

Fern Paper Packaging

Sample <7147> : 11th - 17th April 2023



Total	Country				
	Germany	France	Sweden	Italy	Finland
	A	B	C	D	E

Q1. Are you troubled by the rise in paper and cardboard packaging?

	Unweighted base	2033	1004	1002	1106	1000
Base	6167	2033	1004	1002	1106	1022
I am troubled, because of the impact it has on forests.	58%	57%	64%	55%	67%	44%
		E	▲ A.C.E	E	▲ A.C.E	▼
I am troubled because I have more waste to deal with	30%	30%	49%	24%	25%	22%
		C.D.E	▲ A.C.D.E	▼	▼	▼
I do not feel troubled at all.	26%	27%	13%	30%	18%	41%
		B.D	▼	▲ A.B.D	▼ B	▲ A.B.C.D

Q2. Who should be responsible for reducing paper and cardboard packaging and resulting waste?

	Unweighted base	2033	1004	1002	1106	1000
Base	6167	2033	1004	1002	1106	1022
Governments by setting regulations on companies which produce and use disposable packaging	75%	72%	78%	77%	82%	66%
		▼ E	▲ A.E	A.E	▲ A.B.C.E	▼
Individual consumers	25%	28%	22%	23%	18%	34%
		▲ B.C.D	▼ D	D	▼	▲ A.B.C.D

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, (95%): A/B/C/D/E, Minimum Base: 30 (**), Small Base: 100 (*))

▲ indicates result is significantly higher than the result in the Total column

▼ indicates result is significantly lower than the result in the Total column

Fern Paper Packaging

Sample <2033> : 11th - 13th April 2023

Germany



Total	Age				
	18-24	25-34	35-44	45-54	55 and older
	A	B	C	D	E

Q1. Are you troubled by the rise in paper and cardboard packaging?

	Unweighted base	2033	162	302	309	419	841
	Base	2033	186	306	297	405	839
I am troubled, because of the impact it has on forests.		57%	51%	54%	53%	52%	63% ▲ A.B.C.D
I am troubled because I have more waste to deal with		30%	34%	31%	27%	32%	28%
I do not feel troubled at all.		27%	28%	29%	31%	32%	22% ▼ E

Q2. Who should be responsible for reducing paper and cardboard packaging and resulting waste?

	Unweighted base	2033	162	302	309	419	841
	Base	2033	186	306	297	405	839
Governments by setting regulations on companies which produce and use disposable packaging		72%	79%	73%	75%	72%	70% E
Individual consumers		28%	21%	27%	25%	28%	30% A

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, (95%): A/B/C/D/E,

▲ indicates result is significantly higher than the result in the Total column

▼ indicates result is significantly lower than the result in the Total column

What is your highest school diploma?						What is your highest level of education?			
Still in school education	Secondary or elementary school leaving certificate	Secondary school diploma or equivalent qualification	High school diploma or university of Applied Sciences	No school-leaving qualification	No information given	no degree	Still in training	still studying	Apprenticeship or comparable degree
F	G	H	I	J	K	L	M	N	O

21	319	737	897	17	42	65	42	98	1109
21	318	738	899	16	41	65	44	112	1100
60% **	56% K	59% K	58% K	31% **	31% ▼ *	48% *	40% ▼ *	49% *	60% M.N.Q
20% **	27%	30%	30%	21% **	34% *	26% *	30% *	37% Q*	28%
29% **	26%	25%	27%	55% **	43% ▲ G.H.I*	35% *	37% *	28% *	26%

21	319	737	897	17	42	65	42	98	1109
21	318	738	899	16	41	65	44	112	1100
70% **	73% K	73% K	74% K	40% **	52% ▼ *	72% *	59% *	84% ▲ M.O.P.Q*	72%
30% **	27%	27%	27%	60% **	48% ▲ G.H.I*	28% *	41% N.P*	17% ▼ *	28% N

F/G/H/I/J/K, L/M/N/O/P/Q, R/S/T/U/V/W/X/Y/Z/AA/AB/AC/AD, AE/AF, AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/AR/AS/AT/AU/AV/AW, AX/AY/AZ, BA/BB/BC/BD/BE, BF/BG/BH/BI/BJ/BK/BL/BN

n? What is the net income of your entire household per month?

University or technical college degree	no answer	les than EUR 500	EUR 500 to EUR 1.000	EUR 1.000 to EUR 1.500	EUR 1.500 to EUR 2.000	EUR 2.000 to EUR 2.500	EUR 2.500 to EUR 3.000	EUR 3.000 to EUR 3.500	EUR 3.500 to EUR 4.000
P	Q	R	S	T	U	V	W	X	Y

611	108	55	127	180	185	232	200	155	135
604	108	56	126	180	183	232	197	152	133
58%	48%	36%	64%	61%	57%	60%	56%	62%	63%
M.Q		▼ *	R.AD	R	R	R	R	R	R.AD
33%	24%	29%	26%	32%	27%	30%	33%	32%	31%
O		*							
25%	36%	40%	23%	22%	28%	26%	25%	22%	16%
	▲ O.P	▲ S.T.V.W.X.Y*			Y	Y			▼

611	108	55	127	180	185	232	200	155	135
604	108	56	126	180	183	232	197	152	133
74%	63%	67%	80%	70%	75%	73%	72%	71%	74%
M.Q	▼	*	AD		AD	AD			
26%	37%	33%	20%	30%	25%	27%	28%	29%	26%
N	▲ N.P	*							

1, BN/BO/BP/BQ/BR, BS/BT, BU/BV/BW/BX/BY/BZ/CA/CB/CC, CD/CE/CF/CG/CH, CI/CJ, CK/CL/CM/CN/CO/CP/CQ/CR/CS, CT/CU/CV/CW/CX, CY/CZ/DA/DB/DC, DD/DE/DF/DG/DH

1th?					West/East				
EUR 4.000 to EUR 4.500	EUR 4.500 to EUR 5.000	EUR 5.000 to EUR 10.000	EUR 10.000 and more	no answer	West	East	Baden-Württemberg	Bayern	Berlin
Z	AA	AB	AC	AD	AE	AF	AG	AH	AI

115	111	155	28	355	1617	416	239	288	87
114	110	161	29	362	1626	407	266	317	88
58%	60%	52%	45%	53%	57%	58%	54%	57%	55%
R	R	R	**	R					*
26%	29%	31%	30%	27%	28%	34%	28%	23%	32%
			**			AE		▼	*
28%	30%	31%	36%	31%	27%	25%	30%	31%	25%
Y	Y	T.Y	**	T.X.Y					*

115	111	155	28	355	1617	416	239	288	87
114	110	161	29	362	1626	407	266	317	88
75%	80%	76%	69%	65%	71%	77%	73%	69%	81%
	AD	AD	**	▼		AE			AH.AL.AO.AQ*
25%	20%	24%	31%	35%	29%	23%	27%	31%	19%
			**	▲ S.U.V.AA.AB	AF			AI.AV	*

/DI/DJ/DK/DL/DM/DN/DO/DP/DQ/DR/DS/DT/DU/DV/DW/DX/DY/DZ/EA/EB/EC/ED, Minimum Base: 30 (**), Small Base: 100 (*)

Which state do you live in?

Brandenburg	Bremen	Hamburg	Hessen	Mecklenburg-Vorpommern	Niedersachsen	Nordrhein-Westfalen	Rheinland-Pfalz	Saarland	Sachsen
AJ	AK	AL	AM	AN	AO	AP	AQ	AR	AS

60	21	78	159	46	163	452	102	34	119
63	17	44	152	41	195	440	101	25	103
51% *	38% **	49% *	54%	58% *	61%	57%	61%	70% AL*	62%
31% *	30% **	33% *	30%	42% AH.AQ.AU*	29%	33% AH.AU	25%	23% *	32%
30% *	32% **	30% *	26%	21% *	23%	26%	24%	21% *	23%

60	21	78	159	46	163	452	102	34	119
63	17	44	152	41	195	440	101	25	103
72% *	66% **	63% *	72%	70% *	69%	74%	67%	76% *	76%
28% *	34% **	37% AI.AV*	28%	30% *	31% AI	26%	33% AI.AV	24% *	24%

				Who in your household is primarily responsible for purchasing groceries and necessities?			How many people, including you, live in your house		
Sachsen-Anhalt	Schleswig-Holstein	Thüringen	nicht in Deutschland	Ich bin alleine verantwortlich	Ich teile die Verantwortung mit jemand anderem	Jemand anderes ist verantwortlich	1 Person	2 Personen	3 Personen
AT	AU	AV	AW	AX	AY	AZ	BA	BB	BC

57	81	47	-	1100	854	79	592	837	318
58	71	55	-	1114	837	82	604	824	319
56%*	65% AL*	65%*	-**	60% AY.AZ	55%	44% ▼*	59% BE	59% BE	53%
37% AH.AU*	21%*	34%*	-**	27%	33% AX	28%*	26%	30%	34% BA
27%*	26%*	23%*	-**	26%	27%	41% ▲ AX.AY*	28%	24%	28%

57	81	47	-	1100	854	79	592	837	318
58	71	55	-	1114	837	82	604	824	319
75%*	72%*	84% AH.AL.AQ*	-**	73%	71%	69%*	71%	71%	77% BB
25%*	28%*	16%*	-**	27%	29%	31%*	29%	29% BC	23%

Household? (Total children and adults)		What is your family status?							
4 Personen	5 Personen und mehr	single	married	Civil partnership under the Civil Partnership Act	Living with partner	Living separately	divorced	widowed	no answer
BD	BE	BF	BG	BH	BI	BJ	BK	BL	BM

176	110	580	854	28	212	36	213	64	36
178	109	602	833	30	204	35	217	66	39
56%	43%	56%	57%	43%	55%	53%	70%	47%	52%
BE	▼			**		*	▲ BF.BG.BI.BL.BV	*	*
28%	33%	29%	31%	51%	27%	50%	25%	18%	31%
			BL	**		▲ BF.BG.BI.BK.BL*		▼ *	*
26%	34%	30%	26%	13%	29%	20%	18%	37%	26%
	BB	BK	BK	**	BK	*	▼	BK*	*

176	110	580	854	28	212	36	213	64	36
178	109	602	833	30	204	35	217	66	39
73%	76%	74%	71%	71%	72%	87%	73%	69%	67%
				**		▲ BG.BL.BM*		*	*
27%	24%	26%	29%	29%	28%	13%	27%	31%	33%
			BJ	**		▼ *		BJ*	BJ*

How many children under 18 do you have?					Do you have a migration background? Persons with a migration background are all				
0	1	2	3	4 and more	yes	no	Roman Catholic	evangelical-lutheran	evangelical free church
BN	BO	BP	BQ	BR	BS	BT	BU	BV	BW

1615	227	140	39	12	308	1712	461	398	54
1625	222	137	38	11	310	1711	470	400	54
58%	56%	49%	44%	61%	48%	59%	57%	60%	58%
BP			*	**	▼	BS	BZ	BX.BZ	BZ*
29%	32%	31%	35%	12%	32%	29%	26%	29%	39%
			*	**					BU*
26%	27%	29%	32%	28%	28%	26%	29%	25%	21%
			*	**					*

1615	227	140	39	12	308	1712	461	398	54
1625	222	137	38	11	310	1711	470	400	54
71%	78%	70%	84%	68%	78%	71%	71%	68%	73%
			*	**	▲ BT				*
29%	22%	30%	16%	33%	22%	29%	29%	32%	27%
			*	**	▼	BS		CB	*

Which faith do you belong to?						Do you own a home? Please select.			
Orthodox-Christian	Jewish	Muslim	other faith	no faith	no answer	owner-occupied apartment(s)	rented apartment(s)	owner-occupied house	rented house(s)
BX	BY	BZ	CA	CB	CC	CD	CE	CF	CG

52	12	73	37	848	87	236	246	567	81
51	12	72	36	841	89	240	248	566	81
45% *	51% **	38% ▼ *	52% *	60% BX.BZ	49% *	59%	52%	57%	49% *
37% *	45% **	40% BU*	28% *	30%	27% *	27%	32%	31%	35% *
24% *	20% **	30% *	40% CB*	25%	36% BV.CB*	29%	27%	26%	28% *

52	12	73	37	848	87	236	246	567	81
51	12	72	36	841	89	240	248	566	81
78% CC*	76% **	74% *	65% *	76% ▲ BV.CC	61% ▼ *	68%	70%	70%	73% *
22% *	24% **	26% *	35% *	24% ▼	39% ▲ BX.CB*	32% CH	30%	30% CH	27% *

	Are there any cars in your household?		Nielsen regions						
no home ownership	yes	no	Nielsen 1: Bremen, Hamburg, Niedersachsen, Schleswig-Holstein	Nielsen 2: Nordrhein- Westfalen	Nielsen 3a: Hessen, Rheinland- Pfalz, Saarland	Nielsen 3b: Baden- Württemberg	Nielsen 4: Bayern	Nielsen 5: Berlin	Nielsen 6: Brandenburg, Mecklenburg- Vorpommern, Sachsen-Anhalt
CH	CI	CJ	CK	CL	CM	CN	CO	CP	CQ

1009	1605	428	343	452	295	239	288	87	163
1006	1604	429	326	440	278	266	317	88	161
58%	58%	54%	59%	57%	58%	54%	57%	55% *	54%
29%	31%	26%	28%	33% CO	27%	28%	23% ▼	32% *	36% CO
27%	26%	29%	25%	26%	25%	30%	31%	25% *	27%

1009	1605	428	343	452	295	239	288	87	163
1006	1604	429	326	440	278	266	317	88	161
75%	72%	73%	69%	74%	70%	73%	69%	81%	73%
▲ CD.CF								CK.CM.CO*	
25% ▼	28%	27%	31% CP.CR	26%	30% CP	27%	31% CP.CR	19% *	27%

		Let's talk in general terms: How interested are you in politics?					Which of the following best describe		
Nielsen 7: Sachsen, Thüringen	not in Germany	Not at all	not very much	moderately	fairly interested	very interested	Full-time employed	employed part- time (8-29 hours per week)	employed part- time (less than 8 hours per week) or "unemployed"
CR	CS	CT	CU	CV	CW	CX	CY	CZ	DA

166	-	197	314	721	528	273	846	234	35
159	-	192	312	720	536	273	850	232	37
63%	- **	43% ▼	57% CT	58% CT	63% ▲ CT.CX	54% CT	58%	59%	50% *
33% CO	- **	28%	28%	30%	30%	29%	30%	24%	26% *
23%	- **	41% ▲ CU.CV.CW	26%	24%	22%	32% CV.CW	28%	29%	32% *

166	-	197	314	721	528	273	846	234	35
159	-	192	312	720	536	273	850	232	37
79% CK.CO	- **	65% ▼	73%	75% CT.CX	73% CT	68%	74%	73%	70% *
21%	- **	35% ▲ CV.CW	27%	25%	27%	32% CV	26%	27%	30% *

s your current job?									
no answer	does not apply - I am not economically active	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram
DB	DC	DD	DE	DF	DG	DH	DI	DJ	DK

10	889	1118	322	221	-	28	393	50	800
9	886	1111	334	228	-	28	386	51	801
31% **	57%	59%	55%	60%	- **	47% **	63% DD.DE.DJ.DM.DU	46% *	60% ▲ DE.DJ.DU
27% **	31% CZ	29%	31%	33%	- **	56% **	28%	35% *	29%
42% **	25%	26%	28%	24%	- **	7% **	23%	33% *	26%

10	889	1118	322	221	-	28	393	50	800
9	886	1111	334	228	-	28	386	51	801
36% **	71%	73%	73%	73%	- **	85% **	77% ▲ EB.ED	76% *	76% ▲ DD.EB.ED
64% **	29%	27% DK	27%	27%	- **	15% **	23% ▼	24% *	24% ▼

Which of these social networks are you a member of? (Multiple selection possible)

Vine	Snapchat	Bebo	XING	Lokalisten	badoo	stayfriends	Whatsapp	Periscope	Reddit
DL	DM	DN	DO	DP	DQ	DR	DS	DT	DU

-	220	-	206	-	24	101	-	-	73
-	223	-	207	-	26	99	-	-	84
-	55%	-	57%	-	57%	65%	-	-	49%
**		**		**	**	DJ.DU*	**	**	*
-	32%	-	31%	-	48%	33%	-	-	35%
**		**		**	**	*	**	**	*
-	29%	-	31%	-	16%	21%	-	-	32%
**		**	DF.DI	**	**	*	**	**	*

-	220	-	206	-	24	101	-	-	73
-	223	-	207	-	26	99	-	-	84
-	76%	-	74%	-	77%	77%	-	-	82%
**	ED	**		**	**	ED*	**	**	EB.ED*
-	24%	-	26%	-	23%	23%	-	-	18%
**		**		**	**	*	**	**	*

WeChat	Meetup	VK (VKontakte)	TikTok	Youtube	other	not applicable - I am not currently a member of a community	I don't know	no answer
DV	DW	DX	DY	DZ	EA	EB	EC	ED

19	9	19	334	741	95	457	12	36
18	9	21	335	756	100	447	12	37
59% **	44% **	30% **	55%	59%	62% *	59%	23% **	52% *
58% **	46% **	50% **	28%	28%	29% *	29%	25% **	27% *
11% **	21% **	29% **	30% DI	28% DI	24% *	25%	52% **	29% *

19	9	19	334	741	95	457	12	36
18	9	21	335	756	100	447	12	37
84% **	80% **	84% **	77% ▲ EB.ED	75% EB.ED	81% EB.ED*	69%	50% **	59% *
16% **	20% **	16% **	23% ▼	25%	19% *	31% I.DK.DU.DY.DZ.E	50% **	41% DM.DR.DU.DY.DZ.EA*

Fern Paper Packaging

Sample <1004> : 11th - 12th April 2023

France



Total	you are		Age		
	a man	a woman	18-24	25-34	35-44
	A	B	C	D	E

Q1. Are you troubled by the rise in paper and cardboard packaging?

	Unweighted base	1004	462	542	64	137	165
	Base	1004	478	526	102	148	158
I am troubled, because of the impact it has on forests.	64%	60%	69%	59%	66%	54%	
			A	*	E	▼	
I am troubled because I have more waste to deal with	49%	50%	48%	48%	43%	52%	
				*			
I do not feel troubled at all.	13%	15%	10%	16%	15%	15%	
			B	*			

Q2. Who should be responsible for reducing paper and cardboard packaging and resulting waste?

	Unweighted base	1004	462	542	64	137	165
	Base	1004	478	526	102	148	158
Governments by setting regulations on companies which produce and use disposable packaging	78%	73%	82%	86%	72%	73%	
		▼	▲ A	D.E*			
Individual consumers	22%	27%	18%	14%	28%	27%	
		▲ B	▼	*	C.G	C	

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, (95%): A/B, C/D/E/

▲ indicates result is significantly higher than the result in the Total column

▼ indicates result is significantly lower than the result in the Total column

		region					What is the occupation of the head of the family?		
45-54	55+	Nord-Est	Nord-Ouest	Region Parisienne	Sud-Est	Sud-Ouest	Socio-professional category +	Socio-professional category -	not active
F	G	H	I	J	K	L	M	N	O

183	455	255	189	187	258	115	335	312	357
170	427	259	190	186	254	115	337	302	364
63%	70%	64%	71%	63%	64%	57%	65%	61%	67%
48%	51%	46%	52%	51%	52%	43%	50%	45%	52%
13%	10%	12%	7%	14%	14%	17%	13%	14%	11%
			▼	I	I	I			

183	455	255	189	187	258	115	335	312	357
170	427	259	190	186	254	115	337	302	364
77%	80%	73%	87%	77%	79%	74%	77%	75%	81%
23%	20%	27%	13%	23%	21%	26%	23%	25%	19%
	D		▲ H.J.K.L	I	I	I		O	N
		I	▼	I	I	I			

F/G, H/I/J/K/L, M/N/O, P/Q/R/S/T, U/V/W, X/Y, Z/AA/AB/AC/AD/AE/AF/AG/AH/AI, AJ/AK/AL/AM, AN/AO/AP, Minimum Base: 30 (**), Small Base: 100 (*)

Work situation					marital status			Are you a parent or guardian of a child under the age of 18?	
working	unemployed	student	retired	other	in a couple	single	other	yes	no
P	Q	R	S	T	U	V	W	X	Y

574	57	35	262	76	646	331	27	303	701
557	62	54	253	77	640	332	32	296	708
62%	63% *	66% *	67%	73% *	61%	72% ▲ U	63% **	61%	66%
47%	58% *	44% *	54% P	43% *	54% V	41% ▼	43% **	52%	48%
15% S	12% *	18% *	8% ▼	11% *	12%	14%	13% **	12%	13%

574	57	35	262	76	646	331	27	303	701
557	62	54	253	77	640	332	32	296	708
75%	81% *	80% *	79%	91% ▲ P.S*	76%	81%	78% **	74%	80%
25% T	19% *	20% *	21% T	9% ▼ *	24%	19%	22% **	26%	20%

social media accounts									
Facebook	Twitter	LinkedIn	Instagram	TikTok	Snapchat	YouTube	other	net users	none
Z	AA	AB	AC	AD	AE	AF	AG	AH	AI

729	183	214	425	200	294	375	337	851	147
725	194	221	440	209	303	391	343	856	142
65%	65%	65%	67%	62%	67%	64%	65%	64%	69%
50%	50%	53%	48%	51%	46%	52%	54%	50%	43%
12%	14%	13%	12%	11%	12%	13%	▲ AC.AE.AI 11%	12%	17%

729	183	214	425	200	294	375	337	851	147
725	194	221	440	209	303	391	343	856	142
80%	80%	79%	79%	77%	79%	79%	81%	78%	78%
▲ AH 20%	20%	21%	21%	23%	21%	21%	19%	22%	22%
▼							Z		

Level of education attained				housing area		
no high school diploma	highschool or equivalent	higher education	other	village or rural zone	small or medium sized city	large city
AJ	AK	AL	AM	AN	AO	AP

251	257	483	13	324	417	263
248	258	484	15	318	414	272
64%	62%	66%	73% **	61%	64%	70% AN
46%	47%	52%	44% **	50%	52%	44%
12%	14%	13%	- **	12%	12%	14%

251	257	483	13	324	417	263
248	258	484	15	318	414	272
77%	82%	76%	81% **	81%	78%	75%
23%	18% AL	24%	19% **	19%	22%	25%
		AK				

Fern Paper Packaging

Sample <1002> : 11th - 13th April 2023

Sweden



Total	you are		Age		
	a man	a woman	18-29	30-39	40-49
	A	B	C	D	E

Q1. Are you troubled by the rise in paper and cardboard packaging?

	Unweighted base	502	500	176	176	158
Base	1002	501	501	182	174	158
I am troubled, because of the impact it has on forests.	55%	64% ▲ B	45% ▼	48%	54%	57%
I am troubled because I have more waste to deal with	24%	23%	25%	28%	24%	19%
I do not feel troubled at all.	30%	23% ▼	38% ▲ A	31%	34%	32%

Q2. Who should be responsible for reducing paper and cardboard packaging and resulting waste?

	Unweighted base	502	500	176	176	158
Base	1002	501	501	182	174	158
Governments by setting regulations on companies which produce and use disposable packaging	77%	81% ▲ B	72%	75%	77%	79%
Individual consumers	23%	19% ▼	28% A	25%	23%	21%

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, (95%): A/B, C/D/E/

▲ indicates result is significantly higher than the result in the Total column

▼ indicates result is significantly lower than the result in the Total column

		Region					family situation		
50-59	60+	Stockholm	North Sweden	North Central Sweden	South Central Sweden	Skåne, Halland and Blekinge	Young adults without children: the person is 15-45	Family with younger children: The person has children living with them	Family with older children: Person has children living with them
F	G	H	I	J	K	L	M	N	O

164	328	231	117	173	297	184	216	140	244
161	328	229	116	178	297	181	218	141	244
51%	60%	58%	56%	53%	50%	59%	49%	63%	54%
	C							M	
28%	23%	28%	20%	17%	26%	26%	19%	25%	30%
E		J		▼	J	J			▲ M.P
32%	26%	27%	31%	37%	32%	24%	39%	23%	28%
				H.L			▲ N.O.Q		

164	328	231	117	173	297	184	216	140	244
161	328	229	116	178	297	181	218	141	244
77%	76%	77%	77%	73%	73%	84%	73%	80%	79%
						▲ J.K			
23%	24%	23%	23%	27%	27%	16%	27%	20%	21%
				L	L	▼			

F/G, H/I/J/K/L, M/N/O/P/Q, R/S/T/U/V/W, X/Y/Z/AA, AB/AC/AD/AE/AF/AG, AH/AI/AJ/AK, AL/AM/AN/AO/AP/AQ/AR/AS/AT/AU/AV/AW/AX/AY/AZ/BA, Minimum Base: 30 (**), Small Base: 100

Working elderly with no children: Person aged 46	Pensioner/ Inactive elderly without children:	Urbanisation						Household in	
		Capital city area	City (population above 200,000) - but not capital	Urban, population 50,000- 200,000	Urban, population 20,000- 49,999	Urban, population below 20,000	Rural area	Less than SEK 300.000	SEK 300.000 - 699.999
P	Q	R	S	T	U	V	W	X	Y

181	221	186	169	247	135	113	152	188	403
179	220	184	171	247	135	113	152	188	402
56%	55%	58%	60%	56%	51%	51%	49%	58%	53%
20%	25%	29%	22%	20%	25%	24%	25%	23%	25%
33%	28%	26%	26%	31%	32%	35%	35%	27%	31%

181	221	186	169	247	135	113	152	188	403
179	220	184	171	247	135	113	152	188	402
75%	77%	80%	79%	79%	74%	73%	73%	86%	75%
25%	24%	20%	21%	21%	26%	27%	27%	▲ Y.AA 14%	25%
								▼	X

(*)

Income (gross)		Occupation						Education	
SEK 700.000 or more	Don't know/Don't want to reveal	Not employed	Student/apprentice/trainee	Office worker	Skilled/unskilled worker	Self-employed	Other	Primary and Lower secondary school/ Upper secondary	Post-secondary
Z	AA	AB	AC	AD	AE	AF	AG	AH	AI

239	172	298	81	261	268	40	54	353	172
239	173	296	81	264	267	40	54	351	174
56%	54%	54%	58% *	59%	51%	60% *	49% *	46% ▼	59% AH
24%	23%	24%	22% *	22%	27%	28% *	26% *	24%	23%
31%	32%	31%	27% *	29%	33%	27% *	29% *	37% ▲ AI,AJ	26%

239	172	298	81	261	268	40	54	353	172
239	173	296	81	264	267	40	54	351	174
79%	68%	76%	75% *	78%	78%	71% *	73% *	74%	82%
AA	▼								
21%	32% ▲ X,Z	24%	25% *	22%	22%	29% *	27% *	26%	18%

ation Which of the following social media platforms do you use? By "use" we mean that you a

University/Unive rsity College/Researc h Courses	Don't want to reveal	Facebook	LinkedIn	Google+ (not the search engine)	Twitter	Instagram	Snapchat	Pinterest	Tumblr
AJ	AK	AL	AM	AN	AO	AP	AQ	AR	AS

460	17	742	272	-	173	618	273	173	19
461	17	743	274	-	175	620	276	172	20
61%	41%	59%	55%	-	54%	57%	58%	67%	60%
▲ AH	**	▲ AV		**		▲	▲ AL.AM.AO.AP.AQ.AT.AU		**
24%	35%	24%	28%	-	25%	22%	21%	29%	26%
	**		AP.AQ.AZ	**				AP.AQ.AZ	**
26%	47%	28%	29%	-	33%	30%	30%	18%	25%
	**	▼ AR	AR	**	AR	AR	AR	▼	**

460	17	742	272	-	173	618	273	173	19
461	17	743	274	-	175	620	276	172	20
78%	52%	79%	79%	-	78%	80%	81%	86%	84%
	**	▲		**		▲	▲ AL.AM.AO.AP.AU.AV		**
22%	48%	21%	21%	-	22%	20%	19%	14%	16%
	**	▼ AR.AT	AR	**	AR.AT	▼ AR		▼	**

re a registered member and log in at least once a month. Please check all relevant options.

Reddit	TikTok	YouTube	BeReal	Andra	don't know	none of these	Jodel
AT	AU	AV	AW	AX	AY	AZ	BA

68	174	544	27	34	12	78	-
71	171	546	28	35	12	77	-
53% *	55%	55%	71% **	56% *	18% **	49% *	- **
29% *	23%	24%	22% **	17% *	26% **	17% *	- **
29% AR*	32% AR	31% AR	14% **	35% AR*	66% **	41% ▲ AL.AP.AR*	- **

68	174	544	27	34	12	78	-
71	171	546	28	35	12	77	-
88% ▲ AL.AO.AV.AZ*	79%	79%	85% **	85% *	34% **	73% *	- **
12% ▼ *	21% AR	21% AR.AT	15% **	15% *	66% **	27% AR.AT*	- **

Fern Paper Packaging

Sample <1106> : 11th - 12th April 2023

Italy



Total	age				
	18-24	25-34	35-44	45-54	55+
	A	B	C	D	E

Q1. Are you troubled by the rise in paper and cardboard packaging?

	Unweighted base	18-24	25-34	35-44	45-54	55+
	1106	87	140	179	216	484
	Base 1106	91	144	178	212	481
I am troubled, because of the impact it has on forests.	67%	74%	69%	70%	60%	68%
		D*		D	▼	D
I am troubled because I have more waste to deal with	25%	22%	19%	24%	29%	25%
		*			B	
I do not feel troubled at all.	18%	16%	19%	18%	24%	16%
		*			E	

Q2. Who should be responsible for reducing paper and cardboard packaging and resulting waste?

	Unweighted base	18-24	25-34	35-44	45-54	55+
	1106	87	140	179	216	484
	Base 1106	91	144	178	212	481
Governments by setting regulations on companies which produce and use disposable packaging	82%	82%	84%	82%	83%	81%
		*				
Individual consumers	18%	18%	16%	18%	17%	19%
		*				

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, (95%): A/B/C/D/E,

▲ indicates result is significantly higher than the result in the Total column

▼ indicates result is significantly lower than the result in the Total column

you are		Region				
a man	a woman	North West	North East	Centre	South	Islands
F	G	H	I	J	K	L

535	571	297	211	218	258	122
533	573	295	213	220	255	122
62%	72%	71%	62%	65%	66%	75%
	F	I				I
26%	23%	24%	24%	26%	26%	20%
23%	14%	18%	25%	18%	15%	16%
▲ G	▼		▲ K.L			

535	571	297	211	218	258	122
533	573	295	213	220	255	122
80%	83%	80%	81%	85%	82%	82%
20%	17%	20%	19%	15%	18%	18%

F/G, H/I/J/K/L, Minimum Base: 30 (**), Small Base: 100 (*)

Fern Paper Packaging

Sample <2002> : 13th - 17th April 2023

Finland



Total	you are		Age		
	a man	a woman	18-29	30-39	40-49
	A	B	C	D	E

Q1. Are you troubled by the rise in paper and cardboard packaging?

	Unweighted base	512	488	170	162	148
Base	1022	517	505	204	155	142
I am troubled, because of the impact it has on forests.	44%	55% ▲ B	33% ▼	36% ▼	40%	45%
I am troubled because I have more waste to deal with	22%	22%	22%	18%	20%	16%
I do not feel troubled at all.	41%	31% ▼	52% ▲ A	51% ▲ G	49% G	43% G

Q2. Who should be responsible for reducing paper and cardboard packaging and resulting waste?

	Unweighted base	512	488	170	162	148
Base	1022	517	505	204	155	142
Governments by setting regulations on companies which produce and use disposable packaging	66%	69% B	63%	68%	72% G	71% G
Individual consumers	34%	31%	37% A	32%	28%	29%

Cell Contents
(Column
Percentages,
Statistical Test
Results),
Statistics
(Column
Proportions,
(95%): A/B,
C/D/E/F/G,
H/I/J/K,
L/M/N/O/P,
Q/R/S/T/U/V,
W/X/Y/Z,
AA/AB/AC/AD/AE
/AF,
AG/AH/AI/AJ,
AK/AL/AM/AN/AO
/AP/AQ/AR/AS/A
T/AU/AV/AW/AX/
AY/AZ, Minimum
Base: 30 (**),
Small Base: 100
(*)

▲ indicates result is significantly higher than the result in the Total column

▼ indicates result is significantly lower than the result in the Total column

		Region				family situation			
50-59	60+	Helsinki-Uusima a	Southern Finland	Western Finland	Northern and Eastern Finland	Young adults without children: the person is 15-45	Family with younger children: The person has	Family with older children: Person has children living	working elderly with no children: Person aged 46
F	G	H	I	J	K	L	M	N	O

157	363	309	210	250	231	258	96	153	198
149	372	310	217	256	238	282	96	149	195
48%	48%	46%	39%	46%	44%	38%	37%	48%	50%
C	C						*	L	LM
19%	28%	24%	21%	18%	24%	16%	21%	18%	21%
	▲ C.E.F						*		
42%	32%	36%	47%	42%	42%	52%	46%	41%	37%
G	▼		H			▲ N.O.P	P*		

157	363	309	210	250	231	258	96	153	198
149	372	310	217	256	238	282	96	149	195
66%	61%	70%	71%	61%	63%	69%	67%	69%	63%
		J	J				*		
34%	39%	30%	29%	39%	37%	31%	33%	31%	37%
	D.E			H.I			*		

Pensioner/ Inactive elderly without children:	Urbanisation						Household income (gross)		
	Capital city area	City (population above 100,000) - but not capital	Urban, population 50,000- 100,000	Urban, population 10,000- 49,999	Urban, population below 10,000	Outside an urban area - rural area	Less than 40 499 euros	40.500 - 94.499 euros	94.500 euros or more
P	Q	R	S	T	U	V	W	X	Y

295	230	245	155	218	74	78	443	335	73
300	230	252	163	222	75	80	458	338	72
46%	49%	40%	47%	42%	35%	49%	44%	44%	44%
L	R.U				*	*			*
29%	21%	22%	18%	25%	18%	23%	24%	21%	17%
▲ L.N					*	*			*
32%	36%	43%	41%	43%	49%	41%	41%	43%	47%
▼					Q*	*			*

295	230	245	155	218	74	78	443	335	73
300	230	252	163	222	75	80	458	338	72
65%	71%	68%	68%	60%	68%	59%	69%	65%	70%
	T				*	*	Z		*
35%	29%	32%	32%	40%	32%	41%	31%	35%	30%
				Q	*	*			*

Which of the following social media platforms do you use? By "use" we mean that you are a registered me

Don't want to reveal	Facebook	LinkedIn	Google+ (ej sökmotorn)	Twitter	Instagram	Snapchat	Pinterest	Tumblr	Reddit
AJ	AK	AL	AM	AN	AO	AP	AQ	AR	AS

13	720	152	-	206	535	182	204	24	94
13	730	153	-	215	551	197	207	27	104
39% **	45% AP	49% AN.AP	- **	40%	46% AP	36% ▼	55% K.AN.AO.AP.AT.AI	54% **	47% AP*
34% **	21%	22%	- **	21%	20%	18%	22%	34% **	18% *
36% **	41% AQ	36%	- **	44% AQ	41% AQ	50% ▲ AK.AL.AO.AQ.AI	31% ▼	18% **	41% *

13	720	152	-	206	535	182	204	24	94
13	730	153	-	215	551	197	207	27	104
39% **	68%	71%	- **	66%	68%	66%	69%	74% **	72% *
61% **	32%	29%	- **	34%	32%	34%	31%	26% **	28% *

member and log in at least once a month. Please check all relevant options.

TikTok	YouTube	BeReal	others	don't know	None of these	Jodel
AT	AU	AV	AW	AX	AY	AZ

212	647	-	61	12	86	75
218	665	-	62	13	89	79
42%	46%	-	50%	16%	39%	46%
	AN.AP	**	*	**	*	*
18%	21%	-	22%	32%	23%	17%
		**	*	**	*	*
46%	41%	-	43%	58%	46%	43%
AL.AQ	AQ	**	*	**	AQ*	*

212	647	-	61	12	86	75
218	665	-	62	13	89	79
66%	67%	-	64%	37%	63%	68%
		**	*	**	*	*
34%	33%	-	37%	63%	37%	32%
		**	*	**	*	*