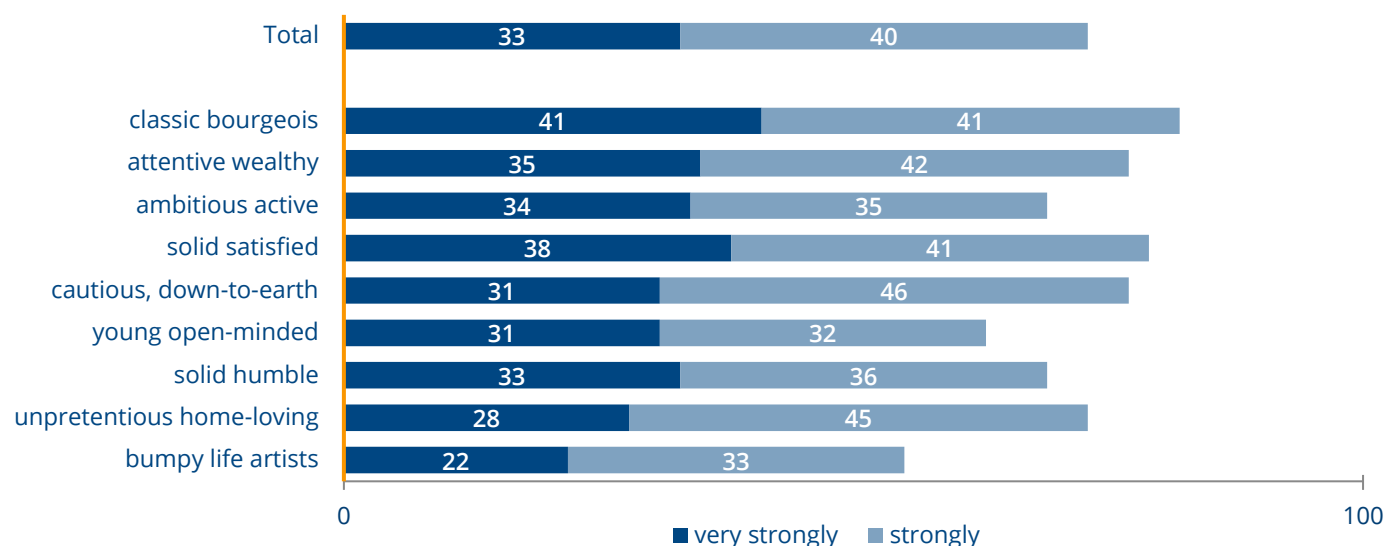


CHART OF THE MONTH

Home Sweet Home

Attachment to one's own municipality



Question: "Please tell us how strongly attached you feel to the municipality in which you live." Respondents: 4.010. Survey conducted from 20 June to 4 September 2023 by USUMA on behalf of the Konrad-Adenauer-Stiftung.

The level of attachment to one's own municipality is consistently high. A clear majority of 73 per cent feel very strongly or strongly attached to their own municipality.

The lifestyle groups differ to some degree. The classic bourgeois, a well-off group with a reluctance to change, feel a particularly strong attachment to their own region. On the other hand, the bumpy life artists, who have limited financial resources and are very open to change, have the least attachment to their own neighbourhood.

The ambitious active and the young open-minded are also more reserved in their attachment to their own region. Both types are quite open to change and differ in their opportunities and willingness to treat themselves. The types that are less open to change (classic bourgeois, solid satisfied and solid humble), on the other hand, feel comparatively strongly attached to their home region. This also applies to one of the types with a moderate openness to change. The unpretentious home-loving feel more strongly attached to their city or municipality than the other two types with a moderate openness to change (cautious down-to-earth and attentive wealthy). This shows their close ties to home they carry in their name.

Further information and results can be found in the study "[Politik, Beruf, Alltag, Freizeit, Kaffee. Die Rolle von Politik im Leben. Eine Typologie auf Basis einer repräsentativen und einer qualitativen Umfrage](#)" (in German).