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UN IMPEGNO DI GIUSTIZIA

August 2020

FOOD&CLIMATE:

**the connection between food
systems and climate change**

*International research
among young
people
In 6 European
countries*



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Methodology

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Methodology: the sample

The 4,900 interviews were collected by CAWI (*Computer Aided Web Interview*) technique through the SWG platform, involving the SWG online Panel and other 5 European online Panel partners, from the 4th to the 25th June 2020.

SAMPLE	M	F	M	F	TOTAL
	16-25 years old	16-25 years old	26-35 years old	26-35 years old	
Germany	261	311	236	292	1,100
France	278	271	269	282	1,100
Italy	242	269	226	263	1,000
Romania	139	171	132	158	600
The Netherlands	152	152	146	150	600
Sweden	120	138	111	131	500
TOTAL	1,192	1,312	1,120	1,276	4,900

The target is composed by young people of 16-35 years old, living in a urban areas (at least 30,000 residents) of the 6 countries. This target choice aims to keep the research focus on urban areas as well as to compare their different types: from rural towns to big European urban centers.

Data have been weighted by gender, country/area of residence and educational level.

The absolute error of the average data varies within the $\pm 3.1\%$ threshold with a 95% confidence interval.



Methodology: the analysed dimensions

The analysis focuses mainly over **4 dimensions**:

- 1) The analysis of the **European average data** (defined as the aggregate and weighted data from the 6 countries, each one representing its own geographical-cultural area). In this sense, the overall average data can be considered as indicative, even if not statistically representative, of the emerging trends among the Young Europeans.
- 2) The **comparative analysis of the 6 countries** to highlight the most specific trends and target features for each country.
- 3) The **comparative analysis for age groups**:
 - Teenagers (16-20 years old);
 - Young adults (20-27 years old);
 - Adult young people (28-35 years old).
- 4) The **comparative analysis for the size of the urban areas** of residence:
 - Small cities (50-99,000 residents);
 - Medium urban areas (100-200,000 residents);
 - big cities (>200,000 residents).

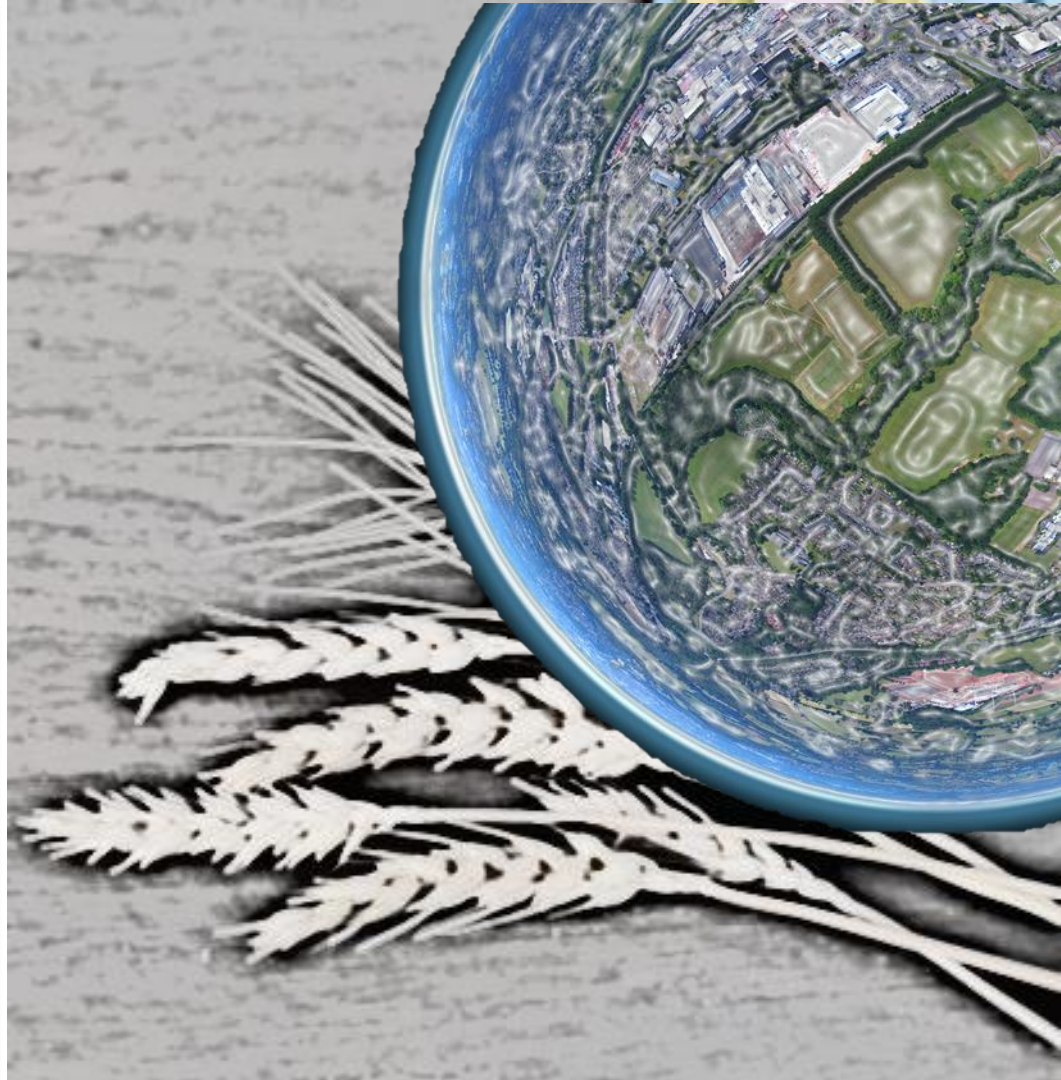
Four profiles have been identified across the personal and geographical dimensions, such as audiences to be involved through communication activities and proposals.





SCENARIO AND EMERGING YOUNG PROFILES

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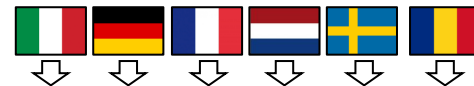


Values and ambitions below the personal development



Which of the following aspects do you consider the most important for your future?
(you may choose up to four options)

having a well-paid job	46	+6 medium profile, +4 middle-big cities
fearlessly pursuing your passions	43	+6 women, +5 not parents
forming a family/having children	40	+5 women
never ceasing to learn and stay informed	39	+5 women, +4 over25
having a lot of free time	34	+6 employees, +4 over25
studying and being educated	25	+12 students, +6 under25
having an innovative job	20	+6 more digital, +4 men
having a well-respected/influential job	19	+4 upper-middle income
having a job that improves the environment and the land	18	+4 upper-middle income
working for the good of the community	18	
working to help those worse-off	18	
being able to take risks	16	



42	49	44	50	36	56
49	40	40	53	32	48
37	43	39	37	39	40
55	35	38	29	39	31
30	39	30	36	35	30
31	19	24	28	26	34
19	21	23	17	19	15
15	24	19	13	20	20
22	15	20	13	16	18
21	16	18	22	23	12
15	18	17	20	25	23
10	11	20	24	22	22



SWG

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Values%. Other: 2%; Don't know: 1%

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Motivational drives of young people in each country

Ranking based on the items above or below the average for each country

NETHERLANDS



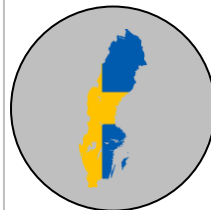
passion	+10
taking risks	+8
salary	+4
common good	+4
environment	-5
prestige	-6
lifelong learning	-10

GERMANY



prestige	+5
free time	+5
family	+3
salary	+3
lifelong learning	-4
taking risks	-5
being trained	-6

SWEDEN



helping others	+7
taking risks	+6
common good	+5
salary	-10
passion	-11

FRANCE



taking risks	+4
innovation	+3
passion	-3
free time	-4

ITALY



lifelong learning	+16
passion	+6
being trained	+6
free time	-4
salary	-4
prestige	-4
taking risks	-6

ROMANIA



salary	+10
being trained	+9
taking risks	+6
innovation	-5
common good	-6
lifelong learning	8

Motivational drives by age and type of urban centre

Ranking based on the items above or below the average for each country

Teens 16-20 years old	
being trained	+9
prestige	+3
salary	+3
free time	-6
lifelong learning	-8

YOUNG ADULTS 20-27 yrs old	
helping others	+1
common good	+1
lifelong learning	+1
taking risks	-1
free time	-2

ADULT YOUNG PEOPLE 28-35 years old	
lifelong learning	+5
free time	+5
environment	+1
being trained	-7

SMALL CITIES (30-100k inhabitants)	
helping others	+2
common good	+1
salary	-4
free time	-5

MEDIUM URBAN AREAS (100-200k inhabitants)	
being trained	+2
taking risks	+1
prestige	-1
free time	-2

BIG CITIES (>200k inhabitants)	
salary	+3
passion	+3
free time	+3
prestige	+3

A set of indexes to enhance data interpretation

Ranking based on the respondents % for each country that expresses high values of the indexes



VARIETY OF THE MEDIA DIET

it expresses the variety of the most used traditional and online information sources



SUSTAINABLE DIET

it expresses preferences for more sustainable food styles



ENVIRONMENTAL AWARENESS AND CONCERN

It expresses the warning level on environment and the concern for the territory where the interviewee lives



ACTIVISMS

It expresses the level of commitment for important issues such as the kind of actions actuated in the last 2 years (ex. he/she shares contents on the social networks or actively engages himself/herself in the associationism and volunteering)



AWARENESS OF THE FOOD-CLIMATE NEXUS

it expresses the synthesis between the perception of the food impact on the climate both at a general level and on specific aspects such as GHG emissions, deforestation, water waste, pollution of water courses, etc.



ACTIVABILITY ON THE FOOD-CLIMATE NEXUS

it expresses, as the activism index, the availability to undertake in right attention the F-C theme on specific actions (ex. he/she shares contents on the social networks or actively engages himself/herself in the associationism and volunteering)

Synthesis of the main indexes in the 6 countries

Ranking based on the respondents % for each country that expresses high values of the indexes



ITALY



GERMANY



FRANCE



NETHERLANDS



SWEDEN



ROMANIA



VARIETY OF
THE MEDIA DIET

24

21

27

28

26

28



SUSTAINABLE DIET

19

14

22

18

26

15



ENVIRONMENTAL
AWARENESS

46

43

44

34

37

52



ACTIVISMS

16

13

12

11

13

19



AWARENESS
OF THE FC NEXUS

24

21

25

22

23

21



FC ACTIVABILITY

13

8

10

6

17

14



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Values%. Synthesis indexes.

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Synthesis of the main indexes by age and kind of urban centre

Ranking based on the respondents % for each country that expresses high values of the indexes

		Small cities	Medium urban areas	Big cities	Teens	Young adults	Adult young people
	VARIETY OF THE MEDIA DIET	21	22	28	21	24	25
	SUSTAINABLE DIET	18	17	20	13	19	20
	ENVIRONMENTAL AWARENESS	41	42	46	44	44	43
	ACTIVISMS	11	13	15	13	16	12
	AWARENESS OF THE FC NEXUS	23	22	27	19	25	26
	FC ACTIVABILITY	8	10	12	14	11	8



SWG

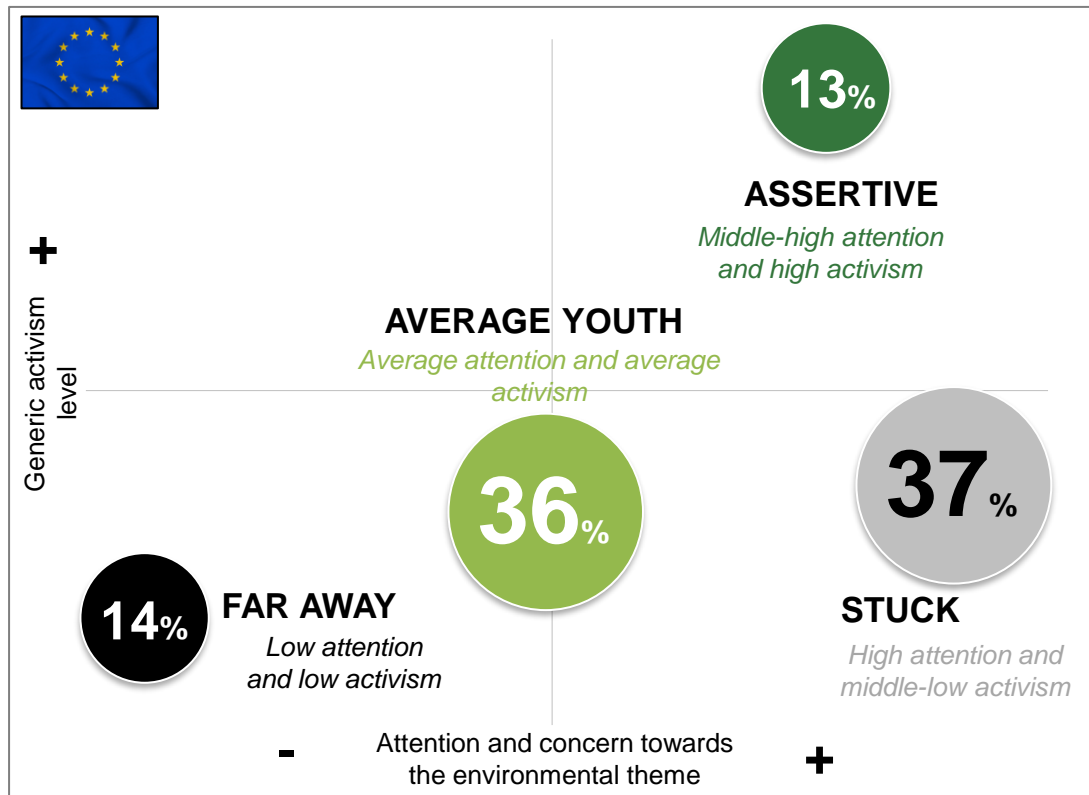
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Values%. Synthesis indexes.







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Activism and environmental drives: 4 young emerging profiles

Synoptic map of the 4 emerging profiles. Total sample



Detail in each country

Row %	Assertive	Stuck	Average Youth	Far away
 ⇒	15	36	40	9
 ⇒	12	36	38	14
 ⇒	11	37	37	15
 ⇒	10	27	43	20
 ⇒	12	30	35	23
 ⇒	18	41	29	12

The characteristics of the 4 young emerging profiles

	ASSERTIVE	STUCK	AVERAGE YOUTH	FAR AWAY
	13%	37%	36%	14%
Demographic features:	They are mostly students and graduates, coming from the wealthier classes of the large cities and with high digital skills	Their profile resembles the assertive one. What is missing is the drive for action. They are mostly female.	They are employees, especially in small-medium urban areas, not very comfortable with digital technologies.	Mostly men, less educated, less digital, employees or Neet, with a significant portion of parents.
Motivational traits:	<ul style="list-style-type: none"> ✓ Fearlessly pursuing their passions ✓ Never ceasing to learn and stay informed ✓ Working for the good of the community 	<ul style="list-style-type: none"> ✓ Fearlessly pursuing their passions ✓ Having a job that improves the environment and the land ✓ Having a lot of free time 	<ul style="list-style-type: none"> ✓ Having a well-paid job 	<ul style="list-style-type: none"> ✓ Forming a family/having children
Sustainable Diet	31%	22%	13%	10%
Inquire both traditional media and web sources	59%	22%	17%	11%
Aware of FC nexus	34%	32%	18%	12%



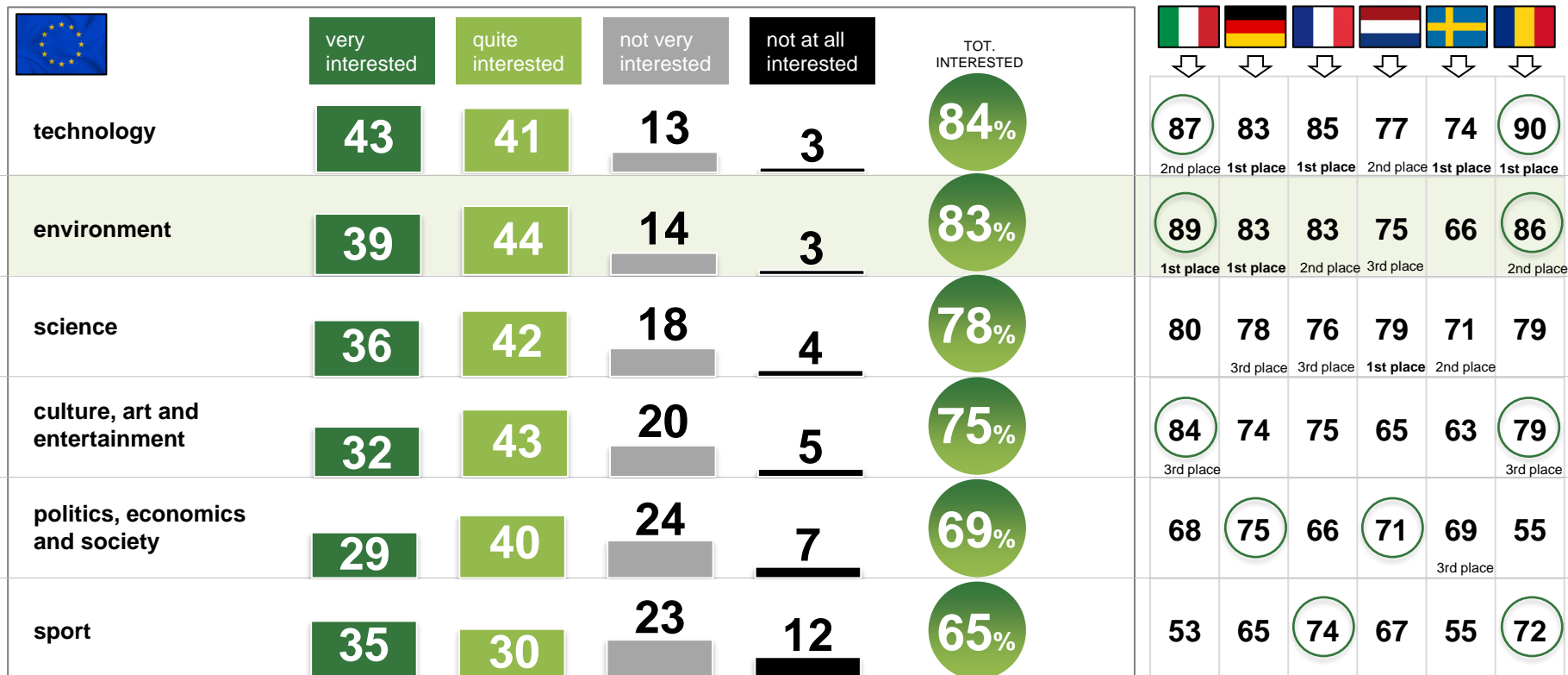
THEMATIC INTERESTS AND ENVIRONMENTAL AWARENESS

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Hooking attention: the top information topics










Let's talk about your interests. To what extent are you interested in news relating to...



TOT. INTERESTED

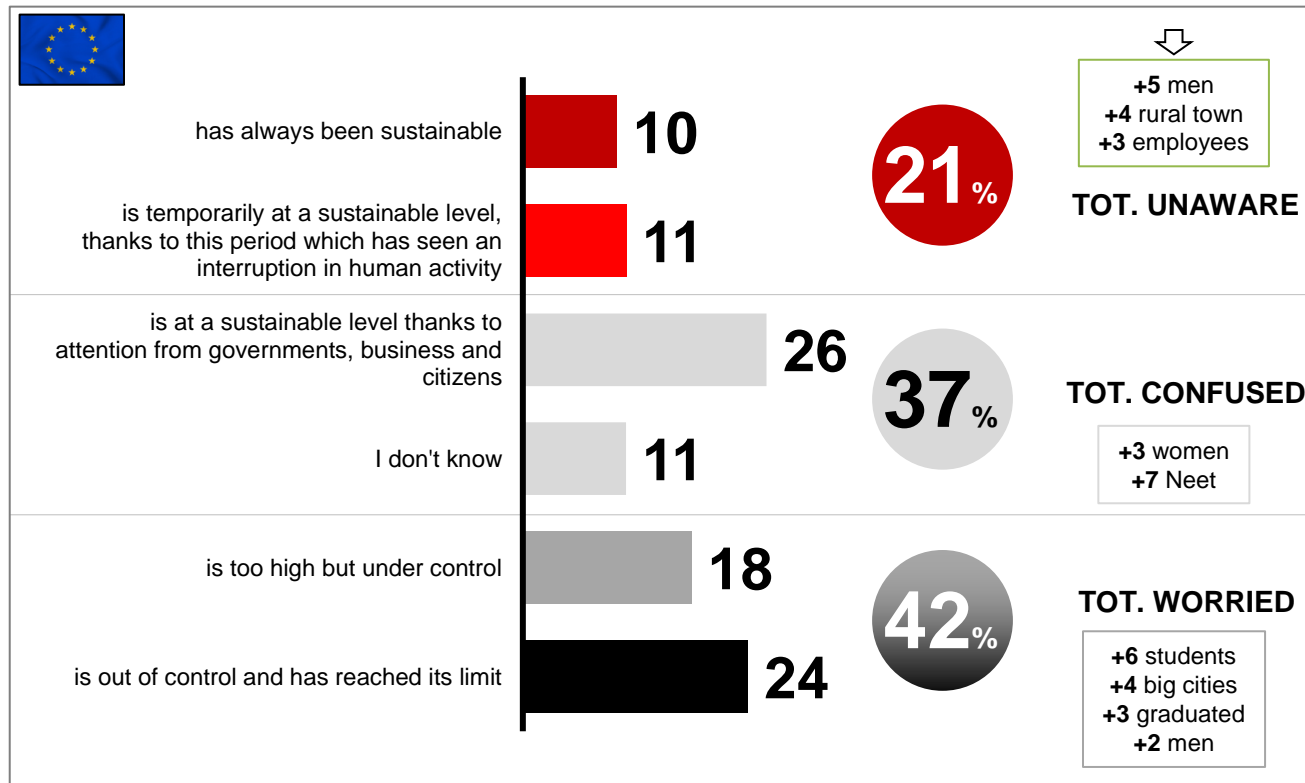
Hooking attention: the top information topics - detail

Let's talk about your interests. To what extent are you interested in news relating to...

	TOT. INTERESTED	 More interested than the average	 Less interested than the average
technology	 84%	+7 men; +11 more digital	-6 women; -8 less digital, -4 neet
environment	 83%	+2 women; +4 graduated	-2 men; -2 not graduated
science	 78%	+4 men; +7 graduated	-3 women; -3 not graduated
culture, art and entertainment	 75%	+4 women; +3 young adults; +4 graduated	-4 men; -3 teens; -2 not graduated, -3 neet
politics, economics and society	 69%	+4 man; +4 young adults; +2 middle and upper class; +4 employees; +7 graduated	-4 women; -3 teens; -5 lower-middle classes; -4 not graduated; -9 neet
sport	 65%	+12 men; +3 middle and upper classes; +5 employees	-11 women; -6 lower-middle classes; -12 neet

The perception of the greenhouse gas problem

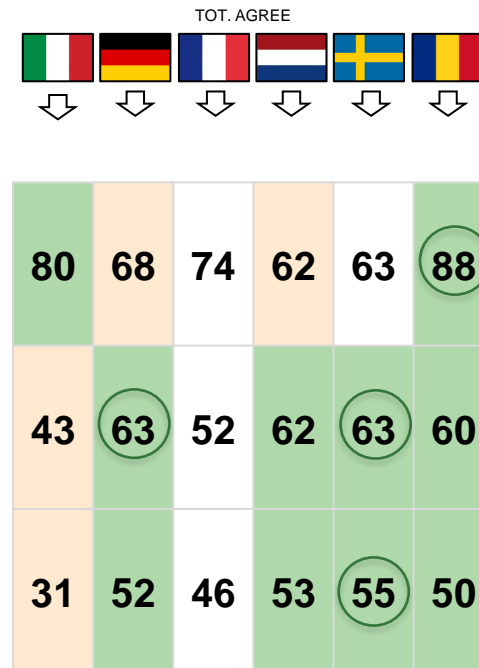
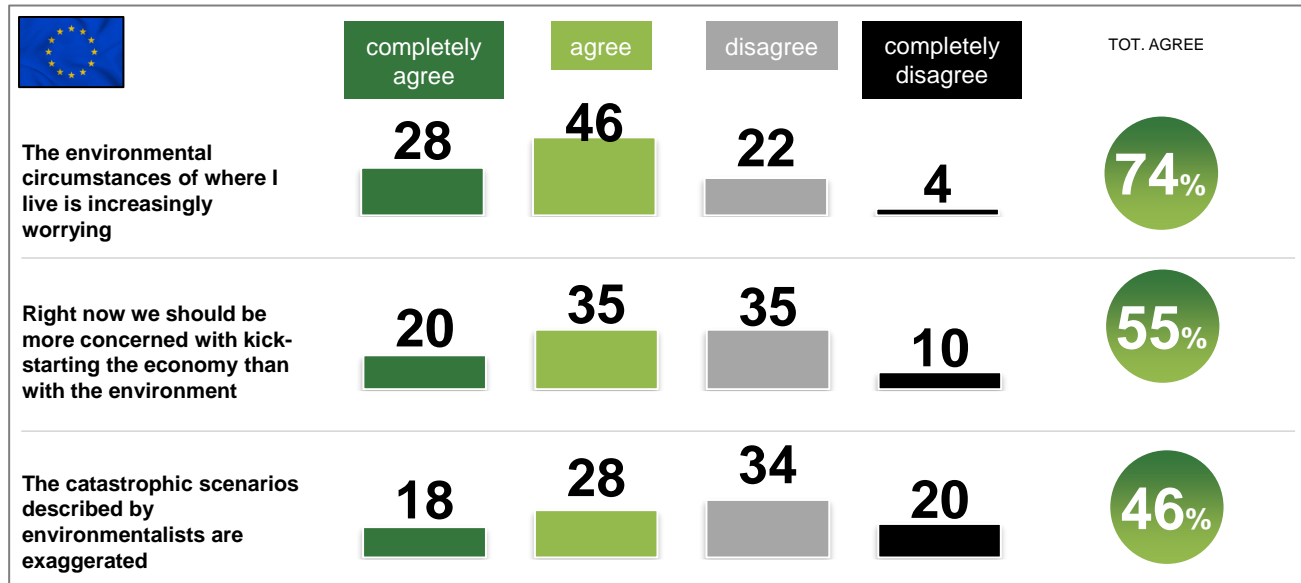
In your opinion, the rise in greenhouse gases (GHG) in the atmosphere...



Italy	Germany	France	Netherlands	Sweden	Belgium
11	22	25	24	20	19
40	38	35	34	32	39
49	40	40	42	48	42

The relationship between environment, science and economy

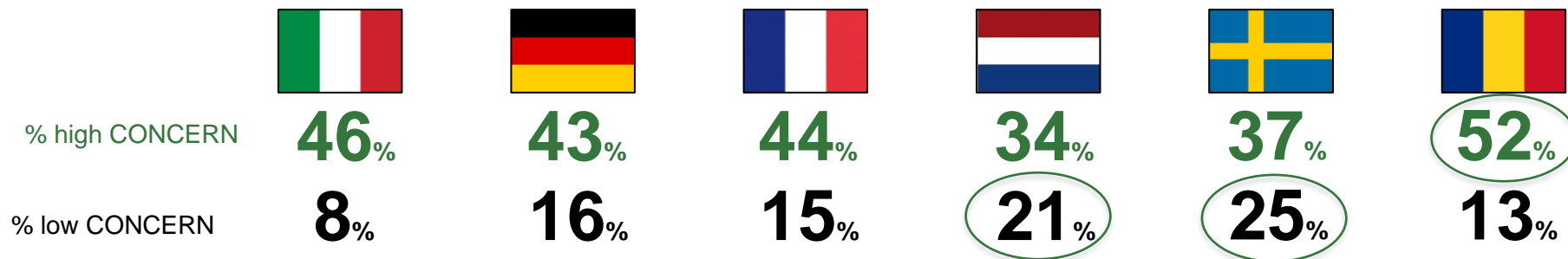
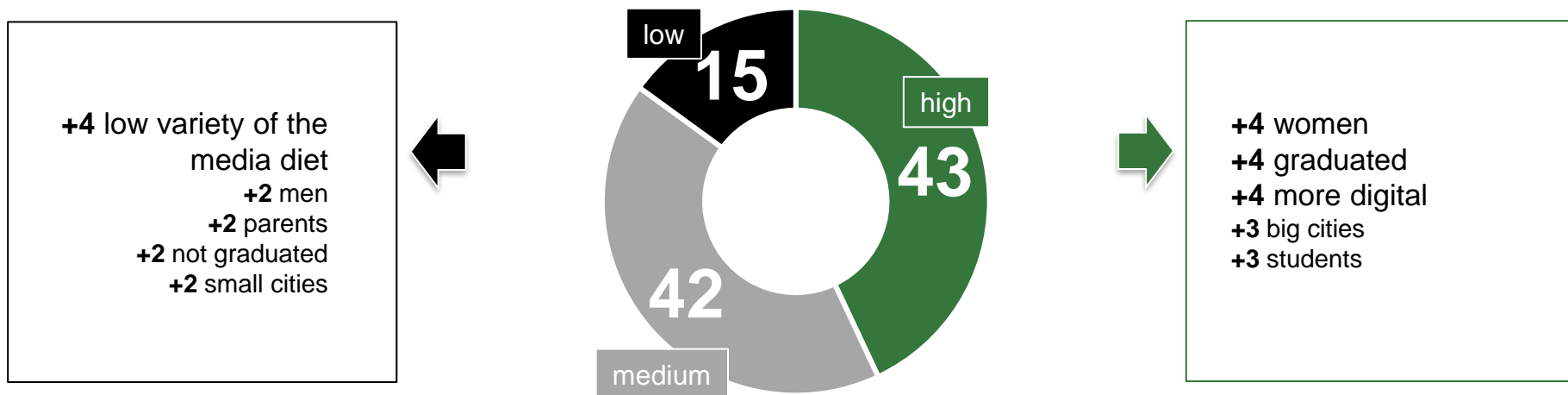
Indicate to what extent you agree with the following statements:



Environmental awareness and concern



SWG – SYMTHETIC INDEX OF ENVIRONMENTAL AWARENESS AND CONCERN



The perceived sustainability in their own country

Now think about the country you live in. To what extent do you think your country's food production is sustainable... («a lot + quite sustainable»)



for the environment and
the climate

58

for workers' rights

64

for the local economy

68

for consumers' rights

70



57

55

58

59

73

66

50

67

66

72

80

66

68

68

68

70

80

68

68

69

71

73

81

70



SWG

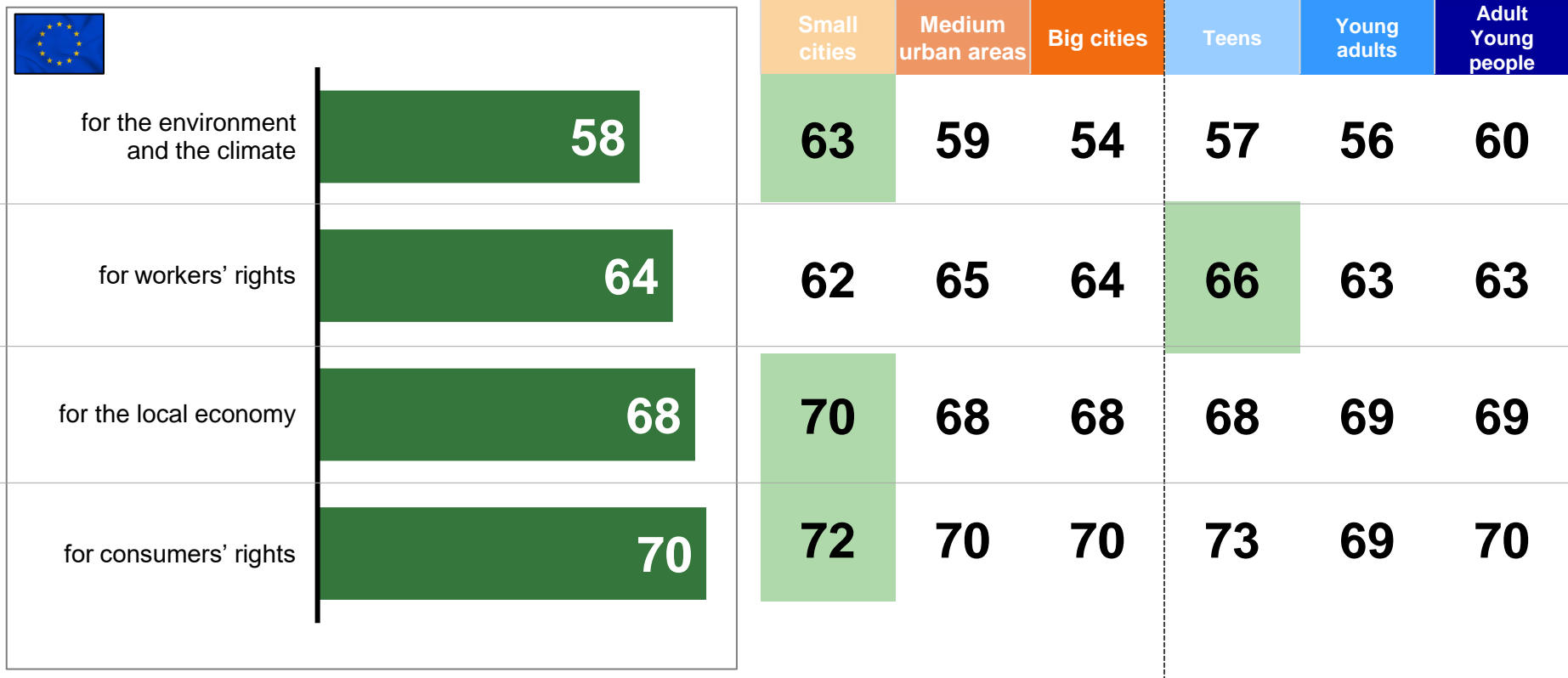
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Values %.

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The perceived sustainability in their own country by age and town size

Now think about the country you live in. To what extent do you think your country's food production is sustainable... («a lot + quite sustainable»)





MEDIA DIET AND FOOD STYLES

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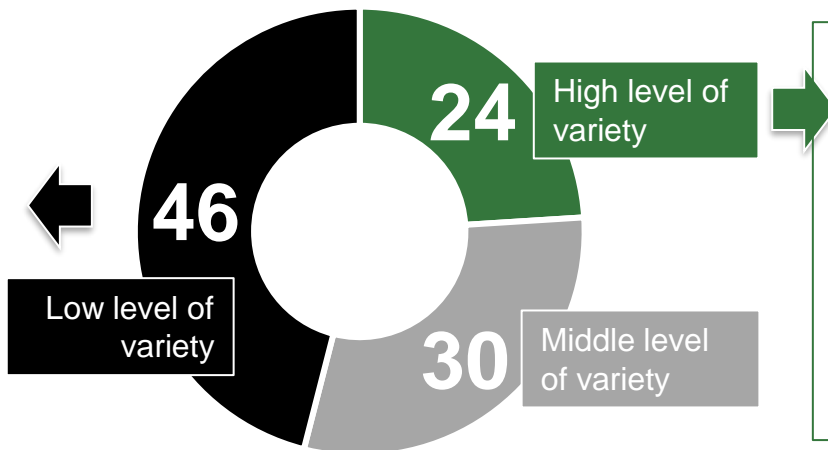


The variety of the media diet among digital and traditional sources



SWG – SYNTHETIC INDEX OF THE MEDIA DIET VARIETY

+ 8 less digital
+ 8 neet
+ 5 low-middle classes
+ 4 small-middle centres
+ 3 men
+ 3 not graduated



+ 10 more digital
+ 8 big cities
+ 6 graduated
+ 4 young adults
+ 2 middle-high classes

% high variety



24%



21%



27%



28%



26%



28%

% low variety

45%

48%

45%

43%

44%

37%



SWG

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Vaues %.

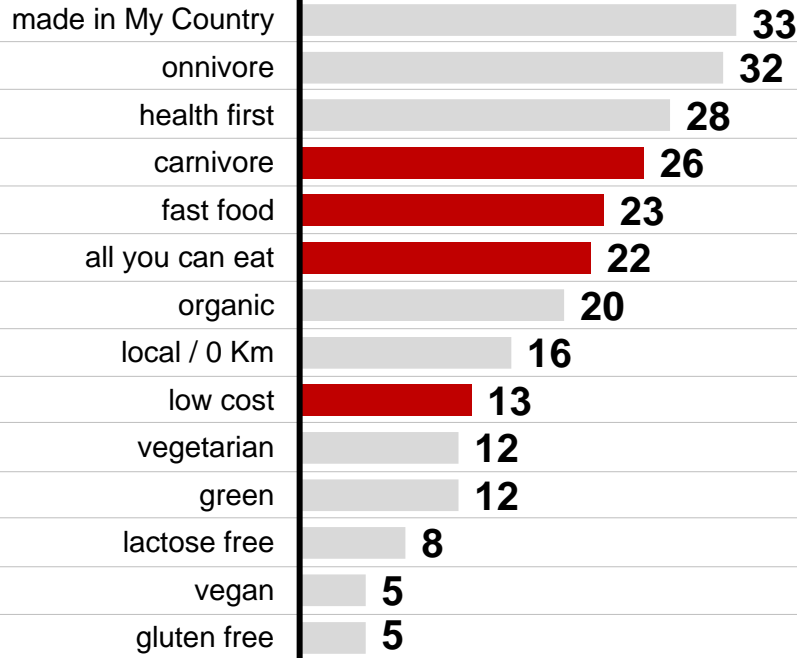
THE INDEX: it expresses the variety of the usual traditional and online information sources.

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Favourite food styles: by age and town size



Which of the following food choices best describes you?
(you may choose up to four answers))



1. made in Italy
2. onnivore
3. local / 0 km
4. health first
5. all you can eat



1. made in France
2. health first
3. fast food
4. onnivore
5. organic



1. health first
2. carnivore
3. onnivore
4. green
5. low cost



1. onnivore
2. carnivore
3. health first
4. made in Germany
5. all you can eat



1. health first
2. onnivore
3. carnivore
4. green
5. fast food



1. made in Romania
2. health first
3. fast food
4. all you can eat
5. carnivore



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Values %.

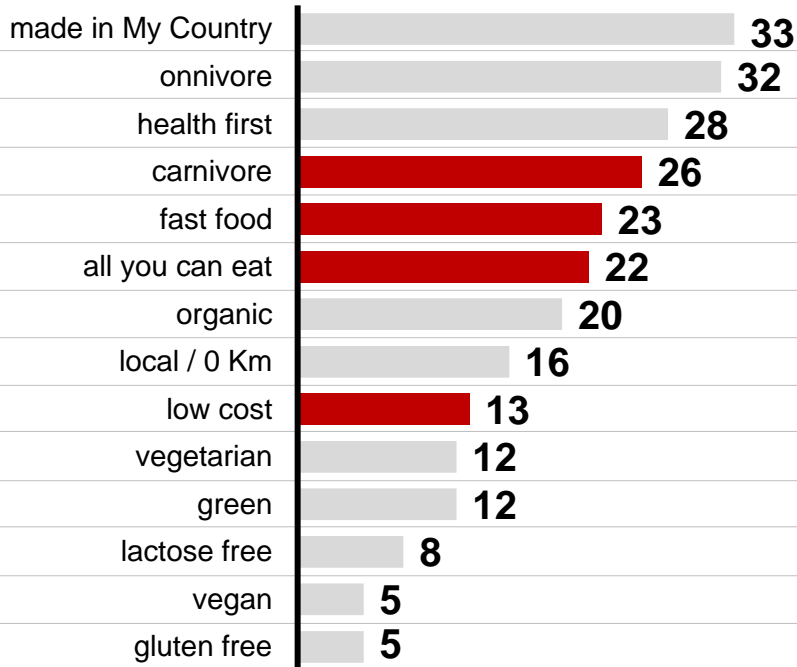
You can see in red the less sustainable behaviors

All rights reserved

Favourite food styles: differences between the countries



Which of the following food choices best describes you?
(you may choose up to four answers))



Small cities

1. made in ...
2. onnivore
3. health first
4. carnivore
5. fast food

Teens

1. fast food
2. onnivore
3. made in ...
4. health first
5. carnivore

Mid urban areas

1. made in ...
2. onnivore
3. health first
4. fast food
5. carnivore

Young adults

1. onnivoro
2. made in ...
3. health first
4. carnivoro
5. fast food

Big cities

1. onnivore
2. made in ...
3. health first
4. carnivore
5. all you can eat

Adult young people

1. made in ...
2. onnivore
3. health first
4. carnivore
5. organic



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Values %.

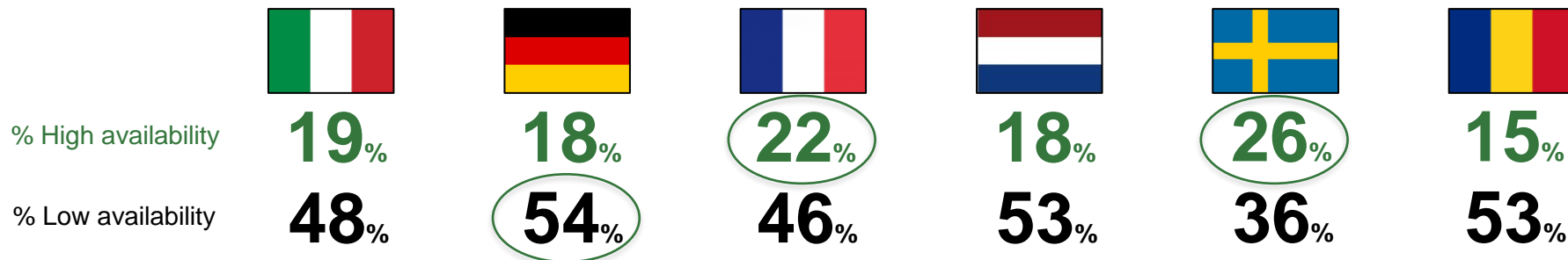
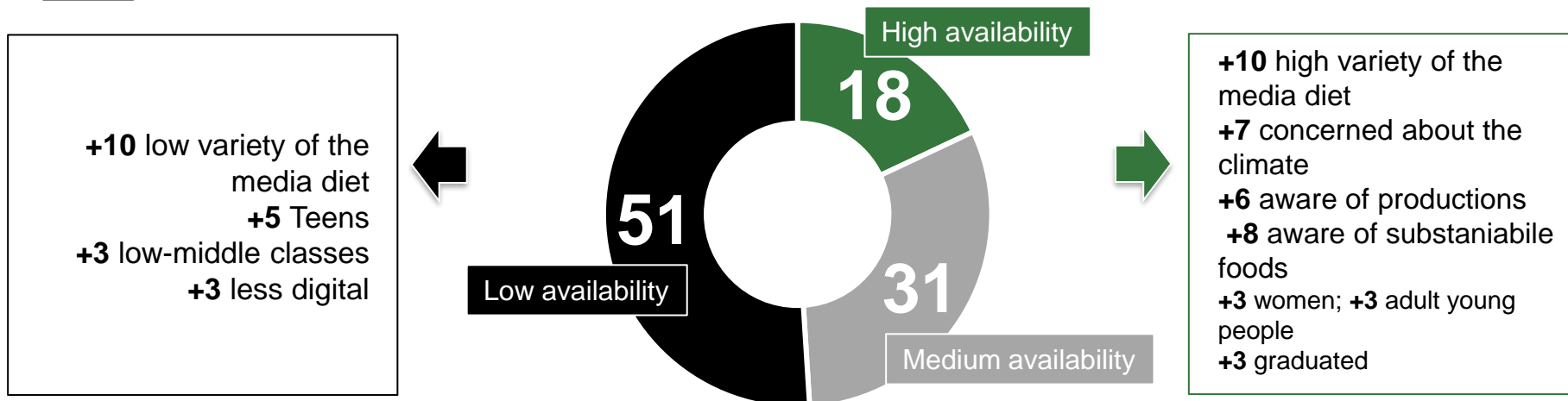
You can see in red the less sustainable behaviors

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The propensity towards a sustainable diet



SWG – SYNTHETIC INDEX OF PROXIMITY TO SUSTAINABLE EATING STYLES





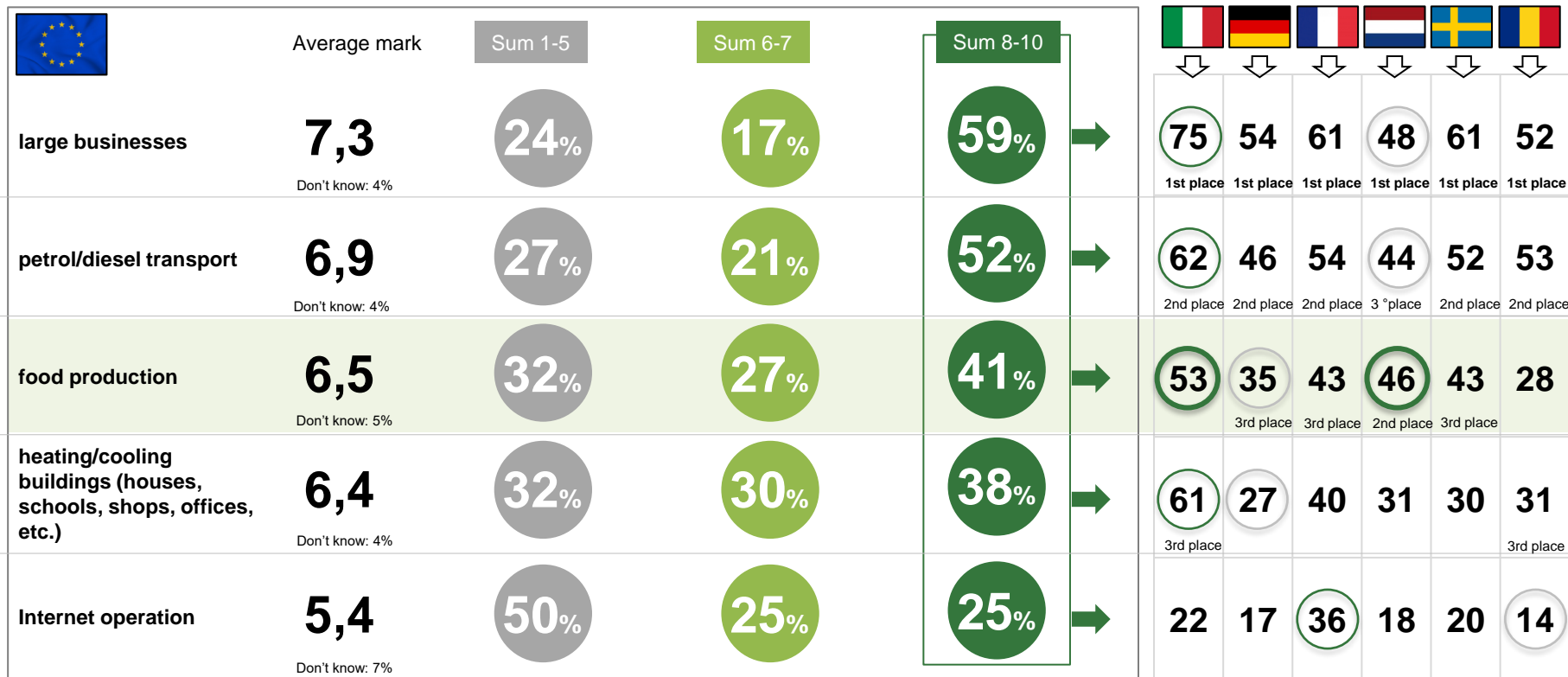
THE AWARENESS OF THE FOOD-CLIMATE NEXUS

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The most polluting productive chain - countries

How much do you think the following activities affect global greenhouse gas emissions (GHG)? Give a score from 1 to 10 (1 = not at all, 10 = a great deal)



SUM 8-10



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Values %. Data reconducted to 100% «Don't know» answer are excluded.

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The most polluting production - age and type of urban centres

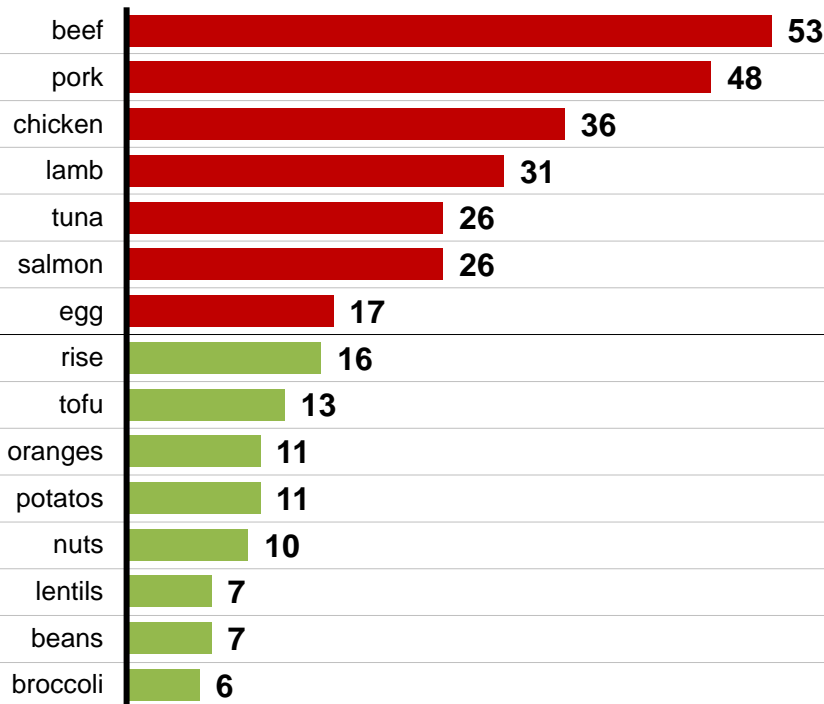
How much do you think the following activities affect global greenhouse gas emissions (GHG)? Give a score from 1 to 10 (1 = not at all, 10 = a great deal)

	Sum 8-10	Small cities	Medium urban areas	Big cities	Teens	Young adults	Adult young people
large businesses	59%	53	57	64	54	58	61
petrol/diesel transport	52%	46	50	50	47	47	52
food production	41%	39	39	44	31	43	44
heating/cooling buildings (houses, schools, shops, offices, etc.)	38%	44	37	38	33	38	42
Internet operation	25%	28	25	24	20	24	29

The awareness of the food impact - countries



Let's talk about food in particular. Which of the following foods do you think have the biggest impact on the environment and the climate? (you may choose up to seven options)



Foods with the objective higher environmental impact are marked in red

Vaues %. None of them: 5%; Don't know: 13%

FOOD AWARENESS Country Ranking



35%



32%



31%



26%



22%



20%

% above average



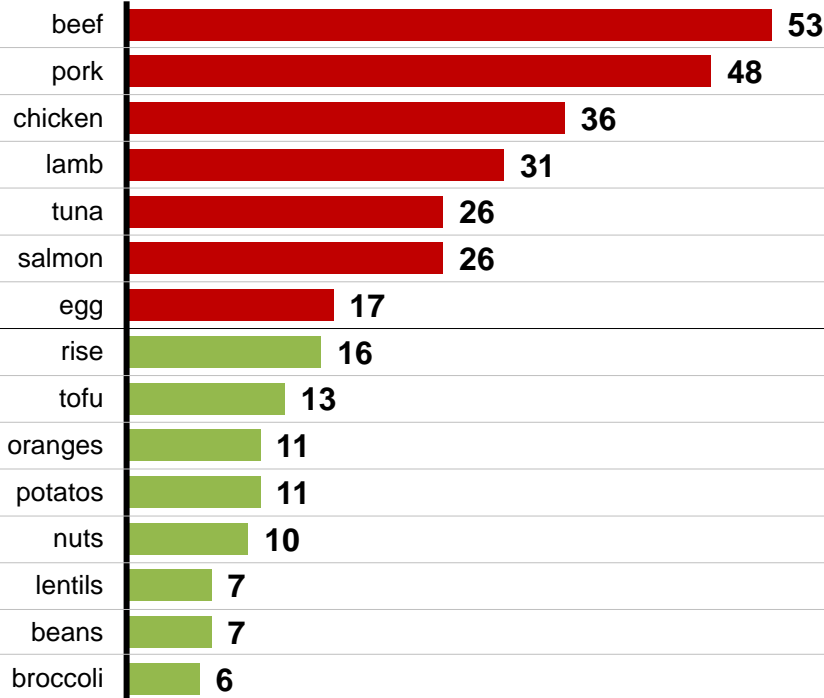
SWG

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The awareness of the food impact - countries



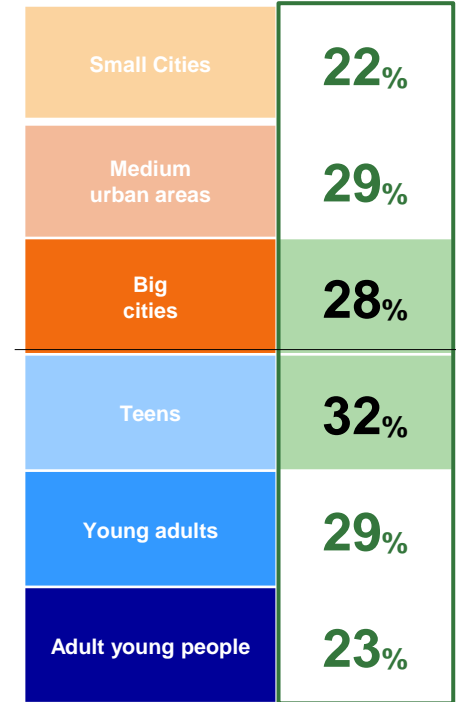
Let's talk about food in particular. Which of the following foods do you think have the biggest impact on the environment and the climate? (you may choose up to seven options)



Foods with the objective higher environmental impact are marked in red

Vaues %. None of them: 5%; Don't know: 13%

FOOD AWARENESS By age and type of urban centre



% above average



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The environmental impact of the food productions

In particular, on a scale of 1 to 10 how much do you think food production, consumption and disposal in the world affect...

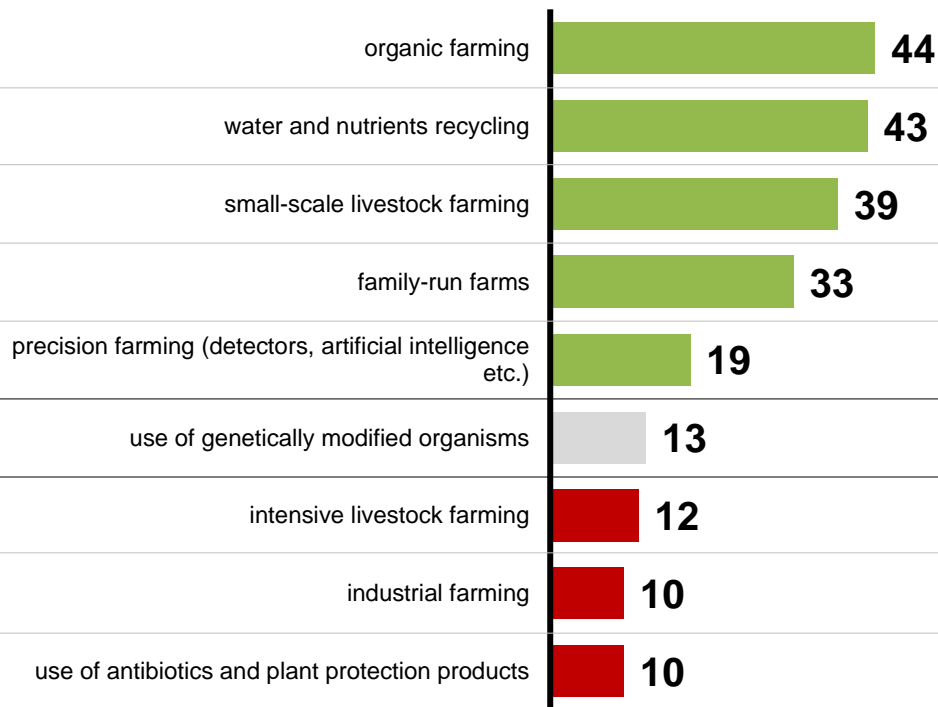


SUM 8-10

Awareness of the green productions- countries



Which of the following activities do you think have the least impact on the environment?
(you may choose up to three answers)



PRODUCTIONS' AWARENESS Country ranking



42%



40%



27%



27%



26%



23%

% ABOVE THE
AVERAGE



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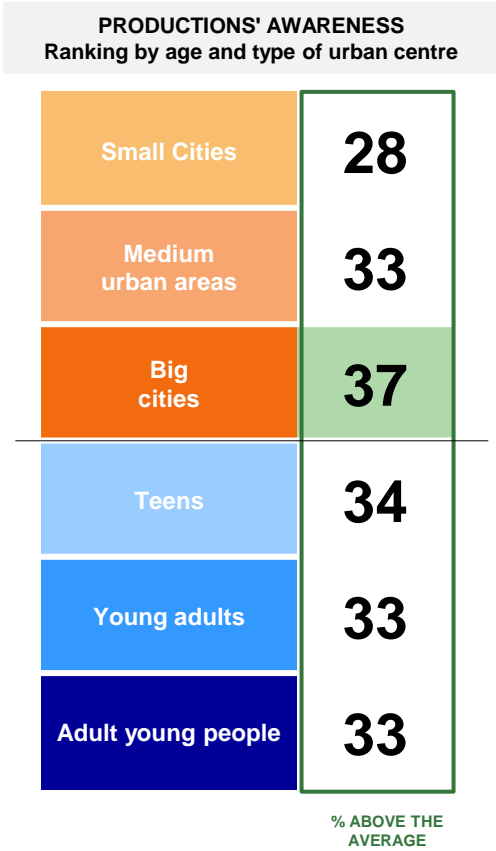
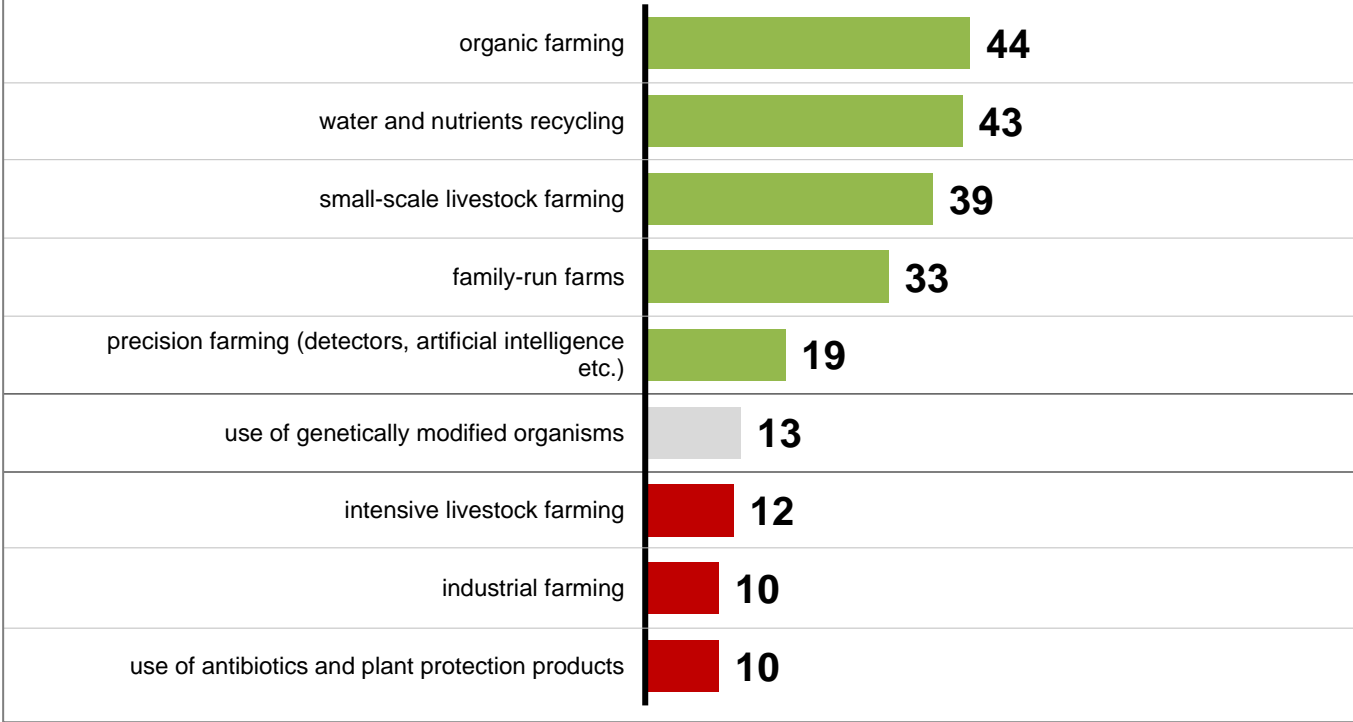
Values %. None of the above: 2%; I don't know: 8%

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Awareness of the green productions- age group and town



Which of the following activities do you think have the least impact on the environment?
(you may choose up to three answers)

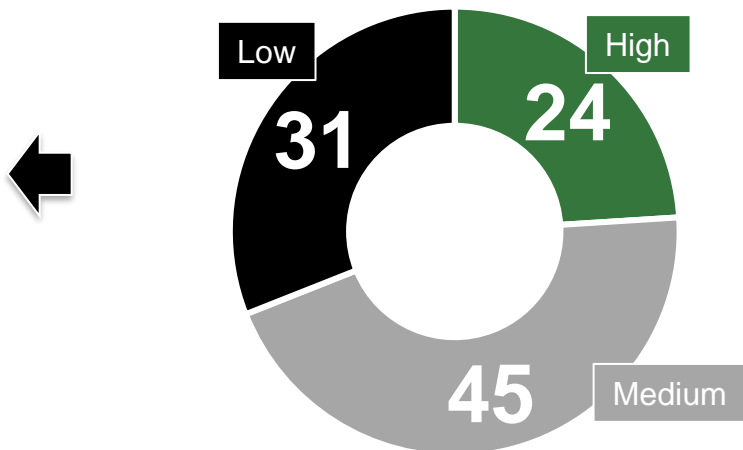


The Food-Climate nexus: loud and clear for 1 in 4 young people



SWG – SYNTHETIC INDEX OF THE AWARENESS ON FOOD-CLIMATE NEXUS

+8 parents
+6 neet
+4 teens
+3 medium urban areas
+2 men



+6 students
+4 women
+4 big cities
+3 adults young people
+3 graduated



24%

20%



21%

38%



25%

28%



22%

27%



23%

33%



21%

44%

% High

% Low



ACTIVISM AND SUSTAINABLE PRACTICES

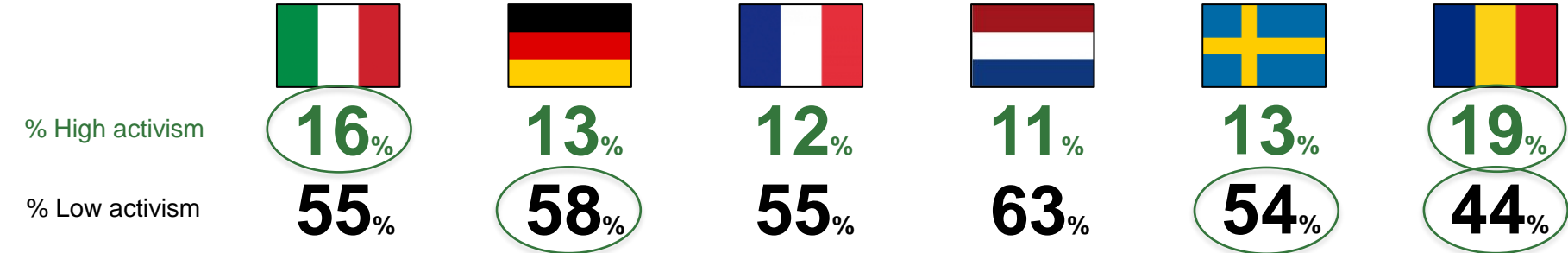
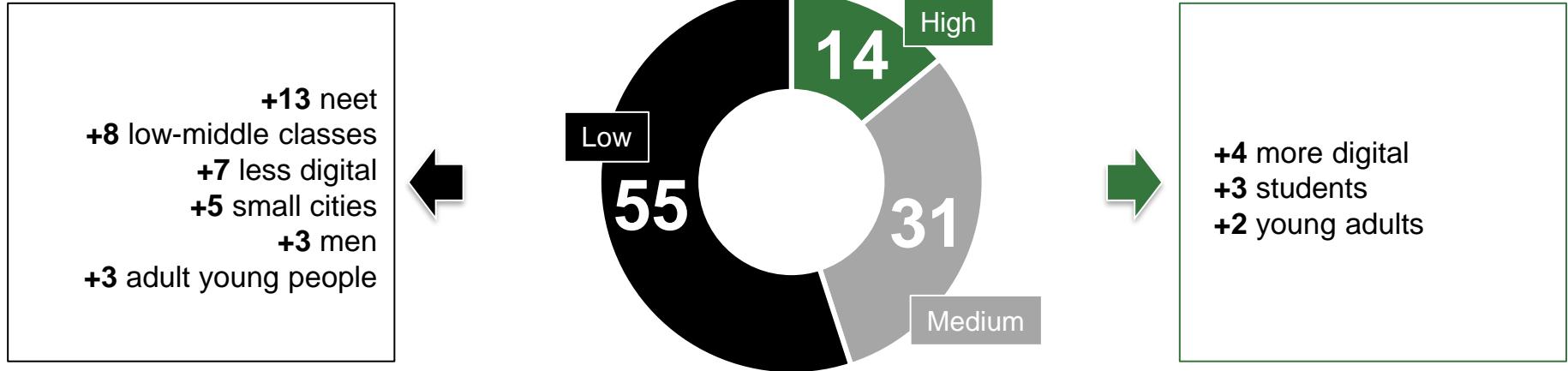
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The propensity of youth towards activism



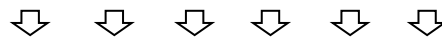
SWG – SYNTHETIC INDEX OF ACTIVISM FOR CAUSES DEEMED IMPORTANT



The dimensions of the activism in each country



Which of the following activities have you engaged with in the last two years relating to topics or causes that matter to you? (you may choose more than one answer)



voting	52	60	49	46	50	53	66
sharing content and information on the internet and social networks	41	52	36	41	34	38	45
signing a petition	40	40	36	45	39	25	52
donating	38	37	36	39	29	42	46
taking part in a demonstration	28	26	41	23	10	16	20
volunteering	25	27	19	27	29	17	36
undertaking a course on the topic	21	23	19	18	16	37	28
frequenting an organisation	18	18	12	24	26	22	14
committing to being an activist in a network or movement	13	12	17	11	12	14	12
I'm not interested in getting involved in the subject	2	2	2	3	2	6	3



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Values %. Sum of the answers. I don't know: 3%

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The dimensions of the activism – age group and cities



Which of the following activities have you engaged with in the last two years relating to topics or causes that matter to you?
(you may choose more than one answer)

voting	52
sharing content and information on the internet and social networks	41
signing a petition	40
donating	38
taking part in a demonstration	28
volunteering	25
undertaking a course on the topic	21
frequenting an organisation	18
committing to being an activist in a network or movement	13
I'm not interested in getting involved in the subject	2

Small cities	Medium urban areas	Big cities	Teens	Young adults	Adult young people
49	50	56	33	58	57
39	40	44	43	41	41
37	39	44	44	43	36
33	38	39	32	39	39
23	26	33	30	30	25
24	25	25	27	27	22
21	19	23	23	22	19
17	20	16	19	18	17
14	13	13	15	14	11
3	2	2	4	1	3



SWG

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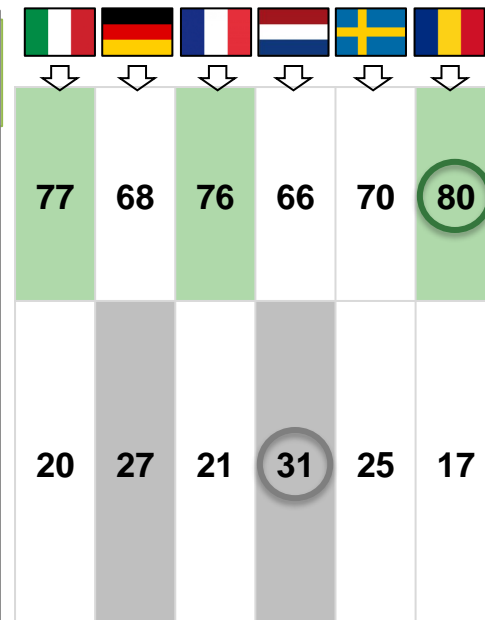
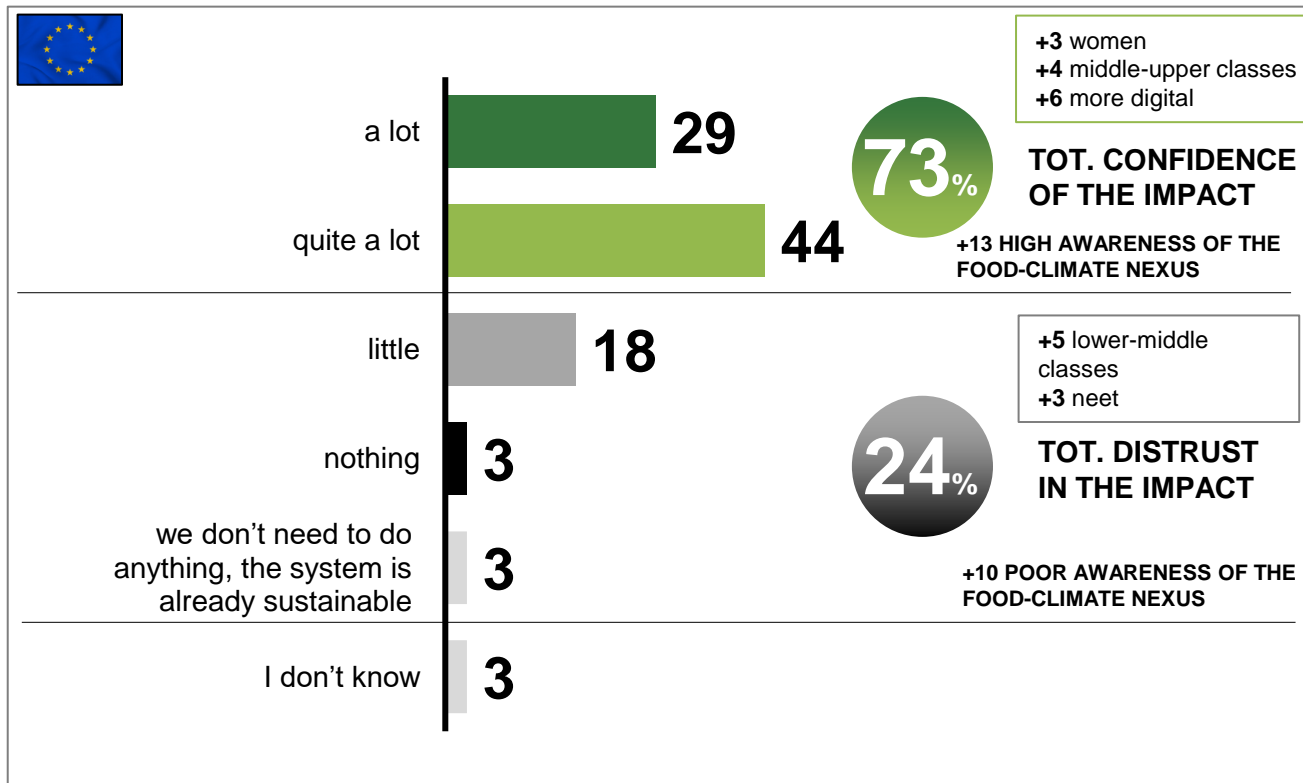
Values %. Sum of the answers. I don't know: 3%

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40

The confidence in the consumers' action and choice

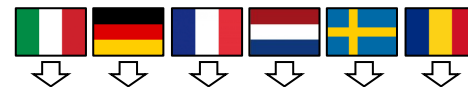
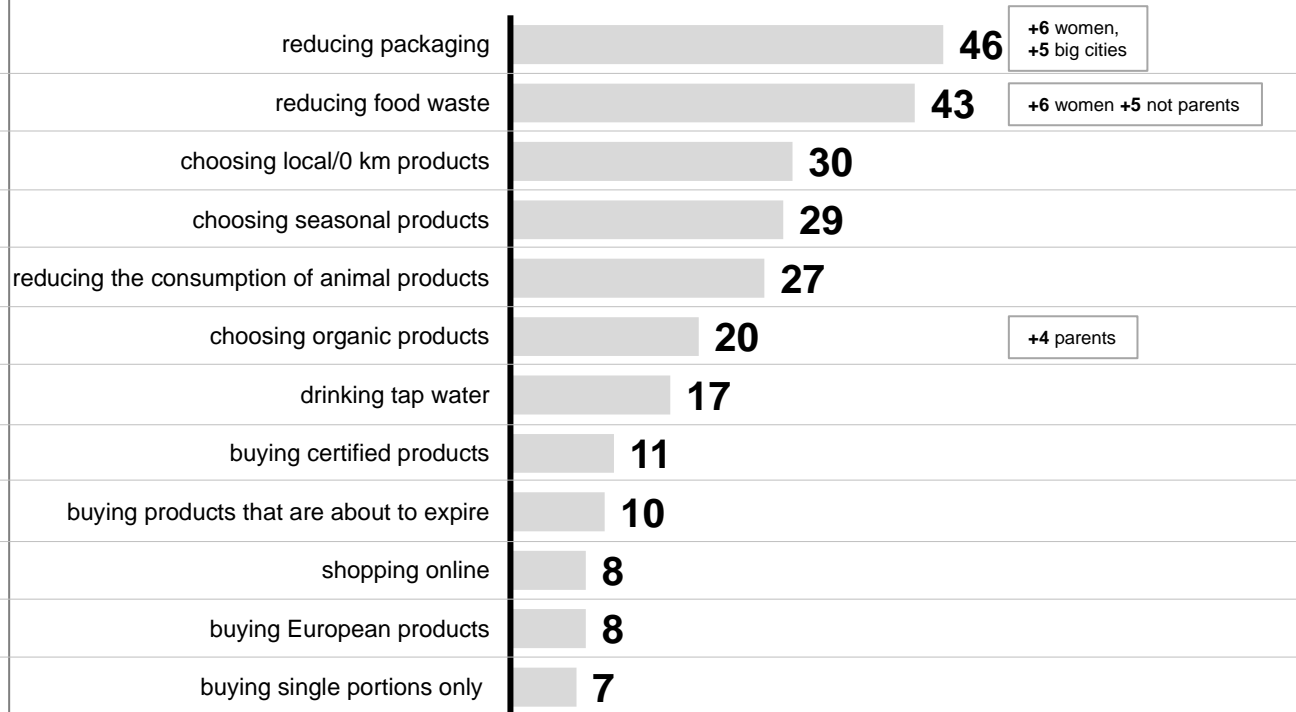
How much do you think we consumers can do to directly reduce the impact our diet has on the environment?



Most popular behaviors for a sustainable consume



In particular, which food consumption and purchasing habits do you think are most important for protecting the environment? (you may choose up to three answers)



51	45	47	37	28	55
52	36	41	41	42	59
36	26	34	21	27	25
35	27	33	23	29	16
24	31	21	36	35	21
16	22	21	22	26	19
18	16	19	18	18	14
10	11	11	11	14	11
8	10	12	11	12	11
4	9	9	11	12	10
3	11	9	11	10	8
4	7	8	7	4	10



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Values %. None of them: 1%; I don't know: 3%

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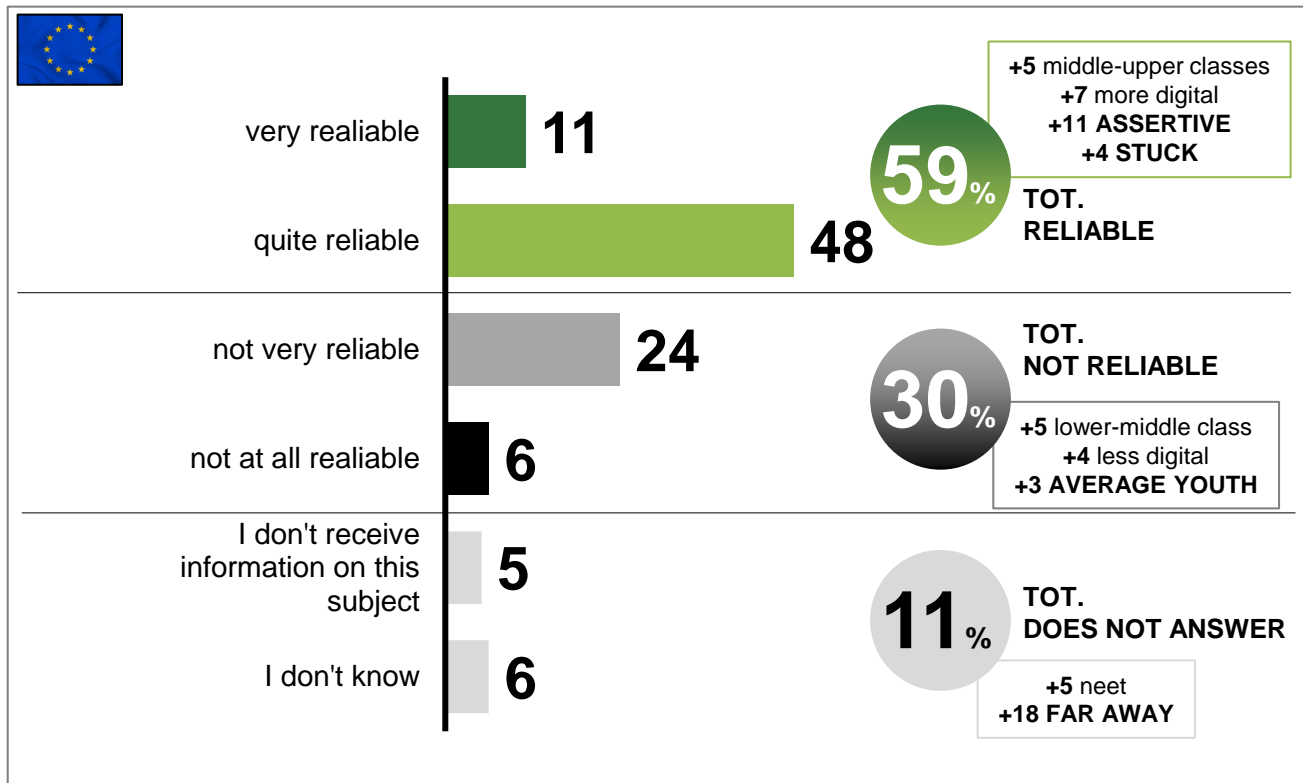
INVOLVING YOUNG PEOPLE ON THE FOOD CLIMATE NEXUS

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Information quality on Global Warming: 6 out 10 trust it

Let's talk about information. In general, how do you judge the quality of the information that you usually receive on global warming?



	60	56	58	58	69	69
	30	32	32	31	22	25
	10	12	10	11	9	6

The most influential voices on the environmental field



When you receive information on this and other topics relating to the environment, who do you trust the most? (you may choose up to three options)

scientists 56

international organizations 30

organizations and other non-profits 29

my family 19

friends 16

journalists 14

my teachers 12

my country's politicians 10

65 1st place	50 1st place	55 1st place	55 1st place	55 1st place	63 1st place
33 2nd place	29 2nd place	29 2nd place	37 2nd place	31 2nd place	27 3rd place
28 3rd place	27 3rd place	33 2nd place	23 3rd place	31 3rd place	34 2nd place
9	19	25	19	16	23
7	19	18	17	14	15
13	15	13	22	12	12
8	11	16	13	14	16
4	13	9	18	19	7



SWG

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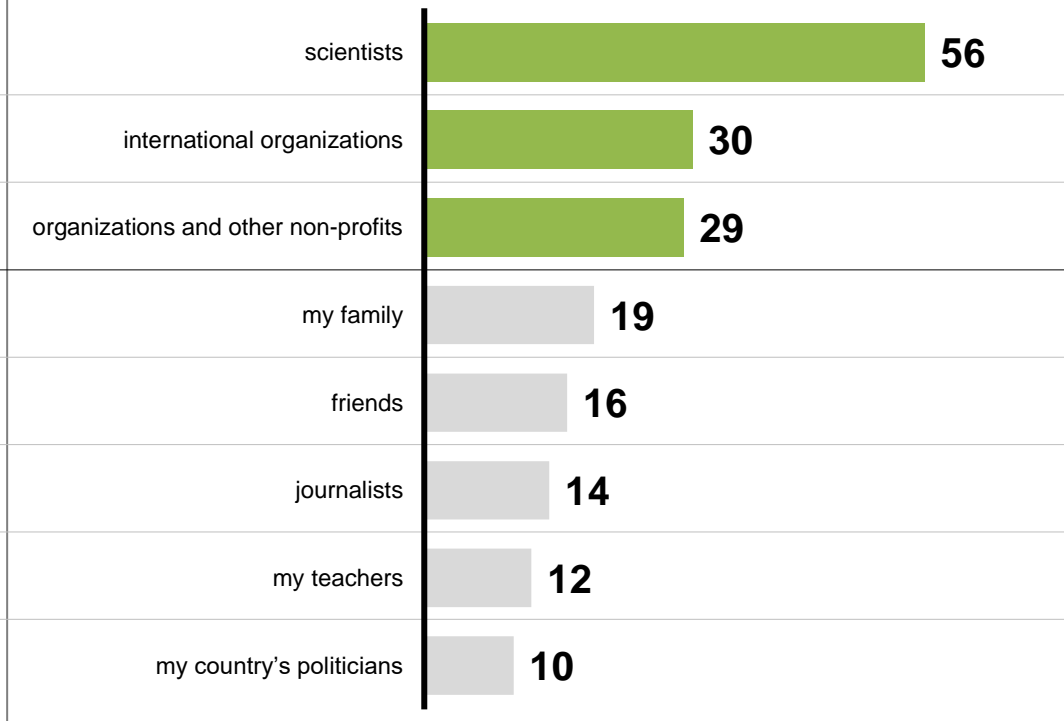
Values %. None of the above: 4%; I don't know: 5%

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The most influential voices by age and type of urban centre



When you receive information on this and other topics relating to the environment, who do you trust the most? (you may choose up to three options)



Small cities	Medium urban areas	Big cities	Teens	Young adults	Adult young people
51	54	61	60	57	53
26	30	33	32	32	28
28	29	30	30	30	28
16	20	18	20	20	17
15	16	16	18	16	16
14	13	16	13	15	14
14	13	11	18	11	10
11	11	9	9	11	10



SWG

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Values %. None of the above: 4%; I don't know: 5%

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The most influential voices – detail by young profiles

When you receive information on this and other topics relating to the environment, who do you trust the most? (you may choose up to three options)

ASSERTIVE

scientists	73
international organizations	44
organizations and other non-profits	40
my family	19
journalists	16
friends	15
my teachers	12
my country's politicians	9

STUCK

scientists	62
organizations and other non-profits	34
international organization	33
my family	16
journalists	13
friends	13
my teachers	12
my country's politicians	10

AVERAGE YOUTH

scientists	51
international organizations	26
organizations and other non-profits	25
my family	21
friends	16
journalists	15
my teachers	12
my country's politicians	11

FAR AWAY

scientists	39
international organizations	22
friends	22
my family	20
organisations and other non-profits	19
journalists	13
my teachers	12
my country's politicians	10



Communication tools for the Food-Climate engagement



In the future, how would you prefer to receive information on this topic?
(you may choose up to two options)

short documentaries 31

topical discussion programmes with experts (on TV or online) 27

short videos lasting a few minutes 24

newspaper articles 19

books 13

podcast 13

webinars, online lessons etc. 11

bulletins 9

gatherings, events and seminars 9

brochures and other paper materials 7

31 2nd place	30 1st place	29 1st place	34 1st place	30 1st place	34 1st place
34 1st place	24 2nd place	23 3rd place	25 2nd place	24 2nd place	29 2nd place
23 3rd place	23 3rd place	27 2nd place	13 3rd place	18 3rd place	28 3rd place
17	19	21	23 3rd place	20 3rd place	8
13	11	14	15	11	13
9	16	11	13	17	12
12	10	9	13	12	15
7	6	10	13	11	20
11	8	9	5	10	7
5	8	9	6	8	5



SWG

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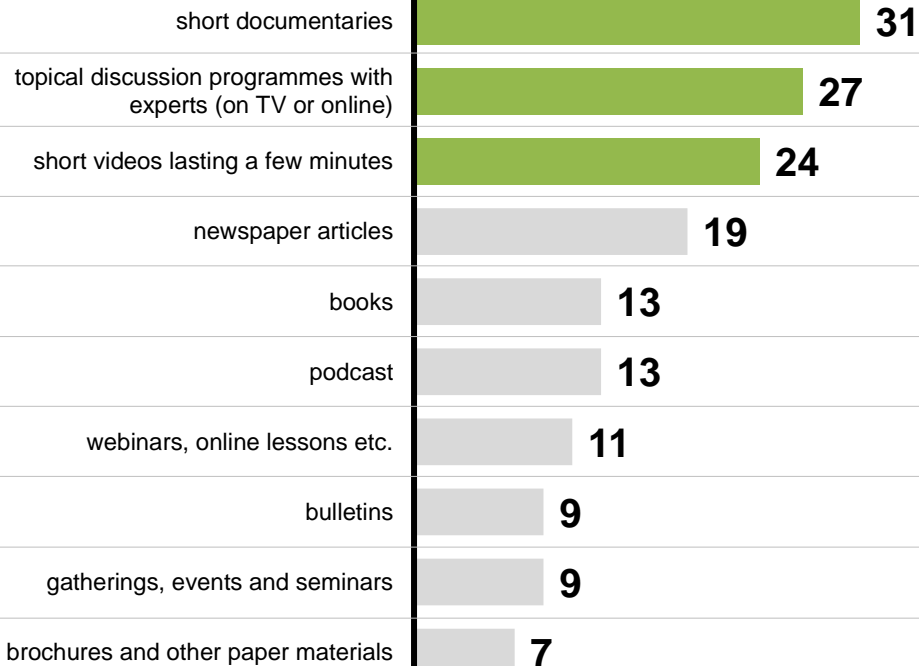
Values %. I'm not interested in receiving information on the subject: 3%; I don't know: 6%

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Communication tools by age and type of urban centre



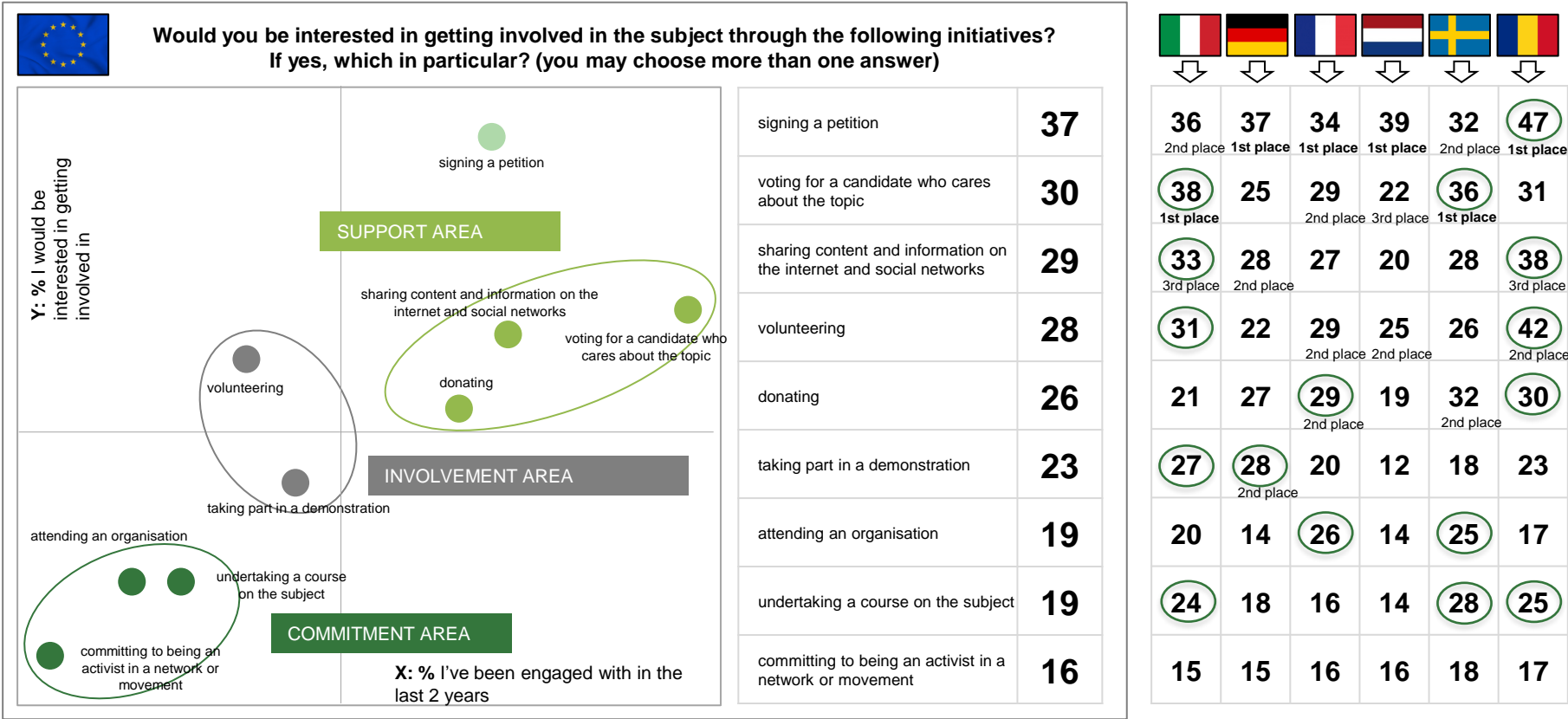
In the future, how would you prefer to receive information on this topic?
(you may choose up to two options)



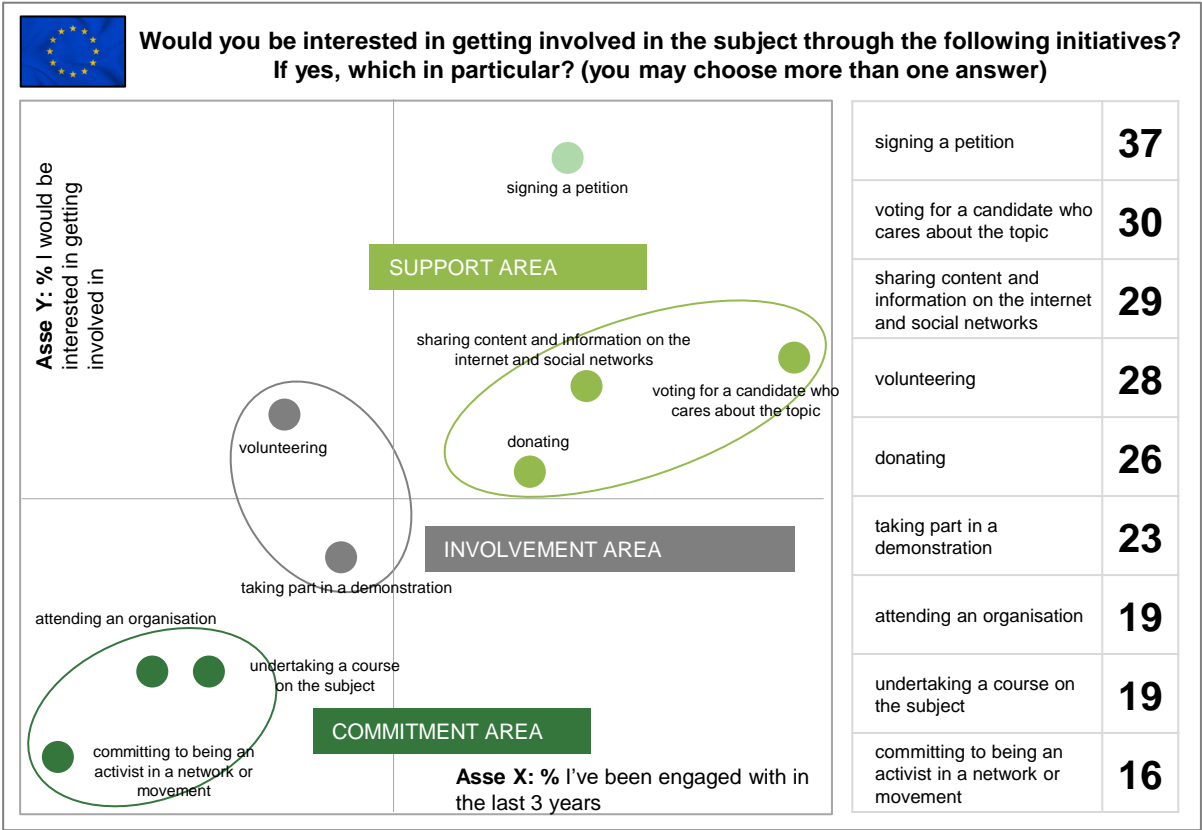
Small cities	Medium urban areas	Big cities	Teens	Young adults	Adult young people
29	28	34	30	29	32
27	26	27	26	26	28
23	25	23	29	25	20
18	18	20	18	17	20
12	13	12	13	15	10
12	12	14	13	15	10
10	10	12	10	11	11
11	9	9	7	10	10
9	10	7	9	9	8
8	7	7	9	7	7



Actions to boost activism: different types of commitment



Actions to boost activism: different types of commitment



Small cities	Medium urban areas	Big cities	Teens	Young adults	Adult young people
31	37	39	39	41	31
28	29	32	31	32	26
27	27	33	32	29	28
27	27	30	30	31	24
22	26	28	26	27	25
20	22	26	27	25	20
19	20	19	21	21	17
19	19	20	22	20	18
15	17	15	18	16	14



The propensity towards Food-Climate activism

Would you be interested in getting involved in the subject through the following initiatives? If yes, which in particular? (you may choose more than one answer)

ASSERTIVE

signing a petition	56
volunteering	53
voting for a candidate who cares about the topic	48
sharing content and information on the internet and social networks	46
taking part in a demonstration	44
donating	42
attending an organisation	36
committing to being an activist in a network or movement	36
undertaking a course on the subject	33

STUCK

signing a petition	42
voting for a candidate who cares about the topic	35
sharing content and information on the internet and social networks	33
volunteering	31
donating	29
taking part in a demonstration	25
undertaking a course on the subject	21
attending an organisation	19
committing to being an activist in a network or movement	15

AVERAGE YOUTH

signing a petition	31
sharing content and information on the internet and social networks	24
voting for a candidate who cares about the topic	23
volunteering	21
donating	21
taking part in a demonstration	18
attending an organisation	16
undertaking a course on the subject	15
committing to being an activist in a network or movement	12

FAR AWAY

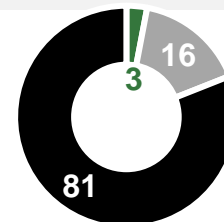
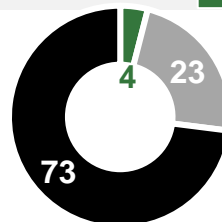
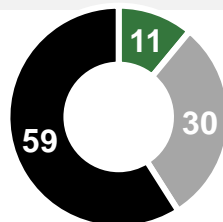
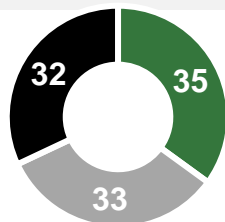
signing a petition	22
donating	18
sharing content and information on the internet and social networks	17
voting for a candidate who cares about the topic	17
volunteering	16
taking part in a demonstration	15
undertaking a course on the subject	14
attending an organisation	13
committing to being an activist in a network or movement	10

SWG - SYNTHETIC INDEX OF ACTIVABILITY

High

Medium

Low



SWG

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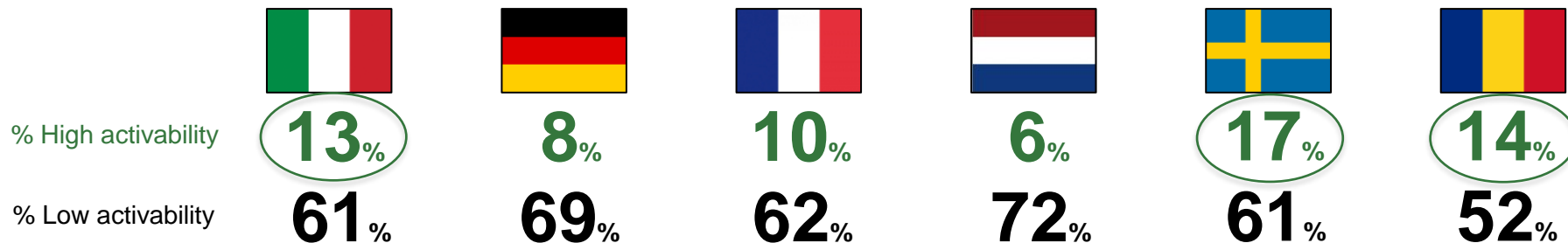
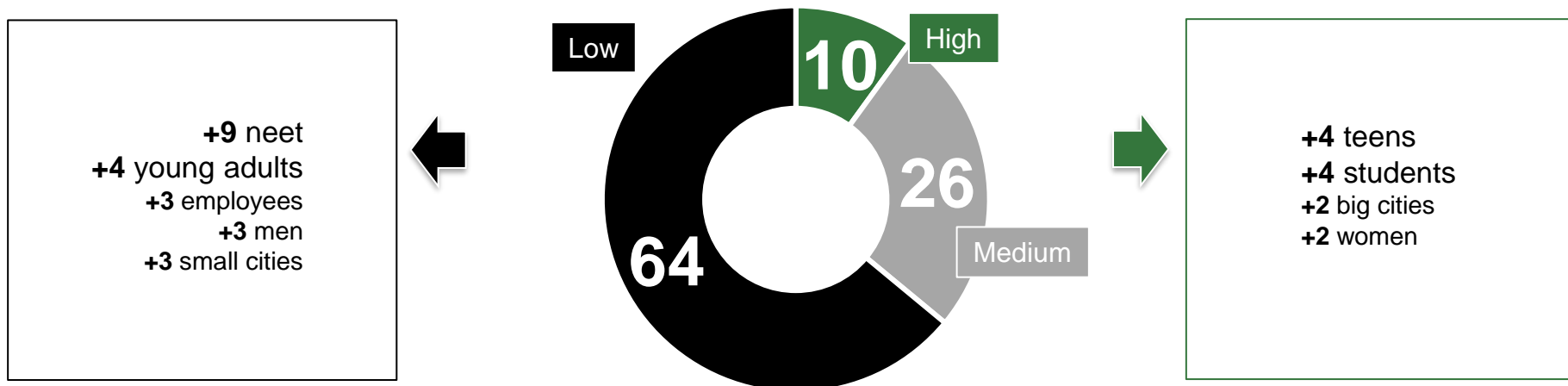
Values %.

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Young Potentials: 10% could be involved on FC action



SWG - SYNTHETIC INDEX OF ACTIVABILITY



Young potentials: engagement sources and tools



10%
of the sample



13%

ASSERTIVE

35%



8%



10%

STUCKED

11%



6%

**AVERAGE
YOUTH**

4%



17%



14%

FAR AWAY

3%



- women
- teens
- students
- big cities

SOURCES THEY TRUST

scientists	56
international organisations	30
organisations and other non-profits	29

PRIVILEGED MATERIALS THEY INQUIRE

short documentaries	31
topical discussion programmes with experts (on TV or online)	27
short videos lasting a few minutes	24
newspaper articles	19

HOW BEING INVOLVED

volunteering	87
signing a petition	79
voting for a candidate who cares about the topic	75
taking part in a demonstration	72
sharing content and information on the internet and social networks	65
donating	64
committing to being an activist in a network or movement	64
attending an organisation	62
undertaking a course on the subject	61

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SWG supports its clients in making strategic decisions and developing communications and marketing by detecting, understanding and interpreting the stakeholders' and public opinion's thought and behaviour, taking into account the dynamics of the social, political and economic scenarios and using the most reliable and innovative methodologies.

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- ✓ **INNOVATION**, OF TOOLS, PROCESSES AND CONTENTS
- ✓ **CRAFTMANSHIP**, CUSTOMISED OFFER AND FOCUS ON INTERPRETATION
- ✓ **DATA**, INFORMATION COLLECTED FROM MULTIPLE SOURCES
- ✓ **ALGORITHMS**, RELIABLE AND SCALABLE SOLUTIONS
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