How does Perceived effectiveness affect Consideration to buy of Electric Vehicles? – Is there a powerful correlation between environmental awareness and the adoption of this Technology?

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Resumo

No nosso mundo onde possuir um carro tem mais razões do que apenas aquela de necessidade, existirão outros fatores que influenciem a perceção da eficácia dos veículos elétricos e, caso assim o seja, será possível estabelecer uma correlação forte o suficiente para prever como a eficácia como cada um a perceciona relativamente a esta seminova tecnologia será afetada? Foi utilizado um questionário e as variáveis dos dados demográficos foram analisadas de forma cruzada para estabelecer correlação entre elas. O estudo mostra que os dados demográficos, especialmente os de idade e a escolaridade, têm de fato uma correlação com a perceção do consumidor, com resultados estatisticamente significativos, mas o coeficiente de correlação ficou abaixo do limite aceitável pela comunidade científica nesses tipos de tópicos para representar a influência entre as variáveis. Para pesquisas futuras, recomenda-se recolher dados de amostra de uma população geracional mais ampla, o que pode ajudar a identificar de maneira mais precisa como a idade afeta a consciência ambiental e a eficácia percebida dos veículos elétricos.

Abstract

In a world where owning a car has more to it than just pure necessity, there are other factors that influence perceived effectiveness of Electric Vehicles and it is possible to establish a correlation strong enough to predict how the perceived effectiveness of each one of us towards this semi-recent technology will be affected. A questionnaire was used, and demographic data variables were cross analyzed to establish correlation between them. The study shows that demographics, especially age and education have indeed a correlation with the perceived effectiveness of the consumer, with the results being statistically significant, but correlation coefficient was below the threshold acceptable by the scientific community on these kinds of topics to represent influence between the variables. For future research, it is recommended to collect sample data from a wider generational population, which may help to more precisely identify how age affects environmental awareness and the perceived effectiveness of electric vehicles.

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Glossary

TERM	EXPLANATION
NEP	New Ecological Paradigm
BEV	Battery Electric Vehicle
PHEV	Plug-in Hybrid Electric Vehicle
PE	Perceived Effectiveness
CTB	Consideration to Buy

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1   Introduction

Ever since the introduction of the Internal Combustion engine by Nicolaus Otto in 1858, that no other technology has ruled the car industry. The main reason is due to this was the pitch technology that jump-started not only a new era but also this new great quality of life improving product that came and revolutionized our lives as human beings called the automobiles. No longer we needed to spend 30 minutes walking to the grocery store and back with those 20 kg weighting bags; we could do it in 5 minutes without any effort. No longer we needed to spend the whole day under the scorching summer sun carrying haybales for our mules or getting up at 4 in the morning in the freezing winter so we could hope to get the work done before nightfall; we could use work machines to replace the mules and deliver double or triple the power, with less weight "fuel consumption" and double the work time efficiency.

Annual CO₂ emissions

Carbon dioxide (CO_2) emissions from the burning of fossil fuels for energy and cement production. Land use change is not included.

Our World in Data

- China
- United States
- EU-27
- India
- Russia
- South Africa
- Brazil
- United Kingdom

10 billion t
8 billion t
6 billion t
4 billion t
2 billion t
0 t

1800   1850   1900   1950   2019
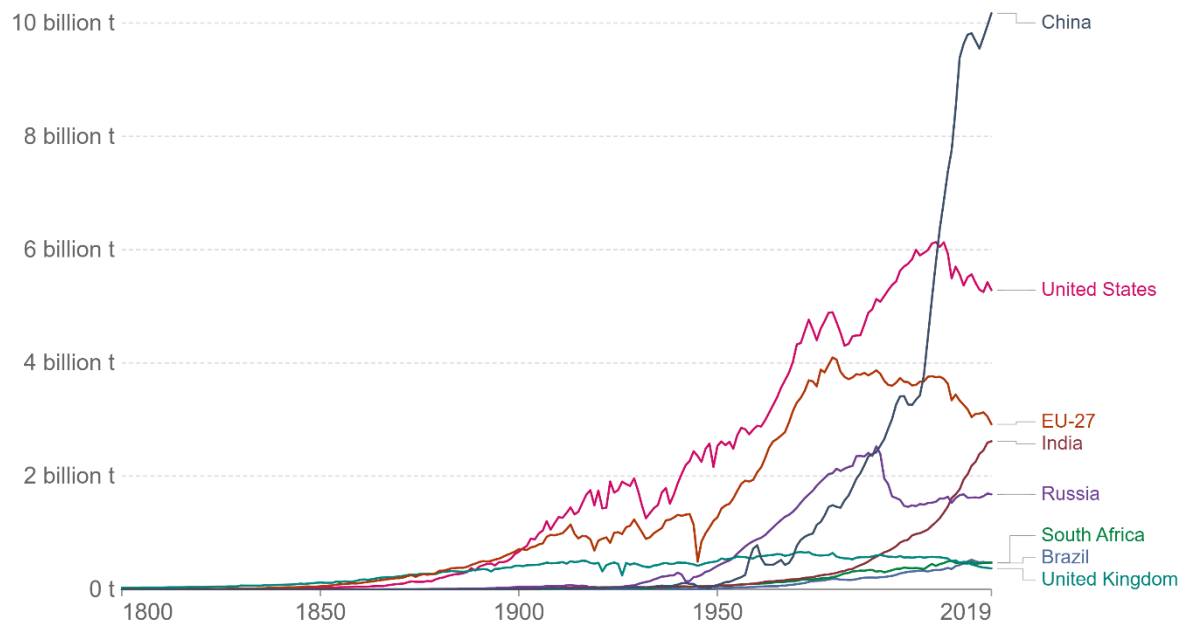
Source: Global Carbon Project; Carbon Dioxide Information Analysis Centre (CDIAC)
Note: CO_2 emissions are measured on a production basis, meaning they do not correct for emissions embedded in traded goods.
OurWorldInData.org/co2-and-other-greenhouse-gas-emissions/ • CC BY

Graphic 1 Annual CO2 Emissions Globally from 1800 to 2019

However, with this quality-of-life change, pollution from fossil fuels have been increasingly exponentially, despite engines have been refined and enhanced for both performance and emission reduction. Carbone Dioxide emissions from transportation sectors have increased consistently, as we can see on Graphic 1 (Our World in Data, 2021), with few slight decreases consistent with periods of crude crisis. In the 90's, CO_2 emissions stabilized, and from the 00's onward we can see a global effort to fight GHG emissions. From this steady increase of CO_2 levels, we get a common increase in the average temperature anomalies across the globe as seen in Graphic 2 (Our World in Data, 2021)
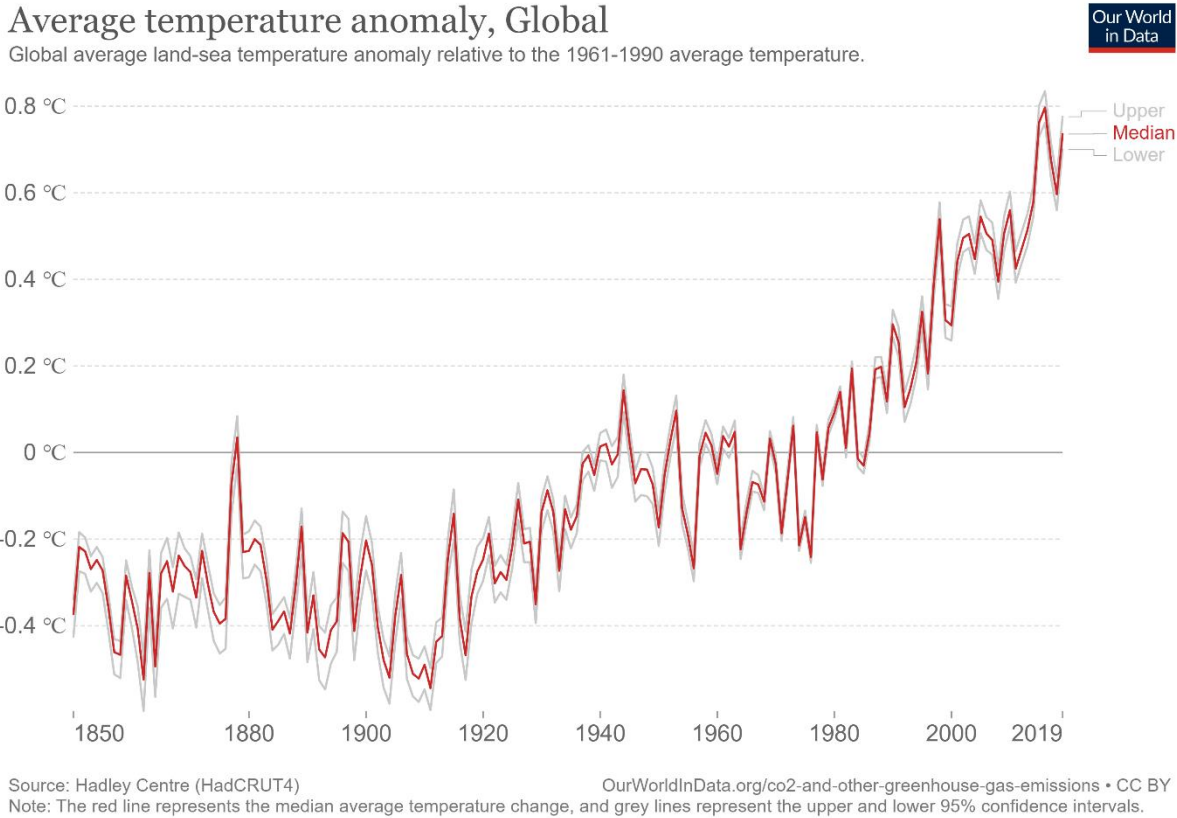
Graphic 2 Average Temperature Anomaly Globally, from 1850 to 2019

With the 90's and 00's Ecological increase of awareness and scientific research on the nefarious impacts of the climate changes, such as the glacier melting in Greenland that in has been increasing in volume of thaw per year in volume, from 92 km^3 in 1996 to more than double, at 225 km^3 in 2005, not even 10 years after (National Geographic, 2007), leading to a shrinking size in the ice cap as we can see in Figure 1.

Electricity has been in the spectrum of research for powering engines on both transport and work machinery since the early 1800's (Siemens Industry, Inc, 2020) but a set of critical issues at the time such as the lack of efficient rechargeability huge size and weight of lead batteries and high cost to produce, did not allow EV's to gain a proper market share facing the traditional ICE.

Electric Vehicles (EV) within all their types have come to stay. In some studies they have been described as the car of the future, in others called a work in progress (Liao, Molin, & van Wee, 2016), but their numbers have been increasing in the past few years, especially in developed countries with statistics showing that in by the end of 2016, in Germany, 80% of the sales of EV were made since January 2014 (Ahmad, Khan, Saad Alam, & Khateeb, 2018).

1.1   Thesis Objective

Many studies have shown that the perceived effectiveness (PE) of a good or a product have a direct impact of the purchase intention of this said good (Liang, Situmorang, Liao, & Chang, 2020). The main goal of this thesis is to analyze how demographic characteristics such as gender and age, for instance, affect the perceived effectiveness of the people.

With this main goal in mind, we will draw 3 main questions for this study:

Q1.   Does Demographic affect the Environmental awareness (NEP) in Portugal?

Q2.   Do Demographics affect the Tech savviness of a Population?

Q3.   Is there a correlation between Environmental awareness and Perceived Effectiveness?

Q4.   Is there a correlation between Tech Savviness and Perceived Effectiveness?

By obtaining answers to these four questions, we can achieve keylock points in the car industry that may have been hindering technology adoption both by manufacturers and customers.

1.2   Methodology

An already existing questionnaire developed in Qualtrics was used to gather data on Portuguese population. The primary focus of the questionnaire was to understand the baseline of the existing knowledge on EV's and then, by presenting some advantageous characteristics as well as incentives and policies that their country had for individuals that desire to acquire EV's, monitor how the sample's willingness to buy changes.

The questionnaire was distributed via social media and e-mail.

Both previous and new answers will be added together and treated, as only the ones that have a minimum of required data will be selected for analysis.

Analysis will be done in SPSS 26, with the results shown and explained in the following chapters.

1.3 Thesis Structure

Chapter I Brings an introduction to the environmental awareness of the XXI century as well as measures and efforts taken in place to counter the human ecological footprint. This is the chapter where the objective, methodology and structure of the thesis is delineated.

Chapter II is the *status quo* of the car industry and a literature review of the EV technology adoption. It also the evolution that has been taking place in the car industry in the late XX and early XXI centuries. Perceived effectiveness is covered

Chapter II Explains the Methodology and explains the questionnaire.

Chapter IV is Data Analysis

Chapter V are the Key findings and limitations.

2 Literature Review

2.1 Electric Vehicles Technology Evolution

The first Electric Vehicles, from now on EV, ran on non-rechargeable batteries and presented a severe lack of adaptability and range. Better batteries were soon to be introduced by the French Engineer Gaston Plantéé, which relieved environmental issues such as battery component recycling and rechargeability, but the range question remained (National High Magnetic Field Laboratory, 2014). In 1881, another French engineer improved battery design, turning mass production for car batteries feasible. (Dell & Rand, 2001). Thomas Parker Developed the first Electric Car in Wolverhampton, circa 1884 (The Telegraph, 2009). Fourteen years later, in 1894, Ferdinand Porsche Presented his Iconic Phaeton Model A.K.A "P1". Weighting only 130 kilograms and 3 horsepower, the mileage rose to 80 kilometers. During these years, a very important technology that is still used today, called regenerative breaking was invented. Regenerative breaking kinetic energy to be transformed into electric energy and recharge the batteries during breaking or speed reduction, vastly increasing mileage (EV Education, 2020)

However, Internal Combustion Engines, from now on ICE, were still easier and cheaper to build, showing an easier potential to develop the develop its power, which led to a drastic decrease both in its selling numbers as well investment in technology development through the first half of the XX century. (EV Education, 2020). The 70's come by and with them, an oil embargo by the middle east was settled, dramatically increasing the price of oil which diverted attention to the EV market, however, the time span was not enough to make them viable, and so, they once more were not able to prevail over ICE.

EV technology was still expected to be in its embryonic stage and, according to the Technology S-Curve (Rogers, 1962)it was still expected to develop furthermore.
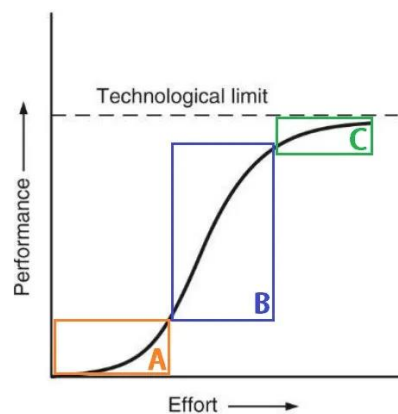
Figure 1 Technology S-Curve

With the increased awareness of environmental issues in the late 90's and early 00's, car brands returned to experiment with EV's, and we managed to see what the first hybrid vehicle was, the Toyota Prius Hybrid. Due to economies of Learning, the technology began its slow rise along its curve.

2.2 Charging infrastructure technology

Electric Vehicles on the BEV and PHEV series need to recharge their batteries, whether to fully function or to be more economically. Now, there are three ways to provide energy to our EVs: Conductively, Inductively and by swapping the batteries (Ahmad, Zeeshan Ahmad, Alam, & Siddique, 2017). By charging conductively, the user connects the car directly to a power socket, through a transformer that could be of the fast charger or domestic charger.

Inductive charging on the other hand, does not work based in a "plug-in" system. The Battery of the car will charge through induction of the electromagnetic field, statically or dynamically.

Statical Inductive Charging method consists in the placement of a charging conductor that generates an electromagnetic field and transfers energy to a stationary vehicle. This example can be set on a public parking lot or private parking space as indicated in Figure 2.
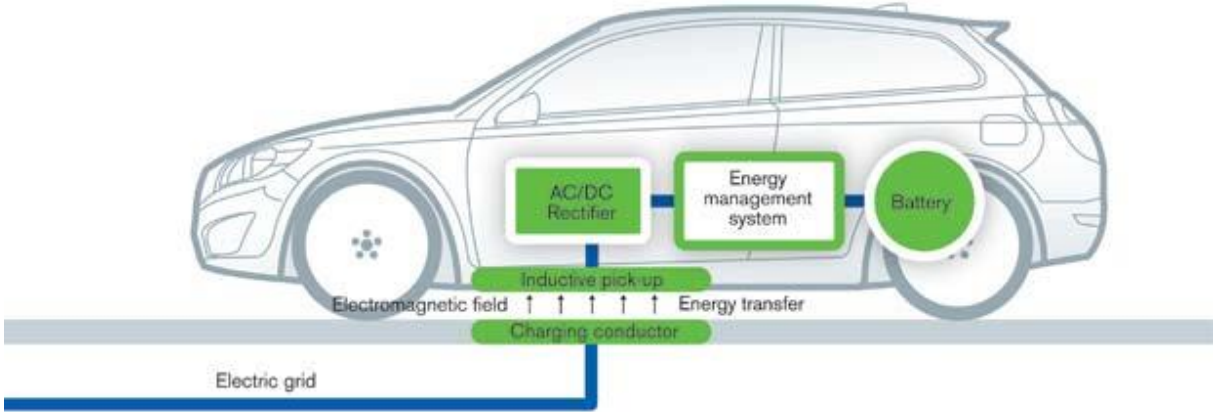
Figure 2 Static Inductive Charging

Dynamic Inductive Charging is the method that allows the vehicle battery to be charge "on the go". By implementing charging conductors under the pave roads EVs can charge directly from the road, without the need to stop so often or to perform a fully charge prior to travel, as it can observe in figure 3
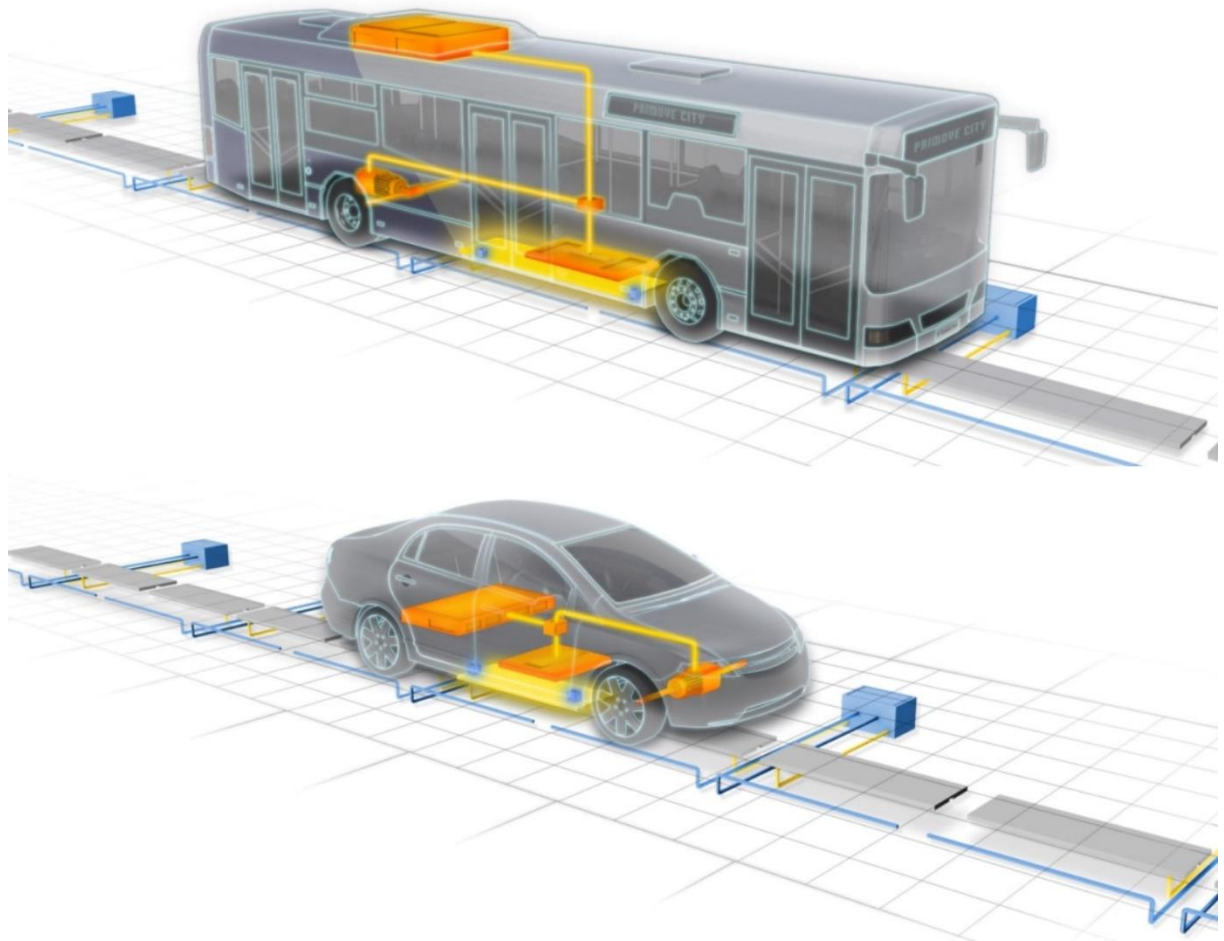
Figure 3 Dynamic Inductive Charging

This method is being studied to be applied on BEV and PHEV dedicated roads, as well as to be installed in public transport dedicated roads, which would facilitate the change of public transportation from ICE to EV (Ahmad, Zeeshan Ahmad, Alam, & Siddique, 2017).

2.3 Market share

According to the Diffusion of Innovations Theory (Rogers, 1962), a technology adoption stage is in its early adopters when it's market share is within 13,5% and 35%. During the first half of 2021, in mainland China, EV's performed 12% of the sales of passenger cars. It is worth to mention that facing 2020, which the percentage of EV sales were only 6%, the growth is huge. In Europe these number rose to 15% of new car sales (Canalys, 2021). Upon realizing these numbers, we can see than in both gross markets of mainland China and Europe, EV is within its early adopter's stage. Other markets, such as the USA, where EV's only represent 3% of the sales, do not represent an early adopter's stage, but rather still being in the innovators stage.

2.4   Perceived Effectiveness

Higueras-Castillo *et al* (2019), proposed that the way a person perceives different aspects of Electric mobility, from now on EM, affect their attitude towards it and consequentially, his/her intention to adopt this set of technologies. Their study conducted a series of hypothesis testing, in which they were able to prove the following:

- Attitude towards EM is affected by the following perceived values of the customer: emotional, price and acceleration, but not by quality, nor social value.
- Intention to adopt is affected by the potential customer's attitude towards EM.

According to Ming-Yi Chen & Ching-I Chiu (2015), a perceived effectiveness of a given environmentally friendly product is affected by the same person's environmental consciousness. Their study also concluded that highly environmental consciousness people tend to react based on their higher level of moral concern and if their perceived effectiveness is attempted to be changed through appeals of guilt, they tend to react negatively as they feel a sense of loss of freedom.

This high level of environmental concern can indeed be observed in all car buyers, but apparently mismatches the intrinsic motivation for buying a more environmentally friendly vehicle (Nayum, Klöckner, & Mehmetoglu, 2016). According to the authors, this mismatch can be the result of a defensive denial of the customers when purchasing a car. In the same study, it was shown that some Norwegian government's incentives may have influenced the adoption of more fuel-efficient cars for the public, but even so, the high level of positive attitude and perceived behavioral control did not correspond directly to a behavioral intention.

Behavioral intention was significantly lower within the buyers of bigger/more powerful cars. This may translate in doubts from a subject of this market segment regarding the convenience and performance of the car when presented the opportunity to buy an EV.

Wang, Wang, Li, Wang, & Liang (2018) conducted a study with the purpose to analyze the effects that the consumer's knowledge about EVs, perceived usefulness, perceived risk had on their intention to adopt an EV and the results show that there is indeed a correlation between these variables. These same overall results are also seen in the paper Kim, Oh, Park, & Joo (2018), where the authors concluded that the way the customer perceives EVs do impact the intent to adopt the greener technology. They also allude to previous studies that have already studied these topics of perception of EVs and its intention to adopt the technology.

3   Methodology

The questionnaire was already developed (Samson, 2020) and was tweaked both in Grammar and in design to be more appealing for the inquires. The main point of the questionnaire was to assess the willingness of a person to buy an EV and its consideration, considering their tech savviness, as well as perceived effectiveness of EV's and Charging infrastructure for both BEV and PHEV. Since we are aware that EV's market is in its early adopters' phase, we provided an information sheet to the inquiree to later question him again regarding its consideration to buy and analyze how it changed. The questionnaire was distributed via social media and e-mail.

The Questionnaire begins by asking if the person had ever driven a BEV, if they owned or if they knew anybody that owned a BEV, assessing the respondent's BEV awareness (Samson, 2020). Further testing of the industry awareness was performed, by questioning the respondents of their perception regarding:

- The effectiveness of the BEV technologies such as Range and Speed and Time to charge.
- Benefits and losses such as Cost to Buy, Cost to maintain, Cost to own.
- Effectiveness of the Charging infrastructure.

Right after these questions were taken, the respondents were asked what their consideration was regarding opting for a BEV if they were indeed intending to buy a car in the next 5 years.

To assess if the answer to this last question was an informed one, the questionnaire was designed to provide the answering party information regarding the three points mentioned earlier and once more, asked if their consideration to buy a BEV had changed and exactly how much it had changed regarding the previous answer.

Respondents were also questioned regarding their knowledge regarding policies and incentives regarding the adoption of EV technology, at the same time providing some insight in their existence.

Demographic questions were conducted as well as questions to assess the environmental awareness of the inquiree, through the New Environmental Paradigm Scale, designed by the Riley Dunlap at Washington State University in 1978 and later revised by the same authors (Anderson, 2012).

On total, there were already 112 responses from Boudewijin Samson's Thesis questionnaire, and 181 more were gathered. From these 293, not all were eligible as proper data, some due to not being fully answered, other due to errors. After data selection, 224 answers remained.

Data was then arranged on Excel for easier analysis and processing and inserted in the SPSS 26. To simplify and make the questionnaire more appealing for those answering it, some questions such as age, income, knowledge about the EV existing cars models, amongst others, were given multiple choice with ranges. To process these range answers, they were swapped by progressive positive integral numbers that represent the exact same thing, with 0 representing a NIL answer.

4 Data analysis

4.1 Demographics

Out of the 224 answers, some of the respondents didn't answer all the demographic answers, thus we declare those as omissive and remove them from the sample when analyzing demographic data, simply because they provide no useful data for it.

The sample is demographically detailed on the following manner:

- Age Table 1
- Gender Table 2
- Income, Table 3
- Education

		PERCENTAGE
	18-24	31%
	25-34	39%
	35-44	11%
AGE	45-54	13%
	55-64	4%
	65-74	0%
	75-84	2%

Table 1 Age

It's important to notice that we have a sample that is equally distributed between genders, providing us a balanced general point of view from both genders. The sample has 70% of the respondents within the age bracket of 18 to 34 mainly due to network of the people that were asked to diffuse the questionnaire. This will make an impact in the study regarding some variables, as it is not possible to assess a generalized answer based on 3 or 4 people and extrapolate it to the general population within that age bracket.

		PERCENTAGE
GENDER	Male	51%
	Female	49%

Table 2 Gender

We have a balanced Sample, nearly 50-50 of the respondents for each sex.

		PERCENTAGE
	Highschool or Equivalent	11%
EDUCATION	Bachelor's Degree	45%
	Master's Degree or Higher	43%

Table 3 Education

A total of 17,8% of the population of Portugal have up to Highschool or Equivalent Degree (Instituto Nacional de Estatistica, 2021),

In 2019, 40% of the population between 25 and 34 had at least an academic degree. (InCorporateMagazine, 2020)

		PERCENTAGE
	Less than €500	3%
	Between €500 and €1500	30%
	Between €1500 and €2000	29%
INCOME	Between €2000 and €3000	11%
	Between €3000 and €5000	14%
	Between €5000 and €10000	9%
	Over €10000	3%

Table 4 Income

The gross average income in Portugal was 1315 EUR in 2020, and the trend in the last few years was a steady increase (Moving to Portugal, 2020), which justifies 62% of the respondents fitting in the bracket of up to € 2000.

4.2 Analyzing Demographics/Tech Savviness & Demographics/NEP

4.2.1 Demographics / NEP

4.2.1.1 Age

In this cross analysis, only the first 4 brackets make a strong contending for data analysis, as they accumulate 94% of respondents and are equally distributed, with each bracket having at least 10% of the sample population.

		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree
		NEP - WE ARE APPROACHING THE LIMIT OF THE NUMBER OF PEOPLE THE EARTH CAN SUPPORT.			
	18-24	39%	7%	17%	36%
	25-34	37%	10%	21%	31%
	35-44	38%	13%	33%	17%
AGE	45-54	50%	14%	18%	18%
	55-64	44%	22%	0%	33%
	65-74	0%	0%	0%	100%
	75-84	20%	20%	20%	40%
TOTAL		39%	11%	20%	30%

Table 5 Age vs Nep - We are approaching the limit of the number of people the earth can support.

We can see a strong consensus regarding the firm disagreeability of this question, but with the younger respondents tending to shift their views a bit into the agreeability.

		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree
		Nep - Humans have the right to modify the natural environment to suit their needs.			
	18-24	43%	34%	7%	16%
	25-34	44%	32%	10%	14%
	35-44	38%	46%	4%	13%
AGE	45-54	57%	21%	11%	11%
	55-64	67%	11%	0%	22%
	65-74	100%	0%	0%	0%
	75-84	60%	20%	0%	20%
TOTAL		46%	31%	8%	14%

Table 6 Age vs Nep - Humans have the right to modify the natural environment to suit their needs.

High disagreeability of this question

NEP - WHEN HUMANS INTERFERE WITH NATURE IT OFTEN PRODUCES DISASTROUS CONSEQUENCES.

		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree
	18-24	72%	3%	4%	21%
	25-34	65%	5%	5%	26%
	35-44	58%	8%	13%	21%
AGE	45-54	71%	4%	4%	21%
	55-64	78%	11%	0%	11%
	65-74	0%	100%	0%	0%
	75-84	60%	20%	0%	20%
TOTAL		68%	5%	5%	22%

Table 7 Age vs Nep - When humans interfere with nature it often produces disastrous consequences.

High disagreeability of this question

NEP - HUMAN INGENUITY WILL ENSURE THAT WE DO NOT MAKE THE EARTH UNLIVABLE.

		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree
	18-24	21%	24%	37%	19%
	25-34	27%	12%	37%	24%
	35-44	17%	33%	25%	25%
AGE	45-54	14%	21%	18%	46%
	55-64	44%	11%	0%	44%
	65-74	0%	0%	0%	100%
	75-84	60%	0%	0%	40%
TOTAL		24%	18%	31%	27%

Table 8 Age vs Nep - Human ingenuity will ensure that we do not make the earth unlivable.

Younger generations tend to place their answers around the disagreeability, while older generations tend to agree with

NEP - HUMANS ARE SEVERELY ABUSING THE ENVIRONMENT.

		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree
	18-24	72%	1%	6%	20%
	25-34	59%	0%	3%	37%
	35-44	50%	0%	4%	46%
AGE	45-54	68%	4%	11%	18%
	55-64	67%	0%	0%	33%
	65-74	100%	0%	0%	0%
	75-84	80%	0%	0%	20%
TOTAL		65%	1%	5%	29%

Table 9 Age vs Nep - Humans are severely abusing the environment.

The majority disagrees; however, the poll is very divided on the extremes.

NEP - THE EARTH HAS PLENTY OF NATURAL RESOURCES IF WE JUST LEARN HOW TO DEVELOP THEM.

		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree
	18-24	45%	10%	12%	33%
	25-34	37%	7%	18%	38%
	35-44	38%	21%	21%	21%
AGE	45-54	29%	11%	25%	36%
	55-64	33%	0%	22%	44%
	65-74	0%	0%	0%	100%
	75-84	80%	0%	0%	20%
TOTAL		39%	9%	17%	35%

Table 10 Age vs NEP - the earth has plenty of natural resources if we just learn how to develop them.

The majority disagrees

NEP - PLANTS AND ANIMALS HAVE AS MUCH RIGHT AS HUMANS TO EXIST.

		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree
	18-24	75%	1%	4%	19%
	25-34	72%	3%	9%	15%
	35-44	50%	4%	8%	38%
AGE	45-54	71%	14%	4%	11%
	55-64	78%	0%	0%	22%
	65-74	0%	0%	0%	100%
	75-84	100%	0%	0%	0%
TOTAL		71%	4%	6%	19%

Table 11 Age vs NEP - plants and animals have as much right as humans to exist.

The majority disagrees

NEP - THE BALANCE OF NATURE IS STRONG ENOUGH TO COPE WITH THE IMPACTS OF MODERN INDUSTRIAL NATIONS.

		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree
	18-24	53%	25%	9%	13%
	25-34	41%	37%	12%	10%
	35-44	46%	38%	13%	4%
AGE	45-54	36%	46%	7%	11%
	55-64	78%	11%	11%	0%
	65-74	0%	100%	0%	0%
	75-84	60%	20%	0%	20%
TOTAL		46%	33%	10%	11%

Table 12Age vs NEP - The balance of nature is strong enough to cope with the impacts of modern industrial nations.

Nearly 3 quarters of the population disagrees, while the other agrees

NEP - DESPITE OUR SPECIAL ABILITIES HUMANS ARE STILL SUBJECT TO THE LAWS OF NATURE.

		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree
	18-24	68%	3%	3%	26%
	25-34	69%	1%	9%	21%
	35-44	58%	4%	13%	25%
AGE	45-54	68%	7%	4%	21%
	55-64	89%	0%	0%	11%
	65-74	0%	0%	0%	100%
	75-84	80%	0%	0%	20%
TOTAL		68%	3%	6%	23%

Table 13Age vs NEP - Despite our special ability's humans are still subject to the laws of nature.

The majority Disagrees

NEP - THE SO-CALLED "ECOLOGICAL CRISIS" FACING HUMANKIND HAS BEEN GREATLY EXAGGERATED.

		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree
	18-24	54%	20%	13%	13%
	25-34	50%	21%	16%	13%
	35-44	38%	38%	21%	4%
AGE	45-54	46%	36%	7%	11%
	55-64	67%	22%	0%	11%
	65-74	100%	0%	0%	0%
	75-84	60%	20%	0%	20%
TOTAL		51%	24%	13%	12%

Table 14 Age vs NEP - The so-called "ecological crisis" facing humankind has been greatly exaggerated.

Majority Agrees

NEP - THE EARTH IS LIKE A SPACESHIP WITH VERY LIMITED ROOM AND RESOURCES.

		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree
	18-24	36%	17%	16%	30%
	25-34	38%	7%	16%	39%
	35-44	29%	8%	8%	54%
AGE	45-54	39%	18%	7%	36%
	55-64	78%	0%	11%	11%
	65-74	0%	0%	0%	100%
	75-84	20%	40%	20%	20%
TOTAL		37%	12%	14%	37%

Table 15 Age vs NEP - The earth is like a spaceship with very limited room and resources

The majority Disagrees

NEP - HUMANS WERE MEANT TO RULE OVER THE REST OF NATURE.

		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree
	18-24	47%	21%	15%	18%
	25-34	53%	20%	20%	8%
	35-44	50%	17%	17%	17%
AGE	45-54	61%	14%	14%	11%
	55-64	78%	11%	0%	11%
	65-74	0%	100%	0%	0%
	75-84	60%	20%	0%	20%
TOTAL		54%	19%	15%	12%

Table 16Age vs NEP - humans were meant to rule over the rest of nature.

The majority Disagrees

NEP - THE BALANCE OF NATURE IS VERY DELICATE AND EASILY UPSET.

		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree
	18-24	43%	6%	12%	39%
	25-34	41%	8%	16%	35%
	35-44	25%	8%	21%	46%
AGE	45-54	50%	14%	7%	29%
	55-64	67%	0%	11%	22%
	65-74	100%	0%	0%	0%
	75-84	60%	0%	0%	40%
TOTAL		43%	8%	13%	36%

Table 17 Age vs NEP - The balance of nature is very delicate and easily upset.

Around 50 % of the poll agrees, the rest disagrees.

NEP - HUMANS WILL EVENTUALLY LEARN ENOUGH ABOUT HOW NATURE WORKS TO BE ABLE TO CONTROL IT.

		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree
	18-24	26%	29%	19%	25%
	25-34	27%	26%	22%	26%
	35-44	29%	17%	25%	29%
AGE	45-54	21%	25%	14%	39%
	55-64	44%	11%	11%	33%
	65-74	0%	0%	100%	0%
	75-84	20%	20%	0%	60%
TOTAL		27%	24%	20%	29%

Table 18Age vs NEP - humans will eventually learn enough about how nature works to be able to control it.

Population equally distributed across the answers

NEP - IF THINGS CONTINUE ON THEIR PRESENT COURSE, WE WILL SOON EXPERIENCE A MAJOR ECOLOGICAL CATASTROPHE.

		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree
	18-24	58%	1%	7%	33%
	25-34	53%	1%	10%	35%
	35-44	38%	8%	8%	46%
AGE	45-54	50%	4%	7%	39%
	55-64	67%	0%	0%	33%
	65-74	0%	0%	0%	100%
	75-84	20%	0%	20%	60%
TOTAL		53%	2%	8%	37%

Table 19 Age vs NEP -If things continue their present course, we will soon experience a major ecological catastrophe.

Population divided between agreeing and disagreeing, but with higher tendencies to disagree.

NEP - WE ARE APPROACHING THE LIMIT OF THE NUMBER OF PEOPLE THE EARTH CAN SUPPORT.

		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree
GENDER	Male	40%	15%	19%	26%
	Female	38%	6%	21%	35%
TOTAL		39%	11%	20%	30%

Table 20 Gender vs NEP - we are approaching the limit of the number of people the earth can support.

Males tend to disagree, Females are equally distributed

NEP - HUMANS HAVE THE RIGHT TO MODIFY THE NATURAL ENVIRONMENT TO SUIT THEIR NEEDS.

		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree
GENDER	Male	37%	34%	10%	19%
	Female	56%	29%	6%	9%
TOTAL		46%	31%	8%	14%

Table 21 Gender vs NEP - humans have the right to modify the natural environment to suit their needs.

Male slightly agree more in this answer than their counterpart

NEP - WHEN HUMANS INTERFERE WITH NATURE IT OFTEN PRODUCES DISASTROUS CONSEQUENCES.

		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree
GENDER	Male	63%	7%	5%	24%
	Female	72%	3%	5%	20%
TOTAL		68%	5%	5%	22%

Table 22Gender VS NEP - when humans interfere with nature it often produces disastrous consequences.

Similar answers between genders.

NEP - HUMAN INGENUITY WILL ENSURE THAT WE DO NOT MAKE THE EARTH UNLIVABLE.

		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree
GENDER	Male	25%	21%	28%	27%
	Female	22%	16%	34%	28%
TOTAL		24%	18%	31%	27%

Table 23 Gender vs NEP - human ingenuity will ensure that we do not make the earth unlivable.

Similar answers between genders.

NEP - HUMANS ARE SEVERELY ABUSING THE ENVIRONMENT.

		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree
GENDER	Male	58%	1%	6%	35%
	Female	72%	0%	4%	25%
TOTAL		65%	0%	5%	30%

Table 24 Gender vs NEP - Humans are severely abusing the environment.

Male slightly agree more in this answer than their counterpart

NEP - THE EARTH HAS PLENTY OF NATURAL RESOURCES IF WE JUST LEARN HOW TO DEVELOP THEM.

		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree
GENDER	Male	40%	6%	19%	35%
	Female	39%	12%	16%	34%
TOTAL		39%	9%	17%	35%

Table 25 Gender vs NEP - The earth has plenty of natural resources if we just learn how to develop them.

Similar answers between genders.

NEP - PLANTS AND ANIMALS HAVE AS MUCH RIGHT AS HUMANS TO EXIST.

		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree
GENDER	Male	66%	4%	9%	20%
	Female	77%	3%	4%	17%
TOTAL		71%	4%	6%	19%

Table 26 Gender vs NEP - Plants and animals have as much right as humans to exist.

Similar answers between genders.

NEP - THE BALANCE OF NATURE IS STRONG ENOUGH TO COPE WITH THE IMPACTS OF MODERN INDUSTRIAL NATIONS.

		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree
GENDER	Male	42%	37%	11%	11%
	Female	51%	30%	9%	10%
TOTAL		46%	33%	10%	10%

Table 27 Gender vs NEP - The balance of nature is strong enough to cope with the impacts of modern industrial nations.

Similar answers between genders.

NEP - DESPITE OUR SPECIAL ABILITIES HUMANS ARE STILL SUBJECT TO THE LAWS OF NATURE.

		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree
GENDER	Male	69%	4%	8%	19%
	Female	68%	1%	5%	27%
TOTAL		68%	2%	6%	23%

Table 28 Gender vs NEP - Despite our special abilities, humans are still subject to the laws of nature.

Similar answers between genders.

NEP - THE SO-CALLED "ECOLOGICAL CRISIS" FACING HUMANKIND HAS BEEN GREATLY EXAGGERATED.

		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree
GENDER	Male	46%	25%	19%	10%
	Female	55%	23%	8%	14%
TOTAL		51%	24%	14%	12%

Table 29 Gender vs NEP - The so-called "ecological crisis" facing humankind has been greatly exaggerated.

Similar answers between genders.

NEP - THE EARTH IS LIKE A SPACESHIP WITH VERY LIMITED ROOM AND RESOURCES.

		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree
GENDER	Male	36%	10%	17%	37%
	Female	39%	14%	11%	36%
TOTAL		38%	12%	14%	36%

Table 30 Gender vs NEP - The earth is like a spaceship with very limited room and resources.

Male slightly agree more in this answer than their counterpart

NEP - HUMANS WERE MEANT TO RULE OVER THE REST OF NATURE.

		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree
GENDER	Male	44%	21%	20%	14%
	Female	62%	16%	11%	11%
TOTAL		53%	19%	16%	13%

Table 31 Gender vs NEP - Humans were meant to rule over the rest of nature.

Male slightly agree more in this answer than their counterpart

NEP - THE BALANCE OF NATURE IS VERY DELICATE AND EASILY UPSET.

		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree
GENDER	Male	39%	8%	17%	36%
	Female	47%	7%	10%	36%
TOTAL		43%	7%	14%	36%

Table 32Gender vs NEP - the balance of nature is very delicate and easily upset.

Male slightly agree more in this answer than their counterpart

NEP - HUMANS WILL EVENTUALLY LEARN ENOUGH ABOUT HOW NATURE WORKS TO BE ABLE TO CONTROL IT.

		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree
GENDER	Male	23%	22%	21%	34%
	Female	31%	27%	19%	23%
TOTAL		27%	25%	20%	29%

Table 33Gender vs NEP - Humans will eventually learn enough about how nature works to be able to control it.

Male slightly agree more in this answer than their counterpart

NEP - IF THINGS CONTINUE ON THEIR PRESENT COURSE, WE WILL SOON EXPERIENCE A MAJOR ECOLOGICAL CATASTROPHE.

		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree
GENDER	Male	48%	2%	13%	38%
	Female	57%	2%	5%	36%
TOTAL		53%	2%	9%	37%

Table 34 Gender vs NEP - If things continue their present course, we will soon experience a major ecological catastrophe.

Male slightly agree more in this answer than their counterpart

4.2.1.3 Education

NEP - WE ARE APPROACHING THE LIMIT OF THE NUMBER OF PEOPLE THE EARTH CAN SUPPORT.

		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree
EDUCATION	**Highschool or Equivelent**	**52%**	**8%**	**16%**	**24%**
	Bachelor's Degree	**44%**	**12%**	**17%**	**28%**
	Master's Degree or Higher	**31%**	**10%**	**24%**	**34%**
TOTAL		**39%**	**11%**	**20%**	**30%**

Table 35 Education vs NEP - We are approaching the limit of the number of people the earth can support.

The higher the education, the more people tend to agree with this statement

NEP - HUMANS HAVE THE RIGHT TO MODIFY THE NATURAL ENVIRONMENT TO SUIT THEIR NEEDS.

		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree
EDUCATION	Highschool or Equivelent	48%	20%	16%	16%
	Bachelor's Degree	48%	34%	8%	11%
	Master's Degree or Higher	44%	32%	6%	18%
TOTAL		46%	32%	8%	14%

Table 36 Education vs NEP - Humans have the right to modify the natural environment to suit their needs.

Population with higher education tend to disagree more than their counterpart.

NEP - WHEN HUMANS INTERFERE WITH NATURE IT OFTEN PRODUCES DISASTROUS CONSEQUENCES.

		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree
EDUCATION	Highschool or Equivelent	76%	4%	4%	16%
	Bachelor's Degree	73%	6%	2%	19%
	Master's Degree or Higher	59%	5%	8%	27%
TOTAL		67%	5%	5%	22%

Table 37 Education vs NEP - When humans interfere with nature it often produces disastrous consequences.

Population with higher education tend to agree more than their counterpart.

NEP - HUMAN INGENUITY WILL ENSURE THAT WE DO NOT MAKE THE EARTH UNLIVABLE.

		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree
EDUCATION	Highschool or Equivelent	32%	12%	44%	12%
	Bachelor's Degree	27%	22%	23%	29%
	Master's Degree or Higher	18%	17%	36%	29%
TOTAL		24%	19%	31%	27%

Table 38 Education vs NEP - Human ingenuity will ensure that we do not make the earth unlivable.

Population with higher education tend to agree more than their counterpart.

NEP - HUMANS ARE SEVERELY ABUSING THE ENVIRONMENT.

		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree
EDUCATION	Highschool or Equivelent	84%	4%	4%	8%
	Bachelor's Degree	69%	0%	4%	27%
	Master's Degree or Higher	54%	1%	6%	39%
TOTAL		64%	1%	5%	30%

Table 39 Education vs NEP - Humans are severely abusing the environment.

Population with higher education tend to agree more than their counterpart.

NEP - THE EARTH HAS PLENTY OF NATURAL RESOURCES IF WE JUST LEARN HOW TO DEVELOP THEM.

		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree
EDUCATION	Highschool or Equivelent	52%	8%	16%	24%
	Bachelor's Degree	46%	6%	17%	32%
	Master's Degree or Higher	29%	13%	18%	40%
TOTAL		39%	9%	17%	35%

Table 40 Education vs NEP - The earth has plenty of natural resources if we just learn how to develop them.

Population with higher education tend to agree more than their counterpart.

NEP - PLANTS AND ANIMALS HAVE AS MUCH RIGHT AS HUMANS TO EXIST.

		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree
EDUCATION	Highschool or Equivelent	84%	0%	8%	8%
	Bachelor's Degree	71%	4%	9%	16%
	Master's Degree or Higher	68%	5%	3%	24%
TOTAL		71%	4%	6%	18%

Table 41 Education vs NEP - Plants and animals have as much right as humans to exist.

Population with higher education tend to agree more than their counterpart.

NEP - THE BALANCE OF NATURE IS STRONG ENOUGH TO COPE WITH THE IMPACTS OF MODERN INDUSTRIAL NATIONS.

		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree
EDUCATION	Highschool or Equivelent	44%	36%	8%	12%
	Bachelor's Degree	50%	32%	9%	10%
	Master's Degree or Higher	43%	35%	12%	11%
TOTAL		46%	33%	10%	10%

Table 42 Education vs NEP - The balance of nature is strong enough to cope with the impacts of modern industrial nations.

The general population tend to disagree

NEP - DESPITE OUR SPECIAL ABILITIES HUMANS ARE STILL SUBJECT TO THE LAWS OF NATURE.

		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree
EDUCATION	Highschool or Equivelent	68%	4%	12%	16%
	Bachelor's Degree	65%	3%	6%	26%
	Master's Degree or Higher	71%	2%	5%	22%
TOTAL		68%	3%	6%	23%

Table 43 Education vs NEP - Despite our special abilities, humans are still subject to the laws of nature.

The general population tend to disagree

NEP - THE SO-CALLED "ECOLOGICAL CRISIS" FACING HUMANKIND HAS BEEN GREATLY EXAGGERATED.

		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree
EDUCATION	Highschool or Equivelent	64%	12%	12%	12%
	Bachelor's Degree	50%	26%	13%	12%
	Master's Degree or Higher	48%	26%	15%	11%
TOTAL		50%	24%	14%	12%

Table 44 Education vs NEP - The so-called "ecological crisis" facing humankind has been greatly exaggerated.

The general population tend to disagree

NEP - THE EARTH IS LIKE A SPACESHIP WITH VERY LIMITED ROOM AND RESOURCES.

		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree
EDUCATION	Highschool or Equivelent	48%	12%	12%	28%
	Bachelor's Degree	43%	12%	15%	31%
	Master's Degree or Higher	30%	12%	13%	44%
TOTAL		38%	12%	14%	36%

Table 45 Education vs NEP - The earth is like a spaceship with very limited room and resources.

Population with higher education tend to agree more than their counterpart.

NEP - HUMANS WERE MEANT TO RULE OVER THE REST OF NATURE.

		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree
EDUCATION	Highschool or Equivelent	60%	8%	24%	8%
	Bachelor's Degree	50%	21%	14%	15%
	Master's Degree or Higher	53%	20%	16%	11%
TOTAL		53%	19%	16%	13%

Table 46 Education vs NEP - Humans were meant to rule over the rest of nature.

Population with higher education tend to agree more than their counterpart.

NEP - THE BALANCE OF NATURE IS VERY DELICATE AND EASILY UPSET.

		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree
EDUCATION	Highschool or Equivelent	48%	0%	24%	28%
	Bachelor's Degree	44%	8%	10%	39%
	Master's Degree or Higher	40%	10%	15%	35%
TOTAL		43%	8%	14%	36%

Table 47 Education vs NEP - the balance of nature is very delicate and easily upset.

Population equally distributed between agreeing and disagreeing.

NEP - HUMANS WILL EVENTUALLY LEARN ENOUGH ABOUT HOW NATURE WORKS TO BE ABLE TO CONTROL IT.

		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree
EDUCATION	Highschool or Equivelent	28%	28%	32%	12%
	Bachelor's Degree	28%	22%	20%	31%
	Master's Degree or Higher	25%	27%	17%	31%
TOTAL		27%	25%	20%	29%

Table 48 Education vs NEP - Humans will eventually learn enough about how nature works to be able to control it.

Population equally distributed between agreeing and disagreeing, but slightly tending towards agreeing.

EDUCATION VS NEP - IF THINGS CONTINUE ON THEIR PRESENT COURSE, WE WILL SOON EXPERIENCE A MAJOR ECOLOGICAL CATASTROPHE.

		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree
EDUCATION	Highschool or Equivelent	28%	28%	32%	12%
	Bachelor's Degree	28%	22%	20%	31%
	Master's Degree or Higher	25%	27%	17%	31%
TOTAL		27%	25%	20%	29%

Table 49Education vs NEP - If things continue their present course, we will soon experience a major ecological catastrophe.

Population with higher education tend to agree more than their counterpart.

4.2.1.4 Income

NEP - WE ARE APPROACHING THE LIMIT OF THE NUMBER OF PEOPLE THE EARTH CAN SUPPORT.

		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree
INCOME	Less than €500	20%	20%	40%	20%
	Between €500 and €1500	52%	15%	20%	13%
	Between €1500 and €2000	36%	11%	23%	30%
	Between €2000 and €3000	24%	12%	41%	24%
	Between €3000 and €5000	36%	18%	9%	36%
	Between €5000 and €15000	50%	0%	14%	36%
	Over €15000	50%	0%	25%	25%
TOTAL		39%	11%	20%	30%

Table 50 Income vs NEP - We are approaching the limit of the number of people the earth can support.

People situated in the brackets "lower than 500EUR", as well as "between 1500EUR and 2500EUR" EUR tend to agree more than their counterpart.

NEP - HUMANS HAVE THE RIGHT TO MODIFY THE NATURAL ENVIRONMENT TO SUIT THEIR NEEDS.

		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree
INCOME	Less than €500	60%	20%	20%	0%
	Between €500 and €1500	61%	33%	7%	0%
	Between €1500 and €2000	36%	30%	16%	18%
	Between €2000 and €3000	41%	41%	6%	12%
	Between €3000 and €5000	32%	41%	9%	18%
	Between €5000 and €15000	57%	36%	0%	7%
	Over €15000	50%	50%	0%	0%
TOTAL		46%	31%	8%	14%

Table 51 Income vs NEP - Humans have the right to modify the natural environment to suit their needs.

Higher income population tend to agree more.

NEP - WHEN HUMANS INTERFERE WITH NATURE IT OFTEN PRODUCES DISASTROUS CONSEQUENCES.

		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree
INCOME	Less than €500	80%	0%	0%	20%
	Between €500 and €1500	93%	0%	4%	2%
	Between €1500 and €2000	68%	2%	7%	23%
	Between €2000 and €3000	53%	12%	0%	35%
	Between €3000 and €5000	55%	0%	9%	36%
	Between €5000 and €15000	57%	7%	7%	29%
	Over €15000	50%	0%	25%	25%
TOTAL		68%	5%	5%	22%

Table 52 Income vs NEP - When humans interfere with nature it often produces disastrous consequences.

Higher income population tend to agree more.

NEP - HUMAN INGENUITY WILL ENSURE THAT WE DO NOT MAKE THE EARTH UNLIVABLE.

		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree
INCOME	Less than €500	0%	0%	80%	20%
	Between €500 and €1500	35%	13%	33%	20%
	Between €1500 and €2000	18%	25%	32%	25%
	Between €2000 and €3000	6%	18%	24%	53%
	Between €3000 and €5000	23%	14%	18%	45%
	Between €5000 and €15000	14%	36%	29%	21%
	Over €15000	25%	25%	50%	0%
TOTAL		24%	18%	31%	27%

Table 53 Income vs NEP - Human ingenuity will ensure that we do not make the earth unlivable.

Lower income population tend to agree more.

NEP - HUMANS ARE SEVERELY ABUSING THE ENVIRONMENT.

		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree
INCOME	Less than €500	60%	0%	0%	40%
	Between €500 and €1500	76%	0%	4%	20%
	Between €1500 and €2000	57%	0%	9%	34%
	Between €2000 and €3000	71%	0%	6%	24%
	Between €3000 and €5000	50%	0%	5%	45%
	Between €5000 and €15000	50%	0%	7%	43%
	Over €15000	50%	0%	0%	50%
TOTAL		65%	1%	5%	29%

Table 54 Income vs NEP - Humans are severely abusing the environment.

Lower income population tend to agree more.

NEP - THE EARTH HAS PLENTY OF NATURAL RESOURCES IF WE JUST LEARN HOW TO DEVELOP THEM.

		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree
INCOME	Less than €500	40%	20%	20%	20%
	Between €500 and €1500	50%	9%	20%	22%
	Between €1500 and €2000	32%	7%	18%	43%
	Between €2000 and €3000	35%	12%	18%	35%
	Between €3000 and €5000	27%	14%	27%	32%
	Between €5000 and €15000	29%	14%	29%	29%
	Over €15000	0%	0%	0%	100%
TOTAL		39%	9%	17%	35%

Table 55 Income vs NEP - The earth has plenty of natural resources if we just learn how to develop them.

Higher income population tend to agree more-

NEP - PLANTS AND ANIMALS HAVE AS MUCH RIGHT AS HUMANS TO EXIST.

		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree
INCOME	Less than €500	100%	0%	0%	0%
	Between €500 and €1500	80%	0%	9%	11%
	Between €1500 and €2000	59%	7%	16%	18%
	Between €2000 and €3000	71%	12%	6%	12%
	Between €3000 and €5000	68%	0%	5%	27%
	Between €5000 and €15000	64%	7%	0%	29%
	Over €15000	50%	25%	0%	25%
TOTAL		71%	4%	6%	19%

Table 56 Income vs NEP - Plants and animals have as much right as humans to exist.

Higher income population tend to agree more.

NEP - THE BALANCE OF NATURE IS STRONG ENOUGH TO COPE WITH THE IMPACTS OF MODERN INDUSTRIAL NATIONS.

		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree
INCOME	Less than €500	60%	0%	20%	20%
	Between €500 and €1500	52%	26%	11%	11%
	Between €1500 and €2000	39%	36%	14%	11%
	Between €2000 and €3000	35%	53%	6%	6%
	Between €3000 and €5000	27%	45%	14%	14%
	Between €5000 and €15000	50%	36%	7%	7%
	Over €15000	25%	50%	25%	0%
TOTAL		46%	33%	10%	11%

Table 57 Income vs NEP - The balance of nature is strong enough to cope with the impacts of modern industrial nations.

Higher income population tend to agree more.

NEP - DESPITE OUR SPECIAL ABILITIES HUMANS ARE STILL SUBJECT TO THE LAWS OF NATURE.

INCOME		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree
	Less than €500	100%	0%	0%	0%
	Between €500 and €1500	67%	0%	9%	24%
	Between €1500 and €2000	73%	7%	9%	11%
	Between €2000 and €3000	59%	0%	0%	41%
	Between €3000 and €5000	86%	0%	5%	9%
	Between €5000 and €15000	71%	0%	7%	21%
	Over €15000	25%	0%	25%	50%
TOTAL		68%	3%	6%	23%

Table 58 Income vs NEP - Despite our special abilities, humans are still subject to the laws of nature.

Higher income population tend to agree more.

NEP - THE SO-CALLED "ECOLOGICAL CRISIS" FACING HUMANKIND HAS BEEN GREATLY EXAGGERATED.

INCOME		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree
	Less than €500	80%	20%	0%	0%
	Between €500 and €1500	63%	20%	9%	9%
	Between €1500 and €2000	45%	25%	20%	9%
	Between €2000 and €3000	35%	59%	6%	0%
	Between €3000 and €5000	36%	18%	23%	23%
	Between €5000 and €15000	50%	29%	21%	0%
	Over €15000	25%	25%	0%	50%
TOTAL		51%	24%	13%	12%

Table 59 Income vs NEP - The so-called "ecological crisis" facing humankind has been greatly exaggerated.

Higher income population tend to agree more.

NEP - THE EARTH IS LIKE A SPACESHIP WITH VERY LIMITED ROOM AND RESOURCES.

INCOME		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree
	Less than €500	20%	60%	20%	0%
	Between €500 and €1500	50%	2%	13%	35%
	Between €1500 and €2000	32%	11%	14%	43%
	Between €2000 and €3000	41%	6%	6%	47%
	Between €3000 and €5000	50%	9%	14%	27%
	Between €5000 and €15000	50%	7%	14%	29%
	Over €15000	0%	50%	25%	25%
TOTAL		37%	12%	14%	37%

Table 60 Income vs NEP - The earth is like a spaceship with very limited room and resources.

Higher income population tend to agree more.

NEP - HUMANS WERE MEANT TO RULE OVER THE REST OF NATURE.

		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree
INCOME	Less than €500	60%	20%	20%	0%
	Between €500 and €1500	65%	13%	17%	4%
	Between €1500 and €2000	50%	18%	27%	5%
	Between €2000 and €3000	59%	18%	12%	12%
	Between €3000 and €5000	59%	18%	9%	14%
	Between €5000 and €15000	29%	29%	21%	21%
	Over €15000	0%	0%	50%	50%
TOTAL		54%	19%	15%	12%

Table 61 Income vs NEP - Humans were meant to rule over the rest of nature.

Higher income population tend to agree more.

NEP - THE BALANCE OF NATURE IS VERY DELICATE AND EASILY UPSET.

		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree
INCOME	Less than €500	40%	0%	20%	40%
	Between €500 and €1500	39%	7%	15%	39%
	Between €1500 and €2000	35%	5%	7%	53%
	Between €2000 and €3000	47%	12%	6%	35%
	Between €3000 and €5000	55%	5%	27%	14%
	Between €5000 and €15000	43%	7%	7%	43%
	Over €15000	25%	25%	0%	50%
TOTAL		43%	8%	13%	36%

Table 62 Income vs NEP - the balance of nature is very delicate and easily upset.

Higher income population tend to agree more.

NEP - HUMANS WILL EVENTUALLY LEARN ENOUGH ABOUT HOW NATURE WORKS TO BE ABLE TO CONTROL IT.

		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree
INCOME	Less than €500	40%	20%	20%	20%
	Between €500 and €1500	33%	33%	24%	11%
	Between €1500 and €2000	25%	20%	25%	30%
	Between €2000 and €3000	29%	24%	24%	24%
	Between €3000 and €5000	23%	18%	23%	36%
	Between €5000 and €15000	29%	21%	7%	43%
	Over €15000	25%	25%	0%	50%
TOTAL		27%	24%	20%	29%

Table 63 Income vs NEP - Humans will eventually learn enough about how nature works to be able to control it.

Higher income population tend to agree more.

NEP - IF THINGS CONTINUE ON THEIR PRESENT COURSE, WE WILL SOON EXPERIENCE A MAJOR ECOLOGICAL CATASTROPHE.

		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree
INCOME	Less than €500	40%	0%	0%	60%
	Between €500 and €1500	63%	4%	9%	24%
	Between €1500 and €2000	50%	0%	7%	43%
	Between €2000 and €3000	29%	0%	6%	65%
	Between €3000 and €5000	41%	5%	23%	32%
	Between €5000 and €15000	50%	7%	7%	36%
	Over €15000	50%	0%	25%	25%
TOTAL		53%	2%	8%	37%

Table 64 Income vs NEP - If things continue their present course, we will soon experience a major ecological catastrophe.

Lower income population tend to agree more.

4.2.2 Tech Savviness / Demographics

4.2.2.1 Use Bank Services

USE BANK SERVICES

		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Strongly Agree
AGE	18-24	1%	6%	9%	28%	55%
	25-34	4%	4%	7%	19%	67%
	35-44	0%	0%	4%	4%	92%
	45-54	0%	4%	0%	22%	74%
	55-64	0%	0%	0%	0%	100%
	65-74	0%	0%	0%	0%	100%
	75-84	0%	20%	40%	40%	0%
TOTAL		2%	4%	8%	20%	66%

Table 65 Use Bank Services vs Age

Most of the population use bank Services, regardless of their Age

USE BANK SERVICES

		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Strongly Agree
GENDER	Male	3%	5%	10%	18%	65%
	Female	1%	4%	4%	23%	69%
TOTAL		2%	4%	7%	20%	67%

Table 66 Use Bank Services vs Gender

Most of the population use bank Services, regardless of their Gender

USE BANK SERVICES

EDUCATION		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Strongly Agree
	Highschool or Equivelent	4%	12%	8%	20%	56%
	Bachelor's Degree	0%	4%	9%	25%	62%
	Master's Degree or Higher	3%	2%	4%	15%	75%
TOTAL		2%	4%	7%	20%	67%

Table 67 Use Bank Services vs Education

Most of the population use bank Services, regardless of their Education

USE BANK SERVICES

INCOME		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Strongly Agree
	Less than €500	0%	0%	20%	60%	20%
	Between €500 and €1000	2%	0%	0%	22%	76%
	Between €1500 and €2000	2%	9%	7%	14%	67%
	Between €2000 and €3000	0%	6%	6%	12%	76%
	Between €3000 and €5000	0%	0%	5%	18%	77%
	Between €5000 and €10000	0%	0%	0%	14%	86%
	Over €10000	0%	0%	0%	0%	100%
TOTAL		2%	4%	8%	20%	66%

Table 68 Use Bank Services vs Income

Most of the population use bank Services, regardless of their Income

4.2.2.2 Purchase Products Online

PURCHASE PRODUCTS ONLINE

		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Strongly Agree
AGE	18-24	6%	18%	10%	30%	36%
	25-34	2%	12%	7%	35%	44%
	35-44	4%	4%	8%	42%	42%
	45-54	0%	4%	4%	70%	22%
	55-64	11%	0%	0%	44%	44%
	65-74	0%	100%	0%	0%	0%
	75-84	40%	40%	20%	0%	0%
TOTAL		4%	12%	8%	38%	38%

Table 69 Purchase Products Online vs Age

Most of the Population buys products online, regardless of their age

PURCHASE PRODUCTS ONLINE

		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Strongly Agree
GENDER	Male	5%	14%	9%	35%	36%
	Female	4%	10%	7%	41%	39%
TOTAL		5%	12%	8%	38%	37%

Table 70 Purchase Products Online vs Gender

Most of the Population buys products online, regardless of their gender

PURCHASE PRODUCTS ONLINE

		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Strongly Agree
EDUCATION	Highschool or Equivelent	4%	16%	0%	48%	32%
	Bachelor's Degree	6%	14%	11%	34%	36%
	Master's Degree or Higher	3%	10%	7%	40%	41%
TOTAL		5%	12%	8%	38%	37%

Table 71 Purchase Products Online vs Education

Most of the Population buys products online, regardless of their Education

PURCHASE PRODUCTS ONLINE

		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Strongly Agree
INCOME	Less than €500	20%	20%	20%	40%	0%
	Between €500 and €1000	4%	9%	9%	36%	42%
	Between €1500 and €2000	5%	7%	9%	37%	42%
	Between €2000 and €3000	0%	12%	6%	47%	35%
	Between €3000 and €5000	5%	0%	5%	45%	45%
	Between €5000 and €10000	0%	0%	0%	43%	57%
	Over €10000	0%	0%	25%	0%	75%
TOTAL		4%	12%	8%	38%	38%

Table 72 Purchase Products Online vs Income

The population that buys more products online are situated in the higher income brackets.

4.2.2.3   Learning how to use new smartphone apps is easy

LEARNING HOW TO USE NEW SMARTPHONE APPS IS EASY

		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Strongly Agree
AGE	18-24	0%	1%	0%	18%	81%
	25-34	0%	0%	1%	23%	76%
	35-44	0%	4%	0%	38%	58%
	45-54	0%	11%	4%	52%	33%
	55-64	0%	11%	0%	33%	56%
	65-74	0%	0%	0%	100%	0%
	75-84	0%	40%	40%	0%	20%
TOTAL		0%	4%	2%	27%	68%

Table 73 Learning how to use new smartphone apps is easy vs Age

Younger generations find it easier to learn how to use new smart phones

LEARNING HOW TO USE NEW SMARTPHONE APPS IS EASY

		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Strongly Agree
GENDER	Male	0%	5%	1%	23%	71%
	Female	0%	3%	3%	30%	64%
TOTAL		0%	4%	2%	27%	68%

Table 74 Learning how to use new smartphone apps is easy vs Gender

Most of the population find it easier to learn how to use new smart phones regardless of their gender, with males finding it slightly easier

LEARNING HOW TO USE NEW SMARTPHONE APPS IS EASY

		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Strongly Agree
EDUCATION	Highschool or Equivelent	0%	4%	0%	24%	72%
	Bachelor's Degree	0%	2%	2%	26%	70%
	Master's Degree or Higher	0%	5%	2%	29%	64%
TOTAL		0%	4%	2%	27%	68%

Table 75 Learning how to use new smartphone apps is easy vs Education

Most of the Population find it easier to learn how to use new smart phones regardless of their education, but less educated respondents find it slightly easier.

LEARNING HOW TO USE NEW SMARTPHONE APPS IS EASY

		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Strongly Agree
INCOME	Less than €500	0%	0%	0%	0%	100%
	Between €500 and €1000	0%	4%	0%	20%	76%
	Between €1500 and €2000	0%	2%	0%	33%	65%
	Between €2000 and €3000	0%	0%	0%	47%	53%
	Between €3000 and €5000	0%	0%	0%	32%	68%
	Between €5000 and €10000	0%	14%	7%	21%	57%
	Over €10000	0%	0%	0%	0%	100%
TOTAL		0%	4%	2%	27%	68%

Table 76 Learning how to use new smartphone apps is easy vs Income

Most of the Population find it easier to learn how to use new smart phones regardless of their education, but less educated respondents find it easier than the other counterparts.

4.2.2.4 Rely on technology to get things done

RELY ON TECHNOLOGY TO GET THINGS DONE

		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Strongly Agree
AGE	18-24	0%	6%	12%	42%	40%
	25-34	1%	2%	6%	44%	46%
	35-44	0%	8%	4%	38%	50%
	45-54	0%	0%	7%	59%	33%
	55-64	0%	0%	33%	0%	67%
	65-74	0%	0%	0%	100%	0%
	75-84	0%	0%	0%	80%	20%
TOTAL		0%	4%	8%	44%	43%

Table 77 Rely on technology to get things done vs Age

Across the sample, the respondents feel they rely on technology to get things done, but older generations find it more prevalent.

RELY ON TECHNOLOGY TO GET THINGS DONE

		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Strongly Agree
GENDER	Male	0%	2%	7%	44%	47%
	Female	1%	6%	10%	43%	40%
TOTAL		0%	4%	9%	44%	43%

Table 78 Rely on technology to get things done vs Gender

Across the sample, the respondents feel they rely on technology to get things done, but older generations find it more prevalent.

RELY ON TECHNOLOGY TO GET THINGS DONE

		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Strongly Agree
EDUCATION	Highschool or Equivelent	0%	12%	12%	44%	32%
	Bachelor's Degree	1%	3%	9%	48%	40%
	Master's Degree or Higher	0%	2%	8%	40%	51%
TOTAL		0%	4%	9%	44%	43%

Table 79 Rely on technology to get things done vs Education

Across the sample, the respondents feel they rely on technology to get things done, but higher educated respondents find it more prevalent.

RELY ON TECHNOLOGY TO GET THINGS DONE

		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Strongly Agree
INCOME	Less than €500	0%	0%	20%	60%	20%
	Between €500 and €1000	2%	7%	7%	47%	38%
	Between €1500 and €2000	0%	2%	9%	44%	44%
	Between €2000 and €3000	0%	6%	18%	41%	35%
	Between €3000 and €5000	0%	0%	5%	45%	50%
	Between €5000 and €10000	0%	0%	7%	29%	64%
	Over €10000	0%	0%	0%	25%	75%
TOTAL		0%	4%	8%	44%	43%

Table 80 Rely on technology to get things done vs Income

Across the sample, the respondents feel they rely on technology to get things done, but higher income respondents find it more prevalent.

4.2.2.5   Internet is a big part of my everyday life

INTERNET IS A BIG PART OF MY EVERYDAY LIFE

		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Strongly Agree
AGE	18-24	0%	3%	1%	22%	73%
	25-34	0%	1%	5%	19%	75%
	35-44	0%	0%	8%	33%	58%
	45-54	0%	0%	0%	22%	78%
	55-64	0%	11%	11%	33%	44%
	65-74	0%	0%	0%	100%	0%
	75-84	0%	0%	20%	80%	0%
TOTAL		0%	2%	4%	24%	69%

Table 81 Internet is a big part of my everyday life vs Age

Every generation considers Internet a big part of their life

INTERNET IS A BIG PART OF MY EVERYDAY LIFE

		Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Strongly Agree	
GENDER	Male	0%	1%	5%	23%	70%
	Female	0%	3%	3%	25%	69%
TOTAL		0%	2%	4%	24%	70%

Table 82 Internet is a big part of my everyday life vs Gender

Both Genders considers Internet a big part of their life

INTERNET IS A BIG PART OF MY EVERYDAY LIFE

		Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Strongly Agree	
EDUCATION	Highschool or Equivelent	0%	0%	4%	32%	64%
	Bachelor's Degree	0%	3%	4%	28%	65%
	Master's Degree or Higher	0%	1%	4%	19%	76%
TOTAL		0%	2%	4%	24%	70%

Table 83 Internet is a big part of my everyday life vs Education

The population considers Internet a big part of their life, regardless of their education

INTERNET IS A BIG PART OF MY EVERYDAY LIFE

		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Strongly Agree
INCOME	Less than €500	0%	20%	0%	0%	80%
	Between €500 and €1000	0%	0%	4%	24%	71%
	Between €1500 and €2000	0%	0%	2%	16%	81%
	Between €2000 and €3000	0%	0%	0%	29%	71%
	Between €3000 and €5000	0%	0%	9%	18%	73%
	Between €5000 and €10000	0%	0%	0%	36%	64%
	Over €10000	0%	0%	0%	25%	75%
TOTAL		0%	2%	4%	24%	69%

Table 84 Internet is a big part of my everyday life vs Income

The higher the income, the more the population agrees that Internet is a big part of their everyday life

4.2.2.6 I own many gadgets

I OWN MANY GADGETS

		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Strongly Agree
AGE	18-24	10%	13%	18%	30%	28%
	25-34	13%	12%	25%	27%	23%
	35-44	13%	21%	33%	17%	17%
	45-54	15%	26%	33%	19%	7%
	55-64	33%	11%	11%	22%	22%
	65-74	0%	0%	100%	0%	0%
	75-84	40%	0%	40%	20%	0%
TOTAL		14%	14%	25%	26%	20%

Table 85 I own many gadgets vs Age

Younger generations tend to agree they own many gadgets

I OWN MANY GADGETS

		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Strongly Agree
GENDER	Male	11%	12%	26%	25%	26%
	Female	17%	18%	24%	25%	16%
TOTAL		14%	15%	25%	25%	21%

Table 86 I own many gadgets vs Gender

Male respondents tend to agree they own many gadgets

I OWN MANY GADGETS

		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Strongly Agree
EDUCATION	Highschool or Equivelent	24%	8%	32%	32%	4%
	Bachelor's Degree	17%	18%	19%	27%	20%
	Master's Degree or Higher	8%	13%	30%	22%	27%
TOTAL		14%	15%	25%	25%	21%

Table 87 I own many gadgets vs Education

Highly educated respondents tend to agree they own many gadgets

I OWN MANY GADGETS

		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Strongly Agree
INCOME	Less than €500	20%	20%	20%	40%	0%
	Between €500 and €1000	20%	18%	20%	22%	20%
	Between €1500 and €2000	9%	14%	21%	30%	26%
	Between €2000 and €3000	18%	6%	29%	24%	24%
	Between €3000 and €5000	5%	23%	18%	27%	27%
	Between €5000 and €10000	7%	29%	29%	7%	29%
	Over €10000	0%	0%	25%	50%	25%
TOTAL		14%	14%	25%	26%	20%

Table 88 I own many gadgets vs Income

Higher income populated tend to agree they own many gadgets

4.2.2.7 Our civilization stops when there is no electricity

OUR CIVILIZATION STOPS WHEN THERE IS NO ELECTRICITY

		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Strongly Agree
AGE	18-24	1%	3%	4%	25%	66%
	25-34	1%	5%	7%	40%	46%
	35-44	0%	8%	4%	33%	54%
	45-54	0%	7%	4%	22%	67%
	55-64	0%	22%	0%	33%	44%
	65-74	0%	0%	0%	0%	100%
	75-84	0%	0%	0%	0%	100%

Table 89 Our civilization stops when there is no electricity vs Age

People tend to agree, regardless of their generation

OUR CIVILIZATION STOPS WHEN THERE IS NO ELECTRICITY

		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Strongly Agree
GENDER	Male	2%	5%	4%	30%	60%
	Female	0%	7%	7%	33%	54%
TOTAL		1%	6%	5%	31%	57%

Table 90 Our civilization stops when there is no electricity vs Gender

People tend to agree, regardless of their gender

OUR CIVILIZATION STOPS WHEN THERE IS NO ELECTRICITY

		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Strongly Agree
EDUCATION	Highschool or Equivelent	0%	8%	16%	24%	52%
	Bachelor's Degree	2%	5%	3%	32%	58%
	Master's Degree or Higher	0%	5%	4%	33%	57%
TOTAL		1%	6%	5%	31%	57%

Table 91 Our civilization stops when there is no electricity vs Education

Highly educated tend to believe Our civilization stops when there is no electricity

OUR CIVILIZATION STOPS WHEN THERE IS NO ELECTRICITY

		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Strongly Agree
INCOME	Less than €500	0%	0%	0%	40%	60%
	Between €500 and €1000	2%	4%	7%	29%	58%
	Between €1500 and €2000	0%	5%	7%	33%	56%
	Between €2000 and €3000	0%	12%	0%	35%	53%
	Between €3000 and €5000	0%	5%	5%	27%	64%
	Between €5000 and €10000	0%	7%	0%	29%	64%
	Over €10000	0%	25%	0%	50%	25%
TOTAL		1%	5%	6%	32%	56%

Table 92 Our civilization stops when there is no electricity vs Income

People tend to agree, regardless of their income bracket.

4.2.2.8 My life would be extremely hard without technology

MY LIFE WOULD BE EXTREMELY HARD WITHOUT TECHNOLOGY

		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Strongly Agree
AGE	18-24	3%	10%	15%	40%	31%
	25-34	4%	11%	15%	42%	29%
	35-44	8%	8%	8%	38%	38%
	45-54	0%	7%	11%	33%	48%
	55-64	0%	22%	0%	11%	67%
	65-74	0%	0%	0%	0%	100%
	75-84	0%	0%	0%	40%	60%
TOTAL		4%	10%	13%	39%	35%

Table 93 My life would be extremely hard without technology vs Age

People tend to agree, regardless of their generation

MY LIFE WOULD BE EXTREMELY HARD WITHOUT TECHNOLOGY

		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Strongly Agree
GENDER	Male	3%	6%	16%	40%	35%
	Female	4%	14%	9%	37%	36%
TOTAL		3%	10%	13%	38%	35%

Table 94 My life would be extremely hard without technology vs Gender

People tend to agree, regardless of their gender

MY LIFE WOULD BE EXTREMELY HARD WITHOUT TECHNOLOGY

		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Strongly Agree
EDUCATION	Highschool or Equivelent	8%	12%	20%	32%	28%
	Bachelor's Degree	2%	14%	11%	36%	38%
	Master's Degree or Higher	3%	5%	13%	43%	35%
TOTAL		3%	10%	13%	38%	35%

Table 95 My life would be extremely hard without technology vs Education

Higher educated respondents tend to agree more with the statement

MY LIFE WOULD BE EXTREMELY HARD WITHOUT TECHNOLOGY

		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Strongly Agree
	Less than €500	0%	20%	20%	20%	40%
	Between €500 and €1000	7%	16%	24%	31%	22%
	Between €1500 and €2000	2%	5%	9%	47%	37%
INCOME	Between €2000 and €3000	0%	18%	6%	24%	53%
	Between €3000 and €5000	0%	0%	9%	45%	45%
	Between €5000 and €10000	7%	0%	21%	43%	29%
	Over €10000	0%	25%	50%	25%	0%
TOTAL		4%	10%	13%	39%	35%

Table 96 My life would be extremely hard without technology vs Education

High income brackets tend to agree more with the statement.

4.2.2.9 I consider myself up to date on the automotive industry

I CONSIDER MYSELF UP TO DATE ON THE AUTOMOTIVE INDUSTRY

		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Strongly Agree
	18-24	10%	27%	33%	19%	10%
	25-34	5%	18%	21%	35%	21%
	35-44	0%	8%	21%	58%	13%
AGE	45-54	15%	22%	19%	19%	26%
	55-64	0%	22%	11%	44%	22%
	65-74	0%	0%	0%	100%	0%
	75-84	20%	20%	20%	20%	20%
TOTAL		8%	20%	24%	31%	18%

Table 97 I consider myself up to date on the automotive industry vs Age

The older the generation, the more they consider themselves up to date.

I CONSIDER MYSELF UP TO DATE ON THE AUTOMOTIVE INDUSTRY

		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Strongly Agree
GENDER	Male	5%	14%	21%	33%	27%
	Female	10%	26%	27%	28%	8%
TOTAL		7%	20%	24%	31%	18%

Table 98 I consider myself up to date on the automotive industry vs Income

Male respondents consider tend to agree more with this statement

I CONSIDER MYSELF UP TO DATE ON THE AUTOMOTIVE INDUSTRY

		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Strongly Agree
EDUCATION	Highschool or Equivelent	8%	16%	16%	32%	28%
	Bachelor's Degree	7%	23%	29%	26%	16%
	Master's Degree or Higher	8%	19%	21%	36%	16%
TOTAL		7%	20%	24%	31%	18%

Table 99 I consider myself up to date on the automotive industry vs Education

Could not establish a pattern

I CONSIDER MYSELF UP TO DATE ON THE AUTOMOTIVE INDUSTRY

		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Strongly Agree
INCOME	Less than €500	40%	40%	20%	0%	0%
	Between €500 and €1000	16%	33%	18%	22%	11%
	Between €1500 and €2000	0%	14%	28%	33%	26%
	Between €2000 and €3000	6%	24%	29%	24%	18%
	Between €3000 and €5000	0%	9%	18%	45%	27%
	Between €5000 and €10000	14%	7%	0%	50%	29%
	Over €10000	0%	25%	25%	50%	0%
TOTAL		8%	20%	24%	31%	18%

Table 100 I consider myself up to date on the automotive industry vs Income

Higher income brackets tend to consider themselves up to date.

4.3   Setting correlations

4.3.1   Demographics and Perceived Effectiveness

Upon correlating the demographic and Perceived effectiveness data, we can recognize that indeed there is correlation on the following data.

4.3.1.1   Perceived Relative Costs

- **Age** Correlation on 0,05 level, with a Pearson Correlation of 0,168
- **Gender** Correlation on 0,01 level, with a Pearson Correlation of 0,202
- **Education** Correlation on 0,05 level, with a Pearson Correlation of 0,157

4.3.1.2   Perceived Maintenance Costs

- **Gender** Correlation on 0,01 level, with a Pearson Correlation of 0,249

4.3.1.3   Perceived Ownership costs

- **Gender** Correlation on 0,01 level, with a Pearson Correlation of 0,327

4.3.1.4   Perceived Lease Cost

- **Gender** Correlation on 0,05 level, with a Pearson Correlation of 0,158
- **Education** Correlation on 0,05 level, with a Pearson Correlation of 0,174

4.3.2   Demographics and Perceived Effectiveness

Upon analyzing correlation between Demographics and Perceived Effectiveness, none of the variables were statistically significant.

4.3.3 Demographics and Consideration to buy

4.3.3.1 Probability that you will purchase a Battery Electric Vehicle in the next 5 years.

- **Age** Correlation on 0,05 level, with a Pearson Correlation of 0,186
- **Education** Correlation on 0,05 level, with a Pearson Correlation of 0,157
- **Income** Correlation on 0,01 level, with a Pearson Correlation of 0,225

4.3.3.2 What is the probability that you will purchase a vehicle in the next 5 years?

- **Age** Correlation on 0,01 level, with a Pearson Correlation of 0,164
- **Income** Correlation on 0,01 level, with a Pearson Correlation of 0,230

4.3.3.3 Probability that you will consider a Battery Electric Vehicle.

- **Age** Correlation on 0,05 level, with a Pearson Correlation of 0,169
- **Education** Correlation on 0,05 level, with a Pearson Correlation of 0,158
- **Income** Correlation on 0,01 level, with a Pearson Correlation of 0,234

4.3.3.4 Probability that you will lease a Battery Electric Vehicle in the next 5 years.

- **Income** Correlation on 0,01 level, with a Pearson Correlation of 0,203

4.3.3.5 Probability that you will purchase a Battery Electric Vehicle in the next 5 years. - After Info

- **Age** Correlation on 0,05 level, with a Pearson Correlation of 0,166
- **Education** Correlation on 0,05 level, with a Pearson Correlation of 0,151
- **Income** Correlation on 0,01 level, with a Pearson Correlation of 0,227

4.3.3.6 Probability that you will lease a Battery Electric Vehicle in the next 5 years. - After Info

- **Age** Correlation on 0,05 level, with a Pearson Correlation of 0,138
- **Income** Correlation on 0,01 level, with a Pearson Correlation of 0,228

4.4   Key Findings

As we can see through the literature review, the possibility that the consideration to buy a BEV can be influenced has been proposed in previous studies. That was the main kickstart for this study: to prove that there are factors that influence the adoption of the EV technology and to set the question if they could be influenced, and if so, if there is a proper way to predict how these factors will impact EV adoption.

By making cross analysis of the demographic variables and the respondents tech savviness and their environmental awareness, we could see that, in some, we can find a pattern in the answers, and that some examples are indeed relational with our society, such as the fact that the younger are more aware of the environmental issues we are currently going through or that indeed, more educated people might have a different view on the usage of internet / robot / automatization in today's society.

We could see that there are clearly correlations between the variables since the correlation test has proven to be statistically significant for those. However, the correlation is not strong enough to show these variables strictly influence each other, as all of them have an R value below 0,29, which is the minimum that the scientific community states for these kind of variables (Pearson's Correlation Coefficient, 2022)

4.5   Limitations of the Study

Although the study started with the end of Boudewijn Samsom's thesis, and it managed to increase the sample size, the sample lacked diversity, specially on the generational matter.

It is important to refer the answers gathered to the questionnaire for this study were only from Portugal and that at most they can, until further studies prove so, represent the population of this country.

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