A major aim of the Danish LANCHART project (Language Change in real Time) is to shed light on the role of language attitudes in the processes that radically reversed, in the course of a few decades, the proportions of Danes speaking regional dialects and Copenhagen standard, respectively. In our studies, we make an effort to establish the possible existence of two different levels of language ideology in the speech community and its members. Because we assume their role to be quite different in the processes of linguistic change, we “measure” both consciously and subconsciously held attitudes towards the locally relevant linguistic variation. In the middle-sized Danish town of Næstved, situated 50 miles south of Copenhagen, varied attitudinal data have been gathered with regular intervals since the 1980’s. We are thus in a position that allows us to follow how the attitudinal situation in a particular local community has developed during the last two decades, not only at the conscious level of language ideology but also when attitudes are offered subconsciously. In drawing the picture of this development, the talk will focus on the younger members of the Næstved speech community.