



SINUS Study for the Friedrich-Ebert-Stiftung

# Social-ecological transformation

Country report Spain

**FRIEDRICH  
EBERT  
STIFTUNG**

**sinus:**

Heidelberg, September 2023

Teil der INTEGRAL-SINUS-OPINION Gruppe

# Task and objectives

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

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

# Table of contents

## 01 Method and sample

## 02 Problem awareness

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

## 03 Climate and environmentally conscious behaviour

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

## 04 Changing way of living and doing business

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

## 05 Interest in information and level of knowledge

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

## 06 Appendix: Communication

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

1

# Method and sample

# Methodology and sample



## Method

Standardised online survey (CAWI)

Quota sample (gender, age, education and region)

The interviews were conducted in the national language.



## Data collection

Ø Interview duration: 23 minutes

The data collection was carried out by Sociotrend GmbH.



## Target group

Resident population aged from 18 to 69 years



## Sample size

1,200 people



## Survey period

09.06. - 05.07.2023

## 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 Spain**. The key findings are presented in graphs and charts. For better readability and comprehensibility, the percentages have been rounded to whole numbers.
- The data set was examined for differences in the response behaviour of different population groups and presented in tabular form. The **socio-demographic characteristics** gender, age, education and net equivalent income were taken into account.
  - **Gender:** female, male  
(The answer category „non-binaryx" 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*: "Sin educación escolar ni formación profesional (todavía)" or "Educación Primaria" or "Educación Secundaria (primera etapa)" or "Cualificación Profesional, inicial"; *medium*: "Formación Profesional, medio" or "Bachillerato" or "F.P. Maestría" or "F.P. de 2º Grado - FP2" ; *high*: "C.F. de Grado Superior, Técnico Superior" or "C.F. de Grado Superior en Escuelas de Arte" or "Enseñanzas universitarias"
  - **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).

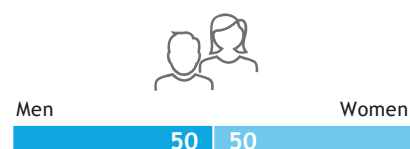
# Methodology and sample

## Evaluation of the survey results

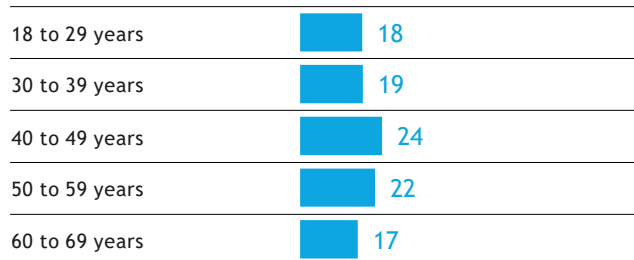
- In addition to the differentiation according to socio-demographic characteristics, the data was analysed according to the **milieu affiliation of the respondents**. By evaluating the findings according to the **Sinus-Meta-Milieus**, the socio-demographic analysis is supplemented by lifestyle and value 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

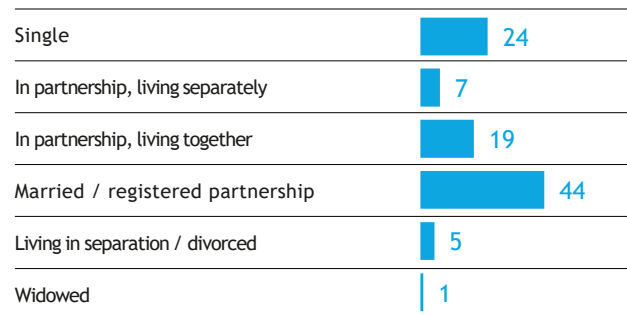
## Gender



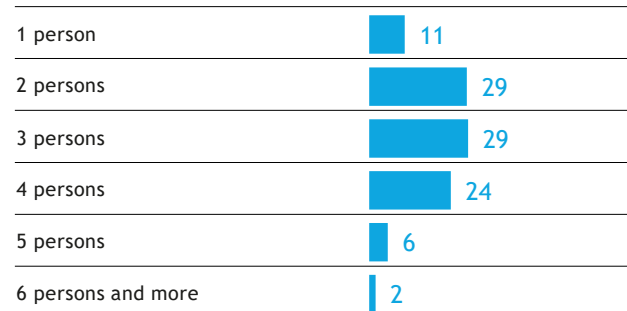
## Age ø 44.4 years



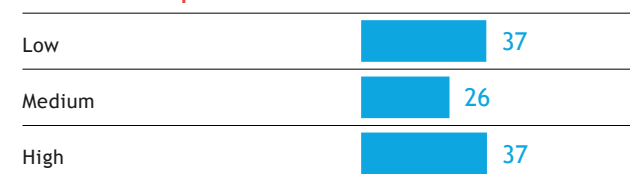
## Marital status



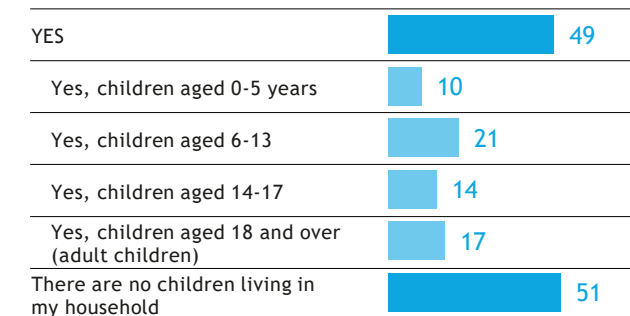
## Persons in the household



## Educational qualification



## Children in the household

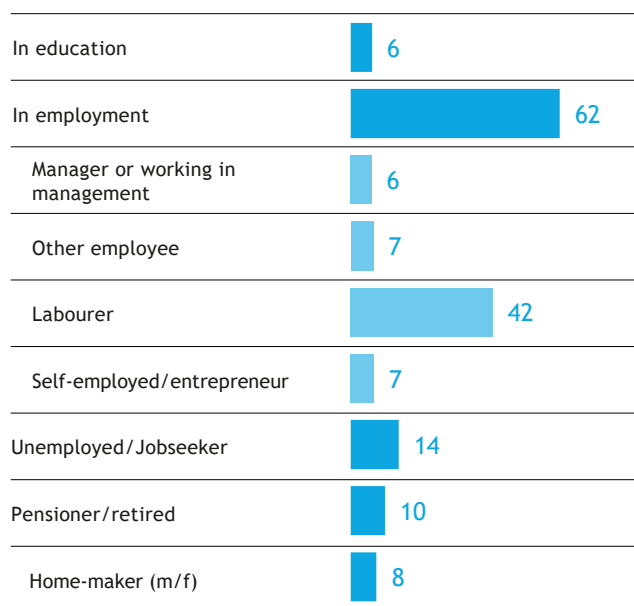


Basis: 1,200 cases, total sample; figures in %.

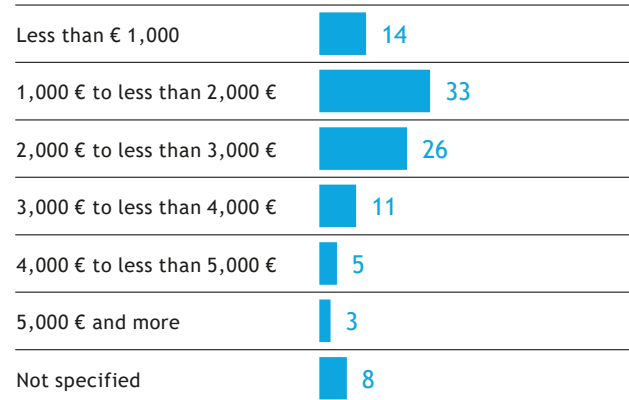


# Demographic structure of the sample

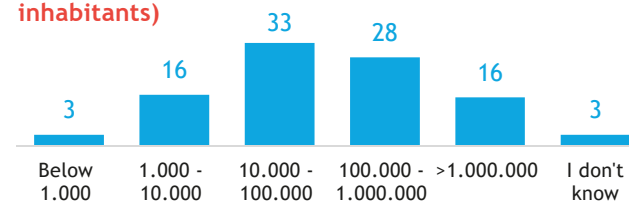
## Occupational status



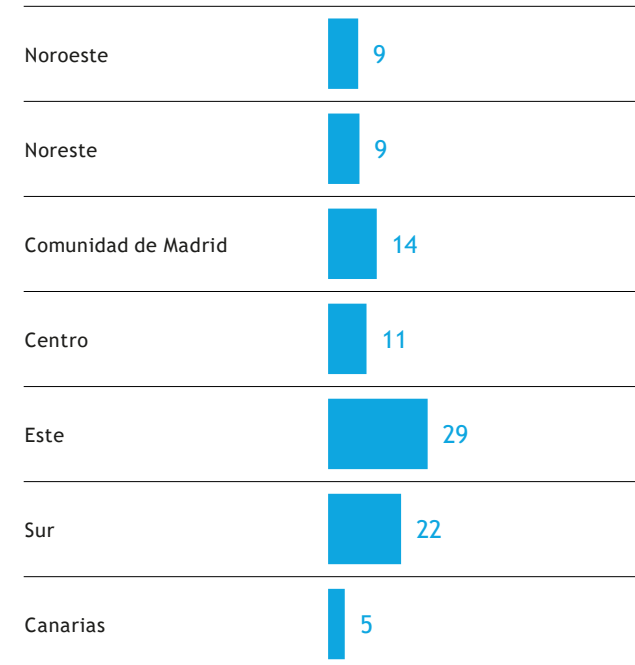
## Net household income



## Size of residency (number of inhabitants)



## Region



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

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

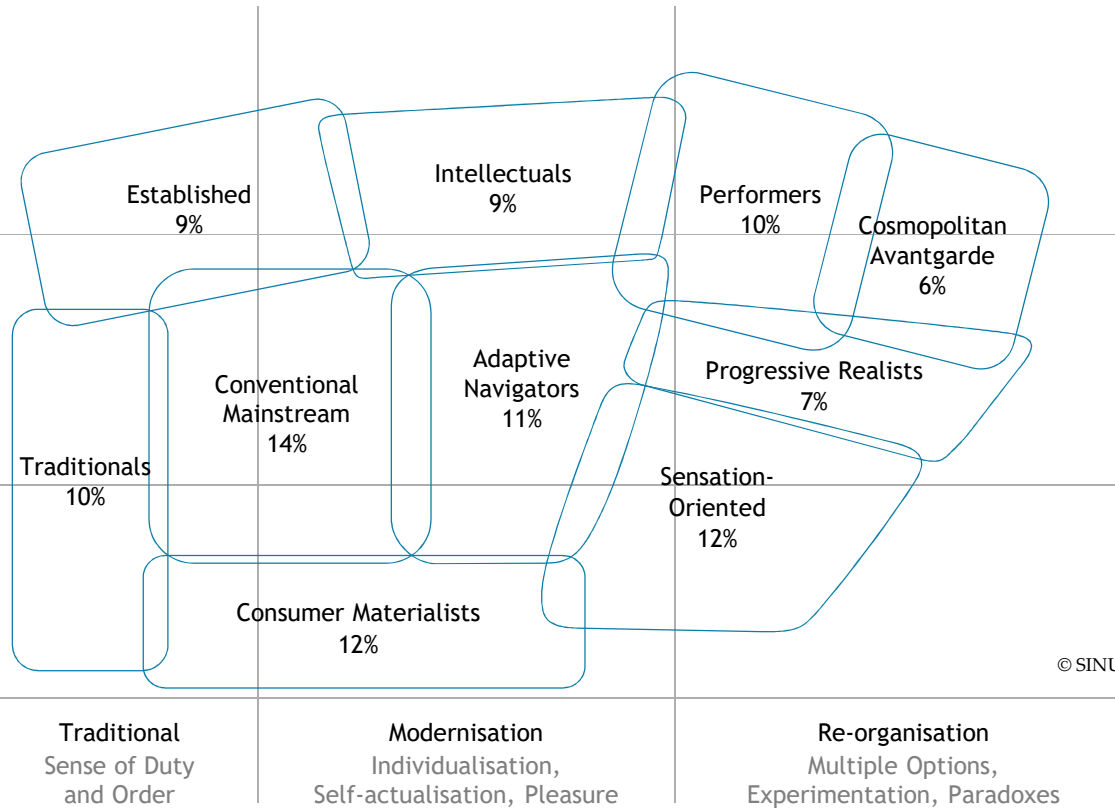
18 - 69 year olds

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 way of life, digital affinity, reliable and loyal, open to new - but tested and verified - things
<b>Intellectuals</b>	<b>Academic elite with post-material beliefs:</b> High affinity for enjoyment, sensuality, art and culture, critical of globalisation, advocate for justice and public welfare, taking responsibility for oneself and others, affinity for education and high quality of life	<b>Sensation-Oriented</b>	<b>Materialistic- and entertainment-focused lower middle-class:</b> Hedonistic, with focus on today, conspicuous consumption, unconcerned, open to risks, anti-bourgeois yet materialistic way of life, 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, way of life vanguards, pronounced self-expression, postmodern way of life elite, anti-mainstream, desire to stand out, joie de vivre, ambitious and success-oriented	<b>Traditionals</b>	<b>Order-seeking older generation:</b> Petty bourgeois world, traditional working-class culture, desire for social security, harmony, consistency, voluntarily disconnection from modern way of life and digital culture, desire for simple, safe, down to earth
<b>Progressive Realists</b>	<b>Drivers of social transformation:</b> Sustainable way of life but without renunciation, driving the global social transformation, progressive, optimistic, ease of dealing with contradictions, party and protest, seriousness and entertainment	<b>Consumer-Materialists</b>	<b>Lower class striving for validation:</b> Precarious living conditions, undemanding adaptation to necessities, desire for consumption standard of the middle class, defiant cohesion within their own community, fear of speed of change and being left behind

2

Problem awareness

# Main findings

## Problem awareness

### Importance of environmental, nature and climate protection

- "Adequate and affordable housing" and "Employment offers and fair wages" are the five most frequently mentioned Topics with 49% each. Public health service and care is close behind in third place with 48%, followed by inflation and declining purchasing power with 44%. The area of environmental, nature and climate protection is counted among the five most important political topics by 32% of the respondents.

### Relevance of environmental policy fields of action

- Among the top five challenges to preserving our livelihoods, respondents most frequently rank climate change (59%), environmental and living environment waste (53%), water pollution (51%) and air pollution (49%). Increasing traffic and noise are the least frequently seen as a priority field for environmental policy action (16%).

### Relevance of the climate change as a topic

- A clear majority of the population considers climate change to be a (very) important Topic for Spain: On a scale from 0 "completely irrelevant" to 10 "absolutely important", 63% of respondents choose scale points 8 to 10, another 22% scale points 6 to 7. In contrast, it is only 3% of respondents who choose scale points 0 to 2. The scale average is 7.6.

# Main findings

## Problem awareness

### Attitudes towards climate change

- 94% of respondents believe that the destruction of nature endangers people and their livelihoods (highest level of agreement "Fully agree": 64%). At the same time, 85% say they are afraid of the consequences of climate change (highest level of agreement: 39%), while 31% think that many things are very exaggerated when it comes to the consequences of climate change (highest level of agreement: 11%). When asked if there are more important problems in our country than climate change, 50% agree (highest level of agreement: 15%) and 50% disagree. Similarly, when it comes to the statement that we should rather focus on adapting to the consequences of climate change instead of putting climate protection in the foreground: while 54% agree (highest level of agreement: 14%), 46% disagree.

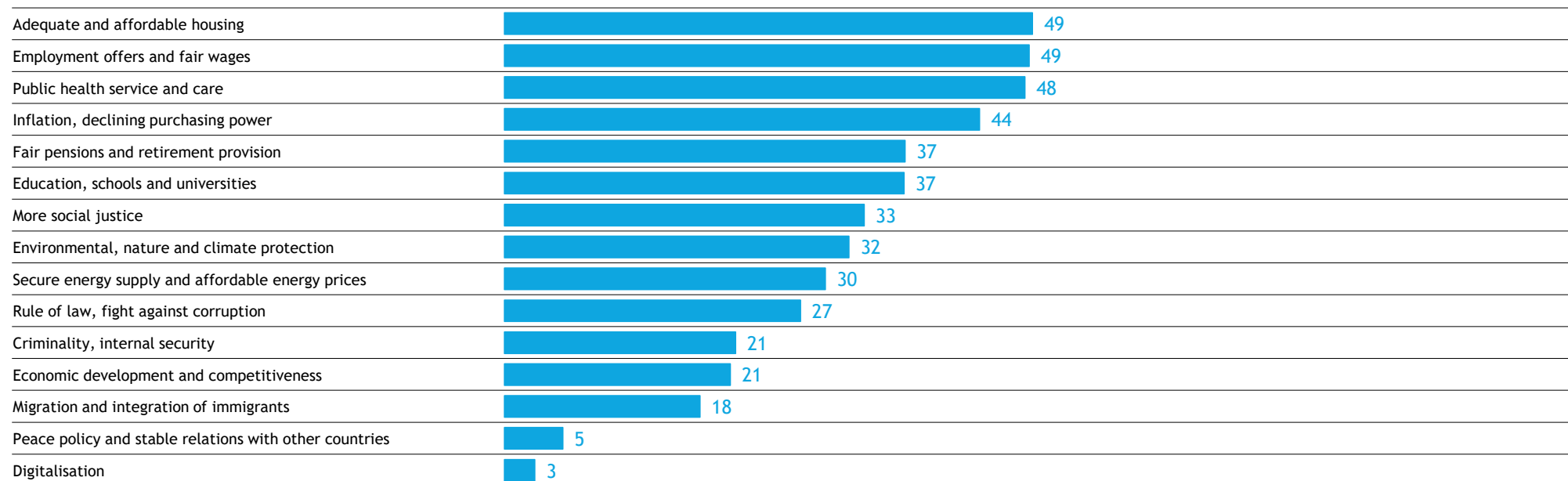
### Consequences of climate change

- The lack of water in everyday life and the increase in extreme weather events scare the population the most: 66% of respondents rank the lack of water in everyday life and 64% the increase in extreme weather events among the five consequences of climate change that scare them the most. Forest fires and the extinction of species in the animal and plant world rank third and fourth, with 50% and 47% respectively. The fifth most frequently mentioned effect is the increase in humanitarian crises (43%). Significantly fewer respondents are afraid of increased immigration and migration (12%).

# Importance of environmental, nature and climate protection

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

## Politically relevant 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 Spain to take care of? Please select up to 5 topics.

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Adequate and affordable housing	49	45	49	48	38	48	47	47	59	43	64
Employment offers and fair wages	49	43	52	45	54	40	47	55	45	49	64
Public health service and care	48	51	47	46	47	45	48	49	53	45	51
Inflation, declining purchasing power	44	49	39	40	53	42	53	36	45	42	41
Fair pensions and retirement provision	37	36	36	43	24	32	39	41	44	36	34
Education, schools and universities	37	37	50	41	31	33	36	34	32	36	42
More social justice	33	25	58	36	42	27	24	31	32	35	34
Environmental, nature and climate protection	32	32	56	38	38	24	25	28	22	33	34
Secure energy supply and affordable energy prices	30	30	19	30	33	25	41	21	40	23	29
Rule of law, fight against corruption	27	32	26	32	18	25	33	34	27	24	16
Criminality, internal security	21	23	13	11	18	19	30	32	30	20	8
Economic development and competitiveness	21	29	14	28	28	28	19	16	9	23	20
Migration and integration of immigrants	18	25	14	19	12	20	20	18	13	21	14
Peace policy and stable relations with other countries	5	7	4	6	9	7	8	4	3	6	2
Digitalisation	3	1	3	3	9	2	2	2	1	5	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



# Importance of environmental, nature and climate protection

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Adequate and affordable housing	49	43	54	50	51	46	50	49
Employment offers and fair wages	49	43	54	56	49	47	47	44
Public health service and care	48	44	52	44	48	48	51	50
Inflation, declining purchasing power	44	49	40	37	48	50	42	43
Fair pensions and retirement provision	37	36	39	24	35	32	44	54
Education, schools and universities	37	34	40	42	37	36	38	32
More social justice	33	31	36	31	29	33	32	43
Environmental, nature and climate protection	32	33	31	27	33	34	29	37
Secure energy supply and affordable energy prices	30	30	29	22	28	32	35	31
Rule of law, fight against corruption	27	33	22	24	24	27	31	31
Criminality, internal security	21	24	19	20	16	24	24	22
Economic development and competitiveness	21	24	17	26	16	21	20	22
Migration and integration of immigrants	18	20	16	15	19	19	17	20
Peace policy and stable relations with other countries	5	5	6	8	5	3	4	9
Digitalisation	3	3	2	5	3	3	1	1

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 Spain to take care of? Please select up to 5 topics.

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<795 €)	Medium 60-140% (795-1.855 €)	High >140% (>1.855 €)
Adequate and affordable housing	49	52	50	45	56	47	41
Employment offers and fair wages	49	48	47	50	45	51	43
Public health service and care	48	48	49	48	46	49	48
Inflation, declining purchasing power	44	34	45	53	31	50	51
Fair pensions and retirement provision	37	42	37	32	38	38	33
Education, schools and universities	37	33	36	42	33	36	42
More social justice	33	36	34	30	39	32	28
Environmental, nature and climate protection	32	31	31	34	29	32	42
Secure energy supply and affordable energy prices	30	32	28	29	30	30	27
Rule of law, fight against corruption	27	28	27	27	23	29	33
Criminality, internal security	21	23	21	21	23	20	22
Economic development and competitiveness	21	15	20	27	16	23	26
Migration and integration of immigrants	18	15	19	20	16	18	25
Peace policy and stable relations with other countries	5	4	7	6	6	5	7
Digitalisation	3	3	2	3	3	2	4

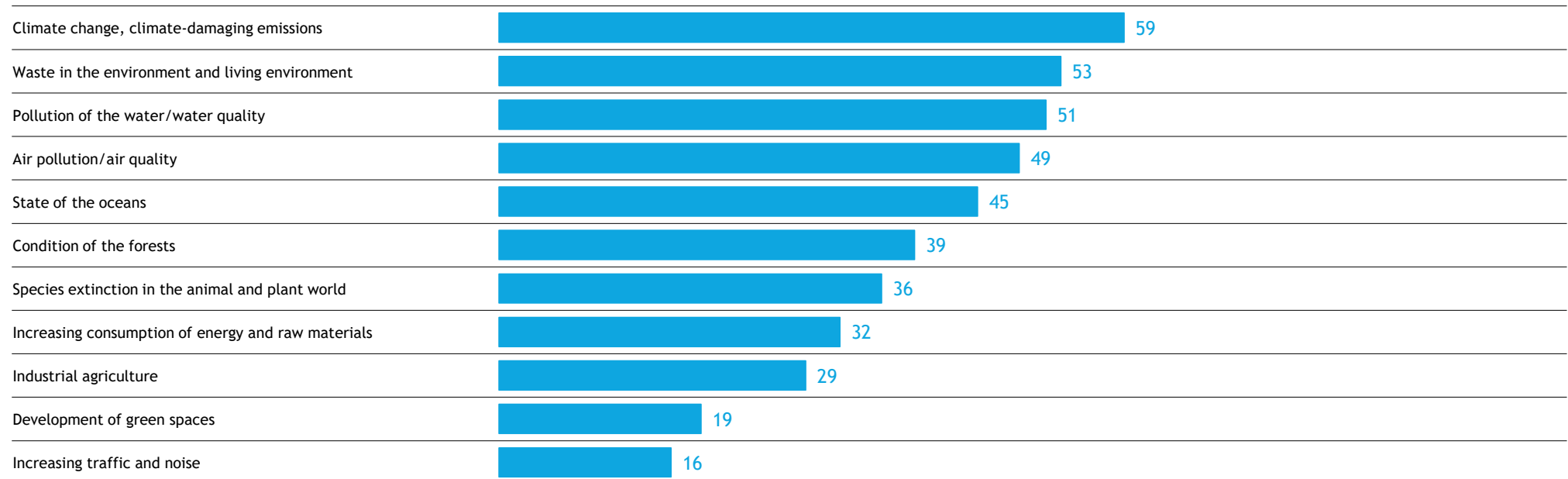
Basis: 1,200 cases, total sample; figures in %.

■ 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 to sustaining 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 to sustaining of our livelihoods? Please select up to 5 from the list below.

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Climate change, climate-damaging emissions	59	62	79	63	67	44	56	59	43	54	75
Waste in the environment and living environment	53	65	56	58	49	44	51	41	53	51	63
Pollution of the water/water quality	51	53	51	61	45	42	52	62	51	47	47
Air pollution/air quality	49	52	56	53	43	44	49	50	49	47	42
State of the oceans	45	52	59	45	42	31	48	47	50	37	36
Condition of the forests	39	36	40	38	39	34	35	43	47	44	33
Species extinction in the animal and plant world	36	32	40	37	42	29	31	36	43	38	35
Increasing consumption of energy and raw materials	32	34	37	27	26	36	41	22	27	31	33
Industrial agriculture	29	31	25	31	28	26	27	32	29	28	31
Development of green spaces	19	15	18	20	23	23	20	14	17	20	20
Increasing traffic and noise	16	10	12	11	18	22	14	24	13	17	21

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

# Relevance of environmental policy fields of action

In your opinion, which of the following topics are among the greatest challenges to sustaining 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
Climate change, climate-damaging emissions	59	55	62	61	56	58	57	61
Waste in the environment and living environment	53	50	55	48	48	51	55	62
Pollution of the water/water quality	51	53	50	48	49	48	54	57
Air pollution/air quality	49	48	50	52	46	47	49	51
State of the oceans	45	42	48	37	38	44	48	58
Condition of the forests	39	41	37	33	35	36	46	46
Species extinction in the animal and plant world	36	35	36	37	31	34	37	41
Increasing consumption of energy and raw materials	32	35	29	34	35	34	28	29
Industrial agriculture	29	31	27	24	25	30	31	34
Development of green spaces	19	17	21	25	20	19	17	14
Increasing traffic and noise	16	16	17	18	17	17	17	11

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 to sustaining of our livelihoods? Please select up to 5 from the list below.

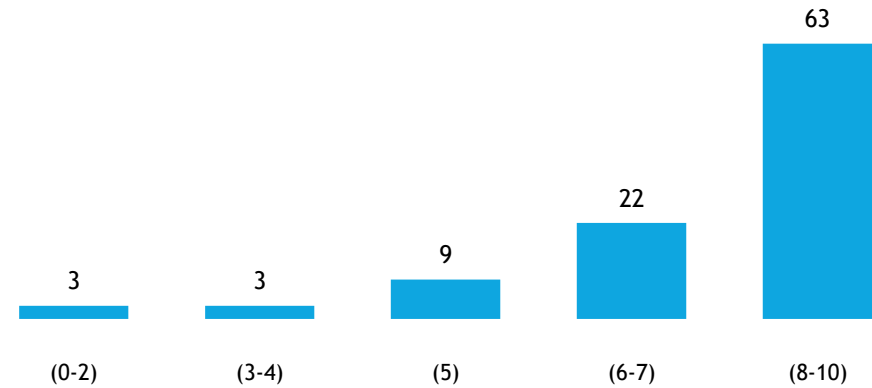
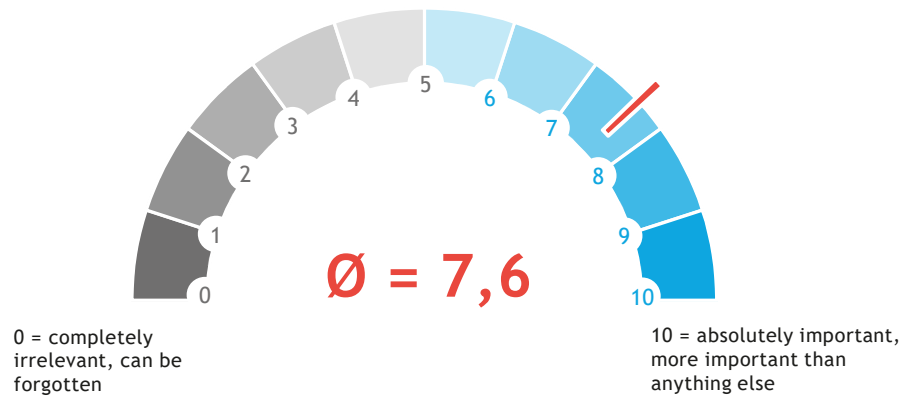
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<795 €)	Medium 60-140% (795-1.855 €)	High >140% (>1.855 €)
Climate change, climate-damaging emissions	59	54	64	60	54	59	68
Waste in the environment and living environment	53	50	55	54	44	56	55
Pollution of the water/water quality	51	49	52	53	46	53	53
Air pollution/air quality	49	46	51	51	47	51	48
State of the oceans	45	46	40	47	40	47	44
Condition of the forests	39	42	36	37	38	39	42
Species extinction in the animal and plant world	36	40	37	31	41	34	33
Increasing consumption of energy and raw materials	32	23	35	39	25	36	37
Industrial agriculture	29	34	26	26	29	28	26
Development of green spaces	19	18	20	19	22	18	19
Increasing traffic and noise	16	17	14	16	19	15	16

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 Spain?



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 Spain?

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
10=Absolutely important, more important than anything else	21	18	28	30	21	11	14	22	14	31	27
9	19	23	25	18	14	13	16	15	15	21	29
8	23	27	28	24	31	21	22	21	25	16	17
7	14	14	13	16	19	18	16	11	13	11	10
6	8	6	2	1	6	15	14	10	6	6	8
5	9	8	4	5	4	14	9	14	16	8	8
4	2	1	1	3	-	3	4	1	5	1	1
3	1	-	-	1	4	4	1	1	2	1	-
2	1	-	-	1	2	1	2	4	2	1	-
1	0	1	-	-	-	-	1	1	-	0	-
0=Totally irrelevant, can be forgotten	2	3	-	1	-	1	3	1	3	4	-
Average	7,6	8	8	8	8	7	7	7	7	8	8

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



# 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 Spain?

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
10=Absolutely important, more important than anything else	21	21	21	19	15	21	27	21
9	19	19	18	16	17	14	18	28
8	23	23	22	23	29	22	18	23
7	14	13	15	15	17	17	10	11
6	8	8	8	8	7	11	7	4
5	9	8	11	10	8	9	12	8
4	2	2	2	3	2	2	3	1
3	1	2	1	1	2	1	2	0
2	1	1	1	1	2	1	1	2
1	0	1	0	-	0	0	1	1
0=Totally irrelevant, can be forgotten	2	3	1	4	1	3	2	0
Average	7,6		8	8	7	8	8	8

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 Spain?

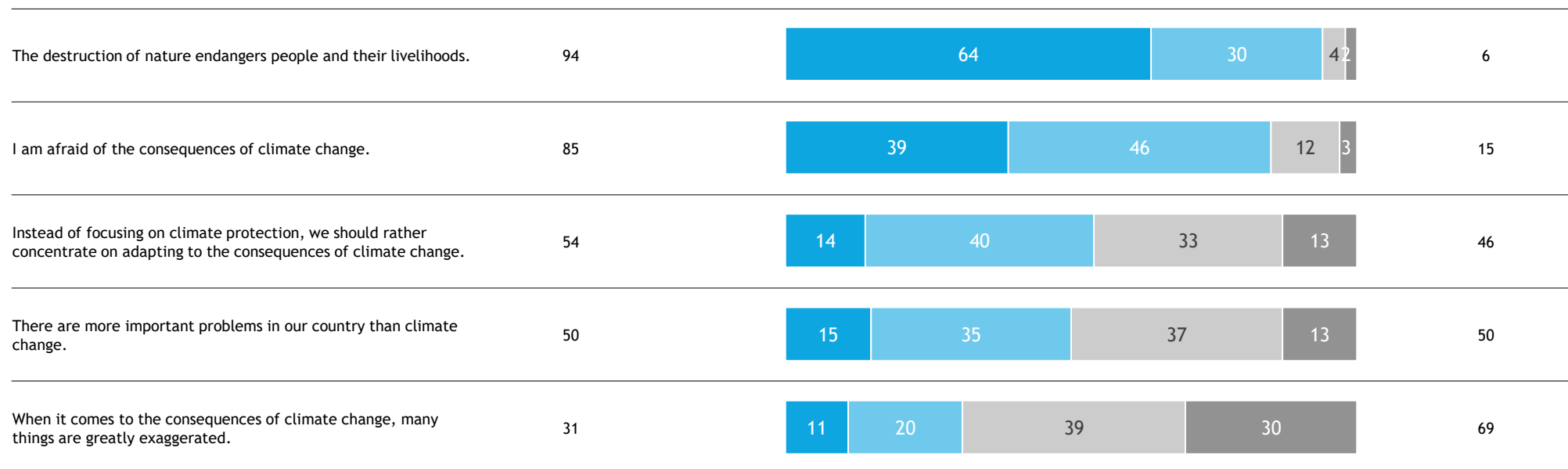
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<795 €)	Medium 60-140% (795-1.855 €)	High >140% (>1.855 €)
10=Absolutely important, more important than anything else	21	24	23	17	18	22	19
9	19	18	18	20	17	18	25
8	23	23	22	23	23	24	19
7	14	11	15	16	13	16	10
6	8	7	9	7	8	7	8
5	9	12	9	7	15	8	7
4	2	3	1	3	3	2	4
3	1	1	1	2	2	1	2
2	1	1	1	2	1	1	3
1	0	-	1	1	0	0	1
0=Totally irrelevant, can be forgotten	2	1	1	3	2	2	3
Average	7,6	8	8	7	7	8	8

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.	94	91	97	97	98	86	95	96	98	93	97
I am afraid of the consequences of climate change.	85	86	94	87	93	80	72	84	76	89	96
Instead of focusing on climate protection, we should rather concentrate on adapting to the consequences of climate change.	54	48	25	56	48	62	56	61	66	62	35
There are more important problems in our country than climate change.	50	43	23	43	52	57	59	55	67	49	46
When it comes to the consequences of climate change, many things are greatly exaggerated.	31	24	8	25	24	42	38	34	40	38	21

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    ■ 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	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
The destruction of nature endangers people and their livelihoods.	94	94	96	95	94	95	93	96
I am afraid of the consequences of climate change.	85	81	88	90	87	82	81	83
Instead of focusing on climate protection, we should rather concentrate on adapting to the consequences of climate change.	54	53	54	50	54	56	53	55
There are more important problems in our country than climate change.	50	51	50	51	51	52	54	43
When it comes to the consequences of climate change, many things are greatly exaggerated.	31	37	25	32	33	31	31	28

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% (<795 €)	Medium 60-140% (795-1.855 €)	High >140% (>1.855 €)
The destruction of nature endangers people and their livelihoods.	94	95	96	93	95	95	90
I am afraid of the consequences of climate change.	85	85	86	83	86	86	79
Instead of focusing on climate protection, we should rather concentrate on adapting to the consequences of climate change.	54	62	53	46	60	51	47
There are more important problems in our country than climate change.	50	54	45	51	57	48	48
When it comes to the consequences of climate change, many things are greatly exaggerated.	31	33	24	33	36	26	38

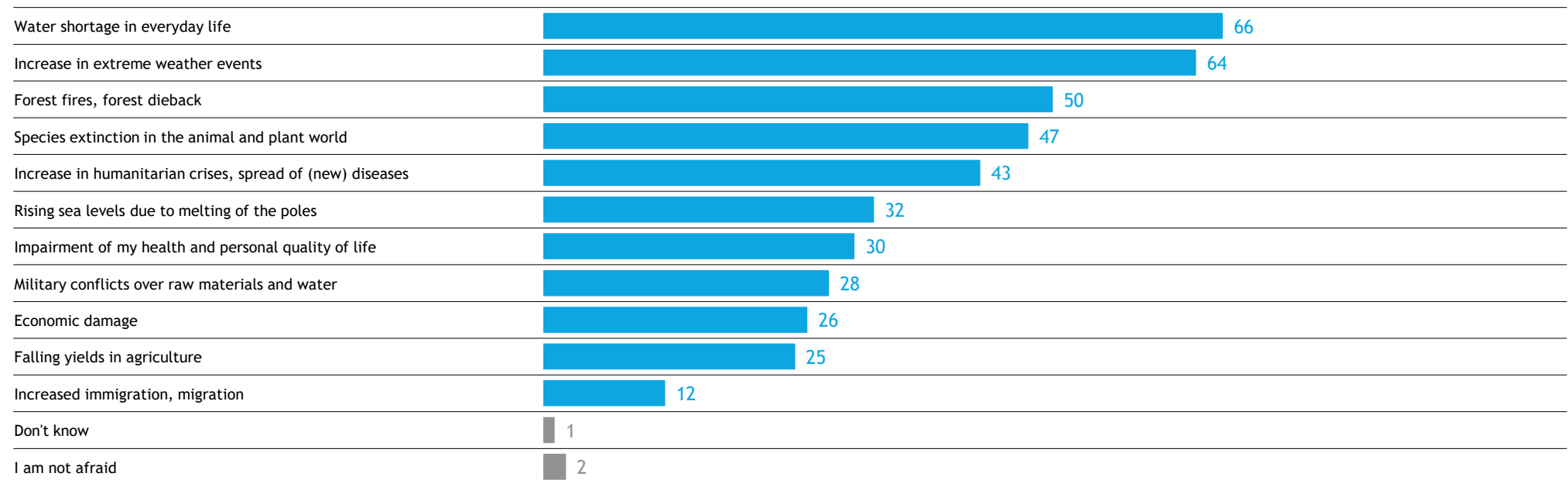
Basis: 1,200 cases, total sample; figures in %.

■ 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
Water shortage in everyday life	66	74	71	70	70	56	63	71	63	64	69
Increase in extreme weather events	64	66	84	67	73	44	64	56	71	54	70
Forest fires, forest dieback	50	49	53	52	51	31	53	57	54	48	51
Species extinction in the animal and plant world	47	50	60	57	36	37	46	58	49	38	44
Increase in humanitarian crises, spread of (new) diseases	43	45	56	43	40	40	41	28	45	37	54
Rising sea levels due to melting of the poles	32	33	36	29	29	32	26	29	34	36	41
Impairment of my health and personal quality of life	30	33	30	30	33	28	28	30	30	28	37
Military conflicts over raw materials and water	28	30	34	28	33	31	30	23	20	22	33
Economic damage	26	25	19	24	26	42	25	25	23	30	12
Falling yields in agriculture	25	24	23	27	26	23	20	29	25	29	18
Increased immigration, migration	12	12	5	9	6	15	19	8	14	16	5
Don't know	1	-	-	1	-	2	1	3	1	1	-
I am not afraid	2	1	-	1	4	3	2	3	1	5	-

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



# Consequences of climate change - Anxiety scale

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Water shortage in everyday life	66	63	70	57	65	66	70	74
Increase in extreme weather events	64	60	67	59	58	66	67	68
Forest fires, forest dieback	50	49	51	43	50	44	54	59
Species extinction in the animal and plant world	47	45	50	49	47	42	51	50
Increase in humanitarian crises, spread of (new) diseases	43	43	42	39	38	47	41	48
Rising sea levels due to melting of the poles	32	31	34	37	30	30	31	34
Impairment of my health and personal quality of life	30	31	29	38	37	29	24	25
Military conflicts over raw materials and water	28	28	27	34	31	28	21	25
Economic damage	26	26	26	28	26	28	25	22
Falling yields in agriculture	25	23	26	19	26	21	28	28
Increased immigration, migration	12	16	7	9	9	10	14	17
Don't know	1	1	1	1	1	1	1	1
I am not afraid	2	3	1	2	2	3	2	1

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% (<795 €)	Medium 60-140% (795-1.855 €)	High >140% (>1.855 €)
Water shortage in everyday life	66	66	69	65	63	68	66
Increase in extreme weather events	64	62	67	64	58	66	64
Forest fires, forest dieback	50	52	50	47	50	51	47
Species extinction in the animal and plant world	47	49	47	46	49	49	42
Increase in humanitarian crises, spread of (new) diseases	43	41	43	44	41	43	42
Rising sea levels due to melting of the poles	32	32	32	32	31	35	29
Impairment of my health and personal quality of life	30	28	33	31	27	30	33
Military conflicts over raw materials and water	28	23	29	31	27	29	28
Economic damage	26	22	27	29	27	25	26
Falling yields in agriculture	25	24	26	24	25	25	23
Increased immigration, migration	12	13	10	12	9	13	13
Don't know	1	2	1	0	2	1	1
I am not afraid	2	2	1	3	2	2	5

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

- 92% of respondents believe that we all have to become active 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": 53%).
- Furthermore, 91% 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: 38%).
- In addition, 81% say they are committed to actively contribute to changing society (highest level of agreement: 28%).

### Barriers to climate and environmentally conscious behaviour

- 87% of respondents believe that we should be willing to change our lifestyle for the benefit of the environment (highest level of agreement "Fully agree": 43%). However, 35% (also) say that they themselves are only willing to do something to protect the environment if this does not affect their own standard of living (highest level of agreement: 9%).

# Main findings

## Climate and environmentally conscious behaviour

- 81% would be willing to do more to protect the environment if everyone acted in this way (highest level of agreement: 30%). However, 34% do not believe that they can contribute significantly to environmental protection with their own behaviour (highest level of agreement: 10%). 45% say that others should take the first step before they themselves contribute to climate protection (highest level of agreement: 15%).
- 65% fear that a fundamental change in our way of living and doing business will be associated with high personal costs (highest approval rating: 19%). Furthermore, 59% of the respondents consider measures to protect the climate and the environment to be socially unjust, as they burden low-income earners in particular (highest level of agreement: 20%). That there is a personal lack of financial means to do something for climate protection is said by 57% (highest level of agreement: 19%).
- 71% say they are annoyed when others try to tell them how to live (highest level of agreement: 30%). Furthermore, 47% complain that they will soon not be able to do anything at all if there are even more regulations for climate and environmental protection (highest approval rating: 16%).
- 53% think that businesses know best how to implement the necessary change (highest level of agreement: 11%). Furthermore, 33% 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: 8%).

# Main findings

## Climate and environmentally conscious behaviour

- 49% say that preserving jobs is more important than protecting the climate and the environment (highest level of agreement: 10%). 43% think that fighting climate change is detrimental to the economy (highest approval rating: 13%). Furthermore, 42% say that businesses that need a lot of energy for their production cannot implement strict climate protection requirements (highest approval rating: 12%).
- Almost one in three (32%) find it difficult to shape their own lives in an environmentally and climate-friendly way (highest level of agreement: 7%). In addition, 61% say that the poor infrastructure makes it impossible to do without the car (highest level of agreement: 21%). Around one fifth (21%) say they cannot see changing their own behaviour for something that may happen in the future (highest level of agreement: 6%).

## Motivators of climate and environmentally conscious behaviour

- 91% feel that spending time in nature significantly enhances their quality of life (highest level of agreement "Fully agree": 50%). Furthermore, 83% of respondents feel strongly connected to nature (highest level of agreement: 36%).
- 93% believe that environmental protection is a matter of decency and civic duty (highest level of agreement: 56%). That more environmental protection also means better quality of life and health for all, say 92% (highest approval rating: 55%). Furthermore, according to 91% of respondents, each individual bears responsibility for leaving a liveable environment for future generations (highest approval rating: 51%). 77% feel personally responsible for the preservation of nature and the environment (highest approval rating: 28%).

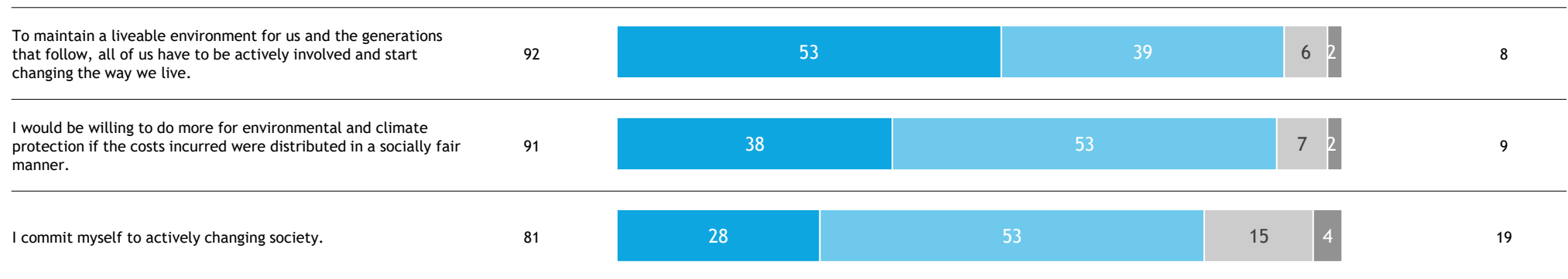
# Main findings

## Climate and environmentally conscious behaviour

- 90% 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: 49%). In addition, 85% say they feel better when they buy products that have less impact on the environment and climate (highest level of agreement: 34%).
- 89% believe that consistent policies to protect the environment will have a positive impact on the competitiveness of businesses in the future (highest approval rating: 39%). 88% believe that businesses must become more climate-friendly, as otherwise there is a risk of economic damage (highest approval rating: 43%). Furthermore, 82% believe that switching to environmentally and climate-friendly products and production processes offers great employment opportunities (highest approval rating: 29%).

# Attitudes towards climate and environmentally conscious behaviour

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



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





# Attitudes towards climate and environmentally conscious behaviour

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

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
To maintain a liveable environment for us and the generations that follow, all of us have to be actively involved and start changing the way we live.	92	96	99	96	98	84	86	93	89	90	98
I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially fair manner.	91	92	95	95	94	87	87	89	85	89	98
I commit myself to actively changing society.	81	90	91	88	96	77	72	81	63	83	94

## 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.	53	60	68	60	58	28	41	54	47	60	71
I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially fair manner.	38	37	44	51	43	22	26	38	28	48	56
I commit myself to actively changing society.	28	31	41	38	32	12	14	27	14	45	43

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

# 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.	92	89	95	91	91	92	92	94
I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially fair manner.	91	89	92	90	89	90	90	93
I commit myself to actively changing society.	81	80	84	87	82	80	79	82

## 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.	53	52	54	52	48	57	55	52
I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially fair manner.	38	38	38	38	36	39	41	35
I commit myself to actively changing society.	28	26	31	35	27	29	25	26

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% (<795 €)	Medium 60-140% (795-1.855 €)	High >140% (>1.855 €)
To maintain a liveable environment for us and the generations that follow, all of us have to be actively involved and start changing the way we live.	92	92	92	92	90	94	90
I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially fair manner.	91	91	91	89	91	91	87
I commit myself to actively changing society.	81	80	83	82	83	83	77

## Response category: "Fully agree"

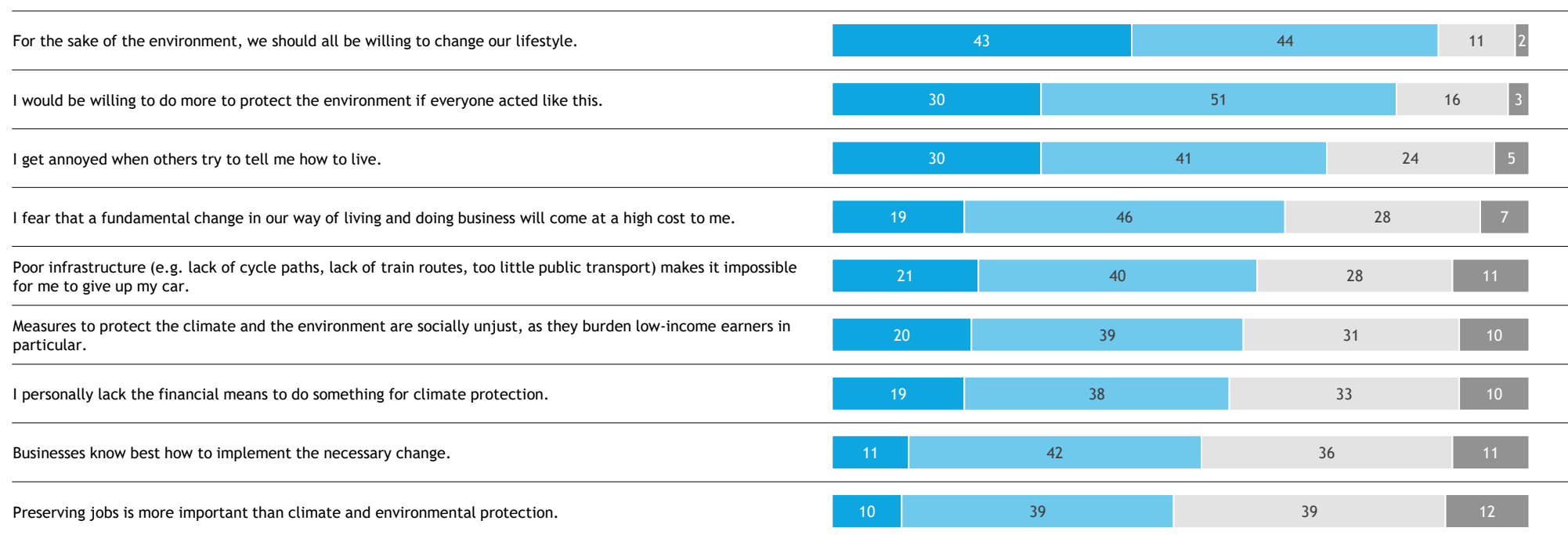
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<795 €)	Medium 60-140% (795-1.855 €)	High >140% (>1.855 €)
To maintain a liveable environment for us and the generations that follow, all of us have to be actively involved and start changing the way we live.	53	52	57	52	54	53	52
I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially fair manner.	38	37	40	38	41	36	37
I commit myself to actively changing society.	28	24	32	30	30	28	28

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?

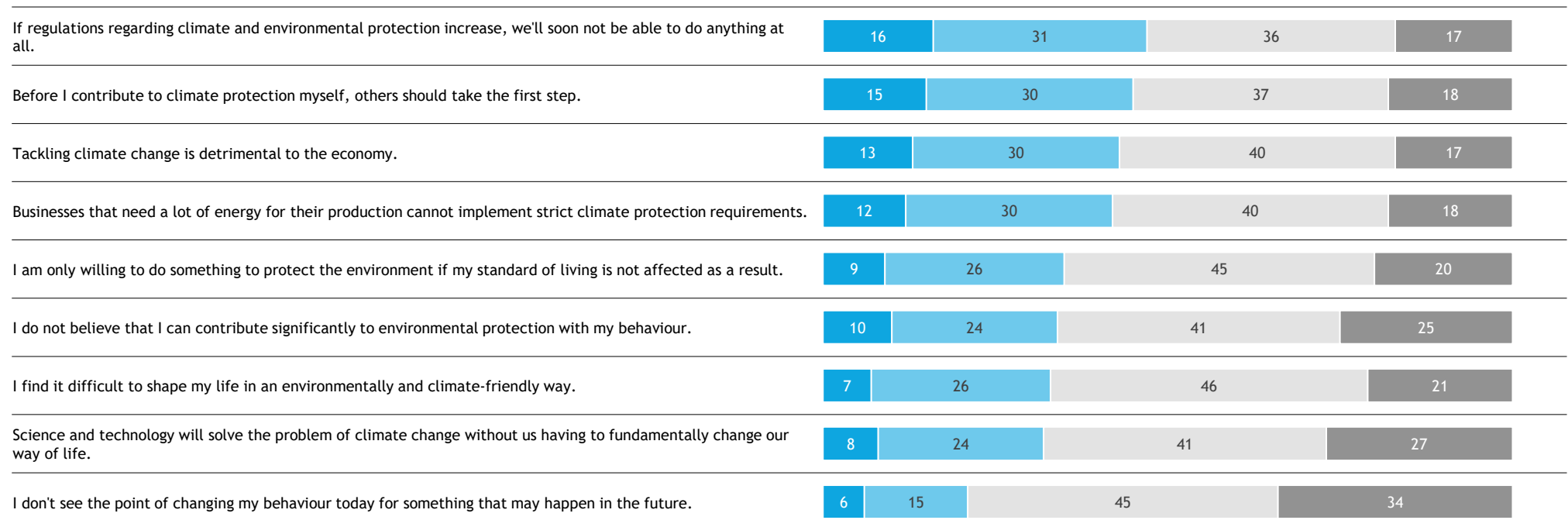


Basis: 1,200 cases, total sample; figures in %.

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

# Barriers to climate and environmentally conscious behaviour (2)

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



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

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

# Barriers to climate and environmentally conscious behaviour (1)

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

Response category: "Fully agree / Somewhat agree"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
For the sake of the environment, we should all be willing to change our lifestyle.	87	91	99	96	93	78	79	84	85	84	94
I would be willing to do more to protect the environment if everyone acted like this.	81	79	79	77	92	80	78	83	78	87	85
I get annoyed when others try to tell me how to live.	71	64	44	69	72	69	82	73	78	76	70
I fear that a fundamental change in our way of living and doing business will come at a high cost to me.	65	55	38	50	67	72	76	73	75	72	66
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.	61	53	69	61	60	65	55	54	60	63	76
Measures to protect the climate and the environment are socially unjust, as they burden low-income earners in particular.	59	59	48	45	61	72	61	59	69	53	62
I personally lack the financial means to do something for climate protection.	57	44	37	51	47	60	65	64	74	61	57
Businesses know best how to implement the necessary change.	53	61	41	50	57	55	49	56	50	62	47
Preserving jobs is more important than climate and environmental protection.	49	39	17	40	52	55	61	52	60	59	38

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

# Barriers to climate and environmentally conscious behaviour (2)

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

Response category: "Fully agree / Somewhat agree"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
If regulations regarding climate and environmental protection increase, we'll soon not be able to do anything at all.	47	53	22	42	36	51	49	56	57	56	34
Before I contribute to climate protection myself, others should take the first step.	45	29	23	29	51	52	53	52	53	59	41
Tackling climate change is detrimental to the economy.	43	38	23	28	36	53	46	49	50	55	39
Businesses that need a lot of energy for their production cannot implement strict climate protection requirements.	42	40	17	37	45	56	41	46	47	48	33
I am only willing to do something to protect the environment if my standard of living is not affected as a result.	35	30	11	26	34	39	46	37	43	47	29
I do not believe that I can contribute significantly to environmental protection with my behaviour.	34	24	22	23	30	42	38	35	41	45	28
Science and technology will solve the problem of climate change without us having to fundamentally change our way of life.	33	32	13	31	44	41	36	29	22	44	35
I find it difficult to shape my life in an environmentally and climate-friendly way.	32	25	17	21	37	45	31	36	40	39	35
I don't see the point of changing my behaviour today for something that may happen in the future.	21	10	4	13	23	37	21	24	26	31	16

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

# Barriers to climate and environmentally conscious behaviour (1)

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

Response category: "Fully agree / Somewhat agree"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
For the sake of the environment, we should all be willing to change our lifestyle.	87	85	89	88	85	88	87	87
I would be willing to do more to protect the environment if everyone acted like this.	81	81	81	80	82	82	81	81
I get annoyed when others try to tell me how to live.	71	71	70	72	74	72	71	64
I fear that a fundamental change in our way of living and doing business will come at a high cost to me.	65	64	66	65	69	64	69	59
Poor infrastructure (e.g. lack of cycle paths, lack of train routes, too little public transport) makes it impossible for me to give up my car.	61	60	62	65	67	65	56	52
Measures to protect the climate and the environment are socially unjust, as they burden low-income earners in particular.	59	61	57	60	67	57	57	57
I personally lack the financial means to do something for climate protection.	57	59	56	55	62	53	58	61
Businesses know best how to implement the necessary change.	53	51	55	51	60	50	52	53
Preserving jobs is more important than climate and environmental protection.	49	50	48	52	53	46	49	45

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
If regulations regarding climate and environmental protection increase, we'll soon not be able to do anything at all.	47	49	45	44	47	48	51	44
Before I contribute to climate protection myself, others should take the first step.	45	50	41	53	45	47	43	36
Tackling climate change is detrimental to the economy.	43	45	41	41	43	41	48	43
Businesses that need a lot of energy for their production cannot implement strict climate protection requirements.	42	45	38	42	44	39	45	38
I am only willing to do something to protect the environment if my standard of living is not affected as a result.	35	40	32	41	34	35	38	29
I do not believe that I can contribute significantly to environmental protection with my behaviour.	34	39	29	45	37	31	31	27
Science and technology will solve the problem of climate change without us having to fundamentally change our way of life.	33	37	28	40	37	30	32	26
I find it difficult to shape my life in an environmentally and climate-friendly way.	32	35	31	39	40	34	32	18
I don't see the point of changing my behaviour today for something that may happen in the future.	21	25	18	26	28	19	20	14

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% (<795 €)	Medium 60-140% (795-1.855 €)	High >140% (>1.855 €)
For the sake of the environment, we should all be willing to change our lifestyle.	87	88	88	86	87	88	84
I would be willing to do more to protect the environment if everyone acted like this.	81	85	81	78	80	83	76
I get annoyed when others try to tell me how to live.	71	71	71	70	74	69	70
I fear that a fundamental change in our way of living and doing business will come at a high cost to me.	65	68	66	63	71	64	56
Poor infrastructure (e.g. lack of cycle paths, lack of train routes, too little public transport) makes it impossible for me to give up my car.	61	58	61	65	64	61	58
Measures to protect the climate and the environment are socially unjust, as they burden low-income earners in particular.	59	59	60	59	62	58	56
I personally lack the financial means to do something for climate protection.	57	66	56	50	66	56	46
Businesses know best how to implement the necessary change.	53	56	53	51	52	55	50
Preserving jobs is more important than climate and environmental protection.	49	51	48	48	48	49	46

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% (<795 €)	Medium 60-140% (795-1.855 €)	High >140% (>1.855 €)
If regulations regarding climate and environmental protection increase, we'll soon not be able to do anything at all.	47	55	47	40	51	46	39
Before I contribute to climate protection myself, others should take the first step.	45	46	44	45	50	44	41
Tackling climate change is detrimental to the economy.	43	48	43	38	45	41	41
Businesses that need a lot of energy for their production cannot implement strict climate protection requirements.	42	45	43	37	47	41	39
I am only willing to do something to protect the environment if my standard of living is not affected as a result.	35	38	35	34	37	37	28
I do not believe that I can contribute significantly to environmental protection with my behaviour.	34	37	32	33	38	31	34
Science and technology will solve the problem of climate change without us having to fundamentally change our way of life.	33	30	32	36	33	32	37
I find it difficult to shape my life in an environmentally and climate-friendly way.	32	35	30	33	40	30	31
I don't see the point of changing my behaviour today for something that may happen in the future.	21	25	20	19	27	21	17

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
For the sake of the environment, we should all be willing to change our lifestyle.	43	54	64	50	42	16	32	36	32	57	60
I would be willing to do more to protect the environment if everyone acted like this.	30	32	41	32	31	13	21	30	28	44	39
I get annoyed when others try to tell me how to live.	30	21	11	31	20	20	36	36	34	44	30
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.	21	18	22	22	24	14	21	20	21	24	32
Measures to protect the climate and the environment are socially unjust, as they burden low-income earners in particular.	20	17	12	17	10	14	20	18	30	25	28
I fear that a fundamental change in our way of living and doing business will come at a high cost to me.	19	12	4	18	15	16	21	23	17	34	26
I personally lack the financial means to do something for climate protection.	19	15	7	16	12	12	20	23	26	27	21
If regulations regarding climate and environmental protection increase, we'll soon not be able to do anything at all.	16	18	9	18	16	6	16	21	19	26	11
Before I contribute to climate protection myself, others should take the first step.	15	4	5	13	15	8	19	16	27	28	11

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

# Barriers to climate and environmentally conscious behaviour (2)

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

Response category: "Fully agree"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Tackling climate change is detrimental to the economy.	13	14	7	8	12	13	13	21	11	22	11
Businesses that need a lot of energy for their production cannot implement strict climate protection requirements.	12	7	10	16	15	10	8	15	11	21	11
Businesses know best how to implement the necessary change.	11	12	11	15	12	6	9	12	6	19	10
Preserving jobs is more important than climate and environmental protection.	10	8	2	6	17	12	12	13	12	14	3
I do not believe that I can contribute significantly to environmental protection with my behaviour.	10	6	4	10	12	10	7	12	11	16	7
I am only willing to do something to protect the environment if my standard of living is not affected as a result.	9	9	2	8	9	8	10	10	11	17	6
Science and technology will solve the problem of climate change without us having to fundamentally change our way of life.	8	8	5	9	11	4	7	11	3	18	8
I find it difficult to shape my life in an environmentally and climate-friendly way.	7	5	3	6	8	5	8	9	9	12	3
I don't see the point of changing my behaviour today for something that may happen in the future.	6	4	-	3	12	6	4	8	7	13	5

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

# Barriers to climate and environmentally conscious behaviour (1)

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

Response category: "Fully agree"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
For the sake of the environment, we should all be willing to change our lifestyle.	43	41	45	39	44	48	42	41
I would be willing to do more to protect the environment if everyone acted like this.	30	30	31	32	33	32	29	26
I get annoyed when others try to tell me how to live.	30	31	28	28	33	30	31	25
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.	21	23	20	22	28	27	17	11
Measures to protect the climate and the environment are socially unjust, as they burden low-income earners in particular.	20	22	17	21	26	19	18	15
I fear that a fundamental change in our way of living and doing business will come at a high cost to me.	19	22	16	21	25	20	21	8
I personally lack the financial means to do something for climate protection.	19	22	15	21	17	19	20	17
If regulations regarding climate and environmental protection increase, we'll soon not be able to do anything at all.	16	19	14	16	17	17	18	13
Before I contribute to climate protection myself, others should take the first step.	15	18	13	17	13	16	17	15

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

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% (<795 €)	Medium 60-140% (795-1.855 €)	High >140% (>1.855 €)
For the sake of the environment, we should all be willing to change our lifestyle.	43	41	45	43	44	43	43
I would be willing to do more to protect the environment if everyone acted like this.	30	31	32	28	33	30	27
I get annoyed when others try to tell me how to live.	30	32	28	28	31	28	30
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.	21	20	21	23	23	22	19
Measures to protect the climate and the environment are socially unjust, as they burden low-income earners in particular.	20	22	19	18	24	18	18
I fear that a fundamental change in our way of living and doing business will come at a high cost to me.	19	18	20	20	23	16	15
I personally lack the financial means to do something for climate protection.	19	24	18	14	24	16	11
If regulations regarding climate and environmental protection increase, we'll soon not be able to do anything at all.	16	18	17	15	17	15	18
Before I contribute to climate protection myself, others should take the first step.	15	19	13	14	17	14	16

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"

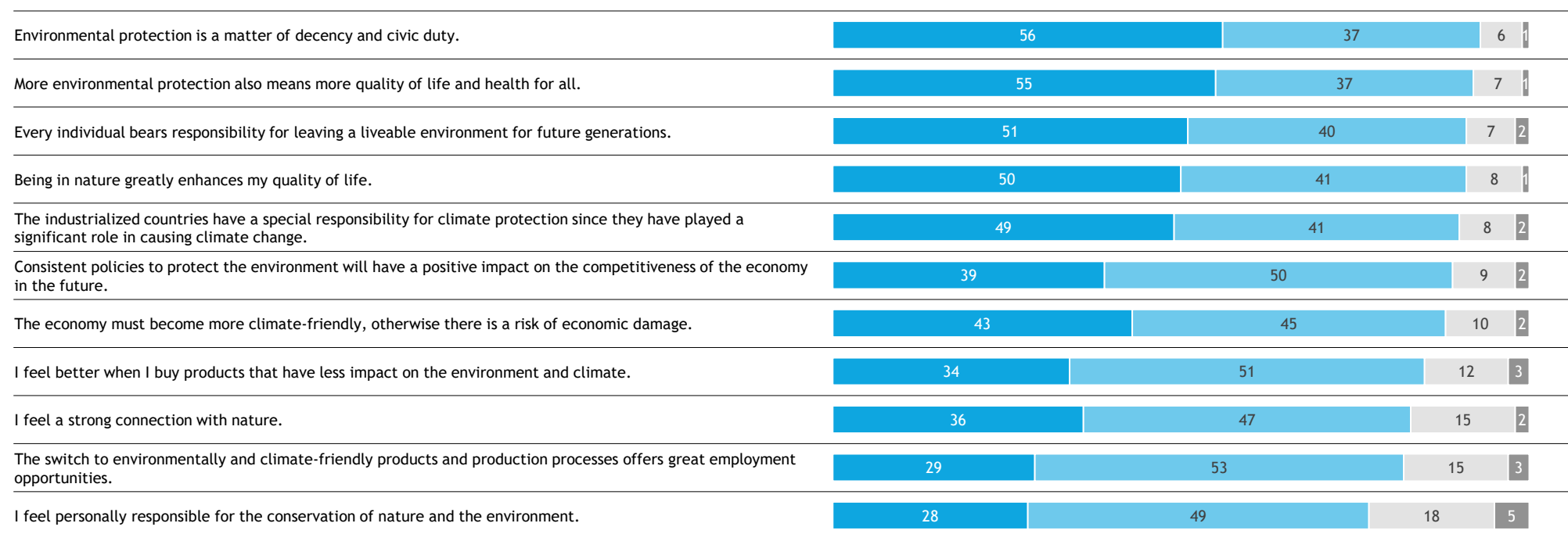
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<795 €)	Medium 60-140% (795-1.855 €)	High >140% (>1.855 €)
Tackling climate change is detrimental to the economy.	13	15	13	13	13	13	13
Businesses that need a lot of energy for their production cannot implement strict climate protection requirements.	12	14	12	11	12	11	15
Businesses know best how to implement the necessary change.	11	12	10	12	13	11	7
Preserving jobs is more important than climate and environmental protection.	10	10	10	10	9	11	12
I do not believe that I can contribute significantly to environmental protection with my behaviour.	10	12	9	8	14	8	8
I am only willing to do something to protect the environment if my standard of living is not affected as a result.	9	8	11	9	11	9	7
Science and technology will solve the problem of climate change without us having to fundamentally change our way of life.	8	8	8	10	10	8	9
I find it difficult to shape my life in an environmentally and climate-friendly way.	7	7	7	8	9	7	6
I don't see the point of changing my behaviour today for something that may happen in the future.	6	7	7	5	7	6	6

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 disagree  
■ Somewhat agree      ■ Completely disagree

# Motivators of climate and environmentally conscious behaviour

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

Response category: "Fully agree / Somewhat agree"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Environmental protection is a matter of decency and civic duty.	93	95	99	97	97	83	92	94	89	92	94
More environmental protection also means more quality of life and health for all.	92	95	95	98	97	82	92	90	90	92	98
Every individual bears responsibility for leaving a liveable environment for future generations.	91	98	98	92	92	86	90	88	91	90	92
Being in nature greatly enhances my quality of life.	91	97	96	92	89	83	91	90	90	88	97
The industrialised countries have a special responsibility for climate protection because they have been the main cause of climate change.	90	91	99	90	94	79	90	90	89	88	93
Consistent policies to protect the environment will have a positive impact on the competitiveness of the economy in the future.	89	87	95	90	94	82	83	84	86	92	98
The economy must become more climate-friendly, otherwise there is a risk of economic damage.	88	94	96	93	98	80	86	84	82	85	91
I feel better when I buy products that have less impact on the environment and climate.	85	92	91	91	88	78	77	84	72	87	92
I feel a strong connection with nature.	83	92	90	86	83	78	80	87	73	83	87
The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.	82	88	93	89	91	75	73	77	68	85	91
I feel personally responsible for the conservation of nature and the environment.	77	82	92	77	85	80	66	77	56	83	86

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

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

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% (<795 €)	Medium 60-140% (795-1.855 €)	High >140% (>1.855 €)
Environmental protection is a matter of decency and civic duty.	93	93	91	94	90	94	93
More environmental protection also means more quality of life and health for all.	92	93	91	92	91	94	90
Every individual bears responsibility for leaving a liveable environment for future generations.	91	94	90	90	90	92	89
Being in nature greatly enhances my quality of life.	91	91	92	90	87	93	93
The industrialised countries have a special responsibility for climate protection because they have been the main cause of climate change.	90	92	90	88	88	91	86
Consistent policies to protect the environment will have a positive impact on the competitiveness of the economy in the future.	89	88	91	87	90	90	86
The economy must become more climate-friendly, otherwise there is a risk of economic damage.	88	85	92	88	85	89	90
I feel better when I buy products that have less impact on the environment and climate.	85	82	87	85	85	84	84
I feel a strong connection with nature.	83	84	85	81	82	85	82
The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.	82	81	82	82	79	83	81
I feel personally responsible for the conservation of nature and the environment.	77	74	79	79	74	79	79

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
Environmental protection is a matter of decency and civic duty.	56	63	73	58	61	30	51	55	46	64	71
More environmental protection also means more quality of life and health for all.	55	60	80	63	62	24	49	50	44	60	72
Every individual bears responsibility for leaving a liveable environment for future generations.	51	60	76	63	42	21	45	48	47	56	67
Being in nature greatly enhances my quality of life.	50	57	63	47	43	24	41	55	45	67	62
The industrialised countries have a special responsibility for climate protection because they have been the main cause of climate change.	49	48	65	55	58	21	45	41	51	56	63
The economy must become more climate-friendly, otherwise there is a risk of economic damage.	43	51	67	45	56	18	36	35	26	57	58
Consistent policies to protect the environment will have a positive impact on the competitiveness of the businesses in the future.	39	41	55	44	47	12	30	32	30	57	51
I feel a strong connection with nature.	36	44	47	45	35	17	18	44	24	50	46
I feel better when I buy products that have less impact on the environment and climate.	34	39	50	53	32	11	20	25	22	52	51
The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.	29	28	44	37	33	14	17	27	20	39	38
I feel personally responsible for the conservation of nature and the environment.	28	33	37	38	27	12	9	30	21	48	34

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

# 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
Environmental protection is a matter of decency and civic duty.	56	55	57	47	54	58	61	58
More environmental protection also means more quality of life and health for all.	55	54	56	56	52	56	56	55
Every individual bears responsibility for leaving a liveable environment for future generations.	51	49	54	47	50	57	50	53
Being in nature greatly enhances my quality of life.	50	50	50	43	48	56	54	46
The industrialised countries have a special responsibility for climate protection because they have been the main cause of climate change.	49	50	48	48	46	55	50	44
The economy must become more climate-friendly, otherwise there is a risk of economic damage.	43	46	40	43	42	48	42	40
Consistent policies to protect the environment will have a positive impact on the competitiveness of the businesses in the future.	39	41	36	37	39	42	37	39
I feel a strong connection with nature.	36	34	37	33	36	38	36	35
I feel better when I buy products that have less impact on the environment and climate.	34	31	38	36	34	37	30	35
The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.	29	29	28	27	30	32	25	28
I feel personally responsible for the conservation of nature and the environment.	28	26	30	31	27	30	27	25

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% (<795 €)	Medium 60-140% (795-1.855 €)	High >140% (>1.855 €)
Environmental protection is a matter of decency and civic duty.	56	54	56	58	53	56	63
More environmental protection also means more quality of life and health for all.	55	54	57	54	56	54	59
Every individual bears responsibility for leaving a liveable environment for future generations.	51	51	55	50	51	52	50
Being in nature greatly enhances my quality of life.	50	51	48	50	47	52	52
The industrialised countries have a special responsibility for climate protection because they have been the main cause of climate change.	49	50	48	50	49	51	46
The economy must become more climate-friendly, otherwise there is a risk of economic damage.	43	37	49	45	40	45	47
Consistent policies to protect the environment will have a positive impact on the competitiveness of the businesses in the future.	39	37	41	39	40	40	34
I feel a strong connection with nature.	36	33	35	39	37	35	37
I feel better when I buy products that have less impact on the environment and climate.	34	32	36	35	37	33	34
The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.	29	29	25	31	29	29	26
I feel personally responsible for the conservation of nature and the environment.	28	27	29	28	27	30	26

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented



4

Changing our way of living and doing  
business

# Main findings

## Changing our way of living and doing business

### Assessment of the need for change

- When asked whether a fundamental change in our way of living and doing business is necessary in Spain, over four-fifths of respondents answered "Yes, definitely" (30%) or "rather yes" (56%). This contrasts with 9% 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 political parties that should be more committed to tackling climate change: 81% of respondents say political parties are (much) too little committed.
- 72% think that the government is doing (far) too little to tackle climate change. 72% see more responsibility on the part of the businesses and 71% would like to see more responsibility on the part of the trade unions.
- 63% think that local citizens should do more. That local governments (e.g. municipality/city/) are doing (way) too little is also said by 63% of respondents. 54% think that the European Union does (way) too little.
- Non-governmental organisations are less likely to be expected to increase efforts (31%). The scientific community is seen as having the least responsibility (Way too little/too little: 24%).

# Main findings

## Changing our way of living and doing business

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

- When it comes to addressing the climate and environmental crisis, the government is by far the most frequently ranked of the three most influential actors (61%), followed by the European Union (45%). Local citizens rank third (39%). Businesses are seen as playing an influential role by 36%. They are followed by the scientific community (30%), local governments at home (20%), political parties (16%), NGOs (13%) and trade unions (3%).

### Attitudes towards policies

- 91% are of the opinion that politicians should pay much more attention to a socially just shaping of the change in our economic and life styles (highest level of agreement "Fully agree": 42%). Almost as many respondents (90%) are in favour of more financial support for people with low incomes if the costs for electricity and heating or mobility increase due to climate protection measures (highest level of agreement: 46%). At the same time, 70% feel uneasy at the idea of a fundamental change in our way of living and doing business, as they know from experience that many people will be worse off afterwards than before (highest level of agreement: 23%).
- 82% agree that low-income, ethnic or other minorities should not be more affected by environmental pollution than other population groups (highest level of agreement: 39%).

# Main findings

## Changing our way of living and doing business

- 90% support a more consistent switch to renewable energy (highest approval rating: 44%). 62% agree with the statement "It annoys me that climate policy is controlled by the EU, because this does not sufficiently take into account the special features of our country" (highest level of agreement: 22%).
- 89% are in favour of support programmes that helps businesses to switch to climate-friendly production processes and products (highest approval rating: 38%). 86% think that businesses need clear guidelines from the state in order to become climate-neutral (highest approval rating: 32%). Politicians should exert much more pressure on businesses to achieve climate-friendly production methods, say 85% (highest approval rating: 39%). Furthermore, 57% are of the opinion that politicians follow the guidelines of industry and businesses too closely (highest approval rating: 18%).
- 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: 34%). 63%, however, (also) say that there are already enough guidelines for a fundamental change in our way of living and doing business - if these were also implemented, we would be on the right track (highest approval rating: 15%).
- 57% believe that structural change measures should be enforced even if jobs are lost as a result (highest level of agreement: 14%). 79%, meanwhile, say that jobs affected by structural change should be preserved as long as possible if there are no suitable alternatives (highest level of agreement: 25%).

# Main findings

## Changing our way of living and doing business

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

- **Mobility**: 93% of respondents are in favour of reducing the price of local public transport (highest level of agreement "I fully support": 61%). Likewise, 93% are in favour of expanding the transport network and the frequency of local public transport (highest approval rating: 57%). More charging stations for electric or hybrid vehicles are supported by 86% (highest approval rating: 44%), the promotion of electric vehicles by 80% (highest approval rating: 39%), a climate tax on airline tickets by 60% (highest approval rating: 23%) and the introduction of a car toll (so that someone who drives a lot also has to pay more) by 45% (highest approval rating: 15%).
- **Energy**: 88% are in favour of mandatory solar for public buildings and new private buildings (highest level of approval: 47%). The same number of respondents (88%) are in favour of cooperative membership (highest approval rating: 35%) and 85% of respondents are in favour of building more wind turbines (highest approval rating: 40%).
- **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: 50%). 91% are in favour of labelling climate-friendly products (highest approval rating: 44%). Reducing subsidies that are harmful to the climate is supported by 77% (highest approval rating: 34%) and making products that are harmful to the climate more expensive by 66% (highest approval rating: 24%).

# Main findings

## Changing our way of living and doing business

- **Education:** 93% support an improvement of school education in the field of environmental and climate protection (highest approval rating: 55%). 88% support training or further training (or retraining) for workers in jobs that will no longer be needed in the future (highest level of support: 44%).
- **Housing:** 91% approve of financial support for cost-efficient heating and thermal systems (e.g. heat pump) (highest approval level: 46%). 91% approve of state support for the renovation of buildings for thermal insulation (highest approval rating: 49%). Legal regulations on the energy efficiency of electrical household appliances are also approved by 91% (highest approval rating: 42%) and 90% support state subsidies for private households if they use renewable energy (highest approval rating: 45%).

## 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": 51%). Furthermore, 92% think that the affected employees should be supported financially (compensation payments, severance payments, etc.) (highest level of agreement: 47%).

# Main findings

## Changing our way of living and doing business

- 93% agree that the development of energy communities should be supported by the government (highest level of agreement: 50%). Furthermore, 91% of respondents believe that private households that want to use renewable energy (e.g. solar power, solar heating or heat pump) should be financially supported (highest level of agreement: 47%).
- According to 89% of the respondents, new industries should be actively located in regions and municipalities affected by the conversion of electricity and heat supply to renewable energy (e.g. coal mining, natural gas, oil regions) (highest level of agreement: 39%). Furthermore, 88% of respondents think that the affected regions and municipalities should receive financial support (highest level of agreement: 41%).
- 89% 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: 37%).
- 68% of respondents can imagine taking an active part in shaping their community's energy supply, with 19% saying they could "definitely" imagine doing so. Asked whether they could imagine generating their own energy, 6% say they already do, 45% say they could "definitely" imagine it and 31% say they could "rather" imagine it.

# Main findings

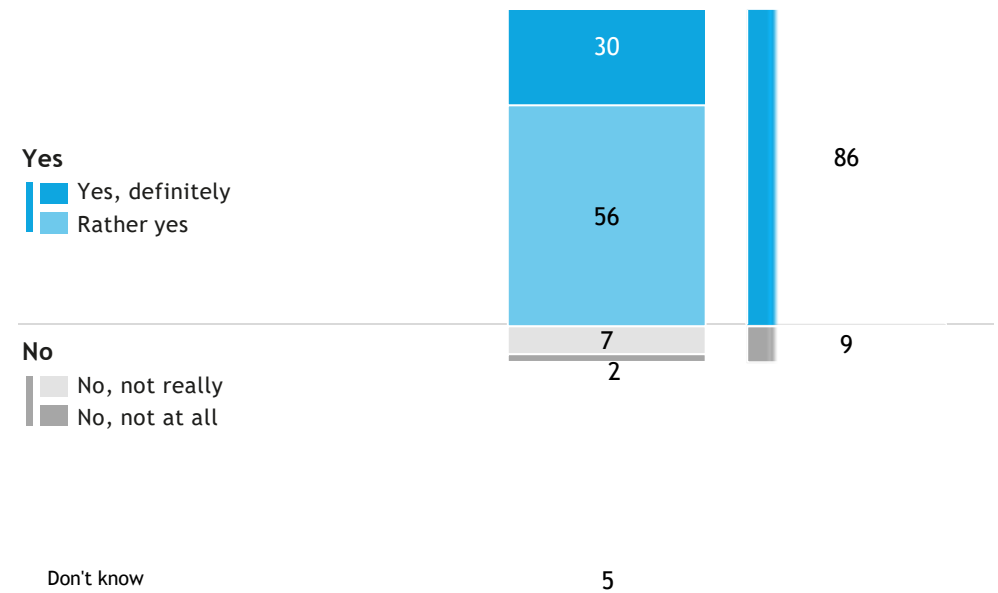
## Changing our way of living and doing business

- 62% would "approve" of the construction of a solar park in their community if the profits generated by it benefited the community. Another 33% would accept it, 5% would oppose it. Building a wind park in their community would be "fine" by 49% (if the profits it generates benefit the community). Another 38% would accept it, 13% would oppose it.
- To fight climate change, it is necessary to heat differently in the coming years. 73% of respondents think this should be done through more public subsidies for climate-neutral technologies and the replacement of heating. On the other hand, 10% support bans and 5% higher prices for oil, gas and coal. The remaining 12% 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, renewable energy has become more important" Another 39% answered with "rather yes" In contrast, 16% answered with "rather no" and 14% with "no, renewable energy has not become more important"



# Assessment of the need for change

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



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

# Assessment of the need for change

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
<b>YES</b>	<b>86</b>	88	97	88	93	74	80	86	78	89	98
Yes, definitely	30	34	42	33	30	21	20	30	19	38	43
Rather yes	56	55	55	55	64	53	61	56	59	50	55
<b>NO</b>	<b>9</b>	7	2	8	4	16	16	9	9	7	2
No, not really	7	6	2	5	4	12	12	5	8	5	2
No, not at all	2	1	-	3	-	4	4	4	2	2	-
Don't know	5	5	1	4	3	10	4	4	12	5	-

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    ■ strongly underrepresented  
■ overrepresented                      ■ underrepresented

# Assessment of the need for change

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
<b>YES</b>	<b>86</b>	85	87	90	87	89	83	81
Yes, definitely	30	31	29	34	31	34	23	28
Rather yes	56	54	58	56	56	55	60	53
<b>NO</b>	<b>9</b>	11	7	8	7	7	11	11
No, not really	7	8	5	7	5	6	9	8
No, not at all	2	3	2	1	2	2	3	3
Don't know	5	4	6	2	7	4	6	8

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented                      ■ underrepresented

# Assessment of the need for change

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

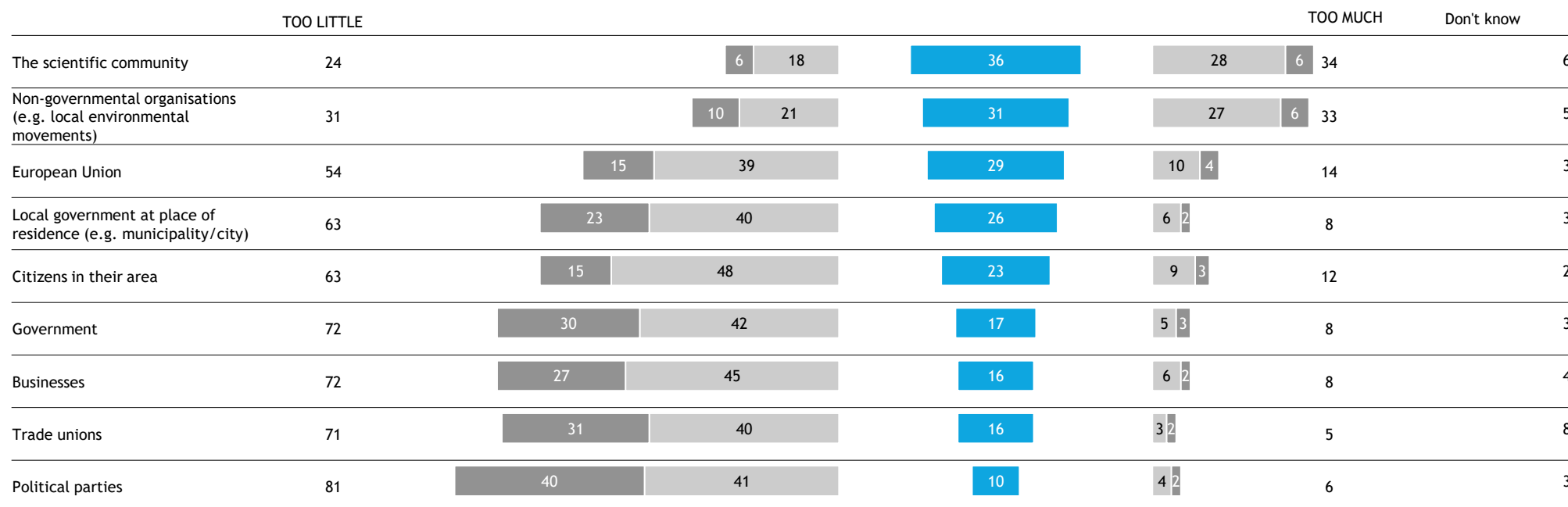
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<795 €)	Medium 60-140% (795-1.855 €)	High >140% (>1.855 €)
<b>YES</b>	<b>86</b>	83	88	88	84	87	85
Yes, definitely	30	29	32	29	34	29	27
Rather yes	56	53	56	59	50	58	58
<b>NO</b>	<b>9</b>	10	7	9	10	8	13
No, not really	7	8	5	7	8	6	10
No, not at all	2	2	2	3	2	3	3
Don't know	5	8	5	3	7	5	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    
  Just right    
  Way too much  
 Too little    
  Too much

# Attribution of responsibility (1)

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
<b>Businesses</b>											
Way too much/too much	8	7	1	9	12	13	9	8	7	10	6
Just right	16	21	8	22	18	22	15	17	14	14	8
Too little/way too little	72	67	89	65	67	59	74	69	73	72	84
<b>Local government at place of residence (e.g. municipality/city)</b>											
Way too much/too much	8	8	5	10	6	9	4	9	8	14	8
Just right	26	28	18	31	37	35	27	26	25	18	22
Too little/way too little	63	61	76	58	55	50	65	60	64	65	69
<b>European Union</b>											
Way too much/too much	14	20	9	12	15	19	13	16	9	15	13
Just right	29	28	36	37	32	33	28	21	24	25	26
Too little/way too little	54	47	52	49	48	43	57	57	64	57	60

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

# 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	8	12	6	10	10	14	5	9	5	11	7
Just right	17	19	18	19	28	25	13	20	10	11	14
Too little/way too little	72	66	76	68	63	56	81	67	80	75	78
<b>Citizens in their area</b>											
Way too much/too much	12	10	10	11	11	14	11	10	9	15	11
Just right	23	19	13	23	20	30	28	27	21	23	17
Too little/way too little	63	66	75	65	70	53	58	56	63	60	71
<b>Trade unions</b>											
Way too much/too much	5	2	2	5	8	9	3	5	5	10	5
Just right	16	18	18	18	21	23	17	11	8	12	15
Too little/way too little	71	70	74	65	67	62	72	76	74	74	76

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

# 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	6	9	2	8	3	9	4	8	4	7	3
Just right	10	8	3	9	21	20	9	12	4	11	11
Too little/way too little	81	79	95	80	74	65	85	77	86	79	83
<b>Non-governmental organisations (e.g. local environmental movements)</b>											
Way too much/too much	33	37	41	42	38	18	34	29	33	29	42
Just right	31	25	32	25	32	39	33	35	30	30	32
Too little/way too little	31	32	25	28	25	35	30	30	29	37	24
<b>The scientific community</b>											
Way too much/too much	34	35	47	43	40	27	32	20	30	35	44
Just right	36	33	36	29	38	44	41	43	38	31	23
Too little/way too little	24	23	14	25	17	21	24	28	26	29	31

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



# 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	8	10	7	11	11	8	7	6
Just right	16	16	17	17	14	15	14	21
Too little/way too little	72	72	71	70	71	73	74	68
<b>Local government at place of residence (e.g. municipality/city)</b>								
Way too much/too much	8	9	7	11	12	6	6	7
Just right	26	27	26	30	21	27	25	29
Too little/way too little	63	62	63	59	63	64	63	62
<b>European Union</b>								
Way too much/too much	14	15	13	18	18	12	10	13
Just right	29	29	29	38	25	24	26	32
Too little/way too little	54	54	54	42	53	60	60	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	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
<b>Government</b>								
Way too much/too much	8	10	7	11	10	7	8	8
Just right	17	19	15	22	13	14	16	20
Too little/way too little	72	69	74	66	74	75	73	69
<b>Citizens in their area</b>								
Way too much/too much	12	11	12	15	17	10	8	7
Just right	23	24	21	27	20	20	27	20
Too little/way too little	63	62	63	58	59	66	62	69
<b>Trade unions</b>								
Way too much/too much	5	5	6	6	7	6	5	4
Just right	16	16	16	27	19	14	9	11
Too little/way too little	71	72	70	59	68	73	76	78

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	6	6	6	4	9	7	5	4
Just right	10	10	10	17	9	10	8	8
Too little/way too little	81	81	80	77	80	80	83	82
<b>Non-governmental organisations (e.g. local environmental movements)</b>								
Way too much/too much	33	33	34	38	37	31	32	30
Just right	31	31	32	35	31	32	29	30
Too little/way too little	31	33	28	25	28	32	33	33
<b>The scientific community</b>								
Way too much/too much	34	36	34	35	37	31	37	33
Just right	36	38	34	36	38	37	31	38
Too little/way too little	24	23	25	27	21	25	26	21

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% (<795 €)	Medium 60-140% (795-1.855 €)	High >140% (>1.855 €)
<b>Businesses</b>							
Way too much/too much	8	8	10	7	10	8	8
Just right	16	16	18	15	14	17	18
Too little/way too little	72	70	68	76	72	72	72
<b>Local government at place of residence (e.g. municipality/city)</b>							
Way too much/too much	8	7	11	7	8	9	8
Just right	26	27	27	26	25	28	24
Too little/way too little	63	62	60	65	65	61	66
<b>European Union</b>							
Way too much/too much	14	11	18	14	15	13	16
Just right	29	27	29	30	27	30	31
Too little/way too little	54	57	49	54	57	53	50

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% (<795 €)	Medium 60-140% (795-1.855 €)	High >140% (>1.855 €)
<b>Government</b>							
Way too much/too much	8	8	11	8	8	9	13
Just right	17	19	17	15	19	17	11
Too little/way too little	72	70	70	75	71	72	75
<b>Citizens in their area</b>							
Way too much/too much	12	10	15	10	11	11	8
Just right	23	21	27	21	20	24	24
Too little/way too little	63	63	55	67	66	62	66
<b>Trade unions</b>							
Way too much/too much	5	6	5	5	7	5	5
Just right	16	13	20	16	20	14	14
Too little/way too little	71	72	66	74	67	74	76

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?

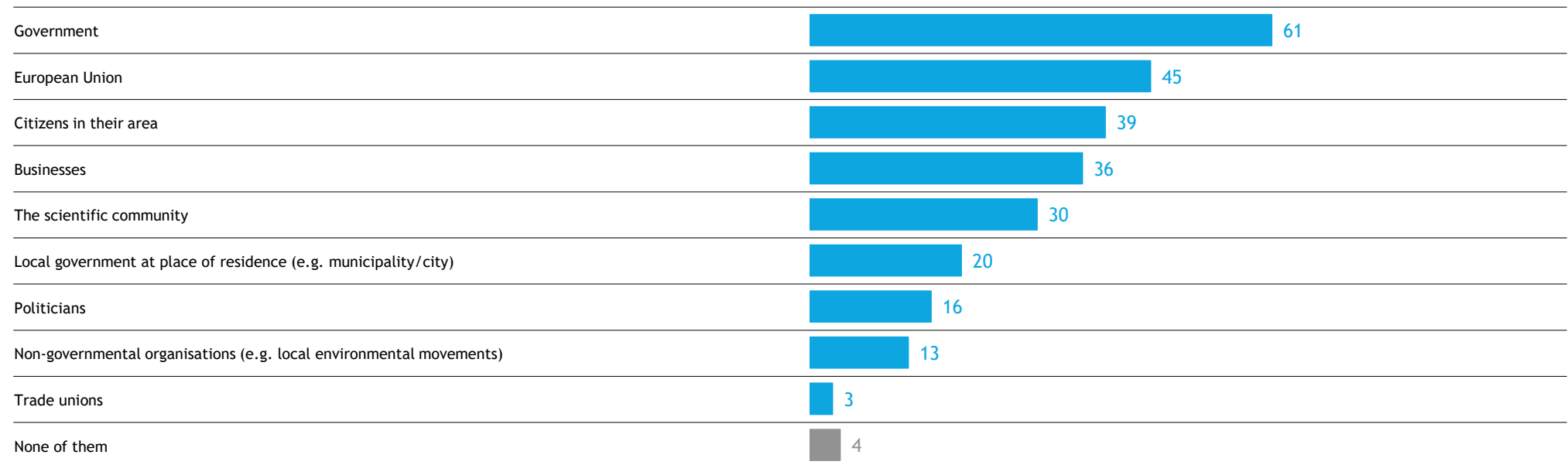
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<795 €)	Medium 60-140% (795-1.855 €)	High >140% (>1.855 €)
<b>Political parties</b>							
Way too much/too much	6	6	5	6	5	6	9
Just right	10	10	13	9	12	10	8
Too little/way too little	81	79	78	83	80	80	82
<b>Non-governmental organisations (e.g. local environmental movements)</b>							
Way too much/too much	33	30	38	34	29	35	34
Just right	31	32	32	30	34	33	30
Too little/way too little	31	30	26	33	32	28	34
<b>The scientific community</b>							
Way too much/too much	34	30	40	35	29	37	38
Just right	36	36	36	36	36	38	34
Too little/way too little	24	27	19	25	30	20	23

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	61	58	77	60	67	49	68	50	62	56	71
European Union	45	48	53	41	47	39	47	40	38	47	59
Citizens in their area	39	52	34	54	36	35	36	46	32	29	45
Businesses	36	33	47	46	50	28	37	34	37	29	28
The scientific community	30	35	31	21	24	33	37	27	26	29	29
Local government at place of residence (e.g. municipality/city)	20	24	16	23	17	17	19	24	22	18	17
Politicians	16	10	13	18	13	15	9	18	16	24	24
Non-governmental organisations (e.g. local environmental movements)	13	9	14	10	10	17	11	12	14	18	11
Trade unions	3	3	2	1	5	6	1	4	3	2	2
None of them	4	3	1	1	2	5	4	8	7	5	-

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



# 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	61	60	62	62	56	65	63	58
European Union	45	50	40	49	43	45	42	49
Citizens in their area	39	38	41	41	43	37	36	40
Businesses	36	36	37	34	36	38	34	38
The scientific community	30	34	25	24	29	24	32	40
Local government at place of residence (e.g. municipality/city)	20	17	23	16	17	21	21	25
Politicians	16	15	17	22	14	16	16	10
Non-governmental organisations (e.g. local environmental movements)	13	12	14	12	14	13	14	11
Trade unions	3	2	3	5	3	3	2	1
None of them	4	4	4	3	6	4	3	4

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.

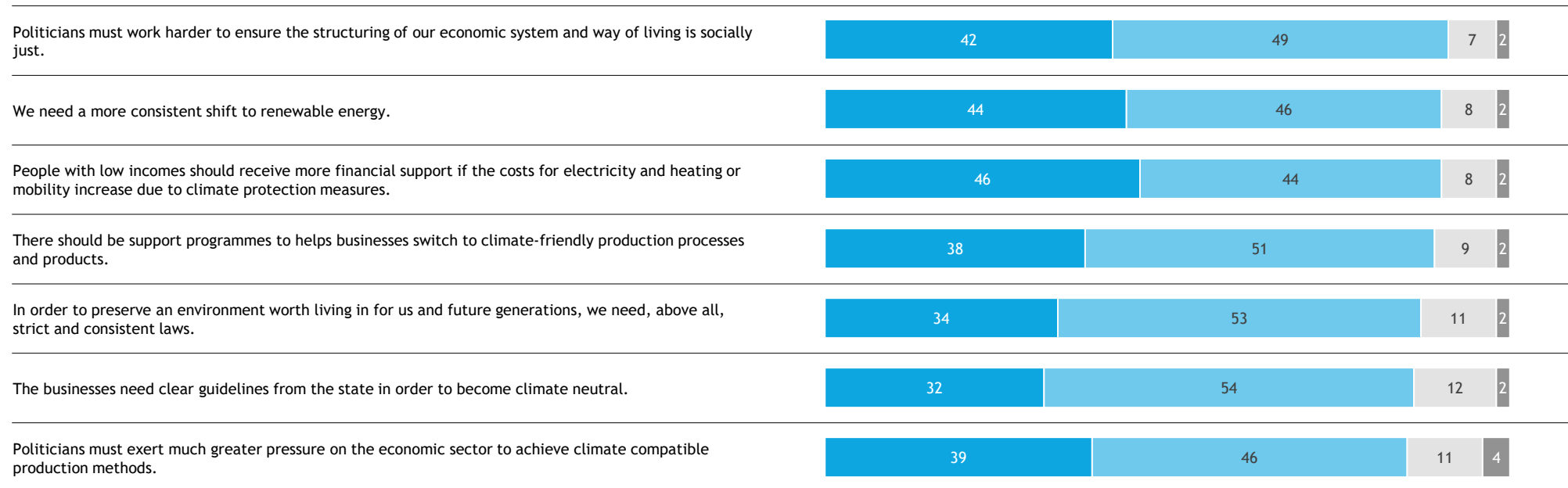
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<795 €)	Medium 60-140% (795-1.855 €)	High >140% (>1.855 €)
Government	61	52	66	67	59	63	62
European Union	45	42	48	46	42	46	53
Citizens in their area	39	40	38	39	41	40	37
Businesses	36	33	35	40	29	39	42
The scientific community	30	27	32	30	26	32	31
Local government at place of residence (e.g. municipality/city)	20	20	20	20	21	18	19
Politicians	16	19	19	10	19	16	10
Non-governmental organisations (e.g. local environmental movements)	13	16	11	12	14	12	12
Trade unions	3	3	3	2	3	3	1
None of them	4	5	3	3	5	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?

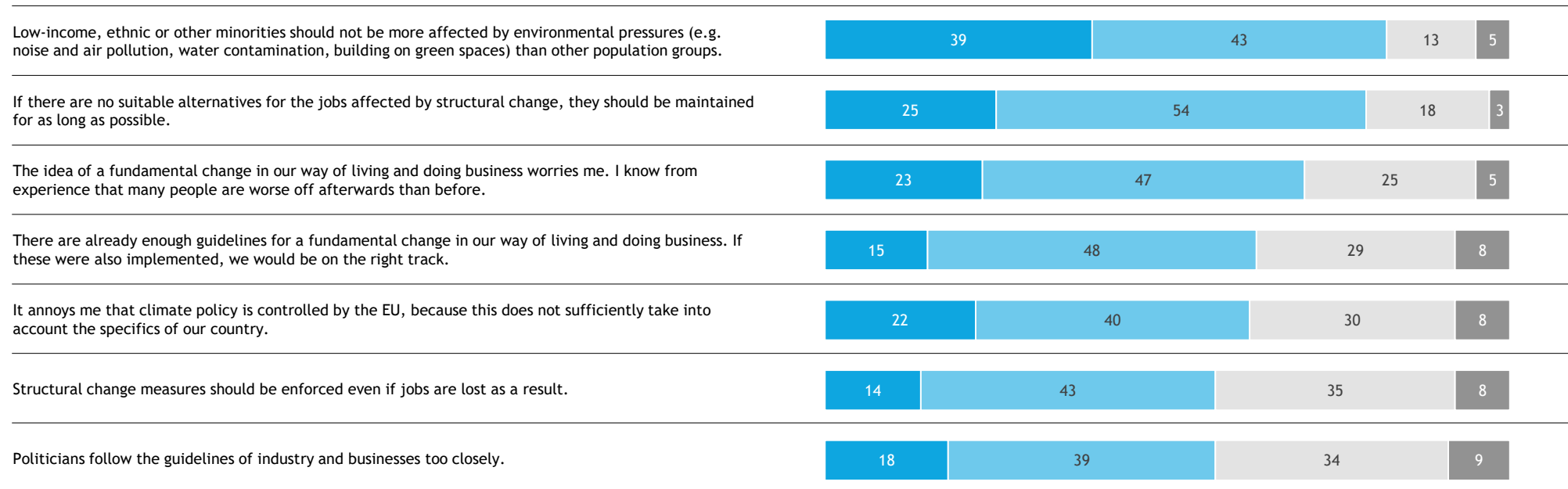


Basis: 1,200 cases, total sample; figures in %.

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

# Attitudes towards policies (1)

To what extent do you agree with the following statements?

Response category: "Fully agree / Somewhat agree"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Politicians must work harder to ensure the structuring of our economic system and way of living is socially just.	91	91	98	93	93	84	92	89	89	91	100
We need a more consistent shift to renewable energy.	90	91	98	92	96	76	89	92	93	89	96
People with low incomes should receive more financial support if the costs for electricity and heating or mobility increase due to climate protection measures.	90	84	98	87	91	84	89	87	92	91	94
There should be support programmes to help businesses switch to climate-friendly production processes and products.	89	90	91	90	93	85	85	87	87	93	96
In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.	87	89	93	92	90	76	87	88	82	86	89
The businesses need clear guidelines from the state in order to become climate neutral.	86	88	91	88	91	78	87	86	79	89	89
Politicians must exert much greater pressure on the economic sector to achieve climate compatible production methods.	85	86	91	90	88	74	80	82	83	88	91

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

# 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.	82	77	89	89	85	68	78	83	84	88	89
If there are no suitable alternatives for the jobs affected by structural change, they should be maintained for as long as possible.	79	76	67	74	78	79	83	88	85	79	74
The idea of a fundamental change in our way of living and doing business worries me. I know from experience that many people are worse off afterwards than before.	70	71	44	57	59	72	74	73	79	80	77
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.	63	68	48	64	55	65	68	68	59	66	66
It annoys me that climate policy is controlled by the EU, because this does not sufficiently take into account the specifics of our country.	62	65	36	56	54	61	69	70	70	68	58
Structural change measures should be enforced even if jobs are lost as a result.	57	67	65	64	66	55	44	50	38	65	74
Politicians follow the guidelines of industry and businesses too closely.	57	54	57	54	57	59	62	48	49	66	56

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

# 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	89	94	89	87	95	92	92
We need a more consistent shift to renewable energy.	90	88	93	87	87	93	88	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.	90	88	92	87	86	90	91	94
There should be support programmes to help businesses switch to climate-friendly production processes and products.	89	87	92	84	89	89	92	92
In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.	87	86	88	83	87	87	87	89
The businesses need clear guidelines from the state in order to become climate neutral.	86	87	86	78	84	88	86	94
Politicians must exert much greater pressure on the economic sector to achieve climate compatible production methods.	85	83	86	81	85	86	86	85

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	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.	82	83	81	78	79	86	82	86
If there are no suitable alternatives for the jobs affected by structural change, they should be maintained for as long as possible.	79	76	81	72	82	76	82	82
The idea of a fundamental change in our way of living and doing business worries me. I know from experience that many people are worse off afterwards than before.	70	69	71	72	67	69	71	71
There are already enough guidelines for a fundamental change in our way of living and doing business. If these were also implemented, we would be on the right track.	63	63	64	63	69	54	66	66
It annoys me that climate policy is controlled by the EU, because this does not sufficiently take into account the specifics of our country.	62	63	61	63	65	60	63	59
Structural change measures should be enforced even if jobs are lost as a result.	57	62	53	59	59	61	52	56
Politicians follow the guidelines of industry and businesses too closely.	57	57	56	62	60	57	52	53

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 / Somewhat agree"

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<795 €)	Medium 60-140% (795-1.855 €)	High >140% (>1.855 €)
Politicians must work harder to ensure the structuring of our economic system and way of living is socially just.	91	90	94	91	90	94	87
We need a more consistent shift to renewable energy.	90	90	92	90	90	91	88
People with low incomes should receive more financial support if the costs for electricity and heating or mobility increase due to climate protection measures.	90	92	90	87	95	88	82
There should be support programmes to help businesses switch to climate-friendly production processes and products.	89	89	92	88	90	90	87
In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.	87	86	89	85	87	87	85
The businesses need clear guidelines from the state in order to become climate neutral.	86	85	89	85	82	89	84
Politicians must exert much greater pressure on the economic sector to achieve climate compatible production methods.	85	85	88	82	84	86	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% (<795 €)	Medium 60-140% (795-1.855 €)	High >140% (>1.855 €)
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.	82	84	83	80	83	82	86
If there are no suitable alternatives for the jobs affected by structural change, they should be maintained for as long as possible.	79	85	78	73	81	78	70
The idea of a fundamental change in our way of living and doing business worries me. I know from experience that many people are worse off afterwards than before.	70	71	72	68	73	70	63
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.	63	68	64	58	65	62	62
It annoys me that climate policy is controlled by the EU, because this does not sufficiently take into account the specifics of our country.	62	65	63	58	69	59	56
Structural change measures should be enforced even if jobs are lost as a result.	57	52	58	61	56	57	62
Politicians follow the guidelines of industry and businesses too closely.	57	49	59	62	53	56	63

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.	46	41	54	49	48	21	41	41	55	49	63
We need a more consistent shift to renewable energy.	44	54	67	46	57	13	38	40	38	45	61
Politicians must work harder to ensure the structuring of our economic system and way of living is socially just.	42	40	65	44	44	17	40	31	37	55	56
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.	39	34	58	44	45	18	32	36	39	46	50
Politicians must exert much greater pressure on the economic sector to achieve climate compatible production methods.	39	41	55	44	36	13	30	33	38	51	57
There should be support programmes to help businesses switch to climate-friendly production processes and products.	38	36	38	46	38	17	36	35	33	54	50
In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.	34	39	47	38	33	15	27	31	29	48	38

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

# 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
The businesses need clear guidelines from the state in order to become climate neutral.	32	30	46	39	29	11	26	32	25	44	44
If there are no suitable alternatives for the jobs affected by structural change, they should be maintained for as long as possible.	25	21	14	28	21	17	25	31	30	38	21
The idea of a fundamental change in our way of living and doing business worries me. I know from experience that many people are worse off afterwards than before.	23	14	8	20	22	8	20	30	34	41	27
It annoys me that climate policy is controlled by the EU, because this does not sufficiently take into account the specifics of our country.	22	17	11	23	14	19	28	23	26	29	18
Politicians follow the guidelines of industry and businesses too closely.	18	13	16	18	18	10	16	16	15	30	26
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.	15	13	11	13	14	5	14	19	13	27	22
Structural change measures should be enforced even if jobs are lost as a result.	14	16	24	22	8	8	6	14	7	25	12

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

# 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.	46	45	46	46	47	46	46	43
We need a more consistent shift to renewable energy.	44	45	43	41	42	45	44	48
Politicians must work harder to ensure the structuring of our economic system and way of living is socially just.	42	41	43	39	44	43	43	42
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.	39	41	37	40	38	38	41	38
Politicians must exert much greater pressure on the economic sector to achieve climate compatible production methods.	39	39	39	31	40	44	37	42
There should be support programmes to help businesses switch to climate-friendly production processes and products.	38	37	39	37	38	41	39	32
In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.	34	35	33	34	33	36	33	33

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
The businesses need clear guidelines from the state in order to become climate neutral.	32	35	29	32	32	30	34	32
If there are no suitable alternatives for the jobs affected by structural change, they should be maintained for as long as possible.	25	25	26	22	27	22	26	30
The idea of a fundamental change in our way of living and doing business worries me. I know from experience that many people are worse off afterwards than before.	23	22	24	22	24	25	22	20
It annoys me that climate policy is controlled by the EU, because this does not sufficiently take into account the specifics of our country.	22	23	21	19	28	23	21	19
Politicians follow the guidelines of industry and businesses too closely.	18	18	17	22	16	18	15	17
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.	15	14	16	15	19	12	15	15
Structural change measures should be enforced even if jobs are lost as a result.	14	16	13	15	16	17	8	15

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% (<795 €)	Medium 60-140% (795-1.855 €)	High >140% (>1.855 €)
People with low incomes should receive more financial support if the costs for electricity and heating or mobility increase due to climate protection measures.	46	49	45	43	54	43	36
We need a more consistent shift to renewable energy.	44	40	48	46	42	45	46
Politicians must work harder to ensure the structuring of our economic system and way of living is socially just.	42	39	43	45	41	42	43
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.	39	39	42	37	39	39	39
Politicians must exert much greater pressure on the economic sector to achieve climate compatible production methods.	39	40	40	38	37	40	37
There should be support programmes to help businesses switch to climate-friendly production processes and products.	38	37	41	37	37	37	41
In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.	34	33	35	34	34	35	31

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% (<795 €)	Medium 60-140% (795-1.855 €)	High >140% (>1.855 €)
The businesses need clear guidelines from the state in order to become climate neutral.	32	30	34	33	33	31	31
If there are no suitable alternatives for the jobs affected by structural change, they should be maintained for as long as possible.	25	30	25	21	26	26	20
The idea of a fundamental change in our way of living and doing business worries me. I know from experience that many people are worse off afterwards than before.	23	27	21	20	28	20	20
It annoys me that climate policy is controlled by the EU, because this does not sufficiently take into account the specifics of our country.	22	23	23	20	24	21	19
Politicians follow the guidelines of industry and businesses too closely.	18	14	17	21	15	17	21
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.	15	19	14	13	16	14	15
Structural change measures should be enforced even if jobs are lost as a result.	14	11	14	17	13	15	12

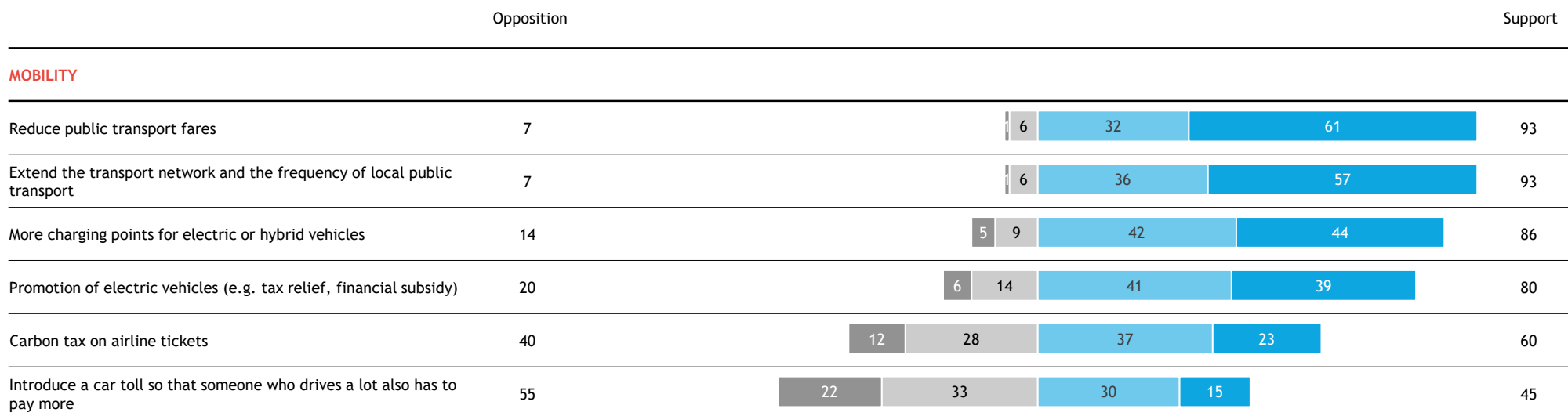
Basis: 1,200 cases, total sample; figures in %.

■ 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?

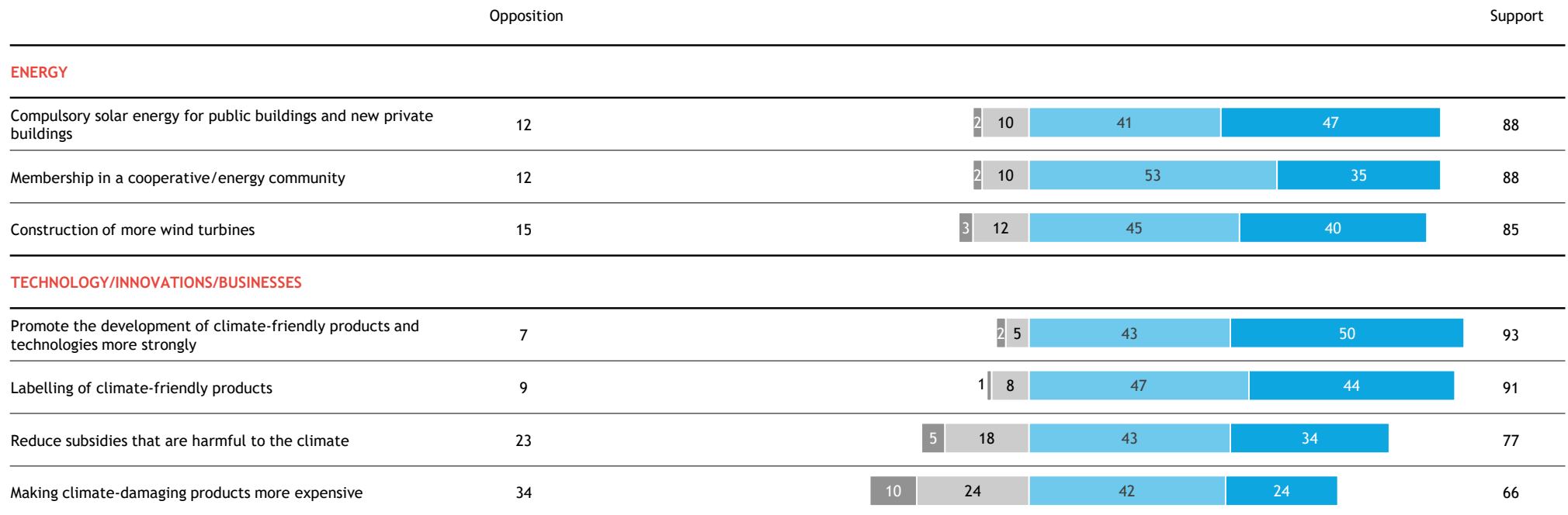


Basis: 1,200 cases, total sample; figures in %.

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 (2)

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

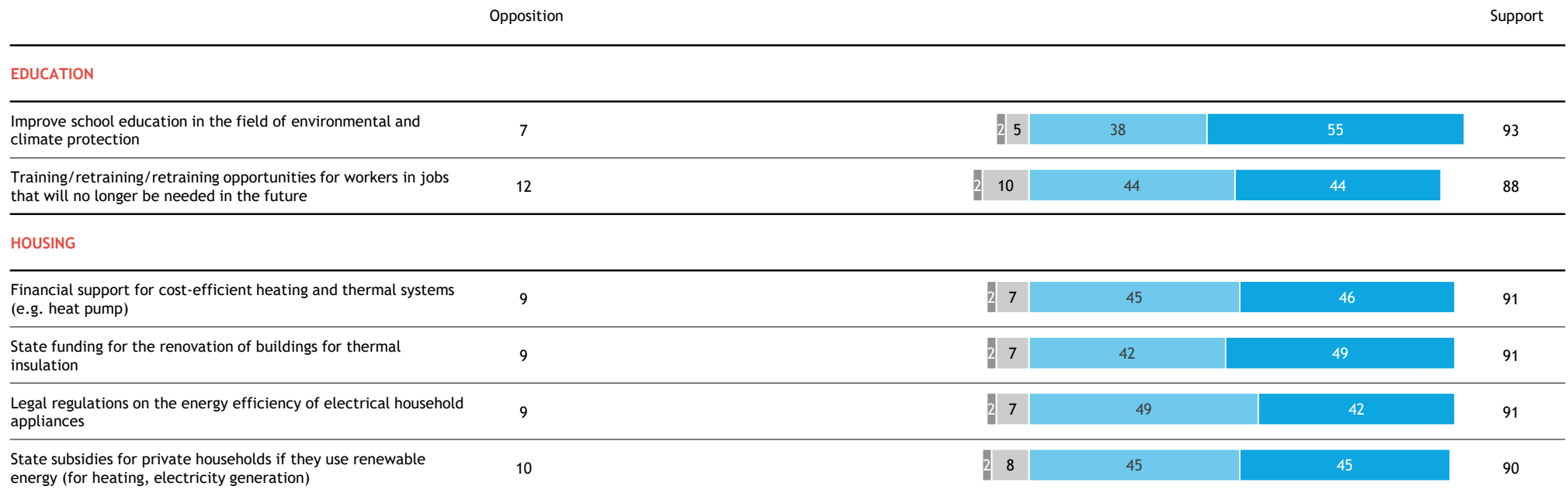


Basis: 1,200 cases, total sample; figures in %.

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

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

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



Basis: 1,200 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>											
Extend the transport network and the frequency of local public transport	93	97	99	93	93	90	92	89	95	89	96
Reduce public transport fares	93	98	96	92	97	87	96	90	91	88	95
More charging points for electric or hybrid vehicles	87	90	93	92	93	79	83	88	80	84	95
Promotion of electric vehicles (e.g. tax relief, financial subsidy)	80	85	86	85	86	72	74	82	66	83	91
Carbon tax on airline tickets	60	70	71	63	66	55	45	61	48	67	74
Introduce a car toll so that someone who drives a lot also has to pay more	45	53	55	45	51	50	32	37	24	60	47

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

# 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>								
Extend the transport network and the frequency of local public transport	93	94	92	86	89	94	97	98
Reduce public transport fares	93	91	95	85	92	94	96	95
More charging points for electric or hybrid vehicles	87	86	87	85	79	86	91	91
Promotion of electric vehicles (e.g. tax relief, financial subsidy)	80	79	81	85	75	80	82	77
Carbon tax on airline tickets	60	62	59	58	63	61	57	64
Introduce a car toll so that someone who drives a lot also has to pay more	45	51	38	49	45	43	40	48

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"

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<795 €)	Medium 60-140% (795-1.855 €)	High >140% (>1.855 €)
<b>MOBILITY</b>							
Extend the transport network and the frequency of local public transport	93	93	93	93	89	95	91
Reduce public transport fares	93	93	94	92	91	94	92
More charging points for electric or hybrid vehicles	87	87	87	86	81	90	85
Promotion of electric vehicles (e.g. tax relief, financial subsidy)	80	77	83	80	78	81	79
Carbon tax on airline tickets	60	62	63	57	62	61	56
Introduce a car toll so that someone who drives a lot also has to pay more	45	42	44	48	41	45	51

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	55	47	45	55	49	50	68	63	76	40	53
Carbon tax on airline tickets	40	30	29	37	34	45	55	39	52	33	26
Promotion of electric vehicles (e.g. tax relief, financial subsidy)	20	15	14	15	14	28	26	18	34	17	9
More charging points for electric or hybrid vehicles	14	10	7	8	8	21	17	12	20	16	5
Reduce public transport fares	7	2	4	8	3	13	4	10	9	12	5
Extend the transport network and the frequency of local public transport	7	3	1	7	7	10	8	11	5	11	4

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

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

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

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
<b>MOBILITY</b>								
Introduce a car toll so that someone who drives a lot also has to pay more	55	49	62	51	55	57	60	52
Carbon tax on airline tickets	40	38	41	42	37	39	43	36
Promotion of electric vehicles (e.g. tax relief, financial subsidy)	20	21	19	16	25	20	18	23
More charging points for electric or hybrid vehicles	14	14	13	15	21	14	9	9
Reduce public transport fares	7	9	5	15	9	6	4	5
Extend the transport network and the frequency of local public transport	7	6	8	14	11	6	3	2

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	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<795 €)	Medium 60-140% (795-1.855 €)	High >140% (>1.855 €)
<b>MOBILITY</b>							
Introduce a car toll so that someone who drives a lot also has to pay more	55	59	56	52	59	55	49
Carbon tax on airline tickets	40	38	37	43	38	39	44
Promotion of electric vehicles (e.g. tax relief, financial subsidy)	20	23	17	20	22	19	22
More charging points for electric or hybrid vehicles	14	13	13	14	19	10	15
Reduce public transport fares	7	7	7	8	9	6	8
Extend the transport network and the frequency of local public transport	7	7	7	7	11	5	9

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"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
<b>ENERGY</b>											
Membership in a cooperative/energy community	88	93	94	91	91	84	83	84	83	88	92
Compulsory solar energy for public buildings and new private buildings	88	94	97	87	95	74	88	90	81	85	94
Construction of more wind turbines	85	88	93	85	88	83	85	81	82	83	89
<b>TECHNOLOGY/INNOVATIONS/BUSINESSES</b>											
Promote the development of climate-friendly products and technologies more strongly	93	94	97	92	94	88	94	90	97	90	98
Labelling of climate-friendly products	91	92	96	89	94	84	88	92	86	90	98
Reduce subsidies that are harmful to the climate	77	78	89	75	81	68	72	75	71	81	91
Making climate-damaging products more expensive	66	74	82	70	71	55	52	64	55	71	84

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

# 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>								
Membership in a cooperative/energy community	88	87	89	85	85	91	88	90
Compulsory solar energy for public buildings and new private buildings	88	87	89	80	85	91	90	91
Construction of more wind turbines	85	85	85	84	84	89	84	85
<b>TECHNOLOGY/INNOVATIONS/BUSINESSES</b>								
Promote the development of climate-friendly products and technologies more strongly	93	92	94	88	88	96	94	98
Labelling of climate-friendly products	91	88	92	86	86	93	91	95
Reduce subsidies that are harmful to the climate	77	79	75	75	80	77	73	81
Making climate-damaging products more expensive	66	66	66	67	60	69	66	69

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"

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<795 €)	Medium 60-140% (795-1.855 €)	High >140% (>1.855 €)
<b>ENERGY</b>							
Membership in a cooperative/energy community	88	89	87	87	87	89	84
Compulsory solar energy for public buildings and new private buildings	88	88	88	87	85	89	88
Construction of more wind turbines	85	84	89	85	83	87	86
<b>TECHNOLOGY/INNOVATIONS/BUSINESSES</b>							
Promote the development of climate-friendly products and technologies more strongly	93	93	95	92	92	95	92
Labelling of climate-friendly products	91	90	92	89	87	93	84
Reduce subsidies that are harmful to the climate	77	74	79	79	72	79	81
Making climate-damaging products more expensive	66	64	68	67	62	67	71

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>											
Construction of more wind turbines	15	12	7	15	12	17	15	19	18	17	11
Compulsory solar energy for public buildings and new private buildings	12	7	3	13	5	26	12	10	19	15	6
Membership in a cooperative/energy community	12	7	6	9	9	16	18	16	17	12	8
<b>TECHNOLOGY/INNOVATIONS/BUSINESSES</b>											
Making climate-damaging products more expensive	34	26	18	30	30	45	48	37	45	29	16
Reduce subsidies that are harmful to the climate	23	22	11	25	19	32	28	26	29	20	9
Labelling of climate-friendly products	9	8	4	11	6	16	12	9	14	10	2
Promote the development of climate-friendly products and technologies more strongly	7	6	4	8	6	12	6	11	3	10	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

# 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>								
Construction of more wind turbines	15	15	15	16	16	11	16	15
Compulsory solar energy for public buildings and new private buildings	12	14	12	20	15	10	11	9
Membership in a cooperative/energy community	12	13	11	15	16	10	12	11
<b>TECHNOLOGY/INNOVATIONS/BUSINESSES</b>								
Making climate-damaging products more expensive	34	34	34	33	40	31	34	31
Reduce subsidies that are harmful to the climate	23	21	25	25	20	23	27	19
Labelling of climate-friendly products	9	12	8	14	14	7	9	5
Promote the development of climate-friendly products and technologies more strongly	7	9	6	12	12	4	6	2

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	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<795 €)	Medium 60-140% (795-1.855 €)	High >140% (>1.855 €)
<b>ENERGY</b>							
Construction of more wind turbines	15	16	12	15	18	14	14
Compulsory solar energy for public buildings and new private buildings	12	12	12	13	15	11	12
Membership in a cooperative/energy community	12	11	13	13	13	11	16
<b>TECHNOLOGY/INNOVATIONS/BUSINESSES</b>							
Making climate-damaging products more expensive	34	37	32	33	38	33	30
Reduce subsidies that are harmful to the climate	23	26	21	21	28	21	19
Labelling of climate-friendly products	9	10	8	11	13	7	16
Promote the development of climate-friendly products and technologies more strongly	7	7	6	8	8	6	8

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	93	96	99	97	99	85	94	94	92	88	97
Training/retraining/retraining opportunities for workers in jobs that will no longer be needed in the future	88	90	96	88	87	82	92	88	85	87	95
<b>HOUSING</b>											
Financial support for cost-efficient heating and thermal systems (e.g. heat pump)	91	94	98	91	95	84	93	88	93	87	95
State funding for the renovation of buildings for thermal insulation	91	96	98	88	96	81	92	91	91	88	95
Legal regulations on the energy efficiency of electrical household appliances	91	94	97	93	92	83	90	90	87	89	94
State subsidies for private households if they use renewable energy (for heating, electricity generation)	90	91	96	89	94	86	90	82	88	89	97

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



# 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	93	92	95	87	91	95	95	99
Training/retraining/retraining opportunities for workers in jobs that will no longer be needed in the future	88	89	88	85	84	91	90	92
<b>HOUSING</b>								
Financial support for cost-efficient heating and thermal systems (e.g. heat pump)	91	90	93	82	89	94	94	96
State funding for the renovation of buildings for thermal insulation	91	90	92	85	88	93	93	95
Legal regulations on the energy efficiency of electrical household appliances	91	88	93	87	84	93	94	95
State subsidies for private households if they use renewable energy (for heating, electricity generation)	90	89	91	83	88	92	92	93

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	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<795 €)	Medium 60-140% (795-1.855 €)	High >140% (>1.855 €)
<b>EDUCATION</b>							
Improve school education in the field of environmental and climate protection	93	93	95	93	90	95	93
Training/retraining/retraining opportunities for workers in jobs that will no longer be needed in the future	88	88	90	88	84	91	90
<b>HOUSING</b>							
Financial support for cost-efficient heating and thermal systems (e.g. heat pump)	91	91	93	90	88	94	88
State funding for the renovation of buildings for thermal insulation	91	91	92	90	87	94	88
Legal regulations on the energy efficiency of electrical household appliances	91	91	91	89	90	92	89
State subsidies for private households if they use renewable energy (for heating, electricity generation)	90	90	92	88	86	92	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 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	12	10	4	12	13	18	8	12	16	13	6
Improve school education in the field of environmental and climate protection	7	4	1	3	1	15	6	6	8	12	3
<b>HOUSING</b>											
State subsidies for private households if they use renewable energy (for heating, electricity generation)	10	9	4	11	6	14	10	18	12	11	3
Legal regulations on the energy efficiency of electrical household appliances	9	6	3	7	8	17	10	10	13	11	6
State funding for the renovation of buildings for thermal insulation	9	4	2	13	4	19	9	9	9	13	5
Financial support for cost-efficient heating and thermal systems (e.g. heat pump)	9	6	2	9	6	16	7	13	7	13	5

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

# 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	12	11	12	15	16	9	10	8
Improve school education in the field of environmental and climate protection	7	8	6	13	9	5	5	1
<b>HOUSING</b>								
State subsidies for private households if they use renewable energy (for heating, electricity generation)	10	11	10	17	12	8	8	7
Legal regulations on the energy efficiency of electrical household appliances	9	12	8	14	16	7	7	5
State funding for the renovation of buildings for thermal insulation	9	10	8	15	12	7	7	5
Financial support for cost-efficient heating and thermal systems (e.g. heat pump)	9	10	8	18	11	6	6	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 reject it"

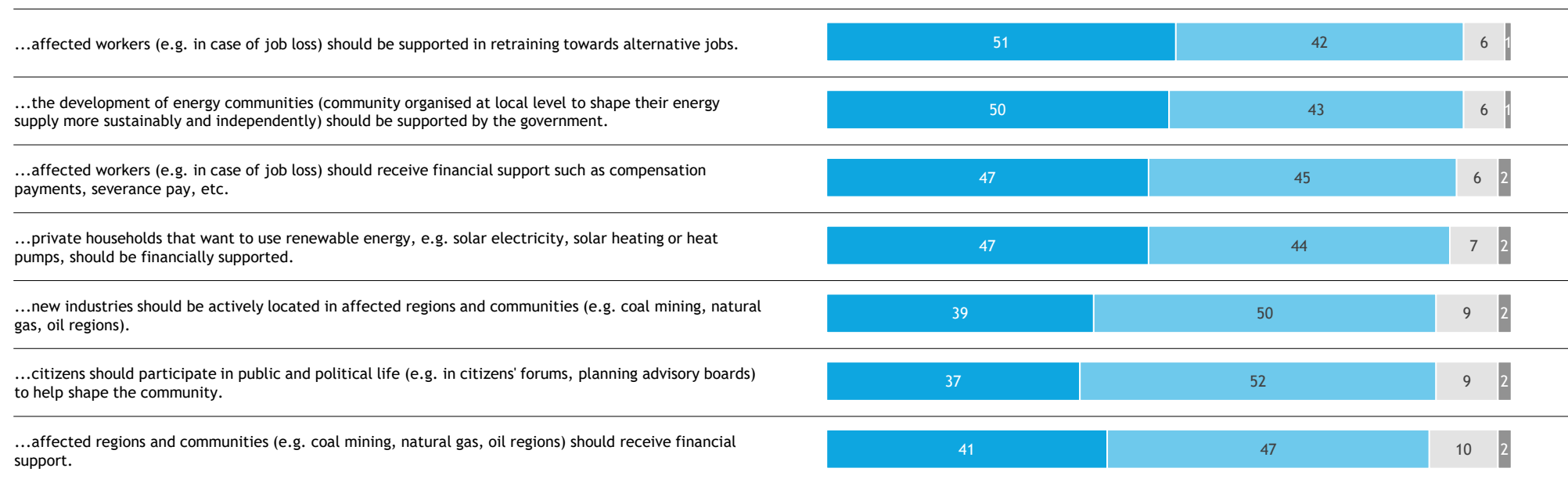
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<795 €)	Medium 60-140% (795-1.855 €)	High >140% (>1.855 €)
<b>EDUCATION</b>							
Training/retraining/retraining opportunities for workers in jobs that will no longer be needed in the future	12	12	10	12	16	9	10
Improve school education in the field of environmental and climate protection	7	7	5	7	10	5	7
<b>HOUSING</b>							
State subsidies for private households if they use renewable energy (for heating, electricity generation)	10	10	8	12	14	8	10
Legal regulations on the energy efficiency of electrical household appliances	9	9	9	11	10	8	11
State funding for the renovation of buildings for thermal insulation	9	9	8	10	13	6	12
Financial support for cost-efficient heating and thermal systems (e.g. heat pump)	9	9	7	10	12	6	12

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 disagree  
■ Somewhat agree      ■ Completely disagree

# Attitudes towards the energy and heat transition

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

Response category: "Fully agree / Somewhat agree"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
... affected workers (e.g. in case of job loss) should be supported in retraining towards alternative jobs.	93	94	96	97	93	86	93	96	94	92	99
... 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.	93	95	97	96	97	84	94	92	92	94	97
... affected workers (e.g. in case of job loss) should receive financial support such as compensation payments, severance pay, etc.	92	91	95	95	96	86	92	94	92	91	96
... financial support should be given to private households that want to use renewable energy, e.g. solar electricity, solar heating or heat pumps.	91	95	97	91	93	83	92	88	90	89	98
... new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).	89	93	95	94	90	82	90	88	87	91	87
... citizens should participate in public and political life (e.g. in citizens' forums, planning advisory boards) in order to help shape the community.	89	93	94	88	95	85	88	94	81	89	92
... affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.	88	85	91	87	94	84	91	88	88	90	90

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

# 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	92	95	91	89	94	95	100
... 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.	93	90	96	87	91	95	95	97
... affected workers (e.g. in case of job loss) should receive financial support such as compensation payments, severance pay, etc.	92	90	95	88	89	94	95	96
... financial support should be given to private households that want to use renewable energy, e.g. solar electricity, solar heating or heat pumps.	91	90	93	87	89	92	94	94
... new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).	89	88	91	83	83	93	92	96
... citizens should participate in public and political life (e.g. in citizens' forums, planning advisory boards) in order to help shape the community.	89	86	92	84	84	93	90	94
... affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.	88	87	90	86	84	88	90	95

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 / Somewhat agree"

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<795 €)	Medium 60-140% (795-1.855 €)	High >140% (>1.855 €)
... affected workers (e.g. in case of job loss) should be supported in retraining towards alternative jobs.	93	94	96	92	91	95	90
... the development of energy communities (community organised at local level to shape their energy supply more sustainably and independently) should be supported by the government.	93	92	95	94	92	96	88
... affected workers (e.g. in case of job loss) should receive financial support such as compensation payments, severance pay, etc.	92	93	96	90	94	93	89
... financial support should be given to private households that want to use renewable energy, e.g. solar electricity, solar heating or heat pumps.	91	92	91	91	89	93	92
... new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).	89	87	91	91	86	91	91
... citizens should participate in public and political life (e.g. in citizens' forums, planning advisory boards) in order to help shape the community.	89	88	90	90	86	92	87
... affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.	88	90	89	87	88	91	82

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.	51	47	68	56	54	24	49	52	52	59	58
... 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.	50	49	66	60	60	22	46	47	41	60	68
... affected workers (e.g. in case of job loss) should receive financial support such as compensation payments, severance pay etc.	47	41	56	48	52	23	47	51	53	54	53
... financial support should be given to private households that want to use renewable energy, e.g. solar electricity, solar heating or heat pumps.	47	49	56	53	55	24	45	40	45	54	60
... affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.	41	30	48	45	44	16	44	42	46	48	51
... new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).	39	41	55	41	45	16	37	37	37	42	52
... citizens should participate in public and political life (e.g. in citizens' forums, planning advisory boards) in order to help shape the community.	37	33	43	44	46	20	26	36	35	49	49

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

# 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.	51	49	53	43	48	51	53	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.	50	48	52	51	48	50	51	51
... affected workers (e.g. in case of job loss) should receive financial support such as compensation payments, severance pay etc.	47	45	49	43	47	46	52	48
... financial support should be given to private households that want to use renewable energy, e.g. solar electricity, solar heating or heat pumps.	47	48	47	43	47	46	49	51
... affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.	41	40	42	45	37	38	44	42
... new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).	39	41	37	30	37	37	44	49
... citizens should participate in public and political life (e.g. in citizens' forums, planning advisory boards) in order to help shape the community.	37	37	37	38	33	37	38	40

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"

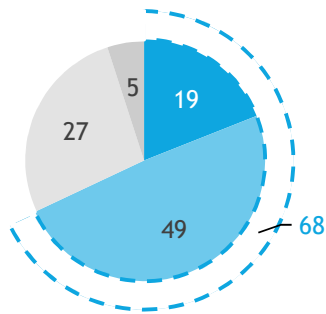
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<795 €)	Medium 60-140% (795-1.855 €)	High >140% (>1.855 €)
... affected workers (e.g. in case of job loss) should be supported in retraining towards alternative jobs.	51	53	52	49	52	52	52
... the development of energy communities (community organised at local level to shape their energy supply more sustainably and independently) should be supported by the government.	50	51	52	48	49	51	48
... affected workers (e.g. in case of job loss) should receive financial support such as compensation payments, severance pay etc.	47	50	48	45	48	46	48
... financial support should be given to private households that want to use renewable energy, e.g. solar electricity, solar heating or heat pumps.	47	49	48	45	42	50	47
... affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.	41	43	42	38	43	42	35
... new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).	39	39	38	40	36	40	44
... citizens should participate in public and political life (e.g. in citizens' forums, planning advisory boards) in order to help shape the community.	37	38	36	37	40	37	32

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented                      ■ underrepresented

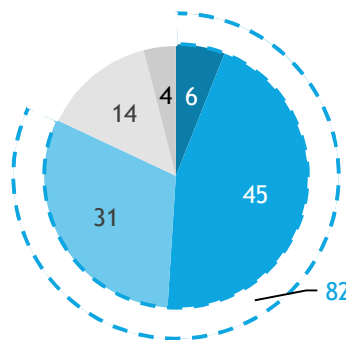
# Attitudes towards the energy and heat transition

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



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

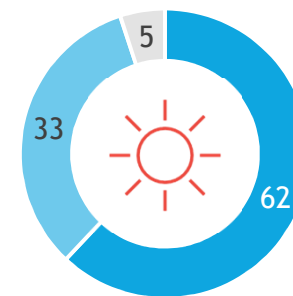
Could you imagine generating your own energy?



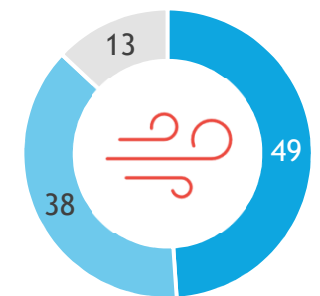
- I already generate my own energy
- Yes, definitely
- Somewhat, yes
- No, not really
- No, not at all

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

Solar park



Wind park



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

Basis: 1,200 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>68</b>	82	82	77	78	68	52	63	42	75	79
Yes, definitely	19	16	27	30	23	14	7	18	10	30	19
Somewhat, yes	49	65	55	47	55	55	46	45	32	45	60
<b>NO</b>	<b>32</b>	18	18	23	23	32	48	37	58	26	21
No, not really	27	14	17	22	21	26	39	30	50	20	20
No, not at all	5	5	1	1	1	6	9	7	8	6	1

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

# 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	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
<b>YES</b>	<b>68</b>	72	64	75	70	70	63	61
Yes, definitely	19	20	17	24	19	22	16	12
Somewhat, yes	49	51	47	52	51	48	47	49
<b>NO</b>	<b>32</b>	28	36	25	30	30	37	39
No, not really	27	23	32	21	26	26	31	33
No, not at all	5	5	5	4	4	4	6	7

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)?

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<795 €)	Medium 60-140% (795-1.855 €)	High >140% (>1.855 €)
<b>YES</b>	<b>68</b>	62	69	73	65	70	69
Yes, definitely	19	18	19	19	20	19	15
Somewhat, yes	49	44	50	54	45	50	54
<b>NO</b>	<b>32</b>	38	31	27	36	30	31
No, not really	27	33	26	23	31	26	25
No, not at all	5	5	6	5	5	4	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 generating your own energy (e.g. by installing solar panels on the roof or balcony)?

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
<b>YES</b>	<b>76</b>	80	87	79	82	73	68	73	65	78	91
Yes, definitely	45	52	62	53	50	28	37	32	36	54	61
Somewhat, yes	31	28	25	26	32	44	31	41	29	24	30
<b>NO</b>	<b>18</b>	11	8	10	9	24	28	21	30	15	5
No, not really	14	10	7	6	7	19	21	13	26	11	4
No, not at all	4	1	1	3	1	5	7	8	4	4	1
I already generate my own energy	6	9	5	11	9	3	4	6	5	7	4

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

# Attitudes towards the energy and heat transition

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
<b>YES</b>	<b>76</b>	77	75	81	81	74	77	68
Yes, definitely	45	48	43	52	52	47	38	39
Somewhat, yes	31	29	32	29	30	27	39	30
<b>NO</b>	<b>18</b>	15	20	10	15	17	21	26
No, not really	14	11	16	8	10	13	16	21
No, not at all	4	4	4	2	4	5	5	5
I already generate my own energy	6	8	5	10	4	9	3	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 generating your own energy (e.g. by installing solar panels on the roof or balcony)?

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<795 €)	Medium 60-140% (795-1.855 €)	High >140% (>1.855 €)
<b>YES</b>	<b>76</b>	75	79	76	73	78	79
Yes, definitely	45	40	49	48	43	46	51
Somewhat, yes	31	35	31	28	30	33	27
<b>NO</b>	<b>18</b>	18	18	17	21	16	12
No, not really	14	14	11	15	16	13	9
No, not at all	4	4	6	2	5	4	3
I already generate my own energy	6	7	3	7	6	5	9

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented                      ■ underrepresented

# Attitudes towards the energy and heat transition

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
<b>Solar</b>											
I think that would be good	62	62	77	73	67	46	62	51	57	65	68
I would accept it	33	33	20	26	31	48	33	37	36	28	31
I would reject it	5	4	2	2	2	6	6	12	7	7	1
<b>Wind</b>											
I think that would be good	49	51	59	58	51	37	46	39	51	53	45
I would accept it	38	41	34	33	33	48	38	39	35	32	43
I would reject it	13	8	8	10	16	15	15	21	14	15	12

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

# Attitudes towards the energy and heat transition

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

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
<b>Solar</b>								
I think that would be good	62	65	59	66	62	69	54	60
I would accept it	33	30	35	33	34	26	39	33
I would reject it	5	5	6	2	5	5	7	7
<b>Wind</b>								
I think that would be good	49	49	49	47	48	54	45	50
I would accept it	38	38	37	41	39	35	38	35
I would reject it	13	13	14	13	13	11	17	15

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Attitudes towards the energy and heat transition

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

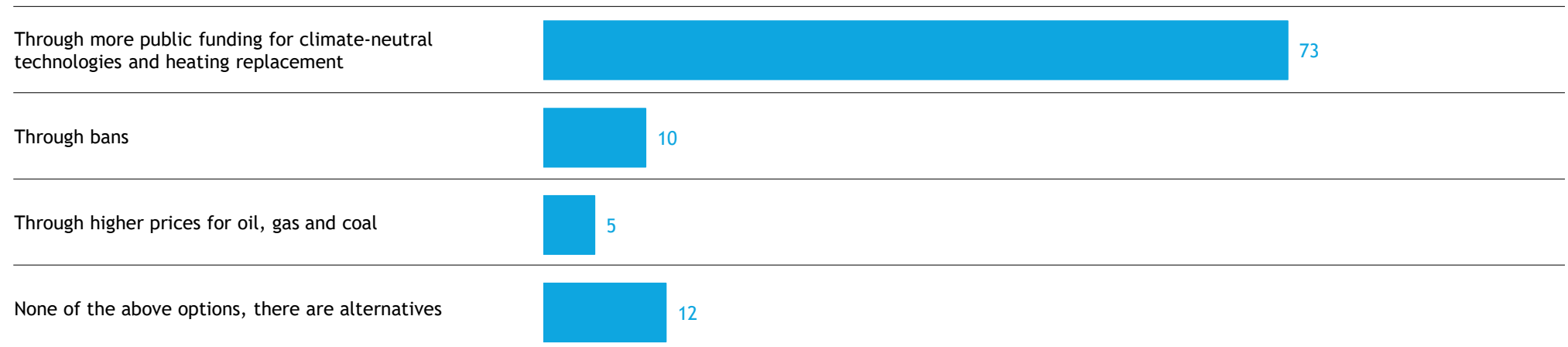
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<795 €)	Medium 60-140% (795-1.855 €)	High >140% (>1.855 €)
<b>Solar</b>							
I think that would be good	62	58	62	67	55	66	62
I would accept it	33	37	34	28	39	31	32
I would reject it	5	6	4	6	7	4	7
<b>Wind</b>							
I think that would be good	49	49	47	50	46	51	45
I would accept it	38	39	41	34	40	37	41
I would reject it	13	12	12	16	15	12	15

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Attitudes towards the energy and heat transition

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



Basis: 1,200 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	74	81	76	80	65	82	68	67	61	81
Through bans	10	5	8	10	8	13	6	10	7	17	11
Through higher prices for oil, gas and coal	5	8	4	4	5	4	2	5	5	11	4
None of the above options, there are alternatives	12	12	7	10	7	19	11	17	21	11	4

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    ■ strongly underrepresented  
■ overrepresented                      ■ underrepresented



# Attitudes towards the energy and heat transition

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

	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	68	77	65	64	76	76	80
Through bans	10	11	8	19	13	9	6	3
Through higher prices for oil, gas and coal	5	8	3	11	6	4	4	3
None of the above options, there are alternatives	12	13	12	5	17	12	14	14

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented                      ■ underrepresented

# Attitudes towards the energy and heat transition

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

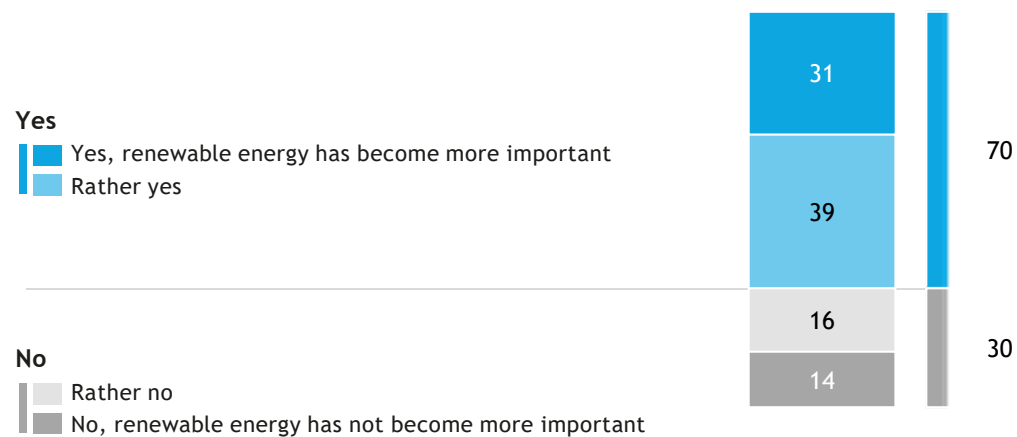
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<795 €)	Medium 60-140% (795-1.855 €)	High >140% (>1.855 €)
Through more public funding for climate-neutral technologies and heating replacement	73	70	75	74	65	78	72
Through bans	10	11	10	8	12	9	8
Through higher prices for oil, gas and coal	5	5	6	5	7	4	6
None of the above options, there are alternatives	12	14	9	14	16	9	14

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented                      ■ underrepresented

# Attitudes towards the energy and heat transition

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



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>70</b>	78	74	76	79	60	64	59	53	80	81
Yes, renewable energy has become more important	31	34	39	42	35	16	23	23	25	40	37
Rather yes	39	44	35	34	44	45	41	36	28	39	44
<b>NO</b>	<b>30</b>	22	26	24	21	40	36	41	47	20	19
Rather no	16	8	15	13	12	21	18	24	29	10	10
No, renewable energy has not become more important	14	14	11	11	9	19	18	17	18	11	9

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

# 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	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
<b>YES</b>	<b>70</b>	70	68	76	67	69	66	69
Yes, renewable energy has become more important	31	34	28	31	31	32	30	29
Rather yes	39	36	41	44	36	37	37	40
<b>NO</b>	<b>30</b>	30	32	24	33	31	34	31
Rather no	16	14	19	14	20	16	17	16
No, renewable energy has not become more important	14	16	13	11	13	15	17	15

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented                      ■ underrepresented

# Attitudes towards the energy and heat transition

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

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<795 €)	Medium 60-140% (795-1.855 €)	High >140% (>1.855 €)
<b>YES</b>	<b>70</b>	65	75	70	68	71	72
Yes, renewable energy has become more important	31	28	34	31	32	30	32
Rather yes	39	37	41	39	35	41	40
<b>NO</b>	<b>30</b>	35	25	30	33	29	28
Rather no	16	19	14	16	17	16	15
No, renewable energy has not become more important	14	16	11	14	15	13	13

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

- Four-fifths of the respondents (80%) express a fundamental interest in the topic of climate change. Of these, 29% are "very" interested. Less interest was expressed by 16% and no interest at all by 4%.
- 52% rate their level of knowledge about ecological interrelationships and environmental problems (e.g. forest dieback, biodiversity, etc.) as (rather) high. However, only 6% rate their level of knowledge as "very high" A (rather) low level of knowledge is attested by 48%, with 3% saying they know very little about it.

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

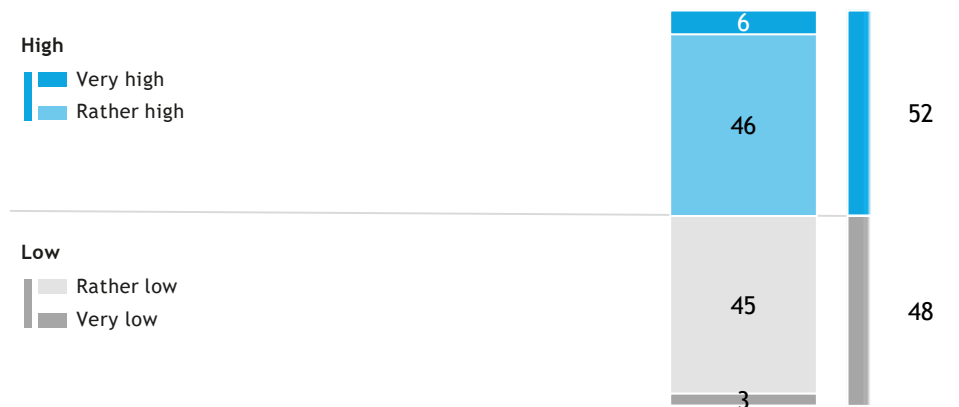
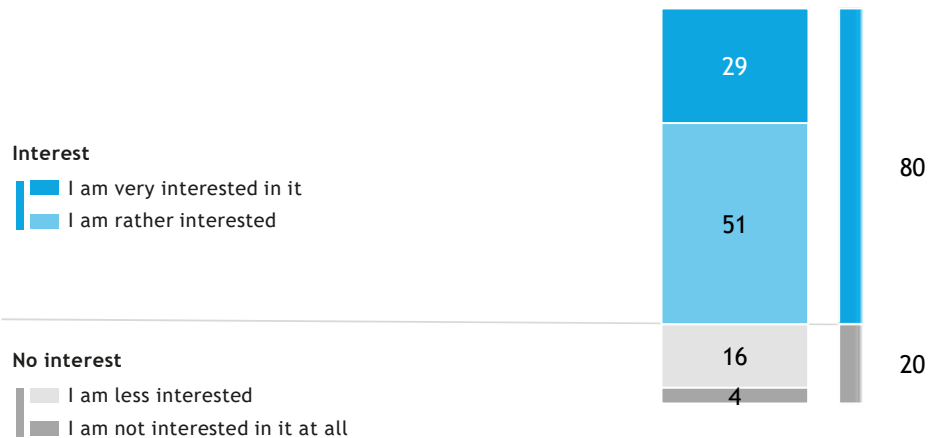
- Only 6% of respondents feel "very well" informed about policies for a change towards a more climate and environmentally friendly economy. 40% feel "rather well" informed. This compares to 50% who feel "rather not well" informed and 4% who feel "not at all well" informed.
- Three quarters of the respondents (75%) think that policies for a change towards a more climate and environmentally friendly economy are not sufficiently explained and explained. Only 25% disagree (Policies are sufficiently explained: yes: 4%, rather yes: 21%).



# 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	80	87	96	88	84	74	68	80	63	85	89
I am very interested in it	29	35	41	38	28	11	14	28	18	50	36
I am rather interested	51	52	55	49	56	64	54	52	45	36	53
NOT INTERESTED	20	13	4	12	16	26	32	20	37	15	11
I am less interested	16	9	4	12	15	24	27	12	29	10	11
I am not interested in it at all	4	4	-	1	2	2	5	8	8	5	-

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    ■ 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	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
INTERESTED	80	81	80	82	80	78	76	85
I am very interested in it	29	32	26	32	33	30	24	26
I am rather interested	51	49	53	51	47	48	52	59
NOT INTERESTED	20	20	21	18	20	22	24	15
I am less interested	16	15	17	15	16	16	21	11
I am not interested in it at all	4	4	3	3	5	5	3	4

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% (<795 €)	Medium 60-140% (795-1.855 €)	High >140% (>1.855 €)
INTERESTED	80	78	81	81	78	82	80
I am very interested in it	29	24	31	33	30	29	31
I am rather interested	51	54	50	49	48	53	49
NOT INTERESTED	20	22	19	19	22	19	20
I am less interested	16	18	17	14	17	15	15
I am not interested in it at all	4	4	2	5	4	3	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	52	58	64	60	69	39	43	43	29	72	52
Very high	6	8	3	10	8	3	3	7	2	15	7
Rather high	46	50	62	50	61	36	40	36	28	57	46
LOW	48	43	36	40	31	61	57	57	71	28	48
Rather low	45	41	36	37	31	57	53	51	65	27	46
Very low	3	1	-	4	-	4	3	6	6	1	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    ■ 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	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
HIGH	52	59	44	59	55	57	43	45
Very high	6	9	4	9	10	7	3	2
Rather high	46	50	40	49	45	50	39	43
LOW	48	41	56	42	45	43	57	55
Rather low	45	39	52	41	41	40	54	53
Very low	3	2	4	1	4	3	4	2

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	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<795 €)	Medium 60-140% (795-1.855 €)	High >140% (>1.855 €)
HIGH	52	41	50	63	48	51	60
Very high	6	5	5	9	8	6	6
Rather high	46	37	46	54	40	46	54
LOW	48	59	50	37	52	49	40
Rather low	45	55	48	35	48	47	37
Very low	3	4	2	2	4	2	3

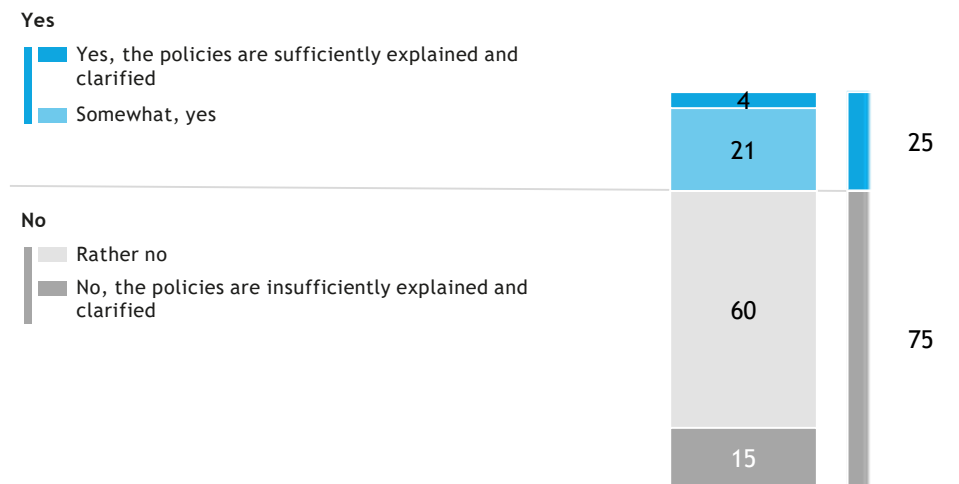
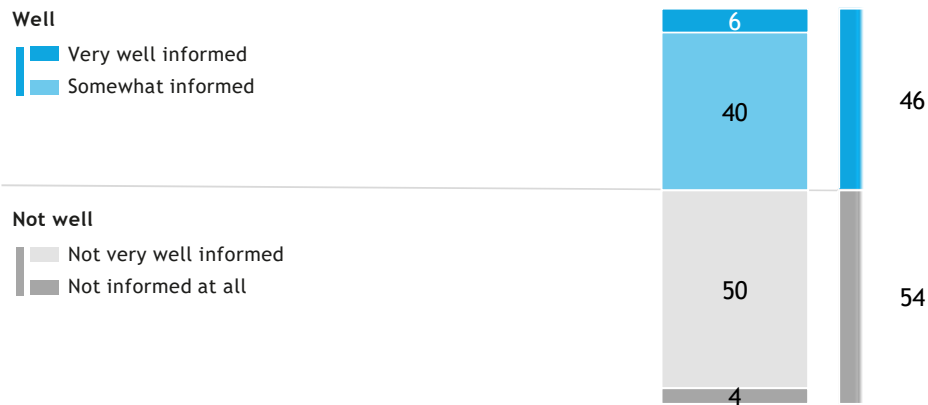
Basis: 1,200 cases, total sample; figures in %.

■ 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	46	53	46	58	59	43	35	45	20	65	44
Very well informed	6	6	3	10	7	-	3	8	2	12	4
Somewhat informed	40	47	44	48	52	43	32	37	17	54	40
NOT INFORMED	54	47	54	42	41	57	65	55	80	35	56
Not very well informed	50	44	51	40	40	56	60	48	69	32	53
Not at all informed	4	3	2	3	1	1	5	7	12	2	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

# 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	46	54	37	56	48	48	35	43
Very well informed	6	8	3	6	8	7	4	2
Somewhat informed	40	46	34	50	40	41	31	41
NOT INFORMED	54	46	63	44	52	52	65	57
Not very well informed	50	43	57	43	46	47	60	55
Not at all informed	4	3	6	1	6	5	5	3

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?

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<795 €)	Medium 60-140% (795-1.855 €)	High >140% (>1.855 €)
<b>INFORMED</b>	<b>46</b>	36	45	56	46	44	51
Very well informed	6	4	4	7	7	5	7
Somewhat informed	40	32	41	48	39	40	44
<b>NOT INFORMED</b>	<b>54</b>	64	55	44	54	56	49
Not very well informed	50	58	52	41	47	52	47
Not at all informed	4	6	3	3	7	3	3

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	25	25	18	31	35	34	15	18	14	42	20
Yes, the policies are sufficiently explained and clarified	4	2	3	8	3	3	-	4	2	7	5
Somewhat, yes	21	22	16	24	32	31	15	13	11	35	15
NO	75	75	82	69	65	66	85	82	86	58	80
No, not really	60	63	70	60	55	57	68	64	63	40	65
No, the policies are insufficiently explained and clarified	15	12	12	9	11	9	17	18	24	18	15

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    ■ 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	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
YES	25	27	22	42	29	21	17	18
Yes, the policies are sufficiently explained and clarified	4	4	4	7	5	3	1	3
Somewhat, yes	21	24	19	35	24	18	16	15
NO	75	73	78	58	71	79	83	82
No, not really	60	58	62	50	58	63	67	63
No, the policies are insufficiently explained and clarified	15	14	16	9	13	16	16	20

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% (<795 €)	Medium 60-140% (795-1.855 €)	High >140% (>1.855 €)
YES	25	26	25	24	32	22	22
Yes, the policies are sufficiently explained and clarified	4	4	3	4	6	3	2
Somewhat, yes	21	22	22	21	26	19	20
NO	75	75	75	76	68	78	78
No, not really	60	60	59	62	53	64	61
No, the policies are insufficiently explained and clarified	15	15	16	14	15	14	17

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

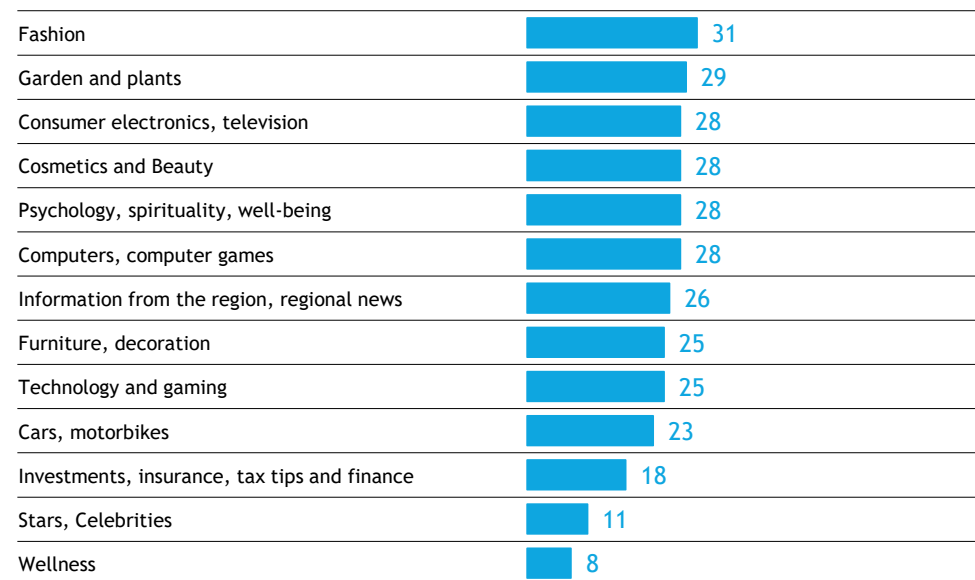
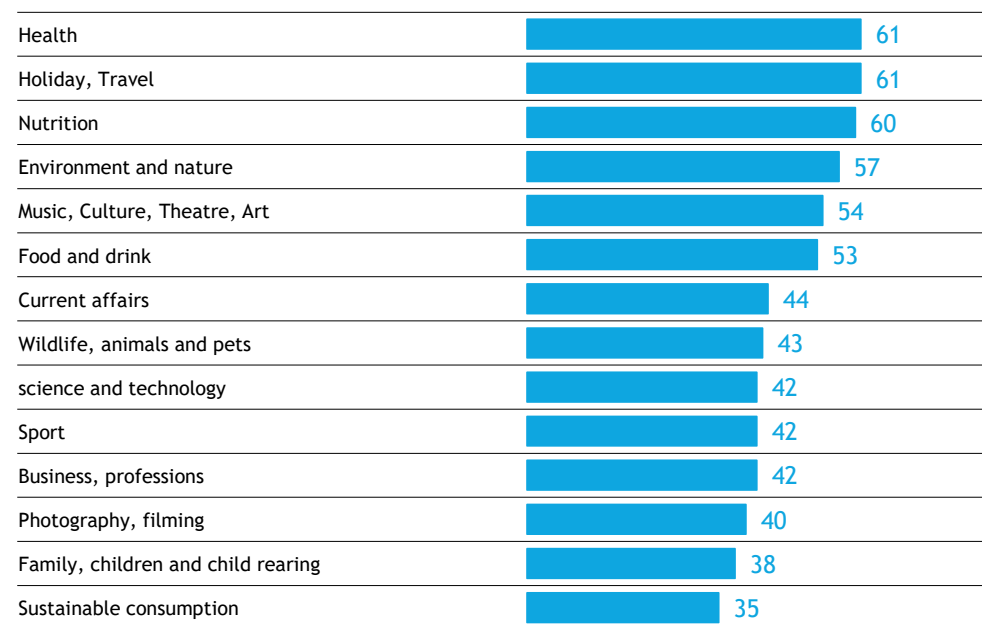
■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

6

## Appendix: Communication

# Topic interest in general

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



Basis: 1,200 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	61	64	62	65	51	52	63	65	61	64	61
Holiday, Travel	61	69	71	65	76	58	62	58	46	54	59
Nutrition	60	66	65	66	48	55	60	65	61	58	56
Environment and nature	57	64	70	71	69	40	49	58	42	56	68
Music, Culture, Theatre, Art	54	53	68	57	61	43	60	40	43	52	70
Food and drink (e.g. cooking, baking, grilling)	53	54	59	62	67	47	48	49	45	49	61
Current affairs (e.g. politics, society, environment)	44	51	60	44	57	34	48	35	29	39	50
Wildlife, animals and pets	43	41	56	48	44	26	41	44	44	42	53
Sport	42	57	42	51	50	38	43	43	29	45	29
Business, professions	42	50	36	49	52	36	45	39	34	46	36
Science and technology	42	49	51	58	51	34	49	22	27	45	36
Photography, filming	41	46	46	40	47	32	40	33	43	40	45
Family, children and child rearing	38	46	29	39	29	34	35	54	45	37	31
Sustainable consumption (e.g. zero waste, fair trade)	35	51	50	46	41	26	23	29	21	37	41

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

# 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
Fashion (e.g. clothes, shoes, jewellery)	31	34	23	34	40	29	34	25	30	30	37
Garden and plants	29	31	30	37	23	23	23	37	26	34	28
Consumer electronics, television	29	27	25	31	35	24	31	22	33	30	26
Psychology, spirituality, well-being	28	34	34	32	35	21	29	29	21	26	29
Computers, computer games	28	30	31	42	36	26	29	18	22	25	31
Cosmetics and beauty (e.g. body care, make-up, hair styling)	28	34	27	21	43	22	25	21	29	28	37
Information from the region, regional news	26	32	31	27	31	24	27	21	20	27	28
Furniture, decoration	25	26	29	27	27	21	23	20	28	27	31
Technology and gaming (e.g. e-sports, car, software)	25	29	31	31	36	18	25	17	16	25	32
Cars, motorbikes	23	26	12	27	22	19	21	20	22	31	25
Investments, insurance, tax tips and finance	18	30	16	25	24	14	19	14	6	22	11
Stars, Celebrities	11	9	8	7	22	12	9	5	10	10	25
Wellness	8	14	7	9	7	6	12	3	3	10	13

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

# 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	61	53	69	52	54	64	62	74
Holiday, Travel	61	56	65	53	57	63	61	69
Nutrition	60	51	69	48	56	58	68	71
Environment and nature	57	53	61	48	50	59	60	67
Music, Culture, Theatre, Art	54	54	54	57	54	56	51	51
Food and drink (e.g. cooking, baking, grilling)	53	49	57	56	54	50	54	50
Current affairs (e.g. politics, society, environment)	44	47	40	40	41	40	43	55
Wildlife, animals and pets	43	41	45	42	42	43	45	43
Sport	42	57	28	44	43	45	40	39
Business, professions	42	47	37	39	45	41	43	42
science and technology	42	52	32	41	42	41	40	47
Photography, filming	41	41	40	42	36	43	41	40
Family, children and child rearing	38	33	43	24	36	42	43	45
Sustainable consumption (e.g. zero waste, fair trade)	35	32	38	32	28	34	39	44

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
Fashion (e.g. clothes, shoes, jewellery)	31	19	43	38	35	33	26	23
Garden and plants	29	26	33	25	29	25	35	32
Consumer electronics, television	29	38	19	26	35	29	29	24
Psychology, spirituality, well-being	28	19	38	35	30	28	24	26
Computers, computer games	28	38	20	34	37	30	24	16
Cosmetics and beauty (e.g. body care, make-up, hair styling)	28	11	45	30	32	27	23	29
Information from the region, regional news	26	28	24	14	19	26	32	40
Furniture, decoration	25	15	36	19	27	25	28	26
Technology and gaming (e.g. e-sports, car, software)	25	34	16	38	34	27	18	9
Cars, motorbikes	23	33	12	25	23	27	22	14
Investments, insurance, tax tips and finance	18	23	13	18	21	21	16	14
Stars, Celebrities	11	6	16	17	11	10	10	7
Wellness	8	7	10	8	11	11	7	3

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% (<795 €)	Medium 60-140% (795-1.855 €)	High >140% (>1.855 €)
Health	61	60	62	62	60	61	59
Holiday, Travel	61	50	64	69	44	65	77
Nutrition	60	64	60	56	61	60	56
Environment and nature	57	55	59	58	53	59	59
Music, Culture, Theatre, Art	54	44	58	61	48	55	54
Food and drink (e.g. cooking, baking, grilling)	53	52	55	52	52	52	53
Current affairs (e.g. Politicians, Society, Environment)	44	34	46	52	39	45	47
Wildlife, animals and pets	43	43	47	40	47	43	34
Sport	42	35	43	49	37	45	47
Business, professions	42	39	42	45	44	41	47
science and technology	42	36	38	50	37	43	50
Photography, filming	41	37	43	42	39	43	33
Family, children and child rearing	38	45	39	32	39	39	32
Sustainable consumption (e.g. zero waste, fair trade)	35	33	36	37	34	36	37

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% (<795 €)	Medium 60-140% (795-1.855 €)	High >140% (>1.855 €)
Fashion (e.g. clothes, shoes, jewellery)	31	28	35	32	29	33	30
Garden and plants	29	32	30	26	28	29	28
Consumer electronics, television	29	29	29	28	28	30	30
Psychology, spirituality, well-being	28	26	30	29	31	28	22
Computers, computer games	28	27	28	30	31	28	26
Cosmetics and beauty (e.g. body care, make-up, hair styling)	28	27	31	26	23	30	25
Information from the region, regional news	26	24	26	28	22	27	30
Furniture, decoration	25	25	26	25	23	26	27
Technology and gaming (e.g. e-sports, car, software)	25	20	27	29	24	25	30
Cars, motorbikes	23	20	22	26	20	24	26
Investments, insurance, tax tips and finance	18	9	17	28	12	16	42
Stars, Celebrities	11	10	12	11	12	11	11
Wellness	8	3	8	14	6	8	13

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
Eating out (restaurants)	31
PC/Tablet/Smartphone	23
Clothing/Fashion	19
Cars	16
Cosmetics/Perfume	13
Delicatessen - high quality food	13
Furniture	12
Coffee/tea	12
Beer	12
Kitchen furniture and equipment	11
Wine/Champagne	10
Donations for charitable purposes	10

Bicycle	8
Do-it-yourself / garden tools	7
High quality jewellery	7
High quality spirits/whisky	7
High-end hi-fi equipment	6
Handbags	6
(Wrist) Watches	6
Antiques	5
Exclusive accessories	5
Costume jewellery	3
Porcelain/Glasswork	3
None of these products	29

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	56	46	45	46	34	38	36	24	38	49
Eating out (restaurants)	31	27	33	43	42	24	29	24	23	29	39
PC/Tablet/Smartphone	23	31	24	35	36	22	15	17	12	23	31
Clothing/Fashion	19	27	16	27	27	17	13	15	16	18	20
Cars	16	19	12	23	11	12	15	15	12	23	18
Delicatessen - high quality food	13	18	19	17	16	13	11	7	8	16	13
Cosmetics/Perfume	13	21	8	16	20	13	11	8	10	10	18
Furniture	12	15	10	14	13	6	11	10	14	14	14
Coffee/tea	12	12	20	13	10	8	10	11	10	14	15
Beer	12	13	8	17	17	12	12	7	8	14	13
Kitchen furniture and equipment	11	16	14	18	11	11	11	8	5	8	14
Wine/Champagne	10	8	10	12	10	9	12	8	7	14	13
Donations for charitable purposes	10	16	19	17	5	6	3	13	4	9	14

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  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	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Bicycle	8	6	12	13	10	9	3	7	3	12	5
Do-it-yourself / garden tools	7	5	5	10	7	6	4	6	9	10	5
High quality jewellery	7	9	4	7	8	6	6	4	7	5	11
High quality spirits/whisky	7	7	4	10	7	6	6	5	2	10	9
Handbags	6	9	5	8	7	8	4	3	7	5	7
High-end hi-fi equipment	6	5	3	11	9	7	6	5	3	7	6
(Wrist) Watches	6	5	5	11	8	4	4	3	5	9	7
Antiques	5	8	5	5	7	4	4	5	5	7	5
Exclusive accessories (e.g. belts, leather bags etc.)	5	8	6	3	9	3	3	4	2	7	5
Costume jewellery	3	3	3	5	7	6	2	2	1	2	2
Porcelain / Glasswork	3	3	4	1	3	3	1	4	1	3	5
None of these products	29	23	22	23	13	29	36	38	41	28	19

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  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	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Holidays and travel	40	40	40	48	36	44	36	36
Eating out (restaurants)	31	32	30	46	30	28	25	26
PC/Tablet/Smartphone	23	25	21	37	28	22	16	14
Clothing/Fashion	19	17	21	27	24	19	13	13
Cars	16	20	12	26	15	17	14	9
Delicatessen - high quality food	13	14	13	15	13	15	12	12
Cosmetics/Perfume	13	8	17	18	17	11	9	10
Furniture	12	11	14	14	16	12	10	9
Coffee/tea	12	12	13	10	13	15	12	10
Beer	12	16	8	11	17	14	11	7
Kitchen furniture and equipment	11	9	13	14	17	10	9	7
Wine/Champagne	10	12	8	9	10	11	11	10
Donations for charitable purposes	10	9	11	17	11	6	9	10

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
Bicycle	8	11	5	9	9	9	6	5
Do-it-yourself / garden tools	7	9	4	8	8	6	6	5
High quality jewellery	7	6	8	9	5	8	6	5
High quality spirits/whisky	7	9	4	8	9	5	7	4
Handbags	6	3	9	10	7	5	6	3
High-end hi-fi equipment	6	7	5	8	7	6	6	3
(Wrist)Watches	6	8	4	10	6	4	6	4
Antiques	5	6	5	7	7	5	4	4
Exclusive accessories (e.g. belts, leather bags etc.)	5	5	4	6	7	4	4	2
Costume jewellery	3	3	3	6	4	2	2	2
Porcelain / Glasswork	3	3	2	5	3	2	1	2
None of these products	29	27	31	8	27	25	41	42

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% (<795 €)	Medium 60-140% (795-1.855 €)	High >140% (>1.855 €)
Holidays and travel	40	29	43	48	28	44	54
Eating out (restaurants)	31	23	31	38	21	32	41
PC/Tablet/Smartphone	23	18	26	26	22	25	25
Clothing/Fashion	19	15	19	23	17	18	29
Cars	16	13	15	20	15	15	26
Delicatessen - high quality food	13	8	13	19	10	15	18
Cosmetics/Perfume	13	10	13	16	7	15	18
Furniture	12	11	12	13	13	12	12
Coffee/tea	12	9	12	15	11	11	19
Beer	12	9	11	16	12	12	16
Kitchen furniture and equipment	11	10	11	13	12	10	15
Wine/Champagne	10	6	11	14	8	9	20
Donations for charitable purposes	10	9	12	10	14	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.

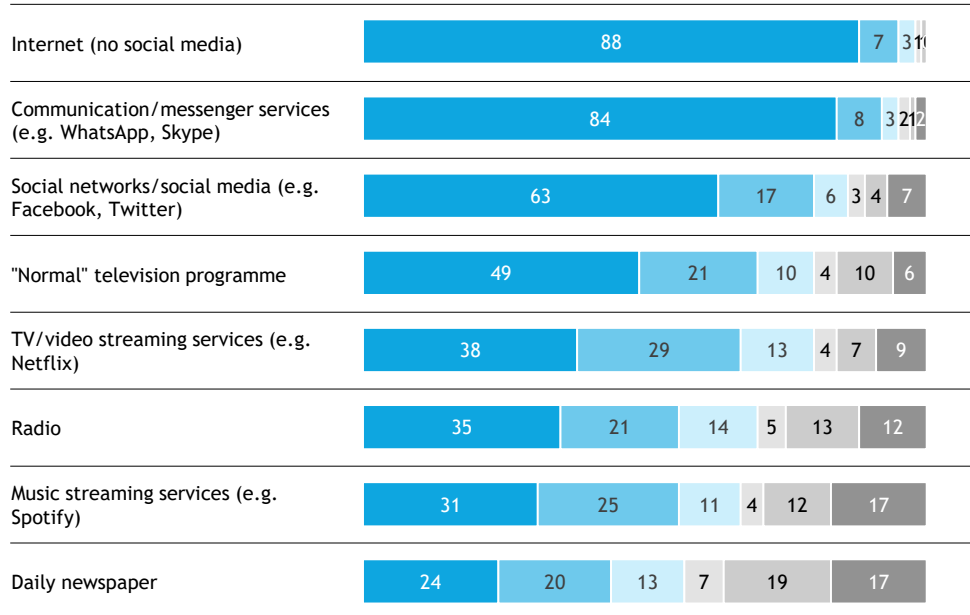
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<795 €)	Medium 60-140% (795-1.855 €)	High >140% (>1.855 €)
Bicycle	8	5	8	11	9	7	10
Do-it-yourself / garden tools	7	8	6	6	10	5	7
High quality jewellery	7	6	5	8	6	7	9
High quality spirits/whisky	7	6	8	7	6	7	7
Handbags	6	6	5	7	4	7	9
High-end hi-fi equipment	6	5	5	8	5	6	8
(Wrist)Watches	6	3	6	9	5	6	10
Antiques	5	5	5	6	6	5	6
Exclusive accessories (e.g. belts, leather bags etc.)	5	3	5	6	5	4	6
Costume jewellery	3	3	4	3	3	3	3
Porcelain/Glasswork	3	3	2	3	3	2	1
None of these products	29	37	26	22	32	28	17

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

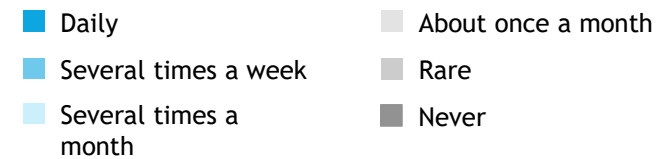
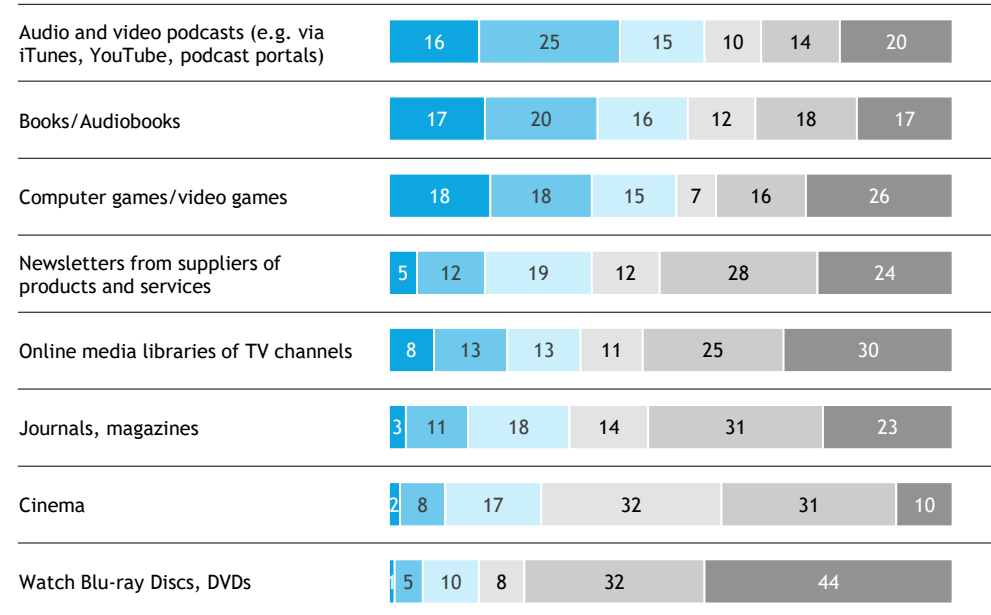
■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented                      ■ underrepresented

# Media usage

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



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



# Media usage

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

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

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Internet (no social media)	98	98	99	98	97	98	97	98	96	95	100
Communication/messenger services (e.g. WhatsApp, Skype)	95	97	98	97	95	93	93	98	94	96	97
Social networks/social media (e.g. Facebook, Twitter)	86	95	81	93	85	86	81	74	81	87	95
TV/video streaming services (e.g. Netflix)	80	83	84	82	93	79	77	70	70	84	88
"Normal" television programme	80	84	77	75	75	77	81	81	83	81	79
Radio	70	77	71	69	70	73	71	59	65	77	69
Music streaming services (e.g. Spotify)	67	74	64	75	82	68	59	56	43	77	76
Daily newspaper	57	66	64	56	76	53	62	46	38	59	49
Audio and video podcasts (e.g. via iTunes, YouTube, podcast portals)	56	60	52	71	74	53	48	45	33	72	62
Books/Audiobooks	53	56	65	59	57	49	55	45	36	62	47
Computer games/video games	51	50	53	54	65	55	47	41	40	57	59
Newsletters from suppliers of products and services	36	44	32	44	47	35	31	23	29	45	34
Online media libraries of TV channels	34	37	34	41	45	36	26	29	18	45	35
Journals, magazines	32	38	31	35	49	37	25	29	20	41	29
Cinema	27	30	22	33	30	28	21	23	18	37	31
Watch Blu-ray Discs, DVDs	16	22	15	14	20	18	9	13	8	27	14

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 usage

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

Response category: „At least several times a month“

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Internet (no social media)	98	97	98	96	98	98	99	97
Communication/messenger services (e.g. WhatsApp, Skype)	95	95	96	95	95	96	97	94
Social networks/social media (e.g. Facebook, Twitter)	86	81	90	91	87	89	82	76
TV/video streaming services (e.g. Netflix)	80	80	80	88	88	87	71	63
"Normal" television programme	80	81	78	67	73	82	86	88
Radio	70	76	64	55	63	78	77	74
Music streaming services (e.g. Spotify)	67	67	65	88	77	67	56	43
Daily newspaper	57	62	51	42	51	58	58	71
Audio and video podcasts (e.g. via iTunes, YouTube, podcast portals)	56	57	54	69	63	56	48	44
Books/Audiobooks	53	51	55	50	55	57	47	55
Computer games/video games	51	59	43	68	62	53	44	29
Newsletters from suppliers of products and services	36	39	33	31	39	45	33	29
Online media libraries of TV channels	34	38	29	36	39	35	32	26
Journals, magazines	32	36	29	30	31	35	30	35
Cinema	27	32	22	39	29	26	21	22
Watch Blu-ray Discs, DVDs	16	21	10	20	18	18	11	13

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented



# Media usage

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

Response category: "At least several times a month"

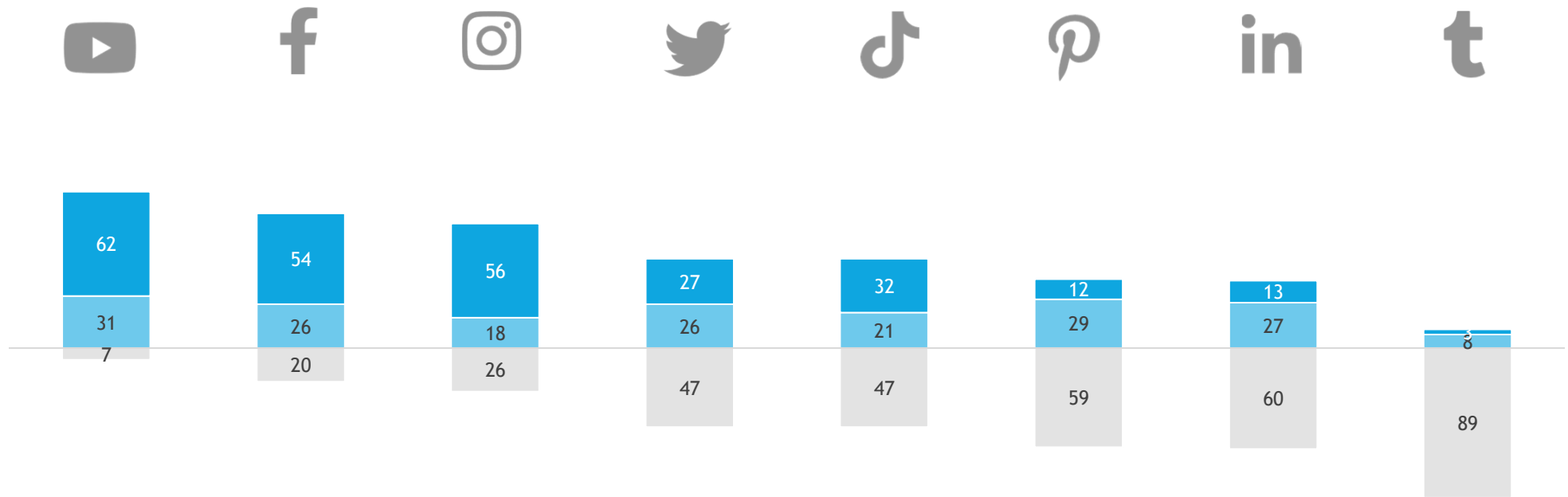
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<795 €)	Medium 60-140% (795-1.855 €)	High >140% (>1.855 €)
Internet (no social media)	98	96	97	99	96	98	100
Communication/messenger services (e.g. WhatsApp, Skype)	95	95	95	96	92	97	99
Social networks/social media (e.g. Facebook, Twitter)	86	84	87	86	86	86	81
TV/video streaming services (e.g. Netflix)	80	70	83	87	68	84	88
"Normal" television programme	80	81	78	79	77	83	81
Radio	70	66	68	77	64	72	81
Music streaming services (e.g. Spotify)	67	55	69	75	58	69	71
Daily newspaper	57	43	57	69	44	58	71
Audio and video podcasts (e.g. via iTunes, YouTube, podcast portals)	56	49	58	61	55	56	60
Books/Audiobooks	53	36	52	70	42	55	66
Computer games/video games	51	47	52	54	56	50	50
Newsletters from providers of products and services	36	31	34	42	34	37	41
Online media libraries of TV channels	34	26	34	41	28	36	35
Journals, magazines	32	24	29	43	26	32	47
Cinema	27	22	27	32	27	25	38
Watch Blu-ray Discs, DVDs	16	15	12	20	18	16	15

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Media usage

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



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

■ Frequently  
■ Occasionally  
■ Never

# Media usage

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

Response category: „Frequently“

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
YouTube	62	69	59	81	77	58	56	53	52	67	63
Instagram	56	60	55	67	69	59	46	35	44	69	66
Facebook	54	57	44	59	48	60	51	51	52	58	60
TikTok	32	27	25	41	38	40	22	22	26	38	45
Twitter	27	31	35	34	42	27	24	14	15	30	33
LinkedIn	13	21	14	10	16	10	9	8	7	21	15
Pinterest	12	15	15	17	10	12	8	7	8	16	17
Tumblr	3	3	1	4	6	3	3	2	-	4	4

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 usage

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

Response category: „Frequently“

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
YouTube	62	65	60	79	70	65	47	53
Instagram	56	48	64	83	66	56	41	35
Facebook	54	48	60	32	52	63	55	66
TikTok	32	27	36	62	35	29	20	15
Twitter	27	32	22	42	30	31	16	18
LinkedIn	13	14	11	18	15	14	8	9
Pinterest	12	6	18	15	13	12	11	12
Tumblr	3	3	2	4	4	3	2	-

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented                      ■ underrepresented

# Media usage

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

Response category: „Frequently“

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<795 €)	Medium 60-140% (795-1.855 €)	High >140% (>1.855 €)
YouTube	62	61	64	64	64	63	58
Instagram	56	46	60	64	52	56	57
Facebook	54	59	55	48	54	56	49
TikTok	32	31	36	29	37	30	24
Twitter	27	15	28	39	23	27	36
LinkedIn	13	7	10	21	10	12	21
Pinterest	12	10	15	12	11	11	10
Tumblr	3	3	2	3	4	3	2

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented    ■ underrepresented

# Media usage

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

Response category: „At least occasionally“

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
YouTube	93	92	92	97	97	95	93	87	92	96	95
Facebook	80	80	68	83	82	84	76	75	80	82	87
Instagram	74	79	73	78	86	80	64	61	62	86	84
Twitter	53	63	53	63	69	56	47	45	34	56	58
TikTok	53	51	46	58	66	58	38	49	47	60	63
Pinterest	41	51	50	52	47	41	34	25	29	52	38
LinkedIn	40	54	47	42	60	48	35	25	19	44	40
Tumblr	11	7	10	13	22	16	7	3	4	17	11

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 usage

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

Response category: „At least occasionally“

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
YouTube	93	94	93	99	95	93	91	88
Facebook	80	75	84	67	84	85	80	81
Instagram	74	69	80	96	84	78	62	52
Twitter	53	58	47	74	60	52	42	38
TikTok	53	48	57	76	58	53	44	31
Pinterest	41	30	52	60	40	40	35	33
LinkedIn	40	43	37	52	44	41	33	31
Tumblr	11	11	10	23	13	10	5	4

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented                      ■ underrepresented

# Media usage

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

Response category: „At least occasionally“

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<795 €)	Medium 60-140% (795-1.855 €)	High >140% (>1.855 €)
YouTube	93	94	92	94	96	93	90
Facebook	80	83	78	77	81	79	74
Instagram	74	69	76	79	77	74	69
Twitter	53	43	54	63	50	54	58
TikTok	53	57	54	47	59	52	40
Pinterest	41	34	47	44	42	40	39
LinkedIn	40	22	37	60	34	39	57
Tumblr	11	8	11	13	13	10	8

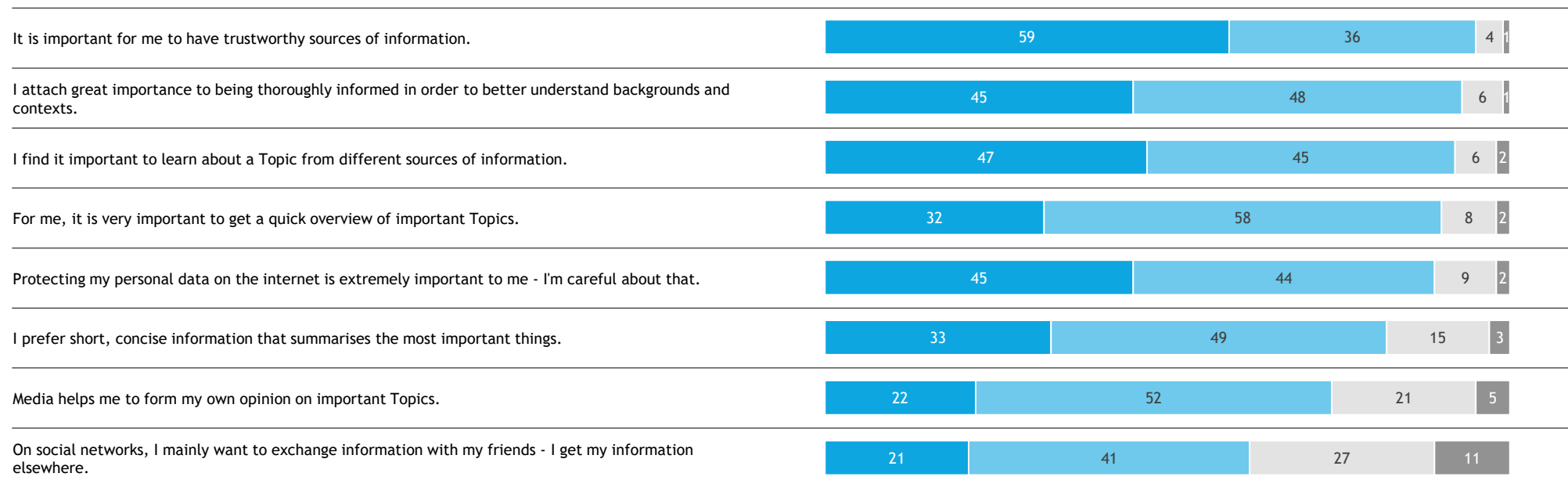
Basis: 1,200 cases, total sample; figures in %.

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

# Communication expectations

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

Response category: „Applies completely/ Somewhat applies“

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
It is important for me to have trustworthy sources of information.	95	96	98	98	98	89	95	94	95	91	95
I attach great importance to being thoroughly informed in order to better understand backgrounds and contexts.	93	93	96	97	97	86	95	93	85	91	96
I find it important to learn about a Topic from different sources of information.	92	94	91	100	97	82	92	90	92	94	95
For me, it is very important to get a quick overview of important Topics.	90	93	91	88	95	84	95	87	88	90	91
Protecting my personal data on the internet is extremely important to me - I'm careful about that.	89	93	85	88	91	86	87	91	88	92	96
I prefer short, concise information that summarises the most important things.	82	88	70	76	85	78	85	78	86	89	83
Media help me to form my own opinion on important Topics.	74	82	73	81	78	78	73	68	61	80	77
On social networks, I mainly want to exchange information with my friends - I get my information elsewhere.	62	68	54	70	67	69	52	52	45	72	73

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

# 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.	95	94	95	90	92	96	97	97
I attach great importance to being thoroughly informed in order to better understand backgrounds and contexts.	93	95	90	91	89	94	92	95
I find it important to learn about a Topic from different sources of information.	92	93	92	90	90	95	93	95
For me, it is very important to get a quick overview of important Topics.	90	90	91	89	89	91	88	93
Protecting my personal data on the internet is extremely important to me - I'm careful about that.	89	89	90	88	88	89	91	90
I prefer short, concise information that summarises the most important things.	82	81	83	77	76	84	85	87
Media help me to form my own opinion on important Topics.	74	75	74	72	72	73	76	80
On social networks, I mainly want to exchange information with my friends - I get my information elsewhere.	62	62	61	75	61	64	56	52

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% (<795 €)	Medium 60-140% (795-1.855 €)	High >140% (>1.855 €)
It is important for me to have trustworthy sources of information.	95	94	92	96	94	95	95
I attach great importance to being thoroughly informed in order to better understand backgrounds and contexts.	93	90	92	95	89	95	92
I find it important to learn about a Topic from different sources of information.	92	91	92	94	91	93	94
For me, it is very important to get a quick overview of important Topics.	90	91	90	89	89	91	90
Protecting my personal data on the internet is extremely important to me - I'm careful about that.	89	89	91	89	89	90	87
I prefer short, concise information that summarises the most important things.	82	85	82	80	79	84	79
Media help me to form my own opinion on important Topics.	74	73	76	76	76	75	74
On social networks, I mainly want to exchange information with my friends - I get my information elsewhere.	62	58	64	64	66	62	57

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.	59	68	73	70	72	34	58	46	46	64	65
I find it important to learn about a Topic from different sources of information.	47	48	57	55	44	25	50	41	42	56	55
Protecting my personal data on the internet is extremely important to me - I'm careful about that.	45	51	49	47	39	29	42	47	45	53	52
I attach great importance to being thoroughly informed in order to better understand backgrounds and contexts.	45	49	57	56	43	24	44	39	34	53	58
I prefer short, concise information that summarises the most important things.	33	40	23	31	30	18	35	31	39	43	37
For me, it is very important to get a quick overview of important Topics.	32	39	31	41	32	17	28	28	29	44	38
Media help me to form my own opinion on important Topics.	22	25	19	31	29	10	18	19	15	35	23
On social networks, I mainly want to exchange information with my friends - I get my information elsewhere.	21	20	21	40	15	12	15	16	13	32	30

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

# 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.	59	63	54	58	61	61	55	58
I find it important to learn about a Topic from different sources of information.	47	50	44	53	46	47	48	42
Protecting my personal data on the internet is extremely important to me - I'm careful about that.	45	45	46	41	47	43	52	43
I attach great importance to being thoroughly informed in order to better understand backgrounds and contexts.	45	48	42	46	43	47	43	47
I prefer short, concise information that summarises the most important things.	33	34	32	30	34	34	34	32
For me, it is very important to get a quick overview of important Topics.	32	34	31	33	35	30	31	33
Media help me to form my own opinion on important Topics.	22	22	22	21	23	21	21	24
On social networks, I mainly want to exchange information with my friends - I get my information elsewhere.	21	21	21	30	24	20	18	14

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% (<795 €)	Medium 60-140% (795-1.855 €)	High >140% (>1.855 €)
It is important for me to have trustworthy sources of information.	59	48	60	67	53	60	65
I find it important to learn about a Topic from different sources of information.	47	41	49	52	47	46	52
Protecting my personal data on the internet is extremely important to me - I'm careful about that.	45	45	44	47	46	45	46
I attach great importance to being thoroughly informed in order to better understand backgrounds and contexts.	45	37	45	53	46	44	50
I prefer short, concise information that summarises the most important things.	33	36	30	33	32	35	29
For me, it is very important to get a quick overview of important Topics.	32	30	34	33	36	31	29
Media help me to form my own opinion on important Topics.	22	21	23	22	27	20	23
On social networks, I mainly want to exchange information with my friends - I get my information elsewhere.	21	21	18	23	20	22	16

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

■ strongly overrepresented    ■ strongly underrepresented  
■ overrepresented                      ■ underrepresented



Imprint



# Contact persons



**Dr Christoph Schleer**  
Associate Director Research & Consulting  
[christoph.schleer@sinus-institut.de](mailto:christoph.schleer@sinus-institut.de)  
+49 6221 8089-27



**Naima Wisniewski**  
Research & Consulting  
[naima.wisniewski@sinus-institut.de](mailto:naima.wisniewski@sinus-institut.de)  
+49 6221 8089-54

**sinus:**

© Copyright 2023

SINUS Market and Social Research GmbH

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

Part of the INTEGRAL-SINUS-OPINION  
Group