

Survey Analysis - July/August responses

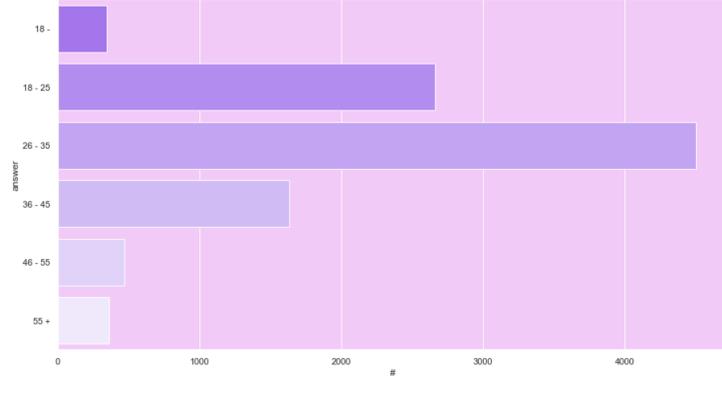
Overview

We analyzed the data of **1295 responses** given to our survey throughout the last 2 months. The questions asked in the survey were the following:

- 'How many times per week do you eat red meat?'
- 'How many times per day do you eat dairies?'
- 'How many times a day do you eat chicken?'
- 'Where is your electric energy coming from?'
- 'What kind of heating system do you have at home?'
- 'How often do you travel by car?'
- 'How many long flights did you take in the last 12 months?'
- 'How many short flights did you take in the last 12 months?'

The user could optionally provide age data. According to the provided answers, most of the users that took the survey are within the 18-45 age range, but some older and younger took part as well.

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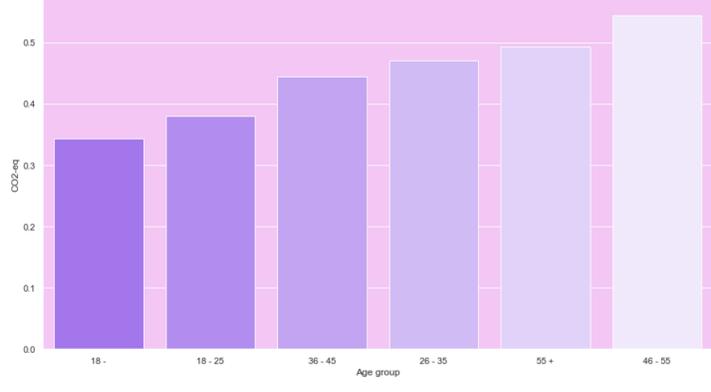
Pollution analysis

Below we analyze the pollution generated both by age and also broken down by question. To each answer we have associated an estimated CO2-eq per year.

Pollution by age group

Below the average annual CO2-eq emissions pro capita for each age group. We can notice a considerable gap between the older groups and the youngest ones, with the 46-55 group emitting more than 50% more than the youngest.

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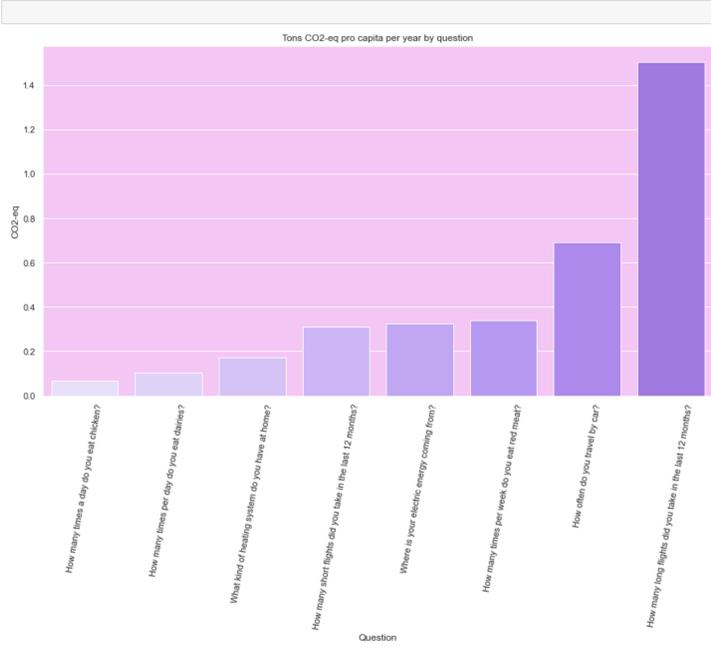
Pollution by question

Unsurprisingly, the habit that overall causes the majority of the annual emissions are long flights. This has only been a confirmation of already existing statistics (as it is well known that flights contribute to more than 70% of the total amount of oil consumption).

To follow, car usage and red meat consumption.

Apparently, not so many people within the survey group consume big amounts of chicken, which would be though better considering its lower CO2 footprint compared to red meat.

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Differences among age groups

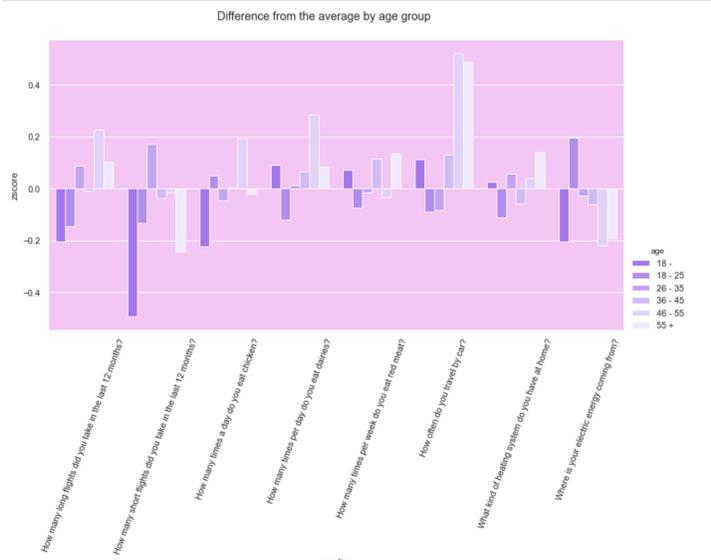
The chart below provides a representation of how far (positively or negatively) each age group is from the average for each question.

Negative numbers would indicate "better behaviour than average". Positive numbers would mean the opposite.

One could speculate a few conclusions from this chart:

- Frequent short flights are not a problem of the youngest and the oldest, as both under 18 and above 55 years old people seem to be using short flights very seldomly. On the other side, short flights seems to be one of the distinguishing issues of the 26-35 years old range.
- People on the older age range (45 up), seems to be commuting by car much more than the rest. Reasons could be multiple: either learned behaviour from different decades, or simply because older people tend to live more on the countryside, where transportation via public transit might be more problematic. All these hypothesis would need further analysis.
- People in the range 18-25 seem to have a specific issue with the energy provider, being the only group negatively positioned compared to the average. One possible explanation could be that most of these people are students, often living in temporary apartments with low energy class.
- Frequent dairies consumption seems to be a habit mostly of the 36-45 age group.

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Breakdown by category

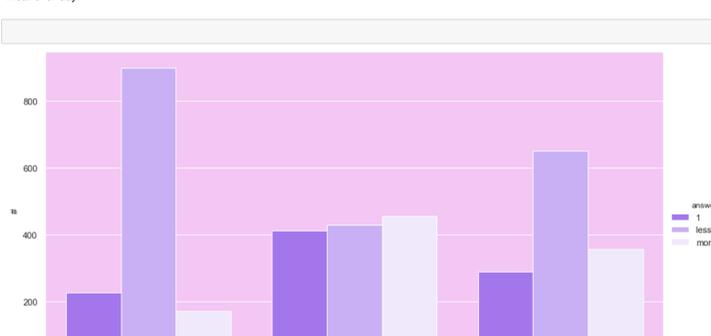
The following section provides a better insight on the answers per category, independently from the age group. # Breakdown by category

Food Category

A common feature of the western european diet seems to be the low chicken consumption.

Despite the expectations, also red meat seems to be a less-than-once-per-week habit for most of the people. Let's not forget though that there could be population bias: people taking this survey might be (by the very fact that they are taking the survey) more conscious about the devastating effects of eating red meat every day.

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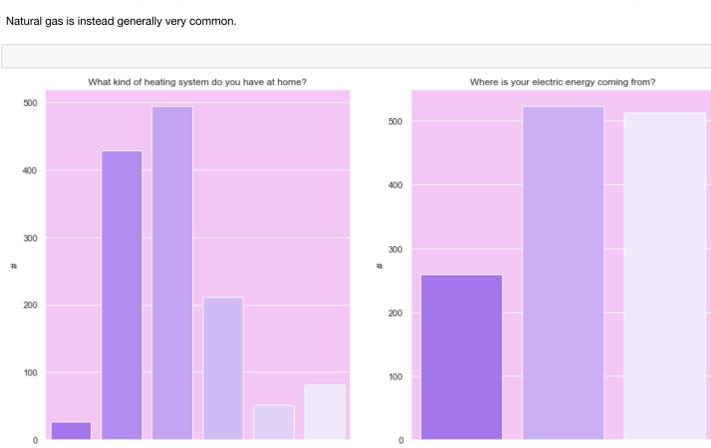


Energy category

Good news from the energy category is the fact that coal seems to be the least common source both for electricity and heating.

Natural gas is instead generally very common.

In [113]:



Travel category

Car

Nothing really surprising about the car usage. There is a great majority of the people using the car occasionally, probably for travelling or weekend trips.

This could also be due to the fact that the majority of the people that took the survey seemed to be settled in Germany, where the quality of the public transportation is generally quite high.

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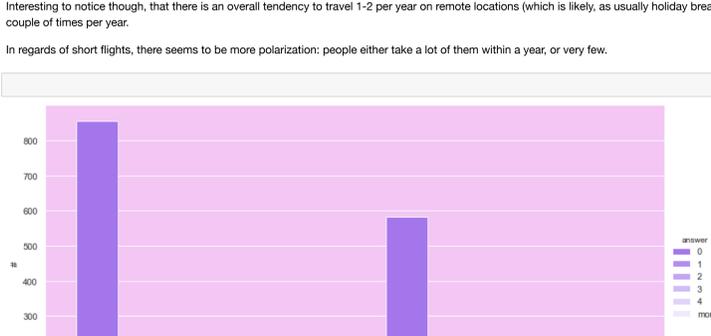
Flights

To the question "How many short flights did you take over the last year?" the majority of the people replied 0. The corona pandemic might have influenced the outcome of this answer.

Interesting to notice though, that there is an overall tendency to travel 1-2 per year on remote locations (which is likely, as usually holiday breaks happen a couple of times per year).

In regards of short flights, there seems to be more polarization: people either take a lot of them within a year, or very few.

In [115]:



In []: