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THINKING CLIMATE: A SNAPSHOT OF ITALIAN VIEWS ON CLIMATE CHANGE

TECHNICAL REPORT

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Authored by
Lucy M Richardson

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KEY FINDINGS

CONCERN AND GLOBAL WARMING'S SIX ITALYS

- Concern about climate change is high in Italy, with nine out of ten people either very or somewhat worried.
- Most Italians fall into the Alarmed (40%), Concerned (31%) or Cautious (24%) segments of the Global Warming's Six Italys.
- Very few Italians fall into the Disengaged (1%), Doubtful (2%), or Dismissive (2%) segments.
- People on the Islands and in the South are substantially more worried about climate change than people in other regions.

CLIMATE SOLUTIONS AUDIENCE SEGMENTS

- Five audience segments were identified that offer value for targeting messages relating to climate change solutions: the Engaged, Civic, Private, Challenged, and Inactive segments.
- Differences across these segments offer key message targeting opportunities relating to message focus, content, and framing.

KNOWLEDGE

- Most Italians (74%) recognise that climate change is caused mostly by humans, with just under a quarter thinking it is caused mostly by natural changes in the environment.
- Approximately two out of every three Italians (68%) recognise that climate change is already harming people in Italy, although this was most well-recognised in the South.
- Nature and the landscape, along with physical health, were the most commonly acknowledged areas expected to be impacted by climate change, with few people recognising the potential impacts on employment, holidays and leisure.

POLICY

- Nine out of ten Italians (91%) rate climate change as personally important.
- Seven out of ten people think climate change should be a high or very high priority for the President and Parliament, and that Italy should reduce its greenhouse gas emissions regardless of what other countries do.
- The policy option rated important by the most people was a circular economy (69% of respondents), followed by community energy projects (64%), and shifting manufacturing to use renewable energy (59%).
- The policy option least selected as important, by far, was carbon emissions trading (7%).
- The energy technologies most selected as important for Italy's future were solar (photovoltaic) energy (92% of respondents), followed by wind power (81%), hydroelectric power (59%), and bioenergy (55%).

ACTION

- Eight out of every ten Italians (81%) think that citizens should be doing more or much more to address climate change.
- Voting in an election based on an environmental issue was the most common civic behaviour (50% of respondents), and the least common were joining environmental groups (7% of respondents) and contacting a government member about climate change (5%).
- On average, Italians reported undertaking between six and seven of the 15 private, household behaviours assessed.
- The most commonly undertaken private behaviours were household recycling of paper plastic, metal and glass (76% of respondents), and the least common was installing home solar hot water/energy (8%).
- One out of every two people (52%) indicated lack of money prevented them from taking action, and one in three people said they did not know how (37%). The least commonly faced barriers were not wanting to do the behaviour (6%) and people they care about not wanting them to (8%).

NEWS MEDIA

- More people receive their news through television (95% of people) and social media (88%) than through print or online newspapers (72%).
- The most commonly watched television news were Tg5 (60% of respondents) and Tg1 (48%).
- Il Corriere della Sera has the highest proportion of readers at 23%, followed closely by La Repubblica at 22%.
- 70% of people access news through Facebook, although 18-29 year olds tend to use Instagram (79%) more than Facebook (60%).
- The most commonly accessed news through social media were TgCom24 (30% of respondents) and SkyTg24 (25%).

TRUSTED VOICES

- The most trusted group for information on climate change are university scientists (trusted by 64% of respondents), followed by farmers, doctors and nurses, and emergency services (each trusted by 56% of people).

VALUES

- The most highly endorsed personal values were benevolence (66% of respondents), universalism (61%), and self-direction (61%), with conformity (12%), power (13%) and achievement (15%) the least endorsed.

BACKGROUND

Climate change is impacting the lives and wellbeing of people around the world, with temperatures rising faster in northern hemisphere countries like Italy (Shukla, et al., 2022). Attribution studies undertaken on heatwaves in Europe in recent years have found these events to be much more likely and more intense due to human-induced climate change (Vautard, et al., 2019). Indeed, the intensity and frequency of extreme weather events is projected to increase significantly across the globe as temperatures rise (Shukla, et al., 2022). Climate modelling projections for Italy suggest varying degrees of risk across the country (Mysiak, et al., 2018), however the cumulative impacts of climate change are anticipated to have a wide range of social, environmental and economic effects, aggravating already-existing health and environmental problems (Massazza, et al., 2022; Bo, et al., 2020; Semenza & Suk, 2018; SNPA, 2021).

Several studies have investigated the Italian public's perceptions, attitudes and behaviours relating to climate change. National surveys have found high levels of awareness of climate change and a strong desire for urgent climate action (Beltame, et al., 2017; Flynn, et al., 2021). A majority of Italians believe that citizens and governments aren't doing all they can to address climate change (EIB, 2022). There is a mismatch, however, between people's belief in their own level of action and those of other Italians. A study by the European Investment Bank (2020) found 82% of Italians report doing all they can to fight climate change in their daily life, but only 38% think other Italians are doing the same. There is variation within the nation's high levels of concern, however, with people who are younger, have higher levels of education, and fewer financial difficulties more likely to consider climate change as one of the top two challenges of our time (Kantar, 2022).

Studies have also confirmed the importance of media in influencing Italians' perceptions of climate change (Antronico, et al., 2020). With diverse agendas exhibited across Italian news (Pasquaré & Oppizzi, 2012), it is likely that community attitudes, action and policy support vary across news audiences. Understanding these differences can support tailored campaigns to improve understanding and encourage action to address climate change – both from policy and personal perspectives.

Audience segmentation and targeting are important tools for effective campaigns, and are increasingly researched by climate change researchers (Hine, et al., 2016). Segmentation is the process of identifying like-minded subgroups—based on psychological and behavioural attributes—who could be expected to respond in similar ways to messages within groups, but may respond differently across subgroups. Understanding these segments thus allows for effective message tailoring for optimal outcomes among the target audience, while avoiding potential unintended consequences for off-target audiences.

Segmentation of climate change audiences has been undertaken in many countries across the world, and one of the more commonly used segmentation approaches uses a short form survey tool based on Yale and George Mason Universities' Global Warming's Six Americas methodology (see Chryst, et al., 2018). This approach has been applied to audiences across many countries, including Australia (Neumann, et al., 2022), the US (Leiserowitz, Roser-Renouf, et al., 2021), and Italy (Leiserowitz, Carman, et al., 2021), and was adopted for this study.

With many country's populations becoming increasingly concerned about climate change, the more dismissive of Global Warming's Six Americas segments are often very small, which can reduce the effectiveness of this segmentation for message targeting in a world where acceptance that climate change is happening and concern about its impacts are high. This established segmentation approach provides valuable comparisons across the international landscape, however new segmentations may offer added value for targeted communication regarding policy and personal action. To help address the need for segmentation relevant to solutions-focussed communication, this study included a second segmentation based on respondents' priorities and actions relating to climate change.

This survey provides strong national and regional level insight into the key factors necessary for designing effective communication campaigns, including Italian audiences':

- knowledge of climate change and its impacts
- attitudes towards climate policies and technologies
- individual action and barriers to adoption
- media consumption to help determine where to share messages
- trusted sources and voices heard regarding information about climate change
- individual values as a basis for framing messages.

METHOD AND PARTICIPANTS

This survey was conducted between 22 February and 4 March 2023 through the panel company Qualtrics. The sample included a total of 2168 respondents. 48% of respondents identified as men, 51% were women, and 1% were another or undisclosed gender. The majority of respondents completed the Italian translation of the survey (98%) while the remaining 2% completed the English version. See Appendix A for full demographic details of the sample.

Respondents were slightly younger, less affluent, and with higher education qualifications than the general public according to 2022 population (SIQual, 2022) and 2020 income data (MEF, 2020). There were also fewer people from the Central region sampled in comparison with the population data. To account for these differences, raked weights were applied.

Istat's municipal degrees of urbanisation were linked by province with postcode data. Each province's degree of urbanisation was calculated as the average of its constituent municipalities, weighted by municipality area.

General data analysis was undertaken using SPSS (Version 27.0.0.0).

Two segmentations were undertaken. The first identified "Global Warming's Six Italys" audience segments using the Global Warming's Six America's [online SASSY tool](#) (Chryst, et al., 2023), which provides segments comparative to those done in a range of international studies (e.g., Leiserowitz, et al., 2022). The second segmentation identified five climate solutions-focussed segments through latent class analysis using LatentGold (Version 6.0) software. This segmentation was designed to provide segments with specific potential for targeted messaging regarding climate solutions. It included eight variables with specific focus on the priority given to climate change by respondents, the value they placed on universalism, the number of climate change impact areas they identified, the number of civic and private mitigation actions they had undertaken, and the number of energy technologies and climate policy options they supported.

The optimal model was determined based on a combination of Akaike information criterion (AIC), Bayesian information criterion (BIC), parsimony, minimum sample inclusion of 10% in each segment, and logical segment delineations for interpretation. The best fitting model included five segments, with AIC of 37831.62, BIC of 38297.17, and segment sizes from 10% to 42%. Descriptions of these segments are discussed in the *Climate Solutions Segments* section of the report.

CONCERN AND GLOBAL WARMING'S SIX ITALYS

CONCERN

Concern about climate change is high in Italy. 91% of people are worried about climate change, with 54% saying they are very worried and 37% somewhat worried. This is higher than the 2021 Facebook study estimate of 38% of Italians being very worried and 48% somewhat worried about climate change (Leiserowitz, et al., 2022).

There were significant differences in levels of concern (refer to Figure 1), with people on the Islands and in the South substantially more worried about climate change than people in other regions.

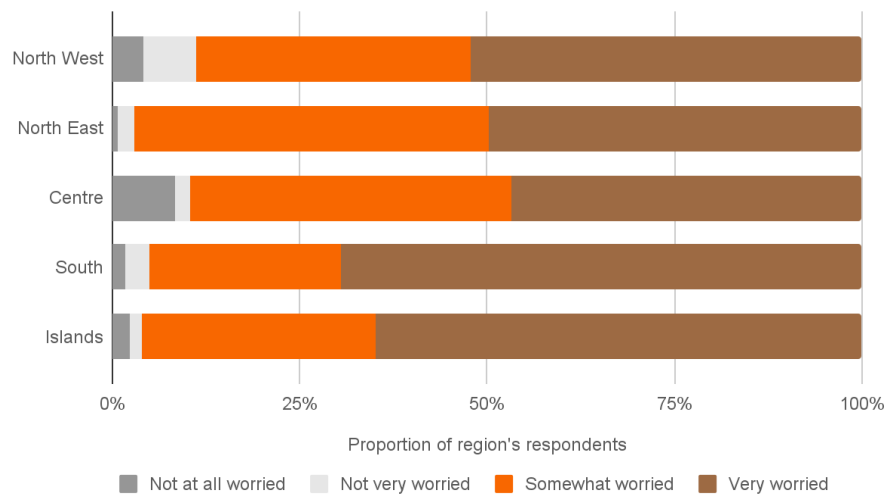


Figure 1. Regional differences in worry over climate change

Despite women tending to be more worried about climate change than men ($\chi^2 = -4.542, p < .011$), there is no significant difference between the level of importance men and women place on the issue ($\chi^2 = .081, p = .936$).

There were significant differences in levels of worry across age groups ($\chi^2 = 57.360, p < .001$), with those aged 70 years or more having lower levels of worry than the other age groups. However, as this age group was somewhat undersampled there is less certainty associated with this difference.

Over half of people at every point of the political spectrum, from the progressive left to the conservative right, reported that they are very worried about climate change.

GLOBAL WARMING'S SIX ITALYS

The high levels of concern show more nuances when translated into audience segments. Applying the SASSY segmentation approach, the

majority of Italians are in the first three segments (see Figure 2): 40% of people are Alarmed about climate change, 31% are Concerned, and 24% are Cautious. Very few fall into the Disengaged (1%), Doubtful (2%), and Dismissive (2%) segments. Previous studies have found these groups to differ in terms of both their involvement with the issue of climate change (i.e., the time and thought spent on it), and the direction of their attitudes towards it (i.e., acceptance versus rejection of the science). The segments vary on these aspects as follows (Maibach, et al., 2011):

- The Alarmed segment tends to have high issue involvement and accept the scientific consensus on climate change.
- The Concerned segment has lower issue involvement, but also accepts the scientific consensus.
- The Cautious segment is unsure, but tending towards accepting the scientific consensus, and so have low issue involvement.
- The Disengaged segment tend to not be engaged with the issue, and are very uncertain regarding the science.
- The Doubtful segment is unsure, but tending towards not accepting the scientific consensus, and so have low issue involvement.
- The Dismissive segment tends to have high issue involvement, but do not accept the scientific consensus on climate change.

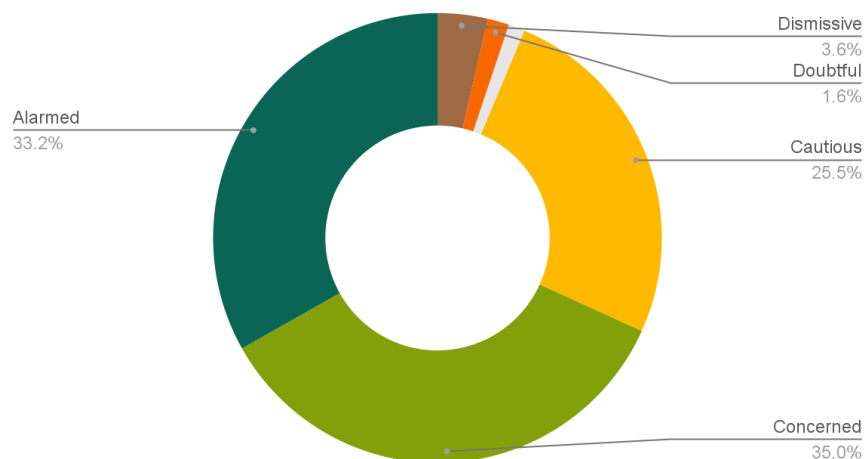


Figure 2. Global Warming's Six Italys audience segments

A Facebook study across 31 countries applied the same segmentation approach and identified 48% of Italian participants as Alarmed, 32% as Concerned, 10% as Cautious, 4% as disengaged, 3% as Doubtful, and 1% as Dismissive (Leiserowitz, Carman, et al., 2021). Based on the sizes of the Alarmed segment, Italy ranked 10th of the 31 countries studied, but was second of the EU countries studied—behind Turkey's 55% Alarmed (Leiserowitz, Carman, et al., 2021). The countries ranked highest were at-risk countries like Costa Rica, (64% Alarmed), Colombia (63% Alarmed), Mexico (62%), and Brazil (59%) leading the list (Leiserowitz, Carman, et al., 2021).

Every segment in Italy includes people from all points on the political spectrum from the progressive left to the conservative right.

CLIMATE SOLUTIONS SEGMENTS

This study's second segmentation was designed with the knowledge that concern over climate change is already high in Italy, and aimed to provide nuanced segments focussed to inform targeted messaging regarding climate solutions. It was based on respondents' priority given to climate change, universalism value, the number of climate change impact areas they identified, the number of civic and private mitigation actions they had undertaken, and the number of energy technologies and climate policy options they supported. This segmentation identified five climate solutions segments as shown in Figure 3: those who are most civically and privately *Engaged* (11% of respondents), those who are most active from a *Civic* (10%) perspective, those who are most active from a *Private* (42%) perspective, those who are *Challenged* (25%) preventing their action, and those who are *Inactive* (12%).

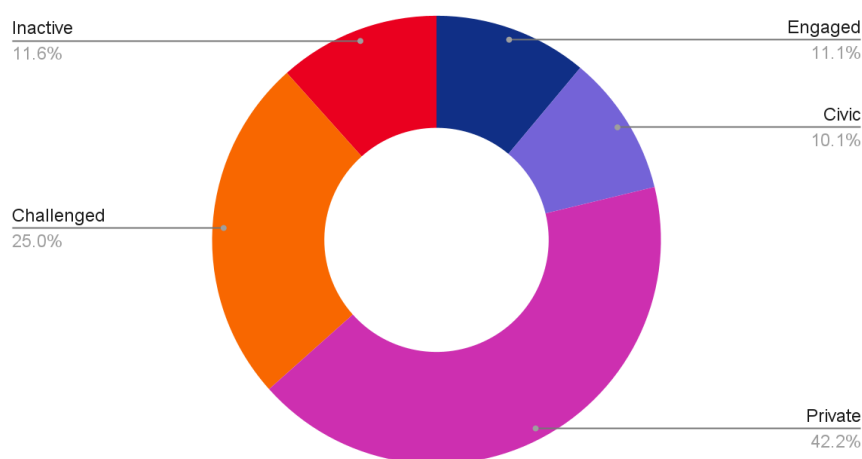


Figure 3. Italy's five climate solutions audience segments

People in the **Engaged** segment are most active in addressing climate change (see Figure 4). Of all the segments, they undertake the greatest number of both private and civic behaviours to help address climate change, and think citizens in general should be doing much more as well. Despite having the highest action count, this segment also reports the highest number of barriers to action. This segment's members also identify the largest number of lifestyle areas impacted by climate change, and support the greatest number of energy technologies and climate policy options. People in this segment tend to have the highest recognition that Italians are already being harmed by climate change (86% recognise this), and have the highest levels of education of all segments. This segment is most common in the South region (19% of the region's participants), and is one of the most evenly distributed across age groups. This segment's members tend to reside in areas of higher urbanisation than other segments.

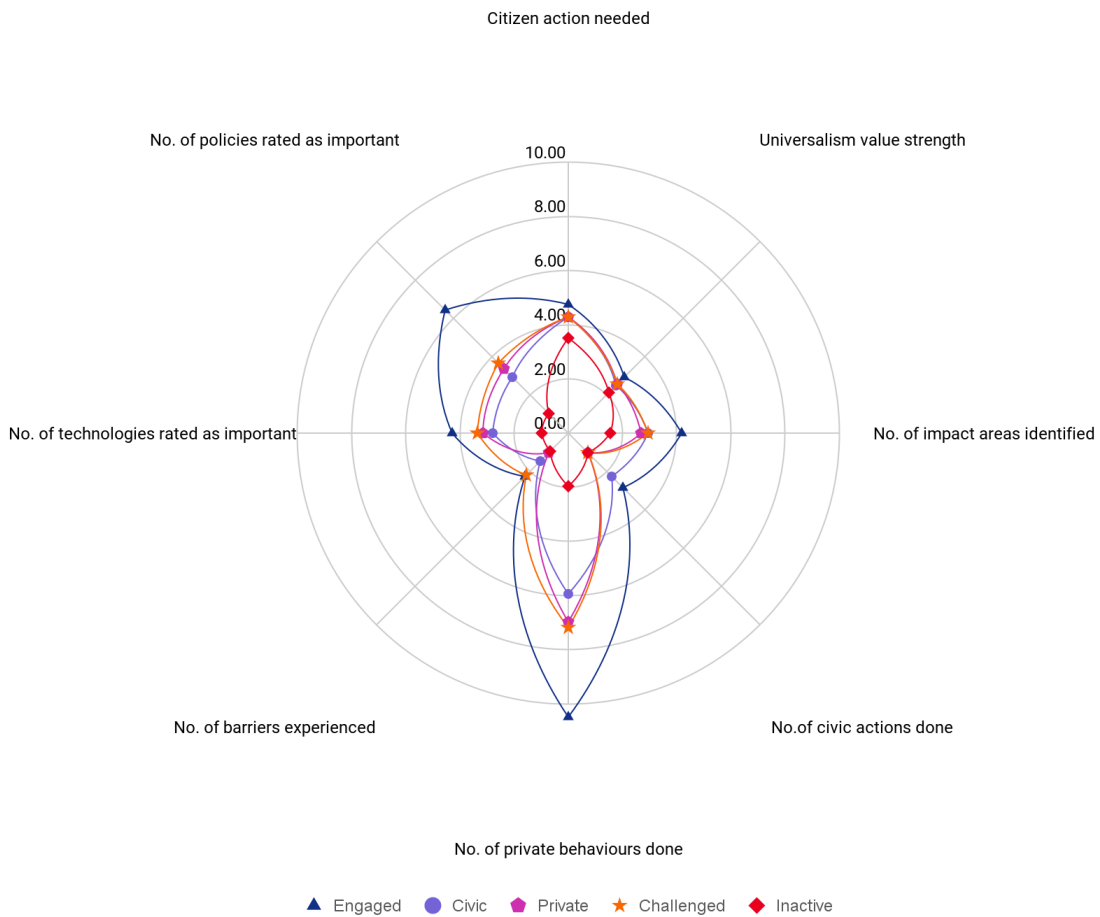


Figure 4. The actions and priorities of Italy's five climate solutions audience segments

The **Civic** segment tends to undertake a similar number of civic actions to those in the Engaged segment, but fewer private actions. They identify fewer impact areas in comparison to those in the Engaged segment, and support fewer energy technologies and policy options. This segment has the second lowest level of recognition that Italians are already being harmed by climate change (identified by 57% of the segment), and includes more young people than other segments, with 60% of its members aged 18-49 years. Its members have the second highest level of education after the Engaged segment, and are relatively equally present across regions.

Those in the **Private** segment tend to undertake more private actions than the Civic segment, but fewer than the Engaged. However, they undertake fewer civic actions than those two segments. They identify fewer impact areas and support fewer technologies and priorities than those in the Engaged segment, but slightly more than those with Civic. This segment has strong recognition that Italians are already being harmed by climate change (identified by 70% of the segment), and is relatively equally present across regions. It has moderate levels of education similar to that of the Challenged segment, and the largest proportion of members aged over 50 years (75%) in comparison with the other segments. This segment's members tend to live in areas with lower levels of urbanisation in comparison with other segments.

The **Challenged** segment reports an equally high number of barriers to action as the Engaged segment, however they still tend to undertake slightly more private actions than those in the Private segment. They undertake fewer civic actions. The Challenged segment recognises slightly more impact areas, and supports slightly more energy technologies and climate policy options than those in the Private segment. This segment has the second highest level of recognition that Italians are already being harmed by climate change. The segment is least common in the Islands, where it makes up only 12% of the region's sample, in comparison with 37%-47% in other regions. It has the second highest proportion of members aged over 50 years (67%) after the Private segment.

The **Inactive** segment recognises a need for more action by citizens, although to a lesser extent than the other segments. Despite this, they undertake few civic or private climate actions themselves, and support few energy technologies and climate policy options. This segment has the lowest levels of recognition that Italians are already being harmed by climate change (recognised by 42% of the segment). The segment tends to include the greatest proportion of people with education only up to a lower secondary school certificate level (75% of the segment), in comparison with the next closest being the Challenged (55%) and Private (54%) segments. This segment is most common in the Islands (25% of Island respondents), and the Central region (17% of the region). This segment's members tend to reside in areas of higher urbanisation than other segments except for the Engaged segment.

CLIMATE KNOWLEDGE

ANTHROPOGENIC CLIMATE CHANGE

The majority of Italians (74%) recognise that climate change is caused mostly by humans, however just under a quarter of respondents think it is caused mostly by natural changes in the environment. This is slightly higher than the estimate found through a Facebook study undertaken across 31 countries, which estimated that 58% of Italians understood that climate change was caused mostly by human activity (Leiserowitz, et al., 2022).

International comparisons show that the Italians' high level of current understanding of climate change's anthropogenic cause (74% recognition) is higher than many other countries. For example, the highest level of recognition found by Leiserowitz and colleagues' (2022) in their study of 107 countries, was for Spain, where 65% of people recognised that climate change was caused mostly by human activity.

More people in the north east (86%) recognise climate change's anthropogenic causes than those in other regions as illustrated in Figure 5.

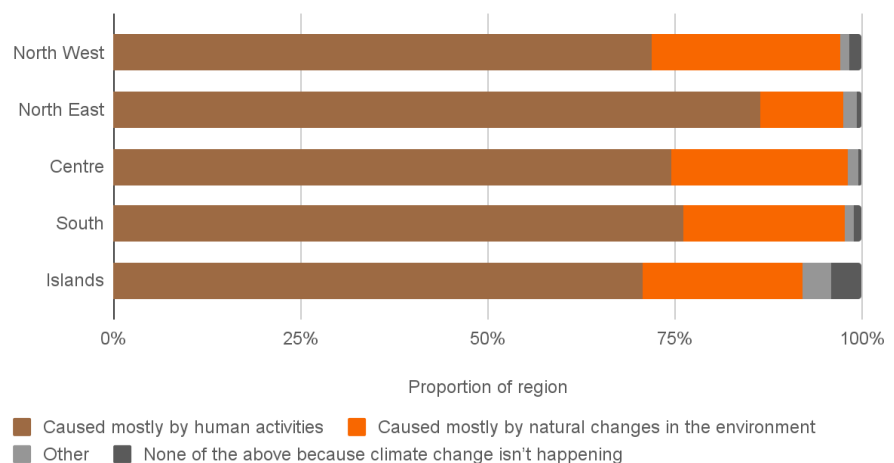


Figure 5. Regional knowledge of climate change's causes

The knowledge of climate change's causes varied significantly across solutions segments ($\chi^2 = 260.097, p < .001$). While all segments included some people who believed climate change had mostly natural causes, this proportion was highest in the Inactive segment (35%), and least in the Engaged (17%) and Challenged (16%) segments.

There was no significant difference in understanding that climate change is primarily caused by human activities across age groups ($\chi^2 = 2.941, p = .401$).

Slightly more men (78%) than women (70%) understood that climate change is caused primarily by human activities ($\chi^2 = -4.736, p < .001$).

On average, people who recognised climate change's human causes were more likely to reside in areas with lower levels of urbanisation ($M = 2.26$) than those who did not recognise these causes ($M = 2.30$; $F = 5.461$, $p = .020$).

TIME UNTIL HARM

Approximately two out of every three Italians (68%) think climate change is already harming people in Italy, while 12% believe it will cause harm in 10 years' time, and 9% think it will be in 25 years. This is lower than the 91% of Italians who reported in 2022 that climate change had an impact on their everyday life (EIB, 2022).

Despite the Islands and the South regions showing the highest levels of concern about climate change, the Islands had considerably fewer members recognising that Italians are currently being harmed by climate change in comparison with the South (refer to Figure 6). The South had the highest proportion of people recognising that climate change is already harming people in Italy. The Islands and North West regions had the lowest proportions of people recognising this current harm, although this still included the majority of people across all regions (64%-76%).

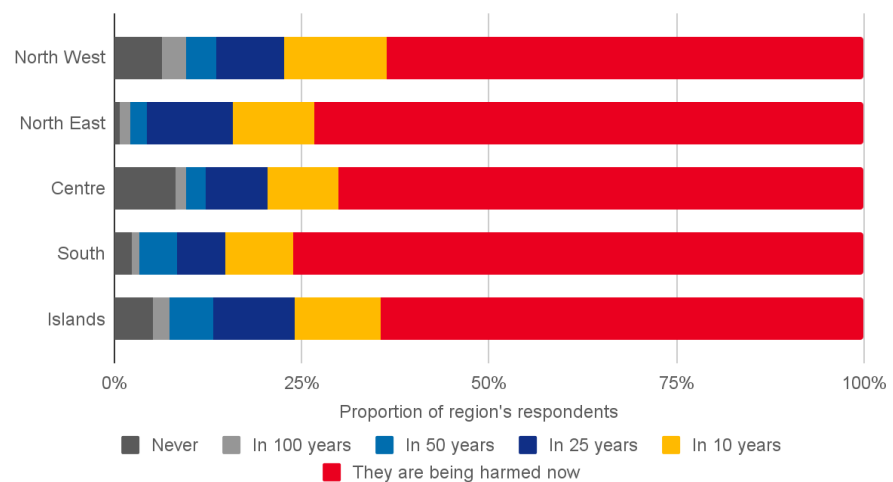


Figure 6. Estimated time until harm from climate change across regions

There are significant differences in the recognition of current harm across the solutions segments ($\chi^2 = 388.574$, $p < .001$). The Engaged had the highest proportion of people reporting harm occurring now (86% of the segment), and the Inactive segment had the lowest (42%). Those in the Civic segment were less likely to recognise current harm (57% of the segment) than those in the Private segment (70%) or the Challenged segment (72%).

There is a small correlation between age and estimated time until climate change harms people in Italy ($r = .140$, $p < .01$). On average, 18-49 year olds estimated slightly longer timeframes until harm than people aged 50 years or more ($\chi^2 = 60.850$, $p < .001$).

Women tended to list earlier harm from climate change in comparison to men, with 71% of women recognising the people in Italy are already being harmed compared with 65% of men ($\chi^2 = -4.013$, $p < .001$).

There were significant differences in the average degree of urbanisation of respondents' province across the different timescale estimates of harm from climate change ($F = 3.260$, $p = .006$), although it isn't a linear relationship ($r = .020$, $p = .292$). People who think climate change will never harm Italians tend to live in provinces with the lowest average level of urbanisation ($M = 2.17$) of the various timescales, while people who think it will cause harm in 50 years reside in areas with the highest level of urbanisation ($M = 2.37$).

ASPECTS OF LIFE IMPACTED

Nature and the landscape was the aspect of life that was most commonly identified as being negatively impacted by climate change (76% of respondents). This was followed by food (66% of respondents), physical health (58%), mental health (33%), employment (17%), holidays (16%), and leisure activities (12%).

There were limited differences in the average number of impact areas identified across regions. The only statistically significant differences were between the North West region ($M_{\text{NorthWest}} = 2.9$) and both the Islands ($M_{\text{Islands}} = 2.6$) and the North East ($M_{\text{NorthEast}} = 2.6$). The other two regions averaged between these ($M_{\text{Centre}} = 2.8$, $M_{\text{South}} = 2.8$).

Regional differences existed in the prominence of each impact area except employment and holidays as illustrated in Figure 7. The region dominating each impact area's responses include:

- Nature and landscape impacts were significantly more commonly identified in the North West (82% of respondents).
- Food was most commonly identified in the South (70%).
- Physical health was most commonly identified in the North East (63%) and North West (62%).
- Mental health was significantly more commonly identified in the South (39%).
- Leisure was most commonly identified in the Centre (23%).

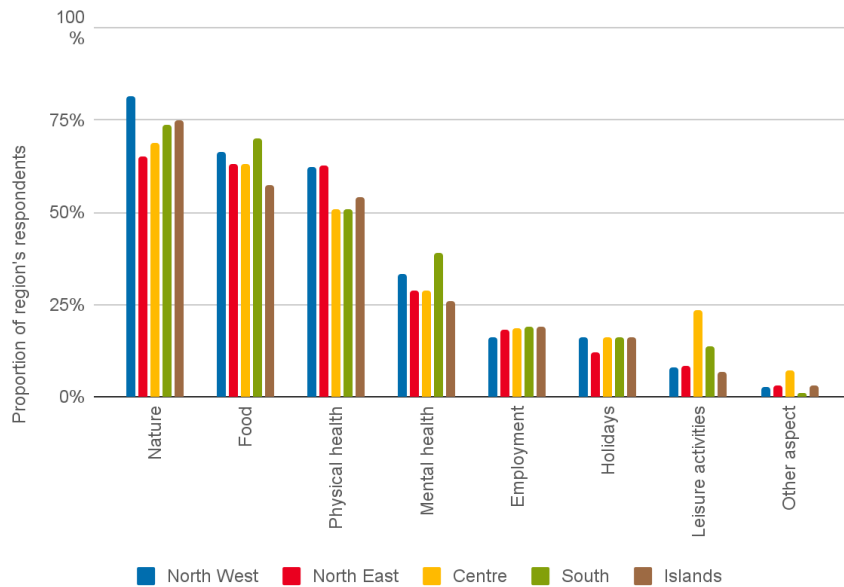


Figure 7. Regional differences in the life aspects expected to be impacted by climate change

On average, women tended to identify a greater number of impact areas ($M = 3.0$ impact areas) in comparison to men ($M = 2.7$).

18-29 year olds identified more impact areas ($M = 3.1$ impact areas) than older respondents ($M_{30-49\text{yrs}} = 2.7$, $M_{50-69\text{yrs}} = 2.8$, $M_{70+\text{yrs}} = 2.8$).

There were significant differences in impact area identification across the solutions segments as illustrated in Figure 8 ($\chi^2 = 654.441$, $p < .001$). People in the Engaged segment identified each of the possible impact areas more often than any other segment, and the inactive segment identified each impact area the least of all segments. The same three impact areas were identified the most across all segments, with nature and the landscape identified most often. Food and physical health followed, although their order changed across segments.

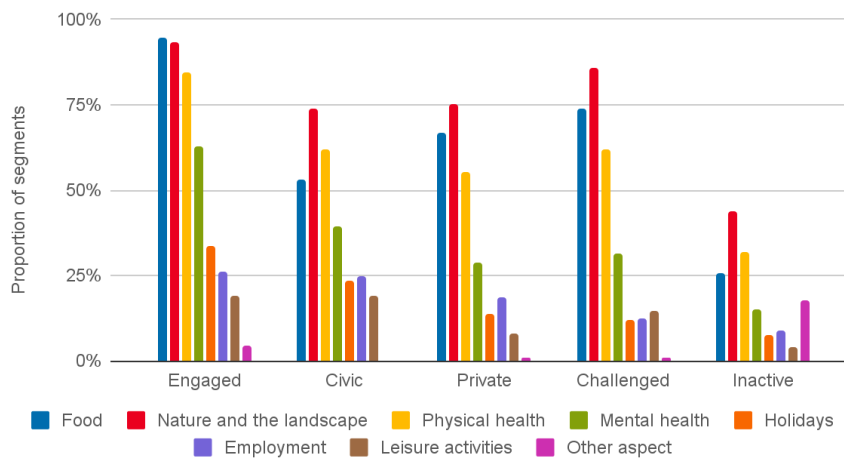


Figure 8. Differences in identified impact areas across solutions segments

The level of urbanisation differed between people who identified and didn't identify three of the impact areas. People who recognised physical health as being impacted by climate change tended to reside in provinces with higher levels of average urbanisation ($M = 2.28$) than those who didn't recognise this impact area ($M = 2.24$; $F = 6.223$, $p = .013$). In contrast, people who identified leisure activities and employment as being impacted by climate change were more likely to live in areas with lower average urbanisation ($M_{\text{both}} = 2.22$) in comparison with those who didn't identify these impacts ($M_{\text{both}} = 2.27$; $F_{\text{leisure}} = 4.788$, $p = .029$; $F_{\text{employment}} = 6.918$, $p = .009$).

RESPONSIBILITY FOR GREATER ACTION

In general, most people feel that citizens, corporations and the Italian government should all be doing more or much more to address climate change than is currently being done (see Figure 9). Corporations and industry are seen as needing to do the most additional action, with 29% of people saying these organisations should be doing more, and a further 52% should be doing much more. Citizens are expected to take the next highest amount of additional action, 33% saying citizens should do more, and 33% say much more. The Italian government is seen as needing to do slightly less additional action, 36% of people asking for more action by the government, and 42% asking for much more.

Do you think these groups should be doing more or less to address climate change?

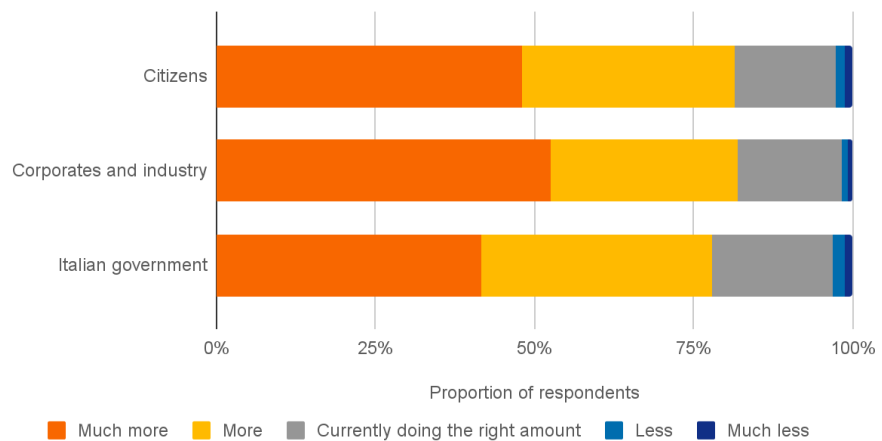


Figure 9. Perceived citizen, industry, and government responsibility for climate action

There are moderate correlations between the solutions segments and additional climate action expected of citizens ($r = .291, p < .001$), corporations and industry ($r = .237, p < .001$), and the Italian government ($r = .257, p < .001$). Participants in the Inactive segment are most likely to think citizens are already doing enough, people in the Challenged segment are equally likely to expect more or much more action from citizens, and those in the other segments tend to expect much more action from the general public. Similar patterns exist for expectations of business and industry, although even the Challenged segment is most likely to expect much more of this sector. The Italian government, however, is seen as needing to do much more mostly by the Engaged and Private segments, with the Civic segment equally likely to expect more or much more, the Challenged segment expecting more action, and the Inactive segment seeing the government as already doing the right amount to address climate change.

There were also regional differences in expectations for action by citizens ($F = 11.373, p < .001$), industry ($F = 22.481, p < .001$), and Italian government ($F = 13.571, p < .001$) as shown in Figure 10. People from the Islands tended to not expect as much more action from each

group as people from the other regions. People from the South tended to expect the most action from each group in comparison to other regions. In most regions, people expected the most additional action from corporations and industry.

Do you think these groups should be doing more or less to address climate change?

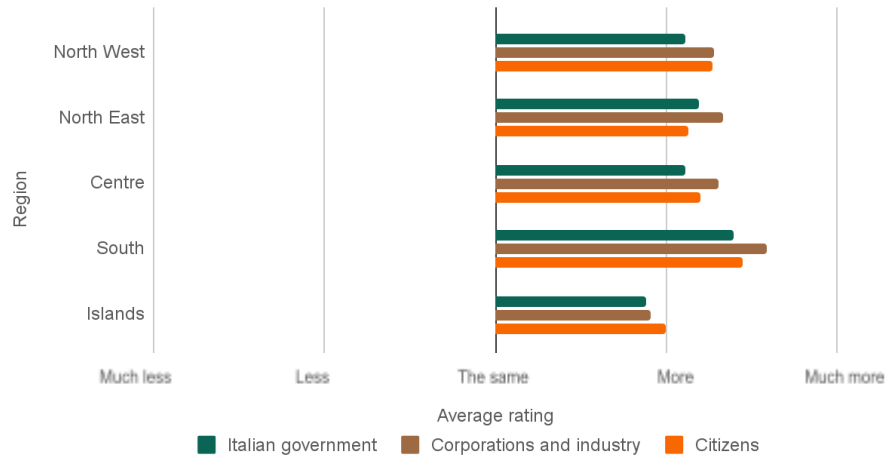


Figure 10. Average expectations for action by citizens, industry, and the Italian government across regions

There were significant differences in how much each age group thought should be done by citizens ($F = 10.004, p < .001$), corporations and industry ($F = 13.812, p < .001$), and the Italian government ($F = 9.430, p < .001$). People aged 18-29 years tended to expect the most from citizens, then corporations and industry, followed by the Italian government, as did people aged 50-69 years. People over 70 years of age, however, expected the most from corporations and industry, then the government, closely followed by citizens. 30-49 year olds also expected more from corporations and industry than from citizens or the government, but did not expect as much as the oldest age group did.

While both men and women felt that all three sectors should be doing more to address climate change, on average, women tended to think slightly more action was required by citizens than men thought ($t = 3.896, p < .001$), whereas men tended to think slightly more action was required by the Italian government than women thought ($t = 2.631, p = .004$). There was no difference for corporations and industry action ($t = 0.035, p = .486$).

There was a small correlations between levels of urbanisation and expectations of additional action from citizens ($r = .079, p < .001$), but not for expectations of industry ($r = .026, p = .175$) or the Italian government ($r = -.003, p = .870$).

POLICY PERSPECTIVES

A range of questions established the priority given to the issue of climate change and associated policy and technology options for mitigating climate change.

ISSUE IMPORTANCE

Nine out of 10 Italians (91%) rate climate change as personally important, with 47% rating it as extremely or very important and 43% rating it as somewhat important. This is lower, however, than the results of a 2021 Facebook study, which found 74% of its Italian respondents rated climate change as extremely or very important (Leiserowitz, et al., 2022). A United Nations Development Programme's (UNDP) 2021 study also found that 81% of Italians believe climate change is an emergency (Flynn, et al., 2021). The war in the Ukraine has had a substantial negative financial impact on Europeans (Kantar, 2022), which may have impacted on priorities.

There is a moderate correlation between participants' climate solutions segment membership and the importance they place on the issue of climate change ($r = .287, p < .001$). Figure 11 illustrates this, showing the Engaged segment placing the highest importance on the issue and the Inactive segment giving the issue the lowest importance, with the other segments falling in between these.

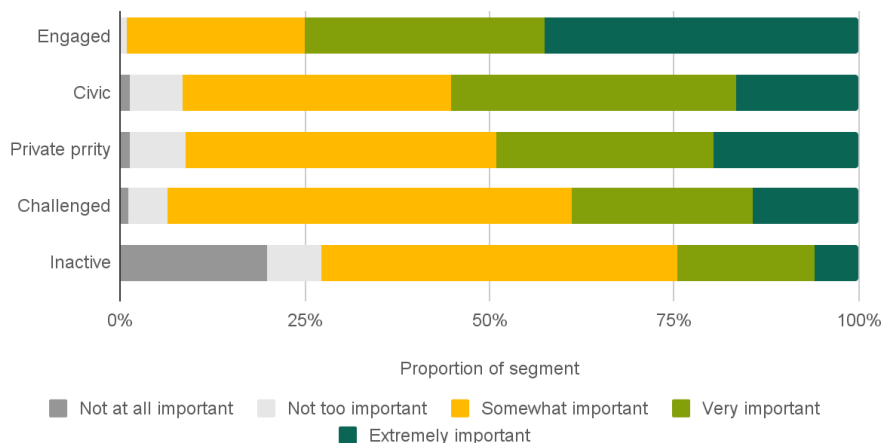


Figure 11. Personal importance of climate change across the climate solutions segments

While all regions generally rated the issue as important, the level of importance varied ($\chi^2 = 10.504, p = .033$). As illustrated in Figure 12, more people in the South rated climate change as extremely important (26%) than those in other regions. However, the combined very and extremely high ratings in the North East (58%) were greatest across the regions. The Central region included the highest proportion of people who rated climate change as not at all important.

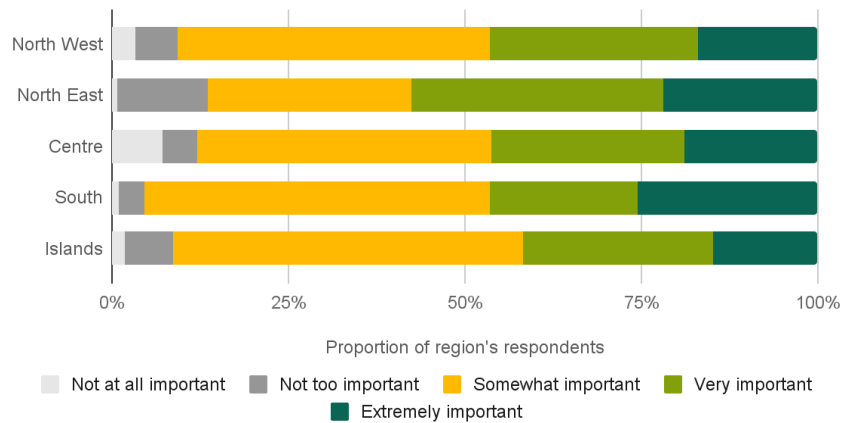


Figure 12. Personal importance of climate change across regions

These high levels of concern and importance also translated to expectations of the Italian government:

- 73% of respondents think climate change should be a high or very high priority for the President and Parliament
- 70% of people think Italy should reduce its greenhouse gas emissions regardless of what other countries do
- 78% think the Italian government should be doing more (36%) or much more (42%) to address climate change.

This is slightly higher than the estimate found through a Facebook study undertaken across 31 countries, which found that 83% of its Italian respondents believed that climate change should be a high or very high government priority (Leiserowitz, et al., 2022). A European Investment Bank (2022) study also found that 86% of Italians felt that they were more concerned by the climate emergency than their government is.

The Facebook study also found that 59% of Italians believed their country should reduce its carbon emissions regardless of what other countries do (Leiserowitz, et al., 2022).

Despite women generally being more worried about climate change than men ($\chi^2 = -4.542, p < .011$), there is no significant difference between the level of importance men and women place on the issue ($\chi^2 = .081, p = .936$). This matches a 2021 survey by the UNDP, which found that the high levels of belief in the climate emergency did not vary across genders in Italy (Flynn, et al., 2021).

The only differences in personal importance of the issue of climate change across age groups related to those aged 70 years or more placing less importance on the issue than other age groups. However, the low sampling of this age group reduces the confidence in this result.

There was no correlation between the importance participants place on climate change and the level of urbanisation of their province of residence ($r = .018, p = .337$).

IMPORTANCE OF SPECIFIC POLICIES

When asked to select which of a selection of policy options were important for addressing climate change (see Figure 13), the most frequently selected option was a circular economy (69% of respondents), followed by community energy projects (64%), and shifting manufacturing to use renewable energy (59%). The least often selected option, by far, was carbon emissions trading (7%), with its nearest option of improved energy efficiency labelling on appliances receiving 23% more selections (totalling 30% of respondents).

Regional differences were evident in the selections of each policy option except carbon emissions trading as shown in Figure 14. For almost every option, a substantially lower proportion of people in the Islands selected the policy, except for shifting manufacturing to use renewable energy (selected by a lower proportion of people from the South region) and community energy projects (selected by fewer people from the Central region).

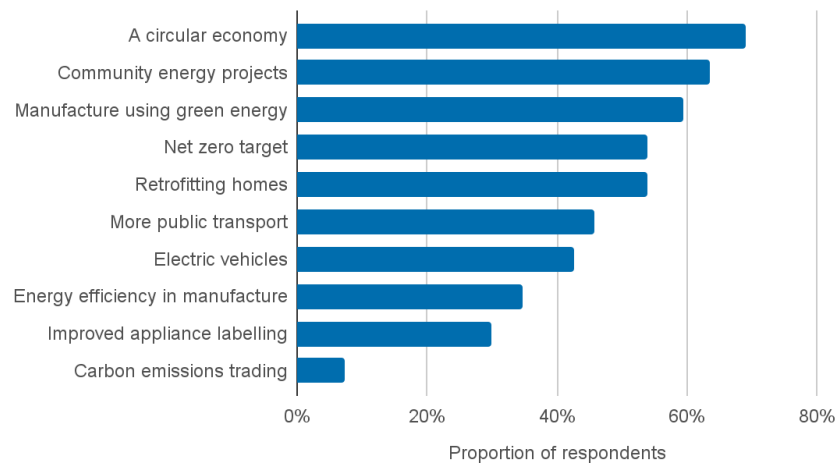


Figure 13. Proportion of respondents selecting each policy option as important for addressing climate change

The highest proportion of respondents selecting each option as important were:

- 60% of the South region respondents selected a circular economy
- 57% of the North East selected shifting manufacturing to use renewable energy
- 53% of the North West region selected community energy projects
- 51% of the North East selected retrofitting homes for energy efficiency
- 46% of the Central region selected net zero greenhouse gas emissions target
- 42% of the Central region chose shifting to electric vehicles
- 40% of the South region chose shifting to more public transport
- 32% of the South region selected increasing energy efficiency in manufacturing

- 28% of the Central region selected improved energy efficiency labelling on appliances
- 6% of North West, Centre, and the Islands chose carbon emissions trading.

There differences in selections across the solutions segments are more distinctive than across regions (see Figure 15). People in the Engaged segment were substantially more likely to select each policy option as important than any other segment, and the Inactive segment the least likely to select each option. People in the Challenged segment were the second most likely to select policy options, followed by the Private and then the Civic segment.

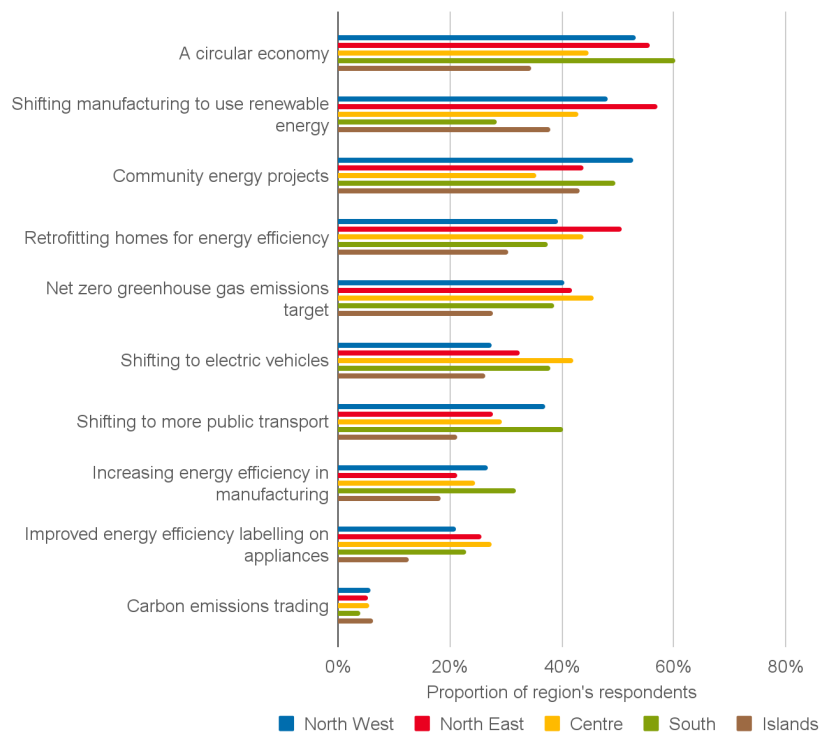


Figure 14. Proportion of regional respondents selection each policy option as important for addressing climate change

The average level of urbanisation varied between people who identified climate policies as important and those who did not, for five different policy options: carbon emissions trading ($F = 5.654, p = .017$), electric vehicles ($F = 6.528, p = .011$), shifting to more public transport ($F = 41.130, p < .001$), improved appliance energy efficiency labelling ($F = 14.969, p < .001$), and shifting to a circular economy ($F = 11.068, p < .001$). For carbon emissions trading, electric vehicles (EVs), and improved appliance energy efficiency labelling, people who rated these policies as important tended to reside in areas with higher average levels of urbanisation than those who didn't value these technologies. In contrast, people who identified shifting to more public transport (PT) and shifting to a circular economy as important policies for addressing climate change, tended to reside in areas with lower average urbanisation than those who did not value these technologies.

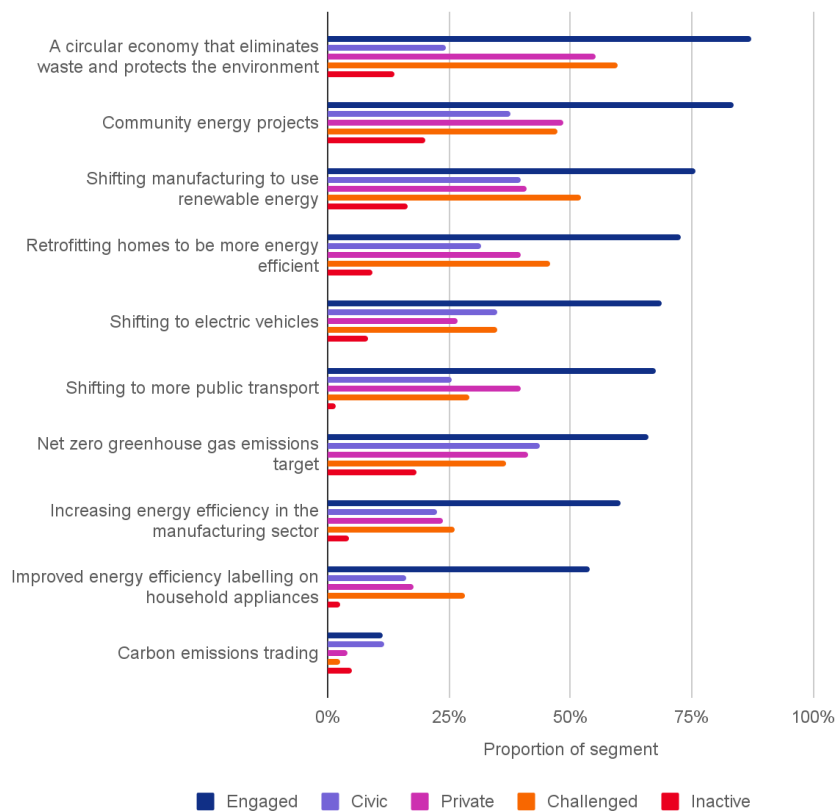


Figure 15. Proportion of solution segments' respondents selecting each climate policy option as important

IMPORTANCE OF SPECIFIC ENERGY TECHNOLOGIES

A similar question asking Italians which energy technologies are important for Italy's future (without referencing climate change, specifically), found solar (photovoltaic) energy to be the most commonly selected (92% of respondents), followed by wind power (81%) then hydroelectric (59%) and bioenergy (55%). Thermoelectric power was the least commonly selected, at 11% of respondents. Figure 16 illustrates the full list of technologies examined.

The strong support for renewable energy matches the results of the European Investment Bank (2022) study, which found that 73% of Italians thought Italy should rely mostly on renewable energy. The 2021 Facebook study also found high support for renewable energy, with 74% of its Italian respondents thinking that Italy should use much more renewable energy sources (Leiserowitz, et al., 2022).

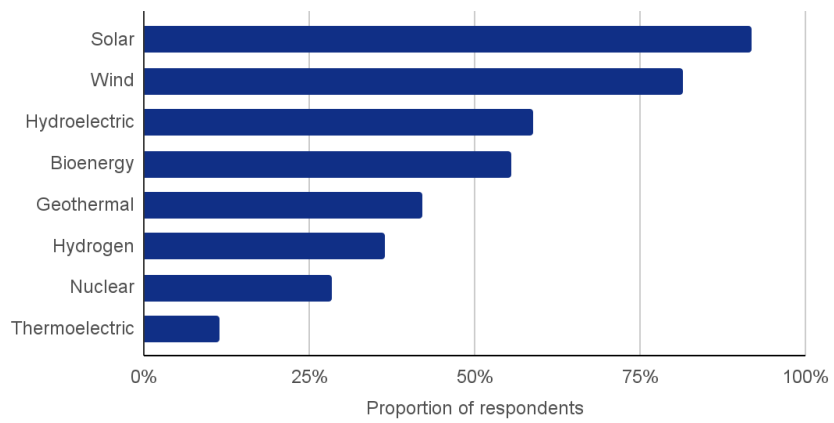


Figure 16. Proportion of respondents selecting each energy technology as important

There were significant differences in the selection of technologies across regions (see Figure 17), with wind power exceeding solar power selection in the South region (73% of respondents selected wind, 64% chose solar), and roughly equal first in the Islands (51% solar and 52% wind). Hydroelectric power was more commonly selected by people in the Central region (53%) in comparison with other regions, and Geothermal energy was more commonly selected in the North West (40% of respondents). Nuclear’s highest rate of selection was in the North East (35%), and Bioenergy in the North West (49%). People in the Islands tended to have the lowest proportion of selections of each technology (except hydroelectric energy) in comparison with other regions.

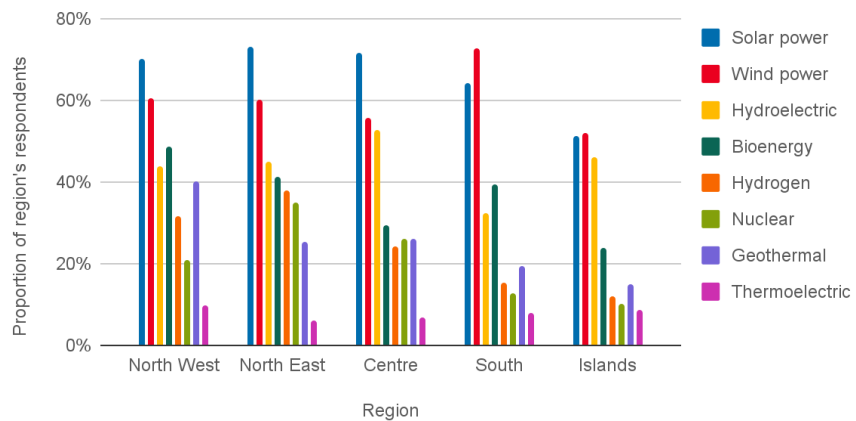


Figure 17. Proportion of regional respondents selecting each energy technology as important

There were significant differences in the selection of important technologies across the solutions segments. More of the Engaged segment tended to select each policy option as being important in comparison with the other segments as illustrated in Figure 18, except for hydroelectric, which was selected equally often by those in the Challenged segment. The Inactive group tended to have the lowest proportion of members selecting each technology option as being important. For most technology options, the Challenged segment had

the second highest proportion of members selecting the technology as important, followed by the Private segment, then the Civic segment.

Technology and policy importance perceptions were related ($r = .651, p < .001$). People who selected a lot of technologies as important, were highly likely to select a lot of policies as being important. Those who selected few technologies, were highly likely to select few policies as well.

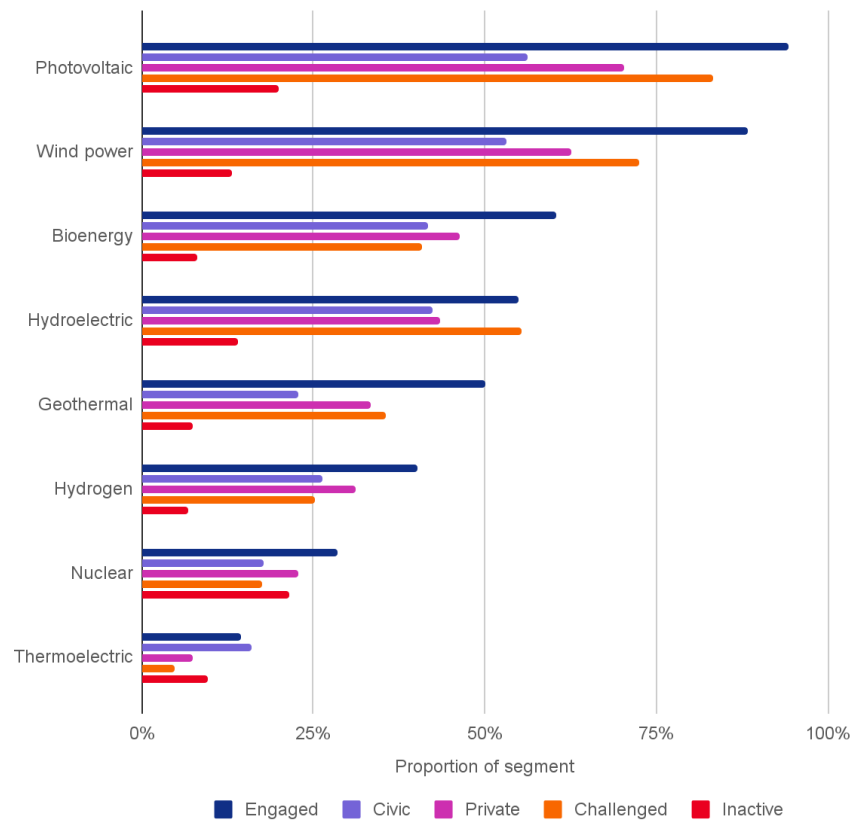


Figure 18. Proportion of solution segments' respondents selecting each energy technology as important

The average level of urbanisation varied between people who identified technologies as important and those who did not, for four energy technologies: solar energy ($F = 5.661, p = .017$), geothermal energy ($F = 14.635, p < .001$), hydroelectric power ($F = 8.820, p = .003$), and thermoelectric energy ($F = 6.208, p = .013$). For solar and thermoelectric power, people who rated them as important tended to reside in areas with higher average levels of urbanisation ($M_{\text{solar}} = 2.27, M_{\text{thermo}} = 2.33$) than those who didn't value these technologies ($M_{\text{solar}} = 2.24, M_{\text{thermo}} = 2.26$). In contrast, people who identified geothermal and hydroelectric technologies as important tended to reside in areas with lower average urbanisation ($M_{\text{geothermal}} = 2.22, M_{\text{hydro}} = 2.24$) than those who did not value these technologies ($M_{\text{geothermal}} = 2.29, M_{\text{hydro}} = 2.29$).

PREDICTORS OF POLICY AND TECHNOLOGY SUPPORT

A regression analysis was undertaken using demographic characteristics, knowledge and norms, expectations, and respondents' personal values to predict the number of policies and technologies seen as important by respondents. The detailed results of this analysis are provided in Appendix B.

Demographic characteristics alone offered limited prediction of the number of policies ($R^2 = .067$) or technologies ($R^2 = .075$) supported. Overall, the variables modelled were stronger predictors of policy support (total $R^2 = .334$) than technology support (total $R^2 = .246$).

The strongest predictors of policy support were the number of impact areas identified ($\beta = .307$), feeling corporations should be doing much more ($\beta = .133$), and having left-leaning political views ($\beta = -.158$).

The strongest predictors of technology support were the number of impact areas identified ($\beta = .218$), identifying as male ($\beta = .156$), feeling citizens should be doing much more ($\beta = .144$), and region of residence ($\beta = -.138$).

PERSONAL CLIMATE ACTION

Examination of Italians' personal climate action shows that a majority think more needs to be done, but there are diverse views on the roles of individual action and technological solutions in addressing climate change.

Despite the strong support for the above energy technologies, over a third of people (38%) believe that new technologies can't solve climate change without individuals having to make big changes and another third disagree (31%). This is lower than the European Investment Bank (2022) study's finding that over half of Italians (56%) believe that a radical change in individual habits (consumption, transport, etc.) is necessary to address climate change, rather than technological innovation.

Eight out of every 10 Italians (81%) think that citizens should be doing more (33%) or much more (48%) to address climate change. This highlights a mismatch between perceived levels of action for oneself and others when compared with European Investment Bank findings. 82% of Italians told the European Investment Bank (2022) that they are doing all they can to fight climate change in their daily life, but only 38% felt that people in Italy are doing all they can.

CIVIC ACTION

Seven different climate-related civic actions were tested in this study (see Figure 19), focusing on involvement with campaigns and events, voting, and engaging with environmental groups and the government.

Voting in an election based on an environmental issue was the most common civic behaviour (50% of respondents), followed by participation in conservation activities (40%) and taking part in a climate change event (32%). Few people had joined environmental groups (7% of respondents) or contacted a government member about climate change (5%). Voting rates were much higher in the European Investment Bank (2022) study, which found 74% of Italian respondents took the issue of climate change into account when voting.

The low level of involvement in organised group action matched the findings of a 2021 Facebook study by Leiserowitz and colleagues (2022), which found only 4% of Italian participants were already participating in an organised group for climate action. That study also found that a further 18% would definitely participate in such a group to convince their country's leaders to take action to reduce climate change (Leiserowitz, et al., 2022). Of the 31 European countries sampled by Leiserowitz and colleagues, Italy's 4% ranked them equal 13th, with Kosovo (12%), Albania (9%) and North Macedonia (8%) ranked highest.

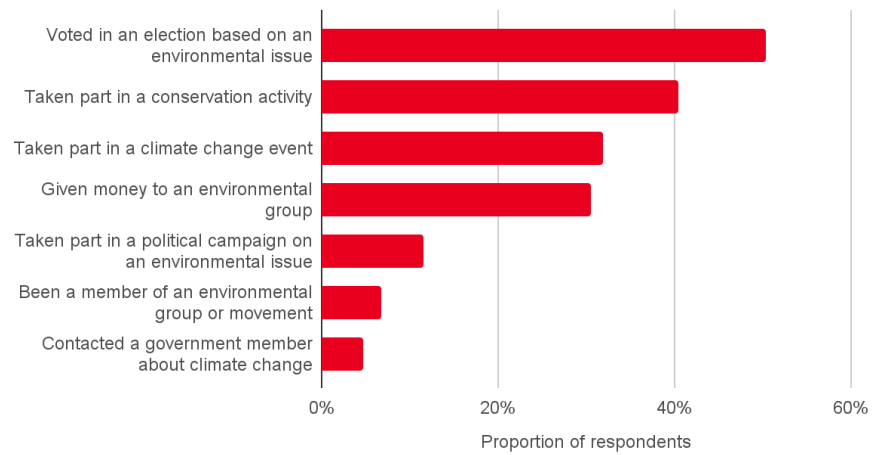


Figure 19. Proportion of respondents adopting each civic action in the last three years

There were regional differences in the number of civic actions undertaken ($\chi^2 = 22.128, p < .001$). People in the south of Italy tended to have undertaken slightly more civic actions ($M = 1.5$ actions) than those in other regions ($M_{\text{Centre}} = 1.3, M_{\text{Islands}} = 1.3, M_{\text{NorthWest}} = 1.3, M_{\text{NorthEast}} = 1.4$).

There was a small negative correlation between age and the number of civic actions undertaken ($r = -.134, p < .001$). 18-29 year olds tended to report undertaking a greater number of civic actions ($M = 1.6$ actions) than older respondents ($M_{30-49\text{yrs}} = 1.4, M_{50-69\text{yrs}} = 1.2, M_{70+\text{yrs}} = 1.3$).

There was no significant difference in the number of civic actions undertaken by women ($M = 1.4$ actions) and men ($M = 1.3; \chi^2 = -0.497, p = .619$).

The number of civic actions undertaken across the solutions segments also varied ($\chi^2 = 2488.212, p < .001$). Members of the Engaged segment undertake the most civic actions ($M = 2.9$ actions), followed by the Civic segment ($M = 2.2$), and then equally by the remaining segments (all $M = 1.0$). While the Engaged, Challenged, and Private segments' top two civic actions were voting and taking part in a conservation activity, the Civic segment's top two were participating in a conservation activity and taking part in a climate change event. The Inactive segment were more likely to have voted based on an environmental issue, and taken part in a climate change event.

Individuals living in more urbanised provinces tended to be more likely to have taken part in a climate change event ($F = 11.047, p < .001$), voted based on an environmental issue ($F = 6.034, p = .014$), taken part in a conservation activity ($F = 19.866, p < .001$), and taking part in an environmental political campaign ($F = 3.887, p = .049$) in comparison with their more rural counterparts. In contrast, people from more urbanised provinces were less likely to have donated money to an environmental group ($F = 8.571, p = .003$). There were no significant differences for being a member of an environmental group or movement ($F = .682, p = .409$) or contacting a government member about climate change ($F = 1.962, p = .161$).

PRIVATE BEHAVIOURS

A range of climate-related behaviours were studied, including eight purchasing and waste management behaviours and seven transport and energy behaviours.

On average, Italians reported undertaking between six and seven of the listed behaviours. This varied across regions ($\chi^2 = 87.304, p < .001$), however, with people in the Islands undertaking the fewest number of these ($M = 5.1$ behaviours), followed by the Central region ($M = 6.1$). The remaining three regions showed similar, higher levels of adoption ($M_{\text{NorthWest}} = 7.0, M_{\text{South}} = 7.1, M_{\text{NorthEast}} = 7.1$).

Figure 20 shows the proportion of people adopting each purchasing and waste management behaviour. The most commonly undertaken behaviours were household recycling of paper, plastic, metal and glass (76% of respondents), followed by reducing food waste (63%) and buying carbon offsets (61%). The least commonly adopted were changing one's diet (16%) and reduced purchasing of bottled water (29%). Despite the current low adoption, the European Investment Bank (2022) study found that 42% of Italians think that most of us will have adopted a plant based diet 20 years from now.

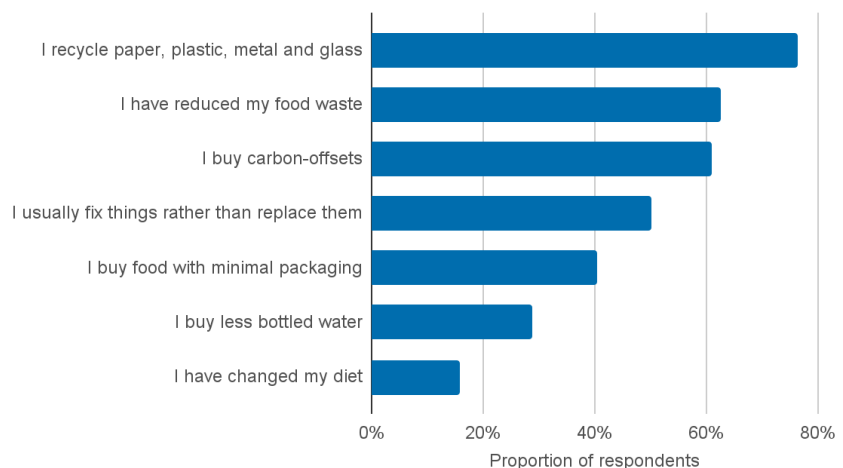


Figure 20. Adoption of purchasing and waste management behaviours

The most commonly adopted transport and energy behaviours (refer to Figure 21) were switching off household lights (75% of respondents) and reducing air travel (71%). The least commonly adopted of these behaviours were installing home solar (8%), purchasing renewable energy (11%), and installing home insulation (13%).

In comparison, around 80% of Australians have reduced their gas/electricity use and food waste, but Australian adoption of carbon offsets is much lower at less than 20% (Richardson, et al., 2022). Australians are similarly low adopters of dietary changes, with just over 20% adoption (Richardson, et al., 2022).

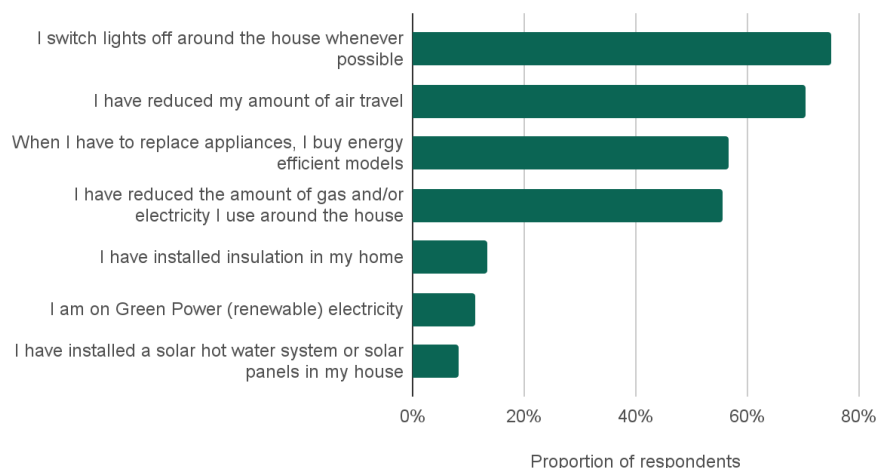


Figure 21. Adoption of transport and energy behaviours

There was a significant correlation between the number of private actions undertaken and age ($r = .236, p < .001$), with older respondents generally undertaking a greater number of behaviours than younger respondents ($M_{18-29\text{yrs}} = 5.5$ behaviours, $M_{30-49\text{yrs}} = 5.9$, $M_{50-69\text{yrs}} = 6.8$, $M_{70+\text{yrs}} = 7.7$).

On average, women tended to report undertaking a higher number of private actions ($M = 6.9$ behaviours) than men ($M = 6.6$; $\chi^2 = -2.016, p = .044$).

There were significant differences in the number of behaviours adopted across the solutions segments ($\chi^2 = 546.086, p < .001$). The Engaged segment's members tend to undertake the greatest number of private climate change mitigation actions doing the most behaviours ($M = 10.6$ behaviours), followed by the Challenged segment ($M = 7.2$), the Private segment ($M = 7.0$), the Civic segment ($M = 5.9$), and finally the Inactive segment ($M = 2.0$). The behaviours with the greatest variability in adoption across segments, excluding the inactive segment due to their typically low adoption, were buying energy efficient appliances, reducing food waste, and using less gas/electricity.

Individuals living in more urbanised provinces tended to be more likely to buy carbon offsets ($F = 5.612, p = .018$), and were less likely to have reduced their food waste ($F = 7.117, p = .008$), and reduced air travel ($F = 13.856, p < .001$) in comparison with their more rural counterparts. There were no significant differences for the other tested private actions.

BARRIERS TO ACTION

When asked, “for the behaviours you don’t do, which of the following factors prevent you from doing them”, the most commonly selected barrier was lack of money (52% of respondents), followed by not knowing how (37%), and the behaviour not being available (29%). The least commonly selected barriers were not wanting to do the behaviour (6%) and people they care about not wanting them to (8%). Figure 22 illustrates the proportion of people facing each barrier.

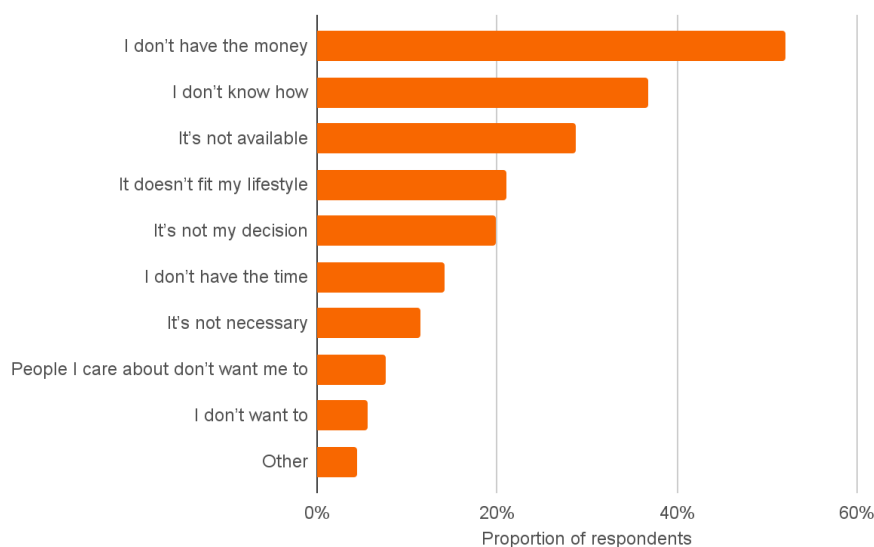


Figure 22. Proportion of people facing each barrier to climate action

The average number of barriers identified across regions showed significant differences ($\chi^2 = 26.286, p < .001$). Respondents in the South reported the greatest number of barriers ($M_{\text{South}} = 1.6$), followed by the North West and North East ($M_t = 1.5$ for both), then the Centre ($M_{\text{Centre}} = 1.4$), and finally the Islands ($M_{\text{Islands}} = 1.3$).

There was no significant correlation between age and the number of barriers identified ($r = -.012, p = .531$). The most common number of barriers identified across age groups was one only, with insufficient money the most commonly selected for all age groups (34 - 47%), followed by not knowing how (23 - 31%).

There was no significant difference in the number of barriers identified by men and women ($M = 1.5$ barriers for both, $\chi^2 = -0.020, p = .984$), although women were more likely than men to say they didn't have the money (47% of women, 33% of men), and men were twice as likely as women to say it wasn't their decision (20% of men, 10% of women).

There were significant differences in the numbers of barriers to action identified by each of the solutions segments ($\chi^2 = 525.140, p < .001$), as shown in Figure 23. Despite undertaking the highest number of behaviours, The Engaged segment tended to recognise an equally high number of barriers to action ($M = 2.23$ barriers) as the Challenged segment ($M = 2.20$). The Inactive segment reported the least number of barriers ($M = 0.93$), followed by the Private segment ($M = 1.0$), and the Civic segment ($M = 1.44$).

Most of the Challenged segment (65%) reported insufficient funds as a barrier to action, with over half of the Engaged segment (53%) saying the same. Lack of availability and lack of knowledge were also substantial barriers for these two segments. While the Inactive segment reported the least barriers, social pressure against implementation, and lack of money, time and knowledge were their main barriers. Lack of money and knowledge were also key barriers for both the Civic and Private segments.

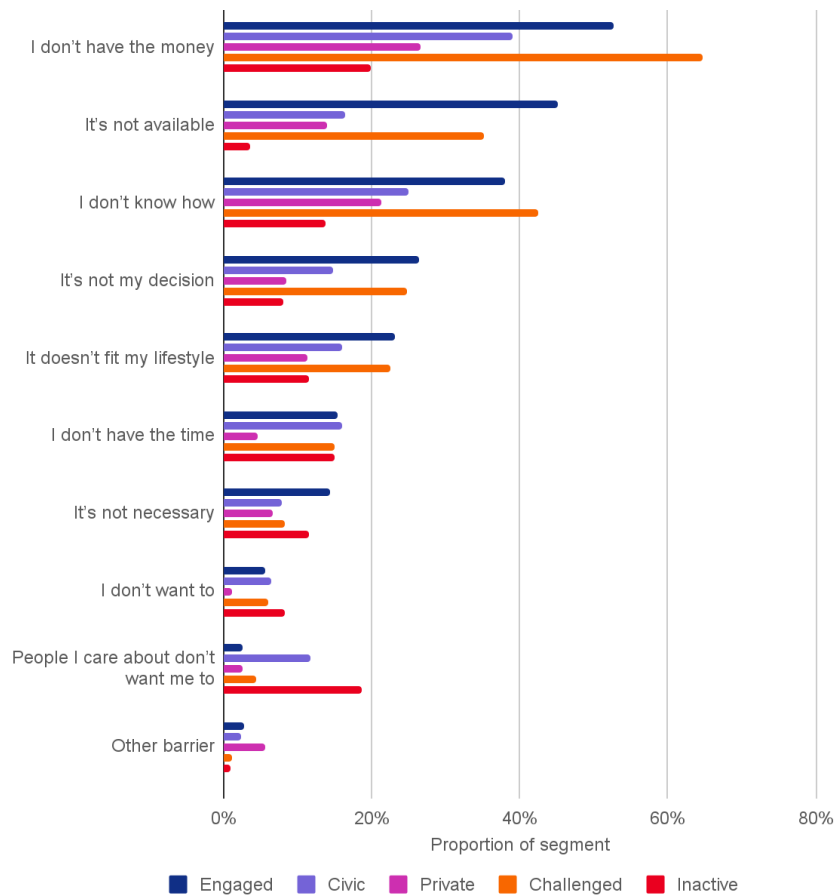


Figure 23. Proportion of solution segments facing each barrier to climate action

Individuals living in more urbanised provinces tended to be more likely to have reported facing the barriers of lack of money ($F = 4.665, p = .031$) and lack of availability ($F = 4.475, p = .034$) in comparison with their more rural counterparts. They were also less likely to have been prevented from acting due to the decision not being theirs to make ($F = 4.552, p = .033$), or due to thinking the action wasn't necessary ($F = 6.666, p = .010$). There were no significant differences for the other tested barriers.

PREDICTORS OF BEHAVIOUR

A regression analysis was undertaken using demographic characteristics, knowledge and norms, expectations, barriers, policies and technologies seen as important, and respondents' personal values to predict the number of civic and private actions undertaken by respondents. The detailed results of this analysis are provided in Appendix B.

Demographic characteristics alone offered limited prediction of either civic action ($R^2 = .053$) or private action ($R^2 = .091$). Overall, the variables modelled were stronger predictors of private action (total $R^2 = .563$) than civic action (total $R^2 = .254$).

The strongest predictors of civic action were the number of policies supported ($\beta = .280$), followed by the number of impact areas identified

($\beta = .122$), lack of availability of the action ($\beta = .114$), lack of knowledge of climate change's causes ($\beta = -.112$) and income ($\beta = .106$).

The strongest predictor of private action was also the number of policies supported ($\beta = .379$), followed by the number of technologies supported ($\beta = .143$), age ($\beta = .141$), not valuing achievement ($\beta = -.109$), and valuing benevolence ($\beta = .101$).

NEWS MEDIA

Understanding where people access news provides valuable insight into where they are paying attention and the kinds of information they likely receive.

More people receive their news through television (95% of people) and social media (88%) than print or online newspapers (72%). On average, Italians watch 3.1 television news channels, read 1.7 print or online newspapers, and access news across 2.1 social media platforms. This follows trends identified in previous studies, which showed that between 1998 and 2014 acquisition of news via television was highest, print newspaper uptake was generally low, and the use of internet sources was rising (Beltrame, et al., 2017).

There is a moderate to high correlation between the number of news sources people access and their climate solution segment ($r = .388, p < .001$). People in the Engaged segment tend to access news through the greatest number of news sources ($M = 10.0$ sources), followed by the Civic segment ($M = 9.2$ sources), then the Private ($M = 6.6$) and Challenged ($M = 6.2$) segments, and finally the Inactive segment ($M = 4.3$).

TELEVISION NEWS

The most commonly watched television news were Tg5 (60% of respondents) and Tg1 (48%). These were also viewed by the highest proportion of each climate solutions segment, with Tg5 having more consistently high proportions of each segment (from 46% of the Inactive segment to 63% of the Engaged segment) than Tg1 (23% of the Inactive segment to 66% of the Engaged segment) as illustrated in Figure 24).

The most commonly watched television news in each region are also Tg5 and Tg1. The proportion of viewers in each region varies considerably, however. Tg5 has the highest proportion of viewers in the South (71%), followed by the Islands (63%), then the North West (60%), the Centre (59%) and the North East (42%). Tg1 has the highest proportion of viewers in the South as well (70%), followed by the Centre (59%), then the Islands (41%) and the North West (40%) and North East (40%).

Tg5 and Tg1 are the most commonly viewed Television news across all age groups, although older people tend to watch it more than younger people. 57% of 18-29 year olds watch Tg5 news, along with 52% of 30-49 year olds, 62% of 50-69 year olds, and 65% of people 70 years or older. 44% of 18-29 year olds watch Tg1 news, along with 36% of 30-49 year olds, 45% of 50-69 year olds, and 62% of people 70 years or older.

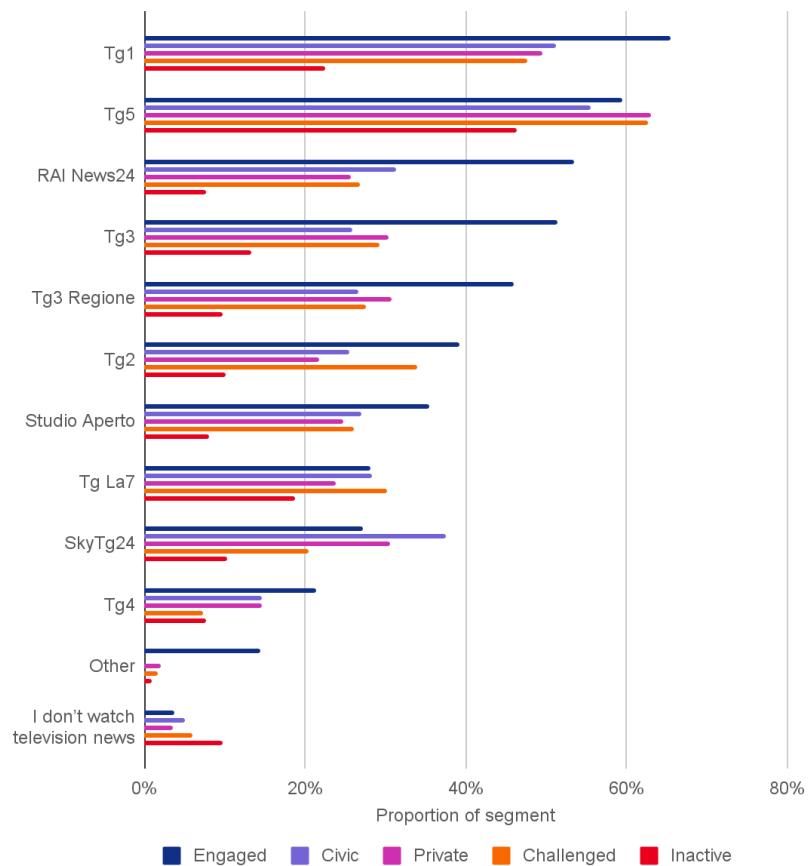


Figure 24. Television news viewership across the solutions segments

People living in more urbanised provinces were more likely to watch Tg2 ($F = 24.019, p < .001$), Tg3 ($F = 6.833, p = .009$), Tg4 ($F = 41.003, p < .001$), and Studio Aperto ($F = 38.952, p < .001$) than their more rural counterparts, and less likely to watch Tg1 ($F = 19.312, p < .001$), Tg5 ($F = 21.070, p < .001$), Tg La7 ($F = 35.043, p < .001$). There were no significant differences for other television news, or for people who don't watch television news.

PRINT AND ONLINE NEWS

More people said they don't read newspapers (28% of respondents) than those who read any specific newspaper. Il Corriere della Sera has the highest proportion of readers at 23%, followed closely by La Repubblica at 22% and La Stampa at 17%. Local newspapers collectively have the fourth highest number of readers at 16%.

The newspapers accessed in print or online by the largest proportions of each segment, as illustrated in Figure 27, include:

- Engaged segment – La Repubblica (52% of segment) and Il Corriere della Sera (29%)
- Civic segment – La Repubblica (36% of segment) and Il Corriere della Sera (30%)
- Private segment – Il Corriere della Sera (24%) and La Repubblica (18%)

- Challenged segment – Il Corriere della Sera (20%) and La Repubblica (17%)
- Inactive segment – Il Gionale (17%) and Il Fatto Quotidiano (15%)

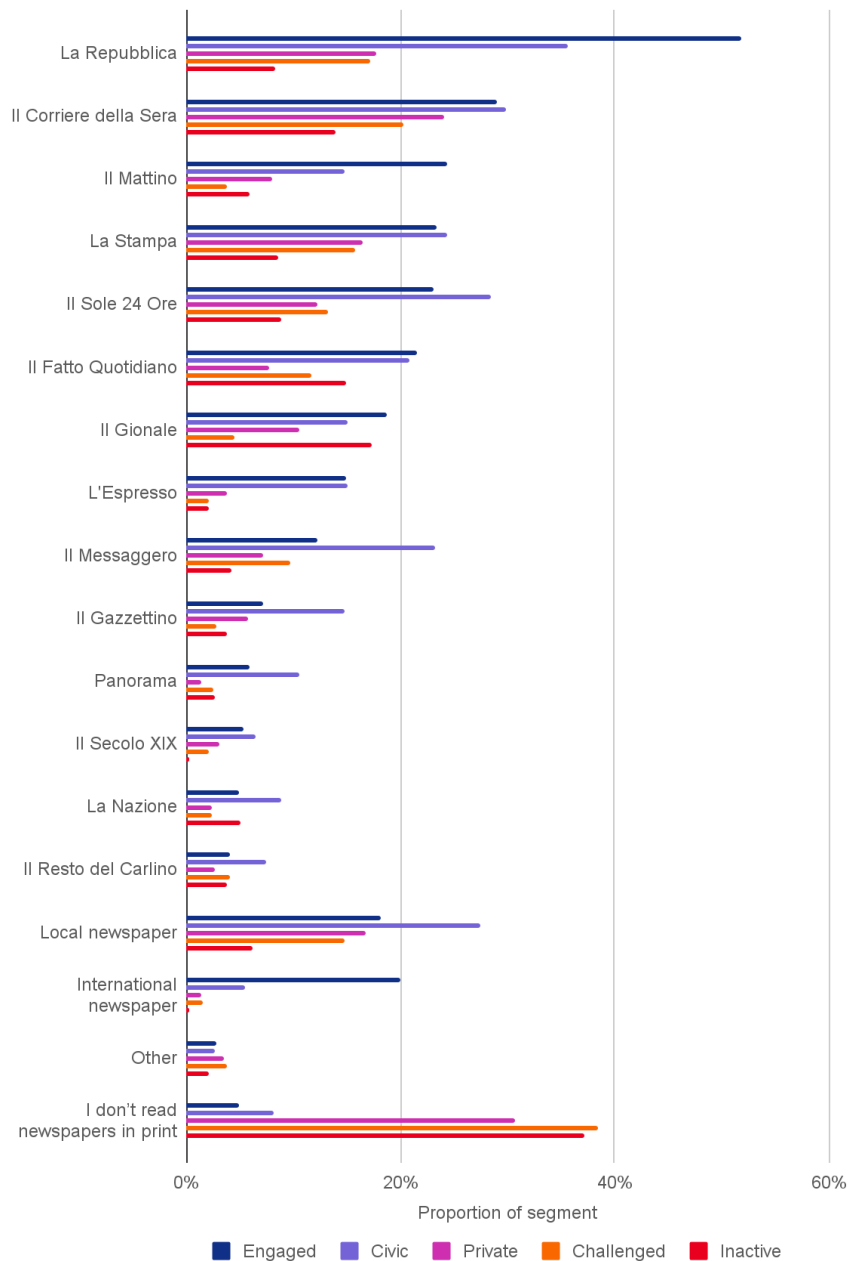


Figure 25. Print and online news readership across the solutions segments

There is also considerable variability in the dominant newspapers across regions:

- North East region respondents most commonly read local newspapers (19%)
- North West region respondents most commonly read Il Corriere della Sera (30%)
- Central region respondents most commonly read Il Messaggero (25%)

- South region respondents most commonly read La Repubblica (30%) and Il Mattino (29%)
- Island respondents most commonly read local newspapers (22%).

The most commonly read newspapers for each age group are:

- 18-29 year olds – La Repubblica (38%), Il Corriere della Sera (35%) and La Stampa (32%)
- 30-49 year olds – La Repubblica (25%), Il Corriere della Sera (23%) and La Stampa (20%)
- 50-69 year olds – Il Corriere della Sera (23%), La Repubblica (20%), La Stampa (20%), and Local newspaper (20%)
- 70 years or more – Il Corriere della Sera (19%), La Repubblica (17%), and Local newspaper (13%).

People living in more urbanised provinces were more likely to read La Stampa ($F = 186.234, p < .001$), Il Resto del Carlino ($F = 19.650, p < .001$), La Nazione ($F = 6.066, p = .014$), Il Secolo XIX ($F = 44.297, p < .001$), local newspapers ($F = 27.249, p < .001$), international newspapers ($F = 49.272, p < .001$) than their more rural counterparts, and less likely to read Il Corriere della Sera ($F = 87.510, p < .001$), Il Gionale ($F = 4.842, p = .028$), or not read newspapers in print or online ($F = 20.226, p < .001$). There were no significant differences for the other newspapers.

SOCIAL MEDIA NEWS

Social media platforms are also common places for Italians to access news. Facebook is the most prevalent, accessed by 70% of people. The next most often selected platforms are YouTube at 45% and Instagram at 42%. These three platforms are the most commonly accessed by all of the solutions segments except the Inactive, who use Tik Tok more than Instagram as illustrated in Figure 26.

When people report getting their news through social media, they are typically accessing traditional online news sources. The most common of these are TgCom24 (30% of respondents) and SkyTg24 (25%). The news outlets that are accessed through social media by the largest proportions of each segment, as illustrated in Figure 27, include:

- Engaged segment – La Repubblica (44% of segment) and Il Corriere della Sera (43%)
- Civic segment – La Repubblica (37% of segment) and TgCom24 (35%)
- Private segment – SkyTg24 (26%) and TgCom24 (25%)
- Challenged segment – TgCom24 (36%) and SkyTg24 (23%)
- Inactive segment – Il Corriere della Sera (19%) and TgCom24 (16%)

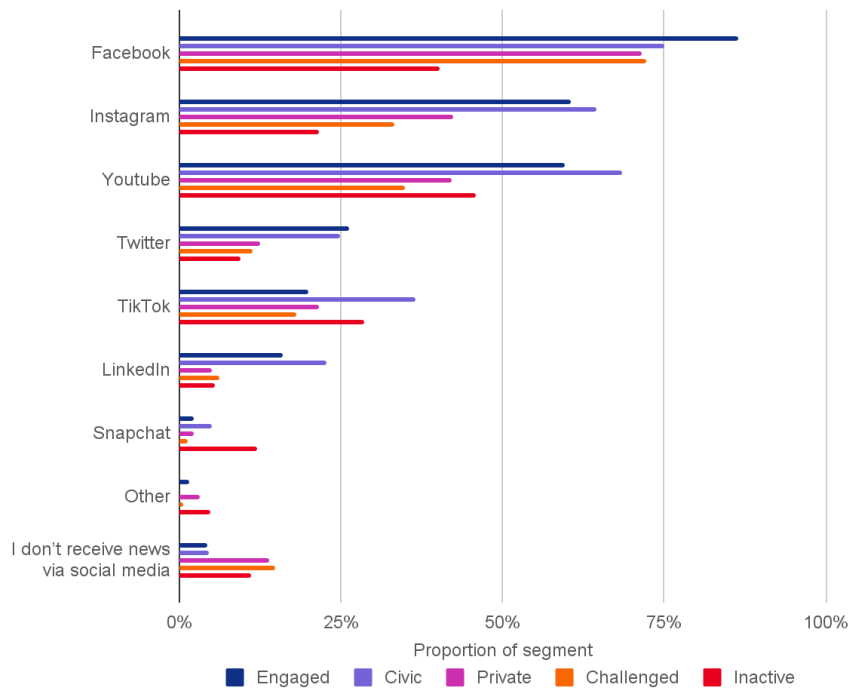


Figure 26. Social media platform use for news across the solutions segments

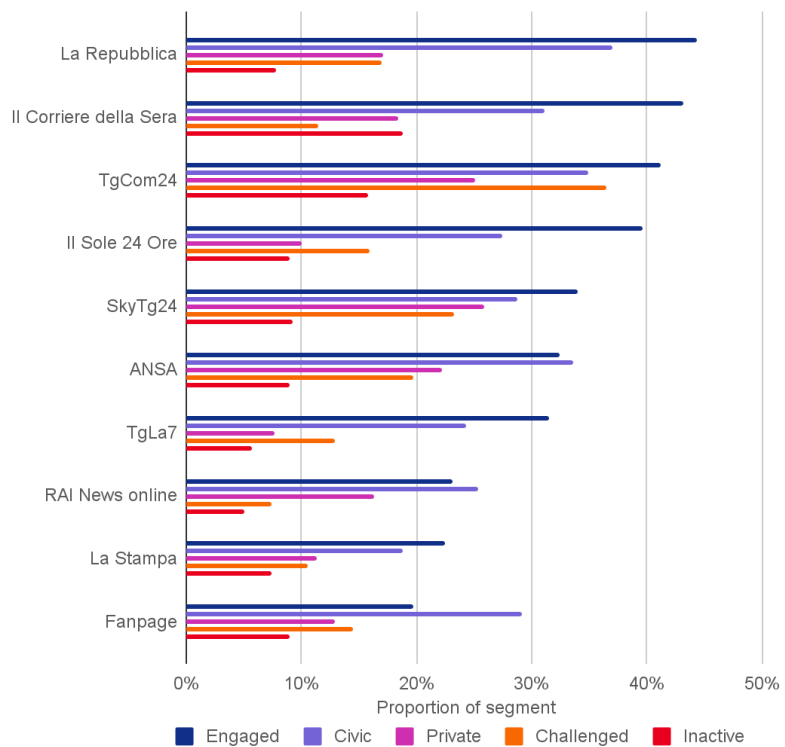


Figure 27. Top ten news outlets accessed by the solutions segments through social media

Facebook was also the most commonly used social media news platform across regions – accessed by 82% of people in the South region, 70% of the Central region, 69% in the North East, 67% in the North West, and 64% in the Islands. The next most common are Youtube and Instagram (36%-63%), although which of these is more prevalent varies by region.

The social media platforms used also varied across age groups. The most commonly used platforms for each age groups are as follows:

- 18-29 year olds mostly used Instagram (79%), then Facebook (60%)
- 30-49 year olds mostly used Facebook (74%), followed by Instagram (53%) and Youtube (53%)
- 50-69 year olds mostly used Facebook (67%), then Youtube (45%)
- 70 years or more mostly used Facebook (74%), followed by Youtube (35%).

People living in more urbanised provinces were more likely to access news via Facebook ($F = 6.622, p = .010$) and YouTube ($F = 4.369, p = .037$) and less likely to not access any news via social media ($F = 13.405, p < .001$) in comparison with their more rural counterparts. There were no significant differences for the other social media platforms.

NEWS SOURCES AND ENERGY TECHNOLOGY IMPORTANCE

There were small correlations between several television news sources and the number of energy technologies selected. The strongest correlations were for RAINews24 ($r = .191, p < .001$) and SkyTg24 ($r = .162, p < .001$). People who watch these stations' news were more likely to perceive a higher number of technologies as important.

For print and online news, the strongest correlations with technologies were for La Repubblica ($r = .124, p < .001$) and Il Sole 24 Ore ($r = .123, p < .001$).

These correlations also varied across social media platforms. The strongest correlations were for Twitter ($r = .130, p < .001$), followed by Instagram ($r = .104, p < .001$) and Facebook ($r = .103, p < .001$). These correlations are negative for Snapchat ($r = -.085, p < .001$) and Tik Tok ($r = -.060, p < .001$), suggesting that people accessing news through these platforms are less likely to see a lot of these energy technologies as important.

The specific energy technologies most commonly selected as important by users of the dominant news sources followed a similar pattern across each news source as illustrated in Figure 28. Solar energy dominated, followed by wind, then either bioenergy or hydroelectricity at similar levels.

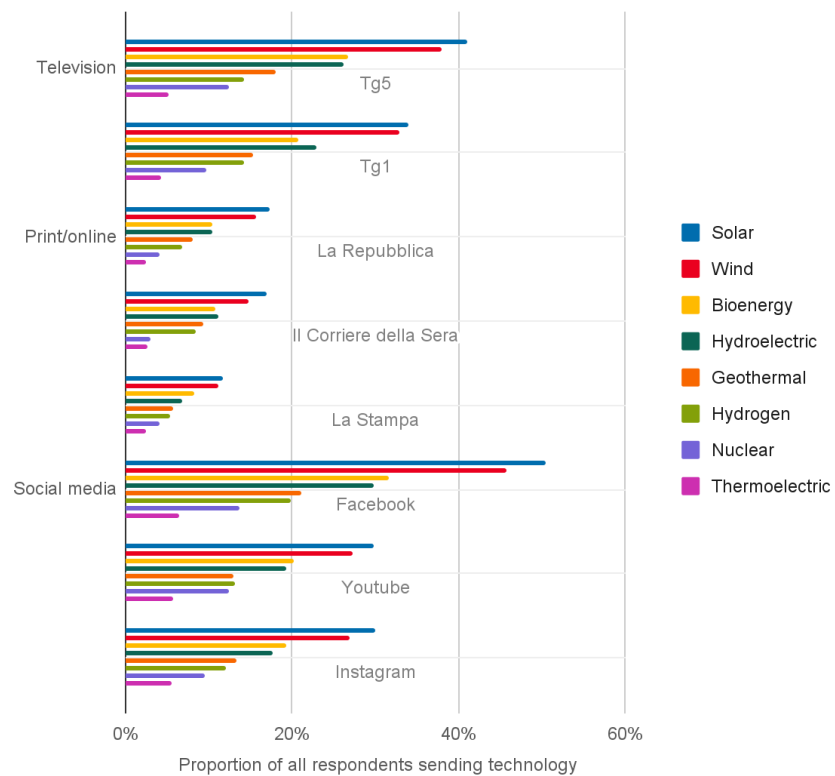


Figure 28. Proportion of respondents across dominant news sources who selected each energy technology as important for Italy's future

NEWS SOURCES AND POLICY IMPORTANCE

There were small correlations between the use of several television news sources and the number of climate policies the viewers perceived as important (see Figure 29). The strongest correlations were for RAINews24 ($r = .245, p < .001$), Tg3 ($r = .181, p < .001$), and Tg3 Regione ($r = .173, p < .001$). People who watch these stations' news were more likely to perceive a higher number of climate policies as important.

For print and online news, the strongest correlations with technologies were for La Repubblica ($r = .219, p < .001$) and international newspapers ($r = .208, p < .001$). People who don't read any print or online newspapers were somewhat less likely to support a large number of policies ($r = -.119, p < .001$).

These correlations also varied across social media platforms. The strongest correlations were for Facebook ($r = .171, p < .001$), followed by Twitter ($r = .136, p < .001$). These correlations are negative for Snapchat ($r = -.082, p < .001$) and Tik Tok ($r = -.074, p < .001$), suggesting that people accessing news through these platforms are less likely to see a lot of these energy technologies as important.

While a circular economy was rated important by more television viewers than any other policy option, it was rated least by people accessing news through social media.

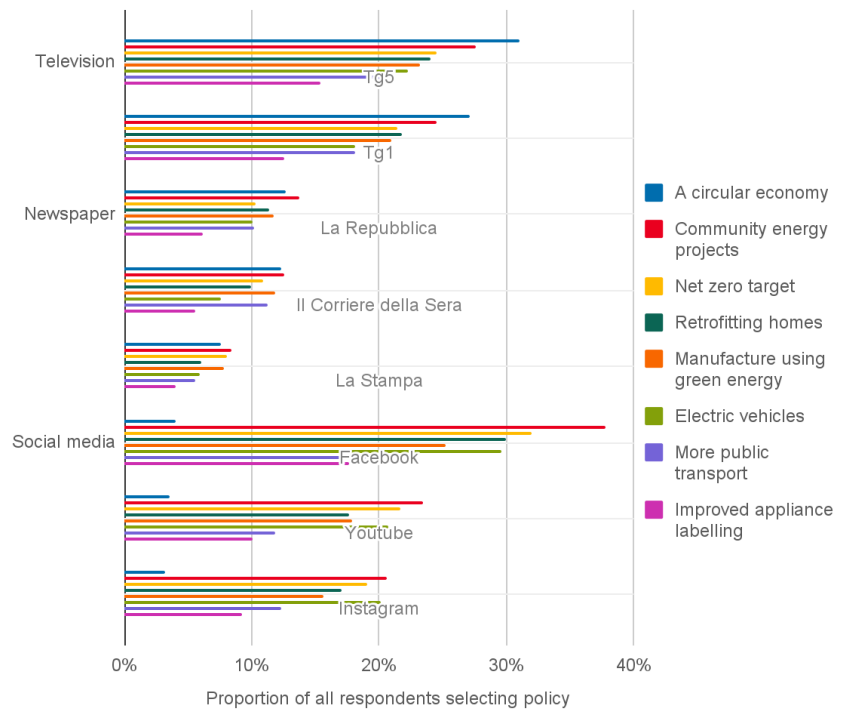


Figure 29. Proportion of respondents across dominant news sources who selected each policy option as important for addressing climate change

VOICES TRUSTED AND HEARD

TRUSTED VOICES

Messages tend to be better received when they come from sources we trust. Italian's levels of trust in each of the groups assessed as sources of information on climate change are illustrated in Figure 30. The most trusted group for information on climate change are university scientists, who are trusted by 64% of respondents, with a further 31% saying they neither trust nor distrust this group. The next most trusted groups are farmers, doctors and nurses, and emergency services, each of which are trusted by 56% of people.

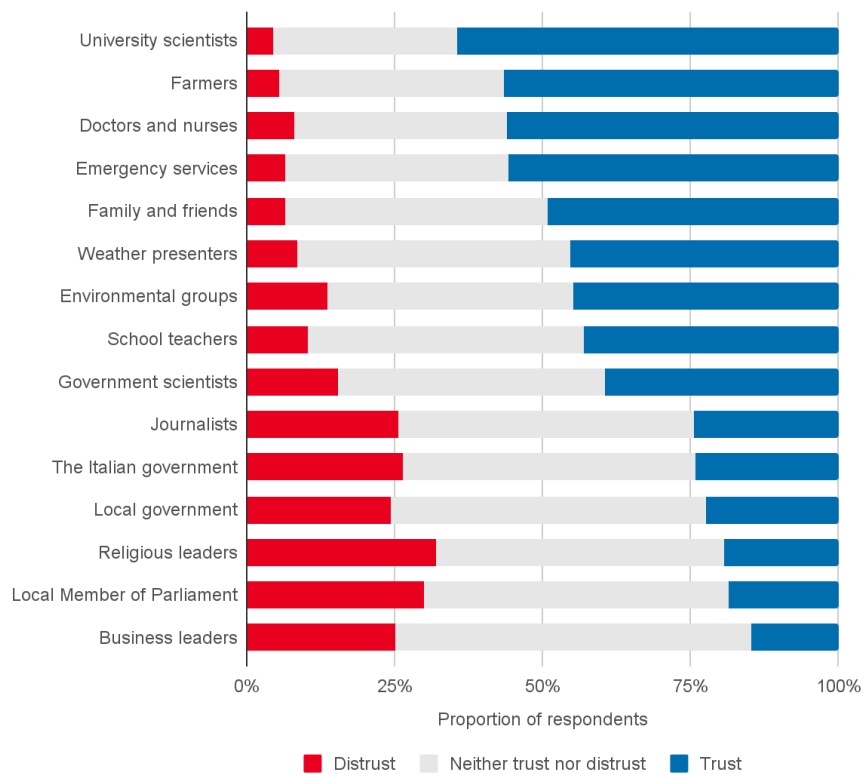


Figure 30. Levels of trust in sources of information on climate change

Who people trust for this information varies considerably across the solutions segments as demonstrated in Figure 31. The only sources where trust did not vary across segments, were the local Members of Parliament ($F = 2.085, p = .080$) and the Italian government ($F = 1.402, p = .231$), neither of which were well trusted for information on climate change. On average, while university scientists remained in the top two most trusted groups for all segments, doctors and nurses were the only other group that consistently appeared in the top four trusted groups for all segments. Emergency services personnel were in the top four for all except the Inactive segment, and farmers were in the top four for all except the Civic segment. Family and friends were only in the top four for the Inactive and Civic segments.

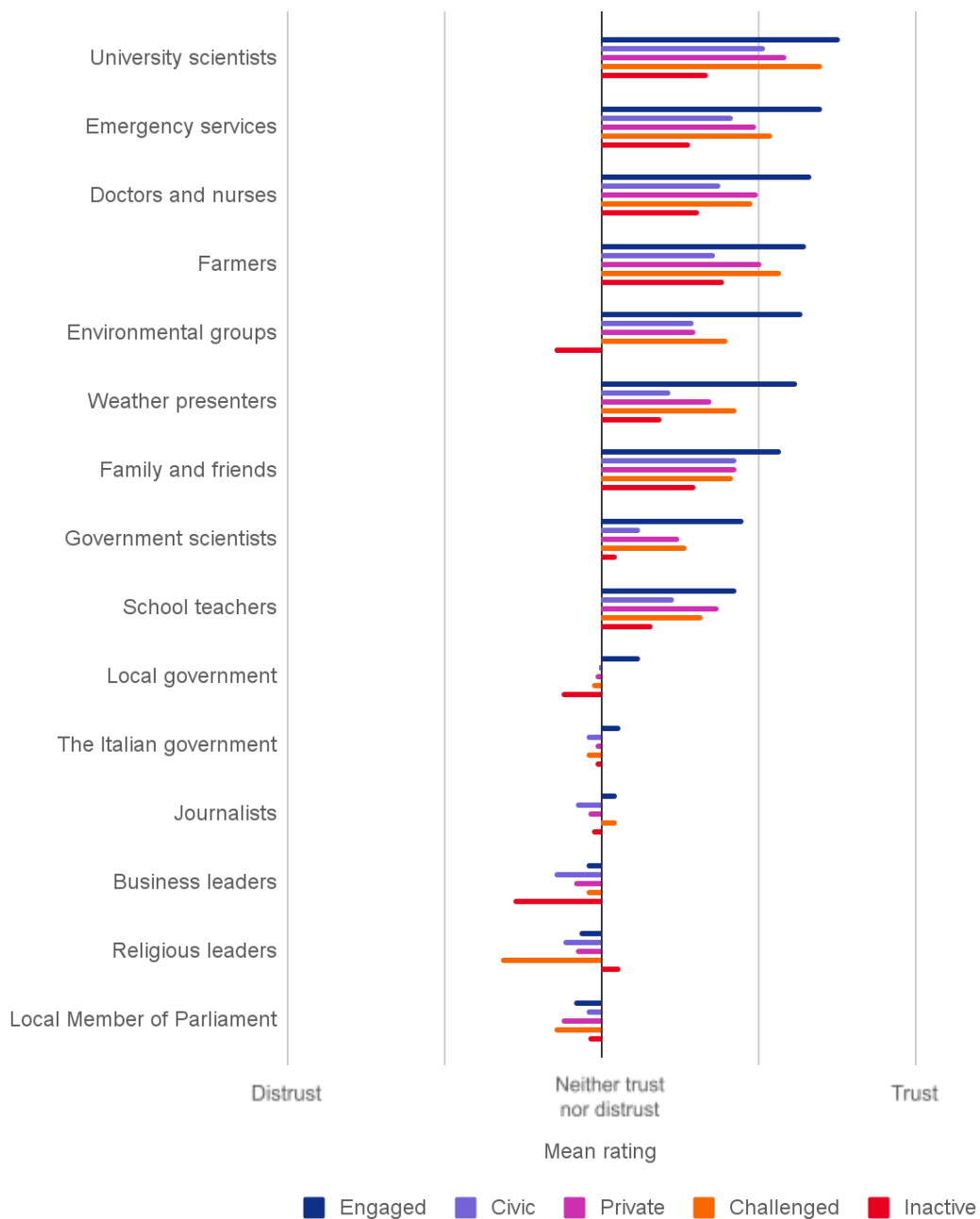


Figure 31. Levels of trust in climate change information sources across the solutions segments

Family and friends are the fifth most trusted group (trusted by 49% of all respondents), but are likely to be more often interacted with than most other of the groups assessed. Overall, 39% of people reported that most of their friends share their views on climate change. A further 33% say some friends share their views, and 13% say all their friends share their views. This varies across the solutions segments ($F = 63.194, p < .001$). People in the Engaged segment were considerably more likely to have friends who share their views on climate change ($M = 3.99$ or “Most” friends) in comparison with the other segments. Those in the Inactive segment were much less likely to have friends who share their views ($M = 2.86$ or “Some” friends). While the other segments average between these two with no significant difference in their levels of friends’ shared views ($M_{\text{Private}} = 3.47, M_{\text{Civic}} = 3.51, M_{\text{Challenged}} = 3.53$).

People living in more urbanised provinces were more likely to trust weather presenters ($F = 8.854, p < .001$) and school teachers ($F = 4.746, p = .009$) in comparison with their more rural counterparts. They were also less likely to trust the Italian government ($F = 3.257, p = .039$) and government scientists ($F = 8.993, p < .001$). There were no clear differences for trust in other groups.

VOICES HEARD

Most Italians see both conservatives and liberals as no more or less vocal about climate change than other Italians, as illustrated in Figure 32. On average, however, liberals tend to be seen as more vocal on this issue than conservatives ($M_{\text{liberal}} = 3.23, M_{\text{conservative}} = 3.05$).

Compared with other Italians, how vocal would you say these groups are ...

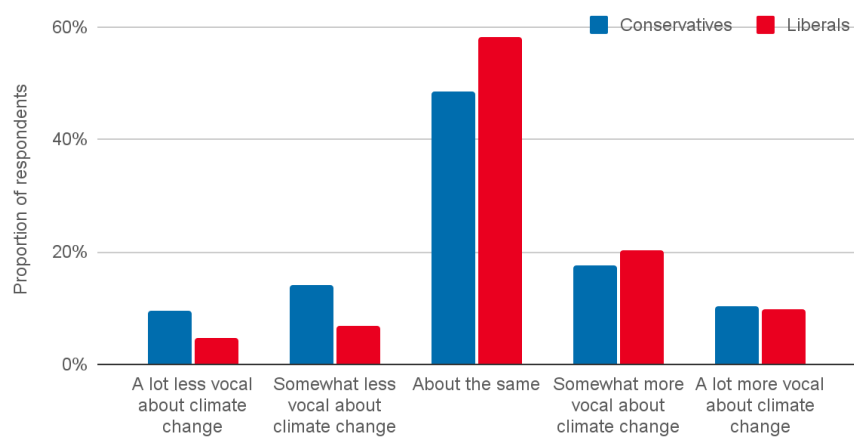


Figure 32. Perceptions of how vocal on climate change conservatives and liberals are

These perceptions also vary depending on the political views of the respondent ($F_{\text{conservatives}} = 41.897, p < .001$; $F_{\text{liberals}} = 18.834, p < .001$). Figure 33 highlights these differences for how vocal conservatives are perceived, showing that people on the left (liberal) end of the political spectrum are more likely to see conservatives as less vocal on climate change than other Italians. There was no significant difference in the perceptions of how vocal conservatives are for people with centre or right (conservative) political viewpoints.

Figure 34 highlights these differences for how vocal liberals are perceived, showing that people on the left (liberal) end of the political spectrum are also more likely to see liberals as more vocal on climate change than other Italians. There was no significant difference in the perceptions of how vocal liberals are for people with centre or right (conservative) political viewpoints.

Compared with other Italians, would you say that CONSERVATIVES are ...

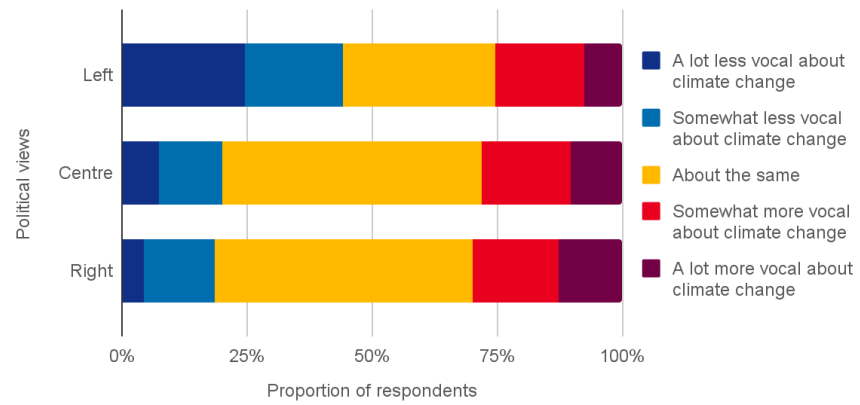


Figure 33. Perceptions across the political spectrum of how vocal on climate change conservatives are compared with other Italians

Compared with other Italians, would you say that LIBERALS are ...

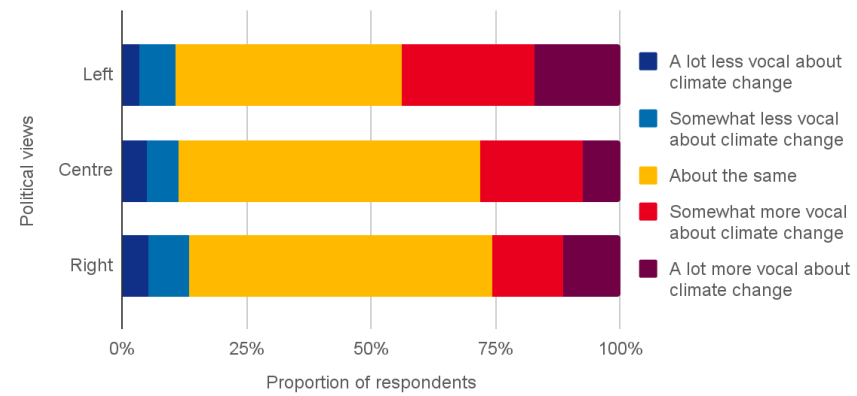


Figure 34. Perceptions across the political spectrum of how vocal on climate change liberals are compared with other Italians

VALUES

PERSONAL VALUES

Respondents were presented with statements about an unspecified individual, reflecting a series of personal values based on research by Schwartz and colleagues (2012). Participants were then asked how much the person in each statement was like themselves.

The relative proportion of people with each value is illustrated in Figure 35, and included:

- *Achievement* values personal success, as competence against social standards
- *Benevolence* values the welfare of one's frequent personal contacts
- *Conformity* values following social expectations and norms to avoid harming others
- *Hedonism* values pleasure and personal gratification
- *Power* values the dominance achieved through social status and prestige
- *Self-direction* values independent thought and action
- *Security* values personal and societal safety, harmony and stability
- *Tradition* values following the established cultural or religious customs and ideas
- *Universalism* values the welfare and appreciation of all people and nature (Schwartz, et al., 2012).

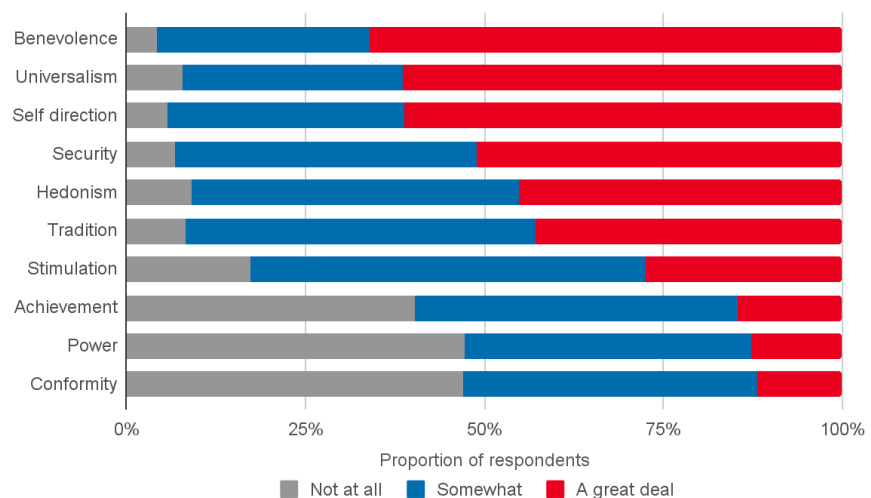


Figure 35. Endorsement of statements relating to each personal value

The most highly endorsed values (i.e., *a great deal*) are benevolence (66%), universalism (61%), and self-direction (61%), with conformity (12%), power (13%) and achievement (15%) the least endorsed.

The same three were the strongest values across the solutions segments as well, although their order of dominance varied as shown in Figure 36. The level of endorsement varies, however, with the Engaged segment valuing universalism the most, followed by benevolence and self-determination. The Civic, Private, and Challenged segments all

valued benevolence the most, followed by self-determination, then universalism. The Inactive segment, however, tended to value self-determination the most, followed equally by benevolence and universalism.

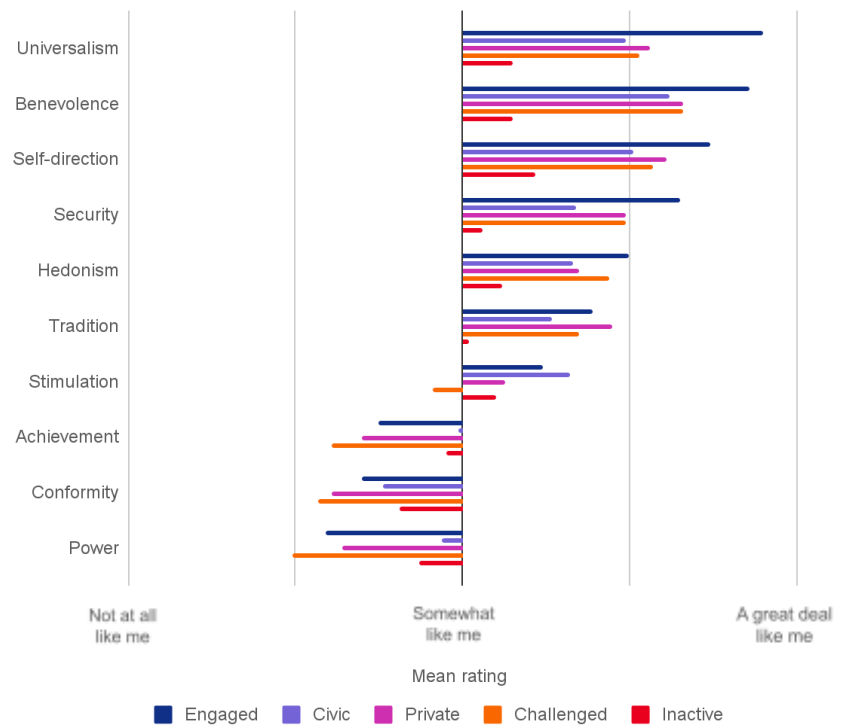


Figure 36. Average endorsement of personal values across the solutions segments

There were no substantial correlations between participants' values and the level of urbanisation of their province of residence (all $r < .08$).

VALUES AND SOLUTIONS TECHNOLOGIES

The dominant values of people supporting each energy technology were the same three as for the full sample: benevolence, universalism, and self-direction. There were statistically significant differences in the values profiles of people supporting and not supporting each technology as illustrated in Figure 37. In most cases, these differences were greatest for achievement, power, benevolence and universalism values. The technologies with values profiles that varied most from the others, were thermoelectric and nuclear energy. These tended to have supporters with higher values for achievement and power in comparison with the other technologies, with thermoelectric supporters also showing higher value for conformity and lower benevolence and universalism values in comparison with the profiles of other technologies' supporters.

The values showing greatest differences between supporters and non-supporters of the various energy technologies are also achievement, power, conformity, benevolence and universalism, suggesting that strategically incorporating achievement and conformity values into messaging rather than benevolence and universalism, may

better engage non-supporters for technologies such as solar and wind energy.

VALUES AND POLICY SOLUTIONS

A similar analysis of the relationships between values and policy solutions seen as important, shows some similarities to the profiles for the energy technologies (see Figure 38). Non-supporters of policies such as a net zero emissions target, a circular economy, and community energy projects tend to place lower value on self-direction, conformity, benevolence, and universalism than supporters. These non-supporters also tend to place higher value on achievement and power. Carbon emissions trading has the most dissimilar profile when compared to the other policy options, with supporters showing considerably higher value for achievement and power than any other policy option.

Strategically incorporating achievement values into messaging rather than benevolence and universalism, may better engage non-supporters for policies such as implementing a circular economy, more public transport, and retrofitting homes for improved energy efficiency.

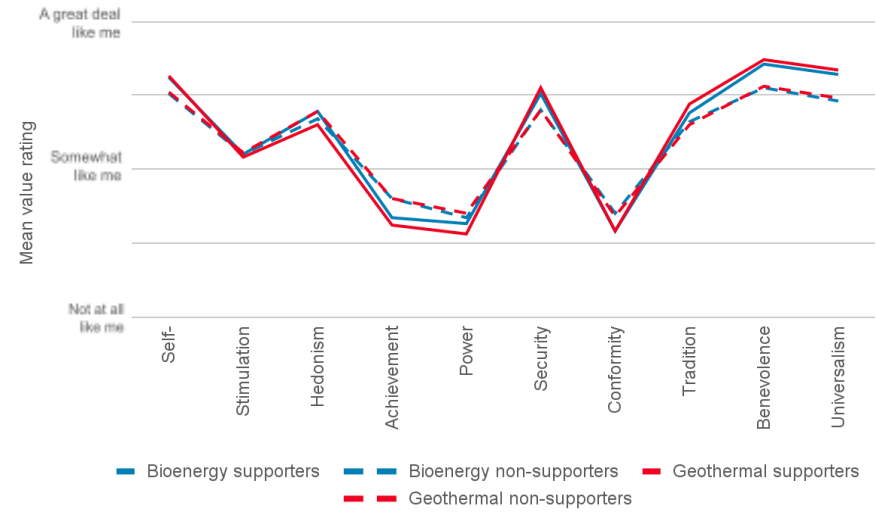
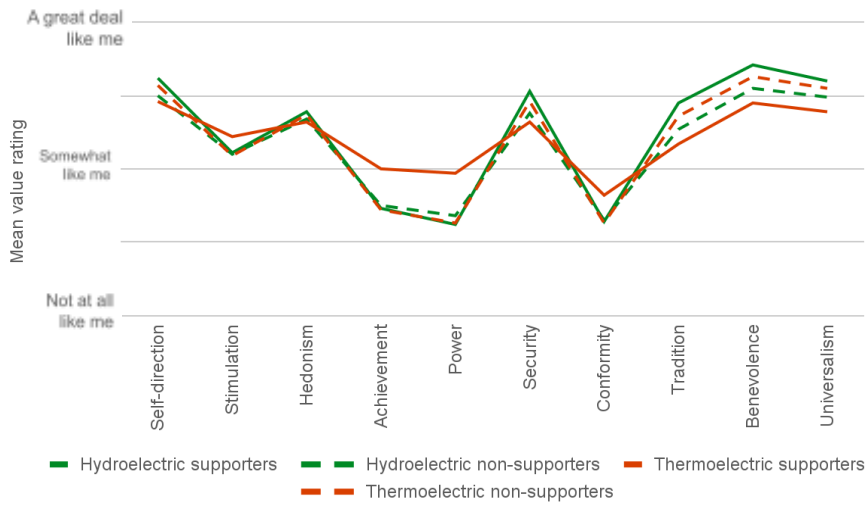
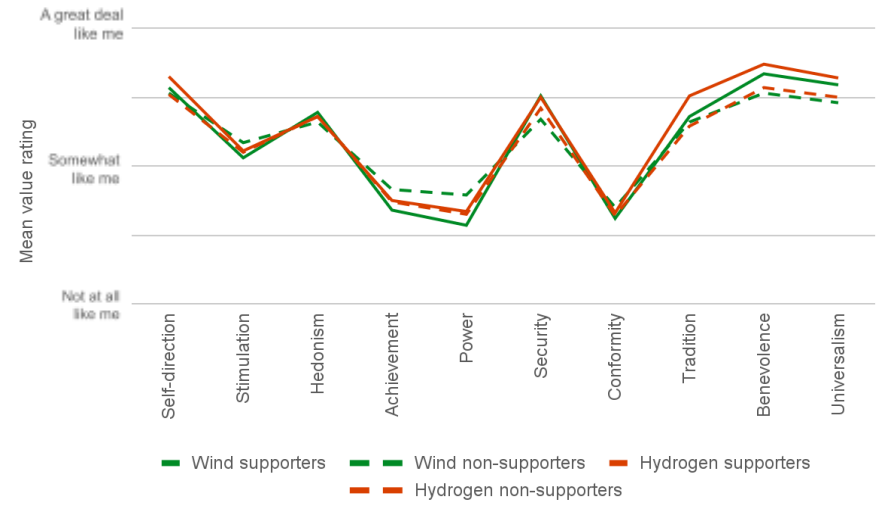
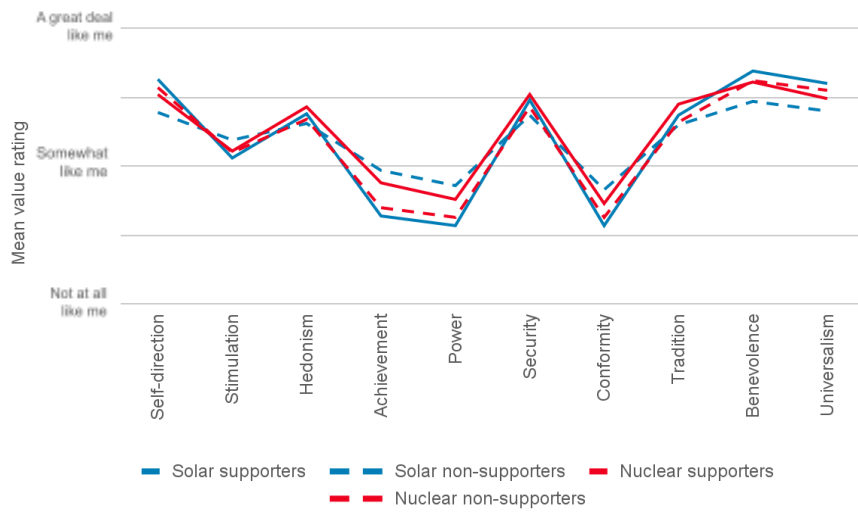


Figure 37. Comparison of average value ratings profiles for supporters and non-supporters of each energy technology

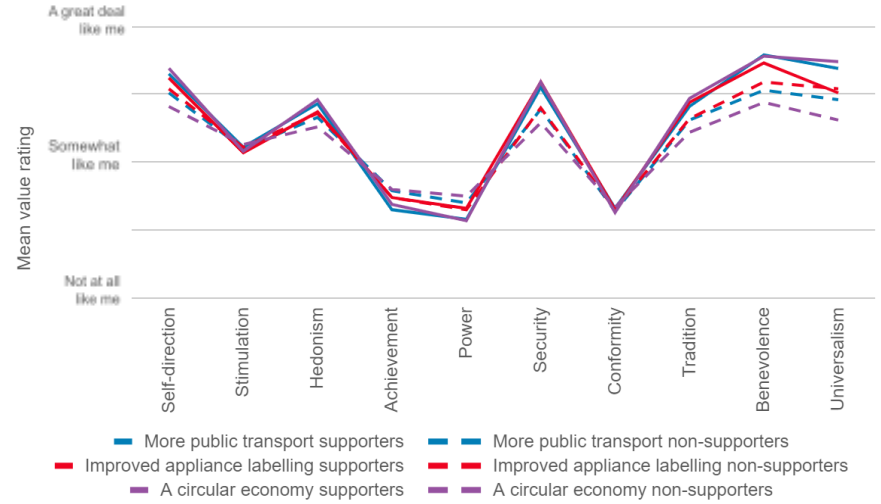
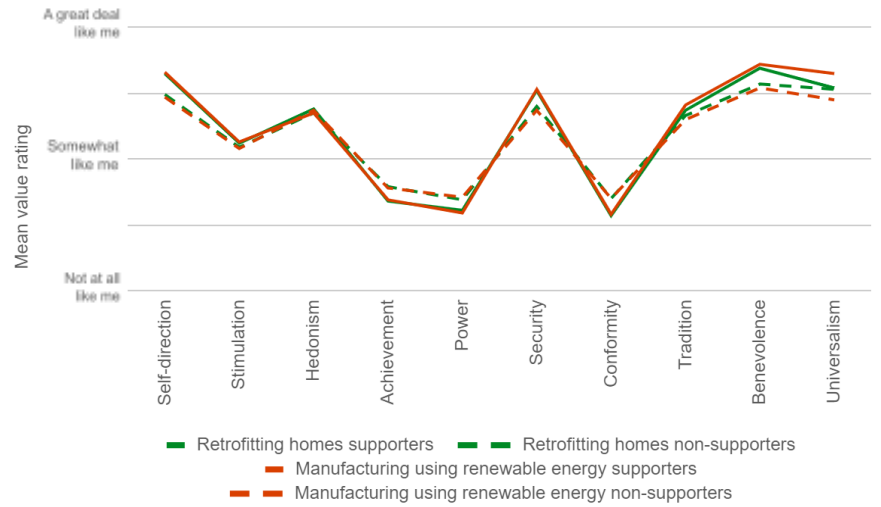
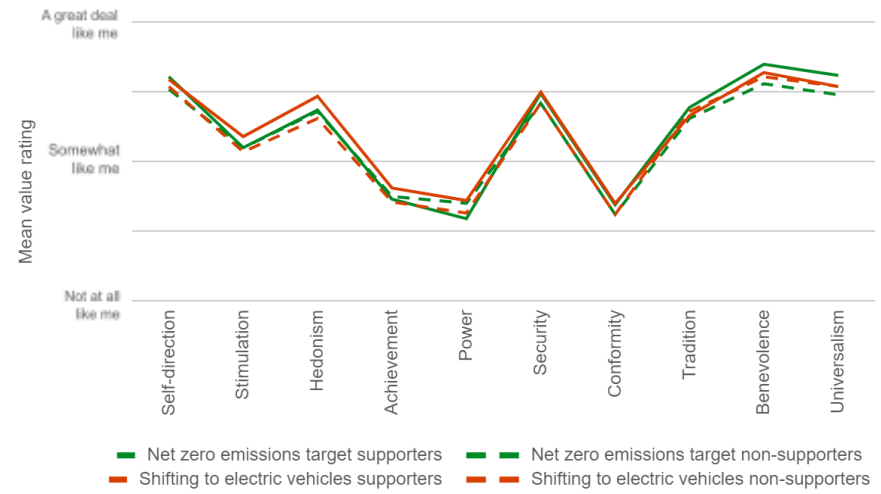
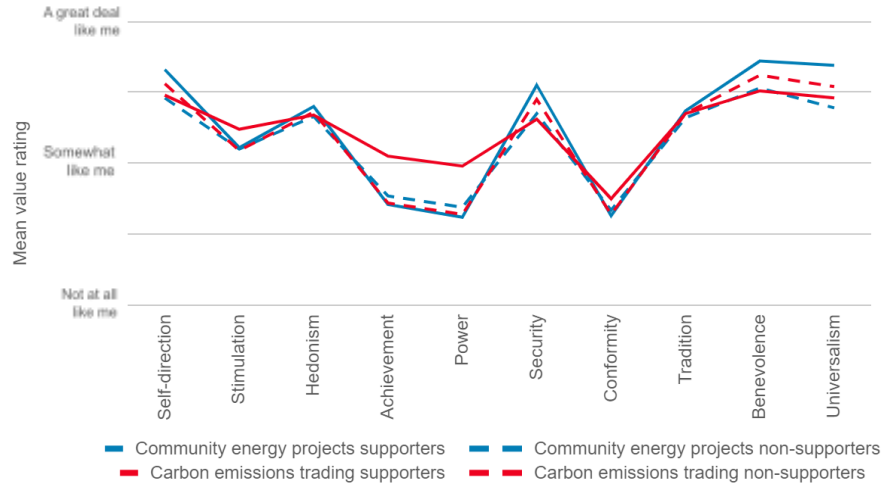


Figure 38. Comparison of average value ratings profiles for supporters and non-supporters of each climate policy option

CONCLUSION AND RECOMMENDATIONS

This study found that Italians are worried about climate change and want urgent action to address it. There is still around a quarter of the population who don't understand that climate change is mostly caused by human activity, and this is likely to reduce support for some climate solutions.

Five audience segments were identified that offer value for targeting messages relating to climate change solutions: the Engaged, Civic, Private, Challenged, and Inactive segments. Messaging insights specific to these five climate solutions segments are provided in Appendix C.

While most people are aware that nature and the landscape, food, and people's physical health are likely to be impacted by climate change, there is substantial opportunity for building awareness of the potential impacts on the less well recognised aspects such as mental health, employment, holidays and leisure. Such awareness will be highly beneficial for engaging diverse audiences, and enhancing public capacity to judge the value of policies that may help protect these aspects of life.

A majority of the tested policy options had high levels of public support, of which government and businesses may not be aware, including a circular economy, community energy projects, and shifting manufacturing to use renewable energy. Putting forward the case for these to relevant parties may promote policies to support such systems, as well as business uptake.

Many people are taking action to address climate change, but most also feel that people should be doing more. Civic actions are not commonly undertaken by Italians, except for voting based on climate policies, which has been done by around half the population. Private action is much more common, although these often focus on the easier, less time-consuming and less expensive behaviours, which don't always have the greatest impact. Indeed, financial barriers were the key barrier to action for most people, followed by not knowing how to undertake the behaviour.

The high reliance on television for news makes it a valuable platform for sharing climate change information. Partnering with Tg5 offers the greatest reach of all media included in the survey across all of the solutions segment. While Facebook is also commonly used for news, the source of the news accessed via that platform is much more varied and so would require working with a greater number of news providers to achieve the reach offered by an individual television channel. If one organisation owns and manages multiple online sources, however, the potential for reach might be achieved through their combined print and online newspapers and related Facebook posts.

The most trusted sources of climate change information are university scientists, followed by farmers, doctors and nurses, and emergency services. Partnering with representatives of these groups to act as voices on issues relating to climate change would make it more likely that the messages would be attended to. The diverse fields of speciality of these groups also offer valuable opportunities to tap into the less well recognised impact areas mentioned above – especially mental health.

The dominant personal values in Italy are benevolence, universalism, and self-direction, although achievement and power values are more common among people who don't currently support some energy technologies and climate policies. By framing messages to align with these values, messages are more likely to resonate with audiences.

In summary, this report provides a snapshot of Italians' perspectives on climate change, from its causes to its solutions, as well as providing insights into the platforms, voices, and message frames that are likely to best reach Italian audiences to support climate action.

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APPENDIX A - SAMPLE DEMOGRAPHICS

Table 1. Participants' demographic characteristics

Variable	Categories	N	%
Age	18-29 years	434	20%
	30-49 years	868	40%
	50-69 years	793	37%
	70 years or older	73	3%
Gender	Woman	1109	51%
	Man	1035	48%
	Non-binary / gender diverse	8	0.4%
	My gender isn't listed	3	0.1%
	Prefer not to say	13	1%
Education	Primary school certificate, no educational degree	50	2%
	Lower secondary school certificate	614	28%
	Upper secondary school certificate	346	16%
	Post secondary school certificate	576	27%
	Tertiary (university, doctoral and specialisation courses)	545	25%
	Prefer not to say	37	2%
Region	North West (Aosta Valley, Liguria, Lombardy, Piedmont)	628	29%
	North East (Emilia-Romagna, Friuli-Venezia, Trentino-Alto Adige/Südtirol, Veneto)	332	15%
	Centre (Lazio, Marche, Tuscany, Umbria)	411	19%
	South (Abruzzo, Apulia, Basilicata, Calabria, Campania, Molise)	531	25%
	Islands (Sardinia, Sicily)	266	12%
Income	Less than or equal to €0	229	11%
	€1 - €10,000	412	19%
	€10,001 - €15,000	332	15%
	€15,001 - €26,000	546	25%
	€26,001 - €55,000	521	24%
	€55,001 - €75,000	73	3%
	€75,001 - €120,000	37	2%
	€120,001 or more	18	1%
Occupation	Artisan, skilled worker or farmer	236	11%
	Executive profession in office work	222	10%
	Home duties	134	6%
	Intellectual, scientific or highly specialised profession	203	9%
	Not working	137	6%
	Pensioner	182	8%
	Qualified profession in commercial activities or services	229	11%
	Technical profession	167	8%
	Unqualified profession	183	8%
	Other	475	22%

APPENDIX B - REGRESSION ANALYSES

Table 2. Standardised beta values for predictors of the number of civic and private actions undertaken by respondents

Variables	Civic actions					Private actions				
	Model 1	Model 2	Model 3	Model 4	Model 5	Model 1	Model 2	Model 3	Model 4	Model 5
(Constant)	1.385***	.650***	.616***	.368**	.189	5.298***	-.394	-2.077***	-2.103***	-2.787***
<i>Demographic characteristics</i>										
Age	-.102***	-.106***	-.130***	-.117***	-.085***	.233***	.232***	.171***	.166***	.141***
Gender	-.072***	-.029	-.023	-.016	-.014	-.072***	-.040*	-.066***	-.061***	-.046***
Education	.037*	.039*	.041*	.038*	.039*	.001	.006	.014	.013	.008
Region	.085***	.079***	.087***	.077***	.066***	-.095***	-.101***	-.045***	-.042**	-.028*
Income	.174***	.143***	.117***	.117***	.106***	.126***	.084***	.030*	.026	.040**
Political views	-.073***	-.066***	-.020	-.022	-.014	-.085***	-.061***	.024	.027*	.030*
<i>Knowledge and norms</i>										
Climate change cause		-.119***	-.122***	-.123***	-.112***		.036*	-.015	-.017	-.026
Worry		.141***	.107***	.120***	.088***		.111***	.031	.033*	.048**
Number of impact areas identified		.235***	.138***	.118***	.122***		.323***	.107***	.100***	.085***
Friends sharing one's views		.094***	.079***	.086***	.089***		.134***	.079***	.071***	.053***
<i>Expectations</i>										
Citizens should do more/less			.034	.031	.040			.105***	.105***	.078***
Industry should do more/less			-.016	-.028	-.027			.064**	.059**	.034
Government should do more/less			-.014	.010	.019			-.022	-.014	-.021
Number of important technologies			-.063**	-.079***	-.066**			.171***	.153***	.143***
Number of important policies			.309***	.277***	.280***			.408***	.406***	.376***
<i>Barriers</i>										
Lack of time				.052**	.044**				-.017	-.011
Lack of money				.095***	.092***				.020	.010
Lack of knowledge				.067***	.069***				-.005	-.003
Don't want to				.053**	.055**				-.008	-.001
Not my decision				.059***	.061***				.032*	.043**
People I care about don't want me to				.112***	.097***				-.013	.027
It's not available				.113***	.114***				.049***	.041**
It doesn't fit my lifestyle				.055**	.058**				.052***	.045***

Variables	Civic actions					Private actions				
	Model 1	Model 2	Model 3	Model 4	Model 5	Model 1	Model 2	Model 3	Model 4	Model 5
It's not necessary				.048**	.050**				.004	-.010
Other barrier				.050**	.049**				.016	.015
<i>Values</i>										
Self-direction					-.006					.008
Stimulation					.051**					-.026
Hedonism					-.015					.066***
Achievement					.037					-.109***
Power					.034					-.030
Security					-.021					.053***
Conformity					.037					-.016
Tradition					-.068***					-.027
Benevolence					-.002					.101***
Universalism					.031					.054***
R^2	.053	.155	.213	.242	.254	.091	.283	.526	.532	.563
ΔR^2	.053	.102	.059	.029	.011	.091	.192	.243	.006	.031

* p < .05, ** p < .01, *** p < .001

Table 3. Standardised beta values for predictors of the number of climate policies and technologies seen as important

Variables	Climate policies				Energy technologies			
	Model 1	Model 2	Model 3	Model 4	Model 1	Model 2	Model 3	Model 4
(Constant)	3.688***	.360	-1.161***	-1.975***	2.500***	.775**	-.232	-.286
<i>Demographic characteristics</i>								
Age	.091***	.097***	.066***	.040**	.068***	.064***	.045**	-.010
Gender	-.024	.015	.021	.039**	.131***	.140***	.146***	.156***
Region	-.056**	-.056***	-.051**	-.034**	-.172***	-.165***	-.156***	-.138***
Income	.132***	.100***	.096***	.094***	.093***	.070***	.068***	.070***
Political views	-.187***	-.167***	-.153***	-.158***	-.086***	-.068***	-.059***	-.067***
<i>Knowledge and norms</i>								
Climate change cause		.027	-.024	-.030		.092***	.052**	.040**
Worry		.088***	-.007	.002		-.040**	-.124***	-.099***
Number of impact areas identified		.370***	.333***	.307***		.275***	.246***	.218***
Friends sharing one's views		.066***	.039**	.009		.086***	.064***	.045**
<i>Expectations</i>								
Citizens should do more/less			.102***	.064**			.181***	.144***
Industry should do more/less			.144***	.133***			.099***	.086***
Government should do more/less			.057**	.041			-.037	-.049
<i>Values</i>								
Self-direction				.088***				.019
Stimulation				-.051**				-.095***
Hedonism				-.005				-.019
Achievement				-.050**				-.056**
Power				.010				.007
Security				.095***				.072***
Conformity				-.025				-.050**
Tradition				-.012				.053**
Benevolence				.071***				.091***
Universalism				.046**				.042**
R^2	.067	.254	.299	.334	.075	.180	.213	.246
ΔR^2	.067	.187	.045	.035	.075	.105	.033	.033

* $p < .05$, ** $p < .01$, *** $p < .001$

APPENDIX C - MESSAGE TARGETING

THE ENGAGED SEGMENT

Opportunities for targeting messages to the Engaged segment include:

- Raise awareness of less commonly identified impact areas, such as mental health, holidays, employment, and leisure activities, to support informed responses regarding policies and actions relating to these less well-recognised issues.
- Research in other countries has identified low levels of public understanding of key policy terminology, even among the most engaged audiences. While this segment shows strong support for the diverse climate policies and energy technologies examined here, consider conducting research into their understanding of terms like 'circular economy', as limited understanding may reduce the ability of this highly engaged segment to have informed responses to specific approaches towards these policy concepts and technologies.
- Frame messages in terms of universalism and benevolence values, focusing on societal/community good and equal opportunity/justice.

THE CIVIC SEGMENT

Opportunities for targeting messages to the Civic segment include:

- Raise awareness of less commonly identified impact areas, such as mental health, food, holidays, employment, and leisure activities, and these frames may support increased engagement by individuals who place less importance on nature—as the most commonly recognised impact area.
- Draw attention to the fact that these impacts are already occurring, as less than two thirds of this segment recognise that Italians are already being harmed by climate change.
- Promote the importance of private action in addition to civic engagement on climate change.
- Highlight opportunities such as financial incentives, and information on how to undertake more complex behaviours, to help overcome barriers to action.
- Frame messages in terms of benevolence, self-direction and universalism values, focusing on helping people they care about, making their own choices, and equal opportunities across society.

THE PRIVATE SEGMENT

Opportunities for targeting messages to the Private segment include:

- Raise awareness of less commonly identified impact areas, such as mental health, holidays, employment, and leisure activities, and these frames may support increased engagement by individuals

who place less importance on nature—as the most commonly recognised impact area.

- Highlight the necessity of civic engagement with debates on key climate policies and technologies in addition to private action. Consider further research into why this segment has low levels of civic action. It may be due to low self-efficacy, perceived or actual social pressures, or something unexpected.
- Frame messages in terms of benevolence, self-direction and universalism values, focusing on helping people they care about, making their own choices, and equal opportunities across society.

THE CHALLENGED SEGMENT

Opportunities for targeting messages to the Challenged segment include:

- Raise awareness of less commonly identified impact areas, such as mental health, holidays, employment, and leisure activities, and these frames may support increased engagement by individuals who place less importance on nature—as the most commonly recognised impact area.
- Highlight opportunities such as financial incentives that can assist to overcome barriers to action.
- Provide knowledge on how they can undertake the more complex behaviours such as fixing things rather than replacing them (e.g., the presence of repair cafes) or buying carbon offsets.
- Frame messages in terms of benevolence, self-direction and universalism values, focusing on helping people they care about, making their own choices, and equal opportunities across society.

THE INACTIVE SEGMENT

Opportunities for targeting messages to the Inactive segment include:

- Raise awareness of less commonly identified impact areas, such as mental health, food, physical health, holidays, employment, and leisure activities, and these frames may support increased engagement by individuals who place less importance on nature, which is the most commonly recognised impact area.
- Draw attention to the fact that these impacts are already occurring, as less than half of this segment recognise that Italians are already being harmed by climate change.
- While around a third of this segment does not recognise the human causes of climate change, these views may be entrenched. Where such knowledge is not critical (e.g., for adaptation messages), avoiding mention of these causes may help prevent triggering defensive mechanisms and polarisation.
- This segment did not consistently endorse any specific values that would offer segment-wide framing opportunities. Consider specific message testing to compare different values frames as they pertain to specific policies and technologies.