Every Second Person Wants To Live Climate-Neutrally

- **For 46% of those surveyed, climate neutrality of their own home is important or very important**
- **When choosing an employer, ecology is only of secondary importance**
- **Representative online survey with around 2,500 participants**

When it comes to their own homes, Germans attach importance to climate protection and sustainability, but this aspect plays only a minor role when choosing an employer. This is the result of a Germany-wide survey commissioned by Berlin Hyp. Of the approximately 2,500 respondents asked, almost half (46%) stated that it is important or very important to them to live and work in a climate-neutral and energy-efficient building. For four out of ten respondents, these aspects became more relevant during the course of 2019.

On the other hand, for around a third of those surveyed climate neutrality and energy efficiency have no significance, or at best only a secondary importance, when it comes to their own homes and workplaces. And for around 43%, the importance of these factors has not changed in the past year.

“The results show that although a large part of the population sees the relevance of real estate for climate protection, the topic is still far from being established across the board. There is still further educational work to be done in this context,” commented Berlin Hyp Board of Management member Gero Bergmann on the results.

**Results show further need for education**

In fact, one of the biggest levers on the road to climate neutrality lies in the building stock. It is estimated that 30 - 40% of current CO₂ emissions are attributable to the building sector. “In order to tap this potential, we need the awareness and acceptance of the widest possible circle of users. This is where the real estate industry as a whole has a responsibility,” says Bergmann.

When choosing a job, sustainability and climate protection are apparently even less important. Only 26% of those surveyed on behalf of Berlin Hyp stated that a positive attitude to this is a decisive criterion for determining whether the company in question is a suitable employer. The sustainability of the building in which the company is located is even less important in this respect. Only one in ten people see this as a decisive factor when choosing an employer.
Further persuasion also needed within the industry

The survey also asked real estate professionals whether commercial property that is sustainable from an ecological point of view is easier to market than property that does not meet this criterion. The approximately 250 real estate professionals surveyed are divided in their opinions: 41% see sustainability as advantageous, while for 41% there is no difference.

“The result is surprising, given the additionally clear economic advantages that sustainable real estate offers and which are reflected in particular in lower operating costs,” says Gero Bergmann. “In our business, we can see an already high and growing interest in suitably built and certified properties.”

When choosing your employer, is it crucial for you that they are located in an ecologically sustainable building?

Employees in per cent

- **Yes**: 11.0%
- **Unsure**: 14.9%
- **No, definitely**: 74.1%
- **Generally yes**:
- **Unsure**
- **No, not at all**: 74.1%
- **Generally no**

Source: Gvey survey commissioned by Berlin Hyp, December 2019
When choosing your employer, is it crucial for you that they place great importance on the issue of sustainability?

Employees in per cent

Yes: 26.4%
Unsure: 15.7%
No: 57.9%

Source: Civey survey commissioned by Berlin Hyp, December 2019

Do you think that an ecologically sustainable commercial property is easier to market than a conventionally built one?

Employees in the commercial property sector in per cent

Yes: 40.7%
Unsure: 17.9%
No: 41.4%

Source: Civey survey commissioned by Berlin Hyp, December 2019
Has the energy efficiency of buildings in which you live or work become more important to you in the last 12 months?

In percent

- Yes: 39.9%
- Unsure: 16.3%
- No: 43.8%

Source: Civey survey commissioned by Berlin Hyp, December 2019

How important is it to you that you live or work in a climate-neutral and energy-efficient building?

In percent

- Important: 45.7%
- Unsure: 18.9%
- Unimportant: 35.4%

Source: Civey survey commissioned by Berlin Hyp, December 2019
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