

# THE VALUE OF THE ENVIRONMENTAL AND ECONOMIC SUSTAINABILITY FOR VERY YOUNG PEOPLE

Main results of the sample survey in Italy in February 2021

March 2021



## RESEARCH TARGETS

The Museum of Saving has fostered this research to explore how very young people (13-18) face the subject of sustainability in a broad sense. It is a widening complement to the educational activity of S.A.V.E., the project that the Museum has been developing and is proposing for the next three years, together with the EIB Institute.

The concept of sustainability is often linked to a mainly negative and catastrophic vision of the environment or the economy

subject, that is opposed to a more positive vision, focused – on the contrary – on the opportunities offered by a sustainable approach to the use of the scarce resources.

In particular, the research analyses the impact that individual factors (such as personality), cultural elements (like the family context), and the external framework (school, friends and media) have on young people's awareness of these subjects.

## Approach

400 interviews have been made using the CAWI technique (Computer Assisted Web Interviewing); questions have been asked of a sample of 13-18-year-olds, that represent a reference base by gender, individual age groups and geographical area.

13-year-olds have completed the questionnaire, with the support of a parent or relative, according to current legislation.

The survey was made up of short questions and lasted about 10 minutes.

The survey was carried out from 5 to 17 February 2021.

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# Overview: the value of sustainability for the very young

## SENSITIVE TO SUSTAINABILITY

Looking at the data of our sample of 13-18-year-old Italians, a picture of a **sensitive generation, that is used to thinking in terms of sustainability is apparent.**

- Both as regards environmental sustainability, with attention to the **management of natural resources**, and to the **reduction of the human activities' impact on the planet**;
- And as understood in more specific economic terms, with reference to **money management, its planning and the effects consequent its use.**

## ENVIRONMENT

In particular, young Italians show **a mature and responsible attitude towards the environment and the defence of nature**, where the overall

view is supported by technical knowledge, future perspectives and identification of the individual and collective responsibilities.

In fact, young people demonstrate:

- A **good and wide knowledge of the issue of global warming**, only 3.9% had never heard about it;
- A deep **consciousness of the role each of us might play** to reduce global warming (average score 6.7 on a scale 0-10, with about 4 young people out of 5 convinced of the need to adopt individually a responsible behaviour);
- A broad **individual commitment to the reduction of waste of natural resources** (average score 6.7).

## MONEY MANAGEMENT

Also the approach to money management is transversally

marked by a **conscious and «reasoned» usage.**

- Over 85% of the interviewed young people declare to **usually think how to manage the money** they possess.

As far as the planning of **savings** is concerned:

- Over three young people out of four (76.1%) declare that they **save money to carry out a personal plan** (a journey, an expensive purchase);
- Almost one young person out of ten (9.8%) declares to save for **fear of becoming poor**;
- While the remaining 14.1% save in an **'inertial' way**, simply because they have money left.

The majority of the interviewed young people believes to be able **to resist the impulse to buy something unnecessary** (77.1%, with average score 7.1 on a scale 0-10).

- And declares to be very satisfied to be able to face an expenditure for which they have previously saved (88.8%, average score equal to 7.8).

However, within the sample of 13-18-year-olds, the awareness of use of money has **still a strong individualistic connotation**

- In fact 56% acknowledge using money exclusively **for their own happiness**, without thinking too much about the impact it can generate on others (average score 5.5).

# Environmental Awareness and Economic Awareness: a single ethical-mental approach

## THE RELATIONSHIP BETWEEN THE TWO 'AWARENESSES'

By analysing the relationships between the Environmental Awareness Index and the Economic Awareness Index, **the strong link between the two sensitivities** comes up clearly: young people who pay **attention to the environment**, also pay **attention to the use of money**, and, *vice versa*, young people who show a mature money management also prove to be more engaged in protecting the environment.

## A SINGLE ETHICAL-MENTAL APPROACH

**The habit of reasoning in specific sectors** (environmental, Economic) **in terms of time horizon, individual responsibility and accounting for the relations between cause and effect**, by learning to contextualise the decisions to be taken and the attitudes to be adopted, matches among young people by shaping an

**ethical-mental approach**, which applies to different life situations.

The relation between the two Indexes is statistically significant (R Pearson 0,42) and its link is evident

- Both considering the intersections of the **average scores** of the quartiles obtained by the two Indexes:
  - ✓ The **Top quartile of the Environmental Awareness Index** obtains **7.8** scores in the Economic Awareness Index
  - ✓ And the **Top quartile of the Economic Awareness** obtains **7.6** scores in the Environmental Awareness Index
- And considering the composition of the quartiles of the two cross-bonded Indexes:
  - ✓ **48.5% of the Top quartile** of the **Economic Awareness**

Index is composed of the **Top quartile** of the **Environmental Awareness Index**.

### ENVIRONMENTAL AWARENESS QUARTILES

Average values (range 0-10)	TOT. G.	TOP	SECOND	THIRD	BOTTOM
Economic Awareness Index	6,9	<b>7,8</b>	7,3	6,4	6,1

### Economic AWARENESS QUARTILES

Average values (range 0-10)	TOT. G.	TOP	SECOND	THIRD	BOTTOM
Environmental Awareness Index	6,9	<b>7,6</b>	7,1	6,7	6

### ENVIRONMENTAL AWARENESS QUARTILES

Percentuali di Colonna	TOP	SECOND	THIRD	BOTTOM
TOP Economic Awareness quartile	<b>48,5*</b>	26,6	11,7	13,4
Second quartile	21,1	38,2	25,2	15,0
Third quartile	20,7	23,6	25,6	28,0
BOTTOM Economic Awareness quartile	9,6	11,6	37,6	<b>43,6</b>

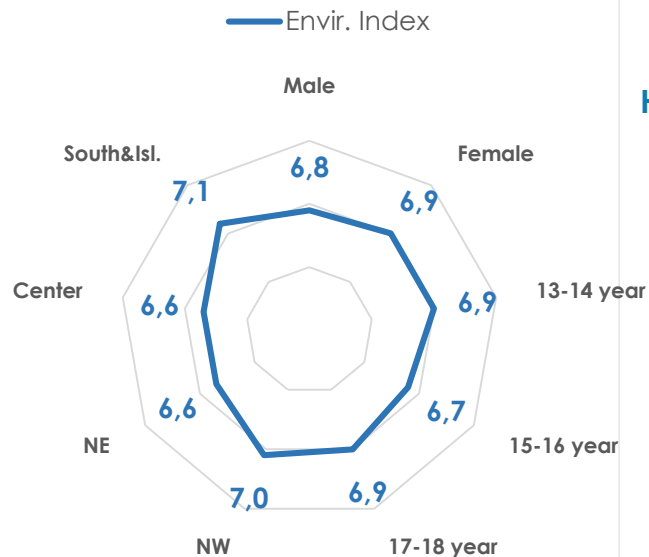
Tab.1-2-3 Economic Awareness Index and its quartiles for total Italian Young People (13-18-year-old), and Environmental Awareness quartiles.

\* = 48.5% of young people who are in the Top quartile of the Environmental Awareness Index are also in the Top quartile of the Economic Awareness Index

# Environmental Awareness Index: High and Low Conscious in comparison

## ENVIRONMENTAL AWARENESS

The young recognise the impact of their actions on the surrounding environment and are personally responsible: the **awareness of young Italians** has been estimated as **6.9 on a scale from 0 to 10**.

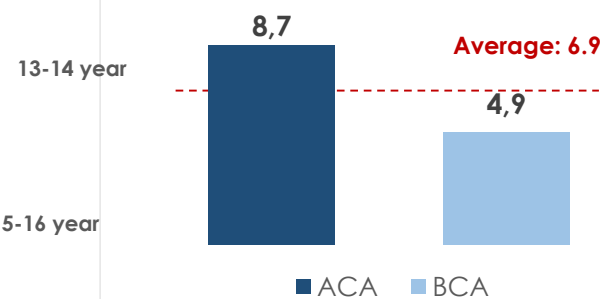


The Environmental Awareness Index **does not vary depending on the gender and age** of the interviewed person, while it is on

average higher in **Northern-Western** areas and above all in the **South and Islands**.

- An **attention to natural resources** which might result from **concrete experiences** that are lived daily, or example water shortage and high fire risks, existing in particular in Southern Italy.

## HIGH AND LOW CONSCIOUS



The Top quartile of Environmental Awareness is composed of young people who are **very active and**

**committed** to the defence of natural resources:

- They are deeply convinced they **can make a difference** with their behaviour (score 8.8 vs 4.7 of Low Conscious)
- They **judge very harshly** the lack of attention of **adults** to nature (severity score: 9.2 vs 6.2 of Low Conscious).

From the socio-demographic point of view, **High Conscious** young people (ACA) are characterised by a greater concentration of:

- **Girls** (51.7% vs 48.3% of the boys);
- **13-14-year-olds** (respectively 19.6% and 19.1%);
- **Residents of the South and Islands** (45.0% vs 25.5% of the NW, 13.1% of the NE and 16.4% of the C);
- **Residents of medium-large towns** (31.2% is composed by people who live in areas with a population of between 30,000 and 100,00). In an

almost specular way, looking at the **Low quartile of Environmental Awareness** (BCA), we may notice a major presence of:

- **Boys** (51.7 vs 48.3% of girls)
- **18-year-olds** (18.4%)
- **Residents of Central Italy** (23.7%)
- **Residents of small villages**, up to 10.000 inhabitants (35.3%).

Environmental Awareness is positively linked to the **quantity of books read** in one year:

- High Conscious young people read on average 5.3 books a year, excluding school books, while the Low Conscious ones stop at 3.2 books.

# Environmental Awareness Index: High and Low Conscious by comparison

Values %	TOT.	ACA	BCA
BASE	400	98	103
Male	51,6	48,3	<b>51,7</b>
Female	48,4	<b>51,7</b>	48,3
13-year-old	16,7	<b>19,6</b>	15,0
14-year-old	16,6	<b>19,1</b>	16,3
15-year-old	16,8	14,9	18,1
16-year-old	16,6	13,0	14,9
17-year-old	16,6	15,9	17,3
18-year-old	16,8	17,5	<b>18,4</b>

Values %	TOT.	ACA	BCA
North West	25,8	25,5	26,0
North East	19,1	13,1	21,4
Center	18,9	16,4	<b>23,7</b>
South and Islands	36,1	<b>45,0</b>	28,9
Till 10k	26,0	20,2	<b>35,3</b>
10-30K	23,5	16,0	25,0
30-100K	24,5	<b>31,2</b>	17,3
100-500K	14,6	17,0	12,3
Beyond 500K	11,5	15,6	10,2

Values %	TOT.	ACA	BCA
Middle schools	17,3	22,9	15,0
High Schools	82,7	77,1	85,0
Preference human sciences	31,5	38,7	29,0
Preference scientific subjects	43,8	44,7	44,5
No preferences	24,6	16,6	26,5
Average values	TOT.	ACA	BCA
Books read in one year	3,9	<b>5,3</b>	3,2

Tab.4-5-6-7 Socio-demographic variables for Total Italian Young People (13-18-year-olds), High Conscious Environment (Top Quartile) and Low Conscious Environment (Bottom Quartile).

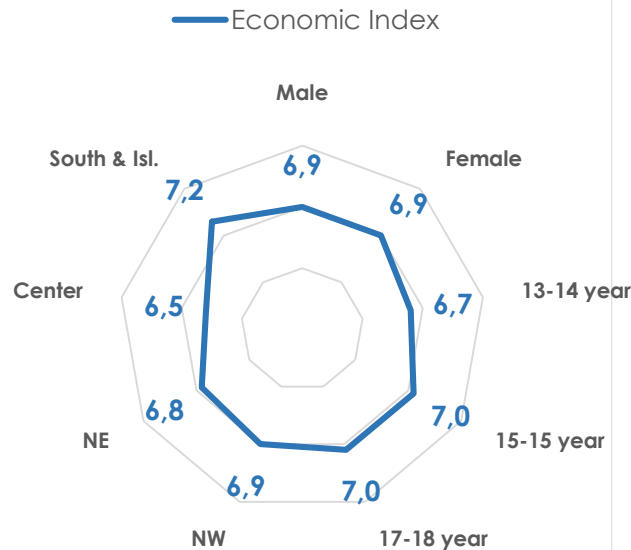
Values %	TOT.	ACA	BCA
Have you ever heard about global warming? [total yes]	96,1	<b>98,1</b>	92,3
Average values [range 0-10]	TOT.	ACA	BCA
How much do you think that your daily attitude can make the difference to reduce global warming?	6,7	<b>8,8</b>	4,7
How much do you feel personally committed to reducing the problem of waste of natural resources?	6,7	<b>8,6</b>	4,5
How severe do you believe the impact of lack of attention to sustainability themes by adults will be?	7,9	<b>9,2</b>	6,2
How likely do you believe that Governments might act to change the world development model so that it becomes more sustainable over time?	6,3	<b>8,1</b>	4,2

Tab.8-9 Item Environmental Awareness Index for Total Young Italians (13-18-year-old), ACA High Conscious Environment (Top Quartile) and BCA Low Conscious Environment (Bottom Quartile).

# Economic Awareness Index: High and Low Conscious in comparison

## Economic AWARENESS

Young Italians' awareness of money management has been esteemed to be **6.9** in a scale from 0 to 10.

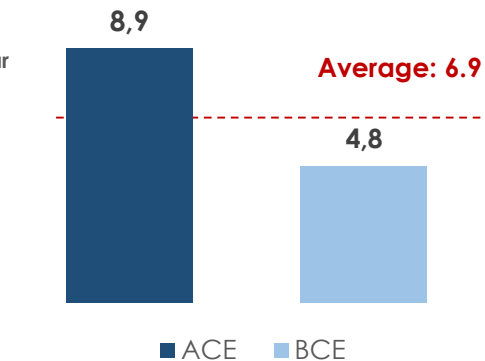


The score of the Economic Awareness Index does not vary according to the **gender of the interviewed young people**, while it is influenced more

extensively by their age and results to be higher in **Southern Italy and on the Islands**.

- A generally **more difficult framework** (in terms of employment and income pro capite) that likely make young people **more sensitive** to the use of money.

## HIGH AND LOW CONSCIOUS



The **Top Quartile of Economic Awareness (ACE)** consists of teens that **are used to think how to manage money (100%)**.

Among the quartile of Low Conscious teens the percentage sinks to 45.4%.

**Saving is the consequence of a choice** for 92.1% vs 47.9% of the Low Conscious young people, that basically have money left over.

From the **socio-demographic** point of view, it is possible to locate among High Conscious teens a major concentration of:

- **boys** (52.7% vs 47.3% of the girls);
- **18-year-olds** (20.6%);
- **Inhabitants of Southern Italy and Islands** (46.9%).

In an almost specular way, the **Low Conscious** young people (BCE) show a higher presence of:

- **13-year-olds** (20.4%)
- Residents of **Center Italy** (equal to 24.5%).

Considering other cultural features, as individual

predisposition to the study of certain subjects, it is noted that **people who have hobbies, whatever they are, have more likely an active management of money, while if they have not them, they have a minor understanding of the use of money**

- Young people with few interests and hobbies are in fact more present among Low Conscious teens (27.8%) rather than High Conscious ones (16.8%).

Also for Economic Awareness, there is a **positive link with the books read in one year**

- High Conscious teens read in fact on average 4.8 books
- While Low Conscious ones stop at 2.9 read books.

# Economic Awareness Index: High and Low Conscious in comparison

Values%	TOT.	ACE	BCE
BASE	400	100	102
Male	51,6	<b>52,7</b>	50,8
Female	48,4	47,3	49,2
13-year-old	16,7	8,3	<b>20,4</b>
14-year-old	16,6	21,0	19,3
15-year-old	16,8	14,9	12,5
16-year-old	16,6	16,0	13,1
17-year-old	16,6	19,2	17,2
18-year-old	16,8	<b>20,6</b>	17,5

Values %	TOT.	ACE	BCE
Nord Ovest	25,8	26,8	25,7
Nord Est	19,1	11,7	22,9
Centro	18,9	14,6	<b>24,5</b>
South and Islands	36,1	<b>46,9</b>	26,9
Fino a 10k	26,0	18,5	<b>30,3</b>
10-30K	23,5	26,7	20,5
30-100K	24,5	29,5	28,0
100-500K	14,6	15,7	14,6
Oltre 500K	11,5	9,6	6,6

Values %	TOT.	ACE	BCE
Middle Schools	17,3	10,2	<b>20,4</b>
High Schools	82,7	<b>89,8</b>	79,6
Preference human sciences	31,5	36,3	32,5
Preference scientific subjects	43,8	46,9	39,7
No preference	24,6	16,8	<b>27,8</b>
<b>Average Values</b>	<b>TOT.</b>	<b>ACA</b>	<b>BCA</b>
Books read in one year	3,9	<b>4,8</b>	2,9

Tab.10-11-12-13 Socio-demographic variables for Total Young Italians (13-18-year-old), High Conscious Economy (Top Quartile) and Low Conscious Economy (Bottom Quartile).

Values %	TOT.	ACE	BCE
Do you usually have money at your disposal? [total yes]	68,4	<b>100</b>	31,2
If you have money at disposal, do you have the habit of thinking how to use it? [yes]	85,3	<b>100</b>	45,4
Why do you save money...? [«to realize a project» + «for fear of becoming poor »]	85,9	<b>92,1</b>	47,9
<b>Average values [range 0-10]</b>	<b>TOT.</b>	<b>ACE</b>	<b>BCE</b>
I keep my expenses under control and, if something is not necessary, I avoid buying it	7,1	<b>8,8</b>	5,1
My money is used only and exclusively for my happiness, without thinking about the impact it can generate on others	5,5	<b>6,4</b>	5,0
If you want something you like and you cannot afford it immediately, how much satisfaction do you feel in being able to buy it when you reach the needed amount?	7,8	<b>9,2</b>	6,2

Tab.14-15 Item Economic Awareness Index for Total Young Italians (13-18 years old), ACE High Conscious Economy (Top Quartile) and BCE Low Conscious Economy (Bottom Quartile).



# Personality Traits and their relationship with Environmental Awareness and Economic Awareness (1/2)

## THREE PERSONALITY TYPES

The analysis of **personality traits** led to the identification of three clusters:

- 1) The Troubled
- 2) The Curious
- 3) The Dutiful

Although belonging to a certain personality type **does not automatically undermine** linking attitudes of focus on the environment or money management (all three types have average positive values on the indexes), it was found that there is an **interesting connection among personality Traits, Environmental Awareness, Economic Awareness.**

## THE TROUBLED

They are a group of individuals with **a very important incidence on the sample,**

equal to almost half the total of young people interviewed, 49.5%.

It is made up of boys and girls that **live and show more explicitly the difficulties connected to the phase of growth and change** they are experiencing: adolescence.

Their personality traits are in fact the **loss of self-control, anger, lack of self-esteem and responsiveness.**

From the socio-demographic point of view, a higher concentration of **teens from high schools** (85.5% vs 14.5% of teens from middle schools, (82.7% and 17.3%).

**Troubled teens result to be on average far less conscious**

- Both when it comes to **environment** and management of natural resources, they have in fact

an **Environmental Awareness Index equal to 6.4** (the average is 6.9);

- And when it comes to **money** management, with an **Economic Awareness Index equal to 6.5** (the average is 6.9).

## THE CURIOUS

One young Italian out of four belongs to this personality type, 25%.

This is the case of **cheerful** teens, open to the world, with whom it is **easy to socialize and get along.** They like to **learn new things** and get in touch with **stories of people from other countries.**

From the socio-demographic point of view, this segment shows a higher concentration of

- **Boys** (equal to 54.2% of the total, against a distribution of 51.6% in the sample)
- **Students from high schools** (85.8%, against a distribution of 82.7% in the sample)

The Curious young people have **a quite good awareness**

- Both with regard to management of natural resources, they have in fact an **Environmental Awareness Index equal to 7;**
- And with regard to money management, they have an **Economic Awareness Index equal to 7.2.**

# Personality Traits and their relationship with Environmental Awareness and Economic Awareness (2/2)

## THE DUTIFUL

The third and last personality type comprises the remaining quarter of the sample, 25.5%.

It consists of individuals who live in **an ordered and almost non-conflictual dimension**, where the call of duty is a natural principle which generates self confidence and also trust in others.

The main features of this cluster are in fact **attention to carrying out the tasks, commitment in fulfilling what is started, respect towards what they have**. At the same time they are characterized by **love for reading different types of books and trust in people**.

From a socio-demographic point of view, it may be noted a major concentration of:

- **Teens of middle schools** (25.8% against a 17.3% distribution in the total sample);

- **Girls** (50.3% against a 48.4% distribution);
- **Inhabitants of Southern Italy** (41.8% against a 36.1% distribution).

For these young people, the inclusion in the **regulatory family context** not only is not questioned, but it is lived as **reference track** on which to shape their behaviours.

As we can guess from their name, the Dutiful, they are the **cluster most careful to the implications of their choices and attitudes**.

They are in fact the individuals with the highest scores about awareness

- Both related to the management of natural resources, they have in fact an **Environmental Awareness Index equal to 7.7** (against an average of 6.9);

- And regarding money management, with an **Economic Awareness Index equal to 7.4** (against an average of 6.9).

## Personality Types: The Troubled, The Curious, The Dutiful

Average values [range 0-10]	TOT. YOUNG PEOPLE	TROUBLED	CURIOUS	DUTIFUL
I often lose control and get angry quickly	4.7	<b>6.2</b>	3.2	3.2
There are a lot of things that happen, that I don't agree with, and that make me angry	6.7	<b>6.9</b>	6.5	6.4
Sometimes I feel I'm not worth much	5.4	<b>6.5</b>	4.6	4.1
If somebody says something bad about me, I reply immediately saying something bad in my turn	5.2	<b>6.4</b>	3.7	4.2
I like lessons where I learn something new, that I didn't know earlier	7.7	6.8	<b>8.7</b>	8.5
I like stories on social media that tell about life and habits of people from different parts of the world	6.4	5.9	<b>7.6</b>	6.5
I try to get along with people, also when they don't have the same ideas as me	7.1	6.3	<b>8.2</b>	7.6
It's easy to socialize with me	7.2	6.3	<b>8.5</b>	7.8
I like reading different kinds of books (essays, novels, comics)	5.5	4.9	4.9	<b>7.4</b>
I always finish everything I start	6.6	5.7	6.8	<b>8.1</b>
I'm very careful and dedicated when I do my homework	6.7	5.9	6.6	<b>8.4</b>
I tidy up everything I use as soon as I finish to use them	6.0	5.4	5.4	<b>7.7</b>
In general, how much do you think you can trust people?	5.7	5.5	5.4	<b>6.5</b>

Tab. 16 Personality Traits compared to Total Young Italians (13-18-year-old), and personality types.

# Personality Types: The Troubled, The Curious, The Dutiful

Values %	TOT. YOUNG PEOPLE	TROUBLED	CURIOUS	DUTIFUL
Male	51,6	51,3	<b>54,2</b>	49,7
Female	48,4	48,7	45,8	<b>50,3</b>
Middle Schools	17,3	14,5	14,2	<b>25,8</b>
High Schools	82,7	<b>85,5</b>	<b>85,8</b>	74,2
North West	25,8	24,2	25,8	29,1
North East	19,1	23,7	16,9	12,5
Centre	18,9	19,3	20,5	16,6
South and Islands	36,1	32,8	36,9	<b>41,8</b>

Tab.17 Socio-demographic variables against Total Young Italians(13-18 years old) and Personality Types.

Values %	TOT. YOUNG PEOPLE	TROUBLED	CURIOUS	DUTIFUL
How much are you inspired by your parents, how much are they your model, in the management of environmental resources? [much + enough]	82,9	78,8	<b>84,1</b>	<b>89,7</b>
How much are you inspired by your parents, how much are they your model, in money management? [much + enough]	91,2	88,2	<b>91,9</b>	<b>96,6</b>

Tab.18 Reference models Items compared with Total Young Italians(13-18-year-old) and Personality Types.

# Personality Types, Environmental and Economic Awareness

Average Values [range 0-10]	TOT. YOUNG PEOPLE	TROUBLED	CURIOUS	DUTIFUL
Environmental Awareness Index	6,9	6,4	7,0	<b>7,7</b>
Economic Awareness Index	6,9	6,5	7,2	<b>7,4</b>
Values %	TOT. YOUNG PEOPLE	TROUBLED	CURIOUS	DUTIFUL
TOP Environmental Awareness Quartile	24,4	12,1	26,8	<b>46,2</b>
Second Quartile	25,8	22,8	<b>32,5</b>	25,0
Third Quartile	24,2	<b>29,5</b>	19,5	18,4
BOTTOM Environmental Awareness Quartile	25,6	<b>35,6</b>	21,3	10,5
Values %	TOT. YOUNG PEOPLE	TROUBLED	CURIOUS	DUTIFUL
TOP Economic Awareness Quartile	25,0	15,4	30,4	<b>38,3</b>
Second Quartile	24,9	26,3	<b>27,0</b>	20,2
Third Quartile	24,5	24,0	25,3	24,7
BOTTOM Economic Awareness Quartile	25,6	<b>34,3</b>	17,3	16,8

Tab.19-20-21 Environmental and Economic Awareness Indexes and corresponding quartiles compared to Total Young Italians (13-18-year-old) and personality clusters

The value of the environmental and economic sustainability for young people  
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## FOCUS

# Gender differences between the very young

### GENDER DIFFERENCES BETWEEN CHARACTER AND EDUCATION

Girls and boys show behaviours and specific personality traits

- Partly attributable to **different sensitivity and maturity**
- Partly due to **family's educational choices**, that tend to replicate a **stereotyped gender vision**

In particular girls stand out for:

- A major **lack of self-esteem** (average score 5.9 vs 4.9 of the boys)
- A major **diligence in carrying out their duties** (average score 7.0 vs 6.4 of the boys)
- A major **passion for reading and curiosity towards the stories of people** from different parts of the world (scores respectively 5.9 vs 5.3 of the boys and 6.9 vs 5.0)

- That results in a major number of **books read** in one year (4.6 vs 3.3 of the boys)

- And a major inclination to **humanities** (preference at 43.5% vs il 20.3% of the boys)

On the other hand boys result to be:

- More inclined to **scientific subjects** (54.7% vs 32.3% of the girls);
- More involved in **seeing youth their own age outside the home** (23.1% of the boys see their friend daily or almost every day vs 13.9% of the girls);
- Overall **happier** (average score 7.1 vs 6.7 of the girls).

### ENVIRONMENTAL AND Economic AWARENESS

As far as the **Environmental**

**Awareness** is concerned, **no differences are evidenced** between the two genders

- Except for a major concern of the girls regarding the effects of lack of attention to sustainability by adults (score 8.1 vs 7.7 of the boys)

When it comes to money management by **young people**, it can be noticed that:

- A major inclination to **receiving a weekly pocket money** (27% vs 22.1% of the girls) and obtaining money as needed (33.8% vs 29.1% of the girls);
- A major **control of unnecessary expenses** (average scoring 7.2 vs 6.9 of the girls);
- Finally a major **individualistic use** of money (5.6 vs il 5.3 of the girls).

## FOCUS

# Gender differences between very young people

Values %	TOT. YOUNG PEOPLE	MALE	FEMALE
I prefer humanities	31,5%	20,3%	<b>43,5%</b>
I prefer scientific subjects	43,8%	<b>54,7%</b>	32,3%
I don't have preferences	24,6%	25,1%	24,2%
Average Values	TOT. YOUNG PEOPLE	MALE	FEMALE
Number of books read in one year	3,9	3,3	<b>4,6</b>
Average Values [range 0-10]	TOT. YOUNG PEOPLE	MALE	FEMALE
Sometimes I feel I'm not worth much	5,4	4,9	<b>5,9</b>
I like reading different kinds of books (essays, novels, comics)	5,5	5,3	<b>5,9</b>
I like stories on social media that tell life and habits of people from different parts of the world	6,4	6,0	<b>6,9</b>
I'm very careful and dedicated when I do my homework	6,7	6,4	<b>7,0</b>
I'm happy	6,9	<b>7,1</b>	6,7
I keep my expenses under control and if one thing is not necessary I avoid buying it	7,1	<b>7,2</b>	6,9
My money is spent only and exclusively for my happiness, without thinking about the impact that it might have on others	5,5	<b>5,6</b>	5,3
Values %	TOT. YOUNG PEOPLE	MALE	FEMALE
How often do you meet your friends outside of school? [«Every day» + «Almost every day»]	18,7	<b>23,1</b>	13,9
Values %	TOT. YOUNG PEOPLE	MALE	FEMALE
Money at disposal: yes, I have a weekly pocket money	24,6	<b>27,0</b>	22,1
Money at disposal: yes, I have money received as a gift/that I sometimes receive	43,8	39,2	<b>48,8</b>
Money at disposal: no, when I need something I ask my parents	31,6	<b>33,8</b>	29,1

Tab.22-23-24-25-26 Socio-cultural Items, personality traits and items about money management against Total Young Italians (13-18-year-old) and Gender.

## FOCUS

# Parents and Adults: reference models and generational responsibilities

### SCHOOLING AND PARENTS' ROLE

**Schooling of the parents** results to be **an important dimension in the education of young people** to both Environmental Awareness and Economic one.

Children of graduates parents (both or at least one) are widely present in the top quartiles, while children of parents with a high school degree are in the low quartiles of awareness.

With regard to the model role that parents can play for their children, a significant difference shall be highlighted between

- **Money management**, that seems to be a number of behaviours that are learnt mainly in the family context, almost by imitation, and thus that has in parents its own reference model
- **Attention to natural resources** and to environmental

sustainability, where the **parents' role is less crucial**, as young people talk about sustainability also at school and outside school, with friends and peers.

### ADULTS, GENERATIONAL RESPONSIBILITIES AND EXPECTATIONS FOR A CHANGE IN THE DEVELOPMENT MODEL

Even if parents are acknowledged to be positive reference models, **adult generations** as a whole **are severely judged** for their approach to the environmental subject.

- If on average the severity of lack of attention to sustainability themes by the adults is rated with an average score of 7.9
- This score **rises at 9.2 when considering the opinion of the top quartile of Environmental Awareness.**

Anyway young Italians seem not to lose their hope and have **positive expectations** towards the possibility that a general re-thinking might push Governments to change the current development model towards a fairer one

- **Young people with the highest Environmental Awareness are those who more strongly hope for government action** (score 8.1 vs 6.3 of the average interviewees)



## FOCUS

# Parents and adults: reference models and generational responsibilities

Parents' schooling Values %	TOT.	ENVIRONMENTAL AWARENESS				ECONOMIC AWARENESS			
		TOP quartile	Second quartile	Third quartile	BOTTOM quartile	TOP quartile	Second quartile	Third quartile	BOTTOM quartile
BASE	400	98	103	97	103	100	100	98	102
Both Master's degree	13,9	<b>24,1</b>	11,8	8,2	11,4	<b>17,7</b>	18,1	14,6	5,3
One of the two Master's degree	18,7	<b>23,8</b>	21,7	16,5	12,8	<b>22,0</b>	17,6	14,9	20,1
Both graduated	26,5	20,2	29,1	31,1	25,4	28,1	23,1	26,4	28,1
One of the two graduated	20,3	17,6	18,6	22,3	22,6	14,7	23,4	23,9	19,3
Other	20,7	14,2	18,8	21,9	<b>27,7</b>	17,5	17,8	20,1	<b>27,3</b>

How much are you inspired by your parents, in the management of environmental resources? Values %	TOT.	ENVIRONMENTAL AWARENESS			
		TOP quartile	Second quartile	Third quartile	BOTTOM quartile
BASE	400	98	103	97	103
Much	31,3	<b>47,1</b>	27,6	26,3	24,8
Much + Enough	82,9	<b>85,0</b>	85,3	83,5	77,9

How much are you inspired by your parents, in money management? Values %	TOT.	ECONOMIC AWARENESS			
		TOP quartile	Second quartile	Third quartile	BOTTOM quartile
BASE	400	100	100	98	102
Much	41,7	<b>55,3</b>	40,7	40,0	31,2
Much + Enough	91,2	<b>93,6</b>	90,5	93,2	87,8

How severe do you believe the lack of attention to sustainability themes by adults will be? Average values [range 0-10]	TOT.	ENVIRONMENTAL AWARENESS			
		TOP quartile	Second quartile	Third quartile	BOTTOM quartile
BASE	400	98	103	97	103
Average score	7,9	<b>9,2</b>	8,5	7,6	6,2

How likely do you think that Governments might act to change the world development model so that it becomes more sustainable over time? Average values [range 0-10]	TOT.	ENVIRONMENTAL AWARENESS			
		TOP quartile	Second quartile	Third quartile	BOTTOM quartile
BASE	400	98	103	97	103
Much	6,3	<b>8,1</b>	6,9	6,1	4,2

Tab.27-28-29-30-31 Parents' schooling, Reference models, Judgements on adults and Expectations towards governments for Young Italians (13-18-year-old) and Quartiles of Environmental and Economic Awareness

## FOCUS

# Geographical areas and different sensitivities to sustainability

The analysis of results by geographical areas shows the picture of a Country with **local differences**, even when the younger generation of its inhabitants is studied.

Most of all **attention to the environment** seems to vary according to geographical origin and therefore to the experience, culture and way of living of the different Italian areas.

In particular:

- **Southern-Italy and North West** share a higher Awareness, both with regards to management of the environmental resources and, to a minor extent, the economic ones;
- While **North East and Central Italy** show overall lower values.

In particular, as the **Environmental Awareness** is

concerned, young people from **Southern Italy and North West** are:

- the most convinced of the **impact of individual behaviours** (scoring YES 7.0, NO 6.9, C 6.5, NE 6.2);
- the **most engaged** in person to reduce the issue of the waste of natural resources. (scoring YES 6.8, NO 6.7, C 6.6, NE 6.4);
- they are at the same time **the most demanding in judging the lack of attention towards environmental sustainability** by adults (scoring YES 8.1, NO 8.1, C 7.5, NE 7.4);
- but also **the most hopeful** towards a decisive intervention by Governments (scoring YES 6.5, NO 6.3, C 5.8, NE 6.4).

On the other hand, as the

**Economic Awareness** is concerned, **young Italians behave in a more diversified way** with:

- teens from **Southern Italy and North West** with families with more money at disposal (YES 76.9% and NO 66.2%) and more **accustomed to think how to use it** (YES 86.4% and NO 89%);
- teens from **North East** more careful to **avoid unnecessary expenses** (average score 7.3 vs YES and NO 7.1 and C 6.5 and to have **a less individualistic use of money** at their disposal (average score 5 vs YES 5.7, NO 5.2 and C 5.9).

## FOCUS

# Geographical Areas and different sensitivities to sustainability

Average values [range 0-10]	TOT. YOUNG PEOPLE	NORTH WEST	NORTH EAST	CENTRE	SOUTH AND ISLANDS
How much do you think your daily behaviour might make the difference to reduce global warming?	6,7	<b>6,9</b>	6,2	6,5	<b>7,0</b>
How much do you feel engaged in person to reduce the problem of natural resources waste?	6,7	<b>6,7</b>	6,4	6,6	<b>6,8</b>
How severe do you believe the impact of lack of attention to sustainability themes by adults will be?	7,9	<b>8,1</b>	7,4	7,5	<b>8,1</b>
How likely do you believe that Governments might act to change the world development model so that it becomes more sustainable over time?	6,3	6,3	6,4	5,8	<b>6,5</b>
I keep my expenses under control and, if something is not necessary, I avoid buying it	7,1	7,1	<b>7,3</b>	6,5	7,1
My money is spent only and exclusively for my happiness, without thinking about the impact it can generate on others	5,5	5,2	<b>5,0</b>	5,9	5,7
Values %	TOT. YOUNG PEOPLE	NORTH WEST	NORTH EAST	CENTRE	SOUTH AND ISLANDS
Money at disposal [total yes]	68,4	<b>66,2</b>	61,5	62,4	<b>76,9</b>
Habit of thinking how to use money at disposal [total yes]	85,3	<b>89,0</b>	80,8	81,6	<b>86,4</b>

Tab.32-33 Environmental and Economic Awareness Items against Total Young Italians(13-18-year-old) and Geographical Areas

# Methodological note: Indexes

## ENVIRONMENTAL AND Economic AWARENESS INDEXES

Environmental and Economic Awareness Indexes are weighted averages of the following corresponding elements.

Each set of variables is assembled using the Principal Components analysis and the weights ascribed to each item has been calculated on the basis of factors loadings reparametrized to "1".

Namely, as far as the Economic Awareness is concerned, it was decided to proceed in two steps: During the first step, a Principal Component Analysis (PCA) has been conducted on questions D37 D38 D39 and, considering the equal size of the weights assigned to the three variables, a simple mathematical average has been created to synthesize the information.

In the second step, this aggregated variable has been subject to a second PCA together

with answers to questions D40-D42 and the weights assigned to each item have been calculated on the basis of factors loadings reparametrized to "1".

## ENVIRONMENTAL AWARENESS ITEMS

D11. In climate science the term « global warming» refers to the transformation of Earth's climate developed during XX century and still ongoing. How much do you think that your daily attitude can make the difference to reduce global warming? Reply using a score ranging from 0 to 10, where 0 means that your behaviour has a zero impact and 10 that it has an extremely positive impact.

D12. How much do you feel personally committed to reduce the problem of waste of natural resources? Always use a range from 0 to 10, where 0 means not engaged and 10 extremely engaged.

D13. How severe do you believe the impact of lack of attention to sustainability themes by adults will be? Use a range from 0 to 10, where 0 means zero impact, while 10 means it will have an extremely severe one.

D14. How likely do you believe that Governments might act to change the world development model so that it becomes more sustainable over time? Use a range from 0 to 10, where 0 means not at all likely, while 10 means extremely likely.

## Economic AWARENESS ITEMS

D37. Do you usually have money at your disposal?

D38. If you have money at disposal, do you have the habit of thinking how to use it? That is deciding how much to spend and how much to save?

D39. If you save money, why do

you do with it...?

D40. I keep my expenses under control and, if something is not necessary, I avoid buying it.

D41. My money is spent only and exclusively for my happiness, without thinking about the impact it can generate on others.

D42. If you want something you like and you cannot afford it immediately, how much satisfaction do you feel in being able to buy it when you reach the needed amount?

# Methodological Note: three personality clusters

## PERSONALITY TRAITS: THREE CLUSTERS

The clusters («the Troubled», «the Curious», «the Dutiful») are obtained starting from a hierarchical («varclus») analysis, that has identified three factors underlying the personality traits items.

Starting from the identified scales, three indexes have been built as an arithmetic average of the corresponding items and then subject to cluster analysis.

The items that define personality traits are:

- I often lose control and I get angry quickly
- There are a lot of things that happen that I don't agree with, and that make me angry
- Sometimes I feel I'm not worth much
- If somebody says something

bad about me, I reply immediately saying something bad in my turn

- I like lessons where I learn something new that I didn't know earlier
- I like stories on social media that tell about life and habits of people from different parts of the world
- I try to get along with people, also when they don't have the same ideas as me
- It's easy to socialize with me
- I like reading different kinds of books (essays, novels, comics)
- I always finish everything I start
- I'm very careful and dedicated when I do my homework
- I tidy up everything I use as soon as I finish using them
- In general, how much do you think you can trust people?