



SOURCES OF INFORMATION ABOUT THE ENVIRONMENT AND CLIMATE CHANGE

KEY DEMOGRAPHIC INSIGHTS



Social media and the internet

- Females (81.9%)
- Males (78.2%)
- 18-24 years (95.8%)
- Bachelor's degree (87.5%)
- Master's/Doctoral degrees (81.9%)



Television

- Females (43.5%)
- Males (52.6%)
- 55+ years (61.5%-75.0%)
- Pre-Tertiary education (65.6%)



Books or scientific publications

- 25-44 years (42.9%)
- Master's/Doctoral degrees (41.3%)

OVERALL TRENDS:

- **Social Media and the Internet** are the primary sources for most respondents (80.3%), regardless of demographic or socio-economic group.
- **Television** is the second most significant source (46.3%), particularly for older respondents and those with financial difficulties.

AWARENESS OF ENVIRONMENTAL CONCEPTS

TOP RECOGNIZED CONCEPTS

92.5%
Regional
Development

Sustainability

93.1%
overall
awareness

Regional
Development

LEAST RECOGNIZED CONCEPTS

↓
65+ age
group (25%)

Climate Resilience

Awareness rates vary (25%-73.2%)

↓
Pre-Tertiary
Education
(59.4%)

KEY DEMOGRAPHIC INSIGHTS



Gender

Similar recognition rates across genders



Age Groups

Younger groups (18-44) exhibit higher awareness of emerging concepts like "Green Transition."



Educational Level

Higher education levels (Master's/Doctoral) correlate with greater concept awareness.

PERCEPTIONS OF CLIMATE CHANGE SEVERITY

OVERALL RATING

Average rating of 8.3/10, indicating high concern about climate change.



KEY DEMOGRAPHIC INSIGHTS



Gender

Similar recognition rates across genders



Age Groups

Younger groups (18-44) exhibit higher awareness of emerging concepts like "Green Transition."



Educational Level

Higher education levels (Master's/Doctoral) correlate with greater concept awareness.



Financial Challenges

Those "always" facing difficulties paying bills rate the issue higher (8.6)

AGREEMENT WITH CLIMATE CHANGE IMPACT STATEMENTS

STRONGEST AGREEMENT

Mean score
of 4.4

Government
incentives

Mean score
of 4.0

Human-caused
climate change

Mean score
of 2.0

"Climate change is a natural
phenomenon and I cannot do
anything about it"

KEY DEMOGRAPHIC INSIGHTS

Gender



Females consistently show stronger agreement than males



Age Groups

Younger respondents (18-34) agree more with statements about personal and regional climate impacts



Educational Level

Higher education levels correlate with stronger agreement on personal consumption affecting the environment

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SOURCES OF INFORMATION ABOUT THE ENVIRONMENT AND CLIMATE CHANGE

CITIZEN AWARENESS TRENDS (2024 VS 2025)



Compared to the first survey:



- Sustainability awareness dropped significantly (– 15 pts)
- Climate resilience awareness slightly improved (+4 pts)
- Regional development remains high and stable
- Awareness gaps persist among older adults and lower-educated groups

OVERALL TRENDS:

Overall concern about climate change remains high, though with a slightly reduced sense of urgency.

AWARENESS OF ENVIRONMENTAL CONCEPTS

TOP RECOGNIZED CONCEPTS

LEAST RECOGNIZED CONCEPTS

INSIGHTS

92.5%
stable

89.6%
↓ slight

75%

↓ sharp drop
from > 90%)

63.8%

↑ +4 pts

Regional
Development

Green
Transition

Sustainability

Climate
Resilience

Awareness remains strong overall, but sustainability and climate resilience need clearer communication, simpler language, concrete examples, and outreach to older and rural/coastal populations.

PERCEPTIONS OF CLIMATE CHANGE SEVERITY

OVERALL RATING

Average concern: 7.3/10 (↓ from 8.3)

Citizens still consider climate change a serious issue, though the sense of urgency has slightly decreased compared to the 1st batch. Awareness remains higher among younger and higher-educated groups, while older citizens show lower concern.



KEY DEMOGRAPHIC INSIGHTS



Middle aged

Middle-aged adults (25–64) show highest concern (7.6)



Older

6.3 / 10 → show the lowest perception of climate risk.



High education level

7.8 / 10 → more awareness and stronger sense of urgency.



Low education level

5.9 / 10 → less recognition of climate change as a major threat.

AGREEMENT WITH CLIMATE CHANGE IMPACT STATEMENTS

STRONGEST AGREEMENT

LOWEST AGREEMENT

KEY DEMOGRAPHIC INSIGHTS

Gender



Females still show slightly stronger concern and pro-climate attitudes than males.

Age Groups



Younger and middle-aged adults (18–64) display higher agreement with statements about personal and regional impacts.

Educational Level



Higher education strongly correlates with agreement that climate change is human-driven and affects daily life.

Mean score
of 4.3

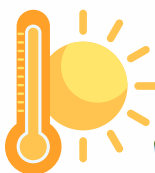
Mean score
of 4.1

Mean score
of 2.0

“I already
experienced the
impact of climate
hazards”

“My region is exposed
to climate risks”

“Lower agreement among older adults
attributing climate change to natural
causes”



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