



SINUS Study for the Friedrich-Ebert-Stiftung

# Social-ecological transformation

Country report Romania

**FRIEDRICH  
EBERT  
STIFTUNG**

**sinus:**

Heidelberg, September 2023

Teil der INTEGRAL-SINUS-OPINION Gruppe

# Task and objective

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

- The world is undergoing far reaching changes. Due to the well-known developments (climate change, natural disasters, energy shortages, etc.), there is a growing general awareness of the need for a fundamental rethink in Politicians, businesses and society. Climate research and many environmental movements have long emphasised the urgent need for more climate protection. The tense security situation is increasing the systemic pressure with regard to the necessary resilience of supply technology (energy, etc.).
- With the proclamation of the social-ecological transformation on the part of the Politicians, the pressure for change is moving closer to the people. Numerous studies show that the path to climate-neutral societies is associated with enormous technological, economic and social challenges: the accelerated expansion of renewable energy, increased efforts to change heating and transport systems, structural change in the businesses and its effects on the working and living environment - all of this will have an ever greater impact on citizens.
- Against this background, the SINUS Institute conducted a large-scale population survey in Europe and North America on behalf of the Competence Centre Climate & Social Justice of the Friedrich-Ebert-Stiftung: In a total of 19 countries, the survey investigated what perceptions, interests and fears people associate with the social-ecological transformation. The survey aimed not only to capture a panorama of climate policy attitudes. Rather, it was also intended to investigate which social milieus are receptive to climate policies. For this purpose, the target group model of the Sinus-Meta-Milieus was integrated into the survey design.
- The study results are intended to stimulate public discussions and provide an in-depth analysis of the conditions under which the climate-neutral transformation of national economies can succeed and be supported by broad public acceptance. Based on these analyses, it is important to develop country- and milieu-specific communication strategies that address the population's different interests and fears and appropriately address them through suitable forms of communication.

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## Method and sample

# Methodology and sample



## Method

Standardised online survey (CAWI)

Quota sample (gender, age, education and region)

The interviews were conducted in the national language.



## Data collection

Ø Interview duration: 26 minutes

The data collection was carried out by Sociotrend GmbH.



## Target group

Resident population aged from 18 to 69 years



## Sample size

1,200 people



## Survey period

30.05. - 02.07.2023

## Survey contents

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

# Methodology and sample

## Evaluation of the survey results

- This report presents the survey results for Romania. 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: "Fără educație școlară sau formare profesională (încă)" or "Școală primară" or "Gimnaziu complet, 8 ani"; medium: "Liceu, 10-12 ani" or "Școala de Arte și Meserii / Școală Profesională" or "Școală postliceală, Școala de măștri, Facultate subingineri sau colegii"; high: "Diplomă de subinginer" or "Diploma de Absolvire a Invatamantului Superior de Scurta Durata, Colegii" or "Studii superioare, Facultate, Academii, Universitati"
  - Net equivalent income\*: low: less than 60% of median income; medium: 60 to 140% of median income; high: more than 140% of the median income

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

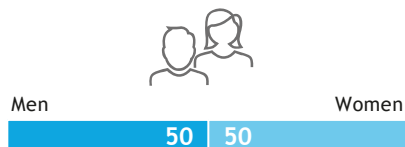
# Methodology and sample

## Evaluation of the survey results

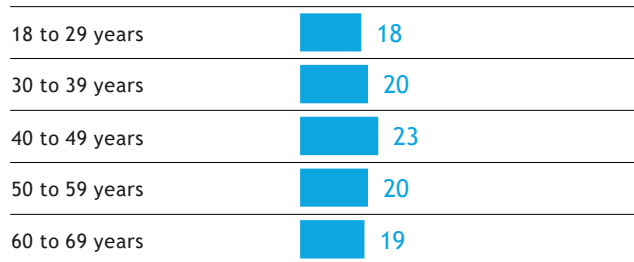
- In addition to the differentiation according to socio-demographic characteristics, the data was analysed according to the milieu affiliation of the respondents. By evaluating the findings according to the Sinus-Meta-Milieus, the socio-demographic analysis is supplemented by lifestyle and value components.
  - The milieu perspective does not replace the study of socio-demographic characteristics but complements and refines them by taking into account basic values that determine lifestyle and life goals as well as everyday attitudes to family, work, leisure and consumption.
- Established test procedures of empirical social research were used to examine the statistical significance of survey results. The differences in the response behaviour of the analysed population groups were checked by means of a chi-square test (e.g. age group of 18 to 29 years compared to the average). This is based on a confidence interval of 95% or 99%, which is 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

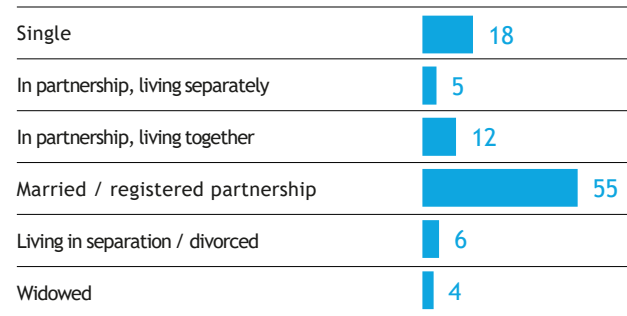
## Gender



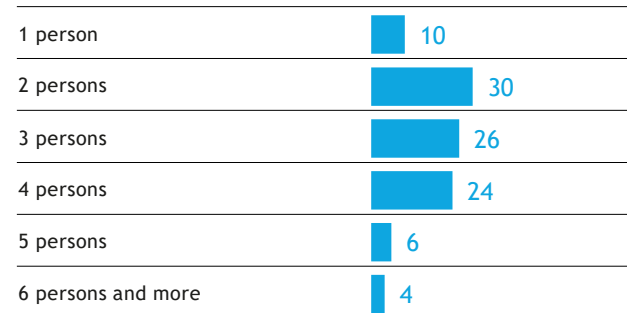
## Age ø 44.1 years



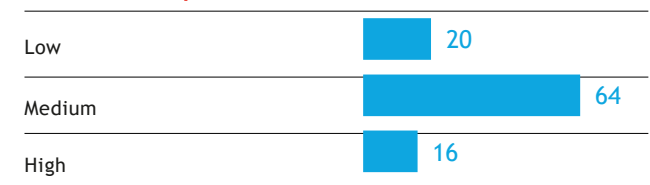
## Marital status



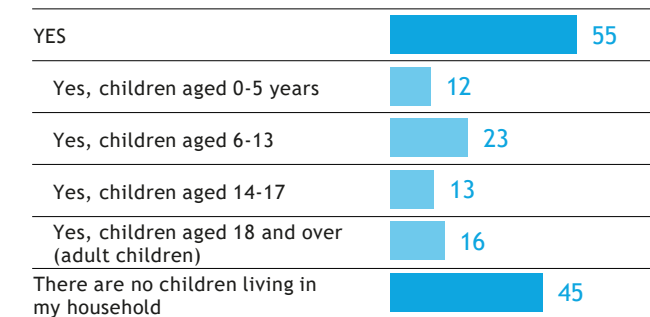
## Persons in the household



## Educational qualification



## Children in the household

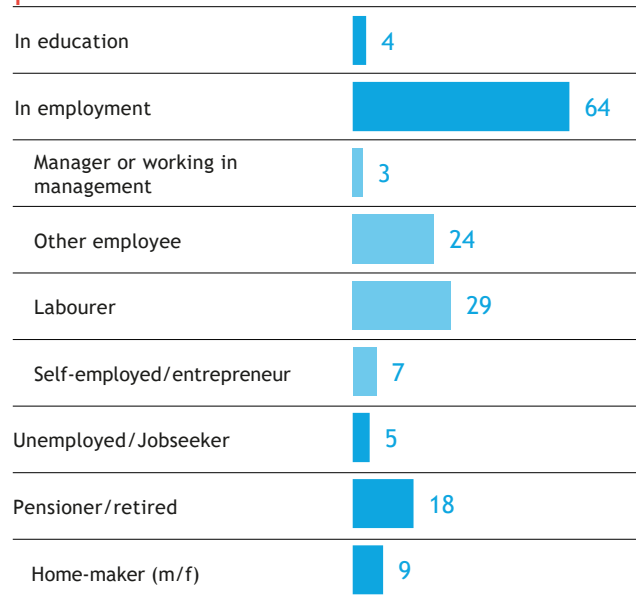


Basis: 1,200 cases, total sample; figures in %.

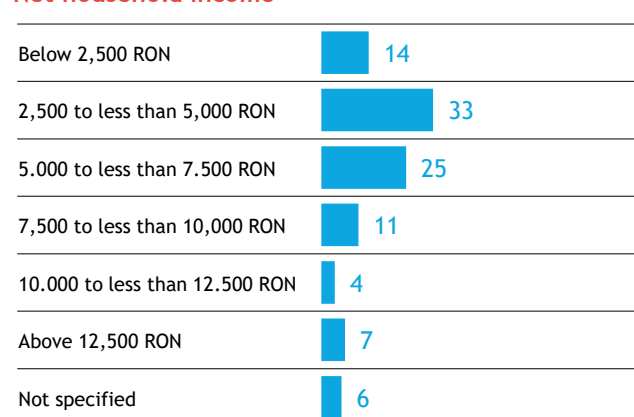


# Demographic structure of the sample

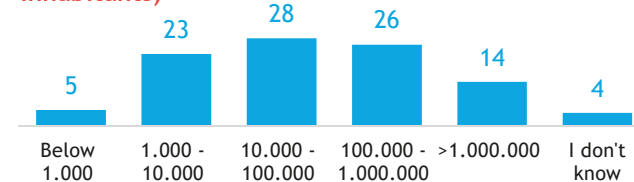
## Occupation / Position in the profession



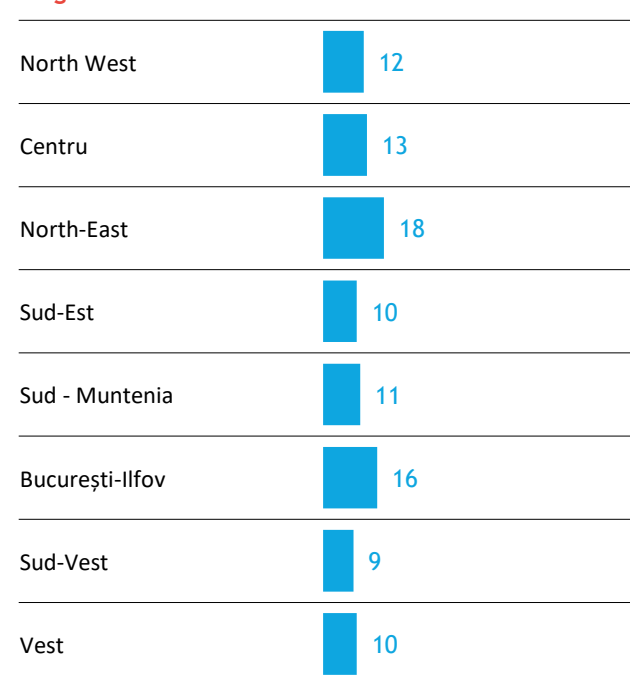
## Net household income



## Size of residency (number of inhabitants)



## Region



Basis: 1,200 cases, total sample; figures in %.

# The Sinus-Meta-Milieus® in Romania

18 to 69 year olds

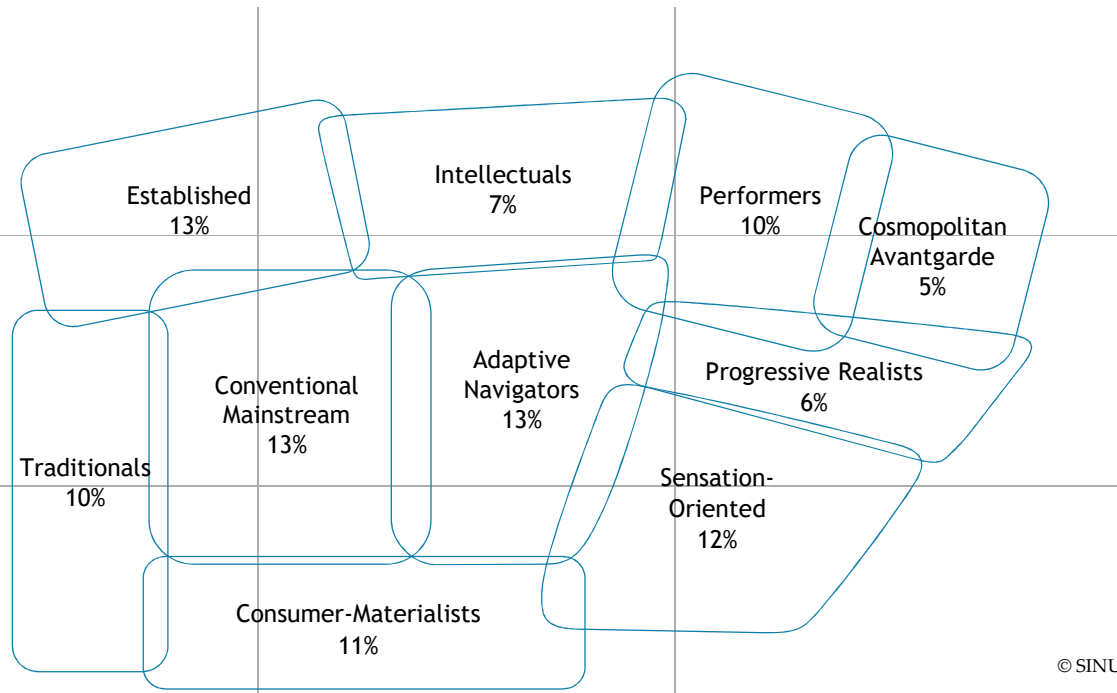
Social status ↓



Higher

Middle

Lower



© SINUS

Basic Values →

Traditional  
Sense of duty  
and order

Modernisation  
Individualisation,  
Self-actualisation, Pleasure

Re-organisation  
Multiple options,  
Experimentation, Paradoxes

# The Sinus-Meta-Milieus®

## Short summary

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

- Public health service and care is the most frequently mentioned of the five most important topics (59%). Education, schools and universities are the second most frequently mentioned (53%). Nature, environmental and climate protection ranked only eighth with 26% of mentions.

### Relevance of environmental policy fields of action

- Among the top five challenges for the preservation of our livelihoods, respondents most frequently rank the state of forests (62%), air pollution and quality (56%) and water pollution and quality (54%). Increasing traffic and related noise are least frequently seen as a priority environmental policy field of action (16%).

### Relevance of climate change as a topic

- A clear majority of the population considers climate change to be an important topic for Romania: On a scale from 0 "completely irrelevant" to 10 "absolutely important", 74% of the respondents choose scale points 8 to 10, and another 11% scale points 6 to 7. In contrast, only 5% respondents chose scale points 0 to 2. The scale average is 8.1.

# Main findings

## Problem awareness

### Attitudes towards climate change

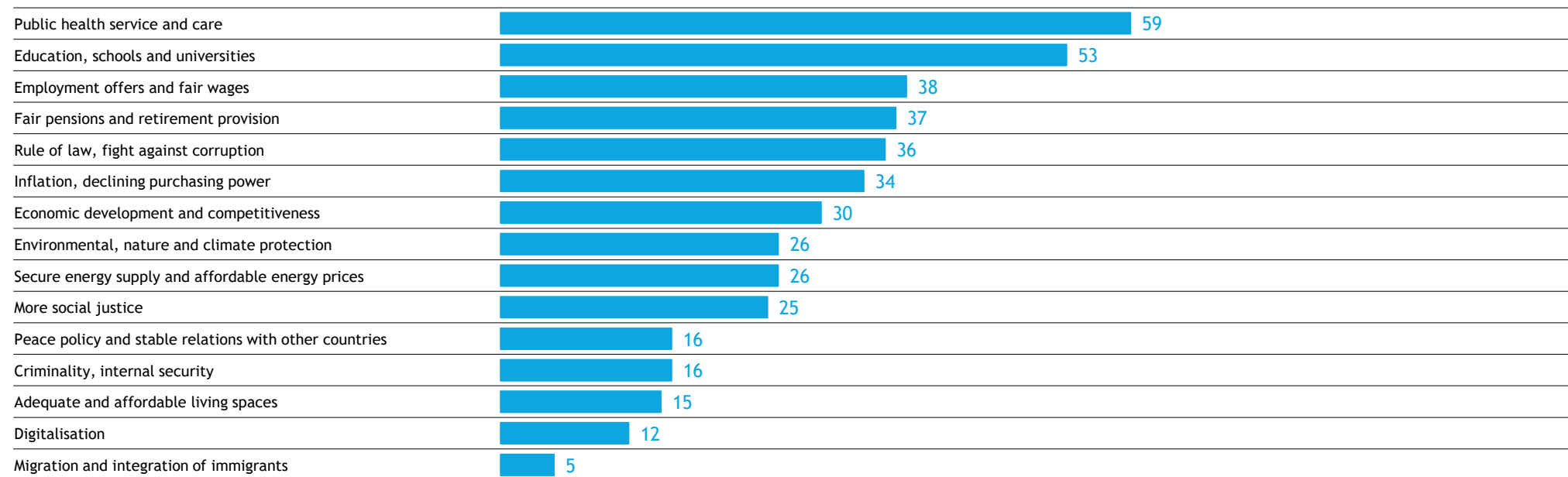
- 93% of respondents agree that the destruction of nature endangers people and their livelihoods (highest level of agreement "Fully agree": 65%). At the same time, 78% say they are afraid of the consequences of climate change (highest level of agreement: 41%), but 47% think that many things are very exaggerated when it comes to the consequences of climate change (highest level of agreement: 21%). When asked if there are more important problems in Romania than climate change, 61% agree (highest level of agreement: 28%) and 39% disagree. Regarding the focus on adaptation to the consequences of climate change rather than mitigation of its consequences, 55% agree while 45% disagree, illustrating a clear polarisation over the dilemma.

### Consequences of climate change

- The increase in extreme weather events scares the population the most: 62% of respondents mentioned it. Forest fires and forest dieback were named second most often (46%), and water shortages in everyday life third (42%). The impairment health and quality of life is mentioned as frequently as the increase in humanitarian crises (38% each). Significantly fewer respondents are afraid of increased immigration as a result of climate change (9%).

# Importance of environmental, nature and climate protection

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



Basis: 1,200 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 Romania to take care of? Please select up to 5 topics.

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Public health service and care	59	64	67	62	48	38	63	60	71	59	63
Education, schools and universities	53	48	64	58	48	38	58	56	63	50	50
Employment offers and fair wages	38	37	26	42	39	31	40	43	41	37	40
Fair pensions and retirement provision	37	50	36	30	19	26	43	41	39	38	36
Rule of law, fight against corruption	36	39	51	36	32	26	40	36	36	33	43
Inflation, declining purchasing power	34	38	44	40	26	27	41	36	32	27	26
Economic development and competitiveness	30	34	37	28	26	26	33	31	31	26	26
Environmental, nature and climate protection	26	26	39	29	30	18	30	29	19	25	27
Secure energy supply and affordable energy prices	26	29	19	23	26	15	34	27	30	30	18
More social justice	25	34	26	27	16	16	22	25	32	25	21
Peace policy and stable relations with other countries	16	18	14	16	7	18	13	24	16	14	16
Criminality, internal security	16	14	10	17	16	17	13	18	19	19	16
Adequate and affordable living spaces	15	18	18	16	17	14	14	14	11	19	12
Digitalisation	12	11	20	12	11	17	10	9	8	9	20
Migration and integration of immigrants	5	2	4	8	2	12	4	9	2	4	2

Basis: 1,200 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 Romania to take care of? Please select up to 5 topics.

		Gender		Age (years)				
	Total	Male	Female	18-29	30-39	40-49	50-59	60-69
Public health service and care	59	56	62	53	44	63	66	71
Education, schools and universities	53	48	57	54	42	57	50	61
Employment offers and fair wages	38	31	44	47	34	41	38	29
Fair pensions and retirement provision	37	35	39	18	24	31	49	64
Rule of law, fight against corruption	36	39	33	28	27	41	44	40
Inflation, declining purchasing power	34	34	34	31	27	30	40	43
Economic development and competitiveness	30	30	30	20	19	37	36	37
Environmental, nature and climate protection	26	25	28	35	21	26	28	22
Secure energy supply and affordable energy prices	26	26	25	21	20	24	31	33
More social justice	25	21	29	21	24	24	32	24
Peace policy and stable relations with other countries	16	15	18	11	12	14	20	24
Criminality, internal security	16	19	13	14	19	17	18	12
Adequate and affordable living spaces	15	12	18	23	20	15	12	6
Digitalisation	12	16	9	14	15	14	11	7
Migration and integration of immigrants	5	6	5	5	11	3	3	4

Basis: 1,200 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 Romania to take care of? Please select up to 5 topics.

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1,165 RON)	Medium 60-140% (1,165-2,718 RON)	High >140% (>2,718 RON)
Public health service and care	59	36	64	70	41	57	63
Education, schools and universities	53	38	55	62	50	50	55
Employment offers and fair wages	38	30	41	34	46	37	37
Fair pensions and retirement provision	37	20	42	38	32	39	36
Rule of law, fight against corruption	36	19	40	44	28	35	38
Inflation, declining purchasing power	34	17	38	39	29	36	34
Economic development and competitiveness	30	12	33	40	18	27	35
Environmental, nature and climate protection	26	25	25	31	25	23	28
Secure energy supply and affordable energy prices	26	20	27	26	21	25	28
More social justice	25	21	27	23	28	29	21
Peace policy and stable relations with other countries	16	12	16	22	21	17	15
Criminality, internal security	16	19	16	12	24	16	15
Adequate and affordable living spaces	15	19	15	10	29	15	13
Digitalisation	12	14	12	12	11	10	13
Migration and integration of immigrants	5	12	3	4	17	4	4

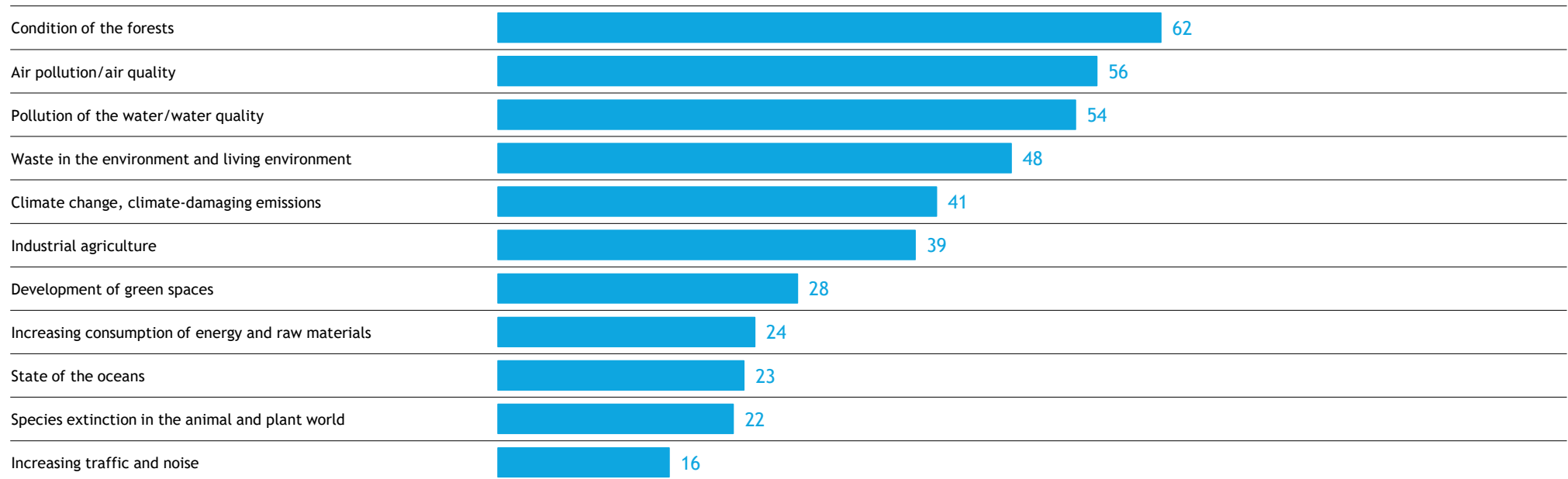
Basis: 1,200 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Relevance of environmental policy fields of action

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

## Environmental policy fields of action



Basis: 1,200 cases, total sample; figures in %.

# Relevance of environmental policy fields of action

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Condition of the forests	62	70	71	58	46	43	69	61	73	60	61
Air pollution/air quality	56	70	56	58	54	40	59	61	44	63	56
Pollution of the water/water quality	54	65	47	56	51	44	58	56	52	53	57
Waste in the environment and living environment	48	51	68	58	45	33	49	49	49	43	49
Climate change, climate-damaging emissions	41	44	54	42	30	31	43	48	34	44	36
Industrial agriculture	39	37	48	42	29	28	37	46	52	35	35
Development of green spaces	28	32	23	37	24	20	33	30	28	23	24
Increasing consumption of energy and raw materials	24	26	20	23	32	25	24	27	21	24	24
State of the oceans	23	19	32	22	12	15	28	24	31	24	23
Species extinction in the animal and plant world	22	20	24	19	23	19	18	28	19	21	31
Increasing traffic and noise	16	21	13	21	13	16	12	12	17	13	19

Basis: 1,200 cases, total sample; figures in %.

EST = Established  
INT = Intellectuals  
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strongly overrepresented  
overrepresented  
strongly underrepresented  
underrepresented

# Relevance of environmental policy fields of action

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Condition of the forests	62	59	64	50	45	62	75	77
Air pollution/air quality	56	51	62	53	47	58	59	64
Pollution of the water/water quality	54	54	55	55	40	57	62	56
Waste in the environment and living environment	48	44	53	49	38	46	55	56
Climate change, climate-damaging emissions	41	38	44	38	32	43	42	49
Industrial agriculture	39	37	41	29	29	43	45	48
Development of green spaces	28	26	30	32	28	25	26	29
Increasing consumption of energy and raw materials	24	25	24	27	29	23	26	18
State of the oceans	23	22	24	22	22	21	29	21
Species extinction in the animal and plant world	22	23	20	17	25	22	24	18
Increasing traffic and noise	16	14	18	22	17	15	14	12

Basis: 1,200 cases, total sample; figures in %.

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

In your opinion, which of the following topics are among the greatest challenges for the conservation of our livelihoods?  
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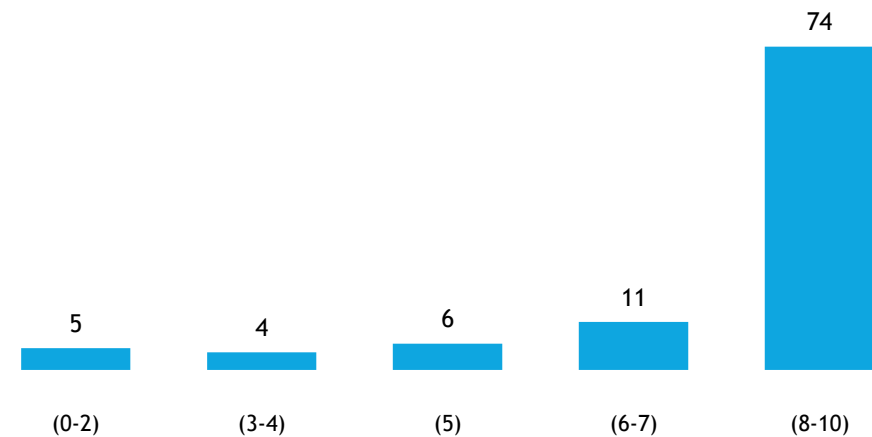
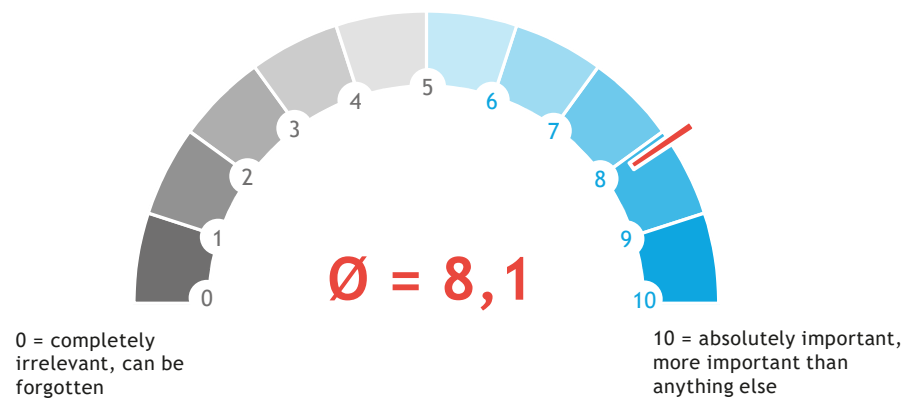
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1,165 RON)	Medium 60-140% (1,165-2,718 RON)	High >140% (>2,718 RON)
Condition of the forests	62	39	67	70	51	62	62
Air pollution/air quality	56	35	61	64	52	56	57
Pollution of the water/water quality	54	36	59	59	46	53	56
Waste in the environment and living environment	48	29	52	59	46	47	51
Climate change, climate-damaging emissions	41	26	44	47	40	44	40
Industrial agriculture	39	28	41	44	32	41	38
Development of green spaces	28	23	29	29	41	25	27
Increasing consumption of energy and raw materials	24	26	25	21	42	21	25
State of the oceans	23	15	25	25	34	20	23
Species extinction in the animal and plant world	22	23	21	20	20	21	21
Increasing traffic and noise	16	18	15	16	22	15	15

Basis: 1,200 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
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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 the everyday life of every individual (e.g. energy prices). How important do you personally consider this topic for Romania?



Basis: 1,200 cases, total sample; figures in %.

# Relevance of climate change as a topic

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
10=Absolutely important, more important than anything else	37	41	41	43	40	28	32	22	29	58	48
9	21	20	23	24	23	21	20	32	16	16	21
8	16	16	16	12	15	21	14	10	16	14	24
7	7	6	4	4	17	12	8	6	11	3	1
6	4	3	4	4	2	2	8	8	4	2	-
5	6	6	3	2	3	7	2	12	14	3	6
4	2	3	2	2	-	2	2	2	1	-	1
3	2	2	4	2	2	2	3	1	1	-	-
2	1	-	2	-	-	1	3	3	4	-	-
1	1	-	-	1	-	2	2	2	1	1	-
0=Totally irrelevant, can be forgotten	3	2	-	6	-	1	6	2	3	2	-
Average	8,1	8,3	8,4	8,2	8,7	8,0	7,6	7,6	7,5	8,9	8,9

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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 the everyday life of every individual (e.g. energy prices). How important do you personally consider this topic for Romania?

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
10=Absolutely important, more important than anything else	37	34	41	40	44	36	33	34
9	21	22	20	19	20	24	23	19
8	16	17	14	16	16	19	15	12
7	7	9	6	9	9	4	9	6
6	4	5	3	5	2	6	4	2
5	6	5	7	4	3	6	7	10
4	2	1	2	1	1	2	2	2
3	2	2	2	3	1	1	2	3
2	1	1	2	-	1	1	1	4
1	1	1	1	-	-	1	2	-
0=Totally irrelevant, can be forgotten	3	3	2	2	2	2	2	6
Average	8,1	8,0	8,2	8,3	8,5	8,3	7,9	7,5

Basis: 1,200 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Relevance of climate change as a topic

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

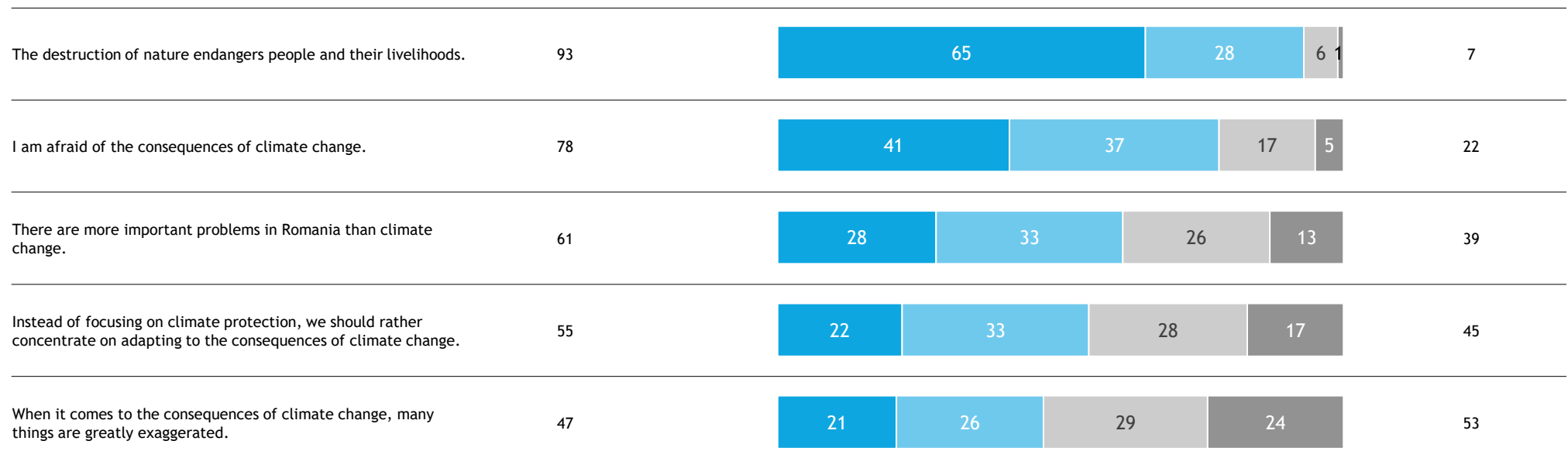
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1,165 RON)	Medium 60-140% (1,165-2,718 RON)	High >140% (>2,718 RON)
10=Absolutely important, more important than anything else	37	42	39	26	62	37	34
9	21	25	19	24	19	20	24
8	16	18	14	18	5	15	18
7	7	6	7	7	6	7	7
6	4	2	4	6	2	4	5
5	6	5	6	8	2	8	5
4	2	-	2	3	-	1	2
3	2	-	2	3	1	1	2
2	1	-	2	-	-	2	1
1	1	-	1	1	2	1	-
0=Totally irrelevant, can be forgotten	3	2	3	4	2	3	2
Average	8,1	8,7	8,1	7,7	8,9	8,0	8,1

Basis: 1,200 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: 1,200 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.	93	93	95	92	89	90	92	90	94	94	100
I am afraid of the consequences of climate change.	78	82	86	74	83	78	72	65	76	84	86
There are more important problems in Romania than climate change.	61	58	36	57	60	75	59	55	69	66	58
Instead of focusing on climate protection, we should rather concentrate on adapting to the consequences of climate change.	55	55	35	51	63	68	48	50	51	69	58
When it comes to the consequences of climate change, many things are greatly exaggerated.	47	40	23	45	46	66	42	43	50	59	44

Basis: 1,200 cases, total sample; figures in %.

EST = Established  
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strongly overrepresented  
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# Attitudes towards climate change

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

Response category: "Fully agree / Somewhat agree"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
The destruction of nature endangers people and their livelihoods.	93	93	92	92	94	91	92	94
I am afraid of the consequences of climate change.	78	81	74	81	85	80	74	70
There are more important problems in Romania than climate change.	61	65	56	55	71	58	59	61
Instead of focusing on climate protection, we should rather concentrate on adapting to the consequences of climate change.	55	60	50	54	69	56	47	49
When it comes to the consequences of climate change, many things are greatly exaggerated.	47	52	42	47	65	43	38	43

Basis: 1,200 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Attitudes towards climate change

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

Response category: "Fully agree / Somewhat agree"

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1,165 RON)	Medium 60-140% (1,165-2,718 RON)	High >140% (>2,718 RON)
The destruction of nature endangers people and their livelihoods.	93	90	93	95	91	93	93
I am afraid of the consequences of climate change.	78	86	76	76	83	76	80
There are more important problems in Romania than climate change.	61	77	58	50	66	62	59
Instead of focusing on climate protection, we should rather concentrate on adapting to the consequences of climate change.	55	76	51	45	67	54	55
When it comes to the consequences of climate change, many things are greatly exaggerated.	47	69	43	36	62	48	45

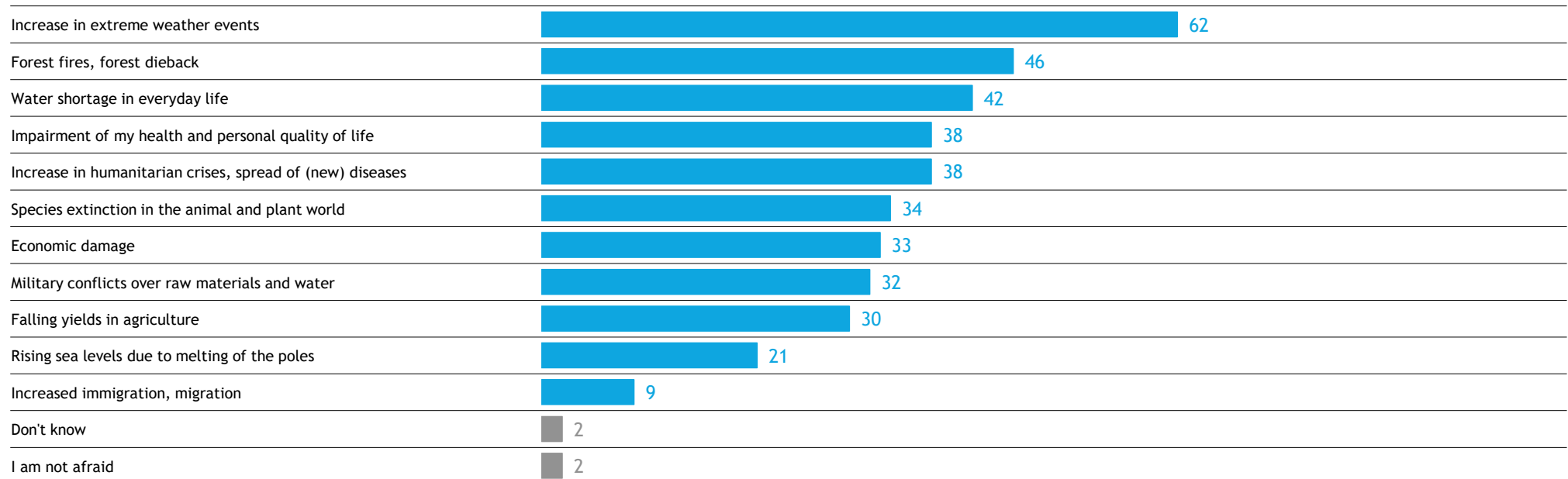
Basis: 1,200 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Consequences of climate change - Anxiety scale

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

## Consequences of climate change



Basis: 1,200 cases, total sample; figures in %.





# Consequences of climate change - Anxiety scale

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Increase in extreme weather events	62	73	77	66	53	38	63	62	70	58	54
Forest fires, forest dieback	46	47	49	53	36	36	50	44	44	42	55
Water shortage in everyday life	42	50	59	37	34	23	41	47	41	47	41
Impairment of my health and personal quality of life	38	40	42	44	30	29	37	34	39	41	51
Increase in humanitarian crises, spread of (new) diseases	38	46	48	37	38	26	33	42	43	40	37
Species extinction in the animal and plant world	34	32	46	38	42	25	45	32	29	31	34
Economic damage	33	35	42	30	21	26	40	33	40	29	32
Military conflicts over raw materials and water	32	25	33	34	25	28	39	33	27	39	32
Falling yields in agriculture	30	36	22	22	25	20	36	42	34	30	22
Rising sea levels due to melting of the poles	21	27	31	26	15	16	17	17	19	25	19
Increased immigration, migration	9	10	6	5	15	12	10	11	9	10	3
Don't know	2	1	-	2	-	2	1	3	2	2	-
I am not afraid	2	2	-	1	3	1	2	4	4	-	-

Basis: 1,200 cases, total sample; figures in %.

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 strongly overrepresented 
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# Consequences of climate change - Anxiety scale

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Increase in extreme weather events	62	58	65	47	46	63	73	77
Forest fires, forest dieback	46	45	46	51	33	42	54	48
Water shortage in everyday life	42	35	48	39	36	46	41	47
Impairment of my health and personal quality of life	38	37	40	33	32	39	43	43
Increase in humanitarian crises, spread of (new) diseases	38	33	44	38	34	39	39	43
Species extinction in the animal and plant world	34	34	35	37	31	31	39	34
Economic damage	33	32	35	22	27	37	40	39
Military conflicts over raw materials and water	32	34	30	30	26	32	34	37
Falling yields in agriculture	30	29	31	28	30	34	27	30
Rising sea levels due to melting of the poles	21	18	24	27	20	20	23	16
Increased immigration, migration	9	12	6	11	10	6	11	10
Don't know	2	2	1	3	1	1	2	2
I am not afraid	2	1	2	-	2	1	2	4

Basis: 1,200 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% (<1,165 RON)	Medium 60-140% (1,165-2,718 RON)	High >140% (>2,718 RON)
Increase in extreme weather events	62	34	67	72	54	65	61
Forest fires, forest dieback	46	29	49	51	47	45	48
Water shortage in everyday life	42	29	44	48	39	40	43
Impairment of my health and personal quality of life	38	26	40	46	37	38	39
Increase in humanitarian crises, spread of (new) diseases	38	25	42	39	42	38	38
Species extinction in the animal and plant world	34	31	35	37	35	35	33
Economic damage	33	21	36	39	28	33	35
Military conflicts over raw materials and water	32	20	34	37	40	29	34
Falling yields in agriculture	30	24	33	25	34	31	28
Rising sea levels due to melting of the poles	21	20	21	23	27	22	21
Increased immigration, migration	9	6	10	10	25	9	8
Don't know	2	3	1	1	2	1	1
I am not afraid	2	2	2	1	-	1	2

Basis: 1,200 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": 59%). Furthermore, 83% 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: 45%). Slightly fewer, but still significantly more than half (64%) claim to actively contribute to changing society (highest level of agreement: 26%).

### Barriers to climate and environmentally-conscious behaviour

- 87% of respondents believe that we should be willing to change our way of living for the benefit of the environment (highest level of agreement "Fully agree": 50%). However, 79% say that they are only willing to do something to protect the environment if this does not affect their standard of living (highest level of agreement: 35%).

# Main findings

## Climate and environmentally-conscious behaviour

- 80% would be willing to do more to protect the environment if everyone did so (highest level of agreement: 41%). However, 43% say that others should first take the first step before themselves contributing to climate protection (highest level of agreement: 16%). Furthermore, 39% do not believe that their behaviour can contribute significantly to environmental protection.
- 66% of respondents associate a fundamental change in our way of living and doing business with high personal costs. 67% say they lack the financial means to do something for climate protection. Furthermore, 56% of the respondents consider corresponding measures for climate and environmental protection to be socially unjust, as they burden low-income earners in particular (highest approval rating: 25%).
- 61% say they are annoyed when others tell them how to live (highest level of agreement: 26%). Furthermore, 52% complain that they will soon not be able to do anything at all if there are more regulations for climate and environmental protection (highest approval rating: 21%).
- 57% are concerned that businesses that need a lot of energy for their production cannot implement strict climate protection requirements (highest level of agreement: 23%). 56% also think that fighting climate change is detrimental to our businesses (highest approval rating: 25%). Furthermore, 46% say that preserving jobs is more important than protecting the climate and the environment (highest approval rating: 15%).

# Main findings

## Climate and environmentally-conscious behaviour

- 55% think that businesses know best how to implement the necessary change (highest level of agreement: 19%). Furthermore, 38% think that science and technology will solve the problem of climate change without us having to fundamentally change our way of life (highest level of agreement: 13%).
- Almost one in three (32%) find it difficult to shape their lives in an environmentally and climate-friendly way (highest level of agreement: 11%). Furthermore, 67% say that the poor infrastructure makes it impossible to do without the car (highest level of agreement: 34%). Around a third (34%) say they cannot see changing their behaviour for something that might happen in the future (highest level of agreement: 12%).

## Motivators of climate and environmentally-conscious behaviour

- 91% of respondents say it significantly enhances their quality of life when they spend time in nature (highest level of agreement "Fully agree": 56%). Furthermore, 81% say they feel strongly connected to nature (highest level of agreement: 40%).
- According to 91% of respondents, each individual is responsible for leaving a liveable environment for future generations (highest level of agreement: 60%). Furthermore, 90% believe that environmental protection is a matter of decency and civic duty (highest approval rating: 56%). 89% believe that more environmental protection also means better quality of life and health for all (highest approval rating: 58%). 72% feel personally responsible for the preservation of nature and the environment (highest approval rating: 34%).

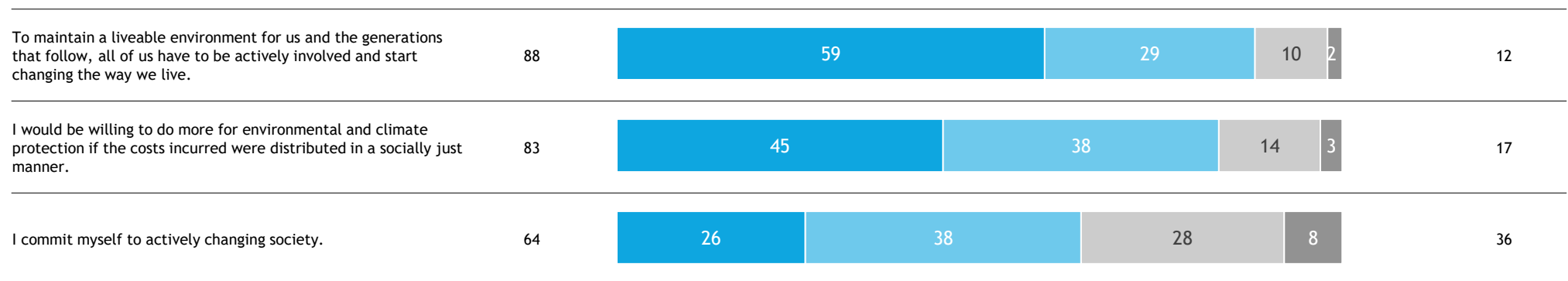
# Main findings

## Climate and environmentally-conscious behaviour

- 85% 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: 51%). Furthermore, 81% say they feel better when they buy products that have less impact on the environment and climate (highest level of agreement: 40%).
- 80% believe that our businesses must become more climate-friendly, otherwise there is a threat of economic damage (highest level of agreement: 40%). 83% 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: 40%). Furthermore, 70% believe that the switch to environmentally and climate-friendly products and production processes offers great employment opportunities (highest approval rating: 30%).

# Attitudes towards climate and environmentally-conscious behaviour

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



Basis: 1,200 cases, total sample; figures in %.

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



# Attitudes towards climate and environmentally-conscious behaviour

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

Response category: "Fully agree / Somewhat agree"





	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
To maintain a liveable environment for us and the generations that follow, all of us have to be actively involved and start changing the way we live.	88	93	95	87	89	89	82	76	84	96	95
I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially just manner.	83	85	87	85	89	86	77	69	76	93	89
I demand of myself to actively work for the change of society.	64	66	71	68	81	73	49	39	43	83	88

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.	59	63	76	66	63	42	49	48	55	72	80
I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially just manner.	45	40	60	54	55	38	39	27	38	62	64
I demand of myself to actively work for the change of society.	26	19	22	36	48	30	12	14	11	42	54

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 strongly overrepresented  
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# Attitudes towards climate and environmentally-conscious behaviour

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

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
To maintain a liveable environment for us and the generations that follow, all of us have to be actively involved and start changing the way we live.	88	88	88	88	93	90	88	82
I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially just manner.	83	86	80	83	86	86	81	78
I demand of myself to actively work for the change of society.	64	66	62	76	79	62	56	47

## 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.	59	57	62	63	60	60	62	51
I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially just manner.	45	44	47	49	53	44	43	38
I demand of myself to actively work for the change of society.	26	30	23	36	39	28	16	14

Basis: 1,200 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% (<1,165 RON)	Medium 60-140% (1,165-2,718 RON)	High >140% (>2,718 RON)
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	91	87	89	86	89	90
I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially just manner.	83	88	82	81	81	81	86
I demand of myself to actively work for the change of society.	64	80	59	64	70	58	69

## Response category: "Fully agree"

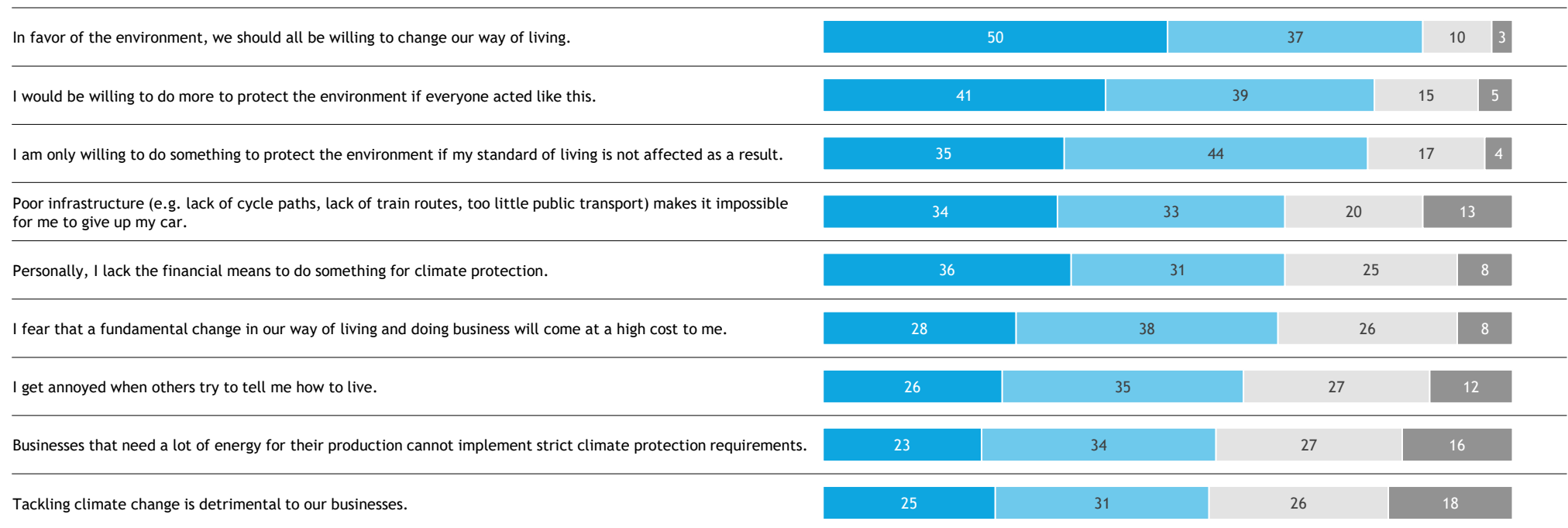
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1,165 RON)	Medium 60-140% (1,165-2,718 RON)	High >140% (>2,718 RON)
To maintain a liveable environment for us and the generations that follow, all of us have to be actively involved and start changing the way we live.	59	61	59	58	67	59	59
I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially just manner.	45	54	43	43	57	46	45
I demand of myself to actively work for the change of society.	26	45	21	25	37	26	26

Basis: 1,200 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?

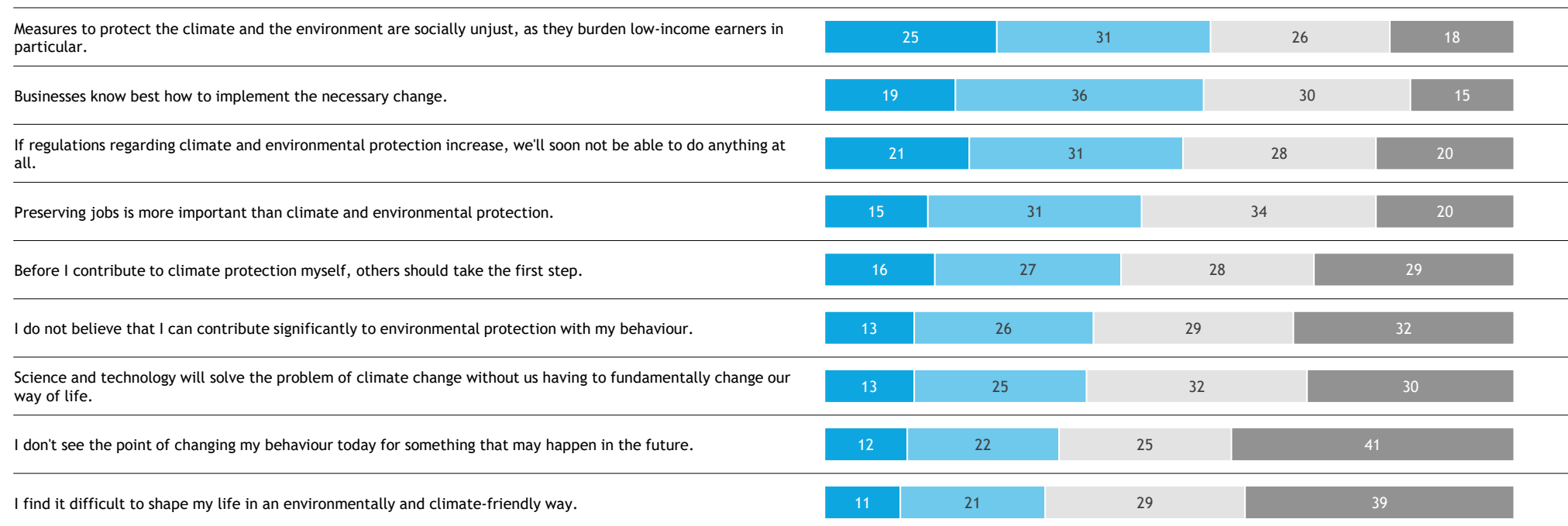


Basis: 1,200 cases, total sample; figures in %.


 Fully agree
  Somewhat agree
  Somewhat disagree
  Completely disagree

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

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



Basis: 1,200 cases, total sample; figures in %.

 Fully agree
  Somewhat agree
  Somewhat disagree
  Completely disagree

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

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

Response category: "Fully agree / Somewhat agree"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
In favor of the environment, we should all be willing to change our way of living.	87	91	95	86	91	82	82	82	89	89	96
I would be willing to do more to protect the environment if everyone acted like this.	80	89	77	77	89	78	74	69	80	86	87
I am only willing to do something to protect the environment if my standard of living is not affected as a result.	79	80	67	82	76	78	72	78	82	87	86
Poor infrastructure (e.g. lack of cycle paths, lack of train routes, too little public transport) makes it impossible for me to give up my car.	67	70	65	68	75	72	62	52	66	73	81
Personally, I lack the financial means to do something for climate protection.	67	65	41	66	63	69	71	62	81	77	56
I fear that a fundamental change in our way of living and doing business will come at a high cost to me.	66	63	53	58	64	75	72	57	66	72	64
I get annoyed when others try to tell me how to live.	61	53	40	56	62	68	61	57	63	76	61
Businesses that need a lot of energy for their production cannot implement strict climate protection requirements.	57	51	43	53	66	70	52	46	56	71	57
Tackling climate change is detrimental to our businesses.	56	57	44	46	57	67	55	46	52	70	59

Basis: 1,200 cases, total sample; figures in %.

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

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

Response category: "Fully agree / Somewhat agree"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Measures to protect the climate and the environment are socially unjust, as they burden low-income earners in particular.	56	53	35	48	52	72	64	43	59	72	40
Businesses know best how to implement the necessary change.	55	57	42	45	64	69	46	42	47	76	54
If regulations regarding climate and environmental protection increase, we'll soon not be able to do anything at all.	52	48	26	45	59	67	48	43	47	72	46
Preserving jobs is more important than climate and environmental protection.	46	33	26	42	35	67	42	38	52	62	38
Before I contribute to climate protection myself, others should take the first step.	43	42	16	33	49	59	37	30	46	63	45
I do not believe that I can contribute significantly to environmental protection with my behaviour.	39	33	27	32	30	66	33	34	37	48	34
Science and technology will solve the problem of climate change without us having to fundamentally change our way of life.	38	31	16	38	45	69	24	27	29	55	34
I don't see the point of changing my behaviour today for something that may happen in the future.	34	26	14	34	38	60	26	25	31	47	34
I find it difficult to shape my life in an environmentally and climate-friendly way.	32	26	14	26	28	58	30	17	28	45	29

Basis: 1,200 cases, total sample; figures in %.

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

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

Response category: "Fully agree / Somewhat agree"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
In favor of the environment, we should all be willing to change our way of living.	87	87	87	87	90	91	87	81
I would be willing to do more to protect the environment if everyone acted like this.	80	82	78	78	85	81	79	76
I am only willing to do something to protect the environment if my standard of living is not affected as a result.	79	80	79	78	86	80	74	76
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.	67	73	62	70	80	65	63	61
Personally, I lack the financial means to do something for climate protection.	67	72	61	67	76	65	62	65
I fear that a fundamental change in our way of living and doing business will come at a high cost to me.	66	72	60	65	76	61	62	64
I get annoyed when others try to tell me how to live.	61	65	57	70	73	56	51	55
Businesses that need a lot of energy for their production cannot implement strict climate protection requirements.	57	60	54	55	73	56	53	47
Tackling climate change is detrimental to our businesses.	56	58	54	56	66	54	51	53

Basis: 1,200 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
Measures to protect the climate and the environment are socially unjust, as they burden low-income earners in particular.	56	63	50	58	67	49	52	55
Businesses know best how to implement the necessary change.	55	58	52	57	64	47	52	54
If regulations regarding climate and environmental protection increase, we'll soon not be able to do anything at all.	52	55	48	55	68	47	43	45
Preserving jobs is more important than climate and environmental protection.	46	49	42	41	65	41	38	42
Before I contribute to climate protection myself, others should take the first step.	43	50	37	41	60	39	38	38
I do not believe that I can contribute significantly to environmental protection with my behaviour.	39	46	32	43	54	33	30	35
Science and technology will solve the problem of climate change without us having to fundamentally change our way of life.	38	46	30	45	59	30	26	29
I don't see the point of changing my behaviour today for something that may happen in the future.	34	40	28	42	53	26	22	30
I find it difficult to shape my life in an environmentally and climate-friendly way.	32	39	24	37	50	26	24	23

Basis: 1,200 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

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

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

Response category: "Fully agree / Somewhat agree"

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1,165 RON)	Medium 60-140% (1,165-2,718 RON)	High >140% (>2,718 RON)
In favor of the environment, we should all be willing to change our way of living.	87	92	86	90	81	89	88
I would be willing to do more to protect the environment if everyone acted like this.	80	86	79	77	77	82	80
I am only willing to do something to protect the environment if my standard of living is not affected as a result.	79	89	76	78	84	79	79
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.	67	80	67	57	69	66	70
Personally, I lack the financial means to do something for climate protection.	67	82	66	50	73	73	62
I fear that a fundamental change in our way of living and doing business will come at a high cost to me.	66	78	63	60	77	68	62
I get annoyed when others try to tell me how to live.	61	77	57	55	60	62	61
Businesses that need a lot of energy for their production cannot implement strict climate protection requirements.	57	78	51	54	66	55	56
Tackling climate change is detrimental to our businesses.	56	73	52	50	67	58	54

Basis: 1,200 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% (<1,165 RON)	Medium 60-140% (1,165-2,718 RON)	High >140% (>2,718 RON)
Measures to protect the climate and the environment are socially unjust, as they burden low-income earners in particular.	56	74	52	49	67	56	54
Businesses know best how to implement the necessary change.	55	72	54	38	66	55	54
If regulations regarding climate and environmental protection increase, we'll soon not be able to do anything at all.	52	71	48	38	62	50	51
Preserving jobs is more important than climate and environmental protection.	46	65	41	40	54	46	44
Before I contribute to climate protection myself, others should take the first step.	43	66	39	31	53	45	41
I do not believe that I can contribute significantly to environmental protection with my behaviour.	39	64	35	25	53	40	36
Science and technology will solve the problem of climate change without us having to fundamentally change our way of life.	38	65	32	26	51	35	38
I don't see the point of changing my behaviour today for something that may happen in the future.	34	63	29	21	51	34	32
I find it difficult to shape my life in an environmentally and climate-friendly way.	32	59	26	23	43	32	32

Basis: 1,200 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
In favor of the environment, we should all be willing to change our way of living.	50	59	66	58	65	30	41	42	45	60	68
I would be willing to do more to protect the environment if everyone acted like this.	41	46	50	48	52	24	37	27	35	57	46
Personally, I lack the financial means to do something for climate protection.	36	35	14	43	40	24	43	36	46	44	25
I am only willing to do something to protect the environment if my standard of living is not affected as a result.	35	34	41	42	36	23	30	21	37	49	53
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.	34	35	31	44	45	23	29	26	36	39	41
I fear that a fundamental change in our way of living and doing business will come at a high cost to me.	28	30	15	28	31	24	33	11	39	38	21
I get annoyed when others try to tell me how to live.	26	27	14	36	35	21	27	16	24	34	29
Tackling climate change is detrimental to our businesses.	25	26	21	26	39	21	21	15	27	37	27
Measures to protect the climate and the environment are socially unjust, as they burden low-income earners in particular.	25	23	8	26	32	21	25	18	36	40	12

Basis: 1,200 cases, total sample; figures in %.

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 PRO = Progressive Realists

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

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

Response category: "Fully agree"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Businesses that need a lot of energy for their production cannot implement strict climate protection requirements.	22	20	17	25	31	21	23	15	22	31	25
If regulations regarding climate and environmental protection increase, we'll soon not be able to do anything at all.	21	14	7	25	31	26	20	9	21	36	14
Businesses know best how to implement the necessary change.	19	19	8	20	26	21	16	13	13	32	17
Before I contribute to climate protection myself, others should take the first step.	16	12	7	16	25	14	16	12	18	31	11
Preserving jobs is more important than climate and environmental protection.	15	9	7	16	12	14	18	10	21	26	10
I do not believe that I can contribute significantly to environmental protection with my behaviour.	13	8	7	16	16	14	15	10	13	22	9
Science and technology will solve the problem of climate change without us having to fundamentally change our way of life.	13	13	1	15	27	16	7	10	6	27	6
I don't see the point of changing my behaviour today for something that may happen in the future.	12	12	3	14	22	16	9	7	13	16	12
I find it difficult to shape my life in an environmentally and climate-friendly way.	11	12	3	12	13	17	10	4	8	20	12

Basis: 1,200 cases, total sample; figures in %.

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

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

Response category: "Fully agree"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
In favor of the environment, we should all be willing to change our way of living.	51	46	55	54	49	50	52	48
I would be willing to do more to protect the environment if everyone acted like this.	41	39	43	48	39	39	41	38
Personally, I lack the financial means to do something for climate protection.	36	37	35	39	32	30	34	46
I am only willing to do something to protect the environment if my standard of living is not affected as a result.	35	33	37	38	39	32	37	32
Poor infrastructure (e.g. lack of cycle paths, lack of train routes, too little public transport) makes it impossible for me to give up my car.	34	34	33	43	36	30	29	31
I fear that a fundamental change in our way of living and doing business will come at a high cost to me.	28	29	27	30	29	23	29	29
I get annoyed when others try to tell me how to live.	26	24	28	32	30	21	21	26
Tackling climate change is detrimental to our businesses.	25	23	28	31	26	23	22	24
Measures to protect the climate and the environment are socially unjust, as they burden low-income earners in particular.	25	26	24	29	28	19	22	29

Basis: 1,200 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

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

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

Response category: "Fully agree"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Businesses that need a lot of energy for their production cannot implement strict climate protection requirements.	22	22	22	24	27	19	22	22
If regulations regarding climate and environmental protection increase, we'll soon not be able to do anything at all.	21	20	21	26	28	17	15	18
Businesses know best how to implement the necessary change.	19	17	21	25	21	12	17	19
Before I contribute to climate protection myself, others should take the first step.	16	17	16	17	23	12	13	17
Preserving jobs is more important than climate and environmental protection.	15	15	15	18	23	8	10	18
I do not believe that I can contribute significantly to environmental protection with my behaviour.	13	13	14	19	21	7	7	12
Science and technology will solve the problem of climate change without us having to fundamentally change our way of life.	13	13	12	20	18	10	9	7
I don't see the point of changing my behaviour today for something that may happen in the future.	12	12	12	17	19	8	7	12
I find it difficult to shape my life in an environmentally and climate-friendly way.	11	12	10	16	18	8	8	8

Basis: 1,200 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% (<1,165 RON)	Medium 60-140% (1,165-2,718 RON)	High >140% (>2,718 RON)
In favor of the environment, we should all be willing to change our way of living.	51	49	51	52	50	51	51
I would be willing to do more to protect the environment if everyone acted like this.	41	41	41	42	52	42	38
Personally, I lack the financial means to do something for climate protection.	36	41	37	24	48	39	32
I am only willing to do something to protect the environment if my standard of living is not affected as a result.	35	37	34	37	41	38	32
Poor infrastructure (e.g. lack of cycle paths, lack of train routes, too little public transport) makes it impossible for me to give up my car.	34	41	33	26	40	32	35
I fear that a fundamental change in our way of living and doing business will come at a high cost to me.	28	28	29	23	44	27	25
I get annoyed when others try to tell me how to live.	26	28	26	22	34	26	24
Tackling climate change is detrimental to our businesses.	25	31	24	23	39	27	21
Measures to protect the climate and the environment are socially unjust, as they burden low-income earners in particular.	25	35	23	20	41	26	21

Basis: 1,200 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"

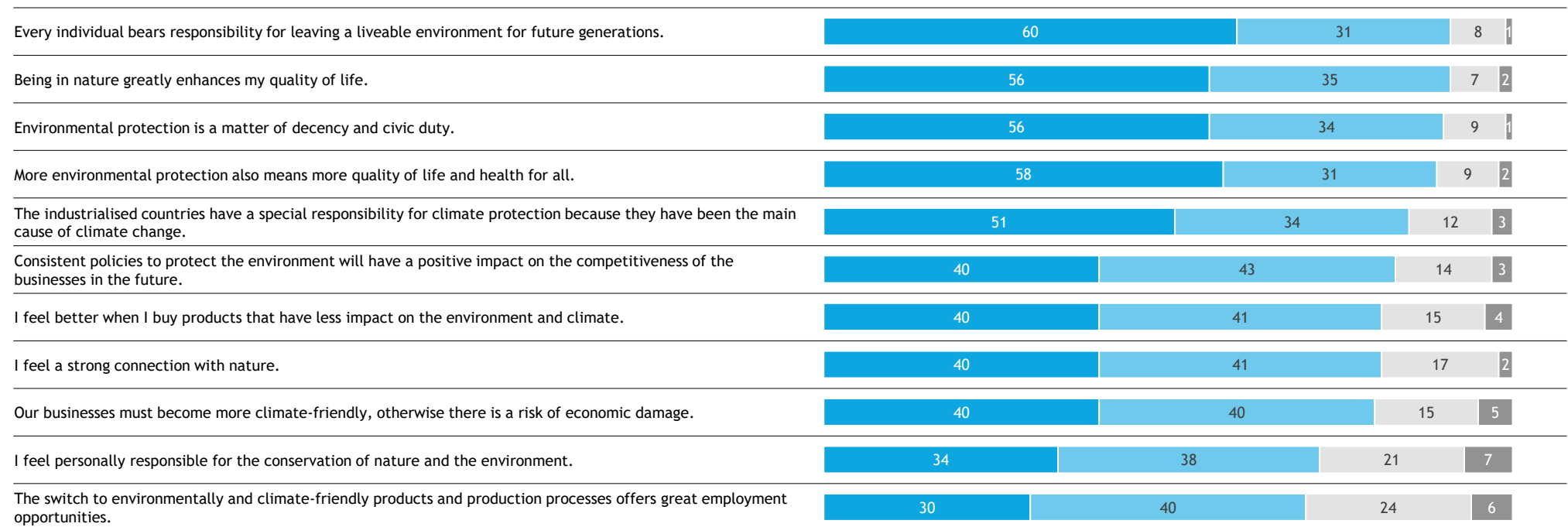
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1,165 RON)	Medium 60-140% (1,165-2,718 RON)	High >140% (>2,718 RON)
Businesses that need a lot of energy for their production cannot implement strict climate protection requirements.	22	28	22	18	38	21	20
If regulations regarding climate and environmental protection increase, we'll soon not be able to do anything at all.	21	28	20	14	37	19	19
Businesses know best how to implement the necessary change.	19	28	17	12	36	17	17
Before I contribute to climate protection myself, others should take the first step.	16	23	15	12	22	18	14
Preserving jobs is more important than climate and environmental protection.	15	21	14	14	20	15	15
I do not believe that I can contribute significantly to environmental protection with my behaviour.	13	23	11	8	25	12	11
Science and technology will solve the problem of climate change without us having to fundamentally change our way of life.	13	21	11	8	20	10	12
I don't see the point of changing my behaviour today for something that may happen in the future.	12	22	11	7	22	13	10
I find it difficult to shape my life in an environmentally and climate-friendly way.	11	24	8	7	22	10	11

Basis: 1,200 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: 1,200 cases, total sample; figures in %.

 Fully agree
  Somewhat agree
  Somewhat disagree
  Completely disagree

# Motivators of climate and environmentally-conscious behaviour

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

Response category: "Fully agree / Somewhat agree"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Every individual bears responsibility for leaving a liveable environment for future generations.	91	94	98	94	85	88	89	87	88	91	100
Being in nature greatly enhances my quality of life.	91	94	95	94	86	84	92	85	90	92	96
Environmental protection is a matter of decency and civic duty.	90	93	96	92	88	83	87	86	91	94	94
More environmental protection also means more quality of life and health for all.	89	95	97	91	92	83	85	86	86	92	98
The industrialised countries have a special responsibility for climate protection because they have been the main cause of climate change.	85	86	86	87	83	82	84	80	89	86	88
Consistent policies to protect the environment will have a positive impact on the competitiveness of the businesses in the future.	83	82	94	85	89	84	75	82	77	85	94
I feel better when I buy products that have less impact on the environment and climate.	81	85	85	83	83	77	75	74	76	89	98
I feel a strong connection with nature.	81	90	79	82	87	80	81	70	64	88	96
Our businesses must become more climate-friendly, otherwise there is a risk of economic damage.	80	86	88	77	78	79	77	65	72	89	93
I feel personally responsible for the conservation of nature and the environment.	72	81	84	64	78	69	66	66	65	77	85
The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.	70	69	78	70	75	74	69	56	59	83	85

Basis: 1,200 cases, total sample; figures in %.

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 strongly overrepresented   
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# Motivators of climate and environmentally-conscious behaviour

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

Response category: "Fully agree / Somewhat agree"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Every individual bears responsibility for leaving a liveable environment for future generations.	91	90	92	85	94	94	90	92
Being in nature greatly enhances my quality of life.	91	91	91	85	92	92	93	92
Environmental protection is a matter of decency and civic duty.	90	90	90	88	89	92	89	92
More environmental protection also means more quality of life and health for all.	89	89	90	88	89	94	87	89
The industrialised countries have a special responsibility for climate protection because they have been the main cause of climate change.	85	90	80	80	89	83	87	85
Consistent policies to protect the environment will have a positive impact on the competitiveness of the businesses in the future.	83	84	82	81	86	83	84	83
I feel better when I buy products that have less impact on the environment and climate.	81	82	81	79	85	83	80	79
I feel a strong connection with nature.	81	82	80	78	85	83	79	80
Our businesses must become more climate-friendly, otherwise there is a risk of economic damage.	80	83	77	78	83	80	80	78
I feel personally responsible for the conservation of nature and the environment.	72	75	69	69	76	76	72	67
The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.	70	72	69	70	80	67	68	68

Basis: 1,200 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% (<1,165 RON)	Medium 60-140% (1,165-2,718 RON)	High >140% (>2,718 RON)
Every individual bears responsibility for leaving a liveable environment for future generations.	91	92	91	94	86	92	92
Being in nature greatly enhances my quality of life.	91	89	90	95	78	91	93
Environmental protection is a matter of decency and civic duty.	90	90	89	94	77	91	91
More environmental protection also means more quality of life and health for all.	89	90	89	90	81	91	91
The industrialised countries have a special responsibility for climate protection because they have been the main cause of climate change.	85	89	83	87	76	86	86
Consistent policies to protect the environment will have a positive impact on the competitiveness of the businesses in the future.	83	84	83	85	81	82	86
I feel better when I buy products that have less impact on the environment and climate.	81	85	80	84	80	82	83
I feel a strong connection with nature.	81	80	81	82	71	80	84
Our businesses must become more climate-friendly, otherwise there is a risk of economic damage.	80	81	80	79	75	80	82
I feel personally responsible for the conservation of nature and the environment.	72	74	71	75	63	70	76
The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.	70	77	69	69	67	70	73

Basis: 1,200 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Motivators of climate and environmentally-conscious behaviour





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

Response category: "Fully agree"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Every individual bears responsibility for leaving a liveable environment for future generations.	60	70	73	74	68	27	51	53	63	66	78
More environmental protection also means more quality of life and health for all.	58	66	76	69	64	32	51	45	63	70	77
Environmental protection is a matter of decency and civic duty.	56	65	78	71	72	23	47	41	58	66	71
Being in nature greatly enhances my quality of life.	56	62	69	73	61	26	56	50	52	60	76
The industrialised countries have a special responsibility for climate protection because they have been the main cause of climate change.	51	55	50	58	53	36	55	36	51	59	56
Consistent policies to protect the environment will have a positive impact on the competitiveness of the businesses in the future.	40	42	55	55	44	25	35	31	32	50	51
Our businesses must become more climate-friendly, otherwise there is a risk of economic damage.	40	42	49	48	45	22	31	23	38	58	59
I feel better when I buy products that have less impact on the environment and climate.	40	48	52	43	50	23	30	27	30	56	74
I feel a strong connection with nature.	40	48	43	49	53	27	33	27	24	54	60
I feel personally responsible for the conservation of nature and the environment.	34	42	47	36	40	24	28	22	21	44	51
The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.	30	30	35	36	49	18	23	16	24	44	47

Basis: 1,200 cases, total sample; figures in %.

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# Motivators of climate and environmentally-conscious behaviour

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

Response category: "Fully agree"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Every individual bears responsibility for leaving a liveable environment for future generations.	60	54	66	55	52	60	66	66
More environmental protection also means more quality of life and health for all.	58	52	66	62	49	57	65	63
Environmental protection is a matter of decency and civic duty.	56	50	62	56	48	56	61	61
Being in nature greatly enhances my quality of life.	56	50	63	58	48	54	60	61
The industrialised countries have a special responsibility for climate protection because they have been the main cause of climate change.	51	53	48	47	46	42	58	62
Consistent policies to protect the environment will have a positive impact on the competitiveness of the businesses in the future.	40	39	42	42	39	38	41	43
Our businesses must become more climate-friendly, otherwise there is a risk of economic damage.	40	36	43	46	37	36	38	44
I feel better when I buy products that have less impact on the environment and climate.	40	37	44	44	42	39	41	37
I feel a strong connection with nature.	40	35	44	42	38	35	41	44
I feel personally responsible for the conservation of nature and the environment.	34	33	35	34	35	34	33	33
The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.	30	28	32	30	32	24	32	33

Basis: 1,200 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% (<1,165 RON)	Medium 60-140% (1,165-2,718 RON)	High >140% (>2,718 RON)
Every individual bears responsibility for leaving a liveable environment for future generations.	60	51	61	67	52	61	60
More environmental protection also means more quality of life and health for all.	58	51	60	64	52	61	59
Environmental protection is a matter of decency and civic duty.	56	47	57	62	43	56	57
Being in nature greatly enhances my quality of life.	56	43	58	65	49	57	58
The industrialised countries have a special responsibility for climate protection because they have been the main cause of climate change.	51	47	50	58	50	52	50
Consistent policies to protect the environment will have a positive impact on the competitiveness of the businesses in the future.	40	38	41	42	49	41	40
Our businesses must become more climate-friendly, otherwise there is a risk of economic damage.	40	40	38	43	49	38	39
I feel better when I buy products that have less impact on the environment and climate.	40	42	40	37	49	39	40
I feel a strong connection with nature.	40	32	41	42	39	40	39
I feel personally responsible for the conservation of nature and the environment.	34	33	33	36	33	30	37
The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.	30	34	28	32	30	27	33

Basis: 1,200 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented





4

Changing way of living and doing  
business

# Main findings

## Changing way of living and doing business

### Assessing the need for change

- When asked whether a fundamental change in our way of living and doing business is necessary in Romania, 93% of respondents answered "Yes, definitely" (56%) or „Rather yes" (37%). This contrasts with 5% who (rather) do not think fundamental change is necessary.

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

- In the opinion of the population, it is above all politicians and the government that should be more committed to tackling climate change: 82% of respondents say they are (much) too little involved.
- 76% think that local governments are doing (far) too little to tackle climate change. 75% seek more responsibility on the part of businesses, 75% also want more commitment from trade unions, and 73% think local citizens should do more.
- 57% of respondents think the European Union should do more as well. Non-governmental organisations and the scientific community are less likely to expect increased efforts (52% and 49% respectively).

# Main findings

## Changing 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 government is by far the most frequently counted among the three most influential actors with 53%. The European Union follows (38%), with local citizens coming third, with 35%. They are followed by the scientific community (32%), local governments (30%), the scientific community (20%), NGOs (19%), political parties (8%) and trade unions (5%).

### Attitudes towards policies

- 88% are in favour of providing more financial support to people with low incomes if the costs of electricity and heating or mobility increase due to climate protection measures (highest level of agreement "Fully agree": 57%). 91% believe that politicians must work harder to ensure the structuring of our economic system and lifestyle is socially just (highest level of agreement: 55%). At the same time, 66% feel uneasy about the idea of a fundamental change in our economic and living conditions, as they say many people will be worse off afterwards than before (highest level of agreement: 30%).
- 77% agree that low-income, indigenous, ethnic or other minorities should not be more affected by environmental pollution than other population groups (highest level of agreement: 46%).

# Main findings

## Changing way of living and doing business

- 90% are in favour of subsidies that support businesses in switching to climate-friendly production processes and products (highest approval rating: 54%). 83% think that businesses need clear guidelines from the state in order to become climate-neutral (highest approval rating: 41%). 79% say that politicians should exert much more pressure on businesses to achieve climate-friendly production methods (highest approval rating: 39%). In the same vein, 65% believe that politicians follow the guidelines of industry and businesses too closely (highest approval rating: 29%). 87% 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: 50%). 74%, however, say that there are already enough guidelines for a fundamental change in our way of living and doing business - if these were also implemented, we would be on the right track (highest approval rating: 28%).
- 87% support a more consistent switch to renewable energy (highest approval rating: 46%).
- 68% agree with the statement "It annoys me that climate policy is controlled by the EU, because this does insufficiently take into account the special features of Romania" (highest level of agreement: 36%).
- 54% believe that structural change measures should be enforced even if jobs are lost as a result (highest level of agreement: 19%). Yet, 72% say that jobs affected by structural change should be maintained for as long as possible if there are no suitable alternatives (highest level of agreement: 29%).

# Main findings

## Changing 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": 44%). 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 83% (highest approval rating: 34%), the promotion of electric vehicles by 78% (highest approval rating: 32%), a climate tax on airline tickets by 54% (highest approval rating: 16%) and the introduction of a car toll (so that someone who drives a lot also has to pay more) by 48% (highest approval rating: 17%).
- **Energy**: 91% of respondents support the construction of more wind turbines (highest approval rating: 47%). 88% are in favour of energy communities (highest level of approval: 31%) and 83% are in favour of mandatory solar for public buildings and new private buildings (highest level of approval: 38%).
- **Technology/innovations/businesses**: 93% of respondents are in favour of more support for the development of climate-friendly products and technologies (highest level of agreement: 45%). 89% are in favour of labelling climate-friendly products (highest approval rating: 36%). Reducing subsidies that are harmful to the climate is supported by 71% (highest approval rating: 24%) and making products that are harmful to the climate more expensive by 62% (highest approval rating: 18%).

# Main findings

## Changing way of living and doing business

- **Education**: An improvement of school education in the field of environmental and climate protection is supported by 95% (highest level of approval: 53%). 90% support training or further education (or retraining opportunities) for workers who are employed in jobs that will no longer be needed in the future (highest level of approval: 41%).
- **Housing**: 94% approve of financial support for cost-efficient heating and thermal systems (e.g. heat pump) (highest approval rating: 46%). 92% support state support for the renovation of buildings for thermal insulation (highest approval rating: 47%). The same number of respondents support state subsidies for private households if they use renewable energy (highest approval rating: 46%). 88% agree with legal regulations on the energy efficiency of electrical household appliances (highest approval rating: 34%).

## Attitudes towards the energy and heat transition

- 93% 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": 60%). Furthermore, 90% think that the affected employees should be financially supported (compensation payments, severance payments, etc.) (highest level of agreement: 50%).

# Main findings

## Changing way of living and doing business

- 92% of respondents believe 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: 59%). In addition, 92% also agree that the development of energy communities should be supported by the government (highest level of agreement: 55%).
- According to 90% of the respondents, new industries should be actively located in regions and municipalities affected by the conversion of electricity and heat supply to renewable energy (e.g. coal mining, natural gas, oil regions) (highest level of agreement: 51%). Furthermore, 88% of respondents think that the affected regions and municipalities should receive financial support (highest level of agreement: 46%).
- 87% of respondents believe that citizens should participate in public and political life (e.g. citizens' forums, planning advisory boards) in order to help shape the community (highest level of agreement: 43%).
- 76% of respondents can imagine taking an active part in shaping their community's energy supply, with 29% saying they could "definitely" imagine doing so. Asked whether they could imagine generating their energy, 4% say they would already do so, 52% say they could "definitely" imagine this and 34% say they could "rather" imagine this.

# Main findings

## Changing way of living and doing business

- 62% would "approve" of the construction of a solar park in their community if the profits it generates benefit the community. 35% would accept it and only 3% would oppose it. 58% of the respondents would approve the construction of a wind park in their municipality if the profits from it benefit the community. 36% would accept it, 6% oppose it.
- 73% of respondents think the heating transition should be done through more public subsidies for climate-neutral technologies and the replacement of heating. On the other hand, 12% support bans and 4% higher prices for oil, gas and coal. The remaining 11% 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, 31% answer "yes" and another 37% with "rather yes,,. Only 7% answered „no“ and 25% "rather no,,.

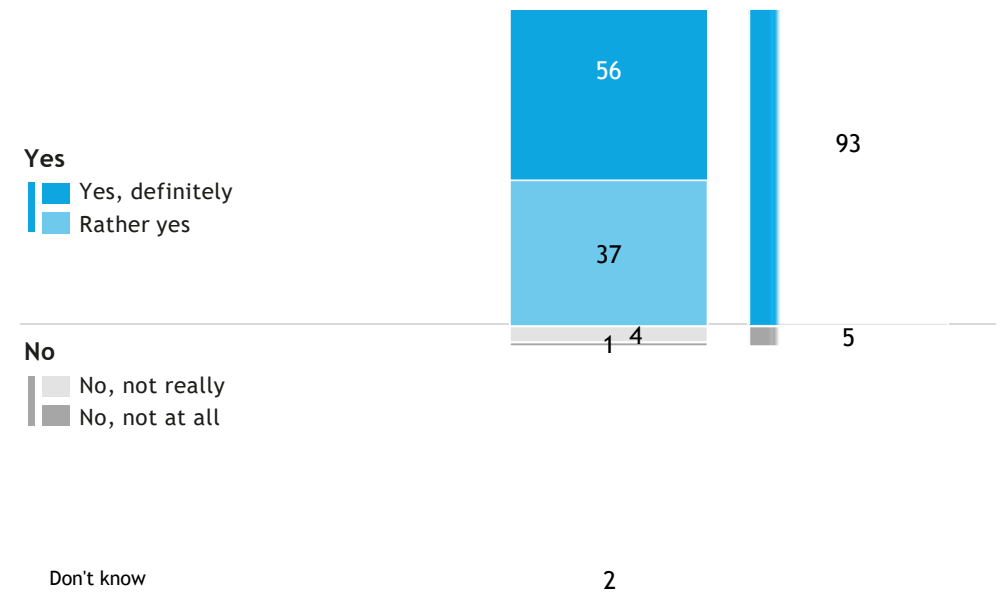


# Assessing the need for change

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



Basis: 1,200 cases, total sample; figures in %.







# Assessing the need for change

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
YES	93	96	97	89	98	91	92	89	85	96	97
Yes, definitely	56	54	65	62	63	33	54	51	54	68	72
Rather yes	37	42	32	27	35	58	39	38	31	28	26
NO	5	3	1	9	2	7	5	6	11	2	1
No, not really	4	2	1	4	2	6	3	5	9	1	-
No, not at all	1	2	-	5	-	1	2	1	2	0	1
Don't know	2	1	1	2	-	2	3	5	4	2	2

Basis: 1,200 cases, total sample; figures in %.

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

 strongly overrepresented  
 overrepresented  
 strongly underrepresented  
 underrepresented

# Assessing the need for change

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
YES	93	93	92	95	97	94	93	83
Yes, definitely	56	50	61	68	58	54	54	43
Rather yes	37	43	31	27	39	40	39	40
NO	5	5	6	3	2	5	4	12
No, not really	4	4	4	2	2	4	3	7
No, not at all	1	1	2	1	1	1	1	4
Don't know	2	2	2	2	0	1	3	6

Basis: 1,200 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Assessing the need for change

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

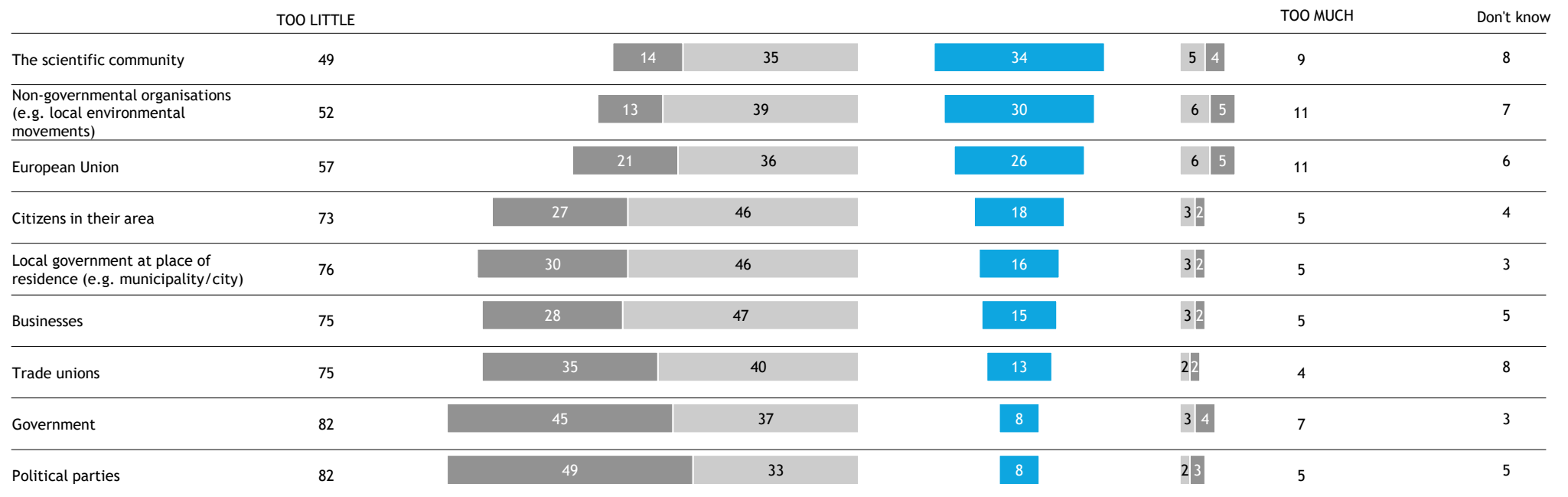
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1,165 RON)	Medium 60-140% (1,165-2,718 RON)	High >140% (>2,718 RON)
YES	93	95	92	90	94	92	93
Yes, definitely	56	52	59	48	78	53	53
Rather yes	37	44	34	42	16	39	40
NO	5	2	6	7	4	5	5
No, not really	4	2	4	4	3	4	4
No, not at all	1	1	1	3	1	1	2
Don't know	2	2	2	3	2	3	2

Basis: 1,200 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: 1,200 cases, total sample; figures in %.

Way too little  
Too little

Just right

Way too much  
Too much

# Attribution of responsibility (1)

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
<b>Businesses</b>											
Way too much/too much	5	3	2	4	6	7	4	3	4	8	8
Just right	15	9	10	14	13	26	12	19	10	21	12
Too little/way too little	75	84	86	76	79	63	78	69	76	69	79
<b>Local government at place of residence (e.g. municipality/city)</b>											
Way too much/too much	5	3	3	4	7	10	4	1	2	7	5
Just right	16	16	10	20	18	18	13	20	14	15	13
Too little/way too little	76	78	88	74	71	66	79	70	82	76	79
<b>European Union</b>											
Way too much/too much	11	10	5	11	14	8	17	12	15	11	6
Just right	26	21	50	34	18	32	21	19	16	22	33
Too little/way too little	57	63	43	47	66	53	57	63	55	65	60

Basis: 1,200 cases, total sample; figures in %.

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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	7	4	2	8	8	8	9	3	8	8	7
Just right	8	4	6	8	12	22	4	10	2	9	10
Too little/way too little	82	89	91	80	78	66	85	80	86	81	83
<b>Citizens in their area</b>											
Way too much/too much	5	7	1	6	3	6	5	3	2	6	5
Just right	18	12	12	18	11	27	14	25	15	25	17
Too little/way too little	73	76	86	73	84	60	78	66	78	67	76
<b>Trade unions</b>											
Way too much/too much	4	3	1	4	6	6	5	3	3	4	4
Just right	13	8	8	9	13	22	10	14	13	17	13
Too little/way too little	75	81	86	80	76	62	77	71	70	74	75

Basis: 1,200 cases, total sample; figures in %.

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strongly overrepresented  
 overrepresented  
 strongly underrepresented  
 underrepresented

# Attribution of responsibility (3)

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
<b>Political parties</b>											
Way too much/too much	5	2	2	3	10	7	5	1	5	7	9
Just right	8	5	4	8	8	17	7	6	6	7	8
Too little/way too little	82	88	93	86	80	72	82	85	81	83	78
<b>Non-governmental organisations (e.g. local environmental movements)</b>											
Way too much/too much	11	9	10	18	7	9	13	10	11	15	11
Just right	30	26	41	37	47	27	25	29	25	32	25
Too little/way too little	52	56	44	41	36	59	53	53	54	50	54
<b>The scientific community</b>											
Way too much/too much	9	7	6	17	10	7	15	3	7	11	10
Just right	34	33	50	36	46	33	26	42	25	28	40
Too little/way too little	49	53	38	44	40	52	46	46	56	56	46

Basis: 1,200 cases, total sample; figures in %.

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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	5	5	4	12	6	4	1	1
Just right	15	16	14	21	16	11	14	16
Too little/way too little	75	76	74	62	75	80	80	78
<b>Local government at place of residence (e.g. municipality/city)</b>								
Way too much/too much	5	4	5	10	4	4	2	4
Just right	16	18	14	23	14	13	15	16
Too little/way too little	76	75	77	63	80	78	80	78
<b>European Union</b>								
Way too much/too much	11	14	8	16	6	10	10	15
Just right	26	28	23	31	24	21	28	26
Too little/way too little	57	56	59	49	64	63	56	52

Basis: 1,200 cases, total sample; figures in %.

Legend:
   
 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	7	8	5	15	5	6	3	5
Just right	8	12	6	12	13	6	6	6
Too little/way too little	82	79	84	71	80	84	87	85
<b>Citizens in their area</b>								
Way too much/too much	5	6	4	10	4	4	2	4
Just right	18	21	16	18	22	16	13	21
Too little/way too little	73	71	75	67	70	75	80	72
<b>Trade unions</b>								
Way too much/too much	4	5	3	13	3	2	1	2
Just right	13	16	10	18	16	11	9	11
Too little/way too little	75	74	75	60	74	76	82	79

Basis: 1,200 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	5	6	4	12	4	4	3	4
Just right	8	11	5	13	15	6	4	2
Too little/way too little	82	81	84	71	79	84	90	88
<b>Non-governmental organisations (e.g. local environmental movements)</b>								
Way too much/too much	11	13	10	20	8	11	9	10
Just right	30	31	29	35	30	31	28	25
Too little/way too little	52	52	51	36	57	52	55	56
<b>The scientific community</b>								
Way too much/too much	9	10	8	16	6	8	8	9
Just right	34	37	30	38	36	34	30	32
Too little/way too little	49	47	50	36	52	50	52	52

Basis: 1,200 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% (<1,165 RON)	Medium 60-140% (1,165-2,718 RON)	High >140% (>2,718 RON)
<b>Businesses</b>							
Way too much/too much	5	8	4	4	5	6	4
Just right	15	18	15	14	14	14	17
Too little/way too little	75	71	76	79	77	76	75
<b>Local government at place of residence (e.g. municipality/city)</b>							
Way too much/too much	5	7	4	4	8	4	5
Just right	16	17	16	12	17	12	19
Too little/way too little	76	74	76	82	74	80	73
<b>European Union</b>							
Way too much/too much	11	7	11	16	4	9	14
Just right	26	20	26	30	18	22	31
Too little/way too little	57	66	57	48	69	62	51

Basis: 1,200 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% (<1,165 RON)	Medium 60-140% (1,165-2,718 RON)	High >140% (>2,718 RON)
<b>Government</b>							
Way too much/too much	7	10	6	5	5	6	6
Just right	8	17	7	6	8	6	11
Too little/way too little	82	70	84	86	84	84	79
<b>Citizens in their area</b>							
Way too much/too much	5	4	6	3	4	4	6
Just right	18	28	16	14	22	16	20
Too little/way too little	73	65	74	81	70	75	72
<b>Trade unions</b>							
Way too much/too much	4	7	4	1	8	4	4
Just right	13	22	10	12	8	11	15
Too little/way too little	75	63	77	77	77	77	73

Basis: 1,200 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?

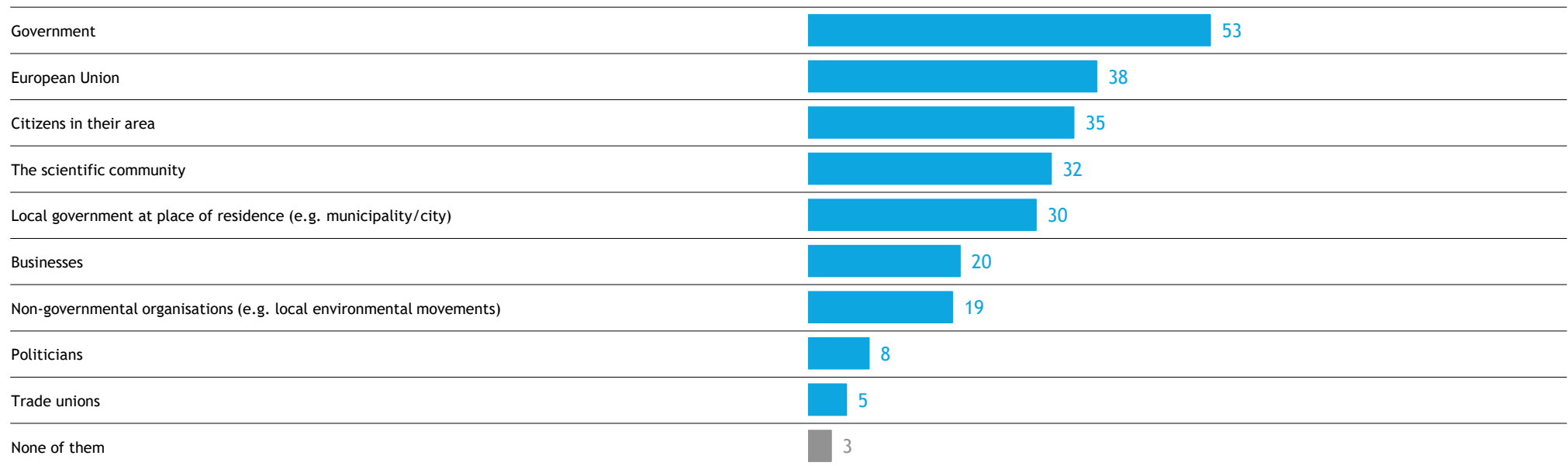
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1,165 RON)	Medium 60-140% (1,165-2,718 RON)	High >140% (>2,718 RON)
<b>Political parties</b>							
Way too much/too much	5	5	5	4	4	4	6
Just right	8	17	6	5	9	6	10
Too little/way too little	82	73	84	87	85	85	81
<b>Non-governmental organisations (e.g. local environmental movements)</b>							
Way too much/too much	11	5	13	14	6	10	14
Just right	30	28	30	31	16	28	33
Too little/way too little	52	59	49	50	73	53	48
<b>The scientific community</b>							
Way too much/too much	9	5	11	8	7	10	10
Just right	34	28	34	42	22	30	39
Too little/way too little	49	59	47	44	65	52	44

Basis: 1,200 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 actors you regard as being most influential.



Basis: 1,200 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 actors you regard as being most influential.

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Government	53	60	62	56	44	37	57	54	55	58	42
European Union	38	43	51	47	29	29	41	30	32	43	36
Citizens in their area	35	41	37	33	34	20	37	43	30	34	45
The scientific community	32	30	27	30	26	38	34	26	41	31	28
Local government at place of residence (e.g. municipality/city)	30	36	33	34	17	19	33	39	26	25	32
Businesses	20	21	31	17	12	13	21	21	26	17	21
Non-governmental organisations (e.g. local environmental movements)	19	21	28	21	24	9	17	19	20	16	30
Politicians	8	9	7	7	8	11	9	6	7	12	4
Trade unions	5	3	3	2	7	12	3	2	4	4	14
None of them	3	1	-	4	8	4	4	5	2	2	1

Basis: 1,200 cases, total sample; figures in %.

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strongly overrepresented  
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 underrepresented



# Attribution of responsibility

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Government	53	52	54	48	37	63	53	63
European Union	38	41	35	50	33	37	35	37
Citizens in their area	35	32	38	34	24	38	41	36
The scientific community	32	36	28	28	38	26	32	37
Local government at place of residence (e.g. municipality/city)	30	27	32	17	19	29	40	43
Businesses	20	18	22	12	12	20	28	27
Non-governmental organisations (e.g. local environmental movements)	19	15	24	21	17	20	21	17
Politicians	8	8	9	14	8	8	6	6
Trade unions	5	8	3	6	11	6	2	1
None of them	3	2	5	3	3	2	5	3

Basis: 1,200 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 actors you regard as being most influential.

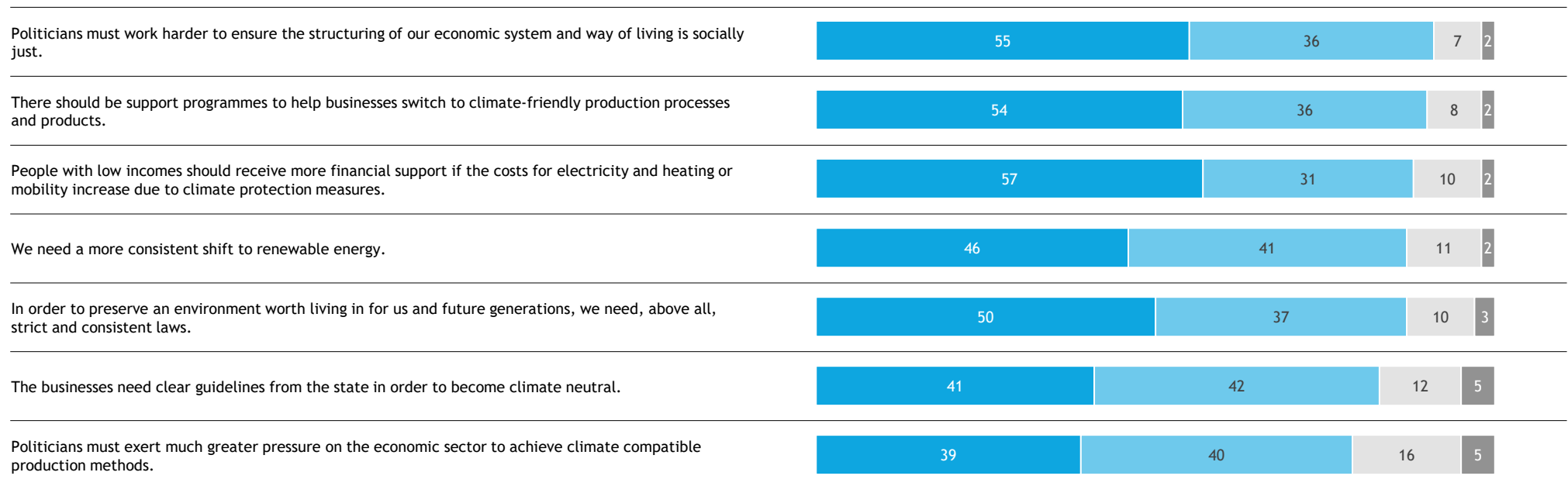
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1,165 RON)	Medium 60-140% (1,165-2,718 RON)	High >140% (>2,718 RON)
Government	53	34	56	64	33	54	58
European Union	38	27	41	41	29	35	42
Citizens in their area	35	17	39	40	30	33	37
The scientific community	32	36	32	29	39	29	32
Local government at place of residence (e.g. municipality/city)	30	13	32	40	23	28	32
Businesses	20	9	22	26	14	21	20
Non-governmental organisations (e.g. local environmental movements)	19	13	22	19	14	23	18
Politicians	8	8	10	4	13	10	7
Trade unions	5	14	3	2	3	6	5
None of them	3	5	3	3	2	3	3

Basis: 1,200 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: 1,200 cases, total sample; figures in %.

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

# Attitudes towards policies (2)

To what extent do you agree with the following statements?



Basis: 1,200 cases, total sample; figures in %.

 Fully agree
  Somewhat agree
  Somewhat disagree
  Completely disagree

# Attitudes towards policies (1)





To what extent do you agree with the following statements?

Response category: "Fully agree / Somewhat agree"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Politicians must work harder to ensure the structuring of our economic system and way of living is socially just.	91	94	99	96	87	86	91	81	92	96	95
There should be support programmes to help businesses switch to climate-friendly production processes and products.	90	94	93	93	89	88	88	77	85	95	95
People with low incomes should receive more financial support if the costs for electricity and heating or mobility increase due to climate protection measures.	88	88	87	84	91	87	90	77	91	93	90
We need a more consistent shift to renewable energy.	87	86	92	89	92	86	84	80	83	92	94
In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.	87	91	95	87	89	81	85	75	86	90	92
The businesses need clear guidelines from the state in order to become climate neutral.	83	83	83	80	85	80	82	79	82	90	87
Politicians must exert much greater pressure on the economic sector to achieve climate compatible production methods.	79	81	85	75	78	81	78	70	74	85	91

Basis: 1,200 cases, total sample; figures in %.

EST = Established  
 INT = Intellectuals  
 PER = Performers  
 COS = Cosmopolitan Avantgarde  
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 SEN = Sensation-Oriented  
 PRO = Progressive Realists

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# Attitudes towards policies (2)





To what extent do you agree with the following statements?

Response category: "Fully agree / Somewhat agree"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Low-income, ethnic or other minorities should not be more affected by environmental pressures (e.g. noise and air pollution, water contamination, development of green spaces) than other population groups.	77	71	86	77	66	81	74	68	82	85	79
There are already enough guidelines for a fundamental change in our way of living and doing business. If these were also implemented, we would be on the right track.	74	76	69	79	69	79	75	60	71	80	79
If there are no suitable alternatives for the jobs affected by structural change, they should be maintained for as long as possible.	72	75	60	62	78	76	72	63	71	83	67
It annoys me that climate policy is controlled by the EU, because this does insufficiently take into account the specifics of Romania.	68	66	34	55	76	75	74	64	74	81	63
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.	66	62	42	55	64	77	74	55	75	82	60
Politicians follow the guidelines of industry and businesses too closely.	65	57	73	64	56	71	70	50	65	72	73
Structural change measures should be enforced even if jobs are lost as a result.	54	52	67	48	54	68	41	37	35	73	68

Basis: 1,200 cases, total sample; figures in %.

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# Attitudes towards policies (1)

To what extent do you agree with the following statements?

Response category: "Fully agree / Somewhat agree"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Politicians must work harder to ensure the structuring of our economic system and way of living is socially just.	91	92	91	88	93	95	91	90
There should be support programmes to help businesses switch to climate-friendly production processes and products.	90	91	88	83	92	91	87	92
People with low incomes should receive more financial support if the costs for electricity and heating or mobility increase due to climate protection measures.	88	88	87	87	92	87	86	87
We need a more consistent shift to renewable energy.	87	89	85	86	86	89	86	88
In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.	87	86	87	79	87	90	88	87
The businesses need clear guidelines from the state in order to become climate neutral.	83	83	83	81	87	84	78	84
Politicians must exert much greater pressure on the economic sector to achieve climate compatible production methods.	79	80	78	75	84	83	75	78

Basis: 1,200 cases, total sample; figures in %.

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# Attitudes towards policies (2)

To what extent do you agree with the following statements?

Response category: "Fully agree / Somewhat agree"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Low-income, ethnic or other minorities should not be more affected by environmental pressures (e.g. noise and air pollution, water contamination, development of green spaces) than other population groups.	77	80	74	70	84	72	81	78
There are already enough guidelines for a fundamental change in our way of living and doing business. If these were also implemented, we would be on the right track.	74	75	73	74	81	74	69	73
If there are no suitable alternatives for the jobs affected by structural change, they should be maintained for as long as possible.	72	74	68	68	82	74	67	65
It annoys me that climate policy is controlled by the EU, because this does insufficiently take into account the specifics of Romania.	68	70	66	69	82	67	57	63
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.	66	68	64	64	78	65	63	62
Politicians follow the guidelines of industry and businesses too closely.	65	68	62	65	73	68	59	61
Structural change measures should be enforced even if jobs are lost as a result.	54	59	48	53	68	54	45	48

Basis: 1,200 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
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# Attitudes towards policies (1)

To what extent do you agree with the following statements?

Response category: "Fully agree / Somewhat agree"

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1,165 RON)	Medium 60-140% (1,165-2,718 RON)	High >140% (>2,718 RON)
Politicians must work harder to ensure the structuring of our economic system and way of living is socially just.	91	95	90	92	79	92	94
There should be support programmes to help businesses switch to climate-friendly production processes and products.	90	91	88	91	86	91	89
People with low incomes should receive more financial support if the costs for electricity and heating or mobility increase due to climate protection measures.	88	96	87	78	85	91	86
We need a more consistent shift to renewable energy.	87	92	86	86	85	87	88
In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.	87	87	86	87	76	87	88
The businesses need clear guidelines from the state in order to become climate neutral.	83	89	81	84	73	83	85
Politicians must exert much greater pressure on the economic sector to achieve climate compatible production methods.	79	84	79	75	70	80	82

Basis: 1,200 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% (<1,165 RON)	Medium 60-140% (1,165-2,718 RON)	High >140% (>2,718 RON)
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.	77	86	74	77	69	78	78
There are already enough guidelines for a fundamental change in our way of living and doing business. If these were also implemented, we would be on the right track.	74	87	72	69	85	71	75
If there are no suitable alternatives for the jobs affected by structural change, they should be maintained for as long as possible.	72	81	70	62	78	73	70
It annoys me that climate policy is controlled by the EU, because this does insufficiently take into account the specifics of Romania.	68	85	66	52	81	71	64
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.	66	82	65	53	76	67	65
Politicians follow the guidelines of industry and businesses too closely.	65	78	62	62	61	65	66
Structural change measures should be enforced even if jobs are lost as a result.	54	69	49	51	55	53	56

Basis: 1,200 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
People with low incomes should receive more financial support if the costs for electricity and heating or mobility increase due to climate protection measures.	57	58	53	61	62	37	58	49	62	69	66
Politicians must work harder to ensure the structuring of our economic system and way of living is socially just.	55	55	68	70	64	30	58	41	54	66	68
There should be support programmes to help businesses switch to climate-friendly production processes and products.	54	52	64	60	61	30	52	40	51	70	69
In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.	50	57	60	53	58	25	46	39	50	59	65
We need a more consistent shift to renewable energy.	46	44	68	61	56	20	41	34	40	61	71
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.	46	37	63	54	50	34	46	29	58	52	54
The businesses need clear guidelines from the state in order to become climate neutral.	41	42	47	51	49	22	37	28	41	49	58

Basis: 1,200 cases, total sample; figures in %.

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# Attitudes towards policies (2)

To what extent do you agree with the following statements?

Response category: "Fully agree"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Politicians must exert much greater pressure on the economic sector to achieve climate compatible production methods.	39	36	50	46	45	24	38	24	39	48	59
It annoys me that climate policy is controlled by the EU, because this does insufficiently take into account the specifics of Romania.	36	34	7	38	37	26	41	37	47	44	35
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.	30	24	15	30	38	25	35	20	41	42	33
Politicians follow the guidelines of industry and businesses too closely.	29	25	31	28	31	18	36	17	38	38	35
If there are no suitable alternatives for the jobs affected by structural change, they should be maintained for as long as possible.	29	25	25	26	39	26	30	21	24	42	35
There are already enough guidelines for a fundamental change in our way of living and doing business. If these were also implemented, we would be on the right track.	28	30	34	33	31	20	27	18	21	40	35
Structural change measures should be enforced even if jobs are lost as a result.	19	20	34	22	30	18	12	9	13	28	15

Basis: 1,200 cases, total sample; figures in %.

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# Attitudes towards policies (1)

To what extent do you agree with the following statements?

Response category: "Fully agree"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
People with low incomes should receive more financial support if the costs for electricity and heating or mobility increase due to climate protection measures.	57	55	58	56	55	53	58	62
Politicians must work harder to ensure the structuring of our economic system and way of living is socially just.	55	54	57	54	52	55	57	60
There should be support programmes to help businesses switch to climate-friendly production processes and products.	54	52	55	51	50	51	56	60
In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.	50	48	50	42	48	52	54	52
We need a more consistent shift to renewable energy.	46	48	45	46	41	48	44	53
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.	46	47	45	40	50	42	50	49
The businesses need clear guidelines from the state in order to become climate neutral.	41	37	44	35	43	38	42	46

Basis: 1,200 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 would have to exert much more pressure on businesses in order to achieve climate-compatible production methods.	39	37	42	38	40	37	41	40
It annoys me that climate policy is controlled by the EU, because this does insufficiently take into account the specifics of Romania.	36	36	35	34	40	37	33	33
The idea of a fundamental change in our businesses and ways of life worries me. I know from experience that many people will be worse off than before.	30	29	32	33	37	26	26	29
Politicians follow the guidelines of industry and businesses too closely.	29	31	27	32	33	30	23	28
If there are no suitable alternatives for the jobs affected by structural change, they should be maintained for as long as possible.	29	28	29	26	41	24	28	25
There are already enough guidelines for a fundamental change in our way of living and doing business. If these were also implemented, we would be on the right track.	28	26	31	30	30	27	25	29
Structural change measures should be enforced even if jobs are lost as a result.	19	19	19	20	27	17	15	16

Basis: 1,200 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% (<1,165 RON)	Medium 60-140% (1,165-2,718 RON)	High >140% (>2,718 RON)
People with low incomes should receive more financial support if the costs for electricity and heating or mobility increase due to climate protection measures.	57	62	57	48	60	61	54
Politicians must work harder to ensure the structuring of our economic system and way of living is socially just.	55	55	56	55	49	58	55
There should be support programmes to help businesses switch to climate-friendly production processes and products.	54	52	53	54	49	55	53
In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.	50	50	49	51	39	53	48
We need a more consistent shift to renewable energy.	46	44	46	49	50	45	47
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.	46	56	43	48	44	50	44
The businesses need clear guidelines from the state in order to become climate neutral.	41	42	40	43	47	41	40

Basis: 1,200 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% (<1,165 RON)	Medium 60-140% (1,165-2,718 RON)	High >140% (>2,718 RON)
Politicians would have to exert much more pressure on businesses in order to achieve climate-compatible production methods.	39	40	39	37	42	40	38
It annoys me that climate policy is controlled by the EU, because this does insufficiently take into account the specifics of Romania.	36	46	34	29	46	38	31
The idea of a fundamental change in our businesses and ways of life worries me. I know from experience that many people will be worse off than before.	30	44	28	23	47	31	27
Politicians follow the guidelines of industry and businesses too closely.	29	39	27	27	34	28	29
If there are no suitable alternatives for the jobs affected by structural change, they should be maintained for as long as possible.	29	41	26	25	46	30	24
There are already enough guidelines for a fundamental change in our way of living and doing business. If these were also implemented, we would be on the right track.	28	34	27	26	39	29	26
Structural change measures should be enforced even if jobs are lost as a result.	19	25	17	19	28	17	19

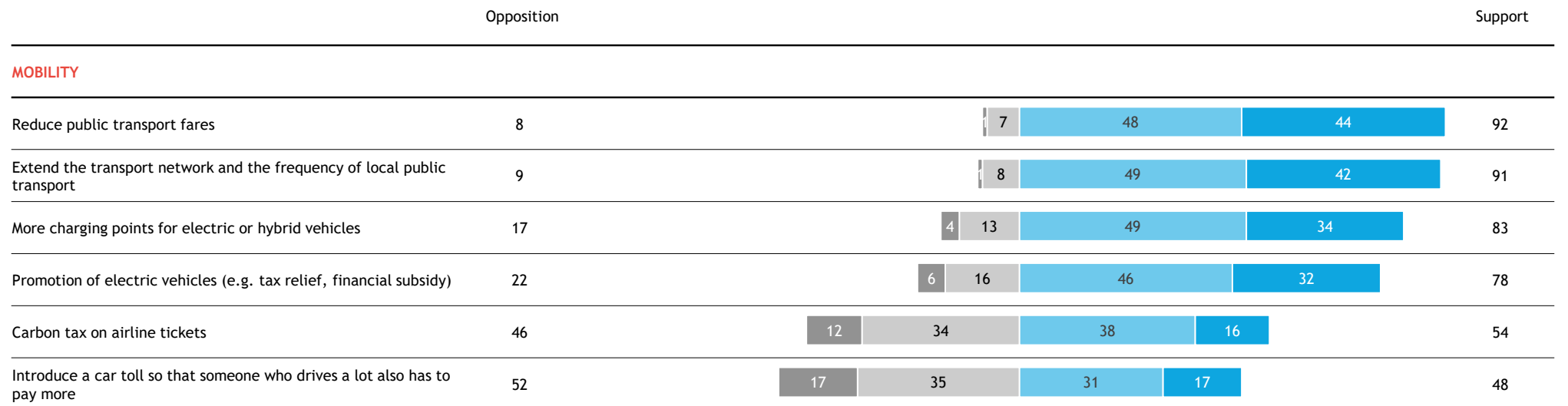
Basis: 1,200 cases, total sample; figures in %.

■ 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?

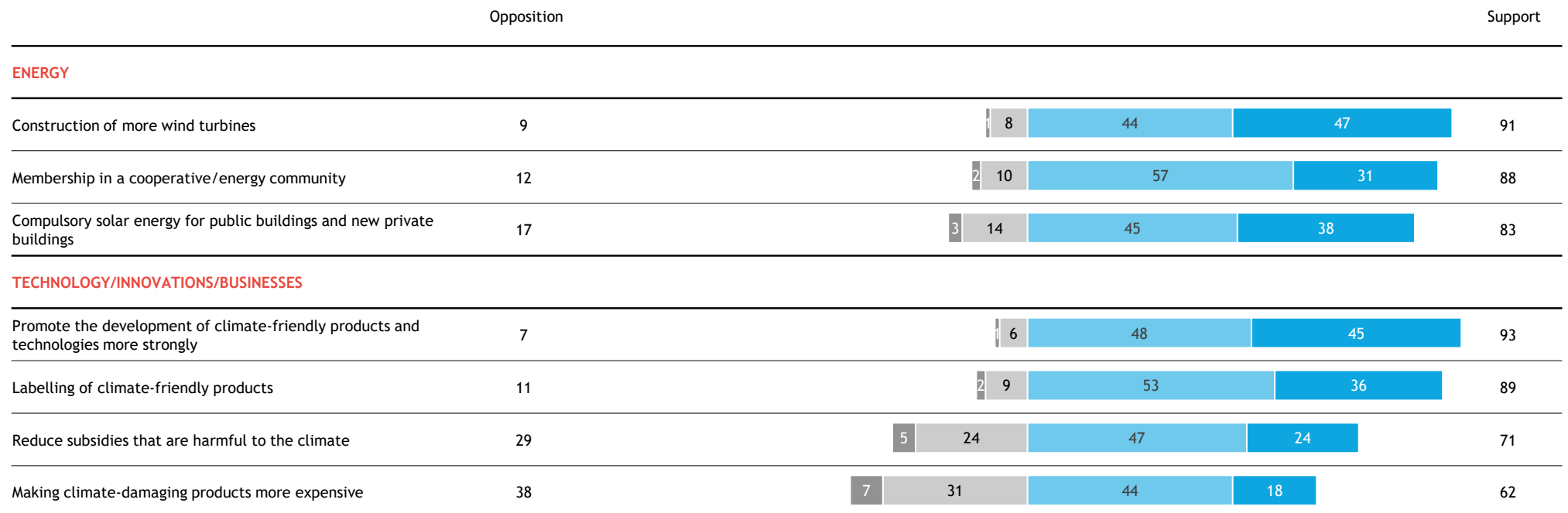


■ I completely reject it    ■ I would rather agree  
 ■ I would rather reject it    ■ I completely agree

Basis: 1,200 cases, total sample; figures in %.

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

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

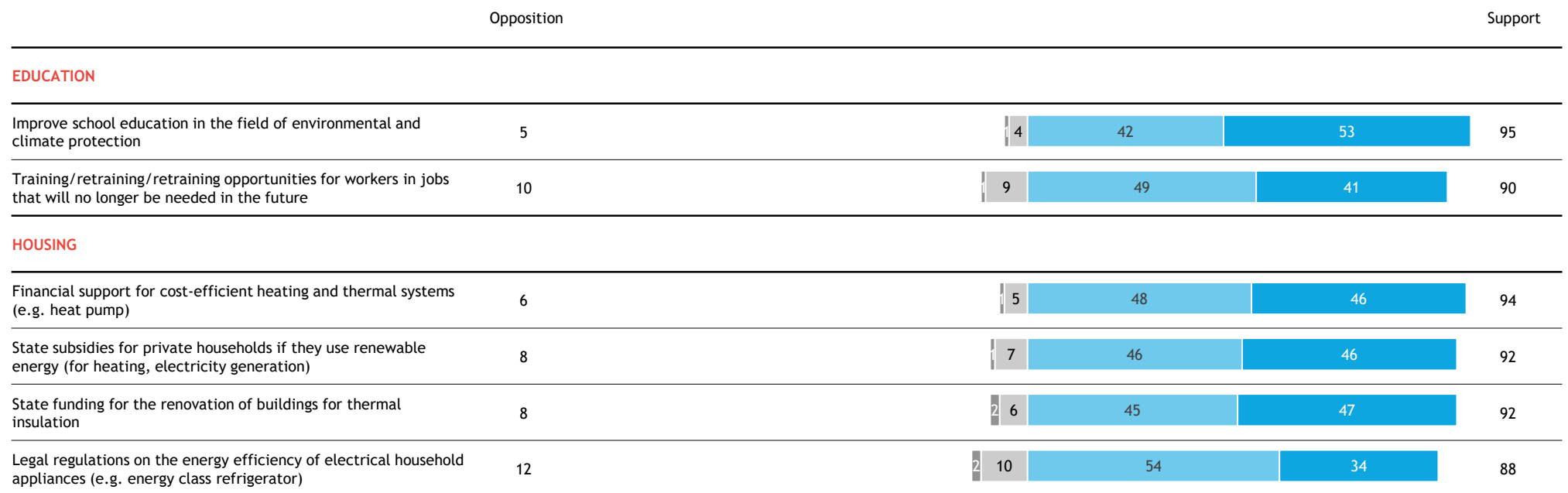


Basis: 1,200 cases, total sample; figures in %.

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 (3)

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



Basis: 1,200 cases, total sample; figures in %.

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

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

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

Response category: "I completely / would rather agree"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
<b>MOBILITY</b>											
Reduce public transport fares	92	96	84	94	92	83	92	91	97	90	91
Extend the transport network and the frequency of local public transport	91	93	91	90	93	89	90	91	92	88	89
More charging points for electric or hybrid vehicles	83	84	96	92	80	85	76	75	78	86	95
Promotion of electric vehicles (e.g. tax relief, financial subsidy)	78	79	94	81	78	78	74	68	68	83	87
Carbon tax on airline tickets	54	48	68	54	50	60	50	51	52	53	66
Introduce a car toll so that someone who drives a lot also has to pay more	48	45	66	45	49	63	36	40	43	54	51

Basis: 1,200 cases, total sample; figures in %.

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

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

Response category: "I completely / would rather agree"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
<b>MOBILITY</b>								
Reduce public transport fares	92	91	92	85	87	96	95	92
Extend the transport network and the frequency of local public transport	91	93	88	81	89	94	95	93
More charging points for electric or hybrid vehicles	83	82	86	81	89	84	83	83
Promotion of electric vehicles (e.g. tax relief, financial subsidy)	78	77	79	81	83	80	74	71
Carbon tax on airline tickets	54	60	48	52	61	56	55	47
Introduce a car toll so that someone who drives a lot also has to pay more	48	55	42	51	58	45	48	39

Basis: 1,200 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

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

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

Response category: "I completely / would rather agree"

Response category: "I completely / would rather agree"		Education			Net equivalent income (HH/month)		
	Total	Low	Medium	High	Low <60% (<1,165 RON)	Medium 60-140% (1,165-2,718 RON)	High >140% (>2,718 RON)
MOBILITY							
Reduce public transport fares	92	88	92	93	77	92	92
Extend the transport network and the frequency of local public transport	91	90	90	95	75	92	92
More charging points for electric or hybrid vehicles	83	85	84	85	75	82	87
Promotion of electric vehicles (e.g. tax relief, financial subsidy)	78	82	77	76	69	79	80
Carbon tax on airline tickets	54	67	52	50	47	54	56
Introduce a car toll so that someone who drives a lot also has to pay more	48	66	43	48	50	48	50

Basis: 1,200 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

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




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

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
<b>MOBILITY</b>											
Introduce a car toll so that someone who drives a lot also has to pay more	52	55	34	55	51	37	64	60	57	46	49
Carbon tax on airline tickets	46	52	32	46	50	40	50	49	48	47	34
Promotion of electric vehicles (e.g. tax relief, financial subsidy)	22	21	6	19	22	22	26	32	32	17	13
More charging points for electric or hybrid vehicles	17	16	4	8	20	15	24	25	22	14	5
Reduce public transport fares	8	4	16	6	8	17	8	9	3	10	9
Extend the transport network and the frequency of local public transport	9	7	9	10	7	11	10	9	8	12	11

Basis: 1,200 cases, total sample; figures in %.

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

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

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

Response category: "I completely / would rather reject it"		Gender		Age (years)				
	Total	Male	Female	18-29	30-39	40-49	50-59	60-69
MOBILITY								
Introduce a car toll so that someone who drives a lot also has to pay more	52	45	58	49	42	55	52	61
Carbon tax on airline tickets	46	40	52	48	39	44	45	53
Promotion of electric vehicles (e.g. tax relief, financial subsidy)	22	23	21	19	17	20	26	29
More charging points for electric or hybrid vehicles	17	18	14	19	11	16	17	17
Reduce public transport fares	8	9	8	15	13	4	5	8
Extend the transport network and the frequency of local public transport	9	7	12	19	11	6	5	7

Basis: 1,200 cases, total sample; figures in %.

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■ overrepresented    ■ underrepresented



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

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

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

Response category: "I completely / would rather reject it"		Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1,165 RON)	Medium 60-140% (1,165-2,718 RON)	High >140% (>2,718 RON)
MOBILITY							
Introduce a car toll so that someone who drives a lot also has to pay more	52	34	57	52	50	52	50
Carbon tax on airline tickets	46	33	48	50	53	46	44
Promotion of electric vehicles (e.g. tax relief, financial subsidy)	22	18	23	24	31	21	20
More charging points for electric or hybrid vehicles	17	15	16	15	25	18	13
Reduce public transport fares	8	12	8	7	23	8	8
Extend the transport network and the frequency of local public transport	9	10	10	5	25	8	8

Basis: 1,200 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
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# Assessment of measures in nature, environmental and climate protection (2)

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

Response category: "I completely / would rather agree"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
<b>ENERGY</b>											
Construction of more wind turbines	91	96	98	92	82	81	92	86	92	92	93
Membership in a cooperative/energy community (community that has organised itself at local level to shape its energy supply in a more sustainable and independent way)	88	92	96	86	89	84	88	82	86	90	96
Compulsory solar energy for public buildings and new private buildings	83	87	91	85	88	82	87	69	76	87	92
<b>TECHNOLOGY/INNOVATIONS/BUSINESSES</b>											
Promote the development of climate-friendly products and technologies more strongly	93	96	99	97	88	87	92	90	96	93	96
Labelling of climate-friendly products	89	91	97	93	79	81	91	91	87	93	93
Reduce subsidies that are harmful to the climate	71	72	83	63	75	74	68	60	66	73	83
Making climate-damaging products more expensive	62	64	78	62	73	64	52	58	52	67	72

Basis: 1,200 cases, total sample; figures in %.

EST = Established  
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strongly overrepresented  
 overrepresented  
 strongly underrepresented  
 underrepresented

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

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

Response category: "I completely / would rather 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	91	90	91	82	90	94	94	92
Membership in a cooperative/energy community (community that has organised itself at local level to shape its energy supply in a more sustainable and independent way)	88	89	88	87	92	88	89	84
Compulsory solar energy for public buildings and new private buildings	83	85	82	77	86	84	85	87
<b>TECHNOLOGY/INNOVATIONS/BUSINESSES</b>								
Promote the development of climate-friendly products and technologies more strongly	93	94	92	84	93	96	96	95
Labelling of climate-friendly products	89	90	90	82	86	93	93	94
Reduce subsidies that are harmful to the climate	71	74	67	72	80	74	66	61
Making climate-damaging products more expensive	62	65	60	63	68	67	56	56

Basis: 1,200 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

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

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

Response category: "I completely / would rather agree"

Response category: "I completely / would rather agree"		Education			Net equivalent income (HH/month)		
Total	Low	Medium	High	Low <60% (<1,165 RON)	Medium 60-140% (1,165-2,718 RON)	High >140% (>2,718 RON)	
ENERGY							
Construction of more wind turbines	91	85	92	91	68	93	92
Membership in a cooperative/energy community	88	93	87	87	86	87	90
Compulsory solar energy for public buildings and new private buildings	83	84	84	82	77	84	86
TECHNOLOGY/INNOVATIONS/BUSINESSES							
Promote the development of climate-friendly products and technologies more strongly	93	88	94	98	74	95	96
Labelling of climate-friendly products	89	86	90	92	72	92	92
Reduce subsidies that are harmful to the climate	71	80	69	68	80	69	72
Making climate-damaging products more expensive	62	72	59	62	58	61	63

Basis: 1,200 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	17	13	9	15	12	18	13	31	24	13	8
Membership in a cooperative/energy community	12	8	4	14	11	16	12	18	14	10	4
Construction of more wind turbines	9	4	2	8	18	19	8	14	8	8	7
<b>TECHNOLOGY/INNOVATIONS/BUSINESSES</b>											
Making climate-damaging products more expensive	38	36	22	38	27	36	48	42	48	33	28
Reduce subsidies that are harmful to the climate	29	28	17	37	25	26	32	40	34	27	17
Labelling of climate-friendly products	11	9	3	7	21	19	9	9	13	7	7
Promote the development of climate-friendly products and technologies more strongly	7	4	1	3	12	13	8	10	4	7	4

Basis: 1,200 cases, total sample; figures in %.

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

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

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

	Total	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	17	15	18	23	14	16	15	13
Membership in a cooperative/energy community	12	11	12	13	8	12	11	16
Construction of more wind turbines	9	10	9	18	10	6	6	8
<b>TECHNOLOGY/INNOVATIONS/BUSINESSES</b>								
Making climate-damaging products more expensive	38	35	40	37	32	33	44	44
Reduce subsidies that are harmful to the climate	29	26	33	28	20	26	34	39
Labelling of climate-friendly products	11	10	10	18	14	7	7	6
Promote the development of climate-friendly products and technologies more strongly	7	6	8	16	7	4	4	5

Basis: 1,200 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
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# Assessment of measures in nature, environmental and climate protection (2)

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

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

Response category: "I completely / would rather reject it"	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1,165 RON)	Medium 60-140% (1,165-2,718 RON)	High >140% (>2,718 RON)
ENERGY							
Compulsory solar energy for public buildings and new private buildings	17	16	16	18	23	16	14
Membership in a cooperative/energy community	12	7	13	13	14	13	10
Construction of more wind turbines	9	15	8	9	32	7	8
TECHNOLOGY/INNOVATIONS/BUSINESSES							
Making climate-damaging products more expensive	38	28	41	38	42	39	37
Reduce subsidies that are harmful to the climate	29	20	31	32	20	31	28
Labelling of climate-friendly products	11	14	10	8	28	8	8
Promote the development of climate-friendly products and technologies more strongly	7	12	6	2	26	5	4

Basis: 1,200 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	95	96	96	94	87	86	98	97	96	96	99
Training/retraining/retraining opportunities for workers in jobs that will no longer be needed in the future	90	91	96	91	92	84	90	89	90	90	94
<b>HOUSING</b>											
Financial support for cost-efficient heating and thermal systems (e.g. heat pump)	94	96	98	96	86	92	95	94	94	92	98
State subsidies for private households if they use renewable energy (for heating, electricity generation)	92	94	98	93	91	84	96	89	92	92	97
State funding for the renovation of buildings for thermal insulation	92	96	97	93	88	89	92	90	92	92	89
Legal regulations on the energy efficiency of electrical household appliances (e.g. energy class refrigerator)	88	92	86	90	88	82	85	88	87	90	98

Basis: 1,200 cases, total sample; figures in %.

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

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

Response category: "I completely / would rather agree"

	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	95	93	96	91	91	97	96	98
Training/retraining/retraining opportunities for workers in jobs that will no longer be needed in the future	90	91	89	84	88	91	93	95
<b>HOUSING</b>								
Financial support for cost-efficient heating and thermal systems (e.g. heat pump)	94	94	94	89	93	97	96	95
State subsidies for private households if they use renewable energy (for heating, electricity generation)	92	94	91	88	90	94	97	92
State funding for the renovation of buildings for thermal insulation	92	92	93	83	91	94	97	94
Legal regulations on the energy efficiency of electrical household appliances	88	86	90	82	87	90	90	90

Basis: 1,200 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"

Response category: "I completely / would rather agree"		Education			Net equivalent income (HH/month)		
Total	Low	Medium	High	Low <60% (<1,165 RON)	Medium 60-140% (1,165-2,718 RON)	High >140% (>2,718 RON)	
EDUCATION							
Improve school education in the field of environmental and climate protection	95	92	95	97	78	96	96
Training/retraining/retraining opportunities for workers in jobs that will no longer be needed in the future	90	85	90	95	80	90	92
HOUSING							
Financial support for cost-efficient heating and thermal systems (e.g. heat pump)	94	91	95	94	82	95	95
State subsidies for private households if they use renewable energy (for heating, electricity generation)	92	86	94	92	81	95	93
State funding for the renovation of buildings for thermal insulation	92	89	93	93	79	94	93
Legal regulations on the energy efficiency of electrical household appliances	88	90	86	92	81	89	88

Basis: 1,200 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	10	9	4	9	8	16	10	11	10	10	6
Improve school education in the field of environmental and climate protection	5	4	4	6	13	14	2	3	4	4	1
<b>HOUSING</b>											
Legal regulations on the energy efficiency of electrical household appliances	12	8	14	10	12	18	15	12	13	10	2
State subsidies for private households if they use renewable energy (for heating, electricity generation)	8	6	2	7	9	16	4	11	8	8	3
State funding for the renovation of buildings for thermal insulation	8	4	3	7	12	11	8	10	8	8	11
Financial support for cost-efficient heating and thermal systems (e.g. heat pump)	6	4	2	4	14	8	5	6	6	8	2

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

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

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
<b>EDUCATION</b>								
Training/retraining/retraining opportunities for workers in jobs that will no longer be needed in the future	10	9	11	16	12	9	7	5
Improve school education in the field of environmental and climate protection	5	7	4	9	9	3	4	2
<b>HOUSING</b>								
Legal regulations on the energy efficiency of electrical household appliances	12	14	10	18	13	10	10	10
State subsidies for private households if they use renewable energy (for heating, electricity generation)	8	6	9	12	10	6	3	8
State funding for the renovation of buildings for thermal insulation	8	8	7	17	9	6	3	6
Financial support for cost-efficient heating and thermal systems (e.g. heat pump)	6	6	6	11	7	3	4	5

Basis: 1,200 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"

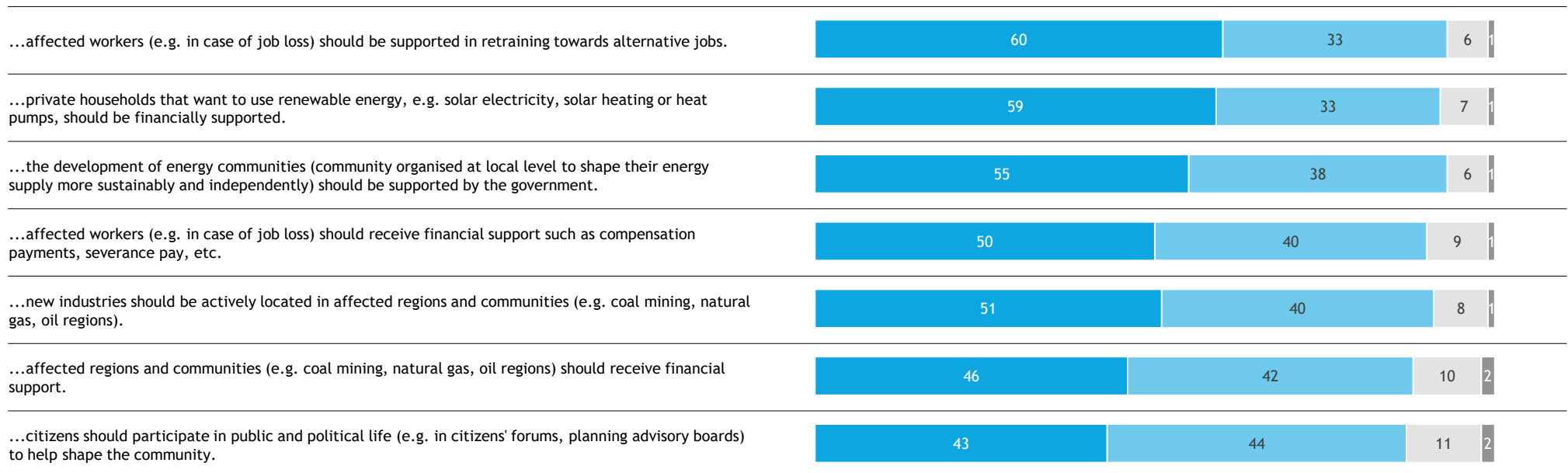
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1,165 RON)	Medium 60-140% (1,165-2,718 RON)	High >140% (>2,718 RON)
<b>EDUCATION</b>							
Training/retraining/retraining opportunities for workers in jobs that will no longer be needed in the future	10	15	10	5	20	10	8
Improve school education in the field of environmental and climate protection	5	8	5	3	22	4	4
<b>HOUSING</b>							
Legal regulations on the energy efficiency of electrical household appliances	12	10	14	8	19	11	12
State subsidies for private households if they use renewable energy (for heating, electricity generation)	8	14	6	8	19	5	7
State funding for the renovation of buildings for thermal insulation	8	11	7	7	21	6	7
Financial support for cost-efficient heating and thermal systems (e.g. heat pump)	6	9	5	6	18	5	5

Basis: 1,200 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Attitudes towards the energy and heat transition

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



Basis: 1,200 cases, total sample; figures in %.

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

# Attitudes towards the energy and heat transition

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

Response category: "Fully agree / Somewhat agree"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
...affected workers (e.g. in case of job loss) should be supported in retraining towards alternative jobs.	93	96	97	96	88	89	94	92	93	92	97
...private households that want to use renewable energy, e.g. solar electricity, solar heating or heat pumps, should be financially supported.	92	94	98	92	89	90	93	90	93	92	92
...the development of energy communities (community organised at local level to shape their energy supply more sustainably and independently) should be supported by the government.	92	95	96	94	95	90	92	87	93	90	95
...affected workers (e.g. in case of job loss) should receive financial support such as compensation payments, severance pay, etc.	90	90	87	88	88	84	94	86	93	94	91
...new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).	90	91	96	93	88	86	90	88	91	94	90
...affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.	88	90	87	90	86	80	90	84	92	91	89
...citizens should participate in public and political life (e.g. in citizens' forums, planning advisory boards) to help shape the community.	87	92	93	89	78	84	88	80	87	89	88

Basis: 1,200 cases, total sample; figures in %.

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# Attitudes towards the energy and heat transition

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

Response category: "Fully agree / Somewhat agree"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
...affected workers (e.g. in case of job loss) should be supported in retraining towards alternative jobs.	93	93	94	85	94	96	96	94
...private households that want to use renewable energy, e.g. solar electricity, solar heating or heat pumps, should be financially supported.	92	94	91	86	92	95	96	92
...the development of energy communities (community organised at local level to shape their energy supply more sustainably and independently) should be supported by the government.	92	92	93	85	94	95	95	93
...affected workers (e.g. in case of job loss) should receive financial support such as compensation payments, severance pay, etc.	90	90	89	82	90	92	95	88
...new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).	90	91	90	81	93	92	94	93
...affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.	88	88	88	84	90	90	91	84
...citizens should participate in public and political life (e.g. in citizens' forums, planning advisory boards) to help shape the community.	87	87	88	81	89	87	90	88

Basis: 1,200 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 / Somewhat agree"

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1,165 RON)	Medium 60-140% (1,165-2,718 RON)	High >140% (>2,718 RON)
...affected workers (e.g. in case of job loss) should be supported in retraining towards alternative jobs.	93	92	93	95	83	95	94
...private households that want to use renewable energy, e.g. solar electricity, solar heating or heat pumps, should be financially supported.	92	92	93	93	87	95	92
...the development of energy communities (community organised at local level to shape their energy supply more sustainably and independently) should be supported by the government.	92	92	92	94	87	92	94
...affected workers (e.g. in case of job loss) should receive financial support such as compensation payments, severance pay, etc.	90	91	90	85	89	90	90
...new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).	90	92	90	94	93	89	92
...affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.	88	89	87	90	79	89	90
...citizens should participate in public and political life (e.g. in citizens' forums, planning advisory boards) to help shape the community.	87	86	87	90	78	88	89

Basis: 1,200 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Attitudes towards the energy and heat transition





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

Response category: "Fully agree"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
...affected workers (e.g. in case of job loss) should be supported in retraining towards alternative jobs.	60	61	65	70	54	29	65	55	73	68	75
...private households that want to use renewable energy, e.g. solar electricity, solar heating or heat pumps, should be financially supported.	59	66	68	64	62	30	63	48	64	69	69
...the development of energy communities (community organised at local level to shape their energy supply more sustainably and independently) should be supported by the government.	54	52	56	63	66	32	52	44	58	62	82
...affected workers (e.g. in case of job loss) should receive financial support such as compensation payments, severance pay, etc.	50	49	39	52	57	30	53	43	54	64	68
...new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).	50	53	65	61	54	26	51	38	56	56	56
...affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.	46	49	49	52	49	23	48	36	46	62	51
...citizens should participate in public and political life (e.g. in citizens' forums, planning advisory boards) to help shape the community.	43	45	49	47	48	19	43	30	45	54	65

Basis: 1,200 cases, total sample; figures in %.

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# Attitudes towards the energy and heat transition

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

Response category: "Fully agree"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
...affected workers (e.g. in case of job loss) should be supported in retraining towards alternative jobs.	60	58	62	55	55	58	70	65
...private households that want to use renewable energy, e.g. solar electricity, solar heating or heat pumps, should be financially supported.	59	58	60	46	53	60	69	68
...the development of energy communities (community organised at local level to shape their energy supply more sustainably and independently) should be supported by the government.	54	54	54	43	58	55	58	54
...affected workers (e.g. in case of job loss) should receive financial support such as compensation payments, severance pay, etc.	50	50	50	47	48	53	54	46
...new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).	50	48	53	42	46	45	60	59
...affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.	46	44	47	45	45	42	49	48
...citizens should participate in public and political life (e.g. in citizens' forums, planning advisory boards) to help shape the community.	43	42	43	37	44	44	46	42

Basis: 1,200 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Attitudes towards the energy and heat transition

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

## Response category: "Fully agree"

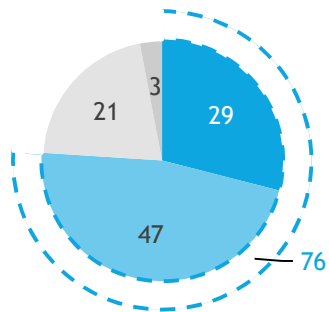
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1,165 RON)	Medium 60-140% (1,165-2,718 RON)	High >140% (>2,718 RON)
...affected workers (e.g. in case of job loss) should be supported in retraining towards alternative jobs.	60	52	63	61	51	61	61
...private households that want to use renewable energy, e.g. solar electricity, solar heating or heat pumps, should be financially supported.	59	48	62	62	48	60	60
...the development of energy communities (community organised at local level to shape their energy supply more sustainably and independently) should be supported by the government.	54	58	53	54	50	54	55
...affected workers (e.g. in case of job loss) should receive financial support such as compensation payments, severance pay, etc.	50	52	50	46	54	50	48
...new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).	50	45	51	53	48	50	51
...affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.	46	45	47	42	41	49	45
...citizens should participate in public and political life (e.g. in citizens' forums, planning advisory boards) to help shape the community.	43	44	43	39	36	43	44

Basis: 1,200 cases, total sample; figures in %.

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■ overrepresented    ■ underrepresented

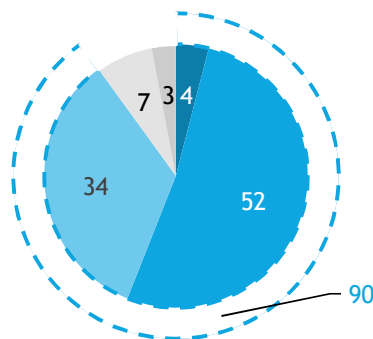
# Attitudes towards the energy and heat transition

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



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

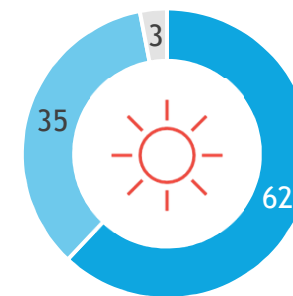
Could you imagine generating your energy?



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

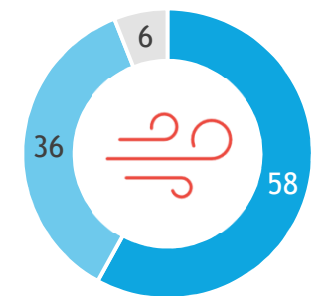
How would you evaluate the construction of a solar or wind park in your community if the profits it generates benefit the community?

Solar park



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

Wind park



Basis: 1,200 cases, total sample; figures in %.

# Attitudes towards the energy and heat transition

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
<b>YES</b>	<b>76</b>	79	79	82	83	83	68	60	67	78	87
Yes, definitely	29	29	32	43	38	26	21	17	22	37	41
Somewhat, yes	47	49	47	39	45	58	47	43	45	42	46
<b>NO</b>	<b>24</b>	21	21	18	17	17	32	40	33	22	13
No, not really	21	18	21	14	17	16	29	33	30	21	8
No, not at all	3	4	-	3	-	1	3	6	4	1	5

Basis: 1,200 cases, total sample; figures in %.

EST = Established  
 INT = Intellectuals  
 PER = Performers  
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 SEN = Sensation-Oriented  
 PRO = Progressive Realists

strongly overrepresented  
 overrepresented  
 strongly underrepresented  
 underrepresented

# Attitudes towards the energy and heat transition

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

		Gender		Age (years)				
	Total	Male	Female	18-29	30-39	40-49	50-59	60-69
YES	76	82	70	82	88	75	74	60
Yes, definitely	29	30	29	38	34	27	29	19
Somewhat, yes	47	52	41	44	54	48	46	40
NO	24	18	30	18	12	25	26	40
No, not really	21	16	27	17	11	21	25	34
No, not at all	3	3	3	1	1	4	1	6

Basis: 1,200 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Attitudes towards the energy and heat transition

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

		Education			Net equivalent income (HH/month)		
	Total	Low	Medium	High	Low <60% (<1,165 RON)	Medium 60-140% (1,165-2,718 RON)	High >140% (>2,718 RON)
YES	76	86	73	74	81	73	79
Yes, definitely	29	31	30	25	50	24	30
Somewhat, yes	47	54	43	49	30	49	49
NO	24	14	27	26	19	27	21
No, not really	21	11	24	23	17	24	18
No, not at all	3	3	2	3	2	3	2

Basis: 1,200 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented







# Attitudes towards the energy and heat transition

Could you imagine generating your energy?

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
YES	85	81	87	86	85	89	87	83	80	83	95
Yes, definitely	52	49	58	56	47	52	52	42	50	52	62
Somewhat, yes	34	32	29	29	38	37	36	41	30	31	33
NO	10	16	8	7	8	4	11	15	17	9	2
No, not really	7	12	5	5	8	4	8	9	10	7	2
No, not at all	3	4	3	2	-	0	3	6	7	2	-
I already generate my energy	4	3	5	7	7	7	2	2	3	8	3

Basis: 1,200 cases, total sample; figures in %.

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 strongly underrepresented  
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# Attitudes towards the energy and heat transition

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

		Gender		Age (years)				
	Total	Male	Female	18-29	30-39	40-49	50-59	60-69
YES	85	88	82	83	91	85	88	78
Yes, definitely	52	55	48	49	56	51	58	42
Somewhat, yes	34	33	34	34	36	33	30	36
NO	10	7	14	9	2	10	10	20
No, not really	7	4	10	9	2	7	6	14
No, not at all	3	3	3	0	1	3	5	7
I already generate my energy	4	5	4	8	6	5	2	2

Basis: 1,200 cases, total sample; figures in %.

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# Attitudes towards the energy and heat transition

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

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1,165 RON)	Medium 60-140% (1,165-2,718 RON)	High >140% (>2,718 RON)
<b>YES</b>	<b>85</b>	89	85	82	84	85	86
Yes, definitely	52	45	53	53	64	47	55
Somewhat, yes	34	44	32	28	20	39	31
<b>NO</b>	<b>10</b>	7	11	14	12	12	8
No, not really	7	4	8	10	8	8	6
No, not at all	3	3	3	4	5	3	2
I already generate my energy	4	4	4	5	3	3	6

Basis: 1,200 cases, total sample; figures in %.

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# Attitudes towards the energy and heat transition

How would you evaluate the construction of a solar park or a wind park in your 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	62	73	73	78	59	37	65	61	58	63	64
I would accept it	35	23	27	21	38	60	31	36	38	34	36
I would reject it	3	4	-	2	3	3	3	3	4	3	-
<b>Wind</b>											
I think that would be good	58	64	70	75	54	36	58	58	55	55	64
I would accept it	36	30	28	22	45	59	32	32	38	40	34
I would reject it	6	6	2	4	2	5	10	10	7	5	1

Basis: 1,200 cases, total sample; figures in %.

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# Attitudes towards the energy and heat transition

How would you evaluate the construction of a solar park or a wind park in your 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	62	61	64	60	51	64	72	66
I would accept it	35	38	32	38	48	34	25	29
I would reject it	3	2	4	3	1	2	2	6
<b>Wind</b>								
I think that would be good	58	54	62	56	50	58	67	57
I would accept it	36	41	32	37	48	39	27	30
I would reject it	6	5	6	7	2	3	6	13

Basis: 1,200 cases, total sample; figures in %.

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# Attitudes towards the energy and heat transition

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

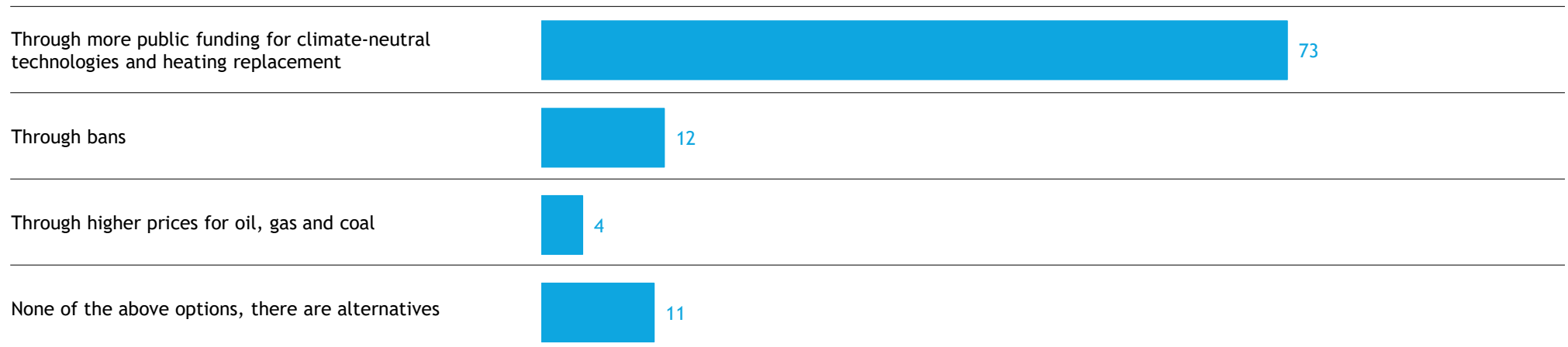
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1,165 RON)	Medium 60-140% (1,165-2,718 RON)	High >140% (>2,718 RON)
<b>Solar</b>							
I think that would be good	62	37	70	66	63	60	64
I would accept it	35	61	28	30	31	37	33
I would reject it	3	2	3	4	6	2	2
<b>Wind</b>							
I think that would be good	58	41	63	58	65	57	58
I would accept it	36	55	31	34	24	38	37
I would reject it	6	4	6	8	11	5	5

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■ overrepresented    ■ underrepresented

Basis: 1,200 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?



Basis: 1,200 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	73	80	84	79	75	48	76	76	78	69	76
Through bans	12	8	8	5	8	34	7	6	12	13	19
Through higher prices for oil, gas and coal	4	2	4	5	6	7	1	1	-	6	2
None of the above options, there are alternatives	11	10	3	10	12	11	16	17	9	11	4

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# Attitudes towards the energy and heat transition

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Through more public funding for climate-neutral technologies and heating replacement	73	67	80	66	60	74	84	83
Through bans	12	19	6	18	27	12	3	2
Through higher prices for oil, gas and coal	4	5	2	8	6	3	1	-
None of the above options, there are alternatives	11	9	13	8	8	12	12	16

Basis: 1,200 cases, total sample; figures in %.

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# Attitudes towards the energy and heat transition

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

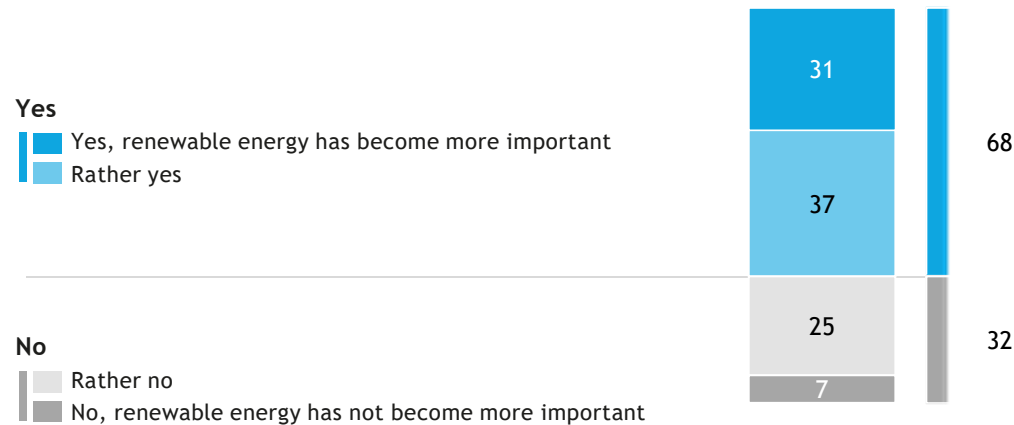
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1,165 RON)	Medium 60-140% (1,165-2,718 RON)	High >140% (>2,718 RON)
Through more public funding for climate-neutral technologies and heating replacement	73	47	79	82	78	72	73
Through bans	12	40	6	4	8	15	12
Through higher prices for oil, gas and coal	4	7	3	3	2	3	4
None of the above options, there are alternatives	11	7	12	12	12	10	10

Basis: 1,200 cases, total sample; figures in %.

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

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



Basis: 1,200 cases, total sample; figures in %.

# Attitudes towards the energy and heat transition

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
<b>YES</b>	<b>68</b>	72	86	67	79	81	53	54	51	71	85
Yes, renewable energy has become more important	31	33	48	39	27	21	23	16	24	41	50
Rather yes	37	39	38	28	52	60	30	38	27	30	35
<b>NO</b>	<b>32</b>	28	14	33	21	19	47	46	49	29	15
Rather no	25	21	10	24	14	15	38	37	38	21	13
No, renewable energy has not become more important	7	7	4	9	7	3	9	9	11	8	2

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# Attitudes towards the energy and heat transition

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

		Gender		Age (years)				
	Total	Male	Female	18-29	30-39	40-49	50-59	60-69
<b>YES</b>	<b>68</b>	74	62	72	80	68	64	56
Yes, renewable energy has become more important	31	32	28	36	35	30	22	29
Rather yes	37	41	34	35	45	37	42	27
<b>NO</b>	<b>32</b>	26	38	28	20	32	36	44
Rather no	25	22	28	23	14	28	27	32
No, renewable energy has not become more important	7	4	10	6	6	5	9	12

Basis: 1,200 cases, total sample; figures in %.

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# Attitudes towards the energy and heat transition

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

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1,165 RON)	Medium 60-140% (1,165-2,718 RON)	High >140% (>2,718 RON)
<b>YES</b>	<b>68</b>	80	65	66	67	69	70
Yes, renewable energy has become more important	31	27	32	30	49	28	32
Rather yes	37	52	33	36	18	41	38
<b>NO</b>	<b>32</b>	20	35	34	33	31	30
Rather no	25	14	29	22	22	25	24
No, renewable energy has not become more important	7	6	6	12	10	6	6

Basis: 1,200 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

- 85% of respondents express a fundamental interest in the climate change as a topic. Of these, 33% are "very" interested. Less interest was expressed by 12% and no interest at all by 3%.
- 75% rate their level of knowledge about ecological interrelationships and environmental problems (e.g. forest dieback, biodiversity, etc.) as (rather) high. However, only 11% rate their level of knowledge as "very high,,. A (rather) low level of knowledge is attested by 25%, with 3% saying they know very little.

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

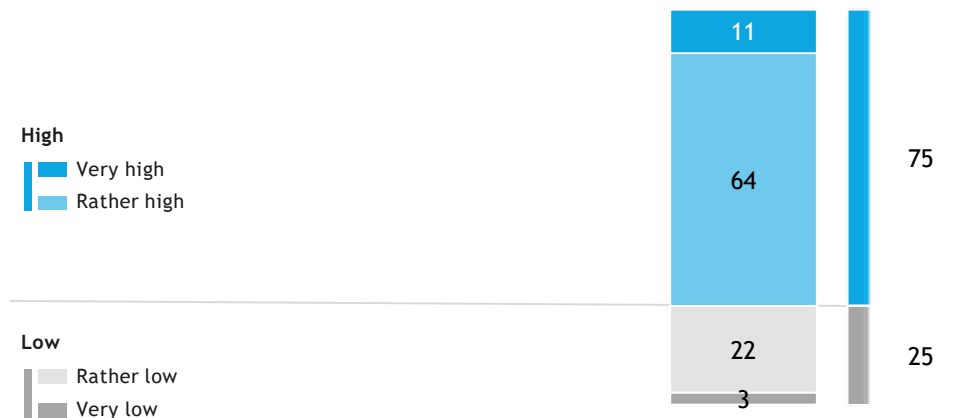
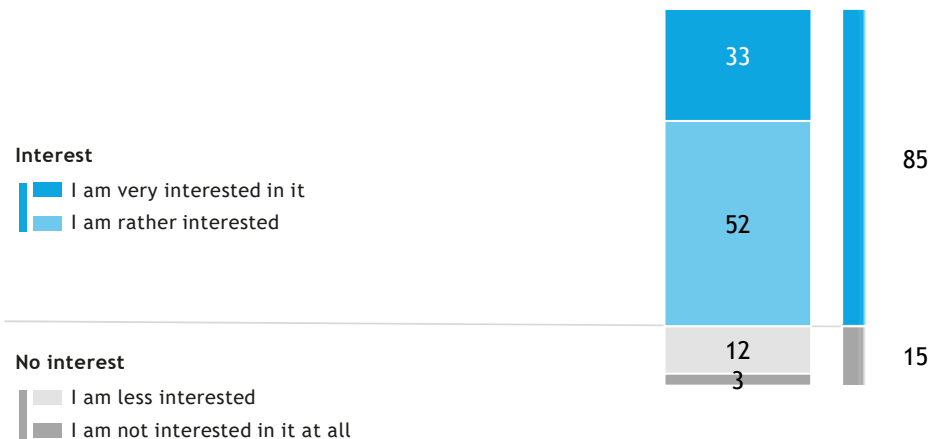
- Only 8% of respondents feel "very well" informed about policies for a change towards a more climate and environmentally-friendly businesses. 42% feel "rather well" informed. This compares to 43% who feel "rather not well" informed and 7% who feel "not at all well" informed.
- 69% of respondents think that policies for a change towards a more climate and environmentally-friendly economy are insufficiently explained and clarified. Only 31% disagree (policies are sufficiently explained: yes: 5%, rather yes: 26%).



# 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: 1,200 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	85	90	97	86	92	87	75	80	70	89	97
I am very interested in it	33	40	55	32	33	29	20	19	18	49	58
I am rather interested	52	49	41	53	59	58	56	61	52	40	39
NOT INTERESTED	15	10	3	14	8	13	25	20	30	11	3
I am less interested	12	9	3	12	3	12	19	11	25	9	1
I am not interested in it at all	3	2	-	3	4	0	6	8	6	2	3

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# Interest in information and level of knowledge: Climate

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

		Gender		Age (years)				
	Total	Male	Female	18-29	30-39	40-49	50-59	60-69
INTERESTED	85	87	83	81	90	88	83	81
I am very interested in it	33	34	33	32	40	34	27	33
I am rather interested	52	53	50	48	50	55	56	47
NOT INTERESTED	15	13	17	19	10	12	17	19
I am less interested	12	10	14	17	8	10	13	13
I am not interested in it at all	3	3	3	2	2	2	4	7

Basis: 1,200 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Interest in information and level of knowledge: Climate

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

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1,165 RON)	Medium 60-140% (1,165-2,718 RON)	High >140% (>2,718 RON)
INTERESTED	85	89	83	86	87	86	85
I am very interested in it	33	37	32	33	48	30	35
I am rather interested	52	51	51	53	39	57	50
NOT INTERESTED	15	11	17	14	13	14	15
I am less interested	12	10	13	11	12	12	11
I am not interested in it at all	3	2	4	3	1	2	4

Basis: 1,200 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	75	85	74	79	73	74	78	59	64	82	84
Very high	11	13	15	12	4	14	7	5	8	18	16
Rather high	64	72	59	68	70	59	71	55	55	63	68
LOW	25	15	26	21	27	26	22	41	36	18	16
Rather low	22	15	23	19	21	18	21	34	34	15	15
Very low	3	-	4	2	6	8	2	6	3	3	1

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# Interest in information and level of knowledge: Climate

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
HIGH	75	82	68	69	73	74	82	78
Very high	11	12	10	14	15	9	11	8
Rather high	64	70	58	56	59	65	71	70
LOW	25	18	32	31	27	26	18	22
Rather low	22	16	27	28	16	25	18	20
Very low	3	2	5	3	10	2	1	1

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# Interest in information and level of knowledge: Climate

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

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1,165 RON)	Medium 60-140% (1,165-2,718 RON)	High >140% (>2,718 RON)
HIGH	75	76	73	81	52	78	78
Very high	11	15	10	10	13	9	12
Rather high	64	61	63	71	39	69	66
LOW	25	24	27	19	48	22	22
Rather low	22	15	24	18	24	21	20
Very low	3	9	2	1	24	1	2

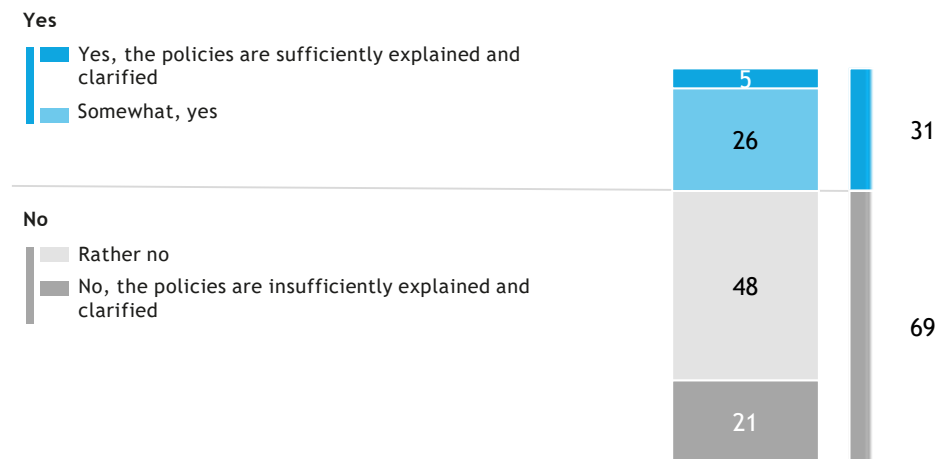
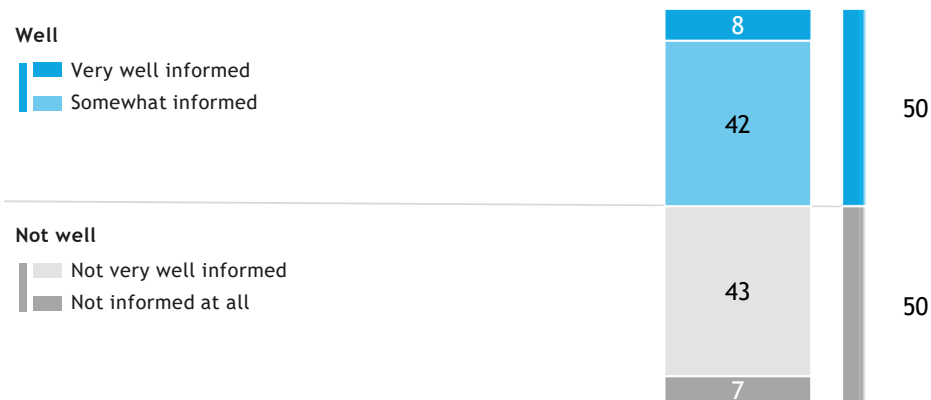
Basis: 1,200 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Interest in information and level of knowledge: Policies

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

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



Basis: 1,200 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	50	54	46	58	54	64	38	31	30	66	64
Very well informed	8	7	9	10	5	11	4	2	6	9	13
Somewhat informed	42	47	37	48	49	53	33	29	24	56	51
NOT INFORMED	50	46	54	42	46	36	62	69	70	34	36
Not very well informed	43	41	50	35	39	28	56	62	55	31	32
Not at all informed	7	6	4	7	7	8	7	8	15	3	4

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# Interest in information and level of knowledge: Policies

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
INFORMED	50	59	40	48	60	45	50	47
Very well informed	8	8	7	10	12	4	6	6
Somewhat informed	42	51	34	37	48	41	44	42
NOT INFORMED	50	41	60	52	40	55	50	53
Not very well informed	43	35	52	46	27	50	46	46
Not at all informed	7	6	8	6	13	5	4	7

Basis: 1,200 cases, total sample; figures in %.

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# Interest in information and level of knowledge: Policies

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

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1,165 RON)	Medium 60-140% (1,165-2,718 RON)	High >140% (>2,718 RON)
INFORMED	50	62	45	55	30	49	57
Very well informed	8	11	6	6	6	6	9
Somewhat informed	42	51	38	48	24	43	47
NOT INFORMED	50	38	55	45	70	51	43
Not very well informed	43	29	48	42	40	46	39
Not at all informed	7	10	7	3	30	5	5

Basis: 1,200 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	31	31	23	31	52	50	18	17	12	46	40
Yes, the policies are sufficiently explained and clarified	5	4	5	8	9	6	4	1	2	10	9
Somewhat, yes	26	27	18	23	43	44	14	17	10	37	32
NO	69	69	77	69	48	50	82	83	88	54	60
No, not really	48	48	55	46	34	33	59	67	60	33	40
No, the policies are insufficiently explained and clarified	21	21	22	23	14	16	23	16	27	21	20

Basis: 1,200 cases, total sample; figures in %.

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 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?

		Gender		Age (years)				
	Total	Male	Female	18-29	30-39	40-49	50-59	60-69
YES	31	38	25	41	45	29	21	20
Yes, the policies are sufficiently explained and clarified	5	5	5	7	8	4	4	4
Somewhat, yes	26	32	20	34	37	26	16	16
NO	69	62	75	59	55	71	79	80
No, not really	48	45	51	40	32	54	60	54
No, the policies are insufficiently explained and clarified	21	17	24	19	23	17	19	26

Basis: 1,200 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% (<1,165 RON)	Medium 60-140% (1,165-2,718 RON)	High >140% (>2,718 RON)
YES	31	56	25	25	24	31	35
Yes, the policies are sufficiently explained and clarified	5	6	5	6	5	4	7
Somewhat, yes	26	50	20	19	19	27	28
NO	69	44	75	75	76	69	65
No, not really	48	27	53	55	29	50	49
No, the policies are insufficiently explained and clarified	21	17	22	20	47	19	17

Basis: 1,200 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

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6

## Appendix: Communication

# Topic interest in general

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

Health	70
Environment and nature	57
Nutrition	51
Garden and plants	51
Food and drink	46
Holiday, Travel	44
Family, children and child education	43
Science and technology	41
Music, Culture, Theatre, Art	41
Furniture, decoration	37
Sport	35
Wildlife, animals and pets	35
Psychology, spirituality, well-being	33
Information from the region, regional news	31

Business, professions	31
Current affairs	27
Photography, filming	26
Consumer electronics, television	25
Fashion	24
Computers, computer games	24
Sustainable consumption	24
Cosmetics and Beauty	23
Cars, motorbikes	22
Technology and gaming	19
Investments, insurance, tax tips and finance	18
Wellness	12
Stars, Celebrities	10

Basis: 1,200 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
Health	70	79	72	78	61	46	79	71	70	71	63
Environment and nature	57	71	72	61	57	29	57	59	51	58	75
Nutrition	51	66	55	58	45	35	56	47	47	54	47
Garden and plants	51	61	56	53	49	38	57	53	48	54	38
Food and drink	46	54	38	53	48	22	55	50	50	54	38
Holiday, Travel	44	49	52	50	51	25	49	44	38	53	42
Family, children and child education	43	57	39	51	40	19	46	50	40	47	40
Science and technology	41	46	61	44	33	36	46	35	34	39	42
Music, Culture, Theatre, Art	41	44	52	51	40	21	50	36	38	41	51
Furniture, decoration	37	41	44	40	34	23	44	33	34	40	35
Sport	35	40	36	50	22	23	43	22	24	40	41
Wildlife, animals and pets	35	39	42	34	40	17	38	40	32	38	37
Psychology, spirituality, well-being	33	34	47	35	39	19	35	32	32	37	31
Information from the region, regional news	31	40	35	36	21	18	37	32	29	30	34

Basis: 1,200 cases, total sample; figures in %.

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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





## 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
Business, professions	31	36	33	37	29	21	34	24	33	34	34
Current affairs	27	29	40	32	26	9	28	25	32	27	26
Photography, filming	26	19	28	35	26	22	31	21	18	32	32
Consumer electronics, television	25	25	25	29	35	20	29	12	20	34	20
Fashion	24	26	18	29	31	10	23	28	21	30	25
Computers, computer games	24	21	24	29	28	22	32	14	22	30	24
Sustainable consumption	24	31	34	25	20	12	28	20	20	24	35
Cosmetics and Beauty	23	23	21	25	30	14	27	24	26	26	22
Cars, motorbikes	22	20	15	30	26	21	22	15	17	32	15
Technology and gaming	19	20	19	26	29	14	21	16	11	18	18
Investments, insurance, tax tips and finance	18	21	22	28	21	12	20	10	9	24	16
Wellness	12	6	17	12	13	9	18	4	13	19	14
Stars, Celebrities	10	11	2	14	14	6	11	8	7	16	15

Basis: 1,200 cases, total sample; figures in %.

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 strongly overrepresented  
 overrepresented  
 strongly underrepresented  
 underrepresented

# Topic interest in general (1)

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Health	70	61	78	55	51	72	80	89
Environment and nature	57	53	62	49	41	59	71	66
Nutrition	51	46	57	42	36	56	60	64
Garden and plants	51	45	58	36	38	58	62	61
Food and drink	46	42	51	41	31	51	52	56
Holiday, Travel	44	41	48	36	28	53	58	46
Family, children and child education	43	35	51	39	34	44	45	54
Science and technology	41	53	30	33	27	46	54	47
Music, Culture, Theatre, Art	41	40	42	39	29	39	49	51
Furniture, decoration	37	31	42	26	24	44	48	39
Sport	35	46	23	33	26	36	41	37
Wildlife, animals and pets	35	31	38	32	24	32	45	41
Psychology, spirituality, well-being	33	22	44	33	26	34	37	36
Information from the region, regional news	31	36	27	16	14	32	46	48

Basis: 1,200 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
Business, professions	31	34	28	28	30	33	35	31
Current affairs	27	27	27	16	11	27	34	45
Photography, filming	26	27	25	34	22	21	29	25
Consumer electronics, television	25	31	18	22	20	26	27	28
Fashion	24	12	35	29	19	26	25	20
Computers, computer games	24	32	17	25	19	23	28	28
Sustainable consumption	24	26	22	19	23	30	24	24
Cosmetics and Beauty	23	7	40	23	21	25	26	22
Cars, motorbikes	22	30	13	27	21	25	19	16
Technology and gaming	19	26	11	30	13	23	17	10
Investments, insurance, tax tips and finance	18	20	16	18	14	22	19	16
Wellness	12	9	16	13	13	14	12	9
Stars, Celebrities	10	8	12	15	11	8	10	7

Basis: 1,200 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% (<1,165 RON)	Medium 60-140% (1,165-2,718 RON)	High >140% (>2,718 RON)
Health	70	48	74	81	60	70	69
Environment and nature	57	32	62	70	46	56	61
Nutrition	51	32	54	64	39	51	54
Garden and plants	51	33	56	55	44	51	52
Food and drink	46	27	51	54	43	44	48
Holiday, Travel	44	16	50	60	24	37	55
Family, children and child education	43	33	45	48	41	44	43
Science and technology	41	21	44	56	26	42	46
Music, Culture, Theatre, Art	41	20	44	58	36	37	45
Furniture, decoration	37	21	38	49	33	37	38
Sport	35	14	39	43	18	32	40
Wildlife, animals and pets	35	17	36	49	21	34	37
Psychology, spirituality, well-being	33	22	33	48	27	32	34
Information from the region, regional news	31	11	34	44	22	29	34

Basis: 1,200 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% (<1,165 RON)	Medium 60-140% (1,165-2,718 RON)	High >140% (>2,718 RON)
Business, professions	31	23	33	37	20	31	34
Current affairs	27	8	28	46	10	25	32
Photography, filming	26	14	27	37	24	23	28
Consumer electronics, television	25	15	26	30	18	24	26
Fashion	24	17	24	30	24	23	24
Computers, computer games	24	11	28	29	15	24	27
Sustainable consumption	24	12	26	34	18	21	28
Cosmetics and Beauty	23	18	23	32	27	21	24
Cars, motorbikes	22	15	24	20	20	21	22
Technology and gaming	19	9	21	22	16	18	20
Investments, insurance, tax tips and finance	18	10	18	30	14	15	20
Wellness	12	8	12	20	11	11	14
Stars, Celebrities	10	10	10	11	10	12	9













Basis: 1,200 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	 40
PC/Tablet/Smartphone	 23
Kitchen furniture and equipment	 19
Coffee/tea	 19
Do-it-yourself / garden tools	 19
Clothing/Fashion	 16
Cars	 16
Cosmetics/Perfume	 14
Bicycle	 14
Furniture	 14
Eating out (restaurants)	 12
Delicatessen - high quality food	 12
Donations for charitable purposes	 12

High-end hi-fi equipment	 9
(Wrist)Watches	 8
Antiques	 8
High quality jewellery	 7
Costume jewellery	 6
Beer	 6
Wine/Champagne	 5
High quality spirits/whisky	 5
Handbags	 4
Exclusive accessories	 4
Porcelain/Glasswork	 3
None of these products	 20

Basis: 1,200 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	40	47	48	48	34	30	36	38	31	45	42
PC/Tablet/Smartphone	23	21	25	29	28	26	22	9	20	29	30
Kitchen furniture and equipment	19	16	17	28	9	15	15	28	15	22	18
Coffee/tea	19	13	20	25	17	10	18	21	12	34	18
Do-it-yourself / garden tools	19	24	20	29	12	13	13	20	15	22	19
Clothing/Fashion	16	19	12	19	22	16	14	15	14	21	14
Cars	16	19	16	20	21	17	16	11	8	23	15
Cosmetics/Perfume	14	12	14	22	14	10	15	7	10	20	13
Bicycle	14	12	18	15	20	12	15	11	6	15	20
Furniture	14	13	13	14	9	16	11	15	16	19	13
Eating out (restaurants)	12	12	14	21	15	11	5	8	5	15	17
Delicatessen - high quality food	12	11	20	19	7	4	10	13	10	20	12
Donations for charitable purposes	12	12	21	16	27	6	9	11	5	14	11

Basis: 1,200 cases, total sample; figures in %.

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strongly overrepresented  
 overrepresented  
 strongly underrepresented  
 underrepresented



## Consumer interests (2)

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
High-end hi-fi equipment	9	7	15	9	16	6	6	7	9	11	6
(Wrist) Watches	8	5	8	10	8	8	13	5	4	10	4
Antiques	8	8	8	6	9	8	11	8	3	10	12
High quality jewellery	7	4	4	8	9	9	8	7	3	7	16
Costume jewellery	6	4	3	10	3	9	7	4	2	6	7
Beer	6	7	6	11	6	4	2	5	3	10	2
Wine/Champagne	5	4	9	4	10	10	4	1	1	5	6
High quality spirits/whisky	5	2	4	9	8	5	5	3	2	5	6
Handbags	4	4	2	6	6	5	2	4	2	8	1
Exclusive accessories	4	2	3	6	6	5	5	2	1	4	4
Porcelain/Glasswork	3	3	1	3	4	5	2	2	1	4	0
None of these products	20	21	22	14	19	9	29	24	34	13	15

Basis: 1,200 cases, total sample; figures in %.

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strongly overrepresented  
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# Consumer interests (1)

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Holidays and travel	40	40	40	36	34	42	45	41
PC/Tablet/Smartphone	23	31	16	34	19	24	22	19
Kitchen furniture and equipment	19	13	24	17	16	25	19	15
Coffee/tea	19	16	21	17	16	19	23	18
Do-it-yourself / garden tools	19	18	19	15	16	19	22	20
Clothing/Fashion	16	15	18	22	19	18	13	10
Cars	16	20	13	23	18	20	14	6
Cosmetics/Perfume	14	7	20	13	17	11	14	14
Bicycle	14	18	9	17	9	15	16	11
Furniture	14	12	16	17	20	15	14	4
Eating out (restaurants)	12	11	13	16	14	11	11	8
Delicatessen - high quality food	12	10	14	10	9	12	15	16
Donations for charitable purposes	12	10	14	18	12	12	10	8

Basis: 1,200 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

## Consumer interests (2)

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
High-end hi-fi equipment	9	12	5	10	8	12	7	6
(Wrist) Watches	8	9	6	9	8	8	7	7
Antiques	8	9	7	12	7	8	11	4
High quality jewellery	7	7	7	8	7	7	9	4
Costume jewellery	6	6	6	8	8	5	5	3
Beer	6	9	2	5	4	9	5	4
Wine/Champagne	5	6	4	9	6	4	4	3
High quality spirits/whisky	5	7	3	9	6	3	3	3
Handbags	4	2	6	7	6	2	2	4
Exclusive accessories	4	4	4	5	6	2	3	3
Porcelain / Glasswork	3	3	3	3	5	2	3	2
None of these products	20	15	25	12	11	19	24	35

Basis: 1,200 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% (<1,165 RON)	Medium 60-140% (1,165-2,718 RON)	High >140% (>2,718 RON)
Holidays and travel	40	22	42	50	24	34	48
PC/Tablet/Smartphone	23	13	26	26	16	20	28
Kitchen furniture and equipment	19	19	18	19	20	17	20
Coffee/tea	19	19	18	19	21	17	19
Do-it-yourself / garden tools	19	12	21	18	20	16	20
Clothing/Fashion	16	15	18	13	21	15	18
Cars	16	10	19	16	26	12	19
Cosmetics/Perfume	14	12	13	20	14	10	18
Bicycle	14	8	15	16	14	12	15
Furniture	14	16	13	15	21	11	16
Eating out (restaurants)	12	11	12	12	17	10	13
Delicatessen - high quality food	12	4	13	20	4	10	16
Donations for charitable purposes	12	9	12	14	12	11	13

Basis: 1,200 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.

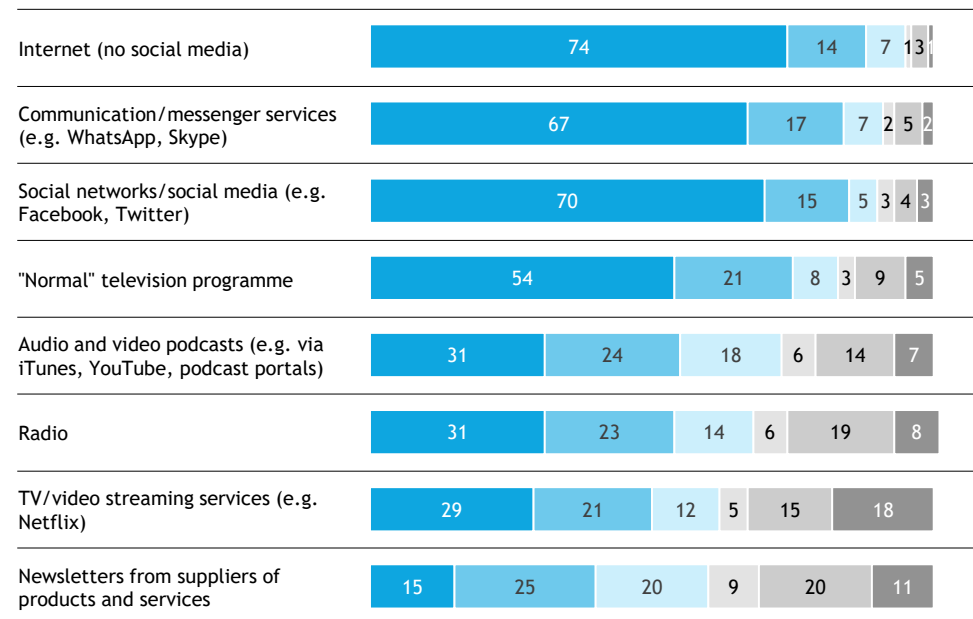
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1,165 RON)	Medium 60-140% (1,165-2,718 RON)	High >140% (>2,718 RON)
High-end hi-fi equipment	9	4	9	12	8	9	9
(Wrist) Watches	8	3	9	8	9	6	9
Antiques	8	6	8	11	8	7	10
High quality jewellery	7	8	7	7	10	6	8
Costume jewellery	6	8	6	4	10	5	6
Beer	6	4	6	6	5	6	6
Wine/Champagne	5	5	5	6	8	5	5
High quality spirits/whisky	5	4	4	6	3	5	5
Handbags	4	3	5	4	5	3	5
Exclusive accessories	4	4	4	3	10	3	4
Porcelain/Glasswork	3	3	3	3	8	3	2
None of these products	20	10	22	26	17	24	16

Basis: 1,200 cases, total sample; figures in %.

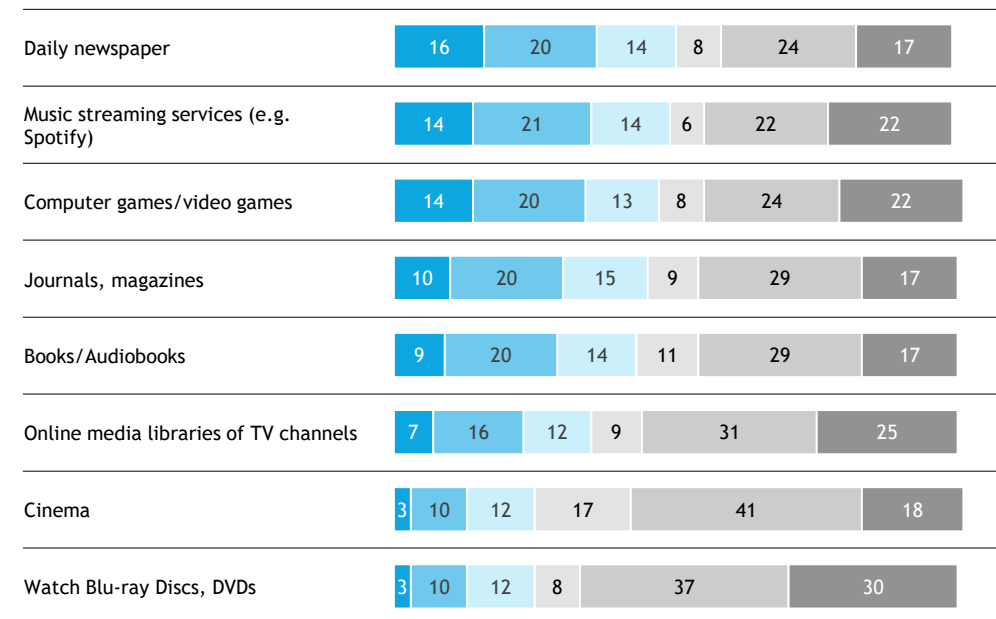
■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Media use

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



Basis: 1,200 cases, total sample; figures in %.



# Media use

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

Response category: : “At least several times a month“

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Internet (no social media)	95	96	100	100	91	91	95	90	98	93	97
Communication/messenger services (e.g. WhatsApp, Skype)	91	98	98	96	92	83	90	89	85	89	96
Social networks/social media (e.g. Facebook, Twitter)	90	96	93	98	86	83	90	87	89	88	96
"Normal" television programme	83	90	78	86	68	85	83	79	86	82	81
Audio and video podcasts (e.g. via iTunes, YouTube, podcast portals)	72	69	71	82	80	76	64	59	64	81	92
Radio	67	74	67	61	49	72	67	67	59	72	77
TV/video streaming services (e.g. Netflix)	62	60	72	67	69	69	58	48	47	66	79
Newsletters from suppliers of products and services	60	66	55	60	58	68	52	53	54	70	66
Daily newspaper	51	46	55	54	43	65	42	44	42	60	56
Music streaming services (e.g. Spotify)	49	42	54	54	65	63	41	34	38	54	66
Computer games/video games	47	38	44	42	56	58	44	28	46	58	57
Journals, magazines	45	41	39	46	42	57	40	41	35	56	50
Books/Audiobooks	43	40	58	40	41	56	33	29	38	47	60
Online media libraries of TV channels	35	28	30	31	32	58	26	22	28	49	42
Cinema	24	18	20	24	26	49	14	11	12	34	30
Watch Blu-ray Discs, DVDs	24	15	20	22	22	48	15	11	18	39	34

Basis: 1,200 cases, total sample; figures in %.

EST = Established  
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strongly overrepresented  
overrepresented  
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underrepresented

# Media use

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

Response category: : “At least several times a month“

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Internet (no social media)	95	96	94	90	92	98	97	96
Communication/messenger services (e.g. WhatsApp, Skype)	91	92	90	87	90	94	92	92
Social networks/social media (e.g. Facebook, Twitter)	90	91	90	84	90	93	93	90
“Normal” television programme	83	84	82	61	85	87	90	89
Audio and video podcasts (e.g. via iTunes, YouTube, podcast portals)	72	78	67	82	78	72	72	59
Radio	67	75	60	49	71	76	70	67
TV/video streaming services (e.g. Netflix)	62	68	56	64	77	68	54	46
Newsletters from suppliers of products and services	60	65	56	46	66	68	61	59
Daily newspaper	51	56	46	40	58	52	53	52
Music streaming services (e.g. Spotify)	49	60	39	64	68	50	40	24
Computer games/video games	47	58	36	53	63	42	39	38
Journals, magazines	45	50	41	32	55	44	43	52
Books/Audiobooks	43	45	41	41	58	42	35	39
Online media libraries of TV channels	35	42	28	32	56	33	25	28
Cinema	24	30	18	27	45	24	13	10
Watch Blu-ray Discs, DVDs	24	32	17	22	42	27	16	14

Basis: 1,200 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented



# Media use

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

Response category: "At least several times a month"

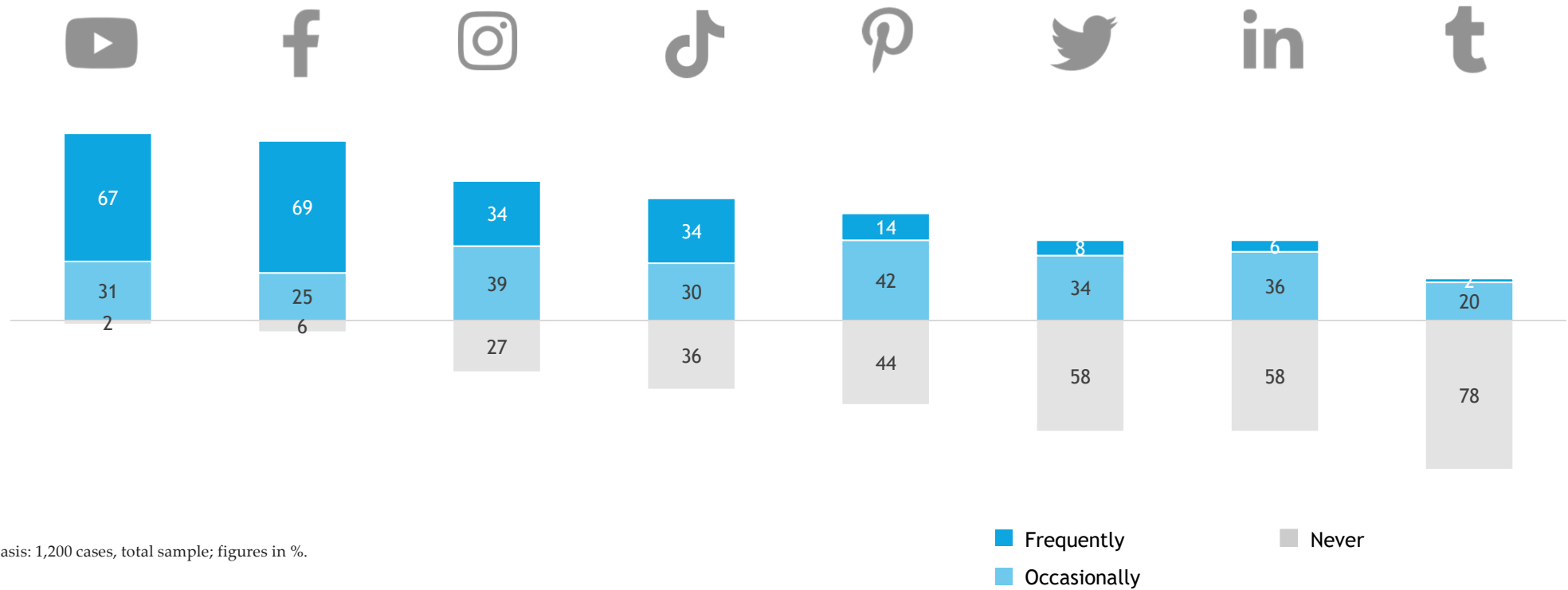
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1,165 RON)	Medium 60-140% (1,165-2,718 RON)	High >140% (>2,718 RON)
Internet (no social media)	95	91	96	97	85	94	98
Communication/messenger services (e.g. WhatsApp, Skype)	91	87	91	95	70	91	94
Social networks/social media (e.g. Facebook, Twitter)	90	88	92	88	78	92	92
"Normal" television programme	83	81	83	85	74	85	84
Audio and video podcasts (e.g. via iTunes, YouTube, podcast portals)	72	81	70	73	71	70	75
Radio	67	70	65	73	47	67	74
TV/video streaming services (e.g. Netflix)	62	66	59	67	50	56	69
Newsletters from suppliers of products and services	60	69	58	59	57	59	63
Daily newspaper	51	67	46	53	39	49	55
Music streaming services (e.g. Spotify)	49	64	44	51	50	44	54
Computer games/video games	47	66	43	39	45	48	48
Journals, magazines	45	54	40	54	34	47	47
Books/Audiobooks	43	52	38	53	36	41	48
Online media libraries of TV channels	35	58	28	34	36	36	36
Cinema	24	52	16	21	30	22	25
Watch Blu-ray Discs, DVDs	24	46	18	20	27	24	26

Basis: 1,200 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

## Media use

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



Basis: 1,200 cases, total sample; figures in %.

# Media use

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

Response category: „Frequently“

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Facebook	69	86	63	80	74	41	78	74	63	71	64
YouTube	67	69	72	82	82	55	65	66	58	68	65
Instagram	34	38	30	50	42	28	36	27	17	32	52
TikTok	34	29	25	48	51	33	34	29	24	42	30
Pinterest	14	18	17	15	4	14	14	15	5	15	17
Twitter	8	8	13	8	10	9	9	3	4	12	10
LinkedIn	6	4	6	6	3	8	5	4	4	10	5
Tumblr	2	1	4	2	4	5	1	-	-	3	-

Basis: 1,200 cases, total sample; figures in %.

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

 strongly overrepresented  
 overrepresented  
 strongly underrepresented  
 underrepresented

# Media use

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

Response category: „Frequently“

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Facebook	69	63	76	60	48	78	80	81
YouTube	67	66	68	82	59	63	73	59
Instagram	34	30	38	59	32	31	22	28
TikTok	34	34	34	61	38	28	25	19
Pinterest	14	10	17	18	8	11	13	20
Twitter	8	11	6	13	8	7	6	9
LinkedIn	6	6	5	5	6	6	5	8
Tumblr	2	2	2	2	4	1	2	2

Basis: 1,200 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Media use

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

Response category: „Frequently“

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1,165 RON)	Medium 60-140% (1,165-2,718 RON)	High >140% (>2,718 RON)
Facebook	69	41	76	76	55	71	71
YouTube	67	47	73	70	69	65	68
Instagram	34	22	37	38	22	31	38
TikTok	34	35	36	22	55	28	34
Pinterest	14	9	15	13	10	15	13
Twitter	8	7	9	10	6	9	8
LinkedIn	6	2	5	13	2	5	8
Tumblr	2	4	2	1	0	2	2

Basis: 1,200 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Media use

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

Response category: "At least occasionally "

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
YouTube	98	99	94	99	100	97	98	95	99	97	100
Facebook	94	96	92	97	97	93	96	96	93	92	92
Instagram	73	69	71	81	69	87	66	65	58	75	90
TikTok	64	58	42	73	79	84	56	59	50	71	76
Pinterest	56	53	51	64	51	68	50	52	45	59	66
Twitter	42	38	35	43	46	64	38	29	26	53	50
LinkedIn	42	37	40	42	32	56	38	32	38	49	47
Tumblr	22	14	18	25	26	49	10	11	13	30	28

Basis: 1,200 cases, total sample; figures in %.

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

strongly overrepresented  
overrepresented  
strongly underrepresented  
underrepresented

# Media use

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

Response category: "At least occasionally "

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
YouTube	98	98	97	98	99	98	98	94
Facebook	94	95	94	91	95	96	95	95
Instagram	73	73	73	87	84	73	60	59
TikTok	64	69	60	84	81	66	51	40
Pinterest	56	52	60	67	65	59	44	44
Twitter	42	54	30	48	52	40	35	36
LinkedIn	42	48	35	34	51	42	40	40
Tumblr	22	30	15	29	36	20	13	13

Basis: 1,200 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Media use

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

Response category: "At least occasionally "

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1,165 RON)	Medium 60-140% (1,165-2,718 RON)	High >140% (>2,718 RON)
YouTube	98	98	98	97	98	99	97
Facebook	94	94	95	92	95	94	94
Instagram	73	82	70	71	77	69	75
TikTok	64	85	62	48	77	61	65
Pinterest	56	70	52	55	50	54	59
Twitter	42	53	40	38	25	43	46
LinkedIn	42	53	34	58	22	40	47
Tumblr	22	47	17	14	14	23	25

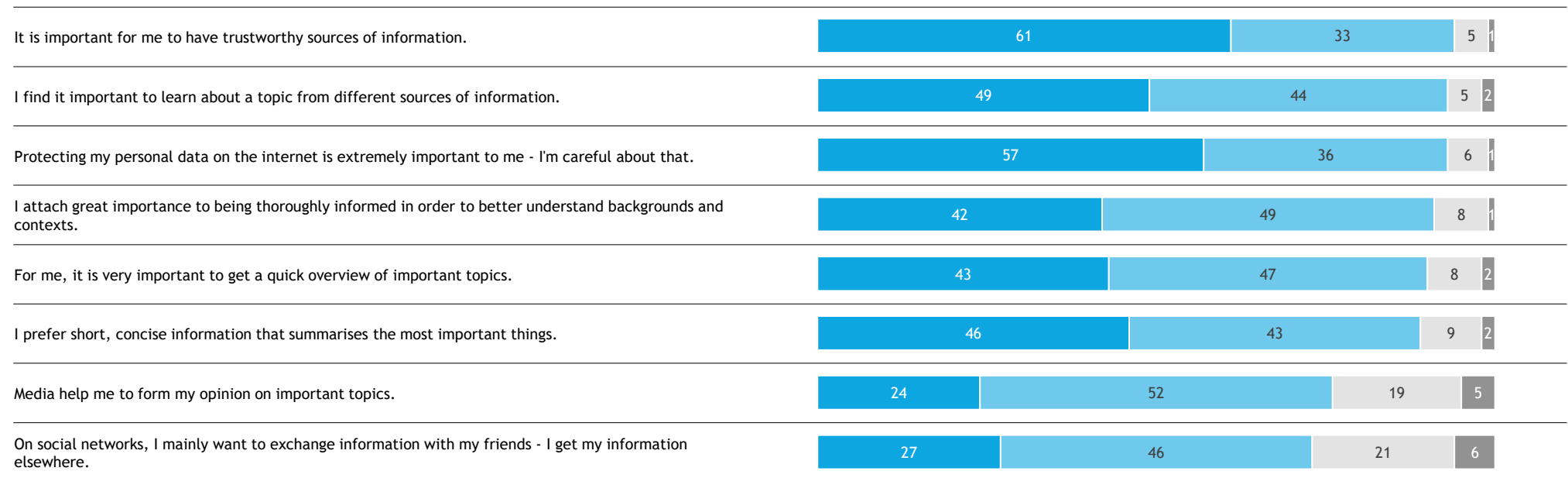
Basis: 1,200 cases, total sample; figures in %.

■ 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: 1,200 cases, total sample; figures in %.

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

# Communication expectations

When you think about what you use media for, e.g. newspapers, magazines, Internet, television, radio etc. and what you expect from it, 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.	94	99	96	98	93	85	94	93	92	96	100
I find it important to learn about a topic from different sources of information.	93	94	90	99	90	90	90	92	96	94	95
Protecting my personal data on the internet is extremely important to me - I'm careful about that.	93	97	88	96	95	87	89	96	92	95	96
I attach great importance to being thoroughly informed in order to better understand backgrounds and contexts.	91	96	94	96	85	86	88	87	88	91	98
For me, it is very important to get a quick overview of important topics.	90	92	91	95	94	86	87	83	91	91	93
I prefer short, concise information that summarises the most important things.	89	92	91	89	85	87	90	92	86	92	89
Media help me to form my opinion on important topics.	76	78	75	78	77	81	65	62	64	88	92
On social networks, I mainly want to exchange information with my friends - I get my information elsewhere.	73	81	58	79	86	75	70	68	59	80	86

Basis: 1,200 cases, total sample; figures in %.

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strongly overrepresented  
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# Communication expectations

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

Response category: „Applies completely / Somewhat applies“

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
It is important for me to have trustworthy sources of information.	94	95	94	88	92	96	96	98
I find it important to learn about a Topic from different sources of information.	93	93	93	85	94	96	95	94
Protecting my personal data on the internet is extremely important to me - I'm careful about that.	93	92	94	87	95	95	94	92
I attach great importance to being thoroughly informed in order to better understand backgrounds and contexts.	91	90	91	79	93	96	89	95
For me, it is very important to get a quick overview of important Topics.	90	91	89	84	89	93	92	90
I prefer short, concise information that summarises the most important things.	89	90	89	78	89	93	93	93
Media help me to form my opinion on important Topics.	76	76	75	72	79	80	73	73
On social networks, I mainly want to exchange information with my friends - I get my information elsewhere.	73	75	72	69	85	75	68	70

Basis: 1,200 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Communication expectations

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

Response category: „Applies completely / Somewhat applies“

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1,165 RON)	Medium 60-140% (1,165-2,718 RON)	High >140% (>2,718 RON)
It is important for me to have trustworthy sources of information.	94	87	96	98	79	96	96
I find it important to learn about a topic from different sources of information.	93	91	93	96	83	94	94
Protecting my personal data on the internet is extremely important to me - I'm careful about that.	93	96	92	95	87	94	93
I attach great importance to being thoroughly informed in order to better understand backgrounds and contexts.	91	90	90	93	86	92	91
For me, it is very important to get a quick overview of important topics.	90	90	89	94	81	91	92
I prefer short, concise information that summarises the most important things.	89	85	91	89	77	92	90
Media help me to form my opinion on important topics.	76	81	74	73	75	74	77
On social networks, I mainly want to exchange information with my friends - I get my information elsewhere.	73	85	71	73	79	73	73

Basis: 1,200 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Communication expectations

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

Response category: "Applies completely"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
It is important for me to have trustworthy sources of information.	61	68	72	70	63	29	59	50	61	71	86
The protection of my personal data on the internet is extremely important to me - I am careful.	57	68	53	71	61	31	53	59	54	69	67
I find it important to learn about a Topic from different sources of information.	49	54	61	56	59	28	45	39	44	64	64
I prefer short, concise information that summarises the most important things.	46	58	50	58	33	27	46	41	41	56	52
For me, it is very important to get a quick overview of important topics.	43	46	54	57	52	24	35	28	38	58	55
I attach great importance to being thoroughly informed in order to better understand the background and contexts.	42	43	55	51	51	25	34	36	36	49	66
On social networks, I mainly want to exchange information with my friends - I get my information elsewhere.	27	27	28	32	31	27	15	19	20	41	40
Media help me to form my opinion on important topics.	24	24	19	38	29	20	15	13	9	44	43

Basis: 1,200 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.	61	59	62	58	49	58	66	73
The protection of my personal data on the internet is extremely important to me - I am careful.	57	51	64	50	57	57	59	64
I find it important to learn about a topic from different sources of information.	49	49	50	45	44	50	51	57
I prefer short, concise information that summarises the most important things. information.	46	41	51	38	45	44	48	56
For me, it is very important to get a quick overview of important topics.	43	39	46	38	42	40	43	51
I attach great importance to being thoroughly informed in order to better understand the background and contexts.	42	40	44	37	41	44	41	47
On social networks, I mainly want to exchange information with my friends - I get my information elsewhere.	27	26	27	26	36	24	21	28
Media help me to form my opinion on important topics.	24	23	25	24	28	27	21	20

Basis: 1,200 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Communication expectations

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

Response category: "Applies completely"

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<1,165 RON)	Medium 60-140% (1,165-2,718 RON)	High >140% (>2,718 RON)
It is important for me to have trustworthy sources of information.	61	42	64	71	46	60	64
The protection of my personal data on the internet is extremely important to me - I am careful.	57	52	58	60	62	60	55
I find it important to learn about a topic from different sources of information.	49	42	50	58	36	48	54
I prefer short, concise information that summarises the most important things.	46	34	49	50	42	49	46
For me, it is very important to get a quick overview of important topics.	43	39	42	48	42	41	45
I attach great importance to being thoroughly informed in order to better understand the background and contexts.	42	44	41	44	41	41	44
On social networks, I mainly want to exchange information with my friends - I get my information elsewhere.	27	32	26	22	34	28	26
Media help me to form my opinion on important topics.	24	31	23	21	28	26	23

Basis: 1,200 cases, total sample; figures in %.

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented



Imprint



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