



# Carnival 2023

February 2023

moweb research GmbH, Düsseldorf

# Content

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# BACKGROUND

Since the beginnings of Covid19 in March 2020, the Rhineland carnival was either not possible or only possible in a restrictive way. The war in Ukraine in spring 2022 then further inhibited the customs.

In 2023, carnival will take place again under regular conditions. But how do people currently perceive the "fifth season"?

In order to clarify these and other questions, moweb research GmbH conducted a survey in the carnival strongholds of Düsseldorf, Cologne and Mainz.

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## Study design

Survey period 01 to 03 February 2023

N= 1,200 persons, from Cologne, Düsseldorf and Mainz (each n= 400)

Quoted online survey

Implementation with the market research panel  
[www.myiyo.com](http://www.myiyo.com)

# Summary

The return of the Rhenish "Tollen Tage" (without any restriction) is expressed across all age groups in a clear appreciation of customs as well as the enormous anticipation of active street and pub carnival.

People care about the war in Ukraine and the aftermath of the Corona pandemic, but only 15% would currently refrain from celebrating because of either factor.

High inflation and thus one's own wallet plays a quite significant role. More than half of the respondents want to find out in advance about beer prices in the pubs, only for 17% would price increases be justified by the circumstances.

The problem of cultural appropriation by means of disguise (keyword "Cowboy & Indian") is not really an issue for 77%. Only a few (6%) see a real need for action here.

# Summary

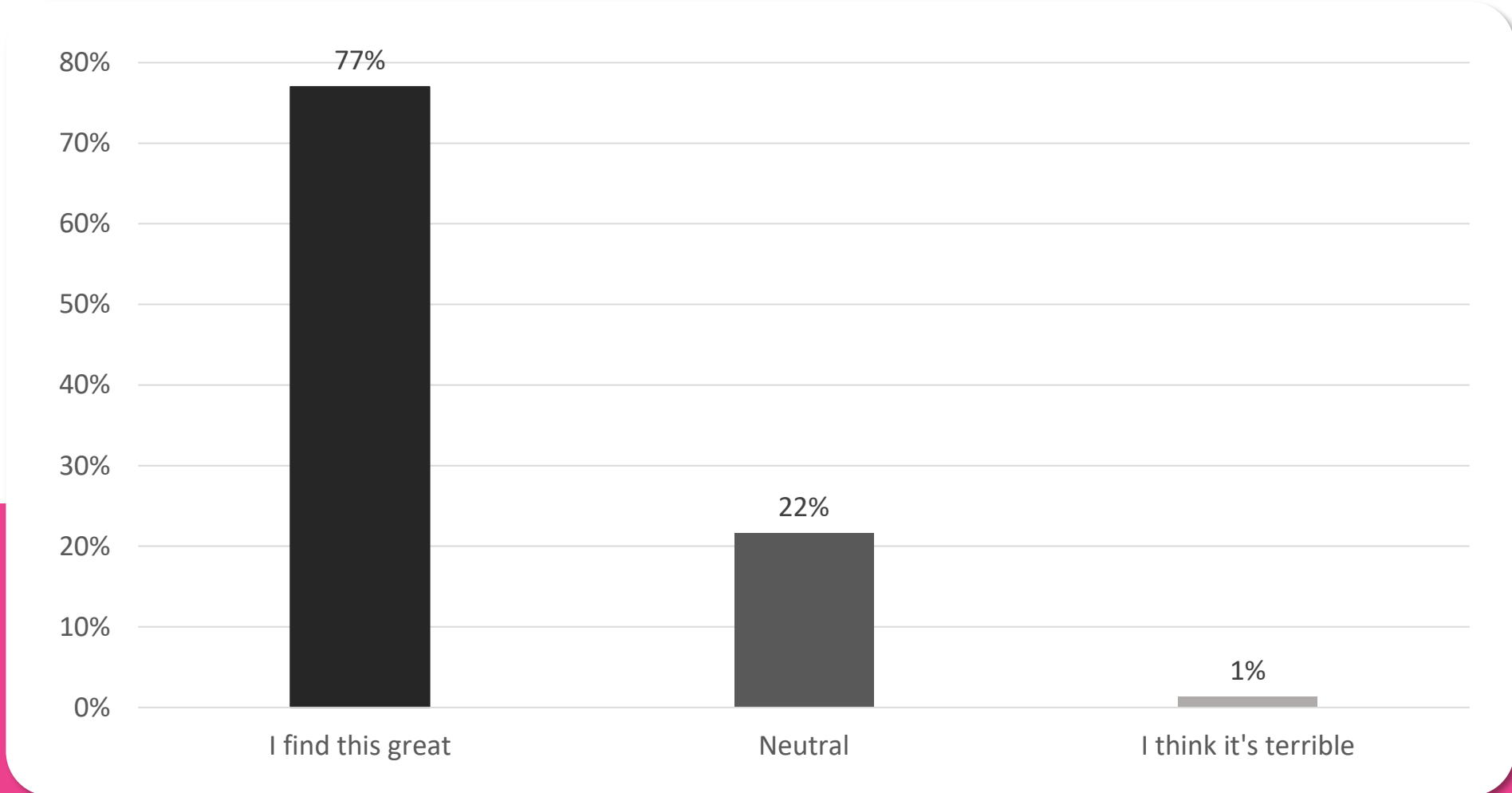
The motto floats of the Shrove Monday parades in the carnival strongholds make clear political statements.

While a good half of those surveyed would like to see these messages continue, just as many either question this or are in favour of verbal disarmament.

Six weeks after the much-publicised New Year's Eve riots, 55% of the study participants plead for more police presence and toughness. Only 4% explicitly disagree.

# Carnival without restrictions

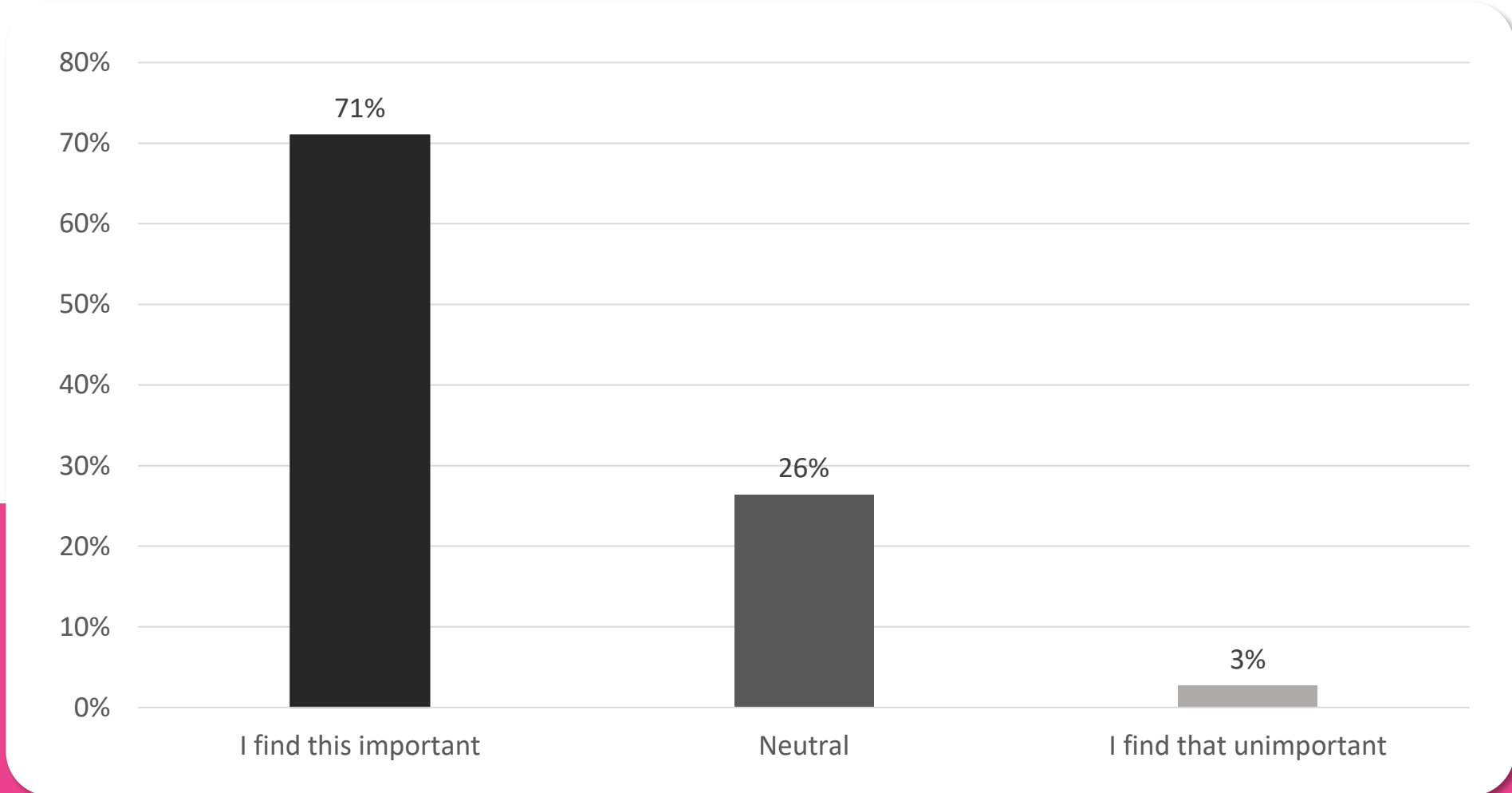
Question 1: In 2023, the carnival will take place without restrictions for the first time in three years. What do you think of it? Basis n= 1,200



# Carnival as a cultural asset

Question 2: How important do you think carnival is as a cultural asset worth protecting?

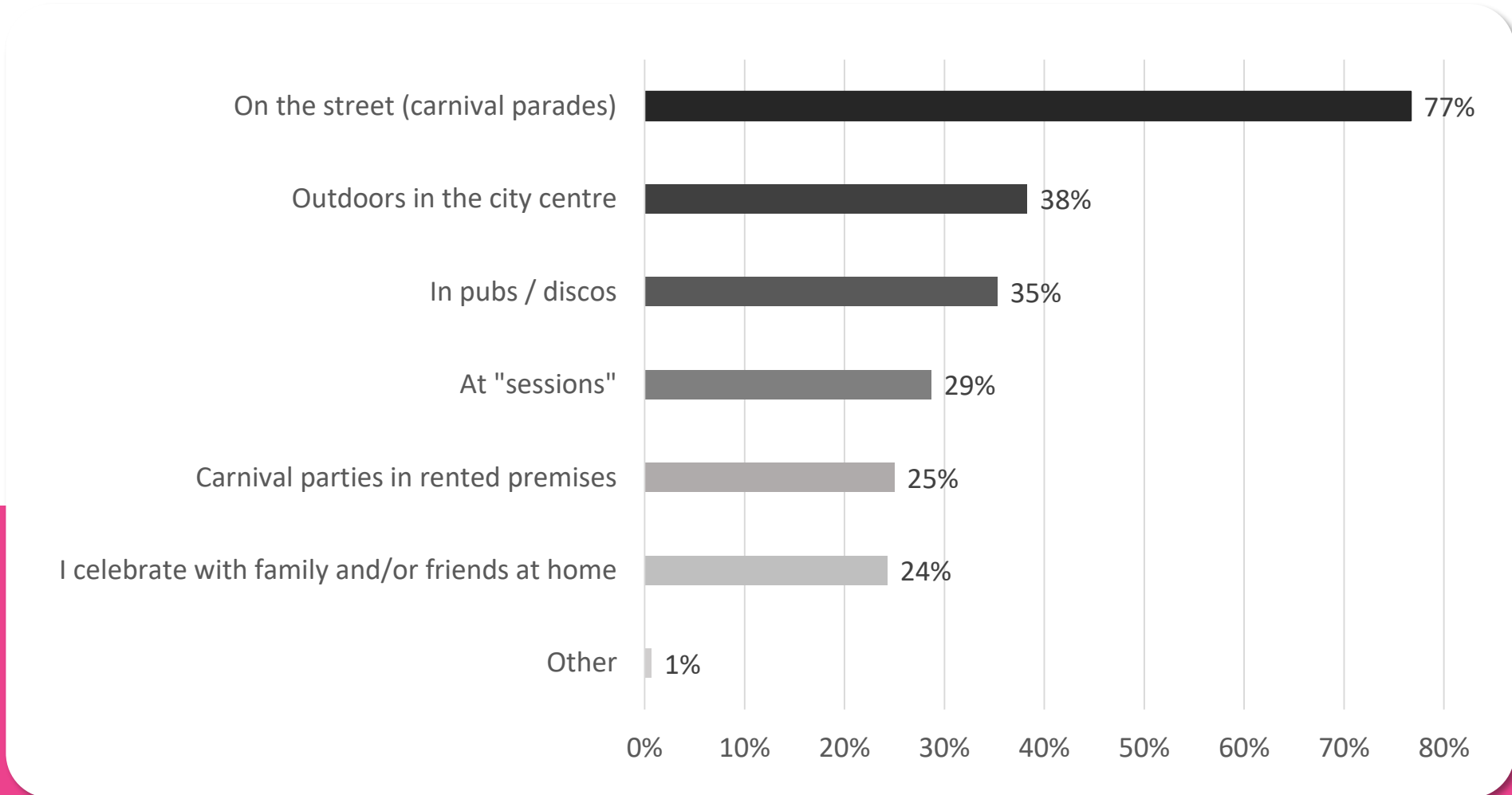
Basis n= 1,200



# Carnival as a cultural asset

Question 3: Where do you prefer to celebrate carnival?

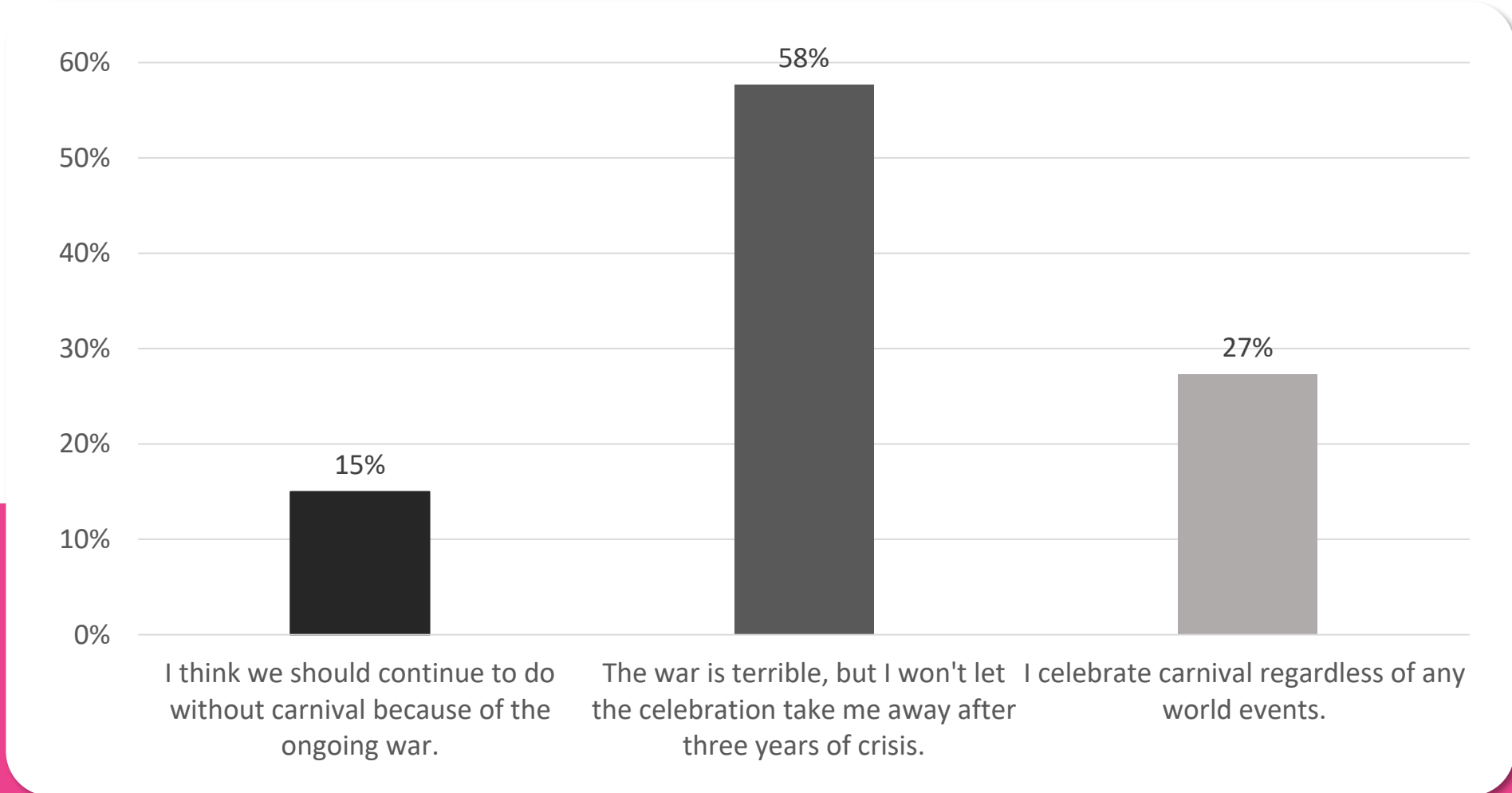
Basis n= 1,200





# Carnival in wartime

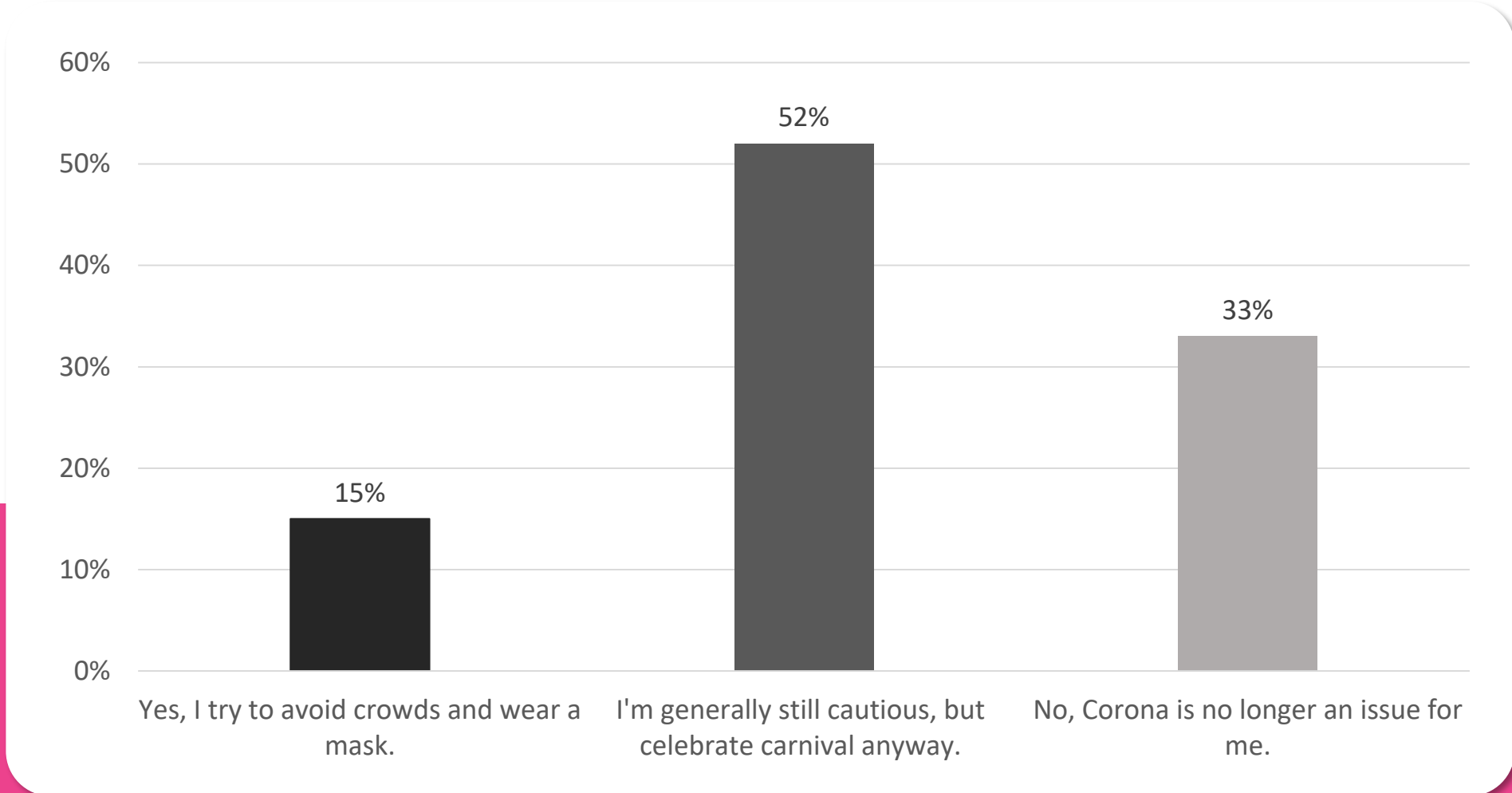
Question 4: Last year, many people gave up carnival because of the Ukraine war. In 2023 there is still war, but the carnival will take place as usual. What do you think of carnival in times of war? Basis n= 1,200



# Carnival and Corona

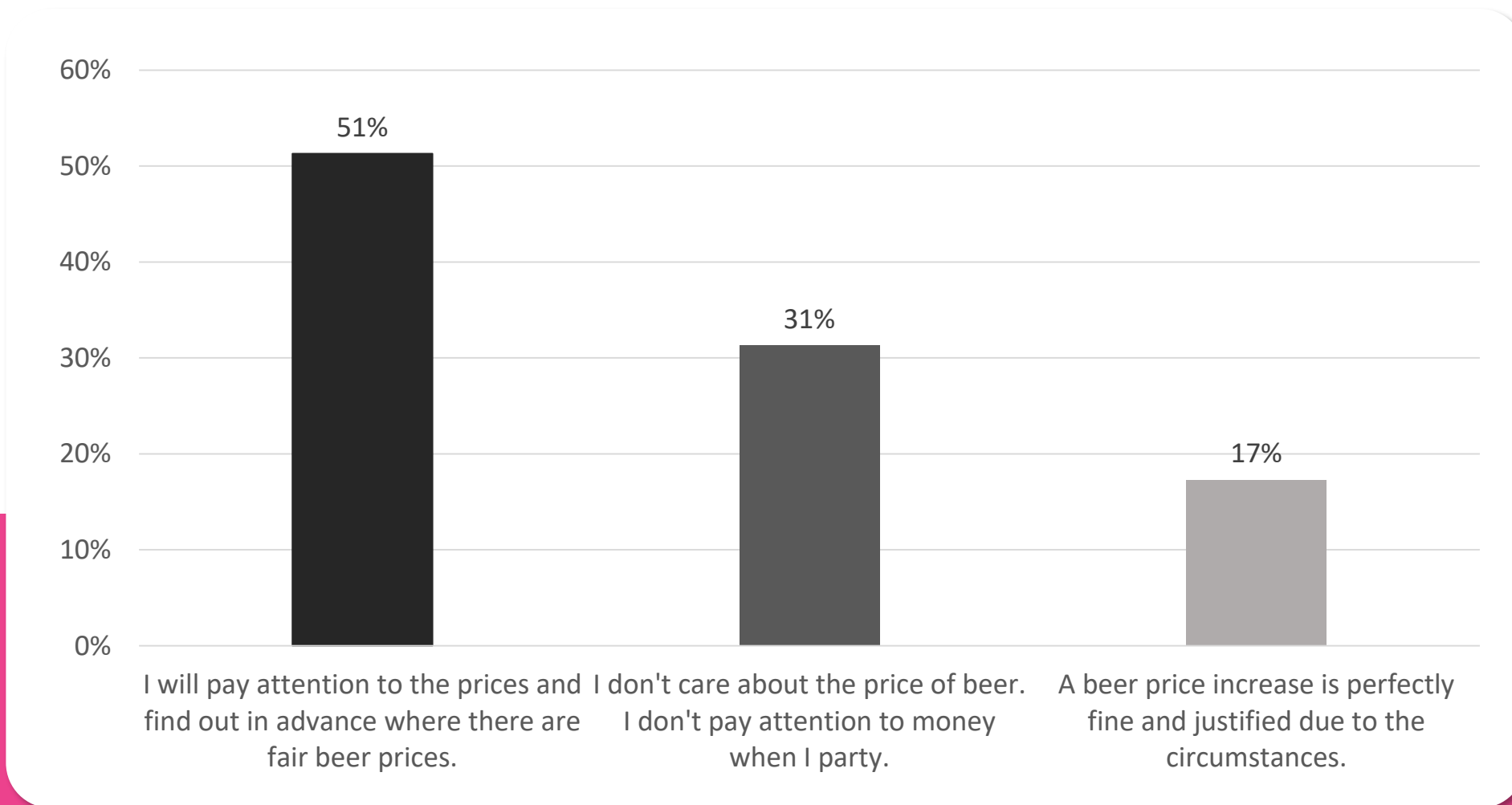
Question 5: Carnival and Corona: Is that still an issue for you?

Basis n= 1,200



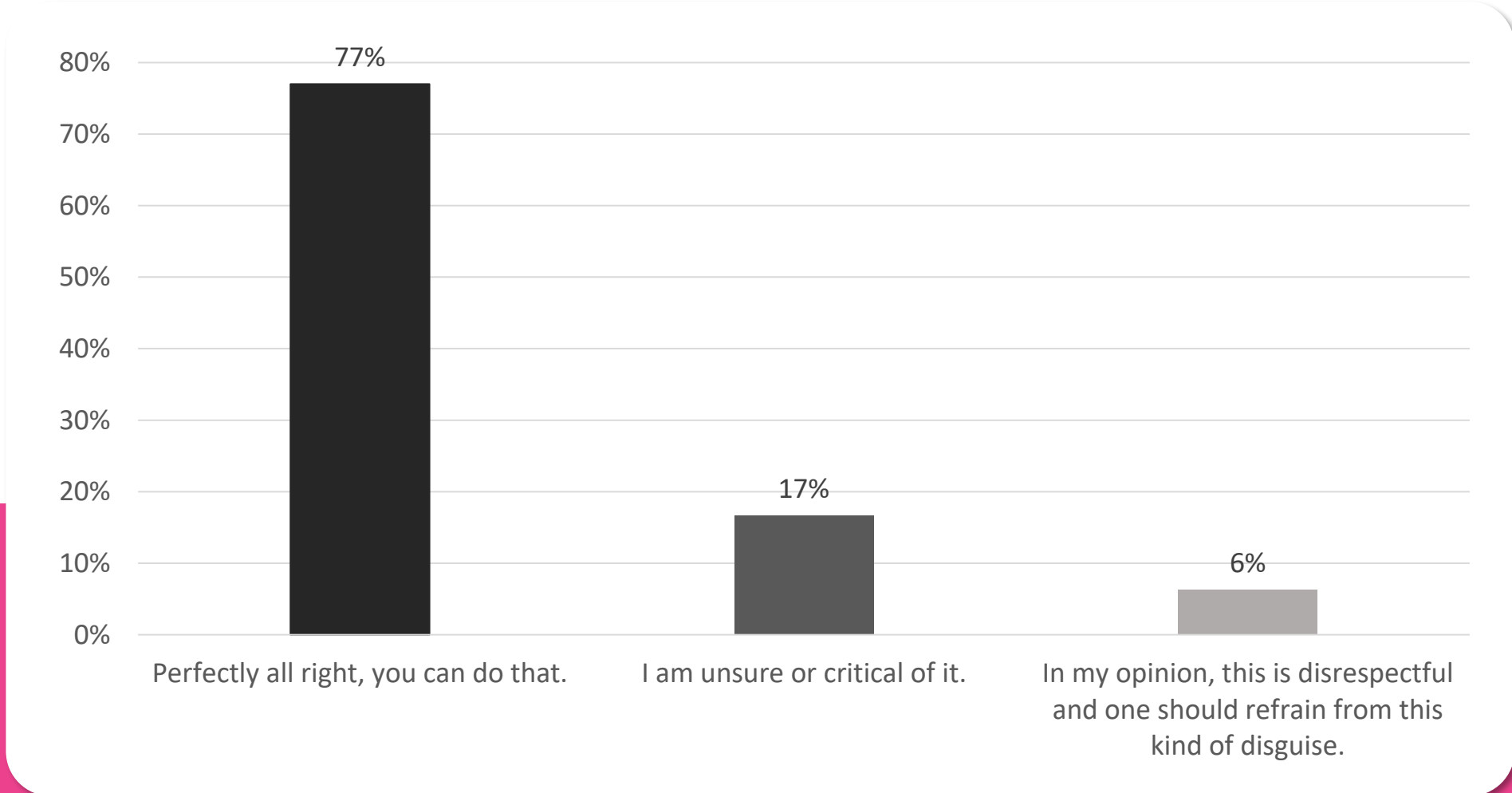
# Carnival and inflation

Question 6: Carnival in times of high inflation: Beer prices will probably rise again. What is your opinion on this? Basis n= 1,200



# Cultural appropriation

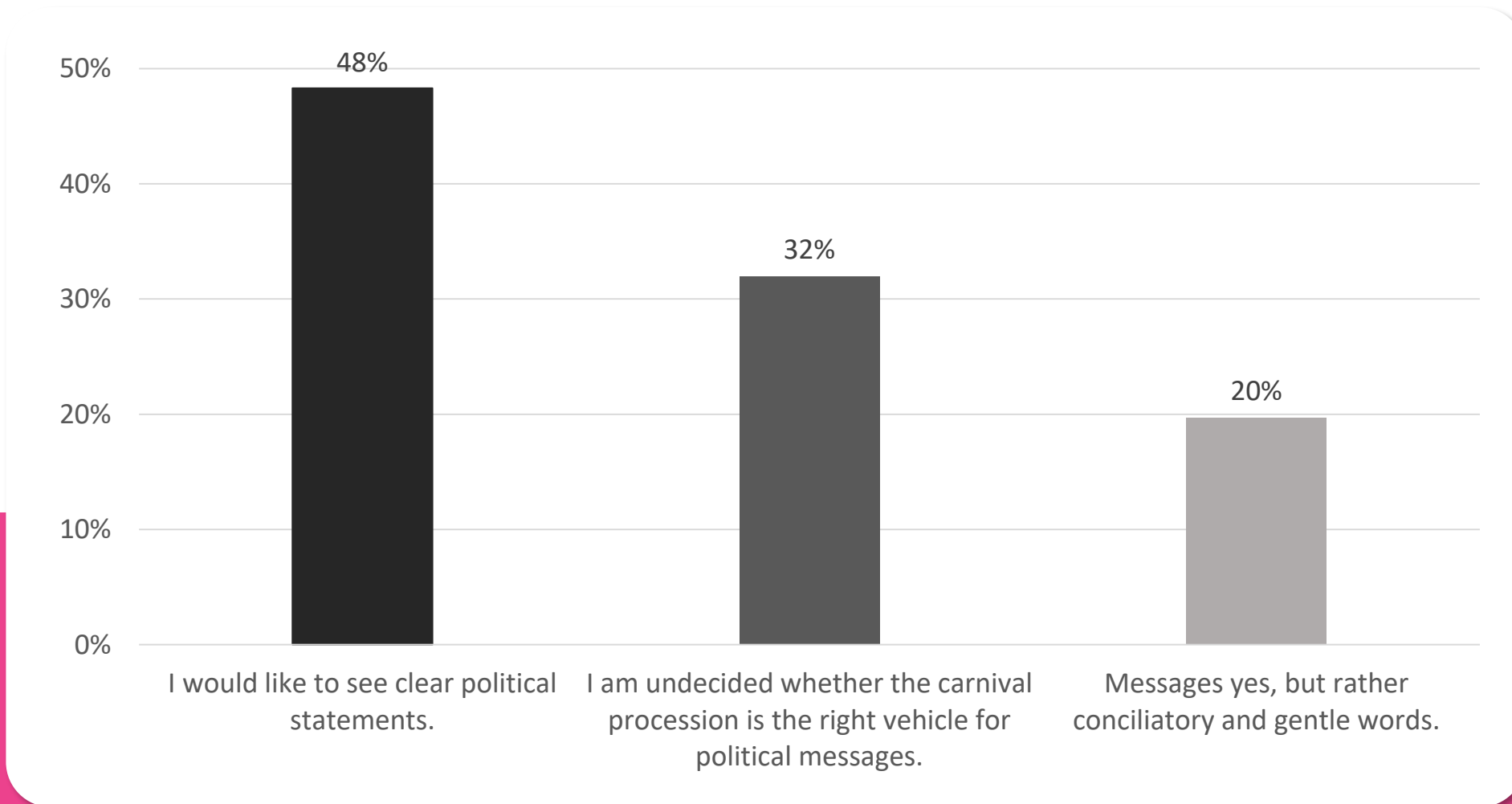
Question 7: Topic "Cultural appropriation": Do you think one can continue to dress as a "non-Indian", "non-Black" or "non-Mexican"? Base n= 1,200



# Carnival and politics

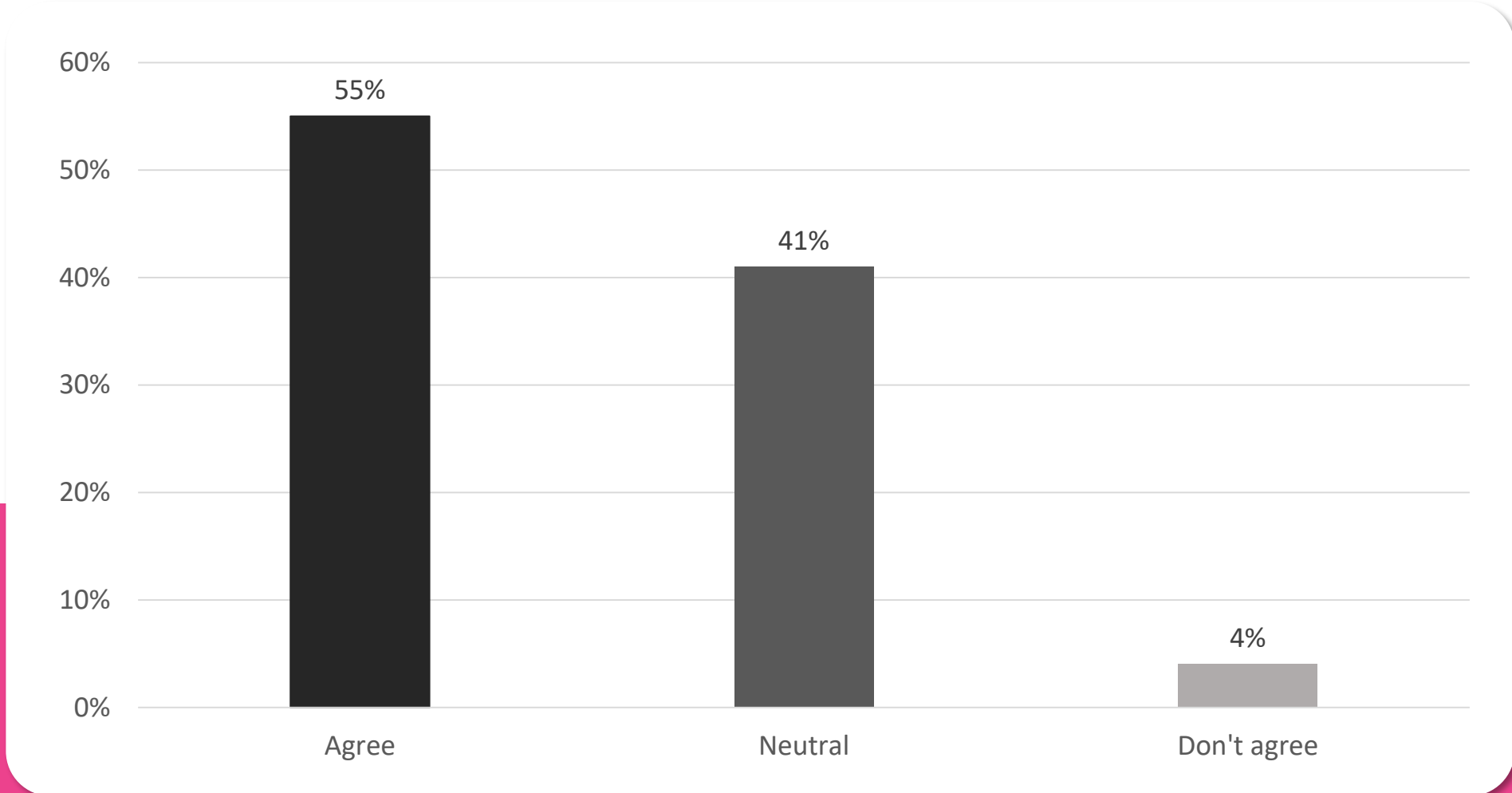
Question 8: Especially the floats at the Rosenmontag parades are always very political. What do you wish for this year?

Basis n= 1,200



# Carnival and police

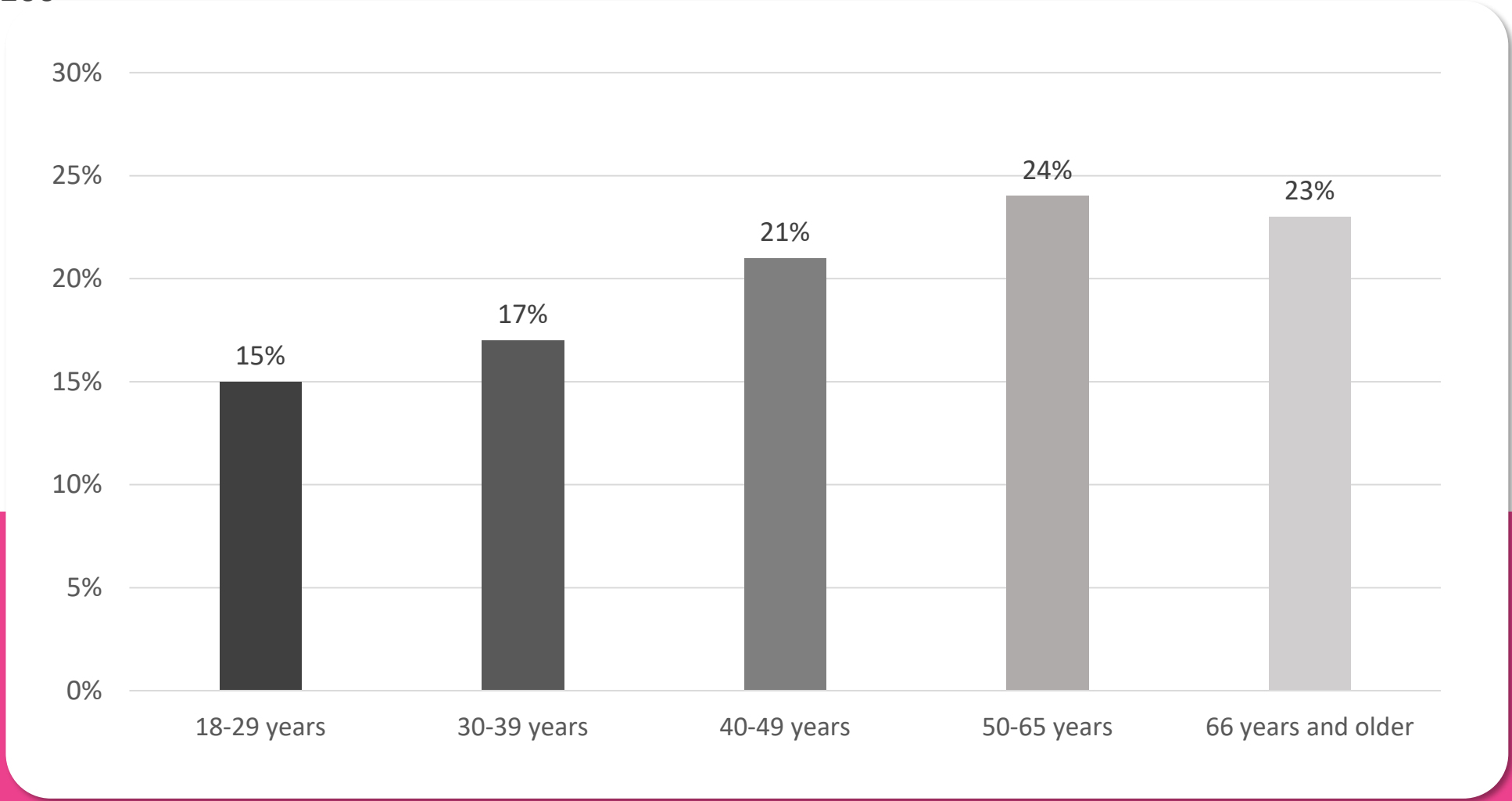
Question 9: In view of the New Year's Eve riots in Berlin and other cities: Do you think the police should show more presence and toughness during the carnival days to avoid riots? Basis n= 1,200



# DEMOGRAPHY

# Age of the subjects

How old are you?  
Basis n= 1,200

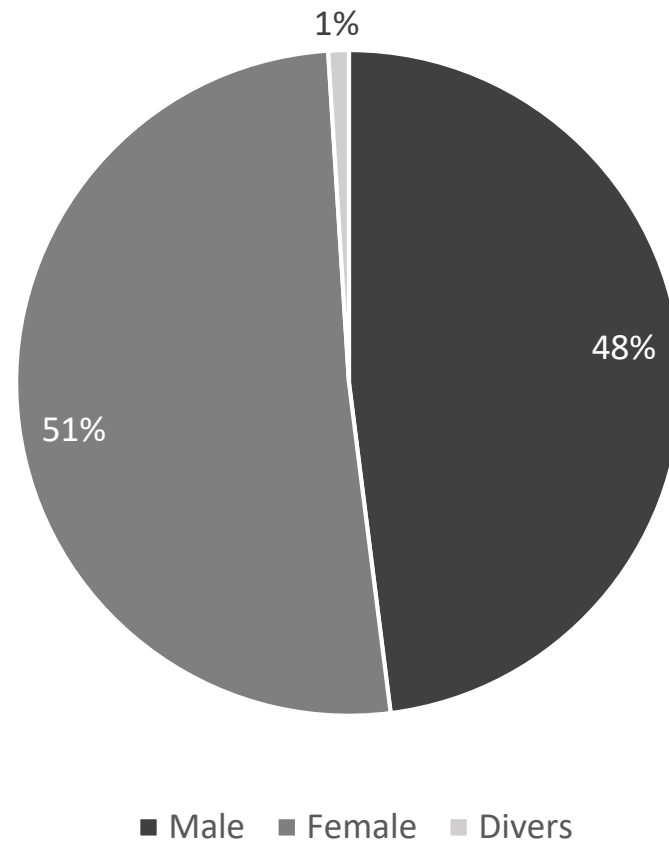




# Gender of the subjects

What is your gender?

Basis n= 1,200



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