towards climate change

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

Response category: "Fully agree / Somewhat agree".

|  | Total | Gender |        | Age (years) |       |       |       |       |
|--|-------|--------|--------|-------------|-------|-------|-------|-------|
|  |       | Male   | Female | 18-29       | 30-39 | 40-49 | 50-59 | 60-69 |
| The destruction of nature endangers people and their livelihoods.  | 96    | 95     | 97     | 96          | 95    | 94    | 98    | 97    |
| There are more important problems in our country than climate change.  | 71    | 74     | 67     | 70          | 71    | 67    | 73    | 72    |
| I am afraid of the consequences of climate change.   | 65    | 60     | 70     | 73          | 66    | 66    | 64    | 57    |
| When it comes to the consequences of climate change, many things are greatly exaggerated.                                  | 47    | 55     | 38     | 38          | 42    | 44    | 51    | 59    |
| Instead of focusing on climate protection, we should rather concentrate on adapting to the consequences of climate change. | 47    | 53     | 39     | 39          | 45    | 49    | 50    | 48    |

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

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■ overrepresented                      ■ underrepresented

# Attitudes towards climate change

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

Response category: "Fully agree / Somewhat agree".

|  | Total | Education |        |      | Net equivalent income (HH/month) |                                    |                          |
|--|-------|-----------|--------|------|----------------------------------|------------------------------------|--------------------------|
|  |       | Low       | Medium | High | Low <60% (<13,913 CZK)           | Medium 60-140% (13,913-32,463 CZK) | High >140% (>32,463 CZK) |
| The destruction of nature endangers people and their livelihoods.  | 96    | 93        | 96     | 97   | 95                               | 97                                 | 94                       |
| There are more important problems in our country than climate change.  | 71    | 75        | 69     | 72   | 64                               | 73                                 | 66                       |
| I am afraid of the consequences of climate change.   | 65    | 62        | 64     | 68   | 68                               | 64                                 | 66                       |
| When it comes to the consequences of climate change, many things are greatly exaggerated.                                  | 47    | 53        | 46     | 48   | 39                               | 48                                 | 47                       |
| Instead of focusing on climate protection, we should rather concentrate on adapting to the consequences of climate change. | 47    | 53        | 48     | 39   | 43                               | 46                                 | 47                       |

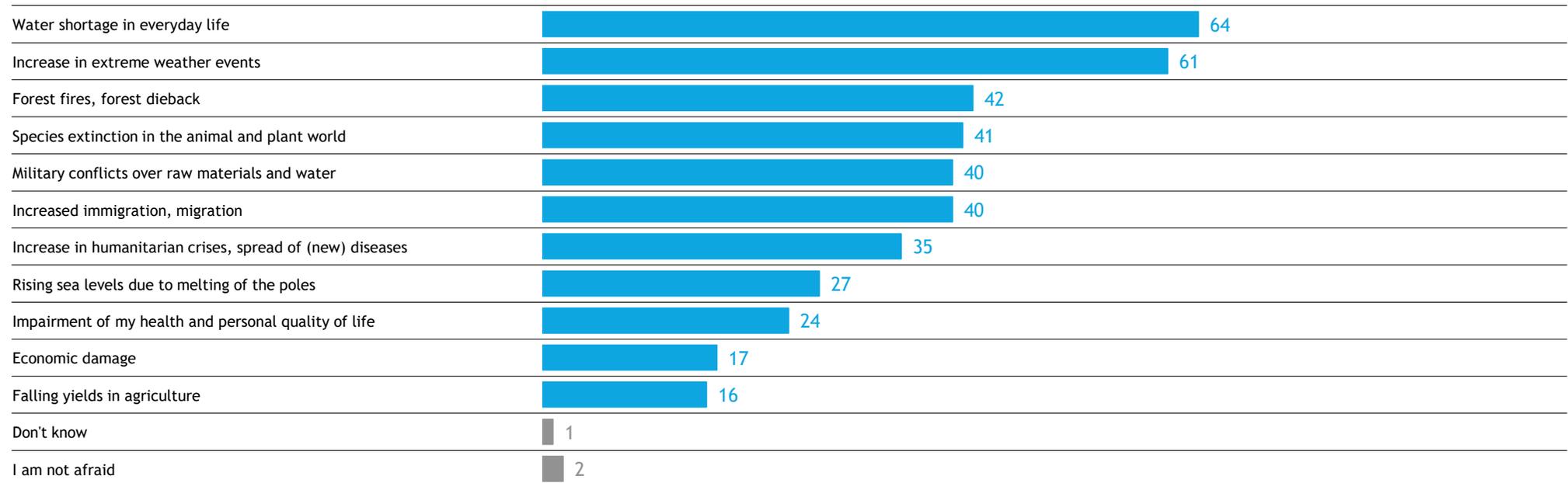
Basis: 1,202 cases, total sample; figures in %.

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# Consequences of climate change - scale

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

## Consequences of climate change



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

# Consequences of climate change - Anxiety scale

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

|   | Total | EST | INT | PER | COS | ADA | CMS | TRA | CMA | SEN | PRO |
|---|-------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Water shortage in everyday life                           | 64    | 69  | 78  | 54  | 53  | 60  | 69  | 64  | 66  | 52  | 67  |
| Increase in extreme weather events                        | 61    | 60  | 84  | 63  | 67  | 55  | 64  | 57  | 52  | 45  | 77  |
| Forest fires, forest dieback                              | 42    | 39  | 49  | 45  | 37  | 40  | 47  | 40  | 41  | 28  | 53  |
| Species extinction in the animal and plant world          | 41    | 37  | 63  | 38  | 41  | 33  | 43  | 38  | 38  | 28  | 54  |
| Military conflicts over raw materials and water           | 40    | 36  | 38  | 43  | 38  | 33  | 51  | 44  | 38  | 38  | 41  |
| Increased immigration, migration                          | 40    | 39  | 30  | 32  | 20  | 34  | 54  | 44  | 59  | 43  | 23  |
| Increase in humanitarian crises, spread of (new) diseases | 35    | 38  | 42  | 28  | 40  | 35  | 39  | 32  | 35  | 26  | 30  |
| Rising sea levels due to melting of the poles             | 27    | 30  | 39  | 33  | 36  | 24  | 18  | 28  | 14  | 22  | 42  |
| Impairment of my health and personal quality of life      | 24    | 33  | 22  | 22  | 36  | 22  | 18  | 27  | 18  | 18  | 27  |
| Economic damage   | 17    | 20  | 11  | 11  | 26  | 15  | 18  | 14  | 21  | 16  | 24  |
| Falling yields in agriculture                             | 16    | 22  | 9   | 17  | 13  | 18  | 15  | 12  | 20  | 18  | 13  |
| Don't know  | 1     | -   | -   | -   | -   | 1   | -   | 1   | 2   | 2   | -   |
| I am not afraid   | 2     | 1   | -   | 6   | 6   | 1   | 2   | 3   | 3   | 2   | -   |

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■ strongly overrepresented  
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# Consequences of climate change - Anxiety scale

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

|   | Total | Gender |        | Age (years) |       |       |       |       |
|---|-------|--------|--------|-------------|-------|-------|-------|-------|
|   |       | Male   | Female | 18-29       | 30-39 | 40-49 | 50-59 | 60-69 |
| Water shortage in everyday life                           | 64    | 58     | 70     | 65          | 62    | 65    | 64    | 62    |
| Increase in extreme weather events                        | 61    | 57     | 66     | 71          | 60    | 62    | 56    | 57    |
| Forest fires, forest dieback                              | 42    | 36     | 48     | 48          | 43    | 43    | 37    | 36    |
| Species extinction in the animal and plant world          | 41    | 37     | 44     | 38          | 42    | 46    | 36    | 40    |
| Military conflicts over raw materials and water           | 40    | 44     | 37     | 36          | 40    | 41    | 42    | 44    |
| Increased immigration, migration                          | 40    | 40     | 40     | 26          | 32    | 41    | 46    | 56    |
| Increase in humanitarian crises, spread of (new) diseases | 35    | 32     | 38     | 30          | 40    | 34    | 38    | 33    |
| Rising sea levels due to melting of the poles             | 27    | 27     | 26     | 34          | 30    | 26    | 20    | 24    |
| Impairment of my health and personal quality of life      | 24    | 24     | 23     | 28          | 22    | 23    | 25    | 19    |
| Economic damage   | 17    | 19     | 15     | 25          | 14    | 14    | 19    | 17    |
| Falling yields in agriculture                             | 16    | 16     | 15     | 16          | 13    | 14    | 21    | 16    |
| Don't know  | 1     | 0      | 1      | 1           | 0     | 0     | 0     | 1     |
| I am not afraid   | 2     | 3      | 1      | 1           | 2     | 2     | 2     | 5     |

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Consequences of climate change - Anxiety scale

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

|   | Total | Education |        |      | Net equivalent income (HH/month) |                                    |                          |
|---|-------|-----------|--------|------|----------------------------------|------------------------------------|--------------------------|
|   |       | Low       | Medium | High | Low <60% (<13,913 CZK)           | Medium 60-140% (13,913-32,463 CZK) | High >140% (>32,463 CZK) |
| Water shortage in everyday life                           | 64    | 59        | 64     | 63   | 69                               | 66                                 | 59                       |
| Increase in extreme weather events                        | 61    | 55        | 62     | 62   | 57                               | 63                                 | 62                       |
| Forest fires, forest dieback                              | 42    | 47        | 42     | 38   | 46                               | 43                                 | 39                       |
| Species extinction in the animal and plant world          | 41    | 34        | 41     | 44   | 46                               | 41                                 | 39                       |
| Military conflicts over raw materials and water           | 40    | 40        | 40     | 42   | 43                               | 41                                 | 41                       |
| Increased immigration, migration                          | 40    | 41        | 40     | 41   | 39                               | 42                                 | 36                       |
| Increase in humanitarian crises, spread of (new) diseases | 35    | 33        | 34     | 39   | 35                               | 34                                 | 35                       |
| Rising sea levels due to melting of the poles             | 27    | 21        | 28     | 27   | 19                               | 27                                 | 30                       |
| Impairment of my health and personal quality of life      | 24    | 24        | 23     | 26   | 22                               | 23                                 | 27                       |
| Economic damage   | 17    | 18        | 18     | 16   | 17                               | 18                                 | 15                       |
| Falling yields in agriculture                             | 16    | 14        | 17     | 14   | 15                               | 16                                 | 18                       |
| Don't know  | 1     | 4         | 0      | 0    | 1                                | 1                                  | -                        |
| I am not afraid   | 2     | -         | 2      | 3    | -                                | 2                                  | 3                        |

Basis: 1,202 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

- 88% of respondents believe that we all have to become active ourselves and start changing the way we live in order to maintain a liveable environment for us and the generations that follow (highest level of agreement "Fully agree": 37%).
- Furthermore, 81% of respondents would be willing to do more for environmental and climate protection if the resulting costs were distributed in a socially just manner (highest level of agreement: 25%).
- Significantly fewer, but still more than half (53%) claim to actively contribute to changing society (highest level of agreement: 12%).

### Barriers to climate and environmentally conscious behaviour

- 85% say they are annoyed when others try to tell them how to live (highest level of agreement "Fully agree": 41%). In addition, 58% complain that they will soon not be able to do anything at all if there are even more regulations for climate and environmental protection (highest level of agreement: 22%).

# Main findings

## Climate and environmentally conscious behaviour

- More than four-fifths of respondents (83%) believe that we should be willing to change our way of living for the benefit of the environment (highest level of agreement: 31%). However, 51% (also) say they are only willing to do something to protect the environment if it does not affect their own standard of living (highest level of agreement: 13%).
- 75% fear that a fundamental change in our way of living and doing business is associated with high personal costs (highest level of agreement: 23%). 64% think they lack the financial means to do something for climate. Furthermore, 62% of the respondents consider climate and environmental protection measures to be socially unjust, as they burden low-income earners in particular (highest level of agreement: 23%).
- 75% would be willing to do more to protect the environment if everyone acted in this way (highest level of agreement: 22%). However, 39% do not believe that they can contribute significantly to environmental protection with their own behaviour (highest level of agreement: 10%). 31% say that others should take the first step before they themselves contribute to climate protection (highest level of agreement: 8%).
- 73% say that businesses that need a lot of energy for their production cannot implement strict climate protection requirements (highest level of agreement: 20%). Furthermore, 48% say that preserving jobs is more important than climate and environmental protection (highest level of agreement: 10%). 47% think that combating climate change is detrimental to the Czech economy (highest approval rating: 14%).

# Main findings

## Climate and environmentally conscious behaviour

- One in two (51%) find it difficult to shape their own lives in an environmentally and climate-friendly way (highest level of agreement: 10%). Furthermore, 46% say that the poor infrastructure makes it impossible to do without a car (highest level of agreement: 16%). Around one-fifth (22%) say they cannot see changing their own behaviour for something that might happen in the future (highest level of agreement: 5%).
- 43% think that businesses know best how to implement the necessary change (highest level of agreement: 8%). Furthermore, 32% think that science and technology will solve the problem of climate change without us having to fundamentally change our way of living (highest level of agreement: 6%).

## Motivators of climate and environmentally conscious behaviour

- 93% feel that spending time in nature significantly enhances their quality of life (highest level of agreement "Fully agree": 52%). Furthermore, 77% say they feel strongly connected to nature (highest level of agreement: 25%).
- According to 89% of respondents, each individual has a responsibility to ensure that we leave a liveable environment for future generations (highest level of agreement: 44%). Furthermore, 88% think that environmental protection is a matter of decency and civic duty (highest approval rating: 38%). That more environmental protection means better quality of life and health for all, say 84% (highest approval rating: 35%). 75% feel personally responsible for the preservation of nature and the environment (highest approval rating: 24%).

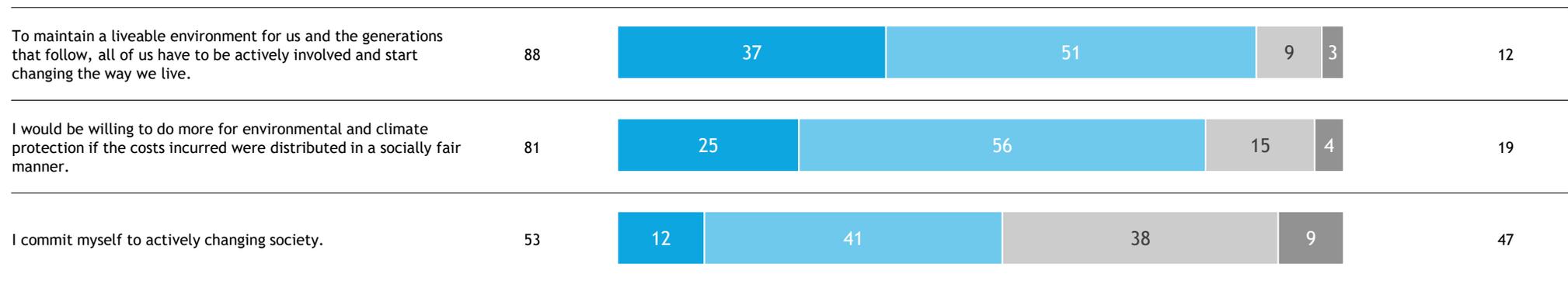
# Main findings

## Climate and environmentally conscious behaviour

- 81% see the industrialised countries as having a special responsibility for climate protection, as they have been the main cause of climate change (highest level of agreement: 33%). Furthermore, 71% say they feel better when they buy products that have less impact on the environment and climate (highest level of agreement: 22%).
- 73% believe that the Czech economy must become more climate-friendly, as otherwise there is a risk of economic damage (highest level of agreement: 22%). Furthermore, 66% believe that switching to environmentally and climate-friendly products and production processes offers great employment opportunities (highest approval rating: 16%). 64% believe that a consistent policy to protect the environment will have a positive impact on the competitiveness of businesses in the future (highest approval rating: 15%).

# Attitudes towards climate and environmentally conscious behaviour

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



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



# Attitudes towards climate and environmentally conscious behaviour

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

Response category: "Fully agree / Somewhat agree".

|   | Total | EST | INT | PER | COS | ADA | CMS | TRA | CMA | SEN | PRO |
|---|-------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| To maintain a liveable environment for us and the generations that follow, all of us have to be actively involved and start changing the way we live. | 88    | 94  | 99  | 87  | 87  | 91  | 90  | 92  | 80  | 67  | 98  |
| I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially fair manner.              | 81    | 87  | 90  | 72  | 78  | 83  | 88  | 78  | 80  | 68  | 85  |
| I commit myself to actively changing society.   | 53    | 76  | 68  | 52  | 63  | 49  | 51  | 59  | 33  | 39  | 56  |

Response category: "Fully agree".

|   | Total | EST | INT | PER | COS | ADA | CMS | TRA | CMA | SEN | PRO |
|---|-------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| To maintain a liveable environment for us and the generations that follow, all of us have to be actively involved and start changing the way we live. | 37    | 51  | 66  | 39  | 43  | 14  | 41  | 34  | 25  | 16  | 55  |
| I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially fair manner.              | 25    | 38  | 24  | 20  | 22  | 14  | 31  | 18  | 29  | 17  | 34  |
| I commit myself to actively changing society.   | 12    | 16  | 15  | 16  | 19  | 6   | 8   | 17  | 8   | 10  | 18  |

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■ 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 | Gender |        | Age (years) |       |       |       |       |
|---|-------|--------|--------|-------------|-------|-------|-------|-------|
|   |       | Male   | Female | 18-29       | 30-39 | 40-49 | 50-59 | 60-69 |
| To maintain a liveable environment for us and the generations that follow, all of us have to be actively involved and start changing the way we live. | 88    | 84     | 91     | 92          | 88    | 86    | 88    | 85    |
| I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially fair manner.              | 81    | 79     | 84     | 82          | 80    | 80    | 85    | 79    |
| I commit myself to actively changing society.   | 53    | 52     | 54     | 62          | 49    | 54    | 56    | 46    |

Response category: "Fully agree".

|   | Total | Gender |        | Age (years) |       |       |       |       |
|---|-------|--------|--------|-------------|-------|-------|-------|-------|
|   |       | Male   | Female | 18-29       | 30-39 | 40-49 | 50-59 | 60-69 |
| To maintain a liveable environment for us and the generations that follow, all of us have to be actively involved and start changing the way we live. | 37    | 31     | 44     | 41          | 32    | 39    | 40    | 34    |
| I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially fair manner.              | 25    | 23     | 26     | 33          | 19    | 24    | 28    | 22    |
| I commit myself to actively changing society.   | 12    | 12     | 13     | 16          | 14    | 14    | 10    | 9     |

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented                      ■ underrepresented

# Attitudes towards climate and environmentally conscious behaviour

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

Response category: "Fully agree / Somewhat agree".

|   | Total | Education |        |      | Net equivalent income (HH/month) |                                    |                          |
|---|-------|-----------|--------|------|----------------------------------|------------------------------------|--------------------------|
|   |       | Low       | Medium | High | Low <60% (<13,913 CZK)           | Medium 60-140% (13,913-32,463 CZK) | High >140% (>32,463 CZK) |
| To maintain a liveable environment for us and the generations that follow, all of us have to be actively involved and start changing the way we live. | 88    | 92        | 88     | 87   | 94                               | 89                                 | 85                       |
| I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially fair manner.              | 81    | 84        | 81     | 80   | 86                               | 84                                 | 74                       |
| I commit myself to actively changing society.   | 53    | 50        | 54     | 54   | 60                               | 53                                 | 56                       |

Response category: "Fully agree".

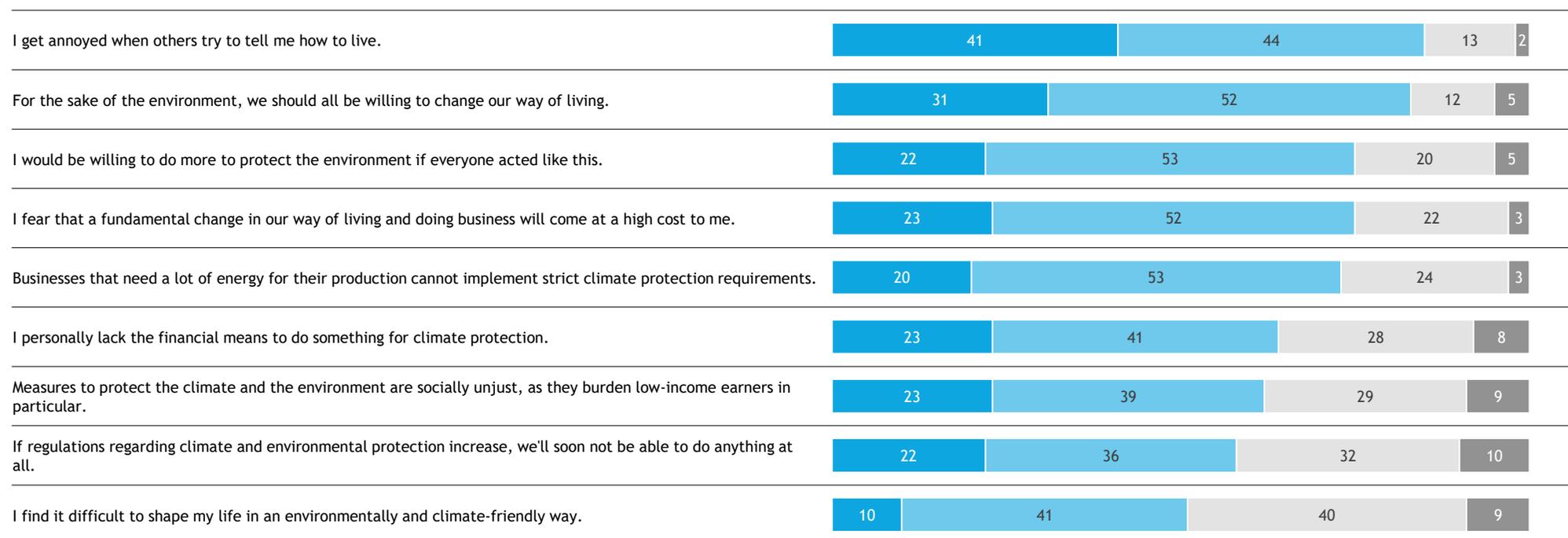
|   | Total | Education |        |      | Net equivalent income (HH/month) |                                    |                          |
|---|-------|-----------|--------|------|----------------------------------|------------------------------------|--------------------------|
|   |       | Low       | Medium | High | Low <60% (<13,913 CZK)           | Medium 60-140% (13,913-32,463 CZK) | High >140% (>32,463 CZK) |
| 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. | 37    | 34        | 38     | 37   | 45                               | 38                                 | 38                       |
| I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially fair manner.              | 25    | 29        | 26     | 18   | 37                               | 25                                 | 21                       |
| I commit myself to actively changing society.   | 12    | 19        | 12     | 12   | 22                               | 11                                 | 15                       |

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Barriers to climate and environmentally conscious behaviour (1)

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

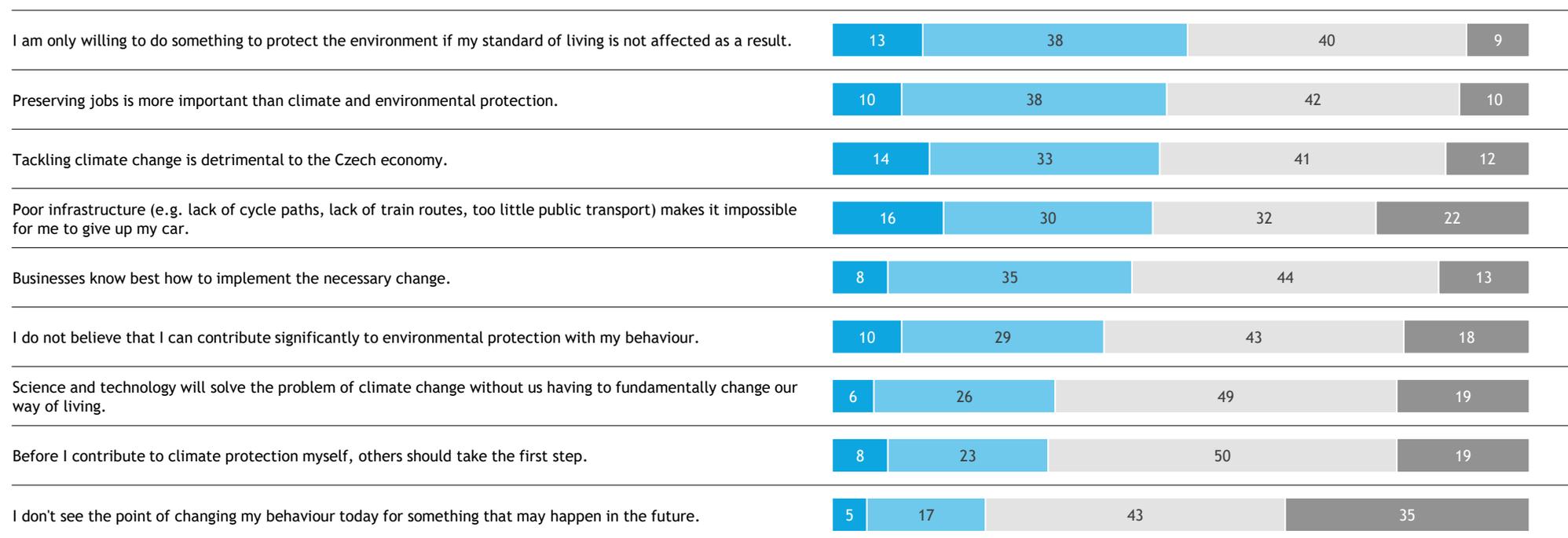


Basis: 1,202 cases, total sample; figures in %.

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

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

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



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

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

# Barriers to climate and environmentally conscious behaviour (1)

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

Response category: "Fully agree / Somewhat agree".

|   | Total | EST | INT | PER | COS | ADA | CMS | TRA | CMA | SEN | PRO |
|---|-------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| I get annoyed when others try to tell me how to live.   | 85    | 76  | 67  | 84  | 88  | 88  | 90  | 84  | 92  | 90  | 83  |
| For the sake of the environment, we should all be willing to change our way of living.                                    | 83    | 90  | 98  | 82  | 80  | 85  | 88  | 82  | 75  | 61  | 92  |
| I would be willing to do more to protect the environment if everyone acted like this.                                     | 75    | 85  | 83  | 62  | 77  | 77  | 82  | 70  | 73  | 62  | 76  |
| I fear that a fundamental change in our way of living and doing business will come at a high cost to me.                  | 75    | 77  | 57  | 52  | 68  | 83  | 84  | 76  | 92  | 75  | 67  |
| Businesses that need a lot of energy for their production cannot implement strict climate protection requirements.        | 73    | 75  | 68  | 72  | 71  | 75  | 76  | 72  | 77  | 67  | 66  |
| I personally lack the financial means to do something for climate protection.   | 64    | 66  | 46  | 41  | 60  | 71  | 74  | 57  | 80  | 65  | 73  |
| Measures to protect the climate and the environment are socially unjust, as they burden low-income earners in particular. | 62    | 59  | 42  | 47  | 42  | 68  | 73  | 61  | 78  | 72  | 58  |
| If regulations regarding climate and environmental protection increase, we'll soon not be able to do anything at all.     | 58    | 58  | 22  | 45  | 49  | 62  | 67  | 62  | 78  | 75  | 38  |
| I find it difficult to shape my life in an environmentally and climate-friendly way.                                      | 51    | 51  | 30  | 49  | 47  | 65  | 51  | 47  | 63  | 64  | 38  |

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

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

■ strongly overrepresented  
■ overrepresented  
■ strongly underrepresented  
■ underrepresented

# Barriers to climate and environmentally conscious behaviour (2)

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

Response category: "Fully agree / Somewhat agree".

|   | Total | EST | INT | PER | COS | ADA | CMS | TRA | CMA | SEN | PRO |
|---|-------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| I am only willing to do something to protect the environment if my standard of living is not affected as a result.                              | 51    | 50  | 24  | 45  | 58  | 65  | 47  | 46  | 58  | 71  | 46  |
| Preserving jobs is more important than climate and environmental protection.  | 48    | 48  | 20  | 42  | 52  | 53  | 49  | 42  | 61  | 64  | 39  |
| Tackling climate change is detrimental to the Czech economy.  | 47    | 46  | 20  | 46  | 38  | 61  | 54  | 43  | 53  | 57  | 34  |
| 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. | 46    | 60  | 40  | 41  | 39  | 56  | 44  | 37  | 38  | 49  | 51  |
| Businesses know best how to implement the necessary change.   | 43    | 54  | 23  | 47  | 48  | 52  | 30  | 43  | 46  | 46  | 42  |
| I do not believe that I can contribute significantly to environmental protection with my behaviour.   | 39    | 33  | 18  | 29  | 32  | 47  | 34  | 36  | 59  | 65  | 25  |
| Science and technology will solve the problem of climate change without us having to fundamentally change our way of living.                    | 32    | 33  | 12  | 31  | 39  | 41  | 24  | 31  | 28  | 49  | 34  |
| Before I contribute to climate protection myself, others should take the first step.  | 31    | 30  | 10  | 21  | 31  | 42  | 32  | 32  | 43  | 44  | 16  |
| I don't see the point of changing my behaviour today for something that may happen in the future.   | 22    | 24  | 3   | 14  | 16  | 31  | 18  | 22  | 28  | 42  | 9   |

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

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■ strongly overrepresented  
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■ 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 | Gender |        | Age (years) |       |       |       |       |
|---|-------|--------|--------|-------------|-------|-------|-------|-------|
|   |       | Male   | Female | 18-29       | 30-39 | 40-49 | 50-59 | 60-69 |
| I get annoyed when others try to tell me how to live.   | 85    | 87     | 82     | 86          | 83    | 82    | 86    | 85    |
| For the sake of the environment, we should all be willing to change our way of living.                                    | 83    | 77     | 89     | 80          | 86    | 83    | 86    | 79    |
| I would be willing to do more to protect the environment if everyone acted like this.                                     | 75    | 72     | 78     | 79          | 71    | 75    | 75    | 75    |
| I fear that a fundamental change in our way of living and doing business will come at a high cost to me.                  | 75    | 77     | 72     | 72          | 76    | 72    | 81    | 73    |
| Businesses that need a lot of energy for their production cannot implement strict climate protection requirements.        | 73    | 73     | 72     | 73          | 70    | 70    | 74    | 76    |
| I personally lack the financial means to do something for climate protection.   | 64    | 64     | 64     | 65          | 66    | 59    | 66    | 67    |
| Measures to protect the climate and the environment are socially unjust, as they burden low-income earners in particular. | 62    | 65     | 58     | 54          | 63    | 61    | 67    | 64    |
| If regulations regarding climate and environmental protection increase, we'll soon not be able to do anything at all.     | 58    | 63     | 52     | 49          | 56    | 54    | 62    | 70    |
| I find it difficult to shape my life in an environmentally and climate-friendly way.                                      | 51    | 57     | 46     | 56          | 53    | 48    | 50    | 51    |

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented                      ■ underrepresented

# Barriers to climate and environmentally conscious behaviour(2)

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

Response category: "Fully agree / Somewhat agree".

|   | Total | Gender |        | Age (years) |       |       |       |       |
|---|-------|--------|--------|-------------|-------|-------|-------|-------|
|   |       | Male   | Female | 18-29       | 30-39 | 40-49 | 50-59 | 60-69 |
| I am only willing to do something to protect the environment if my standard of living is not affected as a result.                              | 51    | 55     | 48     | 58          | 54    | 46    | 52    | 48    |
| Preserving jobs is more important than climate and environmental protection.  | 48    | 49     | 46     | 49          | 49    | 42    | 50    | 50    |
| Tackling climate change is detrimental to the Czech economy.  | 47    | 53     | 40     | 42          | 46    | 45    | 46    | 56    |
| 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. | 46    | 48     | 43     | 48          | 49    | 41    | 43    | 47    |
| Businesses know best how to implement the necessary change.   | 43    | 45     | 40     | 39          | 45    | 39    | 44    | 47    |
| I do not believe that I can contribute significantly to environmental protection with my behaviour.   | 39    | 45     | 33     | 35          | 37    | 36    | 44    | 44    |
| Science and technology will solve the problem of climate change without us having to fundamentally change our way of living.                    | 32    | 39     | 23     | 37          | 38    | 28    | 27    | 29    |
| Before I contribute to climate protection myself, others should take the first step.  | 31    | 37     | 25     | 32          | 28    | 31    | 28    | 36    |
| I don't see the point of changing my behaviour today for something that may happen in the future.   | 22    | 25     | 18     | 20          | 18    | 21    | 23    | 26    |

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

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■ overrepresented                      ■ underrepresented

# Barriers to climate and environmentally conscious behaviour(1)

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

Response category: "Fully agree / Somewhat agree".

|   | Total | Education |        |      | Net equivalent income (HH/month) |                                    |                          |
|---|-------|-----------|--------|------|----------------------------------|------------------------------------|--------------------------|
|   |       | Low       | Medium | High | Low <60% (<13,913 CZK)           | Medium 60-140% (13,913-32,463 CZK) | High >140% (>32,463 CZK) |
| I get annoyed when others try to tell me how to live.   | 85    | 88        | 86     | 81   | 83                               | 85                                 | 81                       |
| For the sake of the environment, we should all be willing to change our way of living.                                    | 83    | 79        | 84     | 82   | 88                               | 86                                 | 77                       |
| I would be willing to do more to protect the environment if everyone acted like this.                                     | 75    | 75        | 75     | 74   | 84                               | 78                                 | 68                       |
| I fear that a fundamental change in our way of living and doing business will come at a high cost to me.                  | 75    | 79        | 76     | 69   | 76                               | 75                                 | 70                       |
| Businesses that need a lot of energy for their production cannot implement strict climate protection requirements.        | 73    | 66        | 73     | 73   | 76                               | 72                                 | 72                       |
| I personally lack the financial means to do something for climate protection.   | 64    | 82        | 66     | 53   | 80                               | 68                                 | 49                       |
| Measures to protect the climate and the environment are socially unjust, as they burden low-income earners in particular. | 62    | 66        | 63     | 58   | 70                               | 63                                 | 54                       |
| If regulations regarding climate and environmental protection increase, we'll soon not be able to do anything at all.     | 58    | 61        | 57     | 60   | 60                               | 59                                 | 56                       |
| I find it difficult to shape my life in an environmentally and climate-friendly way.                                      | 51    | 62        | 50     | 51   | 55                               | 52                                 | 50                       |

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Barriers to climate and environmentally conscious behaviour(2)

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

Response category: "Fully agree / Somewhat agree".

|   | Total | Education |        |      | Net equivalent income (HH/month) |                                    |                          |
|---|-------|-----------|--------|------|----------------------------------|------------------------------------|--------------------------|
|   |       | Low       | Medium | High | Low <60% (<13,913 CZK)           | Medium 60-140% (13,913-32,463 CZK) | High >140% (>32,463 CZK) |
| I am only willing to do something to protect the environment if my standard of living is not affected as a result.                              | 51    | 63        | 50     | 52   | 52                               | 51                                 | 53                       |
| Preserving jobs is more important than climate and environmental protection.  | 48    | 50        | 48     | 47   | 51                               | 49                                 | 44                       |
| Tackling climate change is detrimental to the Czech economy.  | 47    | 45        | 47     | 46   | 48                               | 44                                 | 50                       |
| 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. | 46    | 46        | 45     | 46   | 43                               | 48                                 | 41                       |
| Businesses know best how to implement the necessary change.   | 43    | 46        | 43     | 39   | 41                               | 45                                 | 37                       |
| I do not believe that I can contribute significantly to environmental protection with my behaviour.   | 39    | 45        | 40     | 35   | 45                               | 36                                 | 41                       |
| Science and technology will solve the problem of climate change without us having to fundamentally change our way of living.                    | 32    | 39        | 31     | 31   | 35                               | 30                                 | 35                       |
| Before I contribute to climate protection myself, others should take the first step.  | 31    | 37        | 31     | 28   | 35                               | 30                                 | 32                       |
| I don't see the point of changing my behaviour today for something that may happen in the future.   | 22    | 32        | 22     | 17   | 29                               | 20                                 | 22                       |

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented                      ■ underrepresented

# Barriers to climate and environmentally conscious behaviour(1)

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

Response category: "Fully agree".

|   | Total | EST | INT | PER | COS | ADA | CMS | TRA | CMA | SEN | PRO |
|---|-------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| I get annoyed when others try to tell me how to live.   | 41    | 32  | 18  | 38  | 45  | 34  | 46  | 36  | 62  | 50  | 41  |
| For the sake of the environment, we should all be willing to change our way of living.  | 31    | 40  | 52  | 33  | 34  | 18  | 33  | 28  | 22  | 15  | 45  |
| I fear that a fundamental change in our way of living and doing business will come at a high cost to me.  | 23    | 24  | 15  | 17  | 11  | 17  | 32  | 20  | 37  | 26  | 24  |
| I personally lack the financial means to do something for climate protection.   | 23    | 19  | 15  | 12  | 20  | 29  | 29  | 13  | 40  | 25  | 21  |
| Measures to protect the climate and the environment are socially unjust, as they burden low-income earners in particular.                       | 23    | 21  | 10  | 11  | 11  | 16  | 33  | 19  | 44  | 28  | 25  |
| I would be willing to do more to protect the environment if everyone acted like this.   | 22    | 30  | 35  | 18  | 23  | 11  | 22  | 17  | 23  | 14  | 30  |
| If regulations regarding climate and environmental protection increase, we'll soon not be able to do anything at all.                           | 22    | 20  | 5   | 19  | 13  | 16  | 25  | 22  | 39  | 38  | 8   |
| Businesses that need a lot of energy for their production cannot implement strict climate protection requirements.                              | 20    | 24  | 19  | 16  | 11  | 15  | 21  | 21  | 28  | 18  | 17  |
| Poor infrastructure (e.g. lack of cycle paths, lack of train routes, too little public transport) makes it impossible for me to give up my car. | 16    | 24  | 12  | 15  | 14  | 19  | 17  | 8   | 17  | 15  | 15  |

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

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■ 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 | EST | INT | PER | COS | ADA | CMS | TRA | CMA | SEN | PRO |
|--|-------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Tackling climate change is detrimental to the Czech economy.   | 14    | 11  | 4   | 14  | 8   | 13  | 14  | 17  | 21  | 23  | 9   |
| I am only willing to do something to protect the environment if my standard of living is not affected as a result.           | 13    | 13  | 3   | 13  | 15  | 13  | 9   | 9   | 19  | 22  | 14  |
| I do not believe that I can contribute significantly to environmental protection with my behaviour.                          | 10    | 8   | -   | 7   | 8   | 12  | 11  | 7   | 21  | 14  | 8   |
| Preserving jobs is more important than climate and environmental protection.   | 10    | 13  | 2   | 4   | 8   | 10  | 8   | 9   | 13  | 19  | 9   |
| I find it difficult to shape my life in an environmentally and climate-friendly way.   | 10    | 5   | 5   | 9   | 8   | 11  | 10  | 10  | 18  | 13  | 9   |
| Before I contribute to climate protection myself, others should take the first step.   | 8     | 8   | 2   | 5   | 9   | 6   | 7   | 9   | 13  | 13  | 4   |
| Businesses know best how to implement the necessary change.  | 8     | 8   | 1   | 15  | 10  | 11  | 2   | 9   | 12  | 8   | 6   |
| Science and technology will solve the problem of climate change without us having to fundamentally change our way of living. | 6     | 4   | -   | 8   | 9   | 7   | 0   | 6   | 5   | 11  | 8   |
| I don't see the point of changing my behaviour today for something that may happen in the future.                            | 5     | 6   | -   | 3   | 5   | 6   | 3   | 7   | 6   | 10  | -   |

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

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■ 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 | Gender |        | Age (years) |       |       |       |       |
|---|-------|--------|--------|-------------|-------|-------|-------|-------|
|   |       | Male   | Female | 18-29       | 30-39 | 40-49 | 50-59 | 60-69 |
| I get annoyed when others try to tell me how to live.   | 41    | 44     | 38     | 42          | 39    | 38    | 43    | 42    |
| For the sake of the environment, we should all be willing to change our way of living.  | 31    | 26     | 37     | 33          | 28    | 34    | 33    | 27    |
| I fear that a fundamental change in our way of living and doing business will come at a high cost to me.  | 23    | 26     | 20     | 24          | 22    | 23    | 25    | 23    |
| I personally lack the financial means to do something for climate protection.   | 23    | 22     | 25     | 24          | 28    | 19    | 24    | 22    |
| Measures to protect the climate and the environment are socially unjust, as they burden low-income earners in particular.                       | 23    | 27     | 19     | 20          | 22    | 18    | 27    | 31    |
| I would be willing to do more to protect the environment if everyone acted like this.   | 22    | 20     | 24     | 27          | 18    | 22    | 22    | 22    |
| If regulations regarding climate and environmental protection increase, we'll soon not be able to do anything at all.                           | 22    | 27     | 16     | 12          | 22    | 24    | 24    | 25    |
| Businesses that need a lot of energy for their production cannot implement strict climate protection requirements.                              | 20    | 20     | 19     | 20          | 17    | 20    | 22    | 19    |
| 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. | 16    | 16     | 15     | 22          | 16    | 11    | 15    | 16    |

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented                      ■ underrepresented

# Barriers to climate and environmentally conscious behaviour(2)

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

Response category: "Fully agree".

|  | Total | Gender |        | Age (years) |       |       |       |       |
|--|-------|--------|--------|-------------|-------|-------|-------|-------|
|  |       | Male   | Female | 18-29       | 30-39 | 40-49 | 50-59 | 60-69 |
| Tackling climate change is detrimental to the Czech economy.   | 14    | 17     | 10     | 10          | 13    | 16    | 15    | 14    |
| I am only willing to do something to protect the environment if my standard of living is not affected as a result.           | 13    | 15     | 10     | 16          | 13    | 14    | 12    | 10    |
| I do not believe that I can contribute significantly to environmental protection with my behaviour.                          | 10    | 13     | 7      | 10          | 9     | 10    | 9     | 14    |
| Preserving jobs is more important than climate and environmental protection.   | 10    | 11     | 8      | 12          | 10    | 10    | 9     | 8     |
| I find it difficult to shape my life in an environmentally and climate-friendly way.   | 10    | 13     | 8      | 14          | 6     | 11    | 9     | 10    |
| Before I contribute to climate protection myself, others should take the first step.   | 8     | 8      | 8      | 8           | 7     | 10    | 5     | 10    |
| Businesses know best how to implement the necessary change.  | 8     | 9      | 7      | 7           | 10    | 7     | 7     | 8     |
| Science and technology will solve the problem of climate change without us having to fundamentally change our way of living. | 6     | 8      | 3      | 8           | 6     | 4     | 4     | 5     |
| I don't see the point of changing my behaviour today for something that may happen in the future.                            | 5     | 6      | 4      | 6           | 3     | 5     | 7     | 2     |

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented                      ■ underrepresented

# Barriers to climate and environmentally conscious behaviour(1)

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

Response category: "Fully agree".

|   | Total | Education |        |      | Net equivalent income (HH/month) |                                    |                          |
|---|-------|-----------|--------|------|----------------------------------|------------------------------------|--------------------------|
|   |       | Low       | Medium | High | Low <60% (<13,913 CZK)           | Medium 60-140% (13,913-32,463 CZK) | High >140% (>32,463 CZK) |
| I get annoyed when others try to tell me how to live.   | 41    | 48        | 41     | 38   | 44                               | 42                                 | 38                       |
| For the sake of the environment, we should all be willing to change our way of living.  | 31    | 31        | 32     | 28   | 40                               | 32                                 | 32                       |
| I fear that a fundamental change in our way of living and doing business will come at a high cost to me.  | 23    | 32        | 24     | 19   | 31                               | 23                                 | 21                       |
| I personally lack the financial means to do something for climate protection.   | 23    | 38        | 24     | 14   | 41                               | 25                                 | 13                       |
| Measures to protect the climate and the environment are socially unjust, as they burden low-income earners in particular.                       | 23    | 36        | 23     | 19   | 34                               | 24                                 | 16                       |
| I would be willing to do more to protect the environment if everyone acted like this.   | 22    | 22        | 22     | 20   | 32                               | 22                                 | 21                       |
| If regulations regarding climate and environmental protection increase, we'll soon not be able to do anything at all.                           | 22    | 20        | 21     | 23   | 24                               | 21                                 | 22                       |
| Businesses that need a lot of energy for their production cannot implement strict climate protection requirements.                              | 20    | 22        | 20     | 18   | 28                               | 20                                 | 17                       |
| Poor infrastructure (e.g. lack of cycle paths, lack of train routes, too little public transport) makes it impossible for me to give up my car. | 16    | 20        | 16     | 14   | 18                               | 16                                 | 15                       |

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Barriers to climate and environmentally conscious behaviour(2)

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

Response category: "Fully agree".

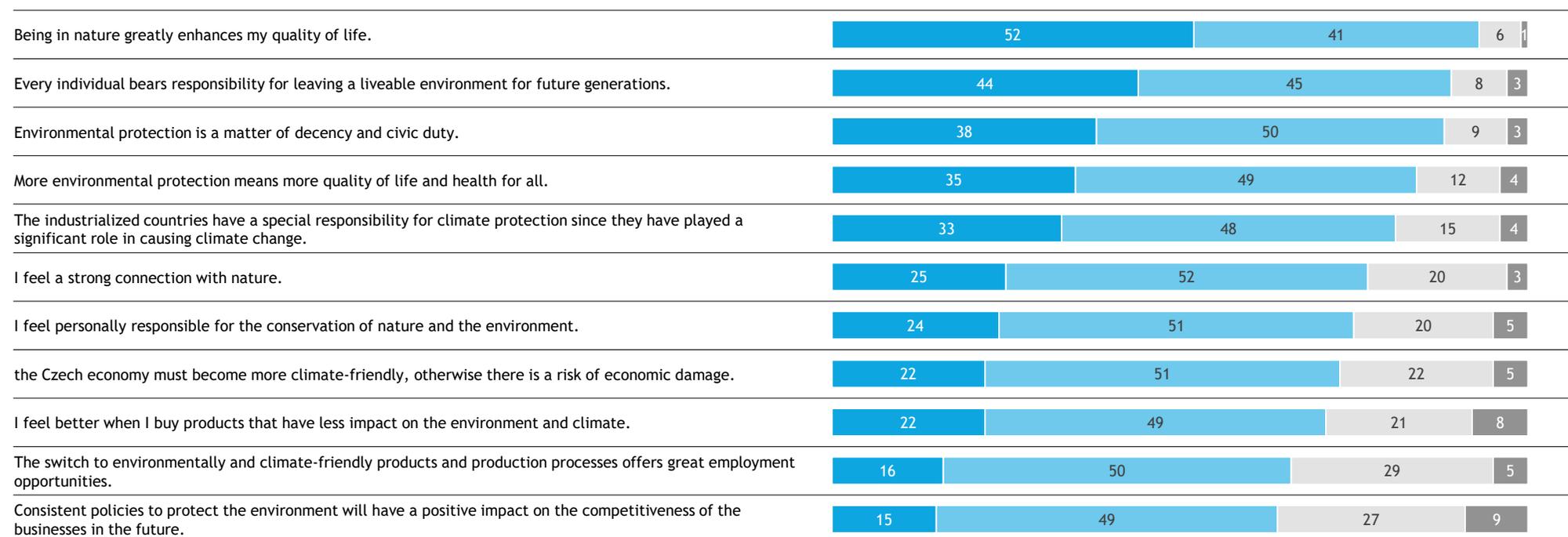
|  | Total | Education |        |      | Net equivalent income (HH/month) |                                    |                          |
|--|-------|-----------|--------|------|----------------------------------|------------------------------------|--------------------------|
|  |       | Low       | Medium | High | Low <60% (<13,913 CZK)           | Medium 60-140% (13,913-32,463 CZK) | High >140% (>32,463 CZK) |
| Tackling climate change is detrimental to the Czech economy.   | 14    | 12        | 13     | 17   | 16                               | 11                                 | 19                       |
| I am only willing to do something to protect the environment if my standard of living is not affected as a result.           | 13    | 23        | 12     | 10   | 18                               | 11                                 | 16                       |
| I do not believe that I can contribute significantly to environmental protection with my behaviour.                          | 10    | 12        | 10     | 10   | 10                               | 9                                  | 11                       |
| Preserving jobs is more important than climate and environmental protection.   | 10    | 9         | 10     | 8    | 13                               | 9                                  | 11                       |
| I find it difficult to shape my life in an environmentally and climate-friendly way.   | 10    | 17        | 9      | 10   | 14                               | 10                                 | 11                       |
| Before I contribute to climate protection myself, others should take the first step.   | 8     | 15        | 8      | 5    | 12                               | 7                                  | 8                        |
| Businesses know best how to implement the necessary change.  | 8     | 14        | 8      | 6    | 11                               | 8                                  | 7                        |
| Science and technology will solve the problem of climate change without us having to fundamentally change our way of living. | 6     | 9         | 6      | 3    | 3                                | 6                                  | 6                        |
| I don't see the point of changing my behaviour today for something that may happen in the future.                            | 5     | 7         | 5      | 4    | 4                                | 4                                  | 6                        |

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented                      ■ underrepresented

# Motivators of climate and environmentally conscious behaviour

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



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

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

# Motivators of climate and environmentally conscious behaviour

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

Response category: "Fully agree / Somewhat agree".

|  | Total | EST | INT | PER | COS | ADA | CMS | TRA | CMA | SEN | PRO |
|--|-------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Being in nature greatly enhances my quality of life.   | 93    | 97  | 98  | 97  | 90  | 93  | 93  | 97  | 88  | 84  | 96  |
| Every individual bears responsibility for leaving a liveable environment for future generations.   | 89    | 95  | 98  | 95  | 87  | 92  | 90  | 88  | 83  | 78  | 91  |
| Environmental protection is a matter of decency and civic duty.  | 88    | 95  | 96  | 88  | 90  | 83  | 90  | 90  | 85  | 73  | 96  |
| More environmental protection means more quality of life and health for all.   | 84    | 93  | 99  | 82  | 87  | 83  | 88  | 83  | 80  | 62  | 95  |
| The industrialised countries have a special responsibility for climate protection because they have been the main cause of climate change. | 81    | 85  | 88  | 66  | 77  | 84  | 87  | 85  | 81  | 65  | 88  |
| I feel a strong connection with nature.  | 77    | 85  | 86  | 72  | 78  | 75  | 82  | 86  | 73  | 56  | 84  |
| I feel personally responsible for the conservation of nature and the environment.  | 75    | 86  | 95  | 78  | 75  | 70  | 76  | 75  | 61  | 57  | 85  |
| the Czech economy must become more climate-friendly, otherwise there is a risk of economic damage.   | 73    | 81  | 84  | 71  | 74  | 80  | 76  | 70  | 61  | 54  | 83  |
| I feel better when I buy products that have less impact on the environment and climate.  | 71    | 84  | 91  | 71  | 74  | 68  | 76  | 71  | 56  | 49  | 84  |
| The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.                | 66    | 84  | 79  | 66  | 75  | 70  | 58  | 64  | 46  | 49  | 75  |
| Consistent policies to protect the environment will have a positive impact on the competitiveness of the businesses in the future.         | 64    | 74  | 82  | 65  | 70  | 69  | 59  | 62  | 45  | 53  | 74  |

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

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

■ strongly overrepresented  
■ overrepresented  
■ strongly underrepresented  
■ 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 | Gender |        | Age (years) |       |       |       |       |
|--|-------|--------|--------|-------------|-------|-------|-------|-------|
|  |       | Male   | Female | 18-29       | 30-39 | 40-49 | 50-59 | 60-69 |
| Being in nature greatly enhances my quality of life.   | 93    | 92     | 95     | 91          | 93    | 92    | 94    | 95    |
| Every individual bears responsibility for leaving a liveable environment for future generations.   | 89    | 87     | 92     | 91          | 92    | 88    | 90    | 87    |
| Environmental protection is a matter of decency and civic duty.  | 88    | 85     | 91     | 84          | 89    | 88    | 91    | 88    |
| More environmental protection means more quality of life and health for all.   | 84    | 80     | 89     | 88          | 84    | 84    | 85    | 84    |
| The industrialised countries have a special responsibility for climate protection because they have been the main cause of climate change. | 81    | 78     | 83     | 78          | 80    | 78    | 86    | 84    |
| I feel a strong connection with nature.  | 77    | 75     | 80     | 73          | 70    | 75    | 83    | 88    |
| I feel personally responsible for the conservation of nature and the environment.  | 75    | 71     | 79     | 77          | 78    | 75    | 75    | 70    |
| the Czech economy must become more climate-friendly, otherwise there is a risk of economic damage.   | 73    | 70     | 76     | 72          | 72    | 73    | 75    | 73    |
| I feel better when I buy products that have less impact on the environment and climate.  | 71    | 65     | 78     | 74          | 72    | 73    | 75    | 63    |
| The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.                | 66    | 62     | 68     | 73          | 65    | 64    | 66    | 59    |
| Consistent policies to protect the environment will have a positive impact on the competitiveness of the businesses in the future.         | 64    | 63     | 65     | 70          | 61    | 64    | 64    | 62    |

Basis: 1,202 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 | Education |        |      | Net equivalent income (HH/month) |                                    |                          |
|--|-------|-----------|--------|------|----------------------------------|------------------------------------|--------------------------|
|  |       | Low       | Medium | High | Low <60% (<13,913 CZK)           | Medium 60-140% (13,913-32,463 CZK) | High >140% (>32,463 CZK) |
| Being in nature greatly enhances my quality of life.   | 93    | 93        | 93     | 92   | 95                               | 93                                 | 92                       |
| Every individual bears responsibility for leaving a liveable environment for future generations.   | 89    | 88        | 90     | 89   | 91                               | 91                                 | 87                       |
| Environmental protection is a matter of decency and civic duty.  | 88    | 80        | 89     | 88   | 87                               | 89                                 | 87                       |
| More environmental protection means more quality of life and health for all.   | 84    | 80        | 85     | 84   | 84                               | 86                                 | 83                       |
| The industrialised countries have a special responsibility for climate protection because they have been the main cause of climate change. | 81    | 83        | 82     | 76   | 86                               | 83                                 | 75                       |
| I feel a strong connection with nature.  | 77    | 66        | 80     | 74   | 80                               | 79                                 | 73                       |
| I feel personally responsible for the conservation of nature and the environment.  | 75    | 67        | 76     | 76   | 72                               | 76                                 | 75                       |
| the Czech economy must become more climate-friendly, otherwise there is a risk of economic damage.   | 73    | 64        | 75     | 69   | 79                               | 75                                 | 67                       |
| I feel better when I buy products that have less impact on the environment and climate.  | 71    | 70        | 72     | 70   | 76                               | 73                                 | 68                       |
| The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.                | 66    | 64        | 66     | 63   | 72                               | 65                                 | 64                       |
| Consistent policies to protect the environment will have a positive impact on the competitiveness of the businesses in the future.         | 64    | 62        | 64     | 66   | 68                               | 64                                 | 66                       |

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■ overrepresented    ■ underrepresented

# Motivators of climate and environmentally conscious behaviour

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

Response category: "Fully agree".

|  | Total | EST | INT | PER | COS | ADA | CMS | TRA | CMA | SEN | PRO |
|--|-------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Being in nature greatly enhances my quality of life.   | 52    | 71  | 68  | 61  | 48  | 38  | 56  | 51  | 46  | 28  | 63  |
| Every individual bears responsibility for leaving a liveable environment for future generations.   | 44    | 56  | 73  | 48  | 42  | 22  | 41  | 47  | 34  | 25  | 59  |
| Environmental protection is a matter of decency and civic duty.  | 38    | 52  | 58  | 47  | 34  | 23  | 38  | 42  | 32  | 14  | 57  |
| More environmental protection means more quality of life and health for all.   | 35    | 44  | 56  | 41  | 41  | 19  | 30  | 36  | 29  | 18  | 57  |
| The industrialised countries have a special responsibility for climate protection because they have been the main cause of climate change. | 33    | 38  | 37  | 26  | 40  | 19  | 36  | 36  | 38  | 25  | 36  |
| I feel a strong connection with nature.  | 25    | 40  | 31  | 31  | 22  | 11  | 25  | 35  | 22  | 12  | 30  |
| I feel personally responsible for the conservation of nature and the environment.  | 24    | 32  | 41  | 27  | 28  | 11  | 15  | 26  | 22  | 12  | 33  |
| the Czech economy must become more climate-friendly, otherwise there is a risk of economic damage.   | 22    | 29  | 32  | 20  | 22  | 11  | 21  | 24  | 17  | 9   | 39  |
| I feel better when I buy products that have less impact on the environment and climate.  | 22    | 30  | 41  | 19  | 27  | 16  | 14  | 24  | 16  | 14  | 38  |
| The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.                | 16    | 24  | 24  | 17  | 14  | 11  | 10  | 16  | 14  | 7   | 25  |
| Consistent policies to protect the environment will have a positive impact on the competitiveness of the businesses in the future.         | 15    | 21  | 18  | 21  | 15  | 8   | 12  | 13  | 10  | 12  | 23  |

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■ overrepresented  
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■ 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 | Gender |        | Age (years) |       |       |       |       |
|--|-------|--------|--------|-------------|-------|-------|-------|-------|
|  |       | Male   | Female | 18-29       | 30-39 | 40-49 | 50-59 | 60-69 |
| Being in nature greatly enhances my quality of life.   | 52    | 49     | 56     | 54          | 48    | 52    | 58    | 50    |
| Every individual bears responsibility for leaving a liveable environment for future generations.   | 44    | 40     | 48     | 47          | 42    | 46    | 42    | 39    |
| Environmental protection is a matter of decency and civic duty.  | 38    | 37     | 40     | 36          | 34    | 42    | 42    | 38    |
| More environmental protection means more quality of life and health for all.   | 35    | 30     | 40     | 43          | 32    | 35    | 37    | 32    |
| The industrialised countries have a special responsibility for climate protection because they have been the main cause of climate change. | 33    | 35     | 31     | 34          | 30    | 28    | 38    | 36    |
| I feel a strong connection with nature.  | 25    | 21     | 30     | 22          | 18    | 26    | 34    | 28    |
| I feel personally responsible for the conservation of nature and the environment.  | 24    | 19     | 28     | 27          | 19    | 28    | 25    | 18    |
| the Czech economy must become more climate-friendly, otherwise there is a risk of economic damage.   | 22    | 19     | 24     | 19          | 20    | 23    | 25    | 21    |
| I feel better when I buy products that have less impact on the environment and climate.  | 22    | 18     | 27     | 32          | 21    | 24    | 21    | 15    |
| The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.                | 16    | 16     | 15     | 19          | 16    | 16    | 17    | 11    |
| Consistent policies to protect the environment will have a positive impact on the competitiveness of the businesses in the future.         | 15    | 16     | 14     | 14          | 14    | 18    | 14    | 13    |

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Motivators of climate and environmentally conscious behaviour

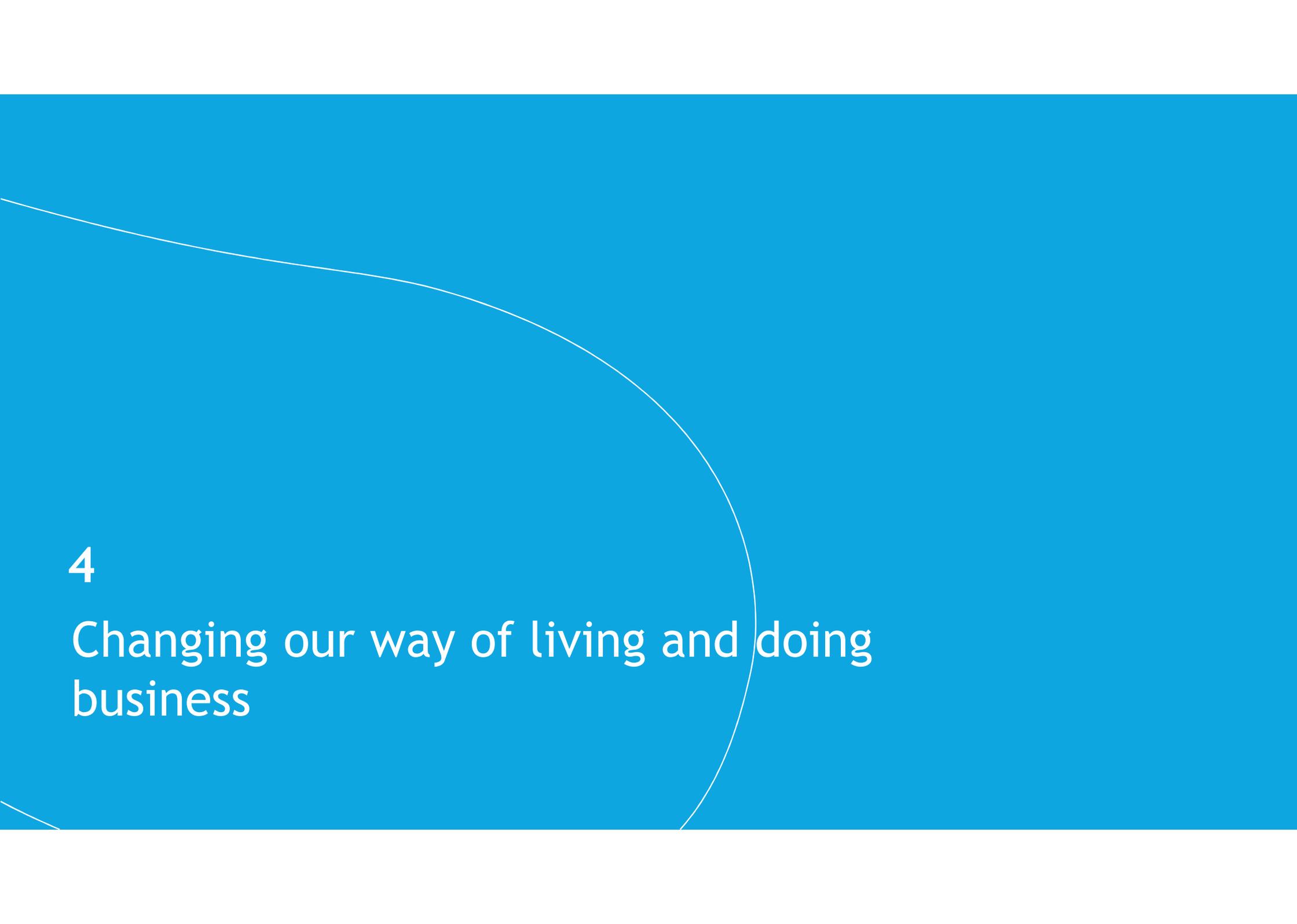
Here are some statements on the topic of environmental and climate protection. To what extent do you agree with the following statements?

Response category: "Fully agree".

|  | Total | Education |        |      | Net equivalent income (HH/month) |                                    |                          |
|--|-------|-----------|--------|------|----------------------------------|------------------------------------|--------------------------|
|  |       | Low       | Medium | High | Low <60% (<13,913 CZK)           | Medium 60-140% (13,913-32,463 CZK) | High >140% (>32,463 CZK) |
| Being in nature greatly enhances my quality of life.   | 52    | 45        | 52     | 57   | 46                               | 52                                 | 54                       |
| Every individual bears responsibility for leaving a liveable environment for future generations.   | 44    | 41        | 45     | 41   | 44                               | 45                                 | 45                       |
| Environmental protection is a matter of decency and civic duty.  | 38    | 41        | 40     | 35   | 44                               | 40                                 | 38                       |
| More environmental protection means more quality of life and health for all.   | 35    | 33        | 37     | 32   | 43                               | 36                                 | 36                       |
| The industrialised countries have a special responsibility for climate protection because they have been the main cause of climate change. | 33    | 32        | 34     | 30   | 40                               | 34                                 | 33                       |
| I feel a strong connection with nature.  | 25    | 20        | 27     | 22   | 32                               | 26                                 | 23                       |
| I feel personally responsible for the conservation of nature and the environment.  | 24    | 22        | 24     | 22   | 27                               | 24                                 | 23                       |
| the Czech economy must become more climate-friendly, otherwise there is a risk of economic damage.   | 22    | 24        | 22     | 19   | 31                               | 23                                 | 18                       |
| I feel better when I buy products that have less impact on the environment and climate.  | 22    | 26        | 24     | 17   | 30                               | 23                                 | 22                       |
| The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.                | 16    | 18        | 16     | 13   | 24                               | 17                                 | 14                       |
| Consistent policies to protect the environment will have a positive impact on the competitiveness of the businesses in the future.         | 15    | 14        | 14     | 16   | 17                               | 16                                 | 14                       |

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented



4

Changing our way of living and doing  
business

# Main findings

## Changing our way of living and doing business

### Assessment of the need for change

- When asked whether a fundamental change in our way of living and doing business is necessary in Czechia, around three quarters of respondents answered "Yes, definitely" (29%) or "rather yes" (45%). This contrasts with 17% who (rather) do not think fundamental change is necessary. A further 9% answered "I don't know".

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

- In the opinion of the population, it is above all politicians and the government that should do more to tackle climate change: 65% of respondents say that political parties do (way) too little and 61% think that the government does (way) too little to tackle climate change.
- 52% see more responsibility on the part of businesses, 50% want more responsibility on the part of local citizens, and 49% think that trade unions should do more.
- That local governments at the place of residence (e.g. municipality/city) make (way) too little effort, say 39% of respondents. 37% think that the European Union does (way) too little.
- The scientific community is less likely to be expected to increase its efforts (23%). Non-governmental organisations are seen as having the least responsibility (way too little/too little: 21%).

# Main findings

## Changing our way of living and doing business

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

- When it comes to tackling the climate and environmental crisis, the scientific community is most frequently ranked among the three most influential actors (35%) - closely followed by government (34%), local citizens (34%), the scientific community and businesses (32%) and the European Union (30%). Respondents consider local governments (20%), NGOs (14%), political parties (11%) and trade unions (3%) to be less influential.

### Attitudes towards policies

- 85% are of the opinion that politicians should pay much more attention to a socially just shaping of the change in our way of living and doing business (highest level of agreement "Fully agree": 29%). Furthermore, 71% are in favour of providing more financial support to people with low incomes if the costs for electricity and heating or mobility increase due to climate protection measures (highest level of agreement: 27%). At the same time, 70% feel uneasy about the idea of a fundamental change in our way of doing business and living, as they know from experience that many people will be worse off afterwards than before (highest level of agreement: 23%).
- 71% agree that low-income, ethnic or other minorities should not be more affected by environmental pollution than other population groups (highest level of agreement: 29%).

# Main findings

## Changing our way of living and doing business

- 84% are in favour of support programmes that help businesses to switch to climate-friendly production processes and products (highest approval rating: 31%). 74% think that businesses need clear guidelines from the state in order to become climate-neutral (highest approval rating: 22%). Politicians should exert much more pressure on businesses to achieve climate-friendly production methods, say 75% (highest approval rating: 22%). Furthermore, 68% are of the opinion that politicians follow the guidelines of industry and businesses too closely (highest approval rating: 23%).
- 72% support a more consistent switch to renewable energy (highest approval rating: 26%). 77% agree with the statement "It annoys me that the EU controls climate policy, because this does not sufficiently take into account the special features of our country" (highest level of agreement: 42%).
- 72% think that, above all, strict and consistent laws are needed to preserve an environment worth living in for us and future generations (highest level of agreement: 24%). However, 79% say that 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 (highest approval rating: 22%).
- 51% believe that structural change measures should be enforced even if jobs are lost as a result (highest level of agreement: 9%). 70%, meanwhile, say that jobs affected by structural change should be preserved as long as possible if there are no suitable alternatives (highest level of agreement: 16%).

# Main findings

## Changing our way of living and doing business

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

- **Mobility**: 92% of respondents are in favour of reducing local public transport fares (highest level of agreement "I fully support": 53%). 91% are in favour of expanding the transport network and the frequency of local public transport (highest approval rating: 42%). More charging stations for electric or hybrid vehicles are supported by 60% (highest approval rating: 18%), a climate tax on airline tickets by 51% (highest approval rating: 19%), the promotion of electric vehicles by 47% (highest approval rating: 15%) and the introduction of a car toll (so that someone who drives a lot has to pay more) by 41% (highest approval rating: 16%).
- **Energy**: 78% of respondents support the construction of more wind turbines (highest approval rating: 34%). 68% are in favour of cooperative membership (highest level of approval: 15%) and 67% are in favour of mandatory solar for public buildings and new private buildings (highest level of approval: 25%).
- **Technology/innovations/businesses**: 89% of respondents are in favour of more support for the development of climate-friendly products and technologies (highest level of agreement: 36%). 81% are in favour of labelling climate-friendly products (highest approval rating: 30%). Reducing subsidies that are harmful to the climate is supported by 65% (highest approval rating: 20%) and making products that are harmful to the climate more expensive by 56% (highest approval rating: 19%).

# Main findings

## Changing our way of living and doing business

- **Education:** 90% support an improvement of school education in the field of environmental and climate protection (highest approval rating: 42%). 82% support training or further training (or retraining) for employees who work in jobs that will no longer be needed in the future (highest approval rating: 32%).
- **Housing:** 88% approve of state support for the renovation of buildings for thermal insulation (highest approval level: 39%). 83% approve of financial support for cost-efficient heating systems (e.g. heat pumps) (highest approval rating: 34%). 79% support state subsidies for private households to use renewable energy (highest approval rating: 31%), and 74% agree with legal regulations on the energy efficiency of electrical household appliances (highest approval rating: 23%).

## Attitudes towards the energy and heat transition

- 88% of respondents agree that workers affected by the switch to renewable energy (e.g. job loss) should be supported in retraining for alternative jobs (highest level of agreement "Fully agree": 43%). Furthermore, 78% think that the affected employees should be financially supported (compensation payments, severance payments, etc.) (highest level of agreement: 31%).

# Main findings

## Changing our way of living and doing business

- 80% of respondents think that private households that want to use renewable energy (e.g. solar electricity, solar heating or heat pump) should be financially supported (highest level of agreement: 32%). In addition, 77% agree that the development of energy communities should be supported by the government (highest level of agreement: 23%).
- According to 75% of the respondents, regions and municipalities affected by the conversion of electricity and heat supply to renewable energy (e.g. coal mining, natural gas, oil regions) should receive financial support (highest level of agreement: 25%). Just as many respondents (75%) think that new industries should be actively located in the affected regions and municipalities (highest level of agreement: 26%).
- 79% of respondents believe that citizens should participate in public and political life in order to help shape the community (highest level of agreement: 23%).
- 46% of respondents can imagine taking an active part in shaping their community's energy supply, with 12% saying they could "definitely" imagine doing so. Asked whether they could imagine generating their own energy, 5% say they already do, 41% say they can "definitely" imagine it and 30% say they can "rather" imagine it.

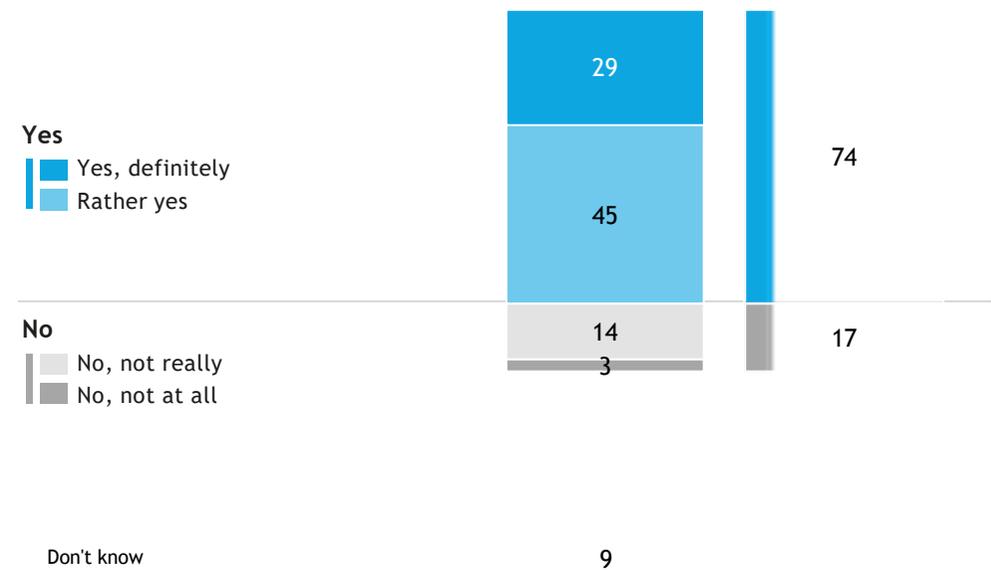
# Main findings

## Changing our way of living and doing business

- 44% would "approve" of the construction of a solar park in their community if the profits it generates benefit the community. Another 42% would accept it, 14% would oppose it. The construction of a wind park in their community would be "fine" by 41% (if the profits it generates benefit the community). Another 41% would accept it, 18% would oppose it.
- To fight climate change, it is necessary to heat differently in the coming years. 65% of respondents think this should be done through more public subsidies for climate-neutral technologies and the replacement of heating. On the other hand, 5% support bans and 4% higher prices for oil, gas and coal. The remaining 26% of respondents are not in favour of any of the options mentioned.
- When asked whether renewable energy has become more important since the outbreak of the Russia-Ukraine conflict, 19% answer "yes, renewable energy has become more important". Another 34% answered with "rather yes". In contrast, 23% answered with "rather no" and 24% with "no, renewable energy has not become more important".

# Assessing the need for change

In your opinion, is a fundamental change in our way of living and doing business necessary in Czechia?



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

# Assessing the need for change

In your opinion, is a fundamental change in our way of living and doing business necessary in Czechia?

|                 | Total     | EST | INT | PER | COS | ADA | CMS | TRA | CMA | SEN | PRO |
|-----------------|-----------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| <b>YES</b>      | <b>74</b> | 89  | 92  | 71  | 72  | 71  | 77  | 76  | 57  | 57  | 92  |
| Yes, definitely | 29        | 39  | 36  | 34  | 22  | 21  | 28  | 34  | 30  | 15  | 37  |
| Rather yes      | 45        | 50  | 55  | 37  | 50  | 50  | 49  | 42  | 26  | 43  | 55  |
| <b>NO</b>       | <b>17</b> | 10  | 4   | 21  | 17  | 23  | 16  | 13  | 26  | 33  | 5   |
| No, not really  | 14        | 10  | 4   | 17  | 16  | 20  | 14  | 10  | 18  | 24  | 3   |
| No, not at all  | 3         | -   | -   | 4   | 1   | 3   | 1   | 3   | 8   | 10  | 2   |
| Don't know      | 9         | 1   | 4   | 8   | 11  | 6   | 7   | 11  | 17  | 10  | 3   |

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

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■ strongly overrepresented  
■ overrepresented  
■ strongly underrepresented  
■ underrepresented

# Assessing the need for change

In your opinion, is a fundamental change in our way of living and doing business necessary in Czechia?

|                 | Total     | Gender |        | Age (years) |       |       |       |       |
|-----------------|-----------|--------|--------|-------------|-------|-------|-------|-------|
|                 |           | Male   | Female | 18-29       | 30-39 | 40-49 | 50-59 | 60-69 |
| <b>YES</b>      | <b>74</b> | 72     | 77     | 84          | 74    | 74    | 74    | 68    |
| Yes, definitely | 29        | 26     | 33     | 30          | 22    | 32    | 36    | 27    |
| Rather yes      | 45        | 46     | 44     | 54          | 51    | 42    | 38    | 40    |
| <b>NO</b>       | <b>17</b> | 23     | 12     | 11          | 20    | 17    | 17    | 22    |
| No, not really  | 14        | 18     | 11     | 11          | 15    | 13    | 14    | 17    |
| No, not at all  | 3         | 5      | 2      | -           | 5     | 4     | 2     | 5     |
| Don't know      | 9         | 5      | 11     | 5           | 7     | 8     | 9     | 11    |

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

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# Assessing the need for change

In your opinion, is a fundamental change in our way of living and doing business necessary in Czechia?

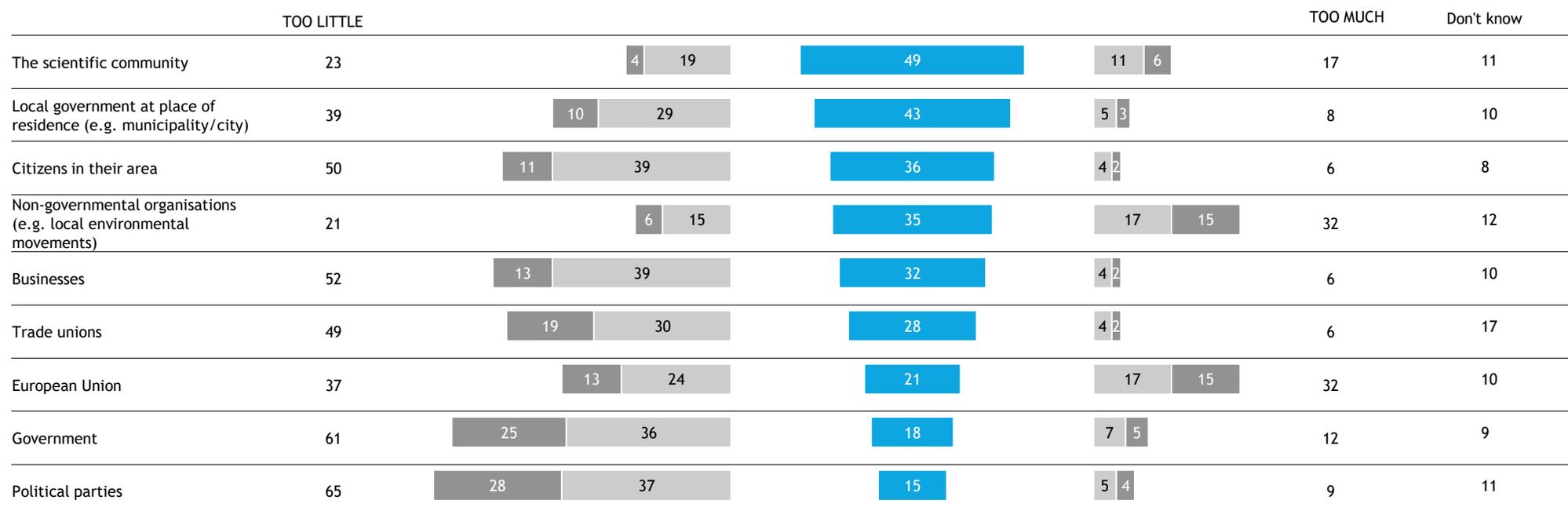
|                 | Total     | Education |        |      | Net equivalent income (HH/month) |                                    |                          |
|-----------------|-----------|-----------|--------|------|----------------------------------|------------------------------------|--------------------------|
|                 |           | Low       | Medium | High | Low <60% (<13,913 CZK)           | Medium 60-140% (13,913-32,463 CZK) | High >140% (>32,463 CZK) |
| <b>YES</b>      | <b>74</b> | 77        | 76     | 69   | 76                               | 77                                 | 73                       |
| Yes, definitely | 29        | 41        | 30     | 25   | 34                               | 32                                 | 25                       |
| Rather yes      | 45        | 37        | 47     | 44   | 42                               | 45                                 | 48                       |
| <b>NO</b>       | <b>17</b> | 12        | 16     | 25   | 15                               | 15                                 | 22                       |
| No, not really  | 14        | 8         | 13     | 20   | 15                               | 13                                 | 16                       |
| No, not at all  | 3         | 4         | 3      | 5    | -                                | 3                                  | 6                        |
| Don't know      | 9         | 11        | 8      | 6    | 9                                | 8                                  | 5                        |

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented                      ■ underrepresented

# Attribution of responsibility

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



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

Way too little    
  Just right    
  Way too much  
 Too little    
  Too much

# Attribution of responsibility (1)

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

|  | Total | EST | INT | PER | COS | ADA | CMS | TRA | CMA | SEN | PRO |
|--|-------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| <b>Businesses</b>  |       |     |     |     |     |     |     |     |     |     |     |
| Way too much/too much  | 6     | 4   | 2   | 10  | 5   | 7   | 4   | 4   | 7   | 13  | 1   |
| Just right   | 32    | 32  | 19  | 36  | 36  | 42  | 29  | 25  | 30  | 40  | 33  |
| Too little/way too little  | 52    | 60  | 73  | 41  | 52  | 41  | 59  | 55  | 49  | 32  | 57  |
| <b>Local government at place of residence (e.g. municipality/city)</b> |       |     |     |     |     |     |     |     |     |     |     |
| Way too much/too much  | 8     | 7   | 4   | 10  | 8   | 8   | 5   | 8   | 6   | 11  | 16  |
| Just right   | 43    | 43  | 43  | 50  | 44  | 49  | 40  | 40  | 37  | 53  | 33  |
| Too little/way too little  | 39    | 45  | 50  | 31  | 39  | 38  | 44  | 37  | 42  | 20  | 41  |
| <b>European Union</b>  |       |     |     |     |     |     |     |     |     |     |     |
| Way too much/too much  | 32    | 26  | 27  | 34  | 31  | 31  | 39  | 25  | 36  | 41  | 19  |
| Just right   | 21    | 21  | 33  | 26  | 33  | 20  | 12  | 20  | 8   | 19  | 31  |
| Too little/way too little  | 37    | 48  | 34  | 26  | 31  | 40  | 39  | 41  | 41  | 26  | 40  |

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 PRO = Progressive Realists

■ strongly overrepresented  
■ overrepresented  
■ strongly underrepresented  
■ underrepresented

# Attribution of responsibility (2)

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

|                               | Total | EST | INT | PER | COS | ADA | CMS | TRA | CMA | SEN | PRO |
|-------------------------------|-------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| <b>Government</b>             |       |     |     |     |     |     |     |     |     |     |     |
| Way too much/too much         | 12    | 8   | 1   | 16  | 8   | 13  | 10  | 15  | 22  | 21  | 4   |
| Just right                    | 18    | 21  | 23  | 29  | 29  | 21  | 11  | 16  | 8   | 22  | 11  |
| Too little/way too little     | 61    | 69  | 69  | 46  | 58  | 59  | 71  | 56  | 57  | 43  | 81  |
| <b>Citizens in their area</b> |       |     |     |     |     |     |     |     |     |     |     |
| Way too much/too much         | 6     | 5   | 3   | 4   | 5   | 5   | 4   | 8   | 10  | 6   | 6   |
| Just right                    | 36    | 34  | 19  | 39  | 35  | 43  | 38  | 34  | 32  | 54  | 26  |
| Too little/way too little     | 50    | 56  | 73  | 49  | 54  | 48  | 52  | 45  | 46  | 26  | 62  |
| <b>Trade unions</b>           |       |     |     |     |     |     |     |     |     |     |     |
| Way too much/too much         | 6     | 7   | 2   | 4   | 3   | 7   | 5   | 4   | 5   | 12  | 1   |
| Just right                    | 28    | 29  | 18  | 28  | 30  | 33  | 25  | 31  | 26  | 32  | 29  |
| Too little/way too little     | 49    | 54  | 66  | 47  | 50  | 47  | 53  | 43  | 41  | 35  | 55  |

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■ strongly overrepresented  
■ overrepresented  
■ strongly underrepresented  
■ underrepresented

# Attribution of responsibility (3)

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

|  | Total | EST | INT | PER | COS | ADA | CMS | TRA | CMA | SEN | PRO |
|--|-------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| <b>Political parties</b>   |       |     |     |     |     |     |     |     |     |     |     |
| Way too much/too much  | 9     | 4   | 1   | 10  | 5   | 9   | 8   | 13  | 18  | 16  | 5   |
| Just right   | 15    | 13  | 12  | 21  | 22  | 20  | 9   | 14  | 11  | 21  | 12  |
| Too little/way too little  | 65    | 81  | 82  | 58  | 67  | 60  | 72  | 56  | 55  | 48  | 74  |
| <b>Local government at place of residence (e.g. municipality/city)</b> |       |     |     |     |     |     |     |     |     |     |     |
| Way too much/too much  | 32    | 23  | 34  | 42  | 38  | 24  | 35  | 28  | 34  | 35  | 28  |
| Just right   | 35    | 40  | 37  | 32  | 43  | 42  | 33  | 30  | 30  | 28  | 39  |
| Too little/way too little  | 21    | 29  | 19  | 16  | 8   | 26  | 23  | 22  | 20  | 21  | 14  |
| <b>European Union</b>  |       |     |     |     |     |     |     |     |     |     |     |
| Way too much/too much  | 17    | 19  | 19  | 25  | 24  | 18  | 11  | 15  | 14  | 15  | 13  |
| Just right   | 49    | 51  | 46  | 41  | 53  | 52  | 45  | 51  | 44  | 53  | 62  |
| Too little/way too little  | 23    | 24  | 26  | 23  | 16  | 24  | 31  | 21  | 23  | 17  | 13  |

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 PRO = Progressive Realists

■ strongly overrepresented  
■ overrepresented  
■ strongly underrepresented  
■ underrepresented

# Attribution of responsibility (1)

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

|  | Total | Gender |        | Age (years) |       |       |       |       |
|--|-------|--------|--------|-------------|-------|-------|-------|-------|
|  |       | Male   | Female | 18-29       | 30-39 | 40-49 | 50-59 | 60-69 |
| <b>Businesses</b>  |       |        |        |             |       |       |       |       |
| Way too much/too much  | 6     | 8      | 3      | 8           | 6     | 6     | 5     | 5     |
| Just right   | 32    | 36     | 28     | 33          | 34    | 30    | 33    | 31    |
| Too little/way too little  | 52    | 50     | 54     | 51          | 51    | 54    | 52    | 49    |
| <b>Local government at place of residence (e.g. municipality/city)</b> |       |        |        |             |       |       |       |       |
| Way too much/too much  | 8     | 9      | 6      | 12          | 8     | 6     | 5     | 8     |
| Just right   | 43    | 46     | 40     | 41          | 43    | 43    | 47    | 42    |
| Too little/way too little  | 39    | 39     | 39     | 37          | 38    | 42    | 41    | 36    |
| <b>European Union</b>  |       |        |        |             |       |       |       |       |
| Way too much/too much  | 32    | 41     | 22     | 30          | 31    | 31    | 34    | 33    |
| Just right   | 21    | 21     | 21     | 28          | 21    | 25    | 15    | 15    |
| Too little/way too little  | 37    | 33     | 41     | 33          | 38    | 34    | 40    | 39    |

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented                      ■ underrepresented

# Attribution of responsibility (2)

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

|                               | Total | Gender |        | Age (years) |       |       |       |       |
|-------------------------------|-------|--------|--------|-------------|-------|-------|-------|-------|
|                               |       | Male   | Female | 18-29       | 30-39 | 40-49 | 50-59 | 60-69 |
| <b>Government</b>             |       |        |        |             |       |       |       |       |
| Way too much/too much         | 12    | 16     | 8      | 5           | 12    | 12    | 18    | 14    |
| Just right                    | 18    | 22     | 14     | 20          | 20    | 18    | 18    | 15    |
| Too little/way too little     | 61    | 57     | 64     | 68          | 59    | 61    | 56    | 58    |
| <b>Citizens in their area</b> |       |        |        |             |       |       |       |       |
| Way too much/too much         | 6     | 7      | 4      | 6           | 7     | 5     | 6     | 4     |
| Just right                    | 36    | 41     | 30     | 29          | 32    | 34    | 40    | 43    |
| Too little/way too little     | 50    | 47     | 53     | 58          | 52    | 54    | 46    | 41    |
| <b>Trade unions</b>           |       |        |        |             |       |       |       |       |
| Way too much/too much         | 6     | 7      | 3      | 8           | 5     | 5     | 6     | 2     |
| Just right                    | 28    | 28     | 27     | 34          | 30    | 22    | 29    | 25    |
| Too little/way too little     | 49    | 53     | 45     | 42          | 46    | 54    | 51    | 49    |

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented                      ■ underrepresented

# Attribution of responsibility (3)

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

|  | Total | Gender |        | Age (years) |       |       |       |       |
|--|-------|--------|--------|-------------|-------|-------|-------|-------|
|  |       | Male   | Female | 18-29       | 30-39 | 40-49 | 50-59 | 60-69 |
| <b>Political parties</b>   |       |        |        |             |       |       |       |       |
| Way too much/too much  | 9     | 13     | 6      | 5           | 10    | 10    | 13    | 10    |
| Just right   | 15    | 18     | 12     | 21          | 14    | 14    | 12    | 14    |
| Too little/way too little  | 65    | 64     | 66     | 66          | 66    | 66    | 66    | 60    |
| <b>Non-governmental organisations (e.g. local environmental movements)</b> |       |        |        |             |       |       |       |       |
| Way too much/too much  | 32    | 37     | 28     | 33          | 34    | 30    | 32    | 33    |
| Just right   | 35    | 33     | 36     | 35          | 38    | 36    | 37    | 28    |
| Too little/way too little  | 21    | 22     | 20     | 21          | 16    | 22    | 20    | 24    |
| <b>The scientific community</b>  |       |        |        |             |       |       |       |       |
| Way too much/too much  | 17    | 22     | 12     | 24          | 22    | 13    | 14    | 12    |
| Just right   | 49    | 49     | 49     | 51          | 49    | 52    | 48    | 44    |
| Too little/way too little  | 23    | 23     | 23     | 17          | 18    | 23    | 29    | 28    |

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented                      ■ underrepresented

# Attribution of responsibility (1)

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

|  | Total | Education |        |      | Net equivalent income (HH/month) |                                    |                          |
|--|-------|-----------|--------|------|----------------------------------|------------------------------------|--------------------------|
|  |       | Low       | Medium | High | Low <60% (<13,913 CZK)           | Medium 60-140% (13,913-32,463 CZK) | High >140% (>32,463 CZK) |
| <b>Businesses</b>  |       |           |        |      |                                  |                                    |                          |
| Way too much/too much  | 6     | 7         | 6      | 4    | 4                                | 5                                  | 8                        |
| Just right   | 32    | 26        | 31     | 37   | 28                               | 33                                 | 31                       |
| Too little/way too little  | 52    | 46        | 53     | 51   | 57                               | 50                                 | 55                       |
| <b>Local government at place of residence (e.g. municipality/city)</b> |       |           |        |      |                                  |                                    |                          |
| Way too much/too much  | 8     | 7         | 8      | 7    | 9                                | 7                                  | 10                       |
| Just right   | 43    | 38        | 44     | 44   | 37                               | 44                                 | 45                       |
| Too little/way too little  | 39    | 37        | 38     | 43   | 42                               | 39                                 | 39                       |
| <b>European Union</b>  |       |           |        |      |                                  |                                    |                          |
| Way too much/too much  | 32    | 22        | 31     | 38   | 24                               | 31                                 | 37                       |
| Just right   | 21    | 20        | 19     | 28   | 21                               | 20                                 | 24                       |
| Too little/way too little  | 37    | 38        | 40     | 28   | 40                               | 38                                 | 33                       |

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Attribution of responsibility (2)

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

|                               | Total | Education |        |      | Net equivalent income (HH/month) |                                    |                          |
|-------------------------------|-------|-----------|--------|------|----------------------------------|------------------------------------|--------------------------|
|                               |       | Low       | Medium | High | Low <60% (<13,913 CZK)           | Medium 60-140% (13,913-32,463 CZK) | High >140% (>32,463 CZK) |
| <b>Government</b>             |       |           |        |      |                                  |                                    |                          |
| Way too much/too much         | 12    | 16        | 12     | 13   | 16                               | 11                                 | 14                       |
| Just right                    | 18    | 5         | 17     | 26   | 12                               | 18                                 | 23                       |
| Too little/way too little     | 61    | 66        | 62     | 57   | 65                               | 61                                 | 58                       |
| <b>Citizens in their area</b> |       |           |        |      |                                  |                                    |                          |
| Way too much/too much         | 6     | 8         | 6      | 5    | 6                                | 4                                  | 9                        |
| Just right                    | 36    | 34        | 35     | 38   | 37                               | 38                                 | 32                       |
| Too little/way too little     | 50    | 42        | 50     | 53   | 48                               | 50                                 | 54                       |
| <b>Trade unions</b>           |       |           |        |      |                                  |                                    |                          |
| Way too much/too much         | 6     | 4         | 6      | 4    | 9                                | 4                                  | 6                        |
| Just right                    | 28    | 36        | 27     | 28   | 23                               | 29                                 | 26                       |
| Too little/way too little     | 49    | 33        | 49     | 55   | 49                               | 48                                 | 52                       |

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Attribution of responsibility (3)

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

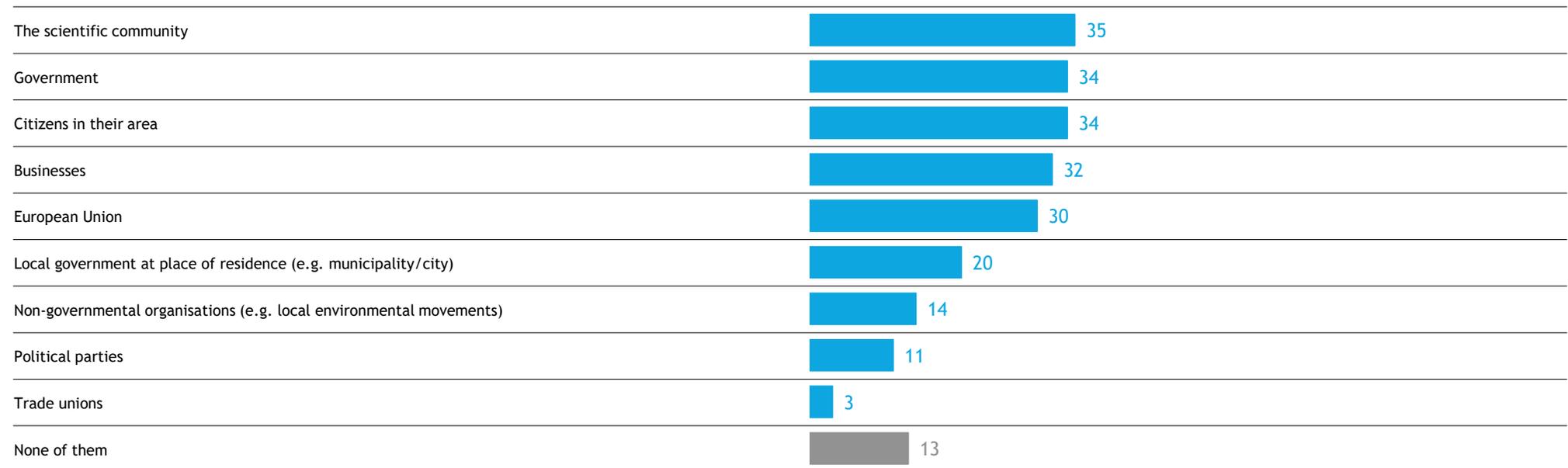
|  | Total | Education |        |      | Net equivalent income (HH/month) |                                    |                          |
|--|-------|-----------|--------|------|----------------------------------|------------------------------------|--------------------------|
|  |       | Low       | Medium | High | Low <60% (<13,913 CZK)           | Medium 60-140% (13,913-32,463 CZK) | High >140% (>32,463 CZK) |
| <b>Political parties</b>   |       |           |        |      |                                  |                                    |                          |
| Way too much/too much  | 9     | 10        | 9      | 10   | 8                                | 8                                  | 14                       |
| Just right   | 15    | 15        | 13     | 20   | 12                               | 16                                 | 15                       |
| Too little/way too little  | 65    | 55        | 67     | 62   | 71                               | 64                                 | 66                       |
| <b>Non-governmental organisations (e.g. local environmental movements)</b> |       |           |        |      |                                  |                                    |                          |
| Way too much/too much  | 32    | 21        | 31     | 40   | 27                               | 28                                 | 43                       |
| Just right   | 35    | 36        | 35     | 33   | 31                               | 38                                 | 29                       |
| Too little/way too little  | 21    | 21        | 22     | 18   | 26                               | 21                                 | 19                       |
| <b>The scientific community</b>  |       |           |        |      |                                  |                                    |                          |
| Way too much/too much  | 17    | 17        | 15     | 22   | 12                               | 16                                 | 20                       |
| Just right   | 49    | 40        | 49     | 52   | 41                               | 51                                 | 49                       |
| Too little/way too little  | 23    | 25        | 24     | 19   | 31                               | 21                                 | 24                       |

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented                      ■ underrepresented

# Attribution of responsibility

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



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

# Attribution of responsibility

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

|   | Total | EST | INT | PER | COS | ADA | CMS | TRA | CMA | SEN | PRO |
|---|-------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| The scientific community  | 35    | 33  | 46  | 39  | 38  | 31  | 37  | 35  | 32  | 27  | 31  |
| Government  | 34    | 48  | 34  | 38  | 36  | 33  | 33  | 34  | 25  | 29  | 41  |
| Citizens in their area  | 34    | 32  | 38  | 37  | 38  | 31  | 33  | 32  | 34  | 29  | 37  |
| Businesses  | 32    | 28  | 40  | 36  | 44  | 33  | 36  | 26  | 23  | 22  | 30  |
| European Union  | 30    | 37  | 40  | 34  | 47  | 31  | 16  | 27  | 13  | 29  | 50  |
| Local government at place of residence (e.g. municipality/city)     | 20    | 23  | 22  | 18  | 14  | 25  | 21  | 16  | 19  | 15  | 22  |
| Non-governmental organisations (e.g. local environmental movements) | 14    | 11  | 22  | 11  | 9   | 14  | 18  | 12  | 16  | 11  | 18  |
| Political parties   | 11    | 13  | 9   | 12  | 15  | 13  | 10  | 7   | 10  | 8   | 22  |
| Trade unions  | 3     | 6   | 2   | 2   | 2   | 3   | 2   | 3   | 6   | 2   | 2   |
| None of them  | 13    | 6   | 5   | 9   | 5   | 9   | 17  | 17  | 25  | 24  | 6   |

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■ overrepresented  
■ strongly underrepresented  
■ 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 state up to three parties you regard as being most influential.

|   | Total | Gender |        | Age (years) |       |       |       |       |
|---|-------|--------|--------|-------------|-------|-------|-------|-------|
|   |       | Male   | Female | 18-29       | 30-39 | 40-49 | 50-59 | 60-69 |
| The scientific community  | 35    | 38     | 32     | 34          | 40    | 32    | 32    | 38    |
| Government  | 34    | 36     | 33     | 40          | 34    | 30    | 38    | 33    |
| Citizens in their area  | 34    | 33     | 35     | 38          | 41    | 32    | 30    | 28    |
| Businesses  | 32    | 35     | 28     | 29          | 29    | 37    | 30    | 31    |
| European Union  | 30    | 35     | 26     | 41          | 32    | 30    | 26    | 22    |
| Local government at place of residence (e.g. municipality/city)     | 20    | 18     | 21     | 17          | 15    | 20    | 22    | 25    |
| Non-governmental organisations (e.g. local environmental movements) | 14    | 10     | 19     | 18          | 15    | 13    | 15    | 12    |
| Political parties   | 11    | 12     | 10     | 18          | 9     | 9     | 10    | 10    |
| Trade unions  | 3     | 3      | 3      | 5           | 3     | 3     | 2     | 1     |
| None of them  | 13    | 11     | 16     | 5           | 9     | 15    | 16    | 21    |

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented                      ■ underrepresented

# Attribution of responsibility

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

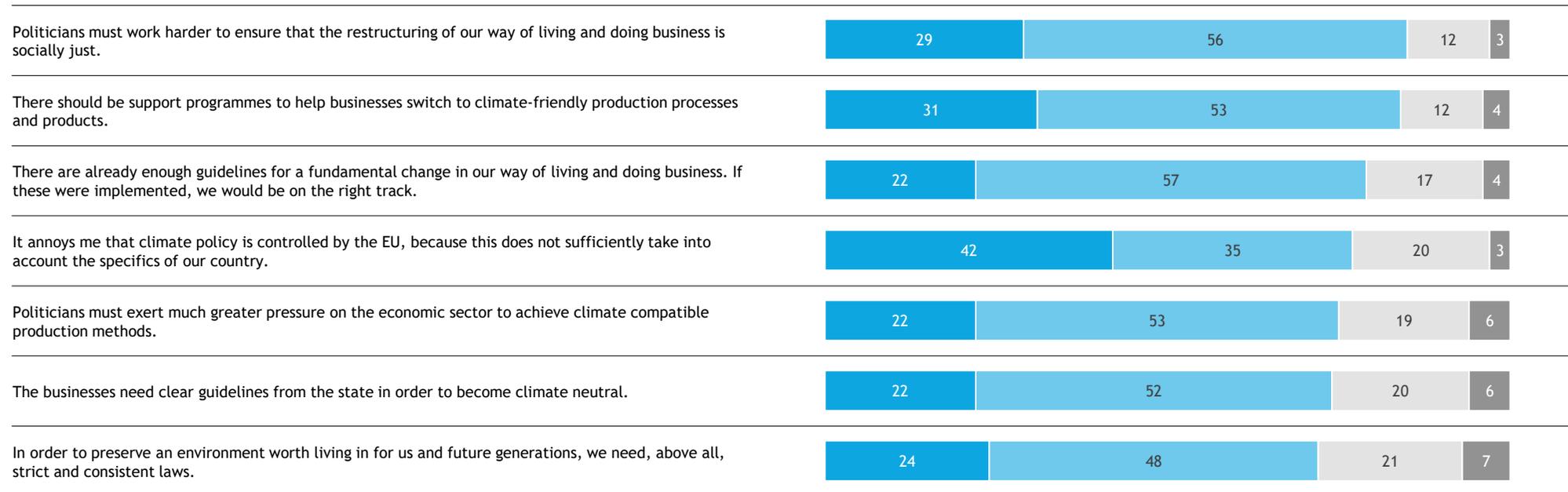
|   | Total | Education |        |      | Net equivalent income (HH/month) |                                    |                          |
|---|-------|-----------|--------|------|----------------------------------|------------------------------------|--------------------------|
|   |       | Low       | Medium | High | Low <60% (<13,913 CZK)           | Medium 60-140% (13,913-32,463 CZK) | High >140% (>32,463 CZK) |
| The scientific community  | 35    | 20        | 33     | 45   | 26                               | 36                                 | 36                       |
| Government  | 34    | 38        | 34     | 35   | 31                               | 33                                 | 39                       |
| Citizens in their area  | 34    | 34        | 35     | 29   | 34                               | 34                                 | 31                       |
| Businesses  | 32    | 34        | 30     | 36   | 24                               | 32                                 | 36                       |
| European Union  | 30    | 36        | 29     | 32   | 29                               | 28                                 | 35                       |
| Local government at place of residence (e.g. municipality/city)     | 20    | 21        | 20     | 18   | 20                               | 22                                 | 14                       |
| Non-governmental organisations (e.g. local environmental movements) | 14    | 9         | 16     | 12   | 19                               | 16                                 | 11                       |
| Political parties   | 11    | 15        | 11     | 9    | 10                               | 10                                 | 14                       |
| Trade unions  | 3     | 5         | 3      | 2    | 11                               | 3                                  | 1                        |
| None of them  | 13    | 13        | 14     | 12   | 16                               | 13                                 | 10                       |

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Attitudes towards policies(1)

To what extent do you agree with the following statements?

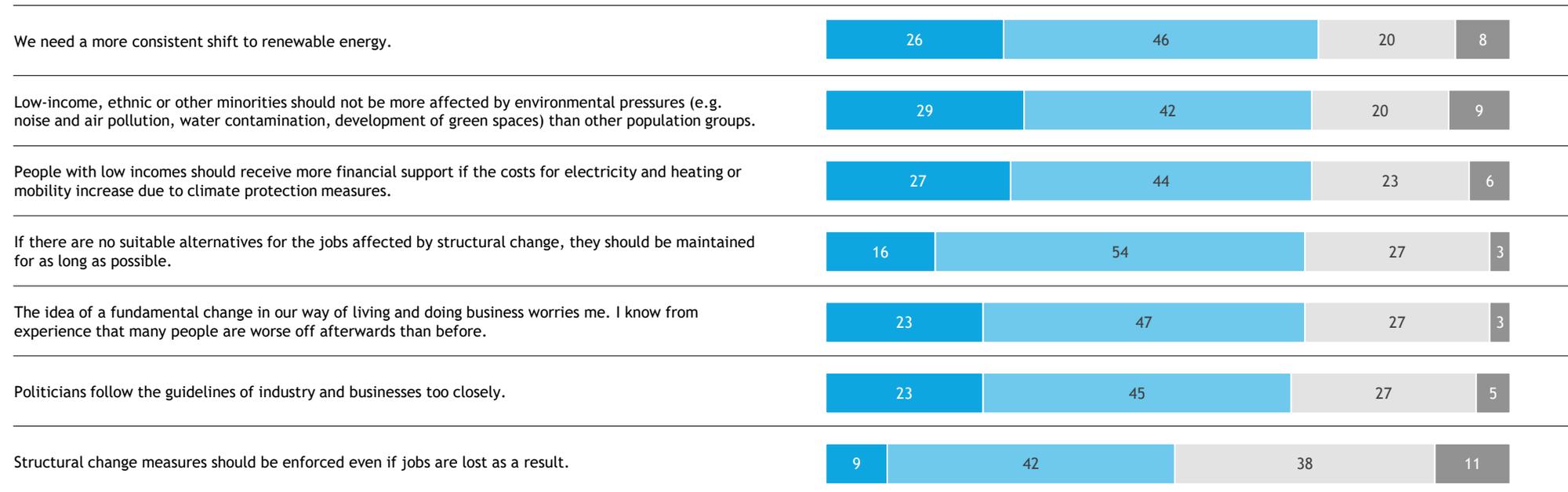


Basis: 1,202 cases, total sample; figures in %.

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

# Attitudes towards policies(2)

To what extent do you agree with the following statements?



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

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

# Attitudes towards policies (1)

To what extent do you agree with the following statements?

Response category: "Fully agree / Somewhat agree".

|  | Total | EST | INT | PER | COS | ADA | CMS | TRA | CMA | SEN | PRO |
|--|-------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Politicians must work harder to ensure the restructuring of our way of living and doing business is socially just..  | 85    | 95  | 90  | 69  | 82  | 84  | 92  | 84  | 88  | 72  | 91  |
| There should be support programmes to help businesses switch to climate-friendly production processes and products.  | 84    | 94  | 94  | 80  | 85  | 80  | 86  | 83  | 79  | 66  | 97  |
| 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. | 79    | 79  | 75  | 80  | 74  | 78  | 85  | 82  | 80  | 80  | 77  |
| It annoys me that climate policy is controlled by the EU, because this does not sufficiently take into account the specifics of our country.                     | 77    | 81  | 60  | 66  | 61  | 81  | 89  | 79  | 95  | 81  | 56  |
| Politicians must exert much greater pressure on the economic sector to achieve climate compatible production methods.  | 75    | 89  | 89  | 69  | 74  | 74  | 73  | 73  | 66  | 59  | 93  |
| The businesses need clear guidelines from the state in order to become climate neutral.  | 74    | 87  | 83  | 74  | 82  | 72  | 76  | 72  | 65  | 49  | 89  |
| In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.                               | 72    | 86  | 82  | 65  | 74  | 72  | 76  | 73  | 60  | 53  | 83  |

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

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

■ strongly overrepresented  
■ overrepresented  
■ strongly underrepresented  
■ underrepresented

# Attitudes towards policies (2)

To what extent do you agree with the following statements?

Response category: "Fully agree / Somewhat agree".

|  | Total | EST | INT | PER | COS | ADA | CMS | TRA | CMA | SEN | PRO |
|--|-------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| We need a more consistent shift to renewable energy.   | 72    | 86  | 91  | 71  | 76  | 72  | 66  | 71  | 49  | 60  | 94  |
| Low-income, ethnic or other minorities should not be more affected by environmental pressures (e.g. noise and air pollution, water contamination, development of green spaces) than other population groups. | 71    | 76  | 71  | 66  | 73  | 72  | 76  | 71  | 70  | 63  | 66  |
| People with low incomes should receive more financial support if the costs for electricity and heating or mobility increase due to climate protection measures.  | 71    | 62  | 70  | 56  | 76  | 71  | 71  | 75  | 79  | 66  | 78  |
| If there are no suitable alternatives for the jobs affected by structural change, they should be maintained for as long as possible.   | 70    | 76  | 43  | 60  | 60  | 74  | 76  | 68  | 80  | 76  | 81  |
| 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.   | 70    | 69  | 51  | 55  | 60  | 78  | 80  | 71  | 81  | 76  | 61  |
| Politicians follow the guidelines of industry and businesses too closely.  | 68    | 77  | 78  | 60  | 67  | 63  | 69  | 66  | 63  | 62  | 81  |
| Structural change measures should be enforced even if jobs are lost as a result.   | 51    | 71  | 63  | 51  | 56  | 57  | 42  | 47  | 29  | 48  | 62  |

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

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strongly overrepresented  
 overrepresented  
 strongly underrepresented  
 underrepresented

# Attitudes towards policies (1)

To what extent do you agree with the following statements?

Response category: "Fully agree / Somewhat agree".

|  | Total | Gender |        | Age (years) |       |       |       |       |
|--|-------|--------|--------|-------------|-------|-------|-------|-------|
|  |       | Male   | Female | 18-29       | 30-39 | 40-49 | 50-59 | 60-69 |
| Politicians must work harder to ensure the restructuring of our way of living and doing business is socially just..  | 85    | 82     | 88     | 85          | 80    | 87    | 86    | 87    |
| There should be support programmes to help businesses switch to climate-friendly production processes and products.  | 84    | 79     | 89     | 85          | 84    | 83    | 84    | 83    |
| 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. | 79    | 81     | 78     | 78          | 72    | 76    | 88    | 84    |
| It annoys me that climate policy is controlled by the EU, because this does not sufficiently take into account the specifics of our country.                     | 77    | 78     | 77     | 68          | 71    | 76    | 86    | 86    |
| Politicians must exert much greater pressure on the economic sector to achieve climate compatible production methods.  | 75    | 71     | 79     | 76          | 73    | 77    | 76    | 72    |
| The businesses need clear guidelines from the state in order to become climate neutral.  | 74    | 70     | 77     | 76          | 70    | 74    | 74    | 76    |
| In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.                               | 72    | 69     | 74     | 70          | 71    | 72    | 75    | 70    |

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented                      ■ underrepresented

# Attitudes towards policies (2)

To what extent do you agree with the following statements?

Response category: "Fully agree / Somewhat agree".

|  | Total | Gender |        | Age (years) |       |       |       |       |
|--|-------|--------|--------|-------------|-------|-------|-------|-------|
|  |       | Male   | Female | 18-29       | 30-39 | 40-49 | 50-59 | 60-69 |
| We need a more consistent shift to renewable energy.   | 72    | 69     | 75     | 83          | 74    | 71    | 70    | 62    |
| Low-income, ethnic or other minorities should not be more affected by environmental pressures (e.g. noise and air pollution, water contamination, development of green spaces) than other population groups. | 71    | 71     | 71     | 71          | 68    | 72    | 71    | 73    |
| People with low incomes should receive more financial support if the costs for electricity and heating or mobility increase due to climate protection measures.  | 71    | 67     | 73     | 78          | 67    | 66    | 68    | 74    |
| If there are no suitable alternatives for the jobs affected by structural change, they should be maintained for as long as possible.   | 70    | 68     | 72     | 72          | 68    | 70    | 74    | 66    |
| 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.   | 70    | 70     | 69     | 66          | 71    | 66    | 74    | 73    |
| Politicians follow the guidelines of industry and businesses too closely.  | 68    | 66     | 71     | 68          | 66    | 67    | 70    | 71    |
| Structural change measures should be enforced even if jobs are lost as a result.   | 51    | 55     | 48     | 60          | 51    | 54    | 45    | 46    |

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented                      ■ underrepresented

# Attitudes towards policies (1)

To what extent do you agree with the following statements?

Response category: "Fully agree / Somewhat agree".

|  | Total | Education |        |      | Net equivalent income (HH/month) |                                    |                          |
|--|-------|-----------|--------|------|----------------------------------|------------------------------------|--------------------------|
|  |       | Low       | Medium | High | Low <60% (<13,913 CZK)           | Medium 60-140% (13,913-32,463 CZK) | High >140% (>32,463 CZK) |
| Politicians must work harder to ensure the restructuring of our way of living and doing business is socially just.   | 85    | 89        | 88     | 77   | 85                               | 89                                 | 79                       |
| There should be support programmes to help businesses switch to climate-friendly production processes and products.  | 84    | 75        | 86     | 82   | 85                               | 88                                 | 78                       |
| 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. | 79    | 75        | 80     | 78   | 78                               | 82                                 | 76                       |
| It annoys me that climate policy is controlled by the EU, because this does not sufficiently take into account the specifics of our country.                     | 77    | 71        | 79     | 74   | 76                               | 80                                 | 72                       |
| Politicians must exert much greater pressure on the economic sector to achieve climate compatible production methods.  | 75    | 70        | 76     | 73   | 73                               | 77                                 | 72                       |
| The businesses need clear guidelines from the state in order to become climate neutral.  | 74    | 70        | 76     | 70   | 74                               | 75                                 | 75                       |
| In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.                               | 72    | 66        | 73     | 71   | 71                               | 72                                 | 72                       |

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Attitudes towards policies (2)

To what extent do you agree with the following statements?

Response category: "Fully agree / Somewhat agree".

|  | Total | Education |        |      | Net equivalent income (HH/month) |                                    |                          |
|--|-------|-----------|--------|------|----------------------------------|------------------------------------|--------------------------|
|  |       | Low       | Medium | High | Low <60% (<13,913 CZK)           | Medium 60-140% (13,913-32,463 CZK) | High >140% (>32,463 CZK) |
| We need a more consistent shift to renewable energy.   | 72    | 75        | 73     | 68   | 72                               | 73                                 | 73                       |
| Low-income, ethnic or other minorities should not be more affected by environmental pressures (e.g. noise and air pollution, water contamination, development of green spaces) than other population groups. | 71    | 71        | 72     | 67   | 78                               | 72                                 | 66                       |
| People with low incomes should receive more financial support if the costs for electricity and heating or mobility increase due to climate protection measures.  | 71    | 86        | 73     | 58   | 77                               | 75                                 | 59                       |
| If there are no suitable alternatives for the jobs affected by structural change, they should be maintained for as long as possible.   | 70    | 76        | 74     | 57   | 74                               | 73                                 | 61                       |
| 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.   | 70    | 74        | 72     | 63   | 70                               | 72                                 | 65                       |
| Politicians follow the guidelines of industry and businesses too closely.  | 68    | 60        | 70     | 65   | 68                               | 70                                 | 64                       |
| Structural change measures should be enforced even if jobs are lost as a result.   | 51    | 43        | 51     | 54   | 48                               | 51                                 | 55                       |

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Attitudes towards policies (1)

To what extent do you agree with the following statements?

Response category: "Fully agree".

|   | Total | EST | INT | PER | COS | ADA | CMS | TRA | CMA | SEN | PRO |
|---|-------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| It annoys me that climate policy is controlled by the EU, because this does not sufficiently take into account the specifics of our country.  | 42    | 44  | 22  | 32  | 29  | 30  | 60  | 42  | 69  | 43  | 26  |
| There should be support programmes to help businesses switch to climate-friendly production processes and products.   | 31    | 36  | 35  | 30  | 38  | 23  | 35  | 28  | 32  | 17  | 48  |
| Politicians must work harder to ensure the restructuring of our way of living and doing business is socially just..   | 29    | 40  | 23  | 22  | 21  | 17  | 40  | 26  | 44  | 15  | 33  |
| Low-income, ethnic, coloured or other minorities must not be affected by environmental pressures (e.g. noise and air pollution, water contamination, development of green spaces) should not be affected more than other population groups. | 29    | 24  | 37  | 28  | 32  | 21  | 38  | 25  | 31  | 22  | 26  |
| People with low incomes should be given greater financial support if the costs for electricity and heating or mobility increase due to climate protection measures.   | 27    | 28  | 19  | 20  | 30  | 25  | 32  | 23  | 42  | 20  | 33  |
| We need a more consistent shift to renewable energy.  | 26    | 39  | 41  | 25  | 38  | 10  | 22  | 23  | 14  | 15  | 42  |
| In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.  | 24    | 36  | 31  | 19  | 22  | 17  | 25  | 25  | 25  | 14  | 27  |

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

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 PRO = Progressive Realists

■ 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 | EST | INT | PER | COS | ADA | CMS | TRA | CMA | SEN | PRO |
|--|-------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Politicians follow the guidelines of industry and businesses too closely.  | 23    | 32  | 33  | 16  | 18  | 13  | 24  | 19  | 28  | 13  | 30  |
| 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. | 23    | 18  | 8   | 12  | 17  | 16  | 33  | 24  | 44  | 21  | 23  |
| Politicians must exert much greater pressure on the economic sector to achieve climate compatible production methods.  | 22    | 32  | 36  | 19  | 29  | 14  | 19  | 22  | 19  | 12  | 29  |
| The businesses need clear guidelines from the state in order to become climate neutral.  | 22    | 34  | 24  | 22  | 23  | 14  | 25  | 19  | 18  | 12  | 31  |
| 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.   | 22    | 25  | 16  | 20  | 21  | 14  | 25  | 23  | 26  | 18  | 33  |
| If there are no suitable alternatives for the jobs affected by structural change, they should be maintained for as long as possible.                               | 16    | 13  | 4   | 15  | 19  | 19  | 15  | 18  | 20  | 16  | 24  |
| Structural change measures should be enforced even if jobs are lost as a result.   | 9     | 16  | 14  | 8   | 13  | 7   | 6   | 7   | 6   | 10  | 15  |

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 PRO = Progressive Realists

■ strongly overrepresented  
■ overrepresented  
■ strongly underrepresented  
■ underrepresented

# Attitudes towards policies (1)

To what extent do you agree with the following statements?

Response category: "Fully agree".

|  | Total | Gender |        | Age (years) |       |       |       |       |
|--|-------|--------|--------|-------------|-------|-------|-------|-------|
|  |       | Male   | Female | 18-29       | 30-39 | 40-49 | 50-59 | 60-69 |
| It annoys me that climate policy is controlled by the EU, because this does not sufficiently take into account the specifics of our country.   | 42    | 44     | 40     | 29          | 36    | 39    | 52    | 55    |
| There should be support programmes to help businesses switch to climate-friendly production processes and products.  | 31    | 29     | 34     | 36          | 30    | 30    | 34    | 27    |
| Politicians must work harder to ensure the restructuring of our way of living and doing business is socially just..  | 29    | 26     | 32     | 27          | 23    | 28    | 35    | 32    |
| Low-income, ethnic or other minorities should not be more affected by environmental pressures (e.g. noise and air pollution, water contamination, development of green spaces) than other population groups. | 29    | 28     | 30     | 30          | 26    | 29    | 27    | 33    |
| People with low incomes should be given greater financial support if the costs for electricity and heating or mobility increase due to climate protection measures.  | 27    | 26     | 28     | 31          | 26    | 24    | 29    | 28    |
| We need a more consistent shift to renewable energy.   | 26    | 25     | 26     | 36          | 25    | 25    | 25    | 18    |
| In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.   | 24    | 25     | 23     | 23          | 21    | 26    | 26    | 25    |

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented                      ■ underrepresented

# Attitudes towards policies (2)

To what extent do you agree with the following statements?

Response category: "Fully agree".

|  | Total | Gender |        | Age (years) |       |       |       |       |
|--|-------|--------|--------|-------------|-------|-------|-------|-------|
|  |       | Male   | Female | 18-29       | 30-39 | 40-49 | 50-59 | 60-69 |
| Politicians follow the guidelines of industry and businesses too closely.  | 23    | 22     | 23     | 19          | 22    | 22    | 26    | 24    |
| 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. | 23    | 23     | 22     | 18          | 19    | 22    | 23    | 30    |
| Politicians would have to exert much more pressure on businesses to achieve climate-friendly production methods.   | 22    | 21     | 23     | 24          | 18    | 26    | 24    | 19    |
| The businesses need clear guidelines from the state in order to become climate neutral.  | 22    | 19     | 24     | 22          | 20    | 24    | 22    | 22    |
| 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.   | 22    | 23     | 20     | 17          | 20    | 21    | 26    | 26    |
| If there are no suitable alternatives for the jobs affected by structural change, they should be maintained for as long as possible.                               | 16    | 17     | 15     | 20          | 14    | 14    | 15    | 17    |
| Structural change measures should be enforced even if jobs are lost as a result.   | 9     | 10     | 8      | 13          | 8     | 11    | 9     | 6     |

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented                      ■ underrepresented

# Attitudes towards policies (1)

To what extent do you agree with the following statements?

Response category: "Fully agree".

|  | Total | Education |        |      | Net equivalent income (HH/month) |                                    |                          |
|--|-------|-----------|--------|------|----------------------------------|------------------------------------|--------------------------|
|  |       | Low       | Medium | High | Low <60% (<13,913 CZK)           | Medium 60-140% (13,913-32,463 CZK) | High >140% (>32,463 CZK) |
| It annoys me that climate policy is controlled by the EU, because this does not sufficiently take into account the specifics of our country.   | 42    | 34        | 45     | 36   | 37                               | 44                                 | 38                       |
| There should be support programmes to help businesses switch to climate-friendly production processes and products.  | 31    | 26        | 35     | 24   | 35                               | 34                                 | 27                       |
| Politicians must work harder to ensure the restructuring of our way of living and doing business is socially just..  | 29    | 36        | 32     | 18   | 35                               | 33                                 | 20                       |
| Low-income, ethnic or other minorities should not be more affected by environmental pressures (e.g. noise and air pollution, water contamination, development of green spaces) than other population groups. | 29    | 36        | 29     | 27   | 32                               | 32                                 | 24                       |
| People with low incomes should be given greater financial support if the costs for electricity and heating or mobility increase due to climate protection measures.  | 27    | 38        | 30     | 16   | 38                               | 32                                 | 16                       |
| We need a more consistent shift to renewable energy.   | 26    | 24        | 27     | 21   | 31                               | 25                                 | 28                       |
| In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.   | 24    | 28        | 25     | 21   | 31                               | 25                                 | 25                       |

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented                      ■ underrepresented

# Attitudes towards policies (2)

To what extent do you agree with the following statements?

Response category: "Fully agree".

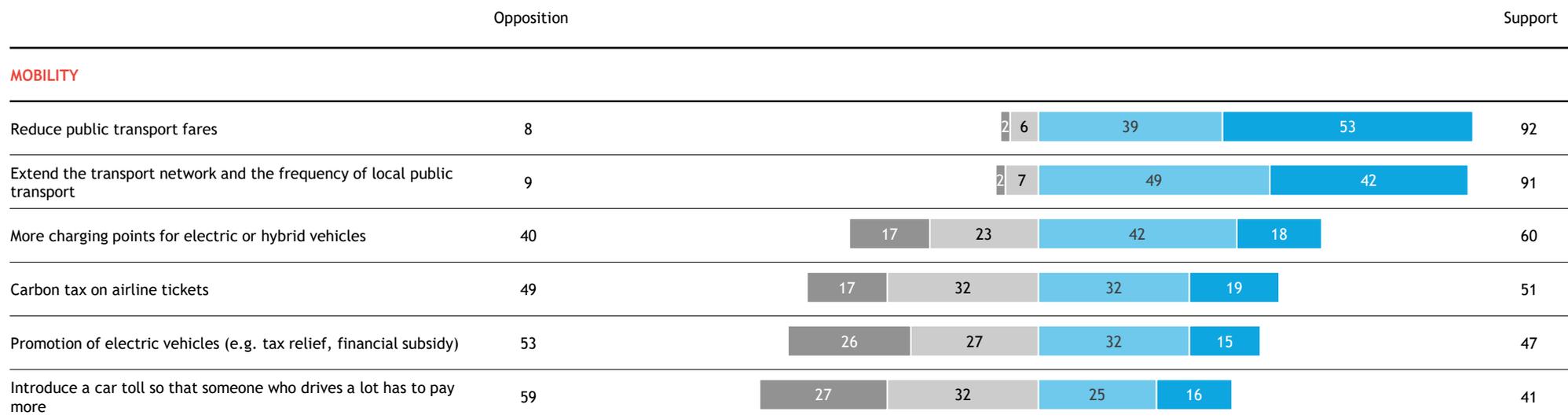
|  | Total | Education |        |      | Net equivalent income (HH/month) |                                    |                          |
|--|-------|-----------|--------|------|----------------------------------|------------------------------------|--------------------------|
|  |       | Low       | Medium | High | Low <60% (<13,913 CZK)           | Medium 60-140% (13,913-32,463 CZK) | High >140% (>32,463 CZK) |
| Politicians follow the guidelines of industry and businesses too closely.  | 23    | 24        | 23     | 21   | 28                               | 23                                 | 19                       |
| The idea of a fundamental change in our way of living and doing business worries me. I know from experience that many people are worse off afterwards than before. | 23    | 28        | 24     | 17   | 28                               | 24                                 | 17                       |
| Politicians would have to exert much more pressure on businesses to achieve climate-friendly production methods.   | 22    | 20        | 24     | 18   | 28                               | 22                                 | 23                       |
| The businesses need clear guidelines from the state in order to become climate neutral.  | 22    | 20        | 23     | 19   | 29                               | 22                                 | 23                       |
| 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.   | 22    | 20        | 24     | 15   | 27                               | 23                                 | 19                       |
| If there are no suitable alternatives for the jobs affected by structural change, they should be maintained for as long as possible.                               | 16    | 22        | 18     | 9    | 29                               | 16                                 | 16                       |
| Structural change measures should be enforced even if jobs are lost as a result.   | 9     | 8         | 10     | 10   | 13                               | 9                                  | 12                       |

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

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

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

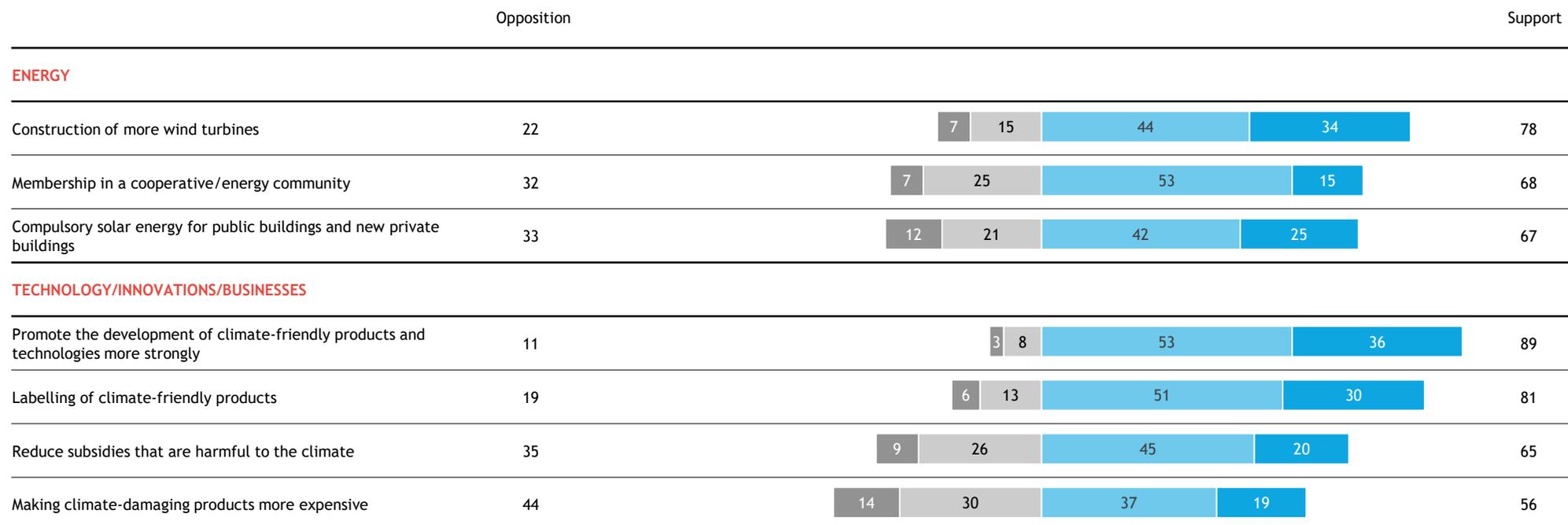


Basis: 1,202 cases, total sample; figures in %.

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

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

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

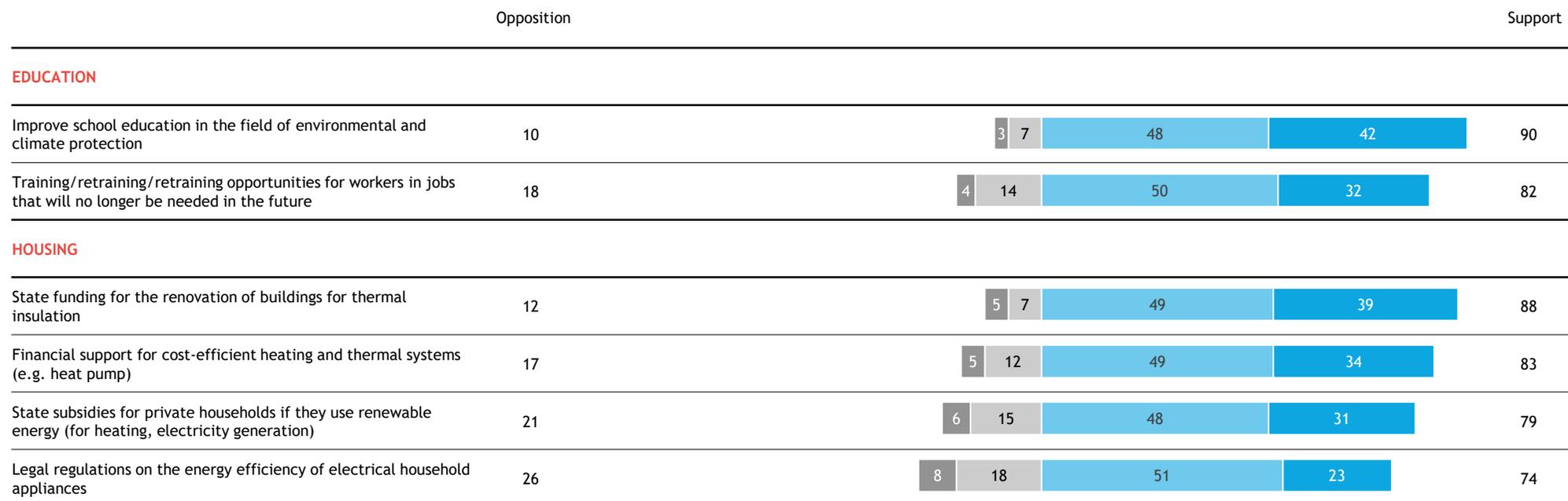


Basis: 1,202 cases, total sample; figures in %.

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

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

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



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

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

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

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

Response category: "I completely / would rather agree".

|  | Total | EST | INT | PER | COS | ADA | CMS | TRA | CMA | SEN | PRO |
|--|-------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| <b>MOBILITY</b>  |       |     |     |     |     |     |     |     |     |     |     |
| Reduce public transport fares  | 92    | 95  | 92  | 88  | 92  | 88  | 97  | 89  | 97  | 83  | 90  |
| Extend the transport network and the frequency of local public transport | 91    | 96  | 95  | 93  | 92  | 89  | 95  | 90  | 88  | 82  | 91  |
| More charging points for electric or hybrid vehicles                     | 60    | 65  | 71  | 69  | 82  | 64  | 48  | 56  | 40  | 53  | 73  |
| Carbon tax on airline tickets  | 51    | 61  | 62  | 42  | 46  | 48  | 57  | 52  | 47  | 39  | 52  |
| Promotion of electric vehicles (e.g. tax relief, financial subsidy)      | 47    | 50  | 58  | 52  | 64  | 50  | 39  | 41  | 30  | 36  | 62  |
| Introduce a car toll so that someone who drives a lot has to pay more    | 41    | 49  | 51  | 42  | 41  | 41  | 41  | 37  | 30  | 38  | 39  |

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

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

■ strongly overrepresented  
■ overrepresented  
■ strongly underrepresented  
■ underrepresented

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

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

Response category: "I completely / would rather agree".

|  | Total | Gender |        | Age (years) |       |       |       |       |
|--|-------|--------|--------|-------------|-------|-------|-------|-------|
|  |       | Male   | Female | 18-29       | 30-39 | 40-49 | 50-59 | 60-69 |
| <b>MOBILITY</b>  |       |        |        |             |       |       |       |       |
| Reduce public transport fares  | 92    | 92     | 91     | 89          | 91    | 90    | 93    | 95    |
| Extend the transport network and the frequency of local public transport | 91    | 90     | 92     | 88          | 89    | 91    | 95    | 92    |
| More charging points for electric or hybrid vehicles                     | 60    | 61     | 59     | 71          | 60    | 60    | 57    | 52    |
| Carbon tax on airline tickets  | 51    | 49     | 53     | 44          | 50    | 57    | 50    | 51    |
| Promotion of electric vehicles (e.g. tax relief, financial subsidy)      | 47    | 44     | 49     | 57          | 52    | 45    | 39    | 40    |
| Introduce a car toll so that someone who drives a lot has to pay more    | 41    | 41     | 40     | 40          | 41    | 46    | 38    | 38    |

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented                      ■ underrepresented

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

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

Response category: "I completely / would rather agree".

|  | Total | Education |        |      | Net equivalent income (HH/month) |                                    |                          |
|--|-------|-----------|--------|------|----------------------------------|------------------------------------|--------------------------|
|  |       | Low       | Medium | High | Low <60% (<13,913 CZK)           | Medium 60-140% (13,913-32,463 CZK) | High >140% (>32,463 CZK) |
| <b>MOBILITY</b>  |       |           |        |      |                                  |                                    |                          |
| Reduce public transport fares  | 92    | 92        | 90     | 95   | 92                               | 93                                 | 89                       |
| Extend the transport network and the frequency of local public transport | 91    | 87        | 91     | 92   | 88                               | 93                                 | 88                       |
| More charging points for electric or hybrid vehicles                     | 60    | 56        | 59     | 64   | 58                               | 60                                 | 61                       |
| Carbon tax on airline tickets  | 51    | 45        | 51     | 53   | 53                               | 51                                 | 50                       |
| Promotion of electric vehicles (e.g. tax relief, financial subsidy)      | 47    | 48        | 46     | 46   | 51                               | 46                                 | 48                       |
| Introduce a car toll so that someone who drives a lot has to pay more    | 41    | 34        | 41     | 43   | 45                               | 39                                 | 44                       |

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented                      ■ underrepresented

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

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

Response category: "I completely / would rather agree".

|  | Total | EST | INT | PER | COS | ADA | CMS | TRA | CMA | SEN | PRO |
|--|-------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| <b>MOBILITY</b>  |       |     |     |     |     |     |     |     |     |     |     |
| Introduce a car toll so that someone who drives a lot has to pay more    | 59    | 51  | 49  | 58  | 59  | 59  | 59  | 63  | 70  | 62  | 61  |
| Promotion of electric vehicles (e.g. tax relief, financial subsidy)      | 53    | 50  | 42  | 48  | 36  | 50  | 61  | 59  | 70  | 64  | 38  |
| Carbon tax on airline tickets  | 49    | 39  | 38  | 58  | 54  | 52  | 43  | 48  | 53  | 61  | 48  |
| More charging points for electric or hybrid vehicles                     | 40    | 35  | 29  | 31  | 18  | 36  | 52  | 44  | 60  | 47  | 27  |
| Extend the transport network and the frequency of local public transport | 9     | 4   | 5   | 7   | 8   | 11  | 5   | 10  | 12  | 18  | 9   |
| Reduce public transport fares  | 8     | 5   | 8   | 12  | 8   | 12  | 3   | 11  | 3   | 17  | 10  |

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

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strongly overrepresented  
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 strongly underrepresented  
 underrepresented

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

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

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

|  | Total | Gender |        | Age (years) |       |       |       |       |
|--|-------|--------|--------|-------------|-------|-------|-------|-------|
|  |       | Male   | Female | 18-29       | 30-39 | 40-49 | 50-59 | 60-69 |
| <b>MOBILITY</b>  |       |        |        |             |       |       |       |       |
| Introduce a car toll so that someone who drives a lot has to pay more    | 59    | 59     | 60     | 60          | 59    | 54    | 62    | 62    |
| Promotion of electric vehicles (e.g. tax relief, financial subsidy)      | 53    | 56     | 51     | 43          | 48    | 55    | 61    | 60    |
| Carbon tax on airline tickets  | 49    | 51     | 47     | 56          | 50    | 43    | 50    | 49    |
| More charging points for electric or hybrid vehicles                     | 40    | 39     | 41     | 29          | 40    | 40    | 43    | 48    |
| Extend the transport network and the frequency of local public transport | 9     | 10     | 8      | 12          | 11    | 9     | 5     | 8     |
| Reduce public transport fares  | 8     | 8      | 9      | 11          | 9     | 10    | 7     | 5     |

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented                      ■ underrepresented

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

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

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

|  | Total | Education |        |      | Net equivalent income (HH/month) |                                    |                          |
|--|-------|-----------|--------|------|----------------------------------|------------------------------------|--------------------------|
|  |       | Low       | Medium | High | Low <60% (<13,913 CZK)           | Medium 60-140% (13,913-32,463 CZK) | High >140% (>32,463 CZK) |
| <b>MOBILITY</b>  |       |           |        |      |                                  |                                    |                          |
| Introduce a car toll so that someone who drives a lot has to pay more    | 59    | 66        | 59     | 57   | 55                               | 61                                 | 56                       |
| Promotion of electric vehicles (e.g. tax relief, financial subsidy)      | 53    | 52        | 54     | 54   | 49                               | 54                                 | 52                       |
| Carbon tax on airline tickets  | 49    | 55        | 49     | 47   | 47                               | 49                                 | 50                       |
| More charging points for electric or hybrid vehicles                     | 40    | 44        | 41     | 36   | 42                               | 40                                 | 39                       |
| Extend the transport network and the frequency of local public transport | 9     | 13        | 9      | 8    | 12                               | 7                                  | 12                       |
| Reduce public transport fares  | 8     | 8         | 10     | 5    | 8                                | 7                                  | 11                       |

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented                      ■ underrepresented

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

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

Response category: "I completely / would rather agree".

|   | Total | EST | INT | PER | COS | ADA | CMS | TRA | CMA | SEN | PRO |
|---|-------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| <b>ENERGY</b>   |       |     |     |     |     |     |     |     |     |     |     |
| Construction of more wind turbines  | 78    | 84  | 88  | 83  | 84  | 83  | 78  | 76  | 60  | 66  | 90  |
| Membership in a cooperative/energy community  | 68    | 87  | 78  | 72  | 78  | 67  | 65  | 60  | 53  | 58  | 82  |
| Compulsory solar energy for public buildings and new private buildings              | 67    | 72  | 80  | 64  | 70  | 69  | 70  | 61  | 52  | 56  | 80  |
| <b>TECHNOLOGY/INNOVATIONS/BUSINESSES</b>  |       |     |     |     |     |     |     |     |     |     |     |
| Promote the development of climate-friendly products and technologies more strongly | 89    | 95  | 98  | 90  | 91  | 88  | 93  | 88  | 80  | 70  | 97  |
| Labelling of climate-friendly products  | 81    | 87  | 93  | 85  | 86  | 78  | 83  | 82  | 75  | 60  | 91  |
| Reduce subsidies that are harmful to the climate                                    | 65    | 73  | 76  | 64  | 73  | 67  | 66  | 59  | 56  | 55  | 67  |
| Making climate-damaging products more expensive                                     | 56    | 74  | 74  | 49  | 58  | 54  | 55  | 49  | 42  | 41  | 72  |

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

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

strongly overrepresented  
 overrepresented  
 strongly underrepresented  
 underrepresented

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

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

Response category: "I completely / would rather agree".

|   | Total | Gender |        | Age (years) |       |       |       |       |
|---|-------|--------|--------|-------------|-------|-------|-------|-------|
|   |       | Male   | Female | 18-29       | 30-39 | 40-49 | 50-59 | 60-69 |
| <b>ENERGY</b>   |       |        |        |             |       |       |       |       |
| Construction of more wind turbines  | 78    | 76     | 80     | 77          | 82    | 76    | 81    | 74    |
| Membership in a cooperative/energy community  | 68    | 66     | 71     | 78          | 68    | 67    | 67    | 64    |
| Compulsory solar energy for public buildings and new private buildings              | 67    | 65     | 69     | 67          | 64    | 70    | 66    | 66    |
| <b>TECHNOLOGY/INNOVATIONS/BUSINESSES</b>  |       |        |        |             |       |       |       |       |
| Promote the development of climate-friendly products and technologies more strongly | 89    | 86     | 91     | 85          | 89    | 89    | 92    | 87    |
| Labelling of climate-friendly products  | 81    | 76     | 86     | 87          | 82    | 78    | 83    | 78    |
| Reduce subsidies that are harmful to the climate                                    | 65    | 63     | 67     | 56          | 68    | 70    | 65    | 65    |
| Making climate-damaging products more expensive                                     | 56    | 52     | 60     | 55          | 57    | 59    | 58    | 49    |

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

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

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

Response category: "I completely / would rather agree".

|   | Total | Education |        |      | Net equivalent income (HH/month) |                                    |                          |
|---|-------|-----------|--------|------|----------------------------------|------------------------------------|--------------------------|
|   |       | Low       | Medium | High | Low <60% (<13,913 CZK)           | Medium 60-140% (13,913-32,463 CZK) | High >140% (>32,463 CZK) |
| <b>ENERGY</b>   |       |           |        |      |                                  |                                    |                          |
| Construction of more wind turbines  | 78    | 78        | 79     | 76   | 81                               | 80                                 | 76                       |
| Membership in a cooperative/energy community  | 68    | 68        | 70     | 64   | 77                               | 69                                 | 68                       |
| Compulsory solar energy for public buildings and new private buildings              | 67    | 59        | 68     | 65   | 72                               | 68                                 | 65                       |
| <b>TECHNOLOGY/INNOVATIONS/BUSINESSES</b>  |       |           |        |      |                                  |                                    |                          |
| Promote the development of climate-friendly products and technologies more strongly | 89    | 81        | 89     | 90   | 90                               | 92                                 | 82                       |
| Labelling of climate-friendly products  | 81    | 80        | 82     | 78   | 81                               | 85                                 | 74                       |
| Reduce subsidies that are harmful to the climate                                    | 65    | 59        | 64     | 71   | 67                               | 64                                 | 68                       |
| Making climate-damaging products more expensive                                     | 56    | 47        | 58     | 53   | 61                               | 55                                 | 56                       |

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

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

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

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

|   | Total | EST | INT | PER | COS | ADA | CMS | TRA | CMA | SEN | PRO |
|---|-------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| <b>ENERGY</b>   |       |     |     |     |     |     |     |     |     |     |     |
| Compulsory solar energy for public buildings and new private buildings              | 33    | 28  | 20  | 36  | 30  | 31  | 30  | 39  | 48  | 44  | 20  |
| Membership in a cooperative/energy community  | 31    | 13  | 22  | 28  | 22  | 33  | 35  | 40  | 47  | 42  | 18  |
| Construction of more wind turbines  | 22    | 16  | 12  | 17  | 16  | 17  | 22  | 24  | 40  | 34  | 10  |
| <b>TECHNOLOGY/INNOVATIONS/BUSINESSES</b>  |       |     |     |     |     |     |     |     |     |     |     |
| Making climate-damaging products more expensive                                     | 44    | 26  | 26  | 51  | 42  | 46  | 45  | 51  | 58  | 59  | 28  |
| Reduce subsidies that are harmful to the climate                                    | 35    | 27  | 24  | 36  | 27  | 33  | 34  | 41  | 44  | 45  | 33  |
| Labelling of climate-friendly products  | 19    | 13  | 7   | 15  | 14  | 22  | 17  | 18  | 25  | 40  | 9   |
| Promote the development of climate-friendly products and technologies more strongly | 12    | 5   | 2   | 10  | 9   | 12  | 7   | 12  | 20  | 30  | 3   |

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■ strongly overrepresented  
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■ strongly underrepresented  
■ underrepresented

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

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

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

|   | Total | Gender |        | Age (years) |       |       |       |       |
|---|-------|--------|--------|-------------|-------|-------|-------|-------|
|   |       | Male   | Female | 18-29       | 30-39 | 40-49 | 50-59 | 60-69 |
| <b>ENERGY</b>   |       |        |        |             |       |       |       |       |
| Compulsory solar energy for public buildings and new private buildings              | 33    | 35     | 31     | 33          | 36    | 30    | 34    | 34    |
| Membership in a cooperative/energy community  | 31    | 34     | 29     | 22          | 32    | 33    | 33    | 36    |
| Construction of more wind turbines  | 22    | 24     | 20     | 23          | 18    | 24    | 19    | 26    |
| <b>TECHNOLOGY/INNOVATIONS/BUSINESSES</b>  |       |        |        |             |       |       |       |       |
| Making climate-damaging products more expensive                                     | 44    | 48     | 40     | 45          | 43    | 41    | 42    | 51    |
| Reduce subsidies that are harmful to the climate                                    | 35    | 37     | 33     | 44          | 32    | 30    | 35    | 35    |
| Labelling of climate-friendly products  | 19    | 24     | 14     | 13          | 18    | 22    | 17    | 22    |
| Promote the development of climate-friendly products and technologies more strongly | 12    | 14     | 9      | 15          | 11    | 11    | 8     | 13    |

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented                      ■ underrepresented

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

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

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

|   | Total | Education |        |      | Net equivalent income (HH/month) |                                    |                          |
|---|-------|-----------|--------|------|----------------------------------|------------------------------------|--------------------------|
|   |       | Low       | Medium | High | Low <60% (<13,913 CZK)           | Medium 60-140% (13,913-32,463 CZK) | High >140% (>32,463 CZK) |
| <b>ENERGY</b>   |       |           |        |      |                                  |                                    |                          |
| Compulsory solar energy for public buildings and new private buildings              | 33    | 41        | 32     | 35   | 28                               | 32                                 | 35                       |
| Membership in a cooperative/energy community  | 31    | 32        | 30     | 36   | 23                               | 31                                 | 32                       |
| Construction of more wind turbines  | 22    | 22        | 21     | 24   | 19                               | 20                                 | 24                       |
| <b>TECHNOLOGY/INNOVATIONS/BUSINESSES</b>  |       |           |        |      |                                  |                                    |                          |
| Making climate-damaging products more expensive                                     | 44    | 53        | 42     | 47   | 39                               | 45                                 | 44                       |
| Reduce subsidies that are harmful to the climate                                    | 35    | 41        | 36     | 29   | 33                               | 36                                 | 32                       |
| Labelling of climate-friendly products  | 19    | 20        | 18     | 22   | 19                               | 15                                 | 26                       |
| Promote the development of climate-friendly products and technologies more strongly | 12    | 19        | 11     | 10   | 10                               | 8                                  | 18                       |

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented                      ■ underrepresented

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

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

Response category: "I completely / would rather agree".

|  | Total | EST | INT | PER | COS | ADA | CMS | TRA | CMA | SEN | PRO |
|--|-------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| <b>EDUCATION</b>   |       |     |     |     |     |     |     |     |     |     |     |
| Improve school education in the field of environmental and climate protection                                | 90    | 95  | 99  | 89  | 91  | 93  | 94  | 85  | 81  | 77  | 96  |
| Training/retraining/retraining opportunities for workers in jobs that will no longer be needed in the future | 82    | 84  | 93  | 82  | 83  | 84  | 88  | 71  | 70  | 73  | 86  |
| <b>HOUSING</b>   |       |     |     |     |     |     |     |     |     |     |     |
| State funding for the renovation of buildings for thermal insulation   | 88    | 92  | 95  | 88  | 88  | 93  | 88  | 84  | 82  | 79  | 95  |
| Financial support for cost-efficient heating and thermal systems (e.g. heat pump)                            | 83    | 91  | 91  | 84  | 83  | 88  | 82  | 83  | 72  | 73  | 91  |
| State subsidies for private households if they use renewable energy (for heating, electricity generation)    | 79    | 91  | 91  | 82  | 80  | 82  | 80  | 80  | 63  | 61  | 92  |
| Legal regulations on the energy efficiency of electrical household appliances                                | 74    | 78  | 90  | 78  | 80  | 78  | 73  | 71  | 56  | 61  | 84  |

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

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 SEN = Sensation-Oriented  
 PRO = Progressive Realists

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

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

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

Response category: "I completely / would rather agree".

|  | Total | Gender |        | Age (years) |       |       |       |       |
|--|-------|--------|--------|-------------|-------|-------|-------|-------|
|  |       | Male   | Female | 18-29       | 30-39 | 40-49 | 50-59 | 60-69 |
| <b>EDUCATION</b>   |       |        |        |             |       |       |       |       |
| Improve school education in the field of environmental and climate protection                                | 90    | 86     | 93     | 89          | 89    | 89    | 90    | 91    |
| Training/retraining/retraining opportunities for workers in jobs that will no longer be needed in the future | 82    | 82     | 80     | 80          | 85    | 83    | 81    | 77    |
| <b>HOUSING</b>   |       |        |        |             |       |       |       |       |
| State funding for the renovation of buildings for thermal insulation   | 88    | 87     | 90     | 89          | 91    | 84    | 90    | 87    |
| Financial support for cost-efficient heating and thermal systems (e.g. heat pump)                            | 83    | 80     | 87     | 85          | 87    | 80    | 84    | 81    |
| State subsidies for private households if they use renewable energy (for heating, electricity generation)    | 79    | 76     | 82     | 85          | 83    | 78    | 76    | 74    |
| Legal regulations on the energy efficiency of electrical household appliances                                | 74    | 71     | 77     | 78          | 73    | 72    | 72    | 75    |

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented                      ■ underrepresented

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

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

Response category: "I completely / would rather agree".

|  | Total | Education |        |      | Net equivalent income (HH/month) |                                    |                          |
|--|-------|-----------|--------|------|----------------------------------|------------------------------------|--------------------------|
|  |       | Low       | Medium | High | Low <60% (<13,913 CZK)           | Medium 60-140% (13,913-32,463 CZK) | High >140% (>32,463 CZK) |
| <b>EDUCATION</b>   |       |           |        |      |                                  |                                    |                          |
| Improve school education in the field of environmental and climate protection                                | 90    | 84        | 90     | 90   | 93                               | 92                                 | 85                       |
| Training/retraining/retraining opportunities for workers in jobs that will no longer be needed in the future | 82    | 79        | 79     | 89   | 80                               | 81                                 | 85                       |
| <b>HOUSING</b>   |       |           |        |      |                                  |                                    |                          |
| State funding for the renovation of buildings for thermal insulation   | 88    | 79        | 90     | 87   | 91                               | 91                                 | 86                       |
| Financial support for cost-efficient heating and thermal systems (e.g. heat pump)                            | 83    | 83        | 84     | 83   | 83                               | 86                                 | 79                       |
| State subsidies for private households if they use renewable energy (for heating, electricity generation)    | 79    | 83        | 80     | 76   | 82                               | 81                                 | 76                       |
| Legal regulations on the energy efficiency of electrical household appliances                                | 74    | 67        | 75     | 72   | 76                               | 74                                 | 75                       |

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

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

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

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

|  | Total | EST | INT | PER | COS | ADA | CMS | TRA | CMA | SEN | PRO |
|--|-------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| <b>EDUCATION</b>   |       |     |     |     |     |     |     |     |     |     |     |
| Training/retraining/retraining opportunities for workers in jobs that will no longer be needed in the future | 18    | 16  | 7   | 18  | 17  | 16  | 12  | 29  | 30  | 27  | 14  |
| Improve school education in the field of environmental and climate protection                                | 10    | 5   | 1   | 11  | 9   | 7   | 6   | 15  | 19  | 23  | 4   |
| <b>HOUSING</b>   |       |     |     |     |     |     |     |     |     |     |     |
| Legal regulations on the energy efficiency of electrical household appliances                                | 26    | 22  | 10  | 22  | 20  | 22  | 27  | 29  | 44  | 39  | 16  |
| State subsidies for private households if they use renewable energy (for heating, electricity generation)    | 21    | 9   | 9   | 18  | 20  | 18  | 20  | 20  | 37  | 39  | 8   |
| Financial support for cost-efficient heating and thermal systems (e.g. heat pump)                            | 17    | 9   | 9   | 16  | 17  | 12  | 18  | 17  | 28  | 27  | 9   |
| State funding for the renovation of buildings for thermal insulation   | 12    | 8   | 5   | 12  | 12  | 7   | 12  | 16  | 18  | 21  | 5   |

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

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■ strongly overrepresented  
■ overrepresented  
■ strongly underrepresented  
■ underrepresented

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

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

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

|  | Total | Gender |        | Age (years) |       |       |       |       |
|--|-------|--------|--------|-------------|-------|-------|-------|-------|
|  |       | Male   | Female | 18-29       | 30-39 | 40-49 | 50-59 | 60-69 |
| <b>EDUCATION</b>   |       |        |        |             |       |       |       |       |
| Training/retraining/retraining opportunities for workers in jobs that will no longer be needed in the future | 18    | 18     | 20     | 20          | 15    | 17    | 19    | 23    |
| Improve school education in the field of environmental and climate protection                                | 10    | 14     | 7      | 11          | 11    | 11    | 10    | 9     |
| <b>HOUSING</b>   |       |        |        |             |       |       |       |       |
| Legal regulations on the energy efficiency of electrical household appliances                                | 26    | 29     | 23     | 22          | 27    | 28    | 28    | 25    |
| State subsidies for private households if they use renewable energy (for heating, electricity generation)    | 21    | 24     | 18     | 15          | 17    | 22    | 24    | 26    |
| Financial support for cost-efficient heating and thermal systems (e.g. heat pump)                            | 17    | 20     | 13     | 15          | 13    | 20    | 16    | 19    |
| State funding for the renovation of buildings for thermal insulation   | 12    | 13     | 10     | 11          | 9     | 16    | 10    | 13    |

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented                      ■ underrepresented

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

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

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

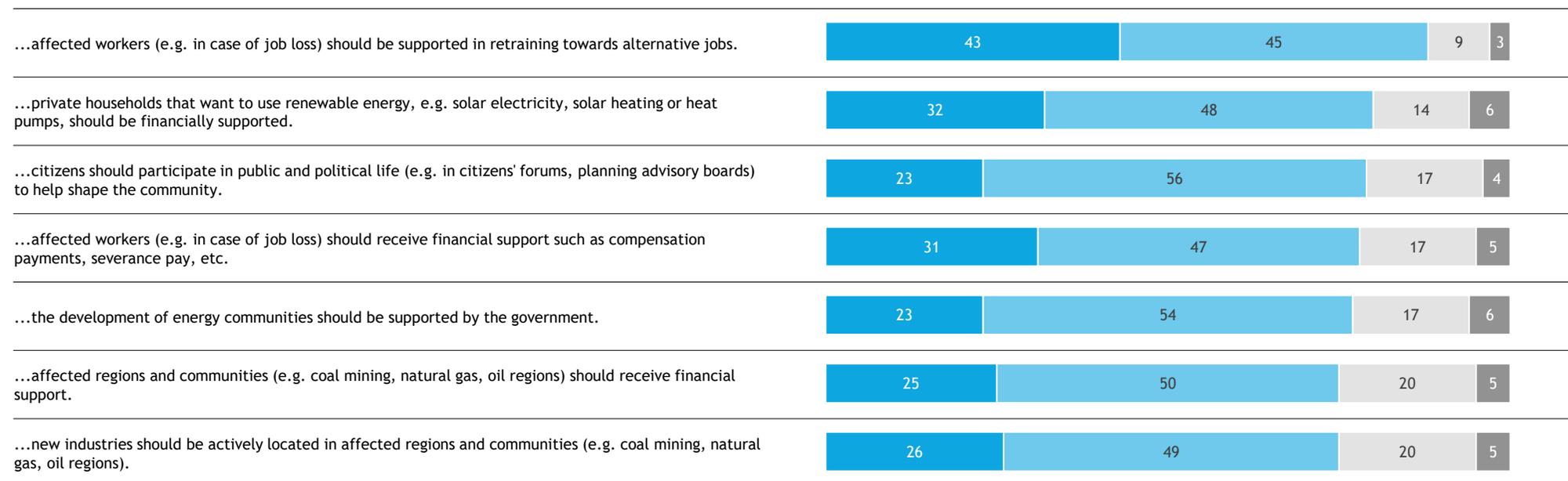
|  | Total | Education |        |      | Net equivalent income (HH/month) |                                    |                          |
|--|-------|-----------|--------|------|----------------------------------|------------------------------------|--------------------------|
|  |       | Low       | Medium | High | Low <60% (<13,913 CZK)           | Medium 60-140% (13,913-32,463 CZK) | High >140% (>32,463 CZK) |
| <b>EDUCATION</b>   |       |           |        |      |                                  |                                    |                          |
| Training/retraining/retraining opportunities for workers in jobs that will no longer be needed in the future | 18    | 21        | 21     | 11   | 20                               | 19                                 | 15                       |
| Improve school education in the field of environmental and climate protection                                | 10    | 16        | 10     | 10   | 7                                | 8                                  | 15                       |
| <b>HOUSING</b>   |       |           |        |      |                                  |                                    |                          |
| Legal regulations on the energy efficiency of electrical household appliances                                | 26    | 33        | 25     | 28   | 24                               | 26                                 | 25                       |
| State subsidies for private households if they use renewable energy (for heating, electricity generation)    | 21    | 17        | 20     | 24   | 18                               | 19                                 | 24                       |
| Financial support for cost-efficient heating and thermal systems (e.g. heat pump)                            | 17    | 17        | 16     | 17   | 17                               | 14                                 | 21                       |
| State funding for the renovation of buildings for thermal insulation   | 12    | 21        | 10     | 13   | 9                                | 9                                  | 14                       |

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

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

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



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

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

# Attitudes towards the energy and heat transition

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

Response category: "Fully agree / Somewhat agree".

|  | Total | EST | INT | PER | COS | ADA | CMS | TRA | CMA | SEN | PRO |
|--|-------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| ...affected workers (e.g. in case of job loss) should be supported in retraining towards alternative jobs.                                     | 88    | 91  | 96  | 86  | 88  | 88  | 93  | 90  | 86  | 76  | 92  |
| ...private households that want to use renewable energy, e.g. solar electricity, solar heating or heat pumps, should be financially supported. | 80    | 86  | 87  | 79  | 81  | 88  | 78  | 72  | 72  | 67  | 93  |
| ...citizens should participate in public and political life (e.g. in citizens' forums, planning advisory boards) to help shape the community.  | 79    | 88  | 83  | 78  | 85  | 78  | 78  | 84  | 74  | 61  | 91  |
| ...affected workers (e.g. in case of job loss) should receive financial support such as compensation payments, severance pay, etc.             | 78    | 85  | 74  | 70  | 80  | 86  | 84  | 69  | 81  | 67  | 84  |
| ...the development of energy communities should be supported by the government.  | 77    | 89  | 86  | 72  | 79  | 81  | 75  | 78  | 67  | 68  | 86  |
| ...affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.                             | 75    | 83  | 71  | 70  | 70  | 85  | 77  | 75  | 71  | 69  | 73  |
| ...new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).                 | 75    | 77  | 81  | 71  | 82  | 79  | 79  | 72  | 68  | 65  | 79  |

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# Attitudes towards the energy and heat transition

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

Response category: "Fully agree / Somewhat agree".

|  | Total | Gender |        | Age (years) |       |       |       |       |
|--|-------|--------|--------|-------------|-------|-------|-------|-------|
|  |       | Male   | Female | 18-29       | 30-39 | 40-49 | 50-59 | 60-69 |
| ...affected workers (e.g. in case of job loss) should be supported in retraining towards alternative jobs.                                     | 88    | 87     | 90     | 89          | 91    | 88    | 88    | 87    |
| ...private households that want to use renewable energy, e.g. solar electricity, solar heating or heat pumps, should be financially supported. | 80    | 75     | 84     | 81          | 82    | 79    | 78    | 78    |
| ...citizens should participate in public and political life (e.g. in citizens' forums, planning advisory boards) to help shape the community.  | 79    | 77     | 81     | 80          | 74    | 82    | 78    | 81    |
| ...affected workers (e.g. in case of job loss) should receive financial support such as compensation payments, severance pay, etc.             | 78    | 76     | 81     | 82          | 82    | 74    | 78    | 75    |
| ...the development of energy communities should be supported by the government.  | 77    | 75     | 80     | 82          | 79    | 76    | 78    | 73    |
| ...affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.                             | 75    | 72     | 77     | 74          | 77    | 72    | 76    | 76    |
| ...new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).                 | 75    | 77     | 73     | 72          | 77    | 75    | 75    | 77    |

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# Attitudes towards the energy and heat transition

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

Response category: "Fully agree / Somewhat agree".

|  | Total | Education |        |      | Net equivalent income (HH/month) |                                    |                          |
|--|-------|-----------|--------|------|----------------------------------|------------------------------------|--------------------------|
|  |       | Low       | Medium | High | Low <60% (<13,913 CZK)           | Medium 60-140% (13,913-32,463 CZK) | High >140% (>32,463 CZK) |
| ...affected workers (e.g. in case of job loss) should be supported in retraining towards alternative jobs.                                     | 88    | 84        | 90     | 86   | 90                               | 90                                 | 87                       |
| ...private households that want to use renewable energy, e.g. solar electricity, solar heating or heat pumps, should be financially supported. | 80    | 72        | 82     | 76   | 90                               | 81                                 | 76                       |
| ...citizens should participate in public and political life (e.g. in citizens' forums, planning advisory boards) to help shape the community.  | 79    | 82        | 80     | 75   | 84                               | 81                                 | 75                       |
| ...affected workers (e.g. in case of job loss) should receive financial support such as compensation payments, severance pay, etc.             | 78    | 86        | 80     | 68   | 88                               | 83                                 | 68                       |
| ...the development of energy communities should be supported by the government.  | 77    | 80        | 78     | 75   | 86                               | 78                                 | 75                       |
| ...affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.                             | 75    | 84        | 75     | 69   | 74                               | 78                                 | 70                       |
| ...new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).                 | 75    | 71        | 75     | 77   | 68                               | 75                                 | 79                       |

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

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■ overrepresented                      ■ underrepresented

# Attitudes towards the energy and heat transition

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

Response category: "Fully agree".

|  | Total | EST | INT | PER | COS | ADA | CMS | TRA | CMA | SEN | PRO |
|--|-------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| ...affected workers (e.g. in case of job loss) should be supported in retraining towards alternative jobs.                                     | 43    | 46  | 49  | 42  | 45  | 39  | 48  | 37  | 49  | 28  | 55  |
| ...private households that want to use renewable energy, e.g. solar electricity, solar heating or heat pumps, should be financially supported. | 32    | 42  | 34  | 35  | 44  | 30  | 34  | 25  | 29  | 16  | 43  |
| ...affected workers (e.g. in case of job loss) should receive financial support such as compensation payments, severance pay, etc.             | 31    | 34  | 21  | 28  | 30  | 30  | 37  | 28  | 39  | 21  | 38  |
| ...new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).                 | 26    | 29  | 26  | 29  | 37  | 23  | 31  | 14  | 25  | 15  | 30  |
| ...affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.                             | 25    | 32  | 15  | 22  | 31  | 27  | 32  | 16  | 26  | 18  | 31  |
| ...citizens should participate in public and political life (e.g. in citizens' forums, planning advisory boards) to help shape the community.  | 23    | 26  | 23  | 23  | 36  | 19  | 24  | 24  | 20  | 16  | 25  |
| ...the development of energy communities should be supported by the government.  | 23    | 25  | 28  | 27  | 25  | 19  | 21  | 21  | 18  | 19  | 35  |

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# Attitudes towards the energy and heat transition

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

Response category: "Fully agree".

|  | Total | Gender |        | Age (years) |       |       |       |       |
|--|-------|--------|--------|-------------|-------|-------|-------|-------|
|  |       | Male   | Female | 18-29       | 30-39 | 40-49 | 50-59 | 60-69 |
| ...affected workers (e.g. in case of job loss) should be supported in retraining towards alternative jobs.                                     | 43    | 41     | 46     | 45          | 42    | 44    | 45    | 41    |
| ...private households that want to use renewable energy, e.g. solar electricity, solar heating or heat pumps, should be financially supported. | 32    | 31     | 34     | 34          | 33    | 29    | 35    | 32    |
| ...affected workers (e.g. in case of job loss) should receive financial support such as compensation payments, severance pay, etc.             | 31    | 27     | 34     | 32          | 30    | 29    | 34    | 29    |
| ...new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).                 | 26    | 26     | 24     | 23          | 27    | 28    | 24    | 25    |
| ...affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.                             | 25    | 23     | 26     | 26          | 22    | 23    | 29    | 27    |
| ...citizens should participate in public and political life (e.g. in citizens' forums, planning advisory boards) to help shape the community.  | 23    | 24     | 22     | 29          | 18    | 24    | 24    | 20    |
| ...the development of energy communities should be supported by the government.  | 23    | 21     | 25     | 27          | 21    | 24    | 24    | 18    |

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■ overrepresented                      ■ underrepresented

# Attitudes towards the energy and heat transition

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

Response category: "Fully agree".

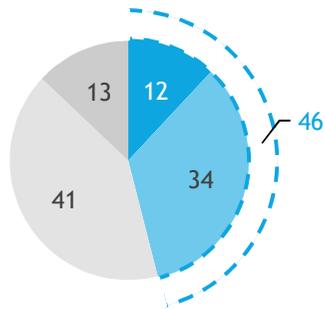
|  | Total | Education |        |      | Net equivalent income (HH/month) |                                    |                          |
|--|-------|-----------|--------|------|----------------------------------|------------------------------------|--------------------------|
|  |       | Low       | Medium | High | Low <60% (<13,913 CZK)           | Medium 60-140% (13,913-32,463 CZK) | High >140% (>32,463 CZK) |
| ...affected workers (e.g. in case of job loss) should be supported in retraining towards alternative jobs.                                     | 43    | 39        | 46     | 37   | 53                               | 46                                 | 38                       |
| ...private households that want to use renewable energy, e.g. solar electricity, solar heating or heat pumps, should be financially supported. | 32    | 29        | 33     | 30   | 37                               | 35                                 | 25                       |
| ...affected workers (e.g. in case of job loss) should receive financial support such as compensation payments, severance pay, etc.             | 31    | 43        | 32     | 21   | 45                               | 34                                 | 21                       |
| ...new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).                 | 26    | 22        | 25     | 28   | 31                               | 25                                 | 26                       |
| ...affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.                             | 25    | 33        | 26     | 20   | 28                               | 28                                 | 19                       |
| ...citizens should participate in public and political life (e.g. in citizens' forums, planning advisory boards) to help shape the community.  | 23    | 24        | 24     | 19   | 28                               | 24                                 | 20                       |
| ...the development of energy communities should be supported by the government.  | 23    | 34        | 23     | 18   | 32                               | 24                                 | 20                       |

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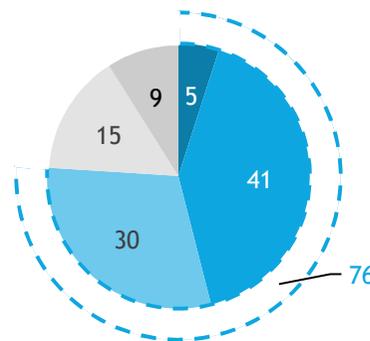
# Attitudes towards the energy and heat transition

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



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

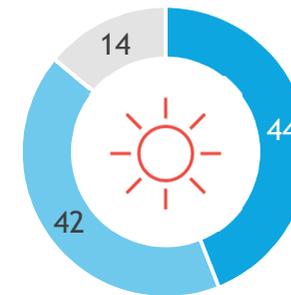
Could you imagine generating your own energy?



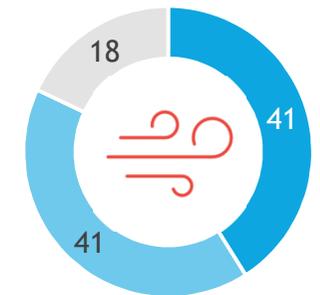
■ I already generate my own energy  
■ Yes, definitely  
■ Somewhat, yes  
■ No, not really  
■ No, not at all

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

Solar park



Wind park



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

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

# Attitudes towards the energy and heat transition

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

|                 | Total     | EST | INT | PER | COS | ADA | CMS | TRA | CMA | SEN | PRO |
|-----------------|-----------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| <b>YES</b>      | <b>46</b> | 66  | 59  | 52  | 54  | 50  | 38  | 38  | 19  | 36  | 66  |
| Yes, definitely | 12        | 23  | 16  | 20  | 9   | 9   | 6   | 7   | 4   | 9   | 20  |
| Somewhat, yes   | 34        | 43  | 43  | 32  | 45  | 41  | 32  | 31  | 15  | 27  | 46  |
| <b>NO</b>       | <b>54</b> | 34  | 41  | 48  | 46  | 50  | 62  | 62  | 81  | 64  | 34  |
| No, not really  | 41        | 32  | 35  | 38  | 35  | 42  | 50  | 50  | 47  | 46  | 30  |
| No, not at all  | 13        | 2   | 6   | 10  | 11  | 8   | 12  | 12  | 34  | 18  | 4   |

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 PRO = Progressive Realists

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented                      ■ underrepresented

# Attitudes towards the energy and heat transition

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

|                 | Total     | Gender |        | Age (years) |       |       |       |       |
|-----------------|-----------|--------|--------|-------------|-------|-------|-------|-------|
|                 |           | Male   | Female | 18-29       | 30-39 | 40-49 | 50-59 | 60-69 |
| <b>YES</b>      | <b>46</b> | 52     | 40     | 58          | 48    | 48    | 42    | 32    |
| Yes, definitely | 12        | 15     | 8      | 18          | 12    | 11    | 9     | 9     |
| Somewhat, yes   | 34        | 37     | 32     | 40          | 36    | 37    | 34    | 23    |
| <b>NO</b>       | <b>54</b> | 48     | 60     | 42          | 52    | 52    | 58    | 68    |
| No, not really  | 41        | 36     | 48     | 38          | 42    | 38    | 42    | 49    |
| No, not at all  | 13        | 13     | 13     | 4           | 11    | 14    | 15    | 19    |

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■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented                      ■ underrepresented

# Attitudes towards the energy and heat transition

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

|                 | Total     | Education |        |      | Net equivalent income (HH/month) |                                    |                          |
|-----------------|-----------|-----------|--------|------|----------------------------------|------------------------------------|--------------------------|
|                 |           | Low       | Medium | High | Low <60% (<13,913 CZK)           | Medium 60-140% (13,913-32,463 CZK) | High >140% (>32,463 CZK) |
| <b>YES</b>      | <b>46</b> | 41        | 45     | 50   | 53                               | 44                                 | 50                       |
| Yes, definitely | 12        | 7         | 11     | 14   | 16                               | 10                                 | 15                       |
| Somewhat, yes   | 34        | 34        | 34     | 35   | 36                               | 34                                 | 35                       |
| <b>NO</b>       | <b>54</b> | 59        | 55     | 50   | 47                               | 56                                 | 50                       |
| No, not really  | 41        | 44        | 43     | 36   | 33                               | 43                                 | 39                       |
| No, not at all  | 13        | 14        | 12     | 14   | 14                               | 13                                 | 11                       |

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented                      ■ underrepresented

# Attitudes towards the energy and heat transition

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

|   | Total     | EST | INT | PER | COS | ADA | CMS | TRA | CMA | SEN | PRO |
|---|-----------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| <b>YES</b>                              | <b>71</b> | 82  | 79  | 74  | 80  | 74  | 70  | 60  | 51  | 69  | 88  |
| Yes, definitely                         | 41        | 51  | 51  | 46  | 44  | 47  | 32  | 31  | 24  | 33  | 65  |
| Somewhat, yes                           | 30        | 31  | 27  | 28  | 35  | 27  | 38  | 29  | 26  | 36  | 23  |
| <b>NO</b>                               | <b>24</b> | 11  | 12  | 15  | 15  | 24  | 28  | 31  | 48  | 28  | 8   |
| No, not really                          | 15        | 10  | 10  | 13  | 8   | 19  | 16  | 21  | 20  | 20  | 3   |
| No, not at all                          | 9         | 2   | 2   | 2   | 8   | 5   | 12  | 9   | 28  | 9   | 5   |
| <b>I already generate my own energy</b> | <b>5</b>  | 7   | 9   | 11  | 5   | 2   | 2   | 9   | 1   | 3   | 4   |

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# Attitudes towards the energy and heat transition

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

|   | Total     | Gender |        | Age (years) |       |       |       |       |
|---|-----------|--------|--------|-------------|-------|-------|-------|-------|
|   |           | Male   | Female | 18-29       | 30-39 | 40-49 | 50-59 | 60-69 |
| <b>YES</b>                              | <b>71</b> | 74     | 68     | 78          | 79    | 72    | 69    | 59    |
| Yes, definitely                         | 41        | 46     | 36     | 45          | 50    | 41    | 39    | 28    |
| Somewhat, yes                           | 30        | 28     | 32     | 32          | 29    | 30    | 30    | 31    |
| <b>NO</b>                               | <b>24</b> | 20     | 27     | 15          | 18    | 24    | 27    | 35    |
| No, not really                          | 15        | 12     | 18     | 12          | 12    | 15    | 16    | 18    |
| No, not at all                          | 9         | 8      | 9      | 3           | 6     | 8     | 11    | 17    |
| <b>I already generate my own energy</b> | <b>5</b>  | 6      | 4      | 7           | 3     | 5     | 4     | 6     |

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Attitudes towards the energy and heat transition

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

|   | Total     | Education |        |      | Net equivalent income (HH/month) |                                    |                          |
|---|-----------|-----------|--------|------|----------------------------------|------------------------------------|--------------------------|
|   |           | Low       | Medium | High | Low <60% (<13,913 CZK)           | Medium 60-140% (13,913-32,463 CZK) | High >140% (>32,463 CZK) |
| <b>YES</b>                              | <b>71</b> | 70        | 71     | 73   | 68                               | 74                                 | 71                       |
| Yes, definitely                         | 41        | 38        | 41     | 42   | 39                               | 41                                 | 43                       |
| Somewhat, yes                           | 30        | 32        | 30     | 30   | 28                               | 33                                 | 27                       |
| <b>NO</b>                               | <b>24</b> | 29        | 24     | 20   | 29                               | 23                                 | 21                       |
| No, not really                          | 15        | 16        | 15     | 14   | 18                               | 14                                 | 14                       |
| No, not at all                          | 9         | 13        | 9      | 7    | 11                               | 9                                  | 7                        |
| <b>I already generate my own energy</b> | <b>5</b>  | 1         | 5      | 7    | 3                                | 4                                  | 9                        |

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Attitudes towards the energy and heat transition

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

|                            | Total | EST | INT | PER | COS | ADA | CMS | TRA | CMA | SEN | PRO |
|----------------------------|-------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| <b>Solar</b>               |       |     |     |     |     |     |     |     |     |     |     |
| I think that would be good | 44    | 46  | 53  | 63  | 47  | 48  | 39  | 40  | 26  | 34  | 64  |
| I would accept it          | 42    | 40  | 41  | 31  | 43  | 43  | 45  | 46  | 43  | 48  | 34  |
| I would reject it          | 14    | 13  | 6   | 6   | 10  | 9   | 16  | 14  | 31  | 18  | 2   |
| <b>Wind</b>                |       |     |     |     |     |     |     |     |     |     |     |
| I think that would be good | 41    | 48  | 52  | 47  | 49  | 46  | 33  | 33  | 28  | 31  | 55  |
| I would accept it          | 41    | 41  | 43  | 42  | 43  | 42  | 42  | 44  | 35  | 43  | 39  |
| I would reject it          | 18    | 11  | 5   | 11  | 8   | 12  | 25  | 23  | 37  | 26  | 6   |

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■ underrepresented

# Attitudes towards the energy and 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 | Gender |        | Age (years) |       |       |       |       |
|----------------------------|-------|--------|--------|-------------|-------|-------|-------|-------|
|                            |       | Male   | Female | 18-29       | 30-39 | 40-49 | 50-59 | 60-69 |
| <b>Solar</b>               |       |        |        |             |       |       |       |       |
| I think that would be good | 44    | 47     | 42     | 44          | 51    | 47    | 43    | 36    |
| I would accept it          | 42    | 39     | 45     | 44          | 36    | 40    | 45    | 47    |
| I would reject it          | 14    | 14     | 14     | 12          | 13    | 14    | 12    | 17    |
| <b>Wind</b>                |       |        |        |             |       |       |       |       |
| I think that would be good | 41    | 44     | 37     | 45          | 44    | 42    | 38    | 34    |
| I would accept it          | 41    | 37     | 46     | 44          | 42    | 38    | 43    | 42    |
| I would reject it          | 18    | 19     | 17     | 11          | 14    | 21    | 19    | 24    |

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented                      ■ underrepresented

# Attitudes towards the energy and heat transition

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

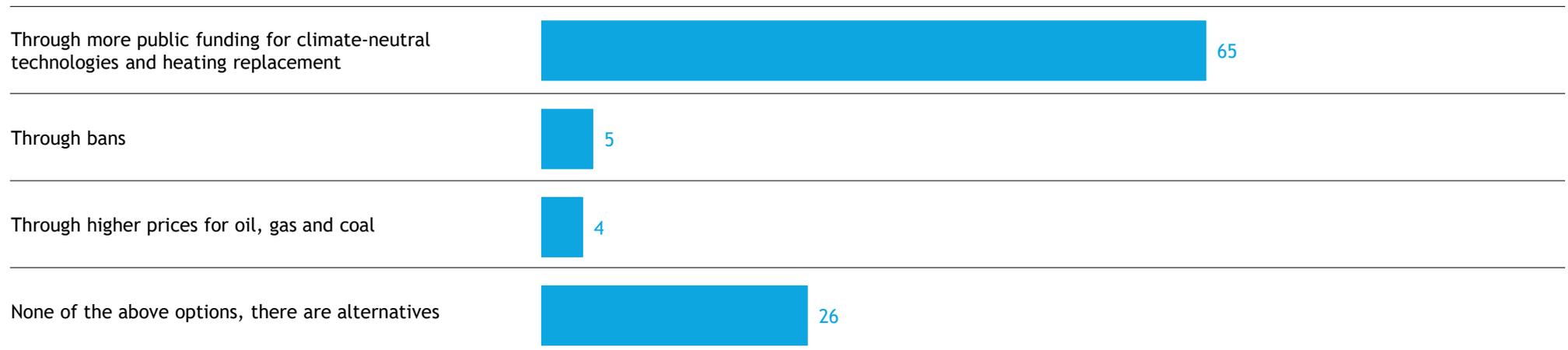
|                            | Total | Education |        |      | Net equivalent income (HH/month) |                                    |                          |
|----------------------------|-------|-----------|--------|------|----------------------------------|------------------------------------|--------------------------|
|                            |       | Low       | Medium | High | Low <60% (<13,913 CZK)           | Medium 60-140% (13,913-32,463 CZK) | High >140% (>32,463 CZK) |
| <b>Solar</b>               |       |           |        |      |                                  |                                    |                          |
| I think that would be good | 44    | 49        | 44     | 45   | 51                               | 45                                 | 44                       |
| I would accept it          | 42    | 38        | 43     | 40   | 36                               | 42                                 | 39                       |
| I would reject it          | 14    | 13        | 13     | 15   | 13                               | 12                                 | 17                       |
| <b>Wind</b>                |       |           |        |      |                                  |                                    |                          |
| I think that would be good | 41    | 42        | 40     | 42   | 45                               | 41                                 | 44                       |
| I would accept it          | 41    | 46        | 41     | 40   | 43                               | 42                                 | 38                       |
| I would reject it          | 18    | 12        | 18     | 18   | 12                               | 17                                 | 19                       |

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Attitudes towards the energy and heat transition

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



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

# Attitudes towards the energy and heat transition

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

|  | Total | EST | INT | PER | COS | ADA | CMS | TRA | CMA | SEN | PRO |
|--|-------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Through more public funding for climate-neutral technologies and heating replacement | 65    | 74  | 84  | 73  | 56  | 61  | 65  | 61  | 48  | 51  | 80  |
| Through bans   | 5     | 6   | 3   | 4   | 14  | 9   | 1   | 4   | 4   | 5   | 6   |
| Through higher prices for oil, gas and coal  | 4     | 4   | 4   | 6   | 5   | 5   | 3   | 2   | 2   | 5   | 3   |
| None of the above options, there are alternatives                                    | 26    | 15  | 9   | 18  | 26  | 24  | 31  | 32  | 46  | 38  | 11  |

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strongly overrepresented  
 overrepresented  
 strongly underrepresented  
 underrepresented

# Attitudes towards the energy and heat transition

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

|  | Total | Gender |        | Age (years) |       |       |       |       |
|--|-------|--------|--------|-------------|-------|-------|-------|-------|
|  |       | Male   | Female | 18-29       | 30-39 | 40-49 | 50-59 | 60-69 |
| Through more public funding for climate-neutral technologies and heating replacement | 65    | 63     | 66     | 65          | 68    | 66    | 63    | 61    |
| Through bans   | 5     | 6      | 4      | 12          | 6     | 4     | 2     | 2     |
| Through higher prices for oil, gas and coal  | 4     | 5      | 2      | 6           | 4     | 4     | 4     | 2     |
| None of the above options, there are alternatives                                    | 26    | 26     | 27     | 18          | 23    | 26    | 32    | 35    |

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

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■ overrepresented                      ■ underrepresented

# Attitudes towards the energy and heat transition

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

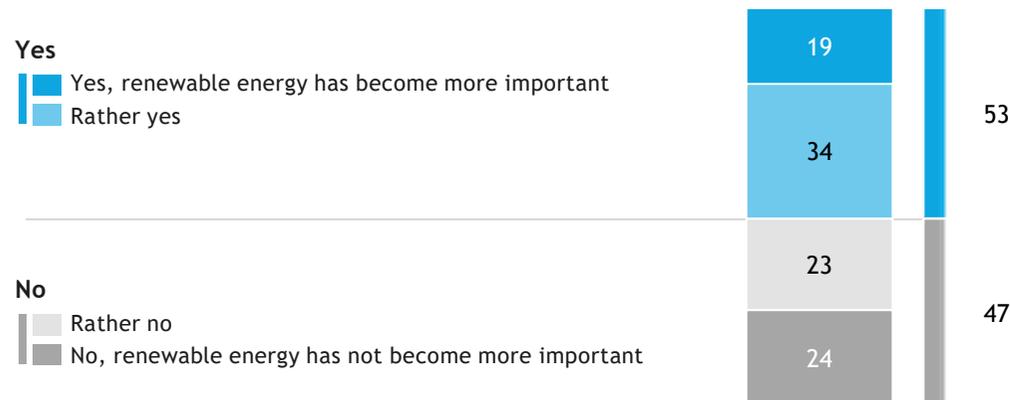
|  | Total | Education |        |      | Net equivalent income (HH/month) |                                    |                          |
|--|-------|-----------|--------|------|----------------------------------|------------------------------------|--------------------------|
|  |       | Low       | Medium | High | Low <60% (<13,913 CZK)           | Medium 60-140% (13,913-32,463 CZK) | High >140% (>32,463 CZK) |
| Through more public funding for climate-neutral technologies and heating replacement | 65    | 60        | 65     | 66   | 59                               | 67                                 | 64                       |
| Through bans   | 5     | 11        | 5      | 3    | 10                               | 4                                  | 7                        |
| Through higher prices for oil, gas and coal  | 4     | 4         | 4      | 5    | 5                                | 4                                  | 4                        |
| None of the above options, there are alternatives                                    | 26    | 25        | 27     | 26   | 27                               | 25                                 | 25                       |

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented                      ■ underrepresented

# Attitudes towards the energy and heat transition

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



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

# Attitudes towards the energy and heat transition

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

|  | Total     | EST | INT | PER | COS | ADA | CMS | TRA | CMA | SEN | PRO |
|--|-----------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| <b>YES</b>   | <b>53</b> | 66  | 69  | 64  | 57  | 54  | 44  | 42  | 28  | 46  | 77  |
| Yes, renewable energy has become more important    | 19        | 31  | 30  | 28  | 25  | 15  | 15  | 15  | 4   | 7   | 33  |
| Rather yes   | 34        | 36  | 39  | 36  | 32  | 39  | 29  | 28  | 24  | 38  | 44  |
| <b>NO</b>  | <b>47</b> | 34  | 31  | 36  | 43  | 46  | 56  | 58  | 72  | 54  | 23  |
| Rather no  | 23        | 19  | 18  | 22  | 23  | 28  | 26  | 32  | 22  | 23  | 20  |
| No, renewable energy has not become more important | 24        | 15  | 14  | 14  | 20  | 18  | 31  | 26  | 49  | 31  | 3   |

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■ underrepresented

# Attitudes towards the energy and heat transition

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

|  | Total     | Gender |        | Age (years) |       |       |       |       |
|--|-----------|--------|--------|-------------|-------|-------|-------|-------|
|  |           | Male   | Female | 18-29       | 30-39 | 40-49 | 50-59 | 60-69 |
| <b>YES</b>   | <b>53</b> | 54     | 51     | 61          | 53    | 53    | 53    | 44    |
| Yes, renewable energy has become more important    | 19        | 19     | 19     | 22          | 20    | 20    | 17    | 14    |
| Rather yes   | 34        | 35     | 32     | 38          | 33    | 32    | 36    | 30    |
| <b>NO</b>  | <b>47</b> | 46     | 49     | 39          | 47    | 47    | 47    | 56    |
| Rather no  | 23        | 22     | 25     | 24          | 28    | 24    | 21    | 20    |
| No, renewable energy has not become more important | 24        | 23     | 24     | 15          | 19    | 24    | 26    | 36    |

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

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■ overrepresented                      ■ underrepresented

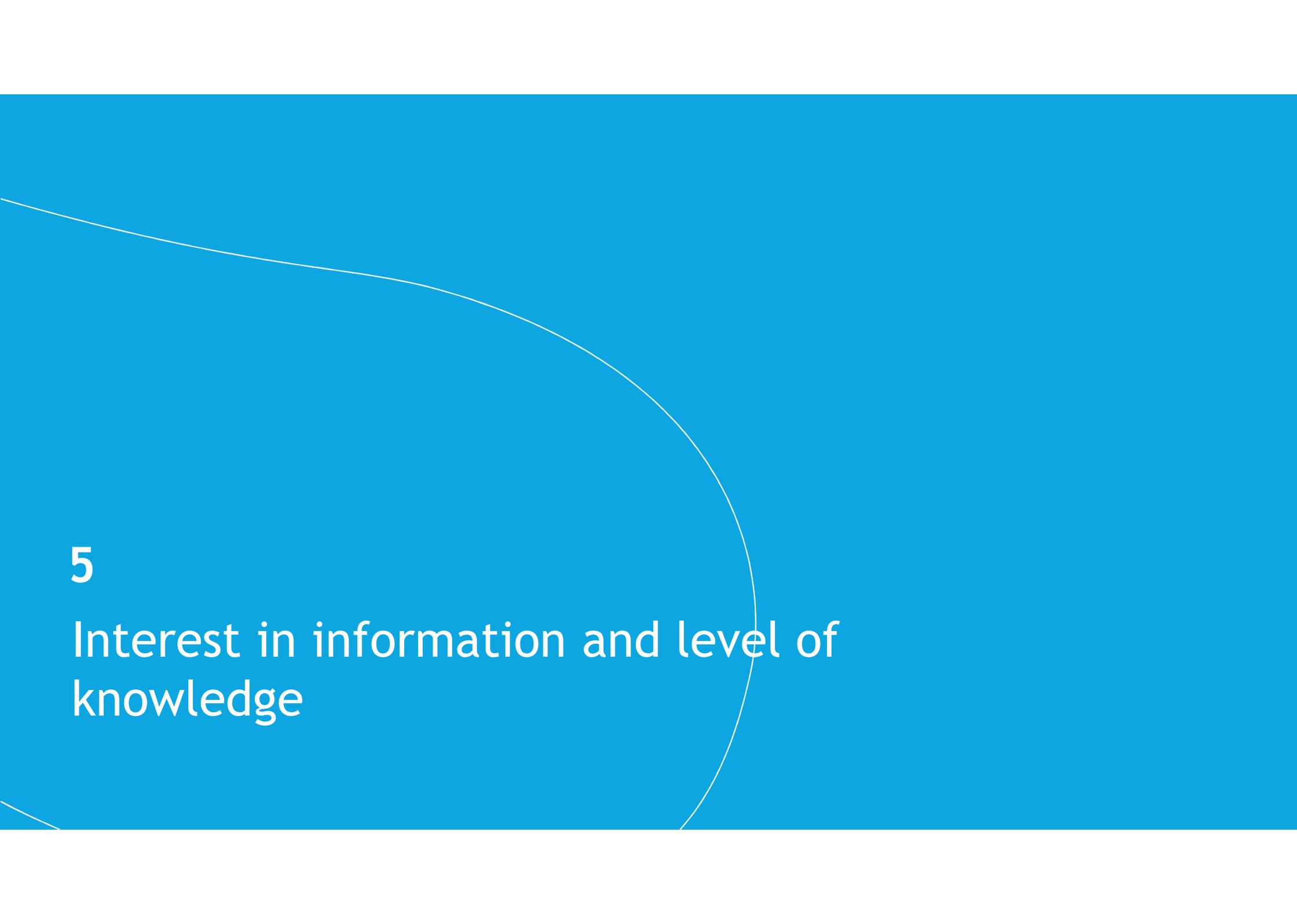
# Attitudes towards the energy and heat transition

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

|  | Total     | Education |        |      | Net equivalent income (HH/month) |                                    |                          |
|--|-----------|-----------|--------|------|----------------------------------|------------------------------------|--------------------------|
|  |           | Low       | Medium | High | Low <60% (<13,913 CZK)           | Medium 60-140% (13,913-32,463 CZK) | High >140% (>32,463 CZK) |
| <b>YES</b>   | <b>53</b> | 42        | 53     | 56   | 53                               | 53                                 | 56                       |
| Yes, renewable energy has become more important    | 19        | 13        | 19     | 21   | 17                               | 19                                 | 21                       |
| Rather yes   | 34        | 29        | 34     | 34   | 36                               | 34                                 | 35                       |
| <b>NO</b>  | <b>47</b> | 58        | 47     | 44   | 47                               | 47                                 | 44                       |
| Rather no  | 23        | 29        | 23     | 24   | 22                               | 23                                 | 23                       |
| No, renewable energy has not become more important | 24        | 29        | 24     | 20   | 25                               | 24                                 | 21                       |

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented



5

Interest in information and level of  
knowledge

# Main findings

## Interest in information and level of knowledge

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

- A majority of respondents (70%) express a fundamental interest in the topic of Climate Change. 15% are "very" interested in it. Less interest was expressed by 24%, and no interest at all by 6%.
- 43% rate their level of knowledge about ecological interrelationships and environmental problems (e.g. forest dieback, biodiversity, etc.) as (rather) high. However, only 5% rate their level of knowledge as "very high". A (rather) low level of knowledge is attested by 57%, with 6% saying they know very little.

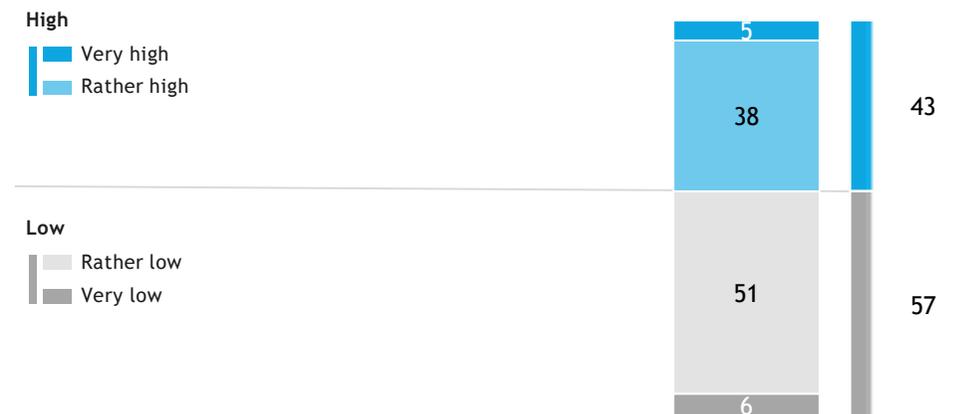
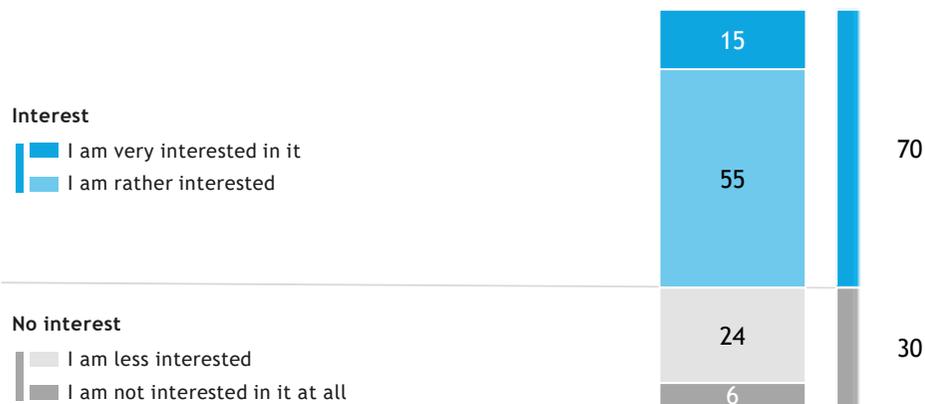
### Interest in information and level of knowledge: Policies

- Only 5% of respondents feel "very well" informed about policies for a change towards a more climate and environmentally-friendly economy. 35% feel "rather well" informed. This compares to 49% who feel "rather not well" informed and 11% who feel "not at all well" informed.
- Four fifths of respondents (80%) think that policies for a change towards a more climate and environmentally-friendly economy are not sufficiently explained. Only 20% disagree (Policies are sufficiently explained: yes: 2%, rather yes: 18%).

# Interest in information and level of knowledge: Climate

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

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



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

# Interest in information and level of knowledge: Climate

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

|                                  | Total | EST | INT | PER | COS | ADA | CMS | TRA | CMA | SEN | PRO |
|----------------------------------|-------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| INTERESTED                       | 70    | 90  | 88  | 70  | 77  | 67  | 64  | 68  | 50  | 53  | 86  |
| I am very interested in it       | 15    | 24  | 29  | 16  | 18  | 8   | 9   | 16  | 6   | 7   | 30  |
| I am rather interested           | 55    | 67  | 59  | 55  | 58  | 59  | 56  | 52  | 44  | 46  | 56  |
| NOT INTERESTED                   | 30    | 10  | 12  | 30  | 23  | 33  | 36  | 32  | 50  | 47  | 14  |
| I am less interested             | 24    | 7   | 12  | 27  | 20  | 28  | 32  | 22  | 38  | 32  | 14  |
| I am not interested in it at all | 6     | 3   | -   | 2   | 4   | 5   | 3   | 10  | 12  | 16  | -   |

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■ overrepresented                      ■ underrepresented

# Interest in information and level of knowledge: Climate

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

|                                  | Total | Gender |        | Age (years) |       |       |       |       |
|----------------------------------|-------|--------|--------|-------------|-------|-------|-------|-------|
|                                  |       | Male   | Female | 18-29       | 30-39 | 40-49 | 50-59 | 60-69 |
| INTERESTED                       | 70    | 70     | 69     | 75          | 70    | 70    | 70    | 64    |
| I am very interested in it       | 15    | 14     | 15     | 19          | 14    | 16    | 13    | 12    |
| I am rather interested           | 55    | 56     | 54     | 55          | 56    | 53    | 57    | 51    |
| NOT INTERESTED                   | 30    | 30     | 31     | 25          | 30    | 30    | 30    | 36    |
| I am less interested             | 24    | 24     | 25     | 22          | 25    | 24    | 22    | 28    |
| I am not interested in it at all | 6     | 6      | 6      | 3           | 5     | 6     | 7     | 8     |

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# Interest in information and level of knowledge: Climate

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

|                                  | Total | Education |        |      | Net equivalent income (HH/month) |                                    |                          |
|----------------------------------|-------|-----------|--------|------|----------------------------------|------------------------------------|--------------------------|
|                                  |       | Low       | Medium | High | Low <60% (<13,913 CZK)           | Medium 60-140% (13,913-32,463 CZK) | High >140% (>32,463 CZK) |
| INTERESTED                       | 70    | 57        | 71     | 72   | 73                               | 70                                 | 71                       |
| I am very interested in it       | 15    | 15        | 14     | 17   | 21                               | 15                                 | 15                       |
| I am rather interested           | 55    | 42        | 56     | 55   | 52                               | 55                                 | 56                       |
| NOT INTERESTED                   | 30    | 43        | 29     | 28   | 27                               | 30                                 | 29                       |
| I am less interested             | 24    | 37        | 23     | 23   | 21                               | 26                                 | 22                       |
| I am not interested in it at all | 6     | 6         | 6      | 5    | 6                                | 5                                  | 7                        |

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented                      ■ underrepresented

# Interest in information and level of knowledge: Climate

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

|             | Total | EST | INT | PER | COS | ADA | CMS | TRA | CMA | SEN | PRO |
|-------------|-------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| HIGH        | 43    | 60  | 55  | 55  | 49  | 36  | 36  | 35  | 29  | 43  | 44  |
| Very high   | 5     | 7   | 4   | 6   | 4   | 3   | 1   | 5   | 6   | 6   | 8   |
| Rather high | 38    | 52  | 51  | 48  | 45  | 32  | 35  | 30  | 23  | 37  | 35  |
| LOW         | 57    | 40  | 45  | 45  | 51  | 64  | 64  | 65  | 71  | 57  | 56  |
| Rather low  | 51    | 40  | 44  | 41  | 45  | 61  | 56  | 57  | 58  | 50  | 49  |
| Very low    | 6     | -   | 1   | 4   | 6   | 3   | 8   | 9   | 13  | 7   | 7   |

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# Interest in information and level of knowledge: Climate

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

|             | Total | Gender |        | Age (years) |       |       |       |       |
|-------------|-------|--------|--------|-------------|-------|-------|-------|-------|
|             |       | Male   | Female | 18-29       | 30-39 | 40-49 | 50-59 | 60-69 |
| HIGH        | 43    | 51     | 35     | 47          | 44    | 43    | 43    | 39    |
| Very high   | 5     | 6      | 4      | 6           | 4     | 6     | 5     | 4     |
| Rather high | 38    | 45     | 32     | 41          | 40    | 37    | 38    | 35    |
| LOW         | 57    | 49     | 65     | 53          | 56    | 57    | 57    | 61    |
| Rather low  | 51    | 46     | 56     | 44          | 51    | 52    | 51    | 56    |
| Very low    | 6     | 4      | 8      | 9           | 5     | 5     | 6     | 6     |

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented            ■ underrepresented

# Interest in information and level of knowledge: Climate

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

|             | Total | Education |        |      | Net equivalent income (HH/month) |                                    |                          |
|-------------|-------|-----------|--------|------|----------------------------------|------------------------------------|--------------------------|
|             |       | Low       | Medium | High | Low <60% (<13,913 CZK)           | Medium 60-140% (13,913-32,463 CZK) | High >140% (>32,463 CZK) |
| HIGH        | 43    | 33        | 42     | 51   | 40                               | 39                                 | 55                       |
| Very high   | 5     | 3         | 5      | 4    | 3                                | 5                                  | 5                        |
| Rather high | 38    | 30        | 36     | 47   | 37                               | 34                                 | 50                       |
| LOW         | 57    | 67        | 58     | 49   | 60                               | 61                                 | 45                       |
| Rather low  | 51    | 55        | 52     | 45   | 52                               | 56                                 | 39                       |
| Very low    | 6     | 12        | 6      | 4    | 8                                | 5                                  | 6                        |

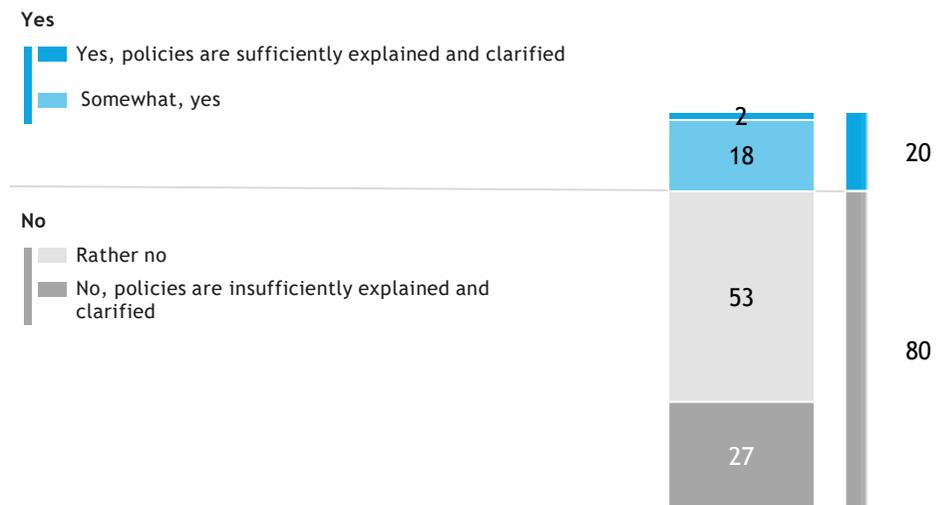
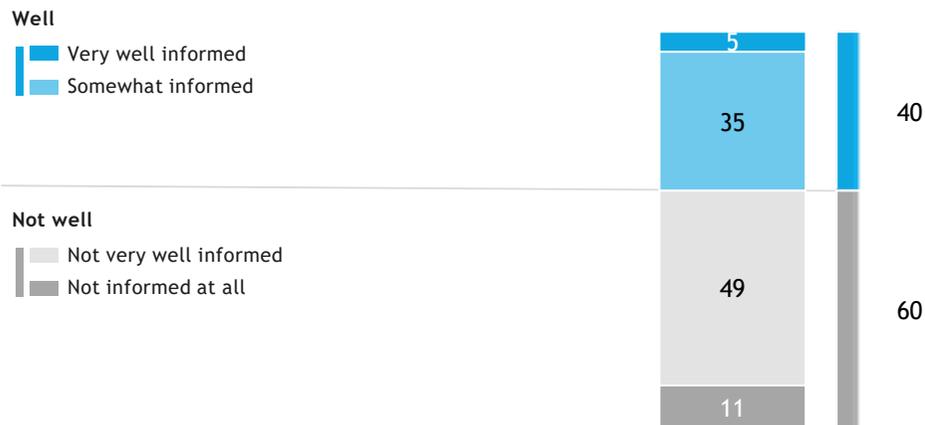
Basis: 1,202 cases, total sample; figures in %.

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■ overrepresented    ■ underrepresented

# Interest in information and level of knowledge: Policies

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

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



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

# Interest in information and level of knowledge: Policies

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

|                        | Total | EST | INT | PER | COS | ADA | CMS | TRA | CMA | SEN | PRO |
|------------------------|-------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| INFORMED               | 40    | 46  | 43  | 55  | 45  | 39  | 33  | 33  | 26  | 43  | 45  |
| Very well informed     | 5     | 4   | 2   | 11  | 8   | 4   | 1   | 4   | 2   | 7   | 9   |
| Somewhat informed      | 35    | 43  | 41  | 44  | 37  | 35  | 32  | 29  | 24  | 36  | 36  |
| NOT INFORMED           | 60    | 54  | 57  | 45  | 55  | 61  | 67  | 67  | 74  | 57  | 55  |
| Not very well informed | 49    | 46  | 52  | 38  | 48  | 54  | 50  | 54  | 53  | 44  | 46  |
| Not at all informed    | 11    | 8   | 5   | 7   | 6   | 7   | 16  | 13  | 21  | 13  | 9   |

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■ overrepresented    ■ underrepresented

# Interest in information and level of knowledge: Policies

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

|                        | Total     | Gender |        | Age (years) |       |       |       |       |
|------------------------|-----------|--------|--------|-------------|-------|-------|-------|-------|
|                        |           | Male   | Female | 18-29       | 30-39 | 40-49 | 50-59 | 60-69 |
| <b>INFORMED</b>        | <b>40</b> | 47     | 33     | 53          | 40    | 34    | 38    | 36    |
| Very well informed     | 5         | 7      | 2      | 8           | 4     | 4     | 3     | 4     |
| Somewhat informed      | 35        | 40     | 30     | 44          | 36    | 31    | 35    | 32    |
| <b>NOT INFORMED</b>    | <b>60</b> | 53     | 67     | 47          | 60    | 66    | 62    | 64    |
| Not very well informed | 49        | 44     | 55     | 39          | 49    | 53    | 50    | 52    |
| Not at all informed    | 11        | 10     | 13     | 8           | 11    | 12    | 13    | 12    |

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Interest in information and level of knowledge: Policies

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

|                        | Total | Education |        |      | Net equivalent income (HH/month) |                                    |                          |
|------------------------|-------|-----------|--------|------|----------------------------------|------------------------------------|--------------------------|
|                        |       | Low       | Medium | High | Low <60% (<13,913 CZK)           | Medium 60-140% (13,913-32,463 CZK) | High >140% (>32,463 CZK) |
| INFORMED               | 40    | 46        | 38     | 42   | 42                               | 40                                 | 43                       |
| Very well informed     | 5     | 8         | 4      | 4    | 6                                | 4                                  | 5                        |
| Somewhat informed      | 35    | 38        | 34     | 38   | 36                               | 36                                 | 38                       |
| NOT INFORMED           | 60    | 54        | 62     | 58   | 58                               | 60                                 | 57                       |
| Not very well informed | 49    | 43        | 48     | 53   | 44                               | 48                                 | 50                       |
| Not at all informed    | 11    | 11        | 13     | 5    | 14                               | 12                                 | 8                        |

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Interest in information and level of knowledge: Policies

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

|   | Total | EST | INT | PER | COS | ADA | CMS | TRA | CMA | SEN | PRO |
|---|-------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| YES   | 20    | 20  | 16  | 26  | 28  | 28  | 11  | 19  | 9   | 26  | 26  |
| Yes, the policies are sufficiently explained and clarified  | 2     | 2   | -   | 1   | 1   | 2   | -   | 3   | 2   | 4   | 3   |
| Somewhat, yes   | 18    | 18  | 16  | 25  | 26  | 26  | 11  | 16  | 8   | 22  | 23  |
| NO  | 80    | 80  | 84  | 74  | 72  | 72  | 89  | 81  | 91  | 74  | 74  |
| No, not really  | 53    | 53  | 68  | 47  | 54  | 56  | 50  | 53  | 46  | 49  | 57  |
| No, the policies are insufficiently explained and clarified | 27    | 27  | 16  | 27  | 18  | 16  | 38  | 28  | 44  | 25  | 17  |

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

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

strongly overrepresented  
 overrepresented  
 strongly underrepresented  
 underrepresented

# Interest in information and level of knowledge: Policies

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

|   | Total | Gender |        | Age (years) |       |       |       |       |
|---|-------|--------|--------|-------------|-------|-------|-------|-------|
|   |       | Male   | Female | 18-29       | 30-39 | 40-49 | 50-59 | 60-69 |
| YES   | 20    | 24     | 15     | 28          | 22    | 22    | 14    | 14    |
| Yes, the policies are sufficiently explained and clarified  | 2     | 2      | 1      | 2           | 3     | 1     | 1     | 1     |
| Somewhat, yes   | 18    | 22     | 14     | 26          | 18    | 21    | 13    | 12    |
| NO  | 80    | 76     | 85     | 72          | 78    | 78    | 86    | 86    |
| No, not really  | 53    | 50     | 56     | 57          | 54    | 54    | 49    | 51    |
| No, the policies are insufficiently explained and clarified | 27    | 26     | 28     | 15          | 24    | 25    | 37    | 36    |

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented                      ■ underrepresented

# Interest in information and level of knowledge: Policies

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

|   | Total | Education |        |      | Net equivalent income (HH/month) |                                    |                          |
|---|-------|-----------|--------|------|----------------------------------|------------------------------------|--------------------------|
|   |       | Low       | Medium | High | Low <60% (<13,913 CZK)           | Medium 60-140% (13,913-32,463 CZK) | High >140% (>32,463 CZK) |
| YES   | 20    | 28        | 19     | 20   | 22                               | 19                                 | 23                       |
| Yes, the policies are sufficiently explained and clarified  | 2     | 1         | 1      | 2    | 2                                | 1                                  | 3                        |
| Somewhat, yes   | 18    | 26        | 18     | 18   | 19                               | 18                                 | 20                       |
| NO  | 80    | 72        | 81     | 80   | 78                               | 81                                 | 77                       |
| No, not really  | 53    | 47        | 53     | 56   | 48                               | 54                                 | 52                       |
| No, the policies are insufficiently explained and clarified | 27    | 25        | 28     | 24   | 31                               | 27                                 | 25                       |

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

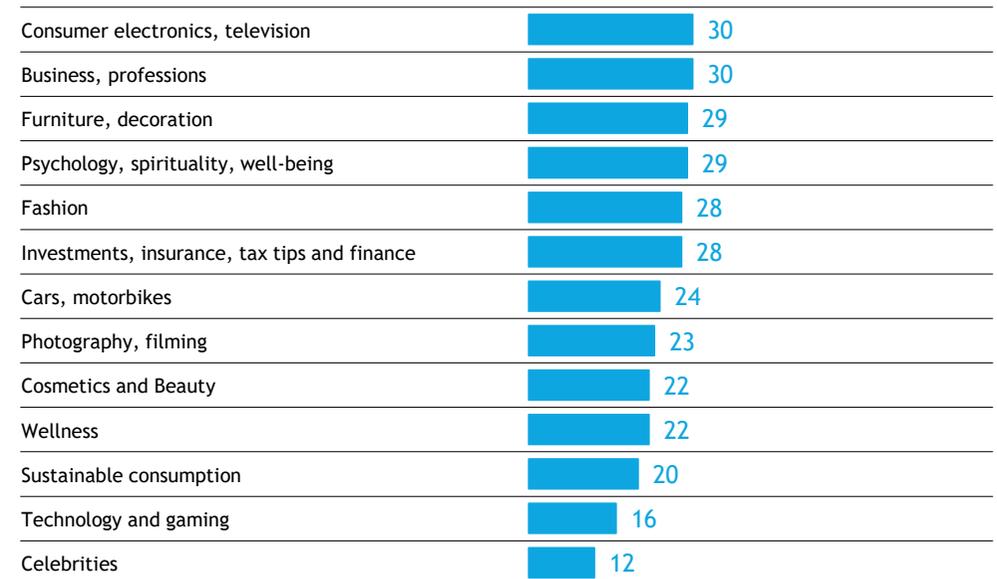
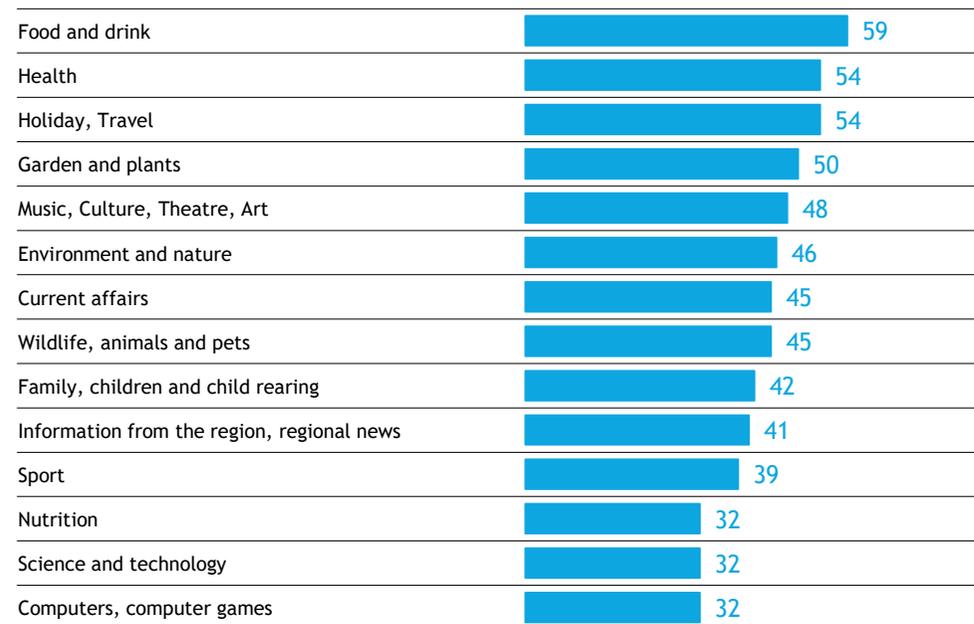
■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented                      ■ underrepresented

6

## Appendix: Communication

# Topic interest in general

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



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

# Topic interest in general (1)

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

|  | Total | EST | INT | PER | COS | ADA | CMS | TRA | CMA | SEN | PRO |
|--|-------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Food and drink                             | 59    | 63  | 62  | 63  | 69  | 63  | 60  | 50  | 58  | 51  | 53  |
| Health                                     | 54    | 66  | 57  | 56  | 56  | 45  | 61  | 58  | 50  | 32  | 61  |
| Holiday, Travel                            | 54    | 56  | 60  | 60  | 61  | 50  | 56  | 48  | 44  | 50  | 62  |
| Garden and plants                          | 50    | 58  | 55  | 44  | 39  | 47  | 64  | 58  | 43  | 33  | 56  |
| Music, Culture, Theatre, Art               | 48    | 49  | 54  | 55  | 58  | 50  | 46  | 44  | 37  | 33  | 68  |
| Environment and nature                     | 46    | 56  | 61  | 48  | 46  | 33  | 49  | 50  | 43  | 25  | 54  |
| Current affairs                            | 45    | 47  | 60  | 45  | 57  | 40  | 47  | 42  | 36  | 40  | 47  |
| Wildlife, animals and pets                 | 45    | 38  | 51  | 50  | 40  | 40  | 54  | 46  | 44  | 32  | 47  |
| Family, children and child rearing         | 42    | 58  | 42  | 37  | 34  | 43  | 46  | 53  | 38  | 30  | 42  |
| Information from the region, regional news | 41    | 42  | 50  | 48  | 42  | 36  | 44  | 44  | 37  | 27  | 44  |
| Sport                                      | 39    | 47  | 37  | 58  | 56  | 34  | 34  | 34  | 25  | 38  | 38  |
| Nutrition                                  | 32    | 39  | 39  | 35  | 45  | 27  | 34  | 32  | 17  | 19  | 37  |
| Science and technology                     | 32    | 40  | 29  | 35  | 52  | 31  | 23  | 25  | 18  | 37  | 41  |
| Computers, computer games                  | 32    | 30  | 22  | 31  | 54  | 39  | 29  | 26  | 27  | 36  | 39  |

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

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Topic interest in general (2)

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

|  | Total | EST | INT | PER | COS | ADA | CMS | TRA | CMA | SEN | PRO |
|--|-------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Consumer electronics, television             | 30    | 28  | 19  | 31  | 45  | 42  | 29  | 28  | 23  | 30  | 39  |
| Business, professions                        | 30    | 39  | 24  | 35  | 45  | 30  | 32  | 20  | 16  | 32  | 36  |
| Furniture, decoration                        | 29    | 26  | 33  | 28  | 24  | 28  | 35  | 30  | 27  | 24  | 34  |
| Psychology, spirituality, well-being         | 29    | 37  | 33  | 32  | 36  | 28  | 33  | 28  | 18  | 14  | 33  |
| Fashion                                      | 28    | 28  | 32  | 26  | 31  | 24  | 30  | 25  | 24  | 28  | 33  |
| Investments, insurance, tax tips and finance | 28    | 34  | 27  | 35  | 49  | 22  | 29  | 23  | 12  | 23  | 37  |
| Cars, motorbikes                             | 24    | 29  | 17  | 24  | 30  | 40  | 22  | 15  | 16  | 31  | 23  |
| Photography, filming                         | 23    | 23  | 19  | 21  | 28  | 27  | 23  | 22  | 20  | 22  | 31  |
| Cosmetics and Beauty                         | 22    | 24  | 27  | 19  | 23  | 19  | 24  | 23  | 16  | 18  | 26  |
| Wellness                                     | 22    | 28  | 20  | 24  | 25  | 24  | 21  | 21  | 14  | 23  | 27  |
| Sustainable consumption                      | 20    | 30  | 41  | 21  | 27  | 15  | 16  | 13  | 10  | 6   | 26  |
| Technology and gaming                        | 16    | 12  | 13  | 16  | 39  | 20  | 9   | 12  | 5   | 20  | 26  |
| Celebrities                                  | 12    | 11  | 11  | 9   | 24  | 15  | 14  | 8   | 11  | 14  | 8   |

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

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

strongly overrepresented  
 overrepresented  
 strongly underrepresented  
 underrepresented

# Topic interest in general (1)

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

|  | Total | Gender |        | Age (years) |       |       |       |       |
|--|-------|--------|--------|-------------|-------|-------|-------|-------|
|  |       | Male   | Female | 18-29       | 30-39 | 40-49 | 50-59 | 60-69 |
| Food and drink                             | 59    | 54     | 64     | 62          | 63    | 58    | 57    | 55    |
| Health                                     | 54    | 44     | 64     | 54          | 44    | 54    | 61    | 58    |
| Holiday, Travel                            | 54    | 52     | 56     | 50          | 54    | 51    | 58    | 57    |
| Garden and plants                          | 50    | 42     | 59     | 37          | 44    | 54    | 56    | 59    |
| Music, Culture, Theatre, Art               | 48    | 45     | 51     | 62          | 52    | 42    | 46    | 40    |
| Environment and nature                     | 46    | 40     | 52     | 39          | 45    | 46    | 49    | 52    |
| Current affairs                            | 45    | 50     | 41     | 31          | 43    | 47    | 50    | 56    |
| Wildlife, animals and pets                 | 45    | 35     | 54     | 43          | 44    | 43    | 50    | 44    |
| Family, children and child rearing         | 42    | 33     | 53     | 34          | 53    | 46    | 42    | 35    |
| Information from the region, regional news | 41    | 42     | 40     | 27          | 37    | 48    | 45    | 47    |
| Sport                                      | 39    | 53     | 25     | 47          | 41    | 40    | 34    | 32    |
| Nutrition                                  | 32    | 25     | 38     | 37          | 31    | 30    | 31    | 30    |
| Science and technology                     | 32    | 45     | 18     | 36          | 38    | 34    | 26    | 22    |
| Computers, computer games                  | 32    | 46     | 17     | 40          | 40    | 29    | 28    | 24    |

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Topic interest in general (2)

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

|  | Total | Gender |        | Age (years) |       |       |       |       |
|--|-------|--------|--------|-------------|-------|-------|-------|-------|
|  |       | Male   | Female | 18-29       | 30-39 | 40-49 | 50-59 | 60-69 |
| Consumer electronics, television             | 30    | 38     | 23     | 38          | 38    | 26    | 26    | 25    |
| Business, professions                        | 30    | 39     | 21     | 29          | 30    | 33    | 34    | 24    |
| Furniture, decoration                        | 29    | 16     | 43     | 30          | 35    | 26    | 29    | 25    |
| Psychology, spirituality, well-being         | 29    | 21     | 36     | 32          | 34    | 28    | 29    | 20    |
| Fashion                                      | 28    | 14     | 42     | 37          | 29    | 27    | 27    | 20    |
| Investments, insurance, tax tips and finance | 28    | 36     | 20     | 31          | 27    | 28    | 28    | 24    |
| Cars, motorbikes                             | 24    | 36     | 12     | 29          | 25    | 23    | 24    | 22    |
| Photography, filming                         | 23    | 26     | 20     | 24          | 25    | 22    | 21    | 23    |
| Cosmetics and Beauty                         | 22    | 6      | 38     | 25          | 23    | 22    | 20    | 17    |
| Wellness                                     | 22    | 19     | 26     | 25          | 24    | 20    | 24    | 18    |
| Sustainable consumption                      | 20    | 16     | 23     | 23          | 21    | 22    | 17    | 14    |
| Technology and gaming                        | 16    | 27     | 4      | 28          | 26    | 13    | 8     | 3     |
| Celebrities                                  | 12    | 11     | 14     | 18          | 14    | 11    | 8     | 11    |

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented                      ■ underrepresented

# Topic interest in general (1)

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

|  | Total | Education |        |      | Net equivalent income (HH/month) |                                    |                          |
|--|-------|-----------|--------|------|----------------------------------|------------------------------------|--------------------------|
|  |       | Low       | Medium | High | Low <60% (<13,913 CZK)           | Medium 60-140% (13,913-32,463 CZK) | High >140% (>32,463 CZK) |
| Food and drink                             | 59    | 52        | 60     | 58   | 55                               | 60                                 | 59                       |
| Health                                     | 54    | 40        | 55     | 56   | 54                               | 54                                 | 52                       |
| Holiday, Travel                            | 54    | 42        | 53     | 61   | 37                               | 53                                 | 63                       |
| Garden and plants                          | 50    | 38        | 53     | 46   | 54                               | 53                                 | 45                       |
| Music, Culture, Theatre, Art               | 48    | 58        | 45     | 53   | 51                               | 47                                 | 48                       |
| Environment and nature                     | 46    | 40        | 48     | 44   | 47                               | 49                                 | 42                       |
| Current affairs                            | 45    | 20        | 44     | 58   | 40                               | 47                                 | 48                       |
| Wildlife, animals and pets                 | 45    | 48        | 46     | 39   | 44                               | 45                                 | 44                       |
| Family, children and child rearing         | 42    | 33        | 44     | 42   | 50                               | 44                                 | 35                       |
| Information from the region, regional news | 41    | 28        | 41     | 46   | 35                               | 44                                 | 39                       |
| Sport                                      | 39    | 35        | 36     | 50   | 26                               | 36                                 | 48                       |
| Nutrition                                  | 32    | 21        | 33     | 32   | 32                               | 32                                 | 29                       |
| Science and technology                     | 32    | 16        | 32     | 38   | 30                               | 30                                 | 38                       |
| Computers, computer games                  | 32    | 39        | 31     | 32   | 32                               | 33                                 | 33                       |

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

## Topic interest in general (2)

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

|  | Total | Education |        |      | Net equivalent income (HH/month) |                                    |                          |
|--|-------|-----------|--------|------|----------------------------------|------------------------------------|--------------------------|
|  |       | Low       | Medium | High | Low <60% (<13,913 CZK)           | Medium 60-140% (13,913-32,463 CZK) | High >140% (>32,463 CZK) |
| Consumer electronics, television             | 30    | 38        | 31     | 26   | 34                               | 30                                 | 33                       |
| Business, professions                        | 30    | 12        | 28     | 43   | 26                               | 28                                 | 38                       |
| Furniture, decoration                        | 29    | 24        | 31     | 25   | 26                               | 31                                 | 24                       |
| Psychology, spirituality, well-being         | 29    | 24        | 28     | 34   | 33                               | 30                                 | 27                       |
| Fashion                                      | 28    | 29        | 28     | 26   | 30                               | 27                                 | 26                       |
| Investments, insurance, tax tips and finance | 28    | 17        | 25     | 40   | 19                               | 25                                 | 36                       |
| Cars, motorbikes                             | 24    | 22        | 25     | 23   | 14                               | 26                                 | 27                       |
| Photography, filming                         | 23    | 26        | 22     | 24   | 27                               | 24                                 | 21                       |
| Cosmetics and Beauty                         | 22    | 17        | 23     | 20   | 22                               | 21                                 | 20                       |
| Wellness                                     | 22    | 20        | 21     | 28   | 18                               | 21                                 | 26                       |
| Sustainable consumption                      | 20    | 16        | 20     | 19   | 20                               | 20                                 | 19                       |
| Technology and gaming                        | 16    | 24        | 13     | 21   | 16                               | 13                                 | 23                       |
| Celebrities                                  | 12    | 13        | 13     | 10   | 8                                | 13                                 | 14                       |

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Consumer interests

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

|                                  |    |
|----------------------------------|----|
| Holidays and travel              | 36 |
| Coffee/tea                       | 23 |
| PC/Tablet/Smartphone             | 22 |
| Eating out (restaurants)         | 21 |
| Delicatessen - high quality food | 17 |
| Clothing/Fashion                 | 16 |
| Do-it-yourself / garden tools    | 14 |
| Cosmetics/Perfume                | 13 |
| Bicycle                          | 13 |
| Beer                             | 13 |
| Cars                             | 12 |
| Furniture                        | 12 |
| Wine/Champagne                   | 9  |

|                                   |    |
|-----------------------------------|----|
| Kitchen furniture and equipment   | 9  |
| High quality spirits/whisky       | 9  |
| High quality jewellery            | 7  |
| (Wrist)Watches                    | 6  |
| Antiques                          | 6  |
| High-end hi-fi equipment          | 5  |
| Exclusive accessories             | 5  |
| Donations for charitable purposes | 5  |
| Porcelain / Glasswork             | 3  |
| Handbags                          | 3  |
| Costume jewellery                 | 2  |
| None of these products            | 27 |

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

# Consumer interests (1)

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

|                                  | Total | EST | INT | PER | COS | ADA | CMS | TRA | CMA | SEN | PRO |
|----------------------------------|-------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Holidays and travel              | 36    | 43  | 41  | 39  | 50  | 31  | 34  | 35  | 22  | 36  | 41  |
| Coffee/tea                       | 23    | 28  | 20  | 36  | 25  | 26  | 23  | 20  | 15  | 19  | 24  |
| PC/Tablet/Smartphone             | 22    | 19  | 27  | 22  | 48  | 27  | 14  | 13  | 9   | 22  | 34  |
| Eating out (restaurants)         | 21    | 25  | 26  | 20  | 37  | 24  | 12  | 21  | 10  | 22  | 26  |
| Delicatessen - high quality food | 17    | 18  | 20  | 20  | 34  | 20  | 16  | 8   | 5   | 14  | 21  |
| Clothing/Fashion                 | 16    | 14  | 16  | 12  | 28  | 22  | 11  | 14  | 8   | 17  | 25  |
| Do-it-yourself / garden tools    | 14    | 22  | 11  | 12  | 18  | 17  | 13  | 15  | 9   | 13  | 19  |
| Cosmetics/Perfume                | 13    | 16  | 20  | 11  | 14  | 19  | 8   | 10  | 8   | 12  | 13  |
| Bicycle                          | 13    | 18  | 13  | 17  | 16  | 18  | 11  | 12  | 7   | 9   | 20  |
| Beer                             | 13    | 16  | 12  | 20  | 20  | 16  | 10  | 6   | 6   | 16  | 18  |
| Cars                             | 12    | 14  | 12  | 15  | 18  | 22  | 5   | 7   | 3   | 22  | 11  |
| Furniture                        | 12    | 14  | 16  | 15  | 8   | 16  | 7   | 10  | 5   | 11  | 18  |
| Wine/Champagne                   | 9     | 10  | 9   | 7   | 13  | 14  | 7   | 4   | 4   | 10  | 11  |

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

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 PRO = Progressive Realists

■ strongly overrepresented  
■ overrepresented  
■ strongly underrepresented  
■ underrepresented

## Consumer interests (2)

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

|                                   | Total | EST | INT | PER | COS | ADA | CMS | TRA | CMA | SEN | PRO |
|-----------------------------------|-------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Kitchen furniture and equipment   | 9     | 13  | 9   | 12  | 10  | 7   | 7   | 12  | 3   | 8   | 15  |
| High quality spirits/whisky       | 9     | 11  | 8   | 7   | 12  | 15  | 6   | 5   | 6   | 8   | 12  |
| High quality jewellery            | 7     | 10  | 4   | 7   | 22  | 10  | 5   | 5   | 1   | 6   | 3   |
| (Wrist)Watches                    | 6     | 6   | 7   | 7   | 13  | 8   | 5   | 5   | 3   | 5   | 7   |
| Antiques                          | 6     | 6   | 6   | 3   | 7   | 9   | 6   | 4   | 5   | 7   | 5   |
| High-end hi-fi equipment          | 5     | 6   | 2   | 4   | 8   | 13  | 4   | 3   | 1   | 5   | 6   |
| Exclusive accessories             | 5     | 4   | 3   | 6   | 10  | 5   | 2   | 3   | -   | 10  | 9   |
| Donations for charitable purposes | 5     | 7   | 10  | 4   | 3   | 4   | 4   | 6   | 2   | 1   | 8   |
| Porcelain/Glasswork               | 3     | 6   | 1   | -   | 5   | 3   | 2   | 2   | 1   | 4   | 3   |
| Handbags                          | 3     | 2   | 6   | 3   | 5   | 3   | 3   | 1   | 2   | 5   | 3   |
| Costume jewellery                 | 2     | 1   | 2   | 2   | 2   | 2   | 2   | 1   | 1   | 3   | 3   |
| None of these products            | 27    | 19  | 26  | 22  | 12  | 18  | 38  | 31  | 46  | 25  | 10  |

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

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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 | Gender |        | Age (years) |       |       |       |       |
|----------------------------------|-------|--------|--------|-------------|-------|-------|-------|-------|
|                                  |       | Male   | Female | 18-29       | 30-39 | 40-49 | 50-59 | 60-69 |
| Holidays and travel              | 36    | 35     | 38     | 42          | 30    | 35    | 36    | 40    |
| Coffee/tea                       | 23    | 22     | 25     | 19          | 27    | 26    | 24    | 18    |
| PC/Tablet/Smartphone             | 22    | 29     | 14     | 40          | 25    | 17    | 15    | 14    |
| Eating out (restaurants)         | 21    | 21     | 21     | 36          | 25    | 18    | 16    | 12    |
| Delicatessen - high quality food | 17    | 16     | 17     | 23          | 21    | 13    | 14    | 14    |
| Clothing/Fashion                 | 16    | 11     | 20     | 30          | 17    | 11    | 13    | 9     |
| Do-it-yourself / garden tools    | 14    | 18     | 11     | 11          | 16    | 16    | 13    | 15    |
| Cosmetics/Perfume                | 13    | 8      | 18     | 17          | 17    | 12    | 11    | 7     |
| Bicycle                          | 13    | 16     | 10     | 13          | 16    | 13    | 14    | 11    |
| Beer                             | 13    | 21     | 5      | 19          | 14    | 11    | 11    | 12    |
| Cars                             | 12    | 17     | 7      | 20          | 12    | 11    | 10    | 8     |
| Furniture                        | 12    | 10     | 14     | 20          | 13    | 10    | 10    | 6     |
| Wine/Champagne                   | 9     | 10     | 8      | 9           | 10    | 9     | 8     | 8     |

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

## Consumer interests (2)

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

|                                   | Total | Gender |        | Age (years) |       |       |       |       |
|-----------------------------------|-------|--------|--------|-------------|-------|-------|-------|-------|
|                                   |       | Male   | Female | 18-29       | 30-39 | 40-49 | 50-59 | 60-69 |
| Kitchen furniture and equipment   | 9     | 7      | 12     | 12          | 10    | 10    | 9     | 4     |
| High quality spirits/whisky       | 9     | 12     | 5      | 10          | 12    | 6     | 8     | 7     |
| High quality jewellery            | 7     | 6      | 8      | 13          | 8     | 7     | 4     | 3     |
| (Wrist)Watches                    | 6     | 8      | 5      | 5           | 11    | 6     | 4     | 4     |
| Antiques                          | 6     | 8      | 4      | 6           | 8     | 6     | 5     | 4     |
| High-end hi-fi equipment          | 5     | 8      | 2      | 5           | 6     | 4     | 5     | 4     |
| Exclusive accessories             | 5     | 7      | 3      | 8           | 7     | 3     | 4     | 2     |
| Donations for charitable purposes | 5     | 4      | 6      | 6           | 6     | 4     | 4     | 3     |
| Porcelain/Glasswork               | 3     | 3      | 3      | 4           | 3     | 3     | 2     | 1     |
| Handbags                          | 3     | 1      | 5      | 3           | 6     | 2     | 4     | 3     |
| Costume jewellery                 | 2     | 1      | 2      | 2           | 1     | 2     | 1     | 1     |
| None of these products            | 27    | 25     | 28     | 8           | 21    | 32    | 34    | 37    |

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Consumer interests (1)

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

|                                  | Total | Education |        |      | Net equivalent income (HH/month) |                                    |                          |
|----------------------------------|-------|-----------|--------|------|----------------------------------|------------------------------------|--------------------------|
|                                  |       | Low       | Medium | High | Low <60% (<13,913 CZK)           | Medium 60-140% (13,913-32,463 CZK) | High >140% (>32,463 CZK) |
| Holidays and travel              | 36    | 25        | 37     | 38   | 22                               | 34                                 | 47                       |
| Coffee/tea                       | 23    | 14        | 25     | 22   | 16                               | 23                                 | 27                       |
| PC/Tablet/Smartphone             | 22    | 21        | 21     | 23   | 17                               | 19                                 | 32                       |
| Eating out (restaurants)         | 21    | 17        | 21     | 23   | 15                               | 20                                 | 27                       |
| Delicatessen - high quality food | 17    | 10        | 17     | 17   | 15                               | 15                                 | 22                       |
| Clothing/Fashion                 | 16    | 24        | 15     | 14   | 20                               | 13                                 | 19                       |
| Do-it-yourself / garden tools    | 14    | 16        | 16     | 11   | 9                                | 16                                 | 13                       |
| Cosmetics/Perfume                | 13    | 12        | 14     | 12   | 10                               | 11                                 | 17                       |
| Bicycle                          | 13    | 9         | 13     | 15   | 9                                | 14                                 | 15                       |
| Beer                             | 13    | 10        | 13     | 16   | 9                                | 13                                 | 18                       |
| Cars                             | 12    | 12        | 11     | 15   | 11                               | 10                                 | 18                       |
| Furniture                        | 12    | 16        | 11     | 12   | 11                               | 12                                 | 12                       |
| Wine/Champagne                   | 9     | 8         | 8      | 12   | 7                                | 6                                  | 15                       |

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented                      ■ underrepresented

## Consumer interests (2)

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

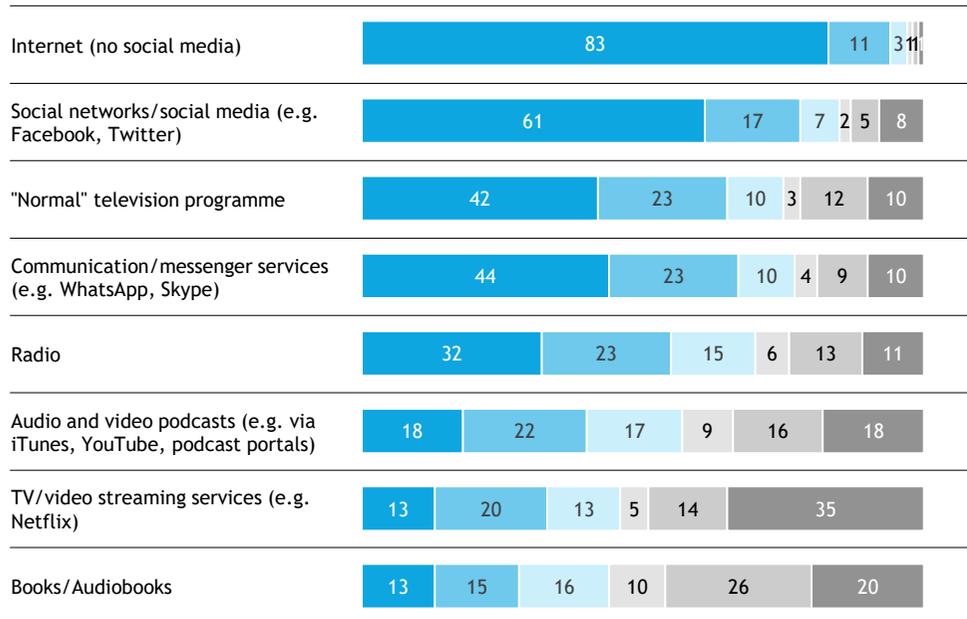
|                                   | Total | Education |        |      | Net equivalent income (HH/month) |                                    |                          |
|-----------------------------------|-------|-----------|--------|------|----------------------------------|------------------------------------|--------------------------|
|                                   |       | Low       | Medium | High | Low <60% (<13,913 CZK)           | Medium 60-140% (13,913-32,463 CZK) | High >140% (>32,463 CZK) |
| Kitchen furniture and equipment   | 9     | 8         | 10     | 6    | 7                                | 10                                 | 9                        |
| High quality spirits/whisky       | 9     | 11        | 8      | 11   | 7                                | 7                                  | 13                       |
| High quality jewellery            | 7     | 4         | 7      | 9    | 5                                | 7                                  | 8                        |
| (Wrist) Watches                   | 6     | 4         | 5      | 10   | 2                                | 6                                  | 10                       |
| Antiques                          | 6     | 4         | 5      | 9    | 2                                | 6                                  | 7                        |
| High-end hi-fi equipment          | 5     | 3         | 5      | 5    | 2                                | 4                                  | 8                        |
| Exclusive accessories             | 5     | 8         | 4      | 4    | 4                                | 4                                  | 6                        |
| Donations for charitable purposes | 5     | 7         | 4      | 5    | 4                                | 6                                  | 5                        |
| Porcelain / Glasswork             | 3     | 3         | 2      | 4    | 2                                | 3                                  | 2                        |
| Handbags                          | 3     | 1         | 4      | 4    | 2                                | 3                                  | 5                        |
| Costume jewellery                 | 2     | 4         | 1      | 2    | 4                                | 1                                  | 2                        |
| None of these products            | 27    | 28        | 27     | 25   | 39                               | 28                                 | 18                       |

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

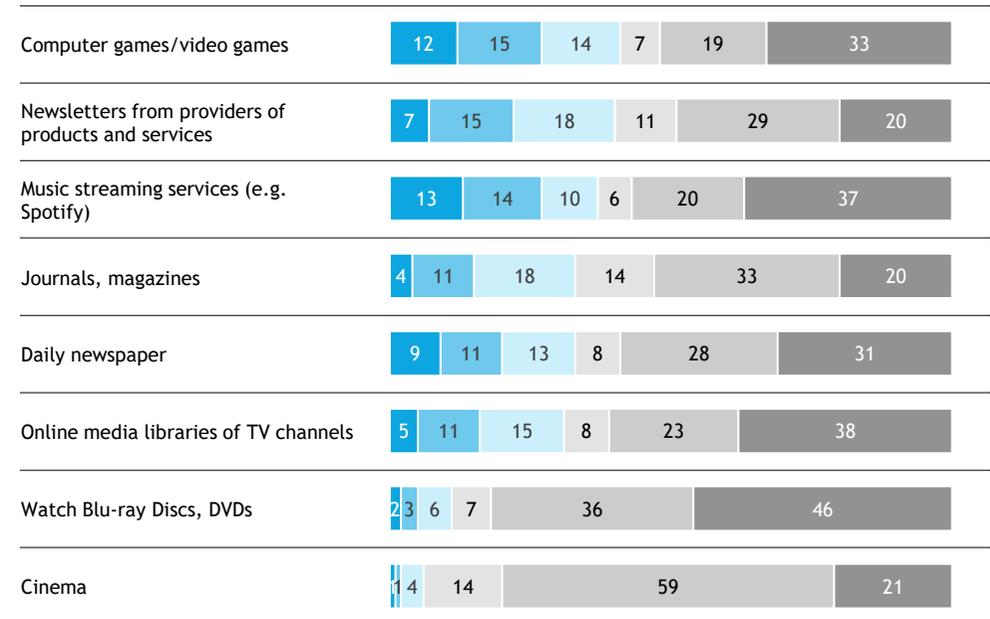
■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Media usage

Now we would like to know your habits and ways of using media. How often do you read, watch, listen to or use the following media/offers, regardless of whether you use them analogue/offline or digital/online?



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



# Media usage

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

Response category: "At least several times a month"

|  | Total | EST | INT | PER | COS | ADA | CMS | TRA | CMA | SEN | PRO |
|--|-------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Internet (no social media)   | 97    | 99  | 100 | 99  | 97  | 96  | 97  | 94  | 96  | 93  | 100 |
| Social networks/social media (e.g. Facebook, Twitter)                | 85    | 85  | 85  | 88  | 92  | 90  | 78  | 81  | 84  | 84  | 95  |
| "Normal" television programme  | 76    | 76  | 66  | 75  | 69  | 80  | 86  | 77  | 80  | 69  | 66  |
| Communication/messenger services (e.g. WhatsApp, Skype)              | 76    | 84  | 84  | 78  | 82  | 75  | 70  | 66  | 67  | 77  | 89  |
| Radio  | 70    | 74  | 69  | 76  | 57  | 74  | 74  | 67  | 56  | 74  | 72  |
| Audio and video podcasts (e.g. via iTunes, YouTube, podcast portals) | 57    | 65  | 53  | 70  | 72  | 63  | 41  | 54  | 46  | 56  | 74  |
| TV/video streaming services (e.g. Netflix)                           | 46    | 52  | 56  | 62  | 59  | 49  | 27  | 34  | 27  | 52  | 70  |
| Books/Audiobooks   | 44    | 49  | 58  | 55  | 45  | 34  | 51  | 37  | 33  | 40  | 37  |
| Computer games/video games   | 41    | 38  | 37  | 43  | 59  | 46  | 32  | 33  | 36  | 46  | 51  |
| Newsletters from suppliers of products and services                  | 40    | 51  | 37  | 39  | 52  | 49  | 34  | 36  | 27  | 36  | 55  |
| Music streaming services (e.g. Spotify)                              | 37    | 41  | 42  | 49  | 58  | 38  | 29  | 22  | 17  | 36  | 60  |
| Journals, magazines  | 33    | 34  | 28  | 38  | 36  | 33  | 35  | 28  | 22  | 39  | 43  |
| Daily newspaper  | 33    | 43  | 27  | 44  | 33  | 36  | 29  | 26  | 24  | 38  | 33  |
| Online media libraries of TV channels                                | 31    | 34  | 30  | 36  | 41  | 42  | 22  | 18  | 22  | 37  | 43  |
| Watch Blu-ray Discs, DVDs  | 12    | 12  | 3   | 15  | 18  | 20  | 8   | 7   | 5   | 16  | 17  |
| Cinema   | 6     | 4   | 3   | 6   | 9   | 12  | 1   | 5   | 4   | 11  | 8   |

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

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

■ strongly overrepresented  
■ overrepresented  
■ strongly underrepresented  
■ underrepresented

# Media usage

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

Response category: "At least several times a month"

|  | Total | Gender |        | Age (years) |       |       |       |       |
|--|-------|--------|--------|-------------|-------|-------|-------|-------|
|  |       | Male   | Female | 18-29       | 30-39 | 40-49 | 50-59 | 60-69 |
| Internet (no social media)   | 97    | 97     | 97     | 94          | 98    | 98    | 99    | 96    |
| Social networks/social media (e.g. Facebook, Twitter)                | 85    | 84     | 87     | 94          | 90    | 85    | 85    | 74    |
| "Normal" television programme  | 76    | 77     | 74     | 60          | 68    | 77    | 86    | 87    |
| Communication/messenger services (e.g. WhatsApp, Skype)              | 76    | 75     | 78     | 79          | 84    | 80    | 67    | 69    |
| Radio  | 70    | 72     | 68     | 54          | 68    | 77    | 77    | 69    |
| Audio and video podcasts (e.g. via iTunes, YouTube, podcast portals) | 57    | 62     | 53     | 77          | 68    | 56    | 48    | 38    |
| TV/video streaming services (e.g. Netflix)                           | 46    | 52     | 41     | 69          | 60    | 44    | 38    | 20    |
| Books/Audiobooks   | 44    | 41     | 48     | 41          | 52    | 41    | 42    | 44    |
| Computer games/video games   | 41    | 53     | 28     | 58          | 48    | 35    | 36    | 27    |
| Newsletters from suppliers of products and services                  | 40    | 43     | 38     | 39          | 38    | 44    | 42    | 38    |
| Music streaming services (e.g. Spotify)                              | 37    | 41     | 32     | 70          | 43    | 28    | 30    | 15    |
| Journals, magazines  | 33    | 35     | 31     | 25          | 33    | 34    | 39    | 34    |
| Daily newspaper  | 33    | 37     | 29     | 31          | 29    | 31    | 40    | 33    |
| Online media libraries of TV channels                                | 31    | 39     | 23     | 35          | 41    | 33    | 30    | 14    |
| Watch Blu-ray Discs, DVDs  | 12    | 15     | 8      | 12          | 11    | 14    | 12    | 7     |
| Cinema   | 6     | 7      | 4      | 10          | 6     | 6     | 4     | 2     |

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Media usage

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

Response category: "At least several times a month"

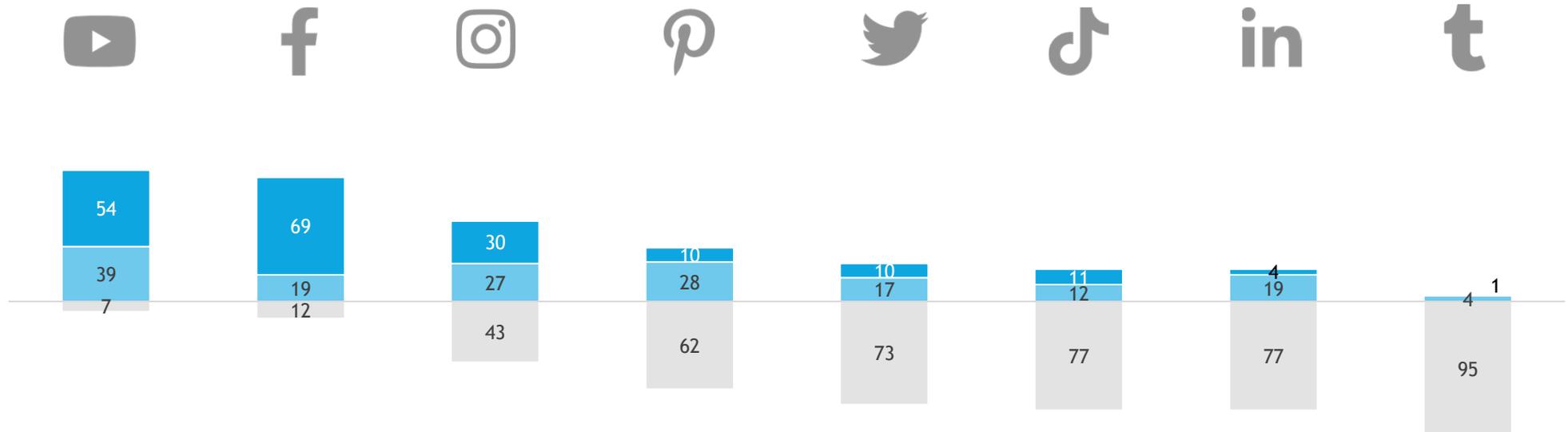
|  | Total | Education |        |      | Net equivalent income (HH/month) |                                    |                          |
|--|-------|-----------|--------|------|----------------------------------|------------------------------------|--------------------------|
|  |       | Low       | Medium | High | Low <60% (<13,913 CZK)           | Medium 60-140% (13,913-32,463 CZK) | High >140% (>32,463 CZK) |
| Internet (no social media)   | 97    | 93        | 97     | 98   | 95                               | 97                                 | 99                       |
| Social networks/social media (e.g. Facebook, Twitter)                | 85    | 95        | 85     | 85   | 86                               | 86                                 | 84                       |
| "Normal" television programme  | 76    | 75        | 76     | 75   | 76                               | 77                                 | 74                       |
| Communication/messenger services (e.g. WhatsApp, Skype)              | 76    | 73        | 74     | 84   | 67                               | 74                                 | 83                       |
| Radio  | 70    | 55        | 70     | 73   | 60                               | 69                                 | 75                       |
| Audio and video podcasts (e.g. via iTunes, YouTube, podcast portals) | 57    | 63        | 55     | 62   | 53                               | 56                                 | 62                       |
| TV/video streaming services (e.g. Netflix)                           | 46    | 50        | 44     | 50   | 32                               | 44                                 | 56                       |
| Books/Audiobooks   | 44    | 28        | 42     | 56   | 42                               | 44                                 | 47                       |
| Computer games/video games   | 41    | 56        | 39     | 41   | 43                               | 41                                 | 43                       |
| Newsletters from suppliers of products and services                  | 40    | 42        | 39     | 44   | 35                               | 41                                 | 42                       |
| Music streaming services (e.g. Spotify)                              | 37    | 50        | 34     | 42   | 27                               | 35                                 | 43                       |
| Journals, magazines  | 33    | 25        | 32     | 39   | 31                               | 32                                 | 37                       |
| Daily newspaper  | 33    | 37        | 31     | 38   | 30                               | 30                                 | 40                       |
| Online media libraries of TV channels                                | 31    | 34        | 29     | 35   | 28                               | 30                                 | 38                       |
| Watch Blu-ray Discs, DVDs  | 12    | 14        | 11     | 12   | 10                               | 11                                 | 15                       |
| Cinema   | 6     | 9         | 5      | 6    | 6                                | 4                                  | 9                        |

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Media usage

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



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

■ Frequently  
■ Occasionally  
■ Never

# Media usage

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

Response category: „Frequently“

|           | Total | EST | INT | PER | COS | ADA | CMS | TRA | CMA | SEN | PRO |
|-----------|-------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Facebook  | 69    | 75  | 68  | 68  | 69  | 77  | 64  | 74  | 65  | 61  | 78  |
| YouTube   | 54    | 54  | 58  | 64  | 73  | 64  | 38  | 46  | 42  | 53  | 73  |
| Instagram | 30    | 34  | 38  | 28  | 55  | 27  | 20  | 26  | 16  | 33  | 44  |
| TikTok    | 11    | 8   | 10  | 12  | 22  | 16  | 5   | 11  | 4   | 11  | 23  |
| Twitter   | 10    | 6   | 13  | 12  | 28  | 13  | 4   | 8   | 2   | 12  | 16  |
| Pinterest | 10    | 7   | 13  | 8   | 13  | 6   | 9   | 9   | 10  | 11  | 19  |
| LinkedIn  | 4     | 5   | 5   | 6   | 3   | 4   | 0   | 3   | 2   | 9   | 10  |
| Tumblr    | 1     | -   | -   | -   | -   | 2   | 1   | 1   | -   | 2   | 2   |

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

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

■ strongly overrepresented  
■ overrepresented  
■ strongly underrepresented  
■ underrepresented

# Media usage

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

Response category: „Frequently“

|           | Total | Gender |        | Age (years) |       |       |       |       |
|-----------|-------|--------|--------|-------------|-------|-------|-------|-------|
|           |       | Male   | Female | 18-29       | 30-39 | 40-49 | 50-59 | 60-69 |
| Facebook  | 69    | 65     | 74     | 66          | 77    | 67    | 72    | 64    |
| YouTube   | 54    | 62     | 46     | 79          | 67    | 50    | 45    | 32    |
| Instagram | 30    | 29     | 31     | 72          | 30    | 25    | 18    | 8     |
| TikTok    | 11    | 11     | 11     | 33          | 13    | 4     | 3     | 4     |
| Twitter   | 10    | 16     | 4      | 22          | 12    | 7     | 6     | 6     |
| Pinterest | 10    | 5      | 15     | 18          | 7     | 6     | 13    | 9     |
| LinkedIn  | 4     | 5      | 3      | 5           | 6     | 4     | 3     | 3     |
| Tumblr    | 1     | 1      | 0      | 1           | 1     | 1     | -     | -     |

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented                      ■ underrepresented

# Media usage

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

Response category: „Frequently“

|           | Total | Education |        |      | Net equivalent income (HH/month) |                                    |                          |
|-----------|-------|-----------|--------|------|----------------------------------|------------------------------------|--------------------------|
|           |       | Low       | Medium | High | Low <60% (<13,913 CZK)           | Medium 60-140% (13,913-32,463 CZK) | High >140% (>32,463 CZK) |
| Facebook  | 69    | 70        | 70     | 67   | 64                               | 74                                 | 63                       |
| YouTube   | 54    | 64        | 52     | 57   | 59                               | 53                                 | 57                       |
| Instagram | 30    | 48        | 27     | 33   | 28                               | 27                                 | 36                       |
| TikTok    | 11    | 24        | 10     | 9    | 22                               | 9                                  | 12                       |
| Twitter   | 10    | 12        | 9      | 13   | 9                                | 8                                  | 16                       |
| Pinterest | 10    | 14        | 11     | 6    | 14                               | 11                                 | 7                        |
| LinkedIn  | 4     | 5         | 3      | 9    | 4                                | 3                                  | 7                        |
| Tumblr    | 1     | 3         | 0      | 0    | 1                                | 1                                  | 0                        |

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented                      ■ underrepresented

# Media usage

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

Response category: "At least occasionally "

|           | Total | EST | INT | PER | COS | ADA | CMS | TRA | CMA | SEN | PRO |
|-----------|-------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| YouTube   | 93    | 95  | 91  | 100 | 98  | 96  | 89  | 92  | 88  | 93  | 99  |
| Facebook  | 88    | 88  | 87  | 93  | 89  | 95  | 87  | 87  | 86  | 83  | 92  |
| Instagram | 57    | 61  | 55  | 67  | 76  | 54  | 50  | 50  | 43  | 57  | 77  |
| Pinterest | 39    | 40  | 46  | 42  | 50  | 32  | 33  | 37  | 29  | 34  | 60  |
| Twitter   | 28    | 26  | 25  | 38  | 49  | 31  | 15  | 24  | 12  | 38  | 38  |
| TikTok    | 23    | 23  | 16  | 20  | 35  | 28  | 18  | 23  | 15  | 27  | 38  |
| LinkedIn  | 23    | 25  | 32  | 38  | 29  | 26  | 13  | 18  | 9   | 27  | 25  |
| Tumblr    | 4     | 4   | 4   | 7   | 9   | 8   | 3   | 3   | 1   | 6   | 4   |

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

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 PRO = Progressive Realists

■ strongly overrepresented  
■ overrepresented  
■ strongly underrepresented  
■ underrepresented

# Media usage

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

Response category: "At least occasionally "

|           | Total | Gender |        | Age (years) |       |       |       |       |
|-----------|-------|--------|--------|-------------|-------|-------|-------|-------|
|           |       | Male   | Female | 18-29       | 30-39 | 40-49 | 50-59 | 60-69 |
| YouTube   | 93    | 95     | 92     | 96          | 98    | 92    | 93    | 88    |
| Facebook  | 88    | 88     | 90     | 90          | 92    | 87    | 88    | 85    |
| Instagram | 57    | 56     | 58     | 88          | 60    | 51    | 49    | 40    |
| Pinterest | 39    | 27     | 51     | 60          | 37    | 36    | 32    | 30    |
| Twitter   | 28    | 39     | 16     | 40          | 32    | 23    | 24    | 21    |
| TikTok    | 23    | 24     | 22     | 50          | 26    | 15    | 10    | 17    |
| LinkedIn  | 23    | 28     | 18     | 23          | 33    | 23    | 15    | 21    |
| Tumblr    | 4     | 6      | 2      | 12          | 5     | 4     | 1     | 0     |

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Media usage

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

Response category: "At least occasionally "

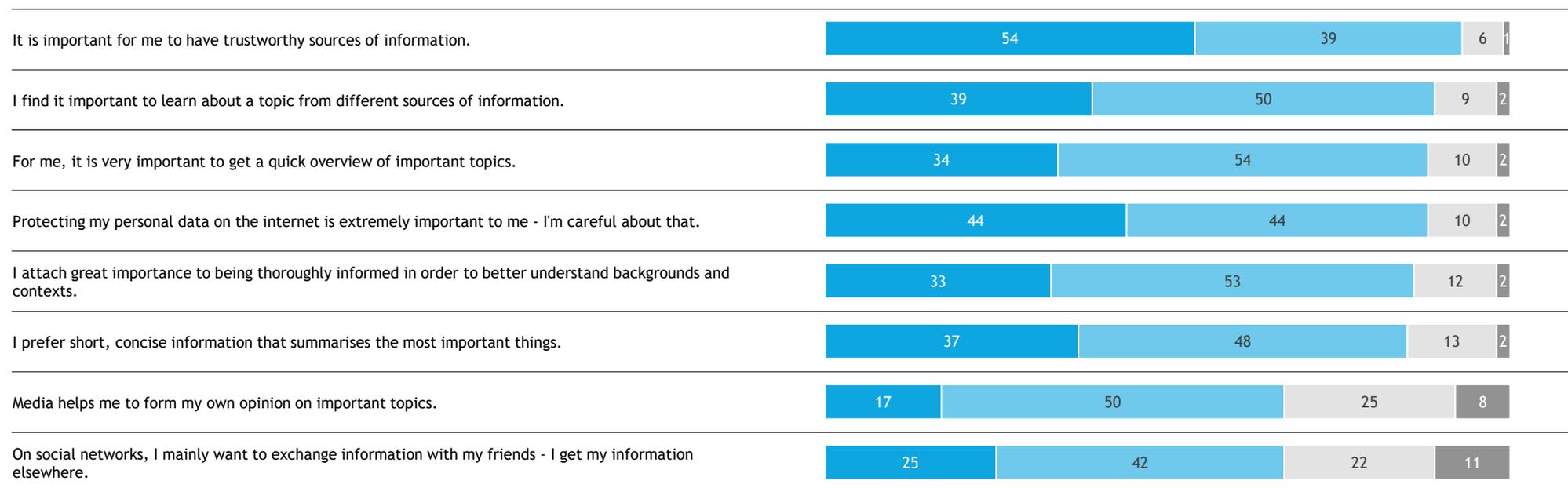
|           | Total | Education |        |      | Net equivalent income (HH/month) |                                    |                          |
|-----------|-------|-----------|--------|------|----------------------------------|------------------------------------|--------------------------|
|           |       | Low       | Medium | High | Low <60% (<13,913 CZK)           | Medium 60-140% (13,913-32,463 CZK) | High >140% (>32,463 CZK) |
| YouTube   | 93    | 97        | 92     | 96   | 95                               | 93                                 | 95                       |
| Facebook  | 88    | 92        | 88     | 87   | 84                               | 91                                 | 84                       |
| Instagram | 57    | 73        | 55     | 58   | 54                               | 55                                 | 61                       |
| Pinterest | 39    | 48        | 36     | 41   | 45                               | 37                                 | 37                       |
| Twitter   | 28    | 34        | 26     | 30   | 24                               | 24                                 | 39                       |
| TikTok    | 23    | 49        | 22     | 17   | 29                               | 22                                 | 23                       |
| LinkedIn  | 23    | 12        | 18     | 43   | 17                               | 19                                 | 35                       |
| Tumblr    | 4     | 8         | 4      | 6    | 6                                | 4                                  | 6                        |

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Communication expectations

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



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

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

# Communication expectations

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

Response category: "Applies completely / Somewhat applies"

|  | Total | EST | INT | PER | COS | ADA | CMS | TRA | CMA | SEN | PRO |
|--|-------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| It is important for me to have trustworthy sources of information.   | 93    | 99  | 98  | 96  | 96  | 91  | 94  | 91  | 90  | 84  | 95  |
| I find it important to learn about a topic from different sources of information.                              | 89    | 94  | 93  | 93  | 89  | 90  | 90  | 85  | 81  | 81  | 90  |
| For me, it is very important to get a quick overview of important topics.                                      | 88    | 94  | 92  | 89  | 91  | 94  | 92  | 84  | 81  | 75  | 97  |
| Protecting my personal data on the internet is extremely important to me - I'm careful about that.             | 88    | 93  | 93  | 83  | 91  | 90  | 90  | 87  | 91  | 76  | 88  |
| I attach great importance to being thoroughly informed in order to better understand backgrounds and contexts. | 86    | 94  | 95  | 89  | 91  | 86  | 86  | 80  | 79  | 78  | 88  |
| I prefer short, concise information that summarises the most important things.                                 | 85    | 89  | 78  | 82  | 80  | 86  | 93  | 84  | 88  | 83  | 90  |
| Media help me to form my own opinion on important topics.  | 67    | 77  | 76  | 66  | 74  | 75  | 65  | 62  | 54  | 56  | 75  |
| On social networks, I mainly want to exchange information with my friends - I get my information elsewhere.    | 67    | 74  | 66  | 69  | 76  | 71  | 57  | 60  | 69  | 70  | 68  |

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

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

■ strongly overrepresented  
■ overrepresented  
■ strongly underrepresented  
■ underrepresented

# Communication expectations

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

Response category: "Applies completely / Somewhat applies"

|  | Total | Gender |        | Age (years) |       |       |       |       |
|--|-------|--------|--------|-------------|-------|-------|-------|-------|
|  |       | Male   | Female | 18-29       | 30-39 | 40-49 | 50-59 | 60-69 |
| It is important for me to have trustworthy sources of information.   | 93    | 95     | 92     | 92          | 94    | 93    | 95    | 91    |
| I find it important to learn about a topic from different sources of information.                              | 89    | 90     | 87     | 86          | 90    | 89    | 90    | 87    |
| For me, it is very important to get a quick overview of important topics.                                      | 88    | 89     | 87     | 91          | 86    | 87    | 91    | 87    |
| Protecting my personal data on the internet is extremely important to me - I'm careful about that.             | 88    | 86     | 90     | 88          | 86    | 91    | 91    | 85    |
| I attach great importance to being thoroughly informed in order to better understand backgrounds and contexts. | 86    | 88     | 84     | 87          | 84    | 88    | 86    | 86    |
| I prefer short, concise information that summarises the most important things.                                 | 85    | 85     | 86     | 84          | 82    | 83    | 92    | 90    |
| Media help me to form my own opinion on important topics.  | 67    | 71     | 63     | 72          | 59    | 69    | 69    | 69    |
| On social networks, I mainly want to exchange information with my friends - I get my information elsewhere.    | 67    | 67     | 68     | 79          | 76    | 65    | 65    | 52    |

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

■ strongly overrepresented    ■ strongly underrepresented  
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# Communication expectations

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

Response category: "Applies completely / Somewhat applies"

|  | Total | Education |        |      | Net equivalent income (HH/month) |                                    |                          |
|--|-------|-----------|--------|------|----------------------------------|------------------------------------|--------------------------|
|  |       | Low       | Medium | High | Low <60% (<13,913 CZK)           | Medium 60-140% (13,913-32,463 CZK) | High >140% (>32,463 CZK) |
| It is important for me to have trustworthy sources of information.   | 93    | 85        | 93     | 96   | 92                               | 93                                 | 94                       |
| I find it important to learn about a topic from different sources of information.                              | 89    | 78        | 88     | 94   | 87                               | 88                                 | 90                       |
| For me, it is very important to get a quick overview of important topics.                                      | 88    | 76        | 89     | 92   | 85                               | 89                                 | 89                       |
| Protecting my personal data on the internet is extremely important to me - I'm careful about that.             | 88    | 91        | 88     | 87   | 86                               | 89                                 | 86                       |
| I attach great importance to being thoroughly informed in order to better understand backgrounds and contexts. | 86    | 74        | 86     | 89   | 90                               | 85                                 | 88                       |
| I prefer short, concise information that summarises the most important things.                                 | 85    | 84        | 88     | 80   | 85                               | 89                                 | 78                       |
| Media help me to form my own opinion on important topics.  | 67    | 61        | 67     | 71   | 64                               | 66                                 | 71                       |
| On social networks, I mainly want to exchange information with my friends - I get my information elsewhere.    | 67    | 70        | 68     | 65   | 60                               | 68                                 | 68                       |

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

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■ overrepresented                      ■ underrepresented

# Communication expectations

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

Response category: “Applies completely“

|   | Total | EST | INT | PER | COS | ADA | CMS | TRA | CMA | SEN | PRO |
|---|-------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| It is important for me to have trustworthy sources of information.  | 54    | 67  | 68  | 53  | 71  | 36  | 50  | 46  | 51  | 42  | 65  |
| Protecting my personal data on the internet is extremely important to me - I'm careful about that.                | 44    | 54  | 46  | 39  | 46  | 28  | 50  | 39  | 54  | 38  | 49  |
| I find it important to learn about a topic from different sources of information.                                 | 39    | 41  | 50  | 42  | 51  | 28  | 31  | 34  | 40  | 32  | 48  |
| I prefer short, concise information that summarises the most important things.                                    | 37    | 44  | 32  | 39  | 26  | 23  | 39  | 33  | 47  | 30  | 56  |
| For me, it is very important to get a quick overview of important topics.   | 34    | 44  | 42  | 45  | 40  | 24  | 27  | 26  | 28  | 27  | 52  |
| I attach great importance to being thoroughly informed in order to better understand the background and contexts. | 33    | 44  | 41  | 42  | 48  | 20  | 23  | 26  | 33  | 27  | 46  |
| In social networks, I mainly want to exchange information with my friends - I get information elsewhere.          | 25    | 29  | 22  | 29  | 29  | 16  | 18  | 25  | 30  | 26  | 33  |
| Media help me to form my own opinion on important topics.   | 17    | 31  | 17  | 18  | 20  | 10  | 13  | 15  | 17  | 13  | 28  |

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

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# Communication expectations

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

Response category: "Applies completely"

|   | Total | Gender |        | Age (years) |       |       |       |       |
|---|-------|--------|--------|-------------|-------|-------|-------|-------|
|   |       | Male   | Female | 18-29       | 30-39 | 40-49 | 50-59 | 60-69 |
| It is important for me to have trustworthy sources of information.  | 54    | 58     | 49     | 61          | 51    | 52    | 57    | 49    |
| Protecting my personal data on the internet is extremely important to me - I'm careful about that.                | 44    | 41     | 48     | 41          | 42    | 45    | 52    | 43    |
| I find it important to learn about a topic from different sources of information.                                 | 39    | 42     | 35     | 40          | 39    | 36    | 42    | 38    |
| I prefer short, concise information that summarises the most important things.                                    | 37    | 36     | 36     | 37          | 32    | 34    | 45    | 36    |
| For me, it is very important to get a quick overview of important Topics.   | 34    | 35     | 33     | 37          | 32    | 33    | 36    | 33    |
| I attach great importance to being thoroughly informed in order to better understand the background and contexts. | 33    | 37     | 30     | 36          | 30    | 34    | 35    | 32    |
| In social networks, I mainly want to exchange information with my friends - I get information elsewhere.          | 25    | 25     | 25     | 27          | 31    | 23    | 26    | 18    |
| Media help me to form my own opinion on important topics.   | 17    | 21     | 14     | 21          | 13    | 15    | 24    | 16    |

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

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■ overrepresented                      ■ underrepresented

# Communication expectations

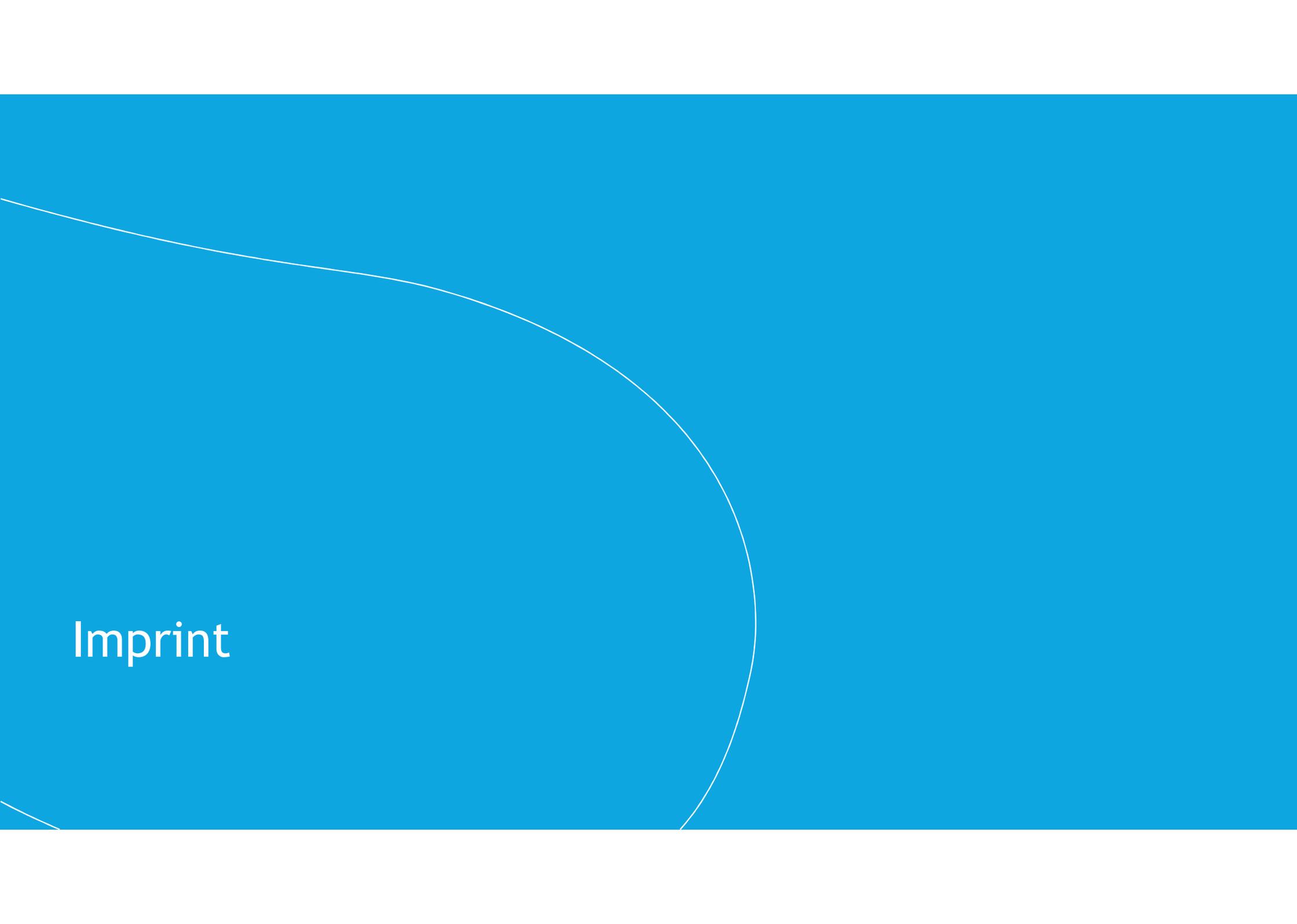
If you think about what you use media such as newspapers, magazines, internet, TV, radio etc. for and what you expect from them, which of the statements below apply to you?

Response category: “Applies completely“

|   | Total | Education |        |      | Net equivalent income (HH/month) |                                    |                          |
|---|-------|-----------|--------|------|----------------------------------|------------------------------------|--------------------------|
|   |       | Low       | Medium | High | Low <60% (<13,913 CZK)           | Medium 60-140% (13,913-32,463 CZK) | High >140% (>32,463 CZK) |
| It is important for me to have trustworthy sources of information.  | 54    | 47        | 54     | 54   | 55                               | 54                                 | 54                       |
| Protecting my personal data on the internet is extremely important to me - I'm careful about that.                | 44    | 41        | 48     | 35   | 47                               | 47                                 | 37                       |
| I find it important to learn about a topic from different sources of information.                                 | 39    | 25        | 39     | 44   | 38                               | 38                                 | 42                       |
| I prefer short, concise information that summarises the most important things.                                    | 37    | 36        | 39     | 31   | 40                               | 40                                 | 30                       |
| For me, it is very important to get a quick overview of important topics.   | 34    | 33        | 35     | 33   | 32                               | 35                                 | 32                       |
| I attach great importance to being thoroughly informed in order to better understand the background and contexts. | 33    | 32        | 34     | 32   | 38                               | 33                                 | 32                       |
| In social networks, I mainly want to exchange information with my friends - I get information elsewhere.          | 25    | 31        | 26     | 20   | 24                               | 25                                 | 26                       |
| Media help me to form my own opinion on important topics.   | 17    | 20        | 18     | 17   | 26                               | 18                                 | 15                       |

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented                      ■ underrepresented

The image features a solid blue background. A thin white curved line starts from the top left edge, curves downwards and to the right, and then curves back towards the bottom left edge, creating a large, open shape on the left side of the frame.

Imprint

# Contact persons



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