



Worries of Children and Teenagers in Finland

First results from a quantitative survey – April 2018

Prepared for Vattenfall, Stockholm



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Evaluation of the worries and fears of children with regard to the climate change

Objective:	The study was initiated by Vattenfall about the fears and worries of Finnish children related to the climate change.
Methodology:	Quantitative online survey with semi-structured questionnaire
Sample:	n = 523 Finnish children and teenagers aged 6 to 16 years (recruitment via their parents)
Flow of the questionnaire:	<p>The questionnaire (total length 15 minutes) contained the following sections</p> <ul style="list-style-type: none">• Screening section• Unprompted: Fears and worries of children and teenagers in today's world• Prompted: Relevance evaluation of fears and worries from different areas of life and society• Prompted: Relevance evaluation of fears and worries related to the climate change• Prompted: Capability of persons and institutions to stop the climate change• Prompted: Areas where one can become active to prevent climate change

How many people – including yourself – live in your household?	Total
	n = 523
1 person	0%
2 persons	9%
3 persons	29%
4 persons	38%
5 persons	24%
6 or more persons	0%

Are there any children or teenagers living in your household?	Total
	n = 523
No	0%
1 child	35%
2 children	43%
3 children	21%
4 children	2%
5 or more children	0%

In which region of Finland do you live?	Total
	n = 523
Ahvenanmaa	0%
Kainuu	1%
Kanta-Häme	5%
Kymenlaakso	3%
Lappi	2%
Keski-Suomi	7%
Keski-Pohjanmaa	1%
Pohjois-Karjala	3%
Pohjois-Pohjanmaa	7%
Pohjois-Savo	6%
Pohjanmaa	2%
Päijät-Häme	6%
Pirkanmaa	10%
Satakunta	3%
Etelä-Karjala	1%
Etelä-Pohjanmaa	4%
Etelä-Savo	3%
Uusimaa	26%
Varsinais-Suomi	10%

Age and gender of the respondent		Male	Female
Total	523	267	256
7	11%	13%	10%
8	8%	10%	7%
9	9%	10%	8%
10	10%	11%	8%
11	9%	6%	12%
12	8%	7%	9%
13	11%	12%	11%
14	8%	8%	8%
15	11%	11%	12%
16	14%	12%	16%



Summary

- The fear of terrorist attacks (59 %) is most worrying for Finnish children and teenagers, followed by animals getting harmed in the industrial livestock farming (58 %) – both issues are getting a lot of attention in the media. Threats that could affect the respondents' life such as an accident (58 %) or a serious sickness (57 %) are as worrying as the fear that one may run out of money (56%). All these fears are "tangible" in the way that their consequences in real life are easily accessible and imaginable: Children and teenagers know what can happen, and, if we had asked, would be able to describe the related suffering.
- Climate change and natural disasters caused by climate change (both 54 %) follow closely behind and are perceived as even more worrying than mobbing (52 %) or unemployment (52 %): This shows that climate change is considered as a serious issue even though consequences may not be as clear and directly affecting the young respondents.
- Girls are generally more concerned than boys, and teenagers (12-16 years) find most issues more threatening than children (6-11 years), with the exception of risks that might happen to them any day like accidents, mobbing, or thieves breaking in one's home.
 - *Increasing knowledge among teenagers about often very complex issues like climate change leads to more concern, and teenagers get confronted with the larger world topics like terrorism or unemployment more regularly, e.g. at school.*
- With regard to worries that are related to the climate change, the most relevant worries are those that are easily accessible:
 - Pollution of oceans (73 %), drinking water (64 %), air (55 %)
 - Extinction of animals, like polar bears or orangutans (71 %), but also of certain plants like coral reefs (59 %)
 - Natural disasters caused by the climate change like e.g. floods, forest fire, landslides (60 %)
 - *These "events" are the signposts of the climate change and a visible consequence. Therefore, these threats receive more attention and can be understood better than slow long-term effects like the rising sea level (46 %) which may effectively have much more severe consequences for mankind.*
 - *This misperception of risks is a very human "mistake" rooted in the way how our brain works, but it also shows how important it is to educate children and teenagers about the long-term consequences of climate change. Thus, not surprisingly, teenagers rate all threats as more worrying than children: The more they know what is happening, the more they fear it.*

- Children and teenager see energy suppliers (74 %), the car industry (71 %) and the food industry (71 %) as most able to something to stop climate change and global warming, i.e. companies whose products have direct effect on the climate: They young age groups want to tackle the problem at its root.
- Also quite important:
 - Political institutions like the EU (68 %), the Finnish government (66 %), or the US president (64 %) can have impact, too, while the local community (60 %) and the UN (60 %) are perceived to have less influence. The young respondents understand that these problems can only be solved by institutions that can actually make decisions.
 - Also quite important: Media reports to inform the people and to put pressure on the institutions (63 %) ...
 - Interestingly, more children and teenagers think they themselves can do something to stop climate change (57 %) than they think their parents can (51 %).
 - Least potential impact of celebrities (54 %) or social media (49 %), but still about half of the respondents put hope in them.
 - *Across the board, more teenagers see responsibility in these institutions or people than children do: Teenagers not only know more about climate change, they also know better who is responsible or in charge.*
- Using less plastic products in general (60 %) and less packaging or plastic packaging (58 %) are the initiatives that children and teenagers would be most likely to take themselves, followed by less usage of electricity (53 %):
 - The production and use of plastic is obviously seen as rather environmentally unfriendly and the young respondents are aware that less plastic would have a positive influence.
 - Also quite significant: The production of electricity is perceived to have an impact on the climate change – also meaning that the respondents are either not fully aware that there are environmentally friendly ways of producing electricity, or are actually demanding more of this ...
 - Most difficult to do for the young age groups would be sacrificing holidays abroad (32 %), using the TV or computer less often (39 %) or eat less meat (42 %) for the sake of the climate: These are main sources of pleasure in the young lives!
- Today, using less electricity and second hand products (both 28 %) is what children and teenagers do most often already, followed by using less packaging (24 %) less rides in the parent's car (22 %) and using more public transport (20 %).



The results in detail

War is by far the biggest worry of the respondents. Climate Change is the second most relevant issue (more relevant among female) followed by unemployment, terrorism and education.



Worries about the future

		Country					Male		Female	
		Finland	Male	Female	6-11 years	12-16 years	6-11 years	12-16 years	6-11 years	12-16 years
	Count	523	267	256	249	274	133	134	116	140
Society related fears (with net sum), e.g.	%	61%	58%	64%	52%	69%	50%	66%	53%	72%
Climate change (with net sum)	%	18%	12%	23%	10%	24%	9%	16%	12%	32%
Climate change	%	7%	4%	11%	3%	12%	2%	7%	3%	16%
Worries about the environment (in general)	%	6%	3%	8%	3%	8%	2%	5%	4%	11%
pollution	%	5%	5%	5%	5%	6%	5%	5%	4%	6%
Other Society related fears (with net sum), e.g.	%	52%	51%	52%	45%	58%	46%	56%	43%	60%
War	%	31%	35%	26%	27%	34%	29%	40%	25%	27%
Terrorism	%	9%	9%	9%	4%	14%	6%	12%	3%	15%
Other Society related fears	%	4%	3%	4%	3%	4%	3%	4%	3%	5%
Safety / fear of not living in safety	%	3%	1%	5%	2%	4%	2%	1%	3%	7%
Too many immigrants / foreigners	%	2%	1%	4%	2%	3%	2%	1%	3%	4%
Violence	%	2%	2%	3%	3%	2%	3%	1%	3%	3%
Donald Trump	%	2%	3%	2%	2%	3%	3%	3%	2%	2%
Drugs / narcotics	%	2%	2%	2%	1%	2%	2%	2%	1%	2%
Food / water shortage / starvation	%	2%	1%	2%	0%	3%	1%	1%	0%	4%
Personal fears worries (with net sum), e.g.	%	29%	28%	30%	27%	31%	26%	29%	28%	32%
Unemployment when being an adult	%	9%	9%	9%	3%	15%	2%	16%	4%	14%
School / Education	%	8%	7%	10%	5%	11%	2%	11%	8%	11%
Other personal fears worries	%	5%	5%	4%	8%	1%	9%	1%	8%	1%
Not enough money / bad economy	%	4%	4%	4%	3%	4%	4%	4%	3%	4%
Sickness	%	2%	1%	3%	2%	3%	2%	1%	3%	4%
Friends (in general)	%	2%	1%	2%	2%	2%	2%	1%	2%	2%
Parent related fears	%	1%	1%	1%	2%	0%	2%	1%	2%	0%
Family related fears	%	0%	0%	1%	0%	1%	0%	0%	0%	1%
None / don't know / can't code	%	20%	23%	17%	27%	14%	29%	17%	25%	11%

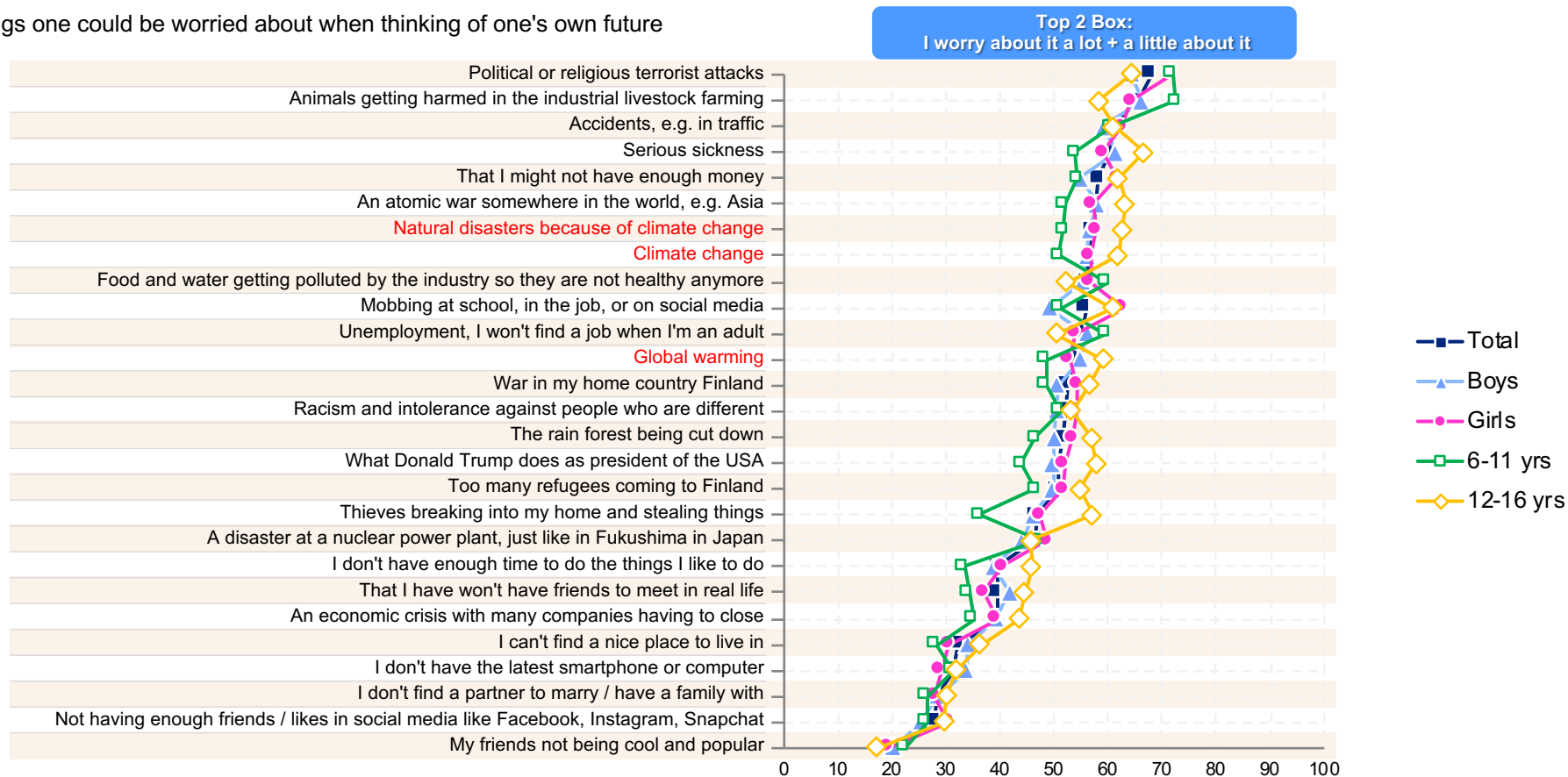
Q2: Looking at what is happening in our world: What are you personally worried about when thinking of your own future?.

Base: n = 523; unprompted; in %; only answers > 1% are displayed



Fear of terrorist attacks is #1 worry, but fears rooted in the climate change follow closely behind.

Things one could be worried about when thinking of one's own future



Q3: Please click on the answer that shows how worried are you about each of these issues when you think about your own future.

Base: n = 523; (5-point scale: 1 = I worry about it a lot; 5 = don't worry it at all); in %

More worries about climate change among girls and specifically among 12- to 16-year-olds: Increasing knowledge obviously leads to increased concerns.



Things one could be worried about when thinking of one's own future

Top 2 Box: I worry about it a lot + a little about it

		Total	Male	Female	6-11 years	12-16 years	Male		Female	
	Count	523	267	256	249	274	6-11 years	12-16 years	6-11 years	12-16 years
Political or religious terrorist attacks	%	59%	58%	60%	48%	69%	49%	66%	47%	71%
Animals getting harmed in the industrial livestock farming	%	58%	47%	70%	56%	61%	52%	42%	60%	79%
Accidents, e.g. in traffic	%	58%	57%	60%	63%	54%	60%	53%	66%	54%
Serious sickness	%	57%	52%	62%	56%	57%	55%	49%	58%	65%
That I might not have enough money	%	56%	51%	61%	53%	59%	53%	50%	53%	69%
An atomic war somewhere in the world, e.g. Asia	%	55%	53%	58%	44%	66%	47%	59%	41%	72%
Natural disasters because of climate change	%	54%	47%	62%	44%	63%	38%	56%	52%	70%
Climate change	%	54%	48%	60%	44%	63%	43%	53%	45%	72%
Food and water getting polluted by the industry so they are not healthy anymore	%	53%	46%	61%	46%	59%	41%	51%	52%	68%
Mobbing at school, in the job, or on social media	%	52%	46%	59%	59%	46%	59%	34%	59%	58%
Unemployment, I won't find a job when I'm an adult	%	50%	49%	51%	39%	60%	40%	57%	37%	62%
Global warming	%	49%	45%	54%	37%	61%	38%	52%	36%	69%
War in my home country Finland	%	49%	48%	50%	51%	47%	54%	43%	48%	51%
Racism and intolerance against people who are different	%	47%	40%	54%	41%	52%	40%	41%	42%	63%
The rain forest being cut down	%	47%	38%	56%	39%	54%	37%	40%	42%	67%
What Donald Trump does as president of the USA	%	45%	44%	46%	35%	55%	37%	51%	32%	59%
Too many refugees coming to Finland	%	45%	50%	40%	35%	54%	40%	60%	30%	48%
Thieves breaking into my home and stealing things	%	40%	33%	48%	46%	35%	44%	22%	49%	46%
A disaster at a nuclear power plant, just like in Fukushima in Japan	%	40%	38%	41%	30%	48%	35%	41%	25%	55%
I don't have enough time to do the things I like to do	%	33%	33%	34%	32%	34%	33%	32%	31%	36%
That I won't have friends to meet in real life	%	32%	26%	39%	35%	30%	30%	22%	41%	36%
An economic crisis with many companies having to close	%	31%	28%	34%	23%	38%	23%	32%	22%	44%
I can't find a nice place to live in	%	24%	21%	27%	21%	26%	23%	19%	19%	34%
I don't have the latest smartphone or computer	%	21%	24%	18%	27%	15%	31%	16%	22%	14%
I don't find a partner to marry / have a family with	%	17%	18%	16%	14%	19%	19%	16%	9%	22%
Not having enough friends / likes in social media like Facebook, Instagram, Snapchat	%	13%	10%	16%	16%	11%	11%	10%	22%	11%
My friends not being cool and popular	%	12%	10%	15%	12%	12%	11%	9%	15%	15%

Q3: Please click on the answer that shows how worried are you about each of these issues when you think about your own future.

Base: n = 523; (5-point scale: 1 = I worry about it a lot; 5 = don't worry it at all); in %

When thinking about the three most worrying issues for the future, climate change loses relevance: Its consequences are less clear and directly imaginable than e.g. a war with its iconic images.



Three issues that worry really the most when thinking about one's own future

Top 3 Ranking			Total	Male	Female	6-11 years	12-16 years	Male		Female	
	Count		523	267	256	249	274	6-11 years	12-16 years	6-11 years	12-16 years
Serious sickness	%	27%	↓ 24%	↑ 30%	↗ 29%	↘ 26%	↘ 26%	↓ 22%	↑ 31%	↘ 29%	
War in my home country Finland	%	24%	↘ 27%	↓ 21%	↗ 28%	↓ 21%	↑ 34%	↓ 21%	↓ 22%	↓ 21%	
Accidents, e.g. in traffic	%	21%	↘ 23%	↘ 18%	↑ 29%	↓ 13%	↑ 27%	↘ 19%	↑ 31%	↓ 8%	
Political or religious terrorist attacks	%	18%	↘ 20%	↘ 16%	↓ 10%	↑ 26%	↓ 11%	↑ 29%	↓ 8%	↘ 22%	
Mobbing at school, in the job, or on social media	%	18%	↘ 17%	↘ 19%	↑ 24%	↓ 12%	↑ 23%	↓ 11%	↑ 25%	↓ 14%	
That I might not have enough money	%	18%	↘ 16%	↑ 19%	↑ 16%	↑ 19%	↓ 14%	↑ 19%	↑ 19%	↑ 19%	
Unemployment, I won't find a job when I'm an adult	%	17%	↘ 18%	↑ 16%	↓ 12%	↑ 21%	↓ 13%	↑ 22%	↓ 11%	↗ 19%	
Climate change	%	13%	↘ 13%	↘ 14%	↓ 8%	↑ 18%	↓ 8%	↑ 17%	↓ 9%	↑ 18%	
An atomic war somewhere in the world, e.g. Asia	%	13%	↘ 13%	↘ 12%	↓ 8%	↑ 17%	↓ 8%	↑ 19%	↓ 9%	↗ 15%	
Natural disasters because of climate change	%	13%	↓ 10%	↑ 15%	↓ 7%	↑ 18%	↓ 5%	↑ 16%	↘ 10%	↑ 19%	
Animals getting harmed in the industrial livestock farming	%	12%	↓ 6%	↑ 19%	↑ 12%	↗ 13%	↓ 9%	↓ 3%	↑ 16%	↑ 22%	
Too many refugees coming to Finland	%	11%	↑ 12%	↓ 10%	↓ 9%	↗ 13%	↓ 10%	↑ 15%	↓ 9%	↘ 11%	
What Donald Trump does as president of the USA	%	11%	↑ 13%	↓ 8%	↘ 11%	↘ 11%	↗ 12%	↑ 15%	↘ 9%	↓ 7%	
That I have won't have friends to meet in real life	%	11%	↘ 9%	↗ 13%	↑ 16%	↓ 7%	↗ 13%	↓ 4%	↑ 19%	↘ 9%	
Thieves breaking into my home and stealing things	%	9%	↘ 8%	↘ 11%	↑ 16%	↓ 3%	↗ 14%	↓ 2%	↑ 19%	↓ 4%	
I don't have enough time to do the things I like to do	%	9%	↑ 12%	↓ 5%	↑ 10%	↘ 7%	↑ 13%	↓ 10%	↑ 7%	↓ 4%	
Racism and intolerance against people who are different	%	8%	↘ 7%	↗ 9%	↓ 6%	↗ 10%	↑ 8%	↘ 7%	↓ 5%	↑ 13%	
Food and water getting polluted by the industry so they are not healthy anymore	%	8%	↘ 7%	↗ 9%	↓ 7%	↑ 9%	↓ 7%	↘ 8%	↘ 8%	↑ 9%	
Global warming	%	7%	↓ 5%	↗ 9%	↓ 5%	↗ 9%	↓ 5%	↓ 6%	↓ 6%	↑ 11%	
A disaster at a nuclear power plant, just like in Fukushima in Japan	%	7%	↘ 9%	↓ 4%	↓ 4%	↘ 9%	↓ 4%	↑ 15%	↓ 3%	↓ 4%	
The rain forest being cut down	%	6%	↘ 4%	↑ 8%	↑ 7%	↘ 5%	↑ 7%	↓ 1%	↑ 8%	↑ 8%	
I don't have the latest smartphone or computer	%	5%	↘ 7%	↓ 4%	↗ 8%	↓ 3%	↑ 11%	↓ 4%	↘ 5%	↓ 2%	
I can't find a nice place to live in	%	3%	↘ 4%	↓ 2%	↗ 4%	↓ 3%	↑ 7%	↓ 2%	↓ 2%	↓ 3%	
Not having enough friends / likes in social media like Facebook, Instagram, Snapchat	%	3%	↘ 3%	↗ 3%	↑ 5%	↓ 1%	↑ 5%	↓ 1%	↑ 4%	↘ 2%	
I don't find a partner to marry / have a family with	%	3%	↑ 3%	↓ 2%	↑ 2%	↑ 4%	↘ 3%	↑ 4%	↓ 1%	↑ 4%	
An economic crisis with many companies having to close	%	3%	↘ 4%	↓ 1%	↓ 2%	↗ 4%	↑ 2%	↑ 6%	↓ 1%	↓ 1%	
My friends not being cool and popular	%	2%	↘ 2%	↘ 3%	↑ 4%	↓ 1%	↗ 3%	↓ 1%	↑ 4%	↓ 1%	

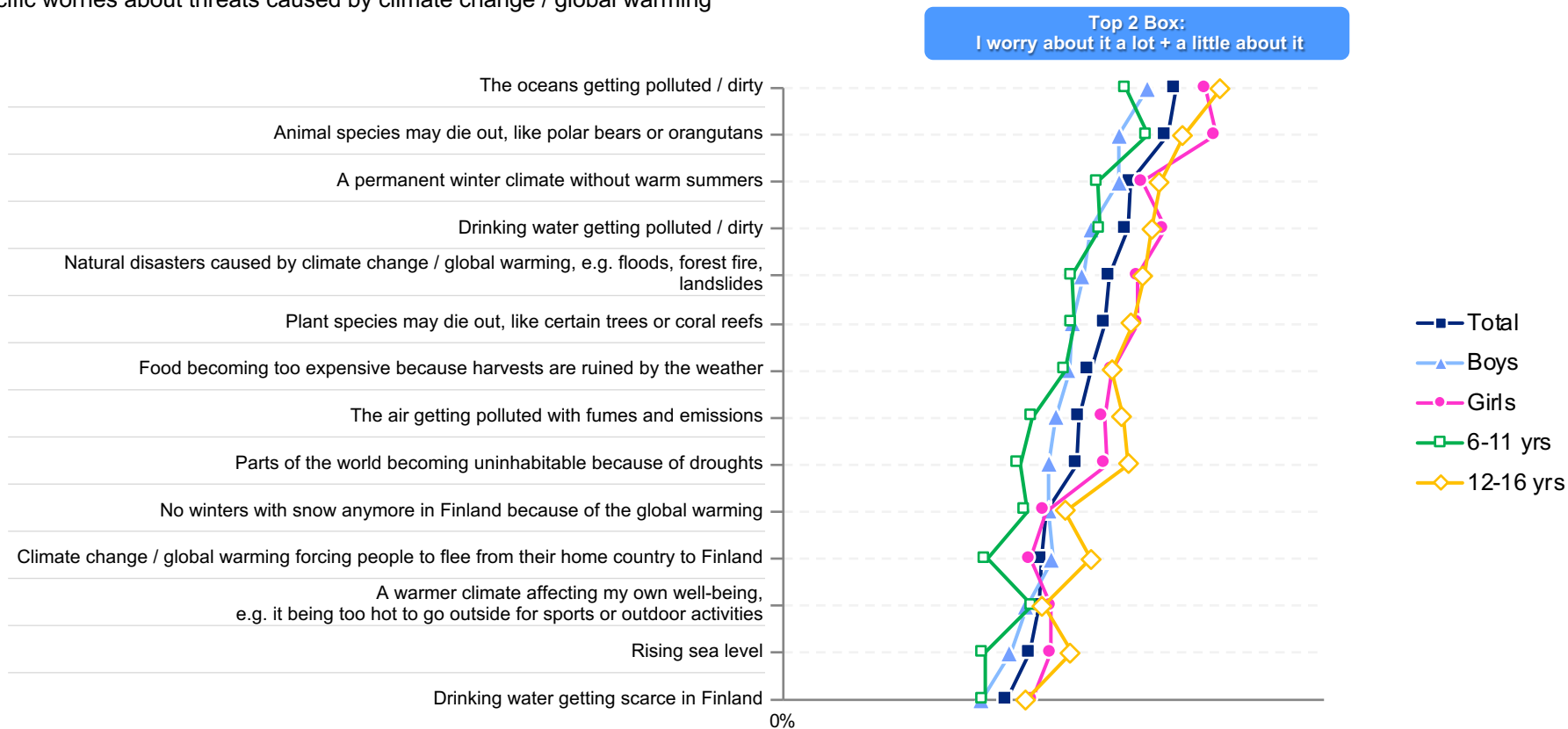
Q4: Here is the list of issues again. Please click on the three issues that worry you really the most when thinking about your own future.

Base: n = 523; in %

Polluted oceans and the extinction of animal species is most frequent worry related to climate change: Both worries are linked directly to strong images, but also touching the care for the weak.



Specific worries about threats caused by climate change / global warming



Q5: Now let's focus more on the climate change / global warming and related threats. How much do you worry about these threats caused by the climate change / global warming?
Base: n = 523; (4-point scale: 1 = I worry about it a lot; 4 = don't worry it at all); in %

Generally higher level of concern among teenagers and specifically among teenage girls.



Specific worries about threats caused by climate change / global warming

Top 2 Box: I worry about it a lot + a little about it			Total 523	Male 267	Female 256	6-11 years 249	12-16 years 274	Male		Female								
								6-11 years 133	12-16 years 134	6-11 years 116	12-16 years 140							
	Count																	
The oceans getting polluted / dirty	%	73%	↓	67%	↗	78%	↓	63%	↗	81%	↓	62%	↗	72%	↓	65%	↗	89%
Animal species may die out, like polar bears or orangutans	%	71%	↓	62%	↗	80%	↓	67%	↗	74%	↓	62%	↓	62%	↗	73%	↗	86%
A permanent winter climate without warm summers	%	64%	↗	62%	↗	66%	↓	58%	↗	70%	↓	59%	↗	65%	↓	57%	↗	74%
Drinking water getting polluted / dirty	%	64%	↓	57%	↗	71%	↓	59%	↗	68%	↓	56%	↓	57%	↓	61%	↗	79%
Natural disasters caused by climate change / global warming, e.g. floods, forest fire, landslides	%	60%	↓	55%	↗	66%	↓	53%	↗	67%	↓	53%	↓	58%	↓	54%	↗	75%
Plant species may die out, like certain trees or coral reefs	%	59%	↓	54%	↗	66%	↓	54%	↗	65%	↓	52%	↓	55%	↓	56%	↗	74%
Food becoming too expensive because harvests are ruined by the weather	%	57%	↓	53%	↗	61%	↓	52%	↗	61%	↓	51%	↓	54%	↓	53%	↗	67%
The air getting polluted with fumes and emissions	%	55%	↓	51%	↗	59%	↓	46%	↗	63%	↓	45%	↗	56%	↓	47%	↗	69%
Parts of the world becoming uninhabitable because of droughts	%	54%	↗	49%	↗	60%	↓	44%	↗	64%	↓	41%	↗	57%	↓	47%	↗	71%
No winters with snow anymore in Finland because of the global warming	%	49%	↗	49%	↗	48%	↗	45%	↗	52%	↗	48%	↗	50%	↓	41%	↗	54%
Climate change / global warming forcing people to flee from their home country to Finland	%	48%	↗	50%	↗	46%	↓	38%	↗	57%	↗	41%	↗	59%	↓	34%	↗	55%
A warmer climate affecting my own well-being, e.g. it being too hot to go outside for sports or outdoor activities	%	47%	↓	45%	↗	50%	↗	46%	↗	48%	↓	46%	↓	44%	↗	47%	↗	52%
Rising sea level	%	46%	↓	42%	↗	50%	↓	37%	↗	53%	↓	38%	↗	46%	↓	37%	↗	60%
Drinking water getting scarce in Finland	%	41%	↓	37%	↗	46%	↓	37%	↗	45%	↓	37%	↓	37%	↓	38%	↗	53%

Q5: Now let's focus more on the climate change / global warming and related threats. How much do you worry about these threats caused by the climate change / global warming?

Base: n = 523; (4-point scale: 1 = I worry about it a lot; 4 = don't worry it at all); in %

Extinction of animals is the biggest worry, followed by polluted drinking water. Teenagers are more worried about pollution or natural disasters, children worry about more about extinction of animals.



Top three worries about threats caused by climate change / global warming

Top 3 Ranking		Total	Male	Female	6-11 years	12-16 years	Male		Female	
Total	Count	523	267	256	249	274	6-11 years	12-16 years	6-11 years	12-16 years
Animal species may die out, like polar bears or orangutans	%	41%	32%	52%	45%	38%	38%	25%	53%	50%
Drinking water getting polluted / dirty	%	33%	37%	30%	31%	36%	35%	38%	25%	34%
A permanent winter climate without warm summers	%	33%	33%	32%	35%	30%	35%	30%	35%	30%
The oceans getting polluted / dirty	%	29%	30%	29%	24%	34%	26%	33%	22%	35%
Natural disasters caused by climate change / global warming, e.g. floods, forest fire, landslides	%	26%	26%	26%	24%	28%	24%	28%	24%	28%
Drinking water getting scarce in Finland	%	26%	27%	24%	32%	20%	33%	22%	30%	19%
Food becoming too expensive because harvests are ruined by the weather	%	20%	19%	20%	19%	20%	16%	23%	22%	17%
Parts of the world becoming uninhabitable because of droughts	%	16%	15%	16%	14%	17%	14%	16%	15%	18%
The air getting polluted with fumes and emissions	%	15%	13%	17%	12%	18%	11%	16%	14%	20%
No winters with snow anymore in Finland because of the global warming	%	15%	15%	14%	17%	13%	17%	13%	17%	12%
Plant species may die out, like certain trees or coral reefs	%	15%	13%	16%	13%	16%	14%	13%	12%	19%
A warmer climate affecting my own well-being, e.g. it being too hot to go outside for sports or outdoor activities	%	12%	13%	10%	14%	9%	15%	11%	14%	7%
Climate change / global warming forcing people to flee from their home country to Finland	%	11%	14%	7%	8%	12%	9%	19%	8%	6%
Rising sea level	%	10%	12%	7%	11%	8%	14%	11%	8%	6%

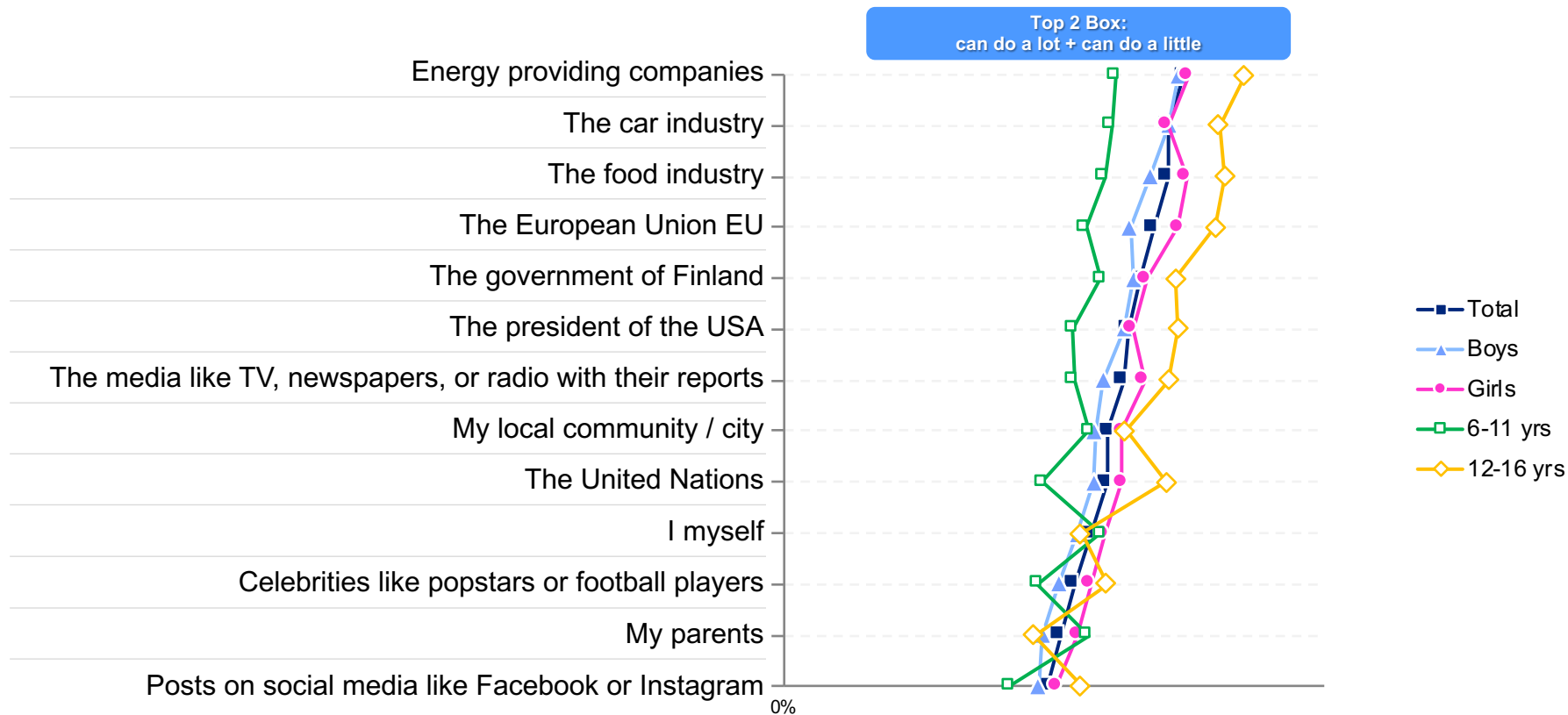
Q6: This is the list of climate related issues again. Please click on the three that worry you really the most.

Base: n = 523; in %



The respondents see energy providing companies and the car industry as being most able to stop climate change. Interestingly, they see their own role as not significant.

People and institutions who can do something to stop climate change / global warming



Q7: What would you say: Who can do something to stop the climate change / global warming? Here's a list of people and institutions. Please click on the answer that shows how much you think they can do to stop climate change / global warming.

Base: n = 523; (4-point scale: 1 = can do a lot; 4 = can do nothing at all); in %

Teenagers and girls generally perceive all institutions as more powerful.



People and institutions who can do something to stop climate change / global warming

Top 2 Box: can do a lot + can do a little									Male		Female	
			Total	Male	Female	6-11 years	12-16 years	6-11 years	12-16 years	6-11 years	12-16 years	
	Count		523	267	256	249	274	133	134	116	140	
Energy providing companies	%		74%👉	73%👉	75%👎	61%👈	85%👎	60%👈	86%👎	63%👈	85%	
The car industry	%		71%👉	71%👉	71%👎	61%👈	81%👎	62%👈	81%👎	59%👈	81%	
The food industry	%		71%👉	68%👉	75%👎	59%👈	82%👎	58%👉	78%👎	61%👈	86%	
The European Union EU	%		68%👉	64%👉	73%👎	56%👈	80%👎	55%👉	73%👎	57%👈	86%	
The government of Finland	%		66%👉	65%👉	67%👎	59%👈	73%👎	58%👈	72%👎	59%👈	74%	
The president of the USA	%		64%👉	63%👉	64%👎	53%👈	73%👎	56%👈	70%👎	51%👈	76%	
The media like TV, newspapers, or radio with their reports	%		63%👎	59%👉	67%👎	54%👉	71%👎	53%👉	65%👎	54%👈	77%	
My local community / city	%		60%👎	58%👉	63%👎	57%👉	63%👉	59%👎	57%👎	54%👈	69%	
The United Nations	%		60%👉	57%👉	63%👎	48%👈	71%👎	47%👉	67%👎	48%👈	74%	
I myself	%		57%👎	54%👉	59%👉	59%👎	55%👎	55%👎	54%👈	63%👉	56%	
Celebrities like popstars or football players	%		54%👉	51%👉	57%👎	47%👉	60%👎	49%👉	53%👎	45%👈	66%	
My parents	%		51%👉	48%👉	54%👈	56%👎	46%👉	53%👎	43%👈	60%👉	49%	
Posts on social media like Facebook or Instagram	%		49%👉	47%👉	50%👎	42%👈	55%👎	41%👉	53%👎	42%👈	57%	

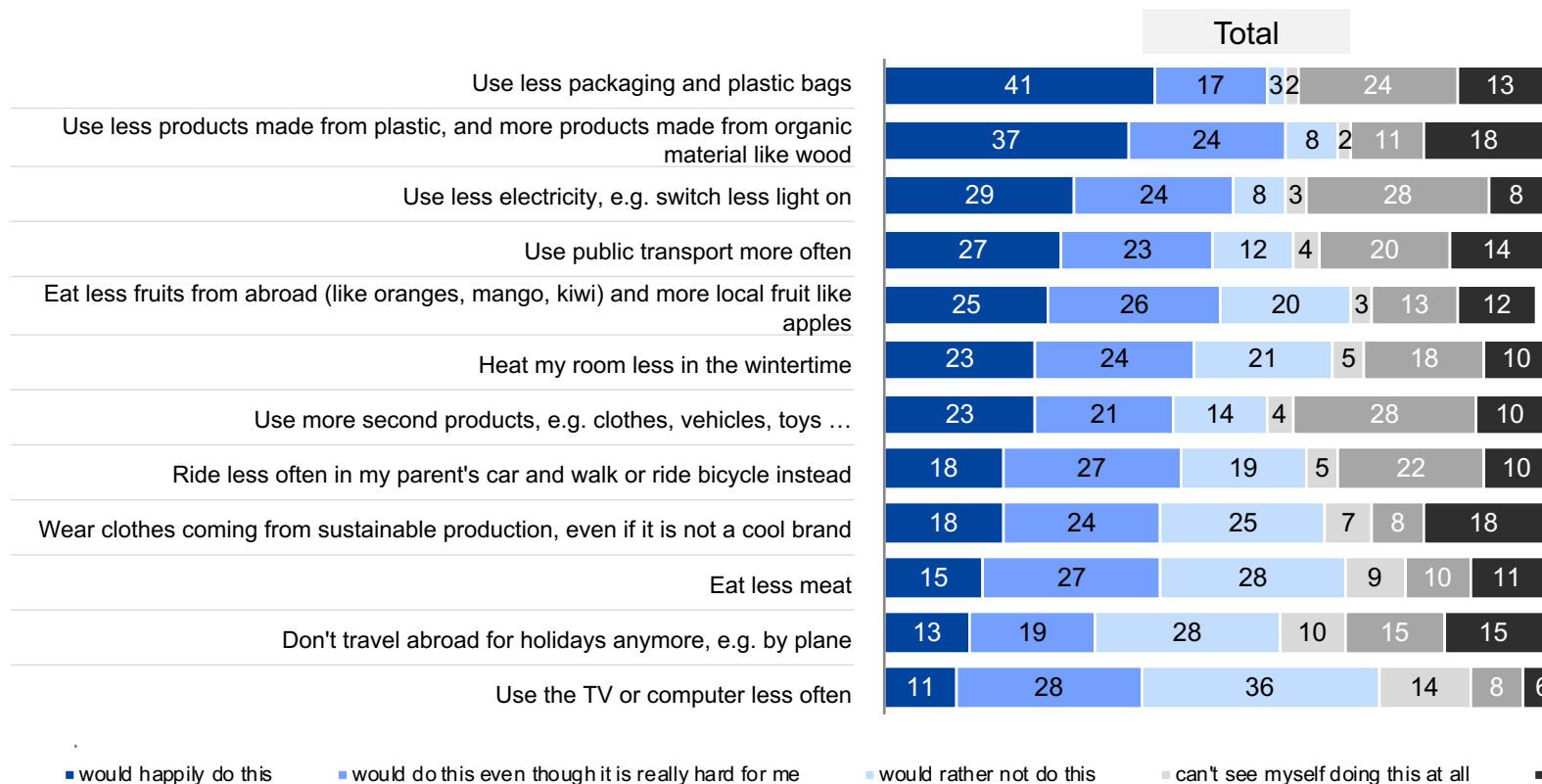
Q7: What would you say: Who can do something to stop the climate change / global warming? Here's a list of people and institutions. Please click on the answer that shows how much you think they can do to stop climate change / global warming.

Base: n = 523; (4-point scale: 1 = can do a lot; 4 = can do nothing at all); in %

Using less packaging, less plastic products and less electricity is most relevant personal contribution to prevent climate change. But kids & teens rather would not sacrifice their computer usage ...



What the children and teenagers feel they can do themselves in order to prevent climate change

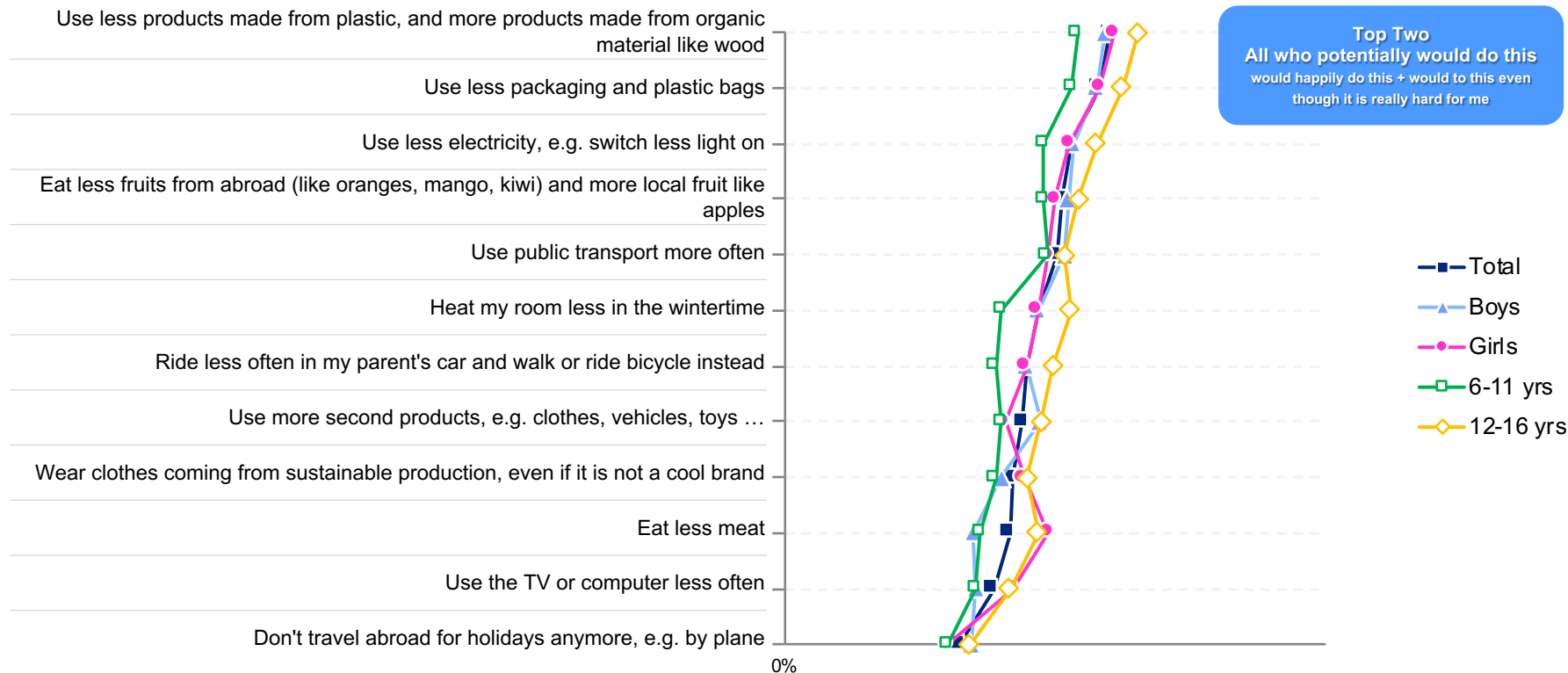


Q8: In order prevent climate change / global warming some sacrifices have to be made. What would you be willing to do in order to prevent climate change / global warming?
 Base: n = 523; (5-point scale); in %

More willingness to become active themselves among 12-16-year-olds.



What the children and teenagers **are willing to do** themselves in order to prevent climate change



Q8: In order prevent climate change / global warming some sacrifices have to be made. What would you be willing to do in order to prevent climate change / global warming?
Base: n = 523; (5-point scale); in %

More willingness to become active among 12-16-year-olds. Boys show more inclination to use second hand products, girls would eat less meat and use computer and TV less often.



What the children and teenagers **are willing to do themselves** in order to prevent climate change

Top Two All who potentially would do this											Male		Female	
		Total	Male	Female	6-11 years	12-16 years	6-11 years	12-16 years	6-11 years	12-16 years	6-11 years	12-16 years		
	Count	523	267	256	249	274	133	134	116	140				
Use less products made from plastic, and more products made from organic material like wood	%	60%	59%	61%	54%	65%	54%	64%	54%	66%				
Use less packaging and plastic bags	%	58%	58%	58%	53%	62%	54%	61%	52%	64%				
Use less electricity, e.g. switch less light on	%	53%	53%	53%	48%	58%	50%	57%	46%	59%				
Eat less fruits from abroad (like oranges, mango, kiwi) and more local fruit like apples	%	51%	52%	50%	48%	54%	51%	54%	44%	55%				
Use public transport more often	%	50%	52%	49%	49%	52%	50%	53%	47%	51%				
Heat my room less in the wintertime	%	47%	47%	47%	40%	53%	39%	54%	41%	51%				
Ride less often in my parent's car and walk or ride bicycle instead	%	45%	45%	45%	39%	50%	38%	51%	41%	48%				
Use more second products, e.g. clothes, vehicles, toys ...	%	44%	47%	41%	40%	47%	41%	54%	40%	41%				
Wear clothes coming from sustainable production, even if it is not a cool brand	%	42%	40%	44%	39%	45%	38%	42%	40%	48%				
Eat less meat	%	42%	35%	49%	36%	47%	32%	38%	41%	55%				
Use the TV or computer less often	%	39%	35%	42%	35%	42%	36%	34%	34%	49%				
Don't travel abroad for holidays anymore, e.g. by plane	%	32%	34%	30%	30%	34%	32%	37%	28%	32%				

Q8: In order prevent climate change / global warming some sacrifices have to be made. What would you be willing to do in order to prevent climate change / global warming?

Base: n = 523; in %

Usage of less packaging is clearly the area kids & teens find most easy for themselves. Using TV less often and clothes from sustainable production are the options that are most difficult to do for them ...



What the children and teenagers **think is most easy to do** in order to prevent climate change

Top 3 Ranking: most easy to do			Total	Male	Female	6-11 years	12-16 years	Male		Female	
								6-11 years	12-16 years	6-11 years	12-16 years
Total	Count		523	267	256	249	274	133	134	116	140
Use less packaging and plastic bags	%	47%	46%	48%	43%	51%	44%	49%	41%	53%	
Use less electricity, e.g. switch less light on	%	46%	46%	46%	42%	50%	41%	51%	44%	48%	
Use more second products, e.g. clothes, vehicles, toys ...	%	33%	32%	34%	39%	27%	44%	20%	34%	34%	
Heat my room less in the wintertime	%	27%	27%	26%	25%	28%	23%	31%	28%	25%	
Use public transport more often	%	24%	24%	25%	22%	26%	20%	28%	26%	24%	
Don't travel abroad for holidays anymore, e.g. by plane	%	22%	25%	18%	23%	20%	25%	26%	22%	14%	
Eat less fruits from abroad (like oranges, mango, kiwi) and more local fruit like apples	%	22%	24%	19%	23%	20%	27%	21%	19%	19%	
Use less products made from plastic, and more products made from organic material like wood	%	21%	19%	23%	22%	20%	20%	19%	25%	21%	
Ride less often in my parent's car and walk or ride bicycle instead	%	20%	24%	16%	22%	19%	26%	22%	17%	16%	
Eat less meat	%	18%	14%	23%	14%	22%	12%	16%	16%	29%	
Use the TV or computer less often	%	13%	11%	14%	15%	11%	13%	10%	18%	11%	
Wear clothes coming from sustainable production, even if it is not a cool brand	%	7%	7%	8%	8%	7%	6%	7%	10%	6%	

Q9: Here are the potential actions again. Please pick the three that would be most easy for you to do.

Base: n = 523; in %

Using less electricity and more second hand products is where children and teens feel they contribute the most to prevent climate change, followed by usage of less packaging and less car rides.



What the children and teenagers **already do themselves** in order to prevent climate change

All who actually do this									Male		Female	
		Count	Total 523	Male 267	Female 256	6-11 years 249	12-16 years 274		6-11 years 133	12-16 years 134	6-11 years 116	12-16 years 140
Use less electricity, e.g. switch less light on	%	<div><div>28%</div></div>	28% <div>↓</div>	25% <div>↑</div>	32% <div>↔</div>	30% <div>↔</div>	27% <div>↔</div>	26% <div>↓</div>	24% <div>↑</div>	34% <div>↔</div>	31%	
Use more second products, e.g. clothes, vehicles, toys ...	%	<div><div>28%</div></div>	28% <div>↔</div>	27% <div>↔</div>	29% <div>↑</div>	33% <div>↔</div>	23% <div>↑</div>	36% <div>↓</div>	18% <div>↔</div>	30% <div>↔</div>	28%	
Use less packaging and plastic bags	%	<div><div>24%</div></div>	24% <div>↔</div>	22% <div>↔</div>	25% <div>↓</div>	22% <div>↑</div>	26% <div>↓</div>	20% <div>↔</div>	24% <div>↔</div>	23% <div>↑</div>	27%	
Ride less often in my parent's car and walk or ride bicycle instead	%	<div><div>22%</div></div>	22% <div>↔</div>	23% <div>↔</div>	21% <div>↔</div>	26% <div>↓</div>	18% <div>↑</div>	29% <div>↓</div>	17% <div>↔</div>	22% <div>↓</div>	19%	
Use public transport more often	%	<div><div>20%</div></div>	20% <div>↔</div>	18% <div>↔</div>	23% <div>↓</div>	15% <div>↑</div>	25% <div>↓</div>	13% <div>↔</div>	22% <div>↔</div>	17% <div>↑</div>	28%	
Heat my room less in the wintertime	%	<div><div>18%</div></div>	18% <div>↓</div>	16% <div>↑</div>	20% <div>↔</div>	18% <div>↔</div>	18% <div>↓</div>	17% <div>↓</div>	16% <div>↑</div>	20% <div>↑</div>	19%	
Don't travel abroad for holidays anymore, e.g. by plane	%	<div><div>15%</div></div>	15% <div>↑</div>	16% <div>↔</div>	13% <div>↑</div>	17% <div>↔</div>	12% <div>↑</div>	17% <div>↑</div>	16% <div>↑</div>	17% <div>↓</div>	9%	
Eat less fruits from abroad (like oranges, mango, kiwi) and more local fruit like apples	%	<div><div>13%</div></div>	13% <div>↑</div>	13% <div>↓</div>	12% <div>↔</div>	13% <div>↔</div>	12% <div>↑</div>	14% <div>↑</div>	13% <div>↔</div>	12% <div>↓</div>	11%	
Use less products made from plastic, and more products made from organic material like wood	%	<div><div>11%</div></div>	11% <div>↓</div>	9% <div>↑</div>	13% <div>↔</div>	11% <div>↔</div>	11% <div>↔</div>	11% <div>↓</div>	8% <div>↔</div>	12% <div>↑</div>	14%	
Eat less meat	%	<div><div>10%</div></div>	10% <div>↓</div>	8% <div>↔</div>	11% <div>↓</div>	7% <div>↔</div>	12% <div>↔</div>	9% <div>↓</div>	7% <div>↓</div>	5% <div>↑</div>	16%	
Wear clothes coming from sustainable production, even if it is not a cool brand	%	<div><div>8%</div></div>	8% <div>↓</div>	7% <div>↔</div>	9% <div>↓</div>	7% <div>↔</div>	9% <div>↓</div>	8% <div>↓</div>	7% <div>↓</div>	7% <div>↑</div>	11%	
Use the TV or computer less often	%	<div><div>5%</div></div>	5% <div>↔</div>	5% <div>↔</div>	5% <div>↑</div>	6% <div>↓</div>	4% <div>↔</div>	6% <div>↓</div>	4% <div>↑</div>	7% <div>↓</div>	4%	

Q8: In order prevent climate change / global warming some sacrifices have to be made. What would you be willing to do in order to prevent climate change / global warming?

Base: n = 523; in %