

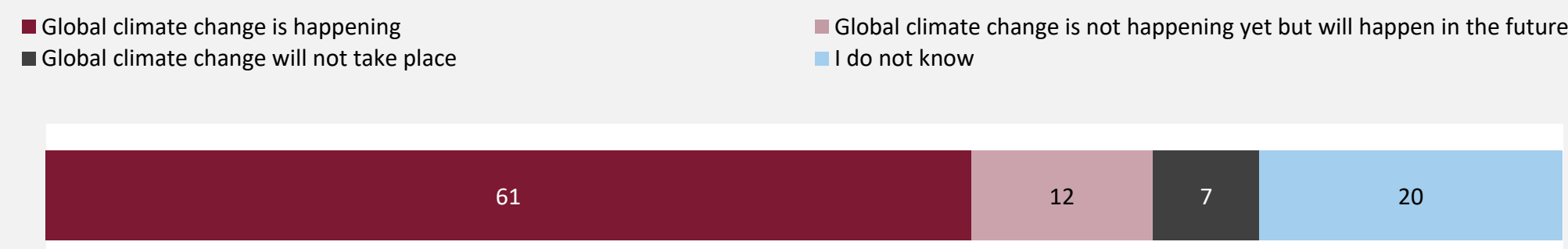
CZECH (NON)TRANSFORMATION 2022



CLIMATE CHANGE

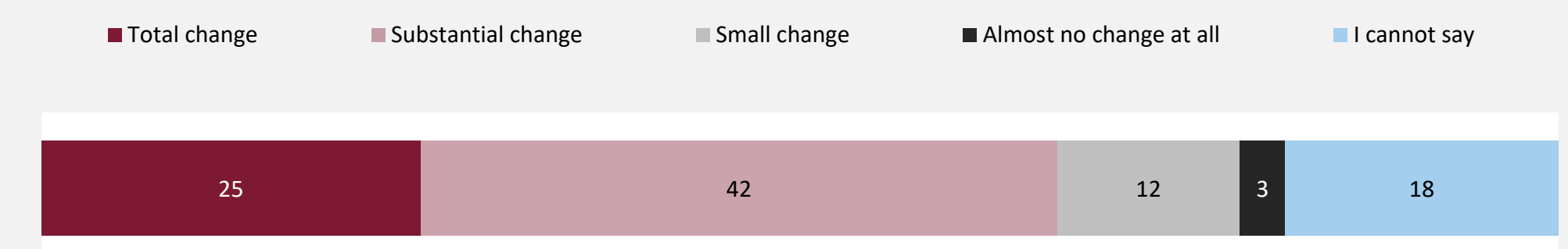
Majority of Czech society is convinced that climate change is real and that only a substantial societal change can bring about successful climate protection

„Which from the following claims about global climate change is closest to your opinion?“

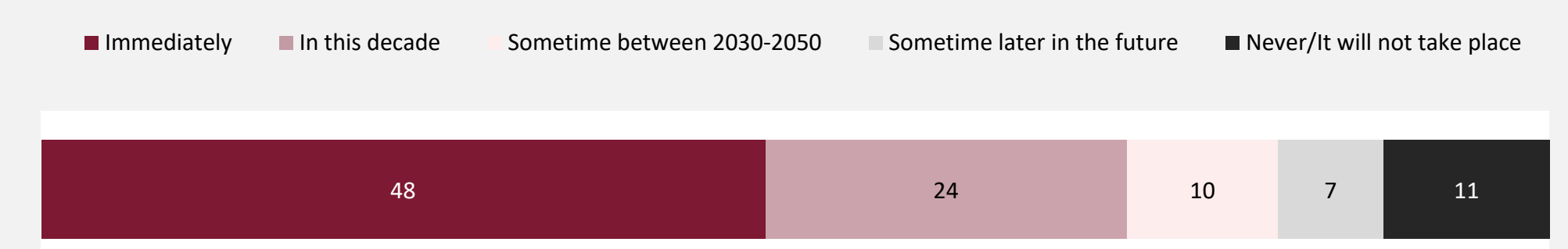


Previous STEM research has also shown that a majority of Czech citizens believe that global climate change is anthropogenic

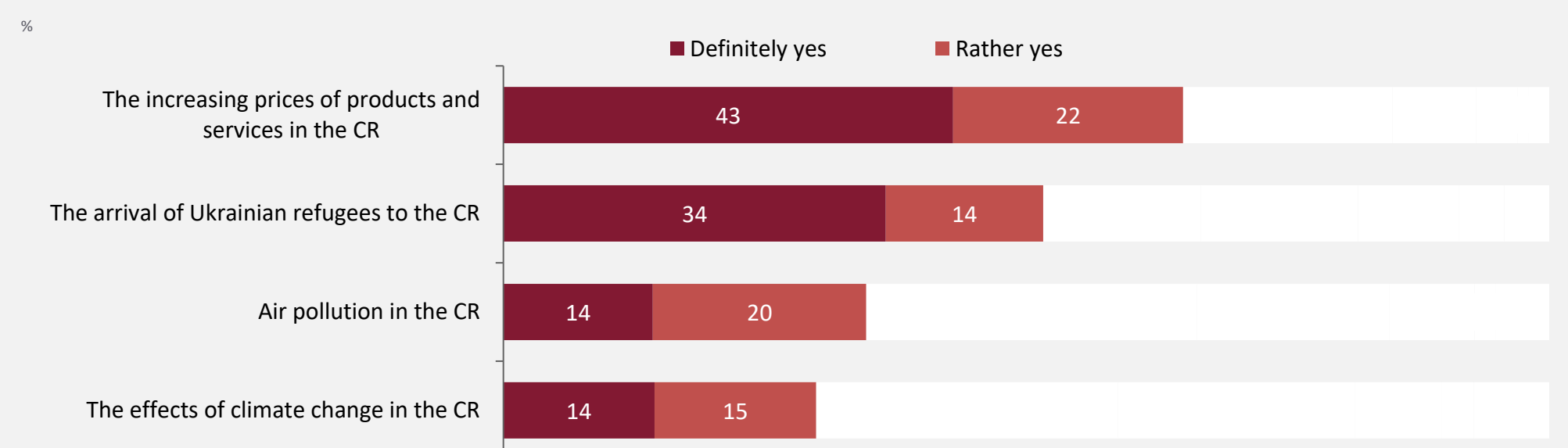
„Regardless of whether you agree or disagree with climate protection, if humanity decided to protect the climate diligently, what kind of change do you think would need to be made in terms of how society operates?“



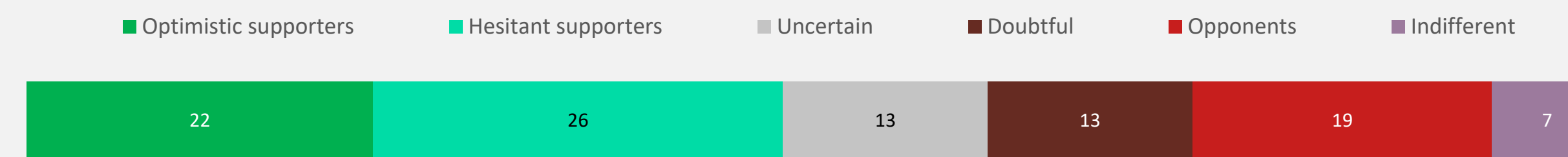
„In what time horizon do you think it is necessary to address climate change?“



„Is the situation in these areas a serious problem or not?“



SEGMENTATION OF THE CZECH SOCIETY BASED ON ATTITUDES TOWARDS CLIMATE TRANSFORMATION



Optimistic supporters want change and are inclined towards taking more radical measures. This is, however, due to their higher socio-economic security, since have resources and reserves to draw from. They expect that climate protection measures will bring about an improvement in all aspects of life.

Hesitant supporters are cautious about the green transformation. They care about the environment and follow new trends in this area but are not willing to follow the measures if they feel threatened by them or if they deem them inefficient. Even though they believe that climate protection will tangibly improve the quality of the environment, they carefully examine the efficiency of proposed measures and are afraid of their broader social and economical repercussions.

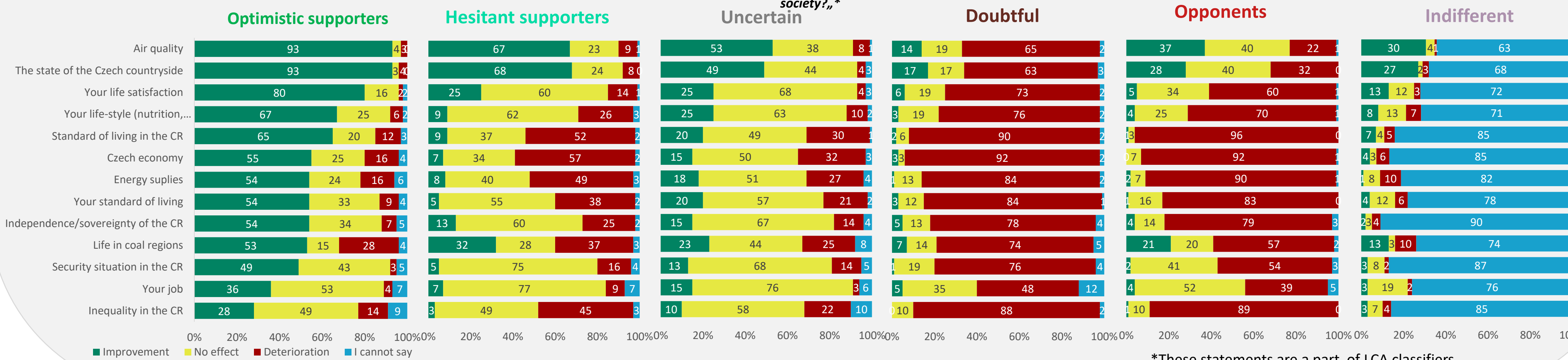
Uncertain are not so interested in politics and this is also reflected in the fact that they do not have opinion on possible political solutions to the climate crisis. They want to keep their habits unchanged and do not see a reason for change. This group encompasses a higher share of people with lower education and also women. They are uncertain about possible positive impact of climate protection measures.

Doubtful are mostly older, less educated and more settled citizens, often from rural areas. They do not have significant financial resources or reserves and might feel deep social insecurities. They like nature but their fear of economic changes leads them to rejection of systemic changes. They also stick to their habits and want to keep things as they are. They are very skeptical about the possible impact of climate protection.

Opponents are very skeptical about all measures to address climate change. They do not like the EU and its regulations, and they consider the fight against climate change to be an exaggerated nonsense. They think there are more important things to deal with than the climate. Even though they are pessimistic about promoting climate protection, in some instances they do not deny a possible positive effect for the environment

Indifferent are people characterized by very low interest in any domain of public life. They care only about their relatives or closest ties. They have no opinion on climate-related matters, know next to nothing about climate change, and quite possibly don't want to know. They want to have "their peace."

„Green Deal: In your opinion, what impact will this plan have in individual areas of your life and Czech society?“

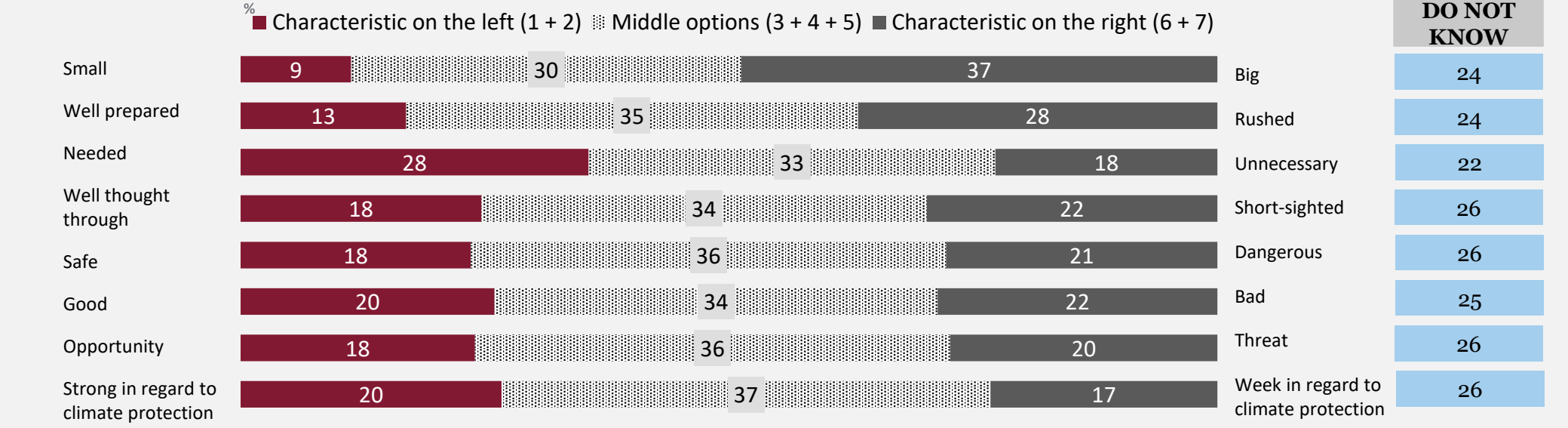


*These statements are a part of LCA classifiers.

GREEN DEAL

According to the Czech public GD will bring a necessary change. However, people think that GD is rushed and not very well planned. At the same time, there is a split as to whether the change will be good or bad, or whether it is more of an opportunity or rather a threat.

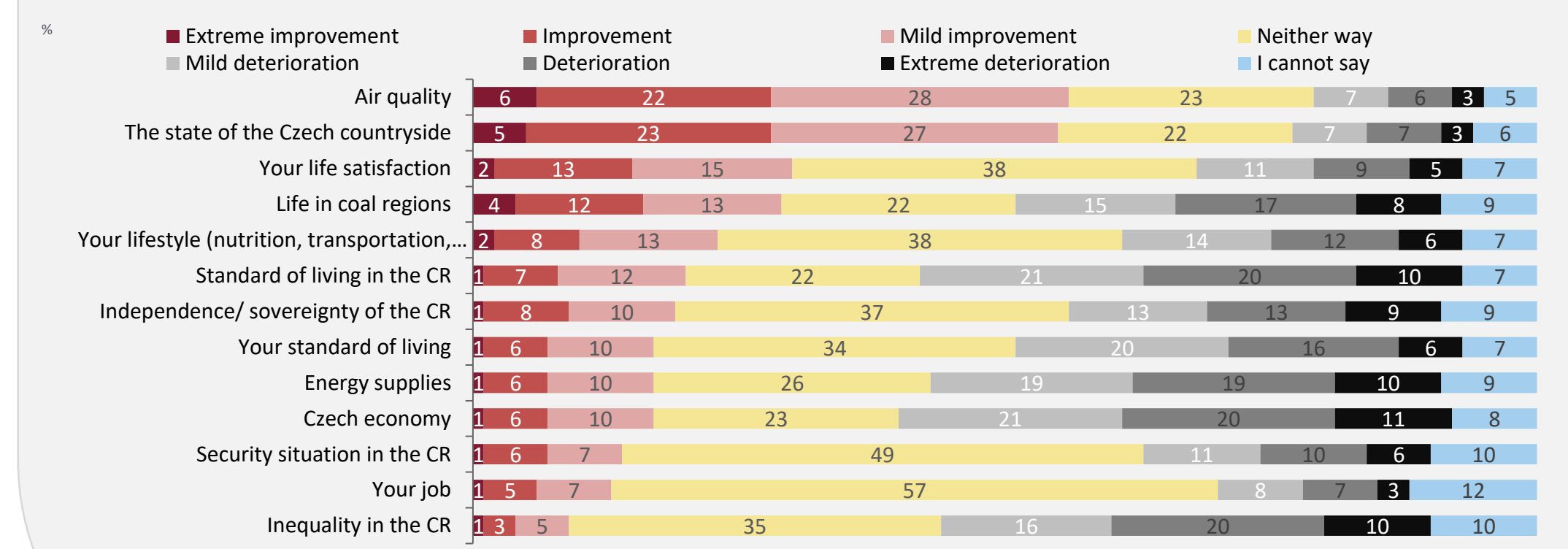
„Green Deal: What kind of change do you think it will be?“



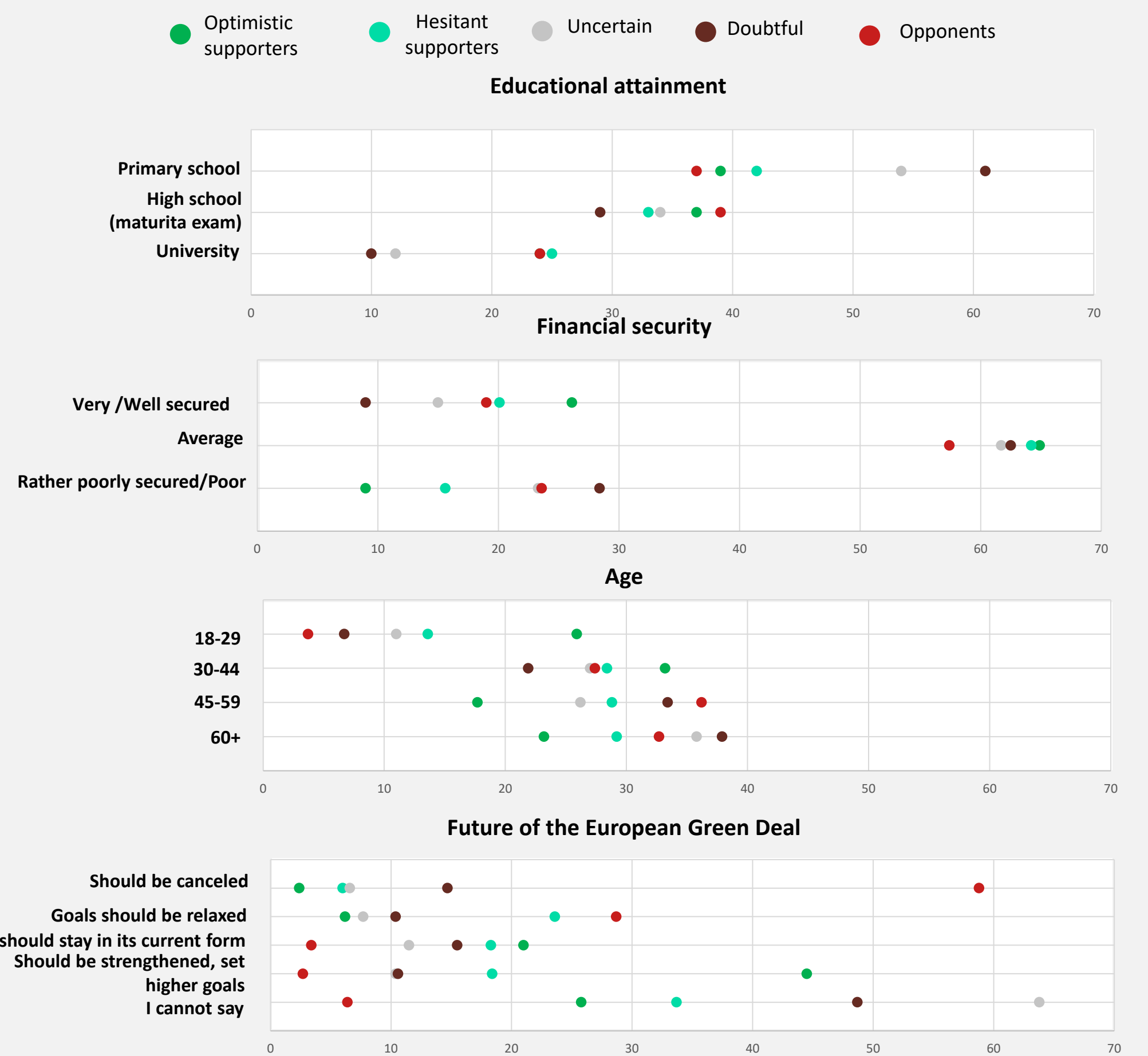
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Czechs expect that the GD will bring improvements mainly in areas directly related to the environment. Regarding the impact on the economy and living standards in the country, Czechs are significantly more skeptical or unsure about GD's merits. A significant proportion of people expects a deterioration of the Czech economy (52%) and living standards (51%) or an increase in inequalities (46%) as a result of the GD.

„Green Deal: In your opinion, what impact will this plan have in individual areas of your life and Czech society?“

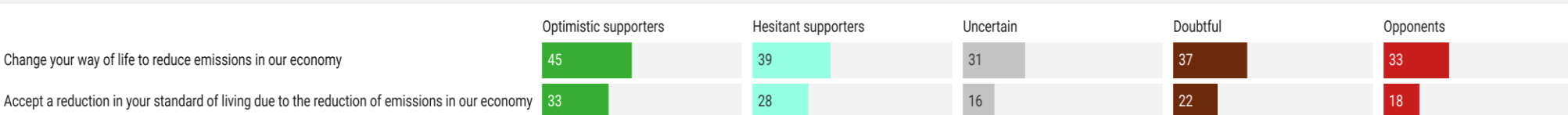


SEGMENTS CHARACTERISTICS DIFFERENCES AND COMMONALITIES



Supporters of the climate protection are more likely to change their lifestyle. However, in all groups people are more willing to give up things for which there are alternatives that will allow them to maintain their standards of living. Cost-saving measures also receive support.

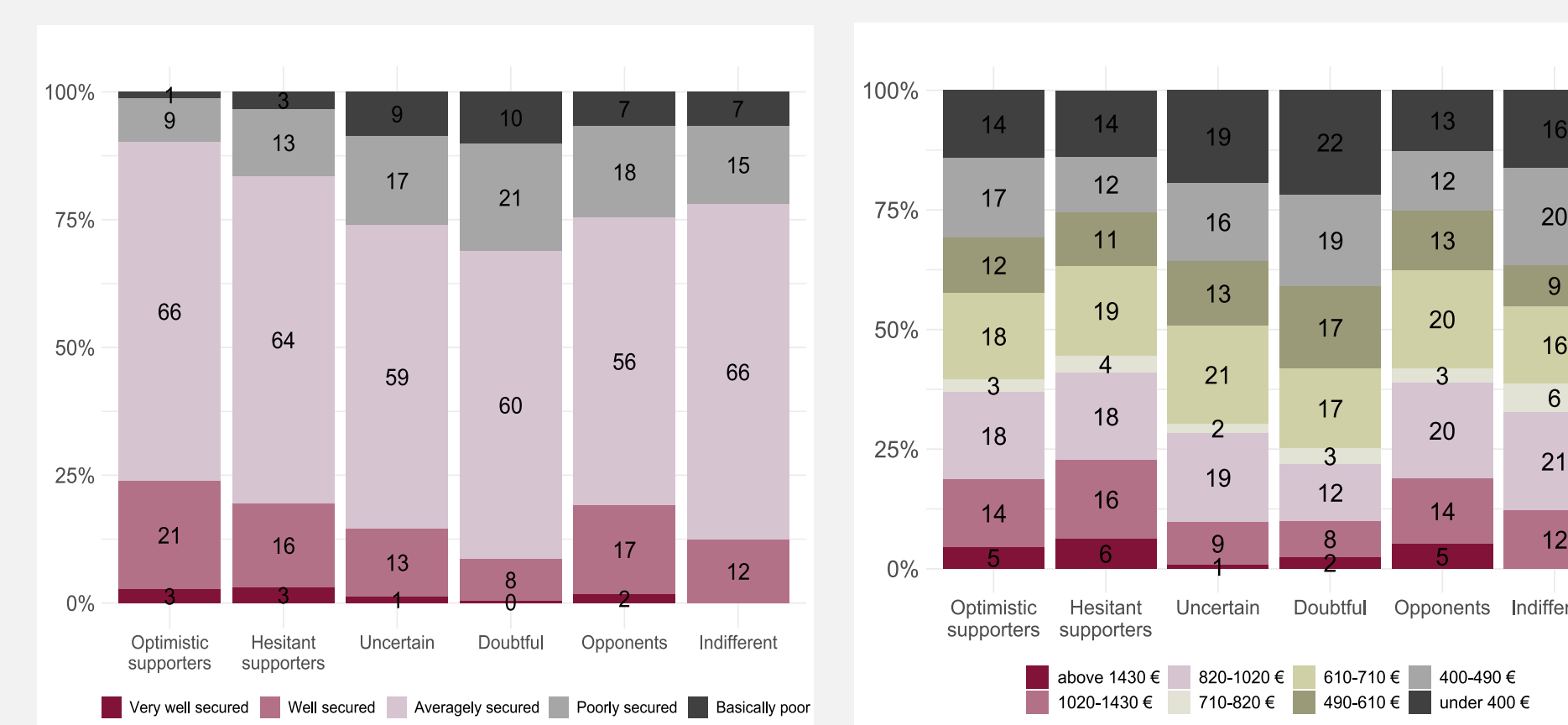
„How likely or unlikely is it that you would in the future...?“



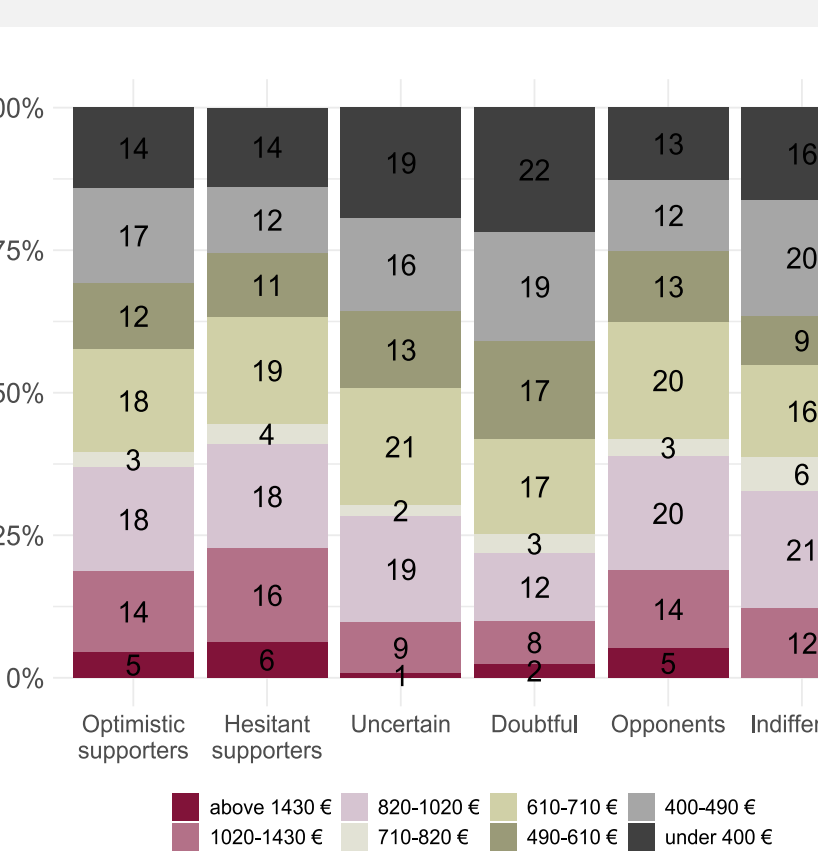
ECONOMIC AND WORLD VIEWS AS CODETERMINANTS OF CLIMATE CHANGE ATTITUDES

Wealth is associated with attitudes toward climate change as those who are better off are more likely to support climate protection as they can bear the costs more easily. However, economically secure citizens also directly oppose climate protection, since in their worldview economy comes first and they perceive potential risks to their life-style and resources.

SELF-REPORTED MATERIAL SECURITY AND CLIMATE CHANGE SEGMENTATION

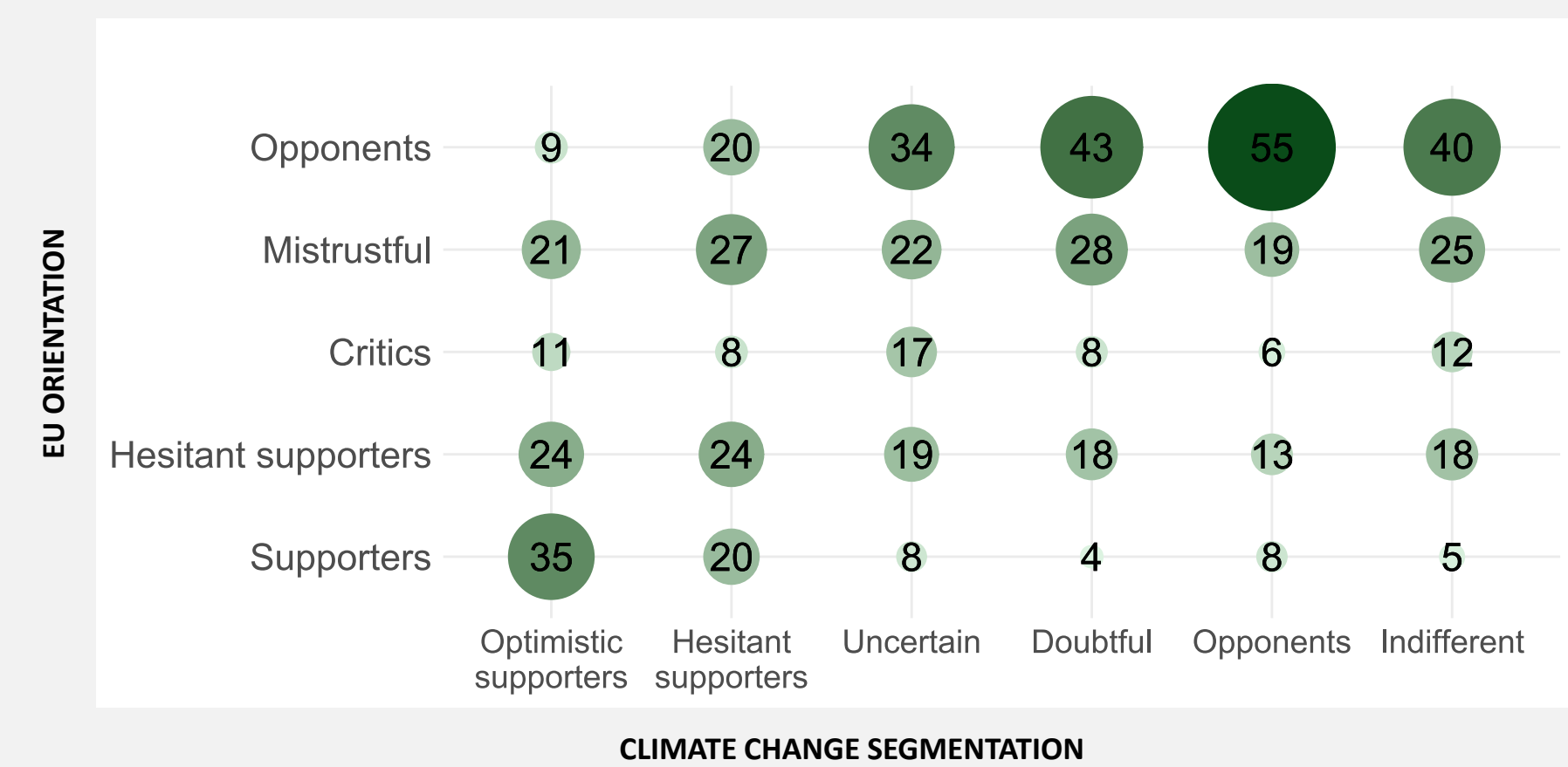


INCOME PER PERSON IN A HOUSEHOLD AND CLIMATE CHANGE SEGMENTATION



Supporters of climate protection are usually also supporters of the EU. Conversely, opponents of the EU are usually also very skeptical toward climate protective measures which are perceived as just another unnecessary external infringement.

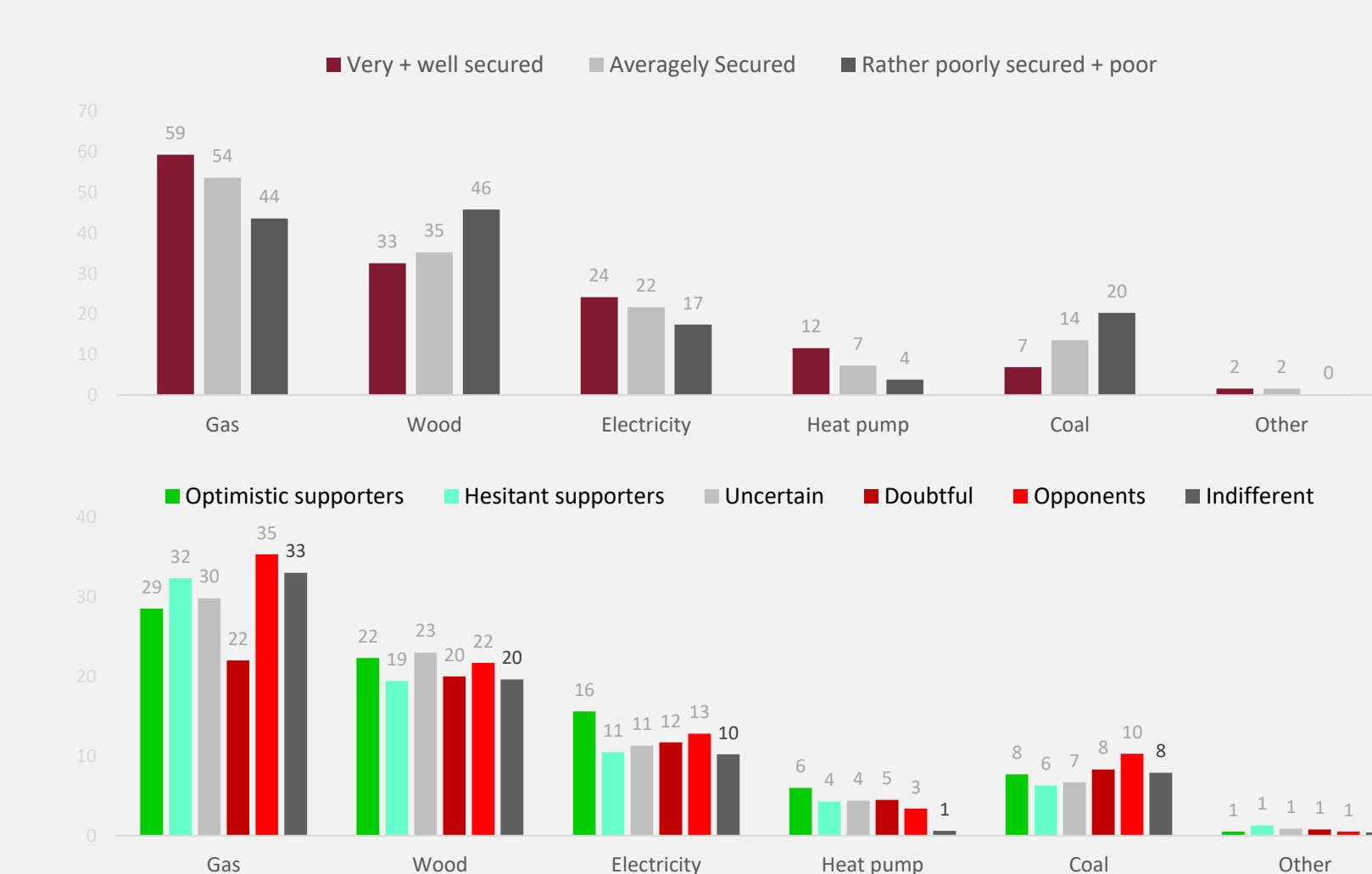
EU ORIENTATION AND CLIMATE CHANGE SEGMENTATION



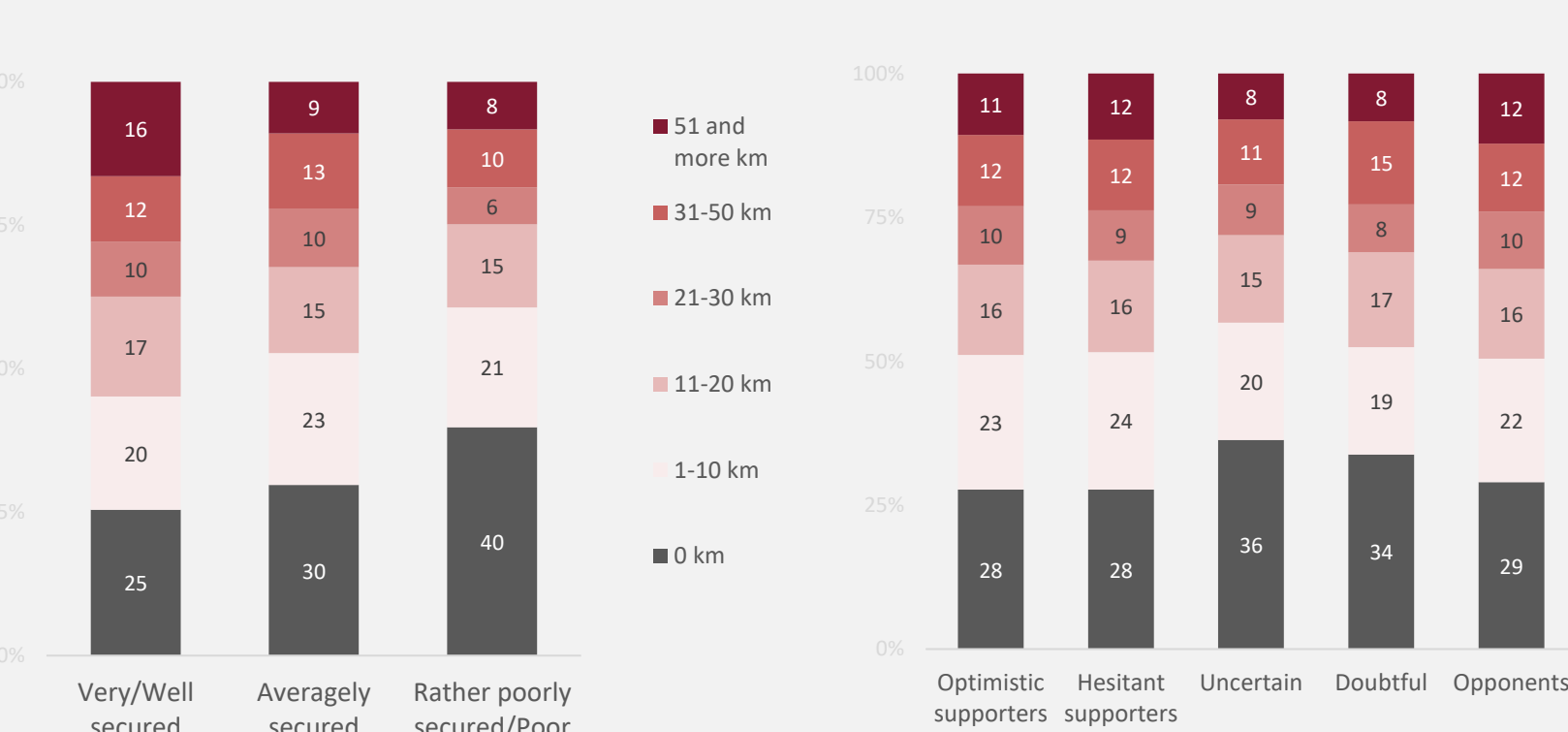
ATTITUDES AND BEHAVIOUR

Even though a positive attitude toward climate protection influences possible political action, which is necessary to counter systemic environmental issues, this attitude does not significantly influence individual action. It is income rather than climate change attitude that affects behaviour.

„What source do you use to heat your apartment unit or house? Mark all possibilities.“



„On average, how many kilometres per day do the members of your household drive by car on regular trips, e.g. to work or school?“



METHODS

Data collection method: a combination of online and personal interviewing (CAWI+CAPI).
Sample size: 2,096 adult Czech citizens (18+ years)
The sample is representative of: the adult population of the Czech Republic.
Selection method: quota selection (sex, age, education, size of place of residence, region)
Date of inquiry: May 6-30, 2022

Data were collected in two waves and weighted, and a separate data collection (not included) was conducted for the coal mining region of Moravskoslezský kraj. The segmentation of climate transformation attitudes presents **Latent Class Analysis** results. The EU segmentation is a longitudinal index build on correlation analysis.

AUTHORS AND FINANCIAL SUPPORT



Information about our projects can be found at <https://en.stem.cz/> or at <https://institut2050.cz/>.

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